Short-Term Rentals

Data, Negotiation and Collaboration Strategies

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A collaboration between Sharing Cities Action and Inside Airbnb

"Promoting common actions between cities to defend the sovereignty of cities in front of large platforms"

Research Questions

- Data
  - **What data sets** are the cities seeking to **understand the activity** of STR platforms?
  - **What data sets** are the cities seeking to **enforce regulations** for STR platforms?
  - **How** are they collecting it?

- Negotiations
  - What are the **objectives and success of negotiation** between Cities and Short-Term Rental Platforms?

- Collaboration
  - **How are cities collaborating** with other cities?
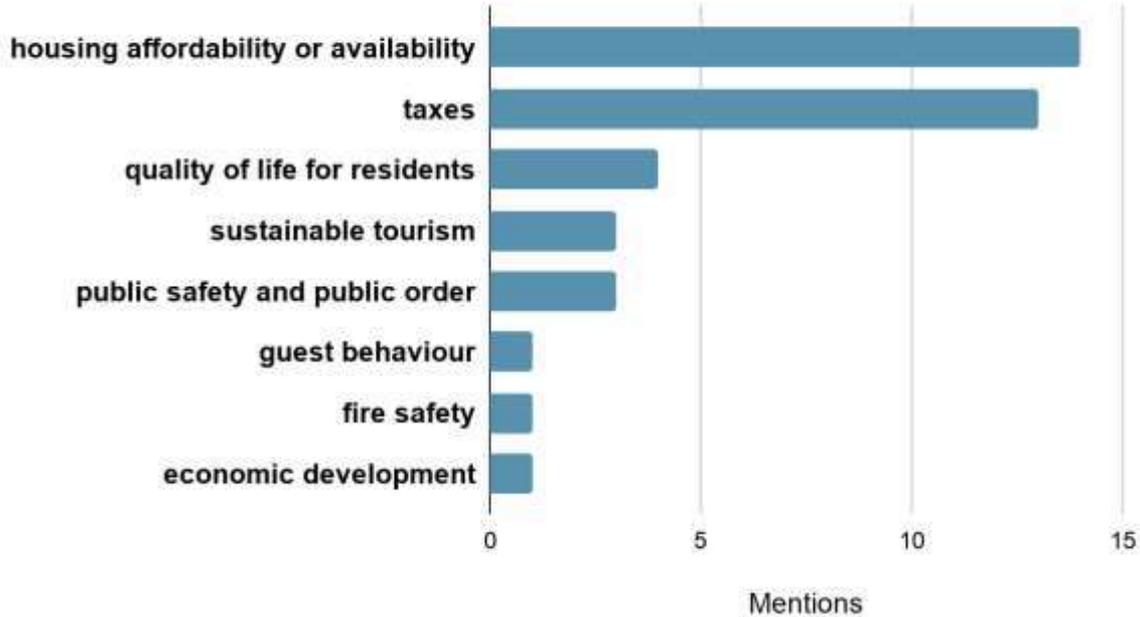 - If not, **are they interested** in this type of collaboration?

Survey and **Interview** Participants

Amsterdam; Athens; **Barcelona**; Berlin; Bologna; **Bordeaux**; **Grenoble**; Krakow; Montreal; Munich; Neapoli; Paris; Porto; Rotterdam; **San Francisco**; Tallinn; Thessaloniki; Umea; Valencia; **Vienna** (60+ Cities Contacted; 20 Responded; 6 Interviewed)

Policy Objectives

Short-Term Rental Policy Objectives

Policy Objective	Mentions
housing affordability or availability	~14
taxes	~13
quality of life for residents	~4
sustainable tourism	~3
public safety and public order	~3
guest behaviour	~1
fire safety	~1
economic development	~1

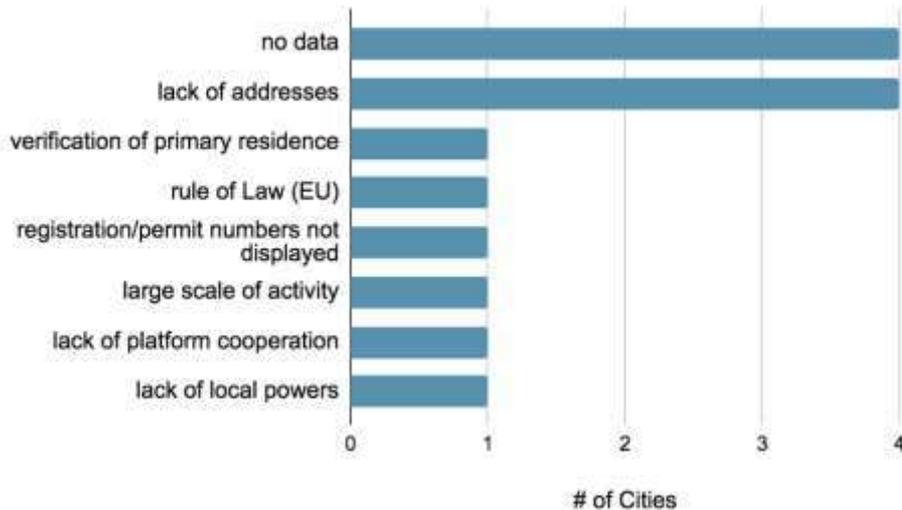Mentions

Insight from Surveys/ Interviews:

Protection of **Housing affordability or availability**[1]; and **Taxes**[2] were by far the most important Policy Objectives for the cities surveyed.

1. 14 of 16 Cities
2. 13 of 16 Cities

Barriers to Ensure Compliance

What are current challenges and/or barriers to **ensure compliance** to your STR regulations?

Barriers to Ensuring Compliance

Insight from Surveys/ Interviews:

In addition, cities also mentioned:

- EU Services Directive and E-Commerce Directive

- European Court of Justice (UCJ) Ruling (on Paris fining Platforms for displaying illegal listings)

- Lack of Regulatory Powers

Recommended Data Strategies

- How to use STR Data
  - Policy Formation
  - Political and Public Awareness
  - Proving that Regulation is in the Common Interest
  - Compliance and Enforcement
- Public STR Data is Available
  - Scraping (internal and 3rd party)
  - Collaboration Opportunities
- Platform STR Data is Available
  - Regulate don't Negotiate
  - For Some: Collaborate around national (or EU) legislation
  - For US Cities: Follow San Francisco and Santa Monica

Recommended Negotiation Strategies

- Most Cities recommended **Regulation OVER Negotiation**

- Negotiations were **most successful** when it involved **existing regulation**

  - **e.g. Agreements on responding to take-down requests**

    - Barcelona: After fining platforms

    - San Francisco: Settlement Agreement

- **Negotiation with or Regulating Platforms** to **Remit and Report Tax** is a **Clear Opportunity**

- European Cities mostly suggested that **Lobbying the EU would be more effective than Negotiating with Platforms**

Recommended Collaboration Strategies

Most Cities were not positive about the idea of a collaborative negotiation with platforms.

Instead, they identified the following collaborative opportunities/examples:

- Regional Cooperation
  - e.g. Barcelona -> Experts helping other Spanish Cities
  - e.g. Vienna -> Data Scraping for other German Speaking Cities

- Creating Regional/National Laws
  - Lyon; Paris; Bordeaux etc -> French

- EU Lobbying

- Sharing Resources
  - Scraping Technology and Advice
  - Data/Reports
  - Regulations