



Agenda

STR Working Group

25 September 2025 – 10:00-12:00

Online - Zoom meeting can be accessed [here](#)

Chair: Ramon Estalella (CEHAT, Spain)

1. Welcome by the Chair, antitrust and adoption of the agenda
2. Presentation by Toposophy
 - *Response to Airbnb's report on overtourism*
3. National updates
 - *Implementation of the EU STR Regulation*
 - *Implementation of VAT in the Digital Age (ViDA) package*
4. EU Policy Update & Public Affairs
 - *S&D proposal for a Directive on STR*
 - *EP Report on housing crisis*
 - *Discussion on HOTREC's past and future actions*
5. AOB

Pre-read

1. Presentation by Toposophy

TOPOSOPHY will present its latest study in response to Airbnb's [report](#) claiming that hotels are the main driven of overtourism in Europe.

Members are invited to share their updates and views following the presentation.

2. National updates

2.1 STR Regulation - Regulation (EU) 2024/1028 on data collection and sharing relating to short-term accommodation rental services) establishes harmonised rules for collecting and sharing data between hosts, short-term rental platforms, and authorities. Its purpose is to offer authorities reliable and comparable information to regulate STRs effectively (for instance to address market distortions, housing pressures, unfair competition etc.), increase transparency, level the playing field between traditional accommodation providers and STRs, and ensure STR platforms are more accountable. HOTREC has long called for such regulation, arguing that unregulated STRs impose unfair competitive burdens on hotels and related accommodation providers.

Timeline:

- **20 May 2026:** the STR Regulation starts applying
- **By May 2031:** European Commission to evaluate the new rules

2.2 VAT in the Digital Age - The VAT in the Digital Age (ViDA) package, presented by the European Commission, introduces major reforms to EU VAT systems. It updates VAT rules for passenger transport and short-term accommodation platforms, making them responsible for collecting and remitting VAT on behalf of certain businesses. In addition, it sets up real-time digital VAT reporting based on e-invoicing to reduce fraud and improve efficiency, while simplifying cross-border VAT compliance. These measures aim to modernise the VAT framework in line with the digital economy and ensure a fairer competitive environment.

Timeline:

- **January 2027:** First extensions of the One-Stop Shop (OSS) for certain cross-border supplies.
- **July 2028:** Broader OSS expansion and optional “deemed supplier” rules for platforms (short-term accommodation & passenger transport).
- **January 2030:** Deemed supplier rules for platforms become **mandatory** across the EU.
- **July 2030:** Mandatory **digital reporting & e-invoicing** for cross-border transactions.
- **January 2035:** Full EU-wide alignment of domestic digital reporting systems.



3. EU Policy Update & Public Affairs

In April 2025, the EU political group S&D (socialists) published a study on short-term rental accommodations arguing for an EU-wide legal framework to address regulatory fragmentation, ensure consumer protection, and support social equity while preserving innovation.

On 25 September 2025, the European Parliament's Special committee on the Housing Crisis in the EU is expected to present its latest report on Europe's housing crisis, potentially including some considerations on STR.

With the European Commission's official announcement of an upcoming legislative initiative on STR, HOTREC will discuss the next steps of its engagement with EU policymakers and seek for members feedback.

4. AOB