

# BEYOND THE GAME

*AUSSIE SPORT TOURISM SURGE DRIVING WINS  
ON AND OFF THE FIELD*





According to YouGov data, Australians travelling for sport are willing to spend an average of \$108 AUD per person per day on accommodation



Group travel (4+) is a common way for Aussies to attend sporting events. Splitting the cost between a group can provide an affordable way to travel<sup>1</sup>



International travellers are also keen on attending Australian sporting events, with the most interest coming from the UK, Singapore, and Korea<sup>1</sup>

**70%** of Aussies would travel domestically to watch or participate in a sporting event



**59%** have travelled, or plan to travel, domestically for sport this year



## What a typical host earned during major sporting events (in AUD)<sup>1</sup>

Australian Open  
Jan 12-26 2025

**\$2,018**

NRL Grand Final  
October 4-6 2024

**\$1,008**

AFL Grand Final  
September 27-30 2024

**\$787**

Gold Coast Marathon  
July 5-8 2024

**\$1,094**

Sydney Test  
January 3-6 2025

**\$1,391**

Boxing Day Test  
December 26-30 2024

**\$1,185**

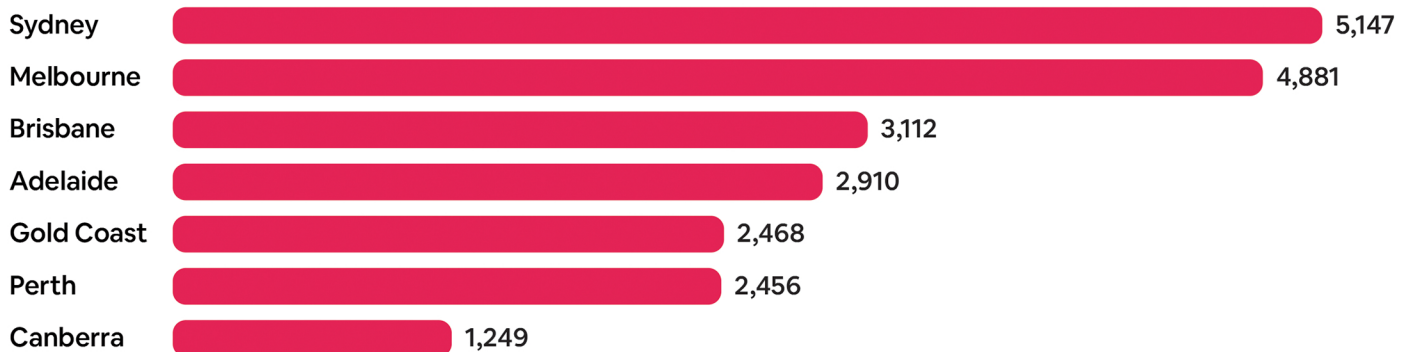
State of Origin - Game 3  
July 16-18 2024

**\$615**

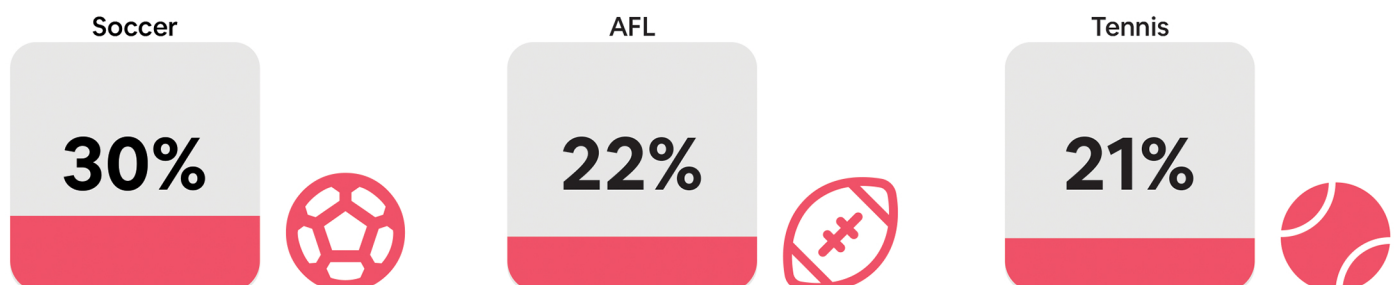
Perth Test Match  
November 22-25, 2024

**\$915**

## Which, if any, of the following destinations have you travelled to so far in 2025, or plan to travel to in 2025, to be a spectator or participate in a sporting event?



## Which three, if any, of the following sport would you be most likely to travel domestically to spectate or participate in?



<sup>1</sup>Based on Q1 2025 Airbnb internal data for search growth on group travel sizes, countries of origin and typical host earnings representing the median amount earned from the events included

Note: All other data in this infographic is based on an online YouGov survey between 1 May and 5 May 2025 from a sample size of 1,031 Australians aged 18 and above



Australian Matildas' Vice Captain, Steph Catley stays in Airbnbs when travelling for her various competitions and during the off season. *"I love staying at Airbnbs as it feels more homey and relaxing when I'm on the road, which is a lot of my life! The comfort and personal touches help me unwind and feel settled no matter where in the world I am."*

#### Growing interest in **group travel**<sup>2</sup>

- Brisbane: Over 120% increase for State of Origin for groups of 5+
- Sydney: Over 25% increase for British & Irish Lions for 9+ guests
- Melbourne: Over 110% increase for AFL Grand Final for 7+ guests
- Adelaide: Over 280% increase for The Ashes for groups of 8+

#### Growing interest from **Gen Z (18-24) and Millennial travellers (30-39)**<sup>3</sup>

##### Amongst 18 to 24 year olds

- Nearly 25% growth for AFL Grand Final in Melbourne
- Over 140% growth for The Ashes in Adelaide

##### Amongst 30 to 39 year olds

- Over 100% growth for State of Origin in Brisbane
- Nearly 60% growth for AFL Grand Final in Melbourne
- Over 60% growth for The Ashes in Brisbane
- 90% growth for The Ashes in Adelaide

#### Trending growth in searches in Q1 2025 for the same dates ('24 vs '25)

- Brisbane saw a nearly 350% growth in searches from international travellers for British & Irish Lions Tour<sup>4</sup>
- Sydney saw an approximate 40% growth in searches from international travellers for the Sydney Marathon<sup>5</sup>

#### State of Origin

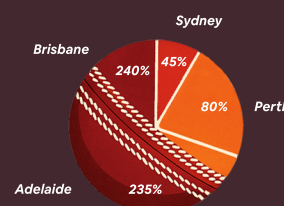
Growth in searches for same dates ('24 vs '25)



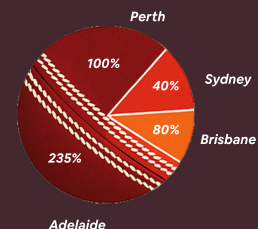
- Around 150% increase in domestic guests to Brisbane
- Nearly 100% increase in international guests to Brisbane
- Nearly 35% growth in searches by females

#### The Ashes

Approximate growth in searches in Q1 2025 for same dates ('24 vs '25):



#### DOMESTIC



#### INTERNATIONAL

In Adelaide, searches for The Ashes by females has grown by around 75%

<sup>2,3</sup> Based on Airbnb internal data for searches completed in Q1 2025 for dates of major sporting events set out above, as compared to the week before the event.

<sup>4</sup> Based on Airbnb internal data for searches completed in Q1 2025 by domestic travellers for stays in Brisbane with check-in dates in the time period in Q1 2025, compared to the same time period in Q1 2024.

<sup>5</sup> Based on Airbnb internal data for searches completed in Q1 2025 by international travellers for stays in Sydney, with check-in dates in the time period in Q1 2025, compared to the same time period in Q1 2024.

**With the launch of Services and reimagined Experiences, Airbnb now provides even more opportunities for tourism operators and everyday people to become hosts and with the popularity of sport tourism, fans are able to go surfing with Mark Occhilupo or get an insider's tour of the Melbourne Cricket Ground (MCG).**

Ben McAuliffe who runs the MCG tour said, *"Sport has an incredible ability to bridge languages and cultures because everyone understands the fundamental concept of competition. However, witnessing sport in another country is to witness locals in their natural state and is one of the best ways to get to know a place and its people, whether it be baseball in Japan, football in South America or Aussie Rules in Australia."*



### **Angela, Sydney**

Sydney-based Airbnb host Angela says guests often enquire about proximity to sports events when booking her Fairlight studio.

*"Because I'm so close to Manly beach, fans flock here for national surf competitions and beach volleyball events. I've also had triathletes and marathon runners use my place as a base for their out-of-town events. Even though Manly is a ferry ride to venues such as the Sydney Cricket Ground, guests enjoy the experience of grabbing a beer as they make their way across the harbour to events and they then don't have to bother with parking."*

Thanks to her earnings, Angela is currently planning a trip to Scotland where she's scoping out Airbnb accommodation for a visit to the Pitlochry Highland Games. *"I've never experienced what I've heard is a fantastic Scottish tradition."*

### **Elia, Melbourne**

Elia has been a Superhost for close to a decade, regularly hosting guests during F1 competitions, even housing an F1 marshal in 2018 who shared Grand Prix tickets with him so she could experience the action first hand.

*"I've hosted countless guests during the F1 and Australian Open and love that my home can become part of the action during Melbourne's busiest sporting events. Hosting my spare room on these occasions helps me manage the cost of living, pay my mortgage and put money aside for trips back home to Italy to see my family. I've even had guests return annually for sport events, some planning a year ahead to make sure they can book with me, showing how much they value the experience of staying in a real home with a local who shares their sports enthusiasm."*





### Janine, Brisbane

Janine hosts a flat in Brisbane and has seen a spike in stays around major sporting events. Hosting since June 2024, her listing garnered a lot of attention during the Magic Round rugby league games.

*"Being so close to Suncorp Stadium, we often host guests for major games, like the Kiwi fans we welcomed during the Magic Round. Sport helps Brisbane to thrive economically, and the additional income I make from hosting during sport matches has been a huge help with the cost of living. I'd encourage anyone to take up hosting to meet new people, top up their income and share the city you call home!"*

### Andrea, Perth

After her children flew the nest, Andrea annexed part of her home, making it an Airbnb to top up her income and avoid downsizing. She's since welcomed sporty guests across Australia thanks to her home's central location, as guests can access stadiums with ease.

*"After the children moved out, we considered downsizing, but instead converted the extra space into an Airbnb to make some additional income while keeping hold of the family home. In less than a year of hosting, it's proven one of the best decisions we've made! Being situated close to Perth's biggest stadiums is one of our key selling points, as families have stayed for their children's basketball and netball tournaments, state athletic meets, and we even have guests lined up for the Ashes Test in November. Perth truly is a cultural hub and it's a joy sharing it with visitors."*

In February 2024, it was reported that hotels across Sydney's CBD and Sydney Olympic Park had seen occupancy levels between 90% to 100% during a number of major music and sporting events, reiterating the need for diverse accommodation options that support increased visitation during major events.

**“WITH 35,000 PARTICIPANTS AND MANY TRAVELLING FROM INTERSTATE OR OVERSEAS, THERE ARE A HUGE NUMBER OF RUNNERS LOOKING FOR ACCOMMODATION. AND OFTEN THEY ARE TRAVELLING WITH FAMILY OR FRIENDS SO AN AIRBNB IS A MUCH MORE CONVENIENT AND COST EFFECTIVE WAY FOR THEM TO TRAVEL FOR THE EVENT. AS WE CONTINUE TO GROW, THE DEMAND ON HOTEL SPACE WILL BE EXACERBATED SIGNIFICANTLY SO THE ATTRACTION OF AIRBNB WILL BE GREATLY ENHANCED.”**



**Wayne Larden**  
CEO and Race Director  
TCS Sydney Marathon

*Listing a space or experience on Airbnb helps cities welcome guests from around the country and the world. For more information on how to get started with hosting on Airbnb visit [airbnb.com/hosting-au](https://airbnb.com/hosting-au)*

