



Reykjavíkurborg
skrifstofa borgarstjórnar

Reykjavík, 16. janúar 2018
R18010210

Borgarráð

Fyrirhuguð ferð staðgengils borgarstjóra til Amsterdam dagana 25. til 26. janúar 2018

Fyrirhuguð er heimsókn staðgengils borgarstjóra til Amsterdam í Hollandi dagana 25. til 26. janúar 2018. Tilgangur ferðarinnar er þátttaka og erindi staðgengils borgarstjóra á ráðstefnu Amsterdamborgar um skammtímaleigu til ferðamanna, Amsterdam Holiday Rental Conference concerning the enforcement of holiday rental rules. Reykjavíkurborg var boðið að taka þátt í ráðstefnunni ásamt öðrum hraðvaxta borgum í ferðamannaiðnaði m.a. Barcelona, París, Vín, Kaupmannahöfn, Brussel, Lissabon, Krakow og Madrid. Erindi staðgengils borgarstjóra verður á dagskrá milli kl. 17.30 og 18.30, fimmtudaginn 25. janúar. Með borgarstjóra í för verður samninganefnd Reykjavíkurborgar við Airbnb sem er skipuð undirritaðri, Ebbu Schram, Hrólfi Jónssyni og Tómasi Hrafni Sveinssyni.

Hjálagt er boðsbréf Amsterdamborgar og dagskrá ráðstefnunnar.

Helga Björk Laxdal
skrifstofustjóri borgarstjórnar

Hjálagt:

Official invitation Amsterdam Holiday Rental Conference
Official program



**Gemeente
Amsterdam**

Official invitation

Amsterdam Holiday Rental Conference

Conference for Enforcing Rules on Holiday Rentals
25-26 January 2018

Exchanging best practices

Cities are becoming more popular as tourist destinations and visitors and tourists are increasingly making use of regular apartments, turning them into holiday rentals. To tackle this, the City of Amsterdam is organizing a conference chaired by the Deputy Mayor, Laurens Ivens, on enforcing the rules on holiday rental. The focus of the two-day conference will be on exchanging best practices.

In Amsterdam, we have specific ways of controlling, checking and enforcing the rules on holiday rental: for instance, we check apartments on a daily basis with a team of enforcers. To do so, we make use of information gathered online (a technique called 'data scraping').

International city to city cooperation

To improve our policies and regulations and in order to learn from other cities, we would like to discuss ways of enforcing our policy on holiday rental. How do you persuade residents to follow the rules and regulations of the City, what are best practices, which techniques do and do not work in your city and how can we learn from each other? These questions will be the main topics of discussion at the conference.

Furthermore, we would also like to start investing and collaborating in a strong network in which we actively share information and pool resources.

Participants

We are looking for three attendees with three different responsibilities from each city:

- Your alderman or political representative for Housing and/or Enforcement
- A supervisor or enforcer with practical knowledge
- An information analyst or researcher looking into anticipated illegal holiday rental.

We are inviting many partner cities, including Barcelona, Paris, Vienna, Copenhagen, Brussels, Lisbon, Krakow, Madrid and Reykjavik, to take part.

Practical information

The conference will take place in Amsterdam, starting in the afternoon of 25th January 2018 and ending on 26th January 2018. You will receive details of the programme shortly. To enable you to plan your trip, we can provide the following information for now:

- The conference will start at 15.30 on 25th January 2018
- We will conclude the conference at 17.30 on 26th January 2018 (or at 21.00 if you decide to join us for dinner (optional))
- Alderman Laurens Ivens (Amsterdam Building and Housing Department) will host the event
- The conference will be held at the official residence of the Mayor of Amsterdam (Mayor's House) and several Municipal Government locations in Amsterdam
- The invitation covers all expenses, such as dinner, lunch, coffee/tea and transportation within Amsterdam. One overnight stay is also included.
- Partial reimbursement of other expenses, such as your travelling expenses to Amsterdam is also possible. Please ask for more information if you would like to take up this offer.

What do we need from you?

We are asking you to prepare two things for the conference:

1. A pitch lasting no longer than five minutes.
Include best practices and techniques that work well in your city.
2. A presentation for a gallery walk.
This presentation should include your enforcement techniques to combat illegal holiday rental in your city. It might be a short film, a flyer with pictures, a collection of quotes, or something else. We will leave the format of the presentation up to you, as long as it clearly conveys to the other attendees what your city is doing.

Deadline for confirming your attendance: 20 December 2017

More information, details and the full programme can be obtained by contacting the project manager, Rick Bleumink: r.bleumink@amsterdam.nl T +31 (0)6 211 792 70

We are looking forward to your participation in the conference.

Best regards,



Max van Engen

Director of Housing
City of Amsterdam



City of Amsterdam

Amsterdam Holiday Rental Conference, concerning the enforcement of holiday rental rules

The 25th and 26th of January 2018

Conference programme

Thursday the 25th of January 2018

Location: The Mayor's house, Herengracht 502

15.30-16.00	Registration at the reception
16.00-16.10	Speech by alderman Laurens Ivens, host of the conference
16.10-16.30	Speeches by aldermen of participating cities
16.30-16.45	Movie screening: Crash course on the enforcement of holiday rental rules in Amsterdam
16.45-17.30	Presentation: How Amsterdam enforces holiday rentals in Amsterdam <i>Practical information and summary of enforcement in Amsterdam</i>
17.30-18.30	Pitches about practical tools and best practices per city <i>Short pitches presented by every participating city (5 minutes per city)</i>
18.30-20.00	Dinner
20.00-22.00	City walk with enforcers, tour guides and local area participation managers <i>The city walk will focus on enforcement. After the city walk we will meet up in a cafe in the city centre with optional network drinks.</i>

Friday the 26th of January 2018

Morning location: City hall, Amstel 1. In the Conference Centre

- 09.15-09.20 Speech by Max van Engen, Director of Housing
- 09.20-11.00 Gallery walk and plenary discussion
Visualized presentations of best practices and enforcement in every participating city
- 11.00-11.30 Coffee break with Dutch snacks
- 11.30-12.15 Discussion/Exchange: How can we fully learn from each others skills, tools and practices?
- 12.15-12.30 Short walk to the afternoon location

Afternoon location: De Burcht, Henri Polaklaan 9

- 12.30-13.30 Lunch
- 13.30-14.30 Sessions in groups
- 1. Citizen participation for enforcers
 - 2. Digital enforcement and scraping for information analysts and researchers
 - 3. Negotiations with holiday rental partners for aldermen
- 14.30-15.30 Plenary feedback session per workshop.
- 15.30-17.30 Real life simulation game: The process of 'Zoeklicht Direct', the Amsterdam style of enforcement
Active presentation in which Amsterdam will present the process of enforcement
- 17.30-18.00 Final statements, networking and giving interviews to (international) press
- 18.30-20.00 Optional dinner