Study of resident perceptions of short-term holiday letting (STHL) in North Coast NSW council areas:

Ballina Shire

Research Project Team

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1 Executive Summary

This report provides the results of research conducted to ascertain resident perceptions of short-term holiday lettings (STHLs), including Airbnb, within the Ballina Shire of New South Wales (NSW), Australia. The research project follows a systematic scoping study in 2017-18 of international peer-reviewed studies on the implications of Airbnb on local communities (Caldicott, von der Heidt, Scherrer, Muschter, & Canosa, 2019), and a study in 2018 of STHL in the Byron Shire (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 North Coast (DNC).

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 critically 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 Airbnb and BnbGuard STHL reporting services. To address Objective 2, the team conducted primary research in the form of a survey of residents, including Airbnb hosts and Approved Accommodation Providers (AAP) in each of the 12 council areas. Recognisably, every impact predominantly affects one stakeholder group over another, thereby giving rise to perceived positive, negative, or mixed effects by stakeholder grouping.

Key findings for Ballina Shire:

1. The major positive impact of Airbnb as perceived by most respondents was increased revenues for local business. Airbnb hosts also suggested that Airbnb increased local government tax revenues, but this point was not supported by other respondents.
2. The major negative impacts perceived by over half of respondents were: (1) reduced affordable housing for residents; (2) increased traffic and parking congestion; (3) increased conflicts between residents of the neighbourhood; (4) adversely effected on neighbourhood lifestyles; and (5) increased noise levels and waste management problems. Most Airbnb hosts did not perceive any negative impacts of Airbnb on community.
3. However, near-consensus was found among respondents for three further impacts, namely that Airbnb generates: (1) increased revenues for Airbnb hosts; (2) a variety of accommodation for tourists; and (3) more visitors to the local area. Each impact, thus, has potential to garner a mixed response as illustrated through a positive or negative attribute as raised above.
4. In terms of STHL day limits, most respondents preferred a model which involved mandatory *on-site management* for any STHL. Just over half (52%) of respondents were supportive of having 'no restriction' on rentals of STHL properties *with* on-site management, which means the host could operate 365 days per year. However, for STHL rentals of *permanently non-hosted* investment properties, 38% of respondents favoured rentals capped at '0 days' (such rentals not allowed at all). For properties holiday-let while the permanent resident-owner is away, 28% of the respondents also favoured a cap of 'less than 90 days per year'.
5. Most respondents (including Airbnb hosts) felt that STHL needs to be better regulated, particularly in terms of adequate reporting avenues to lodge complaints of misconduct and enforcement of non-compliance. Furthermore, the majority of respondents agreed with the need for greater public information on Airbnb-related issues within the Ballina Shire.

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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 NSW having the highest numbers of listings, approximately 67,801 properties as of November 2019 (InsideAirbnb 2019). In some NSW areas the growth in Airbnb has contributed to high visitor-to-local ratios. For example, the Byron Shire receives more than two million visitors annually, outnumbering residents by a ratio of 70 to one. Byron Shire 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. 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 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. 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 180 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. It enables individuals to become hosts and to compete with commercial accommodation operators without taking the risk of major investments or overhead 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).

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 (Inside Airbnb, 2019). According to InsideAirbnb, listings in NSW increased from almost 29,700 at end of 2016 to 67,801 at the 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 in Airbnb listings during 2018 and 2019.

Regional Australia is 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 (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 on online rental platforms, notably Airbnb.

2.3 Research into Airbnb in the Byron Shire

In 2018 researchers from Southern Cross University's 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 respondents (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 Southern Cross University (SCU) researchers undertook a 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 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 North and North Coasts of NSW, specifically Ballina Shire

Following the positive response to the Byron Shire study, the SBAT researchers undertook another study of Airbnb and STHL in 2019 in partnership with Destination North Coast – this time to expand the scope to encompass a survey for each of the other 12 councils in the shires between Tweed and Kyogle in the north to Tea Gardens/Hawks Nest in the south. The aim was to understand the main attributes and development patterns of Airbnb in each of these 12 local government areas (LGAs). As the impact of the STHL 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.

To understand the main attributes and development patterns of Airbnb in the Ballina Shire (Project Aim 1), the researchers retrieved Ballina Shire Airbnb listings from Inside Airbnb[1] and BnbGuard[2] - two Airbnb/STHL data reporting services in Australia.

2.4.1 Results of profiling STHL in Ballina Shire

A profile of each of the 12 councils in terms of population size and STHL listings is provided in **Appendix 1**. Notable results for Ballina Shire are as follows:

- Inside Airbnb (2019) holds records for Airbnb listings in the Ballina Shire from 2016. Airbnb listings increased 219% over the last three years - from 193 at the end of 2016 to 616 at the end of 2019.

[1] InsideAirbnb provides data solely on Airbnb property listings.

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

According to InsideAirbnb, 87% of the listings at the end of 2019 were for entire houses or apartments with an estimated occupancy of 19%, meaning that these houses were only rented by guests for around 70 nights of the year. Furthermore, 48% of individual Ballina Shire Airbnb hosts had multiple listings. The three top hosts were Lois with 52 listings, and two agents, fronting on behalf of property owners, with Elders Real Estate managing 28 listings and Holiday Property Manager holding 19 listings.

- BnbGuard identifies 704 unique STHL addresses, including Airbnb and Stayz (Homeway), across the Ballina Shire in November 2019. An overview of the STHL listings in the Ballina Shire area from BnbGuard are shown in **Appendix 2**.

3 Survey research design

The research team leveraged the survey instrument from the 2018 Byron Bay 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 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, perception on impact of Airbnb on operations*, perceptions on effectiveness of existing STHL regulation*.

All attitudinal responses (indicated with an asterisk *) 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 Airbnb hosts' and the AAPs' experiences directed to those groups respectively.

The revised baseline online survey was set-up in Qualtrics. It was reviewed and pre-tested by the research team, other academics from the School, DNC and each of the 12 councils. Pre-test feedback was accounted for in successive revisions to the survey. Once all parties were satisfied, the final baseline survey was replicated 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, and regular follow-up by the research team and DNC was undertaken with council staff in order to maximise survey response rates. The survey was open until 31 October 2019.

4 Key results

4.1 Sample profile

4.1.1 Overview of 12 councils

A profile of each of the 12 councils in terms of population size, survey response rate, resident types of respondents, as well as STHL listings from BnbGuard and InsideAirbnb is provided in **Appendix 1**.

For the current study, the aim was to achieve the 2.2% survey response rate (in terms of resident population) of the 2018 Byron Shire survey. However, the achieved survey 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 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.

4.1.2 Ballina sample profile

For Ballina Shire an initial sample of 244 resident responses was obtained. Of these, 83 respondents indicated a Byron Shire post code, and these responses were removed from the data set, leaving 161 valid responses. Of the 161 respondents, 18% (29) were Airbnb hosts, and 9% (14) stated that they were either owners or managers of an accommodation with Development Application (DA) approval. Table 1 shows the breakdown of Ballina Shire respondents by postcode area.

Table 1 - Respondent postcode area

Postcode	In %	Postcode areas
2477	*12.4*	Alstonville & surrounding areas (e.g. Alstonville, Rous Mill, Uralba & Wollongbar)
2478	*79.5*	Ballina & surrounding areas (e.g. Lennox Head, Skennars Head, Teven & Tintenbar)
2479	*5.0*	Newrybar & surrounding areas (e.g. Brooklet, Fernleigh & Knockrow)
2480	*3.1*	McLeans Ridges
	100.0	

The average length of respondent residency within the Ballina Shire was 15 years. Of all respondents, 49% reported residing in the Ballina Shire for less than 10 years; 24% between 11 and 20 years, and almost 27% reported residing in the Shire for over 20 years.

Of the 161 respondents, 86% (139) lived in their own properties, whereas almost 12% (19) rented, and three people selected the ‘Other’ option. Furthermore, 75% (120) of all respondents said that they were aware of STHLs near their residence, with 68% (109) indicating that these STHLs were Airbnb listings. Overall, only six respondents acknowledged that they have been asked to leave a rental property due to its change to STHL, but almost all found another rental property within the same town.

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 about the loss of amenity, change in culture of their home town, etc.

4.2.1 Positive impacts of Airbnb

Respondent perceptions of the following **four positive impacts** of Airbnb on the community - ranked by mean – are presented in Table 2. The majority of all respondents (63%) believed that Airbnb increases revenues for local businesses. Airbnb hosts tended to perceive all positive impacts more favourably than AAPs and the Other respondents. The views between Airbnb hosts and the other two resident types diverged most strongly for the impact 'leads to increased employment opportunities for locals': Airbnb hosts tended to strongly agree (mean 4.24), whereas AAPs (mean 3.00) and Other respondents (mean 2.91) tended to be neutral (neither agree nor disagree). Just under half (44%) of respondents disagreed that Airbnb 'increased local government tax revenues', whereas AAPs were most sceptical (mean 2.35), followed by Other respondents (mean 2.59), compared with Airbnb hosts (mean 3.14).

Table 2 - Positive impacts for the community

		Mean			**Overall agreement (%)**		
Airbnb leads to ...	**Overall (n=161)**	**Airbnb hosts (n=29)**	**AAPs (n=14)**	**Other residents (n=118)**	**Disagree**	**Neither**	**Agree**
1. Increases revenues for local businesses	3.73	4.66	3.57	3.51	*11*	*26*	*63*
2. Leads to greater variety of retail services (e.g. restaurants, leisure services)	3.24	4.14	3.00	3.05	*27*	*29*	*44*
3. Increased employment opportunities for locals	3.16	4.24	3.00	2.91	*32*	*26*	*42*
4. Increased local government tax revenues	2.67	3.14	2.36	2.59	*44*	*36*	*19*

* 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

Respondent perceptions of the following **nine negative impacts** of Airbnb on community – ranked by mean- are presented in Table 3. Just under two-thirds of respondents agreed on the top three negative impacts of Airbnb: reduced affordable housing for residents, increased traffic and parking congestion, and increased conflicts between residents of the neighbourhood. Over half of respondents agreed on the next three main negative impacts of Airbnb on the community: adversely affected resident neighbourhood lifestyles, leads to increased noise levels, and to increased waste management problems. Airbnb hosts tended to perceive all negative impacts less negatively than Other respondents and AAPs. The views diverged most strongly for the impact 'leads to anti-social behaviour'. Airbnb hosts tended to disagree (mean 1.97) with this statement, while Other respondents agreed (mean 3.59).

Table 3 - Negative impacts for the community

Airbnb ...	Mean				Overall agreement (%)		
	Overall (n=161)	Airbnb hosts (n=29)	AAPs (n=14)	Other respondents (n=118)	Disagree	Neither	Agree
1. Reduces the availability of affordable housing for residents	3.70	2.83	2.93	4.00	*23*	*16*	*60*
2. Increases traffic and parking congestion	3.66	2.62	2.86	4.01	*23*	*14*	*63*
3. Increases conflicts between residents of the neighbourhood	3.55	2.34	3.57	3.85	*25*	*17*	*58*
4. Adversely affects lifestyle of neighbourhood residents	3.58	2.38	3.00	3.94	*25*	*18*	*57*
5. Leads to increased noise levels	3.54	2.31	2.79	3.94	*22*	*21*	*56*
6. Leads to increased waste management problems	3.48	2.66	3.00	3.74	*23*	*22*	*55*
7. Leads to extra costs to ratepayers to provide infrastructure	3.37	2.38	2.86	3.68	*29*	*22*	*49*
8. Leads to increased anti-social behaviour	3.22	1.97	2.71	3.59	*32*	*23*	*45*
9. Leads to overuse of public facilities	3.04	2.00	2.29	3.38	*38*	*26*	*36*

* 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

The following seven impacts of Airbnb (ranked by mean) are predominantly positive for specific stakeholders but have little to no significant impact for other community members (see Table 4). There was near consensus among respondents (94%) that Airbnb provides income for Airbnb hosts. Most respondents (85%) agreed on this point that Airbnb brings more visitors into the Ballina Shire, although Airbnb hosts registered more strongly (mean 4.24 vs 4.10 for the Other respondents and 3.79 AAPs). Furthermore, 89% of respondents felt Airbnb provides tourists/visitors with a greater variety of accommodation choices. Most respondents felt that as a result of Airbnb there were more property investors in the Shire, but Airbnb hosts were less emphatic in their views (mean 3.31 vs 3.77 for Other respondents).

Table 4 – Two-sided attributes of Airbnb identified by the community

Airbnb...	Mean				Overall agreement (%)		
	Overall (n=161)	Airbnb hosts (n=29)	AAPs (n=14)	Other respondents (n=118)	Disagree	Neither	Agree
1. Provides income for Airbnb hosts	4.31	4.45	4.43	4.26	*1*	*5*	*94*
2. Leads to increased number of visitors into the Ballina Shire	4.10	4.24	3.79	4.10	*3*	*12*	*85*
3. Offers more variety in accommodation for tourists	4.07	4.55	4.29	3.92	*5*	*6*	*89*
4. Leads to increased number of property investors	3.69	3.31	3.86	3.77	*8*	*34*	*58*
5. Enables Airbnb hosts to stay in their homes	3.46	4.31	3.57	3.24	*14*	*34*	*52*
6. Makes Ballina Shire a more affordable tourist destination	3.29	4.03	3.43	3.59	*24*	*30*	*46*
7. Increases the property prices	3.12	3.07	3.21	3.13	*29*	*34*	*37*

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

4.3 Perceptions on rental caps on STHL properties

The survey captured views of AAPs, Airbnb hosts and Other residents on the duration of their preferred rental cap for three types of STHL properties: (a) primary residence with host present; (b) primary resident temporarily without host present, and (c) permanently hosted investment properties (see Table 5).

<u>(a) For primary residence properties with host present (***with on-site*** management)</u>

Among all Ballina Shire postcode groups, 52% 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, 100% of all Airbnb hosts wanted no restrictions on properties *with on-site management*, compared to only 40% of the Other respondents, and 57% of the AAPs. For *on-site* managed properties, 29% of Other residents and 22% of the AAPs favoured a cap of less than 90-days.

<u>(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)</u>

Among all Ballina Shire postcode groups, 28% of all respondents favoured a maximum cap of less than 90 days on such STHL rentals whereas 26% felt that there should be no restrictions at all, meaning that these properties could be rented 365 days per year. Notably, 67% of all Airbnb hosts wanted no restrictions on properties, compared to only 17% of the Other respondents, and 28% of AAPs. Of all respondents, 24%AAPs wanted 0-days rental for primary residence properties which are temporarily rented out without a host on site. None of the Airbnb hosts nominated 0-days restriction.

<u>c) For permanently non-hosted investment properties (***without on-site*** management)</u>

Among all Ballina Shire postcode groups, 38% of respondents wanted 0 rental days (*full restrictions = no SHTL rentals*) for investment properties *without on-site management*. Notably, even 18% of Airbnb hosts wanted full restrictions (0 days) for such properties (compared to 36% of the AAPs and 43% of Other respondents). Clearly, most respondents preferred a model which involves on-site management of SHTL.

Table 5 - Differences regarding rental caps on STHL

	365 days per year (No restriction)	Max. 180 days per year	Less than 90 days per year	0 days (Not allowed at all)	Total
A. For primary residence properties with host present (%)					
Airbnb hosts	*100*	*0*	*0*	*0*	*100*
AAPs	*57*	*21*	*22*	*0*	*100*
Other respondents	*40*	*17*	*29*	*14*	*100*
Total of all respondents	***52***	***14***	***23***	***10***	***100***
B. For primary residence properties temporarily without host (%)					
Airbnb hosts	*67*	*18*	*15*	*0*	*100*
AAPs	*28*	*29*	*29*	*14*	*100*
Other respondents	*17*	*22*	*30*	*31*	*100*
Total of all respondents	***26***	***22***	***28***	***24***	***100***
C. For permanently non-hosted investment properties (%)					
Airbnb hosts	*60*	*7*	*15*	*18*	*100*
AAPs	*22*	*21*	*21*	*36*	*100*
Other respondents	*20*	*9*	*28*	*43*	*100*
Total of all respondents	***27***	***10***	***25***	***38***	***100***

* N=161 (all respondents), including 14 AAPs, 29 Airbnb hosts, 118 Other residents

4.4 Perceptions on regulating STHL in the Ballina Shire

A majority of respondents supported five of the proposed ways to regulate STHL as set out in Table 6. The majority (84%) of respondents asked for more adequate reporting avenues to lodge complaints of misconduct, and 78% request appropriate enforcement of non-compliance. The introduction of a bed-tax was perceived by all three groups as the least important regulation matter. Overall, the Airbnb hosts appeared to want much less regulation of their operations, including no zoning restrictions in residential areas and no registration system. By contrast, Other respondents were most concerned about the need to better regulate STHL across the board. The views of AAPs seem to be somewhat closer to those of the Other respondents than to the Airbnb hosts.

Table 6 - Ways to regulate STHL in the council area

	Mean				Overall agreement (%)		
STHL needs to be regulated in the following ways ...	**Overall (n=158)**	**Airbnb hosts (n=27)**	**AAPs (n=14)**	**Other respondents (n=117)**	**Disagree**	**Neither**	**Agree**
1. Adequate reporting avenues to lodge complaints of misconduct	4.20	3.81	4.00	4.31	*7*	*9*	*84*
2. Adequate enforcement of non-compliance	4.11	3.37	4.00	4.30	*9*	*13*	*78*
3. Compulsory public liability insurance to cover STHL guests and third parties for injury or damage (including Airbnb)	3.92	2.74	4.36	4.15	*18*	*11*	*71*
4. Implementation of a registration/permit system for STHL	3.72	2.22	3.64	4.07	*24*	*12*	*64*
5. Adequate provision of fair trade (i.e. it is a level playing field) within the accommodation-provider sector	3.69	2.56	3.71	3.95	*19*	*18*	*63*
6. Restrictions on Airbnb properties without on-site management	3.57	2.41	3.57	3.84	*27*	*18*	*56*
7. Council-supported community advisory panel regarding STHL	3.57	2.74	3.29	3.79	*21*	*21*	*58*
8. Zoning restrictions for STHL in residential areas	3.30	1.70	3.14	3.69	*35*	*17*	*48*
9. A bed tax or levy for any tourist accommodation (irrespective of the accommodation type)	3.12	2.00	2.14	3.50	*35*	*20*	*44*

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

4.5 Preferences for further information needs on Airbnb

The majority of respondents agreed with the need for greater public information on Airbnb-related issues within the Ballina Shire (see Table 7). More information particularly regarding impacts of Airbnb on long-term residential rental accommodation, on the community, and on the extent of compliance with existing STHL regulations, is highly sought after. Respondents also wanted to be informed about regulations regarding Airbnb rentals and about impacts on infrastructure. Again, Airbnb hosts tended to have much lower information needs than AAPs and Other respondents.

Table 7 – Information needs of residents about Airbnb in the council area

Important to have information about ...	Mean				Of importance (%)		
	Overall (n=159)	Airbnb hosts (n=27)	AAPs (n=14)	Other residents (n=118)	Not important	Average important	Very important
1. Impacts on long-term residential rental accommodation	4.00	3.25	3.50	4.31	*10*	*17*	*73*
2. Extent of compliance with existing STHL regulations	3.87	3.36	3.79	4.15	*11*	*18*	*71*
3. Regulations regarding Airbnb rentals (e.g. hosts' responsibilities, guests' rights)	3.86	3.39	3.79	4.07	*10*	*23*	*67*
4. Impacts of Airbnb on the community	3.84	3.29	3.50	3.95	*11*	*18*	*71*
5. Impacts on infrastructure (i.e. roads, waste management facilities)	3.79	3.29	3.36	3.84	*11*	*23*	*66*
6. Impacts on approved accommodation providers (e.g. B&Bs, Hotels)	3.72	2.79	3.50	3.79	*16*	*22*	*62*
7. Impacts on businesses in town	3.68	3.57	3.57	3.72	*9*	*29*	*62*
8. The location and type of Airbnb properties	3.38	2.50	3.00	3.69	*24*	*25*	*51*

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

4.6 Airbnb Hosts sample and their perceptions

The sample size of the Airbnb hosts who responded to the specific Airbnb host questions was 59, or 34% of all respondents. Of Airbnb hosts, 66% agreed with the statement that their main motivation to become a host was the additional income that enables them to afford living in the Ballina Shire. As can be seen in Table 8 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 8 - Motivation for becoming an Airbnb host

Motivation to become an Airbnb host	Mean (n=27)	Overall agreement (%)		
	Overall Mean	Disagree	Neither	Agree
1. The additional income enables me to afford living in the BS	4.26	*7*	*4*	*89*
2. It gives me pleasure to assist Airbnb guests with their travel needs/inquiries	4.22	*0*	*19*	*81*
3. I enjoy the social engagement with Airbnb guests	3.89	*19*	*7*	*74*
4. I feel more secure with Airbnb guests in my residence	3.33	*44*	*19*	*37*

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

The majority of Airbnb hosts lived on-site of their Airbnb property. Given that there were 35 accommodation type listings among the 27 Airbnb hosts, some hosts appeared to have multiple listings. This suggests that their primary motivation to be an Airbnb host is commercial, rather than social in nature. Those with multiple properties are more likely to run their operations as a business, in contrast to hosts living in their single-listed property and merely enjoying the supplemental income and intrinsic reward of host/guest interactions.

Table 9 - Accommodation types of Airbnb hosts

	On-site management	**Without on-site management (at a primary residential property)**	**Without on-site management (at an investment property)**
Accommodation types*			
Individual bedroom(s)	6	1	0
An attached studio	6	0	1
A detached studio/cottage	5	0	0
A whole house	4	7	3
Other	2	0	0
Total number of accommodation type **% of all Airbnb's (n=35)**	**23** ***85%***	**8** ***30%***	**4** ***15%***

* 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 15, or 9% of all respondents. Questions on the AAP experience were directed only to those who were running a DA approved accommodation business. The majority (53%) stated that they were the owners and managers of the accommodation businesses while 33% were the owners. The accommodation type varied from B & B (27%), Rural Tourism Facility (20%), Guesthouse (13%), Motel/Motor Inn (13%), Holiday Park (7%), Resort (7%) or Serviced Apartment (7%). The majority (60%) of accommodation businesses provide one to five rooms and 27% provide 6-15 rooms.

Of note, while almost half of the AAPs (47%) stated that they advertise their business on the Airbnb website, another 47% of AAPs were concerned about the growth of Airbnb listings in their area, and the negative impact this has had on their property's performance over the last three years. Furthermore, 33% of the AAPs indicated that they do not feel supported by the NSW government regarding STHL legislation.

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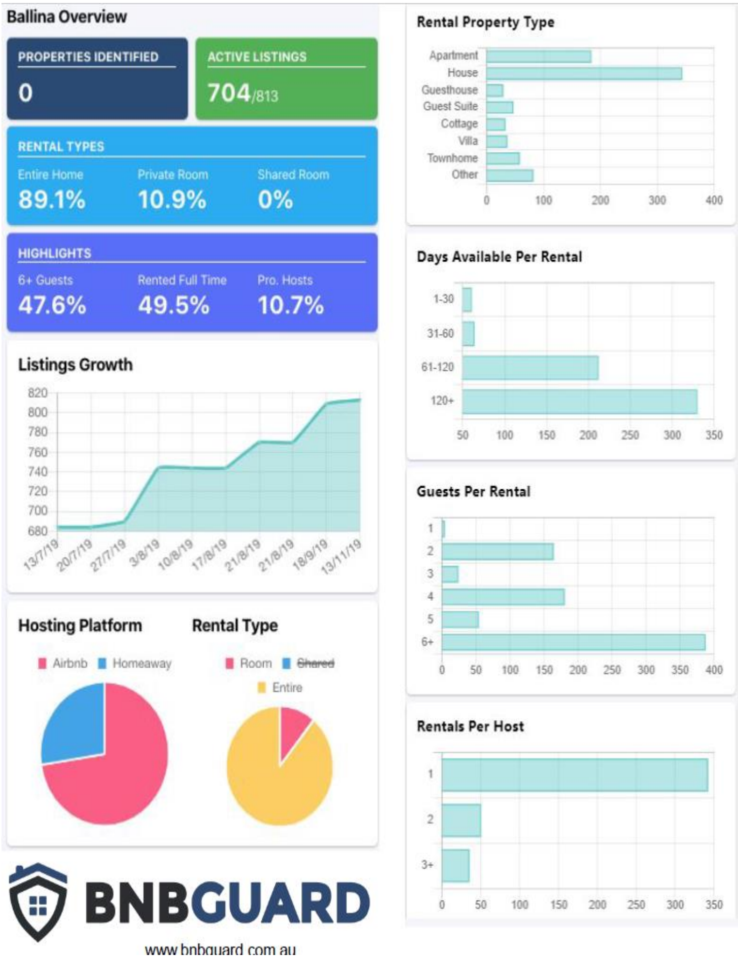
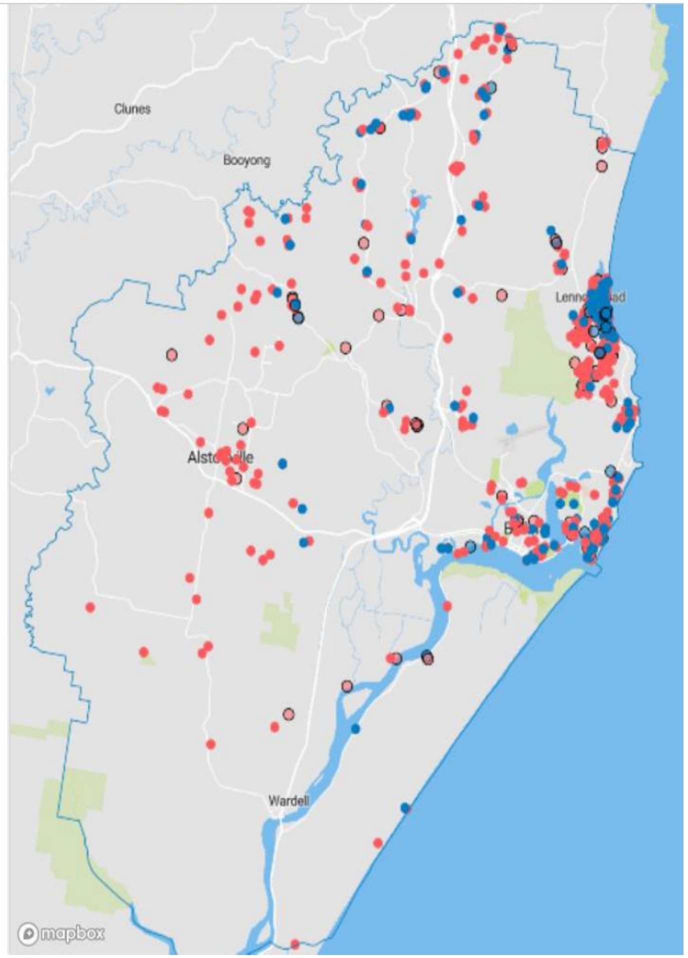
7 Appendix 1: All council profile, respondents and STHL listings

Council	Popula-tion	Respon-ses	*% of Popu-lation*	Resident Type						Airbnb & Stayz listings Nov 2019: BnbGuard	Airbnb only listings: Inside Airbnb				
				AAP	*% AAP hosts*	AirBnB Host	*% Airbnb hosts*	Other	*% Other*		Dec 2016	Dec 2017	Dec 2018	Dec 2019	% increase 2016-2019
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	1222	590%
Nambucca Shire Council	19,773	110	*0.6%*	15	*14%*	24	*22%*	71	*65%*	281	50	154	193	202	304%
Port Macquarie-Hastings 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	1337	363%
Byron Bay Council (2018)	34,574	766	*2.2%*	N/A	*N/A*	151	*18%*	615	*72%*	3,684	1,172	2740	3,037	3452	195%
Total	**615,236**	**2,451**	**0.4%**	**169**	***7%***	**471**	***19%***	**1,758**	***74%***	**13,160**	**2,544**	**6812**	**8,736**	**9908**	**289%**

8 Appendix 2: Airbnb & Stayz listings in the Ballina Shire[3]





3. (BnbGuard, 27 Nov 2019): BnbGuard.com.au 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