

How Short Term Rental Accommodation Supports Our Communities

What is short term rental accommodation (STRA)?

STRA refers to residential properties, houses, apartments and units, let out to guests for short stays and typically booked through online platforms. It ranges from a single host renting a spare room or holiday home occasionally, to professional property managers operating portfolios on behalf of owners. While most STRA is booked for holidays, it plays a far broader role across Australian and New Zealand communities.



60%

Holiday and
leisure stays



40%

Essential
community stays

40% of ASTRA members report their STRA properties are also used for essential, non-holiday stays.

In some regional areas this climbs as high as **80% of all bookings**, underscoring how vital this accommodation is where traditional housing or hotel options are limited.

CARE & CRISIS

Medical & emergency

Medical, hospital and family care stays, plus emergency and insurance accommodation when people are displaced from home.

WORK & MOBILITY

Workforce & business

Business travel, essential workforce housing, relocation and transition periods between one home and the next.

PEAKS IN DEMAND

Events & conferences

Overflow capacity for major events, festivals and conferences when hotel rooms sell out and demand surges.

A positive social & economic impact

STRA keeps regional economies moving, supporting local jobs, cafes, retailers and tourism operators. It offers flexible accommodation where hotels are scarce or full, houses patients and families near hospitals, keeps essential workers on the ground during projects and emergencies, and absorbs demand during major events. STRA helps communities stay connected, resilient and open for business.