



# Sharing Economy and Travel Companies

3rd Summit of Travel Agencies Association



SEGITTUR  
turismo e innovación

**ceav**  
Confederación Española  
de Agencias de Viajes



A top-down view of a person's feet in black lace-up flats standing on a grey doormat. The doormat has a decorative border of interlocking circles and the text "WELCOME STRANGERS" in white, bold, sans-serif capital letters. The mat is placed on a grey stone tile floor. A wooden door threshold is visible at the top of the frame.

WELCOME  
STRANGERS

CHANGING  
PLACE  
CHANGING  
TIME  
CHANGING  
THOUGHTS  
CHANGING  
FUTURE<sup>®</sup>





# THE OF INTERNET THINGS



Wi Fi



# The Internet in Real-Time

How Quickly Data is Generated

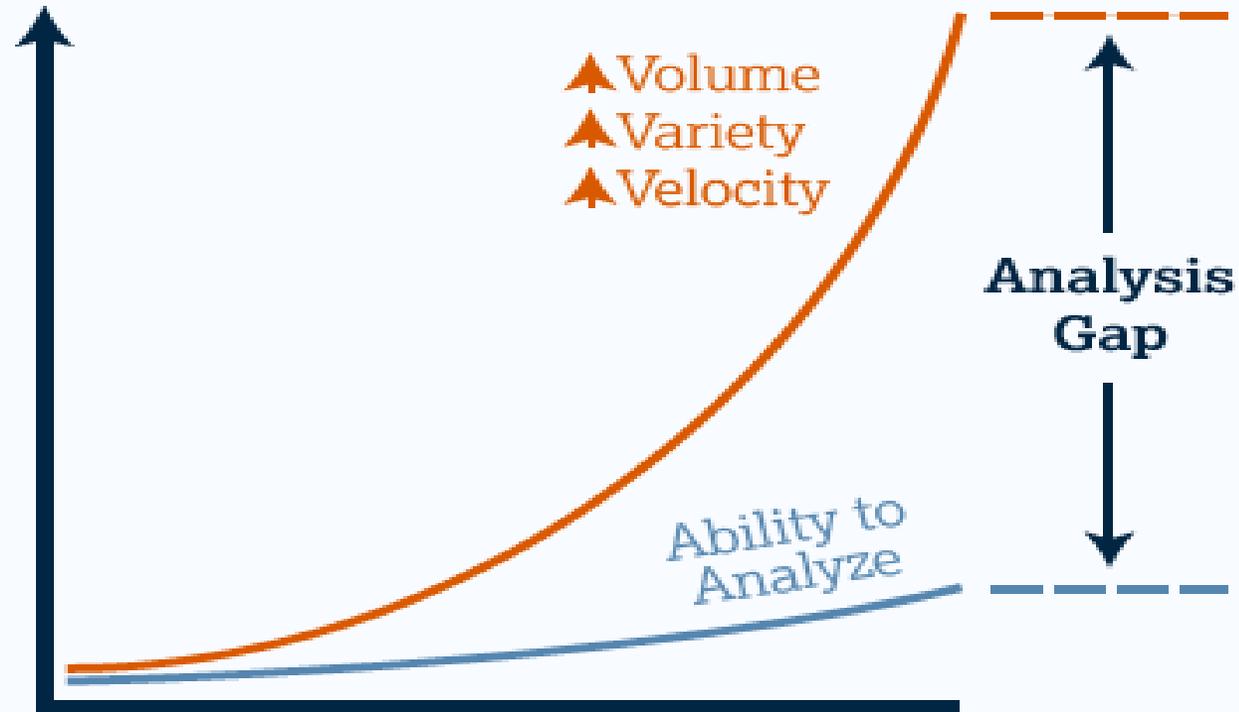
Me gusta 72.037 Compartir 72.037 Tweet 32.8K +1 10k Share 7K Share 44.9K

[Click here to watch as these internet giants accumulate wealth in real-time.](#)

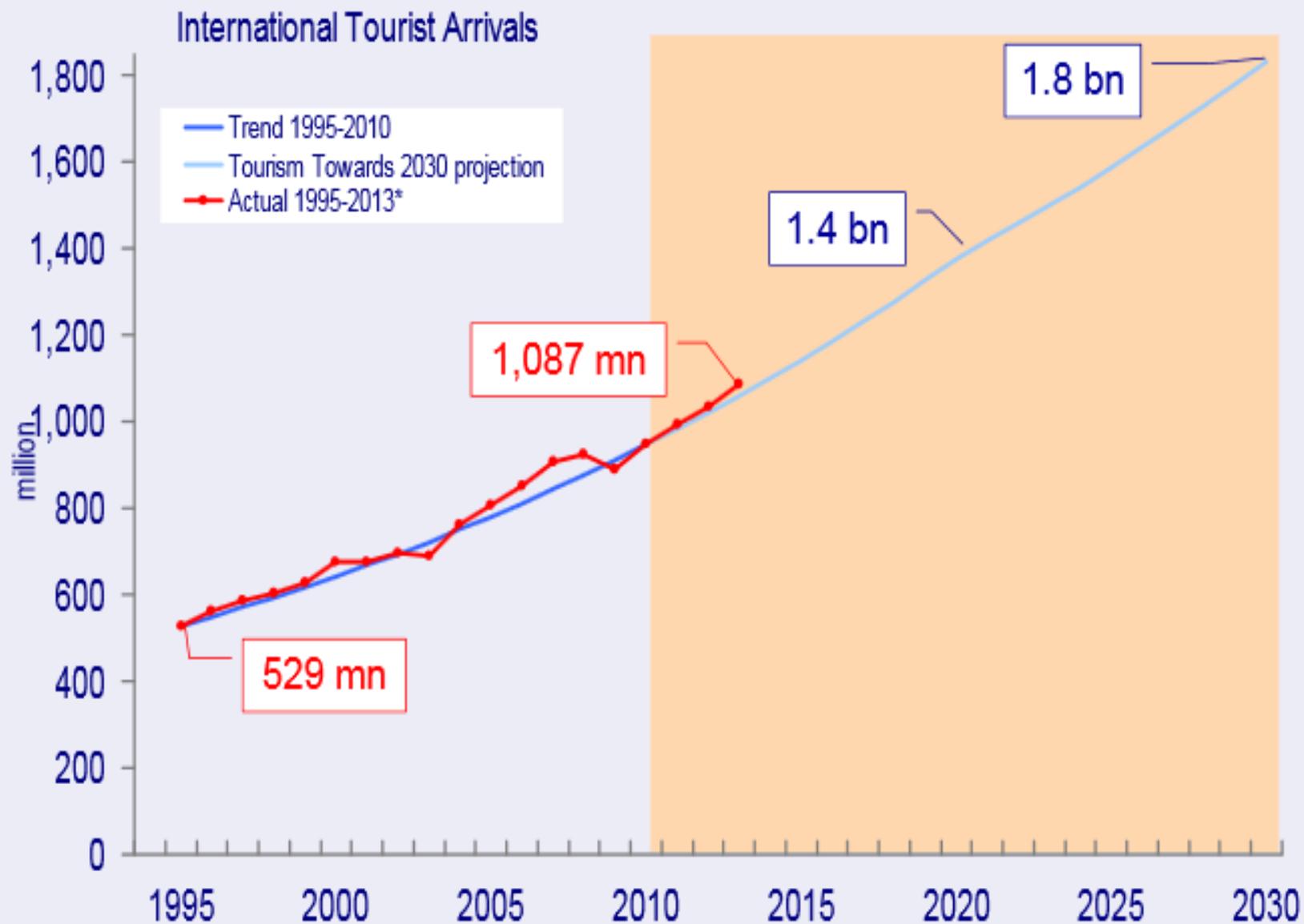


By the way, in the 239 seconds you've been on this page, approximately 5395186 GB of data was transferred over the internet.

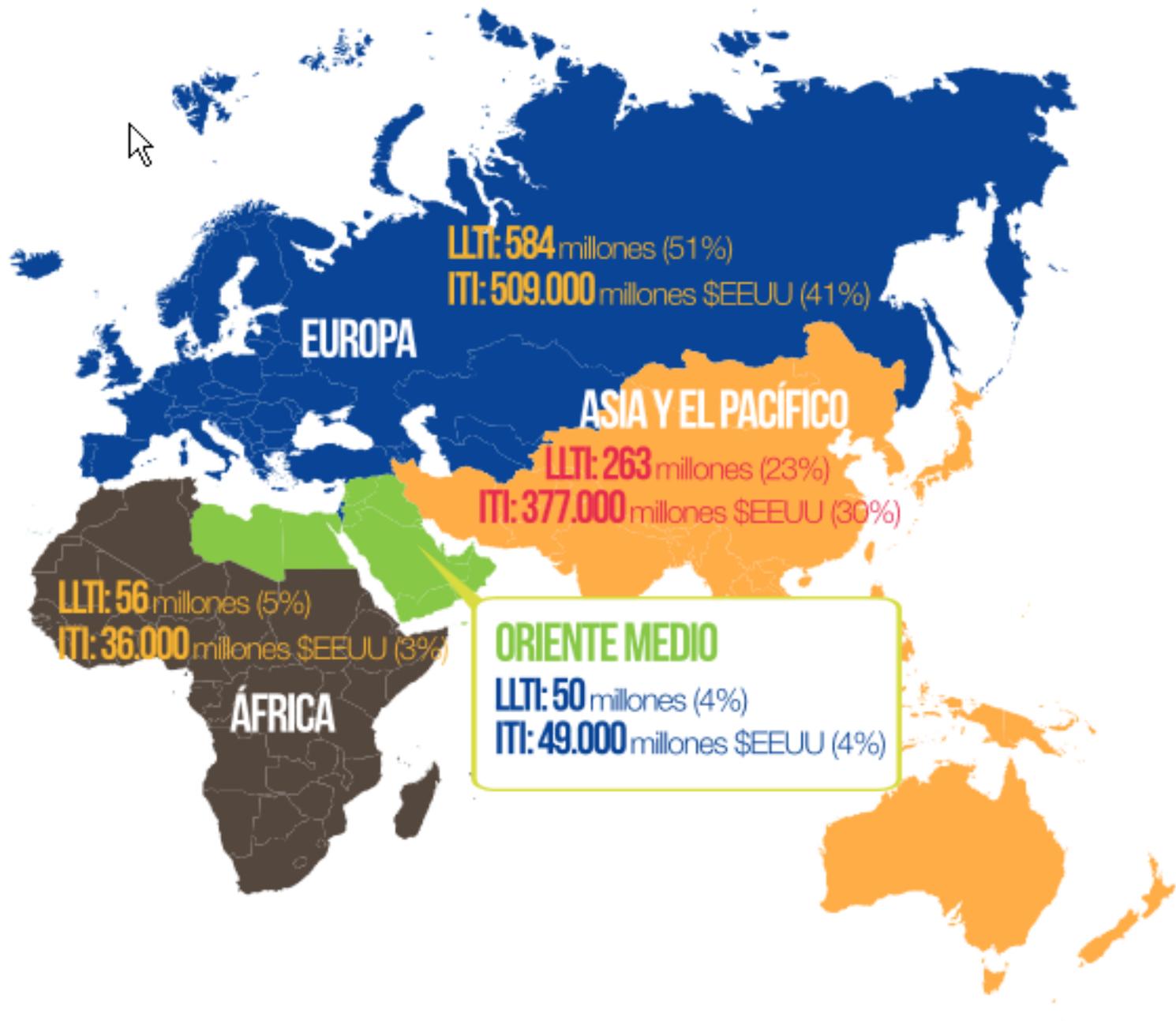
# Information Explosion



# Actual Trend vs. Tourism Towards 2030 projection World



Source: World Tourism Organization (UNWTO)







ROAD TO THE GAP



# Collaborative Economy Honeycomb Version 1.0

The Collaborative Economy enables people to efficiently get what they need from each other. Similarly, in nature, honeycombs are resilient structures that efficiently enable many individuals to access, share, and grow resources among a common group.

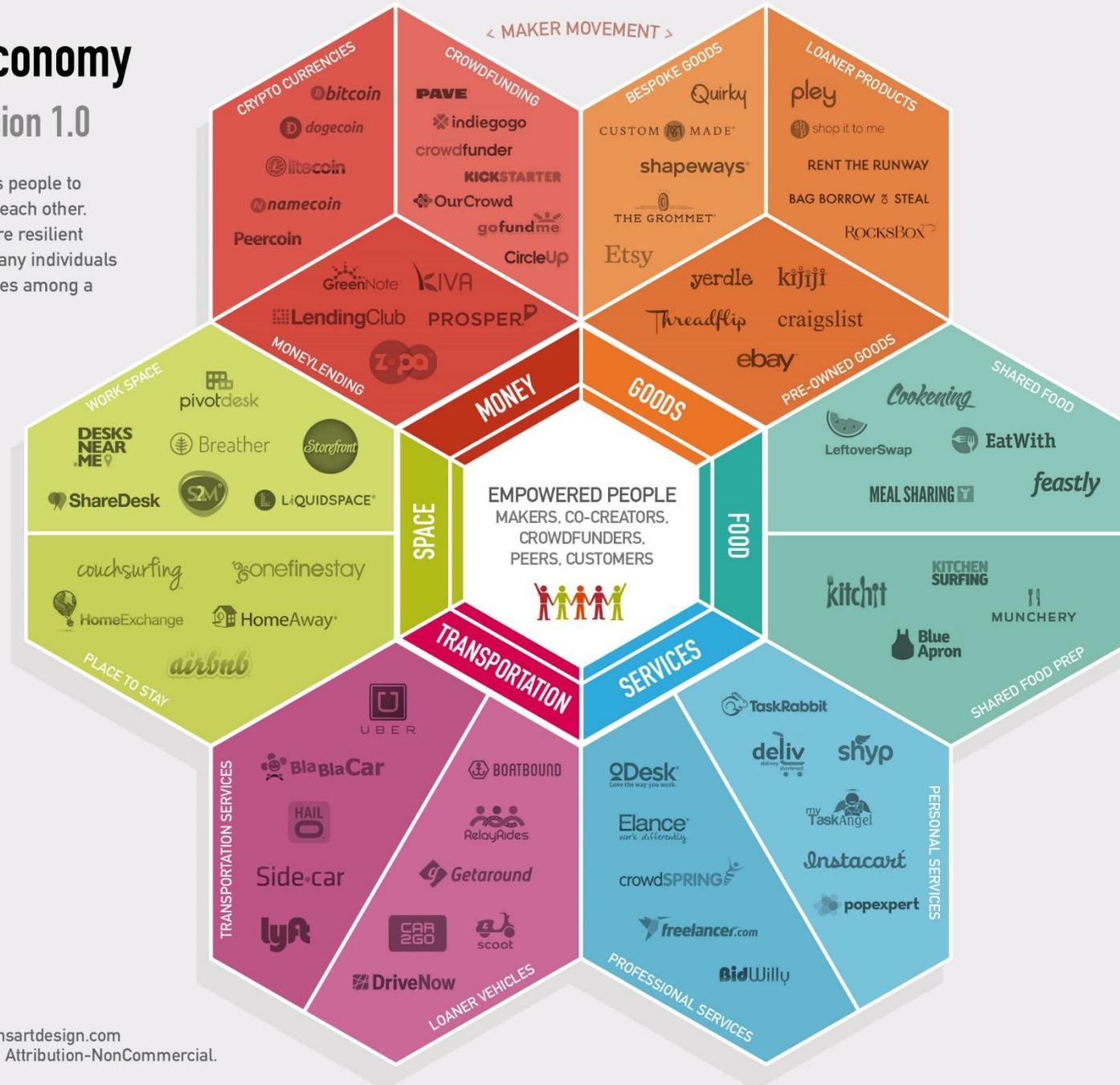
In this visual representation, this economy is organized into discrete families, sub-classes, and example companies. To access the full directory of 9000+ companies visit the Mesh Index, at [meshing.it/companies](http://meshing.it/companies) managed by Mesh Labs.

By Jeremiah Owyang  
@Jowyang

With input from:

Neal Gorenflo (@gorenflo),  
Lisa Gansky (@instigating),  
Shervin Pishevar (@sherpa),  
Mike Walsh (@mwalsh),  
Brian Solis (@briansolis),  
Alexandra Samuel (@awsamuel),  
and Vision Critical (@visioncritical).

Design by Vladimir Mirkovic [www.transartdesign.com](http://www.transartdesign.com)  
May 2014. Creative Commons license: Attribution-NonCommercial.



## KEY MARKET FORCES



### SOCIETAL DRIVERS

- DESIRE TO CONNECT
- SUSTAINABLE MINDSET
- POPULATION INCREASE



### ECONOMIC DRIVERS

- FINANCIAL CLIMATE
- UNTAPPED IDLE RESOURCES
- STARTUPS HEAVILY FUNDED



### TECHNOLOGY ENABLERS

- INTERNET OF EVERYTHING
- MOBILE TECHNOLOGIES
- SOCIAL NETWORKS



[www.crowdcompanies.com](http://www.crowdcompanies.com)

WELCOME TO

**TRUST**

ENJOY THE JOURNEY

**"Regulation"**

**"Taxation"**



**Sharing Economy?**

**Collaborative Economy?**

**Non-contributory Economy?**

**Non regulated, but illegal?**

**Unfair Competition?**

**Must be regulated as a new Business Model?**

**Employment?**

**Impact on labor rights and  
on quality of employment?**

**New niche of employment?**

**Who does control the provider?**

**The Platform?**

**The Administration?**

**Competitors?**

**New providers?**

be the  
**CHANGE**  
you want to see