

THE SHORT-TERM RENTALS MARKET IN MILAN EXPLODED BY 50% IN 3 MONTHS



Airbnb accommodations in Milan are rapidly increasing. In March, there were around 16,000 listings, which grew to just over 20,000 by June. Currently, 23,142 listings are available, with 81% being entire apartments (17,866).

Rooms in inhabited houses (occupied mainly by the owners) make up 17.7% of the listings (4,090), while shared double rooms account for 254. **Surprisingly, only 32 hotel rooms are rented through the platform as short-term rentals.** "Inside Airbnb" provides these figures, which measure the impact of short-term rentals in the city.

Numerous numbers contradict the recent request made by Mayor Beppe Sala and House Councilor Pierfrancesco Maran. They wanted Milan to have the same law as Venice, which regulates short-term rentals.

This law, "lodo Venezia," explicitly targets large-scale rental operators with numerous listings on short-term rental platforms. The goal is to protect owners with only one second home. Sala and Maran clarified that their intention is not to harm these owners but rather to regulate the market against big players who have taken advantage of the system.

The appeal from Milan was brought to the attention of the Minister of Tourism, Daniela Santanchè. She expressed her intention to propose a short-term rent bill by early June. However, the bill has yet to be seen, and there have been discussions among interested parties regarding a draft that has received criticism in recent weeks.

Maran discussed the issue of short-term rentals and how they may impact the housing market. He noted that between 17,000 and 18,000 homes in Milan are currently used as tourist accommodations. This is a significant number compared to the City Council's housing stock 28,000.

This suggests that soon, there may be more tourist accommodations than homes available for those who need them. Maran believes that government regulation of short-term rentals is necessary to address this issue. Additionally, the document mentions a "minimum stay" requirement of two nights, which has been a source of controversy.

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