

EUROPEAN CITIES ATTEMPT TO TACKLE AIRBNB ISSUE



European cities are trying to tackle the issue of Airbnb and its lack of regulation. Eight cities are planning to write to the European Commission in view of improving the rules for the renting platform.

One of the issues some cities and countries have with Airbnb is that very often it is not known who the landlord of the rented property is. **Another thing cities like Barcelona, Vienna or Krakow want to achieve is that Airbnb shares data with them when necessary.** As of now, the platform often refuses due to the fact that they are under protection of the European e-commerce rules.

Another problem being addressed by some countries is the fact that illegal rentals are damaging the property market. The number of properties available is being reduced. Moreover, many locals in the European cities are starting to get annoyed due to the dynamics connected to rentals to strangers and are losing their sense of community.

Some are already taking measures. For example, Amsterdam will have a limit of 30 days per year for rents. Last year the Dutch capital started fining people for illegal rentals.

Meanwhile, Rome has introduced an additional fee of 3.5 euros per night, up to 10 nights, for bookings on sites like Airbnb or Homeaway.

This regulation should “aim to regulate the market and should bring 20 million euros per year to the city’s coffers”. Last year, rental homes on Airbnb welcomed 1.4 million visitors. It will work like this: Operators will collect the contribution and then turn it over to the municipality.

Airbnb announced not long ago that it will give 13.5 million euros to French cities as tourist tax for their services. The tax was collected automatically in 50 French cities last year.

Paris will receive 6.9 million euros, as it holds the position of the most popular destination on the platform. Other cities will receive thousands of euros from the company. The amount paid to the cities is double the one that was given the year before.

Airbnb is looking to improve relations with French authorities, who have been critical towards the company on many occasions. Luxury hotels in Paris have also had their say on the unfair lack of regulation for the platform. As a part of these measures, Airbnb already limited the number of rental days to 120 last year. The goal is to maintain a calm and mutually beneficial environment.

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