



GuestToGuest

Your home takes you away

Press Release

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GuestToGuest, the first social network for home exchange, celebrates its second birthday

In 2011, Emmanuel Arnaud launched GuestToGuest, the first ever social network for home exchange, with ideas intended to revolutionize the concept. These past two years for this young start-up have been exceptionally positive with a bright and promising future ahead. Here, we give you a flashback of the last two years at GuestToGuest...

This September was filled with great and exciting news for GuestToGuest. It started with a fund-raising grant from Business Angels: experts in the web, tourism and communication. Then by the end of September, just one year later, the number of homes on GuestToGuest multiplied by a factor of 8 totalling to 14,000 homes in 141 countries.

The key word for this success? Innovation. Offering a service "2.0", GuestToGuest has created an ambitious challenge.

For starters, the site is completely free in order to make home exchange open to everyone. A small revolution in a market that is dominated by paid subscriptions.

The most important innovation is its brilliant system of points known as GuestPoints. These points make it possible to make a non-reciprocal exchange, further increasing exchange opportunities for all members. To prove to you the importance of this system, 87% of exchanges on the site are with GuestPoints, allowing Guests to travel flexibly in more than 24 countries around the world.

GuestToGuest is not simply just a website intended to advertise homes, but it functions as a real social network, allowing members to exchange with friends, friends of friends, members of their business club or even with members who have similar interests as them(wine lovers, teachers, etc ...). The principal of trust is at the heart of the site. To eliminate any hesitations you may have, of the total exchanges with deposits, 98% of the deposits were returned in full to the guests. For the remaining 2%, each individual case was able to reach an agreement and the average amount not returned from the deposit was 50€.

It's been 2 years since the launch of GuestToGuest and each month the number of homes have increased by 25% to 30%, far exceeding any of its initial goals. To accompany this unbelievable progress, GuestToGuest continues to develop and expand internationally with websites available in French, English, Spanish, Portuguese and Italian! With such growth, the team here at GuestToGuest aims to double the number of homes of the world leader (46,000 homes) by February 2014.

About Us

GuestToGuest is a social network whose members exchange their apartments or homes over the holidays. Founded in 2011, the website has more than 20,000 homes in more than 146 countries as of the end of October 2013. Its goal: to allow everyone to go on their dream vacation by exchanging their homes in a simple and fair way.

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