

***meetjune***<sup>TM</sup>

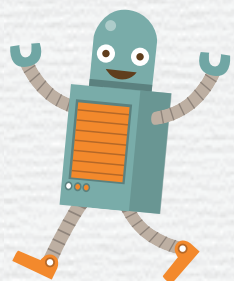
# Interview with Gábor Margés

Head Officer of MeetJune

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breadnbeyond



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Today we have a special guest, and we are lucky to have an opportunity to interview Gábor Margés, Head Officer of MeetJune.

MeetJune bridges the gap between travellers and locals. It allows you to meet [passionate](#) people who will offer you a [real taste](#) of their home cities via [meals](#), [homestays](#) and [activities](#).

Let's find out more about this new travel platform!

**Andre:** Hi Gábor! It's great to have you here. Can you please introduce yourself so that our readers know who you are, and what you do?

**Gábor:** My name is Gábor Margés and I am the Head Officer and Co-founder of MeetJune. I have roots in Asia and the Middle East. I travelled the world, from crossing the South American continent, to an Everest Base Camp trek, from camping with nomadic people in Tibet to visiting the largest salt plain in the world. I am successful creative travel entrepreneur for over 5 years and a passionate advocate of the many benefits of the sharing economy.

**Andre:** How would you describe MeetJune?

**Gábor:** MeetJune is a global travel platform where we connect travellers and local hosts from around the world. The experiences our local hosts offer fall into 3 categories: meals - homestays - activities. MeetJune is about connecting real people. It's about experiencing the most genuine and amazing highlights of a city with an insider to experience a city to the fullest.

**Andre:** What inspired you to create MeetJune, is it based on personal experience?

**Gábor:** The idea for MeetJune emerged during a journey through Brazil, where I was welcomed into the home of a local and broke bread with his family. The intimate experience left us both as friends and greatly impacted me. Hence, MeetJune was born out of passion for travel and the belief that local sharing holds the future of travel.

MeetJune wants to bridge the gap between travellers and locals and by doing so, empower passionate people from all over the world to become micro entrepreneurs and earn a sustainable income. MeetJune is about connecting real people. It's about experiencing the most genuine and amazing highlights of a city with an insider to experience a city to the fullest.

**Andre:** I see that MeetJune's business concept is unique and new, can you tell me who is MeetJune's target market? And how do you reach them?

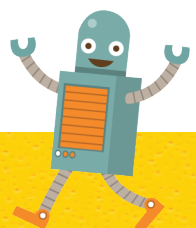
**Gábor:** We identified a specific target group that would be receptive to the experiences of MeetJune, the "Global Experience Seekers". Global Experience Seekers can be anybody above the age of 16. The group is defined by their focus on unique, involving and personal travel experiences. They are more informed, interested and curious about potential destinations and don't want to follow the beaten path. They are mainly based in Europe, North America, Asia and Oceania and are less affected by traditional barriers to travel such as distance and time.

Our core group within the Global Experience Seekers are the "Millennial's" which form the next rising wave of consumers. They are formed by both genders and are in between the age of 16 and 34. They share 3 key characteristics:

- Explorers, never tourists
- Customization is key
- Technology enables communication and more

In order to reach our target audience, we will implement a two-part marketing strategy on multiple, self-reinforcing channels. Three of the most important non-organic paid channels at the start will be SEM (Search Engine Marketing), Media Bannering on Third party sites and SMM (Social Media Marketing).

**Andre:** Interesting, and since I'd say that this is a new concept from the usual BNB, do you see any competition for MeetJune?



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**Gábor:** Though we don't have like-for-like competitors, we do have competitors for our individual offerings of meals, homestays, and activities. Most of these companies are experience focused, rather than people-focused. This presents an opportunity to further define ourselves against the travel sharing industry by focusing on the people/hosts and intimate interactions with travellers.

**Andre:** What makes MeetJune different from them?

**Gábor:**

- MeetJune is a highly scalable, global company. There are no constraints for geographic expansion, as all transactions happen in English and online. The expectation is to see exponential growth driven by the snow-ball effect;
- We are one of the first global travel platforms to directly connect travellers and passionate local hosts; and the first one to offer 3 services (meals, homestays and activities);
- We are people-focused instead of experience-focused. Our concept is all about heart and authenticity.

**Andre:** You hired us to produce an explainer video for MeetJune. What made you interested in creating an explainer video in the first place and what kind of benefit do you see from having one?

**Gábor:** An explainer video is in my opinion the best tool to inform people about what it is that MeetJune offers. We are better able to clarify the objective of our product and thus increase web traffic.

**Andre:** What do you want to achieve with MeetJune this year?

**Gábor:** Our goal is to create a deep-rooted foundation to support our business growth and make sure we constantly deliver best-in-class services to our hosts, travellers and partners.

Our first 3 launch cities are Amsterdam, Buenos Aires and Istanbul. 6 months after we launched those 3 cities, we will

expand with 3 new cities every 3 months, closing the year with 9 host cities. Asia is high on our list and we would be thrilled if we can find passionate local hosts on Bali, in Bangkok, Hong Kong among other cities who would like to offer meals, homestays and activities.

**Andre:** Gábor, many thanks for your time and we appreciate your willingness in taking part in this interview. I wish you great success for MeetJune, and I'm looking forward to use it on my next adventure!

I hope I can have MeetJune community in Bali!

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