

## Developing a responsible, fair and trusted single market for short-term rental services

### Workshop 1: Enhancing transparency on short-term rentals in the EU.

22 October 2021

| Timing       | Agenda points and speakers                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
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| 09: 00-09:15 | <b>Registration</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 09:15-09:25  | <b>Welcome</b><br><i>Speaker:</i> Amaryllis Verhoeven, Head of Unit, G3 Digital Transformation of Industry, DG GROW                                                                                                                                                                                                                                                                                                                                                                            |
|              | <b>Part 1: Short term rentals in the EU</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 09:35–10:05  | <ul style="list-style-type: none"> <li>• <b>Citizens perceptions of short-term accommodation rentals: Highlights from Eurobarometer 495</b><br/><i>Femke De Keulenaer, IPSOS</i></li> <li>• <b>Popular destinations: experimental statistics on short term rentals</b><br/><i>Christophe Demunter / Simon Johannes Bley, EUROSTAT</i></li> <li>• <b>How has COVID 19 affected short term rentals?</b><br/><i>Eric Philippart, DG GROW</i></li> <li>• <b>Questions &amp; Answers</b></li> </ul> |
|              | <b>Part 2: Improving transparency on short term rentals in the EU</b>                                                                                                                                                                                                                                                                                                                                                                                                                          |
|              | <i>The short term rental segment is characterised by a lack of transparency. Online booking platforms often have data on short term rentals but, except in the field of taxation<sup>1</sup>, do not share it on a systematic and consistent basis with public authorities across the EU. This is often due to, amongst others, uncertainty regarding the applicable rules, lack of consistent and systematic</i>                                                                              |

<sup>1</sup> Council Directive (EU) 2021/514 of 22 March 2021 amending Directive 2011/16/EU on administrative cooperation in the field of taxation has established an annual obligation for online booking platforms to report the income earned by sellers on their platforms, including when arising from rental of immovable property.

| Timing       | Agenda points and speakers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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|              | <p><i>requests from public authorities and privacy concerns. Public authorities find it difficult to assess the exact volume of short term rentals; in addition, law enforcement is rendered difficult where authorities are not in a position to assess who rents out what.</i></p> <p><i>To address a lack of transparency, many authorities have started putting in place registration schemes for hosts. Such schemes may be combined with other requirements and arrangements designed to gather information and data, notably from platforms.</i></p> <p><i>Online booking platforms, for their part, have entered into voluntary arrangements, notably with Eurostat, which is collecting statistical data on short term rentals, and with certain cities/Member States. Such arrangements have contributed to more transparency but may not address all needs.</i></p> <p><i>This part of the workshop shall discuss the type of data on short-term rentals that might be needed and why, what data is currently obtained and the methods for sharing it.</i></p> <p><i>Data can be non-personal data (i.e. aggregated and anonymised) or personal data (e.g. identity of hosts, address of the accommodation being rented out).</i></p> <p><i>The panel discussion shall be followed by a <b>Questions and Answers</b> session.</i></p> |
| 10:05 -11:20 | <p><b>Enhancing transparency: Identifying data needs</b></p> <ul style="list-style-type: none"> <li>• <b>The added value of registration schemes: How do they help cities collect data and how</b><br/><i>Eugenia Laurenza, European Commission</i></li> <li>• <b>Panel discussion:</b><br/><i>Roman Seidl, City of Vienna, Austria</i><br/><i>Marin Piveta &amp; Jasna Popović, Trogir, Croatia</i><br/><i>Ludger Herget, Gutes Gastgeben</i></li> </ul> <p><i>Moderator: David Blanchard, Deputy Head of Unit, Unit G3, Digital Transformation of Industry, DG GROW</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 11:20-11:35  | Coffee break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

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|             | <p><i>This part of the workshop shall discuss the role of platforms.</i></p> <p><i>It shall first examine the role of platforms in registration schemes. Examining what level of responsibility is appropriate and whether obligations should extend to displaying registration numbers or go further, for example requiring platforms to remove listings without a registration number.</i></p> <p><i>The panel shall also examine the practical aspects of registration schemes and data flows. Considering the technical tools, resources and expertise needed to enable this, the interoperability of data, the feasibility of public authorities to manage the data and the ability of platforms, particularly SMEs and start-ups to comply with requirements.</i></p> <p><i>The panel discussion shall be followed by a <b>Questions and Answers</b> session.</i></p> |
| 11:35-12:50 | <p><b>Enhancing transparency: The role of platforms</b></p> <p><b>Panel discussion:</b></p> <ul style="list-style-type: none"> <li>• Viktorija Molnar, European Holiday Home Association</li> <li>• Angelos Kouros, Head, Autonomous Department of Reform Action, Coordination and Communication and Apostolos Boutos, IT Counsellor, Independent Authority for Public Revenue, Greece</li> <li>• Anita Bagien, Wroclaw, Poland</li> <li>• Clément Simonneau, Les Oiseaux de Passage</li> <li>• Gianni Facchini, Hostpiuhost</li> </ul> <p><i>Moderator:</i> Leena Whittaker, Legal Assistant, Unit G3, Digital Transformation of Industry, DG GROW</p>                                                                                                                                                                                                                     |
| 12:50-13:05 | <ul style="list-style-type: none"> <li>• <b>Conclusions</b></li> </ul> <p><i>Speaker: Valentina Superti, Director, European Commission</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |