



# Calgary's Short-Term Rental Study



## Study timeline



### Study Phase 1

January - March 2023

- Baseline data analysis
- Comparative analysis of STR policies in Canadian jurisdictions



### Study Phase 2

April - September 2023

- Comprehensive quantitative and spatial analysis of STR listing data (2017-23)



### Engagement 1

Fall 2023

- Experiences of and perceptions about STRs
- Survey, focus groups, interviews



### Study Phase 3

October 2023 - July 2024

- Analysis of competitive issues, sector and community impacts, policy and governance context



### Engagement 2

Summer 2024

- Feedback on policy and regulatory options
- Survey



### Final Report

December 2024

- Regulatory framework and additional policy options
- Design and implementation guide

## Study overview

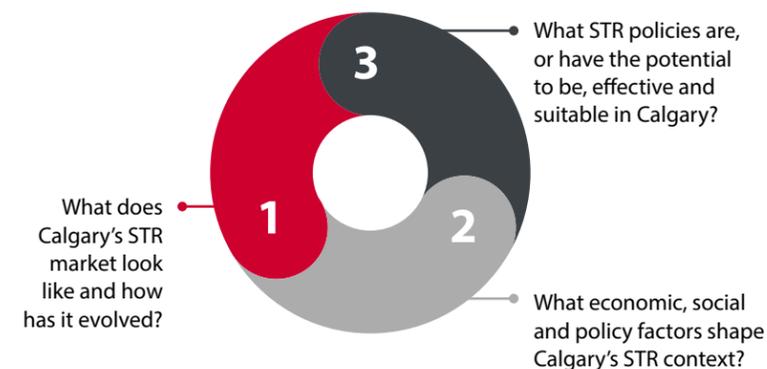
The City of Calgary and researchers at the University of Calgary are collaborating on a multi-year study of Calgary's short-term rental (STR) market. The goals of the study are:

- To develop a holistic, data-driven and engagement-informed understanding of Calgary's STR market and the challenges and opportunities it presents.
- To translate research findings into improved policy, planning and regulatory processes that:
  - a. Are effective, flexible and transparent
  - b. Address challenges and concerns
  - c. Support City objectives and create value for the community.

The Short-Term Rental Study was launched in response to recent changes that affect how Calgary manages STRs. Since the introduction of regulations in February 2020, the STR market has evolved. Social and economic shifts have also produced new challenges, altering the policy context. Lastly, as cities have gained experience with STR regulations, our understanding of what works, what doesn't and where policy innovation is needed has improved. Calgary can use this knowledge to improve its own framework.

## Study approach

The research being undertaken through this study is guided by three big questions. By exploring these questions in way that incorporates a range of strategies and perspectives, the study team will develop a strong evidence base for future policy directions on the issue of short-term rentals.



## Research questions:

- 1. What does Calgary's STR market look like – what are its characteristics – and how has it evolved?**
  - Quantitative analysis of Airbnb and VRBO listing data to understand market size, composition, operating and revenue trends.
  - Spatial analysis to analyze listing density, community-level patterns and other trends.
  - Assessment of temporal trends (2017-2023), including COVID-19 pandemic impacts.
  - Engagement with Calgarians and interested parties to understand market participation.
- 2. What economic, social and policy factors shape Calgary's STR context?**
  - Analysis of competitive issues: review of long-term rental market and hotel industry.
  - Quantitative analysis of sector and community impacts using linked data.
  - Analysis of policy, governance, economic and strategic context.
  - Engagement with Calgarians and interested parties to understand community- and sector-level impacts, and identify concerns and opportunities.
- 3. What STR policies are, or have the potential to be, effective and suitable in Calgary?**
  - Jurisdictional scans and comparative analysis of STR policies in Canada and internationally.
  - Compliance, suitability and impact analysis of existing regulatory approaches in Calgary.
  - Exploration of enforcement challenges, access to data and potential platform roles.
  - Engagement to obtain insight and feedback on current and prospective policy approaches.

## Key research outcomes:

- An evidence base that provides comprehensive information on Calgary's STR market, including characteristics, trends, spatial patterns, economic value and impacts on the hotel industry, housing markets and communities.
- An expert understanding of the policy and regulatory approaches that can be used to manage STRs and their impacts.
- A policy and regulatory design, implementation and evaluation framework for STRs in Calgary.
- Options for leveraging STRs to support vibrant communities and tourism, and to fill service gaps across several special cases (e.g., emergency response, out-of-town medical visits, etc.).
- Research and recommendations shaped by engagement with Calgarians and interested parties.

Share your thoughts and learn more about Calgary's short-term rental market at [engage.calgary.ca/STR](https://engage.calgary.ca/STR)