CHALLENGES FOR THE ACCOMMODATION STATISTICS DUE TO NEWLY EMERGING BOOKING PLATFORMS

THE VIENNA EXAMPLE

Vienna Tourism Statistics

<table>
<thead>
<tr>
<th>City</th>
<th>Overnight stays</th>
</tr>
</thead>
<tbody>
<tr>
<td>London</td>
<td>77,570,000</td>
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<tr>
<td>Paris</td>
<td>47,959,516</td>
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<tr>
<td>Berlin</td>
<td>30,250,066</td>
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<td>Rome</td>
<td>26,420,620</td>
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<td>Madrid</td>
<td>17,951,742</td>
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<td>Barcelona</td>
<td>17,656,329</td>
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<td>Istanbul</td>
<td>16,899,509</td>
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<tr>
<td>Prague</td>
<td>15,917,265</td>
</tr>
<tr>
<td><strong>Vienna</strong></td>
<td><strong>15,138,670</strong></td>
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<tr>
<td>Munich</td>
<td>14,055,968</td>
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<td>Stockholm</td>
<td>12,918,890</td>
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<td>Amsterdam</td>
<td>12,898,000</td>
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<td>Hamburg</td>
<td>12,639,295</td>
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<td>Dublin</td>
<td>10,498,360</td>
</tr>
<tr>
<td>Lisbon</td>
<td>9,061,077</td>
</tr>
</tbody>
</table>
Vienna Tourism Statistics

Number of bed places in tourist accommodations

![Graph showing bed places in hotels and similar accommodations and in holiday homes (private and commercial).]

Vienna Tourism Statistics: Holiday homes

Supply
Number of (registered) bed places

Demand
Number of nights spent

![Graphs showing supply and demand for holiday homes, including commercial and private options.]

Sharing Economy in Vienna: General Information

- Young phenomenon in Vienna
- Past two years were used well
- Internal working group of the City Administration
- Information Campaign & Amendment WTFG (Vienna Tourism Promotion Act)

Accommodations offered on Airbnb in Vienna

Type of accommodation:
- Entire accommodation
- Private room
- Shared room
Legal situation in the accommodation sector

- Local tax
- Notification tourism statistics
- Provisions of trade legislation
- Legislation and new developments:
  - Amendment Vienna Tourism Promotion Act (WTFG)

Vienna Tourism Statistics: Status quo

Collaborative platforms cause increase of holiday homes:
- Many more applicants for tourism statistics
- Primarily private hirers (landlords)
- Mainly small units with 2 - 4 bed places
- Not all of them notify municipality of their business

- Monthly data collection needs much more time and effort
- Tourism statistic of this sector incomplete
Vienna Tourism Statistics: Response

Technical improvement: Development of a database application

Desired outcome:
- Simplify registration for landlords/renters
- Accelerate the process of monthly data collection
- Accommodation register
- Enable data matching (e.g. platform reports)
- Facilitate analysis of accommodation modes

Vienna Tourism Promotion Act (WTFG): Amendment

- Local accommodation tax (3.2%) – commercial and private accommodations § 14
- Providing addresses within two weeks § 15 (1)
- Penalty: 2,100 euros § 20 (2)
Public Awareness: Information

Public Awareness: Campaigning
Thank you for your attention!

¡Gracias por su atención!