Turning Cold Beds into Hot Bed
SUMMARY

Part 1: Cities, the roots of Airbnb
Part 2: Sea, mountains countryside : the future of Airbnb
Part 3: Challenges of these areas
2011

- 50-100 LISTINGS
- 101-300 LISTINGS
- 301-1000 LISTINGS
- 1001+ LISTINGS
TOTAL HOMES ON AIRBNB

4 Million
KEY FACTORS

Simple & Safe
Global
Trendy
300M GUESTS

65K HOMES IN PARIS
“Cold beds” is an industry term used to qualify unrented lodging. It’s opposed to “hot beds”.
In the French Alps, 1M+ beds are not rented.
Willing to rent, why do owners still not rent?
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How does Airbnb help?

- Secured payments
- Host Guarantee
- Guest background checks
- 24/7 customer support
Willing to rent, why do owners still not rent?

How does Airbnb help?

- Simple & Easy
- Free to list
- Full calendar ownership
- Guest choice based on previous reviews
Willing to rent, why do owners still not rent?

How does Airbnb help?
Main question
How to reach out to these owners?
Plan of Action

1 - DMO, Lifts,
City hall
Plan of Action

1. DMO, Lifts, City hall
2. Online promotion by resorts
Plan of Action

1 - DMO, Lifts, City hall
2 - Online promotion by resorts
3 - Offline promotion w/ PM
Plan of Action

1 - DMO, Lifts, City hall
2 - Online promotion by resorts
3 - Offline promotion w/ PM
4 - Follow up
Why would ski resorts partner with an OTA?
New Lodgings
New Demand
Quality / Safety
Tourist Taxes
The easiest way to earn money from your spare space

You provide the space. Let an experienced host handle the rest.

Get started
Start with the basics
Tell us about your space so we can find the right hosts to help you out.

Street Address
Val-d'Isère, France
This is private and will only be shared with the person you choose to be your co-host.

Room Type
- Entire home/apt

Property Type
- Vacation home

Size
- Bedrooms: 3
- Bathrooms: 2
- Sleeps: 6
What kind of help would you like?
Choose the services you want your co-host to handle.

- [ ] Message with guests
- [ ] Update calendar and pricing
- [ ] Review guests
- [x] Restock essential supplies
- [x] Get the home ready for guests
- [x] Welcome guests in person
- [ ] Respond to guest issues
- [ ] Handle reservations
- [x] Coordinate cleaning and linens
- [x] Coordinate maintenance
- [ ] Create a listing

Learn more about these services

Next >
We’ve shared your request with nearby hosts

Thanks for submitting a request! We shared it with hosts in your neighborhood to help you find a great match.

You can expect to hear back from available hosts in the next 24 hours.

What happens next?

1. Get to know available hosts: You can use the message thread or schedule an in-person meeting to find the best fit.

2. Review their proposals: You’ll receive proposals from hosts who are interested in helping you out.

3. Choose your co-host: Once you find the right host, you can accept their proposal to confirm them as a co-host on your listing.

Get tips for working with a co-host
Arthur sent you a quote for their hosting services

Great news! Arthur wants to help you host your place and just sent a quote for their services. The quote will include their fee, as well as details about the hosting services they'll take care of.

View Arthur's quote
After the beds, what’s next?
HOMES

EXPERIENCES

PLACES
Jour 1 - 17:00 - 19:00
Learn Truffle Basics

Savor Tuscan specialities with the owner of Florence’s gourmet food shop.
Inclus: Wine et Truffle aperitivo

Jour 2 - 10:00 - 12:00
Stroll the Truffle Trail

Head with me into the Tuscan countryside to hunt for truffles.

Jour 2 - 13:00 - 15:00
Gourmet Truffle Tasting

In my home, learn how to clean, preserve, and taste truffles.
Inclus: Wine and water will be offered et Truffle ta...
Jour 1 · 19:00 – 21:00
Meet Samurai Over Dinner
Learn about the culture and history of samurai warriors over dinner.

Jour 2 · 10:00 – 12:00
Prepare Your Mind
Visit shrines and temples before a samurai training session in a park.
Inclus : Rental Hakama

Jour 2 · 14:00 – 16:00
Samurai Swordplay Workshop
Train like a true samurai in a traditional Japanese dojo.