

Email correspondence with Tourism Research Australia regarding Byron Deserves Better / ASTRA's claims That '1448 jobs and \$267 million will be ripped out of the BS economy if the 90-day proposal is introduced

**OFFICIAL**

Hi Sabine

With the International Visitor Survey (IVS) and National Visitor Survey (NVS) Tourism Research Australia (TRA) estimates international and domestic visitation and spend for destinations throughout Australia.

These estimates are published in various publications available on the TRA Website, including Tourism Region and Local Government Area Profiles. In addition, visitation and spend data at the destination level is often requested by clients and the public through our Statistical Help Line. TRA has limited control over how its data, once published or released, is further represented.

TRA noted the Byron Bay article as it was published. TRA does not link its data to sensitive issues such as the example in the article and has not made such claims.

Thank you for bringing this use of TRA data to our attention.

Kind regards

**Coralie Palmeri** | Tourism Statsline - Principal Adviser

Tourism Research Australia (TRA)  
Statistical Enquiry Service - Research & Analysis Branch  
**Australian Trade and Investment Commission (Austrade)**

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Statsline hours: 9am-3pm (Canberra time)

**From:** Sabine Muschter [REDACTED]  
**Sent:** Friday, 7 October 2022 3:14 PM  
**To:** Tourism Research [REDACTED]  
**Subject:** Re: Tourism Online enquiry [SEC=OFFICIAL]

Hello,

Thanks for your reply. I would really appreciate your response. I have researched this topic with an SCU team for many years and we got various research papers published around this topic.

Kind regards,

Dr Sabine Muschter




The ByronDeservesBetter group uses this statement in all their publications, I can send you various articles in recent papers.

On the <https://www.byroneservesbetter.com> it says that under

### **Why will this hurt the Byron Bay economy?**

**According to Tourism Research Australia, when you remove families who stay in holiday homes in Byron Shire, as will happen if the 90 day cap is imposed, Council will jeopardise 1,448 local jobs and remove \$267 million from the local economy.**




## Fact v Fiction - Byron Shire Council 90 day cap planning policy on Short Term Rental Accommodation (STRA)



| Claim <sup>12</sup>   | Reality   | Sources  |
|---|---|--|
| <p>STRA properties make up 35% of the total housing stock in Byron Shire.</p> <p>Byron is estimated to have the highest concentration of STRA of any LGA in NSW by a considerable margin.</p> <p>There are 5,249 non hosted STRA properties in Byron Shire.<sup>3</sup></p> | <p>As of 26 January 2023, the NSW Department of Planning, Industry and Environment officially reported there are 1,288 non-hosted STRA properties in Byron Shire making only 6.8% of Byron housing STRA.</p> <p>The 35% figure, gathered from airDNA, includes: motel rooms, on-site cabins, seasonal holiday homes, serviced apartments, bed and breakfast rooms in people's homes, duplicate listing across Airbnb, Booking.com and Stayz, and owner-occupier homes listed while the owner goes on holiday.</p> | <p><a href="#">The NSW Department of Planning, Industry and Environment (DPIE) STRA Register</a></p>  |
| <p>The Planning Proposal will not have a significant impact on overnight visitation levels or retail driven spending, which are both predicted to grow between 2021 - 2027.</p>   | <p>The Urbis Report estimated 365 operational job losses. This figure is grossly underestimated</p> <p>Using a four-year average, the data from Tourism Research Australia's National Tourism Survey predicted that job losses would be up to 1,448 and the economic losses over \$267m per annum.</p>  | <p>The Urbis Report</p> <p>The Federal Government's National Tourism Survey</p>                       |
| <p>Given the average letting period is approximately 120 days, even if the average daily expenditure of a permanent tenant was one third of a STRA guest, there would likely be no net change in total retail expenditure overall.</p>                                      | <p>STRA visitors bring in \$187m of 'new' money into the NSW economy from interstate or overseas travel.</p> <p>The average STRA visitor spends more than a local resident in every single business category, which includes retail, cafes, bars, restaurants, tours and activities, groceries, drinks etc. No local worker can keep up with even a small fraction of that level of spending.</p>   | <p>The Federal Government's National Tourism Survey</p>   |
| <p>A 90-day cap for STRA will see 1,524 long term rental dwellings and 224 owner occupier dwellings returned to the permanent housing market. This equates a 27% increase in current levels.</p>  | <p>There are only 1,288 STRA properties in Bryon Shire and it's predicted less than 4% of those homes will go into the permanent housing market.</p>  | <p>The NSW Department of Planning, Industry and Environment (DPIE) STRA Register</p>   |

<sup>1</sup> <https://www.byron.nsw.gov.au/Services/Building-development/Do-I-need-approval/Short-term-rental-accommodation#section-2>

<sup>2</sup> <https://www.facebook.com/CrMichaelLyon/posts/pfbid0kDcGXTv7NH4Fid8s2kk1MEXJ2eJMqBG9waZ5kVzrVmxqMPsK5gB4uL75uHGaeTTkl>

<sup>3</sup> The mayor has also been quoted saying there are around 2,655 listings and 3,500 listings. He has also stated the percentage is 16%, 17%, 20% and 35% on different occasions. For the purposes of this document, we have sited the 5,249 and 30.9% figures as that is what's used in the Bryon Council's official planning proposal.

|  |   |   |
|--|---|---|
| <p>The 90-day cap will increase housing for workers and locals in Byron Bay.</p>   | <p>The houses currently utilised for STRA are luxury holiday homes. Weekly rent on any homes returned to the rental pool will likely exceed \$1000 per week. Most local service workers could not afford that kind of rental expenditure.</p>   |                    |
| <p>The 180-day cap implemented by the state government reduced STRA by 79% and brought 4,135 properties back into the rental pool. Therefore, a 90-day cap will have a similar effect and bring more properties back into the rental pool.</p> | <p>The 180-day cap effectively brought STRA properties back into the market, as those owners were more sensitive to earnings, and arguably there were never 5,429 STRA properties in Byron Shire to start with (and indicated earlier with the shortcoming in using airDNA to confirm property numbers)</p> <p>The remaining properties are not investment properties. They are property owners' personal holiday homes. They place those homes on market as a way of offsetting some of the costs of owning a holiday home and to provide value to the community.</p> <p>Fewer than 4% of the STRA houses are expected to return to the rental pool under the 90-cap proposal.</p> | <p>The NSW Department of Planning, Industry and Environment (DPIE) STRA Register</p>                  |
| <p>STRA houses are owned by large property investors hoping to make a quick buck.</p>  | <p>The homes used for STRA are holiday homes owned by individuals who see themselves as part of the Byron Shire community. They rent out their holiday homes as STRA when they are not utilising them.</p> <p>As an example of their commitment to the community, many of these property owners offered their homes free of charge for those displaced by the floods. These homes would not have been available to flood victims had they been in utilised for STRA.</p>  |                   |
| <p>The 90-day cap is a low-cost way of addressing the housing shortage.</p>  | <p>A conservative estimate of the cost of this policy is \$267 million per annum.</p> <p>This kind of cost could topple the tourism industry which makes up 27% of the Byron economy and is the number one industry employing locals.</p>   | <p>ABS Data</p>  |

|  |   |   |
|--|---|---|
| <p>Airbnb and other STRA are responsible for driving up rents</p>  | <p>Higher rents are the naturally occurring result of higher interest rates as owners attempt to offload their increased mortgage costs to renters.</p> <p>In 2021, the Federal Government's House of Representatives Standing Committee on tax and Revenue released its report titled The Australian Dream: inquiry into housing affordability and supply in Australia. This report has 16 recommendations and in its 208 pages there is no mention of STRA contributing to housing affordability and supply in Australia.</p>   | <p>Australian Government House of Representatives, "<a href="#">The Australian Dream: inquiry into housing affordability and supply in Australia</a>," 2021</p> |
| <p>STRA attracts large groups and other loud and disruptive tourists.</p>  | <p>The vast majority of STRA visitors are families and family groups travelling together.</p>   | <p>Tourism Research Australia - 2019 National Visitor Survey</p>             |
| <p>Council developed a draft Sustainable Visitation Strategy (SVS) to guide tourism over the next 10 years. The draft SVS acknowledged the important role of STRA in the local tourism sector, but also aims to find a balance between tourist accommodation and permanent housing, key workers, and long-term residents.</p> <p>The proposed 90-day threshold for STRA outlined in this planning proposal are consistent with aims and tourism planning principles outlined in the draft SVS.</p> | <p>The SVS does not talk about permanent housing and long-term residents. The residential strategy deals with these issues and planning controls to ensure a range of housing is planning / zoned and provided to the local community.</p> <p>The SVS talks about attracting the following visitor markets to Byron Shire: high-yield, low-impact, disperses to towns and villages, and respects the community and the environment.</p> <p>STRA visitors are high yield, low impact families that disperse to towns and villages in the Shire. It takes 38-day trippers to equal the spend of one STRA visitor.</p> |    |
| <p>The proposed housing SEPP amendment will encourage a greater supply of permanent housing within the Byron LGA, which in turn will broaden the choice of building type and locations available in the housing market</p>   | <p>Council's Residential Housing Strategy needs to plan for additional housing, zoning, land releases and homelessness to ensure a diverse range of housing is available for the community. This is not the responsibility of property owners.</p>  |   |

**Sources:**

State Environmental Planning Policy (Housing) 2021 (Housing SEPP)

*NSW Department of Planning, Industry and Environment*, "STRA Register", August 5, 2022

<https://www.planning.nsw.gov.au/Policy-and-Legislation/Housing/Short-term-rental-accommodation#inPageNav-2>.

Urbis Report

Tourism Research Australia - 2019 National Visitor Survey

ABS Data

*Australian Government House of Representatives*, "The Australian Dream: inquiry into housing affordability and supply in Australia," 2021,

[https://www.aph.gov.au/Parliamentary\\_Business/Committees/House/Formal\\_Committees/Tax\\_and\\_Revenue/Housingaffordability/Report](https://www.aph.gov.au/Parliamentary_Business/Committees/House/Formal_Committees/Tax_and_Revenue/Housingaffordability/Report).

# Airbnb in the Byron Shire – Bane or Blessing? An Investigation into the Nature and Range of Impacts of Airbnb on a Local Community

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# 1 Executive Summary

This report provides preliminary summaries of data obtained from primary research on the perceptions of Airbnb's impacts on the Byron Shire community, New South Wales (NSW), Australia. The project commenced following receipt of a Seed Funding Grant from the Tourism Research Cluster in Southern Cross University's School of Business and Tourism (SBAT). A team of SBAT researchers conducted interviews and implemented a survey to understand Byron Shire (BS) residents' views on the positive and negative impacts of Airbnb within the Shire. The research project followed an initial 2018 scoping study which investigated peer-reviewed studies on the implications of Airbnb on local communities around the world. The aims of this current project were to:

1. Profile the nature of Airbnb in the Byron Shire, i.e. to determine the size, main attributes and development patterns of Airbnb in the Shire.
2. To describe, critically analyse and explore the community perspectives on the perceived positive and negative impacts of Airbnb within the Shire in order to inform specific and locally appropriate solutions.

To fulfil these objectives, the research team leveraged the literature review from a prior study to inform the conduct of 22 semi-structured interviews with diverse key informants in the BS. The interview data further informed the survey instrument which garnered the views of over 800 BS residents.

## Key findings

1. While the survey found that increased income for Airbnb hosts, increased employment opportunities for locals, and increased local tax revenue were the major positive impacts of Airbnb, the negative impacts included reduced availability of affordable housing for residents, increased traffic and parking congestion, increased waste management problems, and increased infrastructure costs.
2. Most respondents preferred a model which involved *on-site management* for any short-term holiday lettings (STHL)<sup>2</sup>. Thirty-seven per cent of respondents wanted 'No restriction' on rentals of STHL properties *with* on-site management, which meant the host could operate 365 days per year. However, for STHL rentals without on-site management, 39% of respondents favoured rentals capped at '0 days' (such rentals not allowed at all), while 27% supported a cap of 'Less than 90 days per year'.
3. Most respondents (including Airbnb hosts) felt that STHL needs to be better regulated. Furthermore, the majority of respondents agreed with the need for greater public information on Airbnb-related issues within the Byron Shire.

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<sup>2</sup> Note: Short-term holiday letting (STHL) and Short-term letting (STL) as terms widely reported through the media and government statements are used interchangeably in this document.



## 2 Introduction

To understand the main attributes and development patterns of Airbnb in the Byron Shire (Project Aim 1), the team accessed data including visitor numbers from Destination Byron and Tourism Research Australia; BS Airbnb listings from Inside Airbnb, BnBGuard and the Australian Coastal Council; and international trends regarding Airbnb from the peer-reviewed literature.

Australia overall is experiencing rapid growth in Airbnb listings, particularly in coastal destinations such as the Byron Shire (Gurran, Zhang, Shrestha, & Gilbert, 2018). This phenomenal growth in Australia is evidenced through the 58,210 Airbnb listings in April 2016. Listings increased to 130,665 in December 2017 and reached 160,479 at the end of 2018 (Cox 2019). According to InsideAirbnb, NSW has the highest number of Airbnb listings in Australia (64,856 properties by December 2018). However, other states such as Queensland, Victoria and Western Australia almost doubled their Airbnb listings between April 2017 and December 2017. All states continued to experience increases of Airbnb listings over 2018 (Full details available at Gurran et al., 2018).

Regional Australia is embracing the Airbnb concept, with a steady increase in Airbnb listings. The Byron Shire, as the current case study, is particularly prone to new listings. With more than two million visitors each year, the Shire is one of the most attractive tourist destinations in Australia. Visitors outnumber residents by a ratio of 70 to one.

According to the Australian Coastal Councils Association, the BS is also one of Australia's least affordable regional rental-housing markets with 17.6 per cent of properties in the Shire listed as short-term lettings (STLs) (Gurran et al., 2018). The majority of these STLs are listed on online rental platforms, notably Airbnb – the largest, fastest-growing online platform. Airbnb raises polarised opinions within the BS community. As the impact of the STL sector is the subject of ongoing debate, it is important that policy makers for affordable housing and tourism destination marketing have comprehensive, reliable, and evidence-based information on their own locations.

Until 2011 Airbnb listings in the Byron Shire were not recorded. Airbnb listings increased from a few hundred in 2012 to 1,172 at the end of 2016, to 2,740 listings at the end of 2017, and then to 3,037 listings at the end of 2018 (Cox, 2019). Though the beginning of 2019 saw a very modest reduction of 108 listings, the InsideAirbnb website still counted 2,929 listings in the BS. Of these listings, 78.7% were for entire houses or apartments with a 20% estimated occupancy, meaning that these houses were only rented by guests for around 70 days of the year. According to the InsideAirbnb website, over half of individual Airbnb hosts (54%) in the BS had multiple listings. One single owner-host listed 108 properties (Cox 2019).

This one example of multiple listings bears witness to some host motivations. Those with multiple properties are more likely to run their operations as a business in contrast to those living in their single-listed property and merely enjoying the supplemental income and intrinsic reward of host/guest interactions. STL figures sourced from the online monitoring site, BnBGuard, last year revealed that the numbers of total unique STLs addresses across the five postcodes of BS is as high as 5611 listings. Notably, BnBGuard was still only monitoring 15 of the 350 sites offering STL properties in the BS. By comparison, InsideAirbnb provides data solely on Airbnb property listings (Morrow, 2019). The scale of these STL figures and their positive and negative impacts on the small Byron Shire community are significant and warrant further investigation.



## 3 Research Design

To inform Project Aim 2, a two-pronged design for primary data collection was developed:

- In-depth interviews with diverse and multiple Byron Shire stakeholders with or without an interest in Airbnb were conducted across the Shire to determine the range of issues to be captured.
- A large-scale survey of Byron Shire community members on various aspects of Airbnb was conducted.

### 3.1 Interviews

Informed by the international literature as well as insights pertaining to the Byron Shire, semi-structured interviews were conducted with 22 key BS informants to obtain views regarding STHL, including Airbnb. The interviewees included councillors, Airbnb hosts, local journalists, licenced accommodation providers, 'victims of holiday lettings', and residents who either lived in their own property or rented as tenants.

In accordance with SCU human research ethics requirements, formal consent to be interviewed was obtained from all interviewees prior to the interview. Interviews conducted by one member of the research team were preceded by a briefing in which the interviewer described the interview purpose. In administering the questions, a reflective approach (active listening and appropriate probing) was used to gain insight into the interviewee's perspectives.

The following five main issues were explored:

1. Stakeholder perceptions on the degree of change in the short-term accommodation sector within the BS (particularly in Byron Bay) over the past five years.
2. Stakeholder perceptions on the positive and negative impacts of Airbnb on the community.
3. Solutions to overcome some of the challenges/concerns arising from the growth of Airbnb.
4. Community information needs regarding Airbnb in the BS.
5. Other important issues for residents regarding impacts of Airbnb within the BS.

The interviews were transcribed, coded and then analysed using thematic analysis through a step-by-step process.

### 3.2 Survey

Informed by the interview data, a Qualtrics survey questionnaire was developed to obtain BS residents' views on the positive and negative impacts of Airbnb within the Byron Shire. The survey was pre-tested before its launch on 29 October 2018. It was circulated through the BS using several (social) media channels before closing on the 15<sup>th</sup> of December 2018. Questions were asked about the impact of Airbnb on housing and accommodation, local businesses, tax revenues, visitor numbers, infrastructure, and anti-social behaviour across the BS; the impact of any nearby STHL properties on the respondent; further information needs about various Airbnb-related issues; possible regulations of STHL in the BS; and for Airbnb hosts, their experiences as hosts.

### 3.3 Data analysis strategy

The following analyses were undertaken:

- Descriptive analysis of residents' postcodes and length of living in the BS
- Principal component analysis to explore the dimensionality of perceived impacts of Airbnb

- Differential analyses, such as ANOVA and cross tabulations, to explore how (1) geographical locations (post codes) and host status are associated with perceived impacts of Airbnb; (2) Airbnb host/non-host status is associated with preferred maximum STHL-rental cap and preferences to regulate STHL.

## 4 Summary of Results

A brief overview of the preliminary results from the interviews and survey research is provided below.

### 4.1 Interview results

All 22 interviewees identified a considerable change over the past five years in the STL sector within the Shire and specifically in Byron Bay. They observed a substantial growth in the number of visitors and visitor accommodation. Participants also commented on the increasing range and magnitude of impacts that Airbnb has on the community and on accredited accommodation providers in the Shire.

Most participants recognised a range of **benefits of Airbnb** on the BS community including:

1. Extra income for Airbnb hosts (16 interviewees; 73% of interviewees)
2. Increased revenues for local businesses (8; 36%)
3. Increased choice and variety of accommodation for tourists (7; 32%)
4. Opportunity for residents and tourists to connect (3; 14%).

On the other hand, participants identified eight main **negative impacts** of Airbnb on the BS community:

1. Reduced supply of and increased prices for long-term rentals (18; 82%)
2. Displacement of locals and loss of community and neighbourhood (15; 68%)
3. Added strain on local infrastructure (15; 68%)
4. Decreased employment-pool in Byron Bay (BB), particularly in hospitality (12; 54%)
5. Disruptive behaviour of tourists in residential areas (12; 54%)
6. Increased noise levels (10; 45%)
7. More non-approved 'illegal' tourist accommodation ('unfair playing field') leading to decline in bookings for accredited accommodation providers (9; 41%)
8. More traffic congestion (locals forced to live further away but driving in to BB for work; over-crowding of BB by tourists) (9; 41%).

Participants were unanimous in their view that more regulation of Airbnb properties is required. They articulated nine main solutions to overcome some of the challenges/concerns arising from the growth of Airbnb in the BS community, which is already experiencing high visitor numbers:

1. Greater regulation of Airbnb properties (22; 100% of interviewees)
2. Council's position & enforcement of current regulations (11; 50%)
3. 'Fair play' for all accommodation providers (9; 41%)
4. Information about Airbnb properties (e.g. signage with host contact details) (7; 32%)
5. Regulation for the management of Airbnb properties with defined parameters (7; 32%)
6. Establish a registration system (7; 32%)
7. Introduce a bed-tax (4; 18%)
8. Severe penalties for disruptive behaviour of Airbnb guests (4; 18%)
9. Catching people's voices/experiences with Airbnb properties ('telling their stories') (2; 9%).



Asked about their main information needs in relation to Airbnb in the BS, the number one area of concern of interviewees (86%) was a strong desire within the community for more general facts and figures about Airbnb and other STHLs. The other aspects of sought-after information - ranked in order of frequency of concern to participants - were: (2) long-term impacts on the community, (3) transparent and in-depth information to facilitate deeper understanding of Airbnb, (4) information on the extent of compliance of Airbnb properties with regulations, (5) information on long-term impacts on businesses and infrastructure, (6) information on long-term impacts on accommodation supply and (7) maps of Airbnb hotspots.

As explained above, the in-depth interviews conducted were part of a larger research project, which also included a survey of BS residents. The interviews informed survey design through the topics discussed as well as questions the interviewees felt should be included in the survey.

The following eight topics were identified of main concern (ranked in order of frequency):

1. Perceived positive and negative effects of Airbnb
2. Knowledge of and experience with Airbnb
3. Ways to address Airbnb's negative impacts
4. Acquainted with Airbnb or an Airbnb host themselves
5. Further information needs
6. Personal experience with needing to vacate a rental property for an Airbnb letting
7. Support for a community-based approach to manage Airbnb
8. Vision of Byron's future demographic.

To summarise the interview component of this project, all 22 interviewees identified a considerable change over the past five years on the STHL sector within the Shire, and specifically in Byron Bay. Most participants recognised a range of benefits of Airbnb. The leading positive impact perceived was that of extra income for the Airbnb host. At the same time, all participants were concerned about a wider set of negative impacts. The interviews revealed an emotional load, including anger and frustration with Airbnb, carried by local community members, which the research team suggests has not yet been properly accounted for in the international literature on Airbnb. Several questioned the morality and ethics of Airbnb and attributed a range of serious social issues to Airbnb, including the displacement of locals and homelessness. This suggests that this emotional strain on host communities requires further research.

## 4.2 Key survey results

### 4.2.1 Sample profile

A total of 1,017 survey responses were received. After deleting incomplete submissions, a data sample of 819<sup>3</sup> BS residents was obtained. Most survey questions were to be answered by all respondents. Questions on the Airbnb host experience were directed only to those who were Airbnb hosts. Table 1 shows respondents' postcode areas. As indicated in Table 1, the majority of survey respondents (55%) lived in Byron Bay and surrounding areas, followed by 18% from Ocean Shore and surrounding areas. 13% and 8% lived in Mullumbimby and Bangalow & surrounding areas respectively. Fourteen respondents (1.7%) stated that they currently lived in the Byron Shire, but they provided a postcode missing an end digit. Considered a typographical error only, the decision was made to retain these respondents in the data set.

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<sup>3</sup> The sample size relating to each key finding reported in the following sections varies, as not all 819 respondents answered all pertinent questions.



*Table 1 - Respondents' postcode areas (n=819)*

| Postcode    | In %        | Postcode areas   |
|-------------|-------------|--|
| 2479        | 7.7         | Bangalow & surrounding areas (e.g. Binna Burra, Coorabell & Newrybar)              |
| 2480        | 4.9         | Clunes & surrounding areas (e.g. Coopers Creek, Eureka & Federal                   |
| <b>2481</b> | <b>55.1</b> | Byron Bay & surrounding areas (e.g. Broken Head, Ewingsdale & Suffolk Park)        |
| <b>2482</b> | <b>12.7</b> | Mullumbimby  |
| <b>2483</b> | <b>17.9</b> | Ocean Shores & surrounding areas (e.g. Billinudgel, Brunswick Heads, SGB & Yelgun) |
| other       | 1.7         | Not clear (Typos in Postcode)  |
| 100.0       |             |  |

Table 2 reflects the length of respondents' residency within the BS. The average length of respondents' residency within the BS was 19 years. 39% of respondents had resided for over 20 years while almost 30% had resided between 11 and 20 years in the Shire.

*Table 2 - Respondents living in BS (n=819)*

| Years of living in Byron Shire | Percent |
|--------------------------------|---------|
| 1-5 years                      | 16.1    |
| 6-10 years                     | 15.1    |
| 11-20 years                    | 28.9    |
| Above 20 years                 | 39.1    |
| Total                          | 99.3    |
| Missing                        | .7      |
| Total                          | 100.0   |

Out of the 819 survey respondents, 67% (552) lived in their own properties, while 26% (215) rented. Furthermore, 85% (699) of all respondents said that they were aware of STHLs within 200m of their residence, with 75% acknowledging that these STHLs were Airbnb listings.

One key finding of the study was that of the 215 respondents (26%) in rented accommodation, almost half (90, 42%) had been asked to leave a previous rental. Fifty-eight, or 64% of those asked to leave a rental, reported that they knew their rental property was about to be listed on Airbnb.

#### 4.2.2 Perceived impacts of Airbnb

Overall, the survey results report nine main negative impacts on the Byron Shire community and two main positive impacts. When reviewing specific stakeholder responses (e.g. hosts vs non-hosts) the positive responses were attributed to eight indicators.

The following **nine negative impacts** of Airbnb on the community (ranked by mean) were perceived by Airbnb hosts and non-hosts alike (see Table 3 on page 9). Questions were asked using a five-point Likert scale (1=strongly disagree to 5=strongly agree). As can be seen, more than three-quarters of respondents agreed on the top two negative impacts of Airbnb – the reduction of affordable housing for residents and increased traffic and parking congestion. More than two-thirds of respondents agreed on the next three main negative impacts of Airbnb on the community – Airbnb leads to increased waste management problems, extra costs to ratepayers to provide infrastructure, and increased noise levels. Airbnb-hosts tended to perceive all negative impacts less negatively than non-Airbnb hosts. The views diverged most strongly for the impact



‘leads to anti-social behaviour’. Airbnb hosts tended to disagree (mean 2.56) with this statement, while non-Airbnb hosts tended to agree (3.82) with it.

*Table 3 - Negative impacts for the community*

| Airbnb ...  | Mean            |                     |                 | Overall agreement in % (n= 814) |         |       |
|---|-----------------|---------------------|-----------------|---------------------------------|---------|-------|
|   | Overall (n=766) | Airbnb host (n=151) | Non-host (=615) | Disagree                        | Neither | Agree |
| 1. Reduces the availability of affordable housing for residents | 4.17            | 3.37                | 4.40            | 15%                             | 8%      | 77%   |
| 2. Increases traffic and parking congestion                     | 4.07            | 3.13                | 4.33            | 16%                             | 9%      | 75%   |
| 3. Leads to increased waste management problems                 | 3.97            | 3.15                | 4.20            | 14%                             | 14%     | 72%   |
| 4. Leads to extra costs to ratepayers to provide infrastructure | 3.99            | 3.20                | 4.22            | 15%                             | 14%     | 71%   |
| 5. Leads to increased noise levels                              | 3.98            | 3.03                | 4.24            | 15%                             | 15%     | 70%   |
| 6. Adversely affects lifestyle of neighbourhood residents       | 3.97            | 2.89                | 4.27            | 19%                             | 12%     | 69%   |
| 7. Leads to overuse of public facilities (e.g. toilets)         | 3.74            | 2.91                | 3.98            | 21%                             | 19%     | 60%   |
| 8. Increases the property prices                                | 3.72            | 3.28                | 3.87            | 20%                             | 19%     | 61%   |
| 9. Leads to increased anti-social behaviour                     | 3.55            | 2.56                | 3.82            | 24%                             | 22%     | 54%   |

\* Disagree = includes groups Strongly disagree and Disagree; Neither = neither Agree nor Disagree; Agree = includes groups Agree and Strongly Agree

The following **two positive impacts** of Airbnb on the community (ranked by mean) were perceived by Airbnb hosts and non-hosts alike (see Table 4). Airbnb-hosts tended to perceive positive impacts more favourably than non-hosts. The views diverged most strongly for the impact ‘leads to increased employment opportunities for locals’. Airbnb hosts tended to agree (mean 4.01), while non-Airbnb hosts tended to be neutral (neither agree nor disagree) (2.86).

*Table 4 - Positive impacts for the community*

| Airbnb...   | Mean            |                     |                  | Overall agreement in % (n=814) |         |       |
|---|-----------------|---------------------|------------------|--------------------------------|---------|-------|
|   | Overall (n=766) | Airbnb host (n=151) | Non-host (n=615) | Disagree                       | Neither | Agree |
| 1. Leads to increased employment opportunities for locals | 3.10            | 4.01                | 2.86             | 34%                            | 26%     | 40%   |
| 2. Leads to increased local tax revenue                   | 2.66            | 2.98                | 2.59             | 48%                            | 27%     | 25%   |

\* Disagree = includes groups Strongly disagree and Disagree; Neither = neither Agree nor Disagree; Agree = includes groups Agree and Strongly Agree

The following **eight positive impacts of Airbnb predominantly for specific stakeholders** (ranked by mean) were perceived by Airbnb hosts and non-hosts alike (see Table 5 on page 10). There was near consensus among respondents that Airbnb provides incomes for Airbnb hosts. Most respondents agreed that Airbnb brings more visitors into the BS, although Airbnb hosts registered less strongly (3.99 vs 4.28) on this point. Most respondents felt that as a result of Airbnb there were more property investors in the Shire, but again Airbnb hosts were less strong in their views (3.62 vs 4.33). Most respondents felt Airbnb provides tourists/visitors with a greater variety of and more affordable accommodation choices. Furthermore, over 60 percent of respondents perceived that Airbnb had a positive effect on revenues for local businesses.



Table 5 - Positive attributes of Airbnb identified by community

| Airbnb ...  | Mean            |                     |                  | Overall agreement in % (n=814) |         |       |
|---|-----------------|---------------------|------------------|--------------------------------|---------|-------|
|   | Overall (n=766) | Airbnb host (n=151) | Non-host (n=615) | Disagree                       | Neither | Agree |
| 1. Provides income for Airbnb hosts   | 4.30            | 4.50                | 4.26             | 1%                             | 5%      | 94%   |
| 2. Leads to increased number of visitors into the Byron Shire                       | 4.21            | 3.99                | 4.28             | 6%                             | 10%     | 84%   |
| 3. Leads to increased number of property investors                                  | 4.18            | 3.62                | 4.33             | 8%                             | 13%     | 79%   |
| 4. Offers more variety in accommodation for tourists                                | 3.94            | 4.49                | 3.80             | 8%                             | 11%     | 81%   |
| 5. Increases revenues for local businesses  | 3.71            | 4.24                | 3.57             | 11%                            | 25%     | 64%   |
| 6. Enables Airbnb hosts to stay in their homes                                      | 3.38            | 4.17                | 3.18             | 21%                            | 32%     | 47%   |
| 7. Leads to greater variety of retail services (e.g. restaurants, leisure services) | 3.09            | 3.78                | 2.91             | 30%                            | 35%     | 35%   |
| 8. Makes Byron Shire a more affordable tourist destination                          | 2.81            | 3.61                | 2.61             | 45%                            | 20%     | 35%   |

\* Disagree = includes groups Strongly disagree and Disagree; Neither = neither Agree nor Disagree; Agree = includes groups Agree and Strongly agree

In relation to views of respondents from different geographic locations (postcodes):

- No significant differences were found with regards to perceived impacts of Airbnb.
- Residents living in the area with the postcode of 2480 (Clunes & surroundings areas) tended to have stronger opinions on the implementation of a registration/permit system for STHL (including Airbnb) than residents with postcodes of 2481 (Byron Bay & surrounding areas) did.

#### 4.2.3 Perceptions on rental cap

The survey captured views of both Airbnb hosts and non-hosts on the duration of their preferred rental cap for STHL properties (a) **with** and (b) **without on-site** management (see Table 6 on page 11).

##### (a) Properties **with on-site** management

Among all five BS postcode groups, 37% (287) of respondents felt that there should be no restrictions at all for properties *with on-site* management, meaning that these properties could be rented 365 days per year. Notably 72% of all Airbnb hosts wanted no restrictions on properties *with on-site management*, compared to only 29% of non-Airbnb hosts. The majority of non-Airbnb hosts favoured a cap on *on-site* managed properties. 31% of non-Airbnb hosts favoured a maximum cap of 180 days on such STHL rentals, while 32% favoured a cap of less than 90 days.

##### (b) Properties **without on-site** management

Among all five BS postcode groups, 39% (299) of all respondents wanted 0 rental days (*full restrictions = no STHL rentals*) for properties *without on-site management*. Even 15% of Airbnb hosts wanted full restrictions (0 days) for such properties (compared to 45% of non-Airbnb hosts). Clearly, most respondents preferred a model which involves on-site management of STHL.





Table 6 - Differences between Airbnb hosts and non-Airbnb hosts regarding rental caps on STHL

(n=766; 151 Airbnb hosts, 615 non-Airbnb hosts)

|                                      | 365 days per<br>year<br>(No restriction) | Max. 180 days<br>per year* | Less<br>than 90 days per<br>year | 0 days<br>(Not allowed at<br>all) | Total  |
|--------------------------------------|--|----------------------------|----------------------------------|-----------------------------------|--------|
| <b>A. With on-site management</b>    |  |                            |                                  |                                   |        |
| Airbnb hosts (number)                | 108                                      | 25                         | 16                               | 2                                 | 151    |
| % of Airbnb hosts                    | (72%)                                    | (17%)                      | (11%)                            | (1%)                              | (100%) |
| Non- Airbnb hosts (number)           | 179                                      | 186                        | 199                              | 51                                | 615    |
| % of Non-hosts                       | (29%)                                    | (31%)                      | (32%)                            | (8%)                              | (100%) |
| Total (number)                       | 287                                      | 211                        | 215                              | 53                                | 766    |
| % of all respondents                 | (37%)                                    | (28%)                      | (28%)                            | (7%)                              | (100%) |
| <b>B. Without on-site management</b> |  |                            |                                  |                                   |        |
| Airbnb hosts (number)                | 57                                       | 40                         | 31                               | 23                                | 151    |
| % of Airbnb hosts                    | (38%)                                    | (26%)                      | (21%)                            | (15%)                             | (100%) |
| Non- Airbnb hosts (number)           | 67                                       | 94                         | 178                              | 276                               | 615    |
| % of Non-hosts                       | (11%)                                    | (15%)                      | (29%)                            | (45%)                             | (100%) |
| Total                                | 124                                      | 134                        | 209                              | 299                               | 766    |
| % of all respondents:                | (16%)                                    | (18%)                      | (27%)                            | (39%)                             | (100%) |

\*Includes two groups: Max. 180 days per year and 90 < 179 days per year

Table 7 - Ways to regulate STHL in the BS

| STHL needs to be regulated in the following ways ...  | Overall | Mean                      |                     | Overall agreement in % (n=766) |         |       |
|---|---------|---------------------------|---------------------|--------------------------------|---------|-------|
|   |         | Airbnb<br>host<br>(n=151) | Non-host<br>(n=615) | Disagree                       | Neither | Agree |
| 1. Adequate reporting avenues to lodge complaints of misconduct   | 4.51    | 4.02                      | 4.63                | 3%                             | 7%      | 91%   |
| 2. Adequate enforcement of non-compliance   | 4.37    | 3.70                      | 4.54                | 4%                             | 12%     | 84%   |
| 3. Compulsory public liability insurance to cover STHL guests and third parties for injury or damage (including Airbnb) | 4.15    | 3.44                      | 4.32                | 12%                            | 11%     | 77%   |
| 4. A bed tax or levy for any tourist accommodation (irrespective of the accommodation type)                             | 4.10    | 3.49                      | 4.25                | 15%                            | 10%     | 75%   |
| 5. Restrictions on Airbnb properties without on-site management   | 4.06    | 3.08                      | 4.30                | 17%                            | 8%      | 75%   |
| 6. Adequate provision of fair trade (i.e. it is a level playing field) within the accommodation-provider sector         | 4.01    | 3.35                      | 4.17                | 9%                             | 20%     | 70%   |
| 7. Implementation of a registration/permit system for STHL (including Airbnb)   | 3.99    | 3.01                      | 4.24                | 17%                            | 8%      | 74%   |
| 8. Council-supported community advisory panel regarding STHL  | 3.94    | 3.10                      | 4.15                | 13%                            | 16%     | 71%   |
| 9. Zoning restrictions for STHL in residential areas  | 3.86    | 2.73                      | 4.14                | 22%                            | 10%     | 68%   |

\* Disagree = includes groups Strongly disagree and Disagree; Neither = neither Agree nor Disagree; Agree = includes groups Agree and Strongly agree



#### 4.2.4 Perceptions on regulations of STHL in the Byron Shire

A majority of respondents supported all nine ways of regulating STHL they were questioned about (see Table 7 on page 11). Over 90% of respondents asked for avenues to report complaints of misconduct, while 84% requested appropriate enforcement of non-compliance. Overall, the Airbnb hosts appeared to require less regulation on STHL.

#### 4.2.5 Further information needs

As presented in Table 8, the majority of respondents agreed with the need for greater public information on Airbnb-related issues within the Byron Shire. More information about the particular impacts of Airbnb on the community is highly sought after, including impacts on residential-rental accommodation and infrastructure. Again, Airbnb hosts tended to have lower information needs than non-Airbnb hosts.

*Table 8 - Importance of information about Airbnb-related aspects in the BS*

| Important to have information about ...  | Overall | Mean                   |                     | Of importance in % (n=782) |                   |                |
|--|---------|------------------------|---------------------|----------------------------|-------------------|----------------|
|  |         | Airbnb host<br>(n=151) | Non-host<br>(n=615) | Not important              | Average important | Very important |
| 1. Long-term impacts on residential-rental accommodation   | 4.20    | 3.46                   | 4.40                | 10%                        | 12%               | 78%            |
| 2. Long-term impacts on infrastructure (i.e. roads, waste management facilities)                                   | 4.19    | 3.55                   | 4.37                | 8%                         | 14%               | 78%            |
| 3. Long-term impacts of Airbnb on the community  | 4.14    | 3.39                   | 4.35                | 9%                         | 15%               | 76%            |
| 4. Extent of compliance with existing STHL regulations   | 4.03    | 3.27                   | 4.24                | 10%                        | 18%               | 72%            |
| 5. Regulations regarding Airbnb rentals (e.g. hosts' responsibilities, guests' rights)                             | 3.94    | 3.33                   | 4.10                | 12%                        | 19%               | 69%            |
| 6. Long-term impacts on businesses in town   | 3.77    | 3.58                   | 3.83                | 8%                         | 30%               | 62%            |
| 7. Long-term impacts on commercial accommodation providers   | 3.70    | 2.97                   | 3.90                | 17%                        | 26%               | 57%            |
| 8. The location and type of Airbnb properties (e.g. in a map, identifying with/without on-site managed properties) | 3.40    | 2.49                   | 3.65                | 26%                        | 21%               | 53%            |

\* Not important = includes groups Not important at all and Of little importance; Of average importance; Very important = includes groups Very important and Absolutely essential

#### 4.2.6 Airbnb-hosts' motivations

As mentioned above, questions on the Airbnb host experience were directed only to those who were Airbnb hosts. Airbnb hosts (151; 18% of all respondents) agreed with the statement that their main motivation to become a host was the additional income that enables them to afford living in the Byron Shire. As can be seen in Table 9 below, other motivations for being a host included the enjoyment of assisting their Airbnb guests with their travel needs and the social engagement with their guests.



Table 9 - Motivation for becoming an Airbnb-host

| Motivation to become an Airbnb host   | Overall Mean | Of agreement in % (n=151) |         |       |
|---|--------------|---------------------------|---------|-------|
|   |              | Disagree                  | Neither | Agree |
| 1. The additional income from Airbnb enables me to afford living in the BS        | 4.09         | 14%                       | 10%     | 76%   |
| 2. It gives me pleasure to assist Airbnb guests with their travel needs/inquiries | 4.04         | 10%                       | 12%     | 78%   |
| 3. I enjoy the social engagement with Airbnb guests                               | 3.90         | 13%                       | 17%     | 70%   |
| 4. I feel more secure with Airbnb guests in my residence                          | 3.34         | 24%                       | 34%     | 42%   |

\* Disagree = includes groups Strongly disagree and Disagree; Neither = neither Agree nor Disagree; Agree = includes groups Agree and Strongly agree

The majority of Airbnb-host respondents lived on-site of their Airbnb property. They rented individual bedrooms (39%) or an attached (23%) or detached studio / cottage (16%). However, as seen in Table 10, thirty-six per cent of all Airbnb hosts rented out properties which do not have on-site management. 25% of these hosts rented a whole house via the Airbnb platform, compared to 15% of the on-site hosts.

Table 10 - Accommodation types Airbnb hosts have listed

| Accommodation types*                 | On-site management      | Without on-site management |
|--------------------------------------|-------------------------|----------------------------|
|                                      | Number / % of all hosts | Number / % of all hosts    |
| Individual bedroom(s)                | 59<br>(39%)             | 6<br>(4%)                  |
| An attached studio                   | 34<br>(23%)             | 4<br>(3%)                  |
| A detached studio/cottage            | 24<br>(16%)             | 4<br>(3%)                  |
| A whole house                        | 23<br>(15%)             | 38<br>(25%)                |
| Other                                | 5<br>(3%)               | 3<br>(2%)                  |
| <b>Total number / % of all hosts</b> | <b>145<br/>(96%)</b>    | <b>55<br/>(36%)</b>        |

\* Multiple listings possible

Besides advertising their STHL property on Airbnb, 84% of all hosts stated that they also advertised on other platforms, particular StayZ, Booking.com, Agoda and Expedia.

## 5 Further research needs

There is opportunity to take the research further with new funding opportunities. Particular need exists for:

1. Further analysis of the impacts of STHL (in particular Airbnb) on approved accommodation operators within the Byron Shire.
2. Further analysis of the emotional impacts of Airbnb on host communities.



Additionally, the current research methodology can be replicated to other North Coast towns in NSW. This comparable data set(s) could further understanding on why different regions in NSW might need different STL regulations.

## 6 Acknowledgements

The authors gratefully acknowledge the funding assistance received for this research from the Tourism Research Cluster, School of Business and Tourism, Southern Cross University.

The team would also like to thank every survey respondent for taking the time to provide input as well as everyone who helped to circulate the survey in the community.

To increase awareness of and responses to the survey, a substantial amount of media/public outreach was conducted by Dr Sabine Muschter, who is also a Byron Bay resident. Sabine was interviewed on ABC North Coast, Bay FM and Triple Z, Lismore. Additionally, she contacted newspapers (*The Echo*, *Byron Shire News*, *The Northern Star*, and *Byron Bazaar*) which ran articles on the survey. Due to Dr Muschter's outreach, information on the survey was also sent out by the SCU media office, the Byron Shire Council, the Byron Community Centre, the Byron Bay Chamber of Industry, Destination Byron, the Sourdough Business Group, and other community groups via their social media sites.

## 7 Project Outputs

Upon finalisation, the research findings will be shared with the Byron Shire community. In the meantime, the following project outputs have been delivered to date, or have been accepted for presentation/publication:

Caldicott, RW., Che, D, Muschter, S. and von der Heidt, T. 2019. *"In defiance to moral panics: Airbnb as the unsung 'B-side' of the digital technologies 'disruption' playlist!"* Manuscript to be submitted to *Tourism Geographies* by end of March for a special issue focused on *Digital Technology, Tourism and Geographies of Inequality*.

Che, D., Caldicott, RW, Muschter, S. and von der Heidt, T. 2019. *"Airbnb: the unsung 'B-side' of the digital technologies playlist 'disrupting' Byron Bay, Australia"*, presentation for delivery at the *American Association of Geographers (AAG) Conference (Washington DC)* on 4 April. The session theme is *Digital Technology, Tourism and Geographies of Inequality*.

Che, D., Muschter, S, von der Heidt, T. and Caldicott, RW. 2019. *"Community report: Airbnb in the Byron Shire (BS) – Bane or blessing? An investigation into the nature and range of impacts of Airbnb on a local community"*, Southern Cross University, Lismore, NSW, Australia, March, viewed 25 March 2019, <[scu.edu.au/airbnb-impacts](https://scu.edu.au/airbnb-impacts)>.

von der Heidt, T., Muschter, S., Caldicott, RW. and Che, D. 2019. *"Airbnb – Bane or Blessing? Key Informants' View on Impacts on Community in the Byron Shire, Australia"*. Sustainability of Tourism, Hospitality & Events in a Disruptive Digital Age: Proceedings of the 29th Annual Conference of the Council for Australasian University Tourism and Hospitality Education (CAUTHE), Cairns, QLD, 18-20 February, eds. A. Pabel, E. Konovalov, L. Cassidy, and P. Jose, 589-592. Cairns: Central Queensland University, Australia.

von der Heidt, T., Caldicott, RW, Scherrer, P & Muschter, S, Canosa, A. 2018, *"Impacts of Airbnb from a macro marketing perspective"*, paper presented to The Australian and New Zealand Marketing Association Conference (ANZMAC), 3-5 December, University of Adelaide, SA, Australia, <<https://anzmac2018.com/wp-content/uploads/2018/11/ANZMAC2018-Proceedings.pdf>>.



## 8 References

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Morrow, C. (2019, 21 February 2019). Renters lose homes to Airbnb survey shows. *Byron Shire News*. Retrieved from <https://www.byronnews.com.au/news/renters-lose-homes-to-airbnb-survey-shows/3652782/>



***EXTRACT of survey respondent quotes from project:***

# Airbnb in the Byron Shire – Bane or Blessing? An Investigation into the Nature and Range of Impacts of Airbnb on a Local Community

Research Project Team

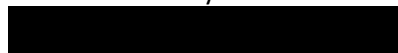
Dr Deborah Che (Project leader)



Dr Sabine Muschter (Lead research assistant)



Dr Rodney Caldicott



Dr Tania von der Heidt



Report released 26 March 2019  
Extract of quotes 20 January 2020



## Reading Notes:

The following quotes are extracts taken from the SABT 2018 research project on STHL within the Byron Shire (Che, Muschter, von der Heidt, & Caldicott, 2019). In particular, the quotes were supplied as respondents address **Survey Question - Q12:**

“Feel free to tell us about experiences you have had as a Byron Shire resident with STHL in your area or in the wider community”.

The quotes have been coded against the following content categories:

|   |   |    |
|---|---|----|
| 1 | Positive survey comments (some extracts):.....      | 3  |
| 2 | Amenity impacts (infrastructure, noise issues)..... | 4  |
| 3 | Impacts on housing .....                            | 17 |
| 4 | Loss of Community.....                              | 26 |
| 5 | Economic impacts of STHL .....                      | 32 |
| 6 | Tourism .....                                       | 33 |
| 7 | Suggestions for managing STHL .....                 | 33 |
| 8 | References .....                                    | 36 |



## 1 Positive survey comments (some extracts):

We have had absolutely no problems with our neighbours renting their home on Airbnb. It enables them to pay their mortgage and stay in the area. Many homes in our area are rented for weekends and school holidays, and while it increases the traffic during those periods, it is actually quieter during the week, whereas with long term rentals there are generally lots of cars per house. Similarly, our experience with renting our home to long term, as opposed to short term tenants, means that we will NEVER rent to long term tenants again. Over 7 years, we had 5 different groups of tenants, most of whom destroyed parts of our home. After 7 years we had to spend several hundred thousand dollars renovating. Airbnb enabled us to maintain the house regularly, use the house and gardens ourselves whenever we chose and block off periods of time when we didn't want tenants. There are lots of complainers in Byron Shire, many of whom have moved here after making considerable profits elsewhere. I support long term Byron Shire residents being able to make some money from their investments and hard work.

Airbnb, Stayz and Home Away all provide affordable places for visitors to stay, enjoy Byron Bay and spend money in our shire. STHL provides employment for locals (cleaners, laundry service, gardeners, trades people and hosts etc...) as there are very few jobs in the shire. I prefer tourists staying in people's homes in our community rather than staying in huge high rise owned by big multinational developers.

STHL increase the options for our visitors. Our town has terrible accommodation options. One pub and one motel and a camping ground. None of them very desirable when family or friends visit. Thank goodness for Airbnb and similar platforms

As hosts and Airbnb travellers around the world ourselves, we think it's a great platform that creates opportunities for income, local businesses, and for hosts to have extra money in their pocket to perhaps have more permanent housing opportunities rather than the opposite. The Airbnb community is like-minded, respectful and courteous, we have personally never had issues. Furthermore, there might be other ways for Byron Shire to address affordable housing solutions rather than curb an entire industry that is bringing so much to the community.

I rent my spare room on Airbnb for festivals/holidays while I remain in the house. It's a way to be able to afford to continue living in Byron Bay. If the cost of living here wasn't so high, I would not choose to do it.

In my experience Airbnb allows the crowds of Byron to be more dispersed to further areas as accommodation is available in the hills and nearby areas, not just Byron. Also provides income for property owners of Byron who may have a space that is sometimes needed and can also be shared on Airbnb. Most Airbnb guests are very considerate and interested in the local way of life.

I have an attached 1-bedroom guesthouse for which I rent out through Airbnb. I am currently studying at SCU on the Gold Coast and with 2 kids and a mortgage to pay my Airbnb is my only income. If it was restricted, I would not be able to continue in my degree. This income is important to my family and our future.





Detractors of STHL often fail to distinguish between full time holiday lets and the occasional week-long holiday let while owners are overseas. No net increase in population in the shire at the time for the later. It provides cheaper, more unique accommodation for visitors and doesn't take away from the pool of accommodation for long-term renters. Antisocial behaviour can be well managed by strict conditions and use of the holiday let association security guard hotline.

So far good experiences - however commercial Airbnb letters (over 60 days pa) should pay a tax/ fee for it to the council.

## **2 Amenity impacts (infrastructure, noise issues)**

They have divided their houses into 3 individual residences plus have put shacks in for Airbnb. This is in just a small radius, there are other Airbnb's close by. Parking is at a premium, just one house has at least 8 cars parked on the street! So multiply that and there is a problem for parking for other residents.

Locally I am affected by rubbish in over flowing bins that are maggot(ed) noise and lack of parking, I am aware of at least twenty Airbnb and holiday rentals in my residential area...

Increased noise and especially late at night and disregard for neighbouring households. Typically, when the house across the street is let there are 10 or more people plus as many cars. Sadly, there is a lack of community when so many surrounding homes are short-term accommodation.

Increased parking in roads and pavements and even in driveway! \*Council street sweeper cannot access roads to remove leaves in highly treed area. Leaves on road gather around car tires which prevents rainwater to drains so creates potholes in roads. \*Extra noise in roads @ residences which have STHL. \*Increased number of unknown people around residences who gather to drink @ carry on.

Noise disturbances Traffic congestion. No sense of community left. Increased cost of living for locals.

Increased traffic, noise and misuse and wrongly timed waste management (i.e. wheelie bins left out, overfill and not returned to the property)

The constant flow of airport shuttles arriving at all hours, the noise of regular parties in street full of pensioners and a nursing home, constantly tradesmen, bin cleaners, grounds managers. Like living in surfer paradise tourism precinct. Most locals I know, the people that made this place what it is, have been forced out and many quite damaged by the experience.

8. Loud neighbours. Decreased parking. Increase in # of vehicles Safety risks Tired of not having a voice when it is our community. Had to build a new fence to ensure privacy.

Rude Loud very loud extremely loud. Disrespectful, Uncompromising, Aggressive



In my previous house on a 3-house property in Rajah Road, one of the other house owners did Airbnb. They didn't manage their guests, who variously would turn up at my place trying to find the Airbnb house behind, used my parking space made noise, and overall diminished the privacy of my existence in my own home.

More 'party' noise when properties are being let. Less feeling of 'local community' in my residential area since Airbnb established - far more short-term holiday lets in my residential area, with definite 'empty' periods. More traffic - more dangerous drivers.

Small town, with aging infrastructure unable to cope with the sheer numbers of tourists it can now host. Increased noise and partying in residential streets.... Increase in shire rubbish and lack of consideration for residents including wildlife.

A few noise complaints to the letting hosts when our neighbours were short term holiday letting. Very annoying as it would happen fairly regularly. Also have noticed a lot of overflowing bins from what mostly appears to be short term holiday lets.

I am a rural resident and the hinterland is being used as a holiday destination thru Airbnb. The roads are not maintained, and the traffic is now at dangerous levels as drivers do not drive to conditions. Money is being spent in the towns and the rural areas are more and more neglected. A recent rate increase is seeing a low standard patchwork approach to road maintenance.

Excessive noise from schoolies, partying guests etc over extended periods of time. Inability to raise concerns/contact owners and needs to call police. Our narrow street daily has bumper to bumper parking in the street leaving insufficient room for two vehicles to pass.

There is an increasing level of dumped (rubbish), noise, and no parking spaces in Brunswick Heads and Byron Bay.

Next door neighbour does Airbnb constantly. People smoking outside my place, sometimes parking me in, often noisy. No sense of community possible with different people coming and going every few days. Individually the people are fine.

Waste management- neighbours' holiday waste is often added to our bins to fill or overflow, even when we put them out at the last moment- often pungent seafood, barbecue and alcohol waste- and they don't sort. Businesses all complain of not making enough money and/or going broke- only businesses not complaining are bottle shops & hotels. Has the law changed that pubs can have loud music later and seven days per week now? We have had food thrown at our house at 1am after we called the police (one & only time). They thought it was a joke & wanted Instagram pictures with the police who came, then after the police left they threw their leftover food to us. A neighbour had his brush fence set alight & destroyed after he asked next door to quieten down- small children sleeping. Another neighbour was abused after phoning owners at 3am when woken by LOUD party. We have been served by a hand delivered solicitors letter threatening a charge of vexatiousness if we contact Council about a new secondary dwelling. We know many residents who've moved to other towns. All of these are ongoing- like a great divide or war between STHL owners and residents- and constantly on residents' minds in the background. Our neighbours have three properties on the house block, all of which are run like a motel in a residential area.



In/out/cleaners/in/out/cleaners/repeat for all 3 properties with almost 100% occupancy apparently. There is accomm for 20 people where there would probably be 2 families of 4 or 5 each, putting double strain on waterworks and sewerage. Enough car spaces are not provided for the number of people staying there- often many hire cars and transport buses service the hens', bucks and wedding parties. Holiday tenants use accomm differently to residents. For example, this week the "young family" woke us up at 6:25am every day, playing outside in the pool and the games room. They don't realise how loud they sound outside before daybreak, and they probably would not be doing that at home because they'd be getting ready for school or work. There are plenty of theme parks just up the road- don't ruin all the neighbours' sleep. The other side were packing up & leaving loudly at 7am this morning (Sunday), idling their cars for ages and beeping as they left. These STHL owners are a business with a brand name and ABN, running their business here and in other nearby streets to line their own pockets. The owners live in Sydney and managers living a year in New Zealand, running it all by internet, who do we ask for help? Also, it's obvious that these holiday lets are tourist accomm music going all day every day, different cars every few days, parties at night. Our neighbours have been burgled several times in recent years because they're an easy target... attracting certain opportunistic people who can easily work out that it's a holiday rental and putting us in the risk zone too.

Increased noise, shortage of affordable rental properties, increase in property prices, increased traffic congestion.

I have noticed visiting friends who live in and near townhouses that STHL are more prevalent. The owners are absent landlords so the movement of people in out and around this accommodation is constant day and night and they are in party mode so noisy and no regard for neighbour's amenity. Byron Bay is the town people come to party in with their friends coming to meet up and therefore the streets are jammed with more cars parking in residential streets.

Continuous noise issues, increased car movements, parking in nature strip, verbal abuse.

We live in a small lane at New Brighton on the beach. Since vacant properties owned by Brisbane people have changed to Airbnb rather than Stayz we have a huge increase in number of stays and also number of occupants in rented houses e.g. house to hold 6 maximum and 24 people arrive for a boozy weekend. Parking in little lane (Terrace Street) chaotic and noisy and rubbish levels increase massively. Our quiet lifestyle is ruined over this time. Noise and loss of neighbourhood amenity... I have it all around me. Probably 3 houses in my street that are not holiday let. I do not complain about anyone, I try hard to get along with my neighbours, but it is getting harder and harder to cope with.

I live on 10 acres in the hinterland. My (two) immediate neighbours (across the road) holiday let their homes. Neither owner has ever lived in either house. Both homes are purely investment properties. One sleeps 10, the other sleeps 12. The noise is sometimes intolerable. Were council to enforce a 180-day ceiling on holiday letting, it would make zero difference (as 180 days covers all school holidays and every weekend, which is our neighbours' current holiday letting schedule).

We lived next to a seven-bedroom house in Byron with a newborn, every weekend we would be bombarded with large amounts of people staying. Bucks, hens and wedding parties were a regularity. It was hell. So many of our friends can't find housing here and when they can



the prices are unaffordable. I'm just repeating what you are hearing from everybody I guess but it's a plague and something needs to happen.

Mostly having to get up in the middle of the night and yell over the fence to keep the noise down.

Increased noise and inconvenience associated with all forms of illegal lets.

Serious issues with parking and noise issues

Traffic issues, lack of community, no one knows the neighbours. No one on the lookout for bushfires, illegal activity etc. noise problems, removal of another property that could be rented by a local person, thereby increasing rents. No positive experiences. Noise, cars, unknown people coming and going at all hours.

Social hollowing--fewer residents, replaced by weekenders and parties. Deterioration of infrastructure-roads, parks, facilities Anti-social behaviour. Lack of places for locals to rent. Increases in rent. Some nice people, but not all.

As a resident of Brunswick Heads I know when the few houses very close to me are rented out through air BNB as the increased noise levels are very obvious. Loud music and parties being the worst. Also, the amount of cars parking in both the streets and laneways increase so my own visitors have nowhere to park outside the house, and i am NOT on the beach side of the old highway.

Neighbour near me has Airbnb studio at the back. All their guests drive through the reserve and park in it.

There are 6 houses nearby, one with 6 bedrooms. The disruptions have included bucks' nights with strippers, constant liaising with the owner to insist on zero tolerance for this letting style (it doesn't happen now), large parties of schoolies, the street packed with cars when the 3 properties in a row are leased simultaneously, increase in rubbish disposal and a lack of proper recycling. Noise disruption which is NOT neighbourhood level noise, and the fragmentation of what makes a neighbourhood, with itinerant holiday people who have no interest in the neighbourhood.

The extra vehicle traffic, in a town of 10000 residents, two million tourists per year, the roads from Suffolk Park into town, and the Ewingsdale road are gridlocked in school hours, while the CBD is very difficult to negotiate during daylight hours.

A material percentage of short term renters have a "don't care" attitude to their permanent resident neighbours: excess noise, throwing cigarette butts over the fence, don't deal with garbage correctly, have an attitude of "I've paid and I'll Do what I like", park anywhere regardless of fire refs or strata requirements.....

Car parking problems and cars left in street for several days without moving. Noise from loud music and talking all hrs of the night.

Car parking problems with cars from STHL nearby having no parking at their property so they park in front of our house sometimes blocking driveway and staying for days before moving.



Noise problems with loud music and drunk people. Disrespect for local residents. Verbal abuse. Seem like as they are only here for short time, they can cause problems and not care. Mess - Rubbish bins not put out as required, newspapers left lying on footpath.

I have been woken in the night by loud partying. The circle of neighbours has diminished as properties are bought for holiday letting and then lie vacant much of the time. Locals have been forced to relocate due to excessive rents caused by a lack of permanent rental stock. I do not have an issue with the renting of spare rooms within a locals' house but find letting of whole homes causes serious disruption. I believe that the industry needs to be regulated, registered, and taxed/rated as a commercial business.

The property next door to my mother-in-law was sold and is now Airbnb accommodation. This has affected her quality of life - unsure about who is in residence at any one time; increased noise levels; increased traffic and cars (more than one couple/family sharing the accommodation); poor waste management. The new owners do not live in the Byron Shire and outbid someone who was looking for their own home.

More cars, no pathways because people park on the footpath.

Increased noise levels from visitors who show no respect for residents and their schoolchildren, keeping them awake at night.

Constantly being woken up or kept up by drunk Airbnb guests who are oblivious that there are other people in the apartment block. Happens every single weekend.

Parties and noise mainly, as well as parking issues as we only have one designated spot for our home so it's always a problem. Pot holes increase with more traffic and traffic jams are a daily occurrence.

Ongoing loud noise and parties that go into the night that are out of the ordinary for the quiet area that I live. In one case a neighbouring property has sold and is exclusively an Airbnb residence, hence it's slowly eroding the community.

General noise issues. Drunks turning up on our doorstep, confused about where they are staying, getting parked into our street, unable to get out. Rent just keeps getting harder to manage. Intimidation from guests and landlords. It hasn't been fun.

There are a number of new houses that have been built within 500 metres of my residence and they were built for the sole purpose of holiday letting the entire property. The experience is constant disruption with noise and parking and lights. There are often large groups of men having bucks' parties with strippers and also incredibly noisy families.

STHL using park bins for domestic waste. Increased traffic on unsealed lane behind my home.

Lack of parking in own street as often multiple vehicles per Air B&B Reduction in sense of community - constant strangers replacing permanent residents. Increased noise often late at night. Often rudeness, arrogance, sense of entitlement and lack of respect from visitors. No extra contribution by owners to rate base or infrastructure so bigger burden carried by existing ratepayers as more maintenance required due to increased use. Owners often absent and hard to contact - all bookings online.



5 in our street with up to 18 people living illegally (in one place downstairs) especially at festival times. Camping in cars, urinating in streets, rubbish, overfilled and incorrectly filled rubbish bins, camping and partying on beach, partying with music day and night, parking near impossible for locals, abusive, aggressive and intimidatory behaviours, no action by police or council, bringing their friends with numbers escalating. Destroying our little community.

STHL is negatively impacting on our lives as we experience increased noise levels, often getting woken up at night by people partying or returning from a night out. We regularly find rubbish on our front lawn and had our cars damaged by drunken people passing by. Airbnb „hosts“ are not available when there is a noise disturbance at 2am, and the short term „neighbours“ don't care that you need to get up at 6am to go to work the next day, as they have paid thousands to rent the house for a week.

Increased cars parked in the street, noise problems.

Late night noise problems, door slamming at night, limited street parking due to increased visitor's car numbers, increase in daytime noise levels.

Excess, unsociable noise levels. Parking is becoming too difficult for locals to go about their daily business in town. The parking in residential areas is congested. During busy times, one feels like a captive in their own place.

Haven't had great experiences to be honest. Lack of respect to local people, Byron as a whole and my own neighbourhood. Noise complaints, parking issues. I feel more people than ever are coming to Byron with the increase in Airbnb property numbers, bringing a lot more people and problems. Traffic, rubbish, crime, pollution. Byron is used, not respected.

Noise +++, no thought for neighbours, cars parked everywhere, too many people packed into small accommodation

Anti-social behaviour, no redress with owner, rubbish problems, noise, unsuitable tenants, all night parties, excessive drug and alcohol consumption, uncertainty about who is next door (safety), violent domestic arguments, numerous police call-outs.

I am surrounded by short term rentals, whole houses with no host present. There is increased noise and anti-social behaviour from the renters and increased noise from service personnel- some rentals are for two or three nights only so change over servicing occurs more than weekly with associated noise. There has been loss of community in my street- it is now a street of itinerants. The increased traffic in Suffolk Park due to holiday lets leads to speeding in 50 k zones and increased deleterious effects on the roads. This is magnified in Byron Bay with traffic jams, anti-social and uncaring behaviour and environmental degradation. The human ecology of BB has been trashed.

We purchased our home in Byron Bay 17 years ago with NO holiday homes in our residential area. We purchased close to town and the beach because I was affected by a neurological illness which left me with mobility problems and I didn't have a driving license. ... Move forward to now. We are surrounded by holiday houses in our area. We have one on our adjoining boundary which has an occupancy rate of over 80%. It's owned by a Solicitors wife from Melbourne, they holiday for a month per annum. They rent it out for the rest of the





year including to Schoolies. Approximately six years ago they put a pool in attached to our dividing fence and our life forever changed for the worse. The noise generated from people in this pool infiltrates every part of our home. The house itself is four-bedroom timber, one bathroom with a galley kitchen and no eating area. The outside deck is the main gathering place for the occupants and the go to place. In the middle of the night for phone calls, to settle screaming babies, to eat, to drink, to party. The outside deck and the pool are directly under our bedroom. The noise travels directly up and into our bedroom. At times it is so clear and loud you could swear the people are in the room too. The exclusion times for usage of both areas is from 10pm until 8am. This is RARELY upheld by the occupants and we have constant disruption to sleep and quality of life. These disruptions have affected our health, our social interactions (some friends have commented they are uncomfortable visiting when there are loud people next door because the noise makes them feel unnerved) We no longer have our grandchildren sleepover because they are repeatedly woken by loud talking, laughing, screeching and music from the holiday house next door. The response to complaints about the noise are handled by the Security firm employed by the HLO an industry funded body. There is a voluntary code of conduct clearly stating violations of Conditions of Letting, fines and eviction of breaches, however these are rarely enforced. This creates a feeling of frustration and helplessness. Just this weekend I have had two instances of being woken at night, once at 11.30 by the noise generated by the Holidaymakers returning to the property, then sitting outside partying and my contact the Noisy Neighbour Hotline at midnight. This disrupted my complete night's sleep and I could not get back to sleep until 2.30am. Apparently the Security guard reported the people were not being "overly loud and were not intoxicated" How this determination was made is curious! The second night, the occupants woke me at midnight using the swimming pool. Again I called Security and I have no idea when transpired. The occupants were so loud during the day on the Saturday I asked them to please turn their music down and be quieter. I referenced if they were in a resort and made this much noise they would disturb other guests and management would ask them to tone it down. The response was they were having a party that afternoon. Okayed by the Real Estate and knew what the rules were and what they could and couldn't do. I rang the Managing Real Estate Company and advised them, they claimed there was no approved party and they would monitor the situation and contact their guests.

The party happened and this was the night they ended up in the pool at midnight. On the Sunday they partied all day until 5pm (the Real Estate is closed on Sundays) I rang the Police at 5pm to see if they could intervene. The occupants had been drinking all day, openly smoking dope, dancing, screeching out etc. Passers-by we're stopping to watch their antics. The police said there was NOTHING they could do because of the time of day but sympathised at my frustration. I decided the only way anyone would take me seriously would be to record the noise, which I did and emailed it to the Real Estate. My email was not acknowledged. I received an email from the Real Estate agent saying their guests were surprised there had been complaints against them over the weekend when informed of the complaints. **The real estate and the HLO had found the guests polite and easy to deal with. My frustration, despair and grief at the life I have to lead because of selfish, rude, sneaky and lying holiday makers is all consuming.** I have had to give up work at age 63 because I could no longer cope dragging myself to work after nights of disrupted sleep. My husband has had a major heart attack, followed six months later by a diagnosis of throat cancer. Instead of coming home to a safe sanctuary to rest and sleep after treatment, he would return to a property bombarded with noise and disruption. My neurological illness is exacerbated by tiredness and I my balance is regularly adversely affected because I am so



tired. Life next door to a holiday house that is ill managed, where the code of conduct isn't strictly enforced is life under siege, when you sleep and when you wake dictated by the habits of the people staying in the holiday house. These properties should not be in residential areas. They are blight on everyday lives. This long rant is just the tip of the iceberg in our lives and hopefully someone at some stage will listen to the people disaffected by this horrible virus that has become a decaying epidemic of community and family life.

I live in New Brighton and what was once a community is now mostly full-time holiday let's. The houses all around mine are owned by people in Sydney and Brisbane and are rented much more than 180 days a year. This brings lots of extra cars parking on the streets as the cost of rental is so high several families share it. The beach is crowded with dogs and families that don't live here. People don't respect the rules for dogs and leave rubbish. The few amenities in South Golden are overused. I feel Byron shire should have the right to restrict this and raise revenue through a bed tax. Also, negative gearing should be abolished so locals can live here, and house prices drop. These are not homes but businesses and should be taxed accordingly.

There are/were 6 Airbnb's in our short dead-end street. Most have caused no problems as the owners are present or the houses are let to families. One property was let as a party house with overcrowding, noise, fights, rubbish everywhere, cars everywhere, assaults and police attendance. The owner ignored complaints from neighbours for 2 years, complaints to Airbnb did not result in any action.

Lot more traffic in our quiet street. Visitors parking on the roads and outside our house. Have noticed in Byron Shire that many garages have been converted to living areas and cars are parked everywhere. Seems there are not as many locals and getting volunteers is harder for places like surf club workers in Byron have trouble affording rental.

Young people coming to party for the weekend. Neighbourhood is noisy on weekends. More traffic. Drove the price of properties up, to insane values.

Mainly noise. The Airbnb people party until late and keep neighbours awake. Some houses are party houses and the behaviour of the residents is disgusting.

Personally, it has made our rent go up and barely any parking available in our units. Our bins always go missing as well as Holiday Renters just take them for their own rubbish/don't understand how the system works.

Noise disturbance from holiday makers staying up late & drinking every night of the week.

I live in a street where 75% of the properties are STHL. The noise level from holiday party-makers is at times unbearable. (We have to leave our home in a "residential" area in order to gain a night's sleep). The anti-social behaviour is also intolerable. Over the years we have had topless waitress parties next door to our home. Pornographic movies shown outdoors in full view of the neighbourhood. The level of abuse language is extreme with some groups. Overcrowding is also a problem. Of the 4 residences in my block we are the only permanent residents. One property has bedding for 6 (all 3-bedroom properties), one has bedding for 9 and one for 11 guests. The number of cars that invade the property and the street can be excessive. The guests often shop at Woolworths (leave the trolleys in the common areas) shop at the bottle shop and don't even leave the property, but settle in and party for days on





end. They have competitions to see who can fill the shopping trolleys with empty alcohol cans. My grandchildren cannot stay in my garden often because of the language. We feel like we are often under siege.

We have a lot of holiday rentals and Airbnb in Seaview St, they will party early in the afternoon till 10 or 11 pm then go into town disrupting the peace and quiet of the street then come back to their accommodation after the night clubs close being loud and disrupting.

Experience: overcrowding, noise level increase, loss of amenity due to influx of temporary visitors in suburban environment.

Next door to our house, which is zoned a high-density residential area, our neighbours have their studio and sometimes, house and studio rented out through Airbnb. For the last 3 years they have rudely disregarded neighbourly pleas regarding noise restrictions in a neighbourhood. Neighbours on both sides as well as other people living in our street have made complaints to council. I have spent many hours talking to council. Council has done nothing. We have 3 daughters who visit from Sydney over Christmas and Easter who have left in tears after sleepless nights. Sometimes there can be up to 6 cars parked in front of their house which spill over to neighbours on both sides. We could tolerate this situation if the owners were able to take responsibility for their guest and their cars. It isn't that difficult.

Short-term holiday-lets do increase the noise in the area as I have noticed that when people are on holiday, they often party more as they are in groups. If people are in the Hinterland they often think they can make a lot of noise but they do not realise that the noise does carry. There is more traffic on the roads and often people drive dangerously as they do not know the area and are in a hurry to get somewhere. Road Rage occurs in the hinterland where the roads are very narrow. There are often less tradesman available to locals as they are always doing repairs at holiday lets due to more strain and wear and tear on plumbing and electrical circuits etc. Less feeling of community as strangers become your neighbours. Wealthy people from other cities buy up houses for expensive prices which puts the cost of houses up then they holiday let them. This means there is less affordable housing stock on the market for local people wanting to buy and live or rent long term in the area. There is more pressure on infrastructure everywhere in the northern rivers as a result of holiday lets. Often Landlords are absent and not paying commercial rates so local home owners are subsidising them by paying local rates while they make a profit from their illegal holiday lets. Illegal holiday lets undercut legal Motels, Hotels and Bed and Breakfasts etc which is unfair.

There is constant noise of people arriving, car & bus doors all hours day or night, food, alcohol & laundry deliveries, pool and air con motors up to 24 hours per day, pools being used all hours day or night with screaming, bombing & other noise from revellers, hours of music from outdoor speakers, constant use of outdoor areas with loud laughing, screaming and swearing. We often feel like prisoners locked in our own house with constant partying, drinking, yelling, and screaming, loud laughing in the vicinity. Garbage services are a continual nightmare- they interfere with amenity of our weekends, often motorised cleaning and parking across our driveway. There is never enough parking due to residences approved for a family- now there are many more vehicles because twice as many people are on site. They do not consider neighbours and park across driveways and on footpaths, making considerable noise when arriving and leaving; even taxis and Uber before daybreak arriving and leaving with enough noise to wake the neighbourhood. These places are NOT "b and B" but businesses in residential areas, having been marketed and sold as "highest gross holiday



accommodation income" in Byron Bay, the old owners being "asked to continue managing" for the new absentee owners. Another sold "as an ongoing concern" with rental returns and management rights. Etc, etc, etc...

Excessive noise at all hours. Anti-social behaviour. Bottles thrown over fence.

Late night noisy parties with people staying who don't care about the impact they have on adjoining neighbours. Inadequate policies surrounding these types of guests and poor policing when these guests party late into the night (and morning). E.g. security companies get called and the party dies down for ten minutes and then not long after security leaves the parties rev back up again.

Noise, large groups of people in the one house.

Daily flow of Airbnb guests checking in and checking out in unit next door. New people new cars daily.

Our neighbours were letting via Airbnb until one of them assaulted my husband over a boundary issue. The neighbour has been charged and will be sentenced this month.)

Noise every weekend. Visitors think because they are paying a lot of money, they can do what they want and don't respect neighbours.

The Airbnb rented property often has large groups, parties and buck's nights. The noise is consistent until the early hrs of the morning and the only break is when they occasionally head into town. They rarely are seen on the beach. It appears the aim is to get intoxicated and party not to enjoy the beauty of the region.

These people park all their cars on the street, and we have had a major car accident when a car parked the wrong way was hit head on. The street according to Byron Shire Engineer is too narrow for parking on both sides of the street and now this Air B&B has increased the number of cars per household so that we can barely get up our street. They park across people's driveways they do not care. They are fracturing our neighbourhood, they do not live here just visit and do not care who has to live next door or across the road.

Increased traffic increased noise night activity which is hard during a working week for locals.

81. Noise, parking problems.

Obnoxious behaviour with Bucks and Hens Parties and no way of contacting the Owners

I am totally opposed to Airbnb because these people who use STHL have NO respect for neighbours and other residents. I live in a private townhouse development with 20 units as an owner. I hate going to the pool which is for owners and their guests and there are people using the pool who are not known and have NO respect for legitimate users. Also the noise from loud music and voices is intolerable.

We have experienced a lot of noise due to no control by Airbnb. Increased traffic due to many more rentals now available. Employees find it difficult to find permanent accommodation due to high cost from short-term rental.



We have experienced a loss of social amenity due to Airbnb listings in our area there are no affordable room shares anymore and an increase in cats which has caused parking chaos on our very congested local roads.

The house behind mine (down a long drive past my property) sleeps 10 and was used as a party house for many years before being sold to the current owner/occupier. It caused a spike in traffic movements and inconsiderate parking. Plus, party noise, including screaming and drunken fights. A house two doors down is still used to stage parties.

Noisy guests, after hour partying & numerous complaints by me.

Congestion on street with Airbnb tenants parking over spilling onto the street. The property has the ability to accommodate for 10+ people, leading to more than 4 cars most weekends. Excess noise on occasions when Airbnb property tenants hold parties. Excess rubbish from tenants, leading to less recycling and utilisation of green bin (seeing as though the tenants are rarely from here, we often see the red bin overflowing and tenants seeking out extra rubbish removal) Airbnb tenants are not here long term, and therefore not contributing to the community feel of our neighbourhood. We are told the owners are travelling and specifically bought the property to let out.

Two units and a house bordering my house use Airbnb regularly. The people staying have no respect or consideration for residents as they have the "holiday mindset" and they're paying to stay there so can do whatever they want leading to excess noise and lights, as well as people parking across other units' driveways/garages

Also lived next door to an authorised STHL which sometimes produced incredible noise (one example being actual stomping and chanting after midnight).

Huge increase in cars parked in our street. Properties that used to have tenants are now holiday lets - lots of strangers around all the time.

Brisbane residents buy next door as their holiday home, but then holiday let it most of the time with noise and parties a regular event. My landlady Airbnb's her house and I get noise and disruption in my downstairs flat constantly.

No parking in my street !!!!! which means I can't park my own car when I get home.

Excessive noise.

Loud partying.

Increased vehicular traffic in and out of adjacent property in rural residential area. Increased levels of noise from next door property from visitors.

Increased noise levels. No respect for privacy.

I have had terrible experiences. Every weekend and all through holiday and Summer periods - high noise levels, alcohol infused noise and parties, disrespect to neighbours who request



to please keep noise levels down, have had to call the police on many occasions. Lack of privacy - extra cars parked at front of my home of holiday makers (Airbnb).

Inappropriate use of other people garbage bins and parking.  
Increased traffic in small local cul de sac.

Our main problem has been with offensive noise at varying times of the day...

Noise and traffic problems.

I've been lucky no wild parties near me but a parking crisis in residential street. Many others have had shocking time. Doesn't feel like a local residential community any longer

The garbage bins are left on the curb for collection days before pickup They smell and attract ibis etc resulting in rubbish strewn in street. The holiday makers party!

Generally, I welcome visitors to our beautiful environment, however some of the impacts can be difficult: - the biggest .... broken/lack of sleep from 'guests' in surrounding STHL houses who can sleep all day so are awake and disruptive at night. This results in the following impacts on my household (and our energy levels): --- reduced day to day physical activity - sometimes you need to sleep more in the morning or during the day to catch up on what was lost the night/s before --- unable to attend work due to lost sleep.... The 'guests' are paying a high premium to stay in the area and so include more people in the rental to help pay the fee and/or feel because they are paying so much they have the right to do what they want, when they want.

There is an increased impact on the roads given volumes of people on holiday in Byron, and it is hard for the Council to maintain roads.

Party weekends that are too noisy.

The house next door to mine is STHL full time with no on-site owners. The owners bought the property 2 years ago and told the neighbours they had overspent at auction so needed to STHL for a few months before moving in. They have never moved in and the house has been back to back STHL since Dec 2016. The house is currently STHL booked out until end Feb 2019. The house has a dedicated website (<https://www.pacifique.com.au/>) which indicates it's a commercial use. The DA for the house is 4 bedrooms but it is STHL as a 6-bedroom house. All neighbours on all sides are constantly impacted by the 'guests' to the house - days of loss of sleep, anti-social behaviour, dumping of rubbish in our bins (general waste put in recycling bins when they are out for collection), parking across driveways, parking on grass, etc, etc. The owners told all neighbours they had registered with the dedicated Noisy Neighbours group but they hadn't. The owners have approached us asking for our silence in not letting Council know of their activities as they are concerned, they will be shut down - which is odd considering it's advertised very openly and has its own website. The owners also own other properties (a townhouse closer to town, and a block of land at Lennox Head where they are building a substantial residence). They have made it very clear to us now that they are using this Byron property to fund other interests...

The high level of noise particularly at night and trespassing around my area is at an unacceptable level.



In my townhouse complex there are 8 units, 5 are rented out as STHL or Airbnb. The noise to existing permanent tenants is very disruptive especially those of us have children. I have noticed most holiday tenants don't use recycling/rubbish bins correctly or use their designated bins. Garbage is put in any old bin in the complex which creates stress and mess for permanent tenants and there has been complaints from Byron Council about the bins used incorrectly...

The property that appears to be Airbnb always has many residents who are often loud, having parties etc. It is frustrating when work nights. The other non-Airbnb property in my street seems quieter.

Fewer trees, more & more groups of loud half pissed stranger babbling and wondering around and loud fully pissed a--h---s staggering around 1-2-3am or curtesy/party buses dropping groups of them off. Of course less community, land taxes up rental on the commercial props r up, so food/service prices overinflated.....

They are always very loud and rude No and I mean no one to talk to about their behaviour. It keeps going on every weekend.

The increased traffic without tax earnings to improve roads and provide public transport. I'm OK with letting a room but whole houses isn't OK without strict restrictions and payment of business taxes.

Loud parties that carry on all night, loud music including live bands, rude language, excessive alcohol and drug use, 50 people attending house, cleaning on Sundays after leaving. This has caused a breakdown in neighbourly contact and extreme medical impact on my elderly mother who no longer felt safe in her own home.

Night time noise and cars parked on streets and increased traffic in quiet residential area.

5 years ago I sold my very successful legal BnB in Byron Bay residential area, which I had run for 12 years, because of increasing noise and traffic and holiday letting in my street. Nearly every night there were people going past in the street at 2 or 3 am, yelling, smashing bottles etc.

Loss of sleep, lots of anxiety about noise, violent behaviour, intimidation, loss of residential amenity, never know who your neighbours will be, it's terrible

There's no onsite supervision of the Airbnb properties - by far the majority are vacant with no owner living there while they 'host' a constant number of bookings. There are always problems around parking, behaviour, noise, rubbish etc. Plus what makes it worse, if that's possible, the owner boasts of not declaring the income for tax!

Live band mid-week. Residential- totally unacceptable. Waste issue - increase of vermin as waste only collected fortnightly. Inappropriate for rural residential and illegal. Police don't come to shut down the noise.

Noise pollution, dangerous parking on country roads, disregard for local, wandering into private property the list goes on.



We live in a Strata complex 16 units total. 6 Investors / STHLs 10 owner resident/ occupiers. Strangers in our common spaces, pool, garden, garage. No respect for our property or amenity of life. Damage to our pool, car, gates, garden, paths. No onsite manager. Place is treated like a toilet by strangers/STHLs. The Agents stand up for the owners of STHLs. We are NOT HAPPY.

A well-known party venue that advertised for parties for 200+, bucks nights etc. is our direct neighbour. After numerous complaints to the council they have improved, mostly because the owners could not stand the noise and mess anymore. The council did largely nothing about the problem, acknowledged they knew about it, but did not want to do anything. Compliance is a problem, they broke every rule in the book but somehow that was ok.

Major noise from music and drunk guests during parties and events - ruins the rural amenity and bothers the wildlife...including our Koala's. More traffic including busses on our shocking road. Rubbish thrown and left by drunk people walking to their cars. Concern re human waste / how does a septic system cope with 100 guests at a wedding? And how many guests duck into the bushes instead?

Airbnb property that is used for medium to large parties, e.g. buck's and hen's nights in which the noise level has been excessive, and we have had to call the police on a number of occasions. This has included having unauthorised fires during the "no fires" season and the "guests" burning furniture and smashing bottles and the usual drunken behaviour till early in the morning.

I lived next door to a STHL for two years it was a nightmare with strangers every weekend. We would pray for a pram little help at 4am when you have had no sleep. Luckily the owner moved in.

Mostly negative. Parties and excessive noise. Over-crowding in the rental property. Rubbish

### **3 Impacts on housing (\*means parts of the quotes have been listed in section 2)**

It is beyond obvious that housing affordability in Byron Shire is directly impacted in a large way by the explosion of STHL. With so many tourists and an unregulated market operating in residential areas we are seeing our residential supply dwindling and scores of long-term residents leaving every month.

Continue from quote 2 above\*: There is NO AFFORDABLE housing. The demo graphs over the last 8 years is staggering... (Airbnb) creating a great loss in Community and those prepared (including volunteers) to work and care for our town as it was known, as they can no longer afford to live here.

Continue from quote 12 above: A high percentage of Airbnb hosts are property investors, don't live locally and aren't impacted. Not entirely sure local businesses are benefitting as in my experience many people come for the weekend, having already bought groceries and alcohol before they get here. Many properties over prices, so not affordable as a family holiday, but affordable for 'groups' of families or individuals.





One of my staff at a Company in Byron town was advised she could only re-sign a permanent six-month lease if she moved out of her Suffolk townhouse for Splendour in the Grass and had to pay for a professional clean on both sides of that weekend. She had to take 3 days off work and drive up to Brisbane, where luckily, she has a sister with a spare room. She did this to have a home in the Shire and she has a permanent FT respectful job. This was enforced by RE agent Gai Mason in Ballina - I never name and shame, but that was disgraceful and unethical behaviour. Fair enough if you Airbnb a room in your home, but examples of the above and no locals having homes over the summer periods are not tolerable.

Extremely hard to find rentals (around 3-6 months is normal), let alone affordable ones - Byron shire rent often matches almost Sydney/Melbourne despite being a rural area with lower income. More and more property investors aren't local and less willing to rent homes out long-term, which also drives up housing prices making it harder for locals to buy homes. Besides this, traffic, parking on own street and town as well as noise disturbances at night are affecting daily life of locals.

Pushing young families away from their work and home. As it's hard to find a long-term rental.

I work at Santos organics, a company which supports localism, we have staff living in their cars & one 'working class homeless' being a long-term resident since the 60's. The past 12 months they have had nowhere to live & currently still staying with friends. We talk about the possibility of buying vans (to sleep in) & renting one studio to share so we have a place to shower & cook. We are having to work every day & on our weekends to pay rent & have our own room & we feel we are missing out on the Byron bay lifestyle that we moved here for. I mention my workplace as I talk to our local' community every day. Every day the complaints of people needing somewhere to live & long-term residents leaving the area as they have been involuntarily moved along from noise complaints & rising rents. People stressed with noise complaint which have all fallen on deaf ears. It's always makes me question: Do these home owners take part in our community? Are they here to profit from it or be a part of it. Last year I knew of a group of super lovely Germans (working visas) renting a place. My friend from Perth moved in with them & they asked her to leave as they had to air b n b the room. She couldn't find anywhere to live & was tired of jumping around so she went back to Perth. As lovely as they were, it highlights overseas visitors cashing in on this easy system & means to make money. I lived in a share house on Paterson street & paid \$450 (2rooms) & we had a letter stating our rent would go up in instalments. In 6 months it would have gone up to \$750 which is not illegal if your property is under the market rate...

New properties being built in our street used only for AB&B one has house, studio and granny flat and recently added a container accommodation all on a small block. House opposite that has been a rental for more than 30 years is now AB&B.

Reduced affordable long-term rentals for locals. Lack of respect from the transient community towards local services and people. 'Granny-flats' and studios that could otherwise be used by someone who works in the shire are now 'cash cows' because the return for Airbnb is extremely higher than long-term rental returns. I think it's a great idea but anyone doing it needs to have their property zoned, registered and taxed accordingly.

Many friends have had to relocate outside Byron Bay because of increased rental costs. I don't know if the property prices are mostly affected by Airbnb but it certainly would play a factor in affecting housing affordability.



I have seen long term residential houses with permanent owners been sold and now are short term holiday let's. Slowly losing neighbours who know each other.

I know of people who work in Byron Shire and cannot get rental accommodation, also others who have sold up and left due to neighbourhood disruption.

We lived next to a seven-bedroom house in Byron with a newborn, every weekend we would be bombarded with large amounts of people staying. Bucks, hens and wedding parties were a regularity. It was hell. So many of our friends can't find housing here and when they can the prices are unaffordable. I'm just repeating what you are hearing from everybody I guess but it's a plague and something needs to happen.

Local people can't afford housing anymore as interstate owners are buying up properties before the signs go up & renting them out with no responsibility for the consequences that effect the neighbours.

Unaffordability of permanent rental economy drives up local rents and is forcing residents out of town, which diminishes a sense of community and neighbourhoods. STIL contributes nothing to local government, increasing the burden on genuine accommodation businesses and local ratepayers. Unregulated SHL adds to traffic congestion in town.

Being a rental tenant, we found it terribly hard to find a new long-term rental earlier this year (after being in the same rental for 7 years previously). Not only are short term rental houses in short supply, they are incredibly expensive because of the short supply/high demand. We know families who have lived in the area for many years who are having to move away. We also know people (for example in Broken Head) who no longer have any neighbours because all of the houses on their street are STHL. STHL - in particular, Airbnb - is changing the very fabric of our communities.

As a resident since '79 who moved here as did many others with the vision of creating a more equitable and sustainable community, not wanting to buy freehold property in line with those values, I am now terrified of having to move again with rental rates comparable with the north shore of Sydney, and this also applies to exorbitant rentals charged for illegal dwellings too. Many dwellings do not meet residential regulations with outdoor showers and makeshift kitchens and still charge excessive rents and many landlords will not sign Centrelink rent declarations as they are not declaring rent. This greed is the new normal in Byron Bay.

It has significantly increased the cost and availability of rental properties. Many of my friends have been forced to leave Byron. Many of these are people have lived in Byron Bay for many years including people born in the area.

It's been a disaster for the local community, from what I & my local friends can see it has mostly benefitted out-of-town property investors who have purchased houses purely to let on Airbnb. In Ocean Shores it has pushed up both house prices & rental costs dramatically, pushing locals out of the market. It's the same story throughout the shire and is making it extremely hard for average earners to survive.





Increased homelessness, increased rental prices, limited rental availability, hostility and stress increased in locals, unaffordable housing crisis.

Rent is on an increase that is not keeping in line with wages, thus making it unaffordable to live in the region. The Airbnb spike is driving us out of the rental market.

Since we moved to the area rents and house prices have more than doubled. So many houses are "taken" by property investors and just sit there empty in between rentals. It's impossible for us to move locally, sell or rent something else because it's too expensive.

I have had extreme difficulty trying to secure a permanent rental after my original rented property got sold and the new owners were to move in. I had 3 months to find a home to live in. All the rentals were over \$600 per week for a 3-bedroom residence and \$350 for a studio. On average I found around 6 permanent rentals that I could possibly afford but when I put in applications, I was told that some of the properties had over 30 applicants. I am a local of 26 years in the Byron Shire I have a job in Suffolk Park which I drove to daily from Brunswick Heads and from Cabarita Beach previously because I couldn't find anywhere affordable and available. So many locals that work in Byron Bay drive in from out of town because you cannot find affordable or many available rentals in Byron Bay or nearby. I have been living in my van for the past 6 months camped at friends or at the van Park while I am at work. It is near impossible for me to live in the Shire and now the holidays are coming the fees at the van Park will go up to \$50 per night to camp in my van there. I have a feeling I will be leaving soon as I cannot afford to live and work in the Shire anymore.

Lack of affordable rental properties for locals who work in the shire.

People are struggling to find places to live. Friends are homeless. Friends are kicked out of their homes upon "busy season". I've known many friends who have had to relocate due to unadordable housing and little to no options for them due to the amount of property owners cashing in on holiday letting and Airbnb prices. The demand for holiday lettings, the revenue that can and will be made from all STHL within the Byron shire is a serious detriment to the local community.

As a long-term resident, an over 60-year-old single woman, I am now looking for an affordable home, as the house I am living in has just been sold. The owner will Airbnb it for the next few months, and make a fortune over the holiday period, and I was given 2 weeks' notice to vacate. Since I last house hunted, 2 years ago, prices have increased by 30% or more and it is devastating to be forced to take on very inferior quality housing, when retirement is close.

We lived in the old part of Byron Bay for 24 years. In 2007 our neighbours sold, and the new owners ran it as a holiday let house. Noise and excessive alcohol consumption till the early hours of the morning. Weekend revellers, so each weekend a new group. Too dangerous to confront them as could turn nasty. Stacked house over Splendour in the Grass weekend. We missed having permanent neighbour's next door - loss of community.

As a Byron Shire resident, I experience it hard to rent a room or studio as I've been few times rejected based on the fact that basically I won't generate enough profit for landlords comparing to their potential revenue from Airbnb. Long-term rentals are becoming more expensive and less affordable for landlords. I see that Airbnb is deepening extremities



between rich and poor and increases the prices of the long-term rent to match potential revenues that could be generated by Airbnb. It affects Byron atmosphere and Byron spirit, forcing many locals to move out or rent properties outside of the town. Profits from rent are encouraging properties investors, affecting the land and influencing the local community by, among others increasing the ratio of tourists to the local residents. Airbnb in touristic towns can have disastrous consequences and there are many proofs of it, i.e. Hawaii, Reykiavik.

Couldn't get accommodation because rental prices have increased and nowhere suitable to rent...

Loss of affordable housing accommodation for lower income households.

Only 9-month leases available. Landlords rent on Airbnb for huge rent during the Christmas season. People left with no homes Xmas season. My son ended up living on the street when landlord biffed them out to list on Airbnb. Increased disruption to local neighbourhoods with parties till late at night from people on holiday. Illegal buildings and developments are rife in order to attract the Airbnb \$\$\$.

Long term rentals harder to find. Rental costs have gone higher. Friends living in cars or move away.

Housing affordability is the biggest problem. There are few long-term rentals available, this forces prices up, leaving families struggling to manage financially. Particularly single income families.

Work daily with local people who are rent poor, can't find affordable housing or are homeless. I personally just experienced 3.5 months of homelessness with 2 children after having to move out of rental. I have a secure income and job however was unable to secure a rental. I paid for holiday houses to house us at height rates that may have otherwise been empty has it was the low season. The financial costs were enormous including paying storage cost for belongings. Also, the emotional well-being cost for both myself and my children. We are local we are hard working with excellent reference yet could not find housing. When we finally did it is in a dwelling that council does not approve. It is a functional safe secure house. If it was not for community members who have wanted to support local families with long term acc options we would have an even greater housing crisis on our hands.

Since coming to the Byron shire 1999 I can see many changes. But most obvious has been the impact in the past 5 years or so to our rental market and the struggle of locals to continue to find properties to rent or be able to afford to live here due to an increase in investments properties, holiday homes and Airbnb.

Some noise from holiday makers. I had to complain a couple of times to the real estate. The rents have gone up ridiculously, and when I tried to look for a new home to move into this year, the choice was poor and outrageously expensive due to STHLs.

Friends have had to move away because they cannot find a place with affordable rent. Changing state of Byron Bay and surrounds to have less community.



We have to leave this home with kids in blueberry court I could take the lease but owner will Airbnb.

The impossibility to find affordable long term housing in Byron Bay.

I have lived in Byron since 1999 as both a home owner and a renter and currently moving away as after selling my property in 2015 I cannot buy back into market and cannot find an affordable rental after my current landlord has asked me to vacate as wants to Airbnb. I am leaving my community of almost 20 yrs and know many long-term residents doing the same as cannot afford to buy and landlords either charge high rates or solely Airbnb the property. I lived in a house for 2.5 years where every Xmas I would have to vacate for the owners to 'holiday'. I found the property on Airbnb. I had to move twice and chose to stay because I couldn't find another property without sharing with 3 others but last straw was when the wonder asked me to move at Easter also so they could Airbnb. I don't have a problem with tourism, it's the fabric of our town but it is destroying it. A lot of Airbnb's are actually from people who bought and live in Sydney or out of town and just roll over the guests.

Loss of housing availability and dramatically increased rents have forced me to move to edge of the Byron Shire and in the next 18 months will see me leave altogether. High demand for the few available rental properties has seen my rent increase from \$350/week to \$520/week in the last 3 years.

Shortage of affordable rental properties available to my low-income family members who work in the shire but have to live in the hinterland and travel to work. We a neighbour who is very distressed by Airbnb tenants further up the street. BBELS make sure our student neighbours keep quiet.

My friend and I like to look at houses for sale, she is in the market for a house and over several weeks we noticed that 10 out of 12 houses were set up for holiday rentals and all properties are between 1.5 and 3 million dollars. Very disturbing. Also, I have friends that are local residents to Byron and are surrounded by holiday let's in a residential area. They are businesses in a residential area. I am for people renting out rooms for holiday let if they live on site.

Creates excess rental prices for residents who do not own property or worse forces residents who work in the shire to have to live further away in more affordable areas and travel in to work. As property owners know they can Airbnb and get higher daily revenue they very much control all the conditions of their properties often seeing the long-term tenant as a short-term burden or temporary source of income. Feels Airbnb has not integrated and harmonized with the spirit and ethos of the region and has created new level of greed that were not present before...

I have been homeless, and I believe it was a direct consequence of fewer rentals available due to Airbnb. My rental is expensive, which I also believe is as a result of the Airbnb influx. The property where I live has an Airbnb rental, as well.

The area has become unaffordable for 'normal' families to rent as all the rental stock is now Airbnb.



I had to go back to renting 7 years ago, prices have increased so much buying is out of reach and renting is now stressful. I have been in this rental over 6 years but if we are forced out I expect to pay at least \$80 more a week which will be really, really, hard.

Does benefit locals however it has had an effect on rentals in the area becoming unaffordable as there aren't many properties to rent for the local families.

I'm aware that locals and people who have grown up here are unable to continue to live here, because they are priced out of the market. Also the soul of the region and community feel is diminished to non-existence. Airbnb is really destroying the fabric of the region and it's very sad.

As a renter, it is almost impossible to find an affordable family rental now. And as the external investors are buying houses without even seeing them, the price of buying a house has become totally unattainable. Also, the level of community connection within the Byron Shire has greatly diminished, as you can feel just walking down the street that you do not cross many people that actually live here anymore, which creates a community feeling of coldness and disconnection, which I believe, then leads to a weakly structured population. This whole situation has gotten way out of hand, and it seems that very soon, the idea of the wonderful town of Byron Bay will become a past myth as it is overtaken by external investors looking to capitalise on the town's good reputation, which has grown from the history of local residents, who are gradually being pushed out of their homes. It is disgraceful.

Hard to find long term rentals. Lots of noise, parties and rubbish where the Airbnb places are.

STHL is creating a crisis for long term residents in terms of housing affordability and the availability of long-term tenancies. I was recently subjected to anti-social behaviour from a neighbouring STHL house, which involve domestic disputes, drunkenness and an angry dog that bit my friend causing a great deal of trauma. STHL is a blight upon the local community that mainly serves the interests of outsiders and investors

Near impossible to get an affordable house. The house we currently rent is a former air bnb. The owners wanted 'a break' from Airbnb-ing changeovers hence why we got this place. If they wanted to keep doing changeovers or paid someone minimum wage to do the changeovers, we wouldn't have a house at all. Even so the cost is astronomical.

Continue quote from 64 above: My family and I are forced to share a small 2-bedroom unit because we can't afford a proper size unit/house as there are either none available or they're over \$700 rent per week. We aren't paid much in the area either as there are so many people looking for jobs and a lot of the currently employed people drive down to Byron Bay from further north.

Due to separation, our marital home was sold to wealthy Sydney residents who let it out on Airbnb. There 4 permanent adult residents who lived in the house can no longer afford to live in a house in Byron Bay and have been replaced by tourists. Eventually the town will be mainly holiday let.

I am a full aged pensioner and live in a substandard granny flat. When I look for better accommodation e.g. studio or 1 bed, the rent is about \$400 a week which I cannot afford.



When I ask why it is so high, I am always told, "Because that's what I can get". My own landlord is considering putting my own flat on Airbnb to get more money.

Continue from quote 73 above: There are now far fewer rental properties for families and workers and those that are available have now become exorbitantly expensive. The holiday lets that I know of, and there are many, are owned by cashed up investors that live in Sydney or Melbourne and couldn't care one bit about the community, amenity of residents or paying their fair share for the upkeep of local infrastructure. It is simply an unregulated cash cow that is putting massive profits into the hands of the already well off while hurting the 'normal' people and the working class through a lack of affordable housing, increased wear and tear on infrastructure and the destruction of neighbourhood amenity.

I'm ok with in resident hosts but full home Airbnb is stopping locals from having rental opportunities and pushing rental prices up past Sydney levels. But locals get country town incomes. Not fair.

Completely eroding rental affordability for local residents has destroyed the community feeling of neighbourhoods. Out of town investors have no interest or concerns of local problems.

Impossible to find affordable long-term housing for locals residents, whom are not even being paid award or either under the table by the city interlopers? Due to ignorance there is an increased desecration, lack of respect of our wetlands, beaches and other nature reserves. The one thing that attracted the tourists in the first place is being over developed into a complete parody. It is a shameful situation.

My landlord was recently considering putting a caravan in my backyard and letting it out on Airbnb. Letting the people use the facilities I pay for. I know of a lot of people who have become homeless due to Airbnb fixtures. I think it is sad how it is allowed in Byron. It is no longer the same community.

Commodification of housing due to tax benefits allowed to investors not allowed to live in owners has created a situation whereby investors have bought up existing housing stock not created more. Airbnb has gone from someone making a room available for rental to a totally unregulated industry servicing investment properties of absentee investors. This has pushed up housing prices and as a consequence rent. I believe the original Airbnb concept of live in owners renting part of their property gave the tourist a more varied experience and problems for the community were minimized.

At my last tenancy, I was informed that I needed to move out at the end of the lease because the landlord was moving in. I have found out subsequently that the landlord did not move in but was renting the property out on Airbnb while he resided elsewhere out of Byron Shire.

Continue from quote 91 above: Have had to move out of town for upwards of a week due to the leaseholder renting out the entire house to festival-goers. This was in Byron Bay a few years ago.

Before I purchased my own home, I had to move from rental accommodation twice at a time of year, November, when there was no other rentals available accommodation available...



As a permanent tenant in Brunswick Heads prices are going through the roof, \$725 p/w for an old 3 bed house is next door... crazy. I am a local firefighter and I can't afford to live here anymore.

People have huge mortgages and there is mortgage stress everywhere. now Byron Bay is more of a magnetic famous beach destination for international backpackers and holiday makers. Some of the old locals have moved to the hills for a quieter lifestyle. Some got jobs in Lismore closer to their new homes. My sister was homeless, and I took her in for 6 months... Summer time heats up in Byron Bay and it gets more popular beachy and in high demand. Prices go up and meet the demand. You will find that most towns on the coast of Australia are becoming unaffordable. In my street there are 2 Airbnbs. I think the number of available Airbnb's fluctuate and the numbers could appear to be very high. for example, if someone lists their place for a short period during the year and the figures are distorted.

It has increasing difficult to afford to live in the shire and find an affordable rental. I work in youth services and my partner in health services. We have had to move everyone/two years for the last 7 years for various changes of leases in our rentals. Each time the increase in rent has been significant (an additional \$5000 a year approx. each time we sign a new rental lease as the rental market just keeps going up and up, and wages have stayed the same.) South Golden Beach where we live has had an ever-increasing number of STHL especially since the North Byron Park Land Festival site has opened. Almost everyone I know in the Shire who is a renter is under rental stress. Many friends have left in the last year due to the inability to live in an affordable rental and having being priced out of the market (as if you work locally and pay the large rents requested it's very hard for people to save and locals can't afford the high market rates of the properties of the area. This is a huge shame as people who make up the social fabric (teachers, social workers etc) of the area are struggling to stay in the area.

I interact with local real estate agents regularly with many indicating that rentals have been absorbed into the Airbnb market and some indicating that "superhosts" outside of the shire control multiple properties.

Continue from quote 109: When i was looking for a permanent rental in Byron Bay for myself and my kids, there was very little available that was affordable as many people have bought investment properties with the view to rent them out to holidayers. This is destroying the sense of community that attracted me to this area over 20 years ago.


Finding an affordable rental, for a family of 5 in the shire, is nearly impossible!!!

Continue from quote 111: Less rental properties. More prop renos.+knock down build huge pseudo houses.(apartments) been constant dust+noise from delivery+dump trucks(roads ripped apart), 10 years, day in day out in my neighbourhood. Rents overinflated.

I am one of many single parents in this region that are required to stay due to parenting agreements. We have no option to leave and are often under housing stress. Airbnb reduces affordable housing for residents with children. Homelessness is a reality. Airbnb contributed to this problem.

As a long-term renter, I am concerned at the availability and affordability of housing, plus the destruction of community amenity that is caused by Airbnb and other holiday letting in our shire. Tourists should be taking advantage of our many hotels, motels and resorts, not our local homes.





Severe shortage of rentals for residents, causes homelessness.

## 4 Loss of Community

Airbnb next door, always people coming and going. Feel unsafe, leave rubbish everywhere, not a community feeling.

Continue from quote 2 above: Sadly, there is a lack of community when so many surrounding homes are short-term accommodation.

Continue from quote 12 above: Lack of community in residential areas. 'Us versus Them' mentality destroying the local community as Airbnb polarises opinion. A high percentage of Airbnb hosts are property investors, don't live locally and aren't impacted. Not entirely sure local businesses are benefitting as in my experience many people come for the weekend, having already bought groceries and alcohol before they get here.

Continue from quote 34 above: Noise disruption which is NOT neighbourhood level noise, and the fragmentation of what makes a neighbourhood, with itinerant holiday people who have no interest in the neighbourhood. They are mostly selfish about using Byron Bay for pleasure, with no care or responsibility. Our neighbourhood has changed for the worst in the last 4 years. I also lived here in the 70's and 80's when we had a great community of like-minded people.

Different visitors in my neighbour's house every weekend. Ruins that community/neighbourhood vibe and they always have lots of parties considering they're only there for the weekend.

Additional comment from quote 15 above: Lack of permanent residents in the street and destruction of community. Feelings of insecurity about not knowing many of the people residing in the street at any given time.

Loss of sense of community and community adhesion, loss of residential amenity, safety concerns. Increased anxiety regarding the behaviour (will they be OK or will they be terrible, you don't know until they arrive) of short term renters as they regularly cycle through nearby houses. Loss of amenity (noise, loutish behaviour, rubbish, parking congestion etc) if/when short term renters behaviour turns out to be bad.

Continue from quote 58 above: There has been loss of community in my street- it is now a street of itinerants. The increased traffic in Suffolk Park due to holiday lets leads to speeding in 50 k zones and increased deleterious effects on the roads. This is magnified in Byron Bay with traffic jams, anti-social and uncaring behaviour and environmental degradation. the human ecology of BB has been trashed.

Loss of community. Beachside Suffolk Park surrounded by STHL Lights on all night. Excessive cleaning regime with blowers and mowing. Called police numerous times. Garbage bins filled. Abused etc etc We have had to move.

It has significantly reduced the proportion of permanent residents in my neighbourhood and the corresponding community lifestyle where you are able to form relationships with your



neighbours based upon mutual respect and trust. Our neighbourhood is now predominately one of strangers. We have experienced the following issues as a direct result of STHL in our neighbourhood ; Vandalism of our home and vehicle , Noise, Abuse & Threats, Property Damage to our vehicles where the responsible party has avoided paying compensation, People Vomiting Urinating and Defecating in our Garden, Adults Nudity in front of our children, Dealing with People intoxicated on alcohol and drugs, Parking and Driving on the Nature strip putting our children at risk ( younger child narrowly avoiding being run over) , Airbnb guests entering our home without invitation due to mistaken address scaring my young children. Waste bins filled with surrounding properties waste. The owners count the cash whilst the permanent residents deal with all the problems created by guests of their profit making venture!

STHL have adverse effects (socially, financially, life quality) on the local population & the calibre of visitors is mixed up, with back packers not in hostels but staying in residential areas out of town.

It is an unlegislated practice run by cowboys whom think they have the knowledge to understand the fundamentals of property management. They don't and they are running them as absentee owners who take the cash and no responsibility, making neighbours lives a living hell every weekend.

My street has lost many permanent residents. Increased local traffic, parking congestion, late night partying, all due to increased holiday letting, have had a negative impact on my immediate neighbourhood. Byron Bay township is degraded, and the Council has insufficient revenue to deal with the massive impact on infrastructure, including roads, sewage works, water consumption, public toilet maintenance, rubbish collection and general town maintenance. Consequently the very small ratepaying base is left to pick up the bill. Our rates are very high for very little return. Community has been eroded and many long-term residents are moving out due to the extreme pressure on our town.

continue from quote 114 above: Loud parties that carry on all night, loud music including live bands, rude language, excessive alcohol and drug use, 50 people attending house, cleaning on Sundays after leaving. This has caused a breakdown in neighbourly contact and extreme medical impact on my elderly mother who no longer felt safe in her own home

Ruins the peace and quiet for residents as the holiday makers are only concerned with having a good time not how they are impacting their neighbours.

Having a constant flow of new people in residential areas degrades local communities and amenity. Women who previously were happy to walk around at night, felt safe, now no longer feel as safe.

The impact on community is that you lose community. It becomes a transient 'Bondi' where people come for a good time without contributing anything to the culture and community which what partly drew them here in the first place.

It is beyond horrific what is happening to the shire with an increase in STHL properties. I am all for people offering STHL in their home so they can meet their mortgage and afford to live here. However, the wealthy investors have bought up big time and they don't care about the shire and the impact their greed has had on the locals here. As a friend put it, houses are no





longer homes. The locals are paying for their investment, my friends can no longer afford to live here, the infrastructure cannot cope, and everything is falling apart. It is now a ghetto that the rich visit, crime has increased, poverty has increased, children and the elderly are living in cars. Only the rich win. I feel like all my rates go towards tourist attractions in Byron Bay, meanwhile there is nothing for the teenagers living here, no public transport, nothing. This shire could have been an amazing example of community, eco awareness, art, music where the children thrive. Instead it has sold out and everyone that chose this place to live is suffering.

The biggest problem is that many investors have bought property in our area while not living in it themselves. The houses are rented in their entirety as STHL without. This causes all the revenue to leave our area, no taxes are being paid like for registered bed and breakfast rentals and it makes it impossible for long term residents like myself to find affordable accommodation. With so many houses in our street empty or peopled with holidaymakers there is no longer a community feel to Byron Bay. It feels like an outer suburb of Sydney.

The houses around me use to have families living there, but no families are living there any longer & there is a high turnover of people coming & going. Also, a lot of people are illegally turning their granny flats & garages into Airbnbs.

STHL has an impact on community; hosts are not regulated; it is turning residential streets into commercial zones. Forget about knowing your neighbours, they are different people every week!

continue quote from 66: Loss of neighbourhood community. Less care about our community - picking up rubbish, looking after the environment.

continue quote from 66: ... We have hardly any neighbours left to form a community. We would like there to be restrictions on the unfettered unsupervised nature of holiday rentals. If there is a manager on site there seems to be little problem otherwise it is open slather for anyone who rents a property. We also feel that the absentee landlords should be paying extra for the downgrading of our local infrastructure by their guests. The few residents left have to bear the brunt of the impact of the extra people invading our community as well as put up with the noise and disruption from the tourists. If a rental property is supervised it appears that guest behaviour is modified.

We no longer have neighbours, just an endless stream of ever changing over excited, partying 'guests'. We have lost our core community. Byron is turning into a strictly holiday only destination and it's taking it toll on the families that are trying to live here and raise their kids and older folk who are know that downtown after 10pm is a no-go area. Many Airbnb's are being managed remotely so there is no one to contact about anti-social behaviours.

As a very long-term ratepayer/ resident in this shire it has become increasingly obvious that impact of free for all holiday lets on these platforms has helped in diminished or sidelining real community commitment. Of course, we all must roll with the times, but this current wave is totally detrimental in its present manifestation to the future well-being of our beloved Byron. There has to be a process by which live here residents and local gov can have a say on fees and charges, numbers of days allowed, parking(restrictions) noise issues, rates on business premises - added infrastructure costs - roads etc. Just as with the crypto splurge



these platforms promise new altruism of shared wealth but in fact appeal to just the opposite - blissful unfettered greed.

I chose to live in a residential area and the proliferation of Airbnb properties has changed the area from being residential to a holiday tourist zone. This has resulted in increased noise and party activity, increased numbers of people in the area, additional strain on local infrastructure and a loss of residential community harmony. We have many Airbnb in our street including one next door. The overnight rates are very high due to our location and in all but a very few cases the property is STHL by groups upwards of 3 to 4 couples (maximum noted 6 cars plus a tent set up in the back yard, there has also been camper vans etc parked in the drive or out the front to accommodate the numbers which have been as high as 14 persons) This excess number of people inevitably results in "party time" and unfortunately these kind of tourists have little or no regard for local residents. In fact, they generally adopt an attitude of "well we've paid so much for this we're entitled to have good time regardless of any adverse effects their behaviour has on residents. It's the uncontrolled Airbnb activity that needs to be addressed. Yes, this is a good thing for the tourism economy, but at what price! STHL must be managed and enforceable regulations put in place. It is totally unfair that local residents are being subjected to uncontrolled influx of noise and party activity, deterioration of our amenities and infrastructure whilst all the while being subjected to increased rates to maintain the continued influx.

I find the transient people staying in so many Airbnb places detract from Our community life and are pushing our friends out of the area.

An Airbnb property in residential neighbourhood disrupts neighbours most weekends with large party activities till early morning. Neighbours are anxious most weeks worrying about new arrivals. This is the concern with 4 properties in an around Brunswick Heads and Mullumbimby.

Over the years our community has fallen apart, with all small spaces, unavailable for locals, as Airbnb has put a strain on affordable housing. It leaves beautiful people in intense distress, facing homelessness, mental and social disorders, and enormous grieving for the loss of our community. I miss my beautiful friends and support network, and I feel quite lonely at times, surrounded by people I don't know.

All fine experiences with renters, Airbnb's etc, it's on the residents/owners to manage and control the guests. I think Byron has gone downhill in the last 15 Years or so. It used to be my favourite place in Australia, hence why I moved here. I always hate to drag on about it, but there really are too many people with too much money and time on their hands so they write complaints. Money equals power which I'm starting to realise. I love Byron and always will, but it's nothing like it was a decade or so ago, don't even get me started about the 70's ;) It makes me sad when I think about it, but these things happen. I just hope the Byron Shire has the un-wealthy residents' interests at heart. Have been unsure about that for a long time now. We need tourists/backpackers and not people who can spend 7 million on a fortress. A lot of people share my sentiment that don't have the time / internet access to write in. Cheers guys and do your best.

We no longer know the people that we bump into on our shared driveway. The animosity that this has caused for one of our neighbours led to an assault conviction for the Airbnb host.



Our neighbourhood is increasingly becoming a STHL neighbourhood. I know a family that was evicted from their rental home quite near us so that the dwelling could be turned into a STHL. A house next to us is often used for STHL, and the owner is always away at these times. The visitors have been disturbingly loud and have had many more people on site than the owner expected. We do not like the effects that the increases in STHL is having on the quality of our lives. There has been a steady decrease in the sense of community that we once felt in our neighbourhood.

A reduction in residents in our small community - Lilli Pilli, Byron Bay- and subsequent increase in STHLs has been instrumental in loss of cohesiveness in our community. STHL properties are obvious, especially on weekends when cars belonging to STHL properties block both pedestrian access and reduce our road to a one-way travel road. Many of these are Airbnb but owners do not reside on the property at any time. They are investment properties. I share my house with other permanent renters due to the high housing costs and lack of security as STHL is seen as more financially attractive to house owners than permanent rentals. The argument of creating more jobs is negated by the poor wages for hospitality and retail workers alongside the increase in prices due to demand for permanent rental outstripping supply.

People in my street putting their garages on Airbnb, thereby having no parking on site and up to 5 cars on the street (which has limited parking) -loss of community in our once friendly street. Strangers come and going at all hours. -the only jobs holiday letting provides to a community is cleaning and making coffee.

Both of our immediate neighbours Airbnb. The impact has been a loss of privacy, increased awareness of security, a loss of a neighbourhood feel. There are also a number of houses at the end of our street that Airbnb. We no longer know the people driving up and down the street. They speed, they drink, they swear, and they walk up and down the street at all hours of the night being very noisy.

Continue from quote 100: Of course, lack of community, lack of long-term rentals, high house prices etc. etc. rate highly as well). The anonymity of holiday lets allows for the anti-social behaviour. In 2004 a very concerned and perceptive local couple formed BRACE (Byron Residents Against Community Erosion) to address the newish but growing threat of H L in residential areas. Unfortunately, there was no support from BSC and we now have the present problem. Certainly, a case of " shut the door ....". I still have a few news cuttings of our efforts - Council's lack of will was so disappointing.

Have seen many local families and long-term community members forced out of their rental properties to make way for Airbnb lettings. Properties in the vicinity of our house that are Airbnb let have increased noise and anti-social behaviour. Large sections of Byron, particularly around the centre of town have empty properties for much of the year with lets only taken up in peak season. Approved accommodation providers seem to regularly have vacancy signs up when previously most would be full all year round.

continue from quote 111: Degradation of lifestyle less local artisans, fewer fruit trees, oh no, u can't have chookes in a built-up area. People would buy houses and create businesses in order to make Byron their HOMES and to be part of a community and a lifestyle. Now it's all property investment and money laundering. More people living in cars-vans-homeless etc. etc...etc.



Loss of community and at the end of a 12-month lease property turned over to Airbnb. Also we have friends that have to Airbnb their own Job over Xmas in order to Aggie's their mortgage.

The biggest impact of absent landlord holiday letting is the destruction of the basic fabric of communities and in particular the volunteer community that is vital to the life of small villages - investors buying for holiday letting has driven the prices up and out of reach of most people/families living here, and almost all rental places are now holiday letting which has resulted in quite a lot of families having to leave the area when their leases run out and the property is turned into holiday letting. When properties do not have people living in them who volunteers to coach the kids teams? mows the paddock of the sporting fields? weeds the pitch? cleans the local Community Hall? organises and attends the local Hall fundraisers needed to cover insurance costs? reads with children at school? cleans the local Church? organises and attends the working bees that communities need to function? The resulting effect has been school numbers have dropped, and the only people who can afford to live here are older people who have been here for a long time, older retirees who can afford to buy here after selling up in Sydney/Melbourne/Brisbane, or Investors operating holiday letting on their premises. No village will survive successfully without the full range of demographics. The other issue that has caused significant distress and damage within our community is the illegal use of residential houses as wedding venues and function centres. Our village, which was once cohesive, was (and in some cases still is being) put through hell by a number of absentee landlords allowing their premises to be used that way. The noise, hostility and disruption caused, and the energy required by the community to fight the venues has had a lasting and detrimental effect on our community and it is still going on. Nobody who lives here wanted it yet everyone is having to fight endlessly to get it to stop. Seemingly to no avail.

Huge loss of community cohesion with Tourism business being run in neighbourhood.

Our neighbour's property (also zoned rural) is STHL on Airbnb and other platforms. This causes us distress due to: - Loss of amenity due to noise - both from normal gatherings of people holidaying, but also from parties. - Discomfort from having strangers next door for most of the time - people who can't be called on in the event of a crisis. It also disturbs our children and our dogs to have new people next door every weekend (with no investment in having a good relationship with us). - Loss of community. There are just 7 houses in our village, and 2-3 are STHL at any one time. This breaks down our ability to build a community. Until 18 months ago, the house next to ours was rented longer term, enabling us (and our kids) to form a strong bond with our neighbours. This is broken down by STHL. The development zoned as tourist (over the road) has visitors staying there but is configured to put some distance between the permanent residents and the tourist accommodation and includes tight restrictions on amplified music and the time for events to finish. They do not, in general, impose nearly the same issues on us as the STHL properties.

Airbnb is unregulated and puts a strain on the community with no one present to control the properties. Legitimate operators doing everything right are trying to hold onto their business's because it's become an unfair unlevelled playing field competing against people with no licenses or regulations for health, safety or noise...it's a nightmare...how did we get here? I call Airbnb a cancer.




We live in RU1 where Tourist and Visitor Accommodation is prohibited under the Byron LEP2014 unless Approved by Council. However, we are now surrounded by over 300 unapproved Airbnb properties! Obviously, this is removing long term rentals from the area and results in lower community members able to attend the local school and participate in local voluntary groups, and in essence, it is undermining the whole community. Personally, we have had an Airbnb behind us (owned by remote investors with no on-site management) since 2015. It has been a NIGHTMARE! We chose to live rurally because my husband is a doctor who regularly works on-call, is in charge of life and death decisions and needs to be able to sleep at odd times. For the first five years it was perfect, but now we routinely have lost strangers coming into our property, increased noise (even a live band last Thursday Night when our children are trying to sleep and be ready for school the next day!!) and there is NO-ONE to contact when this happens. As house prices in the area are now so high, and you can get \$600 per night here on Airbnb, every house that sells now seems to be converted into an Airbnb. This new law spells absolute disaster for our small community and the wider Byron Shire. With 10 extra properties per week now being listed as STHLs, it is decimating Approved Accommodation Providers who have complied with the law (including important safety requirements), forcing out low to moderate income earners which in turn means that businesses are suffering because they can't find employees, destroying communities because they are being hollowed out by Airbnb, Council is suffering financially because de-facto businesses are not paying business rates and individuals are suffering because of greedy investors who don't care about contributing to the upkeep of the Shire, the community and the amenity of the neighbours. And the worst thing about this is that with this new law there is now NOWHERE in NSW that we can move to where we cannot be guaranteed that a de-facto hotel will pop up next door! The fact that the Deputy Premier has an Airbnb that he rents out for \$2,000 per night stinks of political corruption and self-interest. This is such terrible policy!

Airbnb is destroying neighbourhoods. It is creating an unfair playing field in comparison to approved holiday accommodation providers. Property prices surge as investors simply buy to Airbnb. Granny flats don't fulfil purpose / affordable housing.

My neighbour was an Airbnb host. We complained about the disruption that his business caused to us over an extended period. In April 18 he assaulted me with a length of timber and knocked me out. He is due to be sentenced on 15th of Nov 18 for Assault actioning bodily harm and may go to jail. Despite being found guilty of this crime, he persists in building a garden across our driveway to disrupt our lives. Airbnb is a curse on this town. Here is the quote that sums it up: "For the love of money is the root of all kinds of evil" Tim 6:10. If you offer enough incentive to home owners, they will do anything to keep this illegal income stream going. Anything...!

I am an approved accommodation operator. Airbnb has destroyed our business. Business is down 70% at least the last few years. We don't mind competition, but we are undercut by Airbnb hosts that are not paying commercial council rates and are not paying developer contribution funds (\$94). We also pay commercial water rates, commercial insurance, commercial mortgages, land tax, GST, capital gains tax that Airbnb hosts don't pay. All they pay is the standard residential rates and a 3% commission to Airbnb in Ireland and that's it!

## 5 Economic impacts of STHL



Problems with whole streets being taken over with Airbnb with absent owners and with no funds or revenue going to local council except normal rates on the property. Council should impose business rates on these properties so that all in the community can benefit - not just the owners of the STHL who pay normal rates and are getting income from home.

## 6 Tourism

Byron Bay has invited tourists for many years and the numbers are increasing. It has changed the towns atmosphere but also brought jobs and income. If I can't accept the change, I need to move away as I am not going to be able to change people from wanting to come here.

The traffic around holiday time is chaos, and if you wanted to get a park at the beach it would take hours which is a joke. Want to do the lighthouse walk which you normally do with 20 others, try doing it with 200. Want to surf at the pass with normally 50 others again try 200 but where most are beginners and you are dodging boards left right and centre.

We gave tenants notice because they put our house on Airbnb without asking. We would never put our properties on Airbnb because we want long term tenants - even though we may make a lot more money. Airbnb is appalling: more unregulated tourist beds in towns already drowning in tourists.

The reality is that Byron is a visitor economy. When we arrived it was primary industry. When the meat works closed residents had to leave to get work. This gradually changed as the visitor numbers increased. The community has a richer and deeper economy and overall benefits than ever before, STHL also prevents high density development taking away the village environment.

Attracts the wrong tourists that simply use facilities and don't contribute. Bring their own food and drink, pre-load ... etc

## 7 Suggestions for managing STHL

My mother has invested the last of her savings to renovate her house so she can host people via Airbnb to support herself in her older years. I think any property without a live-in resident should be managed by a local agency which would also supply Byron with more jobs

I think it's a great idea but anyone doing it needs to have their property zoned, registered and taxed accordingly.

The key is for BSC to charge STHL properties at a higher rates bracket. I own STHL in other locations, and the local council identifies properties that are advertised on STHL sites and charges a higher (20-30%) rates premium. Seems fair.

We have one Airbnb over the back fence and one opposite our front door and one a few doors down. Two out of 3 are well managed. There have been issues with all 3 which would have been addressed sooner if we knew who to contact. It should be a requirement that





where the Airbnb is a whole dwelling (or shack behind a high fence) a notice is on the front fence stating 'managed by, with a contact number. Who is actually running the property can be very obscure.

I think the 180-day cap is good idea. I would like to be able to lease my unit for short periods in the future. I also use Airbnb in other places and find the platform very user friendly and a good alternative to hotels.

Airbnb and short-term holiday letting apart from Airbnb should not be an issue for this Shire. It is already a tourist destination and the tourists will holiday here regardless because it is a great part of the world. Airbnb is simply an advertising website and should not be regulated by local government. There are numerous ways to advertise accommodation, why single out one because it's successful.

The majority of people I know are connected to or have income coming into their households because of the Tourist trade here in Byron. I'm not quite sure how those opposed to STHL presume all the hundreds of families who live and are raising children locally think the town and workforce would survive without STHL. I am all for a regulatory body and tighter controls over who and how these STHL properties are managed but am a strong supporter of the sector. There has always been STHL in all my years here in Byron/Suffolk and I work in the industry. Airbnb in my opinion have opened the sector up too widely and un-professional, ill-informed people are renting their houses out without Property Management training or knowledge of rules and regulations. A registration system and a bed tax would help the Community and the Towns infrastructure.

I am a provider of STHL with council approval. Airbnb operators are being allowed without approval or contribution to council funds. It is not a level playing field. Airbnb operators who are non-resident are operating a business and need to be treated as such. The same regulations and fees approved accommodation providers have to meet should be applied to Airbnb e.g. insurances, fire safety, parking, council rates.

I think the Airbnb experience is fantastic both for the guests and the hosts. It's a win-win situation. The only problem with noise in our area is the absentee landlord - when the cat's away the mice will play. If one has an Airbnb property and they do not live on the property they should have to rent it for a minimum of 180 days.

I think there should be designated Airbnb areas, the owner pays a fee to council and the council must maintain 90% of housing stock for those that live here.

I have no problem with STHL - what I have a problem with is council releasing more land to allow for further and future developments. The reason why Byron is so popular is because it's beautiful and a great place. It is now an international destination. By restricting supply, it just simple increases demand. Byron council is not letting an infrastructure as more hotels to the area, nor more housing, so what happens when people want to visit particularly more and more people, well accommodation prices go up. Can you seriously blame people for wanting to make extra money when costs of everything, not just accommodation, taxes, electricity, water, land tax parking, is so high. The council is what is causing the issue here, not Airbnb. Airbnb is simply a bio product or a better way for people to rent their places. Council needs to just realise that Byron isn't getting any smaller, it needs to go right, what is our vision, and allow more people to live in the city.



Continue quote from 66 above: We would encourage a marketing campaign of zero tolerance for noisy party makers and encouragement for families. Also charging absentee landlords for the impact they are making on our declining community.

Continue from quote 69 above: When we travel, we sometimes use Airbnb and we abide by the rules set out by the owners of the property. It's just common decency and respect. Some people should be disqualified from being Airbnb hosts. And as for being 'Superhosts' as it says on their profile? I don't think so. Airbnb should take responsibility for their hosts. Maybe survey the neighbours? Many people/communities worldwide are damaged by an out of control IT platform which is causing harm. Not to mention council and governments taking responsibility.

Continue from quote 70 above: I think the holiday lets should have to pay commercial rates and all the normal insurances that legal accommodation providers pay. We need more regulation on holiday lets. I think the whole of Byron Bay needs a Bed Tax and all website booking sites and platforms could have a bed tax that could be direct debited in to Byron Council's bank account to go towards paying for infrastructure.

On site management and not renting entire houses in residential areas would solve over 70% of the problem. This would also stop investors buying up properties to rent out to large groups of holiday makers who are paying huge amounts and therefore invite more people to stay and party.... We need to look at an overall model for the conduct of operating it and have limitations on the amount of people staying. I have used Airbnb in Europe and it does not compare we don't understand how it works as it's such a new concept, so people are abusing it by letting disrespectful people stay on mass in these houses among residential houses. Of course, this behaviour also happens regularly with permanent renters who are more difficult to deal with as there's not enough protection for landlords to enforce rules of behaviour and therefore find it difficult to evict tenants.

I owned a commercial property in Byron CBD. The property had an approval for the construction of eight apartments. I sold the property because the proposed apartments could not compete commercially with Airbnb and illegal holiday letting due to unequal playing field as Airbnb and illegal holiday letting were free from compliance costs of legal development. The current situation places legal complying development at a commercial disadvantage when compared to the above forms of holiday accommodation. A two-tiered accommodation regime exists one compliant with council and state regulations and a higher cost base that Airbnb and illegal holiday letting which are unregulated. The lack of fire, safety and disabled access in the unregulated sector will no doubt end up in tragedy.

I think it shouldn't be that easy for anybody who is a house owner to become an Airbnb host without any check-ups regarding safety (fire alarms, etc.), security and knowledge about hospitality. I wouldn't recommend that there should be at least a training or a few tests, which persons who wants to start an accommodation, need to complete before becoming a host. Also, I'm thinking of constantly visits from the council / government to those Airbnb houses to check if everything is how it should be. Clearly, I'd like to see strict rules for those Airbnb's.

Continue from quote 100: I wish to place on record the assistance we received from HLO (Holiday Letting Organization). Without them our lives would have been a nightmare. We had occasion to use their help on a number of occasions. Personally, I think a couple of






requirements, introduced immediately, could slow down this community destroying industry: Require all letting to be registered, with a sliding scale fee, and Require/demand that the host live on site as for the legal and registered B and B's who have paid substantial fees to be so. Lots more thoughts running in my head but for now.....

As long as Airbnb rentals are managed professionally with rules and recompense - they are quiet and respectable. If Airbnb's are simply allowed to exist with no oversight by the host, there will be problems. All hosts should either need to be a property manager or hire one.

## **8 References**

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# Study of resident perceptions of short-term holiday letting (STHL) across 12 Mid and North Coast NSW council areas



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Lismore, NSW, Australia

# 1 Executive Summary

This report provides the overall results of research conducted to ascertain resident perceptions of short-term holiday lettings (STHLs), including Airbnb, across the 12 councils in the Destination North Coast (DNC) zone (also referred to the Mid and North Coast areas) of New South Wales (NSW), Australia. The results for each of the 12 individual councils were compiled and forwarded separately to those councils.

The research project follows a systematic scoping study in 2017-18 of international peer-reviewed studies on the implications of Airbnb on local communities (see Caldicott, von der Heidt, Scherrer, Muschter, & Canosa, 2019), and a study in 2018 of STHL in the Byron Shire (see Che, Muschter, von der Heidt, & Caldicott, 2019). The current project was commenced following receipt of a Seed Funding Grant from the Tourism Research Cluster in Southern Cross University's School of Business and Tourism (SBAT) with joint-funding from Destination NSW and Destination North Coast.

The objectives of this 2019 project were to extend the scope of the 2018 Byron Shire study to include the other 12 council/local government areas (LGAs) of the Mid North and North Coasts of NSW through:

1. Profiling the nature of STHL, particularly Airbnb, in the 12 communities, i.e. to determine the size, main attributes and development patterns of Airbnb in these areas.
2. Exploring, describing, and analysing community perspectives on the perceived impacts of Airbnb within their Shire, in order to inform specific and locally appropriate policy solutions.

To address Objective 1, the SBAT research team accessed secondary data from Inside Airbnb and BnbGuard STHL reporting services. To address Objective 2, the team conducted primary research in the form of a survey to residents of the 12 council areas with respondents self-identifying as Airbnb Hosts (AH), Approved Accommodation Providers (AAP), and Other residents. Recognisably, Airbnb has a range of impacts, which may be perceived similarly or differently by AHs, AAPs and Other residents.

## Key overall findings:

1. Three major positive (economic) impacts of Airbnb on the *general community* were perceived by most respondents: (1) increased revenues for local business; (2) increased employment opportunities, and (3) greater variety of retail services. Across all councils, AHs tended to view these impacts more positively than AAPs and Other residents. AHs indicated that Airbnb contributes to local government tax revenues, but this view was not supported by Other residents.
2. AAPs and, in particular, Other residents agreed that Airbnb has a number of negative impacts on the *community*. The top three perceived negative impacts were: (1) increased traffic and parking congestion, (2) reduced availability of affordable housing for locals, and (3) increased noise levels in neighbourhood. AHs perceived no negative impacts.
3. Airbnb has positive impacts for *specific* stakeholders, but may have no/negligible or even a negative impacts on *other* community members. Notably, the majority of respondents agreed that Airbnb has positive impacts for the following stakeholders:
  - For *AHs* in terms of income generation, and allowing AHs to stay in their home (AHs agreed most strongly).
  - For *AHs* and *AAPs* in terms of bringing more visitors to the area.
  - For *tourists* in terms of providing more variety of accommodation, and making the tourist destination more affordable (AHs agree most strongly).
  - For *property investors* in terms of increasing the number of investable properties, as well as increasing property prices.

4. Respondents' preferences for STHL day limits varied by type of STHL arrangement:

- For primary residence properties with a *host present*, 61% of all respondents preferred no day limit.
- For primary residence properties *temporarily holiday let without a host* present, 45% of all respondents favoured a 90- or 180-day limit; 36% preferred no day limit and 19% wished for a full restriction (0-days; no STHL rentals).
- For permanently *non-hosted investment properties*, the preferences were split fairly evenly: 37% of all respondents preferred no restriction, 32% preferred a 90- or 180-day limit, and 31% wanted a full restriction (0-days; no STHL rentals). In other words, the majority of respondents (63%) favoured a model involving mandatory *on-site management* for any STHL.

AHs tended to prefer no, or lower day limits compared with AAPs and Other residents.

5. Most AAPs and Other residents felt that STHL needs to be better regulated, particularly in terms of: (1) more adequate avenues to lodge complaints of misconduct, (2) enforcement of non-compliance, and (3) compulsory public liability insurance to cover STHL guests and third parties for injury and damage. Almost all of the Airbnb hosts disagreed with any STHL regulation needs.
6. AAPs and Other residents agreed with the need for greater public information on Airbnb-related issues, in particular on: (1) the extent of compliance with existing STHL regulation, (2) regulation of Airbnb rentals (e.g. rights and responsibilities of hosts and guests), and (3) impacts of Airbnb on longer-term residential rental accommodation. Almost all AHs disagreed with, or were neutral with regard to, the need to know more about Airbnb-related issues.

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## 2 Introduction

### 2.1 STHL – definition and issue

Short-term holiday letting (STHL), also known as short-term letting (STL) or short-term rental accommodation (STRA), refers to the letting of a residential house or unit mainly for holiday purposes but does not include development application (DA) approved accommodation such as a hotel, motel or hostel. This research primarily focuses on the world's largest, fastest-growing STHL platform, Airbnb.

Governments around the world are grappling with how best to regulate Airbnb, and Other forms of STHL, e.g. HomeAway/Stayz. Australia is experiencing rapid growth in Airbnb listings, with New South Wales (NSW) having the highest number of listings, approximately 67,801 properties as of November 2019 (Inside Airbnb 2019). In some areas the growth in Airbnb has contributed to high visitor-to-local ratios. For example, Byron Shire in Northern NSW receives more than two million visitors annually resulting in a disproportional Visitor/Local ratio. As highlighted by Caldicott, von der Heide, Scherrer, Muschter, & Canosa (2019), visitors outnumber residents by a ratio of 70:1 in a Shire that is also one of Australia's least affordable regional rental housing markets. The juxtapositions give cause for growing community resentment around perceived inequities and social impacts of unregulated tourism at the local government level.

Presently, no state-wide regulation for STHL, including Airbnb, exists in NSW. Acknowledging the gap, in June 2018 the NSW Government announced a policy review for STRA. Through a discussion paper titled 'A new regulatory framework' released in August 2019, the NSW government (2019) invited feedback from interested parties on the proposed instruments to implement the policy. The proposed whole-of-government framework includes a mandatory code of conduct for STRA. Submissions closed on 11 September 2019. As at the time of writing this report, the results of the consultation process have not been published, and the framework has not yet been introduced. Under the Draft State Environmental Planning Policy (STRA) 2019, the provisions of the policy are to be reviewed one year after implementation. Thus, policy amendments are still possible. For instance, there is scope, through the review process, for non-metropolitan councils to consider a short-term letting cap of less than 360-days for non-hosted managed properties.

### 2.2 The nature and growth of Airbnb

Airbnb is a prominent example of an online peer-to-peer (P2P) platform embracing the sharing economy. Described as the "poster child of the broader platform economy landscape" (Dann, Teubner, & Weinhardt, 2019, p. 450), it is an informal tourism accommodation sector that has significant disruptive potential (Guttentag, 2015). It enables individuals to become hosts and to compete with commercial accommodation operators without taking the risk of major investments or overhead costs. While Other home-sharing concepts exist, Airbnb's platform makes it easier and more attractive to connect people who have homes, studios or rooms to rent with visitors looking for a place to stay (Guttentag, 2015).

As of November 2019, Airbnb was active in 65,000 cities in 191 countries, had around 150 million users, over 650,000 hosts and in excess of five million listings (Airbnb, 2019; Statista, 2019).

Listings in Australia increased from 69,705 at end of 2016 to 130,665 at end of 2017 and reached almost 166,000 at end of 2019 (Inside Airbnb, 2019). According to Inside Airbnb, listings in NSW increased from almost 29,700 at end of 2016 to 67,801 at end of 2019 - an increase of 138%. As of December 2019, there were 6,459 Airbnb listings for the Northern Rivers (NSW) area alone. However, other states such as Queensland and Victoria, almost tripled their Airbnb listings between end of 2016 and end of 2019. All states continued to experience increases of Airbnb listings during 2018 and 2019.

Regional Australia is also embracing the Airbnb concept, with a steady increase in Airbnb listings. Airbnb's growth is felt particularly in coastal destinations, such as the Byron Shire and other coastal areas (Gurran, Zhang, Shrestha, & Gilbert, 2018). At the same time, according to the Australian Coastal Councils Association, North Coast areas in NSW are among Australia's least affordable rental housing markets with a high and increasing number of properties listed as STHLs (Gurran et al., 2018). The majority of these STHLs are listed via online rental platforms, notably Airbnb.

## 2.3 Research into Airbnb in the Byron Shire

In 2018 researchers from Southern Cross University's (SCU) School of Business and Tourism (SBAT) undertook a systematic scoping study of international peer-reviewed studies from 2008 to 2018 on the implications of Airbnb on local communities (Caldicott et al., 2019). The researchers found that Airbnb raises polarised opinions within communities around the world. They identified a range of positive and negative economic, social and ecological impacts of Airbnb on four main community stakeholders – traditional accommodation providers, Airbnb hosts, Other residents (e.g. private individuals), and local government.

Also in 2018, in order to understand the main attributes and development patterns of Airbnb in the Byron Shire, the SBAT researchers undertook a two-pronged research study. This involved: (1) in-depth interviews across diverse and multiple Byron Shire stakeholder groupings with and without an interest in Airbnb, and (2) a large-scale survey of Byron Shire residents on various aspects of Airbnb. The results of the Byron Shire research project were published through a council report (Che et al., 2019) and also, the *International Journal of Tourism Cities - special issue on Sharing Economy in a Changing Tourism Ecosystem* (von der Heidt, Muschter, Caldicott, & Che, 2019).

## 2.4 Research into Airbnb in the Mid and North Coast of NSW

Following the positive response to the 2018 Byron Shire study, the SBAT researchers, in 2019 were invited to expand their study of Airbnb and STHL in partnership with Destination North Coast (DNC) – one of six Destination Networks in NSW. This new study was to encompass each of the other 12 councils of the region between Tweed and Kyogle in the north to Tea Gardens/Hawks Nest in the south: Ballina, Bellingen, Clarence Valley, Coffs Harbour, Kempsey, Kyogle, Lismore, MidCoast, Nambucca, Port Macquarie-Hastings, Richmond and Tweed. (The 14<sup>th</sup> DNC council, Lord Howe Island, was excluded on the basis of its small population (<400) and existing tight restrictions on tourist arrivals).

The aim of the 2019 research was two-fold:

1. To understand the size, main attributes and development patterns of Airbnb in each of these 12 Local Government Areas (LGAs).
2. To describe and analyse community perspectives on the perceived impacts of Airbnb within the 12 LGAs.

This research is significant and timely. First, because it is important that policy makers have comprehensive, reliable, and evidence-based information on their own locations, especially as the impacts of the STHL sector are often contested. Second, because of the imminent introduction of Draft State Environmental Planning Policy (STRA) 2019 and its consequences on local councils. The outcomes of the research can inform specific and locally appropriate policy solutions for affordable housing and tourism destination marketing.



**Figure 1 - Council areas in Mid and North Coast (Destination North Coast) of NSW**

#### 2.4.1 Results of profiling STHL in the Mid and North Coasts of NSW area

To understand the main attributes and development patterns of Airbnb in the Mid and North Coast areas (Project Aim 1), the researchers retrieved Airbnb listings in this area from [Inside Airbnb](#)<sup>1</sup> and [BnbGuard](#)<sup>2</sup> - two STHL data reporting services in Australia.

A profile of each of the 12 councils in terms of population size and STHL listings is provided in **Appendix 1**. Profile data from the Byron Shire Council 2018 study is also provided, in order to present a snapshot of all 13 councils in the Mid and North Coasts of NSW. Notable results are as follows:

- Inside Airbnb (2019) holds records for Airbnb listings in the Mid and North Coast NSW area from 2016. In the 12 council areas Airbnb listings increased 371% over the last three years - from 4,072 at the end of 2016 to 6,456 at the end of 2019. The rate of growth in these 12 council areas has outpaced that of the Byron Shire, which grew by 195% in the same time period, albeit from a higher base. In December 2016 the number of Airbnb's in Byron (1,172) was already more than three times as high as that of the next biggest tourist destination in the Mid and North Coast – Tweed (with just 289 Airbnb listings at end of 2016). This data suggests that the other 12 councils are following the Airbnb trend started in Byron.

<sup>1</sup> Inside Airbnb provides data solely on Airbnb property listings.

<sup>2</sup> BnbGuard STHL counts include STHLs advertised on both the Airbnb- and Stayz/HomeAway platforms. BnbGuard also has a wider geographical scoping of each council area than Inside Airbnb. This explains why BnbGuard STHL counts are higher than those of Inside Airbnb.



- BnbGuard identifies 9,476 unique STHL addresses, including Airbnb and Stayz (HomeAway), across the Mid and North Coast areas in November 2019. The majority (90%) of the listings were for entire houses or apartments, and 60% of the listings were available for rent all year around. According to BnbGuard, 10% of hosts had multiple listings. An overview of the STHL listings (as per BnbGuard) in each of the 12 Mid and North Coast council areas has been provided in each of 12 individual council reports. A sample for the Port Macquarie-Hastings Council is presented in **Appendix 2**.

### 3 Survey research design

The research team leveraged the survey instrument from the 2018 Byron Shire study. The following main survey questions were retained from the Byron study:

- Identification of resident status - Airbnb host and non-host (Other residents)
- Perceived positive and negative impacts of Airbnb lettings on housing and accommodation, local businesses, tax revenues, visitor numbers, infrastructure and neighbourhoods across the Shire\*
- Perceived impact of any nearby STHL properties on the respondent\*
- Perceived importance of information needs about various aspects related to Airbnb\*
- Preferences for measures to improve regulation of the STHL sector (including Airbnb\*)
- Preferences for day limits (night caps) on STHL
- For Airbnb hosts: The motivation for becoming an Airbnb host\*; the nature of the accommodation, the platforms on which the accommodation is advertised.

Further, several new questions related specifically to Approved Accommodation Provider (AAP) and Airbnb Hosts (AH) were added to capture the following information:

- Identification of resident status - AAP was added
- For AAPs: The particular accommodation sector of operation, the size of the accommodation, impact perception of Airbnb on operations\*, perceptions on effectiveness of existing STHL regulation\*.

\*Above-mentioned attitudinal responses were measured using a five-point Likert scale (1=strongly disagree to 5=strongly agree).

Most questions were directed to all respondents with only those questions related to AH and the AAP experiences directed to those groups respectively.

The revised baseline survey was administered within Qualtrics. It was reviewed and pre-tested by the research team, other academics from the School, DNC management and a representative of each of the 12 councils. Pre-test feedback was incorporated in successive revisions to the survey. Once all parties were satisfied, the new baseline survey was replicated online for each of the 12 LGAs.

Individual survey links were provided to each council together with instructions to help councils incorporate the survey links into their own digital (e.g. website) and print media (e.g. newsletters) to circulate and promote the survey to residents. The research team also worked with the University's media office to issue a media release (Southern Cross University, 2019), which contained the 12 survey links. The survey was launched on 2 September 2019. Response rates were tracked on a weekly basis, with regular follow-up by the research team to DNC. DNC further liaised with council staff in order to maximise survey response rates. The survey closed on 31 October 2019.

## 4 Key results from survey

### 4.1 Sample profile

#### 4.1.1 Overview of 12 councils

A profile of each of the 12 councils in terms of population, survey response rate, and respondent resident type (AH, AAP, or Other resident) is included in **Appendix 1**. Survey data from the Byron Shire Council 2018 study is also provided.

For the current study, the aim was to achieve the 2.2% survey response rate (in terms of resident population) similar to the 2018 Byron Shire survey. However, the achieved response rates in the 2019 were lower than expected – ranging from 0.1% (Port Macquarie-Hastings Council) to 0.9% (Bellingen Shire Council). There are several possible explanations for the below-target response rates: (1) The early onset of the bushfire season meant that some councils understandably reprioritised their limited resources toward assisting the community rather than promoting the survey, and many residents were pre-occupied with the threat of bush fires; (2) the low number of STHL listings relative to Byron Shire, meaning that fewer residents may be concerned about STHL issues; (3) late or sub-optimal action on the part of some councils in executing their strategies to promote the survey.

Of the 1632 respondents in the 12 LGAs surveyed, 169 (10%) self-classified as AHs, 320 (20%) as AAPs, with the balance of 1143 (70%), registering as Other residents.

The average length of respondent residency within the Mid and North Coast area was 16 years. Of all respondents, 44% of reported residing in the area for less than 11 years, 30% between 11 and 20 years, and 26% reported residing in the area for over 20 years.

Of the 1632 respondents, 86% (1,409) lived in their own properties, whereas 12% (196) rented, and 2% (27) respondents selected the 'Other' option. Furthermore, 79% of all respondents said that they were aware of STHLs near their residence, of which 87% were thought to be Airbnb listings. Overall, only 44 (of 1605) respondents acknowledged that they had been asked to leave a rental property due to its change to STHL. Of these, 22 respondents said that their lost property was than listed on Airbnb. Of the 44, five (11%) respondents found another rental property within the same neighbourhood; 13 (30%) respondents moved to a different neighbourhood in the same town; 14 (32%) respondents moved to another town in the council area, and 12 (27%) respondents moved outside the council area.

### 4.2 Perceived impacts of Airbnb

The perceived impacts of Airbnb can be grouped into three categories: (1) Impacts that are positive for the local community of residents, (2) those that are negative for the local community, and (3) those that are positive for *specific* community stakeholders, but may have no/negligible or even a negative impact on *Other* community members. The latter category is referred to as 'mixed' impacts. For example, Airbnb leading to more visitors in a council area is generally good for STHL hosts and business/tourism operators. However, it most likely has little impact on those people living outside the tourist hotspot areas and may even be unfavourable for some locals, who may be concerned, for example about the loss of amenity or change in culture of their home town.

### 4.2.1 Positive impacts of Airbnb

An aggregation of respondent perceptions from all 12 LGAs on the following **four positive impacts** of Airbnb on the community - ranked by mean - is presented in Table 1. Results for each of the 12 LGAs are provided in **Appendix 3**.

The majority of all respondents (72%) believed that Airbnb increases revenues for local businesses. Around half of the respondents also perceived two other positive impacts of Airbnb on the general economy: increased employment opportunities (52%), and greater variety of retail services (48%). Across all councils, AHs tended to perceive all positive impacts more favourably than AAPs and Other residents. The views between Airbnb hosts and the other two respondent types diverged most strongly for the impact 'leads to increased employment opportunities for locals'. Airbnb hosts tended to strongly agree (mean 4.26), whereas AAPs (mean 3.25) and Other residents (mean 3.10) agreed less strongly. Only 26% of respondents felt that Airbnb 'increased local government tax revenues'. AHs were most in accord with this view (mean 3.36), whereas Other residents and AAPs were sceptical (means of 2.69 and 2.81 respectively).

**Table 1 - Positive impacts on the general economy**

| Airbnb leads to ...  | Mean                |                            |                 |                                | Overall agreement (%) |         |       |
|--|---------------------|----------------------------|-----------------|--------------------------------|-----------------------|---------|-------|
|  | Overall<br>(n=1632) | Airbnb<br>hosts<br>(n=320) | AAPs<br>(n=169) | Other<br>residents<br>(n=1143) | Disagree              | Neither | Agree |
| 1. Increases revenues for local businesses   | 3.87                | 4.57                       | 3.78            | 3.69                           | 11%                   | 17%     | 72%   |
| 2. Leads to greater variety of retail services<br>(e.g. restaurants, leisure services) | 3.34                | 4.00                       | 3.30            | 3.16                           | 23%                   | 29%     | 48%   |
| 3. Increased employment opportunities for locals                                       | 3.34                | 4.26                       | 3.25            | 3.10                           | 27%                   | 21%     | 52%   |
| 4. Increased local government tax revenues   | 2.84                | 3.36                       | 2.81            | 2.69                           | 37%                   | 37%     | 26%   |

\* Disagree = includes groups Strongly Disagree and Disagree; Neither = neither Agree nor Disagree; Agree = includes groups Agree and Strongly Agree

### 4.2.2 Negative impacts of Airbnb

Not many of the nine negative impacts of Airbnb on the community (ranked by mean) were perceived as such by the respondents overall (see Table 2). Results for each of the 12 LGAs are provided in **Appendix 4**.

Negative impacts were perceived by AAPs and, even more so, by Other residents. Most AHs disagreed with all statements (as indicated in means  $\leq 2.5$ ). Just under half of respondents agreed on the top three negative impacts of Airbnb: (1) Increased traffic and parking congestion, (2) reduced affordable housing for locals, and (3) increased noise levels. Furthermore, 44% of respondents agreed that Airbnb listings increased conflicts between residents of the neighbourhood; and adversely affected resident neighbourhood lifestyles. Increased waste management problems were also perceived as a negative impact of Airbnb (43% agreement)

**Table 2 - Negative impacts for the community**

| Airbnb ...  | Mean                |                            |                 |                                | Overall agreement (%) |         |       |
|---|---------------------|----------------------------|-----------------|--------------------------------|-----------------------|---------|-------|
|   | Overall<br>(n=1632) | Airbnb<br>hosts<br>(n=320) | AAPs<br>(n=169) | Other<br>residents<br>(n=1143) | Disagree              | Neither | Agree |
| 1. Increases traffic and parking congestion                 | 3.31                | 2.14                       | 3.28            | 3.64                           | 33%                   | 18%     | 49%   |
| 2. Reduces availability of affordable housing for<br>locals | 3.28                | 2.29                       | 3.18            | 3.58                           | 34%                   | 18%     | 48%   |
| 3. Increases noise levels in neighbourhood                  | 3.26                | 2.07                       | 3.10            | 3.62                           | 33%                   | 21%     | 46%   |

| Airbnb ...  | Overall<br>(n=1632) | Mean                       |                 |                                | Overall agreement (%) |         |       |
|---|---------------------|----------------------------|-----------------|--------------------------------|-----------------------|---------|-------|
|   |                     | Airbnb<br>hosts<br>(n=320) | AAPs<br>(n=169) | Other<br>residents<br>(n=1143) | Disagree              | Neither | Agree |
| 4. Increases conflicts between residents of the neighbourhood   | 3.25                | 2.10                       | 3.18            | 3.59                           | 32%                   | 24%     | 44%   |
| 5. Leads to increased waste management problems                 | 3.18                | 2.21                       | 3.10            | 3.47                           | 34%                   | 23%     | 43%   |
| 6. Adversely affects residents' neighbourhood lifestyle         | 3.15                | 1.88                       | 2.98            | 3.53                           | 39%                   | 17%     | 44%   |
| 7. Leads to extra costs to ratepayers to provide infrastructure | 3.04                | 2.06                       | 2.98            | 3.32                           | 40%                   | 22%     | 38%   |
| 8. Leads to increased anti-social behaviour                     | 2.93                | 1.74                       | 2.80            | 3.28                           | 43%                   | 22%     | 35%   |
| 9. Leads to overuse of public facilities                        | 2.77                | 1.88                       | 2.75            | 3.02                           | 46%                   | 28%     | 26%   |

\* Disagree = includes groups Strongly Disagree and Disagree; Neither = neither Agree nor Disagree; Agree = includes groups Agree and Strongly Agree

### 4.2.3 Mixed impacts (or consequences) of Airbnb

Airbnb has positive impacts for *specific* stakeholders, but may have no/negligible or even a negative impact on *other* community members. Respondent perceptions of the following **seven mixed impacts** of Airbnb on community – ranked by mean- are presented in Table 3. Results for each of the 12 LGAs are provided in **Appendix 5**.

The majority of respondents agreed that Airbnb has positive impacts for the following specific stakeholders:

- For *AHs* in terms of income generation, and allowing AHs to stay in their home (92% agreed).
- For *AHs* and *AAPs* in terms of bringing more visitors to the area (83% agreed).
- For *tourists* in terms of providing more variety of accommodation (82% of respondents agreed), and making the tourist destination more affordable (56% agreed).
- For *property investors* in terms of increasing the number of investable properties, thus property investors (52% agreed). However, respondents were ambivalent about the impact of Airbnb on property prices.

AHs agreed most emphatically with all positive impacts, except those related to property investment and prices, whereas AAPs and Other residents agreed less strongly.

**Table 3 - Mixed impacts of Airbnb**

| Airbnb...  | Overall<br>(n=1632) | Mean                       |                 |                                | Overall agreement (%) |         |       |
|--|---------------------|----------------------------|-----------------|--------------------------------|-----------------------|---------|-------|
|  |                     | Airbnb<br>hosts<br>(n=320) | AAPs<br>(n=169) | Other<br>residents<br>(n=1143) | Disagree              | Neither | Agree |
| 1. Provides income for Airbnb hosts                      | 4.27                | 4.42                       | 4.26            | 4.23                           | 2%                    | 6%      | 92%   |
| 2. Offers more variety in accommodation for tourists     | 4.04                | 4.48                       | 4.04            | 3.91                           | 9%                    | 9%      | 82%   |
| 3. Increases number of visitors into the Shire           | 4.04                | 4.13                       | 3.87            | 4.04                           | 5%                    | 12%     | 83%   |
| 4. Makes the Shire a more affordable tourist destination | 3.49                | 4.24                       | 3.44            | 3.28                           | 21%                   | 23%     | 56%   |
| 5. Enables Airbnb hosts to stay in their homes           | 3.46                | 4.13                       | 3.51            | 3.27                           | 14%                   | 36%     | 50%   |

| Airbnb...  | Mean                |                            |                 |                                | Overall agreement (%) |         |       |
|--|---------------------|----------------------------|-----------------|--------------------------------|-----------------------|---------|-------|
|  | Overall<br>(n=1632) | Airbnb<br>hosts<br>(n=320) | AAPs<br>(n=169) | Other<br>residents<br>(n=1143) | Disagree              | Neither | Agree |
| 6. Leads to increased number of property investors | 3.52                | 3.18                       | 3.62            | 3.52                           | 13%                   | 35%     | 52%   |
| 7. Increases the property prices                   | 2.91                | 2.80                       | 2.82            | 2.96                           | 34%                   | 38%     | 28%   |

\* Disagree = includes groups Strongly Disagree and Disagree; Neither = neither Agree nor Disagree; Agree = includes groups Agree and Strongly agree

### 4.3 Preferences for rental caps on STHL properties

The survey captured views of AAPs, AHs, and Other residents on duration of their preferred rental cap (day limits) for three types of STHL properties: (a) primary residence with a host present; (b) primary resident temporarily without a host present, and (c) permanently non-hosted investment properties (see Table 4).

#### (a) For primary residence properties with a host present (**with on-site** management)

Among all 12 LGAs, 62% of all respondents felt that there should be no restrictions at all for properties *with on-site* management, meaning that these properties could be rented 365 days per year. Notably, 92% of all Airbnb hosts wanted no restrictions on properties *with on-site management*, compared to 48% of AAPs and 53% of Other residents. A cap for *on-site* managed properties of less than 90-days was favoured by 31% of AAPs and 33% of Other residents, compared to 4% of the Airbnb hosts.

#### (b) For primary residence properties temporarily without a host (e.g. the property is holiday-let while the resident is away, therefore temporarily **without on-site** management)

Among all 12 LGAs, 35% of all respondents wanted no restrictions. Forty-five percent of respondents favoured a 90 -or 180- day limit; 20% preferred a full restriction (0-days; no STHL rentals). Notably, 64% of all Airbnb hosts wanted no restrictions on properties, compared to only 28% of Other residents, and 32% of AAPs. Forty-seven percent of AAPs and 56% of Other residents wanted a restriction of less than 90-days for residence properties which are temporarily rented out without a host on site, whereas only 14% of the Airbnb hosts indicated this preference.

#### c) For permanently non-hosted investment properties (**without on-site** management)

Among all 12 LGAs, the preferences were split fairly evenly: 37% of all respondents preferred no restriction, 32% preferred a 90- or 180-day limit, and 31% wanted a full restriction (0-days; no STHL rentals). Notably, even 9% of the Airbnb hosts wanted a full restriction (0-days) for such properties.

In summary, the majority of respondents favoured a model involving mandatory *on-site management* for STHL properties.

**Table 4 - Differences regarding rental caps on STHL**

|   | 365 days per<br>year<br>(No restriction) | Max. 180 days<br>per year | Less<br>than 90 days<br>per year | 0 days<br>(Not allowed<br>at all) | Total |
|---|--|---------------------------|----------------------------------|-----------------------------------|-------|
| <b>A. For primary residence properties with host present (%)</b>        |  |                           |                                  |                                   |       |
| Airbnb hosts  | 92                                       | 4                         | 4                                | 0                                 | 100   |
| AAPs  | 58                                       | 11                        | 20                               | 11                                | 100   |
| Other residents   | 53                                       | 14                        | 21                               | 12                                | 100   |
| Total of all respondents  | 62                                       | 12                        | 17                               | 9                                 | 100   |
| <b>B. For primary residence properties temporarily without host (%)</b> |  |                           |                                  |                                   |       |

|  |    |    |    |    |     |
|--|----|----|----|----|-----|
| Airbnb hosts   | 64 | 22 | 13 | 1  | 100 |
| AAPs   | 32 | 21 | 23 | 24 | 100 |
| Other residents  | 28 | 16 | 32 | 24 | 100 |
| Total of all respondents                                       | 35 | 18 | 27 | 20 | 100 |
| <b>C. For permanently non-hosted investment properties (%)</b> |    |    |    |    |     |
| Airbnb hosts   | 66 | 15 | 10 | 9  | 100 |
| AAPs   | 36 | 13 | 18 | 33 | 100 |
| Other residents  | 29 | 14 | 20 | 37 | 100 |
| Total of all respondents                                       | 37 | 14 | 18 | 31 | 100 |

\* N = 1541 respondents including 159 AAPs, 304 Airbnb hosts & 1078 Other residents

Results for each of the 12 LGAs are provided in **Appendix 6**. An inspection of the distribution of preferences shows that respondents in three council areas (Ballina, Bellingen and Tweed) tend to have more conservative views on STHL compared with the other nine LGAs. In these three LGAs, fewer respondents preferred unrestricted STHL for all three types of STHL accommodation, and preferred tighter restrictions in terms of day limits. By contrast, respondents most in favour of fewer restrictions on STHL can be found in Nambucca Valley and Port Macquarie-Hastings Council areas.

## 4.4 Preferences for regulating STHL in the Mid and North Coasts of NSW

Most respondents supported seven of the nine proposed ways to regulate STHL as set out in Table 5. Results for each of the 12 LGAs are provided in **Appendix 7**.

The majority (78%) of respondents asked for more adequate reporting avenues to lodge complaints of misconduct, 72% of respondents requested appropriate enforcement of non-compliance, and 71% sought the introduction of compulsory public liability insurance for STHL guests and third parties for injury and damage. The introduction of a bed-tax was perceived by all three groups as the least important regulation matter (only 33% agreed). Overall, the Airbnb hosts appeared to disagree with almost any regulation of their operations, including no zoning restrictions, a registration system and any restriction on non-hosted STHLs. The views of Other residents seemed to be more aligned to those of the AAPs than to the Airbnb hosts.

**Table 5 - Ways to regulate STHL in the council area**

| STHL needs to be regulated in the following ways ...  | Overall<br>(n=1565) | Mean                       |                 |                                | Overall agreement (%) |         |       |
|---|---------------------|----------------------------|-----------------|--------------------------------|-----------------------|---------|-------|
|   |                     | Airbnb<br>hosts<br>(n=303) | AAPs<br>(n=159) | Other<br>residents<br>(n=1103) | Disagree              | Neither | Agree |
| 1. Adequate reporting avenues to lodge complaints of misconduct   | 4.02                | 3.39                       | 3.99            | 4.19                           | 10%                   | 12%     | 78%   |
| 2. Adequate enforcement of non-compliance   | 3.92                | 3.09                       | 4.06            | 4.12                           | 13%                   | 15%     | 72%   |
| 3. Compulsory public liability insurance to cover STHL guests and third parties for injury or damage (including Airbnb) | 3.83                | 2.89                       | 4.03            | 4.06                           | 19%                   | 10%     | 71%   |
| 4. Adequate provision of fair trade (level playing field) within the accommodation-provider sector                      | 3.52                | 2.58                       | 3.83            | 3.73                           | 21%                   | 24%     | 55%   |
| 5. Implementation of a registration/permit system for STHL  | 3.44                | 2.06                       | 3.70            | 3.78                           | 32%                   | 11%     | 57%   |
| 6. Council-supported community advisory panel regarding STHL  | 3.40                | 2.42                       | 3.50            | 3.65                           | 26%                   | 21%     | 53%   |
| 7. Restrictions on Airbnb properties without on-site management   | 3.30                | 2.15                       | 3.52            | 3.59                           | 35%                   | 14%     | 51%   |

| STHL needs to be regulated in the following ways ...  | Mean                |                            |                 |                                | Overall agreement (%) |         |       |
|---|---------------------|----------------------------|-----------------|--------------------------------|-----------------------|---------|-------|
|   | Overall<br>(n=1565) | Airbnb<br>hosts<br>(n=303) | AAPs<br>(n=159) | Other<br>residents<br>(n=1103) | Disagree              | Neither | Agree |
| 8. Zoning restrictions for STHL in residential areas  | 3.07                | 1.65                       | 3.16            | 3.40                           | 43%                   | 11%     | 46%   |
| 9. A bed tax or levy for any tourist accommodation (irrespective of the accommodation type) | 2.69                | 1.56                       | 2.18            | 3.07                           | 50%                   | 17%     | 33%   |

\* Disagree = includes groups Strongly Disagree and Disagree; Neither = neither Agree nor Disagree; Agree = includes groups Agree and Strongly agree

The contrasting views on STHL regulation are also captured in two email submissions sent by Mid and North Coast residents to the SBAT research team's leader during the survey period. On one hand, a retired, Ballina-based AH (M.R., 2019), who wished to remain anonymous, cautioned against "an over-zealous approach to regulating any new activity like B&Bs... . It is important to also recognise the local real estate agents' part in this [STHL] letting area, which is self-regulating and not under local council pressures. The troubles their tenants create are mostly passed to the local police!" He suggested that "hosts should be required to register with an approved provider, and the providers report annually to the chosen authority on hosts' records and financial results".

An opposing point of view was expressed by a Clarence Valley-based couple (Cairns & Cairns, 2019), presumably an AAP. They provided a detailed submission outlining their concerns about the State Environmental Planning Policy (SEPP) STRA 2019, including:

- Ensuring compliance with the number of persons residing in the STHL and the limit of two persons for each bedroom. With 12 persons [the maximum allowed in the STHL dwelling] "it is virtually a commercial enterprise and hence is unfairly competing with traditional commercial accommodation operators in the area, such as hotels, motels, etc."
- The lack of consideration of car parking and disabled access in the SEPP.
- The lack of requirement for public liability insurance to be obtained and verified on a regular basis.
- When a pool is onsite at a STRA dwelling, the lack of consideration about pool testing and safety, while traditional commercial accommodation providers have strict requirements in this regard.
- The higher rates being paid by traditional commercial operators being zoned commercial relative to the STRAs zoned as residential.
- The ability of local councils to ensure compliance and enforcement of the SEPP, as well as to gain access to registry records.
- Whether hosts/owners will register. "There appears to be a reliance on neighbours to come forward, which in turn could potentially result in neighbourhood hostility and disputes, altering the amenity of the area".
- How to capture STHL bookings outside of a booking platform, i.e. direct to the host/owner. Such direct bookings would under-report bookings and may circumvent regulation.

Cairns and Cairns (2019) concluded that as "STRA is a commercial operation (it) should be subject to the same compliance issues, inspections, fees and charges as traditional commercial operators. Otherwise it is detrimental to the traditional commercial operators and the growth of STRA will potentially change the population demographic and amenity in areas".



## 4.5 Preferences for further information needs on Airbnb

Around half of all respondents supported seven of the eight proposed ways to provide more information to the public on Airbnb-related issues within the Mid and North Coast council areas (see Table 6). Results for each of the 12 LGAs are provided in **Appendix 8**.

Over half of the respondents indicated it was very important to have more information regarding the extent of compliance with existing STHL regulations (59%), about regulations regarding Airbnb rentals (59%), and about impacts on the community (57%). Furthermore, more information about impacts of Airbnb on long-term residential rental accommodation, on businesses in town, and on infrastructure were sought by around half the respondents. AAPs and Other residents agreed with the need for greater public information on Airbnb-related issues. Again, Airbnb hosts generally declared much lower information needs than AAPs and Other residents.

**Table 6 - Information needs of residents about Airbnb in the council area**

| Important to have information about ...  | Overall<br>(n=1586) | Mean                       |                 |                                | Importance (%)   |                      |                   |
|--|---------------------|----------------------------|-----------------|--------------------------------|------------------|----------------------|-------------------|
|  |                     | Airbnb<br>hosts<br>(n=311) | AAPs<br>(n=163) | Other<br>residents<br>(n=1112) | Not<br>important | Average<br>important | Very<br>important |
| 1. Extent of compliance with existing STHL regulations                                 | 3.65                | 2.91                       | 3.87            | 3.83                           | 16%              | 25%                  | 59%               |
| 2. Regulations regarding Airbnb rentals (e.g. hosts' responsibilities, guests' rights) | 3.63                | 3.04                       | 3.78            | 3.77                           | 18%              | 23%                  | 59%               |
| 3. Impacts on long-term residential rental accommodation                               | 3.58                | 2.73                       | 3.67            | 3.81                           | 20%              | 25%                  | 55%               |
| 4. Impacts on local businesses   | 3.56                | 3.38                       | 3.77            | 3.58                           | 12%              | 33%                  | 55%               |
| 5. Impacts of Airbnb on the community  | 3.56                | 2.87                       | 3.58            | 3.80                           | 16%              | 27%                  | 57%               |
| 6. Impacts on infrastructure (i.e. roads, waste management facilities)                 | 3.50                | 2.83                       | 3.56            | 3.68                           | 18%              | 30%                  | 52%               |
| 7. Impacts on approved accommodation providers (e.g. B&Bs, Hotels)                     | 3.39                | 2.52                       | 3.84            | 3.57                           | 23%              | 28%                  | 49%               |
| 8. The location and type of Airbnb properties  | 3.15                | 2.23                       | 3.31            | 3.39                           | 32%              | 25%                  | 43%               |

\* Not important = includes groups Not important at all and Of little importance; Of average importance; Very important = includes groups Very important and Absolutely essential

In their email submission to the SBAT research team, Cairns and Cairns (2019) recommend that “Fair Trading, local councils and letting agents should have full access to the Register, particularly to monitor and ensure compliance and enforcement. However, hosts would only require information/data of the dwelling they manage. Information on whether a dwelling is registered as an STRA should be publicly available”.

## 4.6 Airbnb Hosts sample and their perceptions

Of the 320 Airbnb hosts, who responded to the initial survey questions, 304 responded to the specific AH questions towards the end of the survey. These 304 AHs represent 19% of all respondents. As can be seen in Table 7 below, most (83%) of AHs agreed with the statement that they enjoy assisting their Airbnb guests with their travel needs. The majority (71%) also enjoyed the social engagement with their guests, as well as the additional income that enables them to afford living in the Mid and North Coast areas. These results suggest that Airbnb hosts are motivated by altruism somewhat more than by economic gain.

**Table 7 - Motivation to become an Airbnb host**

| <b>Motivation to become an Airbnb host</b>  | <b>Mean<br/>(n=304)</b> | <b>Overall agreement (%)</b> |                |              |
|---|-------------------------|------------------------------|----------------|--------------|
|   | <b>Overall Mean</b>     | <b>Disagree</b>              | <b>Neither</b> | <b>Agree</b> |
| 1. It gives me pleasure to assist Airbnb guests with their travel needs/inquiries | 4.45                    | 4%                           | 13%            | 83%          |
| 2. I enjoy the social engagement with Airbnb guests                               | 4.11                    | 6%                           | 23%            | 71%          |
| 3. The additional income from Airbnb  | 3.66                    | 16%                          | 13%            | 71%          |
| 4. I feel more secure with Airbnb guests in my residence                          | 3.24                    | 19%                          | 41%            | 40%          |

\* Disagree = includes groups Strongly Disagree and Disagree; Neither = neither Agree nor Disagree; Agree = includes groups Agree and Strongly agree

The types of accommodation hosted by AHs was also captured in the survey – see Table 8. A total of 479 accommodation property listings were reported. For over half (53%) of Airbnb properties, the AH lived on-site. Around one-quarter (23%) of Airbnb properties were temporarily vacated primary residences with no on-site hosting. Another quarter (24%) of Airbnb listings were investment properties (with no on-site management at any time). Of these, 71 (15%) listings were permanently let whole houses.

With 479 accommodation type listings among the 304 AHs, several AHs appeared to have multiple listings, including investment properties without on-site management. An AH with multiple properties is effectively operating a business. This suggests that their primary motivation is commercial, rather than social in nature. A primary social/altruistic motivation to run an Airbnb would apply only to AHs living in their single-listed property and merely enjoying the supplemental income and intrinsic reward of host/guest interactions.

**Table 8 - Airbnb accommodation types**

|   | <b>On-site management</b>     | <b>Without on-site management (at a primary residential property)</b> | <b>Without on-site management (at an investment property)</b> |
|---|-------------------------------|---|---|
| <b>Accommodation types*</b>               | <b>Number of all Airbnb's</b> |   |   |
| Individual bedroom(s)                     | 75                            | 20  | 14  |
| An attached studio                        | 60                            | 7   | 6   |
| A detached studio/cottage                 | 56                            | 10  | 11  |
| A whole house                             | 46                            | 71  | 71  |
| Other                                     | 14                            | 4   | 14  |
| <b>Total number of accommodation type</b> | <b>251</b>                    | <b>112</b>  | <b>116</b>  |
| <b>% of all Airbnb's (n=479)</b>          | <b>53%</b>                    | <b>23%</b>  | <b>24%</b>  |

\* Multiple listings possible

Besides advertising their STHL property on Airbnb, the majority of hosts stated that they also advertised on other platforms, particular Stayz (HomeAway) and Booking.com.

## 4.7 Approved accommodation provider (AAP) sample

The sample size of the AAPs who responded to the specific AAP questions was 161 (of the 169, who completed in the initial survey questions), i.e. 10% of all respondents. Questions on the AAP experience were directed only to those who were running a DA approved accommodation business. Nearly half (48%) stated that they were the owners and managers of the accommodation business, whereas 41% were the owners of the business, and 11% of AAPs were the managers.

The accommodation type varied widely. The most frequently named categories were: 1) B & B (26%), 2) Other (15%), 3) Serviced Apartment/Hotel (13%), 4) Motel/Motor Inn (10%), 5) Rural Tourism Facility (9%), 6) Guesthouse (9%) and 7) Caravan/Tourist Holiday Park (8%). Over half (58%) of approved accommodations provide one to five rooms, while 16% provided 6-15 rooms, 12% provided 16 to 30 rooms, and 14% provided more than 30 rooms.

Most of the AAPs (89%) stated that they advertise their business on the Airbnb website. Forty percent of the AAPs (157) agreed with the statement that 'the growth of Airbnb listings in my area has impacted negatively on my property's performance of the last three years'. Further, 23% of the AAPs indicated that they do not feel supported by the NSW government regarding STHL legislation.

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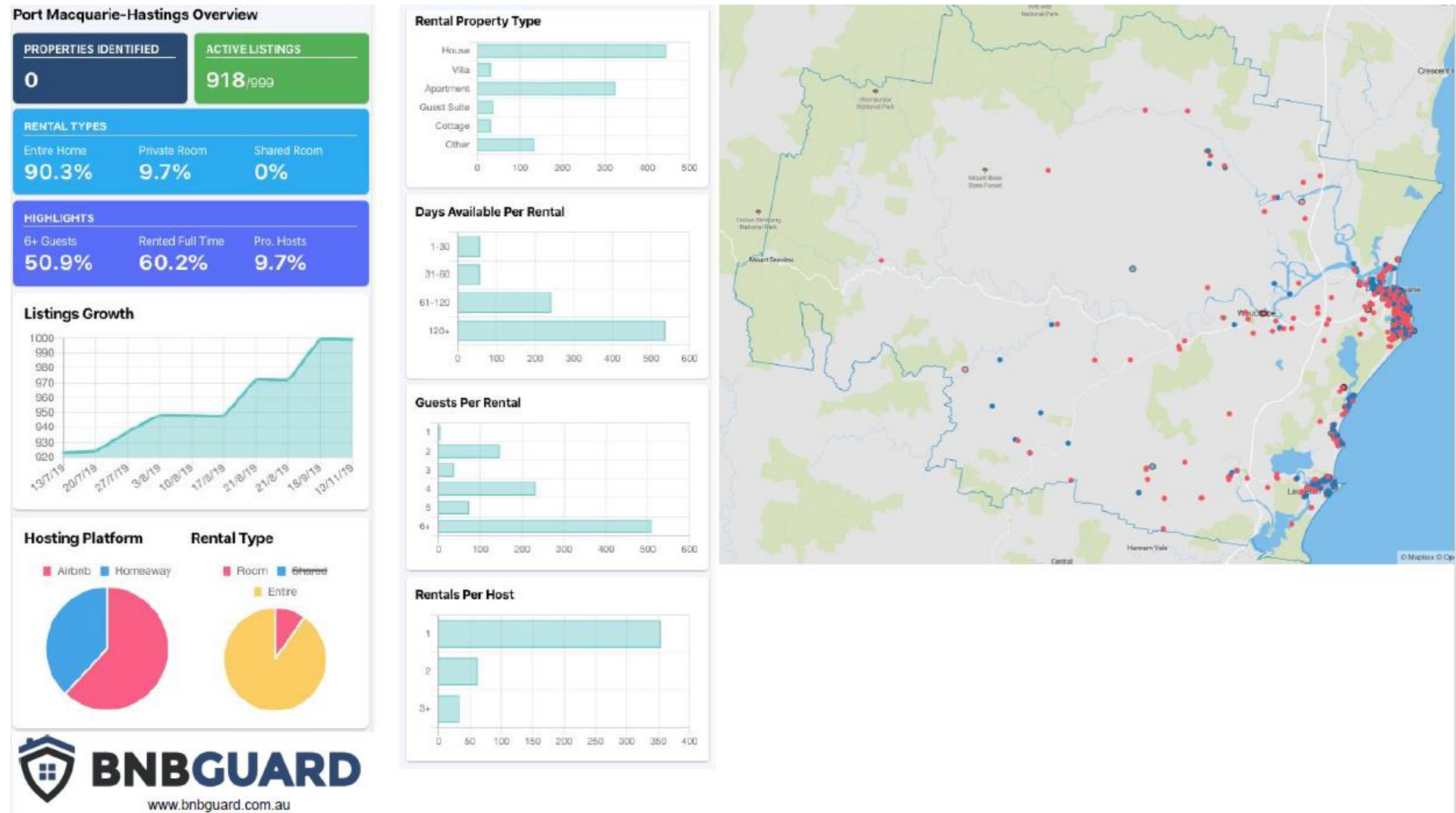
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## 7 Appendices

### 7.1 Appendix 1: Council profiles - population, number of survey respondents and STHL listings

| Council                             | Popula-<br>tion | Res-<br>pon-<br>ses | % of<br>Popu-<br>lation | Resident Type |                |                |                      |              |            | Airbnb &<br>Stayz<br>listings<br>Nov 2019:<br>BnbGuard | Airbnb only listings: Inside Airbnb |              |              |              |                                |
|-------------------------------------|-----------------|---------------------|-------------------------|---------------|----------------|----------------|----------------------|--------------|------------|--|-------------------------------------|--------------|--------------|--------------|--------------------------------|
|                                     |                 |                     |                         | AAP           | % AAP<br>hosts | Airbnb<br>Host | %<br>Airbnb<br>hosts | Other        | %<br>Other |  | Dec<br>2016                         | Dec<br>2017  | Dec<br>2018  | Dec<br>2019  | %<br>increase<br>2016-<br>2019 |
| Ballina Shire Council               | 44,208          | 161                 | 0.4%                    | 14            | 9%             | 29             | 18%                  | 118          | 73%        | 704  | 193                                 | 439          | 563          | 616          | 219%                           |
| Bellingen Shire Council             | 12,963          | 116                 | 0.9%                    | 18            | 16%            | 15             | 13%                  | 83           | 72%        | 299  | 78                                  | 169          | 218          | 214          | 174%                           |
| Coffs Harbour City Council          | 76,551          | 158                 | 0.2%                    | 22            | 14%            | 61             | 39%                  | 75           | 47%        | 1,288  | 179                                 | 589          | 751          | 880          | 392%                           |
| Clarence Valley Council             | 51,647          | 99                  | 0.2%                    | 18            | 18%            | 29             | 29%                  | 52           | 53%        | 973  | 108                                 | 275          | 474          | 644          | 496%                           |
| Kempsey Shire Council               | 29,665          | 76                  | 0.3%                    | 11            | 14%            | 12             | 16%                  | 53           | 70%        | 935  | 54                                  | 143          | 389          | 420          | 678%                           |
| Kyogle Council                      | 8,870           | 39                  | 0.4%                    | 6             | 15%            | 3              | 8%                   | 30           | 77%        | 60   | 14                                  | 34           | 56           | 47           | 236%                           |
| Lismore City Council                | 43,843          | 100                 | 0.2%                    | 4             | 4%             | 15             | 15%                  | 81           | 81%        | 205  | 77                                  | 165          | 210          | 222          | 188%                           |
| MidCoast Council*                   | 90,504          | 152                 | 0.2%                    | 18            | 12%            | 27             | 18%                  | 107          | 70%        | 2,186  | 177                                 | 813          | 990          | 1,222        | 590%                           |
| Nambucca Valley Council             | 19,773          | 110                 | 0.6%                    | 15            | 14%            | 24             | 22%                  | 71           | 65%        | 281  | 50                                  | 154          | 193          | 202          | 304%                           |
| Port Macquarie-Hastings<br>Council  | 83,131          | 122                 | 0.1%                    | 15            | 12%            | 38             | 31%                  | 69           | 57%        | 918  | 148                                 | 397          | 632          | 620          | 319%                           |
| Richmond Valley Council             | 23,399          | 41                  | 0.2%                    | 5             | 12%            | 6              | 15%                  | 30           | 73%        | 127  | 5                                   | 16           | 21           | 32           | 540%                           |
| Tweed Shire Council                 | 96,108          | 458                 | 0.5%                    | 23            | 5%             | 61             | 13%                  | 374          | 82%        | 1,500  | 289                                 | 878          | 1,202        | 1,337        | 363%                           |
| <b>Total, excluding Byron Shire</b> | <b>580,662</b>  | <b>1,632</b>        | <b>0.3%</b>             | <b>169</b>    | <b>10%</b>     | <b>320</b>     | <b>20%</b>           | <b>1,143</b> | <b>70%</b> | <b>9,476</b>   | <b>1,372</b>                        | <b>4,072</b> | <b>5,699</b> | <b>6,456</b> | <b>371%</b>                    |
| Byron Shire Council (2018)          | 34,574          | 766                 | 2.2%                    | N/A           | N/A            | 151            | 20%                  | 615          | 80%        | 3,684  | 1,172                               | 2,740        | 3,037        | 3,452        | 195%                           |
| <b>Total, including Byron Shire</b> | <b>615,236</b>  | <b>2,451</b>        | <b>0.4%</b>             | <b>169</b>    | <b>7%</b>      | <b>471</b>     | <b>19%</b>           | <b>1,758</b> | <b>74%</b> | <b>13,160</b>  | <b>2,544</b>                        | <b>6,812</b> | <b>8,736</b> | <b>9,908</b> | <b>289%</b>                    |

## 7.2 Appendix 2: Airbnb & Stayz listings in the Port-Macquarie Hastings Council<sup>3</sup>



3. BnbGuard (27 Nov 2019): [BnbGuard.com.au](https://bnbguardv2.herokuapp.com/nsw/sydney/suburbs/summary) provides short-term letting address identification and data reporting services for councils across Australia. A sample dashboard is available here: <https://bnbguardv2.herokuapp.com/nsw/sydney/suburbs/summary>

### 7.3 Appendix 3: Survey results for perceptions about positive impacts of Airbnb (12 councils)

| Council                  | Resident type | No. responses<br>(Frequency) | Increased revenues for local business<br>(Mean) | Greater variety of retail services<br>(Mean) | Increased employment opportunities for locals<br>(Mean) | Increased local government revenues<br>(Mean) |
|--------------------------|---------------|------------------------------|---|--|---|---|
| <b>All councils 2019</b> | <b>AAP</b>    | <b>169</b>                   | <b>3.78</b>                                     | <b>3.30</b>                                  | <b>3.25</b>   | <b>2.81</b>                                   |
|                          | <b>Airbnb</b> | <b>320</b>                   | <b>4.57</b>                                     | <b>4.00</b>                                  | <b>4.26</b>   | <b>3.36</b>                                   |
|                          | <b>Other</b>  | <b>1143</b>                  | <b>3.69</b>                                     | <b>3.16</b>                                  | <b>3.10</b>   | <b>2.69</b>                                   |
|                          | <b>All</b>    | <b>1632</b>                  | <b>3.87</b>                                     | <b>3.34</b>                                  | <b>3.34</b>   | <b>2.84</b>                                   |
| Ballina Shire            | AAP           | 14                           | 3.57  | 3.00   | 3.00  | 2.36  |
|                          | Airbnb        | 29                           | 4.66  | 4.14   | 4.24  | 3.14  |
|                          | Other         | 118                          | 3.51  | 3.05   | 2.91  | 2.59  |
|                          | All           | 161                          | 3.73  | 3.24   | 3.16  | 2.67  |
| Bellingen Shire          | AAP           | 18                           | 3.50  | 2.94   | 3.13  | 2.56  |
|                          | Airbnb        | 15                           | 4.47  | 4.00   | 4.07  | 3.20  |
|                          | Other         | 83                           | 3.76  | 3.24   | 3.17  | 2.57  |
|                          | All           | 116                          | 3.82  | 3.30   | 3.29  | 2.66  |
| Coffs Harbour City       | AAP           | 22                           | 3.68  | 3.27   | 2.77  | 2.82  |
|                          | Airbnb        | 60                           | 4.62  | 4.12   | 4.15  | 3.35  |
|                          | Other         | 75                           | 3.83  | 3.27   | 3.37  | 2.84  |
|                          | All           | 158                          | 4.11  | 3.59   | 3.59  | 3.03  |
| Clarence Valley          | AAP           | 18                           | 3.72  | 3.17   | 3.11  | 2.44  |
|                          | Airbnb        | 29                           | 4.48  | 3.97   | 4.34  | 3.41  |
|                          | Other         | 52                           | 3.62  | 3.02   | 3.00  | 2.46  |
|                          | All           | 99                           | 3.90  | 3.33   | 3.42  | 2.74  |
| Kempsey Shire            | AAP           | 11                           | 3.91  | 4.00   | 3.55  | 3.55  |
|                          | Airbnb        | 12                           | 4.58  | 4.17   | 4.58  | 3.83  |
|                          | Other         | 53                           | 3.85  | 3.31   | 3.35  | 2.94  |
|                          | All           | 76                           | 3.97  | 3.55   | 3.57  | 3.17  |
| Kyogle                   | AAP           | 6                            | 4.00  | 3.50   | 3.83  | 2.17  |
|                          | Airbnb        | 3                            | 4.67  | 3.67   | 3.67  | 3.67  |
|                          | Other         | 30                           | 3.83  | 3.23   | 3.30  | 2.87  |
|                          | All           | 39                           | 3.92  | 3.31   | 3.41  | 2.82  |
| Lismore City             | AAP           | 4                            | 4.25  | 3.25   | 2.75  | 2.50  |
|                          | Airbnb        | 15                           | 4.50  | 3.29   | 4.07  | 3.43  |
|                          | Other         | 81                           | 3.61  | 3.11   | 2.99  | 2.73  |
|                          | All           | 100                          | 3.77  | 3.14   | 3.13  | 2.82  |
| MidCoast                 | AAP           | 17                           | 4.18  | 3.53   | 3.88  | 3.12  |

| Council                    | Resident type | No. responses<br>(Frequency) | Increased revenues for local business<br>(Mean) | Greater variety of retail services<br>(Mean) | Increased employment opportunities for locals<br>(Mean) | Increased local government revenues<br>(Mean) |
|----------------------------|---------------|------------------------------|---|--|---|---|
|                            | Airbnb        | 27                           | 4.74  | 4.07   | 4.59  | 3.15  |
|                            | Other         | 107                          | 3.88  | 3.21   | 3.41  | 2.83  |
|                            | All           | 146                          | 4.08  | 3.40   | 3.68  | 2.92  |
| Nambucca Valley            | AAP           | 15                           | 3.87  | 3.20   | 3.27  | 3.07  |
|                            | Airbnb        | 24                           | 4.75  | 3.96   | 4.42  | 3.21  |
|                            | Other         | 71                           | 3.86  | 3.37   | 3.18  | 2.97  |
|                            | All           | 110                          | 4.05  | 3.47   | 3.46  | 3.04  |
| Port-Macquarie<br>Hastings | AAP           | 15                           | 3.73  | 3.27   | 3.13  | 2.87  |
|                            | Airbnb        | 38                           | 4.42  | 3.95   | 4.26  | 3.66  |
|                            | Other         | 69                           | 3.91  | 3.63   | 3.40  | 2.93  |
|                            | All           | 122                          | 4.05  | 3.68   | 3.64  | 3.15  |
| Richmond Valley            | AAP           | 5                            | 3.75  | 3.25   | 3.50  | 3.75  |
|                            | Airbnb        | 6                            | 4.83  | 4.33   | 4.67  | 3.83  |
|                            | Other         | 30                           | 3.83  | 2.80   | 2.67  | 2.97  |
|                            | All           | 41                           | 3.97  | 3.08   | 3.05  | 3.18  |
| Tweed Shire                | AAP           | 23                           | 3.74  | 3.43   | 3.39  | 2.83  |
|                            | Airbnb        | 61                           | 4.47  | 3.98   | 4.12  | 3.27  |
|                            | Other         | 374                          | 3.56  | 3.05   | 2.94  | 2.54  |
|                            | All           | 458                          | 3.69  | 3.20   | 3.12  | 2.65  |



## 7.4 Appendix 4: Survey results for perceptions about negative impacts of Airbnb (12 councils)

| Council            | Resident type | No. responses<br>(Frequency) | Increased traffic & parking congestion<br>(Mean) | Reduces availability of affordable housing for locals | Increased noise levels in neighbourhood | Increased conflict between residents in neighbourhood | Increased waste management problems | Adversely affects neighbourhood resident lifestyles | Extra costs to rate payers for infrastructure | Increased anti-social behaviour | Over-use of public facilities |
|--------------------|---------------|------------------------------|--|---|---|---|-------------------------------------|---|---|---------------------------------|-------------------------------|
| All councils 2019  | AAP           | 169                          | 3.28   | 3.18  | 3.10                                    | 3.18  | 3.10                                | 2.98  | 2.98  | 2.80                            | 2.75                          |
|                    | Airbnb        | 320                          | 2.14   | 2.29  | 2.07                                    | 2.10  | 2.21                                | 1.88  | 2.06  | 1.74                            | 1.88                          |
|                    | Other         | 1143                         | 3.64   | 3.58  | 3.62                                    | 3.59  | 3.47                                | 3.53  | 3.32  | 3.28                            | 3.02                          |
|                    | All           | 1632                         | 3.31   | 3.28  | 3.26                                    | 3.25  | 3.18                                | 3.15  | 3.04  | 2.93                            | 2.77                          |
| Ballina Shire      | AAP           | 14                           | 2.86   | 2.93  | 2.79                                    | 3.57  | 3.00                                | 3.00  | 2.86  | 2.71                            | 2.29                          |
|                    | Airbnb        | 29                           | 2.62   | 2.83  | 2.31                                    | 2.34  | 2.66                                | 2.38  | 2.38  | 1.97                            | 2.00                          |
|                    | Other         | 118                          | 4.01   | 4.00  | 3.94                                    | 3.85  | 3.74                                | 3.94  | 3.68  | 3.59                            | 3.38                          |
|                    | All           | 161                          | 3.66   | 3.70  | 3.54                                    | 3.55  | 3.48                                | 3.58  | 3.37  | 3.22                            | 3.04                          |
| Bellingen Shire    | AAP           | 18                           | 4.06   | 4.06  | 3.56                                    | 3.50  | 4.00                                | 3.56  | 3.88  | 3.38                            | 3.81                          |
|                    | Airbnb        | 15                           | 2.27   | 2.47  | 1.73                                    | 2.00  | 2.13                                | 1.80  | 2.07  | 1.60                            | 2.13                          |
|                    | Other         | 83                           | 3.75   | 3.90  | 3.44                                    | 3.51  | 3.54                                | 3.45  | 3.36  | 2.99                            | 3.27                          |
|                    | All           | 116                          | 3.59   | 3.74  | 3.23                                    | 3.31  | 3.41                                | 3.25  | 3.26  | 2.86                            | 3.20                          |
| Coffs Harbour City | AAP           | 22                           | 3.50   | 3.23  | 3.59                                    | 3.82  | 3.36                                | 3.18  | 3.23  | 3.27                            | 3.09                          |
|                    | Airbnb        | 61                           | 2.02   | 2.26  | 2.20                                    | 2.15  | 2.20                                | 1.87  | 2.00  | 1.80                            | 1.82                          |
|                    | Other         | 75                           | 3.37   | 3.28  | 3.28                                    | 3.31  | 3.15                                | 3.19  | 2.92  | 2.92                            | 2.77                          |
|                    | All           | 158                          | 2.87   | 2.88  | 2.91                                    | 2.94  | 2.82                                | 2.68  | 2.61  | 2.54                            | 2.45                          |
| Clarence Valley    | AAP           | 18                           | 3.56   | 3.44  | 3.50                                    | 3.50  | 3.17                                | 3.61  | 2.83  | 3.06                            | 2.83                          |
|                    | Airbnb        | 29                           | 1.83   | 2.10  | 1.69                                    | 1.52  | 1.79                                | 1.41  | 1.66  | 1.41                            | 1.62                          |
|                    | Other         | 52                           | 3.70   | 3.65  | 3.60                                    | 3.56  | 3.54                                | 3.54  | 3.28  | 3.28                            | 3.14                          |
|                    | All           | 99                           | 3.11   | 3.16  | 3.01                                    | 2.94  | 2.95                                | 2.93  | 2.71  | 2.68                            | 2.63                          |
| Kempsey Shire      | AAP           | 11                           | 3.64   | 3.55  | 3.36                                    | 3.00  | 3.36                                | 3.00  | 3.45  | 2.64                            | 3.27                          |
|                    | Airbnb        | 12                           | 2.33   | 2.58  | 2.33                                    | 2.25  | 2.67                                | 1.92  | 2.17  | 1.92                            | 2.08                          |
|                    | Other         | 53                           | 3.46   | 3.23  | 3.54                                    | 3.27  | 3.44                                | 3.36  | 3.10  | 3.12                            | 3.02                          |
|                    | All           | 76                           | 3.31   | 3.17  | 3.32                                    | 3.07  | 3.31                                | 3.08  | 3.00  | 2.85                            | 2.91                          |
| Kyogle             | AAP           | 6                            | 2.00   | 2.50  | 2.67                                    | 3.33  | 3.00                                | 2.33  | 2.83  | 2.67                            | 2.17                          |
|                    | Airbnb        | 3                            | 1.67   | 3.00  | 1.33                                    | 1.33  | 1.00                                | 1.00  | 1.33  | 1.00                            | 1.33                          |
|                    | Other         | 30                           | 3.23   | 3.50  | 3.23                                    | 3.37  | 3.13                                | 3.13  | 3.07  | 2.90                            | 2.57                          |
|                    | All           | 39                           | 2.92   | 3.31  | 3.00                                    | 3.21  | 2.95                                | 2.85  | 2.90  | 2.72                            | 2.41                          |
| Lismore City       | AAP           | 4                            | 3.25   | 3.50  | 2.75                                    | 2.75  | 3.00                                | 3.00  | 3.00  | 2.75                            | 2.50                          |
|                    | Airbnb        | 15                           | 1.93   | 2.47  | 1.64                                    | 1.93  | 1.71                                | 2.00  | 2.00  | 1.50                            | 2.00                          |

| Council                 | Resident type | No. responses<br>(Frequency) | Increased traffic & parking congestion<br>(Mean) | Reduces availability of affordable housing for locals | Increased noise levels in neighbourhood | Increased conflict between residents in neighbourhood | Increased waste management problems | Adversely affects neighbourhood resident lifestyles | Extra costs to rate payers for infrastructure | Increased anti-social behaviour | Over-use of public facilities |
|-------------------------|---------------|------------------------------|--|---|---|---|-------------------------------------|---|---|---------------------------------|-------------------------------|
|                         | Other         | 81                           | 3.51   | 3.74  | 3.30                                    | 3.49  | 3.29                                | 3.43  | 3.41  | 3.08                            | 2.95                          |
|                         | All           | 100                          | 3.28   | 3.54  | 3.04                                    | 3.23  | 3.05                                | 3.20  | 3.19  | 2.84                            | 2.80                          |
| MidCoast                | AAP           | 18                           | 2.88   | 2.61  | 2.71                                    | 2.53  | 2.59                                | 2.56  | 2.18  | 2.41                            | 2.35                          |
|                         | Airbnb        | 27                           | 2.37   | 2.00  | 2.41                                    | 2.30  | 2.56                                | 2.00  | 2.07  | 2.07                            | 2.04                          |
|                         | Other         | 107                          | 3.55   | 3.35  | 3.63                                    | 3.52  | 3.46                                | 3.38  | 3.25  | 3.26                            | 2.92                          |
|                         | All           | 152                          | 3.25   | 3.02  | 3.29                                    | 3.09  | 3.19                                | 3.04  | 2.91  | 2.95                            | 2.69                          |
| Nambucca Valley         | AAP           | 15                           | 3.13   | 3.20  | 2.80                                    | 2.67  | 3.00                                | 2.67  | 2.67  | 2.47                            | 2.53                          |
|                         | Airbnb        | 24                           | 2.04   | 2.29  | 2.04                                    | 1.92  | 2.17                                | 1.87  | 2.29  | 1.75                            | 1.79                          |
|                         | Other         | 71                           | 3.44   | 3.52  | 3.24                                    | 3.24  | 3.31                                | 3.10  | 3.17  | 2.89                            | 2.80                          |
|                         | All           | 110                          | 3.09   | 3.21  | 2.92                                    | 2.87  | 3.02                                | 2.77  | 2.91  | 2.58                            | 2.55                          |
| Port-Macquarie Hastings | AAP           | 15                           | 3.13   | 3.13  | 2.93                                    | 2.93  | 2.67                                | 3.13  | 2.80  | 2.53                            | 2.53                          |
|                         | Airbnb        | 38                           | 1.84   | 1.84  | 1.68                                    | 1.76  | 1.82                                | 1.55  | 1.74  | 1.42                            | 1.71                          |
|                         | Other         | 69                           | 3.03   | 2.81  | 3.06                                    | 3.03  | 2.91                                | 3.03  | 2.73  | 2.72                            | 2.33                          |
|                         | All           | 122                          | 2.67   | 2.55  | 2.61                                    | 2.62  | 2.53                                | 2.58  | 2.43  | 2.28                            | 2.16                          |
| Richmond Valley         | AAP           | 5                            | 3.25   | 2.40  | 2.25                                    | 2.25  | 3.00                                | 2.20  | 2.75  | 2.00                            | 1.75                          |
|                         | Airbnb        | 6                            | 1.83   | 1.67  | 1.67                                    | 2.00  | 2.00                                | 1.67  | 1.83  | 1.17                            | 1.33                          |
|                         | Other         | 30                           | 3.37   | 3.77  | 3.53                                    | 3.30  | 3.47                                | 3.70  | 3.00  | 3.10                            | 2.77                          |
|                         | All           | 41                           | 3.13   | 3.29  | 3.12                                    | 3.00  | 3.20                                | 3.22  | 2.80  | 2.70                            | 2.45                          |
| Tweed Shire             | AAP           | 23                           | 3.22   | 2.96  | 3.00                                    | 3.09  | 2.87                                | 2.61  | 3.04  | 2.74                            | 2.61                          |
|                         | Airbnb        | 61                           | 2.33   | 2.44  | 2.32                                    | 2.52  | 2.43                                | 2.10  | 2.30  | 1.95                            | 2.05                          |
|                         | Other         | 374                          | 3.82   | 3.64  | 3.91                                    | 3.87  | 3.63                                | 3.78  | 3.50  | 3.61                            | 3.16                          |
|                         | All           | 458                          | 3.59   | 3.45  | 3.65                                    | 3.65  | 3.43                                | 3.50  | 3.31  | 3.35                            | 2.98                          |

## 7.5 Appendix 5: Survey results for perceptions about mixed impacts of Airbnb (12 councils)

| Council            | Resident type | No. responses<br>(Frequency) | Income for Airbnb hosts<br>(Mean) | More variety in accommodation for tourists | Increased number of visitors | A more affordable tourist destination | Airbnb hosts can stay in home | Increased no. of property investors | Increases property prices |
|--------------------|---------------|------------------------------|-----------------------------------|--|------------------------------|---------------------------------------|-------------------------------|-------------------------------------|---------------------------|
| All councils 2019  | AAP           | 169                          | 4.26                              | 4.04                                       | 3.87                         | 3.44                                  | 3.51                          | 3.48                                | 2.82                      |
|                    | Airbnb        | 320                          | 4.42                              | 4.48                                       | 4.13                         | 4.24                                  | 4.13                          | 3.18                                | 2.80                      |
|                    | Other         | 1143                         | 4.23                              | 3.91                                       | 4.04                         | 3.28                                  | 3.27                          | 3.62                                | 2.96                      |
|                    | All           | 1632                         | 4.27                              | 4.04                                       | 4.04                         | 3.49                                  | 3.46                          | 3.52                                | 2.91                      |
| Ballina Shire      | AAP           | 14                           | 4.43                              | 4.29                                       | 3.79                         | 3.43                                  | 3.57                          | 3.86                                | 3.21                      |
|                    | Airbnb        | 29                           | 4.45                              | 4.55                                       | 4.24                         | 4.03                                  | 4.31                          | 3.31                                | 3.07                      |
|                    | Other         | 118                          | 4.26                              | 3.92                                       | 4.10                         | 3.09                                  | 3.24                          | 3.77                                | 3.13                      |
|                    | All           | 161                          | 4.31                              | 4.07                                       | 4.10                         | 3.29                                  | 3.46                          | 3.69                                | 3.12                      |
| Bellingen Shire    | AAP           | 18                           | 4.17                              | 3.67                                       | 4.06                         | 3.19                                  | 3.39                          | 3.19                                | 2.89                      |
|                    | Airbnb        | 15                           | 4.80                              | 4.80                                       | 4.53                         | 4.33                                  | 4.40                          | 2.93                                | 2.27                      |
|                    | Other         | 83                           | 4.31                              | 4.14                                       | 3.94                         | 3.08                                  | 3.43                          | 3.66                                | 3.40                      |
|                    | All           | 116                          | 4.35                              | 4.16                                       | 4.04                         | 3.26                                  | 3.55                          | 3.50                                | 3.17                      |
| Coffs Harbour City | AAP           | 22                           | 4.27                              | 3.82                                       | 3.73                         | 3.18                                  | 3.36                          | 3.45                                | 2.45                      |
|                    | Airbnb        | 60                           | 4.49                              | 4.44                                       | 4.18                         | 4.27                                  | 4.16                          | 3.25                                | 2.82                      |
|                    | Other         | 75                           | 4.23                              | 4.07                                       | 4.09                         | 3.65                                  | 3.47                          | 3.51                                | 2.93                      |
|                    | All           | 158                          | 4.34                              | 4.18                                       | 4.08                         | 3.82                                  | 3.72                          | 3.40                                | 2.82                      |
| Clarence Valley    | AAP           | 18                           | 4.11                              | 3.83                                       | 4.00                         | 3.11                                  | 3.11                          | 3.56                                | 2.50                      |
|                    | Airbnb        | 29                           | 4.21                              | 4.31                                       | 4.03                         | 4.07                                  | 3.93                          | 3.21                                | 2.31                      |
|                    | Other         | 52                           | 4.31                              | 3.63                                       | 3.94                         | 3.10                                  | 3.21                          | 3.68                                | 2.75                      |
|                    | All           | 99                           | 4.24                              | 3.87                                       | 3.98                         | 3.39                                  | 3.40                          | 3.52                                | 2.58                      |
| Kempsey            | AAP           | 11                           | 4.27                              | 4.18                                       | 4.00                         | 3.45                                  | 3.91                          | 3.73                                | 3.00                      |
|                    | Airbnb        | 12                           | 4.42                              | 4.08                                       | 3.92                         | 4.00                                  | 4.00                          | 3.25                                | 3.25                      |
|                    | Other         | 53                           | 4.23                              | 4.19                                       | 4.21                         | 3.29                                  | 3.45                          | 3.65                                | 3.21                      |
|                    | All           | 76                           | 4.26                              | 4.17                                       | 4.13                         | 3.43                                  | 3.61                          | 3.60                                | 3.18                      |
| Kyogle             | AAP           | 6                            | 4.33                              | 4.33                                       | 4.17                         | 3.50                                  | 3.33                          | 2.37                                | 2.33                      |
|                    | Airbnb        | 3                            | 5.00                              | 5.00                                       | 4.67                         | 4.67                                  | 4.33                          | 2.67                                | 2.00                      |
|                    | Other         | 30                           | 3.97                              | 3.77                                       | 4.03                         | 3.33                                  | 3.37                          | 3.50                                | 2.77                      |
|                    | All           | 39                           | 4.10                              | 3.95                                       | 4.10                         | 3.46                                  | 3.44                          | 3.31                                | 2.64                      |
| Lismore City       | AAP           | 4                            | 5.00                              | 4.75                                       | 2.75                         | 3.75                                  | 3.50                          | 3.75                                | 2.00                      |
|                    | Airbnb        | 15                           | 4.47                              | 4.53                                       | 3.86                         | 4.43                                  | 4.47                          | 2.43                                | 2.80                      |

|                         |        |     |      |      |      |      |      |      |      |
|-------------------------|--------|-----|------|------|------|------|------|------|------|
|                         | Other  | 81  | 4.28 | 4.04 | 3.89 | 3.50 | 3.28 | 3.71 | 3.37 |
|                         | All    | 100 | 4.34 | 4.14 | 3.84 | 3.64 | 3.47 | 3.53 | 3.23 |
| MidCoast                | AAP    | 17  | 4.28 | 4.17 | 3.94 | 3.82 | 3.83 | 3.41 | 2.94 |
|                         | Airbnb | 27  | 4.59 | 4.70 | 4.22 | 4.19 | 4.15 | 3.52 | 2.67 |
|                         | Other  | 107 | 4.29 | 3.89 | 4.08 | 3.22 | 3.33 | 3.68 | 2.84 |
|                         | All    | 146 | 4.34 | 4.07 | 4.09 | 3.47 | 3.53 | 3.62 | 2.82 |
| Nambucca Valley         | AAP    | 15  | 4.13 | 4.00 | 4.00 | 3.53 | 4.27 | 3.33 | 3.00 |
|                         | Airbnb | 24  | 4.38 | 4.42 | 4.12 | 4.21 | 4.21 | 3.12 | 2.75 |
|                         | Other  | 71  | 4.30 | 4.08 | 3.99 | 3.46 | 3.55 | 3.58 | 3.17 |
|                         | All    | 110 | 4.29 | 4.15 | 4.02 | 3.64 | 3.79 | 3.45 | 3.05 |
| Port-Macquarie Hastings | AAP    | 15  | 4.33 | 4.27 | 3.67 | 3.60 | 3.20 | 3.67 | 2.93 |
|                         | Airbnb | 38  | 4.16 | 4.53 | 4.03 | 4.50 | 3.97 | 3.13 | 2.55 |
|                         | Other  | 69  | 4.16 | 4.12 | 4.01 | 3.82 | 3.36 | 3.31 | 2.71 |
|                         | All    | 122 | 4.18 | 4.26 | 3.98 | 4.01 | 3.53 | 3.30 | 2.69 |
| Richmond Valley         | AAP    | 5   | 3.40 | 4.20 | 3.75 | 4.00 | 3.20 | 3.25 | 2.80 |
|                         | Airbnb | 6   | 4.67 | 5.00 | 4.33 | 4.50 | 5.00 | 3.83 | 4.00 |
|                         | Other  | 30  | 4.27 | 4.10 | 3.97 | 3.37 | 3.40 | 3.33 | 3.17 |
|                         | All    | 41  | 4.22 | 4.24 | 4.00 | 3.60 | 3.61 | 3.40 | 3.24 |
| Tweed Shire             | AAP    | 23  | 4.39 | 4.00 | 3.91 | 3.52 | 3.43 | 3.52 | 3.00 |
|                         | Airbnb | 61  | 4.39 | 4.39 | 4.03 | 4.20 | 3.93 | 3.13 | 3.08 |
|                         | Other  | 374 | 4.18 | 3.73 | 4.07 | 3.17 | 3.08 | 3.62 | 2.75 |
|                         | All    | 458 | 4.22 | 3.83 | 4.06 | 3.32 | 3.21 | 3.55 | 2.81 |

## 7.6 Appendix 6: Preferences for STHL day limits (12 councils)

| Council                            | Responses<br>(Frequency) | a) For primary residence<br>properties with host present |             |            |           | b) For primary residence<br>properties temporarily without<br>host (e.g. the property is holiday-<br>let while the resident is away) |             |            |            | c) For permanently non-hosted<br>investment properties |             |            |            |
|------------------------------------|--------------------------|--|-------------|------------|-----------|--|-------------|------------|------------|--|-------------|------------|------------|
|                                    |                          | 365<br>days  | 180<br>days | 90<br>days | 0<br>days | 365<br>days  | 180<br>days | 90<br>days | 0<br>days  | 365<br>days  | 180<br>days | 90<br>days | 0<br>days  |
| Ballina Shire Council              | 155                      | 52%  | 14%         | 23%        | 10%       | 26%  | 22%         | 28%        | 24%        | 27%  | 10%         | 25%        | 38%        |
| Bellingen Shire Council            | 108                      | 59%  | 15%         | 14%        | 12%       | 30%  | 23%         | 26%        | 21%        | 29%  | 19%         | 15%        | 37%        |
| Coffs Harbour City Council         | 154                      | 73%  | 7%          | 14%        | 5%        | 53%  | 18%         | 16%        | 13%        | 51%  | 17%         | 10%        | 22%        |
| Clarence Valley Council            | 91                       | 65%  | 7%          | 21%        | 8%        | 47%  | 13%         | 22%        | 18%        | 47%  | 12%         | 16%        | 24%        |
| Kempsey Shire Council              | 69                       | 67%  | 13%         | 16%        | 4%        | 43%  | 28%         | 20%        | 9%         | 54%  | 14%         | 22%        | 10%        |
| Kyogle Council                     | 39                       | 74%  | 5%          | 10%        | 10%       | 38%  | 18%         | 18%        | 26%        | 38%  | 13%         | 15%        | 33%        |
| Lismore City Council               | 93                       | 65%  | 14%         | 16%        | 5%        | 34%  | 19%         | 32%        | 14%        | 29%  | 16%         | 23%        | 32%        |
| MidCoast Council                   | 136                      | 66%  | 12%         | 14%        | 8%        | 43%  | 17%         | 25%        | 15%        | 44%  | 15%         | 18%        | 23%        |
| Nambucca Valley Council            | 104                      | 76%  | 6%          | 13%        | 5%        | 38%  | 18%         | 37%        | 7%         | 38%  | 13%         | 28%        | 20%        |
| Port Macquarie-Hastings<br>Council | 114                      | 76%  | 7%          | 10%        | 7%        | 52%  | 17%         | 20%        | 11%        | 54%  | 12%         | 13%        | 21%        |
| Richmond Valley Council            | 37                       | 65%  | 14%         | 11%        | 11%       | 54%  | 5%          | 22%        | 19%        | 51%  | 11%         | 14%        | 24%        |
| Tweed Shire Council                | 441                      | 49%  | 15%         | 22%        | 14%       | 23%  | 16%         | 32%        | 29%        | 26%  | 13%         | 18%        | 43%        |
| <b>All Councils</b>                | <b>1,541</b>             | <b>61%</b>   | <b>12%</b>  | <b>17%</b> | <b>9%</b> | <b>36%</b>   | <b>18%</b>  | <b>27%</b> | <b>19%</b> | <b>37%</b>   | <b>14%</b>  | <b>18%</b> | <b>31%</b> |

| Council                    | Responses | a) With on-site management |          |         |           | b) Without on-site management (regardless of status as primary<br>residence or investment property) |          |         |        |
|----------------------------|-----------|----------------------------|----------|---------|-----------|---|----------|---------|--------|
|                            |           | 365<br>days                | 180 days | 90 days | 0<br>days | 365 days  | 180 days | 90 days | 0 days |
| Byron Shire Council (2018) | 766       | 37%                        | 28%      | 28%     | 7%        | 16%   | 18%      | 27%     | 39%    |

## 7.7 Appendix 7: Preferred council measures to improve STHL day regulation (12 councils)

| Council              | Resident type | No. responses<br>(Frequency) | Registration permit system<br>(Mean) | Compulsory public liability insurance | Restrictions on unhosted STHL | Bed tax or levy for all accommodation | Zoning restrictions for STHL in residential areas | Adequate reporting avenues to lodge complaints | Adequate provision of level playing field | Adequate enforcement of non-compliance | Council-supported community advisory panel |
|----------------------|---------------|------------------------------|--------------------------------------|---------------------------------------|-------------------------------|---------------------------------------|---|--|---|--|--|
| All councils<br>2019 | AAP           | 159                          | 3.70                                 | 4.03                                  | 3.52                          | 2.18                                  | 3.16  | 3.99   | 3.83                                      | 4.06                                   | 3.50                                       |
|                      | Airbnb        | 303                          | 2.06                                 | 2.89                                  | 2.15                          | 1.56                                  | 1.65  | 3.39   | 2.58                                      | 3.09                                   | 2.42                                       |
|                      | Other         | 1103                         | 3.78                                 | 4.06                                  | 3.59                          | 3.07                                  | 3.40  | 4.19   | 3.73                                      | 4.12                                   | 3.65                                       |
|                      | All           | 1565                         | 3.44                                 | 3.83                                  | 3.30                          | 2.69                                  | 3.07  | 4.02   | 3.52                                      | 3.92                                   | 3.40                                       |
| Ballina Shire        | AAP           | 14                           | 3.64                                 | 4.36                                  | 3.57                          | 2.14                                  | 3.14  | 4.00   | 3.71                                      | 4.00                                   | 3.29                                       |
|                      | Airbnb        | 27                           | 2.22                                 | 2.74                                  | 2.41                          | 2.00                                  | 1.70  | 3.81   | 2.56                                      | 3.37                                   | 2.74                                       |
|                      | Other         | 117                          | 4.07                                 | 4.15                                  | 3.84                          | 3.50                                  | 3.69  | 4.31   | 3.95                                      | 4.30                                   | 3.79                                       |
|                      | All           | 158                          | 3.72                                 | 3.92                                  | 3.57                          | 3.12                                  | 3.30  | 4.20   | 3.69                                      | 4.11                                   | 3.57                                       |
| Bellingen Shire      | AAP           | 16                           | 4.38                                 | 4.50                                  | 4.19                          | 3.00                                  | 3.69  | 4.25   | 4.38                                      | 4.25                                   | 4.13                                       |
|                      | Airbnb        | 15                           | 2.27                                 | 2.93                                  | 2.87                          | 1.47                                  | 2.13  | 3.47   | 3.13                                      | 3.40                                   | 2.60                                       |
|                      | Other         | 80                           | 3.74                                 | 3.86                                  | 3.46                          | 3.30                                  | 3.16  | 3.97   | 3.65                                      | 3.89                                   | 3.65                                       |
|                      | All           | 111                          | 3.63                                 | 3.46                                  | 3.49                          | 3.01                                  | 3.10  | 3.95   | 3.68                                      | 3.87                                   | 3.58                                       |
| Coffs Harbour City   | AAP           | 22                           | 3.68                                 | 4.23                                  | 3.73                          | 2.41                                  | 3.45  | 4.32   | 4.27                                      | 4.23                                   | 3.95                                       |
|                      | Airbnb        | 59                           | 2.29                                 | 2.95                                  | 2.08                          | 1.76                                  | 1.83  | 3.59   | 2.83                                      | 3.31                                   | 2.59                                       |
|                      | Other         | 74                           | 3.42                                 | 3.82                                  | 3.12                          | 2.89                                  | 3.01  | 4.03   | 3.30                                      | 3.91                                   | 3.39                                       |
|                      | All           | 155                          | 3.03                                 | 3.55                                  | 2.81                          | 2.39                                  | 2.63  | 3.90   | 3.26                                      | 3.72                                   | 3.17                                       |
| Clarence Valley      | AAP           | 17                           | 3.94                                 | 4.18                                  | 3.65                          | 2.24                                  | 3.29  | 4.18   | 4.12                                      | 4.35                                   | 3.53                                       |
|                      | Airbnb        | 27                           | 1.85                                 | 2.93                                  | 1.93                          | 1.63                                  | 1.52  | 3.15   | 2.48                                      | 2.93                                   | 2.15                                       |
|                      | Other         | 49                           | 3.53                                 | 3.94                                  | 3.57                          | 3.02                                  | 3.39  | 4.31   | 3.71                                      | 4.12                                   | 3.69                                       |
|                      | All           | 93                           | 3.12                                 | 3.69                                  | 3.11                          | 2.47                                  | 2.83  | 3.95   | 3.43                                      | 3.82                                   | 3.22                                       |
| Kempsey              | AAP           | 10                           | 3.70                                 | 4.40                                  | 3.10                          | 2.20                                  | 3.10  | 3.80   | 39.00                                     | 4.00                                   | 3.30                                       |
|                      | Airbnb        | 11                           | 2.00                                 | 2.64                                  | 2.09                          | 1.36                                  | 1.36  | 3.09   | 2.73                                      | 3.00                                   | 2.45                                       |
|                      | Other         | 49                           | 3.47                                 | 3.92                                  | 3.14                          | 2.78                                  | 3.16  | 3.90   | 3.39                                      | 3.84                                   | 3.27                                       |
|                      | All           | 70                           | 3.27                                 | 3.79                                  | 2.97                          | 2.47                                  | 2.87  | 3.76   | 3.36                                      | 3.73                                   | 3.14                                       |
| Kyogle               | AAP           | 6                            | 3.50                                 | 3.50                                  | 4.00                          | 1.67                                  | 3.50  | 3.17   | 3.67                                      | 3.83                                   | 2.17                                       |
|                      | Airbnb        | 3                            | 2.33                                 | 3.00                                  | 1.67                          | 1.33                                  | 1.33  | 3.33   | 2.67                                      | 2.67                                   | 2.33                                       |
|                      | Other         | 30                           | 3.77                                 | 3.83                                  | 3.43                          | 2.97                                  | 3.20  | 4.07   | 3.67                                      | 4.00                                   | 3.60                                       |
|                      | All           | 39                           | 3.62                                 | 3.72                                  | 3.38                          | 2.64                                  | 3.10  | 3.87   | 3.59                                      | 3.87                                   | 3.28                                       |
| Lismore City         | AAP           | 3                            | 3.00                                 | 3.67                                  | 2.33                          | 1.33                                  | 3.00  | 3.33   | 3.33                                      | 3.67                                   | 3.00                                       |
|                      | Airbnb        | 14                           | 1.71                                 | 2.50                                  | 1.86                          | 1.07                                  | 1.57  | 3.21   | 2.36                                      | 2.57                                   | 2.00                                       |

| Council                 | Resident type | No. responses<br>(Frequency) | Registration permit system<br>(Mean) | Compulsory public liability insurance | Restrictions on unhosted STHL | Bed tax or levy for all accommodation | Zoning restrictions for STHL in residential areas | Adequate reporting avenues to lodge complaints | Adequate provision of level playing field | Adequate enforcement of non-compliance | Council-supported community advisory panel |
|-------------------------|---------------|------------------------------|--------------------------------------|---------------------------------------|-------------------------------|---------------------------------------|---|--|---|--|--|
|                         | Other         | 79                           | 3.84                                 | 4.06                                  | 3.57                          | 3.23                                  | 3.65  | 4.28   | 3.95                                      | 4.28                                   | 3.67                                       |
|                         | All           | 95                           | 3.48                                 | 3.81                                  | 3.29                          | 2.87                                  | 3.31  | 4.08   | 3.68                                      | 4.00                                   | 3.39                                       |
| MidCoast                | AAP           | 16                           | 3.37                                 | 3.88                                  | 3.31                          | 1.94                                  | 2.75  | 3.50   | 3.31                                      | 3.63                                   | 3.25                                       |
|                         | Airbnb        | 23                           | 2.22                                 | 3.43                                  | 2.22                          | 1.43                                  | 1.74  | 3.48   | 2.48                                      | 2.96                                   | 2.39                                       |
|                         | Other         | 100                          | 3.68                                 | 3.90                                  | 3.37                          | 2.56                                  | 3.24  | 4.13   | 3.69                                      | 4.07                                   | 3.58                                       |
|                         | All           | 139                          | 3.40                                 | 3.82                                  | 3.17                          | 2.30                                  | 2.94  | 3.95   | 3.45                                      | 3.83                                   | 3.35                                       |
| Nambucca Valley         | AAP           | 14                           | 3.64                                 | 3.21                                  | 3.86                          | 1.86                                  | 3.07  | 3.93   | 3.79                                      | 4.14                                   | 3.36                                       |
|                         | Airbnb        | 24                           | 1.92                                 | 2.88                                  | 2.42                          | 1.42                                  | 1.42  | 3.29   | 2.67                                      | 2.79                                   | 2.29                                       |
|                         | Other         | 69                           | 3.75                                 | 3.94                                  | 3.43                          | 2.99                                  | 3.10  | 3.96   | 3.67                                      | 3.96                                   | 3.58                                       |
|                         | All           | 107                          | 3.33                                 | 3.61                                  | 3.26                          | 2.49                                  | 2.72  | 3.80   | 3.46                                      | 3.72                                   | 3.26                                       |
| Port-Macquarie Hastings | AAP           | 14                           | 3.50                                 | 3.71                                  | 3.21                          | 2.14                                  | 3.00  | 3.79   | 3.50                                      | 3.79                                   | 3.36                                       |
|                         | Airbnb        | 38                           | 1.84                                 | 2.66                                  | 1.79                          | 1.26                                  | 1.24  | 2.92   | 2.16                                      | 2.92                                   | 2.29                                       |
|                         | Other         | 63                           | 2.98                                 | 3.68                                  | 2.95                          | 2.40                                  | 2.75  | 3.78   | 3.22                                      | 3.62                                   | 2.90                                       |
|                         | All           | 115                          | 2.67                                 | 3.35                                  | 2.60                          | 1.99                                  | 2.28  | 3.50   | 2.90                                      | 3.41                                   | 2.76                                       |
| Richmond Valley         | AAP           | 4                            | 3.75                                 | 3.75                                  | 3.75                          | 2.00                                  | 2.25  | 4.00   | 3.00                                      | 4.25                                   | 3.25                                       |
|                         | Airbnb        | 6                            | 1.50                                 | 2.17                                  | 1.33                          | 1.00                                  | 1.17  | 2.83   | 1.33                                      | 2.67                                   | 2.33                                       |
|                         | Other         | 27                           | 3.56                                 | 3.93                                  | 3.00                          | 2.56                                  | 2.81  | 3.93   | 3.44                                      | 3.78                                   | 3.30                                       |
|                         | All           | 37                           | 3.24                                 | 3.62                                  | 2.81                          | 2.24                                  | 2.49  | 3.76   | 3.05                                      | 3.65                                   | 3.14                                       |
| Tweed Shire             | AAP           | 23                           | 3.65                                 | 4.09                                  | 3.04                          | 2.04                                  | 2.96  | 4.22   | 3.70                                      | 4.09                                   | 3.65                                       |
|                         | Airbnb        | 57                           | 2.14                                 | 3.09                                  | 2.30                          | 1.65                                  | 1.91  | 3.60   | 2.74                                      | 3.28                                   | 2.47                                       |
|                         | Other         | 366                          | 4.02                                 | 4.31                                  | 3.95                          | 3.25                                  | 3.83  | 4.41   | 3.89                                      | 4.33                                   | 3.88                                       |
|                         | All           | 446                          | 3.76                                 | 4.14                                  | 3.69                          | 2.98                                  | 3.54  | 4.30   | 3.73                                      | 4.19                                   | 3.69                                       |



## 7.8 Appendix 8: Preferred information about Airbnb (12 councils)

| Council              | Resident type | No. responses<br>(Frequency) | Location & type of Airbnb property<br>(Mean) | Regulation of Airbnb rentals, e.g. rights & responsibilities | Impacts of Airbnb on local community | Extent of compliance with existing STHL regulation | Impacts of Airbnb on local business | Impacts of Airbnb on infrastructure | Impacts of Airbnb on AAPs | Impacts of Airbnb on long-term residential rental accommodation |
|----------------------|---------------|------------------------------|--|--|--------------------------------------|--|-------------------------------------|-------------------------------------|---------------------------|---|
| All councils<br>2019 | AAP           | 163                          | 3.31   | 3.78   | 3.58                                 | 3.87   | 3.77                                | 3.56                                | 3.84                      | 3.67  |
|                      | Airbnb        | 311                          | 2.23   | 3.04   | 2.87                                 | 2.91   | 3.38                                | 2.83                                | 2.52                      | 2.73  |
|                      | Other         | 1112                         | 3.39   | 3.77   | 3.80                                 | 3.83   | 3.58                                | 3.68                                | 3.57                      | 3.81  |
|                      | All           | 1586                         | 3.15   | 3.63   | 3.56                                 | 3.65   | 3.56                                | 3.50                                | 3.39                      | 3.58  |
| Ballina Shire        | AAP           | 14                           | 3.00   | 3.79   | 3.50                                 | 3.79   | 3.57                                | 3.36                                | 3.50                      | 3.50  |
|                      | Airbnb        | 28                           | 2.50   | 3.39   | 3.29                                 | 3.36   | 3.57                                | 3.29                                | 2.79                      | 3.25  |
|                      | Other         | 117                          | 3.63   | 3.98   | 4.02                                 | 4.01   | 3.72                                | 3.97                                | 3.97                      | 4.24  |
|                      | All           | 159                          | 3.38   | 3.86   | 3.84                                 | 3.87   | 3.68                                | 3.79                                | 3.72                      | 4.00  |
| Bellingen Shire      | AAP           | 16                           | 4.00   | 4.25   | 4.13                                 | 4.25   | 3.87                                | 3.94                                | 4.44                      | 4.19  |
|                      | Airbnb        | 15                           | 2.53   | 3.73   | 3.67                                 | 3.33   | 3.67                                | 3.40                                | 2.73                      | 3.13  |
|                      | Other         | 80                           | 3.25   | 3.51   | 3.94                                 | 3.76   | 3.52                                | 3.83                                | 3.67                      | 4.09  |
|                      | All           | 111                          | 3.26   | 3.65   | 3.93                                 | 3.77   | 3.59                                | 3.78                                | 3.66                      | 3.97  |
| Coffs Harbour City   | AAP           | 22                           | 3.36   | 4.00   | 4.09                                 | 4.32   | 4.09                                | 3.95                                | 4.05                      | 3.86  |
|                      | Airbnb        | 60                           | 2.22   | 3.20   | 2.88                                 | 2.97   | 3.43                                | 2.85                                | 2.63                      | 2.65  |
|                      | Other         | 74                           | 3.18   | 3.49   | 3.55                                 | 3.61   | 3.51                                | 3.51                                | 3.32                      | 3.68  |
|                      | All           | 156                          | 2.83   | 3.45   | 3.37                                 | 3.46   | 3.56                                | 3.32                                | 3.16                      | 3.31  |
| Clarence Valley      | AAP           | 17                           | 3.47   | 3.88   | 3.59                                 | 4.29   | 4.00                                | 3.65                                | 4.12                      | 3.94  |
|                      | Airbnb        | 28                           | 2.00   | 2.68   | 2.43                                 | 2.61   | 3.07                                | 2.39                                | 2.18                      | 2.32  |
|                      | Other         | 50                           | 3.22   | 3.58   | 3.68                                 | 3.80   | 3.54                                | 3.68                                | 3.44                      | 3.82  |
|                      | All           | 95                           | 2.91   | 3.37   | 3.29                                 | 3.54   | 3.48                                | 3.29                                | 3.19                      | 3.40  |
| Kempsey              | AAP           | 11                           | 2.91   | 3.09   | 2.82                                 | 3.36   | 3.55                                | 3.64                                | 3.82                      | 3.45  |
|                      | Airbnb        | 12                           | 2.33   | 3.08   | 3.25                                 | 3.00   | 3.92                                | 3.58                                | 2.75                      | 2.92  |
|                      | Other         | 50                           | 3.04   | 3.50   | 3.62                                 | 3.56   | 3.56                                | 3.56                                | 3.24                      | 3.66  |
|                      | All           | 73                           | 2.90   | 3.37   | 3.44                                 | 3.44   | 3.62                                | 3.58                                | 3.25                      | 3.51  |
| Kyogle               | AAP           | 6                            | 2.50   | 3.33   | 3.17                                 | 3.50   | 3.83                                | 3.83                                | 4.33                      | 4.17  |
|                      | Airbnb        | 3                            | 2.00   | 2.33   | 2.67                                 | 2.67   | 3.33                                | 2.33                                | 2.00                      | 2.67  |
|                      | Other         | 30                           | 3.47   | 3.73   | 3.87                                 | 4.07   | 3.73                                | 3.57                                | 3.77                      | 3.80  |
|                      | All           | 39                           | 3.21   | 3.56   | 3.67                                 | 3.87   | 3.72                                | 3.51                                | 3.72                      | 3.77  |
| Lismore City         | AAP           | 4                            | 3.75   | 3.75   | 3.75                                 | 3.75   | 3.75                                | 4.00                                | 4.25                      | 3.75  |
|                      | Airbnb        | 14                           | 2.36   | 2.79   | 2.71                                 | 2.36   | 2.79                                | 2.50                                | 2.21                      | 2.64  |
|                      | Other         | 80                           | 3.25   | 3.74   | 3.79                                 | 3.84   | 3.71                                | 3.79                                | 3.55                      | 3.99  |

| Council                 | Resident type | No. responses<br>(Frequency) | Location & type of Airbnb property<br>(Mean) | Regulation of Airbnb rentals, e.g. rights & responsibilities | Impacts of Airbnb on local community | Extent of compliance with existing STHL regulation | Impacts of Airbnb on local business | Impacts of Airbnb on infrastructure | Impacts of Airbnb on AAPs | Impacts of Airbnb on long-term residential rental accommodation |
|-------------------------|---------------|------------------------------|--|--|--------------------------------------|--|-------------------------------------|-------------------------------------|---------------------------|---|
|                         | <i>All</i>    | 97                           | 3.12   | 3.59   | 3.62                                 | 3.61   | 3.57                                | 3.60                                | 3.37                      | 3.77  |
| MidCoast                | AAP           | 17                           | 3.59   | 3.82   | 3.53                                 | 3.76   | 3.94                                | 3.29                                | 3.59                      | 3.29  |
|                         | Airbnb        | 25                           | 2.24   | 2.80   | 2.80                                 | 2.92   | 3.28                                | 2.92                                | 2.64                      | 2.76  |
|                         | Other         | 101                          | 3.22   | 3.72   | 3.69                                 | 3.72   | 3.51                                | 3.66                                | 3.40                      | 3.62  |
|                         | <i>All</i>    | 143                          | 3.09   | 3.57   | 3.52                                 | 3.59   | 3.52                                | 3.49                                | 3.29                      | 3.43  |
| Nambucca Valley         | AAP           | 14                           | 3.43   | 3.79   | 3.64                                 | 3.86   | 3.64                                | 3.29                                | 3.64                      | 3.57  |
|                         | Airbnb        | 24                           | 2.38   | 3.00   | 2.83                                 | 2.92   | 3.54                                | 2.58                                | 2.38                      | 2.54  |
|                         | Other         | 69                           | 3.23   | 3.48   | 3.55                                 | 3.51   | 3.58                                | 3.42                                | 3.46                      | 3.58  |
|                         | <i>All</i>    | 107                          | 3.07   | 3.41   | 3.40                                 | 3.42   | 3.58                                | 3.21                                | 3.24                      | 3.35  |
| Port-Macquarie Hastings | AAP           | 15                           | 2.67   | 3.80   | 3.33                                 | 3.53   | 3.53                                | 3.27                                | 3.47                      | 3.40  |
|                         | Airbnb        | 38                           | 1.89   | 2.71   | 2.42                                 | 2.58   | 2.95                                | 2.45                                | 2.42                      | 2.45  |
|                         | Other         | 64                           | 2.94   | 3.25   | 3.36                                 | 3.56   | 3.11                                | 3.12                                | 3.08                      | 3.06  |
|                         | <i>All</i>    | 117                          | 2.56   | 3.15   | 3.05                                 | 3.24   | 3.11                                | 2.92                                | 2.91                      | 2.91  |
| Richmond Valley         | AAP           | 4                            | 2.75   | 3.50   | 3.25                                 | 3.25   | 3.50                                | 3.50                                | 3.25                      | 3.25  |
|                         | Airbnb        | 6                            | 2.17   | 2.83   | 2.33                                 | 2.83   | 3.33                                | 2.83                                | 1.83                      | 2.67  |
|                         | Other         | 27                           | 3.19   | 3.52   | 3.48                                 | 3.74   | 3.63                                | 3.52                                | 3.44                      | 3.59  |
|                         | <i>All</i>    | 37                           | 2.97   | 3.41   | 3.27                                 | 3.54   | 3.57                                | 3.41                                | 3.16                      | 3.41  |
| Tweed Shire             | AAP           | 23                           | 3.39   | 3.61   | 3.43                                 | 3.65   | 3.57                                | 3.39                                | 3.70                      | 3.57  |
|                         | Airbnb        | 59                           | 2.32   | 3.17   | 3.08                                 | 3.05   | 3.64                                | 2.97                                | 2.64                      | 2.92  |
|                         | Other         | 370                          | 3.65   | 4.08   | 3.96                                 | 3.99   | 3.63                                | 3.76                                | 3.68                      | 3.87  |
|                         | <i>All</i>    | 452                          | 3.46   | 3.93   | 3.82                                 | 3.85   | 3.63                                | 3.64                                | 3.55                      | 3.73  |



# **An Investigation into the Nature and Range of Impacts of Short-term Rental Accommodation (including Airbnb) on Approved Accommodation Providers in the Byron Shire**

## **Report to Byron Shire Council**

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**16 March 2020**

# 1 Executive Summary

This report provides a summary of current data obtained from primary research on the perspectives of Approved Accommodation Providers (AAPs) within the Byron Shire regarding perceived impacts of Short-term Rental Accommodation (STRA) on the Shire's accommodation sector.

The research project follows an initial 2018 systematic scoping study of international peer-reviewed studies on the implications of Airbnb on local communities (Caldicott, von der Heide, Scherrer, Muschter, & Canosa, 2020) and the 2018 study of Byron Shire community perspectives on the impacts of Airbnb (Che, Muschter, von der Heide, & Caldicott, 2019a). The research project commenced following receipt of a Seed Funding Grant from the Tourism Research Cluster in Southern Cross University's School of Business and Tourism (SBAT) with joint-funding from the Byron Shire Council.

The objectives of the 2019 project were twofold:

1. To determine the size, main attributes and development patterns of Airbnb, and AAPs in the Byron Shire and provide a descriptive summary.
2. To determine AAP attitudes regarding impacts of STRA (including Airbnb) on their business through pilot interviews and a survey.

To address the first objective, the SBAT research team accessed secondary data from Inside Airbnb which provides data on Airbnb property listings and the Tourism Australia data set about AAPs. Additionally, the research team created a database for AAPs in the Byron Shire which was then cross-checked with the commercial accommodation audit provided by the Byron Shire Council.

To address the second objective, the SBAT team undertook the following research. Phase 1 involved interviewing seven key informants from the accommodation, tourism, neighbourhood, and government sectors. This interview data further informed the development of the survey instrument for Phase 2. From the 115 AAPs in the Byron Shire, the survey yielded 57 useable responses.

## **Key findings from the AAP survey:**

1. The majority of respondents felt that the growth of STRA in the Byron Shire has had the following negative impacts on the approved accommodation sector: (1) led/contributed to an oversupply of tourist accommodation in certain parts of the Byron Shire (88% of respondents); (2) decreased the potential commercial viability of approved accommodation businesses (88%); and (3) created an unequal playing field for AAPs (86%).
2. Over the last two reporting years, the majority of respondents (over 80%) stated that their business saw decreases in occupancy rate, average net-rate and net revenue. More respondents reported decreases for the comparative period 2017/18 to 2018/19 than for the period before.
3. Around half of respondents have considered undertaking several changes to their business operation over the last 12 months including: (1) upgrading/renovating the accommodation property (58% of respondents); (2) repositioning the business, for example, to target a different type of guest (45%); and (3) selling the business (33%).
4. There was an agreement among the respondents that the growth of STRA in the Byron Shire has resulted in changes to both their work and personal lives. A majority (84% of respondents) stated that they have to work harder in their accommodation job, while 65% felt more anxious and stressed. Over half of respondents found that their job satisfaction has decreased.
5. Over half (55%) of the respondents felt that the draft STRA Environmental Policy, Code of Conduct, and Fire Safety codes that the New South Wales (NSW) Department of Planning, Industry and Environment released via "A new regulatory framework" discussion paper in August 2019, were inadequate.

6. In terms of STRA day limits, most respondents preferred a regulatory model, which involved *on-site management* for any STRA. Around a third (31%) wanted 'No restriction' on rentals of STRA properties *with* on-site management, meaning the host could operate 365 days per year. However, for short-term rentals of primary residence properties *temporarily without* on-site management (e.g. the property is holiday let while the resident is away), the majority (91%) of respondents supported a 'Less than 90-days per year' restriction (including 40% who supported zero days restriction). For residential investment properties *permanently without* on-site management, 66% of respondents favoured rentals capped at '0-days' (such rentals not permitted at all), while 22% supported a cap of 'Less than 90-days per year'.
7. Most respondents felt that STRA needs to be better regulated. Over 90% of respondents suggested that regulation should include adequate enforcement of non-compliance and reporting avenues to lodge complaints of misconduct. Furthermore, 92% of respondents desired the creation of a mandatory local government operated register for all STRA - one that provides information to local or state government to support regulation (e.g. days of operation, fire safety, insurance). Almost 90% of respondents agreed that non-hosted STRAs should pay commercial council rates, as do AAPs. Further, 90% of respondents felt that AAPs were not being adequately supported by Byron Shire Council in terms of dealing with the increasing presence of STRAs across the Shire. None of the 57 respondents felt that the NSW government was sufficiently addressing the STRA phenomenon.

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## 2 Introduction

### 2.1 STRA defined

Short-term rental accommodation (STRA), also known as Short-term holiday letting (STHL) or short-term letting (STL) refers to the letting of a residential house or unit mainly for holiday purposes but does not include development application (DA) approved accommodation such as a hotel, motel or hostel. While there are numerous short-term rental platforms, this research primarily focuses on the world's largest, fastest-growing accommodation platform, Airbnb.

### 2.2 The nature and growth of Airbnb

Airbnb is a prominent example of an online peer-to-peer (P2P) platform embracing the sharing economy. Described as the “poster child of the broader platform economy landscape” (Dann, Teubner, & Weinhardt, 2019, p. 450), it is an ‘informal tourism accommodation sector’ that has significant disruptive potential. It enables individuals to become hosts and to compete with commercial accommodation operators without taking the risk of major investments and/or operational costs (Guttentag, 2015). While other home-sharing concepts exist, Airbnb’s platform makes it easier and more attractive to connect people who have homes, studios or rooms to rent with visitors looking for a place to stay (Guttentag, 2015).

As of November 2019, Airbnb was active in 65,000 cities in 191 countries, had around 150 million users, over 650,000 hosts and in excess of five million listings (Airbnb, 2019; Statista, 2019). Australia is experiencing rapid growth in Airbnb listings. Listings in Australia increased from 69,705 at the end of 2016 to 130,665 at the end of 2017 and reached almost 166,000 at the end of 2019. NSW has the highest numbers of listings. According to Inside Airbnb, listings in NSW increased from almost 29,700 at end of 2016 to 67,801 at the end of 2019 - an increase of 138%. Other states such as Queensland and Victoria almost tripled their Airbnb listings between end of 2016 and end of 2019. All states continued to experience increases in Airbnb listings during 2018 and 2019 (Inside Airbnb, 2019b).

Regional Australia is also now embracing the Airbnb concept, with a steady increase in listings. As of December 2019, there were 6,459 Airbnb listings for the Northern Rivers (NSW) area alone. Airbnb’s growth is particularly felt in popular coastal destinations such as the Byron Shire (Gurran, Zhang, Shrestha, & Gilbert, 2018). At the same time, according to the Australian Coastal Councils Association, areas within the North Coast NSW are among Australia’s least affordable rental housing markets with a high and increasing number of properties listed as STHLs (Gurran et al., 2018). The majority of these STRAs are listed on online rental platforms, notably Airbnb. In some NSW areas the growth in Airbnb listings has contributed to high visitor-to-local ratios. For example, the Byron Shire receives more than two million visitors annually (Destination Byron, 2019). Visitors outnumber residents by a ratio of 70 to one. Byron Shire is also one of Australia’s least affordable regional rental housing markets.

### 2.3 Existing research into STRA/Airbnb by SBAT

Anecdotally, the rapid growth of STRA/Airbnb is leading to increased resentment of some community members concerning the inequities and social impacts of unregulated tourism at the local government level.

To explore the issues associated with growing STRA/Airbnb listings, researchers from Southern Cross University’s SBAT undertook a systematic scoping study in 2017-18 of international peer-reviewed studies from 2008 to 2018 on the implications of Airbnb on local communities (Caldicott et al., 2020). The study found that worldwide, Airbnb polarises opinions within communities. It identified a range of positive and

negative economic, social and ecological impacts of Airbnb on four main community stakeholders – traditional accommodation providers, Airbnb hosts, other respondents (e.g. local individuals), and local government.

Also in 2018, in order to understand the main attributes and development patterns of Airbnb in the Byron Shire, the SBAT team undertook a further two-pronged research study. This involved: (1) in-depth interviews with diverse and multiple Byron Shire stakeholders with and without an interest in Airbnb, and (2) a large-scale survey of Byron Shire residents to determine their views on various aspects of Airbnb. The results of the Byron Shire research project were published in a report to the Byron Shire Council (Che, Muschter, von der Heide, & Caldicott, 2019b) and also in the special issue of the *International Journal of Tourism Cities* on the Sharing Economy in a Changing Tourism Ecosystem (von der Heide, Muschter, Caldicott, & Che, 2019).

In 2019 the study of Byron Shire residents was expanded in partnership with Destination North Coast (DNC) – one of six Destination Networks in NSW - to encompass the other 12 councils of the region between Tweed and Kyogle in the north to Tea Gardens/Hawks Nest in the south: Ballina, Bellingen, Clarence Valley, Coffs Harbour, Kempsey, Kyogle, Lismore, MidCoast, Nambucca, Port Macquarie-Hastings, Richmond and Tweed<sup>1</sup>. Of the 1632 respondents across the 12 council areas, 169 (10%) were Airbnb hosts, 320 (20%) were AAPs, and 1143 (70%) were 'other' residents. The findings were published in 12 individual council reports and in an overall 12-Council report (von der Heide, Muschter, Caldicott, Che, & Corlis, 2020).

## 2.4 The current research issue: Impacts of STRA on AAPs in the Byron Shire

In recent years, advances in information and communication technology (ICT) and broad-based acceptance of the sharing economy have enabled peer-to-peer accommodation providers, notably Airbnb to wrest market share from traditional accommodation providers. Traditional accommodation providers have a Development Application approval, while STRA providers do not. Hence, calls are growing from community members and AAPs for governments to regulate non-traditional/non-registered STRA more effectively.

However, governments around the world are grappling with how best to regulate Airbnb, and other forms of STRA, e.g. HomeAway/Stayz. Presently, no state-wide regulation for STRA, including Airbnb, exists. Acknowledging the gap, in June 2018 the NSW Government announced a policy for STRA in NSW. Through a discussion paper titled 'A new regulatory framework' released in August 2019, the NSW government (2019) invited feedback from interested parties. The proposed whole-of-government framework includes a mandatory code of conduct for STRA. Submissions closed on 11 September 2019. As of the time this report was compiled, the results of the consultation process had not been published and the framework had not yet been introduced. Under the Draft State Environmental Planning Policy (STRA) 2019, the provisions of the policy are to be reviewed one year after implementation. Thus, policy amendments are still possible. For instance, there is scope through the review process for non-metropolitan Councils to consider a short-term letting cap of less than 360 days for non-hosted investment properties.

The nature and extent of the impacts of STRA on the range of AAPs (e.g. hotels, bed & breakfast accommodation, backpackers and hostels) is poorly understood and is under-researched, especially in regional Australian tourist destinations such as Byron Shire. Further, the impacts of the growing STRA sectors on the AAPs are also unclear, as are the AAPs' views on the current regulatory regime of STRA.

The research presented in this report sought to help address these knowledge gaps through the following two objectives:

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<sup>1</sup> The 14<sup>th</sup> DNC council, Lord Howe Island, was excluded on the basis of its small population (<400) and existing tight restrictions on tourist arrivals.

1. To determine the size, main attributes and development patterns of Airbnb, and AAPs in the Byron Shire and provide a descriptive summary.
2. To determine AAP attitudes regarding impacts of STRA (including Airbnb) on their business through pilot interviews and a survey.

The research helps inform governments' decision-making pertaining to regulation of Airbnb and other similar sharing economy accommodation platforms. Notably, it informs Byron Shire Council's decision-making around STRA caps for non-hosted properties. The next section provides findings in relation to the first objective. The remainder of the report relates to the second research objective, i.e. Phase 1 (interviews) and Phase 2 (survey of AAPs).

## 2.5 Approved accommodation providers operating in the Byron Shire

### 2.5.1 Profiling STRA (Airbnb) in the Byron Shire area

To understand the main attributes and development patterns of Airbnb in the Byron Shire (Objective 1), the researchers retrieved Byron Shire Airbnb listings from Inside Airbnb<sup>2</sup> and BnbGuard<sup>3</sup> - two Airbnb/STHL data reporting services in Australia.

- Inside Airbnb (2019a) holds records for Airbnb listings in the Byron Shire from 2016. Airbnb listings increased 195% over the last three years - from 1172 at the end of 2016 to 3452 at the end of 2019. According to Inside Airbnb, 79% of the listings at the end of 2019 were for entire houses or apartments with an estimated occupancy of 20%, meaning that these houses were only rented by guests for around 73 nights of the year. Among all Airbnb listings, 56% of the properties were available all year around. Furthermore, 57% of individual Byron Shire Airbnb hosts had multiple listings. For example, 578 STRA properties are managed by 20 mega hosts or intermediaries, on behalf of the property owners. The top three agents are: 'A Perfect Stay' with 135 listings, 'Byron Bay' with 75, and 'North Coast Lifestyle Properties' with 48 listings. This indicates that agents are managing properties on behalf of property owners. According to Inside Airbnb, the next three hosts were holding between 32 and 42 listings followed by another six hosts holding between 16 and 26 listings each. An overview/screenshot of the Airbnb listings in the Byron Shire area from Inside Airbnb is provided in Appendix 1.
- BnbGuard identifies 3,684 unique STRA addresses, including Airbnb and Homeaway (formerly Stayz), across the Byron Shire in November 2019. An overview of the STRA listings in the Byron Shire area from BnbGuard is provided in Appendix 2.

### 2.5.2 Approved accommodation providers in the Byron Shire

A database of approved accommodation businesses in the Byron Shire including contact details of each provider was created by searching various accommodation platforms/websites. At a later stage the overview, including 115 AAPs, was compared with the 2019 Accommodation Audit provided by the Byron Shire Council Tourism Department.

The Accommodation Audit provides the type and number of properties, and bed spaces (in %), in the Byron Shire from 2008 and 2019. As can be seen in the Audit, when combining the numbers of AAPs, including Hostels, Caravan Camping Parks, Resorts, Hotels and Guesthouses, the numbers decreased from 106

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<sup>2</sup> Inside Airbnb provides data solely on Airbnb property listings.

<sup>3</sup> BnbGuard STRA counts include STHLs advertised on both the Airbnb and HomeAway platforms. BbnGuard also has a wider geographical scoping of each council area than Inside Airbnb. This explains why BnbGuard STRA counts are higher than those of Inside Airbnb.

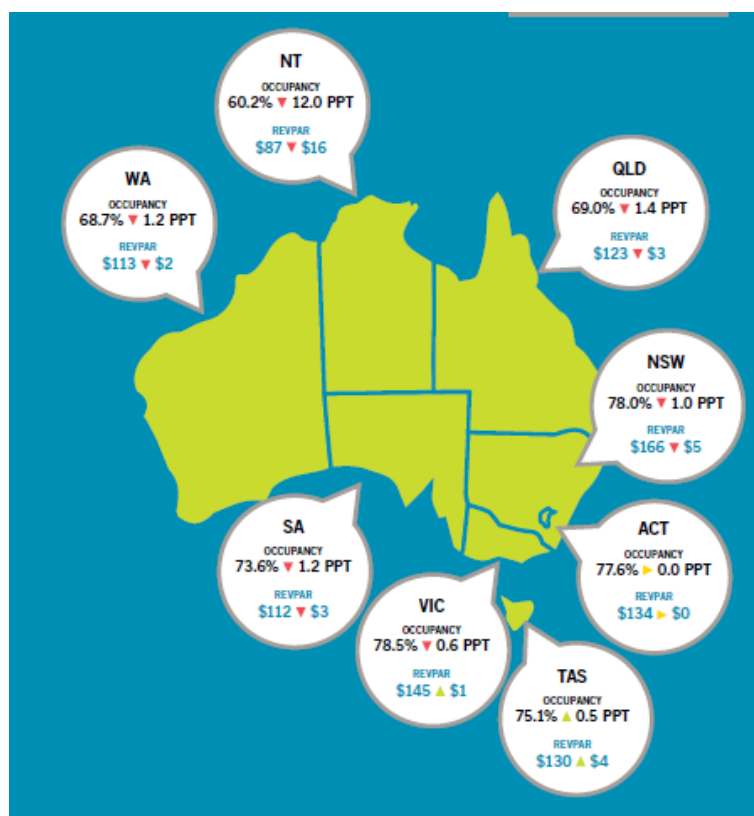
businesses in 2008 to 81 businesses in 2019. In contrast, Holiday Houses and Private/Home stays significantly increased from 400 in 2009 to 2573 in 2019. The number of Holiday Apartments saw only a minimal increase from 615 in 2008 to 671 in 2019. It is assumed that some of these listed Holiday Apartments fall under the category of AAPs. However, that information was not provided in the Council's Accommodation Audit.

**Table 1 - Accommodation type and number of properties in the Byron Shire from 2008 and 2019**

| Accommodation Type  | Number of Properties (2019) | Number of bed spaces (2019) | Total properties % (2019) | Total bed spaces % (2019) | Number of Properties (2008) | Number of Bed Spaces (2008) | % change in the number of bed spaces by town and village from 2008 to 2019 |
|---------------------|-----------------------------|-----------------------------|---------------------------|---------------------------|-----------------------------|-----------------------------|--|
| Hostels/Backpackers | 10                          | 1751                        | .5                        | 8                         | 11                          | 1178                        | 32.74%   |
| Caravan Camping     | 13                          | 5318                        | .5                        | 24                        | 13                          | 5255                        | 1.19%  |
| Resorts             | 2                           | 800                         | .4                        | 4                         | 9                           | 949                         | -15.70%  |
| Holiday Apartments  | 671                         | 2846                        | 20                        | 13                        | 615                         | 2885                        | -1.36%   |
| Hotels/Motels       | 29                          | 1096                        | .8                        | 5                         | 25                          | 890                         | 23.15%   |
| Guest Houses        | 27                          | 228                         | .8                        | 1                         | 48                          | 335                         | -31.94%  |
| Holiday Houses      | 1998                        | 8836                        | 60                        | 40                        | 393                         | 2473                        | 257.30%  |
| Private/Home Stays  | 575                         | 1150                        | 17                        | 5                         | 7                           | 96                          | 1097%  |
| <b>TOTAL</b>        | <b>3325</b>                 | <b>22,025</b>               | <b>100%</b>               | <b>100%</b>               | <b>1121</b>                 | <b>14061</b>                | <b>56.63%</b>  |

Source: Byron Shire Council Accommodation Audit 2019

The Australian "Average Occupancy Rate" for approved accommodation providers is 74% (77.4% for capital city regions, 64.5% for regional areas) (see Figure 1). In NSW, the "Average Occupancy Rate" in 2018/19 was 78%, a decrease of 1.4% over the year 2017/18. For further details, see <https://www.tra.gov.au/Economic-analysis/Australian-Accommodation-Monitor/aam-2018>.



**Figure 1 – Australian Accommodation "Average Occupancy Rates" – YE June 2019**

Source: <https://www.tra.gov.au/Economic-analysis/Australian-Accommodation-Monitor/aam-2018>

According to data provided by Destination Byron, the hotels, serviced apartments and holiday parks in Byron Shire are only achieving annual occupancy rates in the mid to high 60s%, low for a heavily touristic region. By contrast, Sydney's hotels achieve 87% occupancy, Melbourne 86%, Gold Coast 72%, Cairns 84%, and Hobart 79%. The occupancy rate of around 66% for AAPs in Byron Shire is on par with that for the wider Northern NSW region ([destinationbyron.com.au](http://destinationbyron.com.au), newsletter June 2019).

### 3 Phase 1 (Interviews)

#### 3.1 Interview design

To start addressing the second research objective (explore key informants' views about the impacts of STRA on AAPs), semi-structured, in-depth interviews were conducted with seven key informants to obtain views regarding impacts of STRA, including Airbnb, on AAPs. The interviewees included current and former Byron Shire owners and/or managers of an approved accommodation business; representatives from regional destination marketing organisations, a residents' organisation and an accommodation association; and a Byron Shire councillor.

In accordance with SCU human research ethics requirements, formal consent to be interviewed was obtained from all interviewees prior to the interview. Interviews conducted by one member of the research team were preceded by a briefing in which the interviewer described the interview purpose. In administering the questions, a reflective approach (active listening and appropriate probing) was used to gain insight into the interviewee's perspectives.

The following main issues (research questions) were explored in the key informant interviews:

1. Changes in the accommodation sector within the Byron Shire (particularly in Byron Bay) over the past five years
2. The positive and/or negative impacts or benefits of Airbnb in the Byron Shire
3. The major threats/challenges to the approved accommodation industry over the next few years
4. Solutions for overcoming some of the challenges/concerns resulting from the growth of Airbnb that AAPs in the Byron Shire are facing
5. Opportunities/advantages for AAPs in the Byron Shire from the growth of STRA/Airbnb
6. Perceptions of what the NSW government and accommodation organisations/associations are doing to support AAPs.

Finally, we asked our key informants what they thought would be the most important questions to ask AAPs operating in the Byron Shire regarding STRA/Airbnb in our forthcoming survey.

The interviews in which key informants provided rich insights into the issues faced by AAPs were transcribed, coded and then analysed using thematic analysis through a step-by-step process.

#### 3.2 Interview data results

The interviewees shared their perspectives on changes in the accommodation sector within the Byron Shire (particularly in Byron Bay) over the past five years. They all noted the explosion in STRA, particularly Airbnb, listings. This proliferation of STRA has led to an oversupply of visitor accommodation, an increase in the younger/partying demographic, and increased competition for AAPs. For AAPs, the boom in STRA through platforms such as Airbnb and Homeaway has led to decreased occupancy rates, prices, and yields. Airbnb has also increased expectations on the part of customers. Management rights companies are also

being impacted as property owners remove properties from rental pools. AAPs feel they are on an uneven playing field as they are subject to regulations and commercial fees that Airbnb properties are not subject to. According to interviewees, the explosion in short-term rental properties around the Shire has led to increased numbers of visitors and congestion, although the southeast Queensland drive/day-tripper market also contributes to the latter.

Interviewees shared their views of the positive and negative impacts of Airbnb in the Byron Shire. On the positive side, the resulting increased visitor numbers and overnight visitation yield economic benefits. Visitors can meet local Airbnb hosts. Airbnb properties also fill the gap in accommodations for the needs of these visitors without requiring additional high-rise developments and specifically provide properties such as whole houses and multiple dwellings for multi-generational families and other large groups that most traditional AAPs cannot provide. On the negative side, the growth of Airbnb listings has been connected to a decline in the availability of long-term rentals. Due to the lack of management, neighbours have been disturbed by parties of Airbnb guests. AAPs specifically have seen a decrease in demand and occupancy rates and have experienced the psychological impact of potentially losing their businesses, capital asset value, and investment that they have spent years building up.

Interviewees saw the major threats or challenges for the AAP industry as the unlevel playing field/competition vis-a-vis Airbnb. AAPs have to pay commercial Council rates, GST, insurance, etc. that STRA operators do not have to. The threat is particularly severe for smaller accommodation businesses such as B&Bs and farm stays that do not have huge budgets for marketing and operations.

Interviewees provided insights into possible solutions for overcoming some of the AAPs' challenges/concerns resulting from the growth of Airbnb listings in the Byron Shire. While it would be unrealistic as well as economically problematic to impose a blanket ban on STRA (including Airbnb), the interviewees suggested lessening costs/regulations on AAPs or increasing them on the STRA properties in order to level the playing field. They also noted that Byron Shire and Byron Bay in particular is a special case and should have some exclusion to state and national rules. Interviewees held differing opinions on a registration system which could better regulate STRA, but alternately provide currently unregulated properties with a false sense of legitimacy. Existing legislation and regulations though do need to be enforced.

Interviewees provided their perceptions of what government and accommodation organisations/associations are doing to support AAPs. These perceptions were largely negative as most interviewees felt there was a lack of support from local and state government. At the NSW state level, interviewees noted there is a conflict of interest with Destination NSW and government ministers being involved with STRA and Airbnb specifically. State and national tourism organisations mainly want to drive more visitation to Byron. Some interviewees felt that AAPs do not have much of a voice as small operators are in the minority in such organisations. Interviewees also mentioned that AAPs do not get support at the local level (i.e. from the Byron Shire Council). It was stated by some interviewees that the industry organisation, Accommodation Association of Australia, mainly lobbies, but cannot provide any financial support to AAPs.

## 4 Phase 2 (Survey of AAPs)

### 4.1 Survey research design

The research team leveraged the survey instrument from the 2018 Byron Shire study as a base for the new survey. The following survey questions were retained or adjusted from the Byron study:

- Identification of resident status
- Preferences for day limits (rental caps) on STRA
- Preferences for measures to improve regulation of the STHL sector\*.

The research team then drew on information, issues, themes, and suggested survey questions from the interviewees to develop questions for the Approved Accommodation Provider (AAP) survey. Several new questions related to AAPs and their businesses were added to capture the following information:

- Identification of the approved accommodation provider
- The particular accommodation sector of operation - the type and capacity of the accommodation
- The main visitor type of the accommodation
- Building classification and condition of consent
- Perceived positive and negative impacts of STRA (primarily Airbnb) on the accommodation sector and AAP operations across the Shire\*
- Performance of the accommodation businesses over the last two financial years
- Consideration of changes to the accommodation business\*
- Change of personal circumstances due to the growth of STRA across the Byron Shire\*
- Membership and support of related tourism and accommodation associations
- The platforms on which the accommodation business is advertised.

Attitudinal responses indicated with an asterisk (\*) were measured using a five-point Likert scale (1=strongly disagree to 5=strongly agree).

The online survey was administered within Qualtrics. It was reviewed and pre-tested by the research team, other academics from SBAT, several accommodation stakeholders, and two representatives from Byron Shire Council. Pre-test feedback was incorporated in successive revisions to the survey.

The online survey was distributed on 6 November 2019. The research team worked with the University's media office to issue a media release (Southern Cross University, 2019), with a link to the survey. Other media activities included online and print articles in the local newspapers (The ECHO & Byron Shire News), and two radio interviews. Of the estimated 115 AAPs in the Byron Shire, around 25 are members of the Byron Hinterland Collective and around 50 are members of Destination Byron. Each of these two associations contacted their members directly by email, inviting them to participate in the survey. In addition, an SBAT team member called AAPs to inform them about the survey and the importance of participation. Response rates were tracked on a weekly basis.

The plan was to have the survey link available for four weeks from the starting date. However, due to a hacking attack which led to duplicate responses from ineligible individuals, the survey was closed on 5 December 2019. A duplicate survey (copied from the original one) was created on the same day to make sure eligible respondents could still participate in the study. Due to the hacking and subsequent delays, the survey was extended for a further three weeks and closed on 1 January 2020.

Data from the two surveys were merged in Qualtrics and transferred into SPSS data analysis software. A total of 105 responses were received (96 from the first survey and 9 from the second). After data screening and cleaning, 57 responses were retained for data analysis. The other 48 responses were deleted as they were from an ineligible participant (1), were incomplete responses with an unacceptable volume of missing values (17), and were duplicate responses from the hacking attack (30).

## 4.2 Data analysis

Descriptive analysis was undertaken, and frequency tables were produced for each question to profile the respondent (and their affiliated property) characteristics, and their attitude towards STRA/Airbnb impacts on their accommodation business and existing policies. Means and standard deviations were included when variables were measured at an interval level.

(a.) After the preliminary steps from the descriptive results, independent sample t-tests were conducted in order to see if there were significant difference between respondents from the various postcode areas on



their perception of STRA impacts, performance metrics, changes in business, changes in business circumstances, preferred maximum rental cap, and preferences to regulate STRA.

The collapsed-data method was used for several variables to highlight patterns in the data and to eliminate categories with only a few cases. Specifically, the responses from the five postcodes areas were merged into two groups: 2481 (Byron Bay - as the high-density tourist area) and the other four postcodes (low density tourist areas). Homogeneity of variance was tested through Levene's test, which showed that variances in populations are roughly equal.

(b.) A one-way within-subjects (or repeated measure) ANOVA was conducted in order to compare if there was any significant difference between respondents from different accommodation sectors on the perceptions of Airbnb impacts, performance metrics, changes in business, changes in business circumstances, preferred maximum rental cap, and preferences to regulate STRA.

The collapsed-category method was used again - accommodation types were collapsed into five groups based on the nature/characteristics of the accommodation. Homogeneity of variance were tested through Levene's test, when Levene's homogeneity of variance is violated Brown-Forsythe was utilized along with Tukey's HSD post-hoc procedures.

(c.) A one-way within-subjects (or repeated measure) ANOVA was conducted in order to compare if there was a significant difference between respondents with different numbers of rooms/size of accommodation on the perceptions of Airbnb impacts, performance metrics, changes in business, changes in business circumstances, preferred maximum rental cap, and preferences to regulate STRA. Homogeneity of variance were tested through Levene's test, when Levene's homogeneity of variance is violated Brown-Forsythe was utilized along with Tukey's HSD post-hoc procedures.

## 5 Key survey data results

After data cleaning, a valid data set of 57 survey responses was analysed. Of these 57 responses, 52 respondents answered all questions, while five answered the minimum first 16 questions which the researchers deemed necessary in informing the study objectives. Not all survey questions had a forced response which can explain the different numbers of respondents to the survey questions.

### 5.1 Sample profile of AAPs

Of the 57 respondents, 23% were owners of the accommodation property, 40% were owners and also managers of the property, and 33% were managers of the property. One respondent specifically was the operations manager, while another was the manager and lease holder. Most (82%) of the 57 AAP respondents were operating their primary accommodation property within the Byron Bay postcode area (see Table 2). Almost all AAPs (53, or 93% of respondents) indicated that they also reside in the Shire.

**Table 2 - Respondent postcode area for the primary accommodation property**

| Postcode | %, n=57 | Postcode areas  |
|----------|---------|---|
| 2479     | 5.3     | Bangalow, Binna Burra & surrounding areas                                   |
| 2480     | 1.8     | Byron Hinterland (e.g. Federal, Rosebank & Nightcap Ridge)                  |
| 2481     | 82.5    | Byron Bay & surrounding areas (e.g. Broken Head, Ewingsdale & Suffolk Park) |
| 2482     | 3.5     | Mullumbimby & surrounding areas   |
| 2483     | 7.0     | Brunswick Heads & surrounding areas   |

Most (75%) of respondents have been operating their AAP for over ten years (see Table 3). The next largest group of respondents stated that they commenced operation between 2000 and 2009.

**Table 3 - Year of commencement of the accommodation business**

|                        | Frequency (n=57) | % of properties |
|------------------------|------------------|-----------------|
| <b>Period of years</b> |                  |                 |
| Before 1980            | 1                | 2               |
| 1980 to 1989           | 10               | 17              |
| 1990 to 1999           | 11               | 19              |
| 2000 to 2009           | 21               | 37              |
| 2010 to 2019           | 14               | 25              |

Of all the accommodation businesses, 47% had a building classification Class 1b<sup>4</sup>, 19% had a Class 3<sup>5</sup>, while 33% of respondents stated that they did not know what the building's classification was. Be it coincidence or not, the latter percentage is identical with the 33% of respondents who stated that they are managers of the business. Hence, they may simply not be privy to this knowledge. Only 38 out of the 57 AAPs responded when asked if there were any conditions of consent restricting the numbers of guests and/or operation of the property. A third (33% of respondents) stated that the business had restrictions, 25% said there were no restrictions, while 9% had no knowledge regarding restrictions.

As can be seen in Table 4, the accommodation type varied from B & B (23%), Serviced Apartment (16%), Guesthouse (12%), Motel/Motor Inn (12%), Resort (12%), Backpacker/Hostel (7%) or Rural Tourism Facility (7%). The largest proportion (35%) of accommodation businesses provide one to five rooms, followed by 6-15 rooms (26%), 16-30 rooms (24%), 31 to 50 rooms (3%), and over 50 rooms (10%).

**Table 4 - Sector of the accommodation business**

| Accommodation type                                 | Frequency (n=56) | % of properties |
|--|------------------|-----------------|
| Bed and Breakfast                                  | 13               | 23              |
| Serviced Apartment Hotel/Self-contained apartments | 9                | 16              |
| Guesthouse   | 7                | 13              |
| Motel / Motor Inn                                  | 7                | 13              |
| Resort   | 7                | 13              |
| Backpacker / Hostel                                | 4                | 7               |
| Rural tourist facility                             | 4                | 7               |
| Farm stay / Nature Retreat                         | 3                | 5               |
| Hotel / Boutique Hotel                             | 2                | 4               |

The AAPs were asked to select and rank their top five out of nine visitor types for the last 12 months. Table 5 shows the results. The majority of businesses had a mix of visitor types as guests in their accommodation properties. In the ranking, travelling couples (63%) and travelling families with dependent children (21%) were the major markets (Rank 1) for most businesses. All AAPs ranked travelling couples under their top five guest types. Solo females were ranked under the top five guest types by 75% of AAPs; solo males by 68%, and leisure groups by 65%.

<sup>4</sup> Class 1b (e.g. total floor area less than 300 m<sup>2</sup> and a maximum of 12 people, or several single dwellings used for short-term rental accommodation).

<sup>5</sup> Class 3 (e.g. a commonplace of long term or transient living for several unrelated persons such as a hostel, backpackers' accommodation or residential part of a hotel, motel etc.).

**Table 5 - Importance of visitor type staying in the accommodation business**

| Visitor type                      |        | Rank 1<br>(%) | Rank 2<br>(%) | Rank 3<br>(%) | Rank 4<br>(%) | Rank 5<br>(%) | Overall %<br>n=57 |
|-----------------------------------|--------|---------------|---------------|---------------|---------------|---------------|-------------------|
| Backpacker travellers*            | (n=10) | 9             | 3             | -             | -             | 5             | 17                |
| Business event groups             | (n=19) | -             | 2             | 14            | 11            | 7             | 33                |
| Leisure groups                    | (n=37) | 2             | 17            | 16            | 11            | 19            | 65                |
| Solo female travellers            | (n=43) | 2             | 21            | 25            | 17            | 11            | 75                |
| Solo male travellers              | (n=39) | -             | 9             | 23            | 23            | 14            | 68                |
| Travelling couples                | (n=57) | 63            | 25            | 3             | 7             | 2             | 100               |
| Travelling families with children | (n=32) | 21            | 20            | 5             | 9             | 2             | 56                |
| Travellers with disabilities      | (n=7)  | -             | -             | 3             | 2             | 7             | 12                |
| Others**                          | (n=4)  | 3             | 2             | 2             | -             | -             | 7                 |

\* Including Working Holiday Makers

\*\* e.g. specific event: Anniversaries, weddings, music festivals etc.

## 5.2 Perceived effects of STRA growth on the Byron Shire accommodation sector

### 5.2.1 Impacts of STRA (primarily Airbnb) on the accommodation sector

Respondent perceptions of the following five impacts of STRA (primarily Airbnb) on the accommodation sector - ranked by mean – are presented in Table 6. The majority of all respondents believed that the growth of STRA (Airbnb) has led to an oversupply of tourist accommodation in certain parts of the Byron Shire (88%), created an unequal playing field for AAPs (86%), and also decreased future commercial viability of approved accommodation businesses (88%).

**Table 6 - Impacts for the accommodation sector**

| The growth of STRA affects the accommodation sector in the following ways ...          | Mean | Overall agreement (%), n=57 |         |       |
|--|------|-----------------------------|---------|-------|
|  |      | Disagree*                   | Neither | Agree |
| 1. Further increases an unequal playing field for AAPs                                 | 4.40 | 9                           | 5       | 86    |
| 2. Leads to an oversupply of tourist accommodation in certain parts of the Byron Shire | 4.39 | 5                           | 7       | 88    |
| 3. Decreases future commercial viability of approved accommodation businesses          | 4.37 | 7                           | 5       | 88    |
| 4. Ensures greater variety in accommodation options for tourists                       | 3.23 | 26                          | 21      | 53    |
| 5. Increases the real-estate value for approved accommodations                         | 2.65 | 49                          | 25      | 26    |

\* Disagree = includes groups Strongly Disagree and Disagree; Neither = neither Agree nor Disagree; Agree = includes groups Agree and Strongly Agree

### 5.2.2 Impacts of STRA on the performance of the accommodation business

Respondents were asked if the growth of STRA has impacted the performance (occupancy rate, average net rate, and net revenue) of their accommodation business over last two recent financial year periods: 2017/18 compared to 2016/17 and 2018/19 compared to 2017/18.

Of the 56 AAPs responding to the question regarding changes on the occupancy rate of the business, 44 (79%) agreed that they have noticed a change, whereas 12% did not notice any changes, and 9% were not aware of any changes. The changes of occupancy rate indicated by the 44 respondents can be seen in Table 7. Over both comparative time periods the occupancy rates decreased for over 80% of all 44 businesses who reported changes. The number of respondents experiencing declining occupancies was higher in the 2017/18 to

2018/19 period than in the previous year. Further analysis shows that accommodation businesses with over 50 rooms had a significantly higher occupancy rate than AAPs with 1-5 rooms.

**Table 7 - Impacts on the performance of the accommodation business – Occupancy rate\***

| Period of change            | Decrease      |                    |                  | Increase        |                  |                 |
|-----------------------------|---------------|--------------------|------------------|-----------------|------------------|-----------------|
|                             | < -40%<br>(%) | -21 to -40%<br>(%) | 0 to -20%<br>(%) | 1 to 20%<br>(%) | 21 to 40%<br>(%) | over 40%<br>(%) |
| 2017/18 compared to 2016/17 | 2             | 28                 | 53               | 9               | 5                | 2               |
| 2018/19 compared to 2017/18 | 7             | 27                 | 57               | 5               | 2                | -               |

\* n=44

Of the 52 AAPs responding to the question regarding changes on the average net rate of the business, 42 (81%) said that they have noticed a change, whereas 19% did not notice any changes. The changes of average net rate reported by these 42 respondents can be seen in Table 8. Over both comparative time periods the average net rate decreased for the majority of these 42 AAPs. The number of respondents noting a decrease in average net rate was higher in the 2017/18 to 2018/19 period (84%) than the year before where 77% of all 42 respondents experienced a decrease. Further analysis shows that within the group of businesses experiencing an increase in average net rate, backpackers and hotels had a significant higher increase than bed and breakfast, guesthouse, motel, and serviced apartment providers.

**Table 8 - Impacts on the performance of the accommodation business – Average net rate\***

| Period of change            | Decrease      |                    |                  | Increase        |                  |                 |
|-----------------------------|---------------|--------------------|------------------|-----------------|------------------|-----------------|
|                             | < -40%<br>(%) | -21 to -40%<br>(%) | 0 to -20%<br>(%) | 1 to 20%<br>(%) | 21 to 40%<br>(%) | over 40%<br>(%) |
| 2017/18 compared to 2016/17 | -             | 10                 | 67               | 17              | 2                | 2               |
| 2018/19 compared to 2017/18 | -             | 17                 | 67               | 10              | 2                | 2               |

\* n=42

Of the 51 AAPs responding to the question regarding impacts on the net revenue, 42 (82%) agreed that they have noticed a change in the net revenue, whereas 18% did not notice any changes. The percentage changes of average net revenue that these 42 respondents reported can be seen in Table 9. Over both comparative periods the net revenue decreased for over 80% of respondents. More respondents (92%) indicated a decrease in net revenue in the 2017/18 to 2018/19 period than in the year before where 84% of all 42 respondents saw a decrease. Further data analysis reveals that within the group of businesses experiencing an increase on the net revenue, AAPs with 'over 50 rooms' (resorts & backpackers) reported a significantly higher increase of net revenue than AAPs with 1-5 rooms did.

**Table 9 - Impacts on the performance of the accommodation business – Net revenue\***

| Period of change            | Decrease      |                    |                  | Increase        |                  |                 |
|-----------------------------|---------------|--------------------|------------------|-----------------|------------------|-----------------|
|                             | < -40%<br>(%) | -21 to -40%<br>(%) | 0 to -20%<br>(%) | 1 to 20%<br>(%) | 21 to 40%<br>(%) | over 40%<br>(%) |
| 2017/18 compared to 2016/17 | -             | 24                 | 60               | 12              | -                | 5               |
| 2018/19 compared to 2017/18 | 7             | 22                 | 63               | 7               | -                | -               |

\* n=42

### 5.2.3 Consideration of implementing changes to the business

All 57 AAPs responded to the question asking if they considered implementing changes to the accommodation business over the last 12 months. As can be seen in Table 10, 45% of respondents agreed that they had considered repositioning the business to cater to a new target market. Further considerations to upgrade the accommodation business through renovation or selling the business drew agreement respectively from 58% and 33% of respondents. The prospect of considering legal steps to protect the business was nearly evenly split between Agree (25%) and Disagree (28%) although most respondents were neutral (47%) to this idea. Closing down the business but keeping the property was a least preferred option, with 63% of respondents disagreeing. However, AAPs managing farm stays and rural tourist facilities were most likely to consider closing down the business.

**Table 10 - Considerations to implement changes to the accommodation business**

| Over the last 12 months I have considered...                            | Mean | Overall agreement (%), n=57 |         |       |
|---|------|-----------------------------|---------|-------|
|   |      | Disagree*                   | Neither | Agree |
| 1. To upgrade/renovate the accommodation                                | 3.46 | 23                          | 19      | 58    |
| 2. To reposition the business, e.g. to target a different type of guest | 3.32 | 23                          | 32      | 45    |
| 3. To take legal steps to protect the business                          | 2.96 | 28                          | 47      | 25    |
| 4. To sell the property as a going concern                              | 2.91 | 37                          | 30      | 33    |
| 5. To close down the business but keep the property                     | 2.42 | 63                          | 18      | 19    |

\* Disagree = includes groups Strongly Disagree and Disagree; Neither = neither Agree nor Disagree; Agree = includes groups Agree and Strongly Agree

### 5.2.4 Changes in circumstances for AAPs

AAPs were asked about the extent to which the growth of STRA (primarily Airbnb) has changed their work-life circumstances. The results are presented in Table 11. The majority of respondents (84%) agreed that they have to work harder in their jobs, and 65% stated that they feel more anxious and stressed working in their accommodation business, leading to 51% saying their job satisfaction decreased. Needing to work outside the business was evenly spread between Agree, Neither, and Disagree, with approximately one-third of responses. Fifty-six percent of respondents disagreed that they felt more satisfied with their life and tellingly, 72% claimed they have less time for family.

**Table 11 - Change of circumstances**

| With the growth of STRA my circumstances have changed in the following ways... | Mean | Overall agreement (%), n=57 |         |       |
|--|------|-----------------------------|---------|-------|
|  |      | Disagree*                   | Neither | Agree |
| 1. I have to work harder in my job   | 4.23 | 5                           | 11      | 84    |
| 2. I feel more anxious and stressed  | 3.68 | 19                          | 16      | 65    |
| 3. My job satisfaction has decreased   | 3.40 | 24                          | 25      | 51    |
| 4. I need to work outside the business to make ends meet                       | 3.02 | 33                          | 35      | 32    |
| 5. I feel more satisfied with my life  | 2.28 | 56                          | 42      | 2     |
| 6. I have more time for family   | 2.07 | 72                          | 25      | 3     |

\* Disagree = includes groups Strongly Disagree and Disagree; Neither = neither Agree nor Disagree; Agree = includes groups Agree and Strongly agree

## 5.3 Views on the STRA new regulatory framework

As mentioned in Section 2.4, the NSW Government's *Fair-Trading Amendment (Short-Term Rental Accommodation) Bill 2018* is under review. In August 2019 the NSW Department of Planning, Industry and Environment (DPIE) released "A new regulatory framework" for STRA reform via a discussion paper that outlined draft codes for Environmental Policy, Code of Conduct, and Fire Safety.

### 5.3.1 Agreement with the NSW Government STRA draft codes

When respondents were asked if they considered the codes adequate, 55% of AAPs said that they do not feel that the codes were adequate, whereas 21% were not aware of the codes and 21% did not feel to be in a position to assess the details of the codes. Only 4% of respondents agreed that the codes are adequate.

### 5.3.2 Perceptions on rental caps on STRA properties in the Byron Shire

The survey captured views of AAPs on the duration of their preferred rental caps for three types of STRA properties: (a) primary residence with host present; (b) primary residence temporarily without host present, and (c) permanently hosted investment properties (see Table 12).

#### (a) For primary residence properties with host present (**with permanent on-site** management)

Among all AAPs, 31% of all respondents felt that there should be no restrictions at all for properties *with on-site* management. In other words, these properties could be rented 365 days per year. For *on-site* managed properties, 58% of the AAPs favoured a cap of less than 90 days (including 0 days).

#### (b) For primary residence properties temporarily without a host (e.g. the property is holiday-let while the resident is away, therefore temporarily **without on-site** management)

Among all AAPs, 51% of all respondents favoured a maximum cap of less than 90 days on such STRA rentals, whereas 40% wanted 0-days rental for primary residence properties which are temporarily rented out without a host on site. Only 7% felt that there should be no restrictions at all, meaning that these properties could be rented 365 days per year.

#### c) For permanently non-hosted investment properties (**without on-site** management)

Among all AAPs, 66% of respondents wanted full restrictions (*0 days = no STRA*) for investment properties *without on-site management*.

On-site management of STRA is clearly the model preferred by most respondents.

**Table 12 - Differences regarding rental caps on STRA\***

| Day caps per year   | 365-days<br>(No restriction) | Max. 180-<br>days | Less<br>than 90-days | 0-days<br>(Full restriction) | Total |
|---|------------------------------|-------------------|----------------------|------------------------------|-------|
| <b>A. For primary residence properties with host present</b>                |                              |                   |                      |                              |       |
| Total of respondents (%)  | 31                           | 11                | 40                   | 18                           | 100   |
| <b>B. For primary residence properties temporarily without host present</b> |                              |                   |                      |                              |       |
| Total of respondents (%)  | 7                            | 2                 | 51                   | 40                           | 100   |
| <b>C. For permanently non-hosted investment properties</b>                  |                              |                   |                      |                              |       |
| Total of all respondents (%)  | 7                            | 5                 | 22                   | 66                           | 100   |

\* n=55

## 5.4 Perceptions on regulating STRA in the Byron Shire

A majority of respondents supported five of the proposed ways to regulate STRA in the Byron Shire as set out in Table 13. Most of the AAPs (94%) requested appropriate enforcement of non-compliance, and 92% asked for more adequate reporting avenues to lodge complaints of misconduct. The introduction of a bed-tax was perceived as the least important regulation strategy as only around half of the respondents agreed.

**Table 13 – Strategies to regulate STRA within the Byron Shire**

| STRA needs to be regulated in the following ways...  | Mean | Overall agreement (%), n=52 |         |       |
|--|------|-----------------------------|---------|-------|
|  |      | Disagree*                   | Neither | Agree |
| 1. Adequate enforcement of non-compliance  | 4.73 | 0                           | 6       | 94    |
| 2. Adequate reporting avenues to lodge complaints of misconduct  | 4.65 | 0                           | 8       | 92    |
| 3. A mandatory local government operated register for all STRA that provides information to Local or State Government to support regulation (e.g. days of operation, fire safety, insurance) | 4.65 | 4                           | 4       | 92    |
| 4. Application of a business rate for properties used as non-hosted STRA   | 4.40 | 6                           | 6       | 88    |
| 5. A potential industry-led register that provides information to Local or State Government to support regulation  | 3.75 | 25                          | 8       | 67    |
| 6. A bed tax or levy for all STRA  | 3.46 | 27                          | 21      | 52    |

\* Disagree = includes groups Strongly Disagree and Disagree; Neither = neither Agree nor Disagree; Agree = includes groups Agree and Strongly agree

## 5.5 Membership in and support of stakeholder organisation

As outlined in Table 14, 39% and 25% of respondents are respectively members of the local organisations, Destination Byron and the Byron Chamber of Industry. On a state/national level, 28% are members of Tourism Accommodation Australia (NSW) and 25% are with Accommodation Association of Australia (AAoA). Just 9% of respondents indicated membership of Australian Residential Managers Association. Nineteen per cent selected 'Other' for memberships including Backpacker Operators Association NSW, Byron Hinterland Accommodation Group Inc., and Destination NSW.

**Table 14 - Membership in accommodation-related organisations**

| Organisation                                       | %, n=52 |
|--|---------|
| 1. Destination Byron                               | 39      |
| 2. Tourism Accommodation Australia (NSW)           | 28      |
| 3. Byron Chamber of Industry                       | 25      |
| 4. Accommodation Association of Australia          | 21      |
| 5. The Australian Residential Managers Association | 9       |
| 6. Others*   | 19      |

\* e.g. Backpacker Operators Association NSW, Byron Hinterland Accommodation Group Inc., Destination NSW

Respondents were asked if they felt supported by the various stakeholder organisation/association given the increased presence of STRA (primarily Airbnb). As can be seen in Table 15, 20% of AAPs felt sufficiently supported by AAoA, whereas only 12% felt supported by the NSW branch of Tourism Accommodation Australia and by Destination Byron. Ten percent of respondents were satisfied with the level of support from the Byron Shire Council. The agreement of respondents regarding support for all other organisations was under 10%.

**Table 15 - Satisfaction with support of organisations**

| Level of support from                              | Mean | Overall agreement (%), n=52 |         |       |
|--|------|-----------------------------|---------|-------|
|  |      | Disagree*                   | Neither | Agree |
| 1. Accommodation Association of Australia          | 2.70 | 42                          | 38      | 20    |
| 2. The Australian Residential Managers Association | 2.57 | 40                          | 51      | 9     |
| 3. Tourism Accommodation Australia (NSW)           | 2.45 | 49                          | 39      | 12    |
| 4. Destination Byron                               | 2.40 | 52                          | 36      | 12    |
| 5. Byron Chamber of Industry                       | 2.26 | 52                          | 44      | 4     |
| 6. Destination North Coast                         | 2.20 | 61                          | 31      | 8     |
| 7. Destination NSW                                 | 2.20 | 63                          | 29      | 8     |
| 8. Byron Shire Council                             | 2.06 | 66                          | 24      | 10    |
| 9. NSW government (DPIE)                           | 1.72 | 80                          | 20      | 0     |

\* Disagree = includes groups Strongly Disagree and Disagree; Neither = neither Agree nor Disagree; Agree = includes groups Agree and Strongly agree

## 6 Platforms used for business promotion

Most (94%) of the AAPs promoted their accommodation business to potential overnight visitors via their business website, 90% also promoted the business on Booking.com and 77% on the Expedia website. Around 20% of respondents listed their accommodation business on the Airbnb platform.

**Table 16 - Platforms to promote the accommodation business**

| Accommodation platform |        | Rank 1 (%) | Rank 2 (%) | Rank 3 (%) | Rank 4 (%) | Rank 5 (%) | Overall % |
|------------------------|--------|------------|------------|------------|------------|------------|-----------|
|                        |        |            |            |            |            |            | n=53      |
| Agoda                  | (n=17) | -          | 4          | 7          | 16         | 4          | 32        |
| Airbnb                 | (n=11) | 2          | 3          | 2          | 2          | 10         | 21        |
| Booking.com            | (n=48) | 60         | 19         | 3          | 2          | -          | 90        |
| Byronbayaccom.net      | (n=3)  | -          | -          | -          | 2          | 3          | 6         |
| Expedia*               | (n=41) | -          | 35         | 28         | 7          | 2          | 77        |
| Google Hotel finder    | (n=8)  | -          | 2          | 5          | 2          | 5          | 15        |
| Homeaway/Stayz         | (n=5)  | 2          | 3          | -          | 2          | 2          | 9         |
| Hotel.com              | (n=8)  | -          | -          | -          | 11         | 3          | 15        |
| Own Website            | (n=50) | 26         | 20         | 33         | 5          | 4          | 94        |
| Others **              | (n=17) | 2          | 5          | 7          | 7          | 9          | 32        |

\* including Wotif, Trivago

\*\* e.g. Hooroo, Hostel Word, Instagram, Jetstar, TripAdvisor, Qantas, Word of mouth/direct return

## 7 Acknowledgements

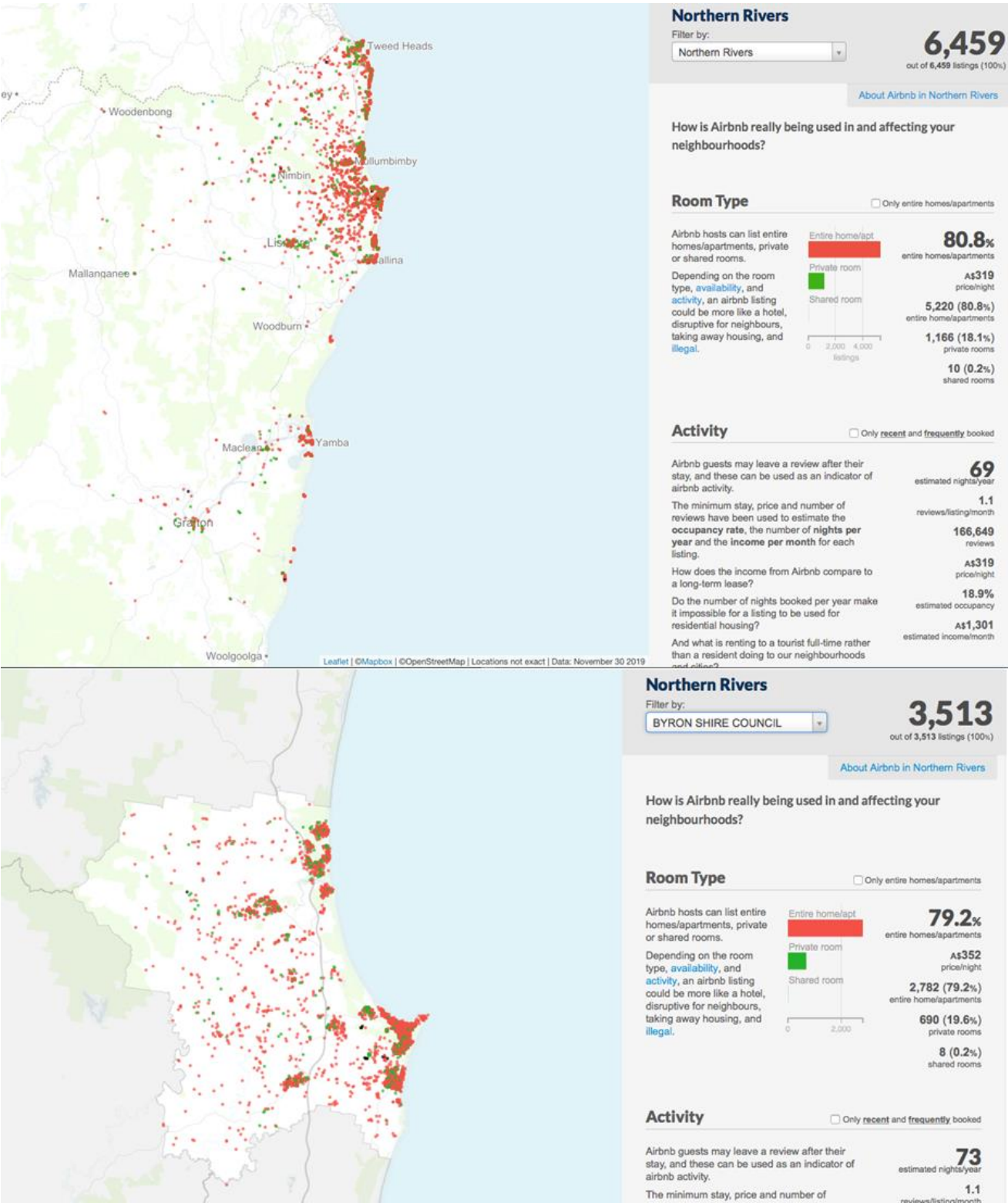
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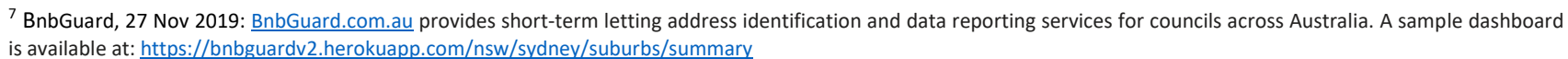
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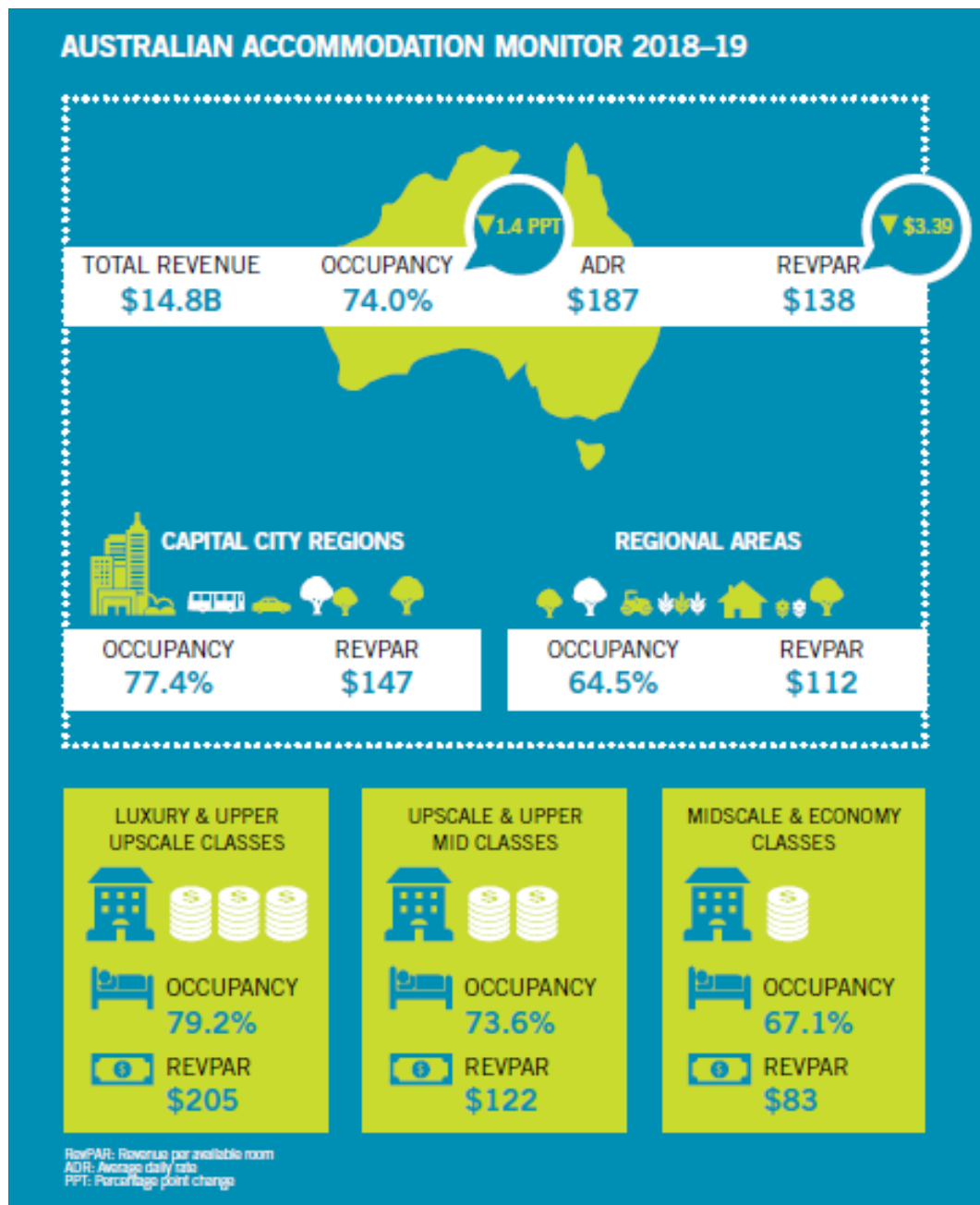
Appendix 1: Airbnb listings in the Northern Rivers (including Byron Shire)<sup>6</sup>



<sup>6</sup> Screenshots from Inside Airbnb, 30 Nov 2019: Inside Airbnb provides data solely on Airbnb property listings. A sample dashboard is available at <http://insideairbnb.com/northern-rivers/>



### Appendix 3: Tourism Australia – Australian Accommodation Monitor YE June 2019



Source: <https://www.tra.gov.au/Economic-analysis/Australian-Accommodation-Monitor/aam-2018>