

# PRIVATE HOLIDAY RENTAL

# IN AMSTERDAM



# Our policy

- Protection of housing market
- No illegal hotels
- Sustainable tourism
- Open mind to new initiatives
- Limited set of rules
- Extensive enforcement

# Our rules

- No more than 60 days (if you don't stay there)
- No more than 40% (if you run a B&B)
- Not more than 4 persons
- Not in houses belonging to a housing corporation
- (New) Notify the city about every rental
- Pay tourist tax

# Some statistics

- Some 22.000 apartments on offer
  - 18.000 whole apartments
  - 4.500 Bed and Breakfast/sharing a room
- 30% increase between febr 2015 and july 2017. Since January number of listings have stabilized.
- Airbnb has an estimated 80% of the market
- 6% of the housing stock is rented out for one or more nights per year to tourists, but more so in the central districts of the city
- Most tourists still stay in hotels (over 90% of nights booked)

# IMPACT ON THE CITY

The impact housing platforms have on the city is not only a matter of facts and figures, it's also (or mostly?) a matter of opinion

- Do housing prices rise? People say so, but it's not really proven yet. More research needed.
- Effects mostly where people buy houses, not when they rent one.
- 31% of the houses in Amsterdam are privately owned.
- In rented apartments vacation rental is nearly always forbidden and very risky.
- Livability in certain district is a problem.
- 55% of all complaints (almost 3000 per year) are related to vacation rental.
- Change of function towards financial investments (renting out to tourists) is not very profitable anymore because of increasing enforcement.
- But is Airbnb really the problem or do we talk about the growing impact tourism has on cities, especially the already very successful ones?

# Agreement with Airbnb

- More and better communication on city rules (daycounter etc)
- 'Cap' after 60 days unless it's a B&B
- Airbnb provides individual data when city asks for it to complete an investigation report
- Airbnb provides aggregated data about their activities
- Airbnb works on preventing people to evade the rules and abuse their system
- Hosts pay tourist tax via Airbnb

# Methods of ENFORCEMENT

- Hotline. Enforcement team is immediately available to respond to reports, also in the evening and at weekends.
- Focus projects on specific areas/streets
- Scraping data from websites (digital enforcement). Promising set of data retrieved
- Mystery guest
- Cooperation with social housing corporations who can also enforce on the basis of their rental contracts
- Cooperation with Airbnb

# SANCTIONS

## Sanctions

- Fire hazard: hotel will be shut down with immediate effect, enforced by emergency administrative order
- In 2016 we closed an illegal hotel every working day
- Converted residential property: administrative fine of up to € 20.500
- If you don't notify: fine of € 6.000
- In 2016 the city imposed fines of in total € 1,9 million
- In 2017 in the first half already € 2 million



# Trends and developments

- The number of apartments on websites is stabilizing (figures until July).
- We monitor closely if people are trying to evade the rules by moving to other websites or advertise as B&B instead of entire apartment.
- We have to keep our enforcement flexible to deal with new offences.
- We still not have enough insight about when and where apartments are rented out. It still is too much 'hide and seek'. Therefore the City Council will decide next week to introduce a duty for people to (digitally) notify the city when they are renting out to tourist.
- This will make our enforcement more effective and efficient. Less efforts necessary to find evidence.
- Finally: working together in Europe is very important, because platforms operate at a worldwide scale.
- European legislation is protective. We have to work together to deal with disruptive aspects of the 'sharing economy' platforms.
- Public acceptance of platforms like Airbnb seems to be decreasing worldwide.