Data collection and sharing relating to short-term accommodation rental services

OVERVIEW

On 7 November 2022, the European Commission published a proposal for a regulation on data collection and sharing relating to short-term accommodation rental services. The proposal contributes to the Commission’s priority of making the EU fit for the digital age. To build a future-ready economy that works for people and builds on the recent Digital Services Act, the proposal regulates online platforms that connect hosts and guests for short-term accommodation rentals.

The regulation should facilitate the registration of hosts and their short-term rental properties and reduce inconsistencies in how online platforms share data. It should also help to avoid large volumes of differing data requests imposing a heavy burden on online platforms as well as increasing consumer confidence in these services.

The European Parliament and the Council of the EU reached a provisional agreement on the file on 16 November 2023. Parliament endorsed the agreed text in plenary on 29 February 2024. After the Council adopted the act, it was signed by the co-legislators and published in the Official Journal of the EU on 29 April 2024. It entered into force 20 days later. It will start applying from 20 May 2026.


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<th>Committee responsible:</th>
<th>Internal Market and Consumer Protection (IMCO)</th>
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<tr>
<td>Rapporteur:</td>
<td>Kim van Sparrentak (Greens/EFA/Netherlands)</td>
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<td>Shadow rapporteurs:</td>
<td>Barbara Thaler (EPP, Austria)</td>
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<tr>
<td></td>
<td>Brando Benifei (S&amp;D, Italy)</td>
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<tr>
<td></td>
<td>Ivars Ijabs (Renew, Latvia)</td>
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<td>Carlo Fidanza (ECR, Italy)</td>
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<td></td>
<td>Alessandra Basso (ID, Italy)</td>
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<td></td>
<td>Kateřina Konečná (The Left/Czechia)</td>
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<td>Procedure complete</td>
<td>Regulation (EU) 2024/1028 OJ L 2024/1028, 29.4.2024</td>
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2022/0358(COD)
Ordinary legislative procedure (COD) (Parliament and Council on equal footing – formerly ‘co-decision’)
Introduction

Short-term accommodation rentals offered by individual or professional hosts are nothing new. However, the global online market has increased significantly in recent years, mainly because of the expansion of hundreds of online platforms (such as Airbnb, Vacasa, Abritel, Vrbo, Booking, Expedia, TripAdvisor and Fairbnb) that connect hosts who want to rent their units (e.g. houses, apartments or rooms) with people who are looking for accommodation.

According to data provided to Eurostat by four of these providers (Airbnb, Booking, Expedia and TripAdvisor), more than 1.6 million guests per night stayed in short-term accommodation in the EU in 2022. In total, guests spent about 597 million nights in short-stay accommodation in 2022. However, the distribution of guests is uneven both across the EU and within individual countries. The most popular cities in terms of guest nights spent in short-term accommodation in 2022 were Paris (13 984 118 guest nights), Lisbon (8 845 545 guest nights) and Barcelona (8 839 598 guest nights). Looking at the distribution by type of accommodation, short-term accommodation rentals represent about one quarter of the total EU supply of tourist accommodation. During the peak of the coronavirus pandemic, the guest nights spent at short-term accommodation dropped considerably: 272 million nights in 2020 and 364 million nights in 2021. However, the number of guests staying in short-term rentals and the number of guest nights has recovered since the second half of 2021.

Some researchers and stakeholders (such as representatives of the hospitality sector and cities) argue that short-term accommodation rentals contribute to problems, such property price inflation, displacement of permanent residents, overtourism, and unfair competition. They furthermore cause disturbances such as noise, parking, safety and security issues.

Others (such as some researchers or the online platforms themselves) point to the benefits of short-term accommodation rentals, such as the fact that they support jobs, bring about a more efficient use of resources, offer a wider choice of tourism accommodation (enabling a tourism experience that is often more affordable). It also provides citizens with additional income, which is even more important now when many struggle to pay their bills due to high inflation. Short-term accommodation rentals can also increase tourism revenues for other stakeholders (such as the restaurant industry).

Existing situation

Short-term accommodation rental services are, in principle, covered by Directive 2006/123 (Services Directive), which places on Member States the obligation to comply with non-discrimination, necessity and proportionality principles in their market access requirements. Online platforms and associations representing the short-term rental sector have complained that the rules applicable to short-term accommodation rental services in some destinations do not respect these requirements. The European Commission has also launched infringement procedures against some Member States (such as Belgium regarding the authorisation procedure and general requirements that the Brussels region applies to tourist accommodation service providers) due to the breach of the Services Directive.

Online short-term accommodation rental service platforms that help hosts to connect with potential guests (intermediation service providers) are themselves subject to several EU laws. According to the European Court of Justice judgment in case C-390/18, one of the biggest such platforms, Airbnb, is providing an ‘information society service’ falling under Directive 2000/31 (e-Commerce Directive), amended by Regulation 2022/2065 (Digital Services Act (DSA)). The latter exempts such platforms from liability for the content provided by their users if they fulfil certain conditions (i.e. they do not have ‘actual knowledge’ of illegal content on their site, and upon obtaining actual knowledge or awareness of illegal activities or illegal content, they act
expeditiously to remove or to disable access to that content). Recital 12 of the DSA mentions ‘the illegal offer of accommodation services’ as an example of what is considered illegal content.

Furthermore, Council Directive 2021/514 (on administrative cooperation in the field of taxation) requires online platforms to collect and report taxpayer information on platform users who earn income facilitated by the platform, and Directive 2019/2161 (Omnibus Directive) introduced important innovations to protect consumers using online platforms. This latter directive sets an obligation for online platforms to inform the consumers of whether the third party offering the services on the site is a trader or not.

Details about the collection and sharing of data on short-term accommodation rental services have not been harmonised at the EU level. However, Article 10 of the DSA sets some conditions on orders to provide information. It specifies that if the provider of intermediary services receives an order from judicial or administrative authorities to provide specific information about the individual recipients of its service, it has to say, without undue delay, if and when it has given effect to that order. Before the adoption of the DSA in 2020, the European Commission reached an agreement with Airbnb, Booking, Expedia Group and Tripadvisor on data sharing. However, local, regional and national authorities, as well as statistical offices, still struggle to gather exhaustive data on holiday homes, apartments and rooms in otherwise private buildings, including reliable information on the identity of the hosts and the duration of the stay. Online platforms themselves also struggle to reply to information requests, as they differ from one authority to another.

Many short-term accommodation rental aspects are regulated at local, regional and national level. Understanding the applicable rules is not easy, as they vary across jurisdictions and change frequently. Although some rules are common to several destinations, there are also marked differences (see Table 1). In many cities, hosts are required to register, obtain a permit or licence before accepting guests, adopt safety measures (such as installing a smoke detector), and pay income, tourism or lodging taxes. There might be also a limit to how many days in a year a unit can be rented on a short-term basis, a ban on registering properties for short-term rental purposes in certain areas of the city (for example in Lisbon), or an obligation for the owner to be present (e.g. in Paris, if it is the primary residence that is being rented out). Several Member States or cities (such as the Netherlands or Lisbon) have required online platforms to display a registration number if a registration scheme is in place. The Dutch Housing Act (in force since January 2022) forbids online platforms from advertising homes if they have been notified by the municipal authorities that the host has rented out his/her unit on the short-term accommodation rental platform for more than the night limit set in that destination. In most cases, fines are envisaged if the host does not abide by these conditions.

Table 1 – Examples of rules on short-term accommodation rental services

<table>
<thead>
<tr>
<th>City</th>
<th>Maximum annual number of days that a host can rent out a unit on a short-term basis</th>
<th>Presence of owner required</th>
<th>Multiple properties prohibited</th>
<th>Licence/registration required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amsterdam</td>
<td>30</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Berlin</td>
<td>90 (if secondary residence, no limit if primary residence)</td>
<td>No</td>
<td>Yes (if secondary residence)</td>
<td>Yes</td>
</tr>
<tr>
<td>Copenhagen</td>
<td>70 (no limit on sharing private rooms)</td>
<td>No</td>
<td>No</td>
<td>No</td>
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</table>
### Parliament's starting position

In its [resolution](#) of 20 October 2020, the European Parliament noted that EU rules on short-term accommodation rental should aim to ensure legal certainty and clarity. It called on the Commission to remove unjustified barriers in this area and agree on the criteria necessary to offer a short-term rental service (such as registration numbers) in cooperation with all stakeholders. The Parliament also highlighted the importance of avoiding ‘imposing disproportionate information obligations and unnecessary administrative burden on all providers of services with particular emphasis on peer-to-peer service providers and SMEs’.

In its 21 January 2021 [resolution](#) on access to decent and affordable housing, the Parliament pointed out that the rapid growth of short-term accommodation rentals is removing housing from the market and inflating prices. It also called on the Commission to add an obligation for online short-term rental platforms to share information with public authorities in the proposed DSA.

Several Members of the European Parliament, together with representatives of some of the biggest cities in Europe, sent an [open letter](#) to the Commissioner for Competition, Margrethe Vestager, and Commissioner for the Internal Market, Thierry Breton, on 13 July 2022. In this letter, they highlighted the number of problems created by the rise of short-term rentals, such as shortages of affordable housing, noise disturbance and health hazards. They urged the Commission to present a legislative proposal tackling illegal short-term rentals. The signatories particularly called for public authorities to have clear authorisation and discretion to regulate short-term rentals and put registration systems in place. According to the signatories, setting the exact requirements of registration should remain a local, regional or national competence, so that it corresponds to the needs of the destination. The signatories also called for an EU online tool enabling the exchange of information between competent authorities and online platforms.

### Preparation of the proposal

For the preparation of the proposal, the Commission consulted a broad range of stakeholders, including public authorities, online platforms, hosts, other service providers (such as hotels), and
Data collection and sharing relating to short-term accommodation rental services

The Commission organised an open public consultation, stakeholder workshops and targeted surveys. It also drafted an inception impact assessment. The proposal is supported by an impact assessment (IA).

Open public consultation

The open public consultation (OPC) ran from 27 September until 13 December 2021 and gathered almost 5,700 replies. Most respondents were individual or professional hosts. Booking platforms, hotel representatives and public authorities also participated in the OPC. Most respondents (in particular hosts) considered that short-term accommodation rentals have a positive impact on tourism, offer citizens an additional source of income, create employment and attract visitors. On the negative side, they considered the impact on long-term rental prices and rising security issues to be the most pressing problems.

Public authorities noted they struggle to obtain the necessary data for enforcement purposes, citing two main reasons for this problem: lack of an appropriate legal framework for data sharing and lack of responses from online platforms. Most respondents (in particular public authorities) supported the idea of EU-facilitated data sharing requirements. Rather more than half (56.6%) of the respondents supported a registration obligation for hosts as a way to increase transparency in this sector. Most of them believed that, should such an obligation exist, a single registration scheme based on an EU standard would be preferable. Half of the respondents thought that online platforms should provide the data requested from public authorities.

Impact assessment

In addition to the baseline scenario (no policy change), the IA analysed three policy options:

- a recommendation encouraging public authorities to put registration schemes in place for hosts;
- a regulatory intervention introducing a requirement for public authorities wishing to obtain activity data from online platforms to maintain a registration scheme for hosts and their units;
- a regulatory intervention introducing a requirement for public authorities to maintain a registration scheme for all hosts and their units at national level.

The preferred option was Option 2, as it would meet the objectives in a flexible and proportionate way. Although Option 2 would create compliance costs for online platforms, public authorities and hosts, it would also help to reduce the number of illegal listings and get better data on short-term rentals, and enable assessment and mitigation of their ecological footprint.

The IA was submitted to the Regulatory Scrutiny Board (RSB) on 23 June 2022, and it received a positive opinion with reservations on 14 November 2022. The RSB asked for a better demonstration of the internal market dimension of the problems and for proof of the necessity and added value of action at the EU level. In particular, the board asked for an explanation as to how diverging data requests create barriers for online platforms to operate, grow and expand in the single market, and why public authorities struggle to obtain the necessary data. The revised IA received a positive opinion from the RSB.

The changes the proposal would bring

Scope

The proposal applies to online short-term accommodation service platforms that offer services to hosts providing these services in the EU (whether professional or non-professional), irrespective of their place of establishment (see Article 2). This includes examples where a host rents a room in his/her primary residence or his/her entire primary or secondary residence for a limited number of days in a year (not more than one year). The host does not necessarily need to be the owner of the
The proposal does not apply to hotels, apartment hotels, hostels, motels or camping grounds, nor to recreational vehicle and trailer parks. Online platforms that connect hosts with guests without any further role in the conclusion of the transaction and platforms intermediating the provision of short-term accommodation rental services without payment (such as home exchanges) are excluded.

Registration

The proposal (see Articles 4-6) harmonises the registration requirements for hosts and their units. Registration is not obligatory if the destination has not established a registration procedure. However, Member States have to establish such a procedure if they want to access data about short-term accommodation rentals. If a registration procedure exists, then hosts should receive a registration number identifying their unit. The proposed regulation also harmonises the kind of basic information required for each unit:

- the address of the unit;
- the type of unit;
- whether the unit is offered in whole or in part, and whether it is the host's primary or secondary residence;
- the maximum number of guests that the unit can accommodate.

Both natural and legal persons also have to provide their name, e-mail, address and telephone number.

In addition, a natural person must submit a national identification number (or other information allowing the identification of the person), while a legal person must submit a national business registration number and the name of all its legal representatives. This information should be accompanied by documents proving its truthfulness and accuracy. Hosts should be able to update the information they provide.

Member States may request additional information, for example, to find out whether the host respects health, safety and consumer protection requirements, or whether the unit is accessible to persons with disabilities. However, Member States should note that any requirements should comply with the principles of non-discrimination and proportionality. Member States must also ensure that information provided by hosts is secure and confidential (and only for a period necessary for the identification of the unit – see Article 12).

The competent authorities may verify the declaration and supporting documents submitted by the host. If the information is incomplete or incorrect, they may ask for rectification. If the host fails to rectify, the authority can suspend the validity of their registration number and ask the online platform to remove or disable access to any listing relating to the unit(s) in question. The host has a right to be notified and to be heard.

The proposal also includes a number of requirements regarding compliance by design (see Article 7). Online platforms' interfaces should be designed to require hosts to declare whether their unit(s) is/are in an area covered by a registration procedure. Hosts should also be able to display their registration number. Online platforms should make reasonable efforts to check whether the hosts' declarations regarding the (non)existence of a registration procedure are correct.

Data sharing

The regulation also reduces the current inconsistencies in how online platforms share activity data (see Article 9). Online platforms have to carry out random checks on whether hosts register their units, as well as share data about rented nights and number of guests with public authorities, once a month, in an automated way. Public authorities receive this data through 'single digital entry points'. Small or micro online platforms (with less than 2 500 active hosts) may send this data
quarterly. Member States have to aggregate the activity data received from online platforms and send it to national statistical offices and Eurostat on a monthly basis.

Single digital entry point

If a Member State has set up one or more registration procedures, it has to establish a single digital entry point (see Article 10) to receive and send activity data and facilitate random checks performed on online platforms. According to the proposal, each Member State should also appoint a national coordinator to act as the contact point between their national single digital entry point and the European Commission (see Article 11). The Commission proposed to also establish a single digital entry-point coordination group to facilitate cooperation between Member States. This group would facilitate the implementation of the regulation regarding single digital entry points.

Transition period, monitoring and penalties

According to the proposal, Member States have a transition period of 2 years to create or adapt their existing registration systems as well as to create an information technology infrastructure for data sharing with online platforms (through single digital entry points). Furthermore, Member States have to monitor the implementation of the regulation and report to the Commission every 2 years (see Article 14). Finally, the proposal suggests that Member States lay down rules on the penalties applicable if online platforms do not follow the rules set out in the regulation (see Article 15). These penalties should be effective, proportionate and dissuasive.

Advisory committees

On 25 October 2022, the European Economic and Social Committee (EESC) adopted an opinion on the short-term rental initiative (rapporteur Marinel Dănuț Mureșan (Employers' Group, Romania). The document makes several recommendations, among them that the Commission should carry out periodic assessments of the short-term rental activities. It furthermore suggests using insurance policies to replace the requirements for authorisation and calls for helping local and national authorities to develop efficient tools for adapting short-term rental activities to local circumstances.

The European Committee of the Regions (CoR) adopted an opinion on the proposal (rapporteur: Roberto Ciambetti (ECR/Italy) on 15 March 2023. The CoR would require the online platforms to design their interface in a way that makes entering a registration number obligatory. The CoR also believes that having such a registration number should not entitle anyone to offer his or her unit on the online platform before the authorisation procedure has been completed.

National parliaments

The subsidiarity deadline for national parliaments was 7 February 2023. No reasoned opinions were issued by or beyond that date.

Stakeholder views

There had been many calls for the Commission to adopt such a proposal. For example, a Eurocities (representing 22 cities in Europe) position paper from 2020 called ‘for a new European legislative framework for the Digital Single Market, which will ensure that holiday rental platforms are obliged to share relevant data with city administrations’. Again in 2020, a similar call was made in an online roundtable between representatives of the Eurocities network covering more than 200 cities in 38 EU countries, and European Commission Vice-President Margrethe Vestager.

In a joint statement of October 2022, the European Federation of Food, Agriculture, and Tourism Trade Unions (EFFAT) and the Association of Hotels, Restaurants, Pubs and Cafés and similar establishments in Europe (HOTREC) welcomed the Commission’s intention to present a legislative initiative on short-term accommodation rental services. It called on the Commission to introduce a mandatory host registration system and mandatory data-sharing obligations for platforms. It also
called for basic rules for all hosts and measures leading to a level of health, safety and security for guests in short-term rentals comparable to that established for other tourism accommodation services. Finally, it noted the importance of effective enforcement. HOTREC made similar points in its July 2022 position paper on EU-wide regulation of short-term accommodation rental services.

Most reactions following the publication of the proposal were rather positive. In general, stakeholders welcomed the Commission proposal, but their views varied in terms of the concrete requirements for hosts, public authorities and platforms. The feedback period set by the Commission was 8 November 2022 to 12 January 2023.

In its January 2023 position paper, HOTREC added that the regulation should better clarify its scope and some definitions (such as ‘unit’). It also called for more flexibility and ambition when it comes to data and information provided by hosts. Finally, HOTREC stated that online platforms should take on a greater role and responsibility in ensuring that hosts comply with the rules.

The European Holiday Home Association (EHHA) noted that its members are already sharing short-term rental data with the authorities. It stated that ‘the proposal provides a great opportunity to increase the transparency, improve the understanding of the STR ecosystem, and support fair, proportionate and evidence-based policies at all levels’.

In its position paper, Airbnb called on the Commission to take a stronger role in assessing and verifying whether the competent authorities have established fair and proportional registration rules for hosts. In addition, Airbnb would have preferred an EU-level single data entry point to 27 single data entry points at Member State level.

While welcoming the proposal, Ruraltour (the European Federation of Rural Tourism) called for clarifying what type of service the term ‘short-term accommodation rental service’ stands for. It also suggested drawing a greater distinction between individual and professional hosts.

The International Union of Tenants considered the Commission proposal to be a step in the right direction but that it does not tackle one of the main problems: ‘professional profit-oriented exploitation of the housing market’, which exacerbates the affordable housing shortage in the EU and beyond.

In its opinion, the European Data Protection Supervisor proposed to specify that none of the personal data processed would be used for law enforcement, tax or customs purposes. It also proposed to specify what categories of personal data hosts would have to submit to the competent authorities and to clarify the text on the maximum period for storing personal data.

Most stakeholders (such as HOTREC, EHHA, Eurocities and Airbnb) have welcomed the provisional agreement on this file and believe that it serves as a tool to level the playing field between the providers of short-term rental and other accommodation. Airbnb also believes that the new rules could serve as a global example. HOTREC has reiterated the importance of enforcement.

**Legislative process**

In the Parliament, the file was assigned to the Committee on the Internal Market and Consumer Protection (IMCO), with Kim van Sparrentak (Greens/EFA/the Netherlands) as rapporteur. The Committees on Civil Liberties, Justice and Home Affairs (LIBE) and Transport and Tourism (TRAN) were asked to provide opinions. The LIBE committee decided not to give an opinion.

Kim van Sparrentak published her draft report on the proposal on 4 May 2023. The draft report asked for clarifications as regards the types of information the host needs to provide to allow the precise identification of the unit. It also expressed the view that competent authorities should have greater powers, such as to suspend or withdraw the validity of a registration number whenever a host has given them incorrect information or they have serious doubts about the validity of a host’s registration number. The draft report also suggested that the regulation should start to apply 12 months (not 24 months, as suggested by the Commission) after the date of its entry into force.
The IMCO committee adopted its report on the proposal on 19 September 2023 (with 31 votes in favour, 0 votes against, and 1 abstention) and decided to open interinstitutional negotiations. The Parliament as a whole confirmed this decision during its October plenary session. Members supported the Commission proposal to harmonise the rules on the sharing and collection of data relating to short-term rental services. As proposed by the Commission, Member States would have to set up a single digital entry point to receive data from platforms about the hosts’ activity on a monthly basis. Members proposed to clarify the information needed from hosts (such as the exact address of the unit) and ensure that registration is free of charge. Members also introduced amendments to simplify data-sharing procedures and ensure the interoperability of IT systems. They added a definition of an ‘authorisation scheme’ and suggested that online platforms would have to make the registration number in the listing clearly visible. Online platforms would also have to carry out regular random checks to verify the listings.

The Council agreed on a general approach on the file on 2 March 2023. It supported the creation of a data collection and sharing framework at EU level, while amending some articles to improve the regulation’s clarity, feasibility and legal certainty. In particular, the Council proposed changes to the definitions (e.g. to delete the definition of ‘active hosts’ and add a definition of ‘authorisation scheme’) and proposed to delete Article 8 on registration procedures for data reporting.

The Parliament and the Council reached a provisional agreement on the file on 16 November 2023. The agreement supports the regulation’s main objectives while introducing several amendments. The main points of the provisional agreement are the following.

- Member States that require online short-term rental platforms to transmit data to competent authorities would have to set up an online registration procedure for short-term rental properties free of charge (or at a reasonable and proportionate cost).
- Each unit should be subject to only one registration procedure per Member State.
- During this registration procedure, hosts should provide information (in digital or paper format) such as the specific address of the unit; the type of unit; whether the unit is offered in whole or in part: whether it is the host’s primary or secondary residence; and the maximum number of available bed places and guests that the unit accommodates.
- Online platforms would have to make ‘reasonable efforts’ to check if the information provided during the registration procedure is correct.
- Member States would have to set up a single digital entry point to receive data from online platforms about the hosts’ activity on a monthly basis (every 3 months for micro and small platforms with an average of 4 250 listings or less). These single digital entry points would be interoperable and would guarantee data protection.
- The activity data should be kept in a secure manner and no longer than 18 months after their receipt.

Following the endorsement of the agreement by the Committee of Permanent Representatives of the EU Member States (Coreper) on 6 December 2023, the IMCO committee approved it on 24 January 2024 (with 41 votes in favour, 0 votes against, and 1 abstention). The Parliament plenary voted in favour of the agreement on 29 February 2024 (493 in favour, 14 against, and 33 abstentions) and the Council voted on the act on 18 March 2024. The act was then published in the Official Journal of the EU on 29 April 2024 as Regulation 2024/1028 and entered into force 20 days later. It will start applying as of 20 May 2026.
EUROPEAN PARLIAMENT SUPPORTING ANALYSIS


OTHER SOURCES

European Parliament, *Data collection and sharing relating to short-term accommodation rental services*, Legislative Observatory (OEIL).

ENDNOTES

1 The research carried out for the European Parliament’s Committee on Transport and Tourism (TRAN) defines overtourism as a ‘situation in which the impact of tourism, at certain times and in certain locations, exceeds physical, ecological, social, economic, psychological, and/or political capacity thresholds’.

2 More precisely, the Court concluded that the Airbnb ‘service is not aimed only at providing immediate accommodation services, but rather it consists essentially of providing a tool for presenting and finding accommodation for rent, thereby facilitating the conclusion of future rental agreements’.

3 In the amendments to Article 7 of Directive 2005/29/EC.

4 These rules may change frequently.

5 After issuing a registration number.

6 Personal data on guests are not shared.

7 If in this area, the registration procedure has already been established or already applies.

8 This section aims to provide a flavour of the debate and is not intended to be an exhaustive account of all different views on the proposal. Additional information can be found in related publications listed under ‘European Parliament supporting analysis’.


10 Furnished accommodation that is the subject of the provision of a short-term accommodation rental service.

11 Such as apartment or mailbox number, the floor the unit is on, land registry reference.

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eprs@ep.europa.eu (contact)

www.eprs.ep.parl.union.eu (intranet)

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