



*Report*  
*Activities of the Real Estate Market*  
*Advisory Group, 2020-2021*

**Paloma Taltavull**  
**Chair of the REM**

**Geneva, 8th October, 2021**

**82th Session of the committee on Urban Development Housing and Land  
Management**



# Mandate

- ECE/HBP/2020/9
- 1. The Real Estate Market (REM) Advisory Group **supports the Committee and the Working Party on Land Administration** in the implementation of their **programmes of work.**
- 2. The Advisory Group **assists** the Committee and the Working Party on Land Administration **to develop** stronger and more sustainable housing real estate markets and smart sustainable cities; the Advisory Group **reports** to both bodies.



# Program Work activities (ECE/HBP/2020/9)

- Activities to be developed during 2021-22:
  - a) **Organize international workshops and side events** that will promote the implementation of the Committee's and the Working Party's programmes of work and the dissemination of information about the Committee's and Working Party's activities, including on the Geneva UN Charter on Sustainable Housing;
  - b) **Prepare studies** under the above-mentioned thematic priorities;
  - c) **Support the dissemination of information** about the Committee's and Working Party's activities, including on the Geneva UN Charter on Sustainable Housing, through presentations at international meetings, and the preparation of articles in books, journals and mass media, including social media.
  - d) **Participate in the Committee's activities on energy efficient and affordable housing**, especially in support of the Economic Commission for Europe “#Housing 2030: Improving Housing Affordability in the UNECE region” study and the ECE Joint Task Force on Energy Efficiency Standards in Buildings;
  - e) **Provide input into the Committee's activities on smart sustainable cities**, including the development of smart sustainable city indicators and standards, the preparation of smart sustainable city profiles and cities action plans<sup>1</sup>. The REM Advisory Group members will participate in related events and capacity building workshops and will also support the ECE secretariat with fundraising for future activities under this topic. They will also participate in activities of the Initiative “United for Smart Sustainable Cities”.



The activities programmed  
for 2019-2020 have been  
fulfilled

# Programme of activities during 2020-2021



# Activities during 2020-2021

- **Studies and Guidelines publications:**

- International Fire Safety Standards: Common Principles” ,
  - published on 2020
  - *Gary Strong*



- Guidelines on tools and mechanisms to finance Smart Sustainable Cities projects.  
A U4SSC deliverable



- *Raul Garcia*

- Housing 2030 – Improving Housing Affordability in the UNECE region
  - *Kat Grimsley*

- Sharing Economy and its effects on housing markets
  - *Paloma Taltavull*

- **Other contributions to UN public reports:**

- Compendium of Practices on Innovative Financing



# Programme 2019-2020

- Role of consultancy and committees participation:

- Housing 2030,
  - Case Studies contribution
  - Section preparation and writing
- Forum of Mayors



- Smart and Sustainable Cities – U4SSC
  - Thematic Group on Innovative Financing Instruments for Smart sustainable Cities
  - Compendium of Practices on Innovative Financing



- Joint Task Force on Energy Efficiency Standards in Buildings
  - Co-Chair: Irena Perfanova



- Active participation in UN seminars, sessions and meetings



# Programme 2020-2021

- REM online Seminars Series
  - Short seminar series (40-60 minutes) about specific topics,
    - 4pm – 5,30 pm
  - Schedule:

REM Organizer	Title of Event	Month/year
Brian Emmott and Gary Strong	REM workshop: "Safety at Home"	23_06_2021, <b>DONE</b>
Nuria Raga	Technology for urban planning. The case of Cypeurban	November 2021
Irena Perfanova, Paloma Taltavull, Nikolaos Triatafyllopoulos,	REM WORKSHOP ON SUSTAINABILITY/DECARBONIZATION OF BUILDINGS	November 2021
Michele Giambonini and Elizabeth C. Belenchia	"Living the Green Experience", Duplicable Sustainability	Feb_2022
REM - Paloma Taltavull	Short term rental market in Europe'	March 2022
Raul garcia	Innovating financing	Apr 2022
Donovan D. Rypkema	Heritage conservation policies and SDGs targets.	May, 2022
Conor O'Toole	Housing Affordability	June, 2022



# Sharing economy study: the role of short-term rental market on housing market





# Objective and aim

- Clarify the role of sharing economy activities in housing markets and potential typology
  - Co-housing
  - Short-term rental market
- Explore datasets to define the dimensions of sharing activities in housing markets
  - Answering several questions:
    - How many houses are used in sharing housing activities?
    - Are they peer-to-peer or business?
    - Does it have economic, social and legal implications?
  - Only in the short-term rental market, using one large dataset of free Access.



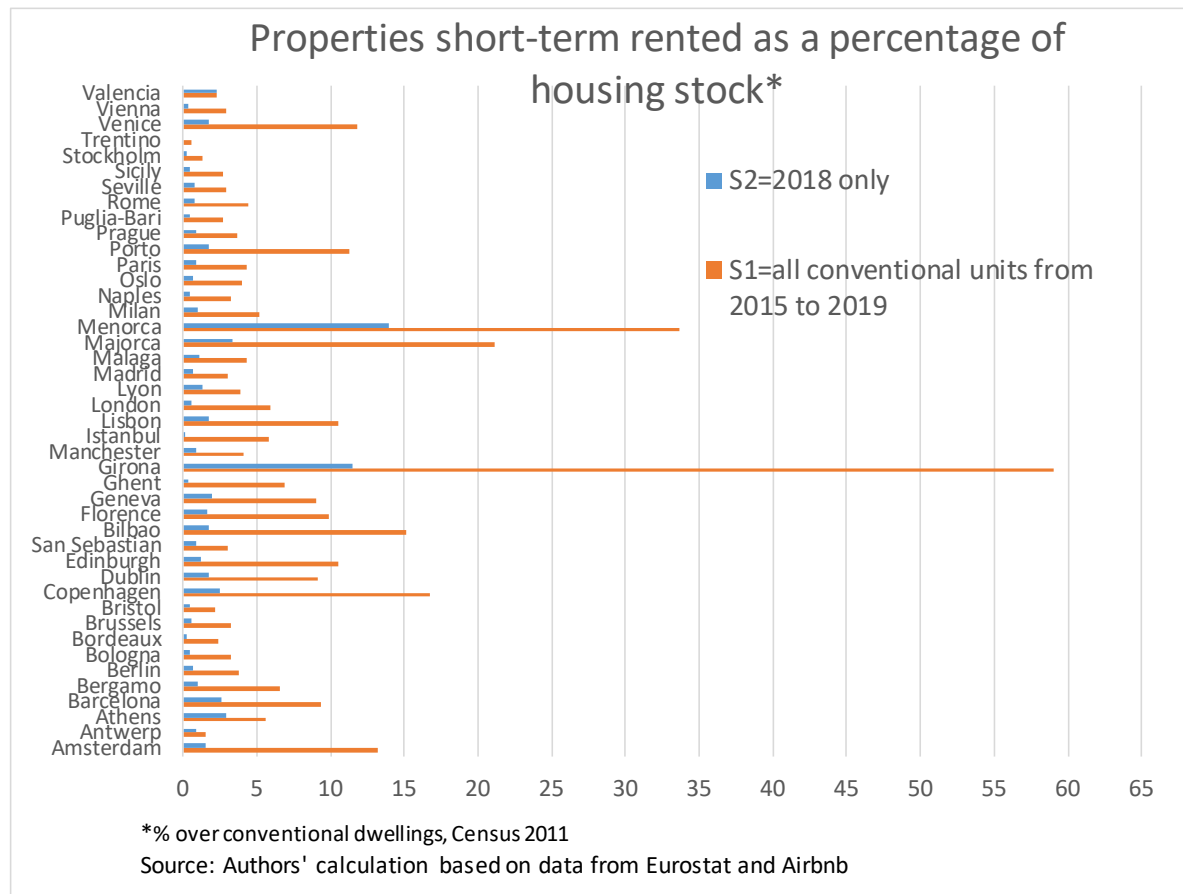
# Analysis

- Full datasets of 43 European cities
- Data combination using
  - Eurostat (City Audit), for structural housing market features and
  - AirBnB data, for short-term rental market both from demand and supply
- Allows to know:
  - Size the short-term rental market (STRm) in each housing market framework... % of housing used in STRm
  - People hosted in STRm ... % of total city population (density)
  - Type of owners: P2P or Business hosts...and their market quota
  - Market speed to close deals... market turnover or housing rotation
  - Price of rents: level, dynamics and hot-spots of rents.
  - Gross wealth generated to the city.



# Analysis results

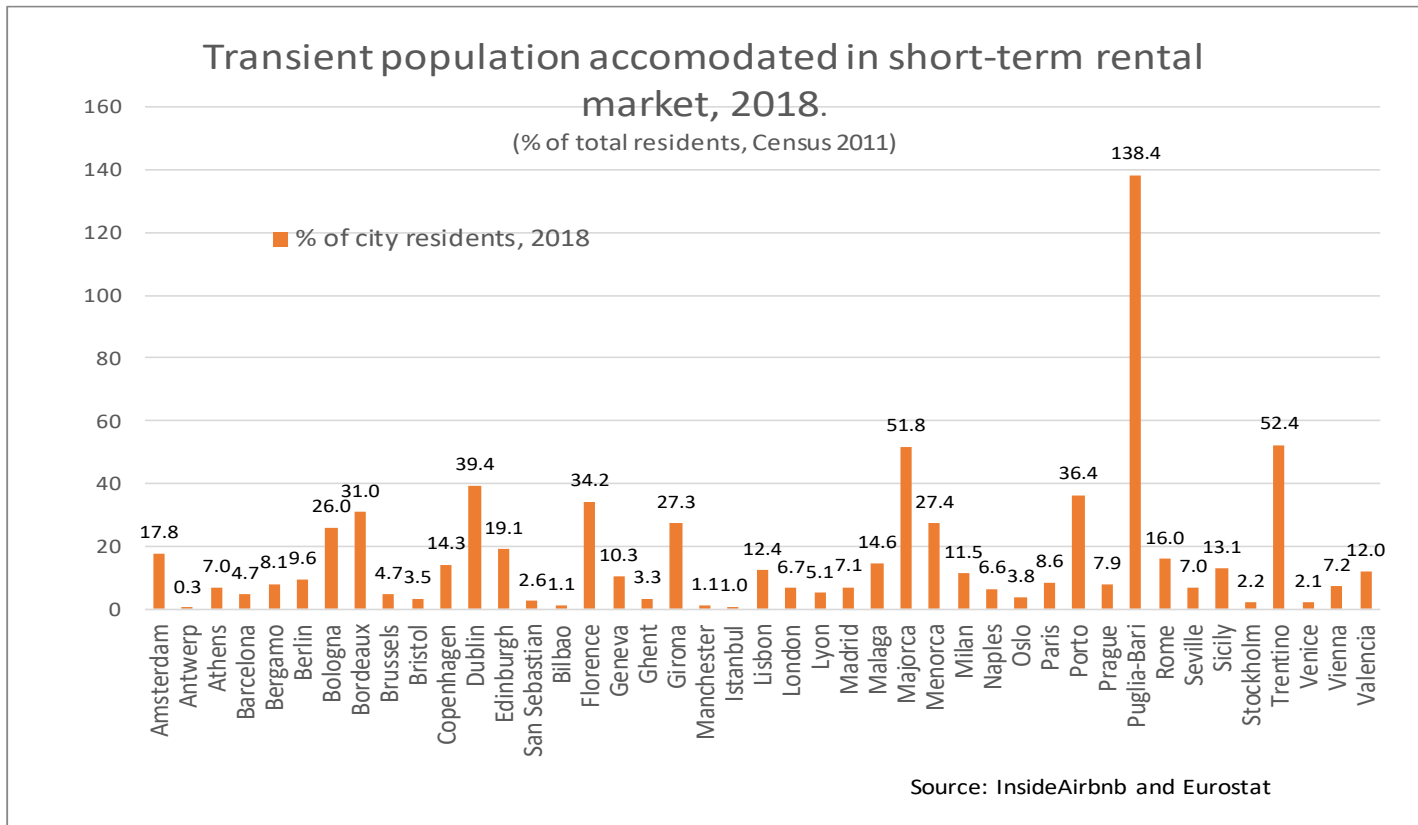
- STRm uses around 7% of the total housing stock on average, ranging from 1% to 20% (but some very touristic locations)





# Analysis results

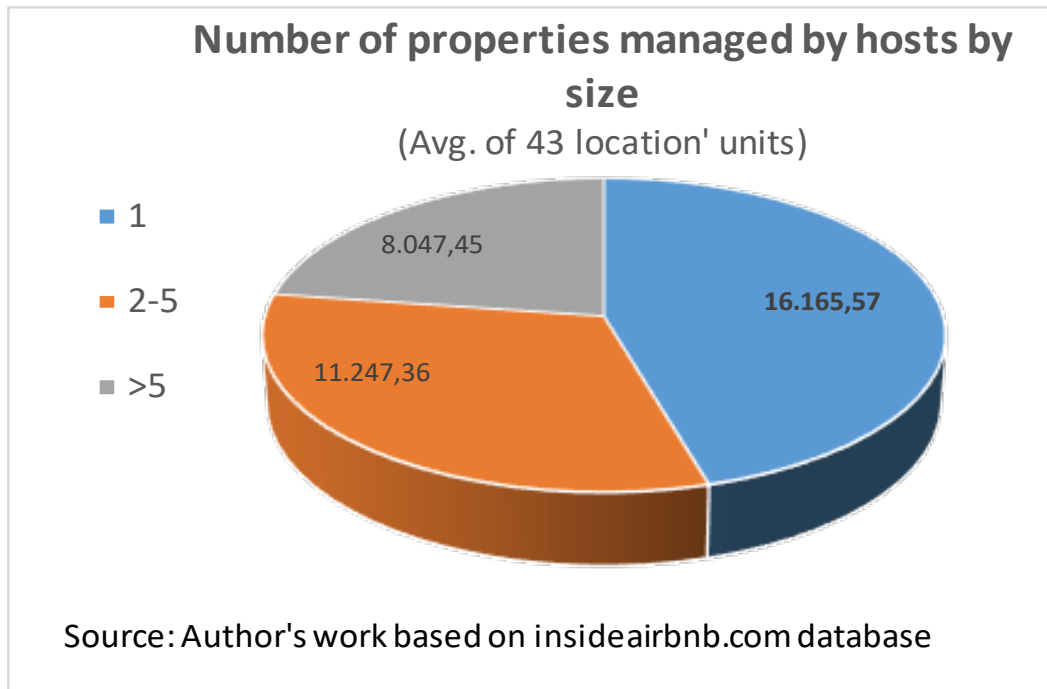
- STRm generates a significant % of the transient population measured relative to registered city citizens. The average is 21,8%, ranging from 1% to 53%.
  - Main locations focused on tourism shows higher %
  - In larger cities, the transient population ranges from 8 to 18% of the registered citizens..





# Analysis results

- Most hosts manage one unit, but 23,2% of the total units are under the management of the large hosts.
  - 1/4th of the market is business-oriented on average

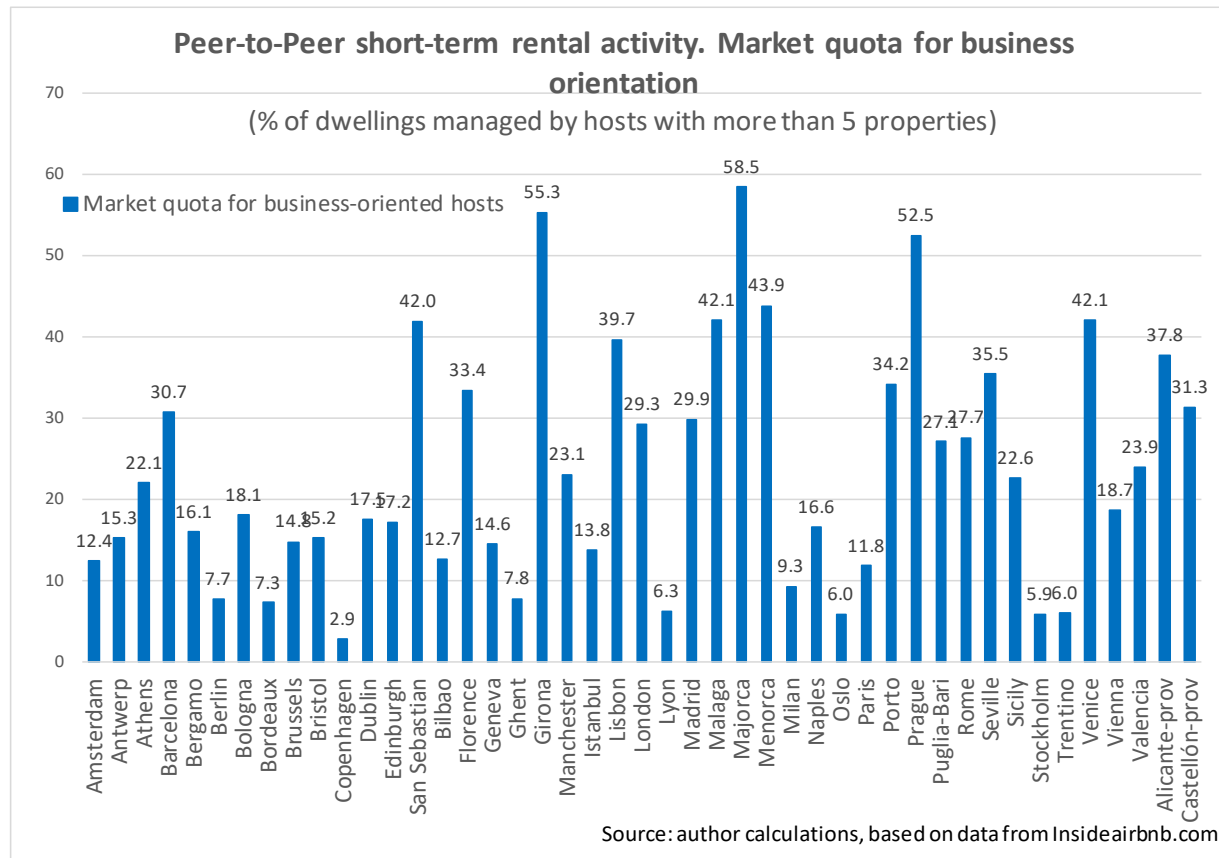


- Large variations between cities



# Analysis results

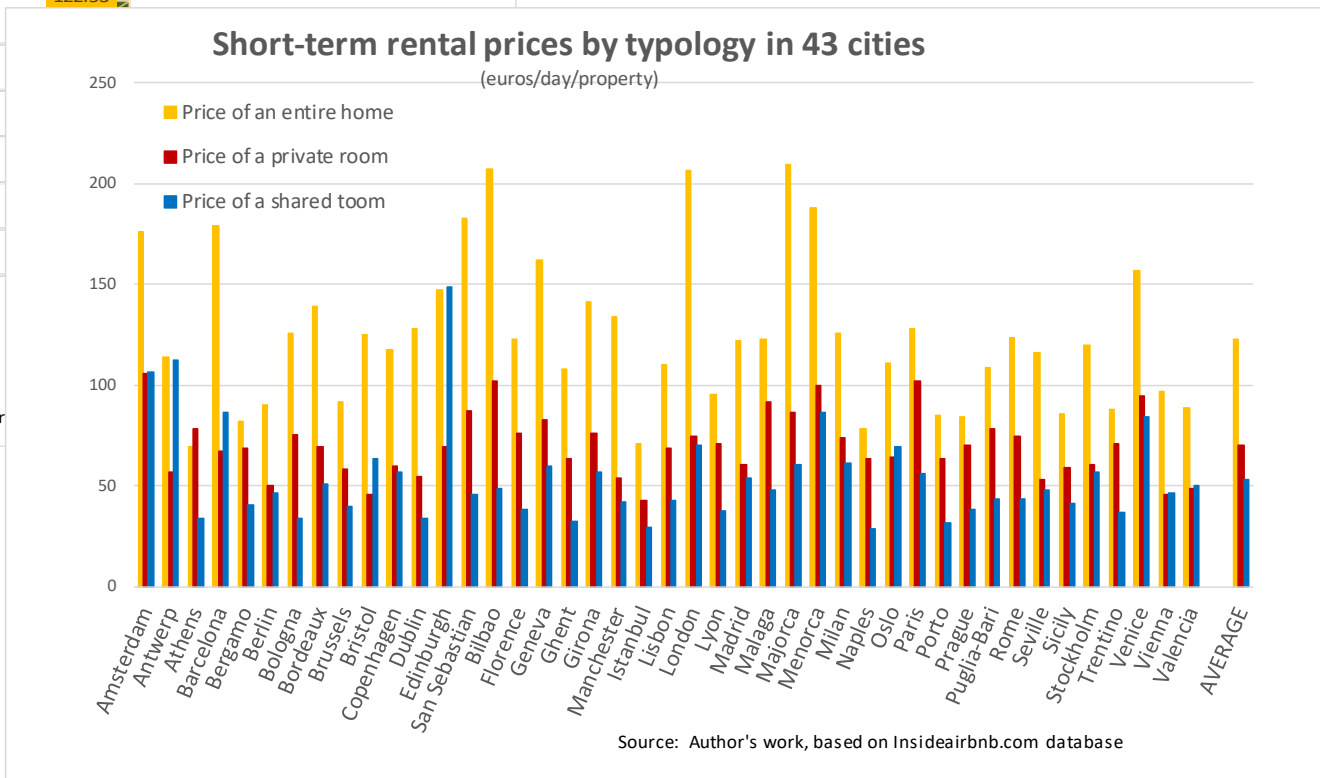
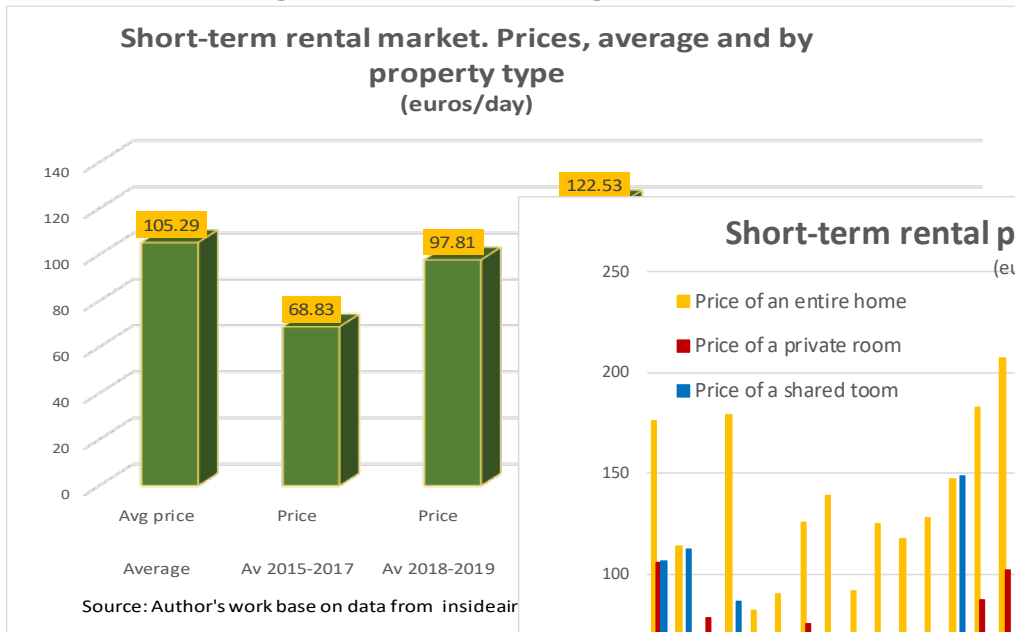
- Business oriented are locations highly focused on tourism or second residence area, PLUS Prague.





# Analysis results

- Rental prices (in euros, listed) falls around 90 and 106 euros/night on average.



- Large differences

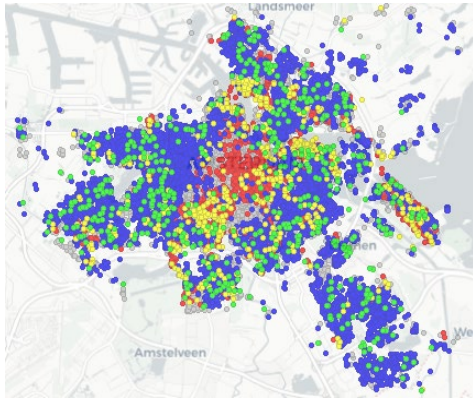




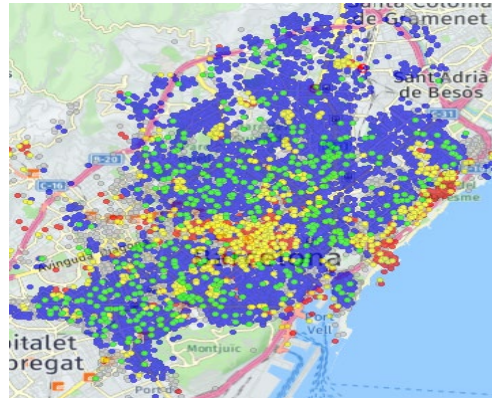
# Analysis results

- Hot-spots of rental prices in the city centres.

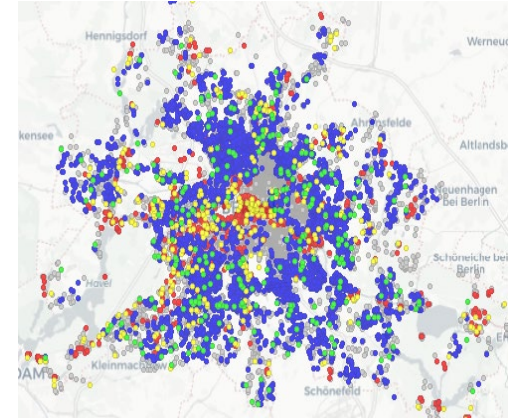
• Amsterdam



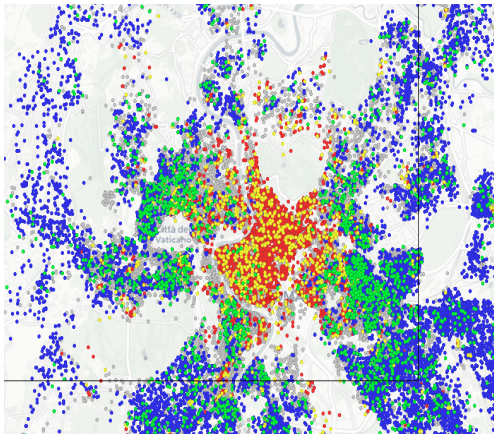
Barcelona



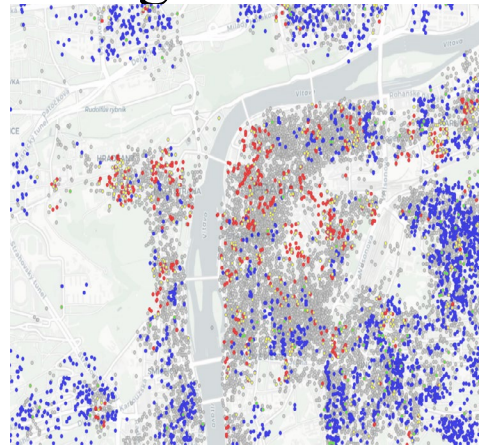
Berlin



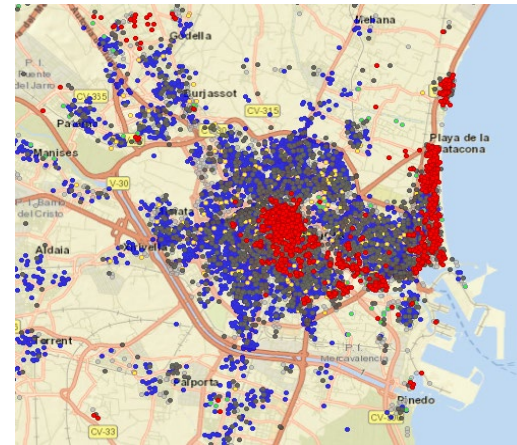
• Rome



Prague



Valencia

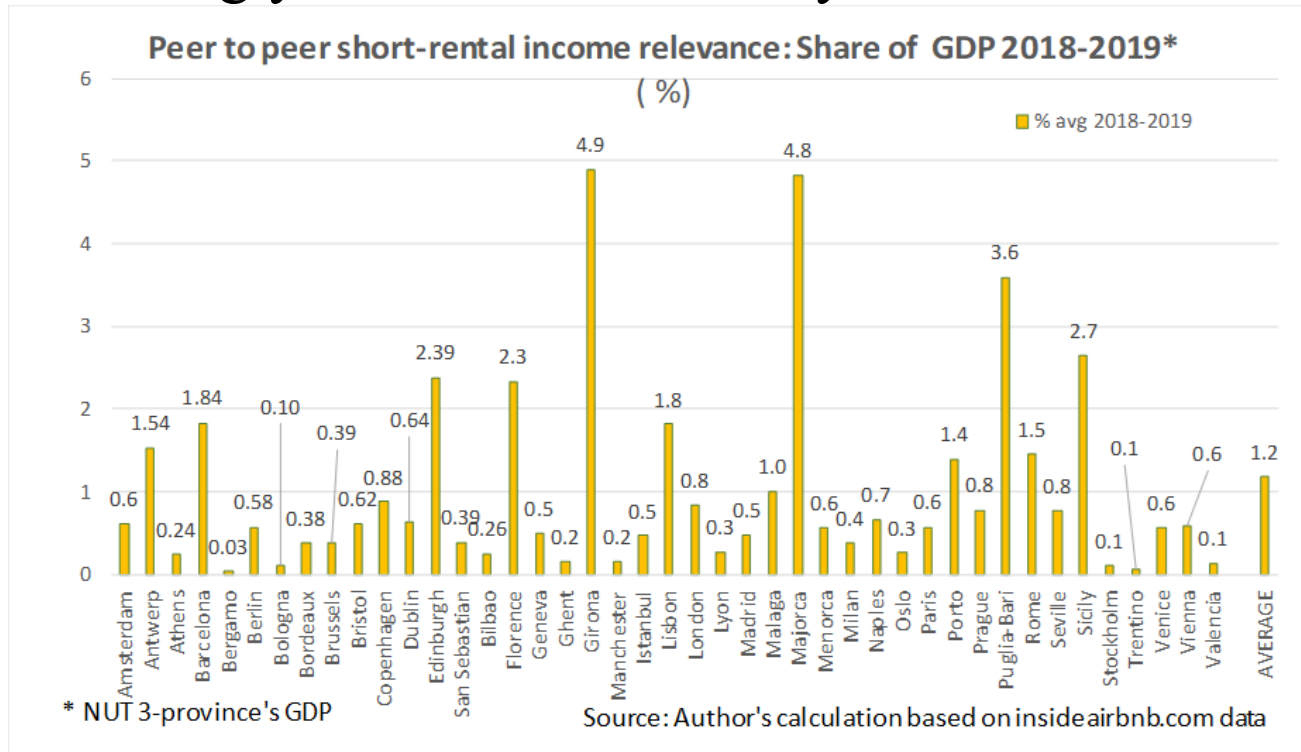






# Analysis results

- STRms strongly contribute to the city wealth



- Avg of 1.2% of the GDP at province level



Thanks for your  
attention

Paloma Taltavull  
REM Chair