

# Short-Term Rental Engagement Report

January 2018

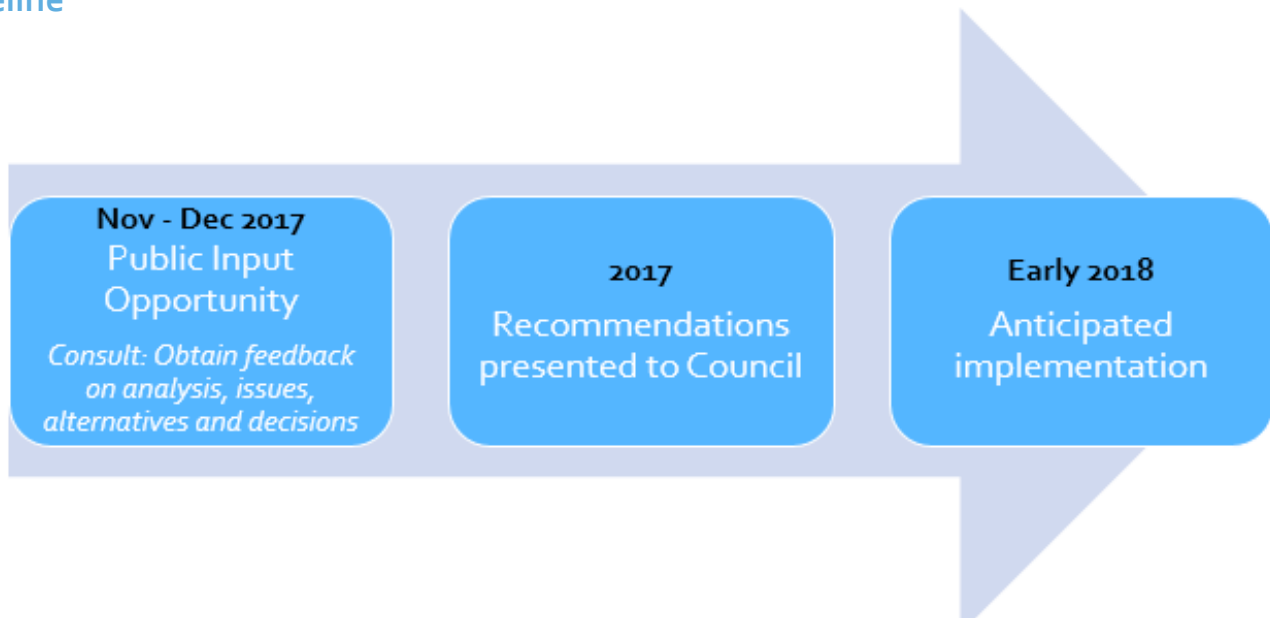


## Summary

Residents and businesses were invited to share their thoughts on short-term rentals in Kelowna from November 5 to December 4.

The online survey provided examples of the benefits and disadvantages of short-term rentals and asked to what degree short-term rentals should be accommodated in the following areas: Urban centres, suburban areas, tourist areas, near institutions, and commercial areas with shops and restaurants.

## Timeline



## Online survey

An open, online survey was made available from November 5 to December 4, 2017 and received 2,632 survey responses over the course of the month.

Results from open surveys such as this are a collection of opinions and perceptions from interested or potentially affected residents, and not a statistically significant random sample of all Kelowna residents. This report contains results from the open survey, due to the opt-in and open method, results are qualitative in nature.

The primary objectives of the engagement were to:

- ▶ Gather input on general attitudes towards short-term rentals
- ▶ Obtain input regarding ways to allow short-term rentals that balance the needs of residents, businesses and other stakeholders

*"I think that there is a greater demand for "home away from home" experiences in the tourism industry that hotels cannot offer. There is also a need for accommodations for people who work short term in the city as well as patients who need care at the medical facilities offered in Kelowna." – Survey respondent*

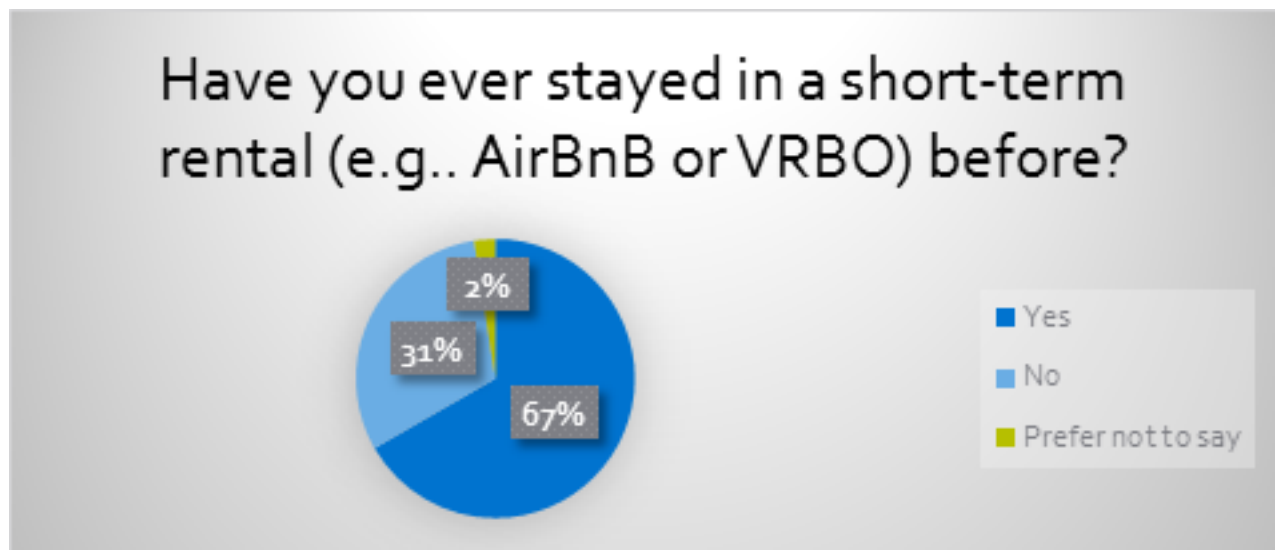
### Online survey (cont.)

Input opportunities were promoted through the City's news bulletins, the website, social media channels, the City's Get Involved website and City in Action newspaper ads.

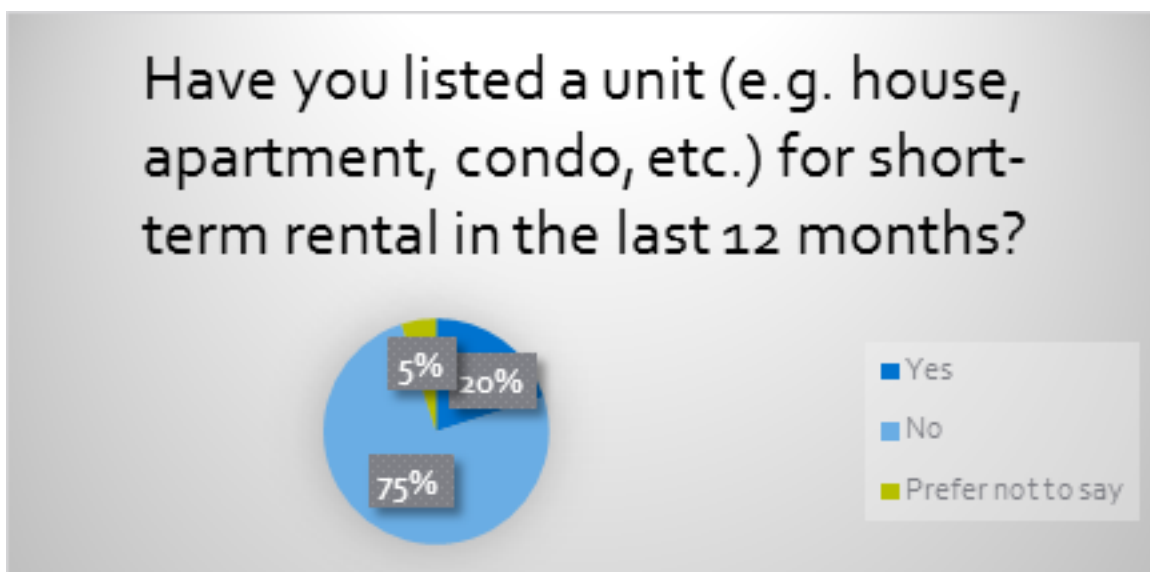
This report provides a summary of the comments received through the online survey. Because the respondents self-selected to respond to the survey and were not randomly selected, this is not a representative sample of Kelowna residents, rather it is a reflection of the opinions of people who have self-identified as interested in short-term rentals.

#### *Who we heard from*

Of the 2,632 respondents who filled-out the survey, 1,553 (67 per cent) identified themselves as people who have stayed in a short-term rental, 719 (31 per cent) identified themselves as people who have not stayed in a short-term rental and 57 (2 per cent) people preferred not to say



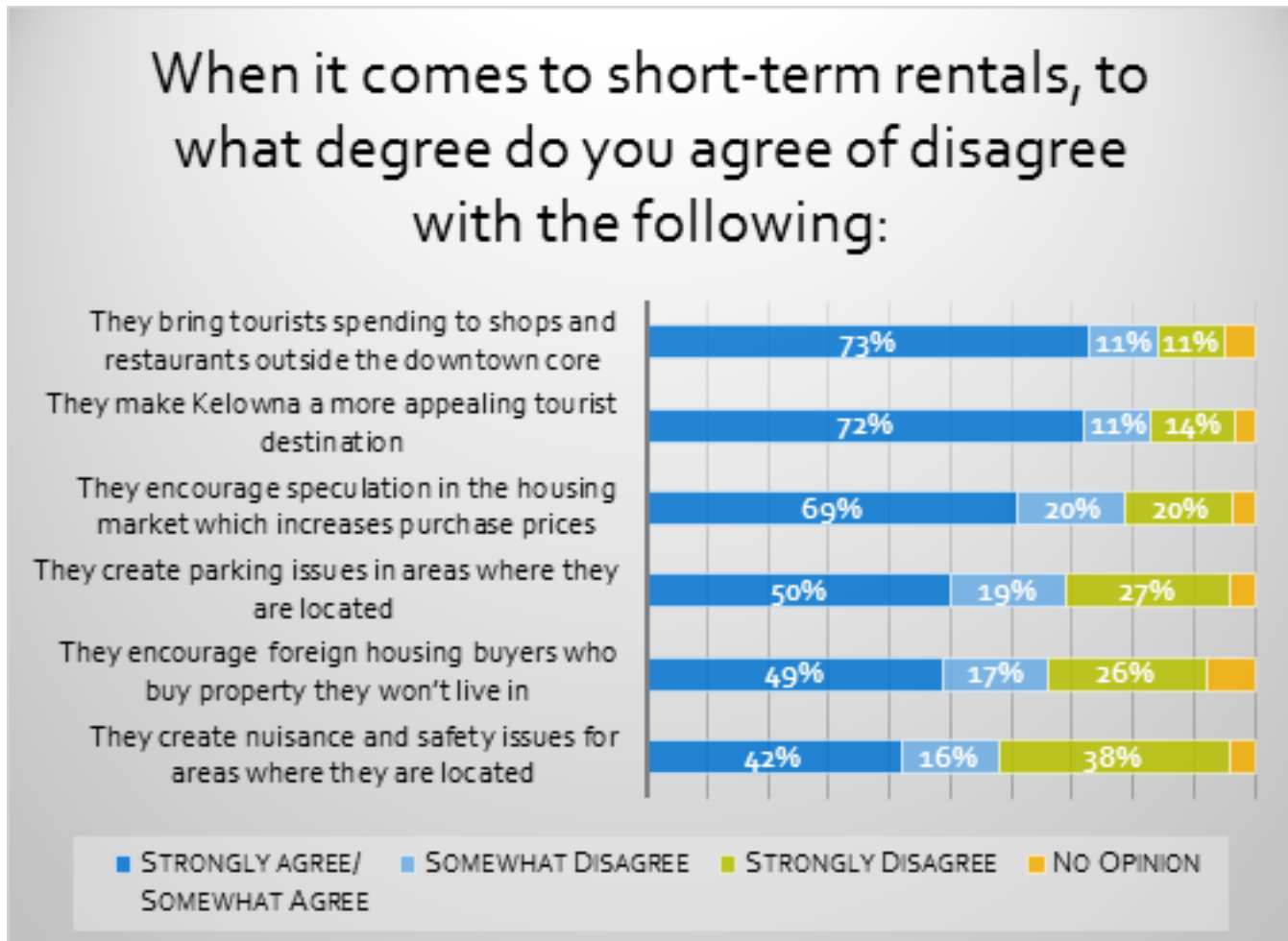
According to the surveyed 2,632 respondents, 468 people (20 per cent) said they have listed a unit for short-term rental in the last 12 months, 1,757 (75 per cent) said they have not listed a unit for short-term rental in the last 12 months and 112 (5 per cent) people preferred not to say. Out of the surveyed participants, 82.26 per cent own their primary residence, and 16.26 per cent rent.





### What we heard

By answering strongly agree, somewhat agree, somewhat disagree, strongly disagree and no opinion, we could determine respondents' attitudes towards short-term rentals. While it was a pretty even split across all categories, the highest level of agreement was short-term rentals will bring tourists spending to shops and restaurants outside the downtown core, and that they make Kelowna a more appealing tourist destination.



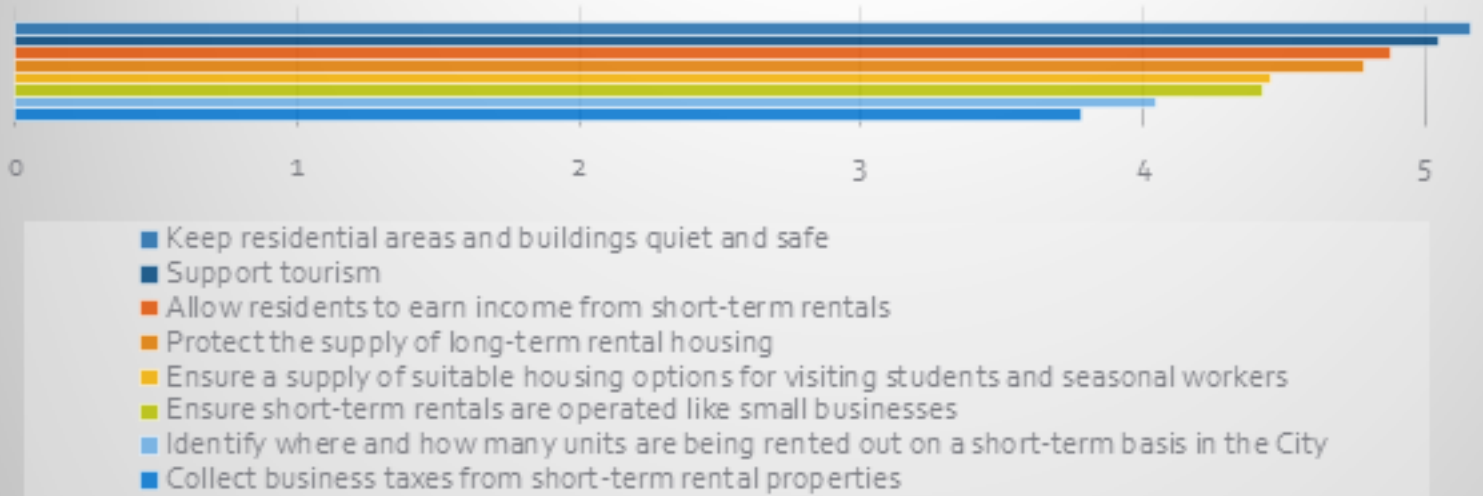
### Potential regulations

By attaching a score to the level of importance (1 being most important and 8 being least important), respondents were asked to identify policy objectives regarding how allowing and regulating short-term rentals could help achieve broader housing and economic goals.

The policy objectives were identified most important to least important by residents and are as follows, with ensuring residential areas and buildings remained quiet and safe chosen as the highest priority:

*"Kelowna has a shortage of affordable and yet still nice hotels that are conveniently located. Sites like Airbnb and VRBO are a great option for a variety of people looking to stay in Kelowna. There are many reasons why people choose to use short term rental sites such as getting medical treatment at KGH, visiting family, studying, holiday, etc." – Survey respondent*

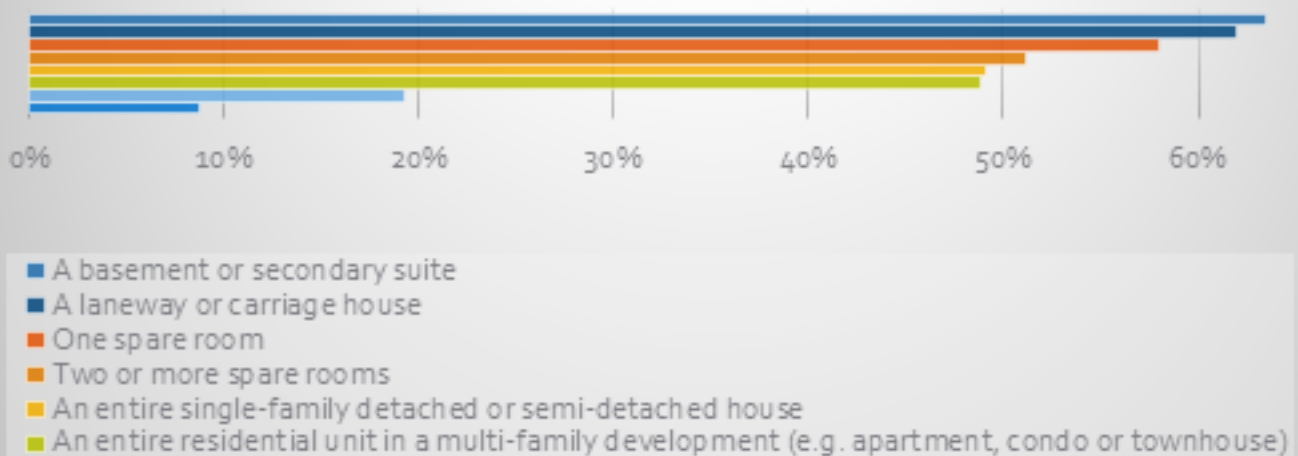
Allowing and regulating short-term rentals could help achieve some broader housing and economic goals. Please rank the following policy objectives (1=most important 8=least important):



#### Potential regulations (cont.)

Respondents were then asked to identify what type of units they thought should be permitted to be rented for less than 30 days at a time. The majority of respondents (63.44 per cent) said basement or secondary suites should be permitted, while 61.93 per cent of respondents said laneway or carriage houses should be permitted.

What type of units do you think should be permitted to be rented for less than 30 days at a time (please select all that apply)?

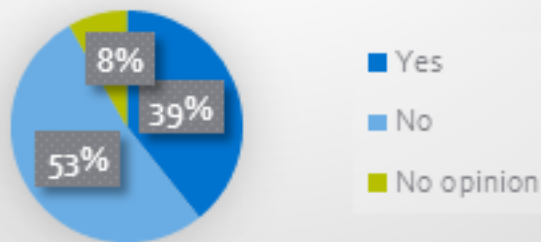


*"[Short-term rentals should be permitted...] Only when owners are present on the same property for the duration of the stay." – Survey respondent*

*Potential regulations (cont.)*

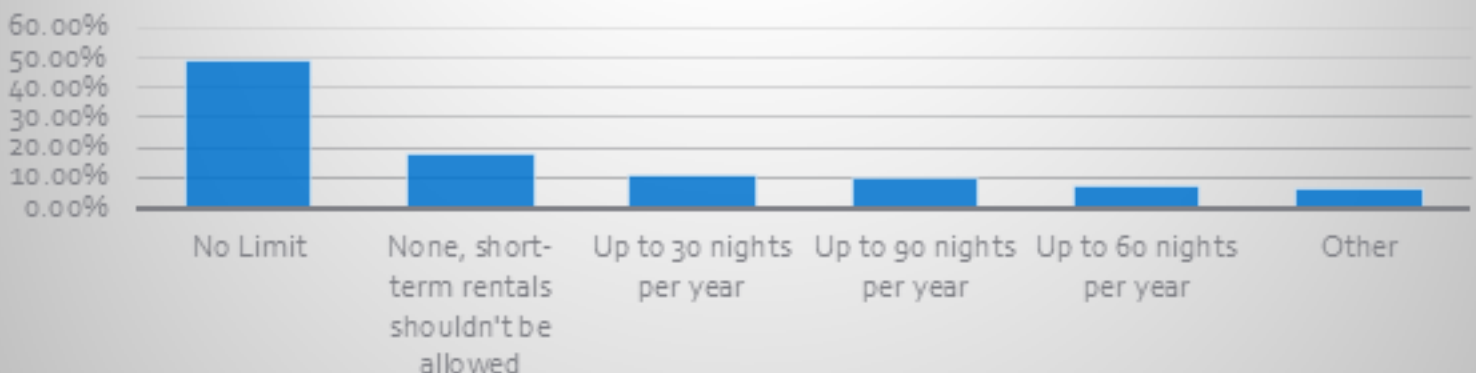
The majority of respondents (53 per cent) said if short-term rentals were permitted, the property owner/operator should not be required to be on-site for the duration of their guests' stay. However, 39 per cent still said the property owner/operator should be required to be on-site.

If short-term rentals were permitted, do you think the property owner/operator should be required to be on-site for the duration of their guests' stay?



Respondents were asked for their thoughts on the number of nights per year a short-term rental could be rented out. The options were: Up to 30 nights per year, 60 nights per year, 90 nights per year, no limit, none (short-term rentals shouldn't be allowed) or other. Of the 2,632 respondents, 1,135 (48.88 per cent) said there should be no limit on the number nights for short-term rentals.

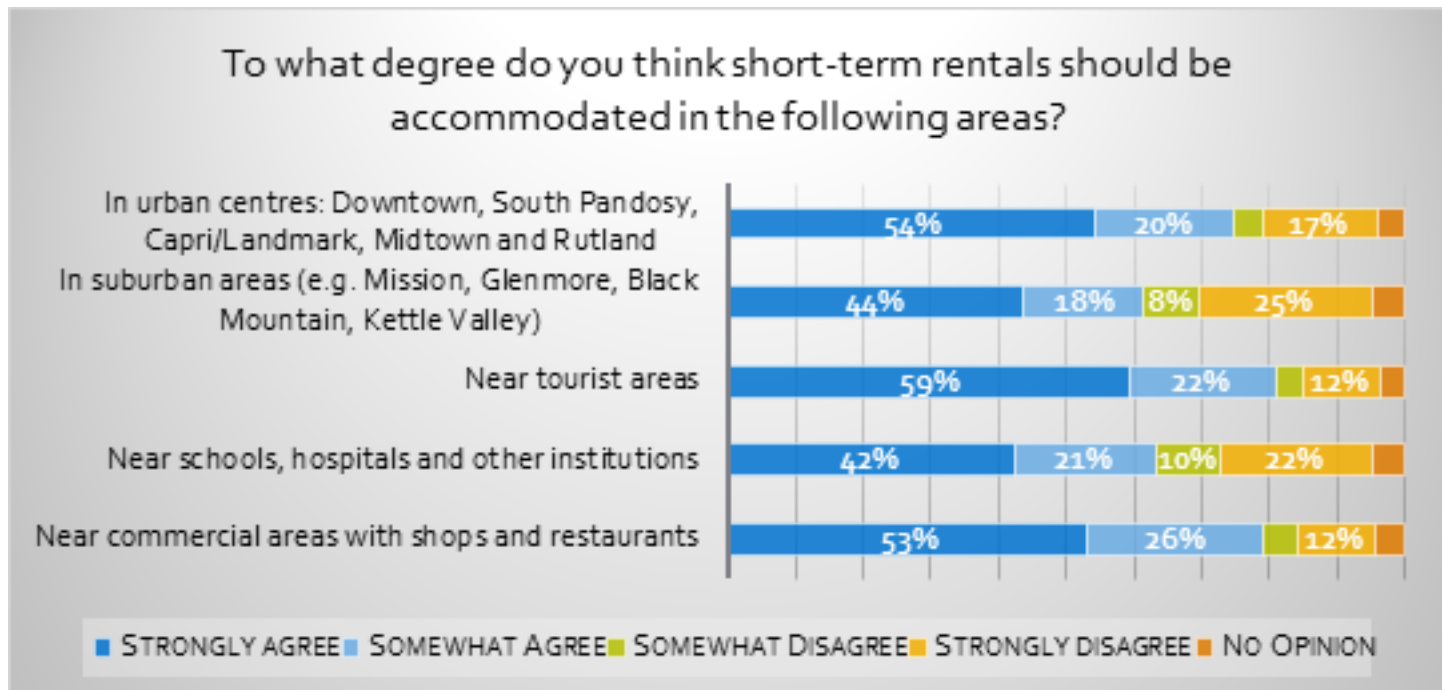
If the City of Kelowna regulated short-term rentals by limiting the number of nights per year that a unit could be rented out, which of the following limits would you prefer?



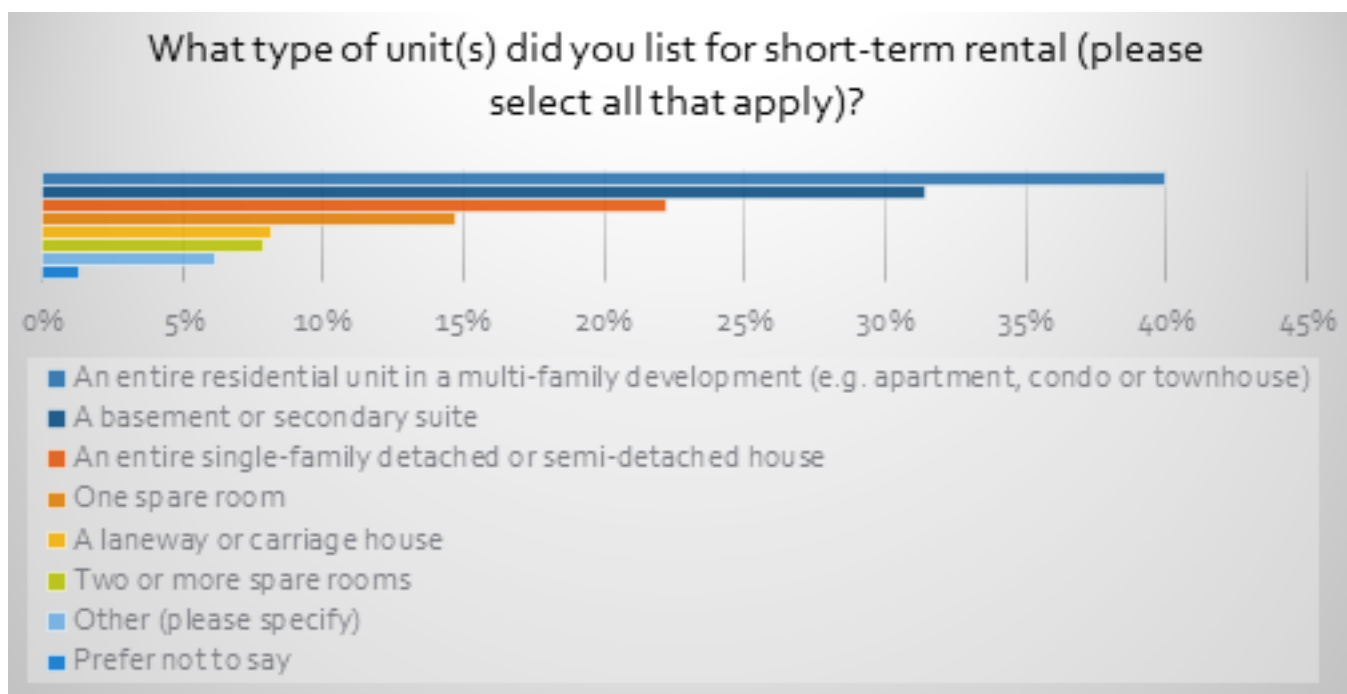
*"120 nights/year to allow seasonal workers, students and tourists the season they want to be in Kelowna and allow owners enough revenue to make the venture profitable." – Survey respondent*

*Potential regulations (cont.)*

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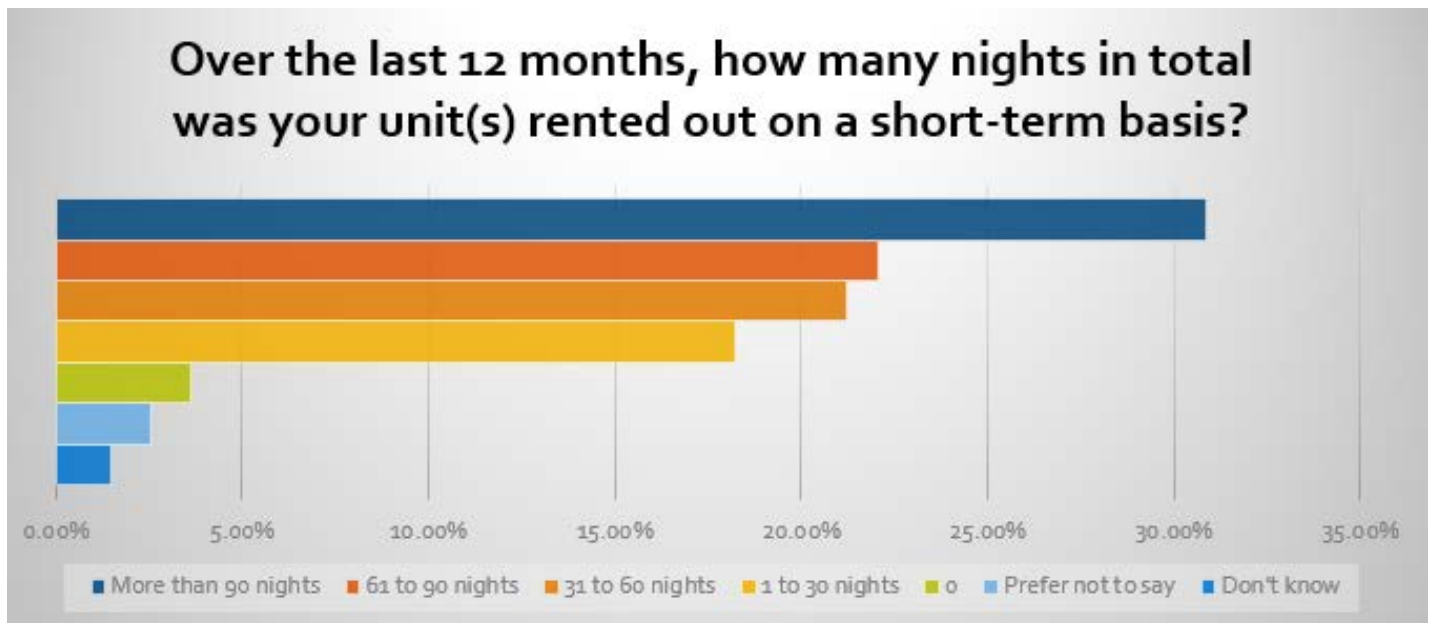
*Experience with short-term rentals*

Respondents who identified themselves as having listed a unit for short-term rental were asked a series of three questions about their experience. The first question of the series of three asked "What type of unit(s) did you list for short-term rental"? The plurality of respondents (40 per cent) said they had rented an entire residential unit in a multi-family development, while 30 per cent of people said they had rented a basement or secondary suite and 22 per cent said an entire single-family detached or semi-detached house.

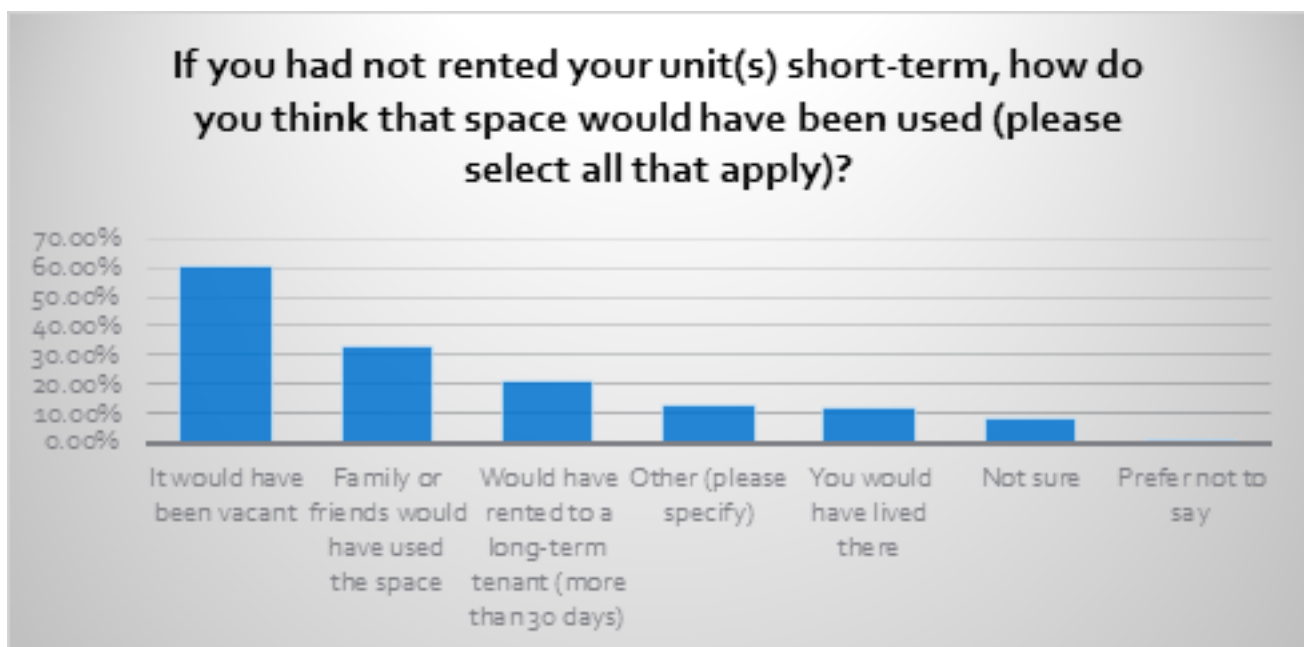


*Experience with short-term rentals (cont.)*

Of the 468 people who said they have listed a unit for short-term rental, the majority of respondents (30.84 per cent) rented their short-term rental unit for more than 90 nights, which was followed by “61 to 90 nights” (22.06 per cent) and “31 to 60 nights” (21.20 per cent).



To gain an understanding regarding what respondents would have done with their extra space if they hadn't rented it out, they were asked "If you had not rented your unit(s) short-term, how do you think that space would have been used?" A majority of respondents said their extra space would have been left vacant (60.34 per cent).

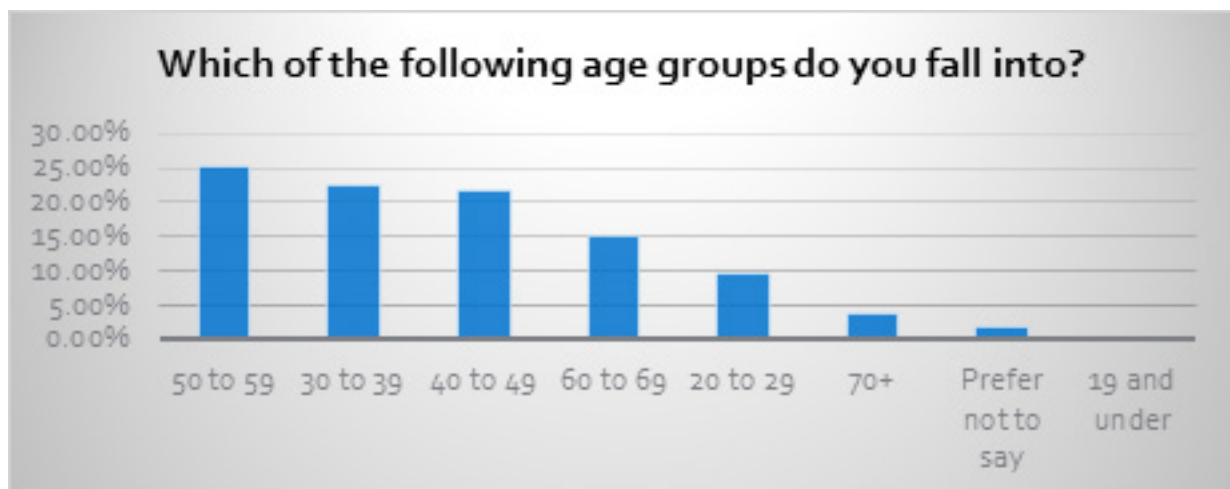
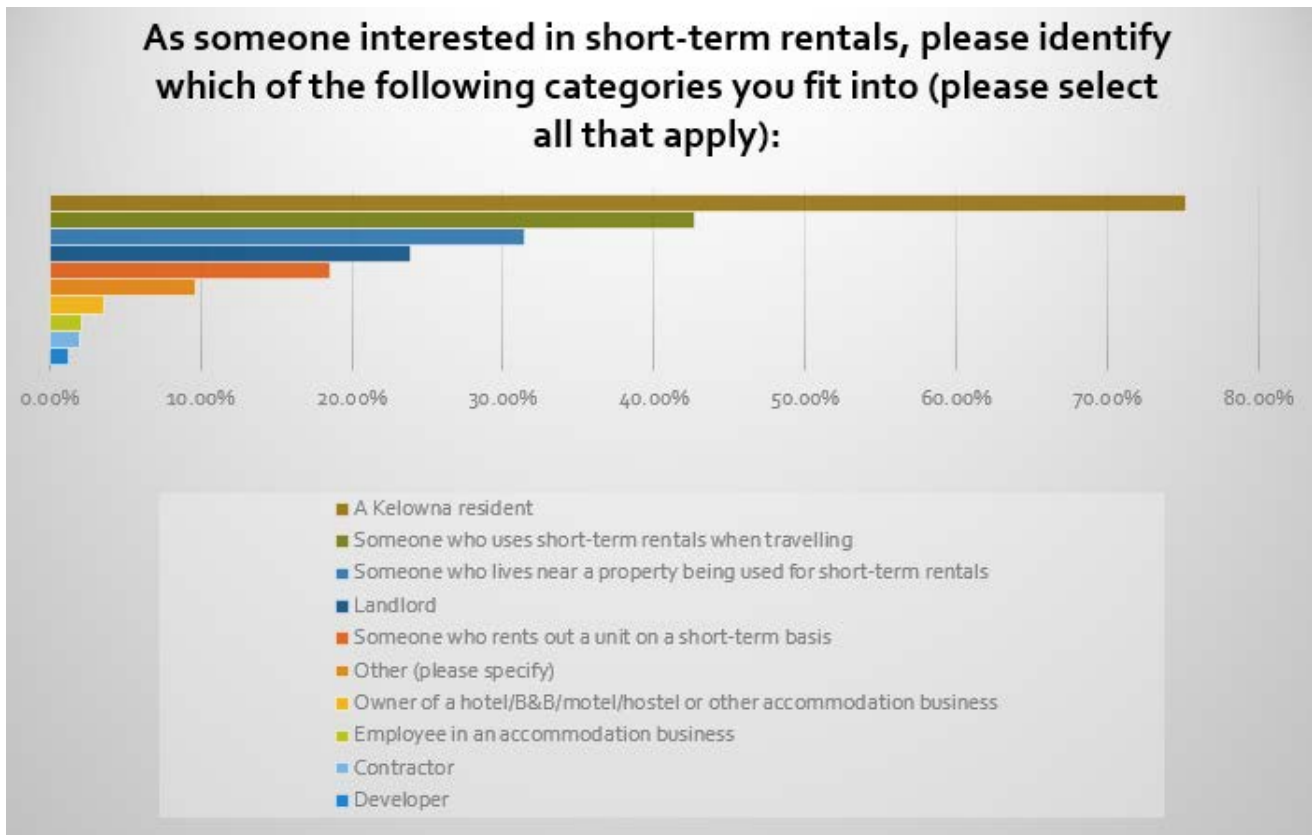


*"I rent to students who vacate in the spring and return in the fall. I can't find the same rental income to rent year to year that I do with my 9 month students." – Survey respondent*

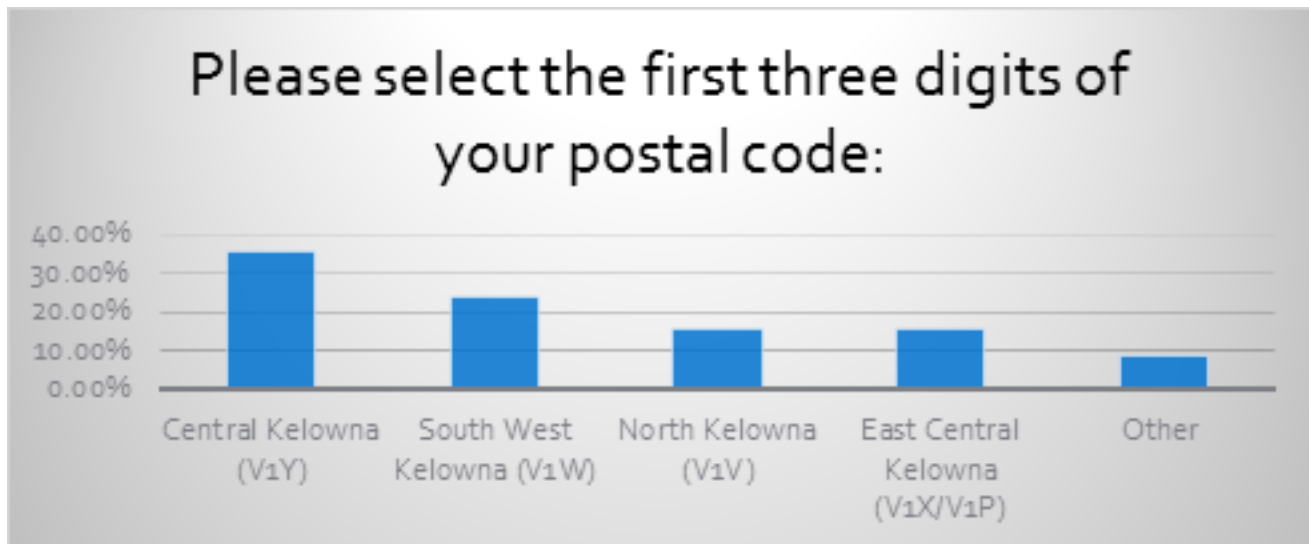


### Survey respondent demographics

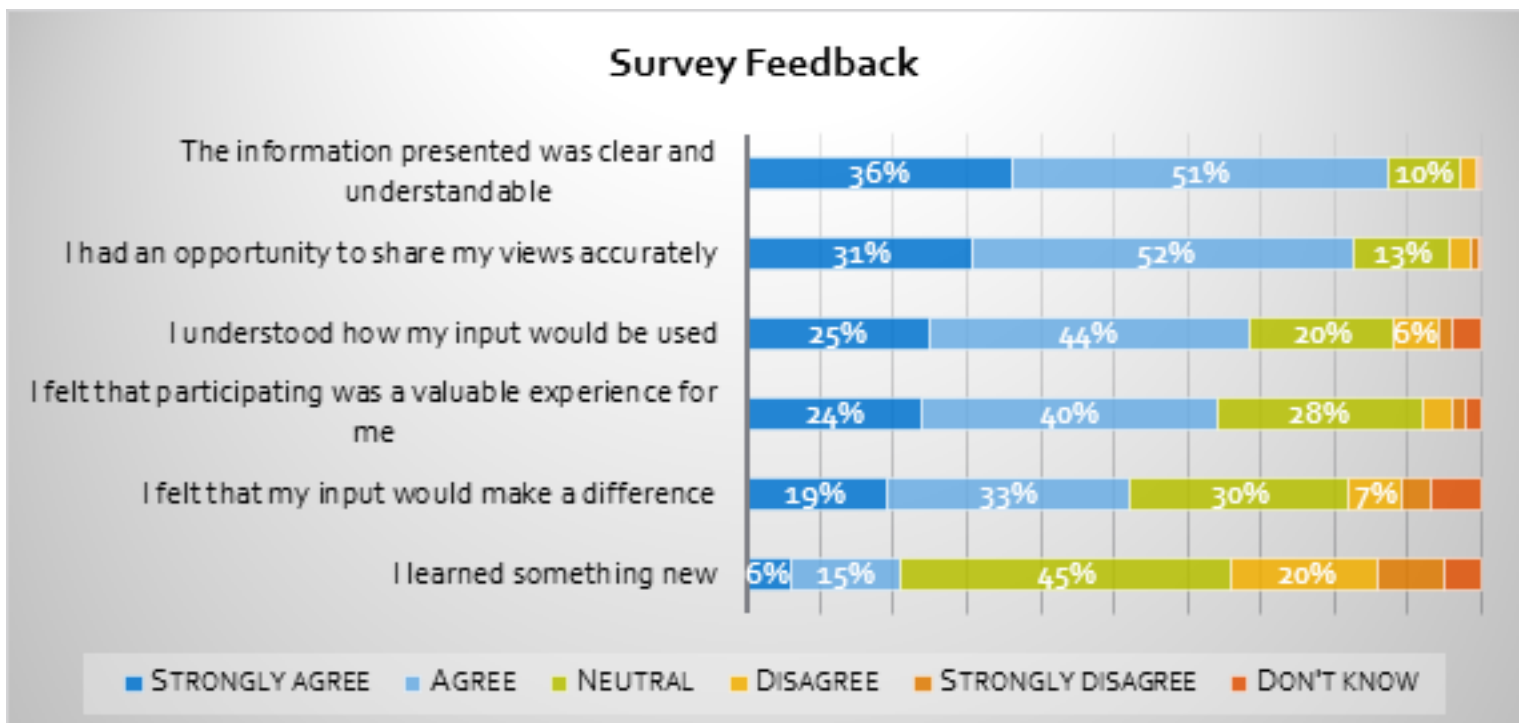
Over 65 per cent of respondents identified as being over the age of 40. The majority of survey respondents (35.65 per cent) identify as being from the postal code "V1Y", which is central Kelowna. The majority of survey respondents (75 per cent) identified themselves as a Kelowna resident, and 42 per cent identified themselves as someone who uses short-term rentals when travelling.



*"We have a business license, which I believe everyone with a short rental should have."*  
– Survey respondent

*Survey respondent demographics (cont.)***Survey Feedback**

More than 87 per cent of survey respondents agreed that the information presented was clear and understandable and felt they had the opportunity to share their views. Furthermore, the majority of respondents also said they understood how their input would be used, felt their input would make a difference, that participating was a valuable experience and that they learned something new. destination.



*"Renting short-term is a great way for property owners to pay the mortgage on their main residence while adding to the supply of housing options for tourists." – Survey respondent*

## Question Results

### ► Q13: Is there anything else you would like to tell us about short-term rentals in the City of Kelowna?

This question was open ended and responses were provided by participants. The text was analyzed through the survey tool word cloud and the top tags were created as categories. The five themes are listed in order of the frequency they were mentioned.

Hotels and Motels Condo Complex Residential Areas Regardless  
Vacation Rentals Alternative Noise Struggling Regulations  
Collect Home Owners Survey Long Term  
Neighborhood Property Low Income Air Bnb Bed  
Tourists Excellent Tourism Report Neighbourhood Treated  
Summer Months Housing Shortage Insurance

#### Top 5 Themes

- Affordability
- Home Owner's Prerogative
- Tourism
- Regulations
- Noise

Many respondents were in support of short-term rentals, and thought they benefit tourism in Kelowna. A majority of survey respondents also thought short-term rentals help home owners pay their mortgages and that the home owner should be able to decide what to do with their property. Many respondents agreed that there does need to be regulations regarding short-term rentals, specifically surrounding licensing and zoning. Several respondents were concerned about the noise caused by short-term renters, but agree this could be alleviated with regulations.

*"Short term rentals are an excellent way to maximize tourism in this region that relies so heavily on tourism. Some regulation is necessary but overall it's a fantastic way for tourists to experience the area and gives residents some extra money they will inevitably put back into the economy"* – Survey respondent