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Contact: Tom Forsyth
Telephone: 214-616-0287
Email: homesnothotelsdallas@gmail.com
Website www.txneighborhoodcoalition

New Airbnb Data Shows Explosive Growth of STRs in Dallas, Texas

New data released in April 2022 by Inside Airbnb, the authoritative source of data on Airbnb and short-term rentals (STRs), shows explosive growth in Dallas, Texas. As of April 27th, 2022, Airbnb dominated the Dallas STR market at 80% or 5,299 listings. Factoring in other platforms, the total number of STRs in Dallas exceeds 6,000 today, a 53% per year growth or 568% increase since 2016. This unbridled growth is responsible for ongoing devastation to Dallas neighborhoods and escalating enforcement costs to taxpayers.

An astounding 85%, or about 4,522 units, of all Dallas Airbnb listings, are entire homes or apartments. These listings account for 96% of Airbnb's revenue, which explains the strong push for de-regulation by platforms and a continued effort to mischaracterize their business. The compelling data clearly shows that short-term rentals in Dallas are not just mom-and-pop operations renting out a spare room but are part of a much larger operation run by investors. According to the latest study, 68% of hosts have more than one whole-home listing, and almost half (48%) are investors with a portfolio of five or more entire-home rental units. Over half (53%) of Dallas STRs are hosted by investors who do not call Dallas, or even Texas, home.

The City of Dallas recently presented its housing supply numbers, stating it has a "0.7-month supply of single-family housing." Most shocking is that whole-home STRs take up to 90% of Dallas' available long-term rentals in some zip codes, and 11% citywide.

What is the solution?
State and city tax code define a short-term rental as a hotel. The City of Dallas treats STRs as a Lodging Use in the tax code to levy the minimal Hotel (HOT) Tax on these properties. This can be verified at: https://dallascityhall.com/departments/controllersoffice/Pages/hotel-taxes.aspx

In the Development Code, Lodging Use is an excluded land use for most residential zones in the city. In other words, hotels are *not* allowed!

Dallas should uphold the spirit of its existing zoning by simply adding a short definition of STRs as a Lodging use and bring the Development Code in line with the Tax Code. This simple and equitable zoning clarification would restrict STRs from operating in certain residential areas that already prohibit hotels and allow STRS to operate in all other zoning categories where hotels and lodging uses are currently allowed.

Restricting STRs from residential neighborhoods benefits the city and its citizens. It makes enforcement easier for police and code compliance, and it ends the vast problems that STRs bring to our neighborhoods, which are well documented. Further, it will help reintroduce almost 5,000 whole-home and apartment units back into the housing stock for long-term rentals or sales, a significant win for the severe housing shortage in Dallas.

The solution is simple. It is a matter of will. *Will the City of Dallas do right by its citizens?* The decision lies in the hands of City Council members, who have the power to order the City Plan Commission (CPC) to write a few lines to define STRs in current code.

Homeowners and STR operators all benefit from clear rules on WHERE STRs may operate. The Dallas City Council must prioritize this work to stop the uncontrolled explosion of STRs in Dallas. Once the zoning work is done, Dallas can then implement a regulatory framework that shifts the burden of enforcement for tax collection and compliance to the platforms and operators and off the backs of neighbors, taxpayers, Code Compliance, and the Dallas Police Department.

Our coalition represents thousands of homeowners from dozens of neighborhoods citywide. We hope to partner with the city to put forward a robust regulatory platform for STRs once a zoning solution clearly defines where STRs may legally operate.

The Dallas Neighborhood Coalition
Representing dozens of neighborhoods in the City of Dallas

About Inside Airbnb and the Data:

Inside Airbnb was founded in 2015 by housing and data activist Murray Cox. Inside Airbnb is a mission-driven project that provides data and advocacy about Airbnb's impact on residential communities. The project's vision is one where data and information empower communities to understand, decide and control the role of renting residential homes to tourists.

The data available in this report and from Inside Airbnb is compiled from public information displayed on the Airbnb website and is being used by cities, urban planners, journalists, academics, and researchers worldwide.

The data has been downloaded thousands of times and used in hundreds of academic studies. Murray has worked directly with cities such as the City of New York, San Francisco, Paris, Barcelona, Amsterdam, and many others.

This report is independent and was not commissioned, requested, or supported in any way by the hotel industry. *Consider supporting the supply of Airbnb data by donating to the project.*

Email to : murray@insideairbnb.com
Website : insideairbnb.com,
Phone: +1 (917) 592 9700