

METHODOLOGY DISCLOSURE STATEMENT

Client name	Frontier Economics
Project name	Byron Bay Short Term Rental Accommodation (STRA) evaluation
Project reference	SNR 2507003
Research dates:	Thursday 18 September – Friday 24 October 2025
Target population:	Business owners and managers located in the Byron Shire.
Research methodology:	The research comprised 10 in-depth interviews conducted via MS Teams, with each interview around one hour in duration. Participants were recruited by Research Connections and each participant who completed an interview received an incentive payment in line with industry standard. The interviews were conducted ‘blind’ in that the study sponsor was not revealed to participants until the end of the interview. Participation was on a voluntary, opt-in basis.
Weighting approach:	N/A
Research questions:	The question line was created by SEC Newgate for the purpose of this research. Questions covered local area issues, business performance, staffing and hiring experiences, future outlook and business goals, awareness and views on the Byron Shire’s 60-day cap for STRA properties in the region.

This research was conducted in accordance with the Australian Polling Council Quality Mark standards which can be viewed here: <https://www.australianpollingcouncil.com/>