

**Admin, LACO**

---

**Subject:** FW: Margaret River

-----Original Message-----

From: Lou-Ann Bottomley

Sent: Saturday, 4 May 2019 11:10 AM

To: Worth, David

Cc: Bottomley, Geoff Bottomley

Subject: Margaret River

Hi David,

Thank you for your email and sorry I missed your dates for presentations in Margaret River April 30 / May1.

As a registered short stay accommodation host with the Shire of Augusta Margaret River, plus being registered with Airbnb, HomeAway and Booking.com, I cannot reiterate strongly enough the market share Airbnb has in bringing people to Margaret River and WA generally. I was also registered with the Tourist Bureau for 12 months but as I only had one enquiry for accommodation in that period, I decided membership was not value for money. I have been operating my one bedroom apartment for 18 months now and 98% of my guests have used the Airbnb platform. I feel the reason Airbnb does have the lions share of the market is that it is easy to navigate, people have a choice of different styles of accommodation, and they pay hosts quickly (within 48 - 72 hours of guests arriving). Along with this it is easy for me to read reviews on guests I am going to receive, as it is for them to read reviews about my accommodation and my style of hosting. In the past month I have had guests from Hawaii, Melbourne, Sydney and Queensland and the common theme in why they choose Airbnb is that they like the choice of different styles of accommodation and the different experiences that gives them when they are visiting an area.

Good luck with the submissions and I hope my email clarifies why Airbnb is a very important player in the short term accommodation market.

Kind Regards

Lou-Ann Bottomley

Apartment on St Alouarn