Airbnb: Policy & Communications Overview

Lara Dailey
November 16, 2023

Introduction

- In more than 100,000 cities and towns around the world, **Airbnb has become critical economic infrastructure**, helping meet the needs of communities today and tomorrow.

- Airbnb **drives billions in economic activity, creates millions of jobs and facilitates more than 2 million Stays** around the world every day;

- Airbnb more **evenly disperses the benefits of a global boom in tourism and travel,** distributing visits away from saturated areas and towards those in need of a boost;

- Airbnb helps **everyday Hosts - the vast majority of which have only one listing - make ends meet** in an era of rising costs of living and economic uncertainty.

Introduction

- At Airbnb, we've worked with thousands of governments around the world as **partners to enable responsible tourism** that keeps more of the economic benefits in the places where it happens. A community that is built to accommodate a robust tourism economy is more resilient and dynamic community.

- Airbnb is committed to working with policymakers to **develop best-practice regulatory frameworks and balanced solutions** to meet the unique needs of each community and help residents benefit from home sharing.

Short-term Rental Regulations

Best Practices

Short-term rental regulations

- **Easy and accessible:** A streamlined, online registration system that allows Hosts to complete every step of the application process quickly and easily helps promote compliance.

- **Reasonable data requirements:** Consistent with data-protection best practices, Hosts should only be required to provide the data necessary to process an application. For example, when a Host registers their listing with a local government, they provide basic contact information to obtain a permit number.

Short-term rental regulations

- **Reasonable fees:** All Hosts should pay a reasonable fee upon registration. Registration fees and the number of requirements should be proportional to the space and type of accommodation they share with guests.

- **Reasonable onboarding:** Governments can help boost compliance by offering Hosts a reasonable timeline to get registered. Ample time between the enactment of new short-term rules and enforcement allows Hosts to complete the registration process.

Case Studies

- **Alexandria, VA:** In Alexandria, every STR property must be registered annually with the Department of Finance within 30 days of the property being offered for rental. The registration process is simple and free. If the STR operator has revenue greater than $10,000 annually, and they rent more than four separate dwelling units, they must obtain an additional Business, Professional and Occupational License (BPOL). This approach empowers residents who share their home on an occasional basis to earn supplemental income without unnecessary regulatory barriers. Typical zoning or permitting provisions like maximum occupancy rules apply to STRs however, there are no zoning or permitting approvals specific to STRs.

- **Raleigh, NC:** Raleigh, NC has embraced STRs as a way to boost tourism and their local economy. The City's registration system requires STR Hosts to procure a zoning permit from the City. The zoning permit number authorizing the STR must be posted on all advertisements. STRs are allowed in all residential zoning districts and there is no limit to how often Hosts can rent space in their homes. The City also allows STRs in accessory dwelling units (ADUs), and enforces short-term rental rules on a "complaint basis". Within six months of the regulations going into effect, the City reported having received only one complaint.

Case Studies

- **Tulsa, OK:** Tulsa, OK recognizes that STRs play a substantial and positive role in the community. The ordinance requires an annual license for each short-term rental with a total fee of $375 renewed annually and classifies STR's into two categories: Principal Use STR and Accessory Use STR. A Principal Use STR is a dwelling unit that is not the primary residence of a household and an Accessory Use STR is the primary residence of the household. The ordinance requires a local contact person who can be reached by the City 24 hours a day. Under the law in Tulsa, it is the responsibility of the STR operator to prevent nuisance behavior and maintain neighborhood peace and quiet. They require the license to be posted within the interior of the rental. STR operators who have properties with 5 or more rooms are required to collect a lodging tax of 5% from guests and remit to the city. Before this ordinance, all short-term rentals were required to go before the City Board of Adjustment for approval.

Transient Occupancy Tax
Best Practices

Transient Occupancy Tax

- Since 2014, Airbnb has led the way on platform-based transient occupancy tax (TOT) collection and remittance, **collecting and remitting over $7 billion to local governments around the world.** Today, we collect and remit taxes in tens of thousands of jurisdictions and the number continues to grow. These taxes help fund critical public services, with many jurisdictions choosing to direct their TOT revenue to support affordable housing, tourism promotion, and economic development. We have found that several regulations create for an effective TOT system.

Transient Occupancy Tax

- **Broad and equal application to online/offline transactions:** TOT should apply equally to all online and offline business models (e.g., Airbnb, Booking, Expedia, vacation rentals). The simplest way to do this is to enact a broad definition of a "marketplace facilitator" (or at the local level, "platform" "booking agent" or "operator"), with the intention of capturing the entire accommodation industry. It's important to bear in mind that many of the platforms in the accommodations space have different business models (e.g., some process payments and some do not). This is why it's crucial that the law captures all models.

- **Platform parity should not only be written into law but also should be effectively enforced**, with action taken against non-compliant booking platforms that are subverting the rules. This helps to discourage travelers from platform-shopping from a compliant booking platform to a non-compliant booking platform by simply switching their listing to another booking platform operator. It also helps to ensure that all possible TOT is collected.

Transient Occupancy Tax

- **Centralized collection (State)**: TOT collection should be as centralized as possible to minimize compliance burdens and costs for industry and government alike. Platforms will provide the state government with a local breakdown of taxes collected and remitted on the return so the government can distribute the funds accordingly. Centralization of tax administration is the key to full compliance by all parties in travel.

- **Equal treatment of short-term rentals and "traditional" hospitality:** STRs should pay the same TOT rate as "traditional" accommodation providers such as hotels, motels, and bed and breakfasts. This is not only fair, but will improve compliance for platforms given that many have various types of accommodations listed.

Transient Occupancy Tax

- **Minimize compliance burdens** for Hosts and platforms: Best-in-practice systems simplify adding administrative requirements of both hosts and platforms, avoiding burdens such as tax account registration, multiple tax filings, and/or the sharing of large amounts of information including personally identifiable information (PII).

- **Impose tax on appropriate base:** Ensure that the tax base is based on the amount charged for the stay by the operator, not on the amount the guest pays to complete the transaction, which includes fees imposed by the platforms/managers. This helps keep the overall cost of tourism down.

Trust & Safety Tools

On any given night, 2 million people stay in homes on Airbnb in 100,000 cities all over the world.

There are more than 5.6 million listings in 220 countries and regions to choose from—that's more than the top five hotel chains combined.

What makes all of that possible? **Trust.**

Dedicated Law Enforcement Portal

- Dedicated 24/7 team to analyze and respond to requests for information from law enforcement authorities around the world

- Provides a secure and streamlined channel for law enforcement to submit valid legal requests for information

- Permits law enforcement officers to securely track requests, and receive status updates and customized email notifications

Airbnb Law Enforcement Portal

A secure and streamlined channel for law enforcement to submit legal requests for information.

Is there an emergency?
Submit an emergency request if there's an imminent threat to life or serious physical harm.

Emergency Request

Emergency Request

Access the portal
This portal is for law enforcement agencies only. Register using your official law enforcement email address.

leportaltest@outlook.com

•••••••••••••

Log in

Not a member? **Sign up**
Forgot your password?
Technical Issues Logging In?

Law enforcement guidelines
How to submit requests and the requirements needed in different regions

Transparency reports
How we respond to law enforcement requests globally

Privacy notice
How we use your personal data related to your Law Enforcement Portal account

Neighborhood Support Hotline

- Open to all stakeholders

- No Airbnb account needed in order to submit a complaint/concern

- Option to call-in issue or submit online via portal

Neighborhood Support

We know that issues can come up in any community. It's usually fastest to communicate directly with your neighbor to address concerns related to home sharing, but you can also call or message us below for additional support. If you have a concern unrelated to your neighborhood, please visit our **Help Center**.

📞 **Is this an emergency?**
Call **911** to contact local police or other emergency services if someone is in danger or injured.

📞 **Is there a party or disturbance nearby?**
Call the Neighborhood Support team at **+1 (855) 635-7754** to report an issue.

Neighborhood Support Hotline

For non-urgent neighborhood concerns, send us a message

Select a topic to get started. Which of these topics is your concern about?

[Noise or party] [Neighborhood concerns] [Personal safety] [Other]

Noise or party

We know excessive noise or a party can be frustrating. Complete the form below and we'll get to the bottom of it.

Do you have the link to the Airbnb listing for this home? It'll help us to contact the host faster.

○ **Yes**
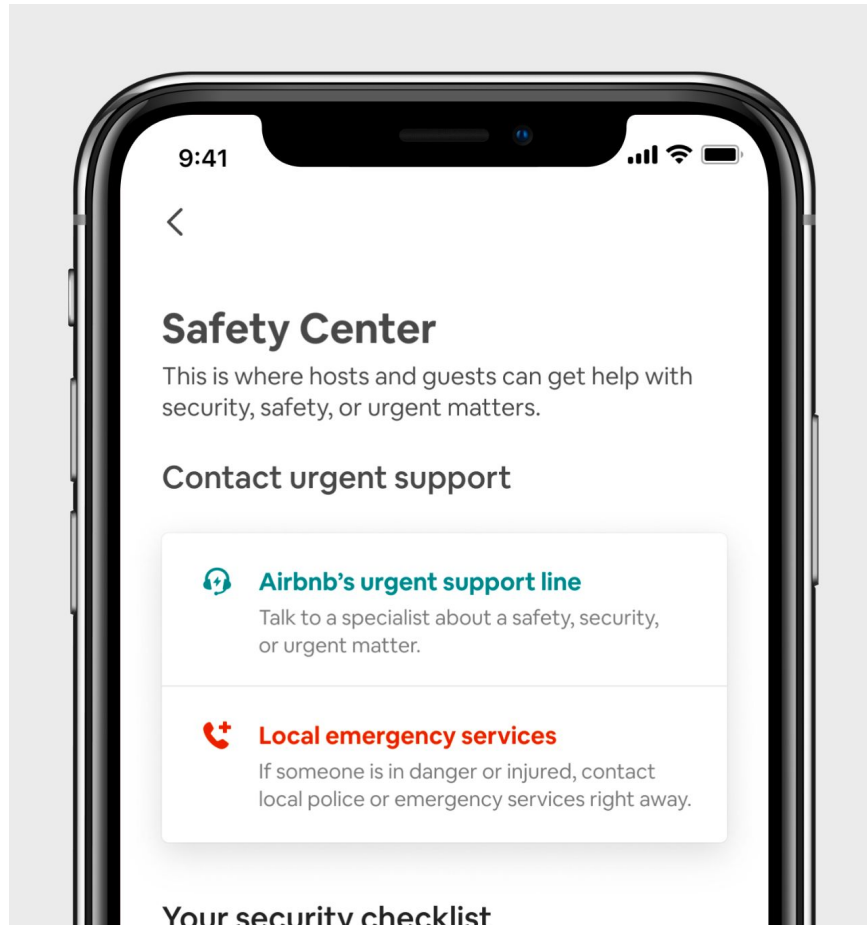I have the link to the listing

○ **No**
I only know the address

24 Hour Safety Line

Part of an in-app feature provides:

- A simple way to contact Airbnb support about urgent situations

- Direct contacts to local law enforcement and emergency services

- A centralized collection of Airbnb safety resources and education

ID Verification & Background Checks

- U.S. hosts and guests who transact on the platform must first undergo identity verification processes and background check processes.

- They must complete this process before they're allowed to book or transact on our platform.

- Those convicted of crimes including sexual violence and exploitation as well as human trafficking are not allowed to use Airbnb.

High-Risk Reservations

- Data-driven system for flagging potentially problematic reservations

- Risk scoring flags reservations for manual review so that issues can be stopped before they get off the ground, including any indication of discrimination or dangerous associations.

Risk scoring

Every Airbnb reservation is scored for risk before it's confirmed. We use predictive analytics and machine learning to instantly evaluate hundreds of signals that help us flag and investigate suspicious activity before it happens.

Airbnb deploys AI to crack down on parties over Halloween

By **Airbnb** · October 24, 2023 · **Company**

Key Takeaways

- Airbnb's AI-driven anti-party system is in effect across North America for Halloween.

- Thousands were blocked from booking by party prevention measures in effect over Halloween last year.

Airbnb Resources & Host Education

City Portal

- **In 2020, to scale our work with governments around the world**, Airbnb introduced the City Portal – a first-of-its-kind resource for local governments and tourism organizations informed by years of work with governments around the world. After launching the City Portal with 18 pilot partners, today, more than 350 cities and tourism organizations – from Sacramento to Raleigh – have partnered with us to access this unique resource

.

City Portal

- **The City Portal** offers local leaders insights into Airbnb in their community and tools to help enforce their laws. Specifically, the City Portal's technology offers governments and tourism organizations the following:
  - **Local and global Airbnb data insights** into short-term rental market characteristics. For example, tourism organization partners can see where guests are coming from and adjust marketing accordingly.

  - **TOT revenue data** in jurisdictions where Airbnb is collecting and remitting on behalf of the Host.

  - **Centralized access** to the Airbnb Neighborhood Support hotline and Law Enforcement portal. An official who needs to reach our law enforcement support team because of a safety incident can more easily find the applicable tool via the Portal.

Host Education & Responsible Hosting Page

- Airbnb can help **support governments in achieving compliance** with their regulations in the following ways.

- **Host Education**:
  - Email hosts with information about local regulations/registries
  - Virtual host education sessions in collaboration with government partners
  - Partnership with law enforcement to provide hosts with latest information on safety best practices and resources available through local authorities

- **Responsible Hosting Page:**
  - Airbnb will work with you to build out a "Responsible Hosting" page that includes information on how to register a short term rental in a particular jurisdiction.
  - Link to Chicago's Responsible Hosting Page

Questions?