

Short-Term Rentals Asia (STRA)

Gather. Connect. Grow.

Our Vision

To elevate and professionalize the Short-Term Rental (STR) sector across Asia, creating a unified platform for knowledge, standards, and collaboration that benefits operators, investors, technology providers, and policymakers.

Our Journey So Far

- Founded to address the lack of industry representation for STRs in Asia.
- Launched the Art of STR Podcast — telling the stories of STR leaders across the region.
- Developing the Knowledge Hub and Art of Data, offering practical insights and market intelligence.
- Confirmed our flagship event, the STRA Conference – Gather. Connect. Grow., to be held February 2026 in Bangkok.

Momentum Building

- Delegates confirmed from 9 countries across Asia and beyond.
- Strong interest from VIP C-level executives and industry decision-makers.
- Growing partnerships with leading technology providers and operators.
- Clear appetite for solutions to barriers in STR adoption: capital, talent, distribution, and guest management.

Why It Matters

- STR is one of the fastest-growing accommodation categories, representing up to 24% of bookings in some Asian markets.
- The sector lacks a unified platform — STRA fills this gap, driving both commercial opportunity and policy dialogue.
- Airbnb's early involvement would demonstrate leadership, influence the agenda, and strengthen connections across the ecosystem.

Why Now

Since centralizing our data and initiatives, momentum has accelerated. STRA is no longer a concept — it is becoming the stage and the voice of STR in Asia. The opportunity is to shape its direction from the outset.

Call to Action

Join us in building the platform for Asia's STR sector. STRA is the space where industry leaders gather, connect, and grow — and where Airbnb can play a defining role.