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SUBMISSION

**TO THE ECONOMICS AND INDUSTRY STANDING COMMITTEE
FROM THE EXHIBITION AND EVENT ASSOCIATION OF AUSTRALASIA (EEAA)
REGARDING THE INQUIRY INTO SHORT STAY ACCOMMODATION IN WESTERN AUSTRALIA**

BACKGROUND

The short stay accommodation sector, as a part of the new sharing, or peer-to-peer economy, has experienced rapid growth in recent years, with the increasing popularity of online booking services such as Airbnb and Stayz. Whilst hotels and traditional accommodation providers are still very much in demand, short stay accommodation operators offer consumers a greater choice in accommodation options, and importantly, provide additional capacity during peak periods.

This submission is provided in response to the Inquiry on Short Stay Accommodation in Western Australia on behalf of the exhibition and business events industry which relies on the availability of accommodation for use by the sector itself, and for the visitors, buyers and exhibitors their events attract.

ABOUT EEAA

The Exhibition and Event Association of Australasia (EEAA) is the peak industry Association representing Organisers, Association Organisers, Venues and Suppliers within the exhibition and event sector. Airbnb is a Member of our Association and a supplier of valuable accommodation stock to the industry.

Awarded the Global Exhibitions Day Industry Impact Award in both 2017 and 2018, EEAA has been recognised internationally by UFI, The Global Association of the Exhibition Industry, and Exhibition World for having had the most positive impact supporting exhibitions as an industry.

The work of the Association and its Members is a testament to the **Power of Exhibitions and Events** as a driver of the economy and in particular economic development, trade and export, employment, visitation and knowledge sharing.

A not-for-profit organisation, EEAA works to ensure industry growth by encouraging high industry standards, promoting the professionalism of EEAA Members and highlighting the unique business opportunities that exist through exhibitions and business events. Read more about [EEAA](#), our [advocacy work](#) or view the [Power of Exhibitions](#) video.



EXHIBITION & EVENT
ASSOCIATION OF AUSTRALASIA

THE EXHIBITION AND BUSINESS EVENTS INDUSTRY

The exhibition and event sector is an important part of Australia's business events sector which is an important driver of the Australian economy, contributing to trade and investment, innovation, jobs creation and visitation.

A 2015 Report released by Ernst & Young, *The Value of Business Events to Australia*, found that in 2013-2014, over 9.3 million people attended 2,157 exhibitions across Australia. These events directly generated:

- \$3.1 billion in direct expenditure
- \$1.5 billion in direct value added
- 21,000 direct jobs

The study was updated in 2017 with a high level review for the whole business events sector and it was determined that the Australian Business Events Industry in 2016 delivered:

- 429,594 events
- 38.74 million delegates
- \$30.20 billion direct expenditure
- \$13.90 billion direct value add
- 193,203 jobs

Business events stimulate the visitor economy and drive trade, export and employment in all regions of Australia.

The Western Australian government has identified business events as a key driver in its [2018-2019 Tourism Action Plan](#) with plans to increase the number of meetings, incentives, conferences and exhibitions in Perth, as well as plans to expand the Perth Convention and Exhibition Centre.

EEAA members include companies that organise exhibitions in Western Australia such as Reed Exhibitions, organiser of the WA Mining Conference and Exhibition, and Talk2 Media & Events, organiser of Fine Food Perth. The Perth Convention Bureau and the Perth Convention and Exhibition Centre are also both members of the EEAA.

FEEDBACK TO INQUIRY INTO SHORT STAY ACCOMMODATION IN WESTERN AUSTRALIA

It is important to ensure that any policies implemented in Western Australia maintain the economic and business benefits of short stay accommodation whilst managing the social and environmental impact.

Our Association has advocated in other States around Australia, that any reforms should not compromise the availability of all types of accommodation stock for access by the business event sector, from traditional hotels, apartment hotels and also short stay accommodation.



The visitor economy is driven by the business events sector as well as the leisure travel market. The Members of our Association deliver trade and consumer exhibitions and their associated conferences in every industry category from mining and agriculture, health and lifestyle, boating and clean energy. Our venue and supplier Members support the wider consumer and special events industry as well.

A key component of the enabling services is accommodation. The presence of Airbnb and other short stay accommodation platforms in the market has also provided complementary stock and additional capacity during major event peak periods when multiple events may be held in the same location at the same time. Accommodation shortages can impinge on the success of events and hinder their growth. The additional capacity provided by the share economy can help mitigate this pressure during peak periods and enable events to grow to their full potential.

It is therefore vital to the industry that reforms do not create a barrier or deter potential short stay accommodation operators from entering the market as this would have a detrimental effect on the industry and the visitor economy.

Whilst the EEAA recognises there is a need to limit any negative impacts from short stay accommodation and to ensure the safety and security of guests, hosts and the wider community, there is also a need to ensure that the events sector can continue to flourish. It is also important to recognise that consumers have an appetite for the choice and benefits provided by short stay accommodation and that any reforms that significantly limit their choices would not be in the spirit of the new share economy.

State and local government policies in relation to the accommodation sector must ensure that a range of operators can be part of the services that support the greater business events sector, and therefore the visitor economy of Western Australia. Regulatory measures must be considered in the light of the changing nature of consumer demands and the burgeoning of the events industry across Australia.

It is vitally important to maintain a healthy stock of all kinds of accommodation options from traditional hotels and apartment hotels to Airbnb within Western Australia to facilitate the growing business event sector which continues to attract visitors from both interstate and overseas.

The EEAA membership includes all categories of accommodation types as these are important suppliers to the event industry.

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