



The Impact of Airbnb on Western Australia's Tourism Industry

Curtin Business School

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Stakeholder

Tourism WA, Government of WA Department of Premier and Cabinet, ASW

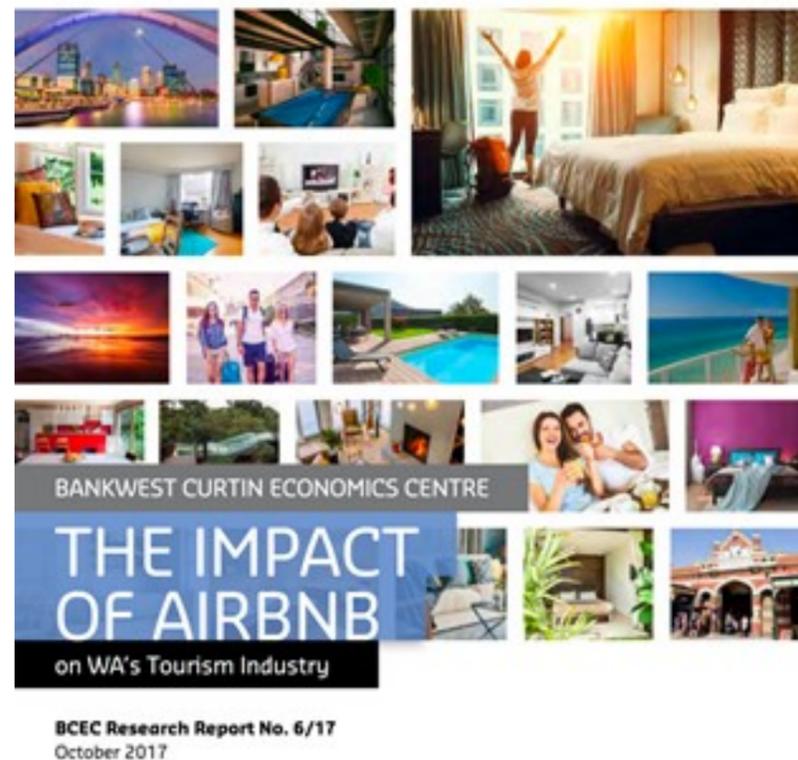
Project Overview

Although the rapid growth of Airbnb has been deemed one of the most disruptive developments in tourism and hospitality in recent years, data on the size and impact of the phenomenon was scant.

The Bankwest Curtin Economics Centre, together with Tourism WA and the Department of the Premier and Cabinet, aimed to close the knowledge gap on the impact of Airbnb by exploring the extent of Airbnb supply and demand in WA, the impacts of Airbnb on the tourism sector, and policy responses employed in other tourism destinations worldwide with regard to Airbnb.

Supported by vast data sources and a pioneering mixed-methods approach, the study was able to advance ongoing debates on the Airbnb phenomenon, and provide WA tourism decision makers with new empirical insights to assist in

Informed policy making. This unprecedented project has now opened the way for forthcoming research that will be paramount to a detailed understanding of the impacts of Airbnb and the sharing economy.



Outcomes

- Aided in industry action and government policy by providing key recommendations through a comprehensive data analysis on supply and demand, stakeholder perceptions, and policy responses of Airbnb.
- Established national and international partners with government and research actors.
- Contributed accurate data to fuel ongoing debates on the issue through a series of high profile events, including official and regional report launches, public panel discussions and participation in leading industry events in WA and overseas.
- Generated substantial media coverage nationally and internationally in print, radio and TV.
- Culminated in a public hearing at the Western Australian Parliament where authors discussed major findings with MLAs as part of the Economics and Industry Standing Committee's Short Stay Accommodation Inquiry.
- Resulted in a number of high-quality publications.