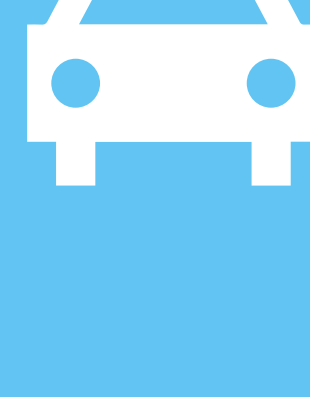
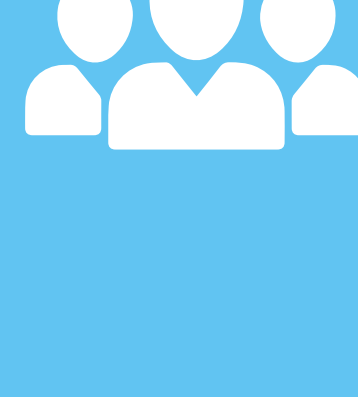
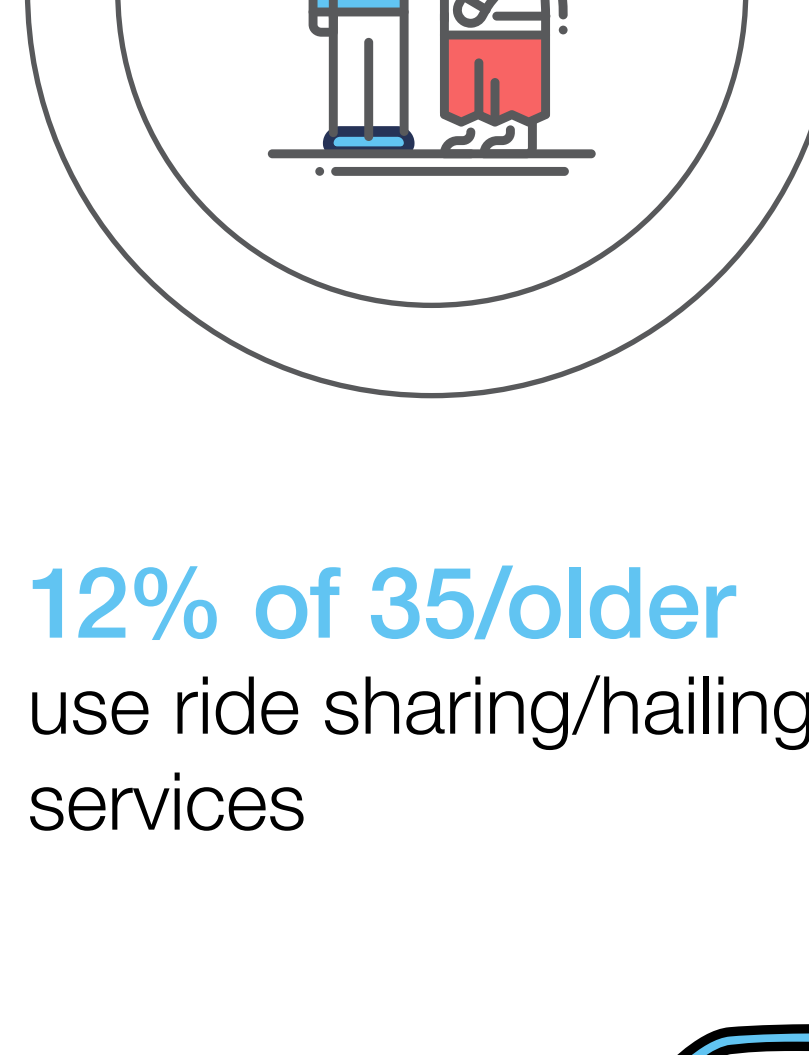
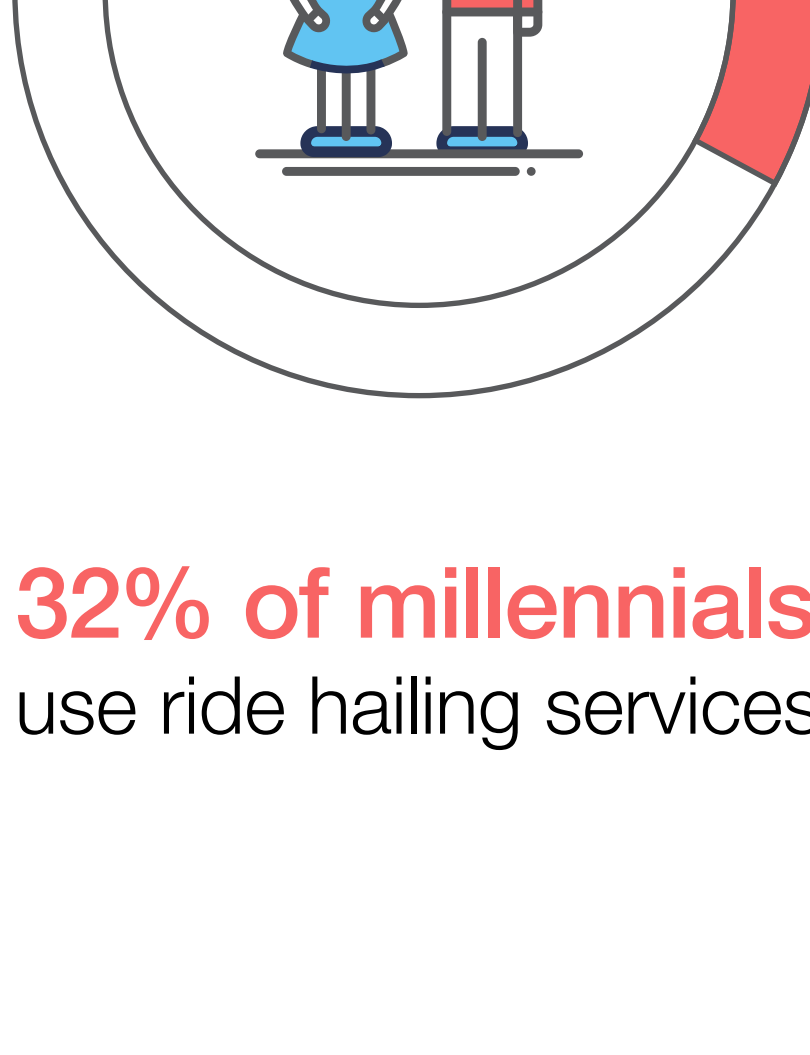


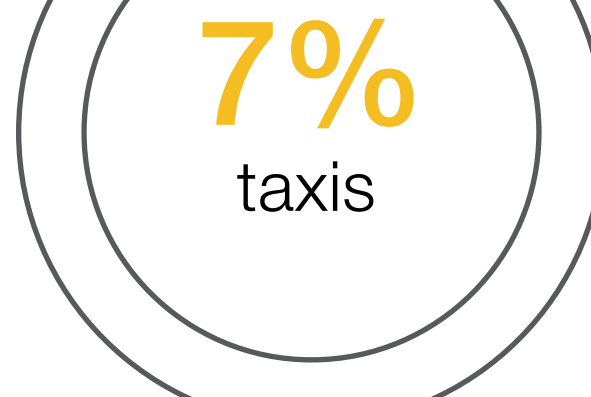
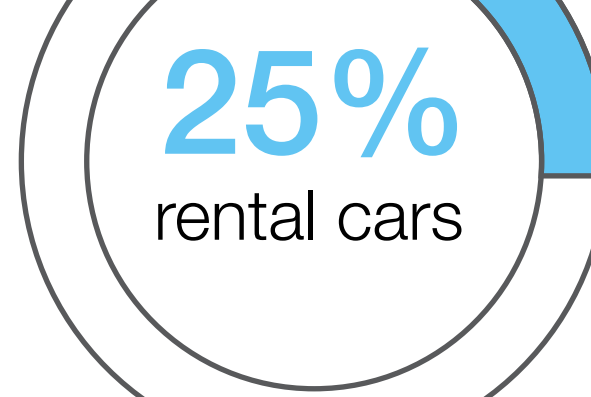
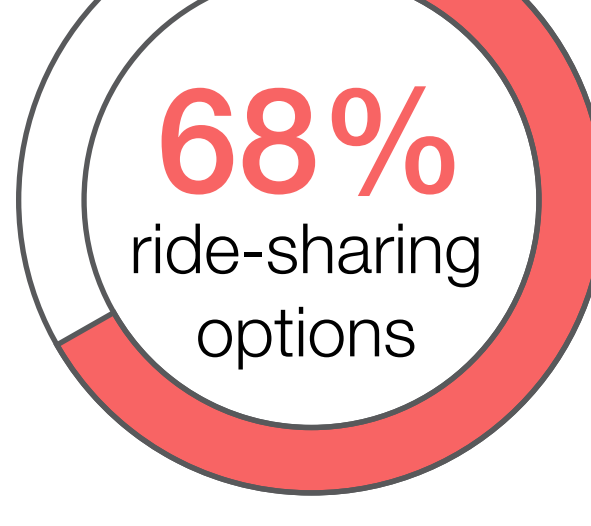
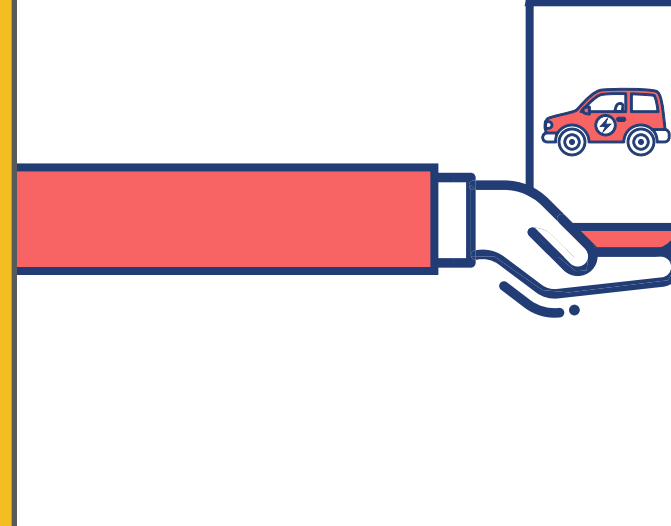
How has the sharing economy affected the event industry?



Who uses sharing economy services?



What form of transportation do business travelers use?

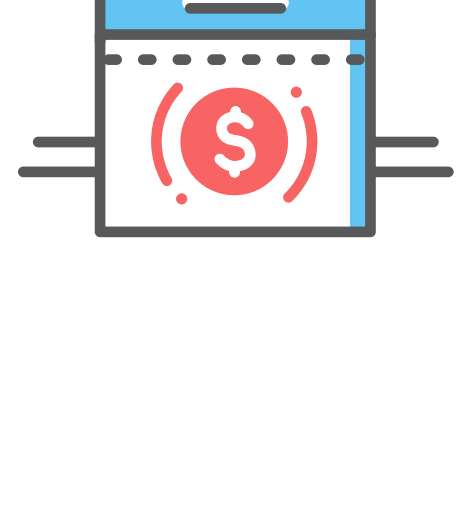


“Uber was rated as the No. 1 most-expensed and best-loved of all brands last year”
www.thestar.com



What are the benefits of the sharing economy?

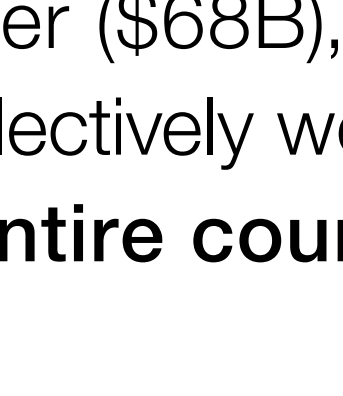
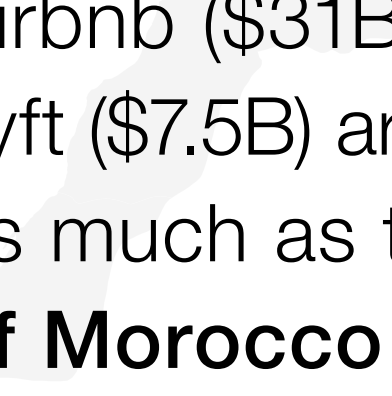
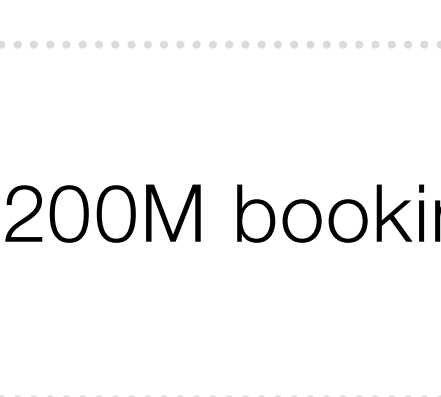
1. Embeds a sense of trust in the community
2. Make business travel more affordable
3. Creates business opportunities
4. 50% decrease in DUIs



How big is the sharing economy?

3.2M people
working in the sharing economy

600,000 Uber drivers in US compared to **232,000 taxi drivers**



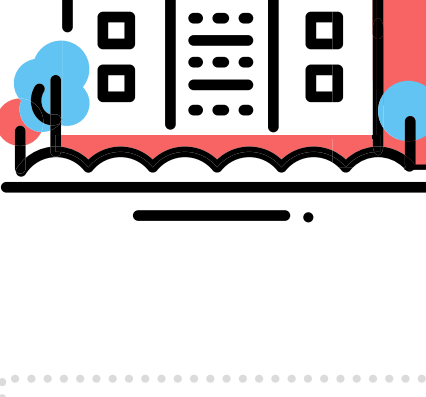
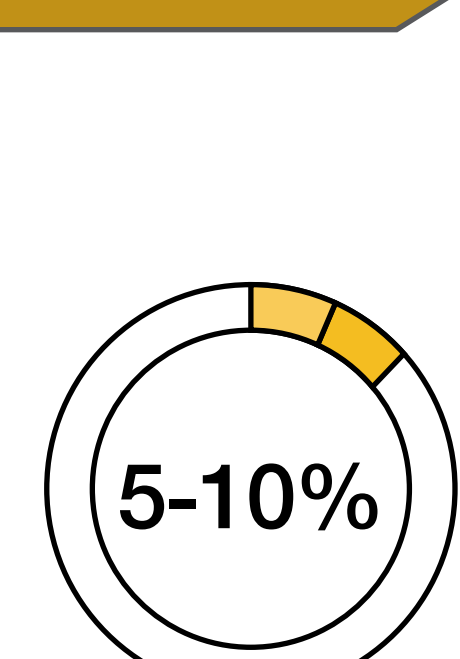
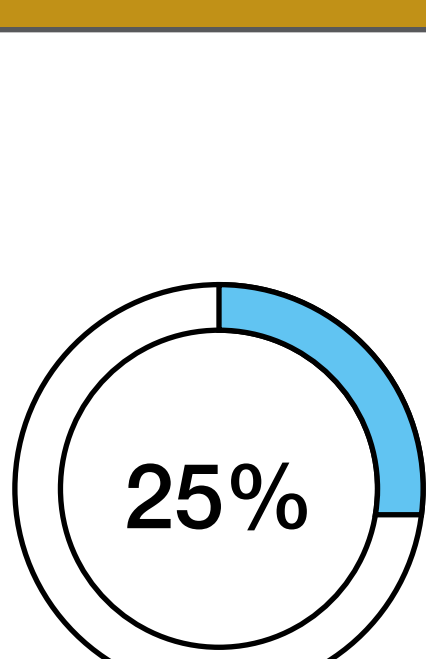
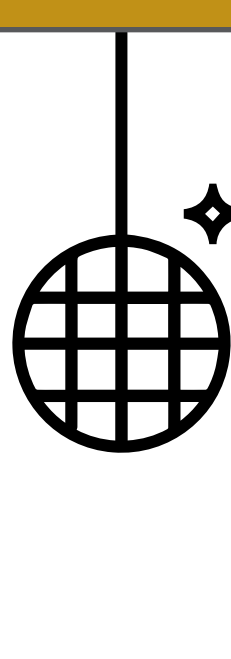
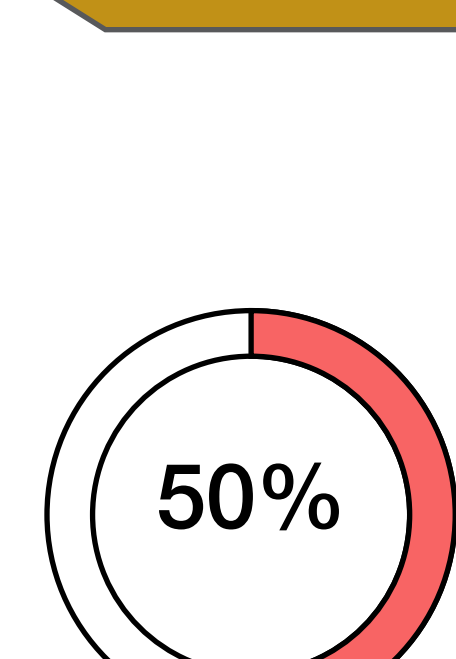
Airbnb (\$31B), Uber (\$68B), and Lyft (\$7.5B) are collectively worth as much as the **entire country of Morocco**

airbnb: 200M bookings since the launch in 2008



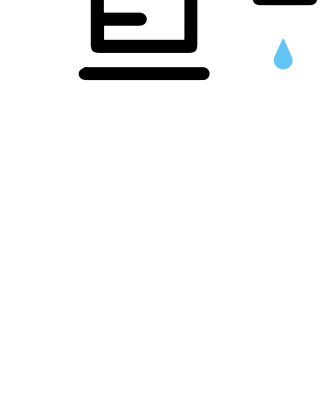
The sharing economy is estimated to grow to **\$335B by 2025.**

How is the sharing economy evolving to meet the needs of the event industry?



1. Airbnb Plus listings guarantee amenities:

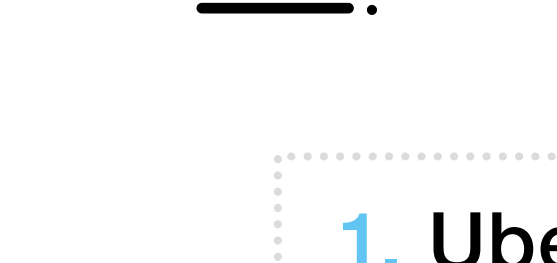
- a. Irons
- b. Hair dryers
- c. Bottled/filtered water
- d. Towels
- e. Hangers
- f. TVs for streaming
- g. Good water pressure



2. Superguest Loyalty Program offers business travelers rewards

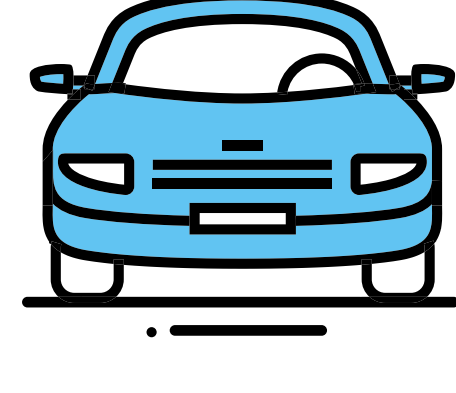


3. New property types offered for convenience



1. Uber for Business expanding

- a. Enrolled 5,000 companies
- b. Integrates corporate accounts



2. UberEVENTS

- a. Event planners purchase and send passes to attendees before event

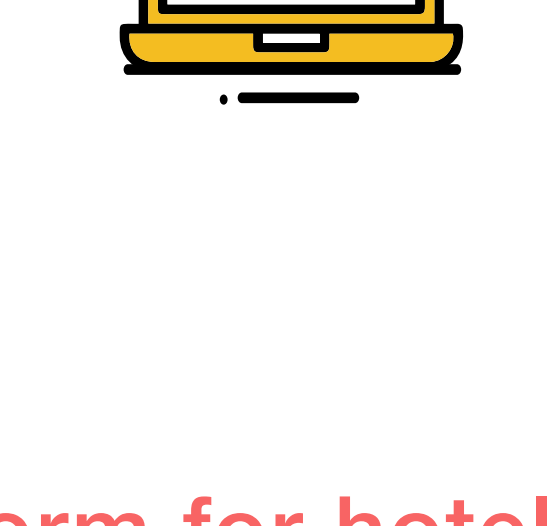


What niche sharing economy services are available for event planners?



Hire out routine tasks.

1. Guarantees a “tasker” within 5 minutes
2. Aims to get tasks done in under 90 minutes



Global booking platform for event venues

1. 2,500 venues internationally
2. Venues in 30 cities in 13 countries
3. 3 languages – German, English and French
4. Over \$1M in venture capital
5. 20 employees



Booking platform for hotels, restaurants

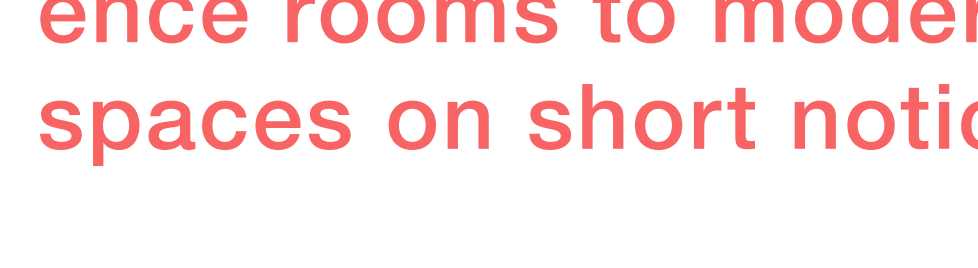
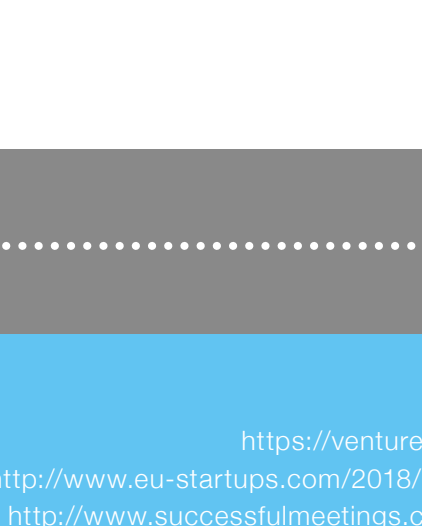
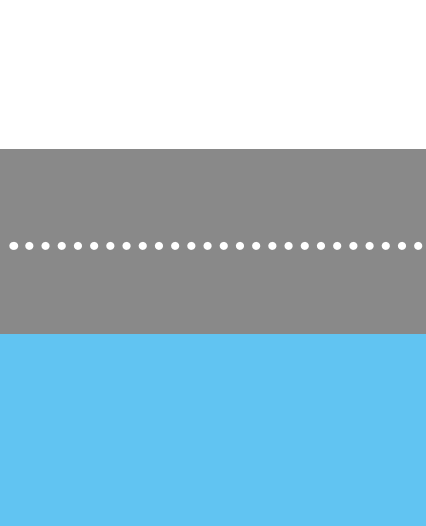
1. Short-term/30 days or less
2. Small events/100 guests or less



Matches groups with novel food experiences around the world.



Showcases underused loft spaces and photography studios on its platform.



Pulls together everything from traditional hotel conference rooms to modern event spaces on short notice

- book accommodations
- conference space
- food and beverage services

Sources