



FOR IMMEDIATE RELEASE  
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### **Airbnb Unveils New Proposals for Edinburgh**

Airbnb have provided the Scottish Government with a series of proposals aimed at improving the short-term rental sector in Edinburgh based on the need to treat the Scottish capital as a unique city which requires its own specific set of options.

The company behind the trusted community market place for short-term rentals has made its proposals to the Scottish Government's Expert Panel on the Collaborative Economy via an evidence submission.

Among the proposals are specific industry-wide regulations for Edinburgh city centre which will clamp down on unauthorised operators and support regular people who choose to share their homes as well as professional short-term rental providers.

Also included are proposals to limit hosting in the city centre to 90 nights per year, excluding the Edinburgh fringe and festive periods, as well as for implementing a robust reporting process for Airbnb and other online platforms.

Edinburgh, as a leading tourist destination, brings the challenge to strike an effective balance between protecting residents and families and spreading the benefits of tourism that are key to Edinburgh's economy, culture, and history, to everyone living and working in the city. .

#### **An Airbnb spokesperson said:**

*"We always welcome discussions on clear home sharing rules and are pleased that Scotland is taking steps to support local families.*

*"Airbnb guests boost Scotland's economy by £1 million a day and we are pleased to be working with the government on clear home sharing rules, so more Scots can benefit directly from innovative forms of tourism."*

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**For more information, contact** Alan Grant ([Alan@halogencom.com](mailto:Alan@halogencom.com)), Halogen Communications, (T) 0131 202 0120.

#### **Notes to Editors:**

For more information, please consult the attached documents detailing the Airbnb proposals and evidence briefing.



## **Airbnb position on Edinburgh**

Hosting on Airbnb boosted the Scottish economy by £499 million last year and brought over £1 million per day in guest spending to towns and villages across Scotland. Local families typically earned £3,600 per year by hosting guests from all over the world for around 38 nights of the year. As we grow, we want to continue to ensure that home sharing grows responsibly and sustainably, protecting and spreading those benefits for Scots.

Today we are sharing some of the proposals we have put forward to government here in Scotland for potential home sharing rules in Edinburgh city centre, which will maintain the benefits of tourism to local families and residents whilst helping to provide a sustainable model to address local housing concerns.

Through the Scottish Expert Panel on the Collaborative Economy, the Scottish government has worked together with industry to develop ideas for simple and fair home sharing regulations, based on the unique activity in cities across the country.

We believe that developing an industry-wide solution for accommodation platforms and providers operating in Edinburgh, based on data and activity within the city, will help the government meet its aim of establishing clear rules for regular families sharing their homes, while clamping down on unauthorised operators.

The basis for our proposals is the data we shared last year with the Scottish Expert Panel, which showed that there is a unique balance to be struck in Edinburgh city centre between accommodating tourists at peak times of year (such as Edinburgh Fringe and Hogmanay) in a way that ensures local families benefit, and eliminating unauthorised commercial operators.

Short term rentals are key to the success of major events in Edinburgh during these peak times, and hosts on Airbnb help to disperse visitors across the city, bringing much needed tourist footfall to local businesses.

Airbnb was designed to help local residents afford their rent and stay in their homes, and we want to be part of the solution to local housing and neighbourhood concerns. We have worked with more than 300 governments across the world on clear home sharing rules that distinguish between local residents sharing their homes and those running a business.

We want to do the same in Scotland, which is why we are proposing options to consider for new regulations for all short-term rentals which will help provide clarity and legal certainty on how local families can use their homes.

We propose the following new framework:

- New industry-wide regulations in Edinburgh city centre to support regular people sharing their homes and professional providers, and to clamp down on unauthorised operators
- People wishing to host guests in Edinburgh city centre would be permitted to do so for up to 90 nights a year, with exceptions made for two peak periods during the Edinburgh Fringe (August) and the festive period (December/January) when there is a need for additional tourism accommodation in the city.
- A robust process for reporting by Airbnb and other online platforms on its efficacy to government and local authorities.

We believe this will be good news for Edinburgh because it:

- Protects the rights of regular people to share their homes and gives them legal certainty, whilst clamping down on bad actors
- Allows the vast majority of hosts who share their homes occasionally to continue doing so, but removes any financial incentive to favour short over long term lets.
- Is clear, simple, and transparent
- Puts all accommodation platforms on a level playing field