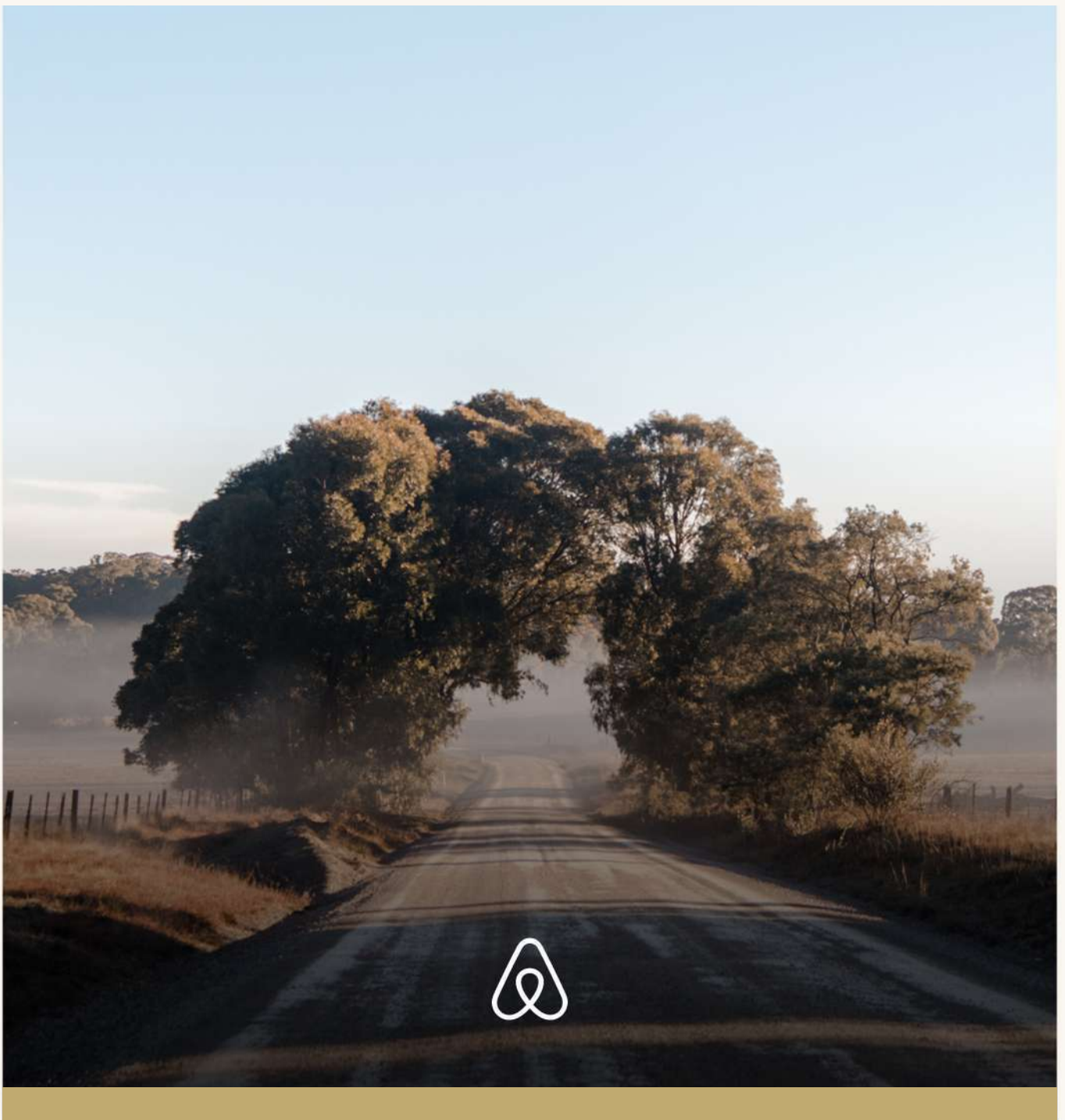


THE GREAT AUSSIE FARM STAY

A GUIDE TO BECOMING A HOST ON AIRBNB





"Being a farmer and living the farm life day in, day out, you can tend to under appreciate how unique your life experience is. Most people live in congested cities, instead of being surrounded by vast landscapes. It's easy to forget that. Having people come and visit and feeling indulged by the peace and quiet, is truly wonderful. I love to share our little plot of nature with city folk and spoil them with farm treats."

Jessica, Willunga South, South Australia

the great **AUSSIE FARM STAY**

Farmers know all too well that regional Australia has been doing it tough—the combined impacts of one of the worst droughts in Australia's recorded history and the devastation caused by unprecedented bushfires have hurt the bush. The COVID-19 pandemic has only exacerbated the impacts on regional tourism, putting a stop to valuable tourism dollars.

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

Our commitment to regional Australia runs deep—in fact, the beating heart of Airbnb's community in Australia is in the regions with the majority of listings located outside of capital cities. In 2019, we launched the [Country Pub Project](#) to put rural communities back on the map and get more Australians travelling to regional Australia. On top of that, there are nearly 2,200 farm stay listings across Australia—farmers like [Greg and Lauren](#) near Wingham, NSW, who have been welcoming guests for years.

Farms are more than just a place to stay—they enhance our connection with the landscape.

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

To do that, we want to help more farmers become part of Airbnb's community of hosts and make extra income through agritourism. There are two ways to earn extra income as a host on Airbnb: through providing accommodations for guests or through hosting an Airbnb Experience.

This handbook is designed to help farmers across Australia understand the benefits of hosting with Airbnb and be a useful resource for new hosts.

You can start hosting on Airbnb at:

Host a farm stay: airbnb.com.au/d/farmstayhost

Host an Experience: airbnb.com.au/host/experiences

THE FARM STAY

opportunity

Being a host on Airbnb is a way to diversify the revenue stream for your farming business—our top-performing farm stay hosts in Australia earned on average \$35,000 per farm listing in 2019.

Over recent years, there has been a growing interest among consumers to learn more about where their food comes from. Whether you're running sheep or cattle, sowing wheat or tending orchards and vineyards, the fascination with how food and drink comes from the farmgate to the plate makes farm stays an increasingly attractive holiday option.

Research from Airbnb found that 70 percent of Aussies would like to take a regional or rural road trip to see more of the real Australia.

And in the wake of COVID-19, the desire of travellers wanting to escape big cities, avoid large crowds, and enjoy the tranquility of the bush means there has never been a better time to consider a farm stay opportunity.

"Taabinga Station is an old property—one of the early selections in the South Burnett in 1844. We had a number of historic buildings dating from that time and later that were no longer used and falling into disrepair and we were also in the middle of the Millennium Drought. Essentially, the farm stay concept was developed to help maintain the buildings and generate income during the drought but we also wanted to give city people a chance to experience life on a working rural property."

Melissa, Haly Creek, Queensland



**“WE ALSO WANTED TO GIVE CITY PEOPLE
A CHANCE TO EXPERIENCE LIFE ON A
WORKING RURAL PROPERTY.”**

Why host a farm stay?

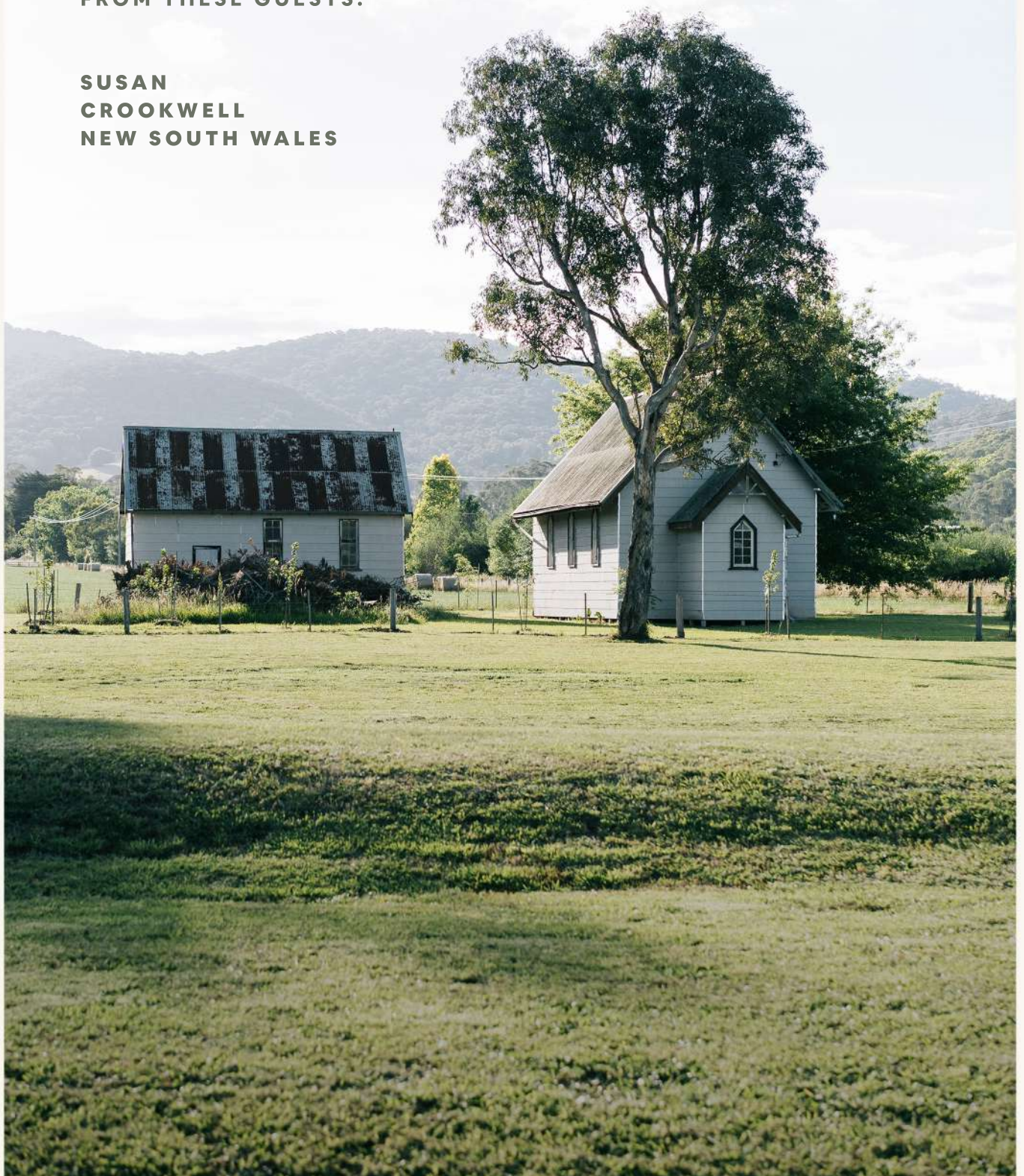
- Diversify your farm's income stream to help with the costs of farming, such as property maintenance, vet, feed, and utility bills—hosting income can also help to offset income volatility caused by climate or market fluctuations.
- Make use of a spare farm cottage or room in the homestead.
- Meet people from all walks of life and from all over the world.
- Educate guests about farm life and agriculture—from the challenges farmers face to the rich beauty of the bush.
- Grow the local visitor economy in a sustainable and authentic way by providing unique, memorable experiences and support local businesses by recommending local shops, vineyards, small tour operators, cafes, and restaurants to your guests.

As a farm stay host on Airbnb you can:

- List your space without spending a dollar—it's easy and secure.
- Fully control your availability, pricing, house rules, and guest interactions.
- Reach our global community of millions of guests searching for unique stays.
- Be a steward of your community as you welcome guests to your farm.
- Enjoy industry-leading host tools and low fees to help you thrive.

**“ABSOLUTELY NECESSARY TO OFFSET UNPREDICTABLE
MARKETS, WEATHER, AND GLOBAL FIBRE PRICES.
AIRBNB HAS DEVELOPED INTO A CRITICAL INCOME
COMPONENT TO ASSIST WITH FEEDING, SHEARING,
AND HEALTH COSTS ASSOCIATED WITH ALPACA FARMING.
THIS INCOME ALSO ASSISTS OUR LOCAL COMMUNITY WITH
CAFES, RESTAURANTS, EVENTS, ACTIVITIES,
AND OTHER FARM VISITS BENEFITING
FROM THESE GUESTS.”**

**SUSAN
CROOKWELL
NEW SOUTH WALES**





THE FARM STAY experience

Farm stays are uniquely positioned to provide memorable, unique and authentic experiences.

A visit to a farm stay has something for everyone—from families wanting to treat the kids to a glimpse of farm life and learn about agriculture through to couples wanting to unwind in idyllic surrounds.

The fresh air, wide open space, and peaceful serenity of farm life often provides visitors with a chance to relax, and is particularly attractive to city-dwellers who are looking for an escape.

Farm stays have so much to offer travellers. Here is what guests on Airbnb love about farm stays:

- Escaping the city to stimulate the senses by soaking up the sounds, scenery, and scents of the bush.
- The serenity and remoteness of farm life, offering a chance to disconnect and unwind.
- Learning about farm life, meeting farmers, and interacting with animals—both native wildlife and farm animals.
- Enjoying local, farm-grown or home-made produce—whether that's a local wine, fresh eggs from the chicken coop, herbs and veggies from the garden, and home-made jams, spreads or chutneys.
- The authenticity and unique charm of farm stay accommodation—whatever it may be, as long as it's homely, clean and tidy.

here is what farm stay guests on Airbnb love **ABOUT FARM STAYS**

"The serenity of looking out over the creek frontage and the 100 year old fig tree. Modern comforts in the cottage. They love watching the cows and horses go by and feeding them. Relaxing at the fire pit gazing at the stars or cooking marshmallows. Exploring our 92 acre property and enjoying abundance of wildlife from birds to turtles maybe even a platypus or echidna. Our guests get a basket of seasonal fruit and vegetables and free range eggs that they all enjoy."

Kylie & Andy, Reserve Creek, New South Wales

"Being super friendly and exceeding expectations by treating every guest as special and welcome. Small gestures and offerings, sharing our lifestyle and stories if they show interest. Leaving them alone if they don't come looking for contact, but being around and visible so they can approach easily and make that contact during their stay. Having a lot of previous experience with the public and knowing how to set them up to feel safe and confident in a different environment, understanding their perspective and making them feel included, not out of place. Small things make a big difference."

Chris, Mooralla, Victoria

"Location, modern styling, super clean, pet friendly, be available for problems or chats but also offer real privacy. We have a mapped out walk on the farm through our macadamia orchard. Guests are encouraged to gather nuts. They love that. It's so unique to those who live in the city. Many guests love our pony and our dogs so a few farm animals which are very safe is great on a farm stay. We don't allow large parties and that's clear in the description and rules. A guidebook in your farmstay with local markets, cafes, shops, attractions."

Catherine, Corndale, New South Wales



tips to create **A SUCCESSFUL FARM STAY**



**“KEEP IT REAL. BE GENUINE AND HONEST—
EXPLAIN THE GOOD, AND NOT SO GOOD ASPECTS
OF FARMING AND THE CHALLENGES WE FACE.”
ANDREW, ELBOW VALLEY, QUEENSLAND**

Creating a successful farm stay is achievable for anyone willing to give it a go. Be sure to select the “Farm stay” filter when you create your listing on Airbnb—this will help your future guests find you easily when looking for a farm stay.

“Try to focus on what’s unique about your farm and try to incorporate the guests in your life.”

Michael, North Maleny, Queensland

“Be authentic, make it comfortable and memorable.”

Bec and Angus, Molyullah, Victoria

To inspire you, we’ve collated a series of tips and tricks from some of Australia’s best farm stay hosts on Airbnb:

- Be authentic. Successful hosting is often about creating a memorable stay by being hospitable, friendly, and informative. Sharing your knowledge and story creates the local, authentic, people-powered experiences that drive Airbnb.
- Give thought to the interior design touches and what amenities you can provide—include necessities such as appliances and a well-stocked kitchen, as well as any other extras, such as board games, novels, or a book exchange, and even local literature with works by local authors or a local history.
- Educate your guests about health and safety on the farm. Be clear on the farm and house rules and consider creating a map of the farm for guests.
- Communicate with your guests before they arrive, inform guests of what to expect, listen to and answer their questions, and make yourself available to guests during their stay. You can find your own balance between guests who will want their privacy and those who will be interested in being included in the farm lifestyle.

- Consider personal touches and attention to detail—fresh flowers or herbs from the garden, fresh farm eggs or local artisan produce, a welcome hamper or a homemade cake. Make it clean, comfortable, and cosy. Consider including comfortable beds with high-quality linens, sufficient towels, and if it’s a cold time of year, make the home warm before arrival.

- If possible, highlight what’s unique or distinctive about both you and your farm stay. Your listing can showcase the natural features of your property or reflect the story of you, your farm, and your local community.

- Think about extras. Consider an outdoor fire pit if safe and appropriate for your farm, an outdoor bench to sit on, a pet friendly farm, bicycles to explore the farm and local area, gumboots for guests, or a highchair or a cot.

- Make it work for you and your farm. Adjust your pricing and minimum stay until you find what works best, and consider setting your availability for bookings around busy times, such as harvest season.

- Bring them into your farm and make it interactive, especially with animals and wildlife where safe to do so, and give them a taste of the farm lifestyle. Welcome each guest in person if possible, share a meal or a wine around a fire, and learn about one another’s life journeys and backgrounds.

- Finally, hosting is a journey. You can take on feedback from guests to improve your listing for the next guest, and if it’s your first guest, let them know and ask for helpful feedback as you are learning the ropes.

“Tranquility, good amenities, comfortable beds, a friendly disposition and a willingness to help provide your guests with what they want or need. Special touches that they were not expecting, farm fresh eggs, local produce, fresh picked apples or the opportunity to bottle feed lambs. People who have never experienced farm life love the ability to see it or get up close to it if possible.”

Anna, Lurg, Victoria

Airbnb Experiences: **BEYOND A FARM STAY**

"I love being an Experience host. The most satisfying thing is seeing people come from the cities who have seldom been to rural areas. They appreciate the beauty of rural life and love to be close to the animals. I love meeting new people and it's rewarding to see them having a lovely time."

Brigitte, Mirboo North, Victoria

Airbnb Experiences are activities designed and led by inspiring locals—they go beyond typical tours or classes by immersing guests in each host's unique world. It's an opportunity for hosts to share their hobbies, skills, and expertise without needing an extra room.

Many guests are now looking to have a deeper connection to nature. This is a great opportunity for you as a farmer to showcase your passion and expertise and earn additional income. Guests especially love Experiences that provide rare access to animals in their own habitats.

You can host an Experience in addition to hosting a farm stay, or as a standalone activity. Experiences are a way to introduce guests to your farm and local area, and to connect with guests while doing what you love.

You can create an Experience that works for you. With Airbnb, you're in full control of your Experience and you can host around your schedule, set your own prices, and determine the right group size.

Whether you choose to host a farm stay or an Experience, Airbnb also offers tools, insurance, hospitality tips, 24/7 support, and an online community of experienced hosts for asking questions and sharing ideas for success.

"THE MOST SATISFYING THING IS SEEING PEOPLE COME FROM THE CITIES WHO HAVE SELDOM BEEN TO RURAL AREAS. THEY APPRECIATE THE BEAUTY OF RURAL LIFE AND LOVE TO BE CLOSE TO THE ANIMALS."





farmers supporting **FARMERS**

This handbook was made possible by the generous contributions of the farm stay host community on Airbnb in Australia who shared their experiences, ideas, and tips.

The bush has a long history of coming together when times are tough and offering support to one another to make it through. The farm stay hosts featured in this handbook are just a small proportion of those farmers who reflect this undying spirit of the bush.

We asked farm stay hosts what advice they would share with farmers thinking about becoming an Airbnb host. This is what they said:

"When you open your farm gate to a traveller, you will never close that gate ever again! You will enjoy a greater love of what you grow through the eyes of experiences of your guests. You will enjoy a greater sense of purpose and gratefulness that you work the land and have the ability to share it with others."

Rona, Caraban, Western Australia

"I'm sorry we waited so long to do it! Give it a go. What do you have to lose?"

Anna, Lurg, Victoria

"Do it! You will meet some amazing people and top up your income in the process."

Andrew, Bendolba, New South Wales

"Do it! if you have the available space doesn't have to be flash people just love being on a farm. It's not about the space or cottage but about being on the farm. The stars at night, having a fire, getting close to a cow, having big open spaces and getting to talk to a farmer. City people love farmers."

Lauren, Cedar Party, New South Wales

"I would advise it. Remember there is work involved and commitment and you will have extra people on your property but it is a decision that we are pleased we made many years ago."

Susie, Gretna, Tasmania

"We are the lucky ones. Life can be simple and sharing that with others who do not have the luxury of living off and with the land is a privilege with the added bonus of an income. Airbnb make it simple and the support is phenomenal. My advice is...GO FOR IT!"

Janet, Esperance, Western Australia

**"WHEN YOU OPEN YOUR
FARM GATE TO A
TRAVELLER, YOU WILL
NEVER CLOSE THAT
GATE EVER AGAIN!"**

About Airbnb

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

Frequently Asked Questions

Working farms can be dangerous—how do I make sure my guests are safe?

You know your farm better than anyone and it's important to make your guests aware of any potential safety hazards. You should clearly explain which parts of the farm are not open to guests and any other precautions they may need to take to stay safe and respect your farm during their stay. Airbnb also has rules about potentially dangerous animals.

Learn more at:

airbnb.com.au/help/article/2135/what-are-airbnbs-rules-about-potentially-dangerous-animals

airbnb.com.au/help/article/2578/what-are-the-animal-welfare-guidelines-for-airbnb-experiences

What are the local rules for hosting?

We've put together a Responsible Hosting page to help hosts on Airbnb become familiar with hosting responsibilities, and to provide a general overview of different laws, regulations, and best practices that may affect hosts. You're required to follow our guidelines, like our Hosting Standards, and to make sure that you follow the laws and other rules that apply to your specific circumstances and locale.

Learn more at:

airbnb.com.au/help/article/1377/responsible-hosting-in-australia
airbnb.com.au/help/topic/896/responsible-hosting-for-airbnb-experiences

What should I do about insurance?

Airbnb's Host Guarantee and Airbnb's Host Protection Insurance provide you with basic coverage for listed damages and liabilities. However, these don't take the place of homeowners insurance, renters insurance, or adequate liability coverage. You might need to meet other insurance requirements as well. You should work with your insurance agent or carrier to determine what kind of obligations, limits, and coverage are required for your specific circumstances.

Where can I find more information?

The **Airbnb Resource Centre** is the hub for updates from Airbnb, helpful articles, and hosting guides.

Learn more at:

airbnb.com.au/resources/hosting-homes

The **Airbnb Experience Resource Centre** is the hub for tools to help you host your Experience successfully.

Learn more at:

airbnb.com.au/experience-hosting/resource-center

The **Airbnb Help Centre** is where you can get help with and information about your reservations, account, listing, guest communication, and more.

Learn more at:

airbnb.com.au/help/home

