

# Short-Term Rental Accommodation survey

FINAL REPORT  
13 September 2022



ACT  
Government

YOUR SAY  
PANEL

## Background

The Better Regulation taskforce is currently reviewing the regulation of short-term rental accommodation (STRA) in the ACT. Short-term rental accommodation includes properties where either whole or part of the property is rented on a short-term basis through a digital booking platform, such as Airbnb or Stayz.

As part of this review, the YourSay Panel was invited to participate in a survey to ascertain awareness and use of STRA, attitudes towards such accommodation, and to identify any emerging issues or concerns.

### Methodological notes:

- All Panel members were invited to participate (n=6,009)
- The results have been weighted to reflect relative population proportions based on the ABS Census
- The methodology is biased towards those with internet and computer literacy
- In single choice questions, results may not add up to 100% due to rounding



How many?

**1,507\***

Who?

**Canberrans 16+**

When?

**29 Aug – 4 Sep  
2022**

How long?

**Avg. 4 mins**



ACT  
Government

YOUR SAY  
PANEL

## Key take outs

1. Use of STRA services for booking accommodation is reasonably widespread but only a small proportion of respondents anticipate using this in the ACT in the next twelve months
2. Many owners of STRA feel they would likely rent out their accommodation on a long-term rental basis if they were not using STRA services
3. For those aware of STRA in their neighbourhood (22%), disruption was encountered by just over half – this tended to be more commonplace in higher density areas / apartment complexes
4. Many respondents are uncertain or neutral about the impacts of STRA services and whether there is a need for greater regulation
5. Of the remainder, there is a greater tendency to note negative impacts over positives, with three in 10 considering current regulations inadequate

58%

Sometimes or regularly use STRA for accommodation

7%

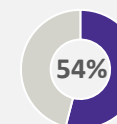
Of all respondents are likely to use STRA in the ACT in the next 12 months

65%

Would put entire property up for long-term rental

63%

Would put rooms up for long-term rental



Of those aware of STRA in their neighbourhood experienced disruption

	POSITIVE	NEUTRAL	NEGATIVE
Personal impact	12%	69%	19%
Impact on ACT	30%	34%	36%
Adequacy of regulation	9%	62%	30%

# Use of STRA services to rent accommodation from someone else



ACT  
Government

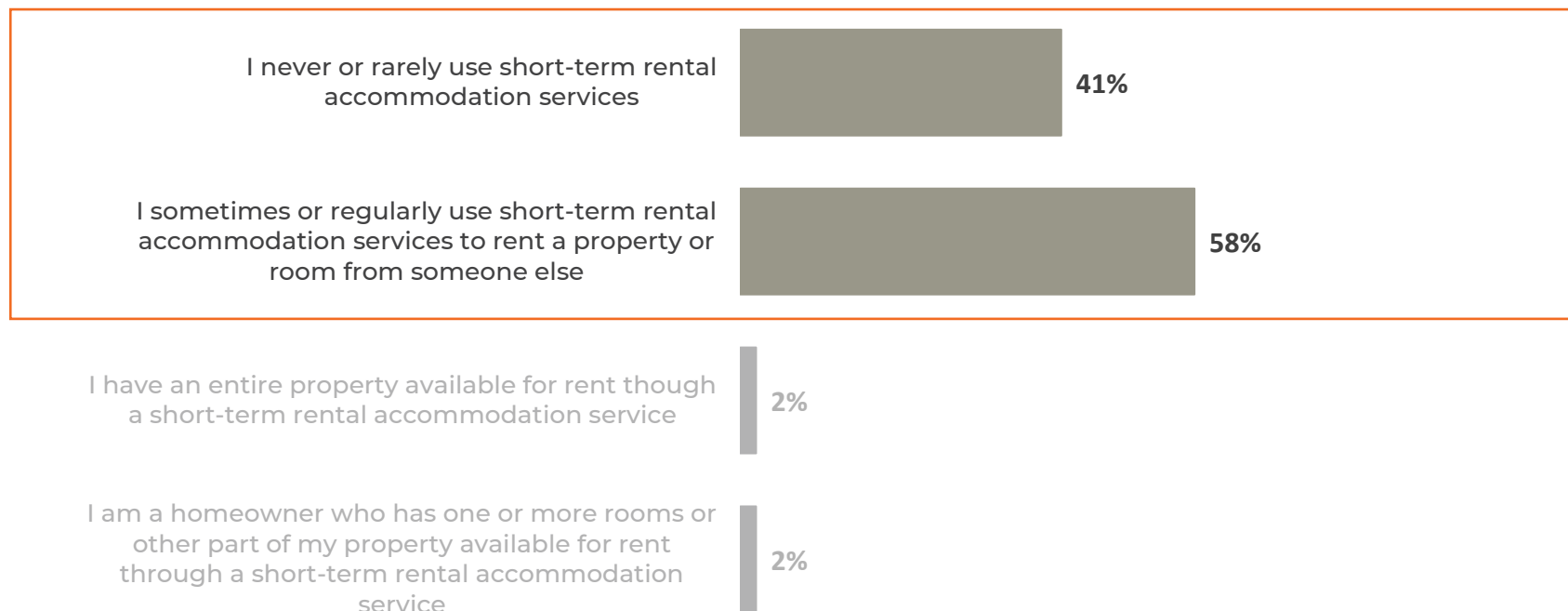
YOUR SAY  
PANEL

## In summary:

- ▶ Almost six in 10 respondents (58%) said they sometimes or regularly use short-term rental accommodation services to rent a property or room from someone else
- ▶ Use of these services was highest among 25-34 year olds and tends to decline among older Canberrans
- ▶ The main reason for non-use or very low use of such services was a preference for other accommodation types, while use was also impacted by people limiting their travel in recent times
- ▶ Preference for other accommodation – such as hotels – was influenced by perceived reliability and security of such accommodation, additional services and amenities provided and, for some, concerns and risks associated with short-term rental accommodation
- ▶ Anticipation of using short-term rental accommodation in the ACT in the next year was fairly low, with fewer than one in 10 (7%) of all respondents likely to do so, and many of these seemingly using these services for family / friends visiting the capital

## Almost six in 10 respondents sometimes or regularly use STRA services to rent a property or room

*Q. Which of the following best describe your interaction with short-term rental accommodation services (e.g., Airbnb, Stayz or VRBO)?*



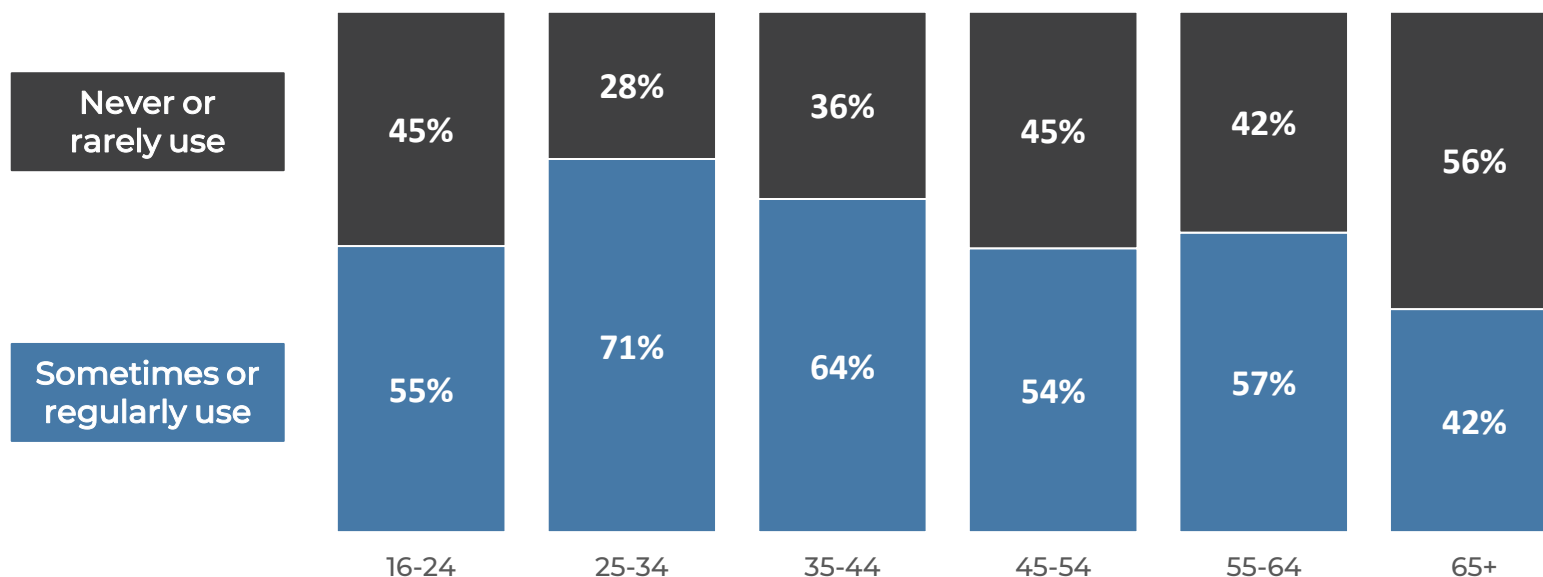


ACT  
Government

YOUR SAY  
PANEL

## Use of STRA services is highest among 25-34 year olds and tends to decline with age

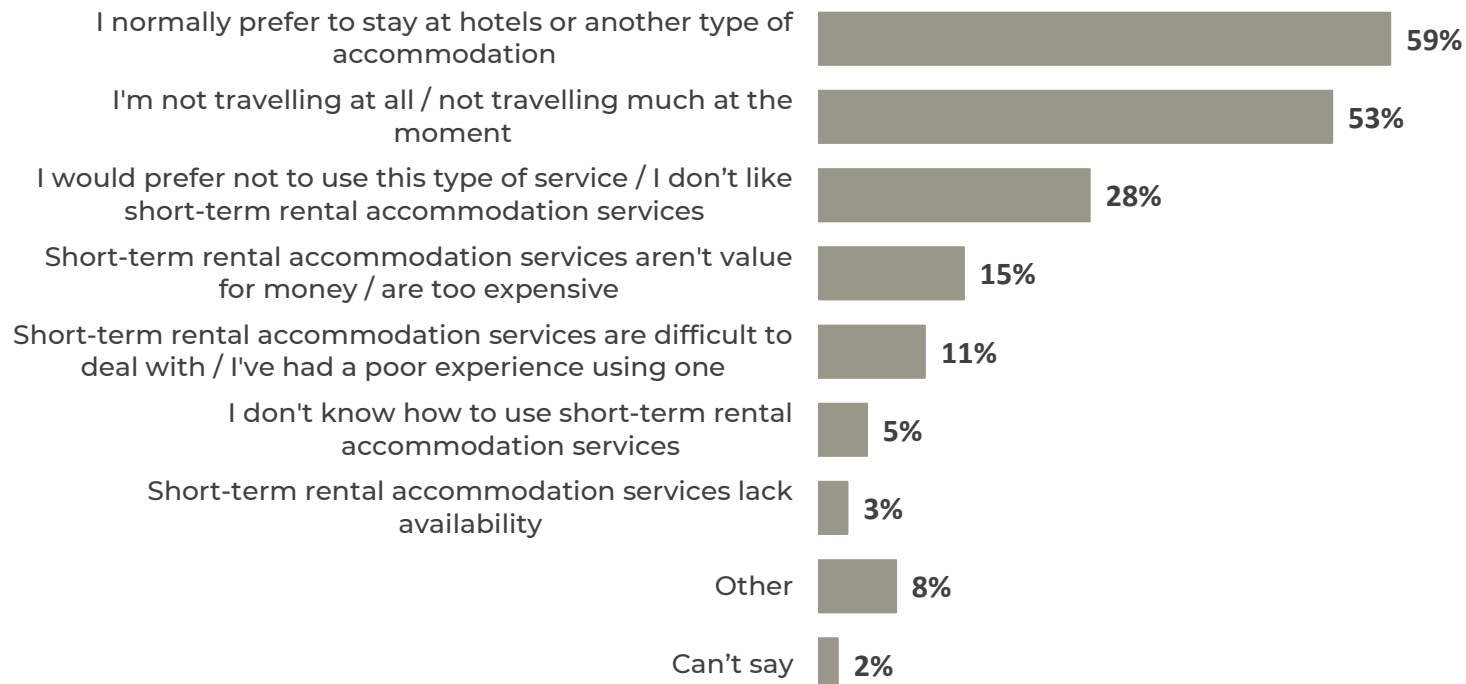
*Q. Which of the following best describe your interaction with short-term rental accommodation services (e.g., Airbnb, Stayz or VRBO)?*



## While travel limitations have played a role, the main reason for non-use of STRA is other accommodation preference

*All who never or rarely use STRA services:*

*Q. Why don't you use short-term rental accommodation services (e.g., Airbnb, Stayz or VRBO)?*







ACT  
Government

YOUR SAY  
PANEL

## Why prefer hotels or other types of accommodation – a selection of themes identified from respondent comments

*All who prefer hotel or other accommodation:*

*Q. Why do you prefer to stay at hotels or another type of accommodation?*

Reliable /  
reputable /  
trusted

Extra services,  
amenities, staff  
available

Prefer camping, different  
types of accommodation  
experience

Know what you  
are getting, less  
risky, guarantees

Out of habit,  
familiarity with a  
certain place /  
organisation

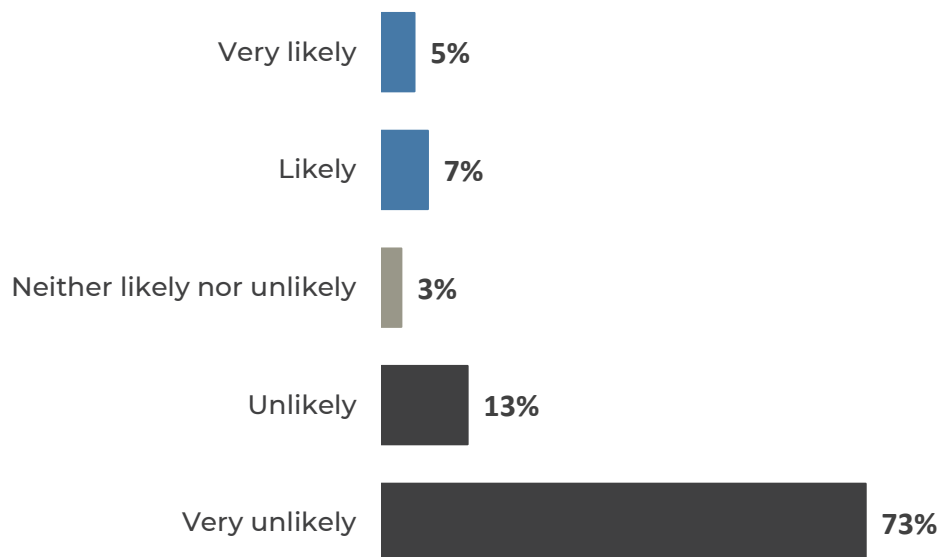
STRA feels like  
you are  
intruding in  
someone else's  
home

STRA has a  
negative  
impact on local  
rental market

## Just over one in 10 regular users of STRA services say they are likely to rent accommodation in the ACT via this means

*All who sometimes or regularly use STRA services:*

*Q. Over the next 12 months how likely are you to use short-term accommodation services, in the ACT, in order to do the following: Rent a property or room to stay in?*



This equates to **7% of all respondents** saying they are likely or very likely to use STRA services to rent accommodation in the ACT

This is similar to research in 2018, which indicated that 8% of all respondents would definitely, probably or possibly use STRA services to rent a room or property in the ACT from someone else



ACT  
Government

YOUR SAY  
PANEL

## Why likely to use STRA services to rent accommodation – a selection of themes identified from respondent comments

*All likely to rent accommodation in the ACT using STRA services:*

*Q. What is the main reason you are likely to rent a property or room/s in the ACT through a short-term rental accommodation service?*

For a  
staycation

For visiting  
relatives and  
friends

In between  
accommodation – e.g.  
doing renovations, moving  
house, buying a home

Fun / different  
experience

More practical /  
flexible than a hotel  
(e.g. kitchen facilities,  
family home)

Difficulties getting a  
long-term rental /  
house share

# Use of STRA services to rent out accommodation

## In summary\*:

- ▶ Only a small proportion of respondents (4%) reported having an entire property and / or rooms in their property that they rent out using short-term rental accommodation services
- ▶ Most of this accommodation is reported to be available to rent anytime
- ▶ If not renting out via short-term rental accommodation services, almost two-thirds of respondents said they would rent out their property / rooms as long-term rental
- ▶ Approximately seven in 10 respondents renting out a property or rooms via short-term rental accommodation services said they stopped doing this at some point due to COVID-19 – though only a minority did this for most of the pandemic, and many used the opportunity to undertake renovations
- ▶ Around seven in 10 respondents indicated they were likely to rent out their property / rooms during the next 12 months using short-term rental accommodation services

## A small proportion of respondents said they rent out an entire property or part of a property using STRA services

*Q. Which of the following best describe your interaction with short-term rental accommodation services (e.g., Airbnb, Stayz or VRBO)?*

I never or rarely use short-term rental accommodation services

41%

I sometimes or regularly use short-term rental accommodation services to rent a property or room from someone else

58%

I have an entire property available for rent through a short-term rental accommodation service

2%

I am a homeowner who has one or more rooms or other part of my property available for rent through a short-term rental accommodation service

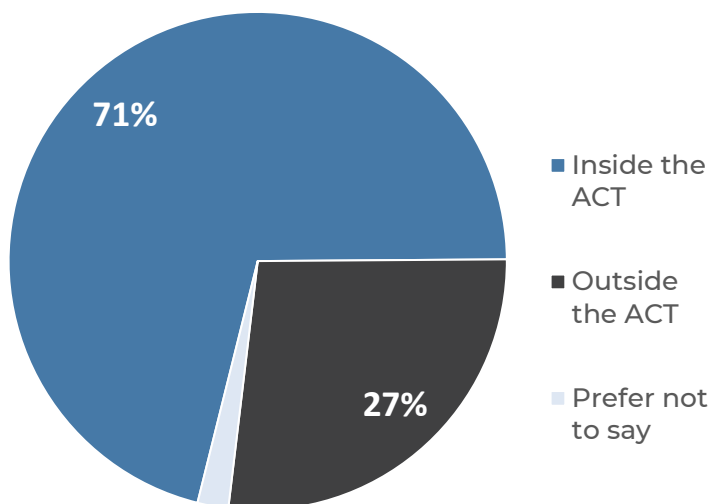
2%

4%

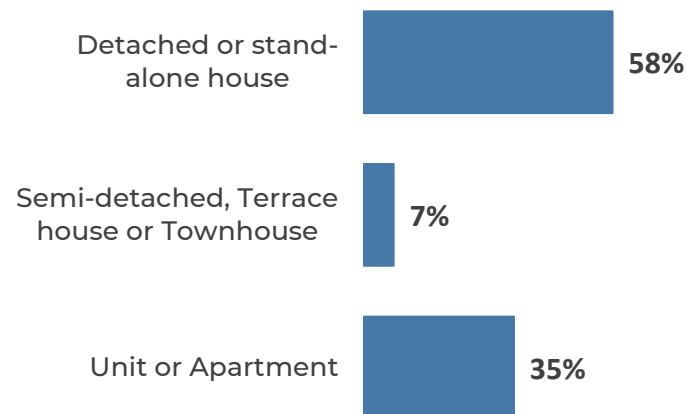
Rent an entire property and / or part of property they own using STRA services

## Seven in 10 respondents renting out an entire property through STRA have this property within the ACT\*

*Q. Where is your rental property located?*

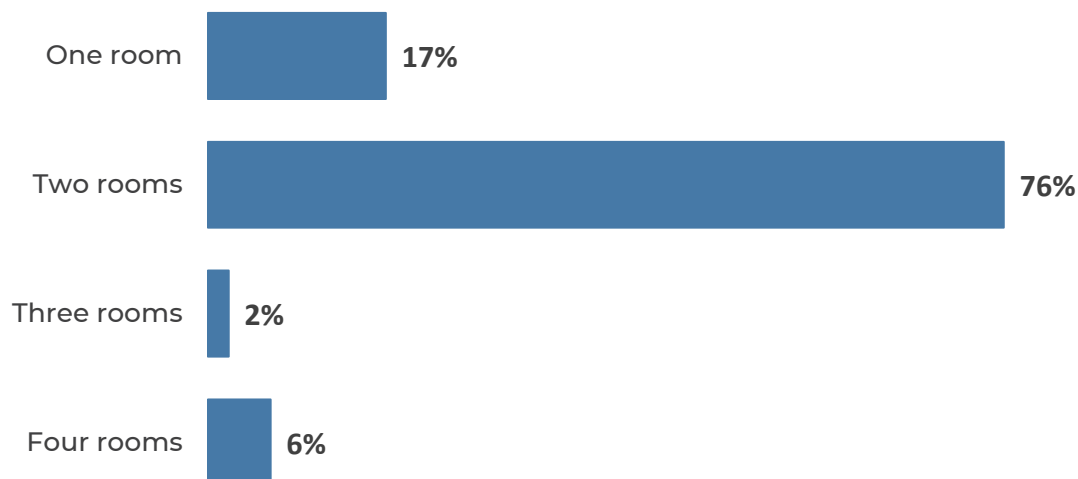


*Q. What type of property do you have available for rent?*



## Those renting out rooms or part of a property they live in are most likely to be renting out two rooms\*

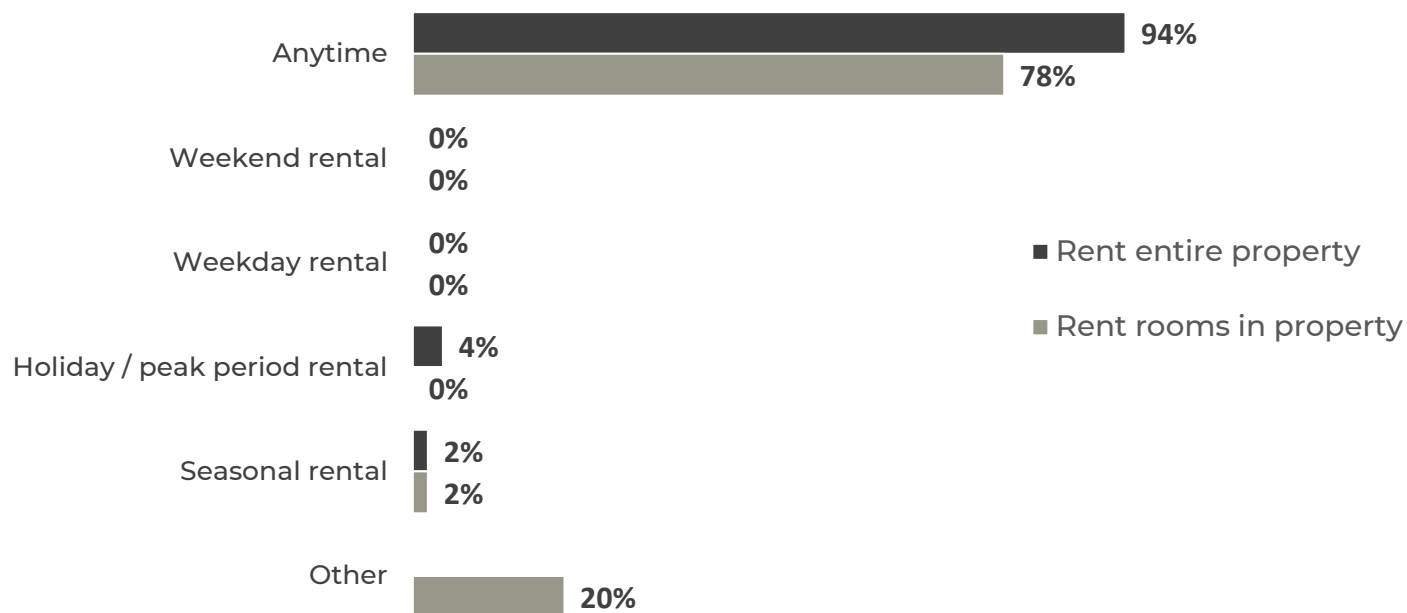
*Q. How many rooms do you have available for rent in your home or on your property?*





## Most of the properties or rooms are available to rent through STRA services anytime\*

*Q. On what basis is your rental property available for rent? / room/s in your home or property available for rent?*



## Why rent out property or rooms – a selection of themes identified from respondent comments\*

### Rent entire property

*Q. Why did you decide to rent out your rental property as short-term rental accommodation?*

Provides more income (than long-term rental) to cover mortgage and fees

As an investment / using tax incentives

Alternate use for self / family with rental

Tenants in long-term rental have greater rights / powers over my property

### Rent rooms in property

*Q. Why did you decide to rent out the room/s in your home / property as short-term rental accommodation?*

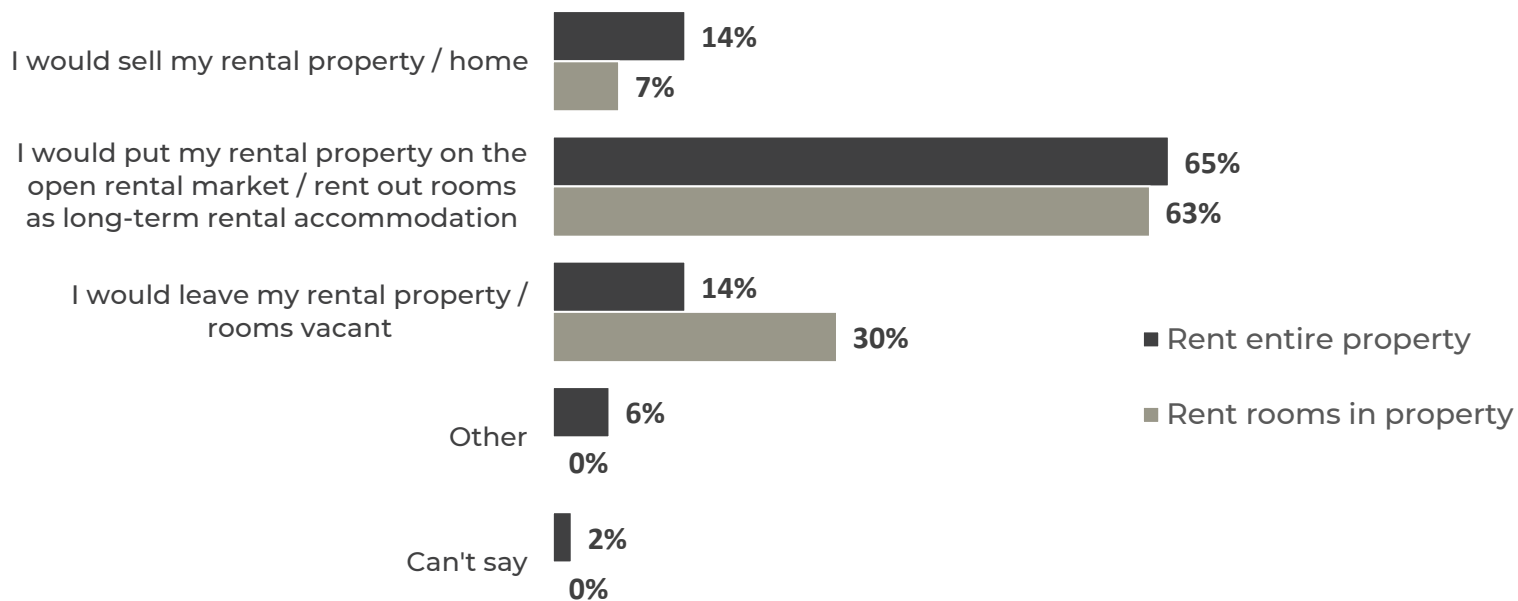
For some extra income

To cover rising mortgage costs

Space was available / kids moved out

## Around two-thirds would make their property or rooms long-term rental if they were not renting out short term\*

*Q. What do you think you would do if you were not renting out your rental property / rooms in your home / property as a short-term rental?*



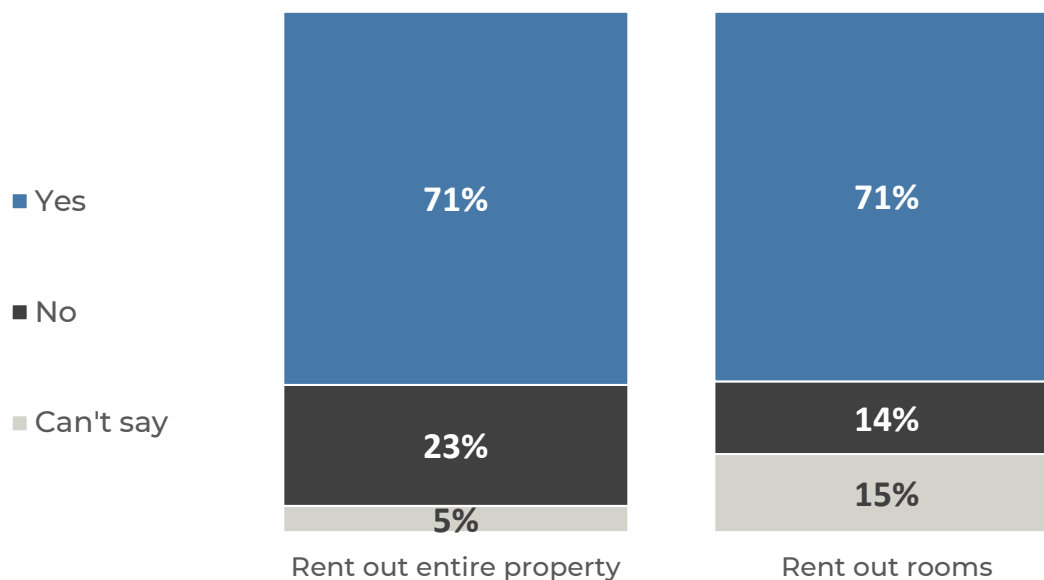


ACT  
Government

YOUR SAY  
PANEL

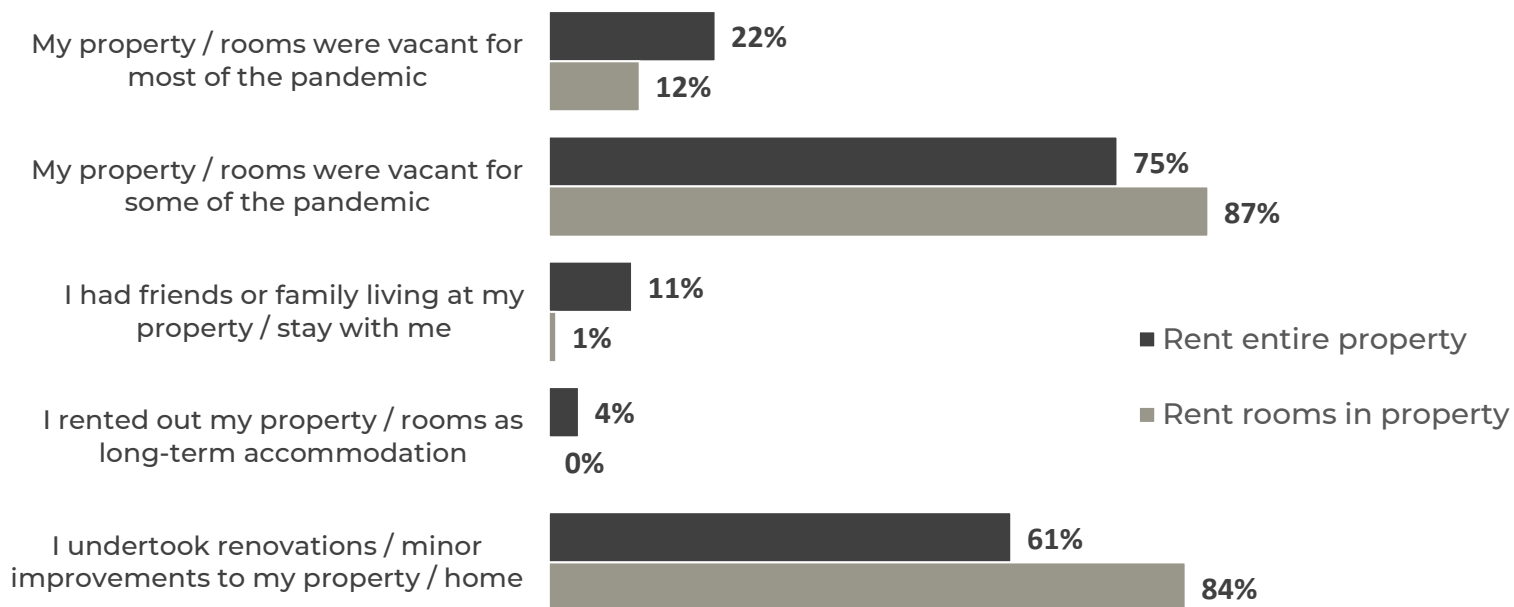
## Seven in 10 respondents stopped renting out their property or rooms at some point due to COVID-19\*

*Q. Did you stop renting out your rental property / rooms in your home / property at any stage due to the COVID-19 pandemic (i.e., between March 2020 and now)?*



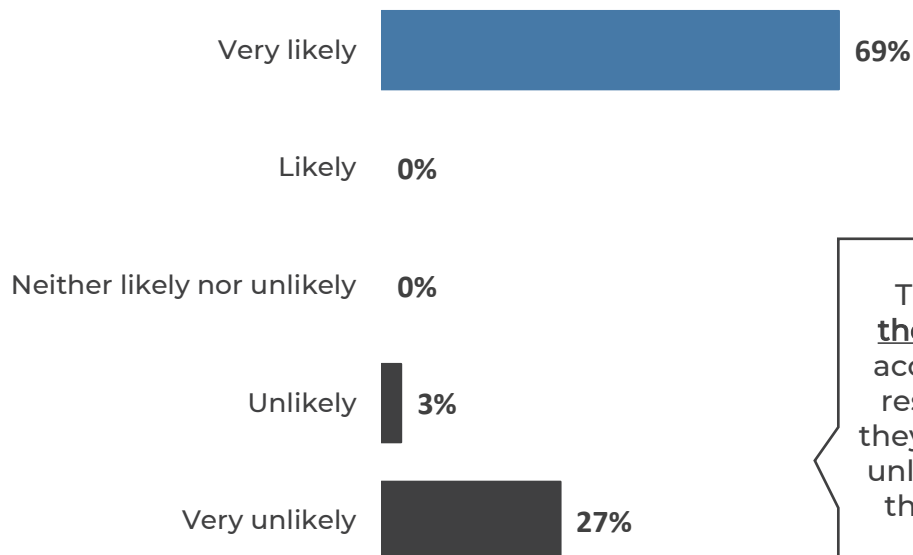
## For most impacted by COVID-19 the property or rooms were vacant some of the time, and many undertook renovations\*

*Q. What do you think you would do if you were not renting out your rental property / rooms in your home / property as a short-term rental?*



## Overall, seven in 10 using STRA services to rent out property or rooms are likely to do so over the next 12 months\*

*Q. Over the next 12 months how likely are you to use short-term accommodation services, in the ACT, in order to do the following: Rent a property or room you own to someone else*



Those **renting out their entire property** account for all of the respondents saying they are unlikely / very unlikely to rent out in the next 12 months

# STRA in your area

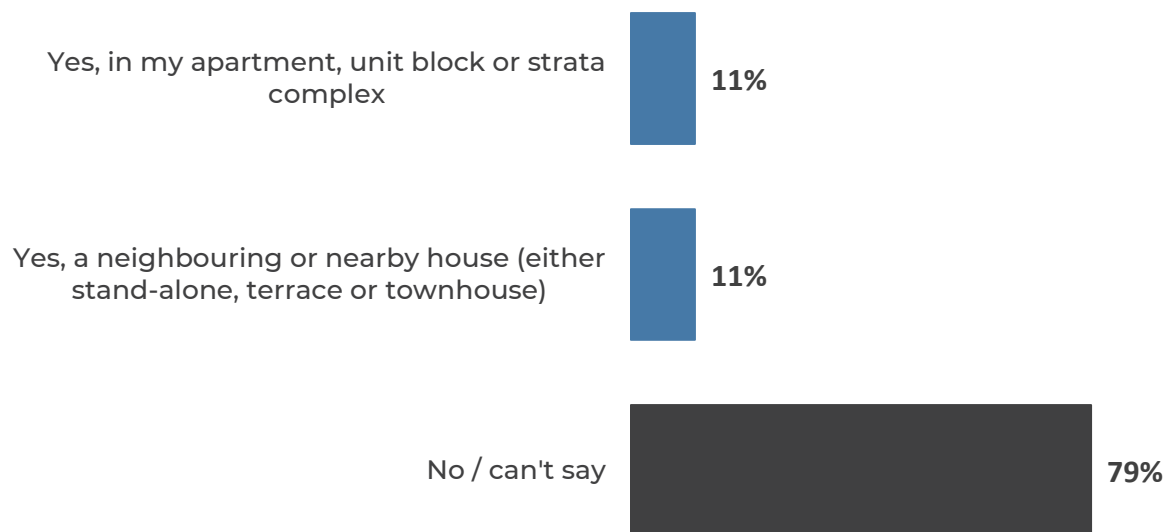
## In summary:

- ▶ Just over two in 10 respondents (22%) were aware of short-term rental accommodation present in their neighbourhood
- ▶ Awareness of the presence of short-term rental accommodation was higher in central areas of the ACT, typically of higher density
- ▶ Of those aware of such accommodation in their area, just over half (54%) said that they had been disrupted by this at some stage, with approximately one in six (16%) saying they were frequently disrupted by it
- ▶ The main forms of disruption reported included noise and antisocial behaviour, parking issues, security concerns and damage or mess in communal areas
- ▶ Of those disrupted by short-term rental accommodation in their neighbourhood, four in ten had made a complaint, most commonly to strata / property management



## Just over two in 10 respondents are aware of neighbouring properties that are available for short-term rental

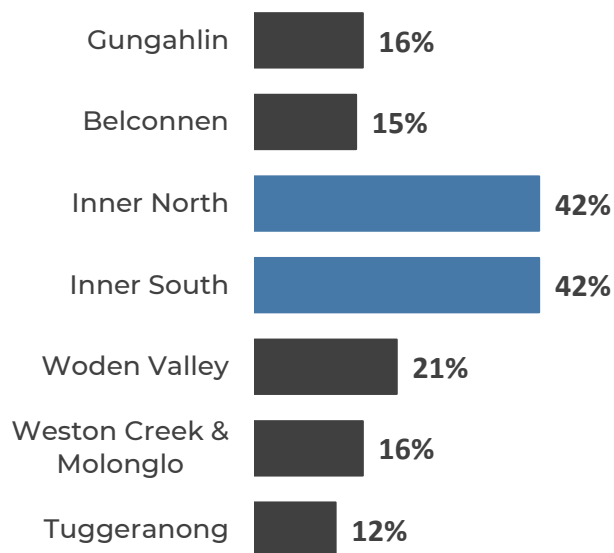
*Q. Thinking now about the home you currently live in.... are you aware of any neighbouring property or properties nearby that are available for short-term rental accommodation (either a property or room/s)?*



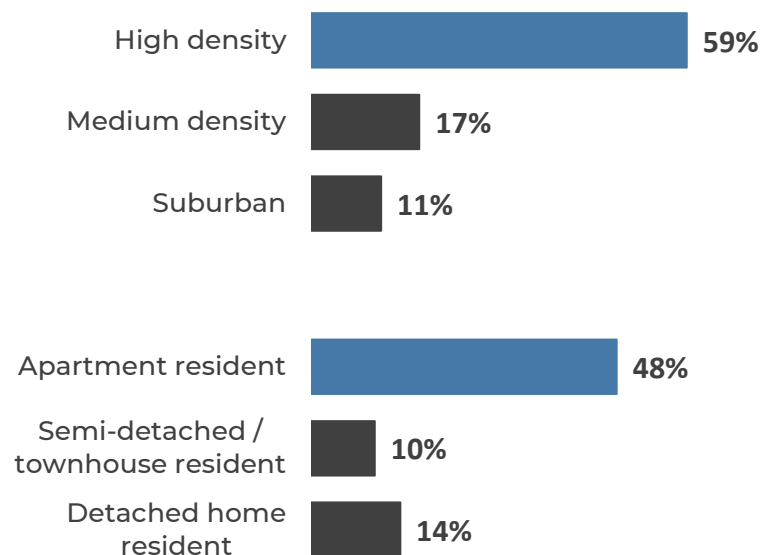
## Short-term rental accommodation is most likely to be observed in higher density zones of central Canberra



*Where in the ACT are these properties reported to occur?*



*In which properties and zones are they more likely to be observed?*



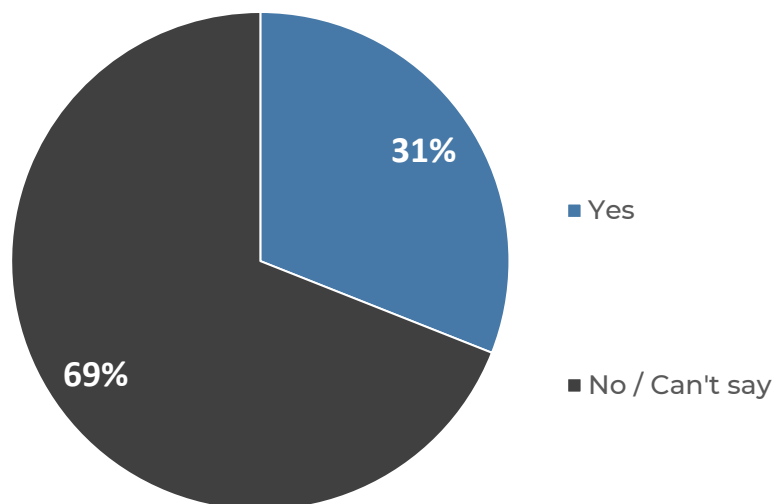


ACT  
Government

YOUR SAY  
PANEL

## Three in 10 aware of short-term rental accommodation in their area feel this has increased in the past year

*Q. And have you noticed an increase in the amount of short-term rental accommodation available in your neighbourhood in the past 12 months?*



Those in higher density (39%) and medium density (36%) areas are more likely to say STRA has increased in their neighbourhood compared with those in suburban zones (15%)

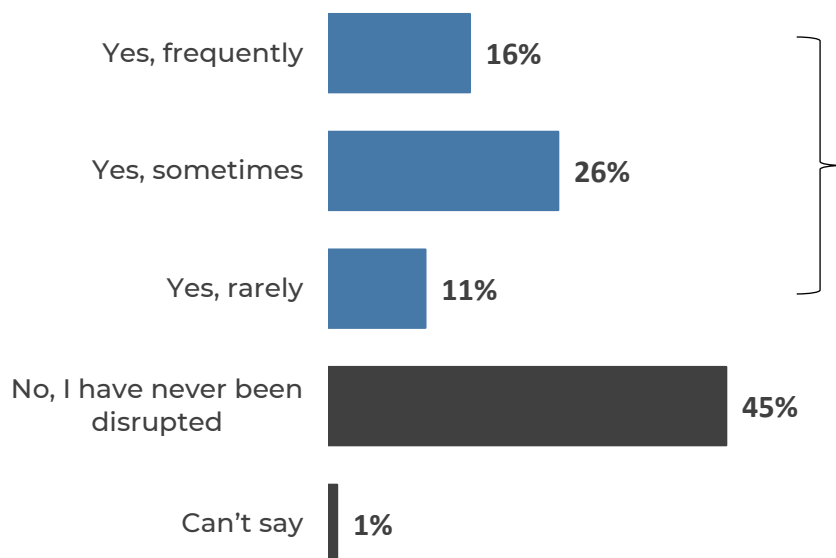


ACT  
Government

YOUR SAY  
PANEL

## And half of those aware of such accommodation report being disrupted by it at some point

*Q. Have you ever been disrupted by this short-term rental accommodation?  
(e.g., noise, lack of parking, security issues)*



**54%**  
of those aware  
of STRA in their  
neighbourhood  
report being  
disrupted by this

Reflecting prevalence of STRA  
accommodation in these zones, reports of  
disruption are more common in medium  
(58%) and higher (67%) density areas



ACT  
Government

YOUR SAY  
PANEL

## How have you been disrupted – a selection of themes identified from respondent comments

*Q. How have you been disrupted by short-term rental accommodation?*

Excess noise,  
partying late at  
night

Parking issues,  
spaces taken up,  
illegal parking,  
blocking access

Feeling insecure,  
not knowing who  
is around

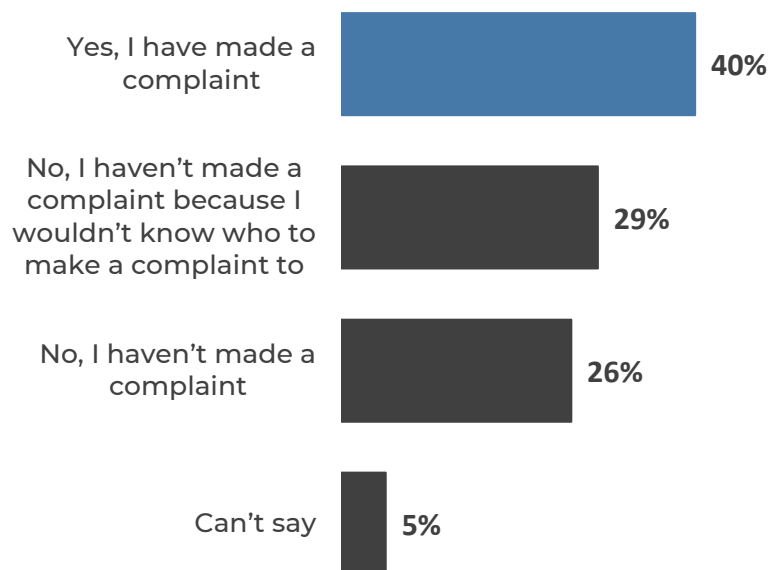
Extra waste, rubbish  
overflowing / not  
emptied

Mess left in  
communal  
areas

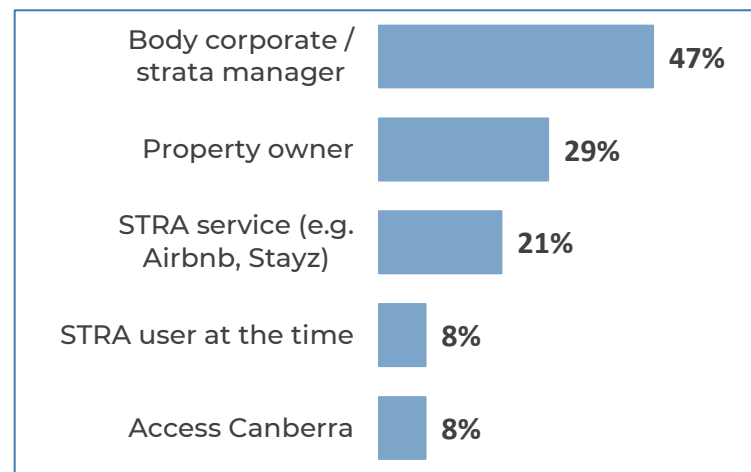
Property damage /  
break ins

## Four in 10 reporting disruption from STRA in their neighbourhood made a complaint about it

*Q. Have you ever made a complaint about disruption caused by this short-term rental accommodation?*



*Q. Who did you make your complaint to?*



# Overall impact and impressions of STRA



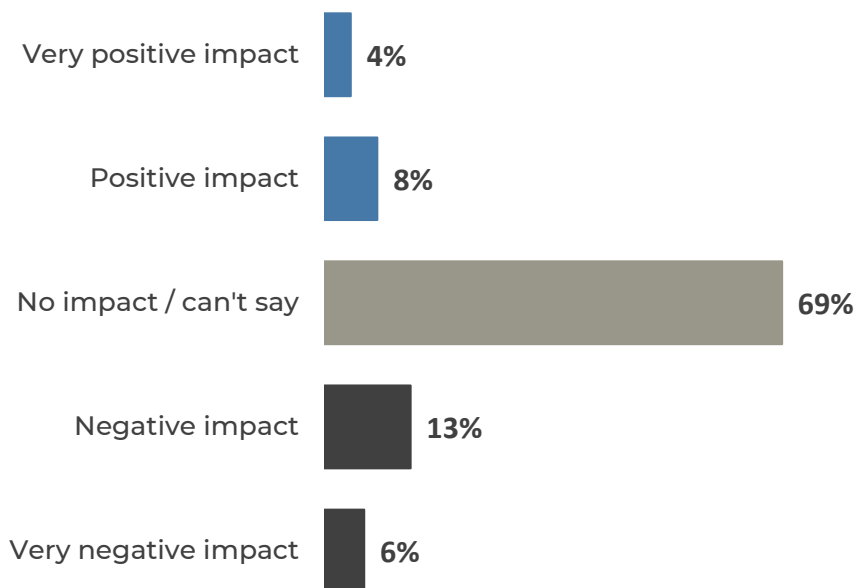
## In summary:

- ▶ The majority of respondents (69%) said they felt no impact or could not determine if there was an impact from short-term rental accommodation on them personally, while two in ten (19%) reported a negative personal impact and 12% said this had had a positive personal impact
- ▶ Perceptions of the impact of short-term rental accommodation on the ACT community more widely were divided – 30% positive, 34% neutral and 36% negative
- ▶ Perceived positive impacts focused on the economic and tourism benefit, additional accommodation choices and experiences, and – for some – financial benefits in terms of increased income
- ▶ Perceived negative impacts included how this accommodation was considered to be affecting housing stock and rental availability and prices, as well as impacts on local communities from noise, insecurity, and disruption
- ▶ The majority of respondents were neutral or unsure (62%) about the adequacy of current regulation for short-term rental accommodation, with most of the remainder (30%) disagreeing that this regulation was adequate



## While a majority are neutral about the impact of STRA on them personally, two in 10 report a negative impact

*Q. Overall, what kind of impact does the presence of short-term rental accommodation services in the ACT have upon the following: You personally?*

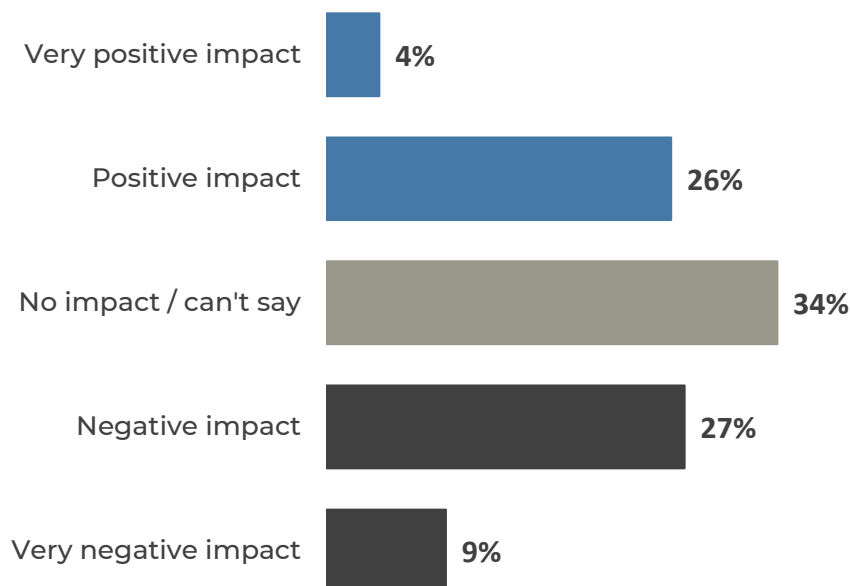


While not directly comparable, research in 2018 paints a similar picture in relation to no impact from STRA (67%)

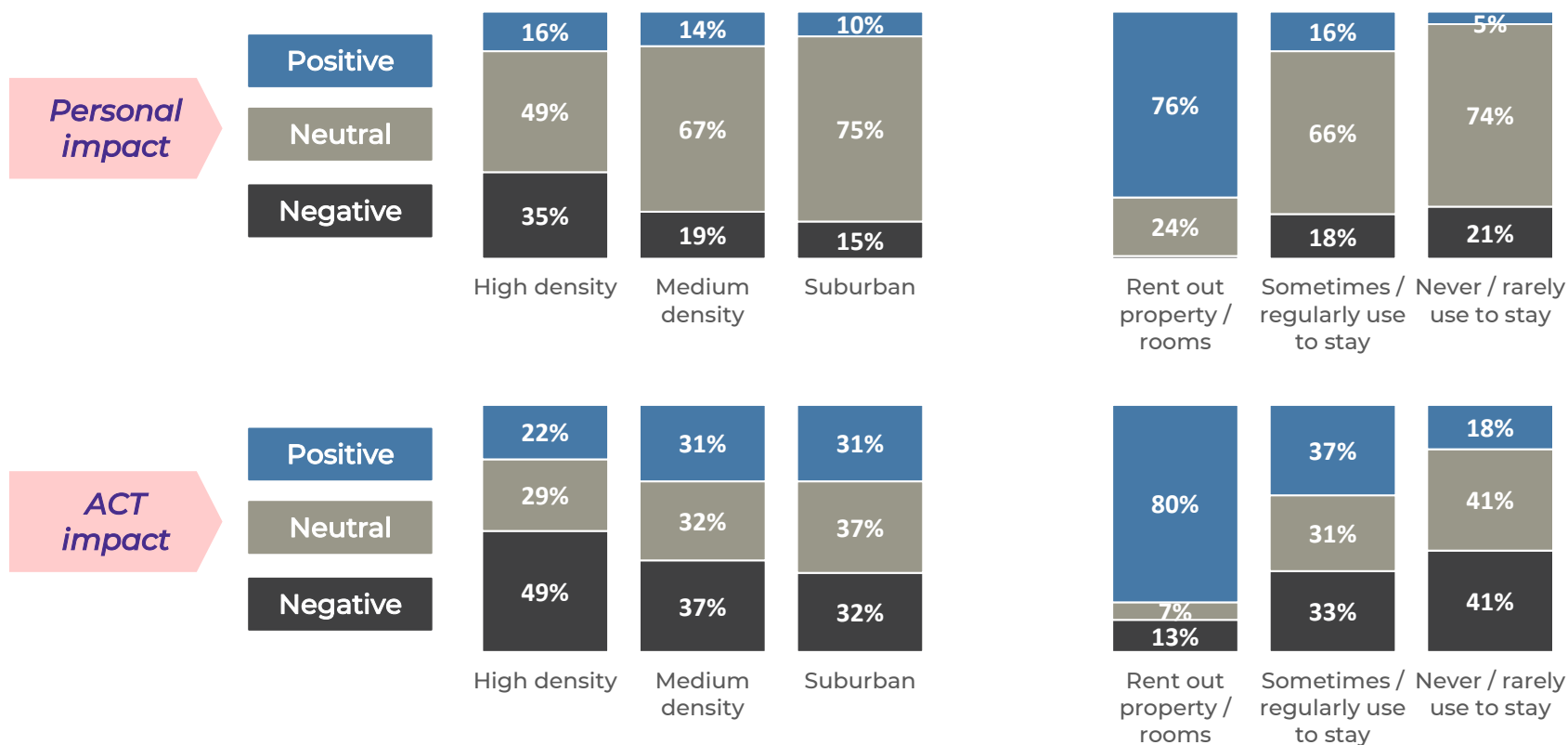
This research also noted around one quarter of respondents perceived a negative impact of STRA as a 'potential neighbour'

## Views on the impact of STRA more broadly for the ACT are fairly equally split between positive, neutral and negative

*Q. Overall, what kind of impact does the presence of short-term rental accommodation services in the ACT have upon the following: The ACT community overall?*



## In line with prevalence and impact, negative perceptions of STRA are more common among those in high density areas





ACT  
Government

YOUR SAY  
PANEL

## Positive impacts of STRA – a selection of themes identified from respondent comments

*Q. Why do you say that it has a positive impact for you personally / the ACT community overall?*

Good for the economy – tourism and associated benefits

Provides more options and choices in accommodation

Can use to house friends / family from interstate

Provides me with extra income / helps with cost of living

Makes accommodation more affordable

Guests can experience different parts of the ACT / have different experiences



ACT  
Government

YOUR SAY  
PANEL

## Negative impacts of STRA – a selection of themes identified from respondent comments

*Q. Why do you say that it has a negative impact for you personally / the ACT community overall?*

Reducing  
available housing  
stock for rent or  
purchase

Noise / disruption /  
anti-social  
behaviour

Erodes fabric of  
neighbourhood /  
sense of community

Pushing up  
rent prices –  
impossible to  
get rental

No control  
over it, they  
can do what  
they like

Unfair on other  
accommodation  
providers

Security  
concerns –  
strangers  
coming and  
going

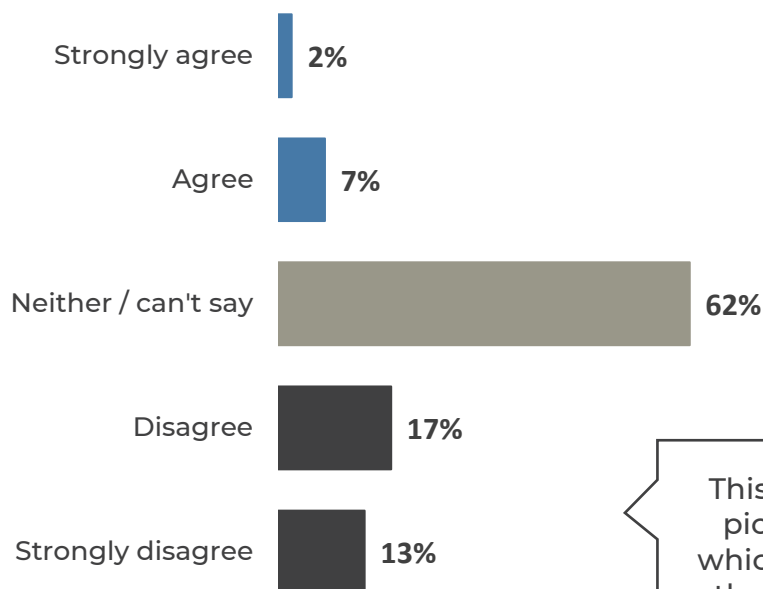


ACT  
Government

YOUR SAY  
PANEL

## While many are uncertain about regulation for STRA, three in 10 believe these services are not adequately regulated

*Q. How much do you agree or disagree that short-term rental accommodation services are adequately regulated in the ACT?*



Agreement that current regulations are adequate is higher among those who rent out property or rooms (70% agree)

This corresponds to a similar picture in 2018 research, in which 26% of respondents felt that STRA services were not adequately regulated



ACT  
Government

YOUR SAY  
PANEL

## Views on adequacy of current regulations – a selection of themes identified from respondent comments

*Q. Why do you say that short-term rental accommodation services are adequately regulated in the ACT?*

No major issues / concerns with it

They are self-regulating through the market

More regulation adds cost

Already enough government intervention in things

Important for the economy

*Q. Why do you say that short-term rental accommodation services are inadequately regulated in the ACT?*

Not aware of any regulations in place / enforced

They are proliferating everywhere

No action or recourse for issues

Taking away housing / rental stock

Not a level playing field with other accommodation providers – e.g. fees, taxes

# Appendix



**ACT**  
Government

**YOUR SAY**  
PANEL

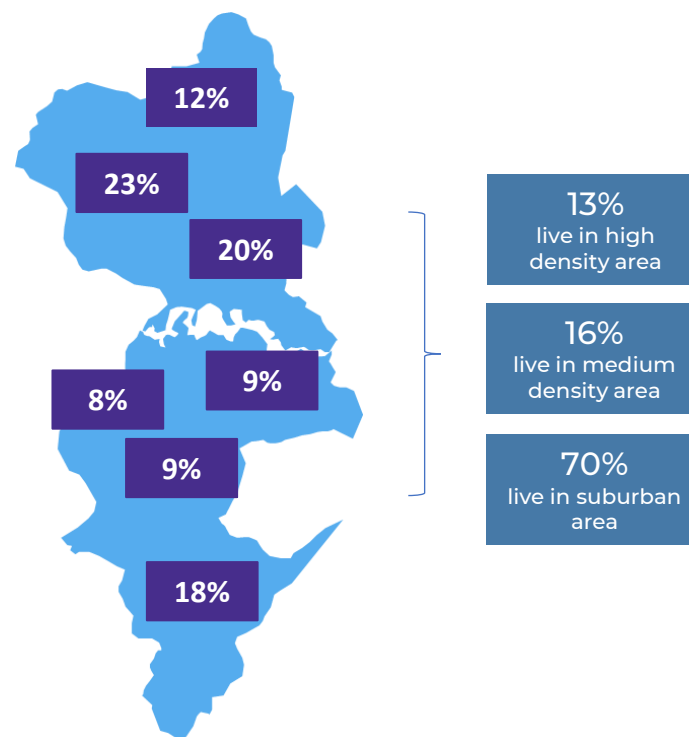
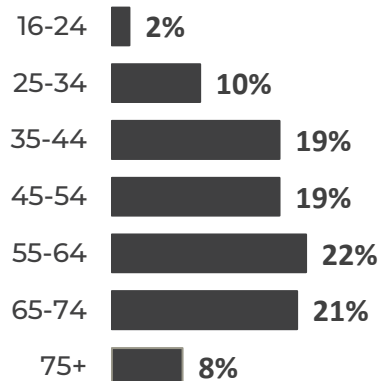
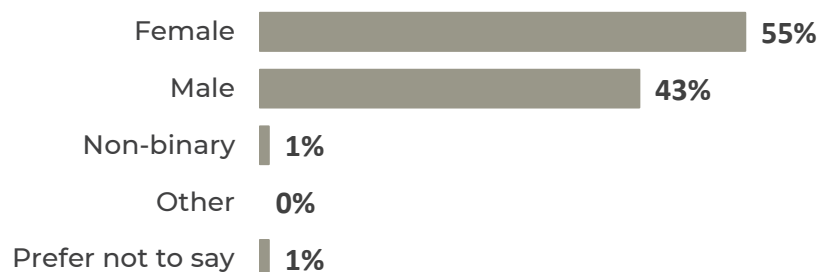




ACT  
Government

YOUR SAY  
PANEL

## Survey sample profile – gender, age and location



## About the YourSay Panel

- Around **6,000** Canberrans have signed up to have their say through the YourSay Community Panel
- The Panel captures the pulse of the community at a given point in time through regular online surveys about a range of topics
- Panellists are recruited through a mix of online and offline channels but must have internet access and an email account to take part
- The Panel closely resembles the overall ACT population by age, gender, region as well as a range of other demographic characteristics
- Members are invited to take part in approximately two activities per month and participation is completely voluntary
- The membership base is highly active with around 3 or 4 in 10 members completing each survey on average
- Regular checks are made to ensure results are accurate by comparing them to other independent survey research

**5,998**

Current members

**27%**

Survey response rate

**50+**

Major surveys  
completed



**ACT**  
Government

**YOUR SAY**  
PANEL