**B&B Aggregator and Review**

**Platform**

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**1.Introduction**

**1.1 Background and Case Study**

Bed and Breakfast is the backbone of the Irish hospitality sector. One can find B&B accommodation in the areas where there is no hotels or other types of accommodations available (What is a Bed and Breakfast - The Irish B&B Owners Association, 2015). It is estimated that overseas tourist contributes to bulk demand of B&B accommodation estimated around 4 million-night stays in the year 2013 which resulted in generating approximately 1230 euros per B&B owners. The Bed and Breakfast business in Ireland is the most important secondary source of income for most of the families who are running B&B businesses since a long time. The Irish B&B sector due to its small scale characteristic and family managed business has hit hard by hospitality revolution and impact of online booking platforms.(‘BBI\_Report\_final.pdf’, July 2014). There are three major bed and breakfast associations currently operating in Ireland which provide bookings and B&B accommodation facility to the customers namely B&B Ireland, Bed and Breakfast owners associations and Family homes of Ireland. But after the great recession in 2008 a sharp decline has been witnessed with the occupancy levels in B&B industry dropping from 66 percent to mere 60 percent (Chill winds of recession close some hotel doors, 2008). Another major reason for the footfall of the bed and breakfast industry in Ireland is due the paradigm shift in the market in the 2000 by the introduction of disruptive technologies like OTA’s online travel booking facilities such as Airbnb, Trivago etc.(‘BBI\_Report\_final.pdf’, 2014).

A classic example of how information systems can be used to reduce the footfall in the bed and breakfast industry is AirBnb. AirBnb provides an online platform for online booking and other management functions of the B&B’s. The quality of service is the main reason why AirBnb is worth more than 38 billion dollars. But Airbnb has its own standardization policies and requirement to which all enrolled B&B’s registered with them must adhere. Various measures has been taken like collaborative marketing and lowering the cost of online booking by removing the middleman by the current B&B associations in Ireland. Which resulted in the increased revenue and accessibility to many numbers of B&B units under one platform. However there was no significant progress made due to low user interaction and footfall in the market.

**1.2 Related case studies**