



Tanya Davies
Minister for Ageing

MEDIA RELEASE

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INCOME DOORS OPEN FOR NSW SENIORS CARD MEMBERS

New social connections and additional income are among the benefits waiting for seniors across the State as the NSW Government partners with home sharing platform Airbnb.

To continue NSW Seniors Festival celebrations Minister for Ageing Tanya Davies today announced an Australian-first pilot program, where NSW Seniors Card holders will receive a \$100 cash reward when they sign up as an Airbnb host and successfully complete their first booking of three nights or more.

“This innovative partnership not only creates real economic opportunities for NSW seniors but also keeps them socially connected to their communities,” Mrs Davies said.

“By welcoming travellers from across Australia and the world into their homes, seniors have the power to ease their costs of living and reduce social isolation.”

NSW Seniors Card holders will also be eligible for a \$20 Airbnb credit when they book as a guest for the first time via the Airbnb website.

“This is about connecting seniors with likeminded people, offering cost effective ways to travel and new ways to keep the cost of living down,” Mrs Davies said.

Airbnb Australia Country Manager Sam McDonagh said to help NSW seniors take full advantage of the rewards on offer; free digital literacy workshops will take place in Manly, Parramatta, Liverpool, Penrith, Orange, and the South Coast.

“Older people are the most ‘loved’ or highest rated hosts on Airbnb. With 85 per cent of these stays receiving five-star reviews, we want to encourage more seniors to turn their empty nests into income engines,” Mr McDonagh said.

The success of the six-month pilot program will be evaluated with a view to form a 12-month partnership that will offer further benefits to NSW Seniors Card holders.

The partnership supports the *NSW Ageing Strategy 2016-2020* which identifies housing, social inclusion and travel as key priorities for seniors. More than 5,700 businesses offer more than 8,000 discounts to Seniors Card holders across the State.

To access the Airbnb offer or view Terms & Conditions visit www.seniorcard.nsw.gov.au.

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