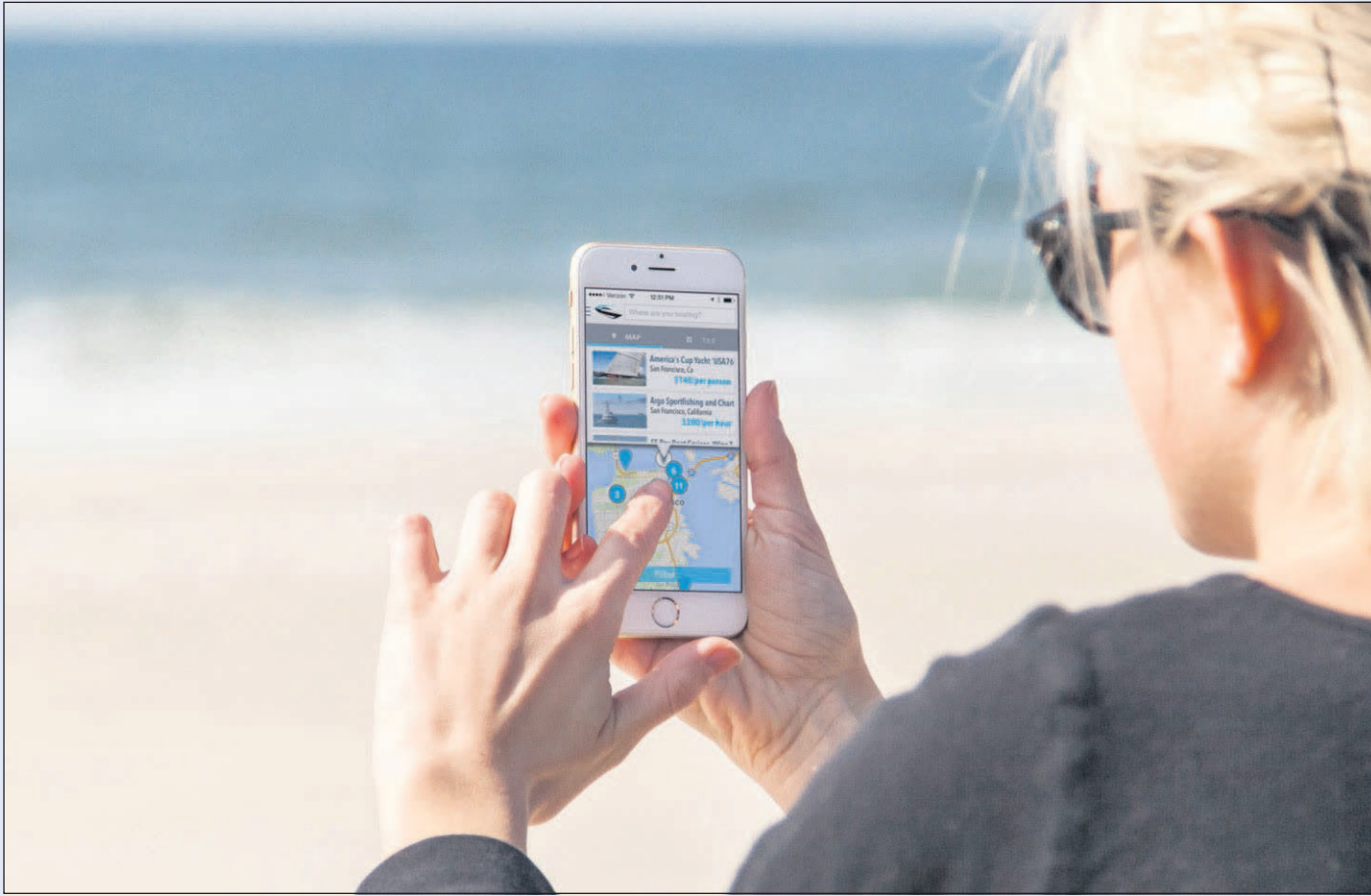


FRIDAY EXTRA!

The Daily Astorian

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Weekend Edition



Courtesy of GetMyBoat

Boatbnb

In sharing economy, boats are on offer

By KYLE SPURR
The Daily Astorian

Two entrepreneurs were boating together more than a decade ago in California's Bay Area and asked themselves, "Why can't more people enjoy the thrill of being on the water without having to buy a boat?"

Their idea did not gain traction until the emergence in recent years of the "sharing economy," peer-to-peer transactions where owners rent out something they are not using, such as a car or house.

Instead of a taxi, some people use Uber. Instead of hotels, some people use Airbnb.

Sascha Mornell and Rafael Collado thought the same principles could apply to boating.

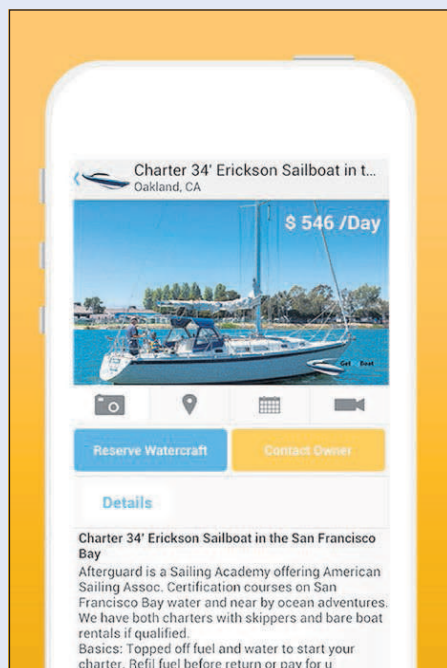
Consider their concept Boatbnb.

The co-founders launched GetMyBoat in 2013. The San Francisco-based company has become the largest boat rental and charter marketplace in the world with 53,000 boats in 154 countries.

There are currently six listings in the Astoria area for fishing charters and guided trips.

"For us right now, we want to have options for everybody no matter where you are looking," Bryan Petro, GetMyBoat's chief information officer, said. "While we have made it great for the owners to use, the real goal is to have a boat in every location that someone can rent."

People can access the service at GetMyBoat.com or by downloading the appli-



Courtesy of GetMyBoat

cation to their phone. The founders used feedback from people to add instant messaging between parties, an organized calendar system to book dates and flexible pricing.

GetMyBoat operates similar to other sharing services, where people can write reviews after the experience. In addition, users must have boating licenses and insurance is offered.

"We leave it open to customize," Petro said.

The service initially launched in three markets on the West Coast, then three states. Eventually, it went worldwide.

Petro said the company, which employs more than 60 people, had to think bigger. It now offers boat tours, dinner cruises and fishing charters. A new offering allows people to rent a boat and never leave the dock, sort of like a boat and breakfast.

Everything watercraft is offered, from yachts to kayaks.

The company was surprised to see celebrity listings on its site. People can rent the yacht from the James Bond movie, "The World is Not Enough," or the yacht featured in the music video for the song "I'm on a Boat," by The Lonely Island.

"You come across some high-profile boats," Petro said.

For Astoria, the company sees an endless opportunity for fishing charters.

"We look in Astoria, and see fishing charters," Petro said. "I would love to have that built out a little bit more."

GetMyBoat is not getting the same push back from communities as Airbnb and Uber.

In fact, Petro said, the company sees itself as giving a platform to entrepreneurs. Owners can make money off of boats that often sit idle in a marina.

The service can create an extra income for boat owners or charter companies, Petro said.

"One of the things we wanted from the beginning was to create this ecosystem with sustainable jobs," he said. "We are creating jobs. It's inspiring."