**B&B Aggregator and Review**

**Platform**

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**1.Introduction**

**1.1 Background and potential**

Bed and Breakfast is the backbone of the Irish hospitality sector. One can find B and B accommodation in the areas where there is no hotels or other types of accommodations available (*What is an Bed an Breakfast - The Irish B&B Owners Association*, no date). 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).