FOCUS on

Quando il business nasce on line: gli affitti temporanei di Windows on Europe / Rentxpress & e il social networking di LinkedIn

Milano - Blend Tower

giovedì 17 gennaio 2013

il CLUB delle TESTE PENSANTI

halldis

le Teste Pensanti di oggi

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Davide Catania, Alidays

Elsa Gnudi, AirPlus International

Fabio Majocchi, Mar.te. Srl

Frederic Naar, Naar T.O.

Gianni Rotondo, Royal Caribbean

Giuseppe Boscoscuro, past president Astoi

Laura Liguori, Portolano Cavallo studio legale

Leonardo Cesarini, Meridiana fly

Luca Adami, Gruppo Oltremare

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Tiziano Ragni, Costa Crociere

Tommaso Vincenzetti, Amadeus

Walter Starnone, Viaggia con Noi

il CLUB delle TESTE PENSANTI

gli speaker

Pietro Martani
founder & CEO Windows on Europe

Marcello Albergoni
Country Manager LinkedIn Italia

Pietro Martani
founder & CEO Windows on Europe

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Windows on Europe: modello di business complesso e innovativo. E globale

il CLUB delle TESTE PENSANTI

WINDOWS ON EUROPE

WINDOWS ON EUROPE spa

Serviced apartments,
villas & offices

Our adventure dates back to 1986 when Leonardo Ferragamo started his agency, Windows on Tuscany, to rent luxurious serviced properties to affluent travellers.

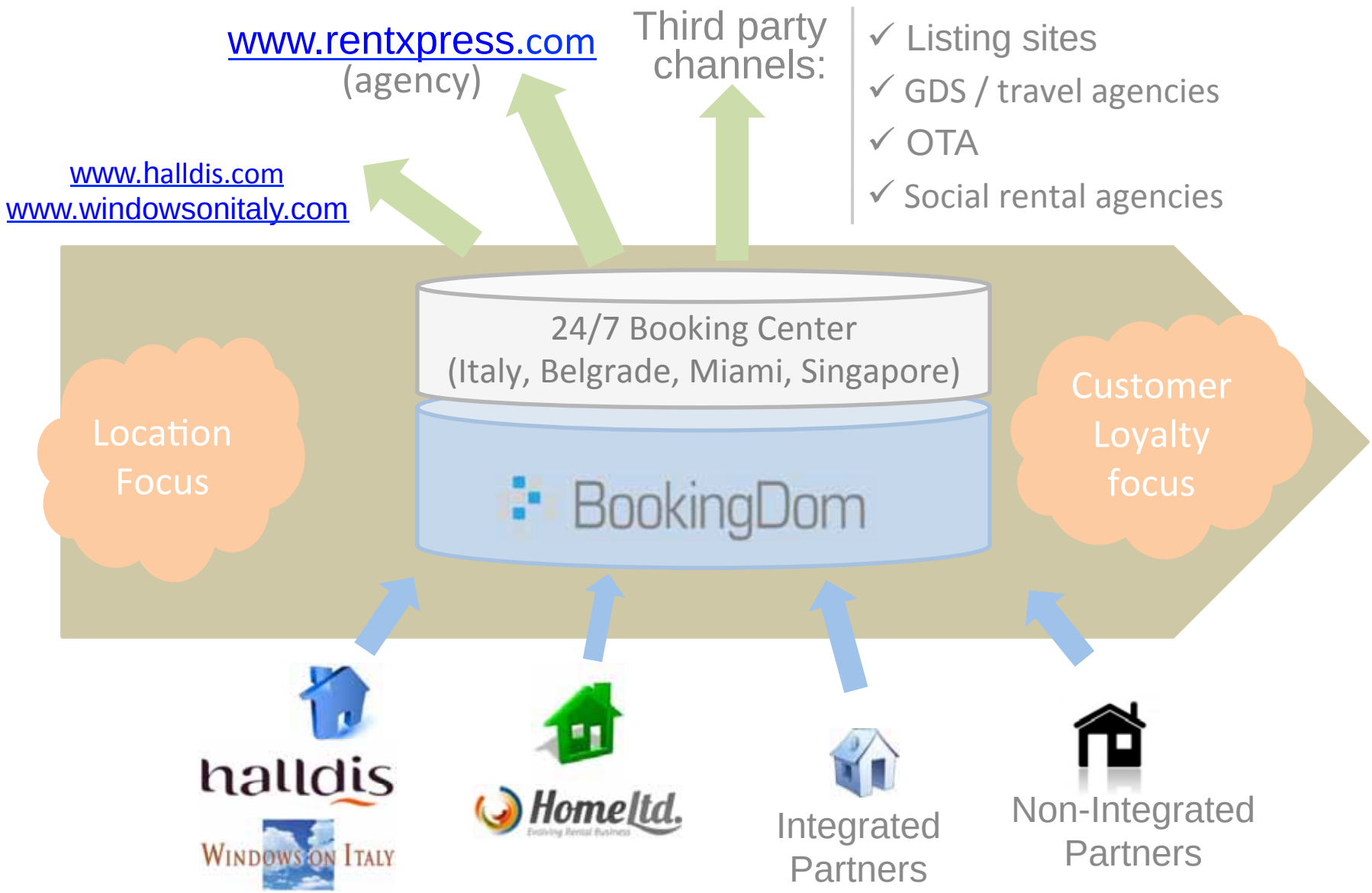
WHO IS WINDOWS ON EUROPE TODAY

APARTMENTS & BASIC FIGURES

- ✓ 1200 units under management in 15 locations
- ✓ 30000 units from partner management companies in 150 locations
- ✓ Non-Italian customers: 70%
- ✓ 15 languages spoken by 170 employees
- ✓ 80000 customers since 1986
- ✓ Turnover 2012: 20M eur

WINDOWS ON EUROPE

THE BUSINESS MODEL CHART



THE CONTEXT

*the vacation rental market is valued at **$85 billion** in 2010 in the United States and Europe*

Leena Rao
[techcrunch.com]

*today with the rapid expansion of Internet … the vacation rental market is one of the **hottest growing sectors** in travel and tourism*

Helen Raffey [efortravel.com]

***The sector** [serviced apartments] **is booming**, largely at the expense of the traditional hotel industry … Typically, executives stay in temporary hotel accommodation where they feel isolated. The serviced apartment is changing all that.*

Richard Ellis Investors

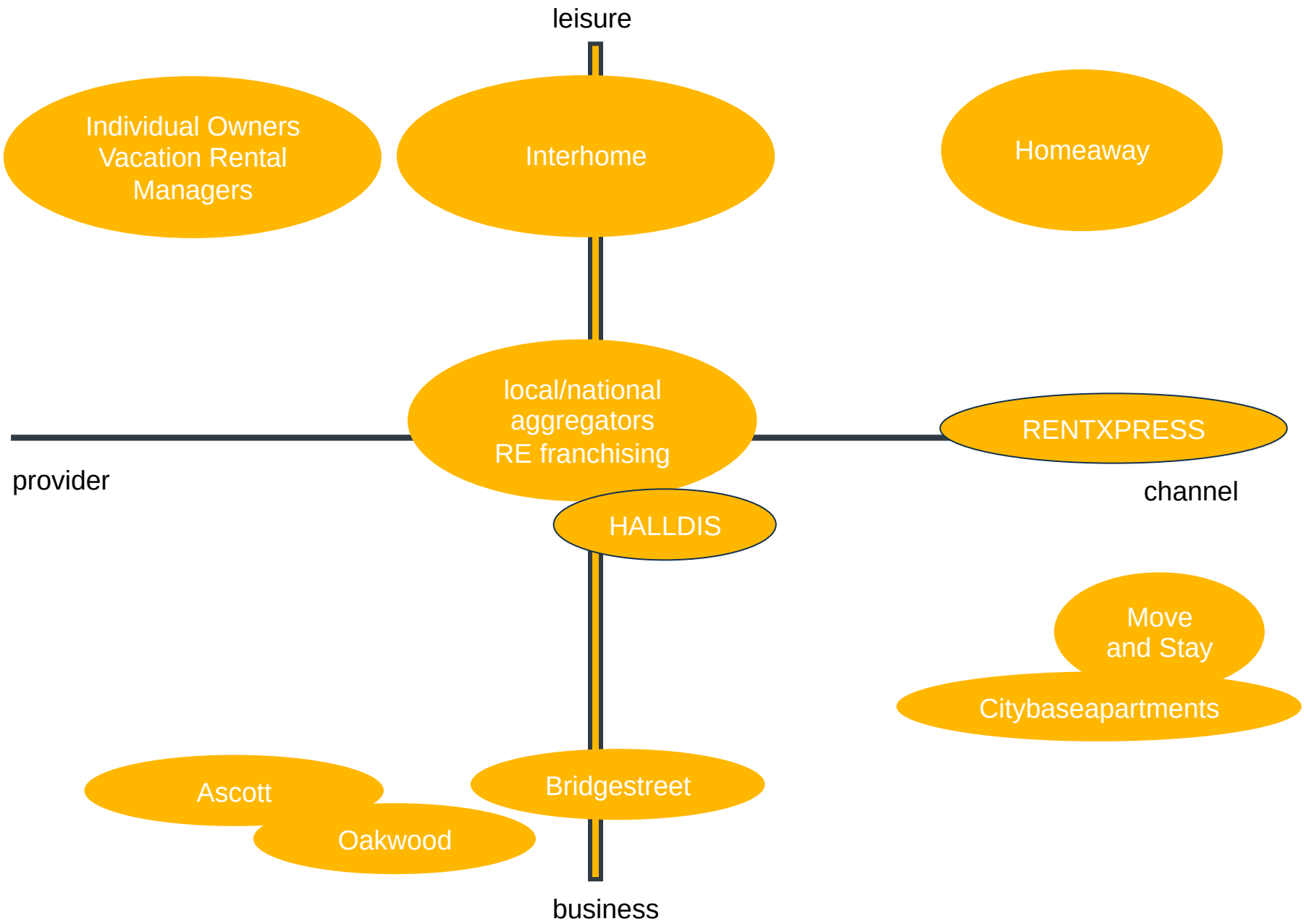
VACATION RENTAL MARKET BY HOMEAWAY

HomeAway
let's stay together

- Demand
  - VR share of family/group travel, @ 17%, is a small fraction of its long-term potential
  - VR awareness, @ 34%, has doubled in the past three years
  - Sky-high satisfaction and recommendation, @ 87%, is driving category growth
  - Distributed online presence is clearly the #1 way to reach VR travelers
- Supply
  - Annual vacation home purchases, @ 500k, are half of the pre-2008 level
  - Purchase intention to rent has increased 50-100% during that same time period
  - Owners self-select between RBO and PM for logical reasons and are equally happy
  - Demand growth exceeds supply growth by ~10%, favoring supply (rates, occupancy)
- Internet distribution and e-commerce
  - 92% of VR travelers want the option to "book now" online
  - 2/3 of VR travelers express frustrations when "book now" unavailable
  - Roughly 50% of PMs, and 0% of RBOs, automatically distribute their listings today
  - Distribution costs 2.5% - 25.0%; most PMs refuse to pay more than 10%
  - The big so what: the VR category needs broader, better-priced distribution online

WINDOWS ON EUROPE

THE SECTOR > PLAYERS up to 2009



NEWCOMERS CLUB

Wimdu
爱日租
airizu.com

100+M$
Kinnevik
Rocket Internet

9flats.com

10M$
Redpoint ventures
eVentures capital partners

airbnb

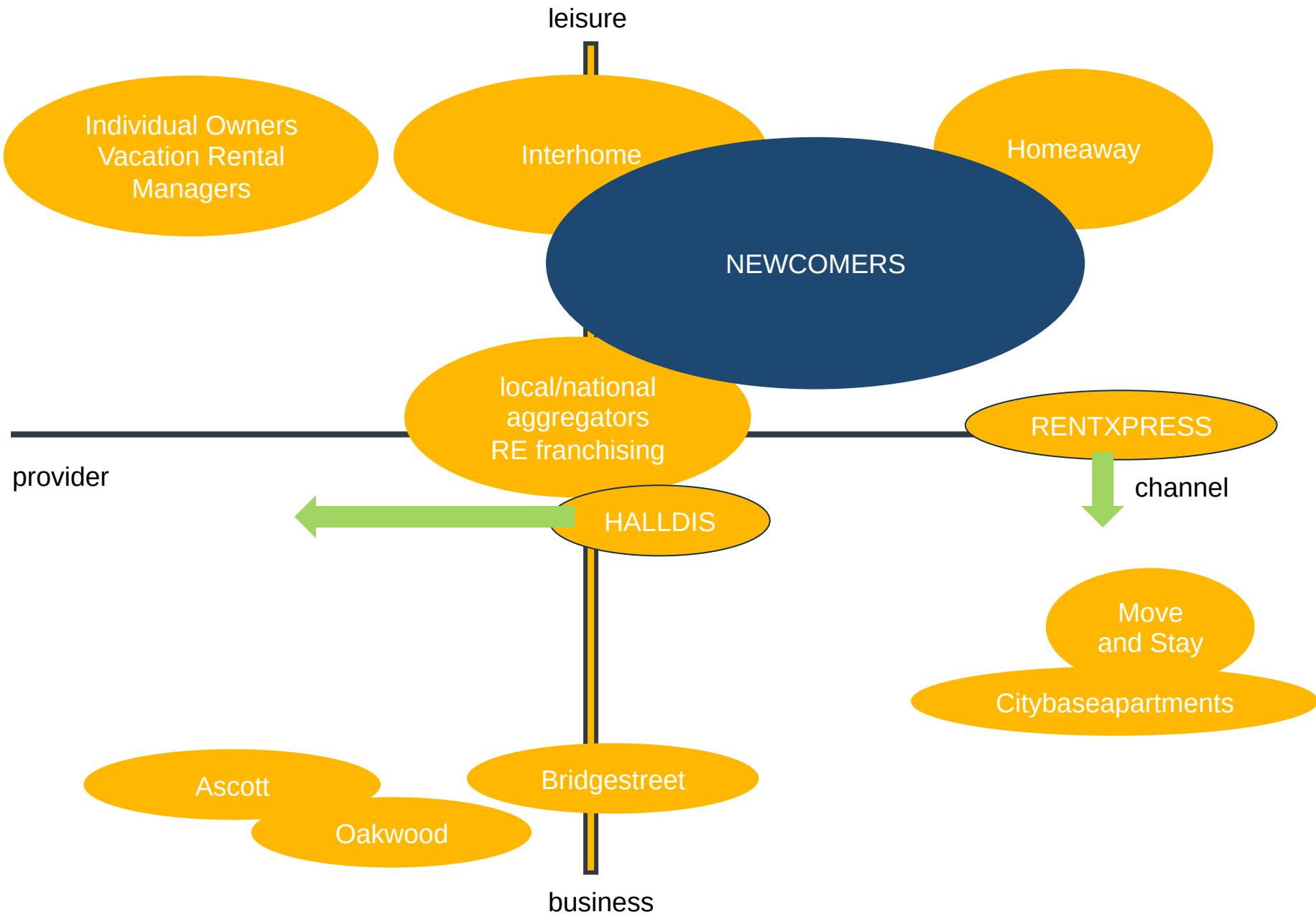
200+M$
Andreessen Horowitz
DST Global
General Catalyst

HOUSE TRIP

60M$
Accel Partner
Index Ventures
Balderton Capital

[.....]

THE SECTOR > 2013



The new players are changing the rules
and empowering a new kind of supply:

the private owners

that challenge traditional providers
and threaten traditional channels

with a new kind of travel community
but also create a

new rising demand

for alternative lodging

HomeLTD > OUR ANSWER TO CHANGING RULES

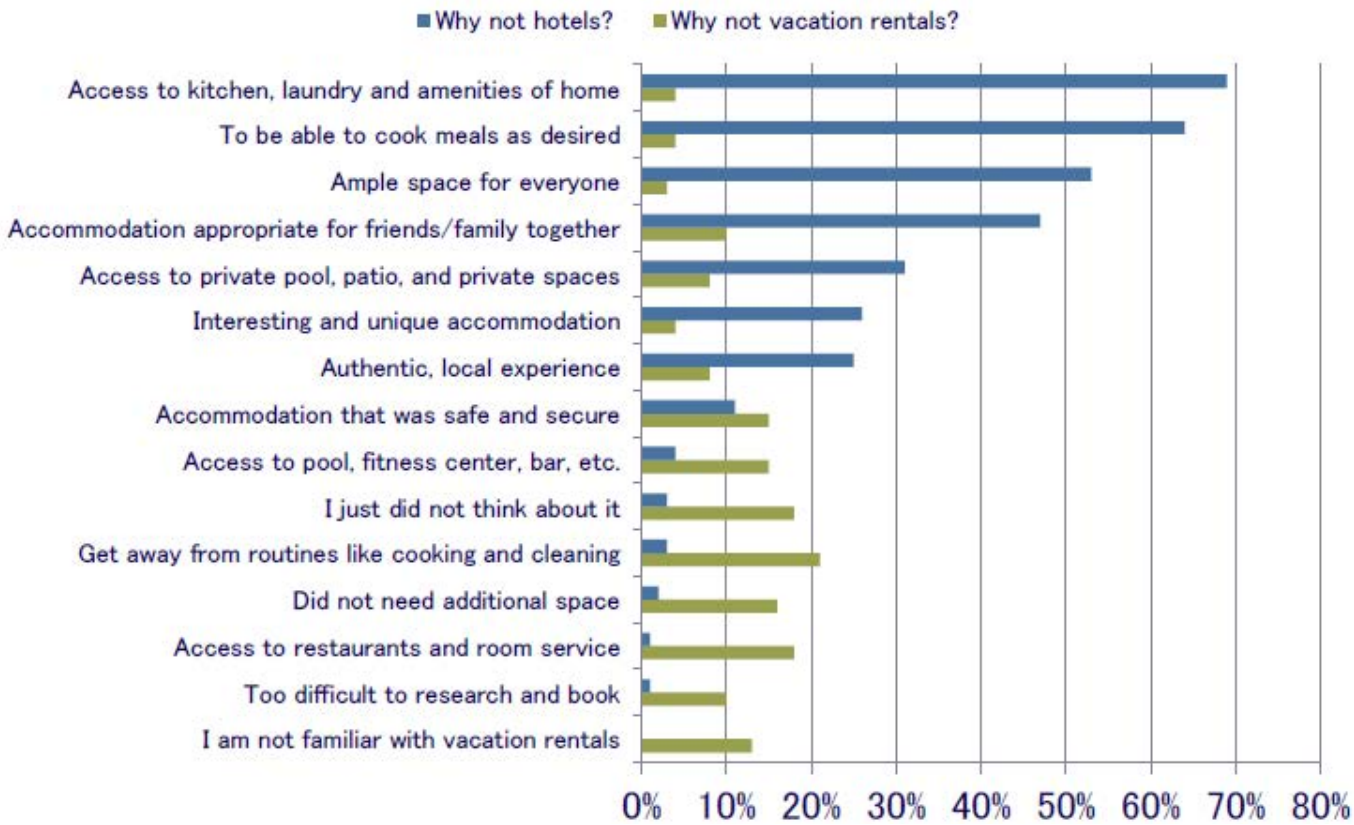
HomeLtd. Evolving Rental Business

HomeLtd
addresses small
pros
and
ambitious
owners
in order to help them
develop their business
by
buying cheaper
managing better
selling more

Travelers pick VRs and avoid hotels to obtain amenities of home, group space, and privacy

HomeAway
let's stay together

Attributes affecting accommodation choice of recent vacation



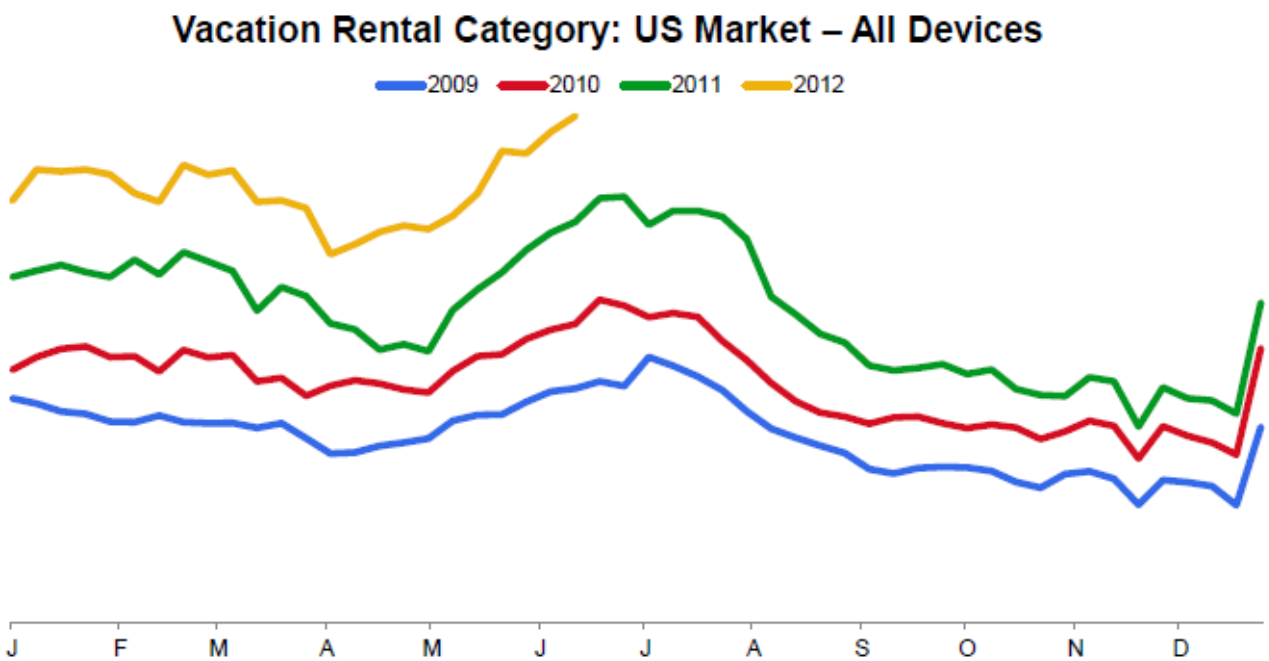
WINDOWS ON EUROPE

WHO'S WINDOWS ON EUROPE

VR continues to benefit from strong demand growth

HomeAway
let's stay together

	2010	2011	Q2 2012
YoY Google query volume growth	15%	18%	26%



WINDOWS ON EUROPE

Travel Technology - Overview

Travel Technology: World Key Performance Indicators 2011-2013

Internet % value growth US$	2011	2012	2013
Car Rental	4.5	4.7	4.9
Air Transport	9.0	8.3	7.8
Other Transportation	9.3	10.1	9.0
Hotels	8.4	11.1	8.6
Travel Retail Products	5.0	6.0	6.0

Source: Euromonitor International

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grazie

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WINDOWS ON EUROPE

Marcello Albergoni
Sales Director LinkedIn Italia

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presentazione disponibile on line dal 30 gennaio 2013

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grazie

Marcello Albergoni
Country Manager LinkedIn Italia

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i prossimi FOCUS on

Turismo responsabile e turismo low-cost: nuove frontiere in tempi difficili

Roma - giovedì 31 gennaio, ore 17

Lean management: teoria e pratica, dalla Toyota a Naar T.O.

Milano - giovedì 21 febbraio 2013, ore 17

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