

Webinar “The benefits of data-sharing from regulated Short-Term Rentals”

14 April 2025, 10.00 – 12.00 CET

Webinar Summary



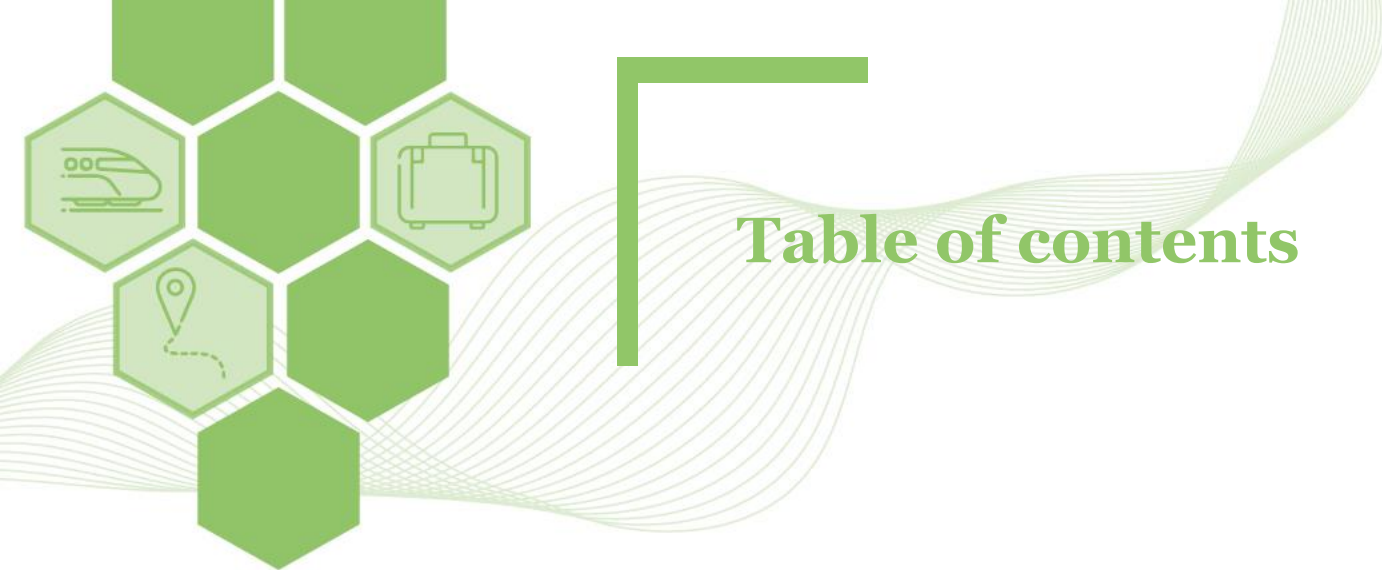


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Transition pathway for EU tourism

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Introduction

Scope and objectives of the webinar



Target audience

National, regional and local authorities, DMOs, SMEs and larger companies, Industry Associations, Chambers of Commerce, academia, STR platforms, STR hosts etc.

Scope and objectives

This webinar will focus on the importance on harmonised data sharing within the EU and the benefits of leveraging short-term rental (STR) data for national and local authorities. The aim is to provide tourism stakeholders with a comprehensive understanding on how data collection and data sharing can enhance decision making, improve efficiency and enforcement of existing rules and drive sustainable growth in the tourism sector.

The discussion topics of the webinar are:

1. Highlighting why is critical to have adequate and harmonised data collection and data – sharing for STR
2. Understanding how the STR Regulation will facilitate the harmonisation of data-sharing, thereby enabling data-driven policymaking and enhancing the enforcement of STR regulations.
3. The implementation of STR regulation in terms of data sharing and data collection

Agenda

Welcome and introduction

10:00 - 10:10

- **Moderator:** Iva Čaleta Pleša, Senior Adviser, Republic of Croatia, Ministry of Tourism and Sport
- Opening remarks from **Mehdi Hocine**, Head of Unit Services Strategy & Mutual Recognition (GROW E.5), European Commission

Session 1 "Understanding why STR regulation brings added value in terms of data sharing and data collection"

10:10 – 10:45

- **Filip Šimik**, Head of the eVisitor Department, Croatian National Tourist Board
- **Igor Borojević**, Head of the Business Intelligence Development Department, Croatian National Tourist Board
- **Sérgio Guerreiro**, Director for Knowledge, Turismo de Portugal
- **Mariano Juan**, Island Minister of Territory, Tourism Planning, Mobility, Road Infrastructures and Fight against Illegal Tourism Activities

Session 2 "STR Regulation: Leveraging data tools"

10:45 – 11:20

- **Christine Mukamayanja**, Public Affairs Manager - Short Term Rentals, Booking.com
- **Eduardo Miranda**, Chair of the European Holiday Home Association (EHHA)
- **Miha Skof**, Board member of Hospitality of Slovenian Homes Association

11:20 – 11:45

Q&A

Closing remarks

11:45 – 11:55

- Wrap up by the moderator
- Next steps by the Chair of the T4T Digital Subgroup, **Emmanuel Mounier**

Webinar “The benefits of data-sharing from regulated Short-Term Rentals”

Speakers

Moderates:



Iva Čaleta Pleša,
Senior Adviser,
Republic of Croatia,
Ministry of Tourism
and Sport



Mehdi Hocine,
Head of Unit
Services Strategy &
Mutual Recognition
(GROW E.5)



Filip Šimik,
Head of the eVisitor
Department, Croatian
National Tourist Board



Igor Borojević,
Head of the Business
Intelligence
Development
Department, Croatian
National Tourist Board



Sérgio Guerreiro,
Director for Knowledge,
Turismo de Portugal



Mariano Juan,
Island Minister of
Territory, Tourism
Planning, Mobility, Road
Infrastructures and
Fight against Illegal
Tourism Activities



Christine Mukamayanja,
Public Affairs Manager -
Short Term Rentals,
Booking.com



Eduardo Miranda,
Chair of the European
Holiday Home Association
(EHHA)



Miha Skof,
Board member of
Hospitality of Slovenian
Homes Association



**Emmanuel
Mounier**
Chair of the T4T
Digital Subgroup

**Transition pathway
for EU tourism**

Webinar in numbers



249 Registrations



186 Participants

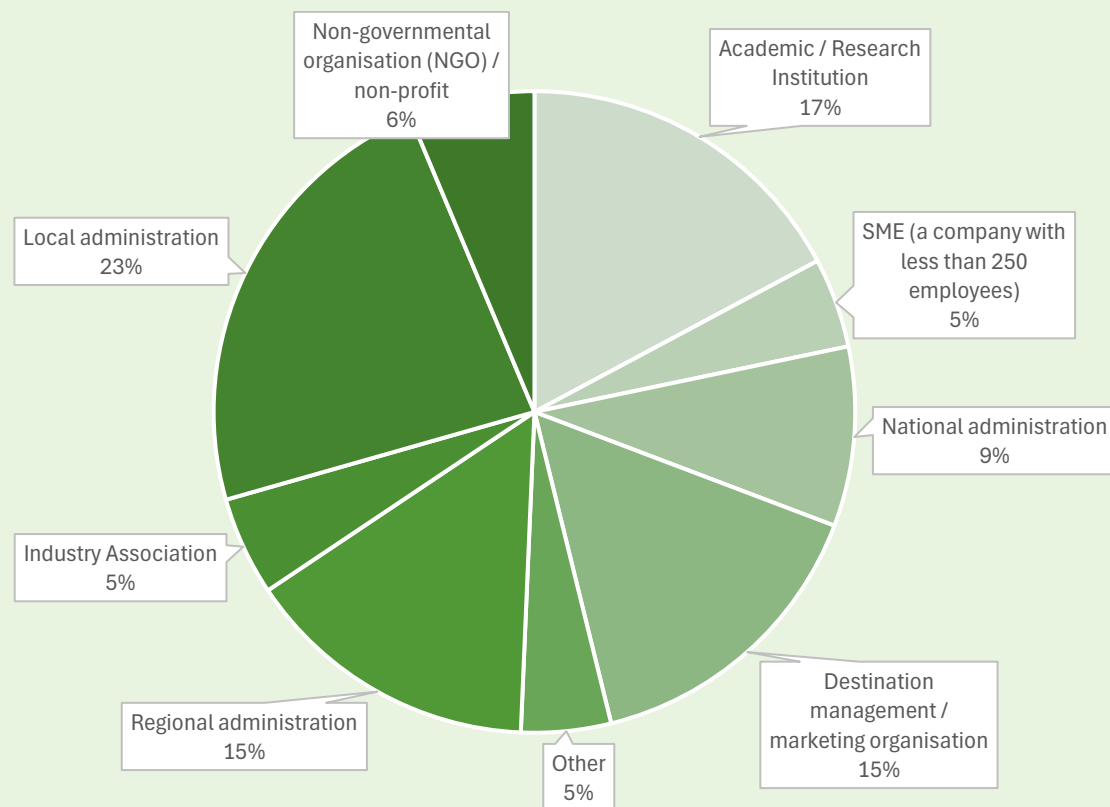


Participants from **24 EU MS** and **2 non-EU** countries



9 Speakers

Participants' Organisations



Results of the post-webinar survey



86% of the respondents were very satisfied/satisfied with the webinar.



100% of the respondents found that the webinar provided useful information.



93,3% of the respondents feel that they have obtained a better understanding and knowledge of the topic after attending.

Key discussion points (1/3)

Representatives from the **European Commission, Croatian National Tourist Board, Turismo de Portugal, Ibiza's Ministry of Territory, Tourism Planning, Mobility, Road Infrastructures and Fight against Illegal Tourism Activities, Booking.com, European Holiday Home Association and Slovenian Homes Association** discussed the following:

1

Session 1:
**“Understanding why
STR regulation brings
added value in terms of
data sharing and data
collection”**

- At the beginning, Mehdi Hocine from DG GROW **emphasised the importance of the new short-term rental regulation**, which will entry into force from May 2026. The European Commission's commitment to promoting sustainable tourism and addressing the challenges posed by the rapid expansion of short-term rentals was highlighted. The regulation aims to standardise data sharing and support local authorities in enforcing tourism-related policies. The need for accurate data to manage short-term rentals and ensure that measures are proportionate was stressed. Efforts to make data available through the new data space for tourism, which will help tourism actors make informed decisions, were also mentioned.
- Filip Šimik, Head of the eVisitor Department at the Croatian National Tourist Board, provided **an overview of the eVisitor system**, Croatia's digital platform for guest registration and tourist tax management. The system is fully digital, operates in real-time, and is mandatory for all accommodation providers in Croatia. It was explained that eVisitor simplifies guest registration, ensures accurate data, and supports statistical reporting. The system is GDPR compliant and offers valuable insights for policymakers and stakeholders, playing an important role in the digital transformation of tourism administration with benefits for both accommodation providers and local authorities.
- Igor Borojevic, Head of the Business Intelligence Development Department at the Croatian National Tourist Board, **discussed the data collection and sharing process through the eVisitor system**. The comprehensive nature of the eVisitor database, which covers all types of accommodation and records tourist activity almost in real-time, was highlighted. The importance of accurate data for policy-making and the digital transformation of tourism administration was emphasised. It was explained that the system supports various stakeholders, including local tourist offices, accommodation providers, and official authorities. The upcoming new version of eVisitor, which will include advanced reporting functionalities, was also mentioned.

Key discussion points (2/3)

1

Session 1: “Understanding why STR regulation brings added value in terms of data sharing and data collection”

- Sergio Guerreiro, Director for Knowledge at Turismo de Portugal, presented **the national tourism registry system in Portugal, which includes short-term rentals**. The system centralises information about service providers and offers real-time data for transparency and accountability. The collaborative approach with municipalities and the private sector to ensure compliance and professionalization was highlighted. The importance of data for planning, evaluating communication activities, and guiding product development was discussed. The role of the single digital entry point in creating a unified and efficient data sharing system was also mentioned.
- Mariano Juan - Ibiza's Minister of Territory, Tourism Planning, Mobility, Road Infrastructure, and Fight Against Illegal Tourism Activities, **focused on the fight against illegal tourism activities, particularly illegal accommodation offerings**. The creation of a task force and the implementation of a robust monitoring system to address illegal short-term rentals were explained. The system analyses online platforms and provides a comprehensive overview of the short-term rental market. The importance of collaboration with major online platforms and public administrations to ensure compliance and fair competition was emphasised. The proactive approach of the monitoring system in identifying illegal listings and optimizing enforcement efforts was also highlighted.

2

Session 2: “STR Regulation: Leveraging data tools”

- Christine Mukamayanja, Public Affairs Manager for Short Term Rentals at Booking.com, **discussed the EU short-term rental regulation and its impact on data sharing and policy-making**. The challenges of fragmented data systems and the benefits of a harmonized data sharing framework were highlighted. The concept of the single digital entry point (SDP) and its role in creating a unified and efficient data sharing system was explained. The importance of accurate data for informed policy decisions and enforcement was emphasized. The collaborative efforts with the EU Commission to build out the single digital entry point (SDP) prototype were also mentioned.

Key discussion points (3/3)

2

Session 2: “STR Regulation: Leveraging data tools”

- Eduardo Miranda, Chair of the European Holiday Home Association, **advocated for balanced regulation and sustainable growth in the short-term rental sector**. The complexity and diversity of the short-term rental ecosystem were highlighted. The need for evidence-based regulation and impact assessments was emphasized. The importance of understanding the real offer and using data to create proportional regulations was discussed. The role of registration systems in quantifying and understanding the short-term rental supply was mentioned. The economic impact of short-term rentals, noting their significant contribution to local economies through tourism spending, was also highlighted. The need for collaboration between stakeholders and authorities to develop fair and effective regulations was concluded.
- Miha Škof, Board Member of the Hospitality of Slovenian Home Association, **presented the challenges faced by short-term rental hosts in Slovenia due to new regulations**. The need for fair and transparent regulations based on concrete evidence and data was emphasized. A win-win approach that supports both housing affordability and sustainable tourism was advocated. The importance of data sharing for informed decision-making and balanced policies was highlighted. Under this context, the impact of the proposed short-term rental laws on small hosts and the need for a transparent data-driven approach were discussed. The current regulations, which are overly restrictive and could harm the tourism sector and local economies, were pointed out. A more nuanced approach that considers the specific needs and conditions of different areas, rather than applying blanket bans, was called for. The importance of collaboration between hosts, authorities, and other stakeholders to create a fair and sustainable tourism environment was stressed.

Conclusions and next steps

Conclusions

- 1 The new EU short-term rental regulation aims to standardise data sharing across member states, ensuring that data is collected and shared in a secure manner. will facilitate better policy-making and enforcement.
- 2 The introduction of the Single Digital Entry Point SDP is a game-changer for data sharing in the short-term rental sector. It will provide a unified API-based infrastructure for platforms to share data with national authorities.
- 3 Accurate and harmonised data will enable authorities to make informed policy decisions, ensuring that regulations are evidence-based and proportionate. This will help address issues such as housing affordability and sustainable tourism more effectively.
- 4 Platforms like Booking.com are committed to working with authorities to implement the new regulation. This collaboration will help create a well-regulated and transparent short-term rental ecosystem.
- 5 Advanced monitoring systems, such as the one implemented in Ibiza, allow authorities to proactively identify and address illegal short-term rentals. This approach minimises disruption to legal businesses.
- 6 The regulation will support local authorities by providing them with the necessary data to enforce tourism-related policies and manage short-term rentals. This will help ensure compliance and promote fair competition.

Next steps

- 1 Effective regulation requires collaboration between public authorities, private companies, and stakeholders. Engaging all parties in the development and implementation of regulations will ensure that policies are fair, transparent, and effective.
- 2 Test and refine the new regulation by implementing several pilot projects in various member states. These projects will help identify best practices, potential challenges, and areas for improvement in the data sharing process. The insights gained from these pilots will be crucial for the successful rollout of the regulation across the EU.
- 3 All stakeholders in the tourism sector should connect to the EU Tourism Platform to access resources, participate in discussions, and stay updated on EU tourism policies, fostering a collaborative environment.

Thank you!

The document has been prepared for the European Commission in the context of the project “Transition Pathway Stakeholder Support Platform: Implementation for Tourism Ecosystem” (the Project) in accordance with the signed contract No EISMEA/2022/OP/0018. This report reflects the views and results of the workshop discussion between the tourism stakeholders and do not necessarily represent the views of the European Commission. The action recommendations, however, do not necessarily represent the position or endorsement of all stakeholder groups nor the position of individual Member States or the European Commission.