

# CHALLENGES FOR THE ACCOMMODATION STATISTICS DUE TO NEWLY EMERGING BOOKING PLATFORMS

## THE VIENNA EXAMPLE

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Stadt Wien

## Vienna Tourism Statistics

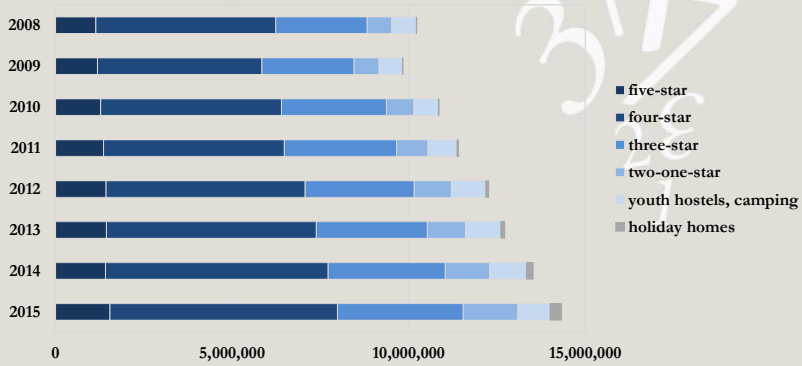
Overnight stays in European cities 2015<sup>1)</sup>

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



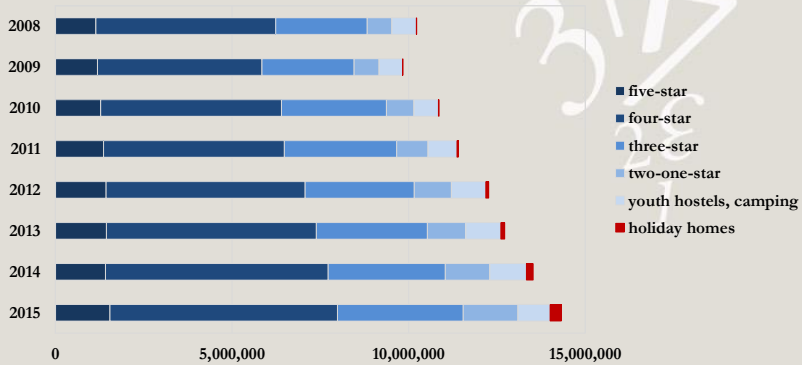
# Vienna Tourism Statistics

Overnight stays in Vienna



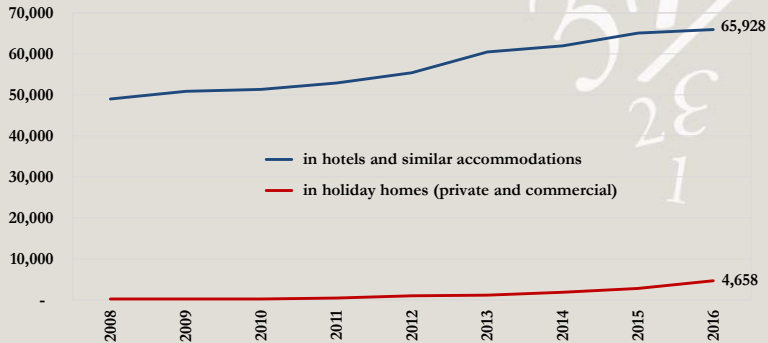
# Vienna Tourism Statistics

Overnight stays in Vienna



## Vienna Tourism Statistics

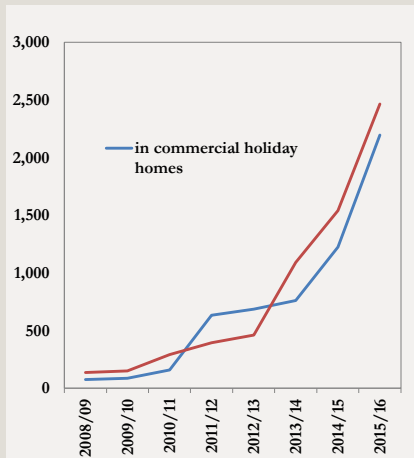
### Number of bed places in tourist accommodations



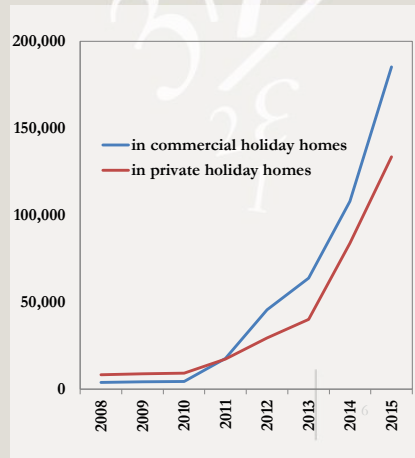
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## Vienna Tourism Statistics: Holiday homes

### Supply Number of (registered) bed places



### Demand Number of nights spent



## Sharing Economy in Vienna: General Information

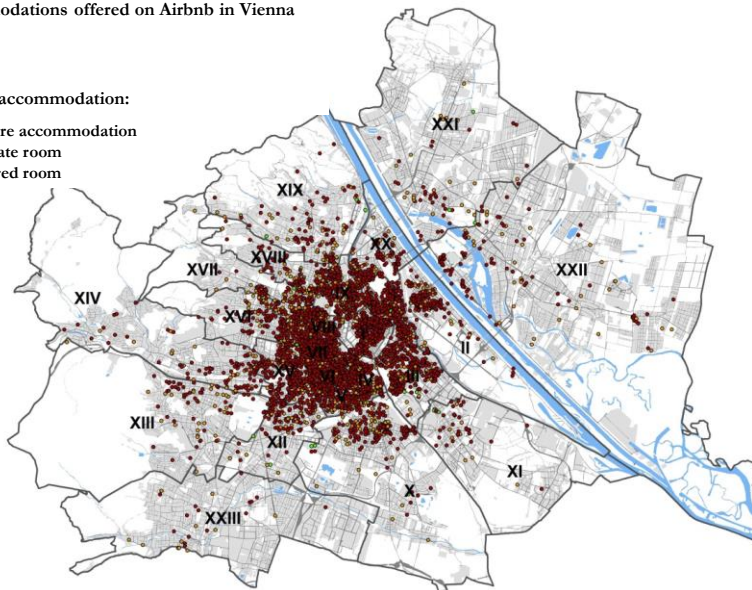
- | Young phenomenon in Vienna
- | Past two years were used well
- | Internal working group of the City Administration
- | Information Campaign & Amendment WTFG  
(Vienna Tourism Promotion Act)

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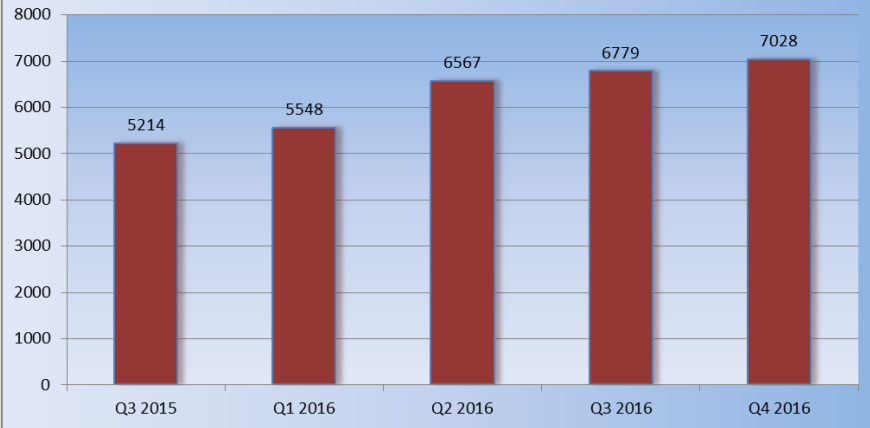
Accommodations offered on Airbnb in Vienna

Type of accommodation:

- Entire accommodation
- Private room
- Shared room



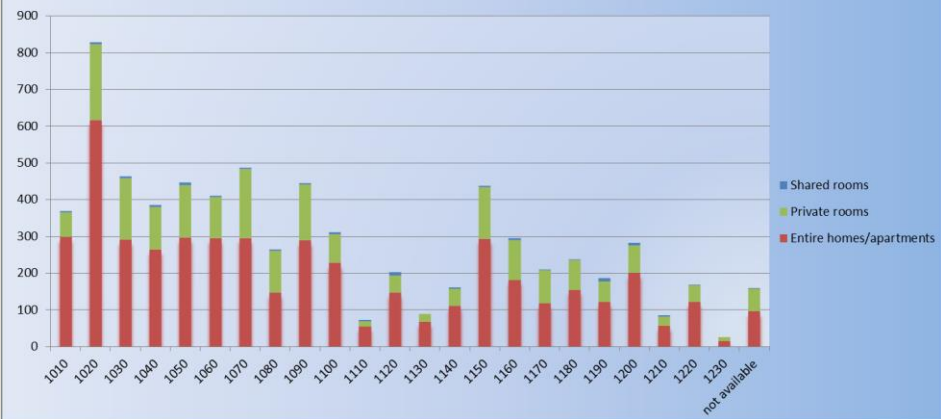
### Accommodation offered via Airbnb in Vienna



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### Accommodation types on Airbnb

key date: 1/1/2017



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## 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)

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## 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

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## 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

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## 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)

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# Public Awareness: Information

The screenshot shows the website **sharing.wien.at** with a navigation bar including 'Suche', 'Adresssuche', and 'Fahrpläne suche'. The main content area is titled 'Share Economy in Wien' and features a 'Seite vorlesen' button. A video player is visible, with a red circle highlighting the URL **beds4tourists.at**. The page also includes a sidebar with 'Wirtschaft' and 'Wirtschaftsstandort Wien' sections, and a 'Hinweise zu wien.at' section.

# Public Awareness: Campaigning

The illustration shows a man and a woman in a bathroom. The man is holding a red comb, and the woman is holding a red comb. Below the illustration, the text reads: **Ob zu Hause oder in der Stadt – Jede Gemeinschaft braucht Regeln.** **Lassen Sie uns die Share zur Fair Economy machen.** A QR code is present, along with the website **sharing.wien.at** and logos for **MA23** and **StoDt:Wien**.



Thank you for your attention!

¡Gracias por su atención!



MA23  
Wirtschaft, Arbeit & Statistik

Stadt Wien