



10 things you should know about short-term letting

1. Short-term letting is meeting the demand from consumers for a 'home-from-home' experience

Consumer tastes have changed. Now many people, taking a holiday or short break, prefer to stay in a fully furnished 'home-from-home' which has all the amenities they would normally have in their own homes. With more people opening up their homes for rent, when they are not there, a greater choice of accommodation is becoming available. There is also evidence to show that people believe that short-term letting represents a more sustainable accommodation option.

- "People move directly from preferring traditional hotels to preferring P2P accommodation once they use P2P lodging" *Source: Goldman Sachs Survey 2016*
- 21% of individuals aged 16-74 in the EU (inc. UK) - used websites or apps to book accommodation from another individual in 2019 *Source: Eurostat 2020*
- 78% of Airbnb guests choose Airbnb to "live like a local" *Source: Airbnb UK Insights Report 2018*

2. Short term letting provides much needed additional income for homeowners

Hundreds of thousands of people in the UK are now able to earn extra income from their assets when they are not being used, through the sharing economy. They include empty nesters, workaways, widow(er)s, contract workers, big city dwellers, people living near to large event venues, actors and even professional sportspeople.

- The average UK Airbnb host earned £3,100 in 2018 *Source: Airbnb UK Insights Report 2018*
- £854m earned by UK households renting on Airbnb in 2018 *Source: Airbnb UK Insights Report 2018*



Short Term
Accommodation
Association

3. Short term rentals can bring additional economic benefits to communities

Properties available for short-term rentals are increasing the paid-for accommodation supply in many areas, meaning more visitors can stay there. For example, in Lincoln last year, all the hotels were fully booked for the duration of its Christmas market. Without short-term rentals, fewer people would have visited Lincoln and the positive economic benefits from increased visitor spend wouldn't have materialised. Can we add a figure here?

- £3.5bn of economic activity generated by Airbnb hosts in 2018 *Source: Airbnb UK Insights Report 2018*
- STRs "normalise prices of accommodations during big events" as "short-term rental hosts can activate their listings, which have historically been lower than hotel prices during major events" *Source: AirDNA CEO, 2019*
- Revenue is "reinvested in local communities" as "hosts keep money in the area" rather than "going back to headquarters" as can happen with hotels *Source: AirDNA CEO, 2019*

4. The short-term rental sector is regulated

Contrary to many people's perceptions, there are many regulations that homeowners have to comply with if they want to rent out a room or their whole property. They include compliance with fire and gas safety regulations, electrical standards, health & safety assessments, energy performance standards, planning regulations, income tax rules, Council Tax obligations, insurance and mortgage policies, tenancy and leasehold agreements, GDPR, the Equality Act, trading regulations and TV licensing. We provide our members and the general public with a comprehensive list of these regulations on our [website](#).

5. We support sensible and proportionate health & safety measures to keep guests safe

We support proportionate measures to ensure guests are safe in homes. We have also worked with fire authorities and relevant government departments to help shape the forthcoming fire safety requirements. We do not believe that any



Short Term
Accommodation
Association

further regulations are required for short-term rentals, and that education of the existing rules is the best route to improved compliance.

6. Multiple platform listings create a perception that there are more properties available for short-term rent than there are in reality

Properties can be listed multiple times on one or many platforms. Whole homes or single rooms in the same house often appear on more than one platform to give the impression of a higher number of lettings than exist in reality. Online platforms are increasingly being used by commercial accommodation providers such as B&Bs and holiday lets which inflates the true number of noncommercial short-term lets on the market. Many listings are managed by property management agencies on behalf of individual hosts, which helps professionalise the way they are conducted but professional doesn't mean commercial!

7. Short-term rentals provide accommodation in a space that would otherwise be left empty

Short-term renting is not about turning homes into hotels. Properties that are rented out for the short-term, typically, are those where their owners are away on holiday, with work or are used during the week for work and are empty at weekends. Because they live in the property for some of the year, when owners are away it is a positive use of the space and does not impact on the availability of housing for long-term rental. No evidence has been published in the UK that demonstrates a concrete link between short-term rentals and the UK housing supply.

- 37% of homes in England are under-occupied (two bedrooms or more unoccupied) *Source: English Housing Survey*
- In 2016, entire home listings on Airbnb made up less than 1% of London's total housing stock - it is "unlikely to be impacting significantly on housing supply" *Source: IPPR Report 2016*
- Over half of Airbnb listings were booked for between 1 and 30 nights *Source: IPPR Report 2016* • One third of listings were booked for more than 60 nights of the year *Source: IPPR Report 2016*



Short Term
Accommodation
Association

8. Short-term rentals play a big role in sustainable tourism and help to avoid overtourism

By dispersing guests away from city centres, short-term rentals help to prevent 'over tourism' where too many people are concentrated in one area. They also make available accommodation in areas that are not well served with hotel capacity.

- Tourism spending is better distributed as "Airbnb rentals are scattered" around a city *Source: AirDNA CEO, 2019*
- 76% of consumers think that the sharing economy is better for the environment *Source: PwC study*
- 20% of Brits wanted to book more sustainable holidays in 2019 *Source: Sykes Staycation Index 2019*

9. Short-term rentals make it more affordable for foreign visitors to come to the UK

The provision of peer-to-peer accommodation outside of traditional tourist areas spreads the benefits of additional tourist spending more widely. Airbnb estimates that 5.9m inbound guests travelled to the UK on its platform in the year to July 2017.

- 32% of guests said they would not have come to the UK, or stayed as long, if they had not used Airbnb.
- The average guest in the UK spends £147 a day, with 43% of that figure spent in the neighbourhood of the host's home, according to Airbnb

Source: House of Commons Briefing paper No., 6 September 2018: The growth in short-term lettings (England)



Short Term
Accommodation
Association

10. Online booking platforms do comply with regulations such as the London 90-day rule

Our members Airbnb and HomeAway, as well as TripAdvisor, have implemented action to ensure that individuals listing properties on their sites cannot list a property without permission for more than 90 nights on any one platform.

- The average Airbnb in London is occupied approximately 11% of the year *Source: Finder.com*