



Beyond the beaten track

Unlocking tourism growth across Asia Pacific

In an age of algorithm-driven travel, why are more travellers deliberately seeking destinations off the beaten track? Across the Asia Pacific region (APAC), travel continues to change and evolve. While social media algorithms direct many travellers to the same hotspots time and again, there is growing interest in exploring less-touristed locations.

And this appetite to venture off-the-beaten track is stronger than ever: almost nine in ten (89%) travellers in Asia Pacific visited a non-urban destination for leisure in the past 12 months, and 91% plan to do so in the year ahead. Nearly half of those travellers are Gen Z or Millennials, underscoring the enthusiasm and momentum of rural tourism.¹



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- 6 **Broadening horizons** THE RISE OF DISPERSED TOURISM
- 14 **Economic empowerment** AIRBNB AS A CATALYST FOR LOCAL PROSPERITY
- 20 **Boosting discoverability** GUESTS WANT LOCAL, HIDDEN GEMS
- 26 **Bridging accommodation gaps** AIRBNB AS CRITICAL INFRASTRUCTURE
- 32 **Looking ahead** SOLIDIFYING OPPORTUNITIES FOR FUTURE SUCCESS

At the same time, this activity is increasing the visibility of non-urban destinations and attracting guests who are eager to engage, contribute, and stay to fully immerse themselves in a local community. Short-term rentals play a crucial role in helping travellers discover new destinations and listings that support them in engaging in sustainable tourism.

Furthermore, the Airbnb platform is helping to unlock immense value and transformative opportunities for locals in small, non-urban or rural communities often in places where traditional accommodation does not exist. Through home sharing, everyday people in off-the-beaten-track locations are empowered to welcome visitors and participate in the fast-growing tourism economy – whether it be sharing a spare room in their own home, to hosting local wine tours or operating a cleaning business.

This expansion of travel not only enables communities to capture economic benefits previously concentrated in larger cities, but also helps diversify local economies and support greater resilience and prosperity.

As travellers increasingly seek authentic, meaningful experiences, short-term rentals also serve as a bridge for people-to-people exchange, where deeper connections between guests and hosts can thrive. More than eight in ten travellers (83%) say authentic, community-based experiences are important, highlighting a growing desire to engage meaningfully with local cultures.¹



HEPBURN SPRINGS, AUSTRALIA



83% say authentic, community-based experiences are important

Hosts of short-term rentals leverage platforms like Airbnb as a flexible source of income, which directly benefits local families and drives spending that sustains small businesses and strengthens local infrastructure and broader community development. Enabling this activity to flourish will be critical to ensuring the future prosperity of small towns and communities across the region. All stakeholders have a role to play in supporting this shared vision of how local initiatives can thrive when opportunities are created for innovation and progress.

In this new era of travel, Airbnb is at the forefront of inviting guests and locals alike to broaden their horizons and explore places beyond the well-trodden tourist paths. As smaller destinations embrace this opportunity, short-term rentals remain a crucial catalyst for empowerment, community connection, and inclusive growth.

¹ YouGov survey commissioned by Airbnb featuring 7,076 leisure travellers aged 18+ across Australia, India, Indonesia, Japan, Malaysia, New Zealand, South Korea and Thailand conducted in November 2025

Broadening horizons

THE RISE OF DISPERSED TOURISM

TRAVELLERS' MOTIVATIONS



Airbnb's platform is unlocking the potential of small communities throughout Asia Pacific, fuelling a wave of discovery that brings travellers deeper into off-the-beaten-track areas.

Travellers' motivations reinforce this trend: nature and scenery (53%) and peace and relaxation (also 53%)² are the leading reasons people choose non-urban destinations, reflecting a desire for restoration and genuine connection.

While urban listings comprise approximately three quarters of all listings across APAC, non-urban listings represent a meaningful portion of listings across a number of countries, with New Zealand, Thailand and Australia each having more than a third of their listings in non-urban locations. This corresponds with low double digit growth in nights stayed in non-urban listings between Q3 2024 and Q3 2025, highlighting a sizable increase in demand for visitation to rural and unique destinations.

What's more, two thirds of all check-ins in non-urban listings in APAC were by domestic travellers for the 12 months up to Q3 2025, with these shares differing significantly across APAC markets.³ For example, in South Korea and India, over 90 percent of non-urban travel was taken by domestic travellers.⁴

Changing consumer preferences are helping shape how travel is distributed across the region, including increasing interest in smaller and lesser-known destinations. Survey findings show that 81% of APAC travellers steer clear of crowded or heavily visited areas, while 83% look for experiences that connect them with local communities.⁵

This translates into a growing presence across smaller communities where traditional forms of accommodation are often less accessible.

² 'Non-urban' is defined by Airbnb as referring to listings in locations that do not appear to be urbanised based on satellite imagery data.

³ Based on guests' city of origin at the time of check-in.

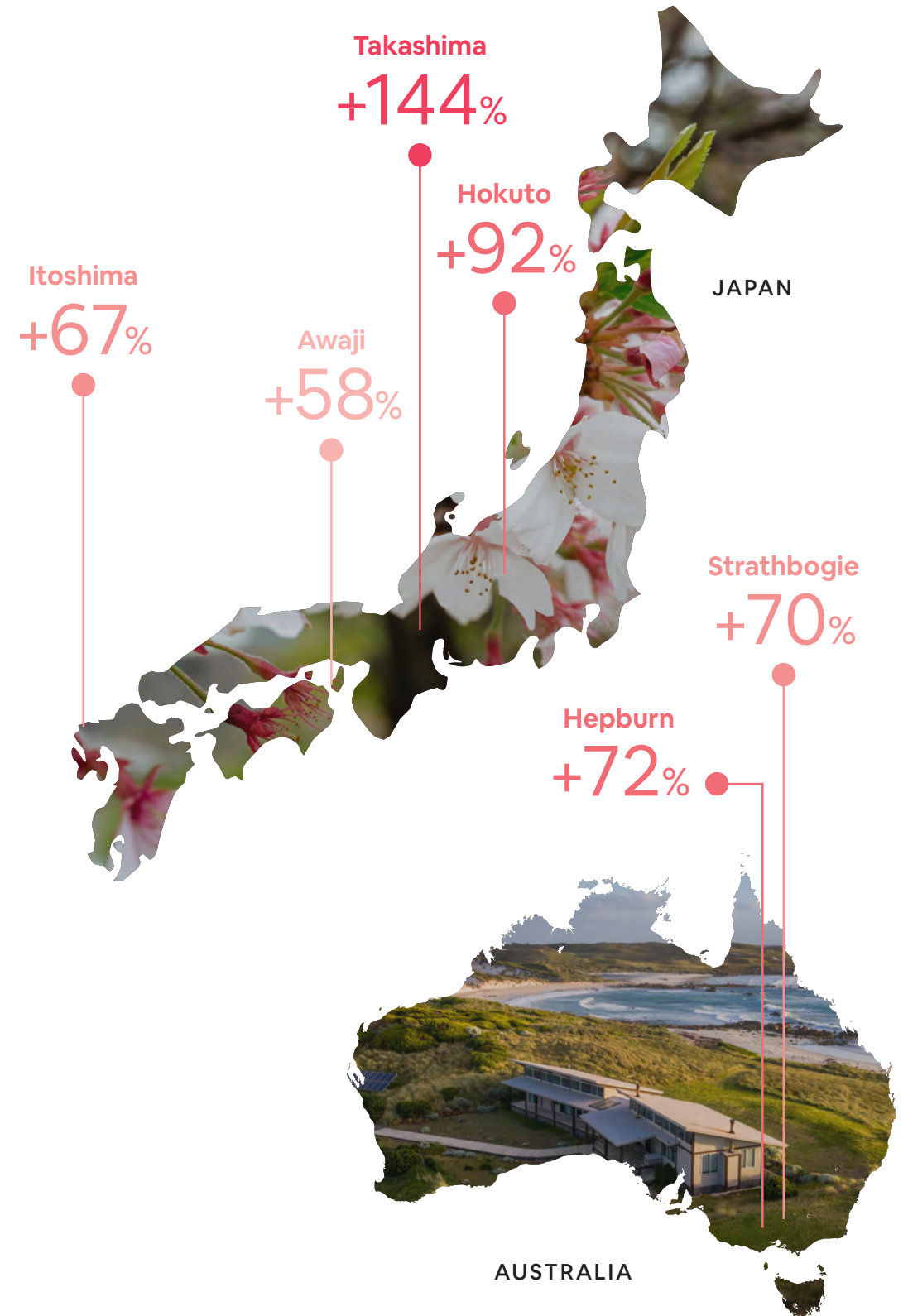
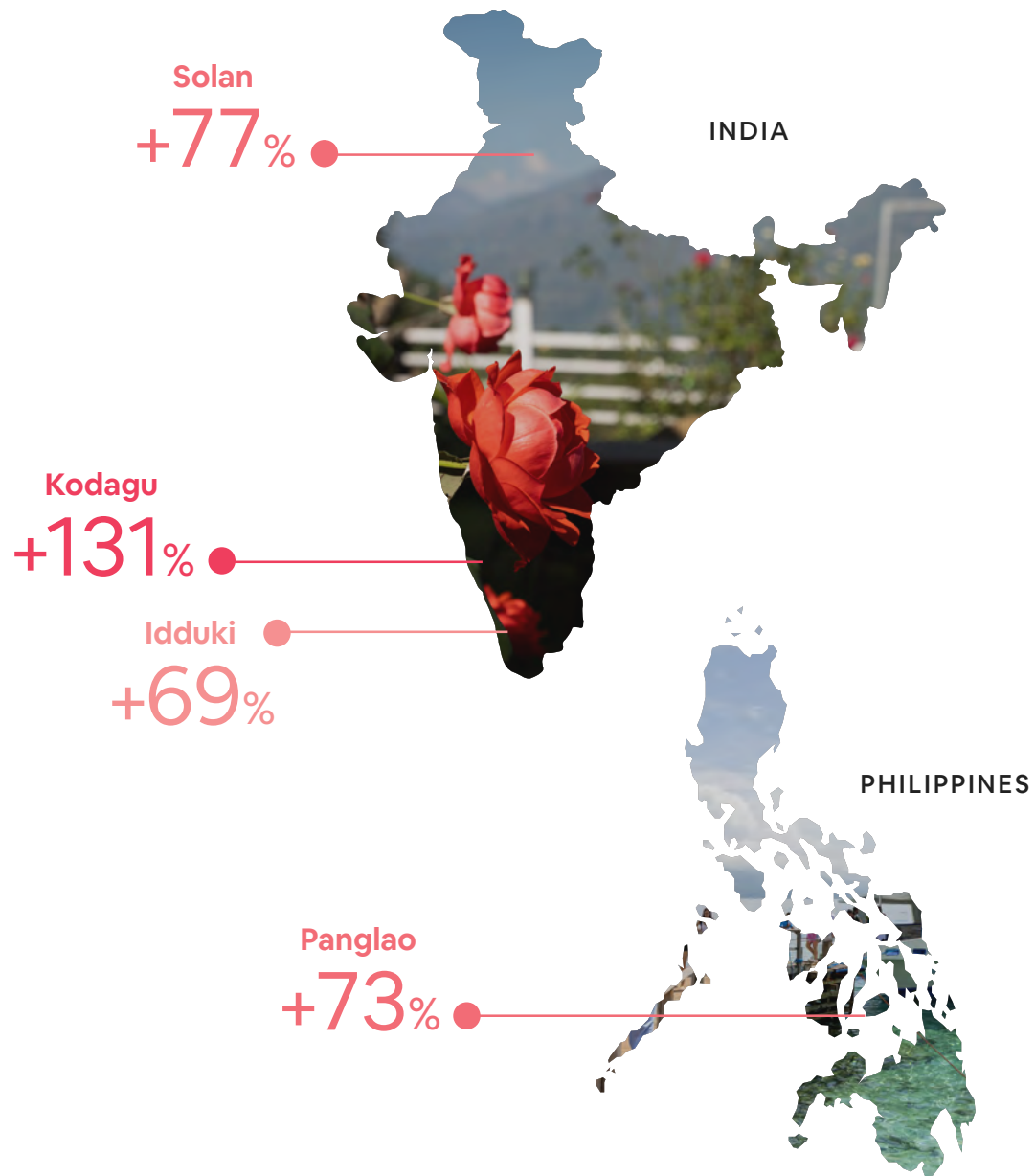
⁴ Based on internal Airbnb data as at 30 September 2025.

⁵ Emerging destinations are defined as those with <\$30M (USD) in annual Gross Booking Value.

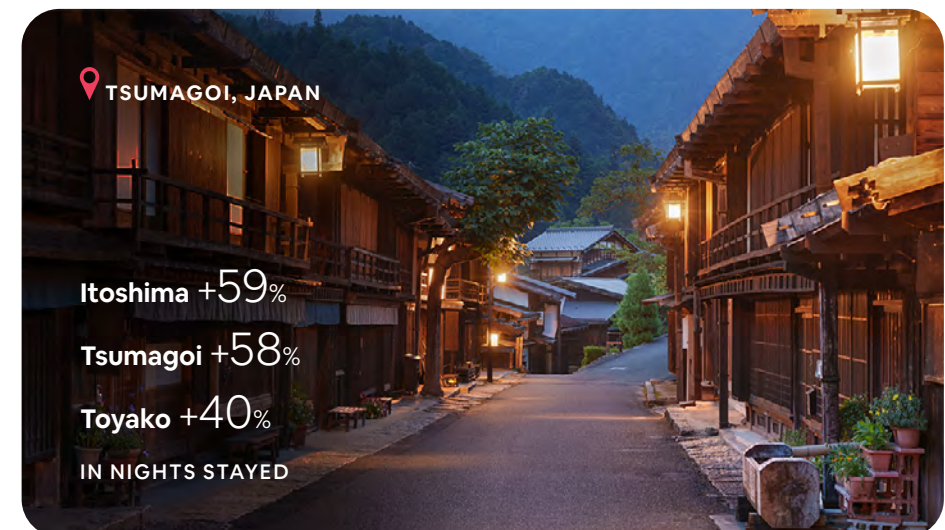
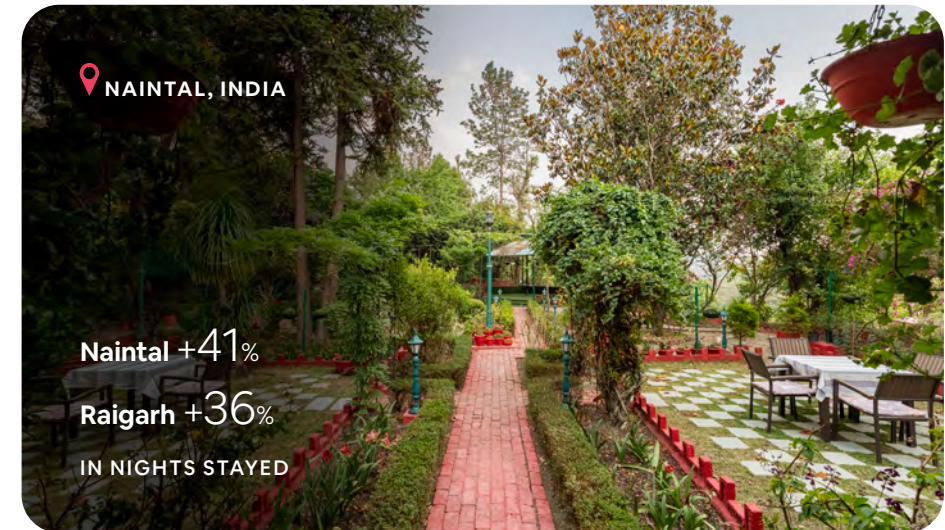
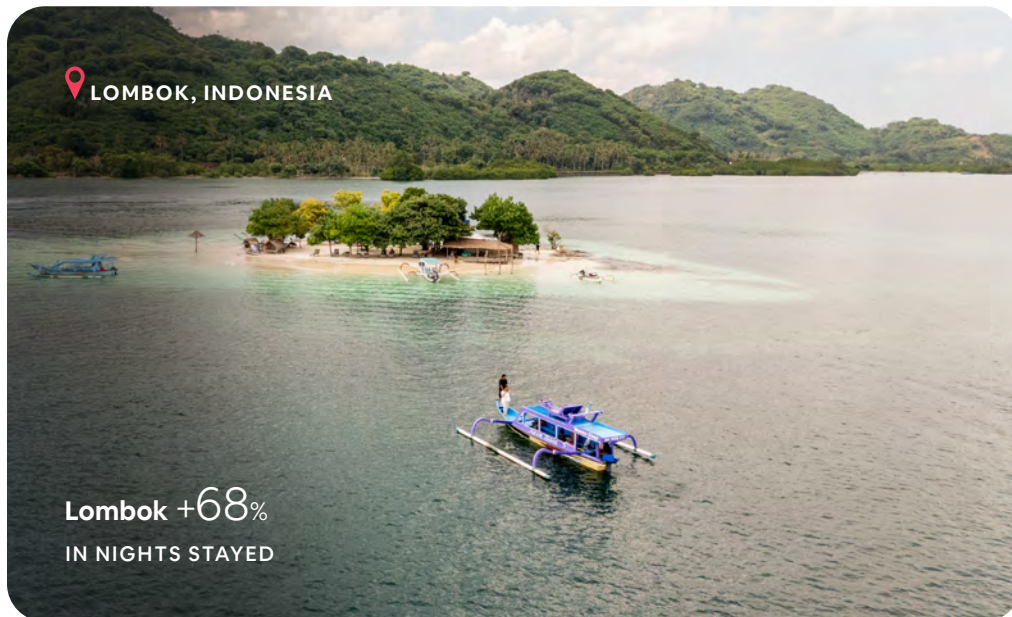
Internal Airbnb data shows that a number of emerging destinations outside major cities have seen considerable growth in searches when comparing Q3 2024 and Q3 2025. These include:

Traveller interest trends (YoY)⁶

*Based on searches by travellers, may not reflect actual bookings data



Growth in nights stayed (YoY)⁷



⁶ Based on growth of nights searches for the trailing twelve months from 30 Sept 2025, compared with 2024.

⁷ Based on growth in nights stayed for the trailing twelve months from 30 Sept 2025, compared with 2024.

⁸ Based on an internal survey of Airbnb hosts in Asia-Pacific between 13/5/24] and 21/5/25.

This growth is not due to sheer luck, but rather the consequence of strategic decisions made by local officials to increase visitation and spur economic activity. This includes making the most of major events in and around their communities. In fact, across APAC, a third of hosts say they shared their space on Airbnb during an event in their local area.⁸

Through strategic planning and destination promotion, it's clear that local communities have the opportunity to capitalise on the rise of dispersed travel and play a vital role in helping to spread travellers beyond the usual tourism hotspots.

Australia's Tiny Towns initiative

Spotlighting regional destinations



SCAMANDER, TASMANIA

Australia's regions hold significant untapped tourism potential, yet perceptions continue to shape travel behaviour. An earlier study on Australian travellers showed that while nearly 80% of Australians are interested in visiting a regional town they've never been to, one in three assume local accommodation options will be limited. This gap between interest and expectation represents a major opportunity for regional dispersal.

To address this, Airbnb launched the Tiny Towns Guide, showcasing 50 small towns with populations under 3,000 - from the beaches of Scamander in Tasmania to the heritage streets of Maclean in northern New South Wales. Each town was selected for its natural beauty, cultural distinctiveness and helping travellers confidently choose destinations they may never have previously considered.

READ THE FULL REPORT HERE



Awareness remains a key barrier: the research showed 40% of Australians had not heard of even one of the top tiny towns featured. By profiling towns within an easy road trip of major cities, the guide aims to convert curiosity into actual travel, unlocking new economic activity in communities that rely heavily on visitor spending.

Complementing the guide, Airbnb committed \$150,000 in community grants to support local organisations in five featured towns, including surf lifesaving clubs, festivals, arts groups and regional museums. These grants help strengthen the visitor offering and build local capacity to welcome more travellers, ensuring the benefits of increased visitation flow directly into regional communities.

BLOODWOOD CABIN IN RAWBELLE, QUEENSLAND



Economic empowerment

AIRBNB AS A CATALYST FOR LOCAL PROSPERITY



SEVEN IN TEN TRAVELLERS WOULD VISIT RURAL DESTINATIONS IF ACCOMMODATION OPTIONS LIKE AIRBNB EXIST



OVER A THIRD OF HOSTS HOST ON AIRBNB TO MAKE ENDS MEET

The momentum behind rural tourism, as seen through strong growth on Airbnb, is more than just a shift in traveller preferences: it's a catalyst for meaningful change in local communities.

Crucially, the availability of alternative accommodation shapes where travellers go. More than seven in ten travellers say they are more likely to visit rural destinations if accommodation options like Airbnb exist, and 64% prefer staying in these alternatives over traditional stays when travelling rurally (amongst Gen Z travellers, this number rises to 72%)¹. Remarkably, one in four (25%) travellers would not have visited a rural destination at all if Airbnb or similar options were unavailable.¹

Hosting helps everyday people earn extra income, support mortgage repayments, and the day-to-day lives of their families. Across APAC, over a third of hosts say the reason they host on Airbnb is to make ends meet¹¹ and cover the rising cost of living.¹² Moreover, over half of hosts in APAC say the money they've earned from hosting has covered needs such as food and other necessities that have become more expensive.¹³

Hosting also stimulates broader economic activity. Almost half of hosts hire local tradespeople such as plumbers, gardeners, and carpenters, and two in five use local professional cleaners to clean their listing after each stay.¹⁴

9 & 10 YouGov survey commissioned by Airbnb featuring 1,015 Australian adults aged 18+, conducted online between 12/08/24-14/08/24. Results are weighted to be nationally representative.

11 & 12 Self-reported via 8,775 responses to an Airbnb 'Homes Host' survey in APAC between 13/5/24 - 21/5/25.

13 & 14 Self-reported via 10,907 responses to an Airbnb 'Homes Host' survey in APAC between 1/5/24 - 21/5/25.



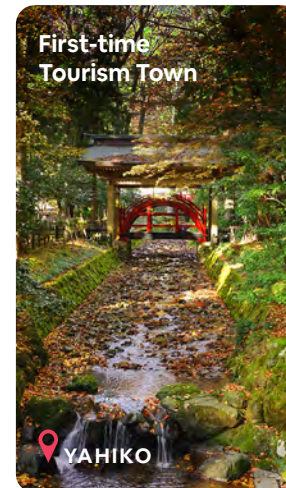
Guests contribute directly to local economies too. Among those who said they have taken rural trips, they reported an average spend of USD \$157.51 per person on a rural trip, primarily on food and drinks, groceries, and local markets.¹ These are dollars that stay within the local community and in small businesses that support the subsistence of small towns.

In this way, hosts play an important role as local ambassadors. 87% of guests who stayed at an Airbnb say they had received local recommendations, and 97% said those recommendations influenced where they spent money.¹ It demonstrates the powerful “economic multiplier” created when local hosts guide travellers toward independently owned businesses, artisans, and food producers.

Importantly, these businesses are owned, operated and staffed by local people in the community who receive the flow-on benefits of increased visitation. It highlights that short-term rentals can bring additional empowerment opportunities in small communities where tourism is not yet an established industry.

As evidence of this, in 2025, a number of destinations in APAC received their very first booking on Airbnb.¹⁵ These ‘**First-time Tourism Towns**’ include:

- In Japan, **Yahiko, Funagata and Kyowa.**
- In India, **Kaushambi, Nagda and Katni.**
- In Thailand, **Kong Ra, Nam Pat and Huai Thap Than.**
- In Australia, **Westonia (WA).**
- In Indonesia, **Kabupaten Nabire.**
- In the Philippines, **McKinley, Pantal and San Andres.**



Everyday people across Asia Pacific are turning to hosting as a way to harness the travel revolution in a way that directly benefits them and their families. The resulting economic activity boosts these local businesses, creates jobs, and fosters sustainable community development.

According to recent polling by YouGov, 84% of travellers in APAC care about supporting local communities when travelling.¹ What’s clear is that hosts and local businesses alike are recognising this interest among visitors and making the most of opportunities through Airbnb to put their locations on the map.

¹⁵ According to internal Airbnb data between 1 October 2024 and 30 September 2025.

Goa's tourism academies

Building local capability for inclusive, distributed tourism



2024 GOA ENTREPRENEURSHIP ACADEMY



2025 GOA RURAL ACADEMY

Goa's tourism strategy has increasingly focused on expanding opportunity beyond its well-known beach corridors, strengthening community-led tourism in rural talukas and hinterland regions. As part of this shift, the state government partnered with Airbnb on two complementary capacity-building initiatives: the 2024 Entrepreneurship Academy and the 2025 Rural Academy.

The Entrepreneurship Academy, delivered with the Department of Tourism, Government of Goa and GHE Impact Ventures, introduces homestay owners, youth groups and hospitality students to the fundamentals of tourism entrepreneurship.

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By equipping residents with the skills to operate homestays, we are not only fostering economic growth but also advancing regenerative tourism and women's empowerment. — SHRI ROHAN KHAUNTE



Reflecting the program's strategic importance, Shri Rohan Khaunte, Hon'ble Minister for Tourism, Government of Goa stated: *“This initiative presents an excellent opportunity for Goa to leverage its unique cultural and natural assets while empowering local communities. By equipping residents with the skills to operate homestays, we are not only fostering economic growth but also advancing regenerative tourism and women's empowerment.”*

Building on this foundation, the Rural Academy focuses on women's Self-Help Groups (SHGs) and rural micro-entrepreneurs. Through hands-on training developed with SEWA and the District Rural Development Agency, participants gain hospitality, digital and business skills to transform spare rooms into income-generating homestays. Field visits and one-to-one mentoring help hosts refine listings, improve guest experience design and connect to relevant government schemes.



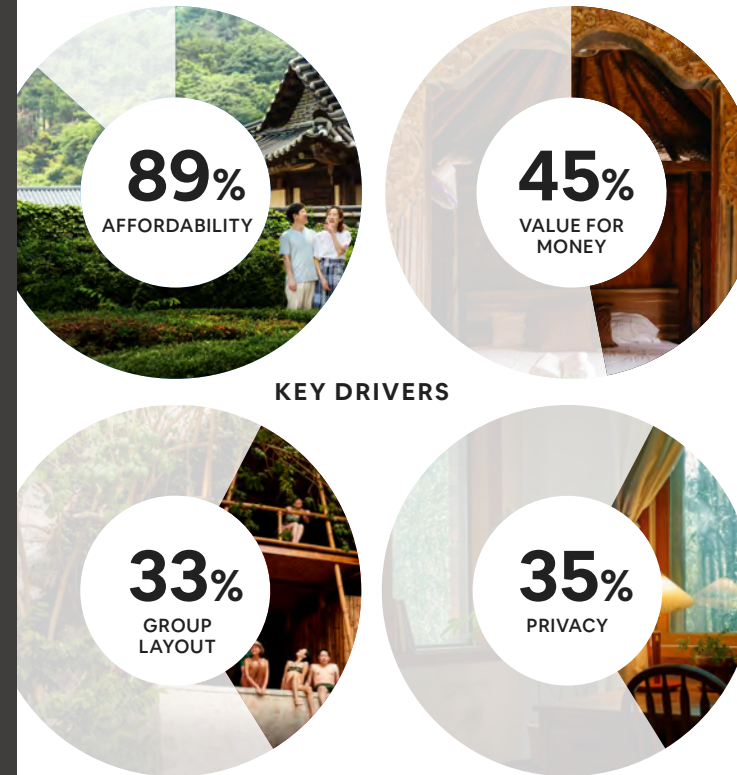
THE WOMEN OF JUNGLE TRAILS HOMESTAY IMAGE CREDIT: JUNGLE TRAILS FACEBOOK

Early outcomes illustrate the model's impact. Jungle Trails Homestay in Talde village - led by women trained through the initiative - has already received state recognition and grant support for its contribution to community tourism.

Together, these academies demonstrate how targeted capability-building can broaden who benefits from tourism, deepen visitor dispersal into rural communities, and reinforce Goa's long-term vision for a resilient, community-driven tourism ecosystem.

Boosting discoverability

GUESTS WANT LOCAL, HIDDEN GEMS



Through platforms like Airbnb, guests have the ability to unlock a new horizon of potential.

New research by YouGov indicates that guest demand for rural travel is booming, with almost 90 percent of APAC travellers having visited non-urban destinations in the past 12 months.

Of those travellers, three quarters had traveled domestically and a third travelled internationally, with 87% saying they are likely to visit a domestic non-urban destination in the next year.¹

Affordability is also a major factor shaping destination choice. Nearly nine in ten travellers (89%)¹ say affordability influences where they go, highlighting the role Airbnb plays in broadening access to rural areas by offering competitive, flexible accommodation options.

Guests also value the personalised connection that comes with staying in a non-hotel property. Value for money (45%), better privacy (35%), and family- or group-friendly layouts (33%) are the key drivers for choosing stays in rural areas.¹ This is especially important in destinations where large hotel infrastructure may be absent.



A WOMAN SPINNING A SONGKET JINENGDALEM TEXTILE IN THE BULELENG REGENCY OF BALI

In terms of the key drivers of this travel, a growing number of guests across APAC are motivated to create a positive impact and avoid contributing to issues like overtourism. According to the survey, eight in ten care about supporting local communities when they travel and avoid crowded or overtouristed destinations.¹

With the growing saturation of tourist destinations featured on social media, it's clear that guests are seeking more authentic, more personalised and more unique travel experiences.

Short-term rentals play a unique role in dispersing tourists away from overtouristed destinations by providing accommodation in off-the-beaten track locations. Short-term accommodation allows guests to stay with hosts who act as champions for their local communities and give tips and guidance that might otherwise be unavailable.

These interpersonal connections enrich both the host and guests' experience of travel and build meaningful touchpoints in a world that can feel increasingly disconnected.



Eight in ten care about supporting local communities when they travel and avoid crowded destinations

PUTU BUDERIASA & NI PUTU EKA, HOSTS IN THE BULELENG REGENCY OF BALI

Rural hosts



THE RESTHOUSE ON THE PERHENTIAN ISLANDS

Once considered a remote paradise, Malaysia’s Perhentian Islands have become an off-the-beaten track oasis far from the country’s main tourism corridors. The islands are a powerful example of how dispersed tourism can benefit local communities, while also protecting fragile ecosystems.

Airbnb hosts Hayati and Amer have played a crucial role in this. Their homestay, The Resthouse, runs entirely on solar power and operates from a restored colonial-era building. “It’s so much more sustainable and environmentally-friendly. Instead of cutting down trees, we gave an old structure a second life,” says Hayati.

READ MORE ABOUT THEIR STORY HERE



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Guests often visit the Lang Tengah Turtle Watch, a turtle conservation project which I founded and still support. They meet volunteers, see nesting sites, sometimes even hatchlings. — HAYATI



AMER AND HAYATI

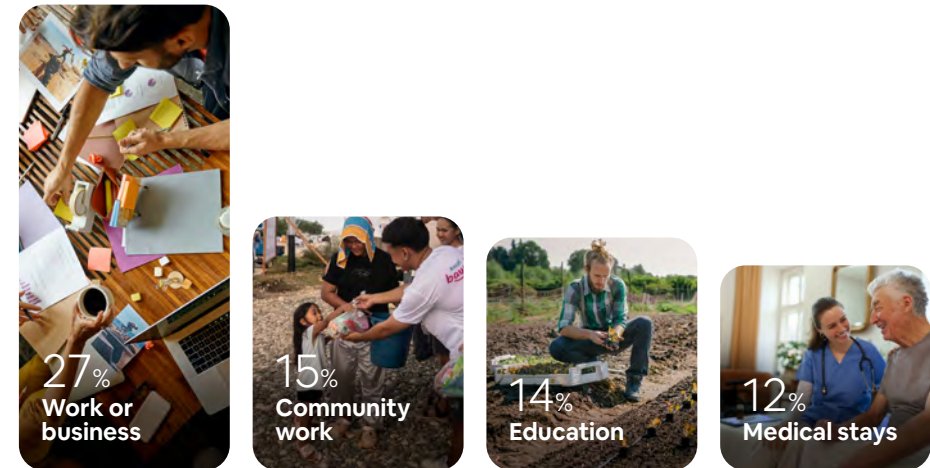
For Hayati, hosting was a way to make tourism work better for both the environment and the local community. *“Becoming a host felt like the first step toward making a difference. It gave me both the platform and the responsibility to promote a better way of experiencing the island - one that respects the reef, the locals, and the ocean itself.”*

Together with Amer, who came to Malaysia from Syria as a child, they employ locals and invite guests to join reef-care and turtle-conservation trips. *“Guests often visit the Lang Tengah Turtle Watch, a turtle conservation project which I founded and still support. They meet volunteers, see nesting sites, sometimes even hatchlings,”* says Hayati.

Their story shows how small-scale, community-led tourism can preserve culture, protect nature, and spread opportunity well beyond Malaysia’s traditional tourist centres.

Bridging accommodation gaps

AIRBNB AS CRITICAL INFRASTRUCTURE



TOP REASONS FOR NON-LEISURE RURAL STAYS

Airbnb can play a critical role in filling accommodation gaps across rural and non-urban areas in Asia Pacific, where traditional options are often limited or unavailable. This is important not just for vacationers, but for people traveling for a variety of purposes.

More than one in two (52%) travellers have booked a non-leisure rural stay in the past 12 months, most commonly for work or business (27%), volunteering or community work (15%), education (14%) and medical or health-related stays (12%).¹

Airbnb listings support a wide range of essential community needs, including temporary work assignments, educational placements, insurance relocations, and housing during renovations or moves. Meeting this demand is particularly important in rural areas where accommodation choices are scarce and use cases are diverse.

Unlike traditional accommodation, practical amenities such as multiple bedrooms, kitchens, and laundry facilities are particularly valuable for guests during non-leisure travel, such as families with children, seniors, medical travellers, or those needing emergency housing. In a survey of travellers, 31 percent said they chose short-term rental accommodation over other options because of the ability to have a kitchen or cook meals.¹





AIRBNB.ORG PROVIDED EMERGENCY ACCOMMODATION FOR VOLUNTEERS AND FIRST RESPONDERS DURING THE CEBU EARTHQUAKE, SUPPORTING RELIEF EFFORTS ON THE GROUND



THE AFTERMATH OF THE GAS PIPELINE EXPLOSION IN PUTRA HEIGHTS (MALAYSIA)

Increasingly, short-term rentals play a significant role in supporting local communities during major emergencies or natural disasters. Through Airbnb.org, short-term rentals can offer flexible, rapid, and localised housing solutions to support first responders or displaced residents in the aftermath of these disruptive events.

Across APAC, Airbnb.org has provided emergency accommodation during major flooding in regional **New South Wales (Australia)**, in the aftermath of the gas pipeline explosion in **Putra Heights (Malaysia)**, and following the recent devastating earthquake and flooding events in **Cebu (Philippines)**.

Because Airbnb can quickly activate housing close to the affected areas, it helps relieve pressure on limited local hotel or motel capacity. By partnering with governments, short-term rentals can help utilise accommodation that might otherwise remain unused by owners. It also allows hosts, many of whom are members of the community themselves, to help support their fellow locals in times of need.

By functioning as flexible community infrastructure, short-term rentals strengthen both tourism and local resilience, helping small communities respond to dynamic housing needs whenever and wherever they arise. Embedding short-term rentals into communities as critical infrastructure ultimately enhances local resilience and tourism, reinforcing the social and economic fabric of small towns and regions.

Japan's nationwide Disaster Preparedness Program



In Japan, **Airbnb.org**, a nonprofit organization founded by Airbnb to provide free emergency housing in times of crisis, have established a nationwide disaster preparedness framework to provide emergency accommodation within 24 hours across all 47 prefectures in the event of major natural disasters such as earthquakes or tsunamis.

The initiative, developed with local nonprofit partners including Peace Boat Disaster Relief Center, Japan Platform, and Peace Winds Japan, builds a coordinated system to house evacuees, emergency responders, and medical personnel quickly and safely. The model leverages Japan's broad network of Airbnb listings and other flexible accommodation options, ensuring capacity can be activated where traditional infrastructure may be damaged or overwhelmed.

READ MORE ABOUT THEIR STORY HERE



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Ensuring people have a safe place to stay in the immediate aftermath of a disaster is critical and Airbnb.org is proud to partner with local organizations to help make communities throughout Japan more resilient. — CHRISTOPH GORDER



CHRISTOPH GORDER, EXECUTIVE DIRECTOR OF AIRBNB.ORG, AT A MEETING WITH PEACE BOAT DISASTER RELIEF, JAPAN PLATFORM, AND PEACE WINDS JAPAN

Drawing on Airbnb.org's global experience—**1.6 million nights of free housing for more than 250 000 people**—the program formalises the role of distributed accommodation networks in national resilience planning. In Japan, Airbnb.org has already supported disaster responses such as the 2024 Noto Peninsula earthquake, in partnership with RCF and Ishikawa Prefecture.

“Strong partnerships between government and nonprofits can enable faster responses and keep families connected during one of the toughest moments of their lives,” said Airbnb.org Executive Director Christoph Gorder. *“Ensuring people have a safe place to stay in the immediate aftermath of a disaster is critical and Airbnb.org is proud to partner with local organizations to help make communities throughout Japan more resilient.”*

This approach reframes short-term stays as essential civic infrastructure, helping governments mobilise accommodation rapidly and reinforce community preparedness before disasters strike.

Looking ahead

SOLIDIFYING OPPORTUNITIES
FOR FUTURE SUCCESS

As regional and rural destinations seek to attract more visitors, it is essential to ensure that growth is sustainable, equitable, and aligned with community priorities.

Tourism can deliver significant economic and social benefits, from job creation to the revitalisation of local businesses, and with careful planning can boost infrastructure and enhance local ways of life. The following recommendations outline a strategic approach to strengthening the visitor economy, focusing on infrastructure investment, community capacity-building, data-driven decision-making, and regulatory settings that balance growth with long-term sustainability.

Infrastructure

With increased visitation, destinations must be ready to accommodate more tourists in a way that benefits both travellers and local communities. Investment in both digital and physical infrastructure is essential to enhance the overall visitor experience. This includes prioritising reliable internet connectivity, ensuring adequate transport links between rural and urban centres, and providing sufficient public amenities such as rest areas, toilets, and signage. When these foundations are in place, destinations are better able to strike a balance between welcoming visitors and maintaining quality of life for residents, creating a harmonious environment where tourism can thrive sustainably.

In Queensland, Australia, the State Government recently announced a \$20M Regional Tourism Infrastructure Fund designed to address critical gaps in tourism infrastructure and deliver long-term economic benefits to regional communities. This program is the type of initiative that also empowers local operators to tap into these funds and play a vital role in building the future of rural communities.

RECOMMENDATION 1

Invest in digital and physical infrastructure

Prioritise investment in transport, public amenities, and high-speed internet to ensure destinations are ready to accommodate increased visitation while maintaining quality of life for residents.

Authentic travel

As noted, today's travellers are increasingly seeking authentic, meaningful experiences that connect them to the communities they visit. For rural and off-the-beaten-track destinations, this presents an opportunity to showcase their unique culture, history, and natural assets. Promoting local events, markets, guided experiences, and farm-to-table dining can enrich visitors' stays while stimulating the local economy.

Partnering with Airbnb hosts to amplify local experiences can also play a critical role in educating guests and ensuring they are directed to local operators which provide that local flavour they are often looking for. When done thoughtfully, this approach supports small businesses, strengthens community pride, and differentiates rural towns from larger, more generic tourism destinations.

RECOMMENDATION 2

Promote local experiences to spark authentic travel

Support the development and promotion of community-led tourism products that showcase local culture, heritage, and natural assets, increasing visitor spend and strengthening regional economies.



HAZEL AND AGNELO, HOSTS IN GOA

Invest in local communities

To ensure local communities benefit fully from tourism, it is important to equip residents with the skills they need to participate meaningfully in the visitor economy. This could include training programs in hospitality, customer service, marketing, and digital literacy, as well as programs for existing tourism operators to adapt to evolving traveller expectations. By investing in human capital alongside physical infrastructure, rural regions can create a more resilient and competitive tourism sector that benefits locals and enhances the visitor experience.

RECOMMENDATION 3

Facilitate skills development

Deliver training and capacity-building programs that equip locals with the skills to participate in the visitor economy and help existing operators adapt to evolving traveller expectations.

Understand the local impact of tourism

Tracking and understanding the economic impact of tourism is critical to shaping evidence-based policies and promotion strategies. Implementing frameworks to measure tourism's effect on local economies can help local governments understand how visitation supports small businesses, jobs, and wider community services. Tools like the **Airbnb City Portal** dashboard offer a useful model, providing local governments with data on visitation patterns, local spend, popular attractions, and peak periods. These insights enable more targeted destination marketing, better planning for peak seasons, and smarter regulation that reflects the real footprint of tourism in a community.

RECOMMENDATION 4

Monitor and measure localised economic impact

Implement robust data collection frameworks and leverage industry partnerships to track tourism's economic contributions, guide marketing efforts, and inform infrastructure planning.

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AIRBNB CITY
PORTAL HERE



AZMIR, HOST IN LANGKAWI

Balanced and data-driven regulations

Finally, the regulatory environment must strike an appropriate balance between encouraging tourism and ensuring growth happens in step with local infrastructure and community capacity. The benefits of tourism, particularly in rural areas, should be acknowledged and incorporated into policy decisions, but these policies must be guided by robust evidence. Policymakers should adopt flexible, evidence-based regulations that enable tourism to grow sustainably and predictably.

Some local governments in the Asia Pacific region have introduced registration frameworks requiring short-term rental hosts to register with authorities. When streamlined through digital platforms and properly resourced, these systems improve transparency, allow for better localised tracking of accommodation supply, and help inform decisions about infrastructure investment and visitor management.

RECOMMENDATION 5

Support flexible regulations

Consider evidence-based, streamlined regulatory frameworks that balance tourism growth with community capacity and infrastructure readiness.



BABITA, HOST IN UTTARAKHAND

In summary, tourism dispersal represents a sizeable opportunity to manage travel growth more sustainably, spread economic benefits, and support the long-term resilience of destinations across the Asia Pacific region. As travel demand continues to concentrate in a small number of locations, enabling visitors to stay in a wider range of communities is increasingly important.

Short-term rentals are a key enabler of this shift, offering flexible accommodation in areas where traditional tourism infrastructure may be limited. With supportive policy settings and collaboration across governments, communities and industry, tourism dispersal can help drive inclusive economic growth and more diverse local experiences—now and into the future.



Airbnb was born in 2007 when two Hosts welcomed three guests to their San Francisco home, and has since grown to over 5 million Hosts who have welcomed over 2 billion guest arrivals in almost every country across the globe. Every day, Hosts offer unique stays and experiences that make it possible for guests to connect with communities in a more authentic way.

