

Airbnb in Ontario: Driving Economic Growth

Guests in Canada generated

\$ 10 .4 b illio n

in visitor spending across the
country last year

Ontario

Travel on Airbnb
helped support
nearly

35K

jobs in Ontario last year

Travel on Airbnb
generated

\$3.5B

in economic activity across
Ontario in 2023

For every \$100 spent on an Airbnb stay, guests spent about \$283 on other goods and services such as local businesses, restaurants, attractions, shops, and more

Dispersing Travel Benefits Across Ontario

- Nearly half of Canada is home to Airbnb listings but no hotels
- More than 50% of Airbnb guests say they were unlikely to visit the community/neighbourhood they did if Airbnb wasn't available
- Nearly 70% of Toronto neighbourhoods are served by Airbnb listings but no hotels.
- In smaller or more rural communities, this percentage is even higher.

Hosts and Guests

- Our hosts are engaging in home sharing to help make ends meet, share experiences with visitors, and support local small businesses
- In Ontario the average host;
 - Has 1 property on the platform
 - Hosts an average of 80 nights per year
- Airbnb welcomed more than 4 million guests in Ontario over the past 12 months. The average guest:
 - Is visiting from within Ontario, followed by Quebec, New York State and B.C.

Hosting is an economic lifeline for Canadians in challenging times

77%

of Canadian Hosts say they use the income from hosting to cover the rising costs of living

52%

of Canadian Hosts say the income they earned has helped them stay in their home

13%

of Canadian Hosts say hosting on Airbnb helped them avoid eviction or foreclosure

STRs and Housing

The Conference Board of Canada recently published a report which found that Airbnbs have no meaningful impact on the cost of rent across Canada:

- the share of dwellings used for Airbnb activity is too small in most neighbourhoods to have a meaningful impact;
- contrary to the common narratives around Airbnb, less than 1 percentage point or rent increases can be attributed to Airbnb activity; and
- The use of restrictive licensing regimes did not lead to lower rents in the jurisdictions in which they were implemented.

STRs and Housing

A StatsCan released in August 2024 had similar findings.

- In Canada and Ontario, the number of short-term rentals that could be used as potential long-term dwellings compared to the housing supply is small - 0.69%.
- That figure is less than half of a percentage point of the 22 million houses needed to achieve affordability, according to the CMHC.
- In Toronto, only .36% of STRs could potentially move back onto the long-term market and in Ottawa, that number is only .26%.
- Concluded that there is unlikely to be a straightforward and simple solution to the housing supply and affordability crisis.
- “The data suggest that STRs are not a pivotal factor on the long-term rental market,” - Aled ab Iorwerth, CMHC Deputy Chief Economist

Regulating STRs

- We support smart, reasonable regulations that:
 - Meet local objectives
 - Continue to allow hosts to share their homes
 - Support and grow local economies
 - Are easy to understand and follow
 - Include tiered licencing

EASY-TO-FOLLOW REGULATIONS

+

SIMPLE REGISTRATION AND FAIR FEES

+

ADEQUATE NOTICE

=

SUCCESSFUL IMPLEMENTATION

Enforcement

- We understand that this is a new space for many communities and that it can be challenging to strike the right balance on enforcement.
- Hosts AND regulators need to work together to support shared objectives.
- Enforcement should be focused on those who are contravening the rules and the few who are acting in bad faith.
- Enforcement should also be evidence-based, not just relying on what is being said but on what can be proved.

Trust and Safety

- Built into the platform are a number of safeguards to ensure responsible conduct by guests and hosts.
 - Ongoing identity verification for Hosts and guests
 - Reservation screening technology
 - Equipment and services for for hosts and guests
 - Ban on all parties and events in listings globally
 - Geographical and Event/Date specific restrictions
- Additional tools are also available:
 - Neighbourhood Support Line
 - Law Enforcement Portal

Questions:
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