



Short-Term Rental Study

Report Back: What We Heard
April 2024

SHORT-TERM RENTAL STUDY

ENGAGEMENT REPORT BACK: WHAT WE HEARD



Short-Term Rental Study

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Authors of this report

This data collected through this engagement was analyzed and this report was written by researchers at the University of Calgary.

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Project overview

Short-term rentals in Calgary

Short-term rentals (STRs)—residential properties, suites, or rooms rented temporarily to the traveling public for a fee—have become a popular choice for people seeking accommodation, whether they’re vacationing with family, planning a weekend away, traveling for work or medical care, or in the process of finding long-term housing. In many places, including Calgary, STRs are considered distinct from traditional accommodation options, such as bed and breakfasts, hotels, hostels and lodging or rooming houses.

In recent years, the market for STRs has grown considerably, due in part to the emergence of digital platforms (e.g., Vrbo, Airbnb) which match STR operators with prospective guests. As the market has expanded, many jurisdictions have introduced rules for STRs. In Calgary, STR regulations have been in place since 2020 and were recently updated effective January 1, 2024.

Key elements of Calgary’s regulatory framework, which are set out in the Business Licence Bylaw, include:



Definition: STR refers to the business of providing temporary accommodation for compensation, in a dwelling unit or portion of a dwelling unit for periods of up to 30 consecutive days.



Licence system and fees: All operators must obtain an annual business licence. There are two fee categories: Tier 1 that applies to 1-4 rooms offered and the license fee for both new licenses and renewals is \$100/property; Tier 2 licenses that applies to 5+ rooms offered and the license fee both new licenses is \$172/property and \$131/property for renewals.



Operational and safety standards: An operator cannot accept overlapping bookings in the same dwelling (separate rooms cannot be rented at the same time to separate guest parties) and a maximum of two adults are allowed per bookable room.



Advertising and guest information: Operators must include their business licence number on all advertising, such as the Airbnb listing, provide guests with 24-hour emergency contact information and keep a permanent record of all guests.

In January 2024, updates to Calgary’s STR rules came into effect, requiring all prospective operators to provide with their licence application:

- ▶ a fire safety plan and inspection;
- ▶ proof of ownership (or owner consent if a renter) and condo board consent (if applicable); and,
- ▶ proof of liability insurance coverage.

Visit The City of Calgary’s [STR webpage](#) for more information about the current framework for STRs.



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Calgary’s Short-Term Rental Study

In the four years since The City first adopted rules for STRs, a lot has happened. Calgary’s STR market has grown and evolved. We’ve been through a global pandemic. And broader social, economic and demographic shifts—including cost of living and housing crises, population growth, and strict STR regulations being announced and coming into force in other jurisdictions (e.g., British Columbia)—have created new pressures and priorities for our city. These factors have implications for how The City manages the STR market going forward. This all means that now is an appropriate time to take a closer look, both at Calgary’s STR market and at the design of its STR framework. Through the Urban Alliance partnership, The City is collaborating with researchers at the University of Calgary on a multi-year Short-Term Rental Study that will do just that.

Study goals

The goals of the Short-Term Rental Study are to:

- 1) **Develop a comprehensive evidence base**—informed by existing research, Calgary-specific data and engagement with the public and interested parties—on Calgary’s STR market and the challenges and opportunities it presents.
- 2) **Translate research findings into recommendations** for an updated policy and regulatory framework for Calgary’s STR market that:
 - ▶ Is effective, flexible and transparent.
 - ▶ Addresses impacts and challenges.
 - ▶ Supports City of Calgary objectives and creates value for the community.

Public engagement process

The STR market impacts all of us and for this reason, engagement has been integrated as a key component of the Short-Term Rental Study. Given the scope of the work, the Study will include two phases of engagement.

1	October 2023 – January 2024	Engage the public and interested parties to understand their experiences with and perspectives on Calgary’s STR market, including costs, benefits, challenges and opportunities.
2	Summer/Fall 2024	Strategically engage regarding policy and regulatory framework and options.

Study outputs

Those interested can [click here](#) for more information on the Study, including methods, research questions and expected outcomes.

Report scope

This report provides a summary of what we heard from members of the public and interested parties during engagement that took place from October 2023 to January 2024.



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Engagement: Phase One overview

Engagement scope

Between October 2023 and January 2024, researchers at the University of Calgary partnered with The City to conduct Phase 1 engagement planned as part of the Short-Term Rental Study. The aim of engagement was to gather information from the public and interested parties about their experiences with and perspectives on the STR market in Calgary. Specifically, the objectives were to:

- 1) **Gain insight into the nature of Calgary’s STR market**, including how and in what ways people are participating in the market, for what reasons and with what sort of experiences.
- 2) **Understand public, community and stakeholder attitudes** about STRs and their local impacts.
- 3) **Identify challenges and opportunities** related to the STR market, from a range of community, sectoral, policy and governance perspectives.

The study team at the University of Calgary also used this engagement phase to provide the public and interested parties with information on the Short-Term Rental Study, including objectives, research questions, timelines, outcomes and the scope and expected contributions of engagement. This engagement phase *was not* designed to gather feedback on specific regulatory approaches.

Engagement strategy

The engagement involved four components:

	Overview	Purpose
<i>Engage Portal Page</i>	<p>Short-Term Rental Study page on City of Calgary Engage Portal</p> <p>Link to the online survey, as well as information about the Study and engagement, overview of regulations, FAQs, completed reports and study team contact information.</p>	<p>To provide clear, publicly accessible information and updates on the Study, including participation opportunities. The page will remain active for the remainder of the study and be updated with information on progress and future engagement.</p>
<i>Public Survey</i>	<p>Fifty-question survey (four open-ended response; 46 close-ended/matrix-based Likert Scale).</p> <p>Publicly accessible online via portal page or linked URL (October 19, 2023 – January 8, 2024).</p> <p>Questions about participation in, experiences with and attitudes about Calgary’s STR market, as well as demographic information.</p>	<p>To gather information on how and why people are participating in Calgary’s STR market.</p> <p>To gather information on public experiences of and attitudes about Calgary’s STR market.</p>
<i>Interviews</i>	<p>Twenty-four, hour-long semi-structured interviews held virtually (Microsoft Teams) with interested parties between October 2023 and January 2024.</p> <p>The study team selected potential participants based on expertise or professional role in relation to the STR market.</p>	<p>To gather information from internal and cross-sectoral experts and representatives regarding their knowledge of and perceptions about the impact of Calgary’s STR market.</p>



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<p><i>Focus Groups</i></p>	<p>Five, two-hour semi-structured conversations held virtually (Microsoft Teams) between October and December 2023.</p> <p>The study team recruited potential participants, who were then placed into groups based on connection to the STR market. These groups were STR operators (2); property managers (1); community associations (1); and community sector and housing affordability (1).</p>	<p>To gather information on why and how STR operators are participating in Calgary’s STR market and with what sort of experiences.</p> <p>To gather information from community-based groups on experiences and impacts of / perceptions about STRs in Calgary.</p>
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Communications approach

The University of Calgary and the City partnered to promote the engagement and drew on several communications tactics, including a social media campaign, traditional media engagement, a Councillor toolkit and digital signage.

A **social media campaign**—including Facebook, X (Twitter), Instagram and NextDoor posts—was developed to promote participation in the online survey and direct traffic to the Engage portal page. STR operators and condo board representatives were also recruited for focus groups using these platforms.

The University of Calgary published a **news article** on December 11, 2023 to promote the survey and highlight the research being undertaken as part of the Study. **Traditional media engagement**, supported by an October 24 **media release**, also generated the following stories:

- [U of C study examines short-term rental market in Calgary](#) – Matej Harsany, *The Gauntlet*
- [Calgary wants your feedback on short-term rentals in the city](#) – Jordan Kanygin, *CTV News*
- [City of Calgary and UCalgary researchers launch public engagement on short-term rentals](#) – Henna Saeed, *City News*
- [Airbnb, short-term rentals under scrutiny in Calgary as public opinion consulted](#) – Matt Scace, *Calgary Herald*
- [Airbnbs in Calgary have gone largely unchecked, but that could soon change](#) – Omar Sherif, *Daily Hive*
- [Enhanced business licence requirements for short-term rentals in Calgary coming January: city](#) – Paula Tran, *Global News*

Additional promotional strategies included posting information about the survey on Digital Display Units throughout the Calgary Municipal Building; providing details about the survey during two webinars hosted by The City regarding the January 2024 STR rule updates; and engaging students’ unions to promote the survey to university student bodies.



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What we asked

Survey

The online survey comprised 50 questions designed to generate information about participants' experiences with and perspectives on STRs and Calgary's STR market. However, not all respondents received 50 questions, as some questions pertained exclusively to former or current operators or property managers, while others asked about a respondent's experiences and motivations as an STR guest. The first survey question asked respondents to identify past, current and expected (future) STR market participation; subsequent questions were then filtered based on responses to these questions.

Most survey questions were close ended (e.g., multiple choice, matrix-based Likert Scale questions). Questions spanned the following categories:

1. Demographics: age, gender, race, housing tenure, student status, residency in Calgary, postal code.
2. STR operators: past/current/future participation, details about motivations and the nature of the STR:
 - ▶ principal residence/secondary property and owner/renter;
 - ▶ type of dwelling (e.g., single-detached home, suite, unit in complex, moveable dwelling)
 - ▶ type of STR (entire unit/private room and whole year/periodic availability);
 - ▶ platform(s) used;
 - ▶ use of services and supports (e.g., property manager, professional co-host, etc.)
 - ▶ compliance with licence requirement.
3. STR guests: purpose(s) of STR use, reason(s) for choosing an STR over other options, frequency of STR use and platform(s) used.
4. Attitudes, perceptions and concerns: overall support for the STR market; level of comfort living near an STR; level of concern related to commonly stated negative impacts of STRs, level of agreement with commonly stated benefits of STRs; experience or observation of a range of commonly stated positive and negative impacts of STRs.

The survey also contained four open-ended questions, which touched on the following elements:

- ▶ Experience as an STR operator in Calgary.
- ▶ Experience as an STR property manager in Calgary.
- ▶ Experience with staying in an STR in Calgary.
- ▶ Other thoughts about STRs in Calgary and opportunity to explain any answers to survey questions.

Interviews and focus groups

Semi-structured interviews and focus groups with interested parties were organized around three themes: (1) connection to the STR market and/or the topic of STRs (2) knowledge of Calgary's market and its impacts; and (3) challenges and opportunities going forward. Guiding questions, listed by theme, were:



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Connections

1. What is your and/or your organization's connection to the issue of short-term rentals?
2. To what extent are short-term rentals on your/your organization's radar?

*Note: In interviews and focus groups conducted with market actors (e.g., STR operators, property managers), the study team also asked direct questions to understand participants' experience as market actors, including the nature and extent of their participation in the STR market and motivations driving their participation.

Impacts and attitudes

1. How does the STR market impact you and/or your organization and what are your/your organization's experiences of the STR market?
2. What are your perceptions—positive, negative, mixed—of the short-term rental market in Calgary overall (i.e., including beyond the extent to which it impacts you/your organization)?
3. Has anything surprised you about the growth of short-term rentals in Calgary?
4. Is there anything unique about Calgary's STR market, or Calgary itself (e.g., social, economic, demographic context), that has led to a particular context for STRs, or unique costs or benefits?

Looking ahead

1. What are the biggest challenges on the horizon that policymakers will need to address when it comes to STRs? What is needed to overcome these challenges?
2. What are the biggest opportunities for Calgary to consider regarding the STR market?
3. Can the STR market be used in some way to help The City advance its social, economic, or environmental priorities?
4. Should platforms (e.g., Airbnb, Vrbo, etc.) play a role in managing STR activity going forward?

What we heard

This section provides a high-level summary of engagement participation and key themes. Survey results are discussed separately from the interviews and focus groups. A detailed exploration, including a question-by-question breakdown, is presented in the Summary of Input section. It should be noted that the results presented here are based on a non-random, non-representative sample of participants and may not be representative of the views of any population at large (e.g., Calgarians, STR operators, STR guests, etc.).

Survey

Who participated?

The online survey received a total of 2,754 responses between October 19, 2023, and January 8, 2024. The STR Study Engagement Portal Page received 6,548 views, with 6,056 visits by 4,940 unique visitors over the same period. The following table summarizes key demographic information about the respondents.

Connection to STRs	<ul style="list-style-type: none"> ▶ STR operators made up one-fifth (565) of survey participants, one-fifth of survey participants (533) had stayed in an STR in Calgary and nearly one-third (873) lived in proximity to an STR.
Community	<ul style="list-style-type: none"> ▶ Roughly three-quarters (2,023) of survey participants were Calgary residents. ▶ Areas with the highest participation were the City Centre (519) and Northwest (532).
Housing status	<ul style="list-style-type: none"> ▶ Over two-thirds (1,940) of survey participants were homeowners. One in four (698) rent. ▶ Over half (1,595) lived in single-detached homes. Over one-third (1,013) lived in multi-unit complexes.
Gender identity	<ul style="list-style-type: none"> ▶ Over half (1,442) of survey participants identified as women, over one-third (1,039) as men and roughly 48 as non-binary, transmasculine, or gender fluid.
Racial identity	<ul style="list-style-type: none"> ▶ Three-quarters (1,808) of survey participants identified as White, while 780 identified as belonging to a racialized group. An additional 166 identified as mixed race or belonging to a group not listed among the survey options.
Age	<ul style="list-style-type: none"> ▶ One-quarter (719) of survey participants were under the age of 35, 238 were seniors and close to two-thirds (1,689) were adults aged 35-64.

Summary of key findings and themes

STR operators and property managers (former, current, prospective)

- ▶ **Most STR operators operate in their primary residence:** Nearly two-thirds (263) of respondents indicated they use their home as an STR. 188 said they operate it as an investment or secondary property.
- ▶ **Many operators host entire-unit listings year-round:** Nearly three-fifths of units operated by respondents are entire properties available to rent year-round.
- ▶ **No property type accounts for the majority of STRs:** STR units of respondents are evenly distributed across suites, single-detached homes and dwellings in multi-unit complexes.
- ▶ **Operators in Calgary use STRs as an income supplement:** Over two-thirds (283) of respondents note that supplementary income is the main reason for operating an STR.
- ▶ **STR operators described the STR market as an important source of income, a way of meeting and supporting people and a better option than operating a long-term rental.** However, some also indicated that operating an STR is complicated, a lot of work and not always lucrative. Some distinguished STRs as a good alternative to hotels. Many noted guests were travelling for work or in need of a place to stay during emergency or transitional periods.



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STR guests:

- ▶ **Most guest survey participants use STRs for work related reasons or for short-term housing:** 130 indicate that they used an STR for accommodation for a work-related stay and 213 indicated that they used an STR as a short-term housing option, including a place to stay during renovations on their primary residence, as a stop-gap while moving residences, or during a time of an emergency.
- ▶ **Some guest survey participants report using STRs for hosting an event and medical stays:** 68 reported using STRs to host an event, including family reunions and 36 guest respondents reported using STRs for medical stayovers in Calgary.
- ▶ **The top two reasons guests choose to stay in STRs were amenities and price:** Most guest survey participants (355), report that they chose STRs because of amenities like a kitchen, laundry and backyard. The second most common reason for choosing an STR was price (323).
- ▶ **In their own words, survey participants indicated a largely positive experience as STR guests.** Amenities, comfort and privacy; price and value for money; and location of STRs were the top positive elements. Many guests indicated they preferred STRs to a hotel and used STRs during transitional periods, emergencies and renovations.

Attitudes, perceptions and concerns:

- ▶ **STRs are polarizing:** Over half (1,604) of survey participants indicated they were unsupportive of the STR market (moderately/very unsupportive), while roughly one-third (953) noted their support (moderately/very supportive). It is notable that the highest proportion of survey participants were in the very unsupportive (1,015) and very supportive (661) categories.
- ▶ **Housing impacts and resident displacement are key concerns:** Survey participants were most concerned about the extent to which the STR market is causing housing pressures in terms of limited supply and price increases (1,927 were very/moderately concerned) and displacing residents from neighbourhoods (1,697 were very/moderately concerned).
- ▶ **Survey participants see STRs as a good option for longer-term stays:** When considering the range of benefits raised in relation to the STR market, there was the highest level of agreement with the statement that STRs are a better option for people traveling for longer periods of time (e.g., for medical and research stays), with 1,636 of survey participants either strongly or moderately agreeing with this statement. There was the least agreement with the notion that the STR market sparks neighbourhood revitalization, with 1,695 of respondents indicating that they did not agree.
- ▶ **The top three themes** present in the feedback respondents offered at the end of the survey were:



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- 1. Regulation:** A large proportion of respondents voiced support for regulation, both in terms of existing regulations and in relation to a strengthening of the framework. Though fewer in number than those supportive of regulation, many respondents raised opposition to the existing regulatory framework and shared concerns about potential additional measures.
- 2. The relationship between STRs and the housing crisis:** Many respondents raised concern about the role of the STR market in the current housing crisis, noting that STRs reduce the long-term rental stock and present a barrier to people finding housing. On this topic, many also suggested that the impact of STRs on housing is overstated in the Calgary context, with many other factors, such as broader supply issues and government policy, driving most of the issue.
- 3. Neighbourhood-level impacts of STRs:** Survey respondents expressed a high level of concern about the impact of STRs on neighbourhoods and multi-unit dwellings, such as condos. Respondents noted that the presence of STRs often causes disruption, noise, problems with parking and garbage and safety issues, ultimately undermining a sense of community. Others were less concerned, noting a positive influence on neighbourhood vibrancy, that good operational standards neutralize issues and that community disruptions are equally caused by long-term residents and neighbours.

Interviews and focus groups

Who participated?

Between October 2023 and January 2024, the Study team conducted 24 interviews and five focus groups with interested parties, whose participation was requested based on their role in the STR market or their connection to the various issues raised and impacts produced by STRs. The following table offers a summary of participants.

<i>Interviews</i>		
Internal (City of Calgary)	October – January 2024	9 participants
Government (external)	October – January 2024	1 participant
Elected official	October – January 2024	6 participants
Real Estate, Condos	October – January 2024	3 participants
Hospitality Sector	October – January 2024	3 participants
Digital Platforms	October – January 2024	2 participants
<i>Focus groups</i>		
STR operators Group I	December 6, 2023 [11:30am-1:30pm]	5 participants
STR operators Group II	December 7, 2023 [6:30-8:30pm]	6 participants



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Property Managers	November 27, 2023 [9:00-1:00am]	7 participants
Community Associations	December 15, 2023 [11:00am-1:00pm]	4 participants
Housing Affordability	December 14, 2023 [11:00am-1:00pm]	3 participants

Key themes

Connections

Connections to/ interest in market

- ▶ Housing crisis
- ▶ Community impacts
- ▶ Growing conflict
- ▶ Standards and safety

Motivations (operators)

- ▶ Moving away from long-term rentals
- ▶ Financial gain
- ▶ Hospitality

Experiences (operators)

- ▶ Great guests
- ▶ STR operators/market unfairly targeted
- ▶ STRs need to be actively managed
- ▶ STR listing platforms is vital

Impacts

Benefits

- ▶ Offer something different—and better than other tourist accommodations
- ▶ Good investment or income source for owners
- ▶ Support tourism, local economy and vibrancy
- ▶ Important housing option

Costs

- ▶ Undermines neighbourhoods and community
- ▶ Reduce rental housing stock
- ▶ Negative neighbourhood impacts
- ▶ Disparate regulatory environments across STRs and other tourist accommodations
- ▶ Costs to the City including regulation, enforcement, and addressing complaints

Looking ahead

Challenges

- ▶ Finding the true problem to be solved that can be obscured by perceptions
- ▶ Getting the policy framework right
- ▶ Addressing issues with current regulations
- ▶ Contending with unintended impacts

Opportunities

- ▶ Committing to evidence-based policy
- ▶ Bringing STR listing platforms into the fold
- ▶ Ideas for regulation
- ▶ Collaborating across and engaging with stakeholders
- ▶ Supporting tourism and events

More information

- For a detailed summary of input provided over the course of the engagement, please see the **Summary of Input** section.
- For a verbatim listing of the survey responses (open-ended questions), please see the **Verbatim Responses** document.



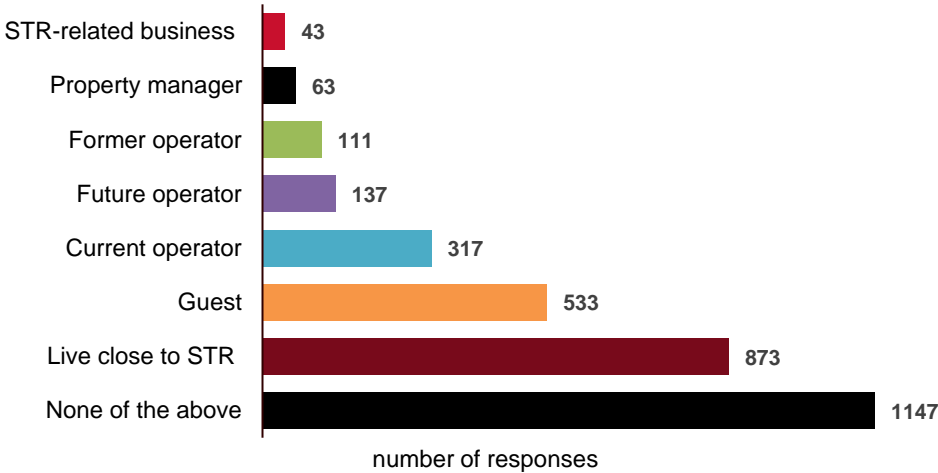
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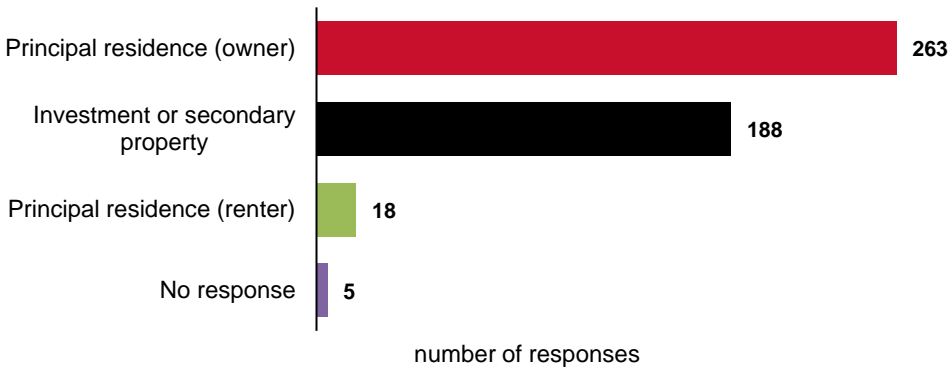
Summary of input

Survey

Question 1: Which of the following applies to you as of today? Select all that apply



Question 2: Where do/did you operate the short-term rental(s)?

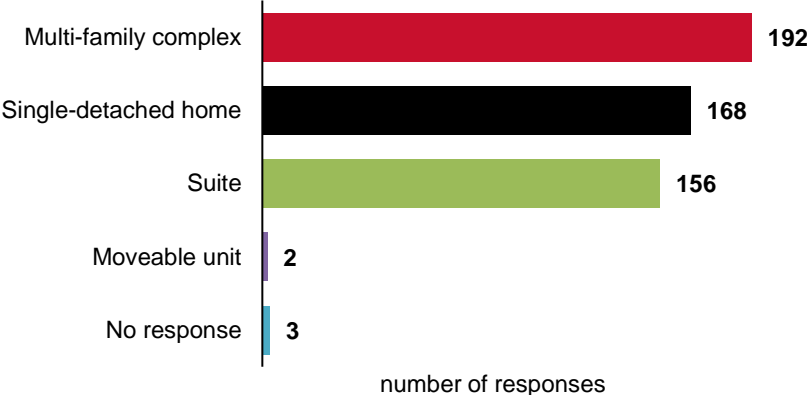




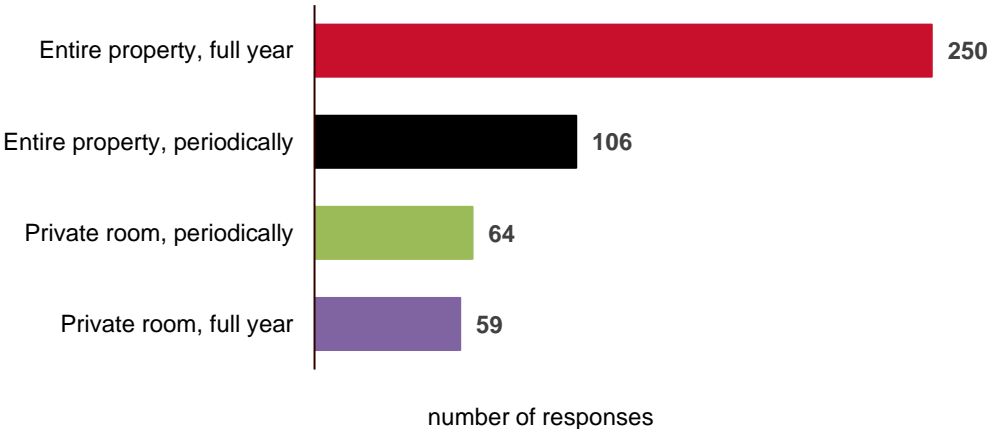
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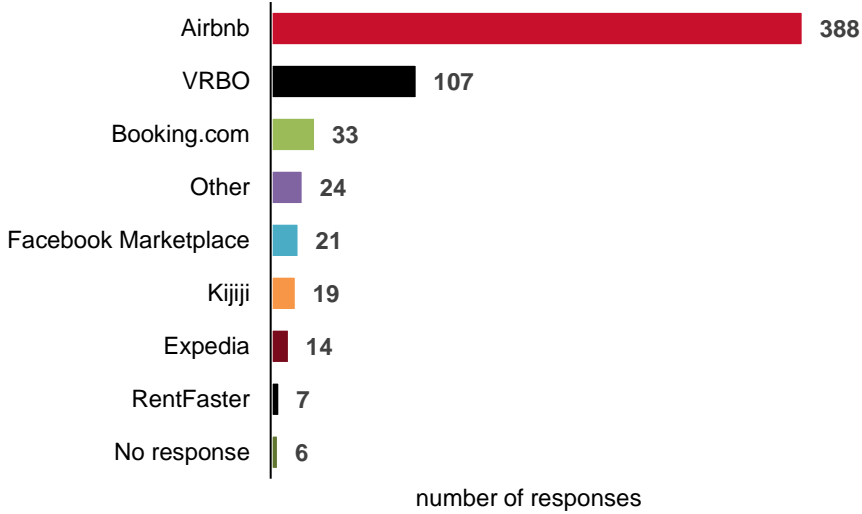
Question 3: In what type of dwelling is/was the short-term rental(s) operated?



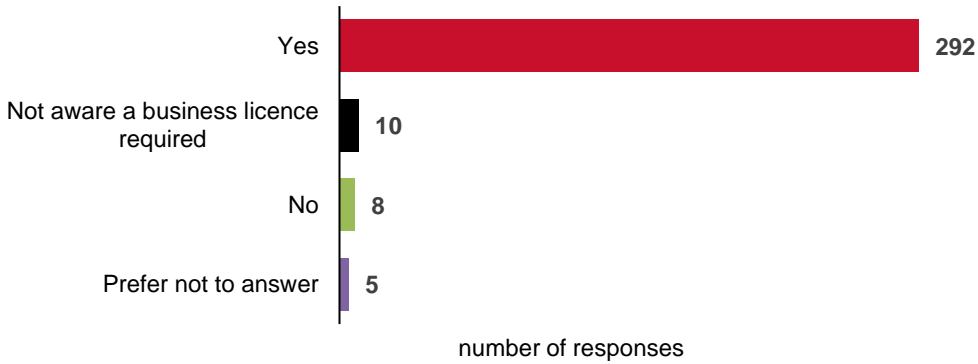
Question 4: Which best describes the nature of the short-term rental(s) you operate(d)?



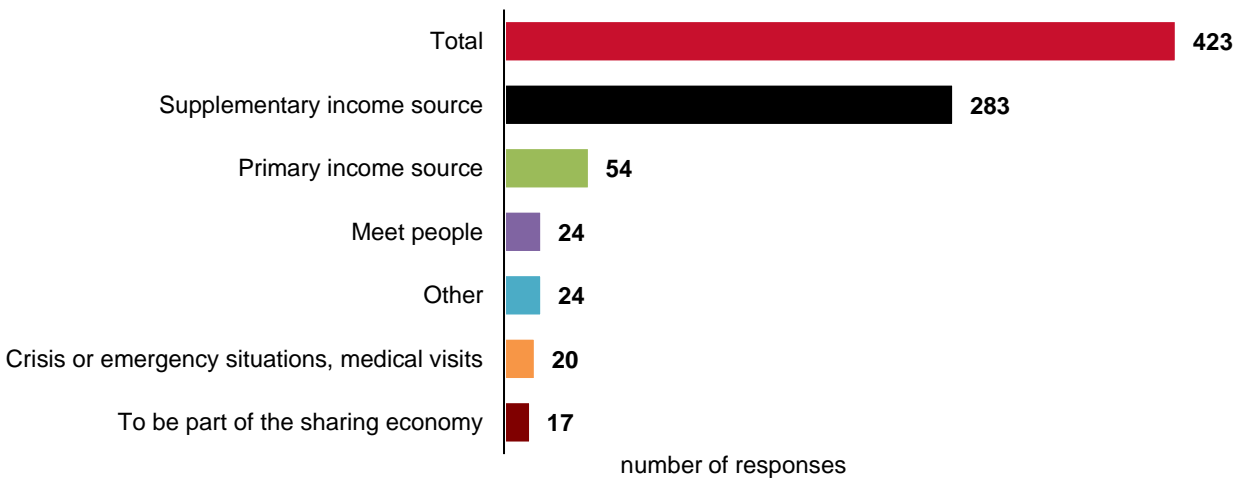
Question 5: Which platform(s) do/did you use to list the short-term rental(s)?



Question 6: Do you have a City of Calgary business licence for your short-term rental(s)?



Question 7: What is/was your main reason for being an STR operator?





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Question 8: Please describe your experience as a short-term rental operator in Calgary (open-ended)

There was a total of 346 responses to this question. 201 of survey participants provided comments indicating their experience had been generally positive. Just over one quarter (89) had an experience that was negative overall.

Sub-theme and explanation	Sample quotes from verbatim comments
Category 1: Operator experience	
<p>Overall positive experience: A majority of STR operators who responded to the survey indicated that their experience in Calgary was positive. They expressed a preference for STRs when compared to operating a long-term rental, largely due to bad experiences with long-term rental tenants. They also noted great guests and ease of operation as key elements of their positive experience in the STR market.</p>	<p><i>“In the past we have had long term renters and it was a nightmare and they trashed our house and didn’t pay us. It was horrible. Someone suggested short term and we absolutely love it and have had amazing guests that pay and take care of our home.”</i></p> <p><i>“It has been a blessing to my family and I. I have been able to quit my full time employment as a rotational worker, operating heavy equipment and stay home with my two children.[...] Our guests have been phenomenal! I’ve met many wonderful people from all over the world who absolutely love traveling in Calgary!”</i></p> <p><i>“As a marginalized person of colour, running a short term rental provides a bias free, empowering opportunity. I am able to supplement my income and create community and diversity in my neighbourhood. I have hosted many new immigrants who are arriving in Calgary who need a short stay before they move into their home.”</i></p>
<p>Overall negative experience: Some expressed negative experiences, noting that operating an STR is a lot of work and can be expensive and/or less lucrative than expected. Others raised issues with guests and digital platforms and noted that their STR operation was a source of friction with neighbours.</p>	<p><i>“It sometimes demands more time than I budgeted for in order to meet and exceed guest expectations. I may shut it down soon.”</i></p> <p><i>“Hell. I sold the property. Had to call the police too many times and usually ran about \$10k of damages per year.”</i></p> <p><i>“[...] VRBO was sold. They changed their rules on how properties were recommended. They changed their fee structure. Cleaning protocols were changed during Covid. An Alberta Hotel Tax was implemented. It’s not worth the trouble. Easier to offer the place as a long term furnished rental. Slightly less income but way fewer expenses and time consumed.”</i></p>
Category 2: Motivations for operating an STR	
<p>Income or entrepreneurship: Many operators emphasized the importance of the income they generate through the STR market, noting that it helps them cover bills, living costs, or pay their mortgage. Others have used the income to bridge gaps in employment. For some, it’s a business endeavour and their primary income.</p>	<p><i>“Having a basement suite that we can Airbnb for extra income has been critical for our family’s financial security. My husband was laid off for 14 months when covid started and then I started my first mat leave while he was still laid off. Very stressful for us financially. Not sure how we would have made it without the extra income. He then got a job when our son was 3 months old, but my EI benefits were not enough to cover my salary while on Mat leave so the Airbnb income really helped bridge the gap. We then ended up having a second baby 14 months later, and the extra income from Airbnb once again was critical while we grew our family.”</i></p>



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<p>Meeting and helping people: Operators expressed their desire to welcome travellers from around the world to Calgary and to serve as a support for newcomers seeking to transition to a new life in the city.</p>	<p><i>"I usually help 2 - 4 families a year who are migrating to the city to get settled. They stay with us while they look for longer term accommodation. I get to be an ambassador for the city and welcome new comers to Canada."</i></p>
<p>Flexibility: Operators noted the flexibility it offers as a motivating factor for hosting an STR compared to a long-term rental. Respondents mentioned the ability to rent their home while traveling or to block time for friends or family to use their STR in a suite or secondary property.</p>	<p><i>"Having a short-term rental allows us flexibility to offer up some extra living space that helps our family financially. The space is a priority for friends and family and then if not used, we list it on Airbnb."</i></p>
<p>Category 3: The STR operator's experience in Calgary – what does it look like?</p>	
<p>STR operations span a continuum from hosting guests in a room in their house to operating multiple properties in a highly commercialized fashion: Many respondents indicated hosting an STR in their primary residence or suite thereof, as well as only making the STR available on occasion. Some noted that they operate one or multiple STRs as investment properties.</p>	<p><i>"I really enjoy it. I share the unit with my guest(s). They have a private room and bathroom and we share the common space."</i></p> <p><i>"I am always travelling for work and it's just the perfect opportunity for me to be able to rent it for a week or two then come back."</i></p> <p><i>"We have had owned the condo for 18 months...had it on Airbnb for 14 months. Before buying the condo we checked that an Airbnb would be acceptable to defray costs...then proceeded with the purchase. To date, all has gone to plan...it's been a good experience and good investment in Calgary."</i></p>
<p>Medium-term rentals: Several operators expressed that they increasingly offer medium-term rentals (longer than 30 days but typically shorter than six months).</p>	<p><i>"I have many guests that stay for 1-3 months and some 1-3 days. Many people travel to Calgary for work contracts or to see family for extended periods and we provide medium term stays that they would not find in long term only situations."</i></p>
<p>Many STR guests are not tourists: Though many shared that they host people traveling to Calgary for tourism, events and business, it was apparent in the comments that many guests are also using STRs in transitional periods (e.g., prior to securing long-term housing) and times of crisis, while having renovations, or when traveling for a medical visit.</p>	<p><i>"Many of my guests are local residents who are renovating or have insurance claims and need furnished short to midterm rentals."</i></p> <p><i>"We have also had the ability on many occasions to offer free (they just have to pay the cleaning fee) short term accommodations to families who have been in difficult situations. Whether they are here for a costly medical procedure or refugees, we have been able to connect and open our homes to help people."</i></p>
<p>Effort into management: STR operators noted using a range of approaches to ensure positive outcomes, such as hands-on management, a focus on service and communication, security systems, constant maintenance and upkeep, screening all bookings, good neighbour relationships and regulatory compliance.</p>	<p><i>"I have gone to great effort to make sure my place meets all safety standards and regulations by being approved as a legal suite, make sure not to disturb my neighbours as little as possible."</i></p> <p><i>"This is my primary job so I am very focused on providing exceptional customer service. I am attentive to safety, cleanliness, aesthetics, neighbours, problem solving, advertising, maintenance, etc."</i></p>



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Category 4: STR Operator perspectives and attitudes	
<p>The STR market has important value: Respondents highlighted several benefits of the STR market, including that STRs offer an important accommodation alternative to hotels in terms of cost, amenities and space—particularly for families and people staying for longer periods of time. Contribution to the local economy was also noted by respondents as a benefit.</p>	<p><i>“It’s wonderful to have a 3 bedroom place for families to come and visit the Calgary area and have their “home away from home”.”</i></p> <p><i>“It provides an affordable way for tourists to travel to destinations such as Calgary or other major cities. I consistently compare my 2 full bath 2 bedroom to a one or two queen bed (no kitchen) and the hotel prices average 30-60% more per night.”</i></p> <p><i>“100% of the money that we earn through these units remains in Calgary I employ two local house, cleaners and pay them above average wages.”</i></p>
<p>Opinions about regulation are mixed: Support for regulation among operator respondents was mixed. While some expressed concern about, challenges with, or lack of support for regulation, others noted the importance of effective regulatory framework.</p>	<p><i>“I only STR a portion of my property and long-term rent the other portion. I hope that provisions are made to take situations like mine into account. I shouldn’t be penalized for working hard to buy a second property, set it up as so and then be told I can’t use it to help my own family. I am concerned with the changes that happened in BC.”</i></p> <p><i>“I take pride in adhering to city guidelines and condo bylaws to ensure a smooth and responsible hosting environment. However, it’s disheartening to encounter excessive red tape. I’ve invested time and effort into creating a welcoming space within the bounds of my own residence, which I worked hard to acquire. I believe that offering temporary housing shouldn’t be hindered by unnecessary city interference in a business that complies with established standards.”</i></p> <p><i>“The regulations in place are satisfactory the prices for registration are reasonable. The city site is also easy to use.”</i></p>
<p>The impact of public discourse: In addition to raising the above concerns about regulation, operators expressed that STRs are blamed or criticized unfairly for housing challenges and issues in communities. Others noted that the housing crisis has influenced their attitude about operating an STR.</p>	<p><i>“I cannot believe the narrative from cities, the government and the media when it comes to short term rentals. We certainly provide a valuable service that is beneficial to the community.”</i></p> <p><i>“It was occasionally a headache due to unrealistic expectations of short term tenants ; it was a source of friction with neighboring properties and became something I was not proud of participating in given the housing crisis.”</i></p>

Question 9: Please describe your experience as a property manager of a short-term rental in Calgary (open-ended) *Please see Question 8.

Question 10: Please describe your experience with staying in a short-term rental in Calgary. There were 271 responses to this question. 130 survey participants provided comments indicating their experience had been generally positive. 35 were neutral or said their experience varied based on aspects such as unit and service quality. 25 had a bad experience. Beyond this, responses spanned the following categories and sub-themes:

Sub-theme and explanation	Sample quotes from comments
Category 1: Elements of STR experience	
<p>Comfort, amenities, price and location were key: Many respondents indicated that comfort (e.g., space, pet-friendly, separate bedrooms) and amenities (e.g., kitchen, laundry, backyard) were the biggest factors making STRs a positive choice. Price and value, convenient locations (e.g., walkable, close to services, in neighbourhoods) and user experience (e.g., good STR operators) were also mentioned frequently.</p>	<p><i>“STR is a great solution for short trips, more flexible, and more affordable accommodation. Being able to choose a location closer to where I need to be, with in-unit amenities that hotels never can offer at a reasonable rate.”</i></p> <p><i>“Firstly, it's perfect when traveling with kids since the kitchen allows me to cook for my family, saving on dining costs. Plus, staying over two days enables significant savings compared to hotels. Privacy is another main reason coupled with cost.”</i></p>
<p>STRs are overall better than a hotel: Many guest respondents expressed their preference for STRs in relation to a hotel, noting that the key elements of STRs noted above are not often satisfied by hotels. It was also noted that STRs make it easier to travel with family.</p>	<p><i>“I am a former Calgarian and still visit 4 or so times a year because both my parents are in nursing homes there with Alzheimer's. I tried staying in hotels, but it's terribly lonely and cold-feeling when you're sad and alone. Staying in a place with a kitchen and a sort of home around is much less stressful, in my experience. And access to a kitchen, so I can cook meals to take to my parents as well as for myself, is most helpful.”</i></p>
<p>STRs are becoming expensive: Some respondents noted that STR costs are increasing, to the point where they no longer represent the cheaper alternative to a hotel. Several respondents noted hidden costs, cleaning fees and the imposition of requirements (e.g., cleaning, etc.) make staying in an STR less desirable.</p>	<p><i>“Used in the past but less inclined to do so now, as they are often just as expensive as a hotel with more work (clean up after stay, laundry, take garbage out, etc.)”</i></p> <p><i>“We've had to use them for short term medical needs multiple times. Each time, we have been hit with fees that weren't mentioned in the contracts. We were able to argue against these, and take them to the hosting companies to get them cleared, but it often took weeks, even months to see anything out of it. The short-term rentals near the hospital are particularly bad for trying to pull a fast one on families in a bad place.”</i></p>
<p>Issues with service and user experience: Some respondents reported a bad user experience, shaped by bad interactions with STR operators, misleading listings, difficulty getting issues resolved, unsuitable units and safety and privacy concerns.</p>	<p><i>“Frequently disappointing. Hostile neighbours, challenges getting issues resolved, missing basic expected features/services.”</i></p>



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Category 2: Reason for stay	
*These themes should be understood with the context that respondents were asked to comment on experiences in Calgary.	
<p>Transitions, emergencies, medical stays: Many guests reported using an STR in times of emergency or displacement, including during renovations, periods of health-related isolation and evacuation. Many also noted they used an STR during transitions, such as when they first moved to Calgary.</p>	<p><i>“We moved to Calgary and weren’t able to secure a long term rental prior to arrival. Stayed at Airbnb for a month while looking for an apartment to rent for long term.”</i></p> <p><i>“My family of 6 (with 4 young kids, ages 5-10) were displaced from our home for 2 stays, totalling approved 3-4 weeks. I looked into hotels but there were no places with kitchens that were even remotely near our home, school and other daily activities. Additionally, anything that would accommodate my family was close to \$500/night, which was more than double what we paid for a lovely, fully renovated 3 bedroom home near where we needed to be. Why wouldn’t we want to live, sleep and cook more normally? It was what our family needed during a stressful time.”</i></p>
<p>Personal travel and hosting/attending special events and gatherings: Some respondents used the STR market for travel and recreational use, including to gather with family from out of town, host wedding guests, or plan an in-town getaway.</p>	<p><i>“We had our wedding at a beautiful home we rented and it was the best experience ever! We also have rented STR’s for Christmas gatherings because a lot of us live in small homes, so it enabled us to all be together and cook dinner together. At times we’ll rent them when people come from out of town so everyone can stay together as well and enjoy our visits.”</i></p>
<p>Work-related travel: Some noted the benefits of using STRs for conferences and work-related travel, particularly if on longer assignments.</p>	<p><i>“There is no other option when staying on temporary assignment for work.”</i></p>
Category 3: Guest perceptions and attitudes	
<p>Concern about the housing crisis: Guests expressed that, despite having used STRs in the past (including with positive experiences) housing pressures are causing them to reconsider the market and its impacts. Some indicated they will not use STRs again.</p>	<p><i>“I am not in support of STR other than renting a room or similar small space in a home that the Owner also resides in. I will not be using a STR in Calgary in the future and will instead rely on other accommodation.”</i></p> <p><i>“I know several tenants that have been pushed out of their housing due to landlords switching to Airbnb.”</i></p>
<p>Market has changed for the worse: Some respondents indicated the market has evolved beyond its sharing economy roots, while others noted price increases, cleaning fees and hidden expenses, unreasonable guest responsibilities and declining quality.</p>	<p><i>“Short term rentals used to be a good substitute a few years ago but since folks have started doing STRs on whole units, it has gone downhill. Hosts are often absent and there is no way of ensuring if you are interacting with a host or a property management company. Listings have increasingly become misleading as well with basements often portrayed as above ground units.”</i></p> <p><i>“Recently short rentals have become ridiculous with the requirements. There’s a high fee for cleaning, but at the same time, you have to clean before you leave. Things really changed when short-term rentals became a business for investors as opposed to a way to use some extra space from home owners.”</i></p>

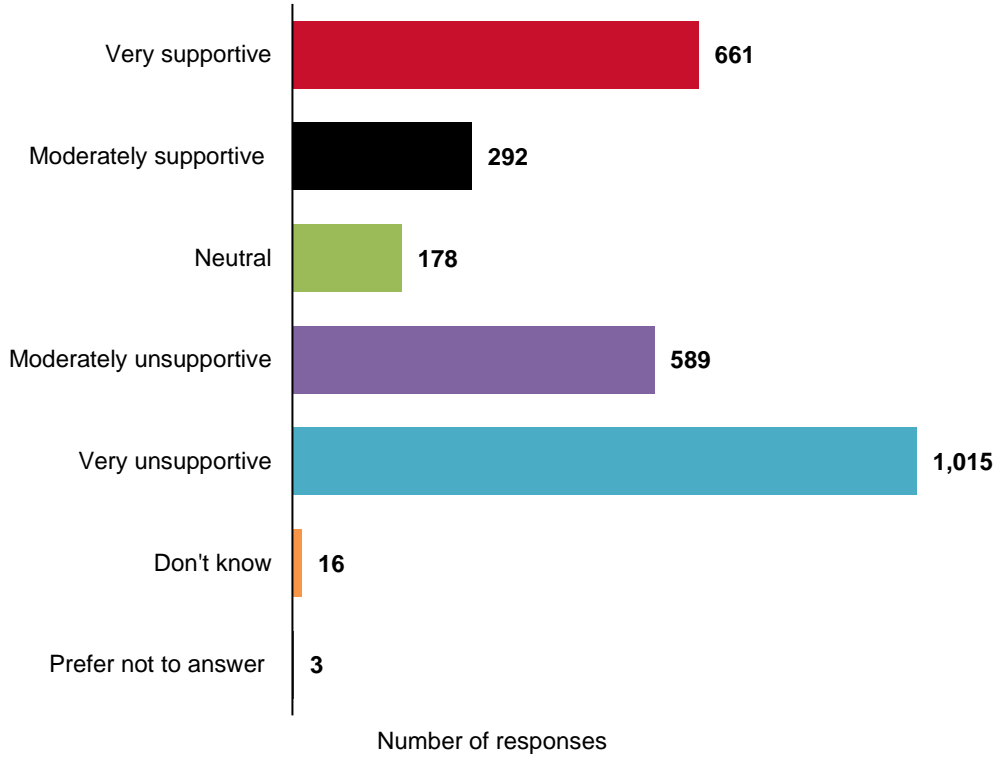


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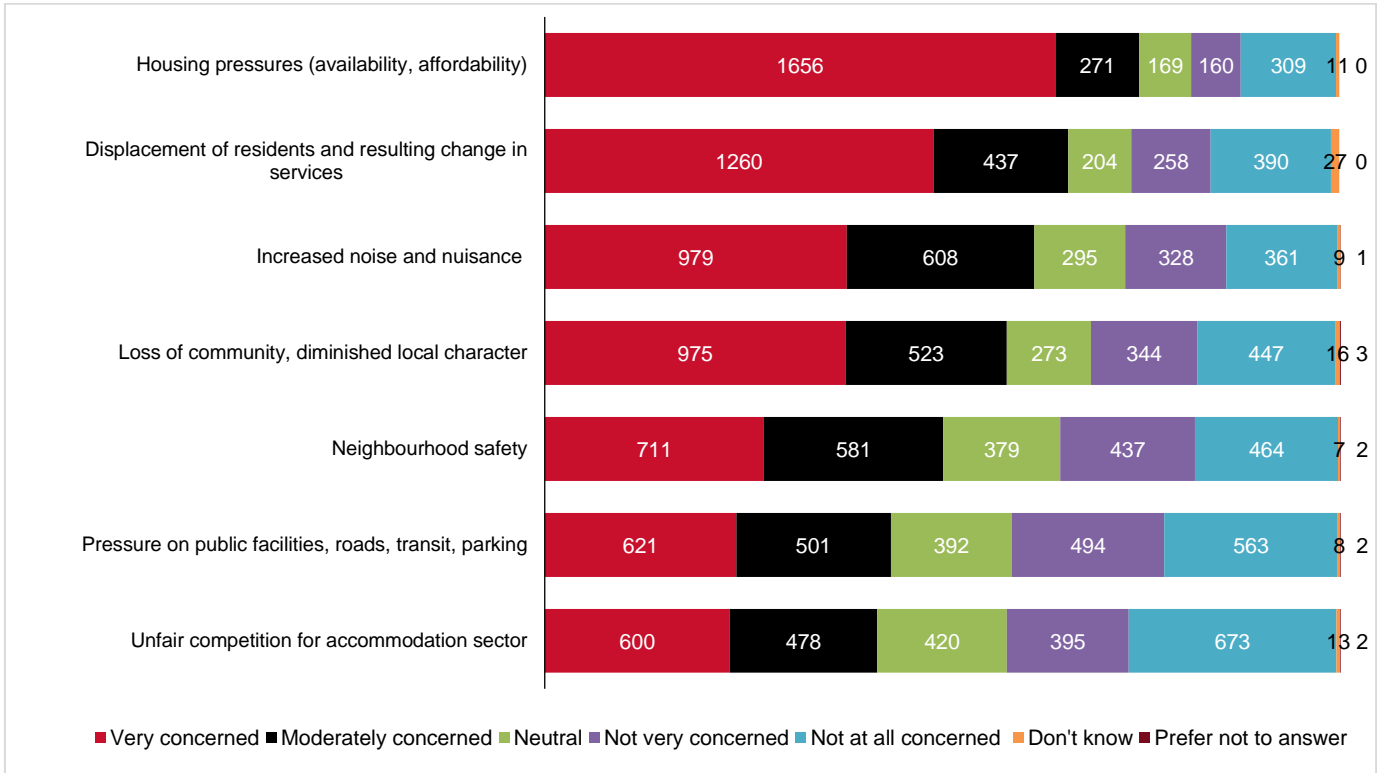
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<p>Maintaining consumer choice and local options: Some guests emphasized STRs are important in ensuring travellers and others in need of a place to stay can select an accommodation option that fits their needs (across a range of contexts and dimensions of need) and preferences (e.g., to support small/local business rather than corporations).</p>	<p><i>“I want the choice to stay in a hotel or a short term rental.”</i></p> <p><i>“What a shame to lose this option to travel to YYC and have to stay at a hotel chain owned by an American corporation. I would much rather support a local resident or small business.”</i></p>
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Question 11: Overall, to what extent are you supportive or not supportive of Calgary’s STR market?



Question 12: Below is a list of costs that people often associate with short-term rentals. For each item, please indicate to what extent you are concerned or unconcerned about this happening.

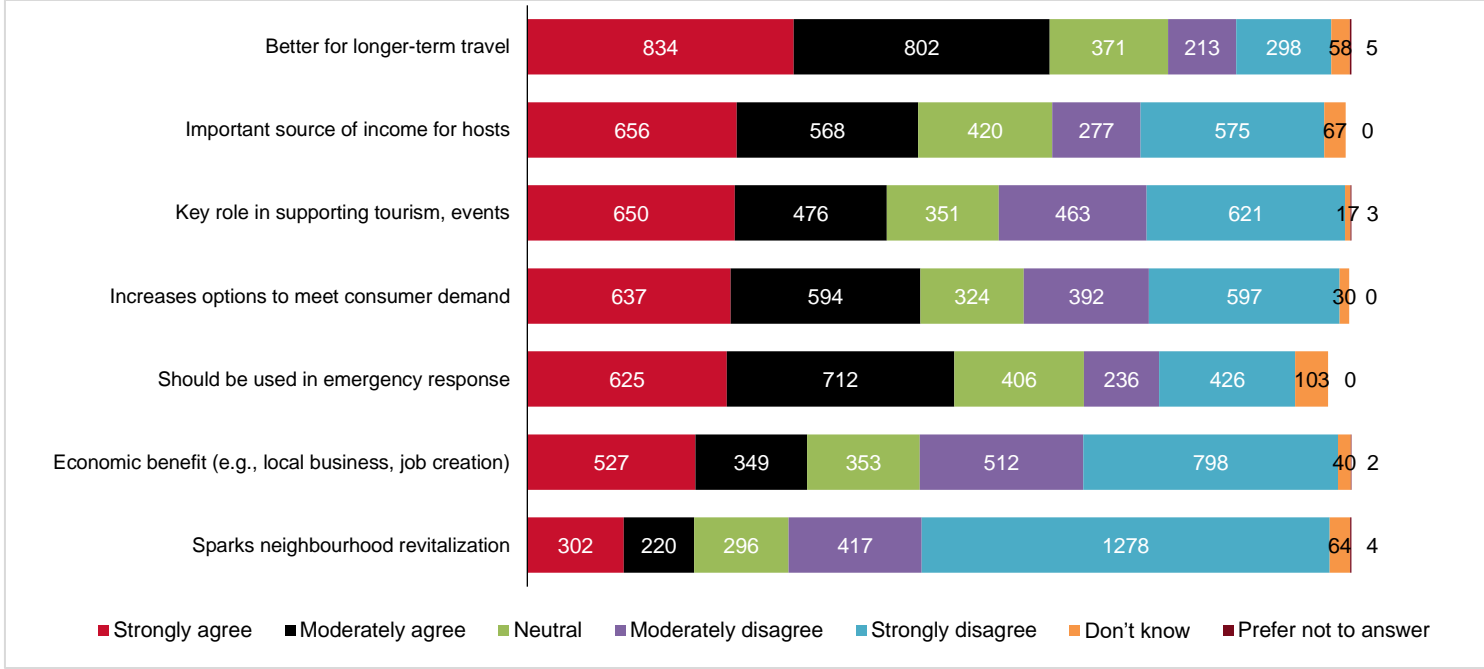




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Question 13: Below is a list of benefits people often associate with STRs. For each item, please indicate to what extent you agree or disagree with the statement in terms of Calgary’s STR market.



Question 14: If you have something else you’d like to share with us about short-term rentals in Calgary and/or would like to explain an answer you provided to one of the survey questions, please let us know

There were a total of 1242 responses to this question. Key themes spanned the following nine categories and sub-themes, which are discussed in order of prevalence:

Themes and explanation	Sample quotes from verbatim comments
Category 1: The regulatory question	
<p>Considerable support for regulation or ban: Many respondents expressed support for regulation and offered a range of potential options for consideration. These included (but were not limited to) stronger enforcement of existing rules, taxation, limitations on the number of STRs one can operate, the introduction of a primary residence restriction and a ban. Specific areas of concern related to regulation included enforcement, zoning, safety and operational standards, tenant rights and platform accountability.</p>	<p><i>“We think the best bet would be to curtail new ones from entering the market and give current operators a chance to revert properties to long term rental only. [...] Calgary could be a Canadian leader in banning them outright.”</i></p> <p><i>“Having apartment buildings full of Airbnbs also does us no good; we should have limits on how much of any given apartment building can be STR—something like 10% of units in any given building.”</i></p> <p><i>“Given the housing crisis I do not think it's appropriate to freely allow people to have short-term rental properties that they do not reside in. If people want to short-term rent an extra bedroom in their home, a basement/secondary unit, I think that's appropriate. However, there should be incentives for people to rent unoccupied properties for long-term and not short-term. There should be additional barriers for people to rent vacant units as short-term rental units.”</i></p> <p><i>“STR now is well regulated and properly enforcing is the key.”</i></p>
<p>Unsupportive of (over)regulation: Though fewer in number than those indicating support for regulation, some respondents expressed lack of support for and concern about existing and/or further regulation. Feedback highlighted perceptions that single homeowners are being punished, that there is a need to preserve private property rights and let the market force play out, and that regulation will/does negatively impact residents, tourism, economic development, entrepreneurship and consumer choice.</p>	<p><i>“Restricting STRs or availability of them will have a negative effect on those who depend on this income to feed their families. This will have huge economic and tourism consequences for the city of Calgary. Following other cities footsteps is not the solution Calgary needs right now.”</i></p> <p><i>“The city of Calgary does not need to restrict people from owning short term rentals. It is not the way to fix the long term rental problem. Stay out of people’s legal investment options. Restricting them does little to increase availability in the long term rental market and just eliminates tourist choice. I don’t want to stay in a hotel in many places I go. Quit trying to regulate this market (other than enforce existing noise rules).”</i></p> <p><i>“I firmly believe that it is up to the property owner's (landlord's) discretion how they choose to use that property. If they wanted a long term rental, they would offer one. I believe that forcing owners of STR properties to offer long term rentals could further jeopardize the Calgary rental market. It may force landlords to sell rather than rent.”</i></p>

<p>Not all operations are alike: Feedback reflected the notion that there are key differences across STR types in terms of impact and regulatory implications. In expressing support for restrictions, many distinguished between an STR in a host's primary residence and those in secondary or investment properties. Others noted the type of STR influences the impact of the activity. Some expressed support for medium-term rentals.</p>	<p><i>"My STR is part of my existing home, and I rely on the income to pay my mortgage (in addition to my full time, middle class job). I think there is an important distinction to be made between second+ properties and renting rooms in your primary residence."</i></p> <p><i>"I am more concerned about investors (and investor groups) involvement in the STR market, than the individual resident making a little extra money on their vacant property here and there."</i></p> <p><i>"We should encourage medium-term rentals (ex. a month or several months) as that helps meet housing needs (e.g. students etc.) and would result in more positive impacts to the neighborhoods."</i></p>
<p>Category 2: The housing crisis</p>	
<p>STRs are contributing to the housing crisis: A large proportion of respondents expressed concern about the housing crisis. Many comments emphasized that STRs are driving up the cost of housing and putting pressure on or removing an already low supply of rental housing. Respondents also noted they had witnessed the conversion of long-term rentals to STRs in their buildings or communities. Several shared that while they like the idea, they are less supportive of STRs in the current housing context.</p>	<p><i>"I am a landlord and I recently sold a property. The new buyer turned the two suites into short term rentals and therefore tenants that had been there for respectively 10 and 4 years had to move. It displaced my former tenants."</i></p> <p><i>"I'm concerned with how STRs affect the pricing and availability of housing and rentals. I think there is a place for long-term furnished rentals [...], but I think that the proliferation of STRs reduces rental housing stock at the margin, driving down the vacancy rate and raising prices. The winners are investors in these STR properties; the losers are lower-income people who have greater competition for the remaining available rental stock, which means they pay higher prices."</i></p> <p><i>"Given the housing crisis I do not think it's appropriate to freely allow people to have short-term rental properties that they do not reside in."</i></p>
<p>Housing crisis results from other factors: Many respondents, though concerned about the housing crisis, expressed the opinion that STRs are neither the primary driver of housing issues nor the area policymakers should be focusing on in addressing the crisis. Comments highlighted a range of contributing factors beyond STRs, including cost of living issues, population trends and broader housing policy at multiple orders of government.</p>	<p><i>"STRs are NOT the reason for the housing crisis and targeting them is not going to solve the problem. Lower the cost of living, reduce taxes, lower interest, remove red tape for housing developers, lobby the federal and provincial governments to do the same, these things will help the housing crisiis."</i></p> <p><i>"With the amount in provincial migration and international migration going on, I see city of Calgary ads asking how Calgary can prepare for 2 million people. Preparing housing requirement for the present and future, the solution starts and ends with housing construction. We need to be focused on construction and supply."</i></p> <p><i>"Limiting private and small business who offer short term rentals is not the fix Canada needs for the housing crisis. Corporations/REITs are allowed to buy up every available apartment building and raise the rental rates and developers build luxury dwellings that no middle class family can afford. While I do think the amount of STRs should have limits on how many units can be in a given neighbourhood, cracking down on people trying to offer a service and make a living is typical of government supporting big business but not small."</i></p>



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<p>There are perceived disincentives and drawbacks to long-term rentals (LTRs) that have led to an increase in STRs: Many respondents—including those with experience operating short- and long-term rentals—shared that negative experiences with long-term renters and the regulatory framework for LTRs have made operating an STR the more desirable option. Some indicated that while they used to operate LTRs, they now exclusively offer STRs. Others noted that STRs are more lucrative, flexible and give the property owner more control over the property.</p>	<p><i>“If Calgary needs more long term rental properties, consultation with landlords as to why they prefer short term would be helpful i.e., renters have more protection than landlords, missed payments, no way to evict if damage done, no ability to check on your property.”</i></p> <p><i>“We have a legal suite that we could rent on a long term basis but landlords face massive problems if a tenant becomes a problem. Short term rental gives a person far more rights if someone becomes a problem plus you can rent out for fewer nights and make more income.”</i></p> <p><i>“If I have to rent the same rooms to long term tenants, there are a slew of regulations that impact me. It is the City that is making it difficult for me to rent long term and hence I prefer short term tenants. As well long term tenants are more difficult to manage, they want facilities upgraded, carpets shampooed, they want to get pets etc. As a retired homeowner and empty nester renting the vacant bedrooms in my house, it is too much of a hassle to deal with the City and the tenants. Prefer short term tenants who come and go within a few days and are appreciative of the property.”</i></p>
<p>Category 3: Neighbourhood-level impacts</p>	
<p>Negative neighbourhood impacts: Many respondents described negative experiences living near STRs, noting that the presence of STRs both causes noise, garbage, parking and safety concerns (including facilitation of illegal activity), as well as detracts from the sense of community in the area.</p>	<p><i>“Great neighbourhoods are made up of great relationships. Connectiveness between address to address, interrupted by units with no regular personal presence is a huge negative in community feel. Short term residences makes for less citizens maintaining concern for the neighbourhood elements, knowing the history of the community and less focus on ‘eyes on the street’.”</i></p> <p><i>“It has been a large burden on our mental health, all just so some people can make some cash [...]. Noise levels, litter and safety seem to not matter to the owners of the STR. We’ve had multiple “incidents” with guests that make us scared every time new vehicles arrive next door. [...] The place is barely maintained, sidewalks never shoveled or cleaned, and cigarette butts are found constantly on our property.”</i></p>
<p>Disruption in multi-unit buildings: Many respondents who live in apartment and condo buildings provided comments about specific negative impacts resulting from an increased presence of STRs in recent years. In addition to the issues raised by those in neighbourhoods, impacts specific to buildings included damage to shared spaces, building access and lack of safety, infrastructure concerns and increased building costs (e.g., repairs, electricity, water).</p>	<p><i>“I had a very negative experience living in a condo tower where it was 70% rented. [...] It was very disruptive and people were breaking common area property, being loud and rowdy, and using the entire area for parties. [...] I moved after two years because the partying got out of hand.”</i></p> <p><i>“We just got rid of two Airbnb’s in my building, and the entire building is happy about it. There was escort services, porn, drug dealing, and break ins happening, as well as some organized crime, and people grabbing at you, the parkade regularly had cars broken in to, and myself, and many others in my building had late night knocks from people that were clearly not in their right mind, also hallway brawls more than once.”</i></p> <p><i>“I also feel I am subsidizing laundry with my condo fees which cover water, heat, and electricity.”</i></p>

<p>STRs are not inherently disruptive of communities: Some respondents expressed that good operational standards and practices, as well as the type of STR, ensure that STRs are not disruptive and even contribute positively to communities. Others noted that neighbourhood disruption is as likely to occur from homeowners and long-term tenants.</p>	<p><i>"I have never had an issue with my Airbnb. Very respectful guests. I always communicate with guests before I allow them to book. If I get a bad feeling or there is a bad review, I will not allow them to stay at my house. I have wonderful neighbours that keep an eye on the house and they will let me know if there is ever an issue. To date, I have not had an issue."</i></p> <p><i>"I fully empathize with any concerns surrounding safety, my partner and I make sure to vet the people we have staying with us as best as possible. We find shared accommodations deter unpleasant guests."</i></p> <p><i>"As for safety, traffic, parking, garbage, etc., that can be a problem with any neighbours, and there are bylaws for that."</i></p> <p><i>"I live next to many STR's and in many respects I prefer them as neighbors then the long term residents. Sure, sometimes people get a little loud, but so do long term tenants when they have their friends over on the weekends."</i></p> <p><i>"My experience is long term renters, short term renters and owners have the same propensity to be rowdy or disruptive."</i></p>
<p>Category 4: Other themes</p>	
<p>Benefits for property owners: Many respondents expressed that the STR market offers considerable benefits for property owners. However, there was a tension in the comments between those who noted the market is an important source of income for local residents seeking to meet living costs on the one hand and those who suggested STRs are mainly a profit stream for investors and a contributing factor to increasing wealth inequality on the other.</p>	<p><i>"STRs are often championed by people who claim they're for people who need a longer stay or they're bringing business but they're just bringing a lot of insecurity for people who actually need these rentals as PERMANENT housing. Greed is the main driver for STRs."</i></p> <p><i>"It's absolutely absurd to me that STR owners/companies are buying up properties and literally driving residents out of the city. Why does the comfort of visitors and rich people matter more than Calgarians basic need for shelter? It is greedy and messed up."</i></p> <p><i>"Airbnb can be a very effective tool for affordable homeownership and flexibility in use of space (i.e., suite can be used for personal use as well). We also understand issues that can arise when a host is not onsite and believe the BC model to restrict short-term rentals to primary residences as a positive move."</i></p> <p><i>"As someone who hosts and rents short-term rentals, and per feedback from guests; more people than ever live alone and have more space than they need, this allows them to share on their terms and for some also afford something they could not without supplementing their income."</i></p> <p><i>"We are a constant at the home, and it's a way for us to supplement our income so I can homeschool my daughter."</i></p> <p><i>"My STR 's income allows me to keep up with maintenance expenses on my home without that income my property would take up a very large percentage of my income or the maintenance would have to wait. I also have a mortgage and with interest rates increasing I expect some of that income will go to paying that expense."</i></p>
<p>STRs and the local economy: Respondents provided comments that linked the STR market to local economic development, largely in terms of tourism and job creation. Feedback was split</p>	<p><i>"All of the money that we earn remains in Calgary. We employ local photographers, local housecleaners and local handyman. I guarantee none of the profits from the Hilton remain anywhere near Calgary."</i></p> <p><i>"I feel short term rentals add to the fabric of the city. Many people traveling to Banff cannot afford the accommodations in Canmore or Banff. It would greatly</i></p>



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<p>between those who expressed that the market plays an important role in supporting these aspects of the economy and those who questioned the extent to which STRs contribute economic value.</p>	<p><i>reduce the amount of tourists that could travel to the city [...].</i></p> <p><i>“STR is essential to signal to visitors that Calgary is a progressive and open city. It welcomes visitors and puts visitors as a high value part of Calgary and its composition.”</i></p> <p><i>“This is also an opportunity for Calgary to create jobs, increase tourism and increase taxation revenue from the aforementioned.”</i></p> <p><i>“If they are worried about economics of the neighborhood, having long term renters is much more beneficial to the community and shops in the area.”</i></p> <p><i>“Airbnb owners often do not claim their income and therefore do not pay taxes. Airbnb revenue goes to a foreign corporation and individuals rather than our local economy.”</i></p> <p><i>“[...] the idea that STRs provide job opportunities is a joke — they’re probably paying the cleaners minimum wage. How does that help Calgarians? It doesn’t.”</i></p>
<p>STRs and the hospitality sector: Many comments noted the ways in which STRs have impacted the hotel sector. Negative feedback expressed that STRs retain an unfair competitive advantage given weaker standards, and that market needs are already served by hotels and other providers. Positive feedback most often focused on STRs as positive competition force (e.g., driving healthy competition, improving consumer choice).</p>	<p><i>“STR pose an unfair competition to hotels because they face less regulation, pay less taxes, and employ only minimal staff.”</i></p> <p><i>“While there are a few legitimate niches for this type of accommodation, the vast majority of travel should be able to be handled by traditional options. Airbnb and the like operate just like every other big tech 'disruption' - they undercut an existing industry, force them to reductions or near irrelevance, and then jack up prices and reduce the service quality. The only thing this disrupts is regulation and worker and customer protections.”</i></p> <p><i>“Calgary is not a large tourist destination (relative to other Canadian and American major cities). My perception is that we have plenty of hotels and similar accommodation that private residences should prioritize long term rentals [...].”</i></p> <p><i>“Short term rentals are an essential service. They provide something that other accommodation streams cannot.”</i></p> <p><i>“As someone who has used a mix of Airbnbs, hotels, hostels, while travelling, I understand the value of short-term temporary accommodation options and having more options than just a hotel (especially for families travelling together, my parents often had to purchase a second room for my two siblings and I when we travelled as many locations prevented families larger than four people from staying together).”</i></p> <p><i>“[...] if people are looking for STR it means that the accommodation business in general must be revised. hotels do not attend demands that are important for customers for example: pet, having kitchen/facilities that provide you with a place for a quick meal - most of them do not even offer free breakfast anymore -, they charge you extra for parking, using fridge, drinking available water, TV channels are usually bad a limited, you will have someone knocking on your door every morning, when you leave you have no guarantees that no one will be entering your room, etc.), not to mention pricing.”</i></p>

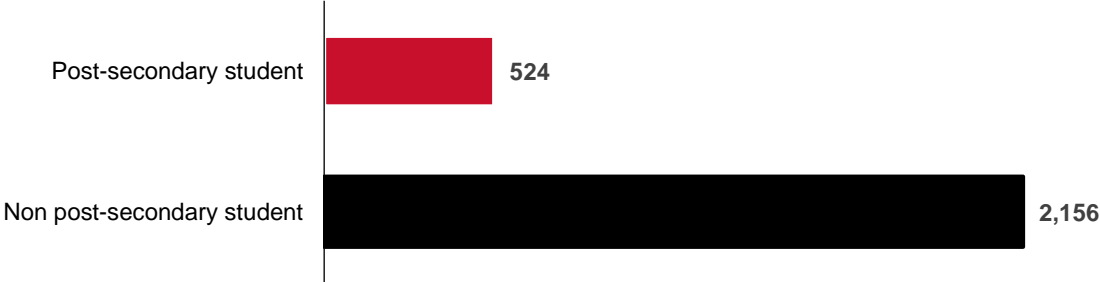


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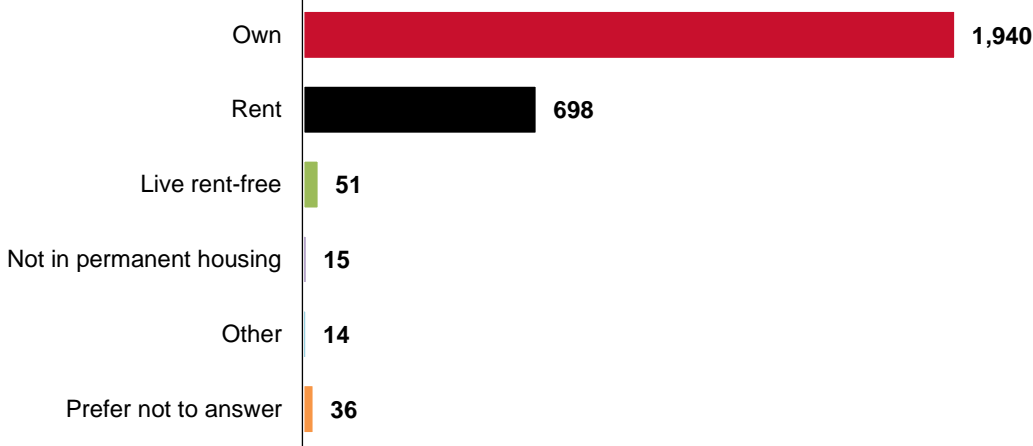
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<p>STRs and the public discourse: Respondents reflected on elements of the discourse surrounding the STR market. Some commented that despite the origins of the STR market being one of sharing space, the market has evolved beyond these roots. Others suggested that negative and/or alarmist framings of the market as weakening the housing market are inaccurate.</p>	<p><i>“The idea of the Airbnb platform when it first started was amazing, to stay with a local and get to ask questions and get inside tips while staying in an interesting space. The idea of people buying multiple units and using them as STRs while never meeting a guest or giving a local recommendation is besides the point of the whole experience. [...] The whole idea of sharing your local community with someone is gone at this point. It’s a shame.”</i></p> <p><i>“I am a strong advocate for seeking a balance of perspective and getting to the root cause of issues. Short term rentals grab headlines and have a stigma in the media which has shifted to be much more positive in recent years with the greater widespread adoption and usage of short term rentals.”</i></p> <p><i>“Everyone deserves equity in housing, from newcomers to tourists to born and raised Calgarians. No one is any more important than anyone else, so this dividing people by tenure in Calgary and this entitlement to housing over the needs of newcomers and even tourists is gross.”</i></p> <p><i>“There has been quite a bit of hype around the negative impacts of STRs spread by hotel lobbies.”</i></p> <p><i>“Let’s ensure we take a rational approach to this issue. The fear mongering and propaganda on both sides (but in particular the “against STR” side) is highly [anecdotal] and full of NIMBY thinking.”</i></p>
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Question 15: Are you a post-secondary student?



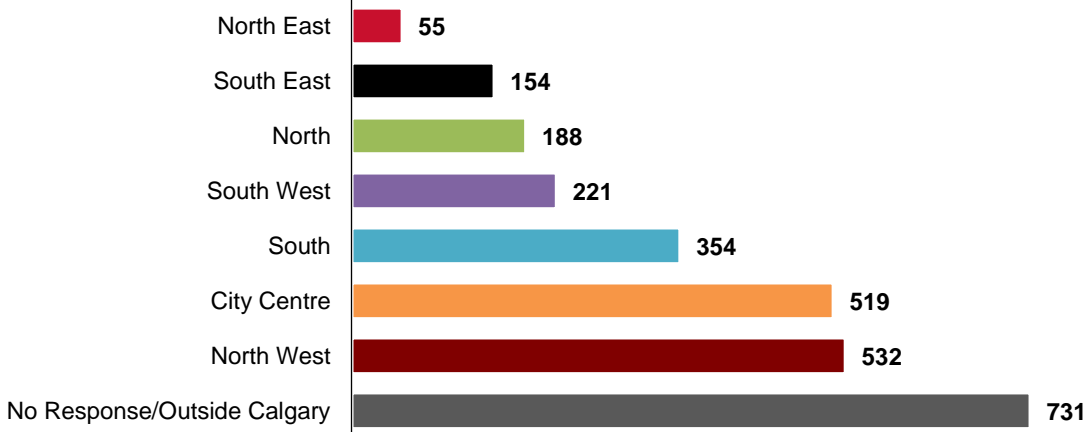
Question 16: Which of the following best describes your housing situation?



Question 17: Which of the following best describes the type of dwelling in which you currently live?



Question 18: What are the first three digits/characters of the postal code for your principal residence?

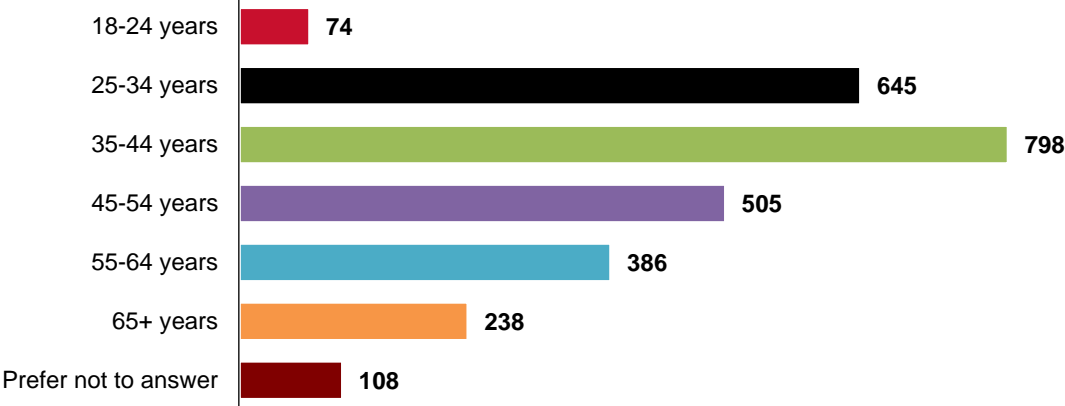




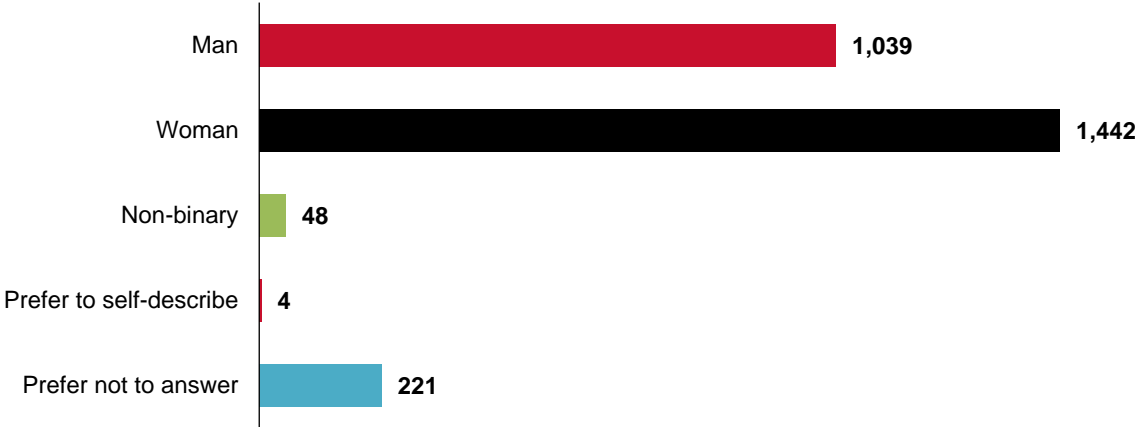
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Question 19: Please select your age group



Question 20: How do you self-identify in terms of gender?

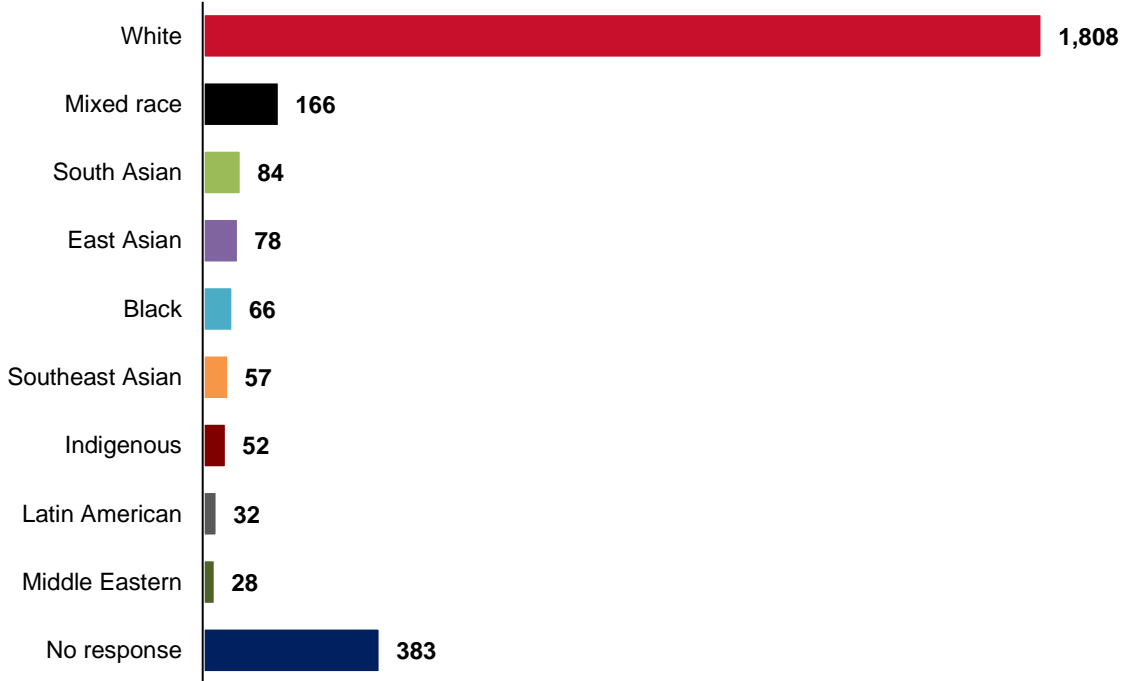




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Question 21: Canada is a diverse and multi-cultural country. You may belong to one or more of the racial groups listed below. Which of the following best describe(s) the group(s) you belong to? (Select up to four)



Interviews and focus groups

Sub-theme and explanation	Sample quotes from verbatim comments
Category 1: Connection to/interest in the issue of short-term rentals	
<p>Housing crisis: It is difficult for participants to think about STRs separate from housing impacts, given both observed and perceived impacts, as well as the fact that public discourse is increasingly focused on the connection between STRs and the ongoing housing crisis.</p>	<p><i>“In our minds, it’s taking away from the housing stock, the affordable housing stock—or not necessarily affordable housing, just a market rental stock from the city—during a very dire housing crisis [...].”</i></p>
<p>Community impacts: For participants, the presence and disruptive influence of STRs are increasingly apparent within neighbourhoods and multi-unit buildings.</p>	<p><i>“It’s low-hanging fruit. And then on the other side, I think it’s the secondary suite argument, where it has nothing to do with housing, it’s just an argument against density by fear mongering towards the potential of short-term rentals, so that you don’t have more neighbours.”</i></p>
<p>Growing conflict: The STR market is becoming more contentious and visible, to the extent that many participants had not thought about the market or its impacts until recently, when it was raised in a professional or community context.</p>	<p><i>“I’d say locally, in my neighbourhood, it’s largely muted down to adjacent... neighbour concerns: continuity of how a neighbourhood feels, so you end up with the parking, the noise, the state of the property, particularly if the owner is not near at hand and isn’t taking care of the yard and all the rest.”</i></p> <p><i>“You can’t create a neighbourhood or a home when someone only lives there for three days at a time. It’s a sense of community knowing your neighbours.”</i></p> <p><i>“It is [on my radar] because it’s been a pretty hot topic right now, so that means that I end up looking at it more than I would, typically, in terms of what it means and why things have been happening. And I think that we do tend to hear a little bit of feedback from it, about short-term renters, from our membership, as well as sort of broader expectations on it.”</i></p>
<p>Standards and safety: There is concern among participants about the operational and safety standards in STRs, including from a regulatory fairness perspective (compared to requirements for hotels, B&Bs, etc.).</p>	<p><i>“Trying to have a single set of operating rules for accommodations—be it hotel, motel, short-term rental—so that aspects of safety and consideration for visitors is the same for all visitors, all visitors have access to the best experience they could have—and that includes a safe experience, the ability to understand implications when there’s an emergency fire, need for police services.”</i></p>

Participation motivations of STR operators and managers	
<p>Moving away from long-term rentals: Operators experienced significant issues in the long-term rental market, particularly with tenants who caused damage to properties and in working within the legislation governing landlords and tenants.</p>	<p><i>“I had a long-term tenant in there that still owes us seven grand in damages and rental arrears, and I just wasn't going to have that. So, I did a sixty-page business plan outlining every possible avenue that we could take, and decided to go with the protection of Airbnb. It's just a lot more secure with us: they have their credit card information...most people aren't going to mess around and create damages and things.”</i></p>
<p>Financial gain: The ability to earn income is a key driver of participation.</p>	<p><i>“This just checked all the boxes between real estate investing and helping other people invest in real estate.”</i></p>
<p>Hospitality: Many saw an opportunity to contribute positively to the hospitality sector, including by improving the accommodation on offer and driving service standards.</p>	<p><i>“I saw an opportunity to come in, disrupt the hospitality space and try to provide the best customer service possible to guests that are coming in and experiencing Airbnb, whether that's for the first time, or repeat guests, rather than just kind of generating our own kind of passive income stream. And so that was part of the motivation was to provide the best customer service possible, to kind of rise above a lot of the noise.”</i></p>
Experiences as a STR operator or property manager	
<p>Great guests: STR operators relish the opportunity to offer support to many types of guests from around the world, who are seeking short- and medium-term accommodation for a variety of reasons.</p>	<p><i>“One of the key pieces that I love to being a short-term rental host, there is also a medium term rental market in Calgary that, with the government's own objectives—immigration objectives—I've hosted [...] three to four families every year for the last three years that have migrated to Calgary.”</i></p> <p><i>“I totally agree [about] the interactions between guests and host. I have newcomers, I have students of course, when they come here every year for sport competitions—I have students from Sweden, from Finland coming to Calgary to do hockey competitions at the uni over there. So, that is very good relations. And then for the newcomers, when I know that they are newcomers, I put a very long list of my experience fifteen years ago. I do the same that the people who received me fifteen years, more than fifteen years ago did with me—I transferred that interaction to them.”</i></p>
<p>STR operators/market unfairly targeted: STR operators feel increasingly disparaged in public discourse and being accused of creating community-level and public policy issues that existed before the STR market expanded.</p>	<p><i>“I feel picked on, and I'm not doing anything wrong: I'm doing things that are nice for people, and nice for people who travel here or people who just need a place temporarily in town, and I don't see the problem with what I'm doing.”</i></p>

<p>Not passive income: Operating an STR is costly and involves lots of work, time and investment to maintain high operational and service standards, deliver on guest satisfaction and obtain good reviews.</p>	<p><i>“The perception that Airbnb makes such huge money, it doesn’t make sense. The fees; what we pay to represent well; we have ratings, reviews, we are Superhosts—these kind of things, to get it you have to provide the service. The cost of the sheets, of the towels, of the cleaning, if I can’t do it myself, I have to hire somebody else and then the cost of that. [...] It’s really a perception that Airbnb, if you want easy money, this is it, and I think the perception of being a landlord [is] just taking a cheque every month, it’s not right. Everything comes with a cost, and being a Superhost or getting a great review, it takes work and takes time.”</i></p>
<p>Platforms are vital: Given that they provide security of transaction (e.g., credit card info), are review-based and offer insurance and other supports (e.g., with property damage), platforms both enable and improve hosting for property owners.</p>	<p><i>“I had my first what I would call a major incident this summer, where there was a fire on my deck, and I had to get Airbnb involved to help me repair it. And, if you compare that to the landlord situation in the long term market, I would have had zero help to get that resolved and had to take all the costs myself—which, in this situation, even though I have insurance, Airbnb was the one that helped me through it.”</i></p>

Sub-theme and explanation	Sample quotes from verbatim comments
Category 2: The nature of the STR market in Calgary	
<p>Permissive regulations: Calgary’s policy environment for STRs is not as strict as other markets throughout Canada and internationally. Platforms also like Calgary’s regulatory approach.</p>	<p><i>“Alberta is just such a different...we have such different, more well thought out rules—we’re not doing this knee-jerk reaction that the rest of the country seems to be doing.”</i></p>
<p>The market is growing: The number of listings on offer in Calgary continues to grow. Some are now seeking to invest in STR over LTR.</p>	<p><i>“A lot of people were...before, most of the people say, “oh, I want to buy something for a long term,” and now, I see more and more people looking for units to rent through Airbnb.”</i></p>
<p>Calgary isn’t unique, really: There isn’t anything unique about Calgary that would impact how the STR market has developed. We’re a standard big city.</p>	<p><i>“I don’t think it looks all that different from the other, let’s call it, major urban markets in Canada [...]</i></p>
<p>Calgary’s market is seasonal: The market is most lucrative during Stampede, as well as the summer months (the high season). The nature of stays changes throughout the year.</p>	<p><i>“Obviously, we have big events like Stampede. I mean, we can all be honest, that’s the best time of year for us. I say it’s Christmas in July, right? So, I think that is what we get to and that’s kind of like the pot of gold for everyone that is around here, is really those ten days.”</i></p>



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<p>Regional hub: people travel to Calgary for proximity to access services, hospitals and specialists, universities, shopping and for events and its proximity to the mountains.</p>	<p><i>“If you think about a place like Calgary, it’s a hub. Universities, healthcare, shopping: big reasons why people from the outskirts of Calgary might be coming in and staying inside the city for those services that they need.”</i></p>
<p>The benefits and positive impacts of STRs</p>	
<p>Offer something different—and better: STRs provide a welcome alternative to hotels in terms of amenities and locations and often compete with (or are superior to) hotels on price.</p>	<p><i>“Certainly, when I travel, and a lot of my friends travel, we are also looking at Airbnbs over hotels in some instances, pretty much strictly from a cost perspective. It depends on the nature of the trip we go on and for how long it is, but I think looking at myself as a consumer, it doesn’t surprise me at all that this market has taken off because there is a unique market there. People will book larger properties for group trip or a large family vacation. I think it’s really opened up a different segment of the market that wasn’t able to exist before.”</i></p>
<p>Good investment or income source: STRs generate an income stream that can aid with addressing affordability concerns.</p>	<p><i>“I just think it gives people all kinds of additional opportunity to get revenue. It’s tough to live in cities, cities are expensive. So anytime we can give somebody an opportunity to help afford to live in the city, particularly from a housing perspective—especially because people aren’t in their housing unit all the time, lots of people travel—so, I think at an economic level there’s a benefit for citizens to be able to use that opportunity.”</i></p>
<p>Support tourism, local economy and vibrancy: STRs drive tourism, local economic activity and vibrancy in neighbourhoods—including those outside key tourist areas.</p>	<p><i>“We really don’t need the commercial hotel capacity to maintain everyone that shows up to the city of Calgary during Stampede on a full-year basis—that would just be simply leaving a ton of hotel rooms empty all year round. [...] The use of short-term rentals during Stampede is almost 100% a necessity in order to have a balanced city of Calgary for 51 weeks of the rest of the year.”</i></p> <p><i>“[...] To me community character is actually the actors in your neighbourhood who are doing things, and being active in their community. Maybe they’re walking their dog, maybe they’re just walking to the local coffee shop. I think short-term rentals, people are less entrenched into patterns of behavior, they don’t have that same schedule, and so, spontaneity happens, to some degree, in communities, and people are trying out new things: they maybe are frequenting a coffee shop that they’ve never frequented before. So, it just provides opportunities for different conversations, different bumping points.”</i></p>
<p>Important housing option: The demand for STR properties has helped drive the provision of new residential properties, including condominiums and townhouses.</p>	<p><i>“We’re learning we need a wide spectrum of housing options in the city, including boarding houses if they’re properly built. We need that diversity of housing options besides full condos, full houses. So, what’s in between? That’s a learning I think people have picked up—that we need a diversity of housing stock in the city, and not just our mental mind frame on the single suburban house and the downtown condo.”</i></p>

The costs and negative impacts of STRs	
<p>Undermine community: The transience that STRs encourage disrupts the connections and relationships that characterize healthy and safe communities, as well as access for families.</p>	<p><i>It's deeply problematic in the long term, because it becomes a way of heavily monetizing, based on the market, a unit. It creates a detrimental impact to the way that people are buying homes and looking to live in communities, because now—historically, people with suites, they used to be called “mortgage helpers”—now it's like that on drugs, where it's no longer a home for the purpose of just helping to balance out the cost. It's now a business. You've turned your home into a business. You've turned your community into a business. And that has some significant knock-on effects because the costs of that, the relationship you have with your neighbour, the social interactions that you might have, become inconsistent. The interactions—the problematic interactions you might have—people won't react the same because they're temporary residents; they're not there long term.”</i></p>
<p>Reduce rental housing stock: Amid limited LTR supply, the STR market is reducing housing options further by taking potential rental units off the long-term market.</p>	<p><i>“Students are using short-term rental housing because there is no long-term rental housing available to them. Students hate being part of this problem that is kind of aggravating what's already a problem. There's a lot of concerns about the impacts of short-term rentals and the availability of affordable long-term rental housing: for students, and for residents, and for populations that are already at threat of homelessness, or losing their houses.”</i></p>
<p>Negative neighbourhood impacts: Residents of neighbourhoods and multi-unit complexes confront increasing issues with noise, safety, garbage, parking, illegal conduct and infrastructural pressure.</p>	<p><i>“The wrongness is just the sheer volume of people coming in for short-term rentals, so you're just increasing the risk of something going wrong. We've had many cases now of [sex work] here, or places which are used for drugs. [...], and also noisiness. Some kids every so often will, over Stampede, start throwing bottles of beer across the two condominiums, and there's about a ten foot gap there and you're thirty floors up, so damage can happen.”</i></p>
<p>Competition without standards: STRs are not subject to the same operational and safety standards as traditional accommodation providers, even though they compete with them directly.</p>	<p><i>“In many situations short-term rentals are being operated similar to a hotel, but all the kinds of usual services that you would expect in a hotel type accommodation like security and people being there 24/7 to deal with problems, those types of things are often not provided in short-term rental situations, which can have negative impacts.”</i></p> <p><i>“I think there may be negative impacts in terms of the individual conditions within each short-term rental and whether or not people are safe, and I think those are always concerns—and especially from stories from across the country.”</i></p>

<p>Costs to The City: The STR market produces several costs for the City of Calgary related to management, compliance and enforcement (including bylaw). Taxation of activity—both in terms of property tax and tourist accommodation tax—is also an issue.</p>	<p><i>“We haven’t put the policy lens on it that these are businesses. [...] We incentivize business in communities, which is a good thing, but sometimes some of the challenges and problems that come with it—and this is any business [...]—it ends up being a tax support because we haven’t figured out the proper calculation. To me, the detriment’s more on the City side from a financial impact to the City.”</i></p> <p><i>I really question whether jurisdictions have really looked at it [...] and gone, “well when people don’t stay in hotels, that revenue isn’t showing up on their books, they’re not being assessed on it.” That’s a huge amount of leakage, I would have to think.”</i></p>
<p>Perspectives beyond the cost/benefit binary</p>	
<p>Conversation doesn’t reflect reality: The STR market does not create the negative impact that discussion suggests, including on housing supply and affordability. Perceptions of impacts are different than empirical evidence.</p>	<p><i>“I view it as largely a positive piece of the marketplace, and any kind of negative perception I think has been disabused by some of the data and facts around the nature of the short-term rentals, and the scale of it relative to our overall rental supply.”</i></p> <p><i>“The majority are single-unit operators, where they’re renting out a basement in their house or their rental property that they got fed up with. [...] AHLA does get a chance to meet with City administrators every year to make outlandish claims that Airbnbs, or short-term rentals, create more garbage than others. [...] If two people were supposed to be living there, how are they creating more garbage? And wouldn’t that be overtaken by the fact that these people are there spending money in the community?”</i></p> <p><i>“Not everybody’s a good neighbour, but that doesn’t matter if you’re a short-term renter or if you’re a long-term renter or if you’re a homeowner—some people are just bad neighbours. And so, yeah, it might mean that you have one week out of the year, you might have a bad neighbour, but I think on the whole, if people are looking for the negative, they’re going to find the negative. [...] No one is just like, “oh my neighbourhood had this short-term renter, and it was this family, and they took out our garbage and pulled in our bins at the same time they pulled in their bins.” No one says those stories, right?”</i></p>
<p>Calls to ban a knee-jerk reaction: There is a need to question whether impulse to introduce stringent regulations (or an all-out ban) in the face of housing concerns is the correct one.</p>	<p><i>“Bluntly, I think it’s pretty self-evident that there’s a trend right across the country, and outside of Canada as well, to tie the housing affordability crisis or the housing stock crisis to short-term rentals. And, I think again, bluntly speaking, I think governments, especially at the provincial level, but sometimes at the local level as well, use short-term rentals as an easy scapegoat and are assuming that restrictions on short-term rentals will automatically convert these properties into long-term rentals.”</i></p> <p><i>“To the extent that that is true—that we are seeing units that could otherwise be long-term rentals being short term</i></p>

	<p><i>rentals—that's a problem. But it's also a problem to think that that's happening more than it is. And one of the things I've noticed now is, because people are taking housing really seriously, they're looking for the quick wins, and short-term rentals and regulating them or just banning them or whatever is the quick win."</i></p>
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Sub-theme and explanation	Sample quotes from verbatim comments
Category 3: Looking ahead	
<p>Rising above the noise: A key challenge in the coming months and years will be overcoming politics, polarization, distraction and quick fixes.</p>	<p><i>"One of the risks, from my perspective, is how much the discourse around short-term rentals distracts from [...] the need to significantly increase the production of both non-market and market housing. The more questions we get about it, the more there's a perception we need to be working on it, and the more it distracts us from doing the actual work that we need to do."</i></p> <p><i>"Navigating the public messaging, and the outwardness of short-term rentals having a verifiable amount of positive impacts in the community, apart from the sweeping generalization that short-term rentals just eat up the housing market [...]. I think that's still going to be the biggest challenge going forward."</i></p>
<p>Getting the policy regulatory framework right: Given past and ongoing challenges with governance, regulation and particularly compliance and enforcement, participants noted that landing on an effective framework will present a key challenge.</p>	<p><i>"One of the biggest challenges is going to be effectively regulating something that has been unregulated for so long. And I think we're already seeing some of that. Maybe it is going underground, people are maybe resistant to whatever enforcement and licensing mechanisms there are."</i></p> <p><i>"STRs could become a flashpoint and a catalytic frustration point in the long term if we don't get the regulatory framework right. It'll become a little bit the lightning rod, when we talk about some of the refreshing, the gentrification in the city, when we talk about moving things forward, the change management the City has to do right now, you don't have to connect many dots to see that the STRs could become the lightning rod for a lot of the issues that we're going to be facing [...]."</i></p>

<p>Addressing current issues with regulations: Some participants highlighted issues with and inefficiencies in existing policies that they would like a new framework to rectify.</p>	<p><i>And I think that's one of the potential costs if short-term rental becomes a significant thing, especially if it's not well regulated and regulations aren't enforceable. [...] It's one thing to put in regulations; it's quite another to make sure they're actually enforceable and have effect.</i></p> <p><i>Most of my units are condos, and in condos you're required to have a fire inspection in your unit once a year—the condo boards are required to do that. So, if I'm already having a fire inspection once a year, what's the point in the City doing a short-term rental inspection once a year? Why do we need to have two fire inspections a year, and then adding this layout change that I'm supposed to do the layout and stuff? It's like the City kind of just does knee-jerk reactions without thinking of, "hey, how do I make the whole city safer?"</i></p>
<p>Contending with unintended impacts of regulations:</p>	<p><i>“The other concern I have would be, given the mindset of many of the politicians, they may view this as a way of trying to force these people who are renting out their homes or rooms to actually turn them into long-term rental so we can start to provide homes on a longer basis for many families. And that may not be the intention of the homeowner, the person that owns the property. Then the biggest fear you end up with is people just get out of the business altogether and you lose that product that was on the market, that was perhaps helping tourists who come to Calgary, because landlords don't want to turn them into full-time rental properties.”</i></p>
<p>Opportunities for the future</p>	
<p>Committing to evidence-based policy: Participants emphasized policy and regulation grounded in data and evidence about the market (e.g., trends, market share, etc.) and effective management tactics.</p>	<p><i>“There's a lot of complexities to unwind here and I'm just interested in the data to understand, how do we get a handle on this? And how do we decide where they go? And how many are reasonable? And which city has gotten it right?”</i></p> <p><i>I think some minor regulation, just in terms of keeping a database or keeping track of the market better than we currently are right now would be a good first step. But I think I would encourage us not to go too far, too early.</i></p>
<p>Bringing platforms into the fold: Authorities must build better relationships with platforms to enable regulatory partnership, enforcement support and platform accountability.</p>	<p><i>One of the things that makes me mad about Airbnb—though probably the only thing—is the Tourism Levy. The Government of Alberta...Airbnb should remit the Tourism Levy directly to the Government of Alberta, but they currently don't because of the wishy-washy law that the Government of Alberta made. So, that would be nice, to do that, instead of the operators doing that, just getting Airbnb to do that.</i></p> <p><i>“I think [The City] should licence Airbnb, VRBO, all of them. Because right now they have all the information. [...] If [The City] license[s] them, then [they] just have more tools to deal with them.”</i></p>

<p>Ideas for regulation: There are many opportunities to envision novel policies, adopt regulatory approaches implemented elsewhere, or extend existing local measures to the STR market.</p>	<p><i>“I would like to see a development permit, land use approval on short-term rentals. Every other business in the city needs a land use approval if you're a home residential business. Because now, the neighbours, they have no say if a short-term rentals is beside them.”</i></p> <p><i>“I know it's not a silver bullet, but my mind definitely goes to the primary residence limitation, or at least using that as a foundation or backbone of a new regulatory framework. We make the barrier to entry for somebody that wants to do this with their primary residence very low [...], and then I like the idea of creating a large gap. If you're going to be somebody that operates two or more of these, you have to jump through more hoops.”</i></p>
<p>Collaboration: Local authorities should collaborate on governance and regulation where possible, whether with other orders of government (e.g., the province), condo boards, platforms, impacted stakeholder groups, or market participants (e.g. operators).</p>	<p><i>“I think it's better to work with the community and with homeowners and find a solution so everybody could be on the same playing field.”</i></p> <p><i>“If universities, local businesses that operate short-term rentals, landlords, whatever it is, can collaborate and find ways to still work with each other [...]. Not only finding policy solutions and regulations, but also making sure that in those solutions and policies, there's a community aspect.”</i></p> <p><i>“There has to be some local ways—even if it's a local platform, instead of Airbnb—that can benefit local individuals in operating this short-term rental housing.”</i></p>
<p>Supporting tourism and events: STRs are an efficient solution to advancing local tourism and hospitality priorities, especially in the face of hotel supply pressures.</p>	<p><i>“What I love about Airbnb is its ability to proliferate and then disappear, right? Whereas you can't build a hotel and then make a hotel disappear. The amount of financing and building and all of the hoops that you have to jump through to put up a hotel is really inefficient compared to the model that Airbnb provides.”</i></p> <p><i>“One of Council priorities is hosting and hospitality. [...] And right now, we don't have a hotel market that is responsive. One, they are at capacity. If you even take an example like Stampede, they are at capacity for Stampede [...]. We could barely host people for the World Petroleum Congress. We also have a large convention centre coming up. [...] When I think about the variety of travelers that we get to our city, and all of the amenities that we have, and all the events and festivals, unless we're able to cater to a broad range of individuals, we're not going to be able to fulfill that objective. And I think the short-term rentals actually play a real role in it.”</i></p>



Short-Term Rental Study

Report Back: What We Heard
April 2024

Verbatim comments

Verbatim comments (open-ended survey responses only) can be found in a [separate document](#).

Next steps

What we'll do with this information

The data and information gathered through this phase of engagement will support the study team to develop a comprehensive understanding of Calgary's STR market. For example, feedback from market participants (e.g., STR operators, guests, property managers, platforms and related businesses, such as cleaning companies) about their activities, motivations and experiences will complement and contextualize quantitative data on listings and patterns of use. Similarly, input from survey respondents, as well as interested parties with expertise in housing, planning, hospitality and community safety, will be integrated alongside data-driven assessments of neighbourhood-level impacts and hotel and rental market interactions to provide a more complete picture of Calgary's policy environment in relation to STRs. Building this evidence base is a fundamental step in the process of developing effective, flexible and responsive policy and regulatory options tailored to Calgary's context.

Future work

The results of this engagement, along with the knowledge obtained from conducting a comprehensive quantitative and spatial analysis of STRs in Calgary, a comparative analysis of STR policies in Canadian jurisdictions and detailed exploration of impacts of STRs and STR regulations in other jurisdictions, will be used to co-develop a tailored policy and regulatory design, implementation and evaluation framework for the STR market that can be adapted as the market and policy context evolve. This will include identifying opportunities to leverage the STR market to support vibrant communities, activate Calgary's tourism strategy and fill social service gaps where possible. This final report *Recommendations for Calgary's STR Regulatory Framework: Smart Practices in Design, Implementation, and Evaluation* and the City of Calgary's response to this report will be presented to City of Calgary Council in December 2024.