

---

Alumni

---

# Capitalismo de plataforma y el futuro de los apartamentos turísticos en el contexto post-Covid

---

[alumni.uoc.edu](http://alumni.uoc.edu)

Agustín Cocola-Gant  
Universidad de Lisboa

11 Marzo 2021

---

## Estructura de la presentación

- Capitalismo de plataforma vs economía colaborativa
- Gestión profesional de apartamentos turísticos
- Tecnologías digitales para la gestión de apartamentos turísticos
- Reestructuración del sector en tiempos de pandemia

## Economia colaborativa?

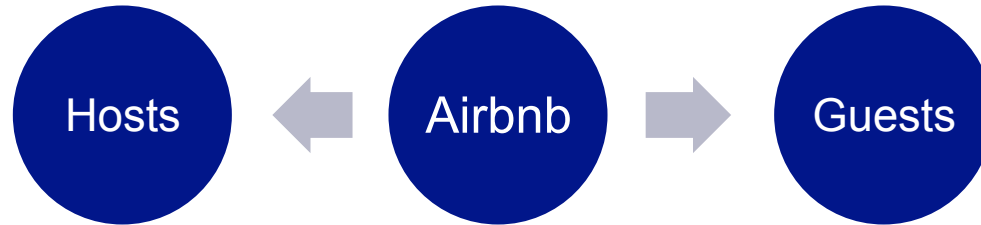


## Capitalismo de plataformas

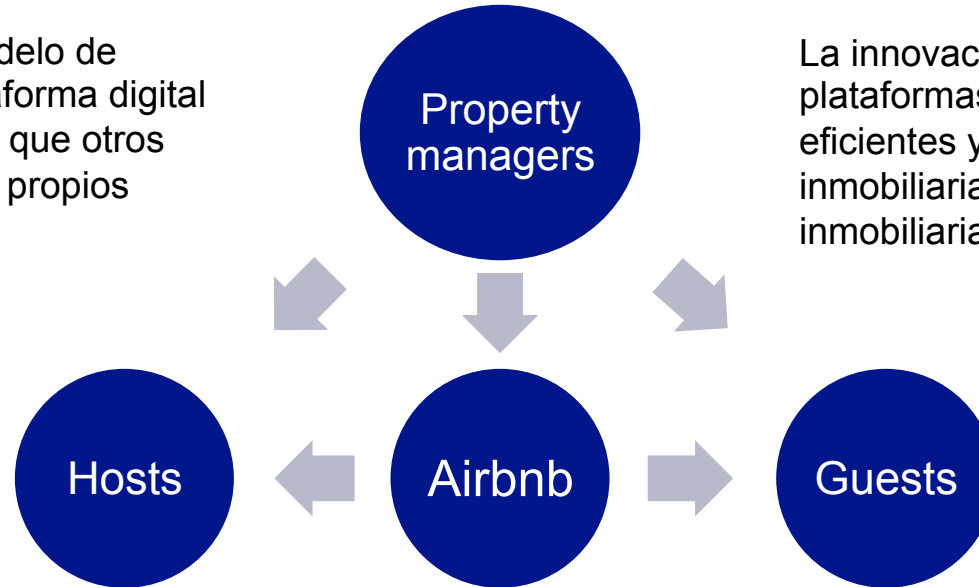


Plataformas digitales: modelo de negocio en donde la plataforma digital se utiliza como base para que otros actores lleven a cabo sus propios negocios.

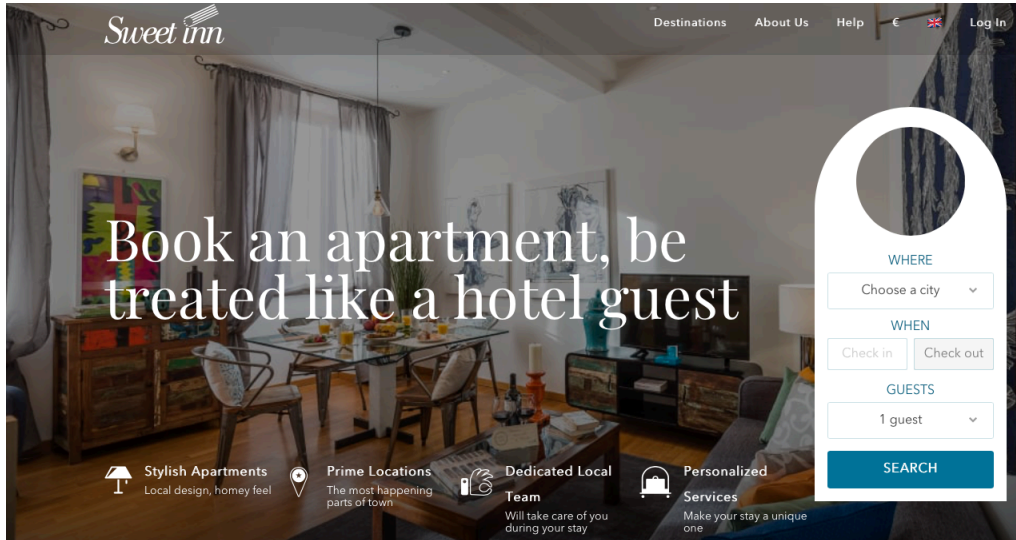
**Platform real estate** se refiere a cómo tanto la innovación digital como el uso de plataformas digitales hacen más eficientes y rentables la inversión inmobiliaria y la gestión de carteras inmobiliarias.



Plataformas digitales: modelo de negocio en donde la plataforma digital se utiliza como base para que otros actores lleven a cabo sus propios negocios.



La innovación digital y el uso de plataformas digitales hacen más eficientes y rentables la inversión inmobiliaria y la gestión de carteras inmobiliarias.



Integración vertical

Producto profesional que copia estándares de la industria hotelera

[Home](#)[Features](#)[Pricing](#)[About](#)[Blog](#)[Contact](#)

En

[BOOK A DEMO](#)

# Airbnb Management Software Features

The full set of powerful tools for professional short-term property managers and vacation rental owners.



## Property Management

Organize and manage hundreds or even thousands of properties across all your Airbnb accounts and listings. All in one central, integrated space.



## Channel manager

Simplify all of your bookings across every channel you use. Airbnb. Booking.com. Expedia. Rentals United. SiteMinder. Connect to 400+ channels in real time!



## Automations

Automate repetitive tasks like messaging, reviews, pricing and payments. It's the easy way to boost your productivity.



## Unified Inbox

No more time spent checking a dozen inboxes every day. Here you'll find all your guest messages. From your accounts on every platform.



## Booking Website

Get your own free booking website. It'll be modern, responsive and mobile-friendly. Ready to get you direct bookings with no OTA fees.



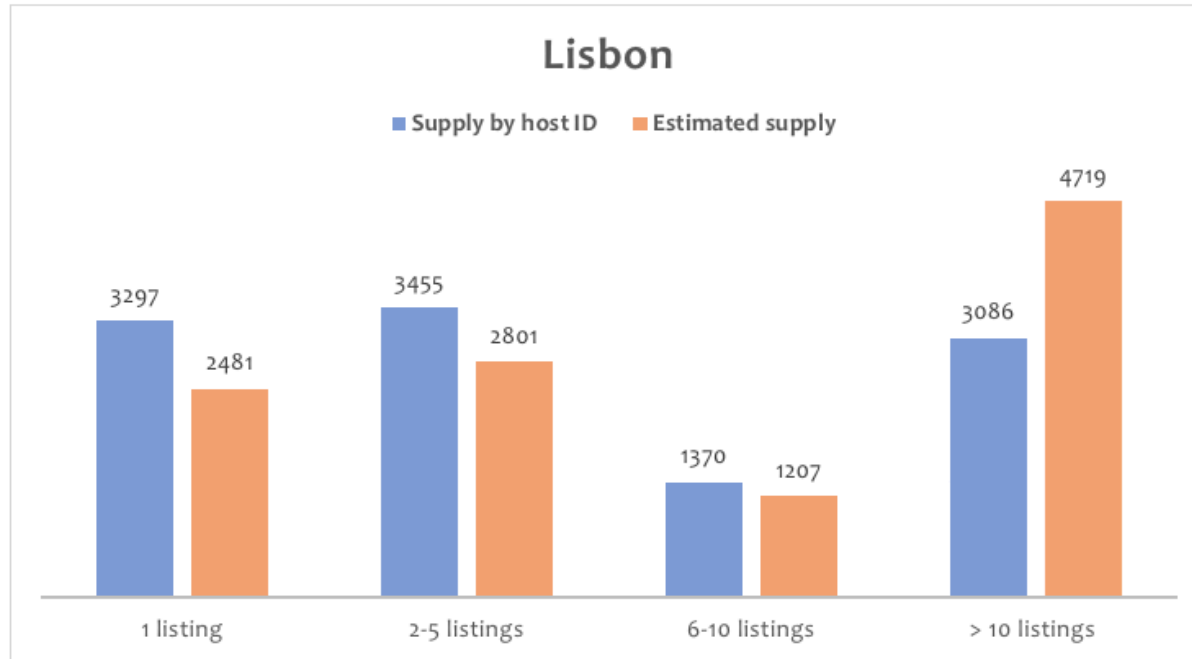
## Payment processing

Simplify your payment processing and make the best bit of property management straightforward too.

[SEE ALL FEATURES](#)



### Supply of STRs according to host size in Lisbon. March 2020.





- Home
- Features
- Pricing
- About
- Blog
- Contact



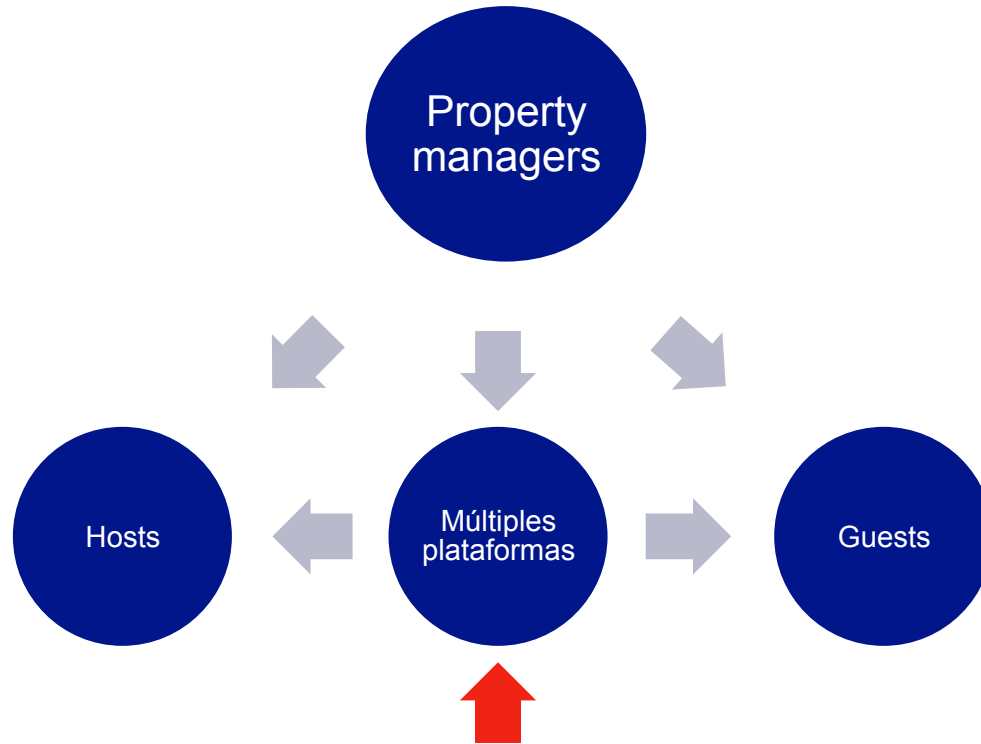
BOOK A DEMO

# Easy Channel Integration and Management

Distribute and manage all your listings, across all major platforms, just like that.



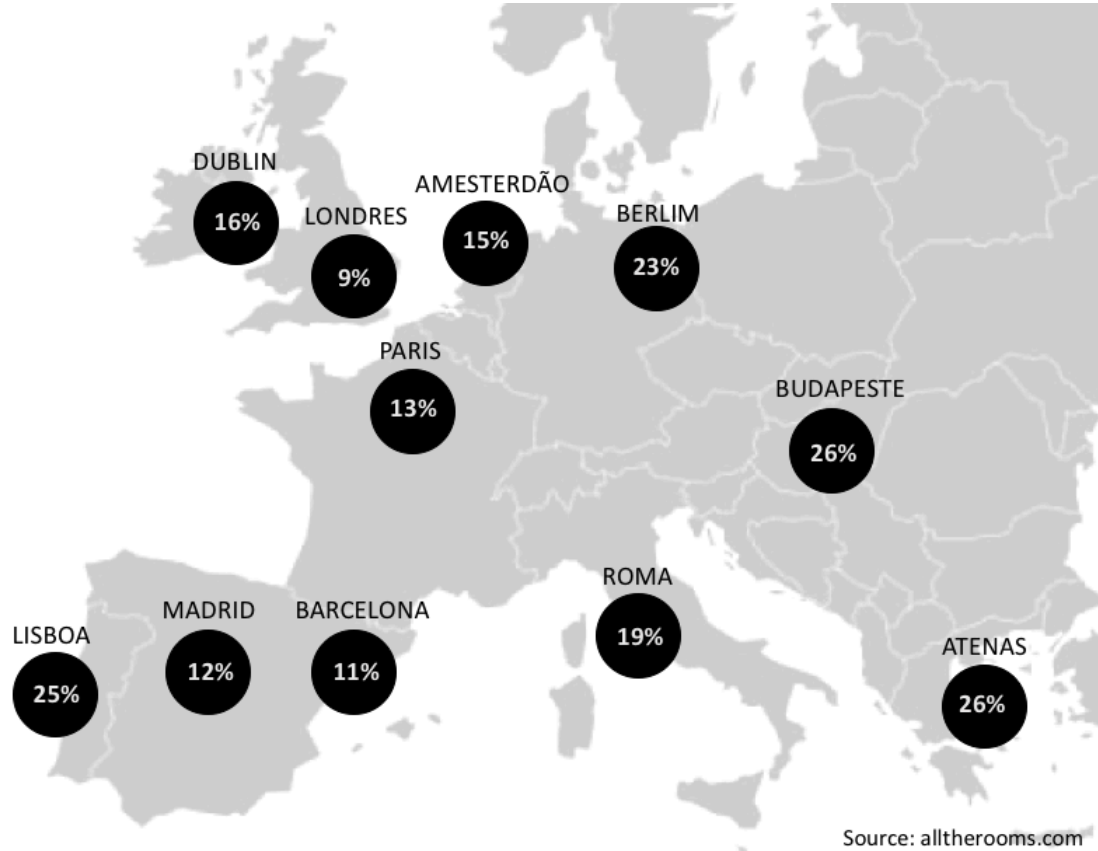
and many more ...



**Pandemic**

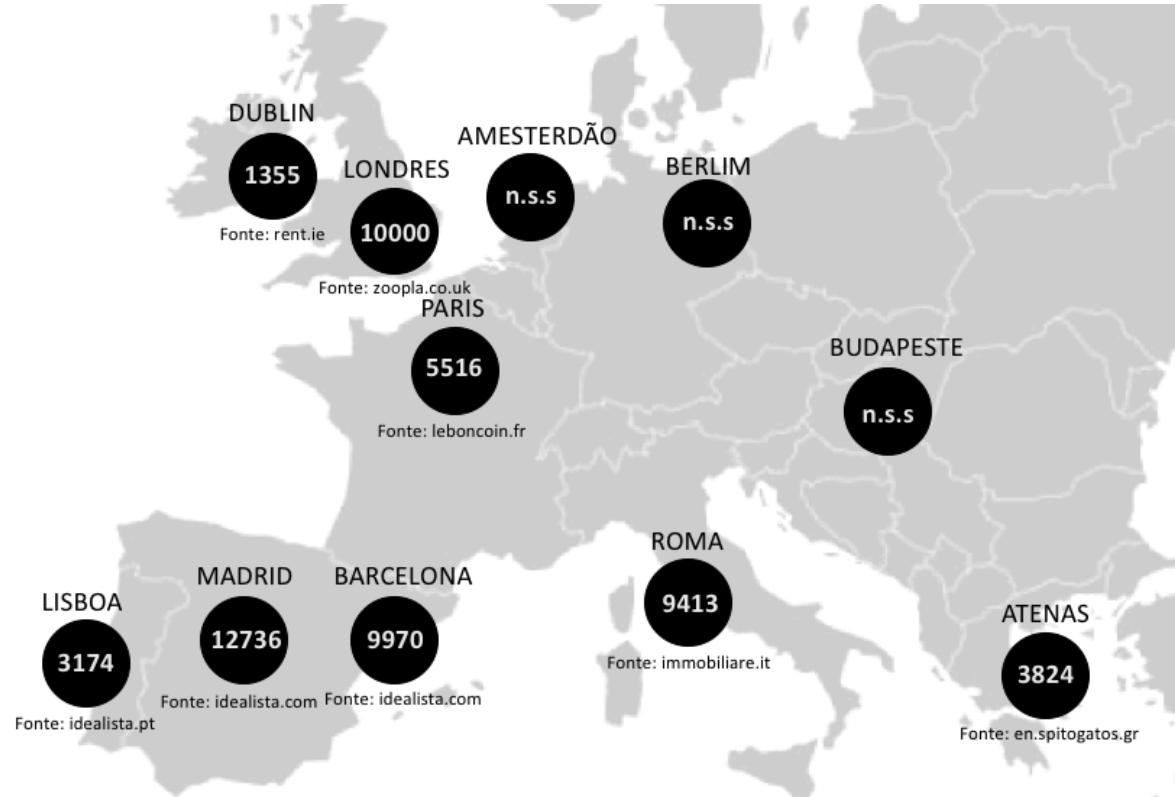
**Occupancy rate (Airbnb)**

**August 2020**



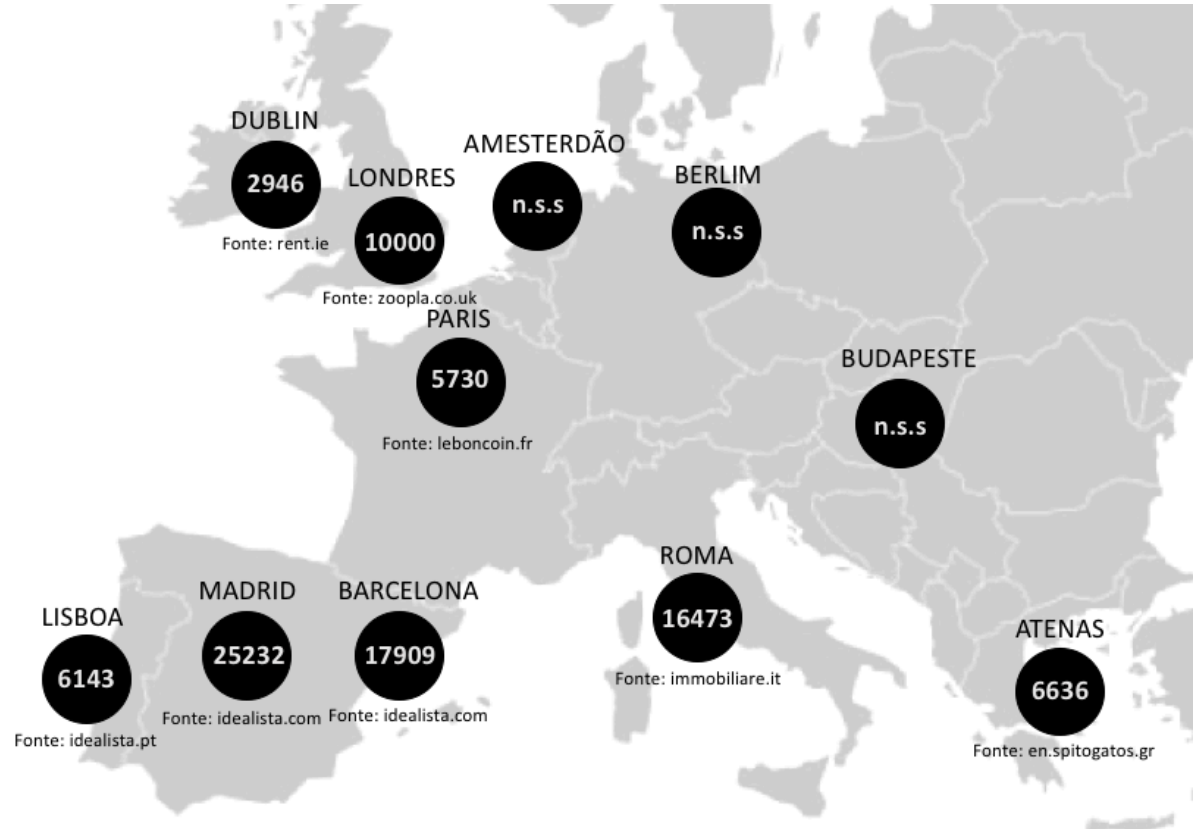
Source: alltherooms.com

**Long-term rental stock**  
**September 2019**

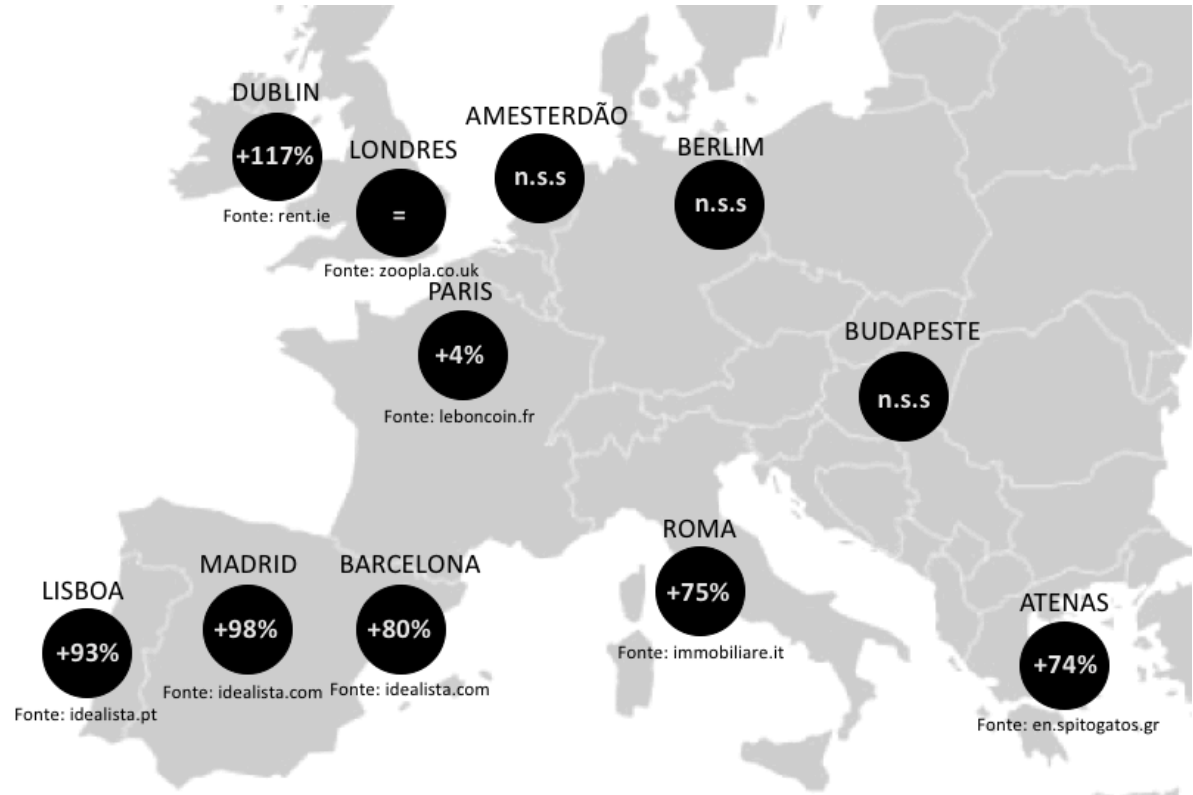


Consulta através de: [web.archive.org](http://web.archive.org)

## Long-term rental stock September 2020



**Long-term rental stock**  
**Variation 2019-2020**



AIRD.NA

[MarketMinder](#)

[Custom Data](#)

[Pricing](#)

[Blog](#)

[COVID-19 Data](#)



# How Mid-Term Stays May Rescue Short-Term Rentals

Dillon DuBois | April 16, 2020





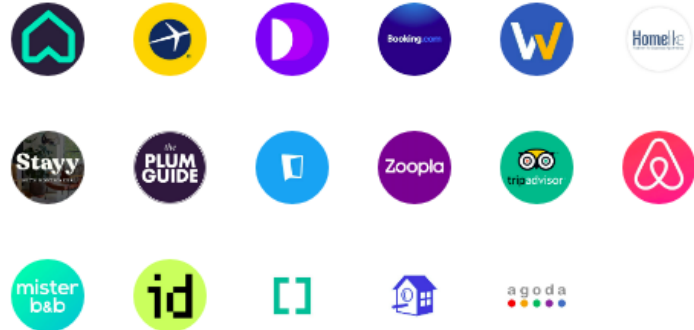
**HOSTMAKER**

[Why Hostmaker?](#) [Pricing](#) [Who we are?](#) [Host stories](#)

[List your property](#) →

We secure 35% more bookings thanks to our numerous Channel Partners

[List your property](#) →



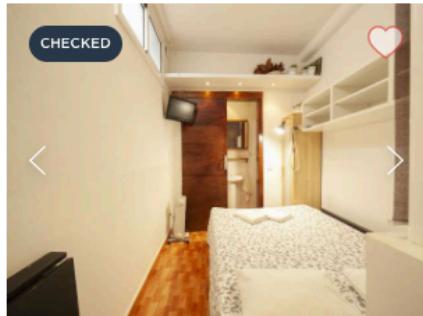


[ SPOTAHOME ]

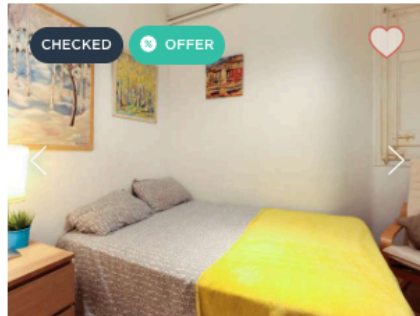
Publish a property

8138 properties to rent

Sort by: **Best match** ▾

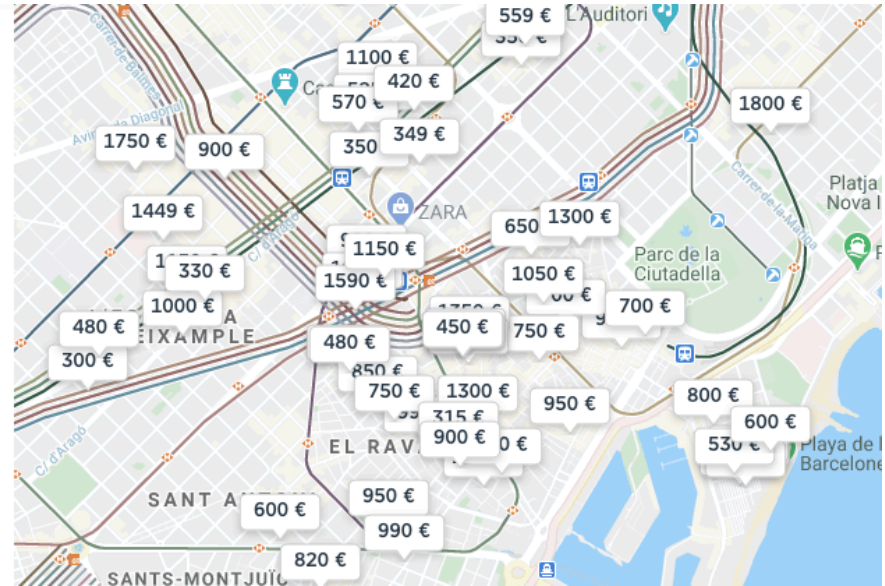


**Studio for rent in Barcelona**  
Studio · Available from **1 February**  
650 €/month



**Nice room for rent in Eixample, Barcelona**  
Room · Available from **1 February**  
350 €/month

UP TO 5% OFF





How it works

Fast booking

Help

List your place

Log in

Sign up

En

## Find your place Lisbon

City, neighbourhood or university

Search here...

Dates of your stay

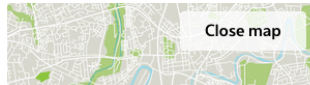
Move-in

Move-out

Type of place

- Entire place
- Private bedroom
- Shared bedroom
- Student residence

Apply filters



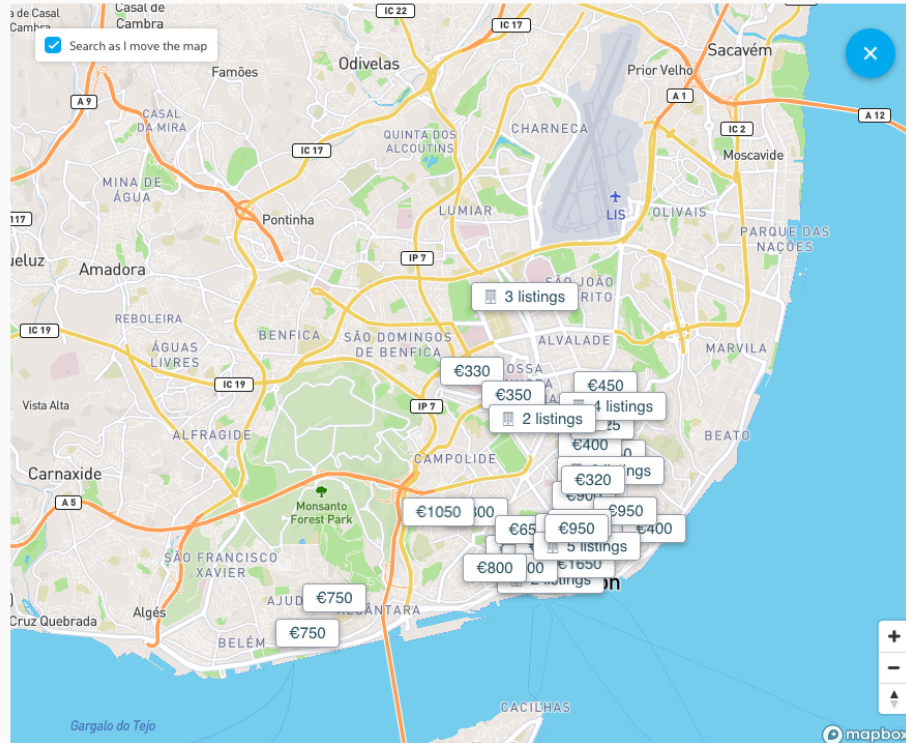
Rent Price



Sort by Best matches

5591 places

Create alert





Other Analysis/

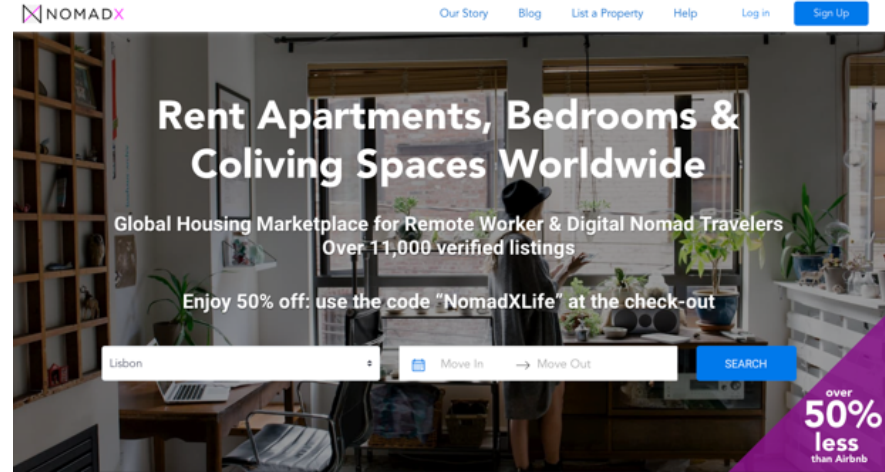
## Europe's startups battle Airbnb for digital nomad market

As the pandemic sees more people adopt the digital nomad life, European startups are challenging Airbnb for dominance of the mid-term rental market.

BY TIM SMITH IN BARCELONA AND KIT GILLET IN BUCHAREST 22 OCTOBER 2020



Last week, Flatio and NomadX, two of Europe's largest rental platforms focused on the mid-term rental market, announced they were merging, as the companies looked to better position themselves to fend off Airbnb and others



NOMADX

[Our Story](#) [Blog](#) [List a Property](#) [Help](#) [Log in](#) [Sign Up](#)

## Rent Apartments, Bedrooms & Coliving Spaces Worldwide

Global Housing Marketplace for Remote Worker & Digital Nomad Travelers  
Over 11,000 verified listings

Enjoy 50% off: use the code "NomadXLife" at the check-out

Lisbon



Move In



Move Out

SEARCH

over  
50%  
less  
than Airbnb



## ¿Debería España atraer a extranjeros que teletrabajen desde aquí? "Es una oportunidad tremenda"

España tiene buen tiempo, visados para trabajadores y un coste de vida bajo con respecto a otros países, pero no se vende como debería

## Fogem do frio e dos confinamentos. Estes estrangeiros escolheram Portugal para passar a pandemia

Com as medidas de combate à Covid-19 a apertar em toda a Europa, há estrangeiros a mudarem-se para Portugal para escaparem ao confinamento nos países de origem. Vêm atrás do bom tempo e da possibilidade de conhecerem novas cidades, enquanto trabalham à distância.

### TRAVEL NEWS

Home » News » Travel News » You Can Now Remote Work From Sunny Greece As A Digital Nomad

## You Can Now Remote Work From Sunny Greece As A Digital Nomad

Ads by Google

[Stop seeing this ad](#) [Why this ad? >](#)



by **GILBERT OTT**  
DECEMBER 6, 2020



Ads by Google

[Stop seeing this ad](#)

[Why this ad? >](#)

## Conclusiones

---

Pequeño propietario puede competir con gestores profesionales?



## Proceso cada vez menos binario

**Categorías menos claras:**

<b>Alquiler turístico</b>	<b>vs.</b>	<b>Alquiler permanente</b>
<b>Turista</b>	<b>vs.</b>	<b>Residente</b>

**Movilidades turísticas: clase media blanca global que no es estrictamente un turista, tampoco un 'residente', pero que está de paso, consume espacios 'auténticos' y paga alquileres altos.**

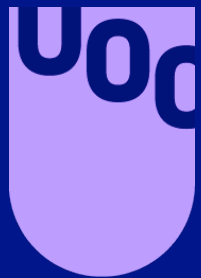
## **Desafío para el mercado de alquiler**

- Apartamentos turísticos
- Nuevas plataformas
- Población móvil

**Relación de poder entre propietario e inquilino más desigual que nunca**

**Control absoluto sobre el activo-vivienda**

Cocola-Gant, A (2020). Apartamentos turísticos, Covid-19 y capitalismo de plataforma. *Alba Sud*, 25 Mayo 2020.  
<http://www.albasud.org/noticia/1220/apartamentos-tur-esticos-covid-19-y-capitalismo-de-plataformas>



---

Alumni

---

# Capitalismo de plataforma y el futuro de los apartamentos turísticos en el contexto post-Covid

---

[alumni.uoc.edu](http://alumni.uoc.edu)

Agustín Cocola-Gant  
Universidad de Lisboa

11 Marzo 2021

---