

North American Edition

TIME FOR

DMOCRACY

**Featured
Research:**

Best Practices:

Short-Term Rentals

From: World Travel & Tourism Council



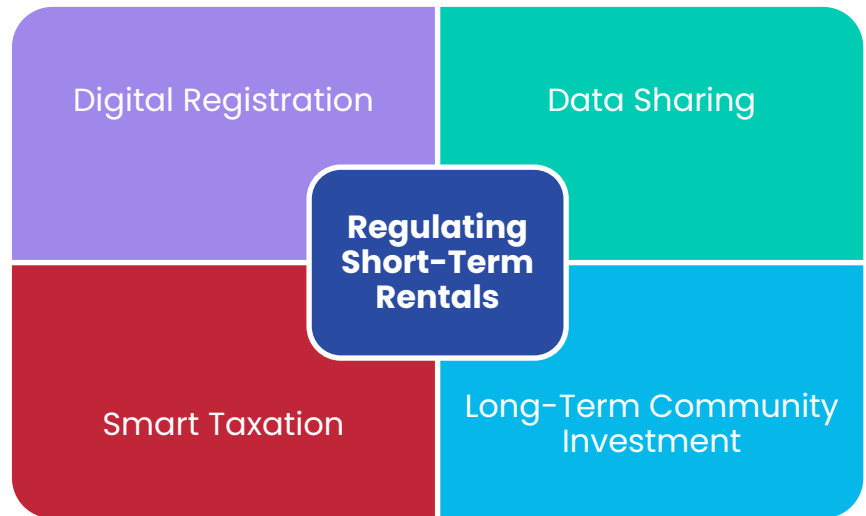
OVERVIEW

Governments are faced with proactively addressing concerns about short-term rentals. At the same time, governments are seeking to maximize the benefits for destination communities while promoting travel and tourism. In response, the WTTC has compiled a list of feasible and easy to implement best practices for managing the short-term rental sector. Short case studies from destinations across the globe are used to demonstrate the real-world application of each best practice.

BEST PRACTICES

Four(4) best practices in ensuring that short-term rentals are regulated in a way that promotes tourism and supports communities are:

1. **Digital registration** – Governments partner with platforms such as Airbnb to create a required simple digital registration. This encourages that operators comply with regulations. The case studies feature digital registration systems in Sydney (New South Wales) and Raleigh (North Carolina).
2. **Data sharing** – Governments partner with short-term rental platforms on data collection. This helps governments track and manage short-term rental activity in their destination. This also plays a pivotal role in developing evidence-based policy decisions. When combined with a digital registration system, governments have access to the data needed to enforce policies. The case studies feature data sharing practices in Seattle (Washington) and Cape Town (Western Cape Province).
3. **Smart taxation** – Taxing short-term rentals –through Transient Occupancy Tax (TOT), Value Added Tax (VAT), and Goods and Services Tax (GST) – can generate government benefits and revenue from the short-term rental sector. To ease the logistical burden of taxation on governments, they can partner with short-term rental platforms to collect, calculate, and remit taxes on short-term rentals. The case studies feature short-term rental taxation programs in Estonia and Puerto Rico (United States).
4. **Long-term community investment** – Short-term rental platforms collaborate with governments on long-term solutions that benefit governments and their residents. This allows residents who are responsible short-term rental operators (i.e., comply with government regulations) to continue sharing their properties. The nature of long-term community investment should depend on the destination community's unique situation. The case studies feature long-term community investment in France and Sacramento (California).



North American Edition

TIME FOR

DMOCRACY

Led and Facilitated By



Program Creator & European Lead



Global Desk Review Led By



Center for Economic Excellence in Tourism
College of Hospitality, Retail and Sport Management

In Association with:



GLOBAL DESTINATION SUSTAINABILITY MOVEMENT



North American Destination Partners:

