



PARTNERING WITH AIRBNB IN REGIONAL AUSTRALIA

Airbnb is committed to supporting regional economies across Australia to get back on their feet. As part of this commitment, we have recently partnered with [Australian Regional Tourism](#) to regrow tourism in the bush.

Our commitment to regional Australia runs deep—in fact, the beating heart of Airbnb's community in Australia is in the regions with the majority of listings located outside of capital cities. In 2019, we launched the [Country Pub Project](#) to put rural communities back on the map and get more Australians travelling to regional Australia.

We want to continue investing in tourism in regional areas and to encourage more guests to venture off the beaten track, explore every corner of this broad country, and—most importantly—experience authentic bush hospitality.

This resource is designed for regional tourism operators, tourism and economic development officers in local councils, and destination marketing organisations to learn more about Airbnb and partnership opportunities to support the recovery of tourism in regional Australia.

Airbnb spreads the benefits of tourism

Airbnb's community has a strong track record of growing the visitor economy in regional Australia, providing more choice of accommodation for travellers in more locations across a variety of price points. Without the cost or delay of having to build any new accommodation, Airbnb's community can help drive the growth and revitalisation of regional communities and distribute tourism more evenly across Australia.

Home sharing allows hosts to generate additional income and supports inclusive and sustainable economic growth, at the same time creating beautiful and memorable travel experiences. For locals, hosting on Airbnb can be an economic lifeline and for regional destinations, there is an opportunity to work with communities on a local, authentic people-powered tourism model, which benefits local residents and small businesses.

Airbnb's contribution to regional economies

Airbnb's community brings valuable tourism dollars to the regions and as our community grows, it creates more jobs in local cafes, shops and businesses in regional and rural Australia. A report by Oxford Economics—*The Economic Impact of Airbnb in APAC: an independent report by Oxford Economics*—found that in 2019 Airbnb guests who stayed in regional Australia spent over \$4.8 billion, which supported more than 61,500 jobs in brick-and-mortar businesses such as cafes, restaurants, and retailers, contributing over \$6.8 billion to Gross Domestic Product.

The report also found that almost 70 percent of expenditure by Airbnb guests in Australia was made by domestic Airbnb guests which is more important than ever as widespread travel restrictions due to the COVID-19 pandemic limit international visitors.

By creating a new revenue stream and boosting tourism in regional Australia, Airbnb is also helping local communities diversify their economies, reducing their exposure to downturns in traditional, volatile sectors such as agriculture and mining.

Learn more at:

news.airbnb.com/en-au/airbnb-can-play-a-critical-role-in-tourism-recovery-oxford-economics/

Partnering with Airbnb to promote destinations and grow tourism

Across regional Australia, the Airbnb community can help grow tourism through the creation of unique accommodation supply. The surge capacity, or elastic supply, which the Airbnb community can provide during major events—such as music festivals, sporting carnivals, business conferences, or agricultural exhibitions—presents opportunities for attracting and hosting major events in regional towns and supporting the recovery of tourism.

Before a major event rolls into town there is an opportunity to work with locals to expand the Airbnb community and secure accommodation supply for visitors—at the same time, this creates an economic dividend for local residents who benefit by hosting visitors in their homes.

Partnering with Airbnb can build a dynamic, growing visitor economy that is responsive to the desires of consumers, drives innovation and entrepreneurialism, increases capacity to deliver new or expanded major events, and benefits communities through sustainable tourism.

We welcome opportunities to partner with destinations on ways to grow the visitor economy in regional Australia. Whether that's local councils, destination marketing organisations, or local event organisers, we are open to opportunities to collaborate so that the future of regional tourism is bright.

Learn more at: airbnb.com/d/rebuildingtogether



Airbnb Associates program

The Airbnb Associates program allows anyone with an audience to make money by sharing travel content from Airbnb. Designed primarily for influencers, bloggers, and affiliates—anyone who loves to create and share travel content with an audience—Airbnb Associates earn money by promoting stays on Airbnb. This program is perfect for organisations who want to promote their destination and **work with their community** to distribute the economic benefits of tourism.

Learn more at: airbnb.com.au/associates

Airbnb Experiences

Airbnb Experiences is used by hosts who are creatives, artisans, and small businesses as a platform to share their passion with the world and unlock their time and potential to create new economic activity. Experiences provide the opportunity to create bespoke unique activities led by locals who love where they're from and what they do, all the while showcasing regional history, culture, and produce. Online Experiences are available as well, enabling hosts to connect with a global audience without hosts or guests leaving their own home.

Learn more at: airbnb.com.au/experiences

Neighbourhood amenity and support for communities

We know that issues related to short-term rental accommodation can come up in any community. Airbnb seeks to lead the sector on best practice for industry-led oversight and regulation. We are eager to work with governments and communities on policies that address amenity concerns, and we support targeted approaches to address behavioural issues which create frameworks that deal with irresponsible behaviour and bad actors through a transparent process which is fair for all parties. We believe that home sharers must also be good neighbours and responsible hosts—and we take the issues of managing bad actors seriously, enforcing a number of strict policies that may result in removal from our platform and providing avenues for communities to report bad behaviour.

Learn more at: airbnb.com.au/neighbours

About Airbnb: Airbnb is one of the world's largest marketplaces for unique, authentic places to stay and things to do, offering over 7 million accommodations and 50,000 handcrafted activities, all powered by local hosts. An economic empowerment engine, Airbnb has helped millions of hospitality entrepreneurs monetise their spaces and their passions while keeping the financial benefits of tourism in their own communities. With more than three quarters of a billion guest arrivals to date, and accessible in 62 languages across 220+ countries and regions, Airbnb promotes people-to-people connection, community and trust around the world.