

# TRAVEL STARTUPS

that help us organize our trips



IF YOU HAVE PLANNED A TRIP YOURSELF AT LEAST ONCE, YOU KNOW HOW LONG IT TAKES TO ORGANIZE IT. YOU'VE CERTAINLY HEARD ABOUT WEBSITES SUCH AS AIRBNB, TRIVAGO AND BOOKING. HAVE YOU EVER WONDERED HOW THEY WERE CREATED? DID YOU KNOW THAT FIRST THEY WERE STARTUPS AND NOW THEY ARE BIG WELL KNOWN COMPANIES?

THE PURPOSE OF THIS POSTER IS TO GIVE YOU A LITTLE INSIGHT INTO THE ABOVE TOPIC - TO LEARN ABOUT THE HISTORY OF SOME OF THE MOST-KNOWN COMPANIES IN THE TRAVEL INDUSTRY AND TO MAKE THE READER TO REFLECT ON THE FACTORS THAT CAUSED THESE STARTUPS TO TURN INTO HUGE COMPANIES.

## AIRBNB.COM

Airbnb is a global platform offering rooms, flats and houses for rent from private owners. It was founded in 2008. This startup's story begins when two friends (Joe Gebbia and Brian Chesky) were looking for a way to make extra money. With the upcoming Industrial Designers' Conference in San Francisco, there was a shortage of hotel rooms and accommodations. So the duo rented out their apartment loft to designers looking for a place to stay. They launched a simple website - airbedandbreakfast.com, and offered air mattresses (hence the name) and a homemade breakfast for \$80 each night. A moment later, Nathan Blecharczyk joined the team. Unfortunately, after some time they didn't have many reservations, so they fell into debt. They took a break and created presidential-themed breakfast cereals - The Obama O's. The founders sold each limited edition cereal boxes for \$40 a piece. Proceeds from their sale pulled the company out of debt, and information about the originators was found in national newspapers. In 2009 Airbnb is accepted into Y Combinator's batch and receives \$20,000 in funding. This was the turning point for the company. The site name has been shortened from Airbedandbreakfast.com to Airbnb.com and the offer has been extended.

To date, Airbnb has a valuation of \$38 billion. It offers 6 million listings in 191 countries and regions all over the world. Airbnb has 31 offices across the world.

“  
A number people have said that Airbnb is the worst idea that ever worked. Or at least i can say, everyone at the time seemed to say it was the worst idea ever, and it worked. So maybe that's the nice connection.  
”  
~ Brian Chesky

## BOOKING.COM

“  
I did not have any plans to become the biggest player in the world. I simply went to work with an outstanding team, and we worked really hard for many years to solve a problem that people were facing.  
”  
~ Geert-Jan Bruinsma

Booking.com was founded in 1996 in Amsterdam as a small Dutch startup. Today is a one of the world's leading digital travel companies. The founder was Geert-Jan Bruinsma. He gives 3 tips for good management:

1. Start from the problem, not from the technology.
2. Innovate in small steps.
3. Keep in mind the shortage that stimulates creativity (the limited capacity allows you to focus on the things that have the highest priority).

Booking.com has a dedicated team of over 17,000 employees in 198 offices across 70 countries. They offer 24-hour support in 43 languages, and more than 28 million total reported accommodation listings, including

over 6.2 million listings alone of homes, apartments and other unique places to stay. They have over 1.5 million room reservations every day.

## TRIVAGO

“  
In the beginning, we were not entirely sure what direction we wanted to drive the business model, but we were very sure what kind of company we would like to run.  
”  
~ Rolf Schrömgens

Trivago is an online hotel search platform that compares prices from various hotels on booking sites worldwide. The idea was born in 2005 in Düsseldorf, Germany by 3 university friends: Rolf Schrömgens, Peter Vinnemeier and Stephan Stubner. "Like most start-ups, the site's first iteration was deployed from a garage." Trivago was the first hotel search engine operating on the German market. At first, Trivago got one million Euro from investors. Then, they built up its first TV advertising campaign. Trivago ran effective TV advertising in home-nation Germany and utilized the income achieved to grow in Europe. In 2015, Trivago reported more than US\$500 million in revenue.

Now, Trivago operates in 55 global markets and employs over 1,200+ talents. They offer over 3 million hotels and other accommodation in 190 countries.

## DID YOU KNOW THAT...

... 90 PERCENT OF STARTUPS FALL IN THE FIRST 2 YEARS OF OPERATION?

... 3 NEW STARTUPS LAUNCH GLOBALLY EVERY SECOND MAKING UP FOT 11 000 PER HOUR?

.... STARTUPS WITH 2 OR MORE FOUNDERS, A BALANCED TEAM, OR WHO HIRE SKILLED EMPLOYEES TO DISTRIBUTE WORK ARE MORE LIKELY TO SUCCEED?

AFTER LEARNING ABOUT STARTUP STORIES, YOU CAN COME UP WITH ONE OF THE MOST IMPORTANT CONCLUSIONS. THE COMPANIES REMAINED ON THE MARKET AND THEN ACHIEVED A HIGH POSITION IN THEIR INDUSTRY BECAUSE THEY HAD A SPECIFIC BUSINESS IDEA. THEY HAVE CREATED SOMETHING NEW THAT HAS NEVER BEEN ON THE DOMESTIC OR GLOBAL MARKET, HAVE MET THE NEEDS OF CUSTOMERS. IN ADDITION, FOR STARTUPS TO BE SUCCESSFUL, THEY SHOULD TAKE SMALL STEPS, COLLABORATE WITH HARD-WORKING, MOTIVATED PEOPLE, AND HAVE THE ADEQUATE CASH RESOURCES OR INVESTORS.