



PENINSULA  
HOT SPRINGS



# **The changing landscape of tourism in Victoria – the sharing economy**

**Presented by Ashlee Kay. Image by VisitMelbourne**



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## Summary of my presentation

- What is the sharing economy
  - Objectives of my research
- Sharing economy in Victoria in numbers
- Victoria's current landscape in regards to the sharing economy
  - Seoul as a 'sharing city'
- Established tourism businesses adapting and partnering
  - Sharing economy and events
- Using sharing economy platforms first-hand
  - Future of the sharing economy
  - Recommendations



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**Why the sharing  
economy?**





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## What is the sharing economy?

‘Sharing what you have with someone else who needs it and using or spending it together with others so as to raise the value and efficiency of an idle resource’

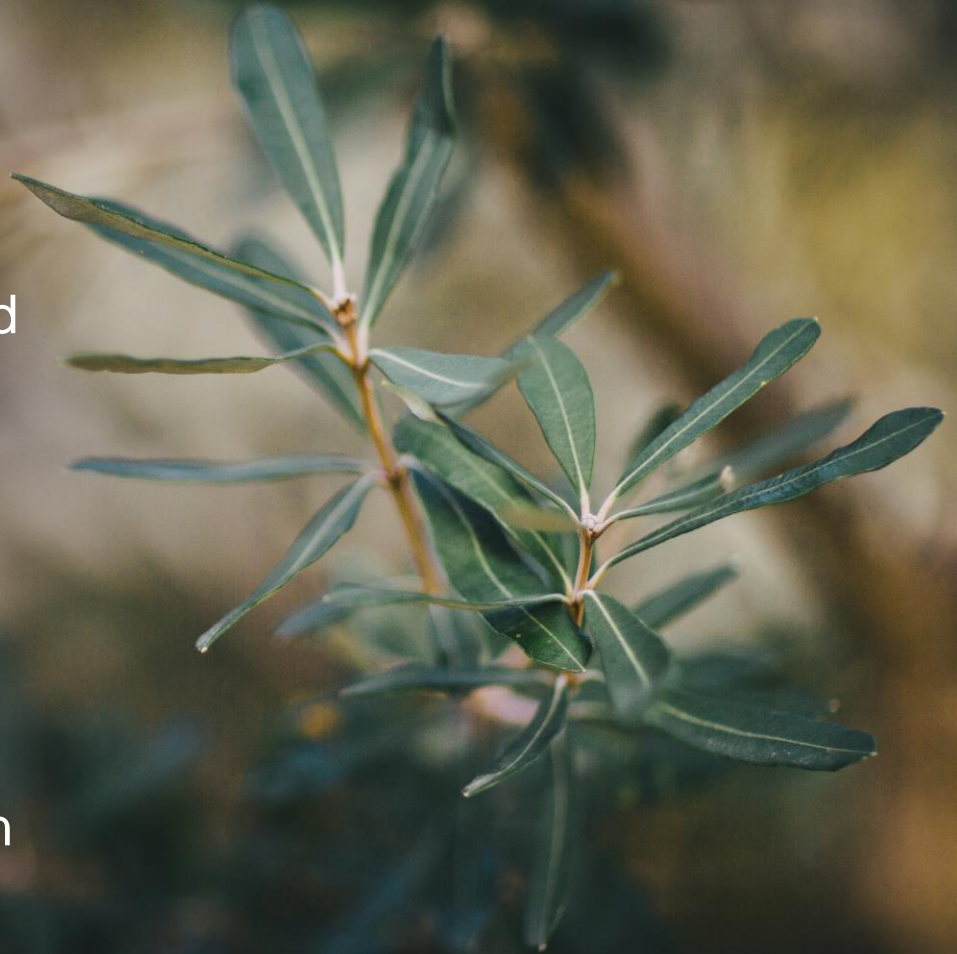
Facilitated by the use of technology that connects capacity with demand

Motivated by making extra money, authenticity, meeting people, environmental concerns

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## Objectives of my research

- Understand the current landscape in Victoria
- Understand how traditional tourism business can respond
- Examine how the sharing economy can be embraced from a government point of view
- Determine what role the sharing economy can play during events
- Challenge, provide inspiration and recommendations to the Victorian tourism industry







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## Sharing economy in Victoria in numbers

- Airbnb listings increased 320% from 2015 to 2016 in Melbourne
- 26,000 Airbnb listings in Victoria
- Melbourne within the top 10 cities in the world with the no. of Airbnb listings
- 22% of Melburnians use Uber
- 230,000 international visitors used Uber in Australia in the first quarter in 2016
- Total turnover for Uber in Australia in 2016 was \$81 million






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## **Victoria's current landscape in regards to the sharing economy**

- Still finding the best way to engage with the sharing economy
- Agreed benefits of the sharing economy
- Desire for a level playing field
- Short-term stays in apartments the biggest perceived issue





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## **Victoria's current landscape in regards to the sharing economy**

- Sharing economy attracting people who would otherwise not have traveled
  - Sharing economy solving problems
- Airbnb hosts differ in metro areas to regional areas
- Sharing economy platforms being born out of Melbourne





## **Victoria's current landscape in regards to the sharing economy**

- Through taxing the sharing economy, could government fund efficient transport, facilities and promotion of neighborhoods which could benefit from the dispersal of visitors to their area?
- Can we incentivise the growth or emergence of Airbnb and Uber in regions or parts of Victoria where it is most needed?
- How are we anticipating changes within the sharing economy in relation to tourism?



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## Victoria's current landscape in regards to the sharing economy

- Consider the viability for drivers to come to your event.
- How do you plan to engage Airbnb hosts so that it is a win/win and they are included and equipped?
- What would your response or protocol be if an Airbnb meet up group wanted to host a networking event at your place?



## Seoul as a sharing city

- Seoul draws a city through sharing
- Background on the project
- Advisory committee
- Support for sharing enterprises
- Sharing City Seoul project driven by the private sector
- Helping start ups promote themselves and build trust
- Improvement of laws and institutions
- City council incentive system
- Opening public facilities to be better utilised

Image credit: Lonely Planet

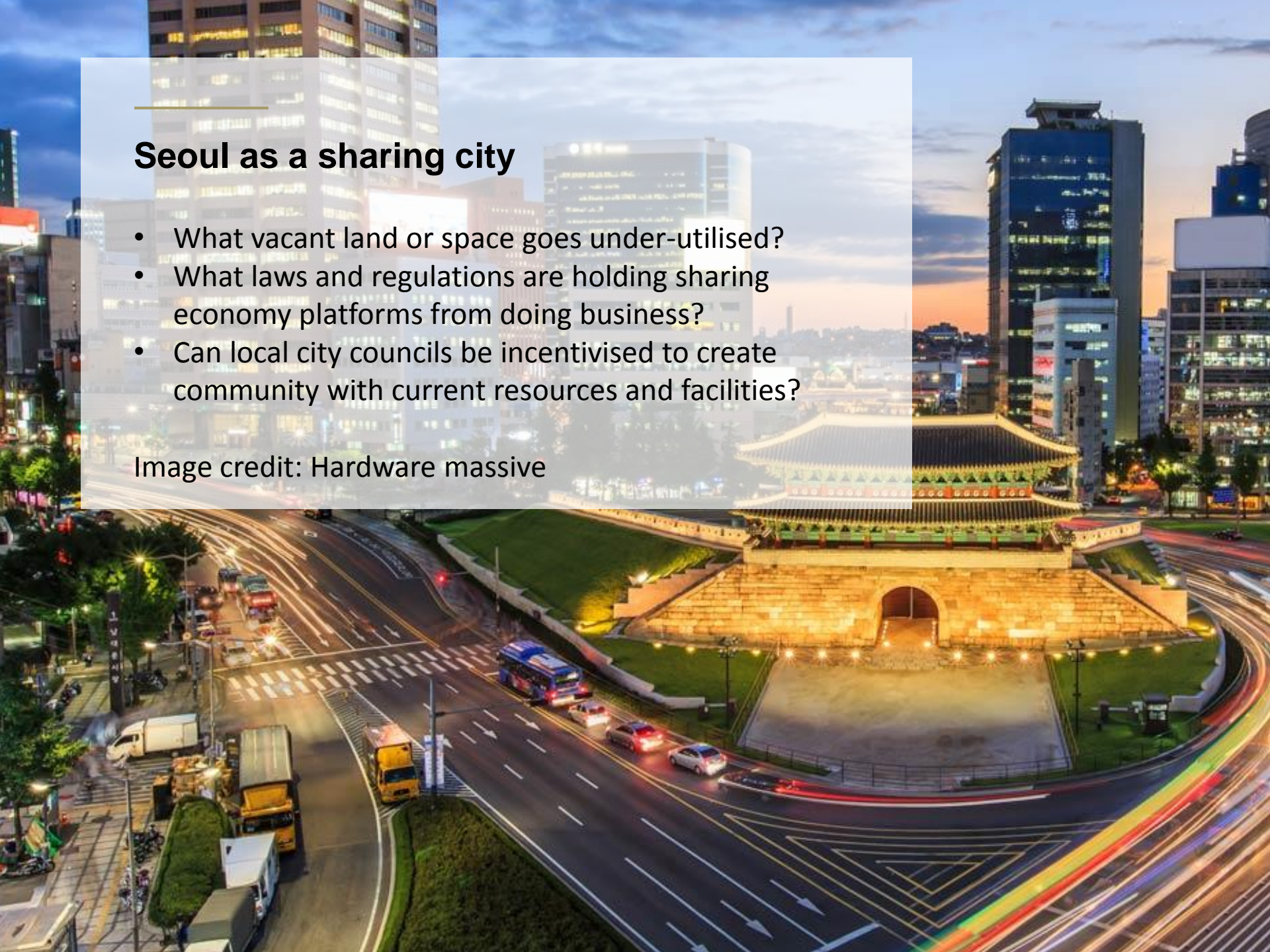




## Seoul as a sharing city

- What vacant land or space goes under-utilised?
- What laws and regulations are holding sharing economy platforms from doing business?
- Can local city councils be incentivised to create community with current resources and facilities?

Image credit: Hardware massive

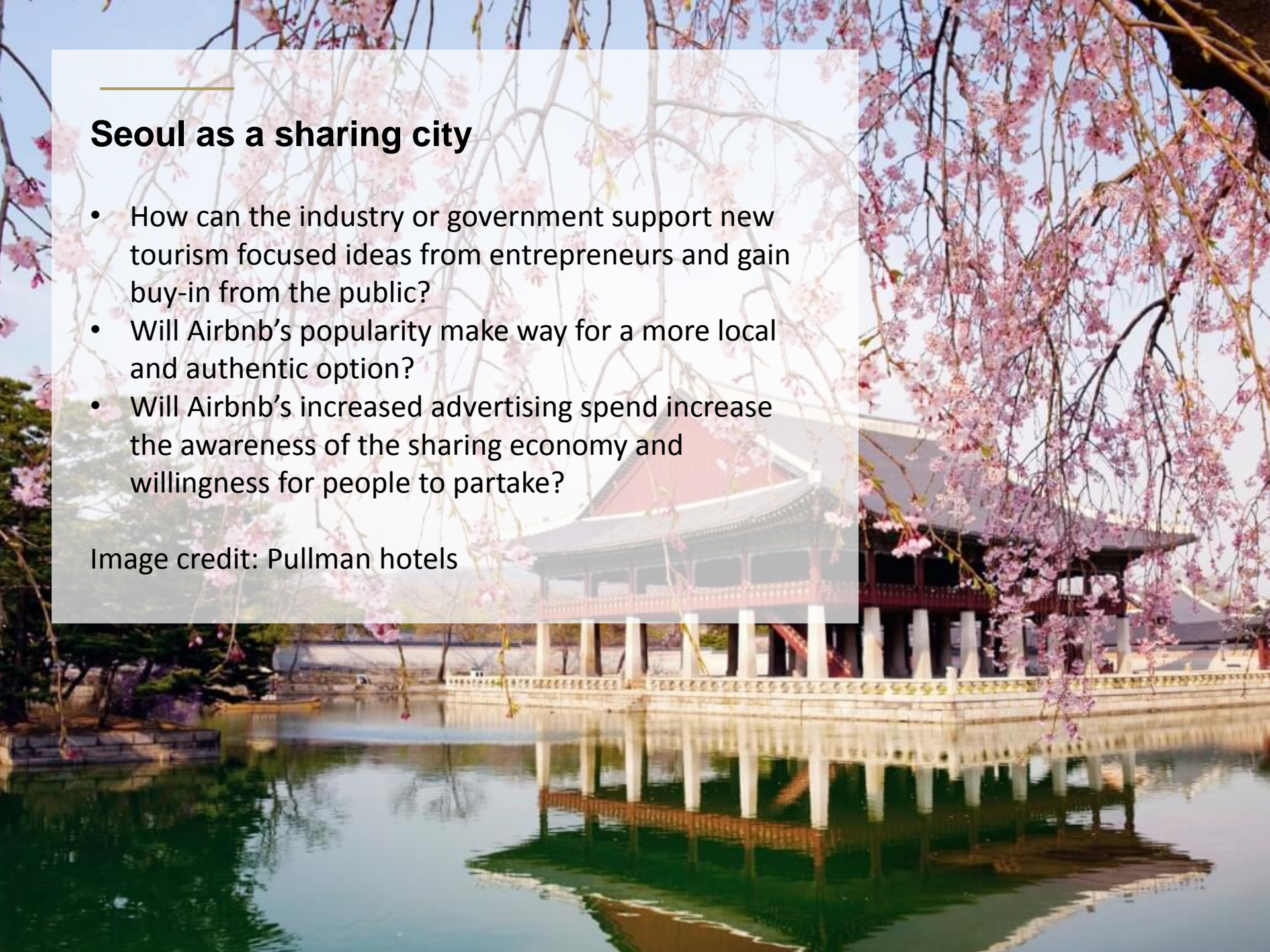




## Seoul as a sharing city

- How can the industry or government support new tourism focused ideas from entrepreneurs and gain buy-in from the public?
- Will Airbnb's popularity make way for a more local and authentic option?
- Will Airbnb's increased advertising spend increase the awareness of the sharing economy and willingness for people to partake?

Image credit: Pullman hotels





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## **Established tourism businesses adapting and partnering**

- Marriott and LiquidSpace
- SF travel, Lyft and Airbnb
- KOZAZA and the navy
- LetsPlayPlanet and hotels
- Lyft and Hertz
- Sharing economy and travel loyalty programs
- JustPark, hotels and attractions



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## **Established tourism businesses adapting and partnering**

- What problems do your customers have that you could solve with a sharing economy platform?
- Can your customers easily access items like bikes, cars or services like a babysitter if they need them?
- What idle resources do you have that could become an extra revenue stream?
- What can you copy or learn from these platforms?





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## Sharing economy and events

- Beyond pricing and dynamic pricing
- Uber and Victorian Racing Club
- SF travel and conventions





The background of the slide is a photograph of several thin, dark tree branches with rough bark, set against a blurred green background of foliage. A semi-transparent white rectangular box is positioned on the left side of the image, containing the title and a list of sharing economy platforms.

## Using sharing economy platforms first-hand

- Carhood
- KOZAZA
- PlayPlanet
- Airbnb experiences
- Feastly
- Uberpool
- Lyft
- Turo



The background of the slide is a photograph. The top half shows a dense cluster of small, bright green leaves, possibly from a succulent or similar plant. The bottom half shows several horizontal wooden planks, likely from a fence or deck, with a natural wood grain and some weathering. A semi-transparent grey rectangle is overlaid on the top half of the image, containing the text.

## Recommendations

- A plan to grow the sharing economy in regions and areas where we need it
- Support and engagement with home-grown tourism platforms
- Consider your customers needs and problems
- Preempt and plan for the future of the sharing economy





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## Future trends

- Airbnb and the business market
- Uberpool
- Airbnb experiences
- Sharing economy and changes to the workforce
- Blurred roles of employees
- Self-driving cars for ride-sharing



A photograph of a person standing in a shallow pool of water, with their legs visible above the surface. The water is calm, creating a clear reflection of the person's legs in the foreground. The background is a lush, green landscape with various plants and trees, slightly out of focus. A semi-transparent white box is overlaid on the left side of the image, containing text.

**Thank-you**

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