

GLOBAL HOSPITALITY NETWORKS IN JAPAN AND GERMANY: AIRBNB & COUCHSURFING

LUISE STOLTENBERG
PHD STUDENT | SOCIOLOGY | UNIVERSITÄT HAMBURG | GERMANY

TALK AT YAMAOKA MEMORIAL FOUNDATION | MARCH 19TH, 2019

GLOBAL HOSPITALITY NETWORKS

- ▶ (1) global user community
 - ▶ Airbnb:
> 200.000.000 users, > 65.000 cities
 - ▶ Couchsurfing:
> 14.000.000 users, > 200.000 cities
- ▶ online communication → offline encounters

GLOBAL HOSPITALITY NETWORKS

- ▶ (1) global user community
- ▶ (2) accommodation 'off the beaten track'
 - ▶ residential neighbourhoods
 - ▶ *minpaku* (民泊)
 - ▶ business model Airbnb: sharing economy
 - ▶ business model Couchsurfing: for free

AIRBNB IN JAPAN

- ▶ initially no legal regulation
- ▶ 5 developments:
 - ▶ (1) a lot of new listings
 - ▶ (2) tourism-driven gentrification
 - ▶ (3) hotel lobby complains
 - ▶ (4) political concerns
 - ▶ (5) residential concerns

AIRBNB IN JAPAN – LEGAL SITUATION

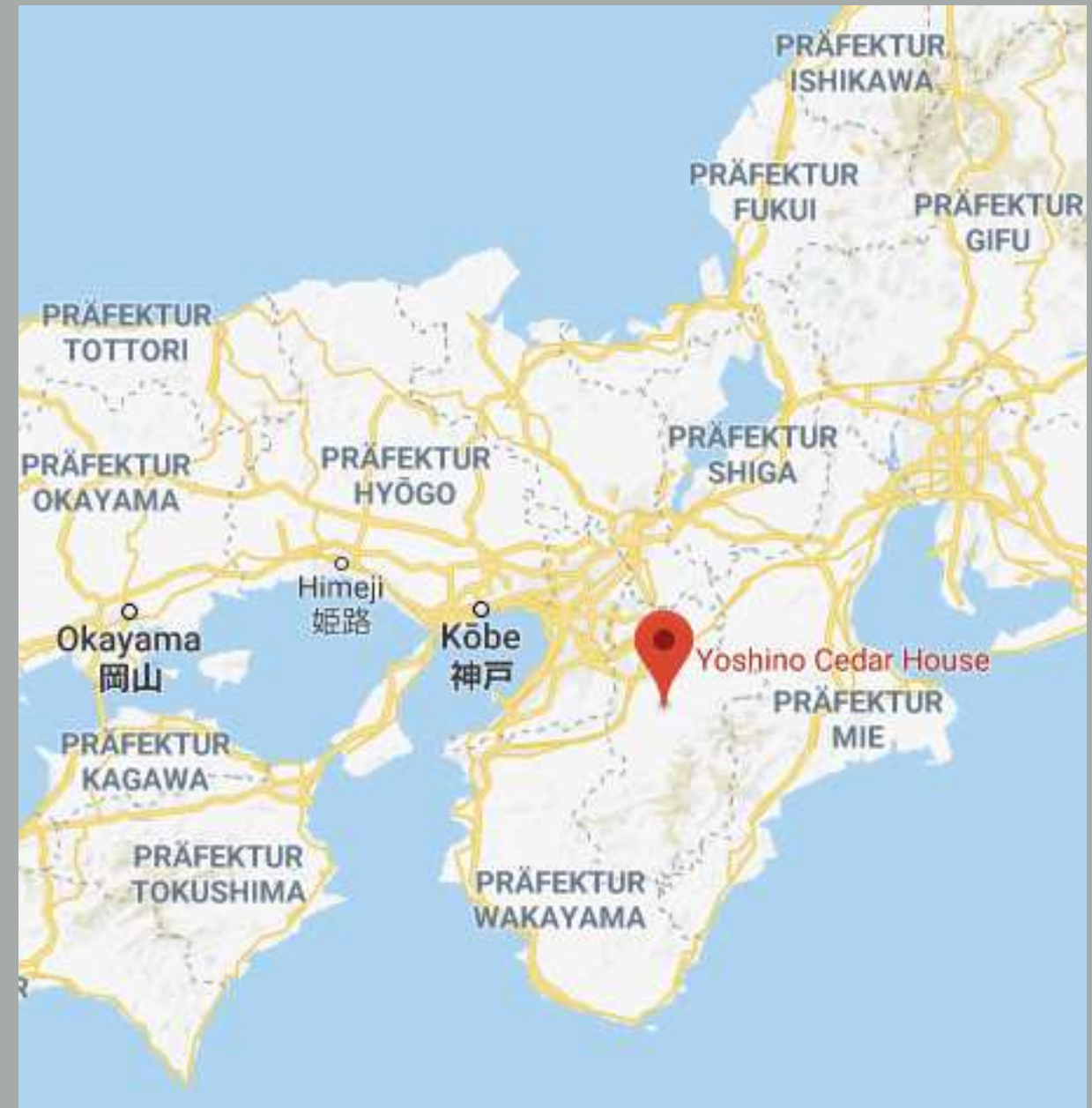
- ▶ national legal regulation:
180 nights per year + license
- ▶ prefectures, cities and urban districts can impose additional restrictions
- ▶ June 2018:
remove of nearly 80% of Japan's 62.000 Airbnb listings

AIRBNB IN JAPAN – LEGAL SITUATION

- ▶ Airbnb started to defend its business model
- ▶ “sharing clubs” in Tokyo
 - ▶ hosts “who have come together to campaign for fair, simple and realistic rules for sharing their homes in Tokyo” (AirbnbCitizen 2016).
- ▶ Yoshino Cedar House in Yoshino
 - ▶ a community and guest house

AIRBNB IN JAPAN – YOSHINO CEDAR HOUSE

- ▶ located in Yoshino, Nara prefecture
- ▶ collaboration project: Joe Gebbia (Airbnb), Go Hasegawa (architect), residents of Yoshino
- ▶ online listed as accommodation since April 2017

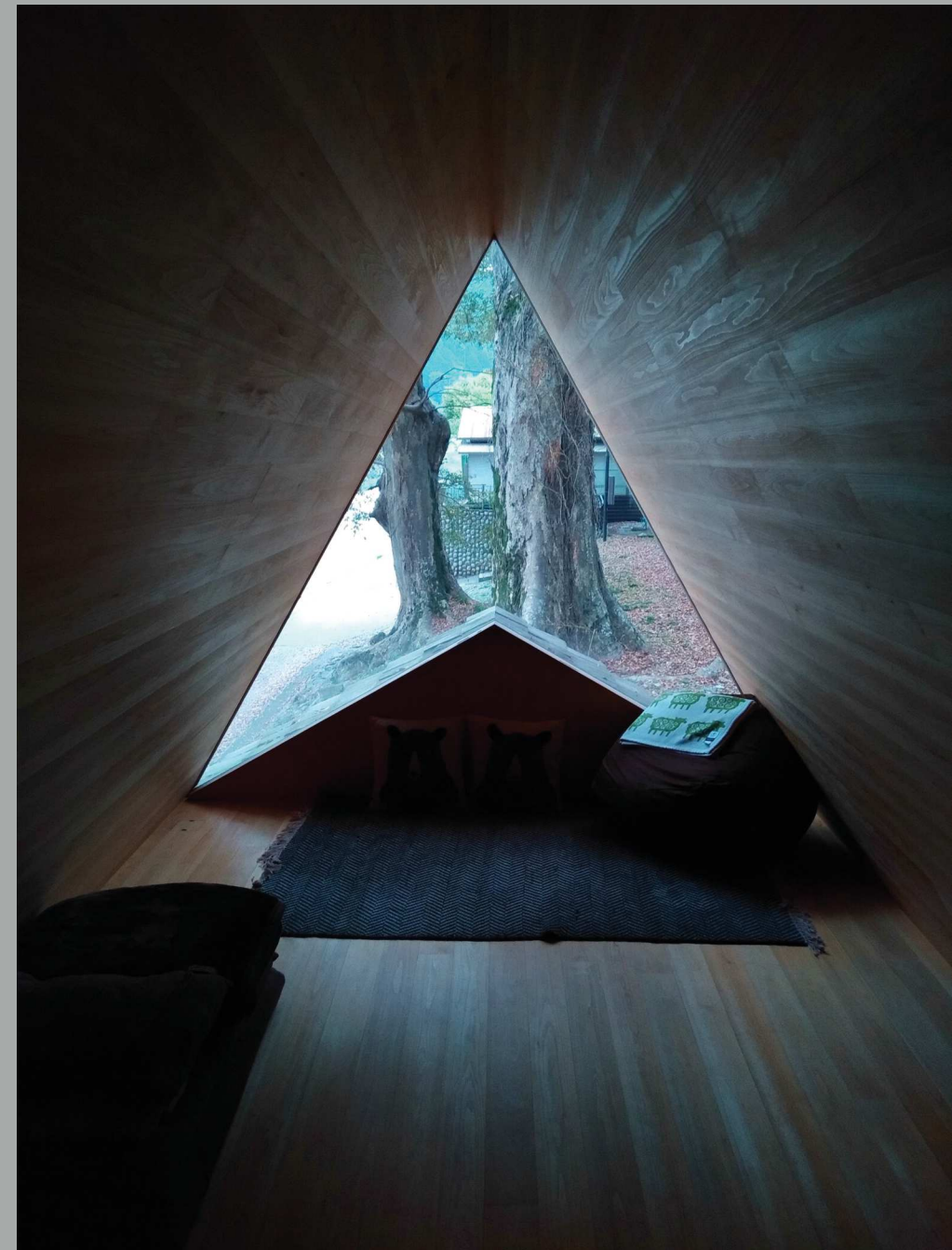


AIRBNB IN JAPAN – YOSHINO CEDAR HOUSE

The structure is a hybrid community space and homestay, designed to be a shared experience for guests and local residents alike. Visitors book the home through Airbnb and stay with one of the many local hosts, in addition to other traveling guests. Local groups use the communal space for meetings [...]

<https://www.yoshinocedarhouse.com/>

AIRBNB IN JAPAN — YOSHINO CEDAR HOUSE

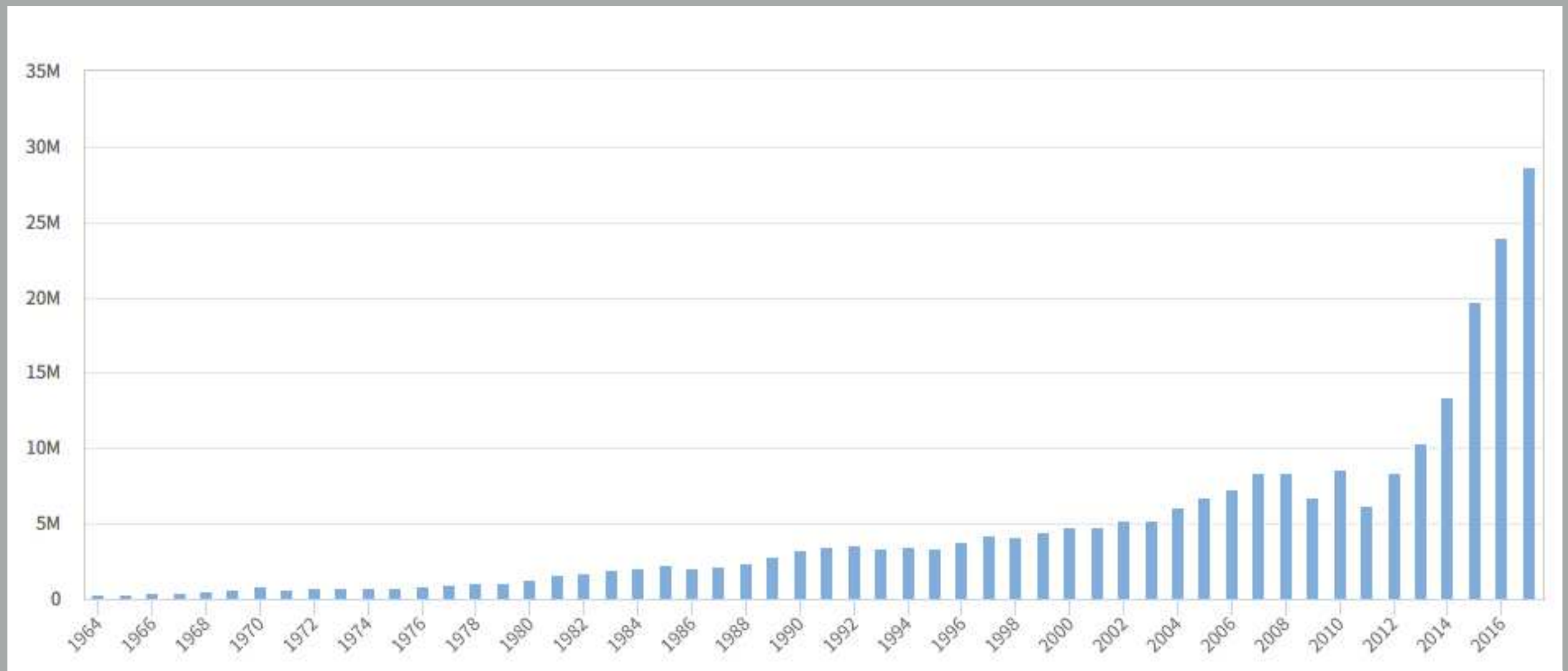


AIRBNB IN JAPAN — FUTURE DEVELOPMENTS

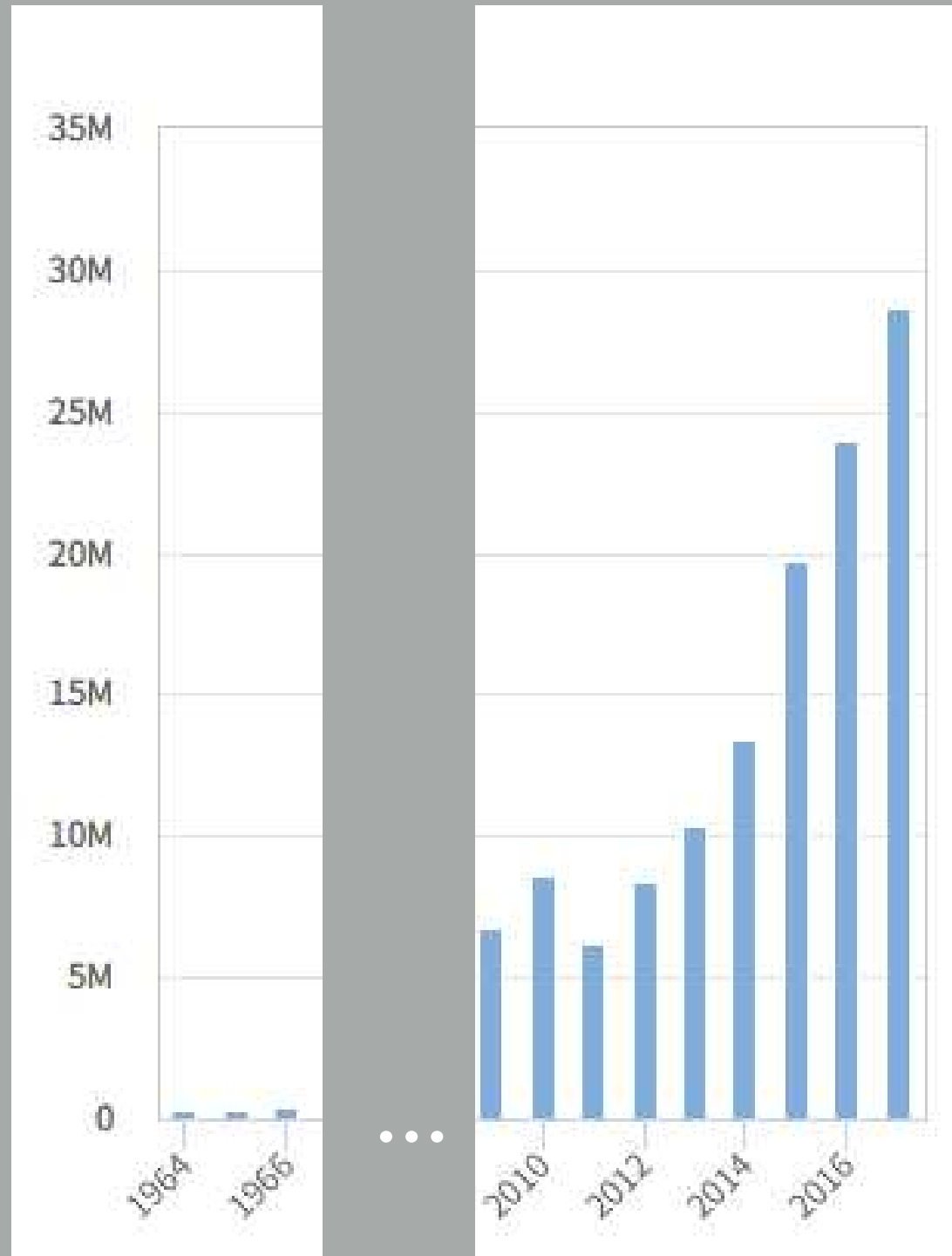
- ▶ (1) outstanding increase in tourist visits

AIRBNB IN JAPAN – FUTURE DEVELOPMENTS

- ▶ Japan National Tourism Organization (JNTO):
Overseas Residents' Visits to Japan by year



AIRBNB IN JAPAN – FUTURE DEVELOPMENTS



- ▶ 2012: 8 million
- ▶ 2017: 28 million
- ▶ + 20 million

AIRBNB IN JAPAN – FUTURE DEVELOPMENTS

- ▶ (1) outstanding increase in tourist visits
- ▶ (2) Olympic Games & Paralympic Games



GLOBAL HOSPITALITY NETWORKS IN JAPAN AND GERMANY: AIRBNB & COUCHSURFING

Thank you for your attention

luise.stoltenberg@studium.uni-hamburg.de