

On the arrival and operations of Uber and Airbnb in Brussels Capital Region: A narrative of market and non-market aspects of the business

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UBER AND AIRBNB IN BRUSSELS: A COMPARISON OF INSTITUTIONAL CONTEXTS

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INTRODUCTION

Arrival in Brussels of Airbnb in 2010 and Uber in 2014

Conflictive context: one platform is not the other

Need for understanding platforms' institutional strategies and incumbents' responses

OBJECTIVE

Uber and Airbnb

- Compare institutional strategies

Incumbents: taxi companies and hotels

- Identify responses to Uber and Airbnb

Governments

- Regulatory and policy responses

METHODOLOGY

Content analysis of high quality Belgian press news from 2014 - 2022

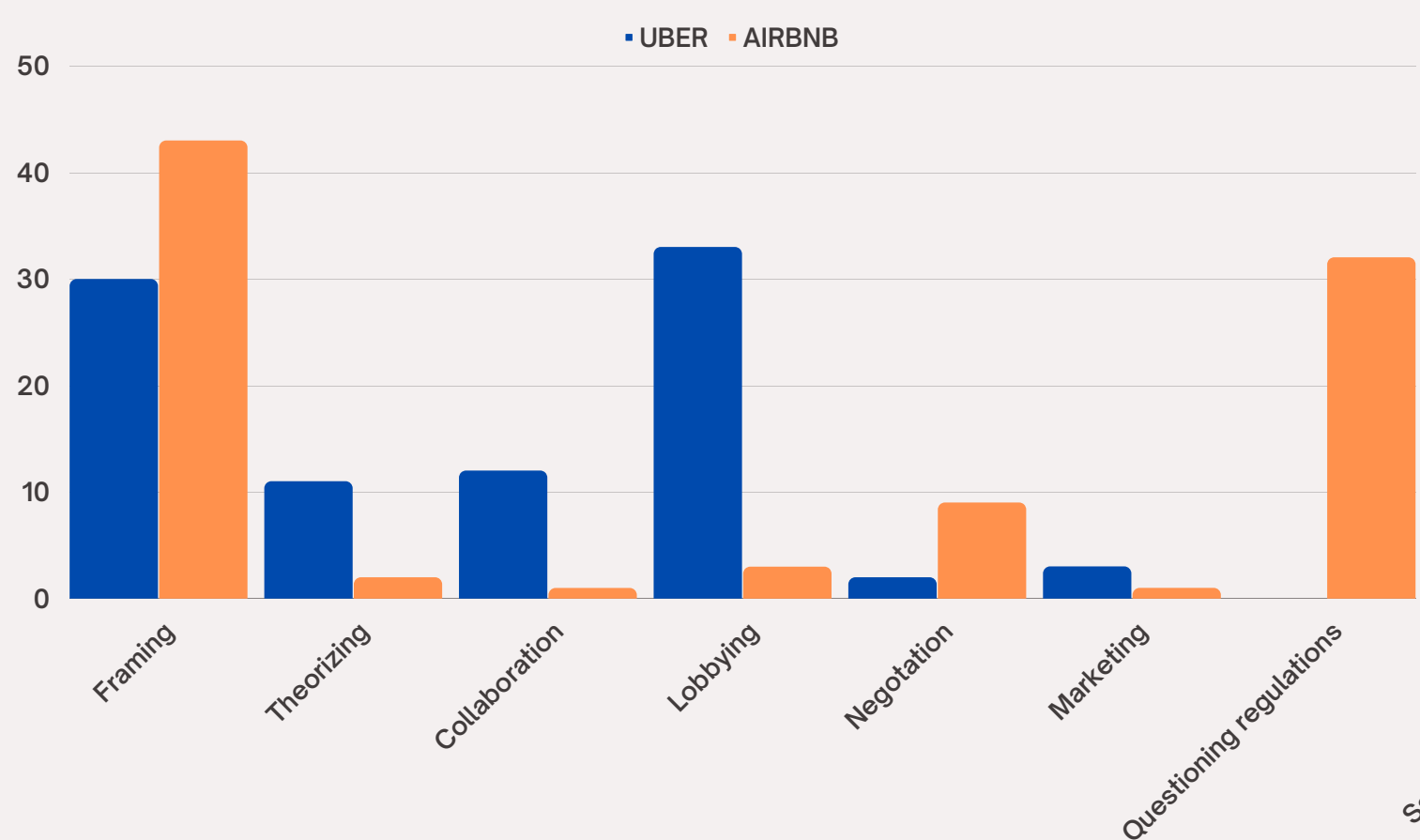
Number of observations:

- Uber: 91
- Taxi: 170
- Airbnb: 103
- Hotels: 113



FINDINGS (PART 1)

PLATFORMS: UBER VS AIRBNB



INCUMBENTS: TAXI VS HOTEL



FINDINGS (PART 2)

Ridesharing:

- Highly conflictive context
- Issues of licensing, legality and employment

Homesharing:

- Less conflictive, more conciliatory context than ridesharing
- Issues of tourist taxation, data sharing, and impact on local community life and local real estate market

Government:

- Airbnb: stricter regulations, to the detriment of small hosts
- Uber: diverging views among political parties
- More accommodative government at national than at city level

CONCLUSION AND RECOMMENDATIONS

One platform context is not the other

Imitation of technology: convergence of traditional and platform businesses

Need for policy measures towards level playing field and balanced sharing economy ecosystem

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