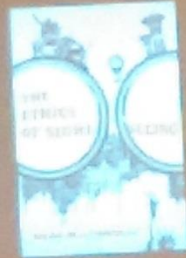


“Non-Travel”



devices

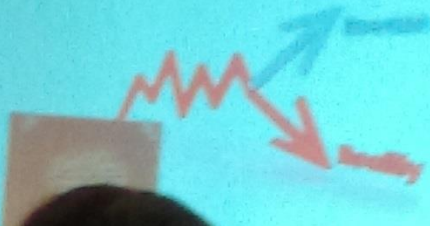
MYTHOLOGIES  
BARTHES





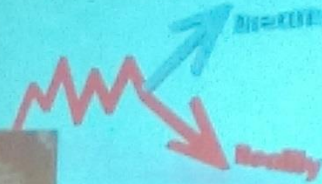
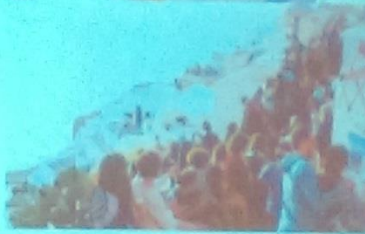
## Background

- Negative emotions are unavoidable
- Negativity Bias



## Background

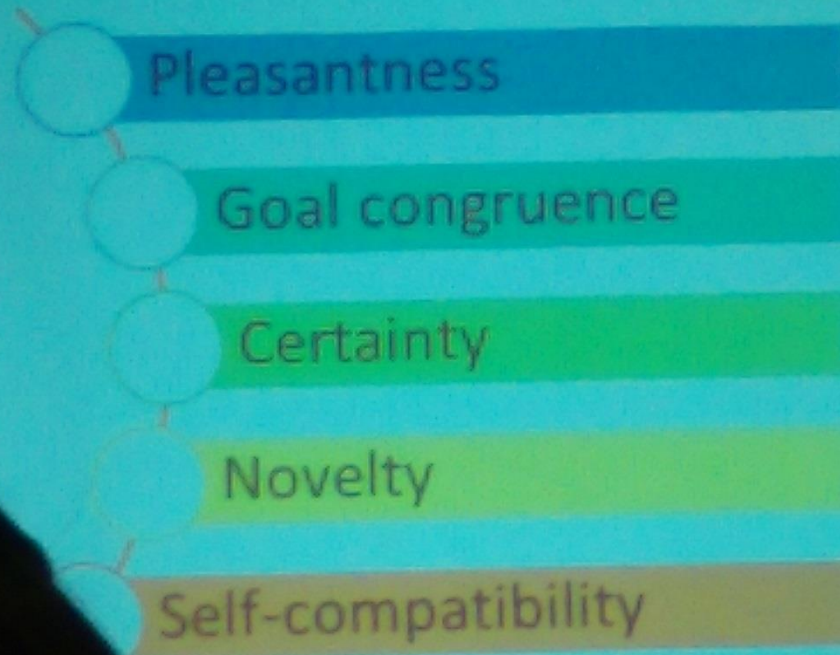
- Negative emotions are unavoidable
- Negativity Bias



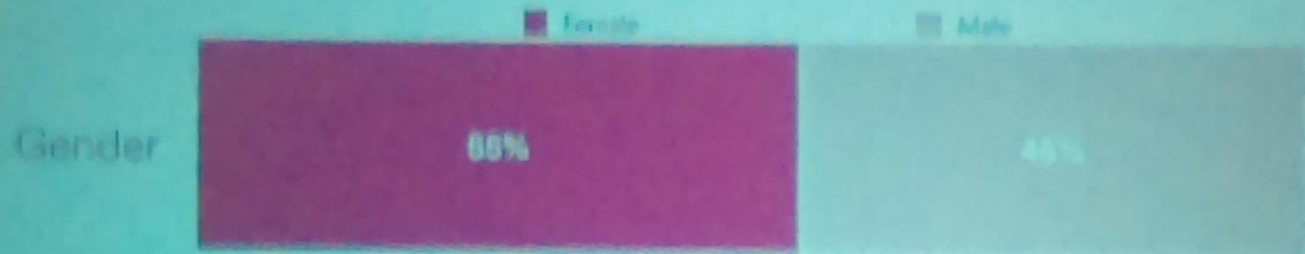
# Literature Review

- Appraisal dimensions

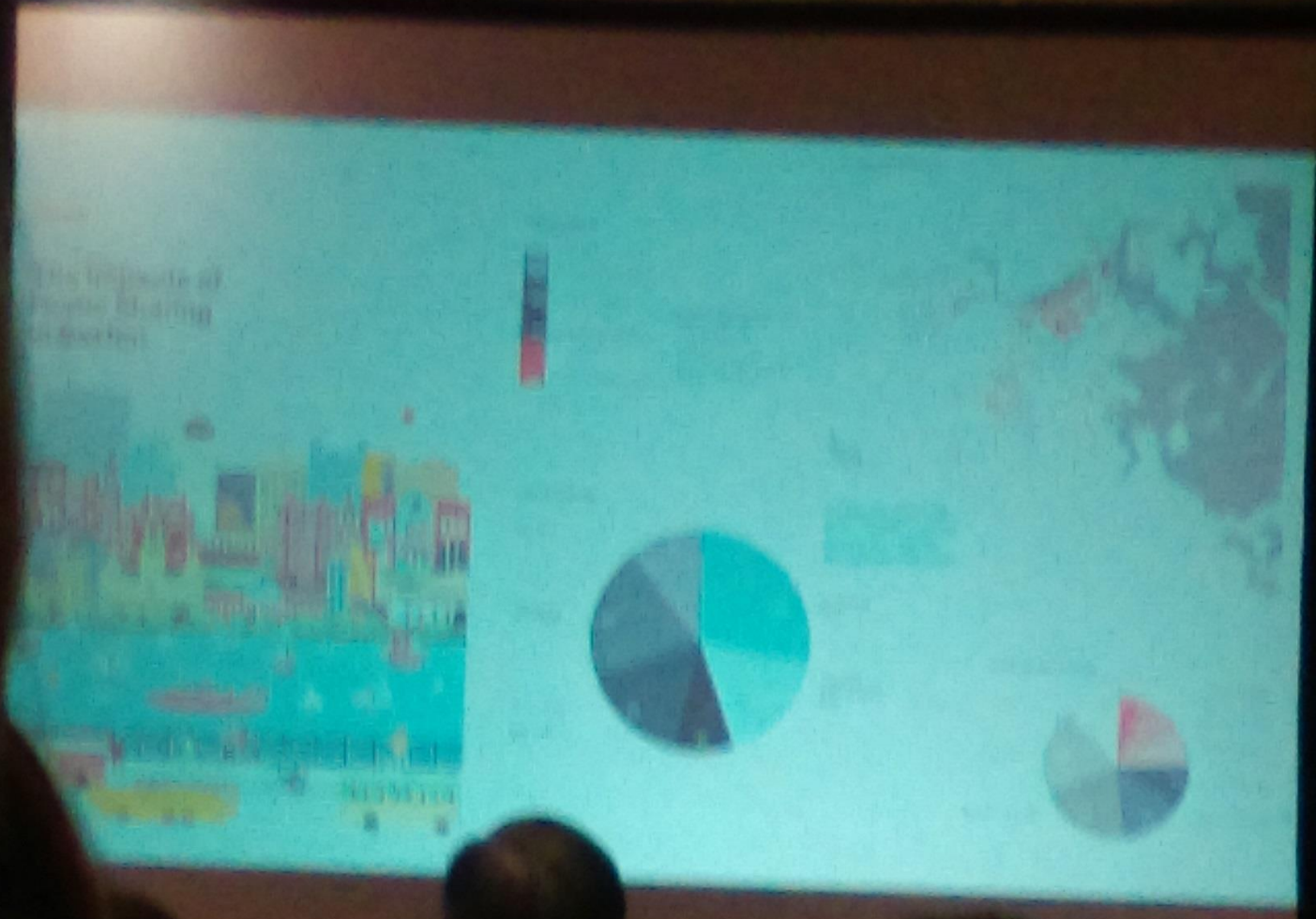
Hosany (2012)



## User Demographics



**Using Survey Data to  
Measure Impacts on Cities  
and Supplement our Data**





79% 91% 74%

2.1x 1.8x 42%

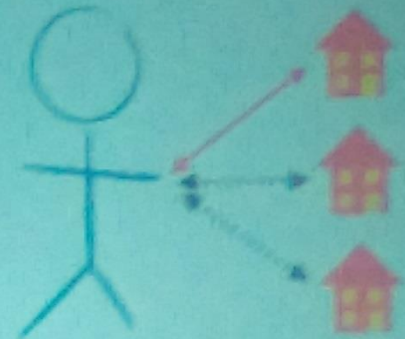
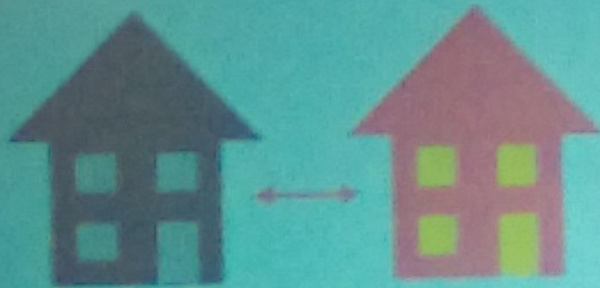


## Toggleing Hosts and Listings

Listings toggle between active and inactive

Listings toggle between type (private room, entire home, etc.)

Hosts toggle between number of active listings





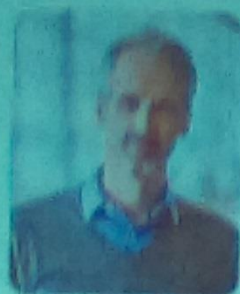
# Sharing Economy Measurement Panel

Travel and Tourism Research Association

## Sharing Economy Measurement Panel



Andrey Fradkin, Postdoctoral Fellow, MIT



Douglas Quinby, Vice President, Research, Phocuswright



Lizzette Casarin, Marketing Director, Consulting and Valuation, HVS

# Sharing Economy Measurement



Erin Coffman, Ph.D, Data Scientist, Economic Policy, Airbnb

Duane Vinson, Vice President STR and Assistant Director of the  
STR SHARE Center

# The Economics of Airbnb

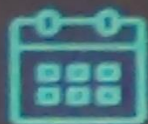
---

Andrey Fradkin



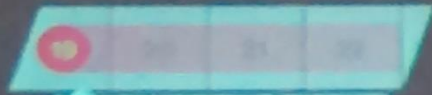
Calendar

List



### Set your availability

Tap and swipe your calendar to block dates you're unavailable to host.



Unavailable



# Rentals Rising:

The State of Private Accommodation in  
U.S. Travel


TTRA 2016 Annual Conference


*Vail, Colo., June 2016*


Douglas Quinby, Vice President, Research


Twitter: @douglasquinby



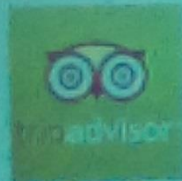
 Priceline Group

 Expedia

 HomeAway

 ACCOR

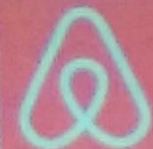
onefinestay OASIS  
COLLECTIONS

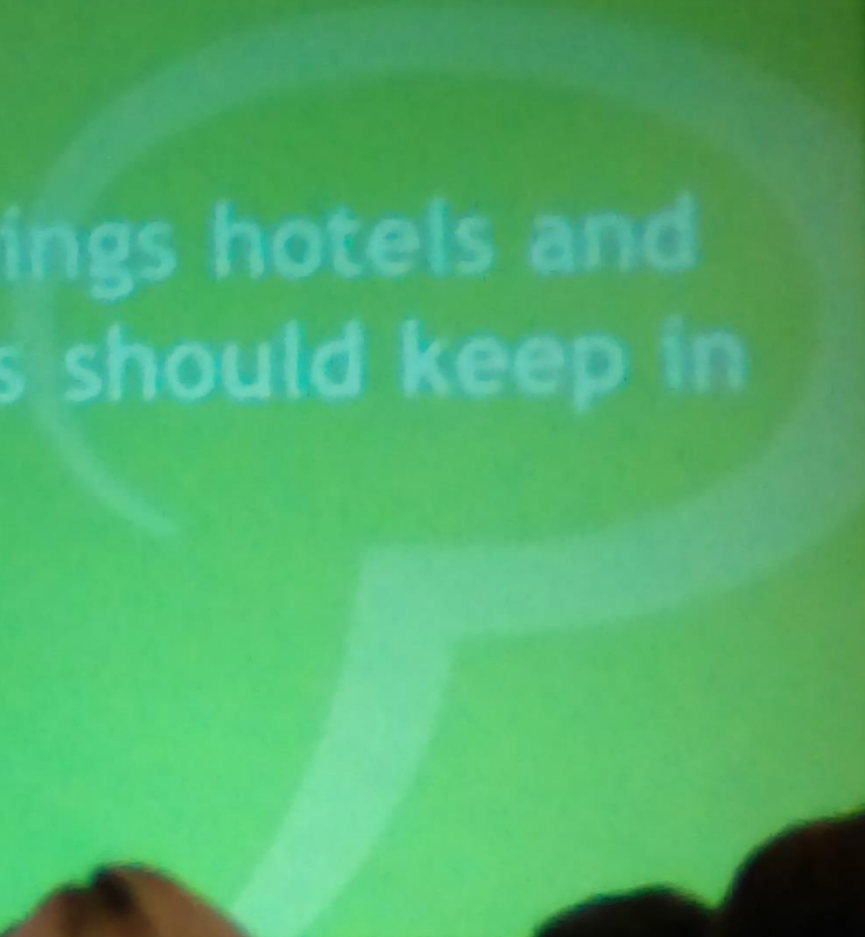
 TripAdvisor

 FLIPKEY

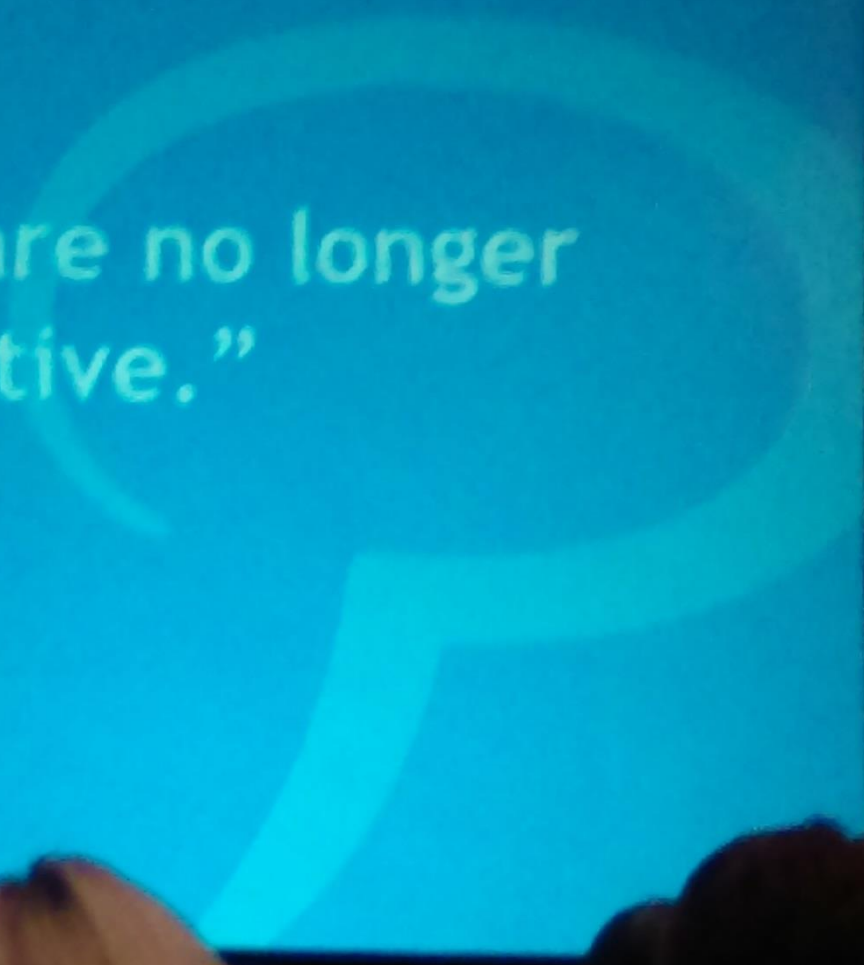
Niumba

holidaylettings

 airbnb

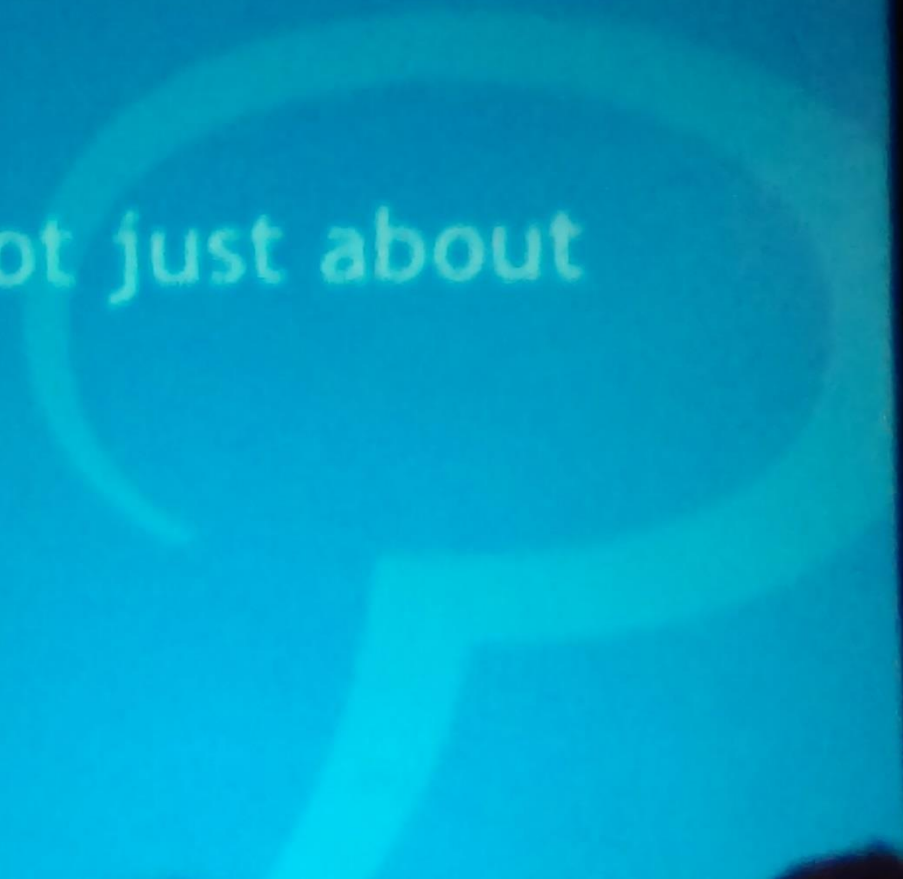


Four key things hotels and destinations should keep in mind



3. Rentals are no longer  
“alternative.”

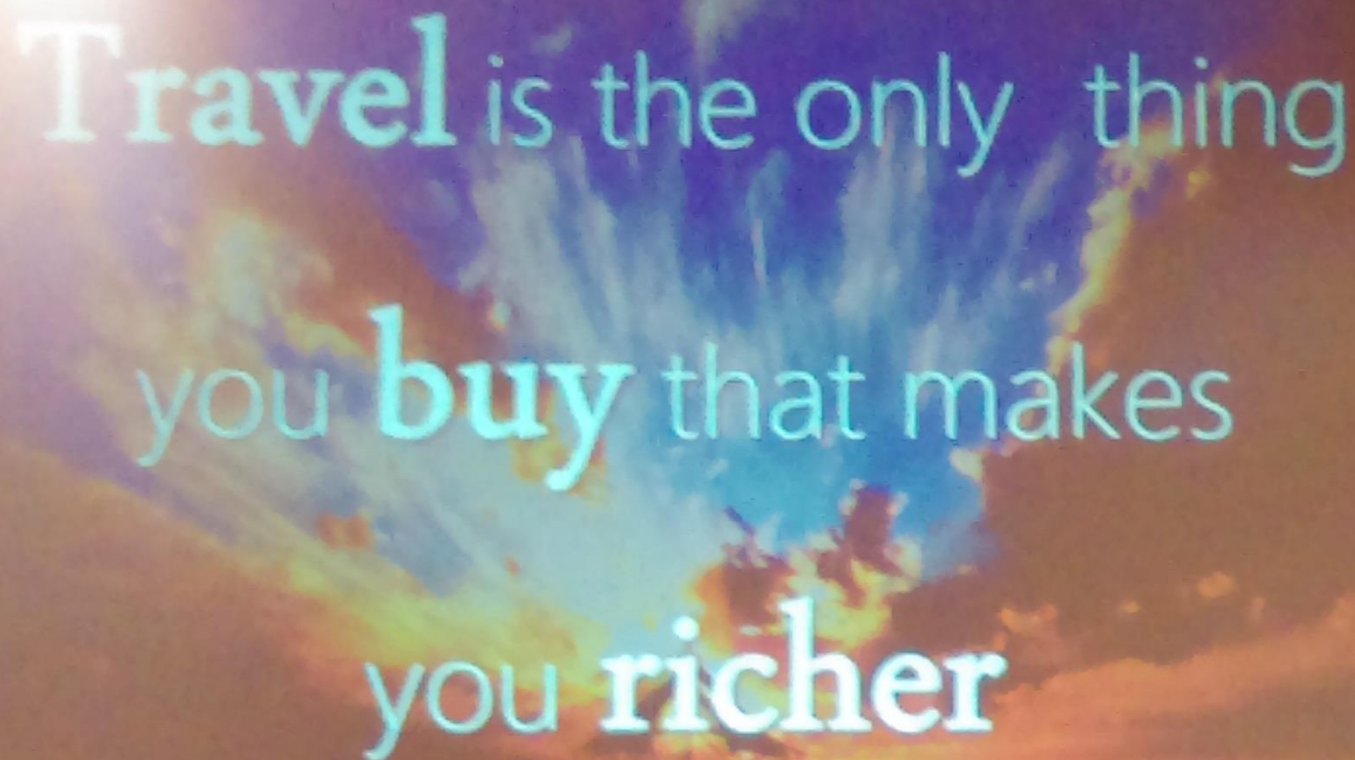
4. This is not just about  
Airbnb.





Peer-to-Peer  
Accommodations  
Estimated Impact - NYC 14/15

*Lizette Casann | Marketing & Special Projects Director*



**T**ransportation is the only thing  
you **buy** that makes  
you **richer**

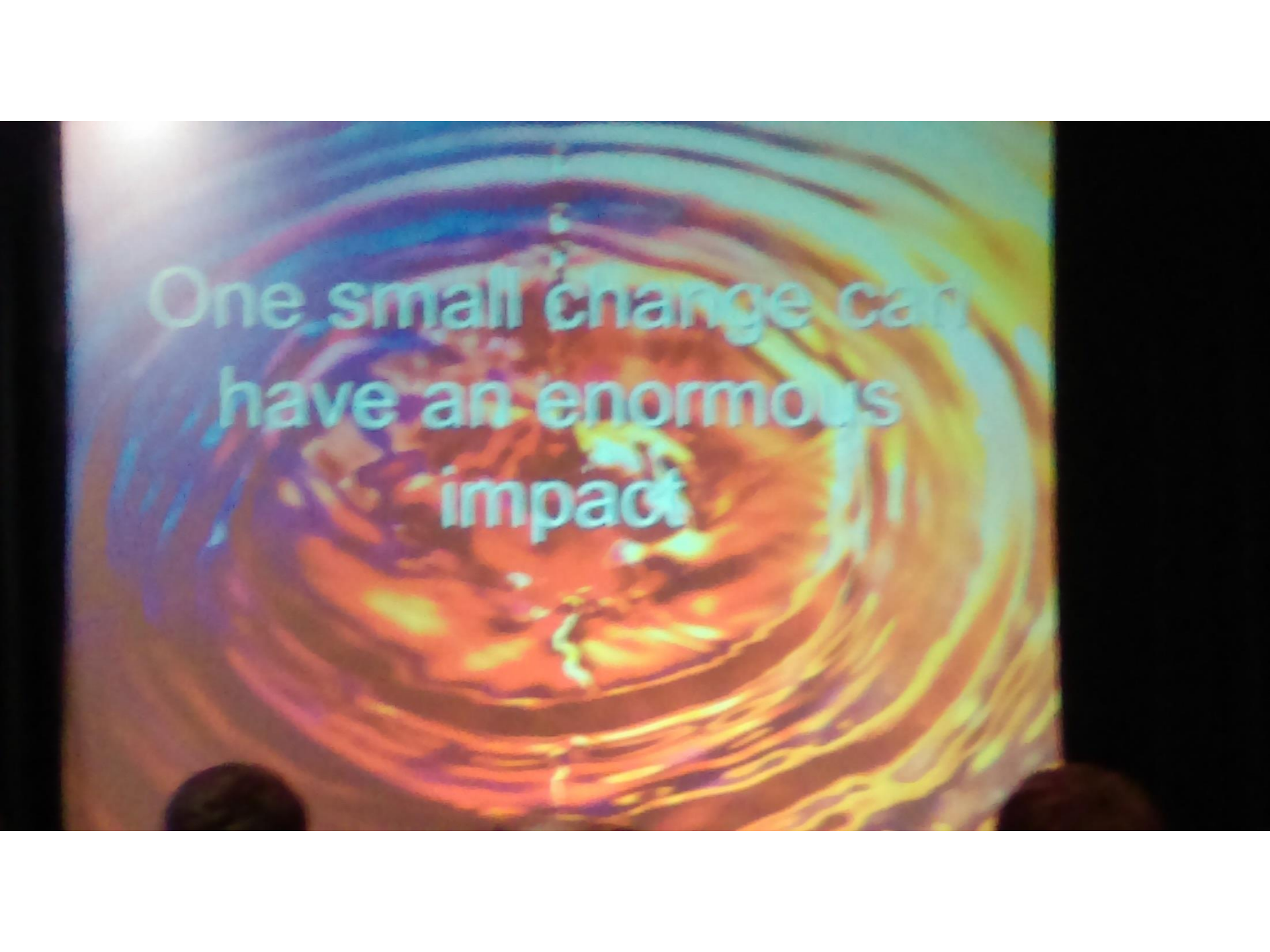
Public

Website



Repository of Data





One small change can  
have an enormous  
impact



str

INDEPENDENT DATA ANALYSIS

# A LOOK INSIDE REAL AIRBNB DATA



Analysed by

Jessica Haywood  
All Hoyt  
Carter Wilson  
Steve Hennis  
Claudia Alvarado

<http://www.hotelnewsnow.com/Articles/32006/STR-analysis-A-look-inside-real-Airbnb-data>

[www.hotelnewsnow.com](http://www.hotelnewsnow.com) Search "real Airbnb data"

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## Special Event Categories in Vail

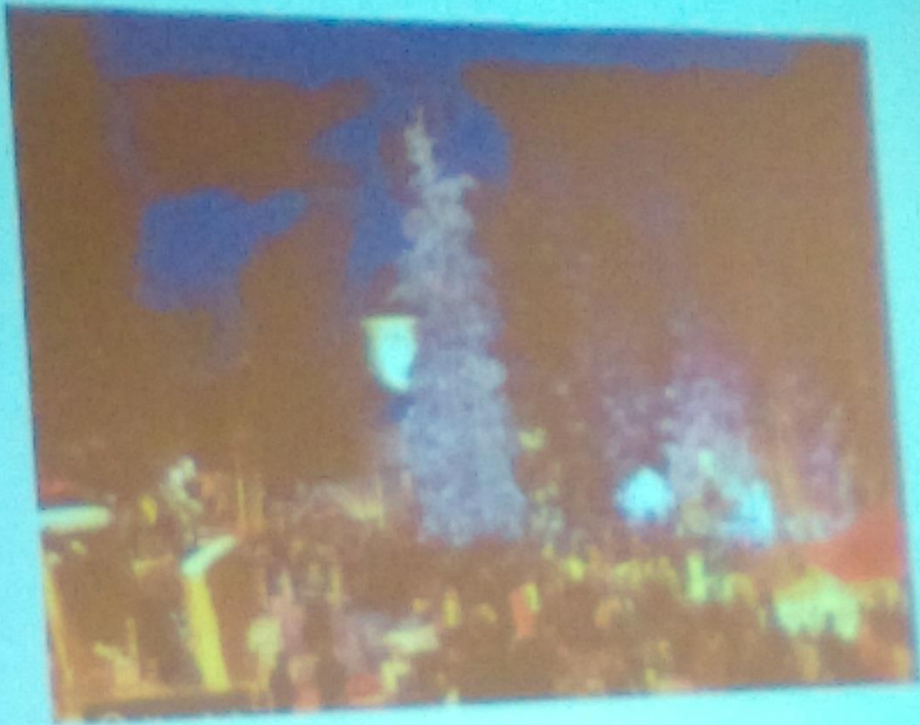
### Examples

- Cultural & Music – Bravo! Vail, Vail International Dance Festival, Vail Jazz Festival, Hot Summer Nights
- Athletic – 2015 Alpine World Ski Championships, Burke's Ul's Open, GoPro Mountain Games, Lacrosse, Soccer, Volleyball tournaments
- Culinary – Gourmet on Gore, Taste of Vail, Restaurant Week
- Community & Charitable Events – Vail Farmers Market, Vail America Days, Vail Arts Festival, Pink Vail, Vail Holiday

# Vail America Days



# Vail Holidaze Christmas Tree Lighting



# Summary of 2015 Special Events Results

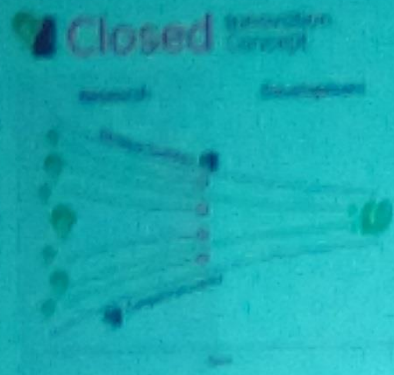
## Importance of Event in Decision to Visit Vail



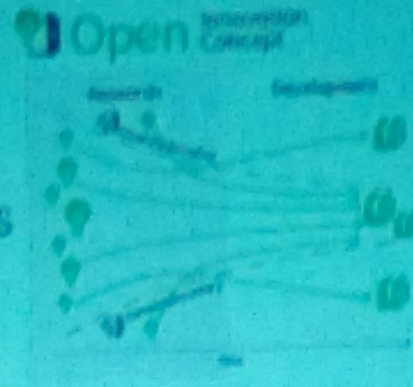
# Challenges of Strategy Development

- Exclusive and secret
- Insufficient knowledge and expertise
- Different agendas
- Insufficient buy-in and ownership
- Poor implementation

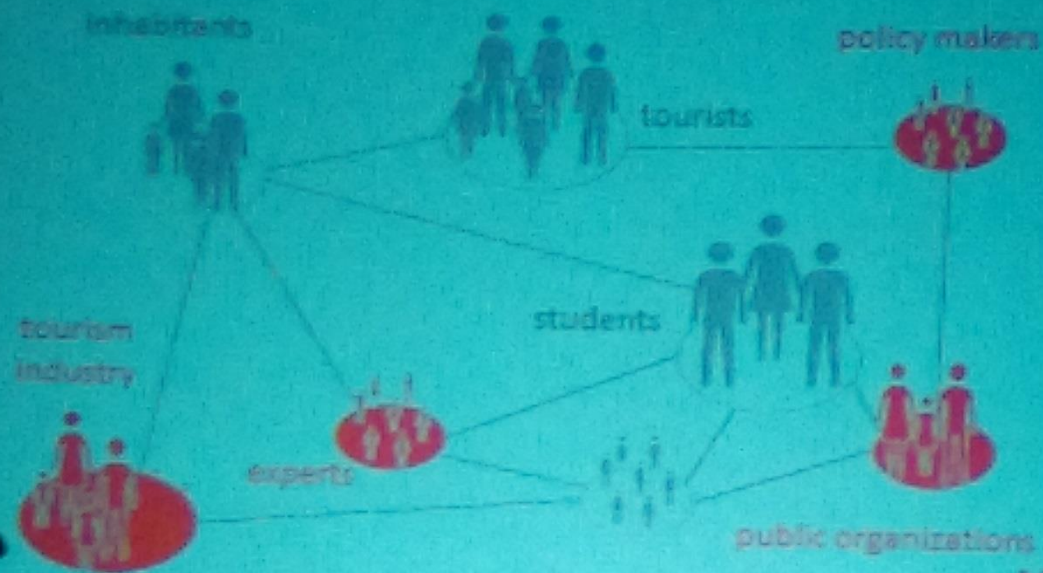
# Defining Open Innovation



VS



# Open Strategy



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WORLD CAPITAL OF TOURISM



# stakeholder integration

strengthen local networks

global knowledge transfer

inclusive model of  
tourism governance

## ownership

technology as enabler

open strategy

## shared vision

Vienna 2020

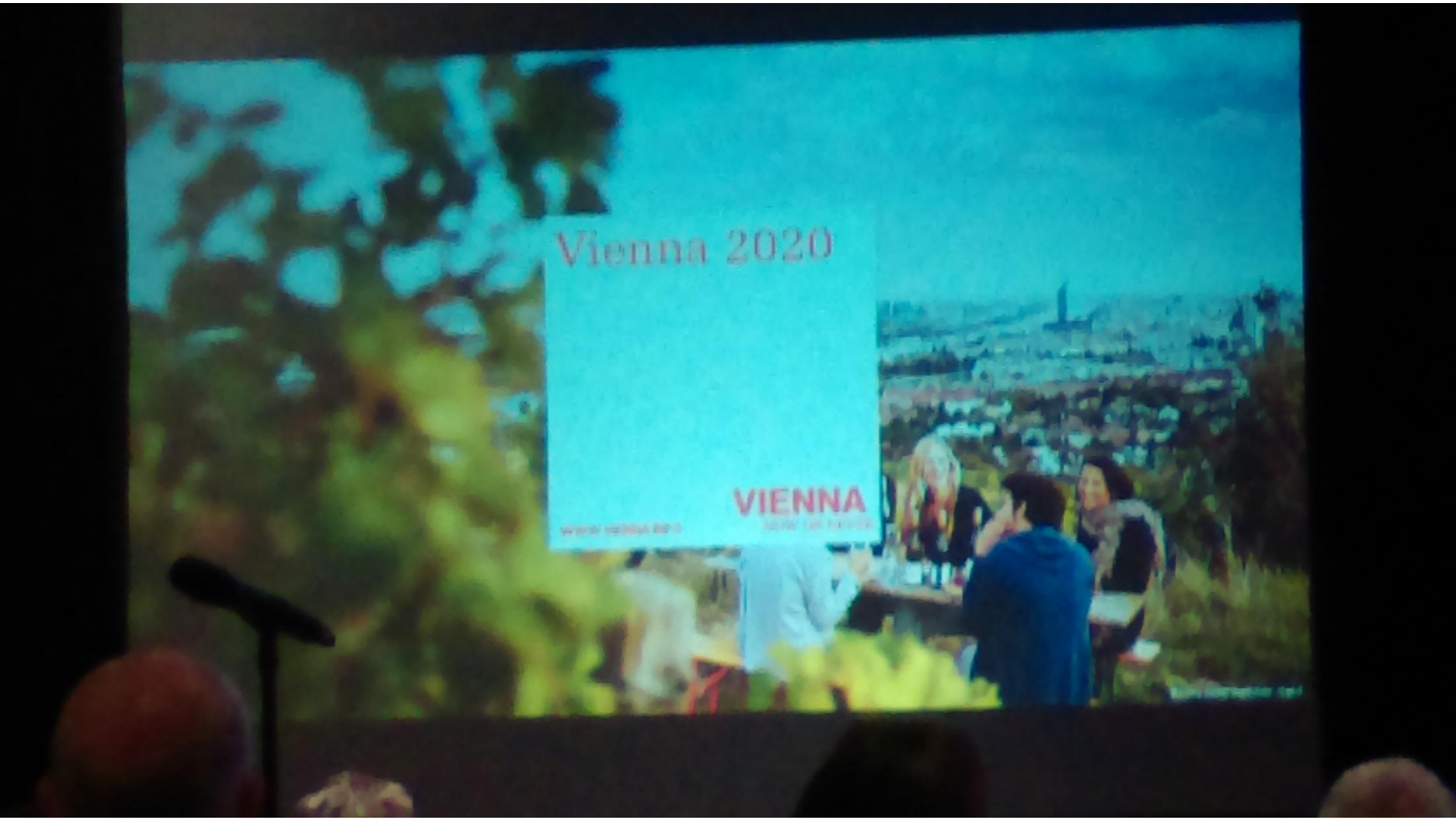
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2020  
VIENNA  
2020

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2020

www.vienna2020.at

www.vienna2020.at



Vienna 2020

Leitmotiv

global.smart.premium

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WORLD CAPITAL



TTRA

Digital disruption challenges the  
value of Big Data. How can  
Big Data help?

Retweet Like Reply

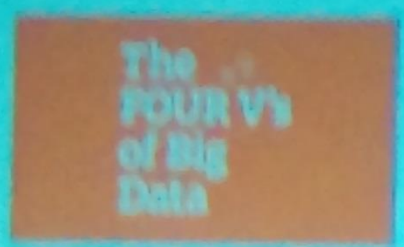


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AND BUSINESS

# Big Data



What multinational technology companies think it is



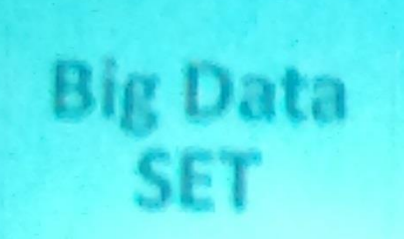
What everyone thinks it is



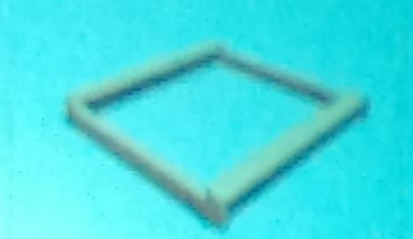
What people think it is



What the public thinks it is



What the business industry thinks it is



What it (eventually) really is

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# The FOUR V's of Big Data



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NEW OR NEVER



# Challenge what we take for granted

Be the link between academia and the tourism industry



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NOW OR NEVER



Jackie Lorch, Vice President, Knowledge Management, Survey  
Sampling International

Frank Kelly, Senior Vice President Global Marketing and Strategy,  
Lightspeed GMI

Annie Pettit, Chief Research Officer, Peanut Labs, Research Now

