



City & Borough of Juneau Assembly Finance Committee Meeting March 1, 2023

SHORT TERM RENTAL UPDATE

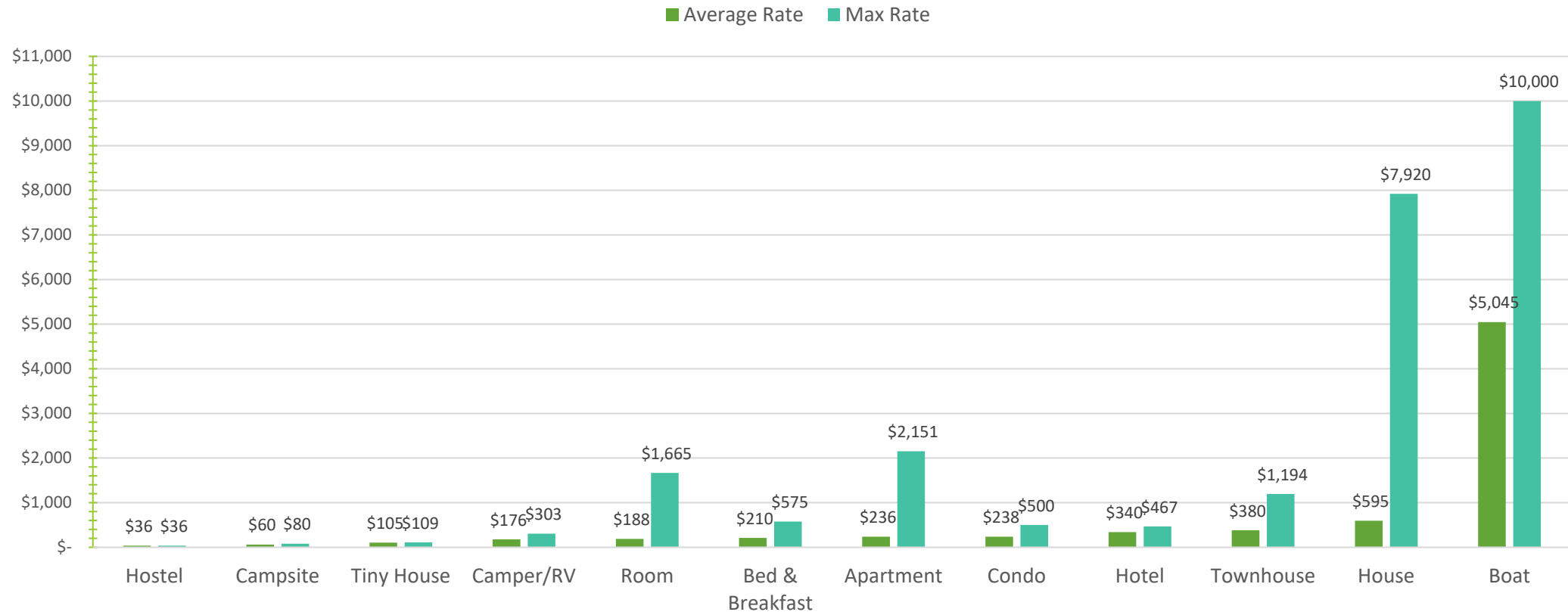
Overview of STR Data

577	STR Active & Intermittent Listings in Juneau
12	STR Listings added in the past 30 days
34	STR Listings added in the past 90 days
302	STR Listings added in the past 365 days
486	Entire Home STR Listings
91	Shared-Home STR Listings
50,595	Booked Days for Active Listings in 2022
\$361.52	Average Nightly Rate
\$190.00	Median Nightly Rate

Data from 02.20.2023
Includes Duplicate Listings

Nightly Rates by Property Type

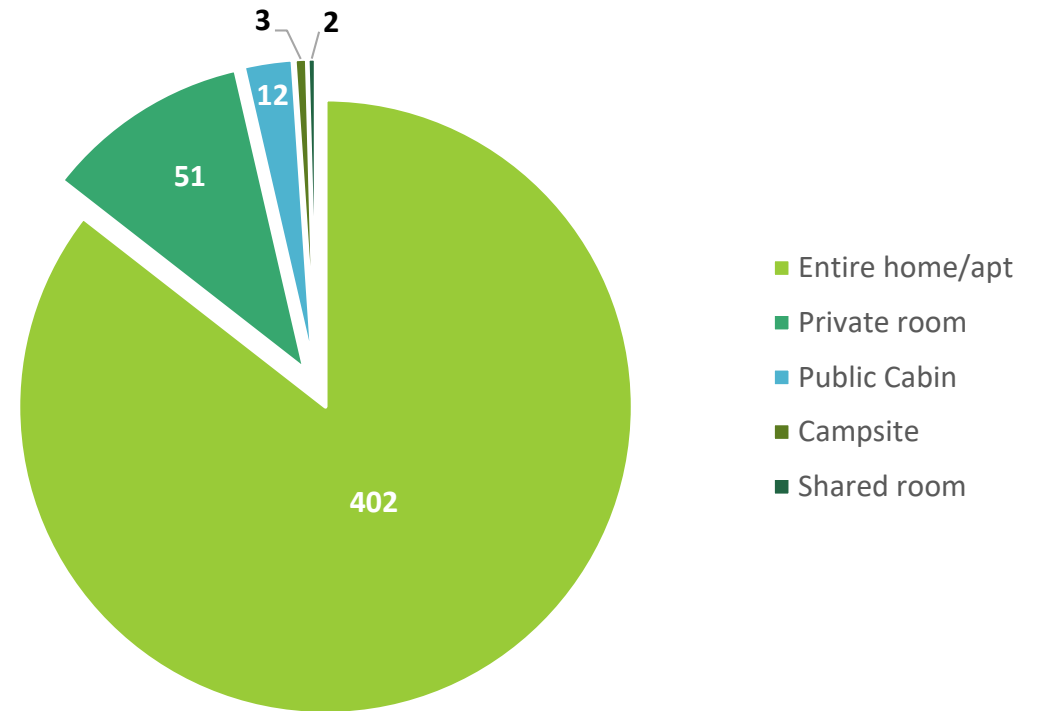
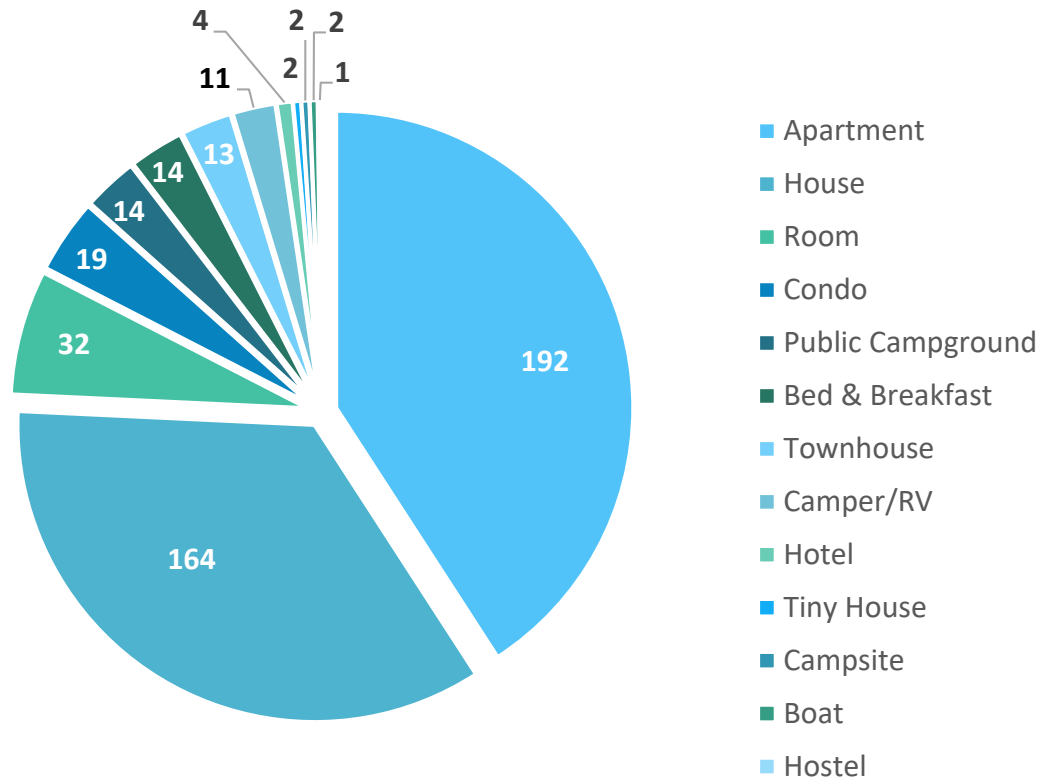
for active listings with bookings in the next 6 months



Data from 02.20.2023
Excludes Duplicate Listings

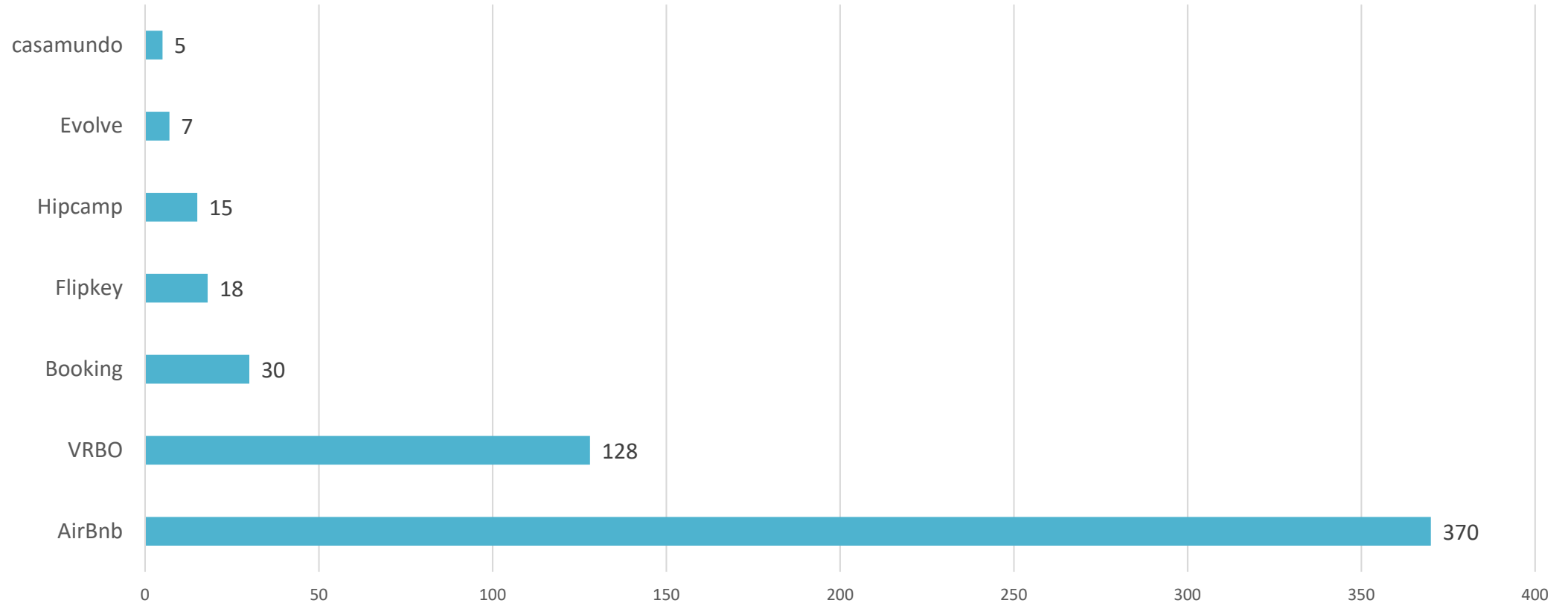
Inventory

by Property and Room Type



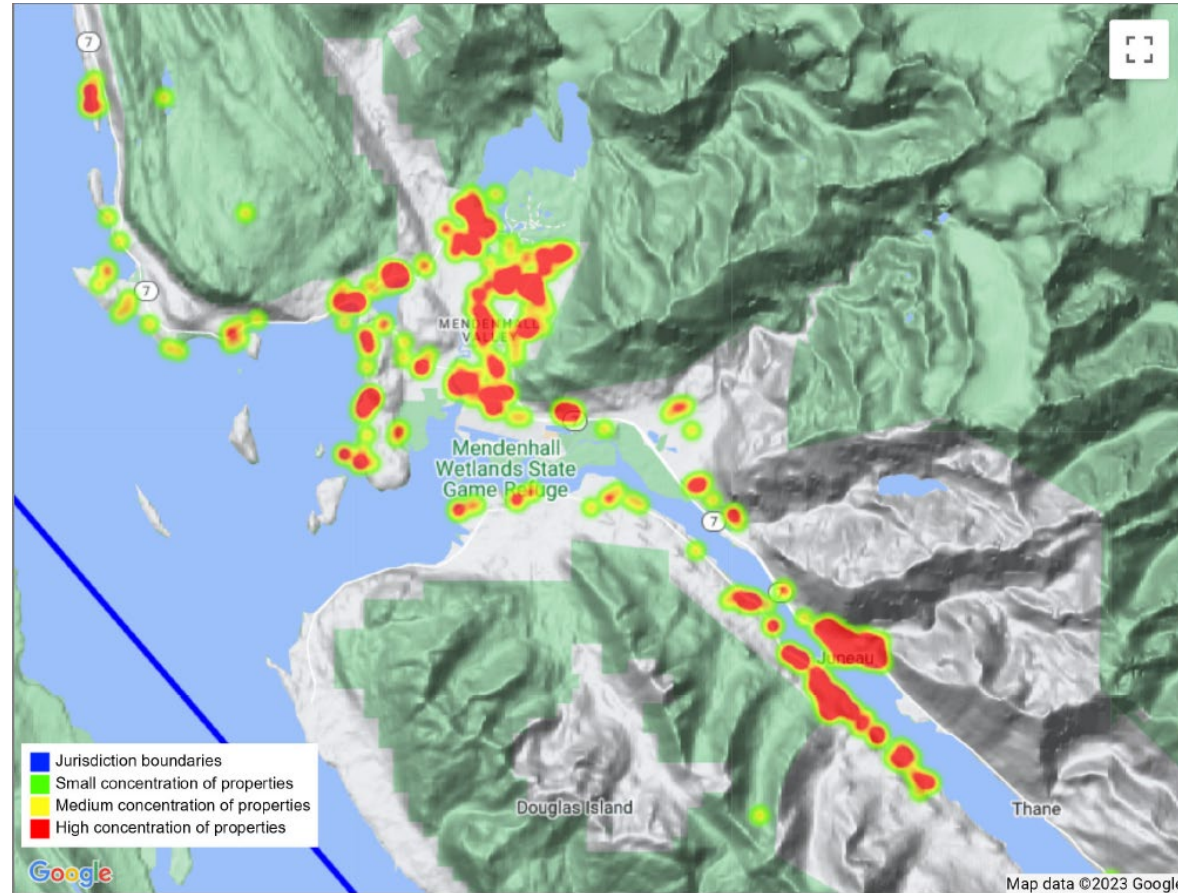
Data from 02.20.2023
Excludes Duplicate Listings

Listings by Platform



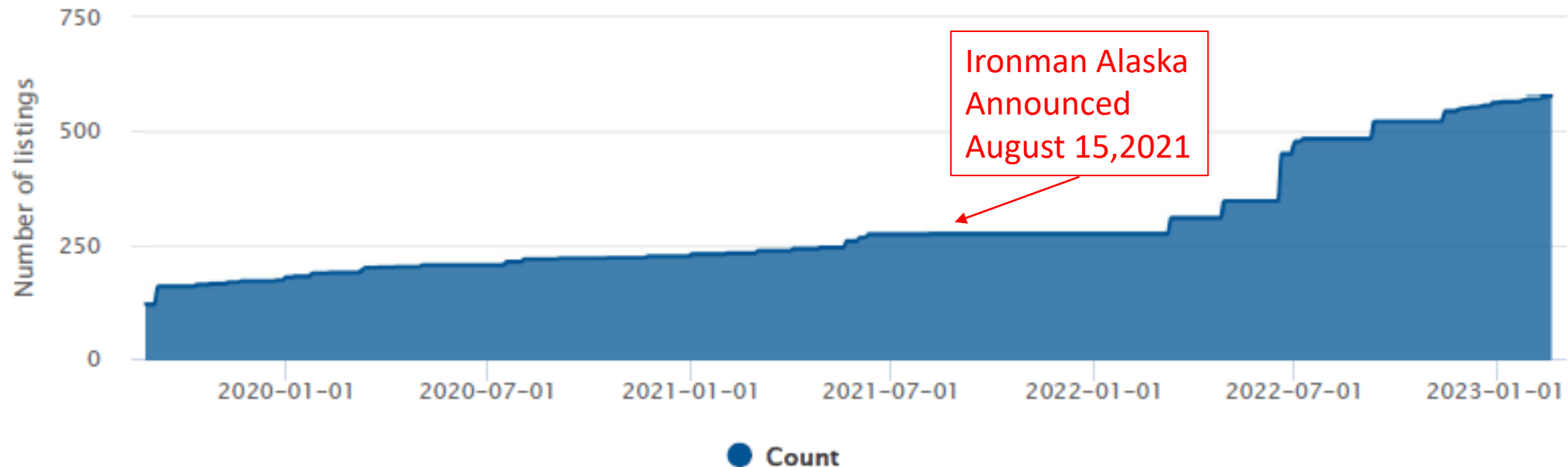
Data from 02.20.2023
Includes Duplicate Listings

STR Heat Map



Data from 02.20.2023
Includes Duplicate Listings

Number of Listings Over Time



Data from 02.20.2023
Includes Duplicate Listings

Challenges

Dynamic Data

- Listings come and go
- New listings show up regularly
- Some operators may pull their listings down during certain periods in an attempt to avoid detection by regulating authorities
- It's difficult to get accurate data from inactive or intermittent listings
- Contractor currently has 353 "Inactive" listings in their database that don't get accounted for at all in our metrics

Challenges

Duplicate Listings

- At least 173 listings are duplicate
- Reflects 66 unique properties
- Another 65 presumed duplicate listings are currently unconfirmed
- Duplicates can appear across multiple platforms or the same platform
- Duplicates may have the same listing title or different titles to appeal to different travelers
- Difficult for the contractor to differentiate multiple units on the same property
 - e.g. multiple condos in the same complex
 - We kicked back 54 identified duplicates as not true duplicates

Challenges

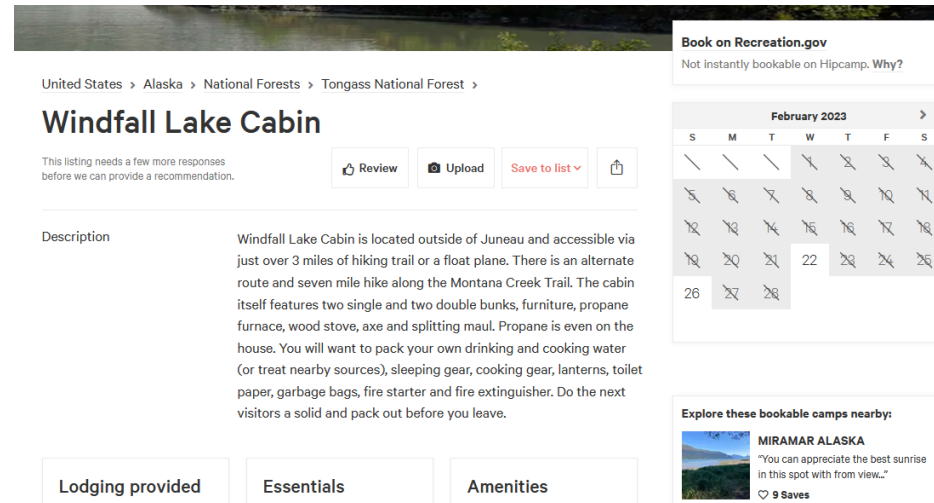
Duplicate Listings

- One property manager in town operates four properties, each with multiple units comprised of a mix of apartments and private rooms, with each unit as well as the entire house listed multiple times across several platforms
- 58 listings reflecting
 - 4 entire properties (11 listings)
 - 7 private rooms (21 listings)
 - 8 apartments (26 listings)

Challenges

Filtering out Non-STRs

- Listings with 30-day minimum stays
 - Not considered an STR under CBJ sales tax code
- Some hotels have listings on STR sites
- Campgrounds and Forest Service cabins are listed on Hipcamp



United States > Alaska > National Forests > Tongass National Forest >

Windfall Lake Cabin

This listing needs a few more responses before we can provide a recommendation.

[Review](#) [Upload](#) [Save to list](#) [Share](#)

Description

Windfall Lake Cabin is located outside of Juneau and accessible via just over 3 miles of hiking trail or a float plane. There is an alternate route and seven mile hike along the Montana Creek Trail. The cabin itself features two single and two double bunks, furniture, propane furnace, wood stove, axe and splitting maul. Propane is even on the house. You will want to pack your own drinking and cooking water (or treat nearby sources), sleeping gear, cooking gear, lanterns, toilet paper, garbage bags, fire starter and fire extinguisher. Do the next visitors a solid and pack out before you leave.

Lodging provided **Essentials** **Amenities**

Book on Recreation.gov
Not instantly bookable on Hipcamp. [Why?](#)

February 2023

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26	/	/				

Explore these bookable camps nearby:

MIRAMAR ALASKA
"You can appreciate the best sunrise in this spot with from view..."
9 Saves

Challenges

Inconsistent Property & Room Identification

- Not all sites have consistent identification, for example:
 - Airbnb calls out Private Room vs. Entire House/Apt
 - VRBO does not, but does call out Property Type
- Where not specifically called out, contractor derives from the listing title and/or description as best they can
- Hosts also inconsistently identify number of bedrooms/bathrooms
- Leads to inconsistent data
 - Raw data from contractor identifies 38 different property types
 - How to categorize: e.g. house, home, cottage, cabin, guesthouse, farmhouse

Airbnb Listing

#1 Luxury lodging in Juneau

★ 5.0 · 3 reviews · Juneau, Alaska, United States

Share Save



Private room in bed and breakfast hosted by Renda

8 guests · 1 bedroom · 1 bed · 1 private bath



\$575 night

★ 5.0 · 3 reviews

VRBO Listing

Suite in Luxury Downtown Juneau Retreat

Share Save



Elegant Historic Bed & Breakfast with Gourmet Dining and Scenic Views

Originally built in 1915, the historic Jorgenson House has been transformed into an elegant, boutique family-owned bed & breakfast and private event space located in a quiet, authentic downtown Juneau neighborhood.

Choose one of the four tranquil guest suites, each of which includes a private bath, decadent linens & a detailed touch of Alaska history. (NOTE: Price listed is per suite (2-3 guests), please send us a message if you are interest in pricing for the entire house.)

About Rooms & beds Amenities Reviews Map Host Policies Rates & availability



Know before you go

Check Covid restrictions [here](#)

About this rental

Bed & breakfast

4 bedrooms

6 beds · Sleeps 3

5 bathrooms

4 full baths · 1 half bath

Spaces

Kitchen · Deck/Patio · Dining Area

Challenges

Sales Tax Compliance

- CBJ provided contractor with a list of active sales tax accounts known to be STRs that was used to match up to listings
- Staff mailed 103 in first round of letters to STRs identified as not being registered
- Properties may be misidentified
- Merchants do not always provide property address of STRs
- Merchants may operate STRs on more than one property
- Merchants may have more than one line of business and their sales tax account may not be attached to a code that identifies it as an STR in the database

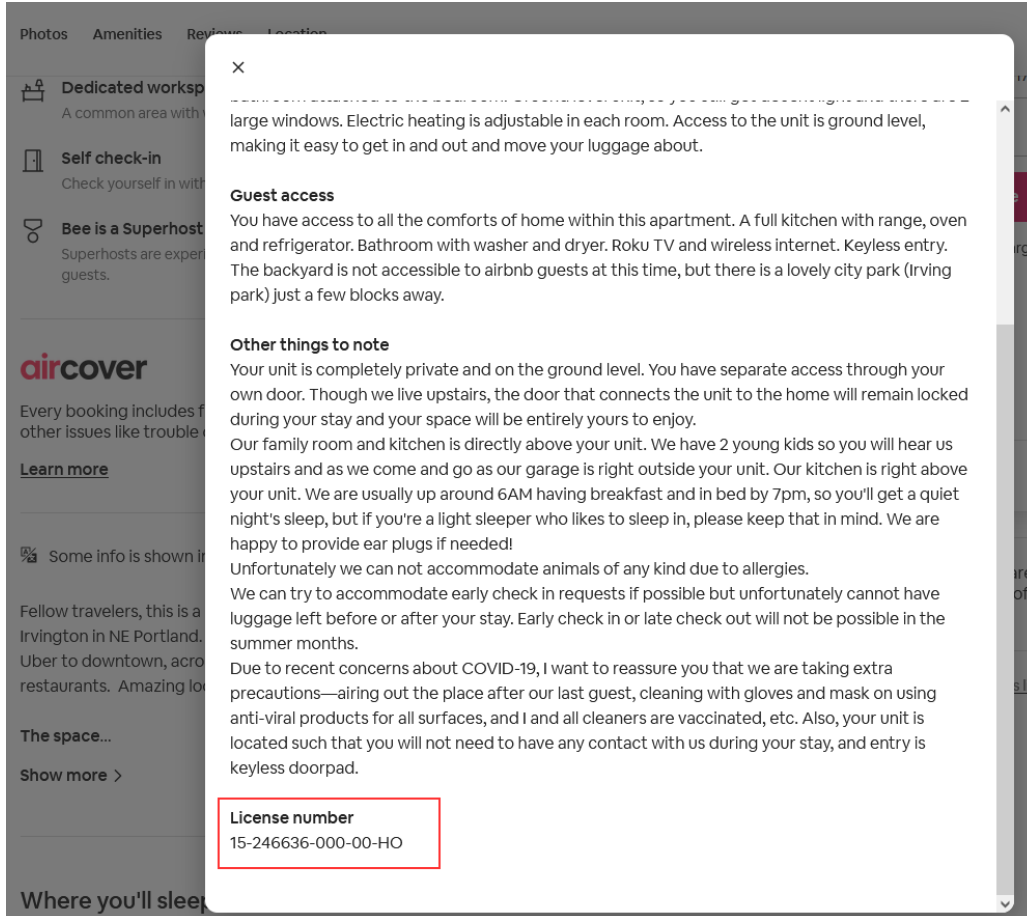
Challenges

Sales Tax Compliance

- “Super Hosts” may operate dozens of listings across multiple platforms
 - They may not always use a consistent name or business name
 - They may or may not own all of the properties they are managing
- “Active” listings may have all dates blocked and are ghosting
- New STR operators don’t always understand the sales tax code
 - Frequently hear that a new operator thought Airbnb was collecting/remitting sales tax
- There are at three known companies operating in Juneau that manage listings and rentals on behalf of numerous owners

STR Permitting

Other Jurisdictions are Doing it



Photos Amenities Reviews Location

Dedicated workspace
A common area with large windows. Electric heating is adjustable in each room. Access to the unit is ground level, making it easy to get in and out and move your luggage about.

Self check-in
Check yourself in with the keyless doorpad.

Bee is a Superhost
Superhosts are experienced, highly rated and professional hosts.

aircover
Every booking includes free travel insurance for other issues like trouble with luggage, flight cancellations, or accommodation problems.

[Learn more](#)

Some info is shown in redacted text.

Fellow travelers, this is a great location in Irvington in NE Portland. Uber to downtown, across the river to restaurants. Amazing location.

The space...
Show more >

Where you'll sleep

Guest access
You have access to all the comforts of home within this apartment. A full kitchen with range, oven and refrigerator. Bathroom with washer and dryer. Roku TV and wireless internet. Keyless entry. The backyard is not accessible to airbnb guests at this time, but there is a lovely city park (Irving park) just a few blocks away.

Other things to note
Your unit is completely private and on the ground level. You have separate access through your own door. Though we live upstairs, the door that connects the unit to the home will remain locked during your stay and your space will be entirely yours to enjoy. Our family room and kitchen is directly above your unit. We have 2 young kids so you will hear us upstairs and as we come and go as our garage is right outside your unit. Our kitchen is right above your unit. We are usually up around 6AM having breakfast and in bed by 7pm, so you'll get a quiet night's sleep, but if you're a light sleeper who likes to sleep in, please keep that in mind. We are happy to provide ear plugs if needed! Unfortunately we can not accommodate animals of any kind due to allergies. We can try to accommodate early check in requests if possible but unfortunately cannot have luggage left before or after your stay. Early check in or late check out will not be possible in the summer months. Due to recent concerns about COVID-19, I want to reassure you that we are taking extra precautions—airing out the place after our last guest, cleaning with gloves and mask on using anti-viral products for all surfaces, and I and all cleaners are vaccinated, etc. Also, your unit is located such that you will not need to have any contact with us during your stay, and entry is keyless doorpad.

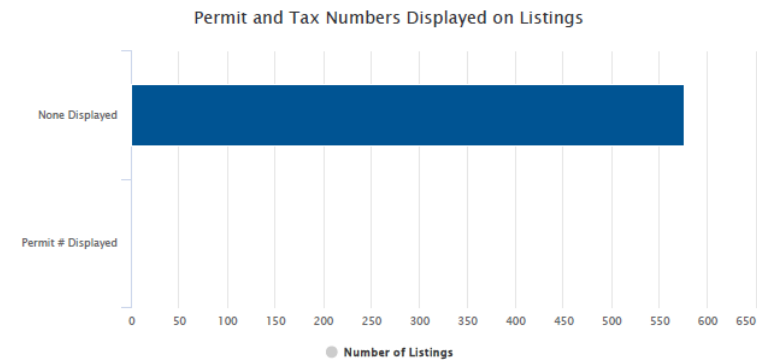
License number
15-246636-000-00-HO

- STR registration is common in other jurisdictions
- Increasingly jurisdictions require listings to display an STR permit number
- Sales tax account numbers are also sometimes required to be displayed
- CBJ cannot require the display of Sales Tax Account numbers because those are used by merchants to log into the online filing portal

STR Permitting

What Does it Get Us

- Quality inventory of STRs including
 - Property Type
 - Room Type
 - # of Bedrooms
 - Location
- Permits can easily be tied to Sales Tax Accounts to ensure compliance
- Able to better match up listings to parcels/owners and Sales Tax Accounts, giving us more reliable metrics
- Requiring the display of permit numbers in listings allows easier compliance monitoring



STR Permitting

What Does it Get Us

- Potential ability to monitor STRs for housing/zoning code violations
- Ensure owners are aware of the STRs
 - We had at least one identified STR being operated by renters without the knowledge of their landlord
- Easier to identify and respond to frequent noise or other complaints or party houses in a neighborhood tied to an STR

Questions?
