

ASTRA recently conducted an internal survey of its members to understand more about its members, STRA operators and businesses, and STRA visitors in the year to November 2023. A BIG thank you to everyone who took the time to respond and to those who didn't get the chance this time around, don't worry, we will be conducting more surveys in future and would love to hear your thoughts.

The survey results show that STRA provides a substantial contribution to the visitor economy, tourism and hospitality industries in Australia. While only an initial snapshot of a small portion of ASTRA members and STRA industry, the results will help to shape further research and ASTRA's advocacy priorities in 2024.

Noting 63 per cent of respondents were from NSW and Victoria, key takeaways include:

- In the 12 months from October 2022 to November 2023, respondents welcomed over 217,000 guests to their properties.
- When it comes to bookings, 61% originate from online booking platforms and 39% are direct bookings.
- A large proportion of bookings are non-leisure at 39% - this includes business, visiting family and friends, and other non-holiday uses.
- An overwhelming 93% of respondents use five or more suppliers to support their STRA properties, with the majority of these suppliers being in the local community. This indicates that STRA is a significant economic and employment contributor to the local economy.
- 90% of guests originate from within Australia and nearly 70% of guests originate from the home state of the STRA property.
- Nearly 30% of respondents said STRA guests spend more than \$750 per stay in the community over and above accommodation costs.
- When it comes to government regulation, nearly 90% of respondents said they would not be incentivised to convert their STRA property to a long-term rental (6 to 12 months or more) following the introduction of a levy or day cap.
- An overwhelming 91% of respondents support a mandatory code of conduct for STRA guests and hosts.
- Nearly 80% of STRA owners and operators believe a levy or cap or both will negatively impact their business and 94% are concerned for the viability of their business.

The full publicly available results are detailed below.

Thank you again to everyone who participated!

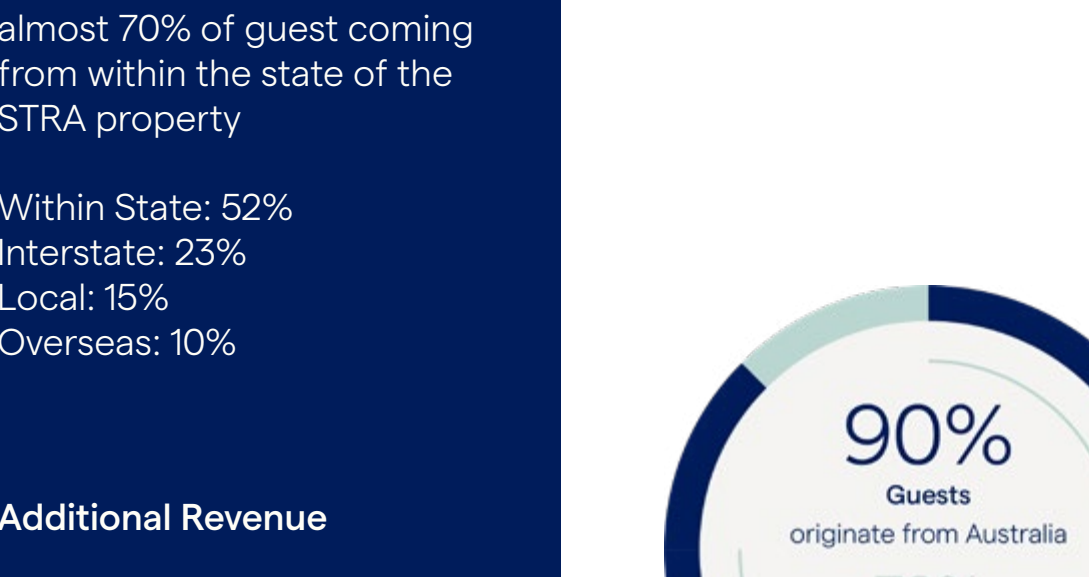


Guests & Stays

In the 12 months prior to the survey October 2022 to November 2023 respondents welcomed over 217,000 guests to their properties. This is an overwhelming number of guests who use STRA as their preferred choice of accommodation.

217,000 Guests Welcomed

From October 2022 – November 2023



Guest Profiles

OTA: 61%

Direct Bookings: 31%

Types of Stays

Whilst holiday is the predominant use at 61% there are a variety of other non-holiday uses for many lifestyle needs that make up the remaining 39%. Business travelers and visiting family are also popular uses.

Holiday: 61%

Family & Friends: 14%

Business: 8%

Insurance: 6%

Regional Workers: 4%

Relocation: 4%

Medical: 3%

Where are People From?

A positive on this is that the majority, 90% of guests are from within Australia with almost 70% of guest coming from within the state of the STRA property

Within State: 52%

Interstate: 23%

Local: 15%

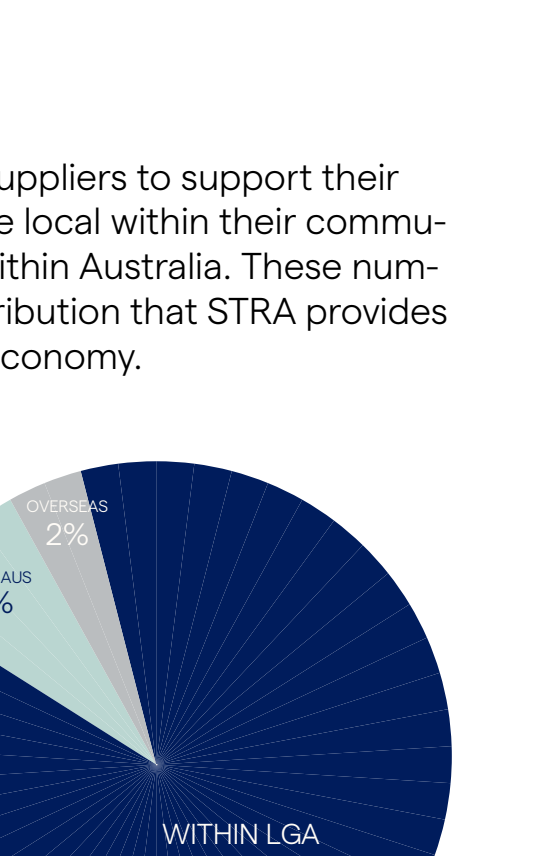
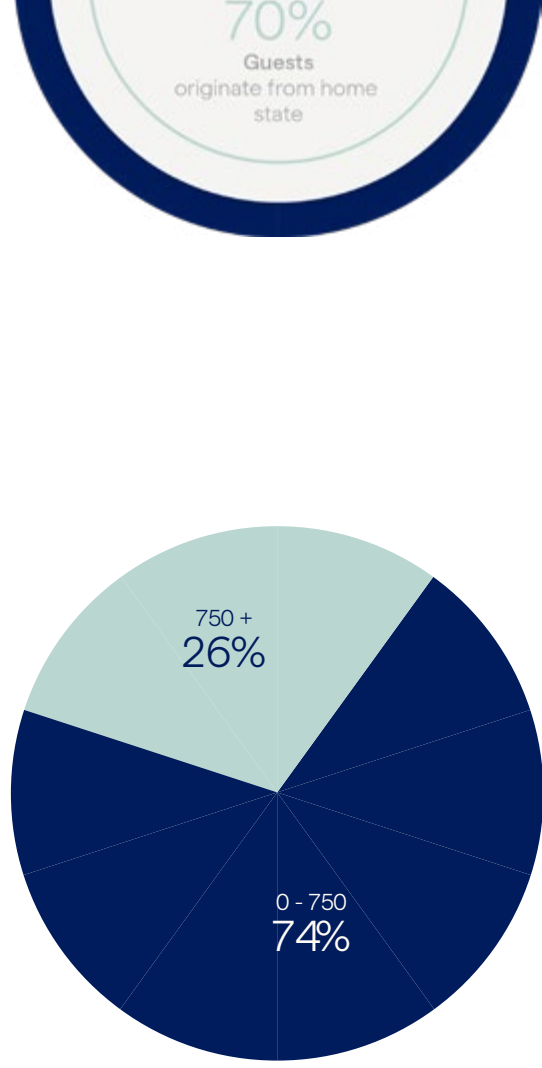
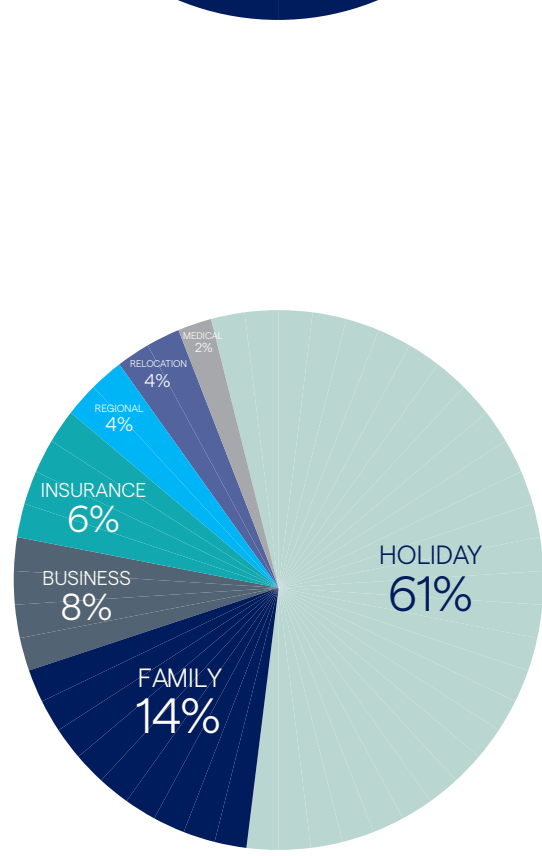
Overseas: 10%

Additional Revenue

The survey highlight that in addition to the money spent on the cost of the accommodation guest were spending within the local communities in which they stayed. 74% of responders considered that guest were spending as much as \$750 per stay. This indicates a strong additional economic contribution to other local businesses. If you were to calculate these numbers based on average amount spent across the number of guest stays noted from the survey the numbers indicated that STRA guest provide in excess of \$160M additional revenue to local communities over the 12 month period.

0 – 750: 74%

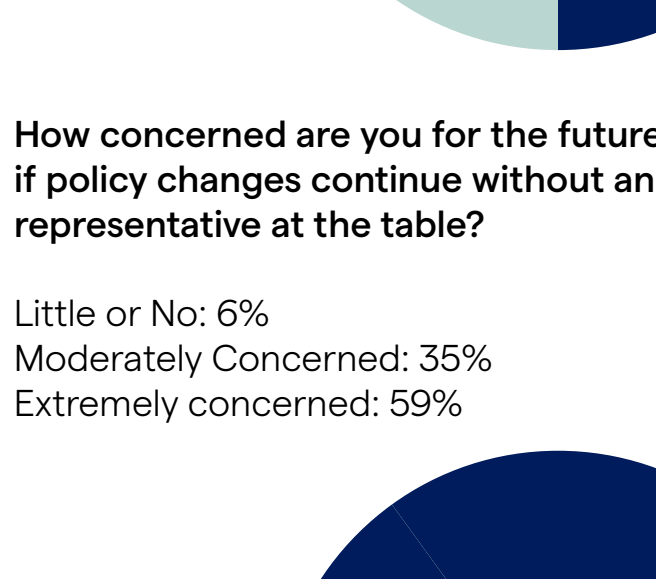
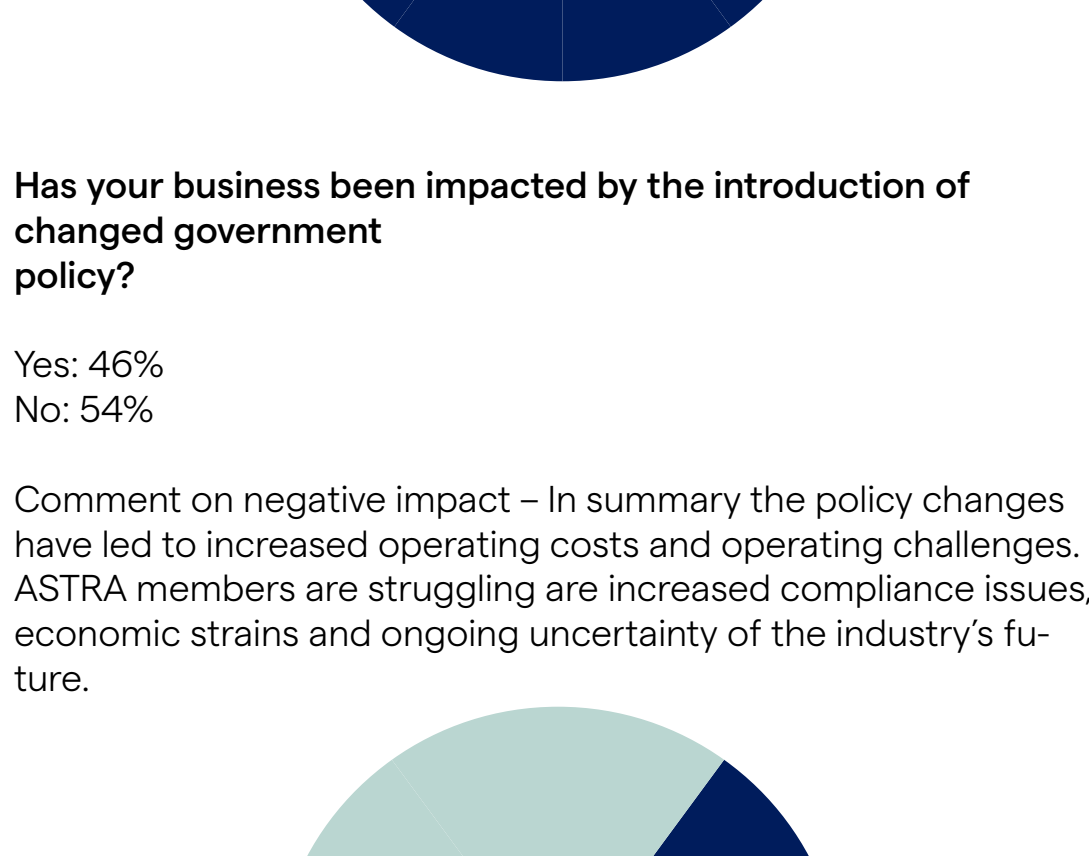
750 + : 26%



Owners & Operators

Suppliers

93% of responders use five or more suppliers to support their properties. Of these suppliers 80% are local within their communities and all but 2% of suppliers are within Australia. These numbers fully support the underlying contribution that STRA provides to the local, domestic and Australian economy.



93%
Respondents used 5 or more suppliers to support their STRA properties

Government Policy Regulations

Do you support a state or territory government registration system for hosted and non-hosted rental properties?

Yes: 69%

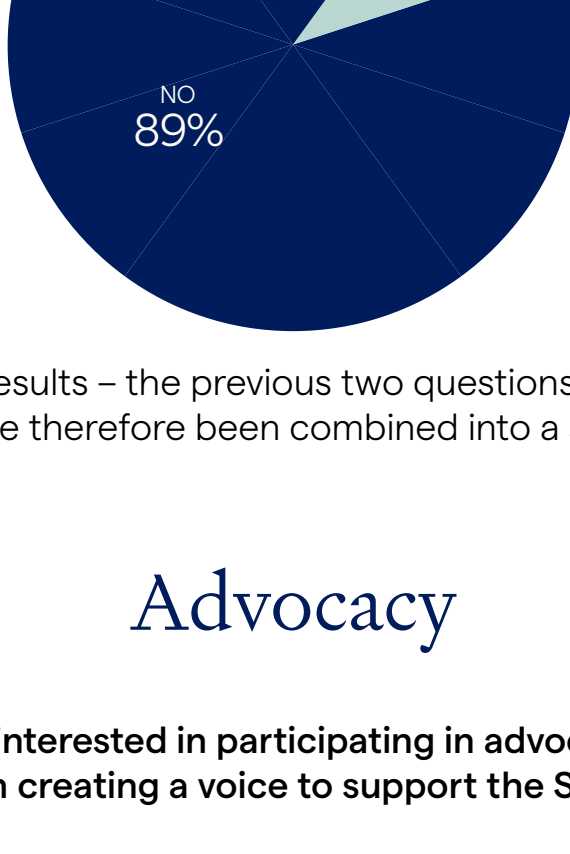
No: 31%



Do you support a mandatory code of conduct?

Yes: 91%

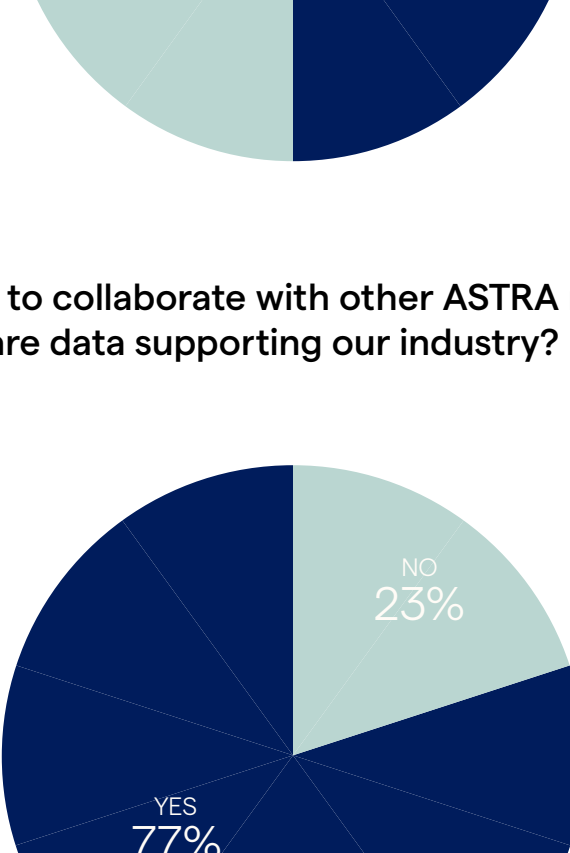
No: 9%



Has your business been impacted by the introduction of changed government policy?

Yes: 46%

No: 54%

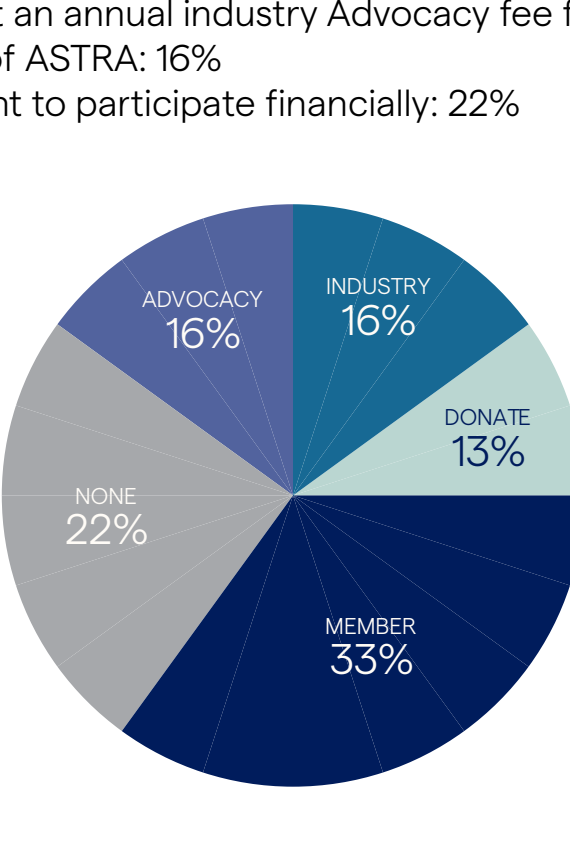


How concerned are you for the future viability of your business if policy changes continue without an STRA industry Advocate representative at the table?

Little or No: 6%

Moderately Concerned: 35%

Extremely concerned: 59%



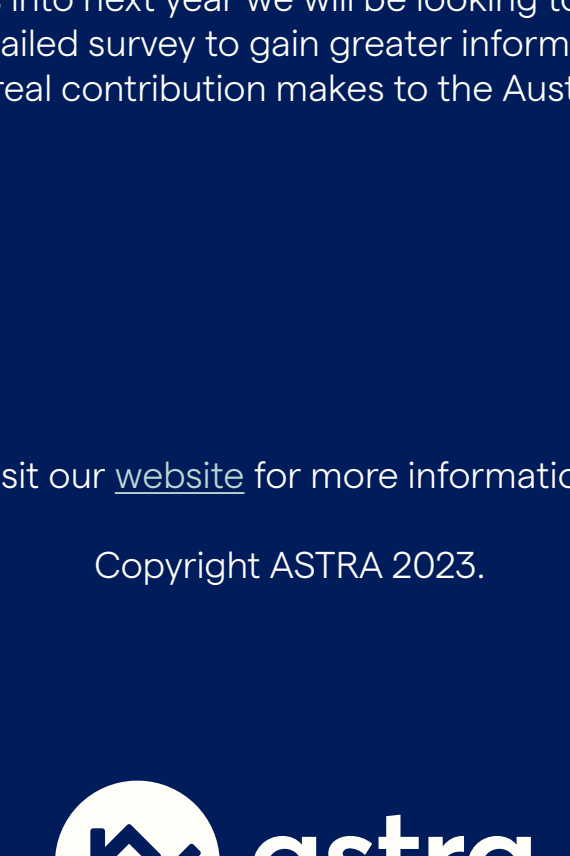
How do you think the introduction of a short stay levy, day cap or both would impact your business?

Positively: 0%

Negatively: 76%

No Impact: 11%

Unsure: 13%



Would a cap on short stay accommodation incentivise you to make the accommodation you manage or own available for long-term rent (6 to 12 months or more)?

Yes: 11%

No: 89%



Would a levy on short stay accommodation incentivise you to make the accommodation you manage or own available for long-term rent (6 to 12 months or more)?

Yes: 11%

No: 89%

Comment on results – the previous two questions yielded similar results and have therefore been combined into a single chart.

Advocacy

Would you be interested in participating in advocacy efforts to assist ASTRA in creating a voice to support the STRA industry?

Yes, actively: 41%

Yes, passively (signing petitions): 49%

No: 10%

Are you willing to collaborate with other ASTRA members to gather and share data supporting our industry?

Yes: 77%

No: 23%

Are you willing to support ASTRA financially to develop the necessary resources to create the voice for the STRA industry (You can nominate more than 1 selection)?

Yes I will make a one off donation: 13%

Yes I will become an ASTRA member: 33%

Yes I will collect an Advocacy fee from each booking: 16%

Yes I will collect an annual industry Advocacy fee from my owners on the behalf of ASTRA: 16%

No I do not want to participate financially: 22%

Summary

The survey results show that STRA provides a substantial contribution to the hospitality and economic landscape of the Australian economy. This initial survey has provided the team at ASTRA with some very helpful insights that can be used in the advocacy journey in 2024.

As we progress into next year we will be looking to conduct another more detailed survey to gain greater information and insights into the real contribution makes to the Australian way of life.

Visit our [website](#) for more information.

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