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The Hospitality of Slovenian Homes Association

- Our Association has supported small-scale tourism and private hosts in Slovenia since mid 90s.
- Officially founded in 2001, we promote professionalism and preserve Slovenia's unique hospitality values.
- We empower local communities through authentic guest experiences and innovative models like dispersed hotels.
- I joined as an Airbnb Community Leader to help strengthen our voice during shifting STR regulations.
- Together with two national partners, we advocate for fair policies and sustainable tourism rooted in local culture.



Understanding the Issues: A Unique Case Study from Slovenia:

- A new STR bill in Slovenia may be passed this summer, affecting up to 90% of hosts.
- The law doesn't ban STRs outright—but creates nearly impossible conditions for legal operation.
- Hosting limits (e.g. 60 days/year) can vary by mayor's discretion, with no clear criteria.
- Neighbor consent and zoning change requirements are overly strict and hard to achieve.
- These unclear, inconsistent rules create confusion and make responsible hosting nearly unmanageable.



Problems vs Solutions:

- The government cites housing shortages as the main reason behind the new STR restrictions.
- While housing affordability is crucial, blaming small hosts is a misguided solution.
- Our Association supports affordable housing but not at the cost of responsible tourism.
- We advocate for win-win solutions, not extreme laws that hurt small-scale hosts.
- As we say in Slovenia—“Don’t kill the cow for a kilo of meat.”

The Need for Fair and Transparent Regulation: Embracing Data Sharing:

- The proposed STR laws lack transparency, consistency, and logical foundation.
- Regulations should be based on measurable data—not assumptions or personal discretion.
- Data sharing enables fair, evidence-based decision-making.
- Community concerns must be addressed with real reasons, not subjective opinions.
- Only unbiased, data-driven regulation can ensure sustainable, balanced tourism.

Summary and Conclusion:

- Data sharing is essential to regulate STRs responsibly and fairly.
- The STR ecosystem involves too many people to base policies on assumptions.
- Poorly informed laws lead to disinvestment and a drop in tourism quality.
- Real data enables smart, sustainable tourism planning for all stakeholders.
- We're committed to building win-win solutions—grounded in facts, not politics.