

# Event hosting toolkit

Expand accommodation  
capacity and support  
local events



# Outline of topics

- 3 A letter from Airbnb
- 5 Introduction: Enhancing local event success with Airbnb
- 7 The importance of expanding accommodation capacity
- 8 The benefits of hosting
- 11 The economic impact of Airbnb in Australia
- 13 Success from other towns
- 16 A timeline for expanding accommodation capacity
- 18 Guiding your community to expand accommodation options
- 19 Airbnb's trust and safety commitment
- 22 Next steps: preparing for event success

## A LETTER FROM

## Michael Crosby

Head of Public Policy,  
Australia & New Zealand



One of the most rewarding aspects of Airbnb's journey is seeing the role we play in supporting vibrant, thriving communities across Australia. Time and again, regional events have demonstrated their power to transform towns and cities—bringing visitors, fostering economic growth, and showcasing the best of what our regions have to offer.

Yet, with these opportunities comes the challenge of ensuring sufficient accommodation to welcome visitors. This is where Airbnb can help. By empowering local residents to become hosts, we not only provide additional lodging options but also bring direct financial benefits to local households and businesses alike.

This Event Hosting Toolkit has been created to help you prepare for major events in your area. It offers practical resources and key information to help communities:

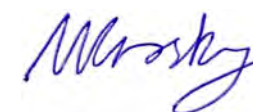
- Expand accommodation capacity efficiently and sustainably.
- Engage local residents with step-by-step guidance to become Airbnb hosts.
- Highlight the broader financial and community benefits of hosting.

Through this toolkit, we aim to make every event a success—not just for attendees but for the communities hosting them.

By working together, we can ensure that local economies thrive, residents benefit, and visitors leave with unforgettable experiences. If your local event is expected to attract over 20,000 attendees, we may be able to offer additional support to help engage your community.

Contact us at [events.anz@airbnb.com](mailto:events.anz@airbnb.com) to start the conversation.

Thanks for taking the time to explore the resources in this toolkit. Please don't hesitate to reach out with questions or ideas—we're here to support you every step of the way.

A handwritten signature in blue ink that reads "Mcrosby".

**Michael Crosby**  
Head of Public Policy, Australia & New Zealand





## ACKNOWLEDGMENT OF COUNTRY

Airbnb acknowledges the cultural Custodians and Traditional Owners of the lands and waterways on which we live, work, and travel throughout Australia. We acknowledge the Gadigal people of the Eora Nation, whose ancestors walked the lands upon which our office stands and whose descendants continue to reside upon. We pay our respects to Aboriginal and Torres Strait Islander Elders past and present, acknowledging them as traditional Custodians of knowledge for Country, and we extend that respect to all Aboriginal and Torres Strait Islander peoples. We celebrate the enduring connections to Country, culture, and community, as well as the resilience, knowledge and stories of Aboriginal and Torres Strait Islander communities.

# Introduction: Enhancing local event success with Airbnb

Local events bring people together, boost economic growth, and showcase the best of what a region has to offer. Meeting the demand for accommodation, however, can be a challenge. By empowering locals to share their homes, Airbnb helps councils expand lodging quickly and sustainably—without the need for new infrastructure—while keeping benefits in the community.

It includes guidance, tools, and real-world examples to help councils leverage home sharing for events, such as:

## 1 A planning timeline

Step-by-step guidance to support event preparation, manage accommodation needs, and create a great experience for both attendees and the community.

## 2 Support for new hosts

Resources like printable flyers, video tutorials, and hosting guides to make it easy for residents to become hosts.

## 3 The Airbnb City Portal

A platform offering insights into travel trends, accommodation supply, and tools to manage local short-term rental activity.

## 4 Case studies from across Australia

Examples of how towns and regions have successfully used Airbnb to support events, creating benefits for hosts, guests, and the wider community.

With these tools, councils can unlock the benefits of expanding accommodation options—attracting more visitors, supporting larger events, and creating a lasting positive impact for residents, guests, and the local economy.





”

**When attendees have a positive experience—seamless travel, comfortable stays, and easy access to venues—it increases the likelihood of return visits and positions the destination as a top choice for major events.**

## Why accommodation matters for event success

Adequate accommodation plays a critical role in the success of an event. Without enough places to stay, visitor numbers may be capped, economic opportunities reduced<sup>1</sup>, and the region’s ability to attract future events impacted.

This challenge is especially pressing in regional areas, where traditional accommodation options are often limited<sup>2</sup>. When demand outpaces supply, attendees may be forced to stay in distant locations or reconsider their plans altogether.

For councils, addressing this need is not just about meeting short-term demand—it’s about:

### **Maintaining smooth operations**

Ensuring attendees can stay close to the event reduces transport congestion, minimises delays, and prevents overcrowding in key areas. When accommodation is far from the venue, attendees may struggle with accessibility, leading to bottlenecks at transport hubs and pressure on local infrastructure.

### **Protecting the visitor experience**

Accommodation shortages can lead to inflated prices, limited availability, and less convenient lodging options, negatively affecting visitor satisfaction<sup>3</sup>. A poor accommodation experience—whether due to cost, distance, or lack of quality options—can discourage future attendance and harm the event’s reputation.

### **Strengthening regional appeal**

Demonstrating the ability to successfully host large events reinforces a region’s attractiveness for future opportunities. When attendees have a positive experience—seamless travel, comfortable stays, and easy access to venues—it increases the likelihood of return visits and positions the destination as a top choice for major events.

Solving these challenges requires innovative solutions that complement existing infrastructure. With the right approach, councils can ensure every event delivers on its promise while positioning the region as a go-to location for future opportunities.

<sup>1</sup> Oxford Economics, “Boosting Accommodation Supply and Affordability During Major Events,” May 2024.

<sup>2</sup> Colliers, “Australian Accommodation Supply Update Report 2024, Colliers International”, 2024

<sup>3</sup> Oxford Economics, “Boosting Accommodation Supply and Affordability During Major Events,” May 2024.



# The benefits of hosting

Hosting through Airbnb provides tangible benefits that extend far beyond the event itself, touching every corner of the community. Airbnb allows local residents to share their homes, providing more than just a place to stay—it offers guests an authentic way to experience the region.



## Financial gains for hosts

Residents earn income by opening their homes, helping with everyday expenses or making home improvements. More than 45% of hosts say this income helps them stay in their homes<sup>4</sup>, making hosting a vital source of financial support.



## Boosting the local economy

Visitor spending spreads across small businesses, creating economic ripple effects that benefit the entire community. In Australia, Airbnb guests spent a total of \$12.4 billion in 2022 at restaurants, retail stores, and on transportation, among other tourist activities<sup>5</sup>.



## Strengthening community bonds

Hosting fosters pride and connection, as locals play an active role in showcasing their region.

<sup>4</sup> Self-reported, based on 2,973 host responses to an internal Airbnb 'Homes host' survey conducted between 1/12/22 - 28/4/24.

<sup>5</sup> Oxford Economics 2023, The Economic Impact of Airbnb in APAC: An independent report by Oxford Economics.



## Promoting longer stays

Airbnb's flexibility often encourages guests to extend their visits, maximising the impact on local tourism<sup>6</sup>.



## Offering authentic experiences

Guests stay in homes, giving them a chance to live like a local and connect with the unique character of the area.

By engaging residents as hosts, councils can help amplify the impact of major events, ensuring economic growth while building stronger connections within the community.

<sup>6</sup> Oxford Economics 2023, The Economic Impact of Airbnb in APAC: An independent report by Oxford Economics.







## The economic impact of Airbnb in Australia

Airbnb commissioned Oxford Economics, a world-leading economic analysis and forecasting firm, to assess Airbnb's contribution to Australia's economy and the wider Asia Pacific region. The findings highlight the significant role Airbnb plays in supporting regional and urban communities, driving tourism spending, and creating jobs across the country.

### Airbnb in Australia in numbers

---

**\$13.6bn** in GDP  
across the country

---

**94,700 jobs** supported by Airbnb's  
economic activity in Australia

---

**\$12.4bn** in guest spending  
across the country

---



# Travel trends

The way people travel across Asia Pacific is changing, with emerging trends presenting fresh opportunities for regional economies. According to the Oxford Economics report, two significant shifts—toward rural destinations and longer stays—are driving economic growth and transforming local tourism.



## Off the beaten path

Travel has increasingly shifted from cities to rural areas, driven by changing preferences during the pandemic and supported by local hosts. By offering accommodation in areas with limited traditional options, Airbnb helps disperse tourism and unlock economic potential. Since 2019, non-urban tourism spending through Airbnb has grown 88% in real terms across the Asia Pacific region, bringing significant contributions to previously overlooked regions.

## Longer stays that combine work and play

The rise of flexible work policies has led to increased demand for longer stays, a trend supported by Airbnb's initiatives like the Live and Work Anywhere program. In the 12 months to March 2023, guests staying 28 nights or more on Airbnb contributed \$1.1 billion to GDP and supported over 42,000 jobs across Asia Pacific, spending more per trip and delivering greater economic benefits to local communities<sup>7</sup>.

7 Oxford Economics 2023, The Economic Impact of Airbnb in APAC: An independent report by Oxford Economics.

# Success stories from other towns

See how towns and regions have embraced Airbnb to expand accommodation for major events, creating meaningful benefits for their communities and visitors alike.

## State of Origin: Townsville, Queensland

When Townsville was chosen to host the State of Origin rugby league series opener, the city faced the exciting challenge of welcoming over 27,000 fans. With limited traditional lodging options in the region, ensuring adequate accommodation became a top priority.

The local community rallied together, with residents opening their homes to travelling fans. This community-driven approach not only addressed the accommodation needs but also showcased Townsville's exceptional hospitality. The event was a resounding success, leaving a lasting impression on visitors and reinforcing the city's ability to host world-class events.

”

**Without a doubt, this will be one of the biggest events to hit Townsville, and we need to use every option available to make it the success we know it can be for our city**

**We're thrilled to partner with Airbnb... to encourage as many locals as possible to welcome footy fans into their homes next week.**

— Claudia Brumme-Smith, CEO of DMO Townsville Enterprise





”

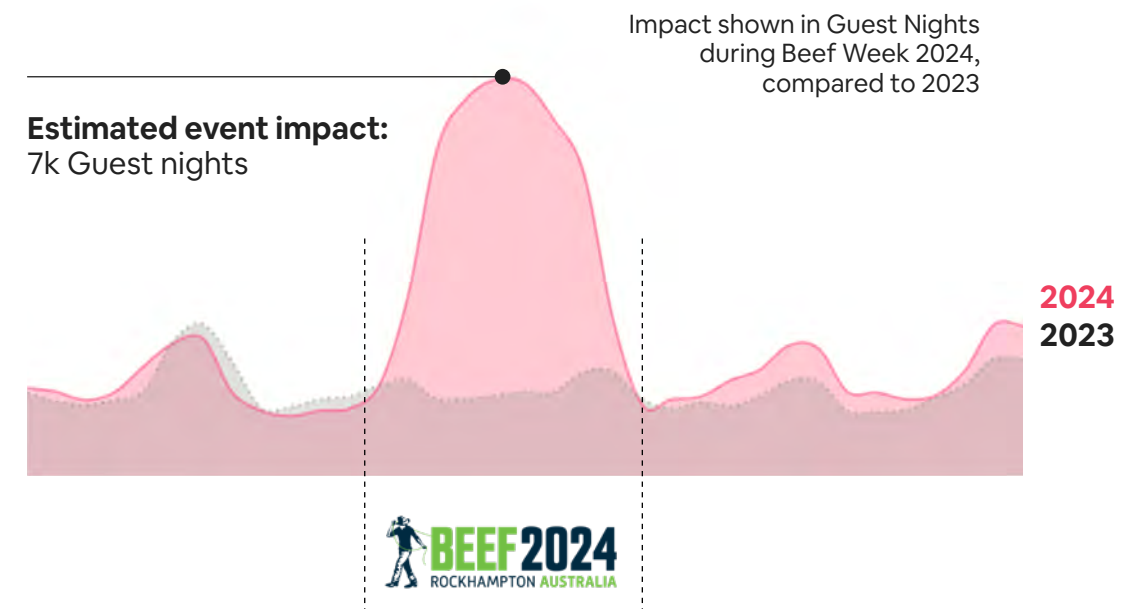
**We’ve been working with Airbnb to help locals list a room or home with ease and take advantage of the economic opportunity this international event presents for Central Queensland.**

— Simon Irwin, Beef Australia CEO

## **Beef Australia: Rockhampton, Queensland**

Rockhampton, a regional hub with a population of 70,000, hosted Beef Australia—one of the largest cattle industry events in the country. With thousands of visitors arriving, the region faced significant pressure to provide enough accommodation. Traditional lodging options were quickly exhausted, leaving a gap that needed to be filled.

Local residents responded by opening their homes to visitors, helping expand accommodation capacity in the lead-up to the event. In the six months prior, Rockhampton saw over a 173% increase in new active Airbnb listings year-on-year. In the three months alone before the event, listings rose by more than 220% compared to the same period the previous year<sup>8</sup>.



<sup>8</sup> Based on Airbnb internal data for Rockhampton, QLD. New active listings measured between 5/12/23 – 5/5/24 and compared with the same periods year-on-year.



# A timeline for expanding accommodation capacity

A clear timeline helps councils organise the resources and put the right tools in place to meet accommodation demand and maximise the benefits of every event. Follow these key steps in the lead-up to and after the event.

## 6+ months before the event

- 1 Collaborate with event organisers:** Understand anticipated attendance, timing, and accommodation needs to set clear priorities.
- 2 Identify accommodation gaps:** Assess existing lodging capacity and pinpoint areas where home sharing can add the most value.
- 3 Register for Airbnb's City Portal:** Access data-driven insights on Airbnb's impact in your community, along with tools to support short-term rental policies and support from Airbnb's team. Visit [airbnb.com/cityportal](https://airbnb.com/cityportal).

## 3–6 months before the event

- 1 Provide practical hosting information:** Share guides and checklists to help residents prepare their properties, including safety and amenity standards. Encourage those needing support to explore Airbnb's resource library and Co-Hosting program.
- 2 Collaborate with tourism boards:** Work with local tourism offices to highlight the event's significance and promote hosting as part of your community's story.
- 3 Print and display the hosting material:** Help spread the word by placing the Airbnb poster and flyer in council offices, community centers, libraries, and local businesses (resources found on following page).
- 4 Leverage Airbnb's City Portal:** Access local data and insights to support community planning and understand the economic impact of home-sharing.

## 6 weeks before the event

- 1 Highlight your town as a must-visit destination:** Use social media, community pages, and local promotions to attract visitors and drive bookings.
- 2 Work with local media:** Encourage media outlets to highlight the event and the benefits of hosting, helping to drive awareness and inspire last-minute bookings.
- 3 Check attendance expectations with organisers:** Confirm attendee numbers to identify any remaining gaps in accommodation capacity.

## Event Week

- 1 Share key information with hosts and guests:** Provide clear event details, local tips, and guides to help everyone make the most of their experience.
- 2 Monitor feedback in real-time:** Use council channels to track attendee experiences, resolving any issues promptly.
- 3 Support responsible hosting:** Direct residents and visitors to Airbnb's Neighbourhood Support Line, which provides a simple way to report concerns and help maintain a respectful hosting experience.

## Post-Event Wrap-Up

- 1 Share results with your council team:** Highlight economic and community outcomes from the event with clear, accessible reporting, including a review of accommodation capacity and recommendations for future improvements.
- 2 Acknowledge community involvement:** Celebrate the role of local hosts, businesses, and council teams in helping to accommodate visitors and contribute to a successful event.



Visit [airbnb.com/cityportal](https://airbnb.com/cityportal) or scan the QR code above to register.



# Guiding your community to expand accommodation options

We know that local councils and DMOs across Australia play a vital role in activating community participation. By working with local residents, councils can encourage them to unlock unused space—whether it's a spare room, a granny flat, or a home—and list it as a short-term rental during major events.

Share these resources with your community to help expand accommodation capacity for major events and support local hosting year-round.

Scan to download, print, and share.



**Flyer**



**Poster**

A little action makes a big impact. Display these resources in your community to help residents make the most of major events. *Print guidelines | Flyer A5, Poster A3, single-sided, 130 - 150gsm, silk/matte finish.*



## Airbnb's trust and safety commitment

Trust and safety is at the heart of Airbnb's community. Whether you're a host, guest, or neighbour, Airbnb is committed to providing a safe and secure experience through industry-leading safety measures, clear responsibilities, and dedicated support.



Scan to download your council's own A4 poster including essential resources for supporting safe hosting in your community.



# Community safety

To promote community safety, we have implemented a series of initiatives and programs:

- 1 **Ongoing identity verification for hosts and guests.** Although no identification process is foolproof and we cannot guarantee someone's identity, we take steps to help everyone to feel confident that guests and hosts on Airbnb are genuine. This is why we have procedures in place to attempt to verify the identity of our users.
- 2 **The Australia Trust and Safety Portal** that offers a comprehensive view of the safety and security resources available at Airbnb.
- 3 **Partnering with expert organisations through our Trust and Safety Advisory Coalition (TSAC)** to advise on our policies, processes, training and community education.
- 4 **Reservation screening technology** to reduce the risk of disruptive and unauthorised parties, as well as enhanced measures around holidays.



# Consumer safety

To promote consumer safety, we have implemented a series of initiatives and programs:

- 1 A dedicated **safety-focused Solo Traveler Safety feature** for guests travelling solo in a private or shared room on Airbnb.
- 2 **A double-blind review system** — hosts review guests, and guests review hosts, with the reviews written before the other side of the review is revealed, providing more incentives to behave the right way.
- 3 **Secure payments through our platform**, which helps to deter scams and financial fraud. Airbnb controls payments, and we do not release a host's payout for a booking until 24 hours **after** a guest has checked into a listing, so there's recourse - including through our Guest Refund Policy - in case something isn't as expected.
- 4 **Extensive fraud and scam prevention efforts**, including specialised fraud prevention agents and 24/7 support teams. We strive for zero tolerance for fraud, and use sophisticated technologies and behavioural analysis techniques to help prevent fraudsters from utilising Airbnb.



- 5 **Secure messaging and account protection measures.** We do our best to keep guests safe by employing anti-abuse technology on the Airbnb platform. We'll block potentially dangerous messages that contain words or numbers that might include contact information or references to other sites, including external links.



Scan the QR code to access the Trust and Safety portal directly.





## Next steps: preparing for event success

Achieving a successful event starts with early planning and ongoing collaboration. Use this toolkit to take the following steps:



Visit  
[airbnb.com/cityportal](https://airbnb.com/cityportal)  
or scan the QR code  
to register.

### **Understand your event tourism calendar and accommodation requirements:**

Assess your region's event schedule and identify anticipated accommodation needs to ensure readiness for visitor demand.

### **Share resources with your community:**

Distribute hosting materials through your council website, community newsletters, social media campaigns, workshops, and neighbourhood events to encourage local residents to open their homes and support event success.

**Register for an Airbnb City Portal:** Stay connected with Airbnb's dedicated platform for councils and destination marketing organisations, providing insights into local listings, travel trends, and accommodation data.

### **About Airbnb**

Airbnb was born in 2007 when two Hosts welcomed three guests to their San Francisco home, and has since grown to over 5 million Hosts who have welcomed over 2 billion guest arrivals in almost every country across the globe. Every day, Hosts offer unique stays and experiences that make it possible for guests to connect with communities in a more authentic way.



