

Nobel Peace Prize



Letter from Alan Colley, Host2Host President
September 2020 Newsletter

How do you measure success? By the number of nights you have booked? By the size of your bank account? By the number of times you have been awarded SuperHost status? Or by some other measure?

This letter is a shout out to Chip Conley, the former Head of Global Hospitality at Airbnb and now Founder of [Modern Elder Academy](#) in Baja Sur, California, Mexico. When the founders of Airbnb were interviewing him to join their organization, they put this “success” question to him. They were not expecting his answer: “Airbnb will be successful when we are nominated for the Nobel Peace Prize.”

When I heard his response it completely shifted my view of what hosting could actually mean. Sure, it is important to see our hosting bring us income so we can pay our bills, and in some cases, remain in our homes. Yet it’s not too far fetched to acknowledge that welcoming guests to our communities does break down fear and barriers.

I know in our case, greeting and welcoming people from all over the globe, watching them share experiences and laughter with our local neighbors, we know something special is happening. When we notice these encounters, Dabney and I have often looked at each other and said simultaneously, “Nobel Peace Prize.”

There is no denying that the world we live in is in turmoil. The whole hospitality industry is severely challenged. Yet as we strive to reimagine and create new ways to welcome guests, there is something quite wonderful about lifting our sights above the turmoil to see that at its heart, hosting is about connection, building community and creating a climate that deserves a Nobel Peace Prize.

Thanks for being an important part of Host2Host!

Alan Colley
President
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