



April 11, 2016

Denver City Council
City and County Building
1437 Bannock St., Rm. 451
Denver, CO 80202

Dear Denver City Council Member:

The Travel Technology Association, or Travel Tech, as we are known, is the trade association for online travel companies, global distribution systems and short-term rental platforms. Our members include well-known short-term rental companies such as Expedia/Homeaway, TripAdvisor/FlipKey, and Airbnb.

Short-term rental technology companies have created a vibrant marketplace for travelers and property owners, expanding the travel landscape by offering alternative accommodations and providing economic benefits to communities around the world. We believe the Denver City Council should consider policies that would formalize and legalize *all* types of short-term rentals in the city, allowing both travelers and residents the ability to benefit from the fantastic travel and economic opportunities that short-term rentals provide.

Travel Tech supports formal regulations that legalize short-term rentals, and believes that owners, property managers, or hosts should be required to comply with local regulations and remit the applicable local taxes. However, regulations and requirements for registration and taxation must be reasonable, affordable, and easy to comply with, so that those interested in renting their property can easily understand and comply with the regulations. Expensive, onerous, and complicated registration and taxation schemes will only be a deterrent, and making the process easy and reasonable will result in greater compliance, leading to greater benefits for both travelers and residents.

At the heart of successful short-term rental regulation is an equal playing field that does not discriminate between the renting of a primary or owner-occupied residence and a secondary residence or traditional vacation home. Cities should adopt sensible regulations that apply to all short-term rentals, so that travelers, owners, hosts, and property managers, the city and the surrounding communities can all benefit from the great economic opportunity that short-term rentals offer. Subsequently, travelers seeking alternative accommodations to the traditional hotel model should continue to see Denver as a viable travel destination that is willing to offer travelers and their families, choices when it comes to accommodations.

The popularity of short-term rentals is evident, and with increasing frequency travelers are looking for short-term rental accommodations that provide flexible housing options and allow them to spend longer periods of time in communities, in a unique setting, all while contributing to the local economy. As such, we believe municipalities should embrace this economic opportunity by working with industry stakeholders to establish a reasonable framework for regulating short-term rental activity so that all may benefit.



The Denver community derives a very real economic benefit from the presence of short-term rentals and the travelers who occupy them. Quite simply, it is the difference between living like a local or just visiting. Travelers rely on short-term rentals for various reasons, including the need to accommodate larger families that would otherwise require multiple hotel rooms, travelers with special needs or special needs children, or simply a desire for more lengthy affordable stays. Regardless of the reason travelers choose short-term rentals, numerous studies have shown that those in short-term rentals stay longer and spend more money during their travel versus hotel stays. We believe municipalities should embrace this opportunity rather than stifle it.

We encourage the Denver City Council to work toward developing sensible short-term rental regulations that can be easily complied with by renters and operators. If regulations are enacted in this regard, the city and surrounding communities have much to gain. Should Denver fail to adequately address this issue or enact regulations that hamper the widely recognized advantages of all short-term rentals, it would represent a missed opportunity to position the city's travel industry for a bright future.

The Travel Technology Association is available to the City as a resource as you continue to develop short-term rental policies. We look forward to having the opportunity to work with you and hope that the Council will refrain from enacting any ordinance that would negatively impact specific segments of the short-term rental industry, and instead, work to develop a public policy solution that recognizes the value of all short-term rentals to the city of Denver.

Sincerely,

A handwritten signature in black ink, appearing to read "Matthew Kiessling", with a large, sweeping flourish underneath.

Matthew Kiessling
The Travel Technology Association