



GROUP NAO – DMOcracy Project Webinar

**REGULATIONS FOR SHORT-TERM RENTALS:
STRIKING THE RIGHT BALANCE
FOR CITIES AND LOCAL RESIDENTS**

PRESENTED BY:

TOPOSOPHY
PLACE MAKING & MARKETING AGENCY

3rd November, 2022



NICE TO MEET YOU!



PETER JORDAN
HEAD OF INSIGHTS

TOPOSOPHY
PLACE MAKING & MARKETING AGENCY



TODAY'S AGENDA:

- _Who we are | TOPOSOPHY**
- _We get the collaborative economy**
- _Setting the scene**
- _The HOTREC Position Paper**
- _Useful takeaways**

TOPOSOPHY: WHO WE ARE

WHO WE ARE TOPOSOPHY



We have been global thought leaders in destination development, management and marketing for the last 10 years.



We transform places and destinations through the skills and international experience of 17 members of staff and a global network of 20+ experts.



We have undertaken projects and offered integrated solutions in 36+ countries across 4 continents.



We have worked with industry leaders including UNWTO, UNDP, ETC, ETOA, PATA AND EBRD



Clients

- EUROPEAN BANK OF RECONSTRUCTION AND DEVELOPMENT
- UNITED NATIONS DEVELOPMENT PROGRAM
- EUROPEAN TRAVEL COMMISSION
- EUROPEAN CITIES MARKETING
- HOTREC
- PATA
- USAID
- AMSTERDAM & PARTNERS
- HELSINKI REGION
- SOUTHEAST ENGLAND PLACE RECOVERY NETWORK
- VISIT FLANDERS
- THIS IS ATHENS & PARTNERS
- GLASGOW LIVE
- EDINBURGH TOURISM ACTION GROUP
- SCOTTISH ENTERPRISE
- SCOTTISH TOURISM ALLIANCE
- GREEK MINISTRY OF TOURISM
- SLOVENIAN TOURISM BOARD
- FRENCH MINISTRY OF TOURISM
- MEXICAN TOURISM BOARD
- VISIT TUNISIA
- GEORGIA NATIONAL TOURISM BOARD
- COCA-COLA
- MASTERCARD
- DINERS CLUB INTERNATIONAL
- ALPHA BANK
- DIAGEO
- AEGEAN AIRLINES
- ATHENS INTERNATIONAL AIRPORT
- MARKETING GREECE
- GREEK TOURISM CONFEDERATION

FEATURED PROJECTS

FUTURE OF THE TRAVEL TRADE STRATEGY & TOOLKIT

CLIENT
VISIT FLANDERS

WHAT'S INCLUDED

- Partner consultation
- Trends report & benchmarking analysis
- 1:1 Interviews with travel trade executives
- Consumer survey on travel planning/booking (6 markets)
- Co-creation strategy sprint
- Strategy report
- Travel trade toolkit
- Implementation workshop

PILOT DESTINATION MANAGEMENT PLANS FOR RHODES & SANTORINI

CLIENT
EUROPEAN BANK
FOR RECONSTRUCTION
AND DEVELOPMENT
(EBRD)

WHAT'S INCLUDED

- Stakeholder/Partners Consultation & Engagement
- Resident Sentiment Analysis
- Destination Assessment
- Market Research & Analysis
- Destination Management Action Plan
- Performance & Monitoring

PARTNER AGENCIES:
TEAM TOURISM CONSULTING & YELLOW RAILROAD

FEATURED PROJECTS

SETTING THE SCENE FOR EDINBURGH'S 2030 TOURISM STRATEGY

CLIENT
**EDINBURGH
TOURISM
ACTION GROUP**

OUTPUTS

- Urban Development Analysis
- Trend Watch
- Strategy Recommendations

DESTINATION NET ZERO ACTION PLANNING

CLIENT
**SCOTTISH
ENTERPRISE**

WHAT'S INCLUDED

- Global benchmarking analysis
- Policy context analysis
- Stakeholder interviews
- Action planning stakeholder workshop
- Recommendations based on the "Glasgow Declaration"
- 'Net Zero Action Plan' report for Government agencies
- Dissemination webinar
- Project partnership with The Travel Foundation

FEATURED PROJECTS

HOTREC POSITION PAPER ON EU-WIDE REGULATION OF SHORT-TERM RENTALS (STR)

CLIENT HOTREC

Umbrella Association
of Hotels, Restaurants,
Bars and Cafes in Europe

WHAT'S INCLUDED

- Review of policy milestones in the STR sector (2014–2021)
- Trend analysis of STR supply and demand post Covid-19
- Lessons on regulation from international benchmarks and expert interviews
- Recommendations on types of data required for law enforcement
- HOTREC recommendations for developing optimal regulations on STR services



VISITOR ECONOMY STRATEGY 2025 BENCHMARKING

STUDY & STRATEGY RECOMMENDATIONS REPORT

CLIENT AMSTERDAM & PARTNERS

WHAT'S INCLUDED

- Global trend forecast
- Best practices in place making and marketing
- Recommendations on the future of visitor economy



**WE GET THE
COLLABORATIVE
ECONOMY**



Identifying links between market
reality and **policy-making**:

For seven years we've been
researching and advising on the
collaborative economy



Hellenic
Chamber
of Hotels
(2014 &
2020)

HOTREC
(2015-2022)

City
Destinations
Alliance
(2016)

Scottish
Enterprise
(2017)

1. Policy Recommendations for the Umbrella Association of Hotels and Hospitality Establishments in Europe (HOTREC)

- Reports and webinars for 47 member associations from 36 European countries annually
- Support in policy advocacy and partnership-building at EU level

HOTREC

Position Paper on EU-wide
Regulation of Short-term
Rentals (Full Report)



Hotrec
Hospitality Europe

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SHEDDING LIGHT ON THE 'MEAL-SHARING' PLATFORM ECONOMY

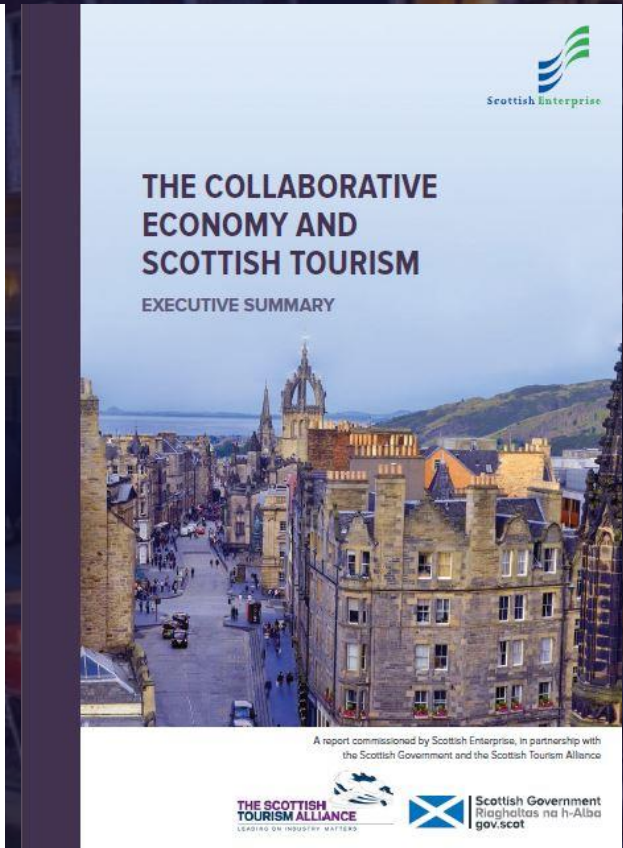
Proposals to level the playing field with
the food sector



Hotrec
Hospitality Europe

2. Policy Recommendations for DMOs and Industry Associations, based on analysing:

- Implications for destination management and marketing across cities in Europe
- Drivers and impacts of the collaborative economy in Scotland and Greece



SETTING THE SCENE



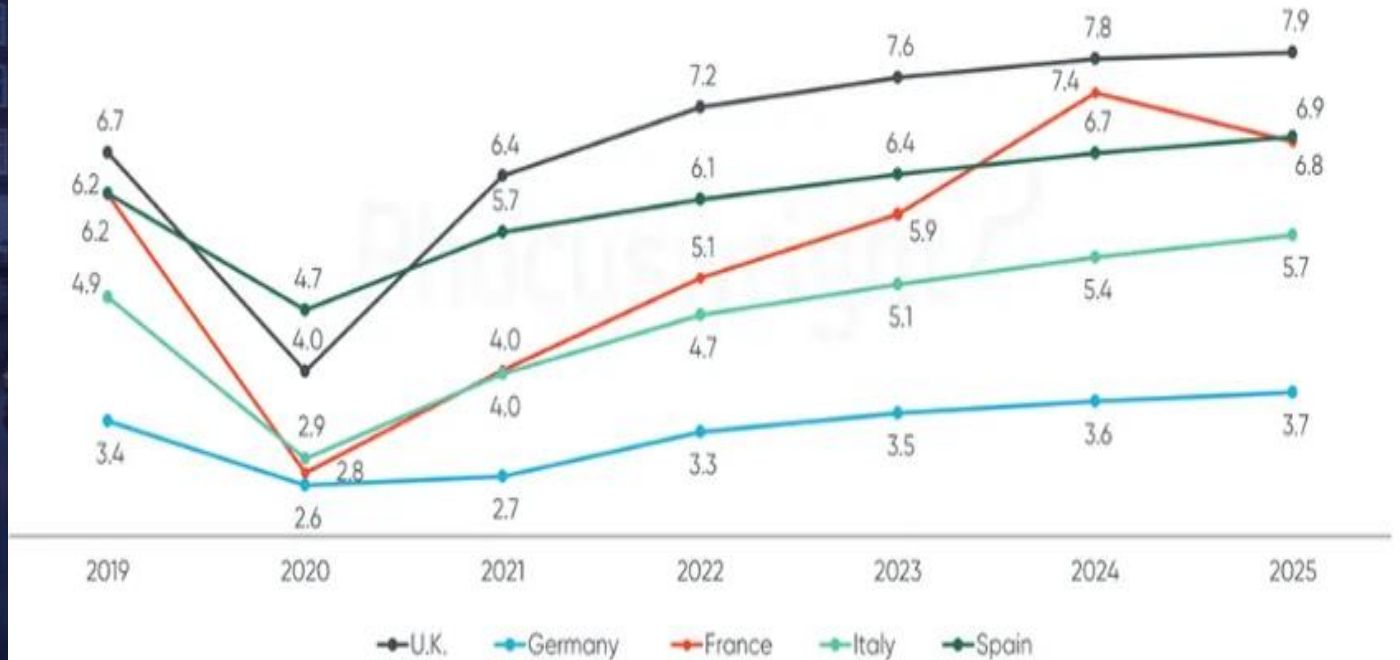
**Market growth and evolution has
occurred rapidly, in a short space
of time**

A consolidated market

- By the end of 2022, gross bookings for short-term rentals in Europe will reach €37.5 billion
- A full recovery to pre-pandemic levels is projected to occur in 2023.

EU-5 STR Market Gross Bookings (€B), 2019-2025

Figure 2



Source: Phocusright via [Phocuswire](#), 16-05-2022

A highly professionalised market

- The share of multi-listings advertised by a single operator has significantly increased across cities in Europe since 2019

| City | Number of Airbnb Listings (2018/2019)* | Multi-listings* | Number of Airbnb Listings (2021)** | Multi-listings** |
|-----------|--|-----------------|------------------------------------|------------------|
| Amsterdam | 19,619 06.05.2019 | 12.1% | 5,556 05.12.2021 | 28.8% |
| Barcelona | 18,302 14.05.2019 | 65.3% | 15,707 07.12.2021 | 67.1% |
| Berlin | 22,552 07.11.2018 | 23.6% | 17,290 17.12.2021 | 27.9% |
| Brussels | 7,420 12.11.2018 | 38.7% | 5,249 20.12.2021 | 48.6% |
| Lisbon | 22,242 19.11.2018 | 67% | 18,527 08.12.2021 | 71.6% |
| Madrid | 17,301 07.11.2018 | 55.3% | 17,831 08.12.2021 | 55.8% |
| Paris | 59,881 07.12.2018 | 19.9% | 49,429 07.12.2021 | 28.1% |
| Prague | 13,591 20.12.2018 | 64.8% | 6,782 18.12.2021 | 72.4% |
| Rome | 29,436 09.11.2018 | 62% | 24,627 08.12.2021 | 63.6% |
| Vienna | 10,714 15.11.2018 | 44.5% | 11,429 08.12.2021 | 56.1% |

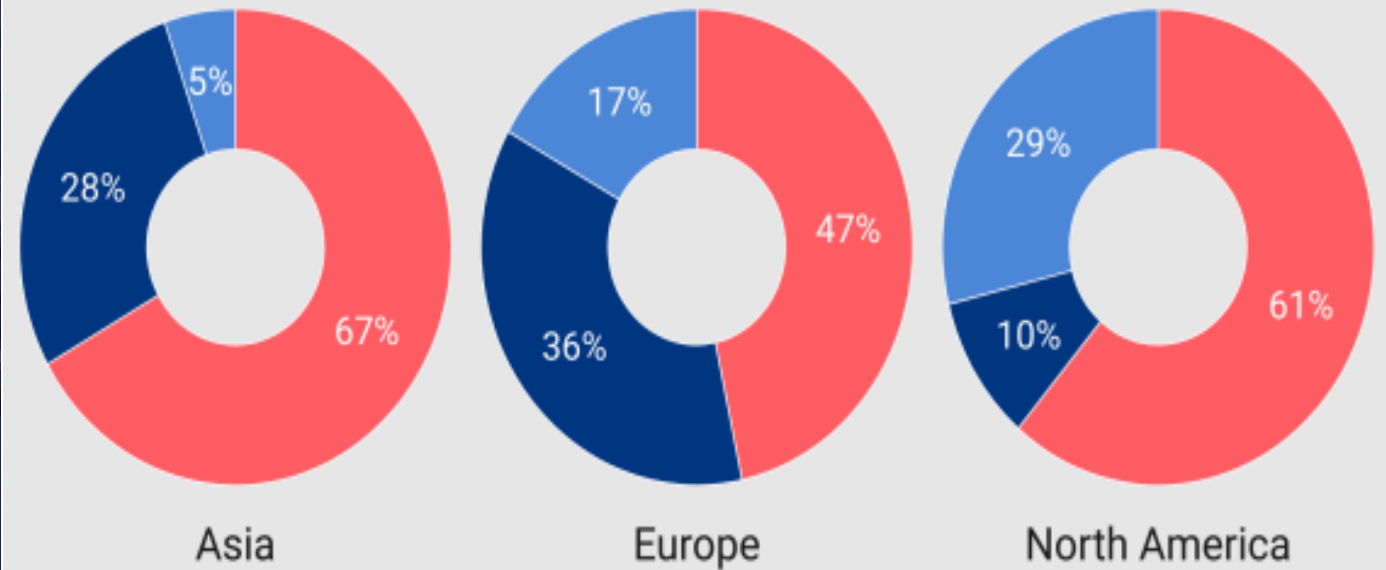
Source: [HOTREC](#), July 2022

A market led my major players

- Booking.com and Vrbo have come to compete closely with Airbnb, particularly in Europe

Continental vacation rental supply by OTA

■ Airbnb ■ Booking ■ Vrbo



Source: [Transparent](#), 22-12-2021



**What has the fast growth in STR
meant for cities?
Some side effects and solutions...**





THE HOTREC POSITION PAPER

HOTREC POSITION PAPER ON THE EU-WIDE REGULATION OF SHORT-TERM RENTALS (STRs)

In July 2022, we brought together the knowledge and experience of leading destinations in Europe and North America to develop recommendations for EU policymakers and advocate the development of a set of effective, proportionate and fair rules for STR services across Europe..



HOTREC POSITION PAPER ON EU-WIDE REGULATION OF SHORT-TERM RENTALS (STRs)

Using primary and secondary research, we examined **the evolution of the landscape of STR services and regulations over an eight-year period (2014-2021)**. This resulted in a comprehensive timeline of market updates, policy initiatives and legislative work.

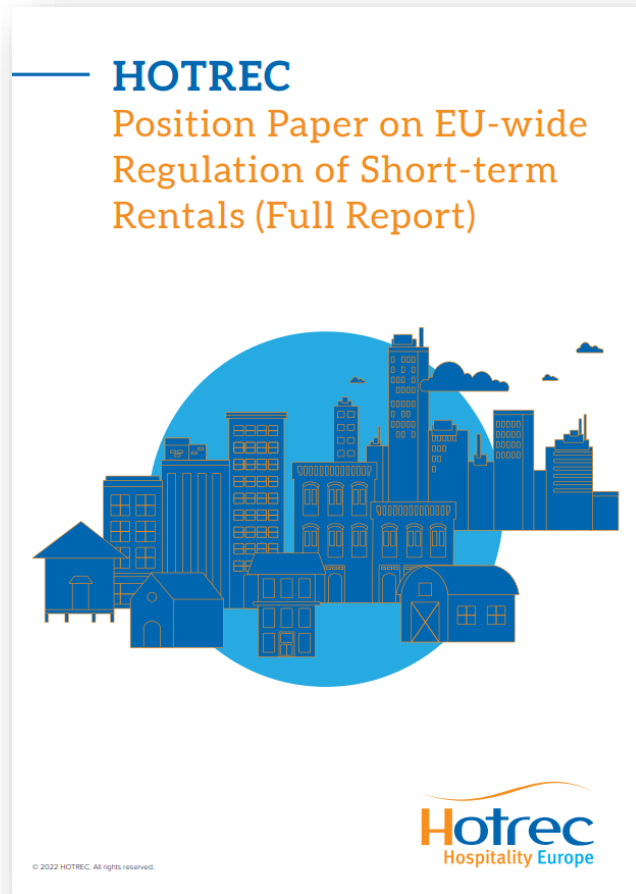
Graph 3.1

Evolution of the Landscape of Services and Regulations for Short-term Rentals

| | | |
|--|------|---|
| Eight years of increasing market momentum and progress in policy responses | 2014 | The years of exponential growth |
| | 2015 | |
| | 2016 | The years of false promises |
| | 2017 | |
| | 2018 | The years of overtourism which alerted authorities to the need for action |
| | 2019 | |
| | 2020 | The years of building common sense on STR regulations |
| | 2021 | |

HOTREC POSITION PAPER ON EU-WIDE REGULATION OF SHORT-TERM RENTALS (STRs)

Recommendations by HOTREC



THE BASICS:

- **Mandatory requirements to be set at EU level:** Host registration and data sharing
- **Subsidiarity:** Empowering local authorities to manage how STRs take shape in their area
- **Taxation:** Supporting national fiscal authorities with relevant data
- **Consumer Protection:** Ensuring safe and secure overnight stays for guests
- **Basic rules** should apply to all STR hosts – whether peers or professionals

SOME QUICK TAKEAWAYS:

1.

Local authorities across Europe are making progress in enforcing registration systems for STR properties.

Example: Airbnb has been compelled to remove 80% of its listings in Amsterdam over the last 18 months, following the introduction of new rules requiring owners to register with the city government.

Source: City of Amsterdam, 2021, [Apply for a Permit](#)

2.

Dialogue between local and national government is essential for ensuring law enforcement.

Example: Athens Mayor Kostas Bakoyannis recently called on the central government to hand over jurisdiction and responsibility for STR regulations to the municipality in order to pave the way for a regulatory framework safeguarding the city centre from overtourism and focusing on each neighbourhood separately.

Source: [Greek Travel Pages](#), 03-10-2022

3.
**City authorities in the US are
planning to involve citizens in
decision-making about STR
regulations**

In November 2022, a series of referendums will give Portland voters (State of Maine) the chance to decide:

- Whether the council should ban businesses and non-local operators from registering STR service
- Whether the council should reduce the number of STR services and increase fines for non-compliance with STR regulations.

Source: [City of Portland](#) | Maine (page 5), October 2022

4.

**Communicating
regulations is essential for
sending the right
messages to property
owners.**

To make hosts aware of the new licensing scheme for STR hosts in Scotlans, Visit Scotland launched a targeted campaign including a dedicated webpage with information about the scope of new STR regulations, key host requirements, next steps to get ready to apply for a licence and FAQs.

Source: Visit Scotland, October 2022



THANK YOU!

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TOPO SOPHY
PLACE MAKING & MARKETING AGENCY

03 November 2022

