Beat: Travel

Parisian AIRBNB Welcomes You in PARIS in the World of Trips

Experience instead of Accommodation

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USPA NEWS - Founded in August of 2008 and based in San Francisco, California, Airbnb is a Community Marketplace and Hospitality Service for People to List, Discover, and Book an Accommodations around the World (Online or from a Mobile Phone or Tablet in more than 65,000 Cities and 191 Countries). It enablles People to Lease or Rent short-term Lodging including Vacation Rentals, Apartment Rentals, Homestays, Hostel Beds, or Hotel Rooms. The Company does not own any lLdging; it is merely a Broker and receives Percentage Service fees from both Guests and Hosts in conjunction with every Booking.... Now, Airbnb is transforming itself from a Rental Company into a Travel Agency...

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- Neighborhoods Travel Guide : The future of Travel

'Neighborhoods' is a travel guide that provides in-depth Information for Selected neighborhoods in 23 major Cities through Photos, Essays, Maps, Tags from Locals, and Assessments of Various Criteria that would be of interest to Guests such as Public Transportation, Dining, Peace & Quiet, Nightlife, Tourist Attractions, and Shopping, thereby helping Travelers choose the Ideal Neighborhood to stay in via Collaborative Filtering.

The San Francisco-based Company upended the Hotel Business by letting Homeowners and Leasers Rent out Rooms and Houses. Now, it´s trying to do the same for the Travel and Tourist Industries. The Initiative is called 'Airbnb Trips' and provides the Company a Way to offer an Experience instead of an Accommodation.

The goal is to broaden the range of services Airbnb hosts can offer. That way, more travelers think of Airbnb as a destination for finding cool stuff to do in a new city and not just a place to sleep. irbnb Trips opens up the possibility that hosts could also offer rides to specific places, putting it in slight competition with ride-hailing apps like Uber and Lyft.

Still, in moving from Accommodations to pretty much any kind of real-world Service, Airbnb is opening itself up to all sorts of complications. It´s unclear how it will validate new offerings, gauge the expertise of both Hosts and Guests if activities are life-threatening, or protect against scams and rip-offs. Anyway, with Trips, Airbnb happens to be going head-to-head with Industries almost as powerful than the Hotel Industry. And its next challenge is to convince People to offer and sell Themselves and their Services, and not just their Homes....

Source : House Warming Party in PARIS on June 15, 2017

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