



**HOTREC**

**Short-Term  
Rentals (STR)**

**25 September 2025**

**Hotrec**  
Hospitality Europe



## Antitrust statement

Members are requested to respect the anti-trust statement:

All HOTREC meetings need to be conducted in accordance with relevant competition and antitrust laws. You are therefore reminded that you will at all times need to be mindful of the constraints of antitrust laws.

There shall be no exchange of sensitive or confidential information or discussion on matters which is likely to affect competition on the market or the commercial strategy or activities of undertakings. You are in the best position to judge what is, and what is not, commercially sensitive or confidential and so responsibility lies with you in the first place.

Discussion at any type of HOTREC meeting will focus on the association's key purpose. You are also reminded not to discuss topics outside the previously circulated and reviewed agenda.

Failure to follow these guidelines may bring with it serious consequences for you as an individual, your companies and the trade association itself. Such consequences include heavy fines and in certain cases, under national laws, the imposition of criminal penalties and sentences.

# Agenda



1. Welcome by the Chair, antitrust and adoption of the agenda
2. Presentation by Toposophy
3. National updates
  - EU STR Regulation
  - VAT in the Digital Age (ViDA)
4. EU Policy Update & Public Affairs
  - An overview of the EU's future STR plans
  - UN project on regulating STR
  - S&D proposal for a Directive on STR
  - EP Report on the housing crisis in the EU
  - Discussion on HOTREC's positioning



## 2. Presentation by Toposophy



### Response to Airbnb's Report on Overtourism

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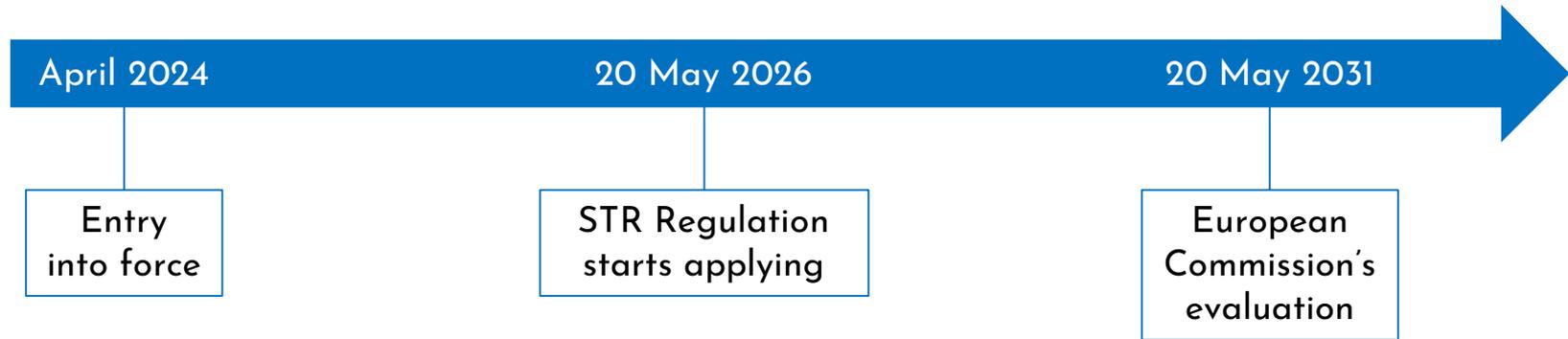
# 3.1 National Updates

## STR Regulation Implementation



### Insights from members on how EU rules are being applied at national level

**Background info:** The EU Short-Term Rental (STR) Regulation sets common rules for registration, data-sharing, and transparency of STR platforms, aiming to create a level playing field and support cities in managing tourism and housing.



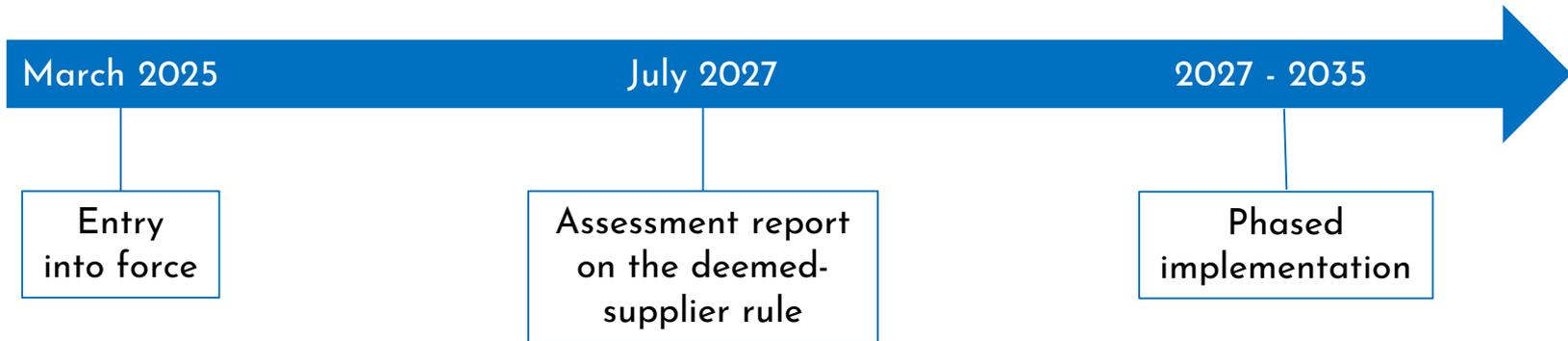
## 3.2 National Updates

### VAT in Digital Age (ViDA) implementation



#### Insights from members on how EU rules are being applied at national level

**Background info:** The EU VAT in the Digital Age (ViDA) package brings new VAT obligations for accommodation platforms, including short-term rentals, thus ensuring platforms collect and remit VAT properly.



# 4.1 EU Policy Update & Public Affairs

## Building up momentum on STR at EU level



- › **December 2024:** Dan Jørgensen (Sweden) appointed EU Commissioner for Energy & Housing  
Mission letter: “tackle systemic issues with short-term accommodation rentals and make proposals to tackle the inefficient use of the current housing stock”
- › **December 2024:** European Parliament sets up a special committee on the Housing Crisis in the EU (HOUS)
- › **January 2025:** Establishment of the European Commission’s Housing Task Force  
Objective: Support in delivering the European Affordable Housing Plan in early 2026.
- › **April 2025:** S&D Group puts forward a proposal for a Directive on STR
- › **May - June 2025:** Call for evidence for the European Affordable Housing Plan (EAHP)  
See [HOTREC’s response](#)
- › **10 Sept. 2025:** European Commission’s President von der Leyen announces “a legal initiative on short-term rentals to tackle the remaining issues”.
- › **17 Oct. 2025:** Deadline of the Commission’s consultation on the EAHP
- › **Q1 2026:** European Commission’s EAHP Communication

## 4.2 EU Policy Update & Public Affairs

### Building up momentum on STR beyond EU level



#### Regulating Online Short-Term Rental Platforms - UN Tourism Project Overview

##### Project Goal:

- Review and evaluate STR regulations in selected European countries (Bosnia and Herzegovina, Croatia, France, Greece, Italy, Montenegro, Serbia).
- Central activity: questionnaire to gather information on legal frameworks and best practices.



## 4.3 EU Policy Update & Public Affairs

### S&D proposal for a Directive on STR



#### Background:

- **Authored** by Vassilis Hatzopoulos Professor of EU Law and Policies, Panteion University, Athens, Greece
- **MEPs involved:** MEP Gabriel Bischoff (Germany), MEP Laura Ballarin Cereza (Spain)
- **Objective:** Establish a harmonised EU framework for regulating STR activity by hosts (not platforms)



#### Key features:

- **Definition of non-professional and professional hosts:**
  - Non-professional: less than 2 units, less than 60 or 90 days/year per unit (the Directive provides two options).
  - Professional: above thresholds or legal persons, subject to stricter rules.
- **Non-mandatory regulatory tools codified:** registration systems, night caps, licensing, zoning.
- **National flexibility:** Member States can impose stricter measures if justified, proportionate, and non-discriminatory.
- **Minimum safety, security & quality standards:** fire safety, structural integrity, hygiene, insurance.
- **Anti-discrimination measures:** e.g., Instant Booking for professionals, guest anonymisation.
- **Consumer protection:** clear information, complaint handling, access to alternative dispute resolution.
- **Enforcement powers** for competent authorities: inspections, penalties, cross-border cooperation.

## 4.4 EU Policy Update & Public Affairs

### EP Report on the housing crisis in the EU



#### Main objective

- Evidence-based solutions for ensuring decent, sustainable, and affordable housing in the EU, while respecting national and local competences

#### Short-Term Rental - Key points:

- **Evidence needed:** More data is required to assess STRs' impact on housing prices and availability.
- **Commission's role:** A full impact assessment is requested after the STR Regulation is implemented.
- **Legal initiative:** The report supports a new EU legal framework to address remaining regulatory gaps.
- **Balanced approach:** Emphasizes protecting housing access and city liveability while respecting property rights and promoting sustainable tourism.

#### Timeline:

- **25 Sept.** - MEP Larraz (Spain/EPP) presents the report to the HOUS Committee
- **20 Oct.** - Deadline for amendments
- **March 2026** - Final vote in the Parliament

## 4.5 EU Policy Update & Public Affairs

### Discussion on HOTREC's positioning



#### HOTREC's current asks:

- Full implementation of the STR Regulation across all EU Member States
- Comparable obligations on issues such as labour, taxation, environmental, intellectual property, safety, health, security, food, statistical reporting and data-sharing.
- Application of basic rules to all STR hosts (professionals and peer).



**In your view, what else should be done at EU level to address the issue of short-term rentals?**

## 4.6 EU Policy Update & Public Affairs

### Discussion on HOTREC's positioning



#### Next steps

- Secretariat to circulate the Toposophy study to members.
- Secretariat to share the latest survey on STR legislation and ask members to check the current information and add updates.
- Secretariat to reach out to the European Commission's Housing Task Force (DG ENER).



## Date of next meetings:

- Q1 2026 (tbc)

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**Thank you  
for your attention**