

The Opportunity: In Hastings County we have a shortage of accommodation for visitors who would like to enjoy our beautiful surroundings, to attend events and/or to play/work/shop in our community.

Consider joining a short term rental business such as Airbnb by providing space for visitors from across the globe while you earn extra cash for yourself and your family/business.

Our Facilitators:

Christine FitzSimons has spent her working life as a Producer/Director at CTV News in Toronto, Gallery Owner of Rural Roots Canadian Crafts in Coe Hill and most recently as a Municipal Government Chief Administrative Officer in rural Eastern Ontario.

Chris is now enjoying a more relaxed life as an Airbnb Host at Riverside Suite, and as an artist, gardener and cook, in Bancroft, Ontario. She has been an Airbnb Host since June of 2017 and is now presenting workshops to share her experiences with others who want to start up a home sharing enterprise.

Mark Hanley is the Small Business Coordinator for Hastings County. He assists people starting new ventures as well as those experiencing challenges in existing businesses. He provides these services to a large geographic area, covering all 14 member municipalities in our county.

Mark brings to this role a wealth of entrepreneurship experience, having started and grown many of his own successful businesses and has assisted hundreds of business owners in his previous roles of small business advisor, college instructor, angel investor and enterprise facilitator.

Sponsored by:



Community Futures Development Corporation
of North & Central Hastings and South Algonquin



Becoming an Airbnb Destination

(Short Term Home Sharing)



Initial Workshop Dates:

- ◆ Tuesday, September 18th from 1:00 to 5:00 PM
- ◆ Thursday, September 20th from 5:00 to 9:00 PM

Location: Emond Hall—Hastings Highlands Municipal Building

Fee: \$20./person

Snacks and light refreshments will be served

To Register: contact Kim at 613-338-2811 e 200 or visit www.hastingshighlands.ca

Note: seating is limited

WHO SHOULD ATTEND:

- ◆ Individuals and/or businesses who would like to earn extra revenue & have room(s) suitable for accommodation.
- ◆ Note: Requires washroom and bathing facilities, meal service is optional.



YOU WILL LEARN:

- ◆ Different ways to be an Airbnb Host
- ◆ Key lessons learned about setting up and running your business
- ◆ Important tips and mistakes to avoid
- ◆ Useful strategies for marketing your rental space
- ◆ How we can strengthen our local economy by working together to improve short term rental accommodation in North & Central Hastings

WORKSHOP OUTLINE

What:

- ◆ What is an Airbnb?
- ◆ What is your market?
- ◆ What are the 3 different types of Host?
- ◆ What can you expect for your efforts?
- ◆ Time commitment for success

Who:

- ◆ Who makes a great host?
- ◆ Running your own business
- ◆ Tolerance—Airbnb has strict discrimination policy
- ◆ Can you provide excellent service?
- ◆ Benefits of the Global host community support
- ◆ Are you a good communicator?

Why:

- ◆ Why host – what are your goals?
- ◆ What's your level of commitment?
- ◆ Offering other “value added” experiences
- ◆ Sharing your home with strangers

When:

- ◆ How busy do you want to be?
- ◆ How many units do you want to rent?
- ◆ Airbnb calendar: blocking dates when you don't want guests

Workshop Outline (Con't)

Where:

- ◆ Be aware of Municipal bylaws
- ◆ Building code/zoning requirements
- ◆ Making your space safe and secure
- ◆ Strangers having access to your private space
- ◆ Securing personal information

How? (this is the *big one*)

- ◆ What is your plan?
- ◆ Your business model
- ◆ Your marketing plan
- ◆ Start up costs,
- ◆ Troublesome guests
- ◆ WIFI and key services
- ◆ Consideration of neighbours (noise, garbage, parking)
- ◆ What space do your guests share with you? (deck, BBQ, etc.)
- ◆ Check in and keys, welcome gifts, essentials
- ◆ Communication with guests
- ◆ Local tourism info
- ◆ Partnering with other businesses
- ◆ Guest feedback
- ◆ Reviews, the good, the bad & the ugly
- ◆ Outsourcing (marketing, cleaning) or can you do it all?
- ◆ Signing up to host on Airbnb.ca
- ◆ Consider your house rules, target guests, and description of space
- ◆ How do you get paid?