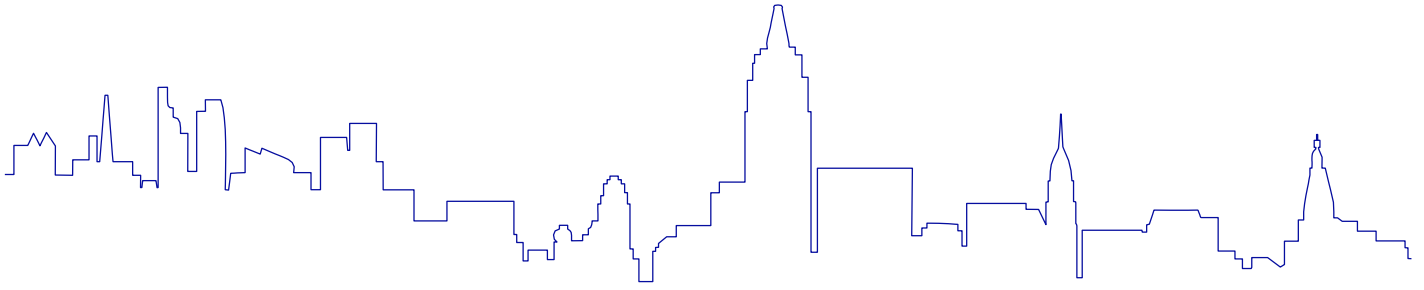


Guidelines ReformBnB Kyoto, December 2022



ReformBnB is a biannual meeting of hotel associations and carefully selected allies to discuss how to deal with the short-term rental (STR) industry. The focus is on developing joint projects and exchanging strategic insights, all with the goal of promoting fair rules.

Last November we held ReformBnB NYC, the first international summit of hotel associations grappling with the challenge of the short-term rental industry.

The main goal of the summit was to discuss on how to face all together the damages caused by the STR industry.

During this summit, the hotel associations sign a manifesto of 8 points: with a clear constructive will, with a clear proposal to fit in a sustainable way the 'real' shared economy and to banish the professional operators who hide their illegal activity.

All participating entities acknowledged the importance of the meeting and the need to continue working together to

completely eradicate illegal STR, with the organization of periodic rotating meetings in different cities around the world.

In April we held ReformBnB Barcelona, a second meeting where more than 30 hotel associations from all over the world took part. Since we are facing a global issue and not a case of individual cities, it is a priority joining efforts to demand that the local authorities settled measures to face the negatives effects of the STR. That is the reason why in Barcelona, the different workshops held during the summit culminated with the creation of a proposal of global guidelines to be assumed by the different authorities from all the cities around the world. Working on a similar base already established by the Hotrec, those guidelines were agreed by the consensus of 32 international hotel associations.

The structure of this document is divided in 8 measures:

1.1 Registration is a must

Measure

All hosts must register with the relevant authorities, giving regulators certainty on which properties are being rented, by whom and for how long.

Justification

Registration systems will allow authorities to monitor and control STR activity in an easy and cost-effective manner. The registration number and the ability to de-register non-compliant listing can be used to enforce taxation, consumer, and other laws.

Where does it apply?

Buenos Aires, Toronto, Colombia, Paris, Barcelona, Croatia, Greece, Sweden and Germany. Quito, Austria and Italy in the upcoming months.

1.2 Platforms must post the registration number

Measure

Platforms should be enforced to add the registration number.

Justification

It should be mandatory to add the registration number on the apartments offered on the STR platforms.

Where does it apply?

San Francisco, Paris and Japan.

2. Similar taxation between STR and hotels

Measure

Similar level of tax as hotels and other accommodation must be paid by STR industry. STR intermediaries should support government authorities in reporting to collect the right amount of taxes.

Justification

Compliance with fiscal regulation would be a key factor for a fair competition. STR providers should pay their appropriate levels of tax as the hotels they compete against. It would make it harder for hosts to make tax evasions.

Where does it apply?

Tourist occupancy tax: Quito, Paris, Florence, Milan, Liechtenstein, Austria, Barcelona, Switzerland and Croatia.

Sales, GST, VAT or other taxes on all revenue: Perth, Toronto, Santiago de Chile, Colombia, Quito, Florence, Milan, Argentina, Switzerland, Finland and Croatia.

Social Security/insurance charges or income earned:

Quito, Paris, Barcelona, Switzerland and Finland.
Income tax on income earned: Perth, Toronto, Santiago de Chile, Colombia, Quito, Paris, Florence, Milan, Liechtenstein, Barcelona, New York City, Switzerland, Croatia, Austria, Finland, Greece and Sweden.

3. Thresholds

Measure

Authorities could set a threshold on the amount of STR activity in a single unit to reduce the negative social impacts of short-term lets (eg: the conversion of housing into illegal hotels).

Justification

A threshold allows governments to distinguish between home sharers, renting their homes irregularly, and professional operators turning homes into illegal hotel operations.

Where does it apply?

Toronto, Geneva, Liechtenstein and Sweden. Paris and New York on entire dwellings.

4. Health and Safety

Measure

STR properties must meet certain minimum of health, accessibility, safety and urban planning standard.

Justification

Minimum standards protect guests, the public, and hosts from the risks and problems associated with temporary accommodation, guaranteeing everyone a safe trip.

Where does it apply?

Madrid.

5. Neighbors and landlords must have a say

Measure

Neighbors and landlords into the building/accommodation facilities may choose who they live with. STR rentals must not be operating in their buildings without their consent.

Justification

Giving a word to the neighbors and landlords, would create better synergies with the local authorities as long as the safety and the security would be more effective that way.

Where does it apply?

Santiago de Chile, Colombia, Sweden, New York City, Argentina and Austria. Quito in the upcoming months.

6. Liability

Measure

The host and platforms' legal responsibility and liability must be clearly defined. Platforms must take responsibility for any kind of illegal activity taking place on their sites and for their guests.

Justification

For the law to work effectively, platforms must take responsibility for identifying and ending illegal activity. They are the group with the greatest capacity to address the problems. Renters, online platforms and the authorities must assume their liabilities to the consumer.

Where does it apply?

Paris, Barcelona and San Francisco.

7.1 Data Transparency Platforms

Measure

STRs platforms must facilitate all relevant information of all registered facilities at their platform.

Justification

It will enable authorities to control and collect safety and tax data.

Where does it apply?

7.2 Data Transparency Hosts

Measure

Hosts should provide information regarding themselves, the units they offer for short-term rental and other necessary information, as well as the location, the type and characteristics of the unit. Host should also provide information on the maximum number of guests that the unit is capable of accommodating.

Justification

The lack of reliable information about short-term accommodation rental services making it difficult for authorities to assess the impact of short-term accommodation rental services and develop and enforce appropriate and proportionate policy responses.

Where does it apply?

8. Enforcement and control

Measure

Local authorities must actively enforce the short-term rental laws. Permanent systems for monitoring the short-term rental industry should be introduced. Fines for the platforms and hosts who don't comply with the law must be defined.

Justification

Fines must be defined for people who break the law and for platforms when they violate the regulations settled. Having access to the tools for organization and inspection from the STR would allow the local authorities to have a more efficient control on the development of the activity into their area, avoiding an uncontrolled increase of the activity and the following affectations to the environment and to the touristic industry.

Where does it apply?

Santiago de Chile, Colombia, Paris, Milan, Barcelona, New York City, Croatia and Greece.

