



VTSTRA
VERMONT SHORT TERM RENTAL ALLIANCE

Homeowner Education and Best Practices for STR Regulation

Julie Marks

Executive Director, VTSTRA

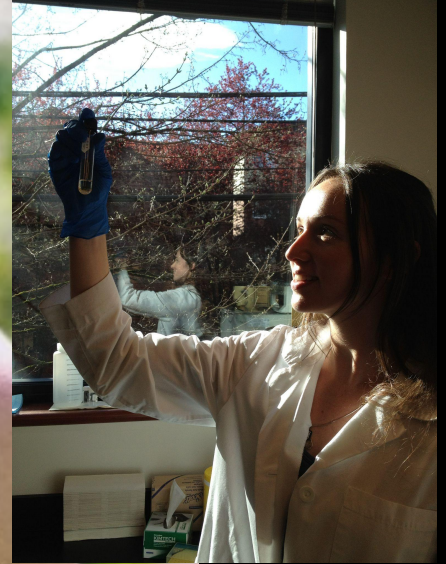
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Agenda

- Intro myself & VTSTRA
- History of Vacation Rental Travel
- The Business of Renting in VT
- STR Industry Data & Impacts
- Essential Operator Education
- Community Engagement & Compliance
- Questions





How'd I end up in short-term rentals, you ask?





**Advancing a Responsible
Vacation Rental & Homestay Industry
in Vermont**



Advocacy



Community



Education

Join us at VTSTRA.org

VTSTRA is a member-based 501(c)(6) nonprofit, nonpartisan business association for the vacation rental community of Vermont.

We pride ourselves on:

- Strengthening the VT Economy
- Prioritizing Guest Safety
- Delivering Exceptional Hospitality
- Caring for our Community & Environment
- Promoting the Best of Vermont



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Join us at VTSTRA.org

Supported by 330+ members
representing ~3,000 STR units:

Our members are:

- STR Homeowners
- Vacation Rental Management Companies & Their Employees
- Property Care Professionals
- Real Estate Agents
- Other Business Allies



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Join us at VTSTRA.org

Advocate for homeowner rights
and fair regulations

Build **community** & business
partnerships among Vermont's
vacation rental ecosystem

Provide **education** & resources
for members, lawmakers, the
general public, and the media.

VTSTRA Conference & Trade Show

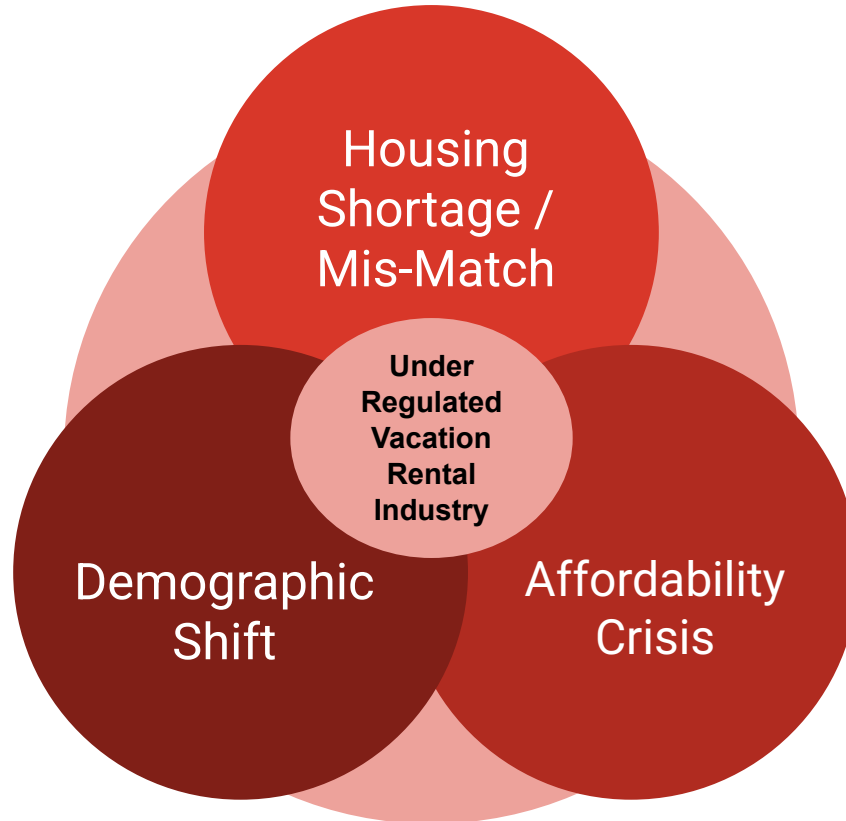
March 26 - 27, 2026 in Stowe, Vermont

“Hospitality That Unites”

Don't Miss It >> vtstra.org/conference2026



Shared Realities Often Lead to Shared Solutions



There is much
confusion around
—and misuse of—
industry terms vs.
legal definitions



Distinctions Between Accommodation Types

	Short-Term Rental	Lodging Establishment	Long-Term Rental
Rental Period	< 30 days	< 30 days	30+ days
Food Service Provided	No	Yes	No
3+ Units Rented on Property	No	Yes	N/A
Pay 9% Meals & Rooms Tax*	Yes	Yes	No
Pay 3% STR Surcharge Tax	Yes	No	No
State License Required	No	Yes	No
STR Obligations Form Required	Yes	No	No
Municipal Zoning Regulations	Yes	Yes	Yes

Industry Terms

“**Vacation Rental**” or “Vacation Home Rental” = “Short-Term Rental” (STR)

“**Airbnb**” and “**VRBO**” ≠ “Short-Term Rental”

- **Online Travel Agents (OTAs) are websites** that allow individuals to list (or advertise) an accommodation for rent as well as manage reservation calendars & transactions, rental agreements, and communications between “host” and “guests”.
 - ◆ Hotel rooms, cabins, campsites, long-term rentals, rooms within a owner-occupied home can all be listed for rent on Airbnb’s platform.
 - ◆ Only whole-home rentals are allowed to be listed on VRBO’s platform.
- “**Direct Booking**” **websites** allow guests to make reservations directly with the owner or manager without paying commission to an OTA.



Industry Terms

“Seasonal Rental”/ “Mid-Term Housing” = Rentals falling under VT Landlord-Tenant law

“Host” means the person responsible for managing the rental.

“Rental by Owner” (RBO) means the “Host” is the property owner.

“Vacation Rental Manager” (VRM) means the “Host” is a company or business hired by the property owner to manage all aspects of the rental.

VRM companies ≠ Owners of STRs

(ex: Vacasa/Casago, Evolve, Stowe Country Homes, etc.)



How did we get here?

Why do people host in Vermont?

Evolution of the Vacation Rental Industry

- **1950s:** Post WWII, Vermonters started listing their homes as vacation rentals in newspaper ads
- **1960s:** Concept of timeshares or fractional ownership was introduced
- **1985:** The Vacation Rental Management Association (VRMA) was formed to put licensing in place
- **1995:** Vacation Rentals By Owner (VRBO) & VermontProperty.com launched - online STR listings
- **2003:** Couch Surfing - social networking and hospitality exchange services
- **2008:** Airbnb launched - online marketplace for people to rent out rooms in their homes
- **2019:** Out of every 4 trips a person takes each year, 1 or 2 are spent in a vacation rental
- **2023:** Leading hotel chains expand into the vacation rental industry (Marriott, Wyndham, Hilton)

Demand for Vacation Rental Travel is Growing, not Slowing.

- Nearly **half of all travelers** today are choosing vacation rental accommodations over traditional lodging options nationwide
- 23% of Americans report engaging with an STR booking platform:
 - Over 40% of travelers who book online are Millennials
 - Over 80% of Gen Z travelers have stayed in a vacation rental
- Travelers are searching for **amenities only offered by vacation rentals**:
 1. Pet-friendly & kid-friendly spaces
 2. Suitable for larger families / Multi-generational families
 3. Remote working spaces / Medium-term stays (for the “modern tenant”)

Why People Host: For the Money.... Right?

STR investor requirements:

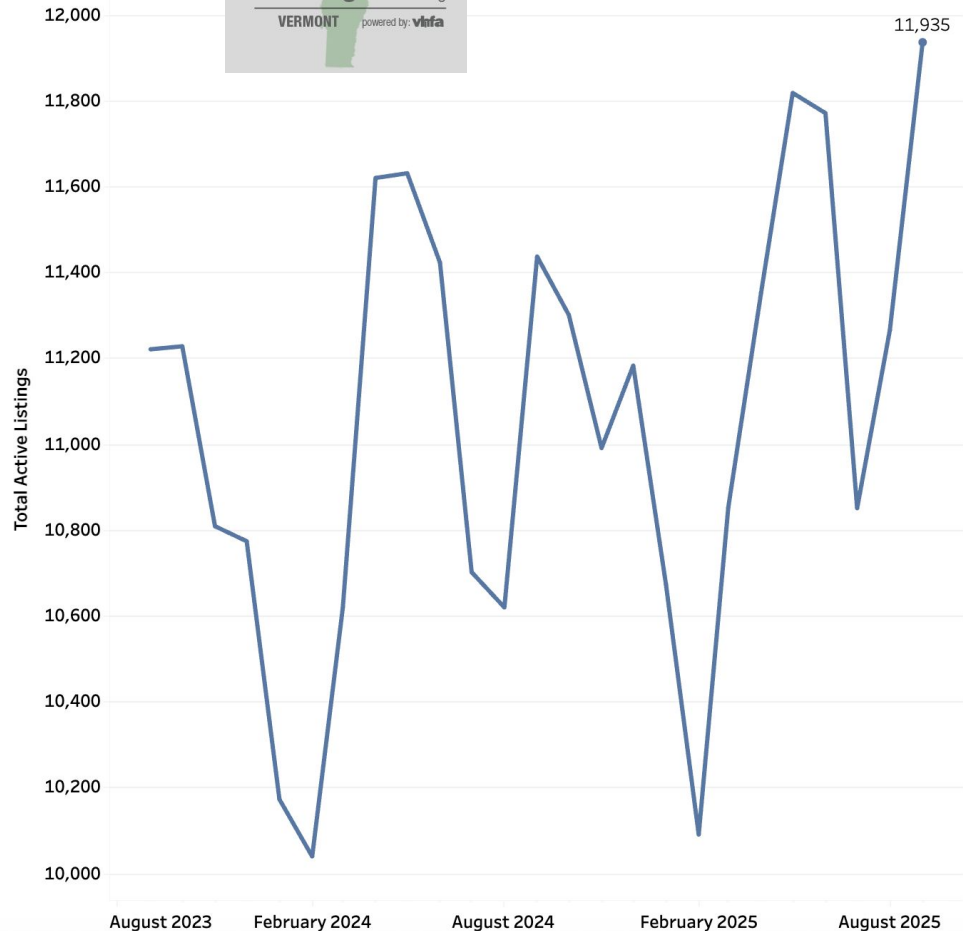
1. Occupancy rates at least 60-70%
2. Competitive nightly pricing
3. A location with consistent demand (tourist-heavy or business hubs)
4. Ample & efficient management services
5. Cost controls & predictability

Vermont's Reality:

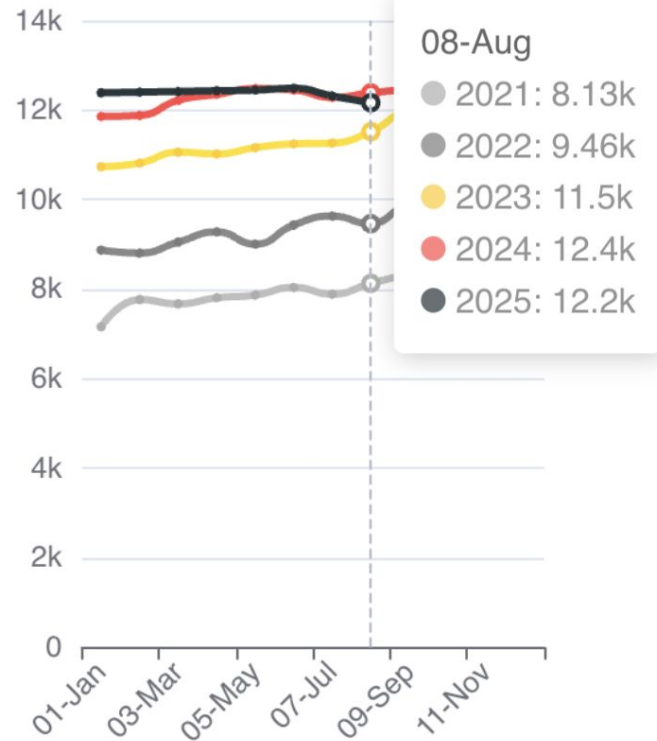
1. Average occupancy ranges 22%-50%
2. Market saturation = less competitive pricing
3. Vermont's tourist demand is good, but localized and variable. Little business demand.
4. Few service providers with high costs
5. Rising property taxes, utilities costs

HousingData.org

VERMONT powered by: **vinfa**



Active Listings



A Glimpse at the Costs of Owning a Short-Term Rental

- **Higher Purchase Prices** - Desirable STR locations have inflated real estate prices
- **Higher Interest Rates** - Lenders charge higher rates for investment STR properties
- **Higher Down Payments** - Conventional loans for investment properties require 20-25% down.
- **Furnishing & Setup Costs** - Typically \$10,000 to \$50,000 depending on property size and style.
- **Mortgage & Property Taxes** - Fixed costs that must be covered even in slow months
- **Insurance** - STR insurance costs 2-3 times more than regular coverage
- **Utilities** - Included in the rental price and covered by owner
- **Property Management Fees** - Professional STR management takes 20-40% of gross revenue.
- **Cleaning Fees** - Frequent professional cleanings costing \$5k-\$15k per year
- **Guest Supplies & Consumables** - Upwards of \$5,000 per year
- **Repairs & Wear-and-Tear** - Frequent repairs and furniture replacements
- **Meals & Rooms Taxes** - STRs pay 12%-21% in taxes ← **Better to go to NH, ME, or NY!!!**
- **Platform Fees** - Airbnb and Vrbo charges STR hosts fees ranging from 3-15% per booking.
- **Registration Fees** - Towns charge permit fees, annual registration fees, inspections fees

When Does a Short-Term Rental Generally Make Sense in Vermont? (financially)

- **High-end luxury properties** - Have higher profit margins
- **Curated unique stays** - Have higher demand
- **Owner-occupied** - Have lower expenses
- **Inherited properties** - Have lower cost-basis
- **“Middle-class” vacation homes** - When the goal is breaking even on expenses
- **Legacy vacation homes** - Have lower cost-basis, often in high-demand areas



Why Most People Choose to Rent Short-Term in Vermont:

- Supplement a fixed income
- Enjoy flexible & shared use of their property
- Offset cost of owning and maintaining their property
- Preserve a legacy asset for their children or grandchildren
- Abandoned landlording due to bad experiences and limited protections under VT's Landlord-Tenant laws



Who Manages STRs in Vermont

Public management companies:

- Vacasa (acquired by Casago)
- Evolve

Vermont management companies:

- Killington Vacation Rentals
- Mountain View Rentals
- The Killington Group
- Quechee Lakes By Portoro
- Stowe Country Homes
- + over 105 other small businesses managing 10 or more properties

Individuals:

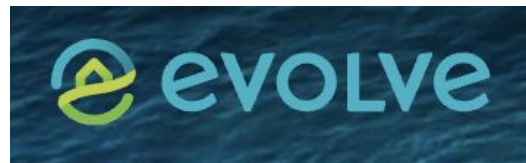
- Homeowners
- Co-hosts
- Sole proprietor property managers

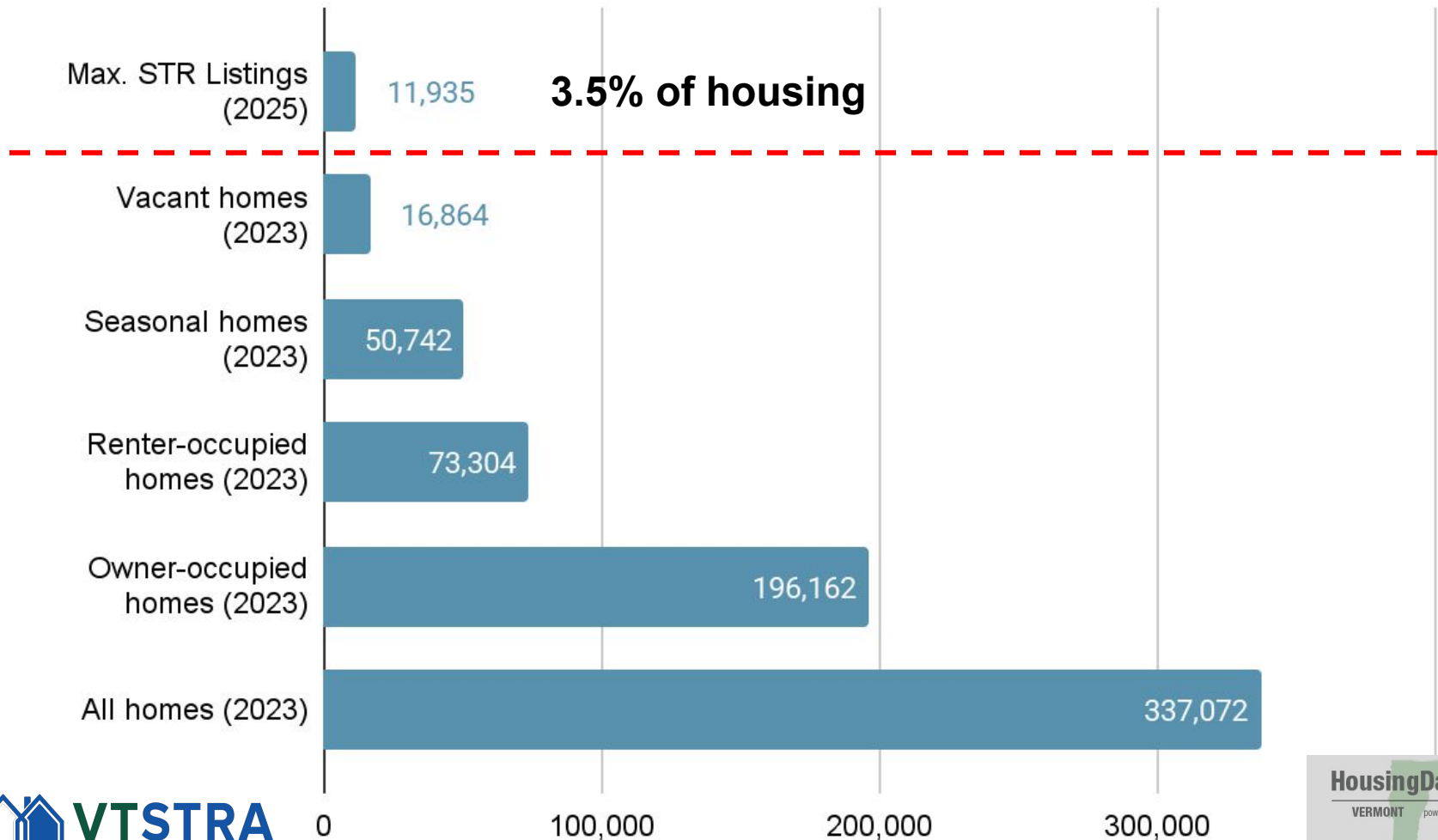
INSIDER INSIGHTS:

- ~50% of hosts are VT residents
- ~70% of hosts own fewer than 3 STR units
 - *2 units can be on same lot*



~90% of professionally managed STRs are occupied by their owner every year







LUXURY



ADU



CASTLE



TREEHOUSE



GLAMPING



SKI CONDO



**OWNER-
OCCUPIED
DUPLEX**



CAMP



TINY HOUSE

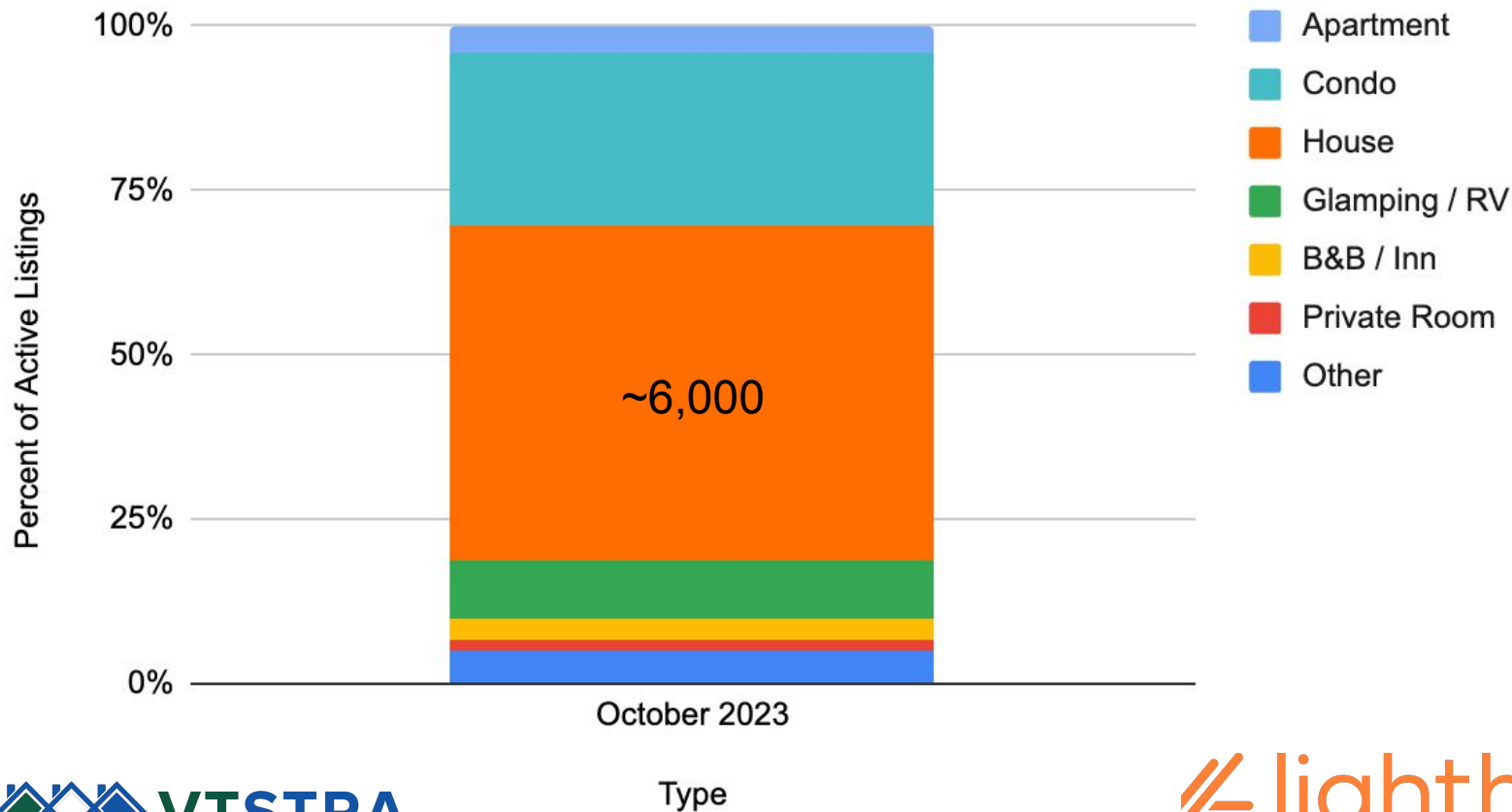


FARM STAY

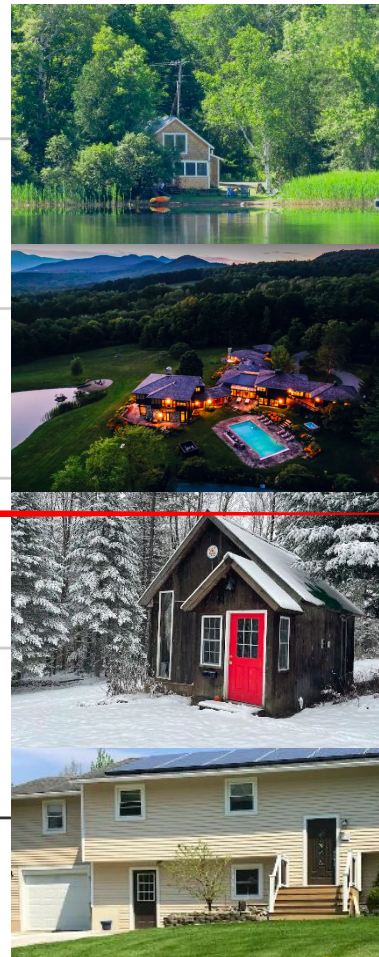
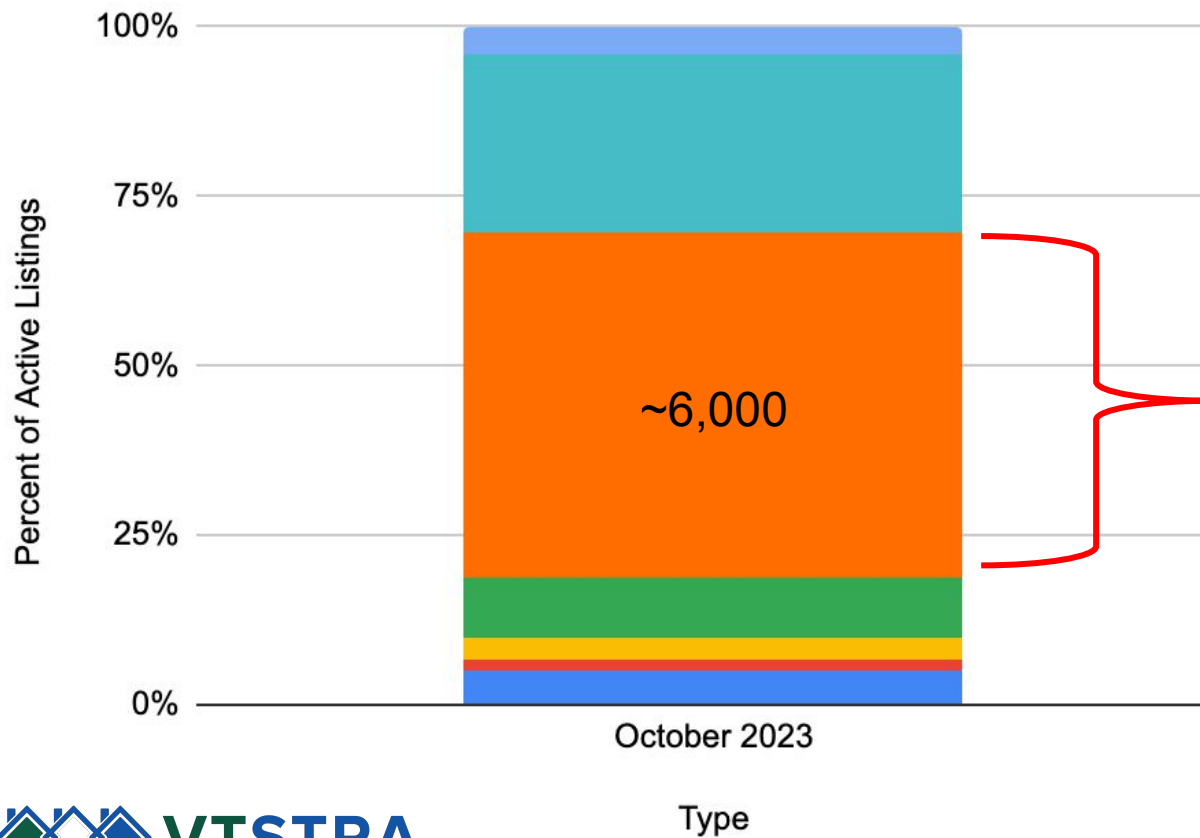


**VACATION
HOME**

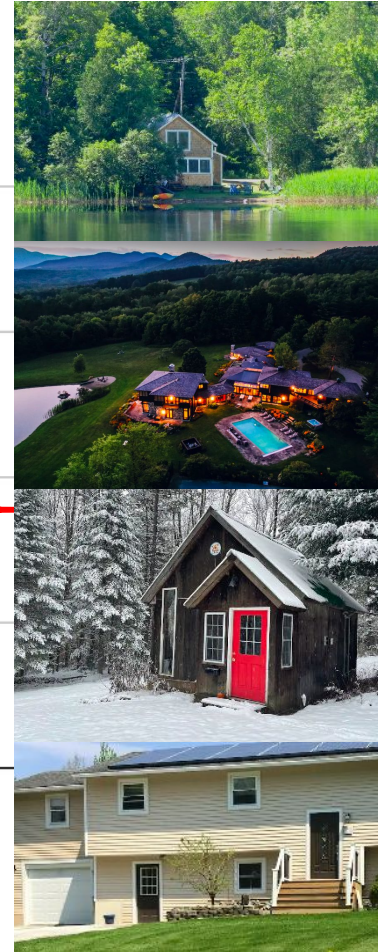
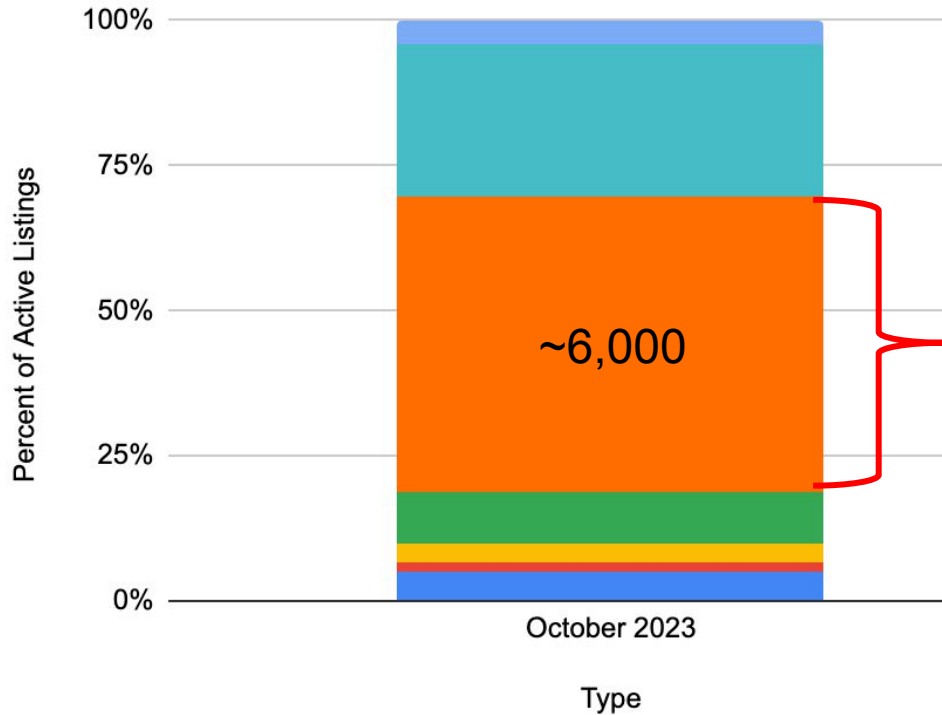
STR Listings by Category (October 2023)



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STR Listings by Category (October 2023)



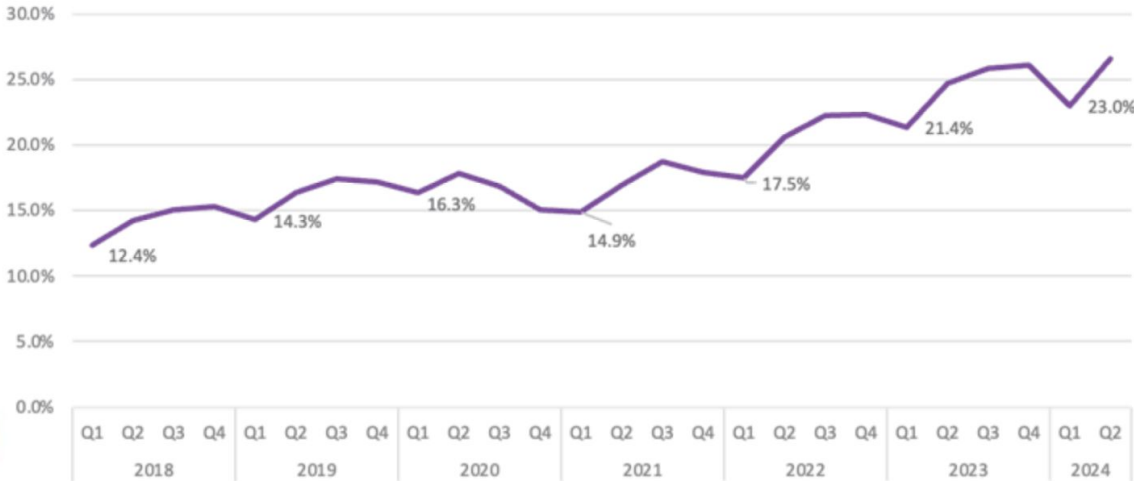
- Is it weatherized?
- What's the market value of the property?
- What % are owner-occupied?
- What % are only monthly rentals?
- What % are "snowbirder" homes?
- What % were purpose-built STRs?
- What was the property's use history?

National Perspective



More part-time use Homes are being Listed at STRs

U.S. Short-term Rental Listings as a Percent of Seasonal, Occ'l & Rec Use Housing



UNLOCKING
THE FUTURE OF VACATION RENTALS

Note: Includes Only Entire Home/Apt Listings

Source: US Census, AirDNA

2024 VRMA International Conference October 14-17 • Phoenix, Arizona

#VRMAInternational

Would STRs Convert to Long-Term Housing?

“The plural of anecdote is NOT data”

In a post-truth era on social media, the plural of anecdote can more accurately be described as misinformation.

Anecdotes are true, **unique personal experiences**.

Anecdotes are not representative of a group or population, controlled for confounding factors, nor collected and analyzed systematically.

Anecdotes are NOT evidence on which causal relationships can be established.



Bigger Picture: Community & Economy

The economic activity that STRs contribute to VT's every year:

- ~\$400M in gross revenue (taxable income)
- ~\$650M in visitor spending (STR guests only)
- ~\$55M in state MRT tax revenue (plus LOT)
- ~6,000 jobs sustained

The number of people who move to Vermont after spending time in a vacation rental....

PRICELESS

Reality Check: We Do Have Problems

Educating Owners Prevents Problems

Complaints:

- Noise
- Occupancy
- Parking
- Waste Mgmt
- Traffic
- Safety
- Communication
- Parties

Mitigation Tools:

- Noise monitoring devices
- WIFI device monitoring systems
- Exterior security cameras
- Owner education
- Community education
- Owner education & inspections
- Registration programs
- 24/7 Complaint hotlines

Standards for Responsible Hosting >>>



Considerations for STR Regulation

- Desired Outcome(s)
- Property Rights
- Data Privacy
- Economic Impacts
- Enforcement Feasibility
- Existing Ordinances
- Parody with Long-Term Rentals
- Administrative Resources
- Technology Resources
- Risk of Litigation

Challenges:

- Owner-occupancy requirements
- Residency requirements
- Residential vs Commercial
- Retroactive Zoning

A High-Compliance STR Program...

1. **Is simple & online** registration process with an easy renewal process
2. **Collects information** that's relevant to the questions you are trying to answer
3. **Establishes means of communication** between STR managers and the town
4. **Distributes educational materials** on rules for hosting (safety, parking, trash, occupancy, noise, emergency contacts, etc.)
5. **Establishes a complaint system** for the community & enforce existing noise, parking and waste management ordinances
6. **Avoids over burdening limited local resources** by leveraging private sector and technology solutions

**Consider how STRs could add value
to your community...**



Maximizing the Community Benefits of STRs

- ★ Provide livable wages for local workforce



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- ★ Widen distribution of visitor spending



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- ★ Connect local businesses with STR hosts





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Advocacy



Community



Education

Join us at VTSTRA.org

Let's Work Together!

Model STR Ordinance

Each town's bylaws and ordinance take on different forms and formats. Use this as a basis for content and language that is recommended by VTSTRA.

Section 1: Authority

a. This ordinance is enacted pursuant to the authority granted to the Town under 20 V.S.A. 2736 & 24 V.S.A. Chapter 59.

Section 2: Definitions

a. Short-Term Rental: "Short term rental" means "a furnished house, condominium, or other dwelling room or self-contained dwelling unit rented to the transient, traveling, or vacationing public for a period of fewer than 30 consecutive days and for more than 14 days per calendar year" as defined in 18 V.S.A. 5 4301 and subject to 18 V.S.A. Chapter 85, subchapter 7.

Section 3: STR Requirements

a. Short Term Rental (STR) of a property in all Districts is a permitted use in all zoning districts where residential or commercial uses are allowed and requires a zoning permit. An STR permit does not run with the land. A change of ownership shall require a new STR permit.

b. The contact information required by 18 V.S.A. 4467 shall be displayed in plain sight within the STR. The STR must be in the same ownership and must be geographically proximate and available at least 24 hours a day, seven days a week to be used in the event of an emergency. There is no alternative rental.

d. The Vermont Short-Term Rental Safety, Health and Financial Obligation Form, as required by 18 V.S.A. 4468(c), shall be completed and displayed in plain sight within the STR.

e. The owner shall obtain the educational information packet regarding Short-Term Rentals provided by the Vermont Division of Fire Safety, as required by 18 V.S.A. 4468(a).

f. Accurate occupancy limits shall be included in all advertisements of the STR.

g. The owner of the STR is responsible for the collection and payment of applicable Vermont Taxes.

h. The owner of the STR is responsible for renter compliance with the Town's Noise Ordinance.

i. All vehicles associated with the STR of a property, including guests of the short-term renter(s), shall have designated off-road parking and not use shared private driveways, private roads, or public highways, unless public parking is readily available.

j. Provisions must be in place for timely trash removal after each rental.

k. The owner of the STR is responsible for the annual submission of the town's STR Registration Form.

Section 4: Permit Application Requirements

a. Submission of Vermont Short Term Rental Safety, Health and Financial Obligations Form.

b. Submission of STR Registration Form, wherein the declared occupancy as advertised is either:

1. as determined by a State Fire Safety Certification of Occupancy, or
2. no more than 2x the number of approved bedrooms as determined by a Wastewater Permit or Lister Card, plus 2 (excluding children under the age of 2).

See other recommendations from our 2021
STR Policy Guide for Cities & Towns >>



SCAN ME

Model STR Registration Form

One registration form would be submitted for each rental unit being registered, and collect the following information:

- Property owner name, mailing address, email, phone number
- Property manager (if different), name, address, email, phone number
- STR property address & access instructions for 9-1-1 responders
- Property relationship to owner:
 - Primary residence / Homestead
 - Secondary residence / Vacation Home
 - Investment (no personal use by owner)
- Year purchased by owner
- Age of STR unit (year built)
- Expected rental activity this year
 - >180 rentable nights
 - 91-180 rentable nights
 - 15-90 rentable nights
 - <15 rentable nights (exempt from STR registration)
- Monthly rental of STR unit is allowed by owner: (Y/N)
- Type of structure:
 - Accessory Dwelling Unit, Attached
 - Accessory Dwelling Unit, Detached
 - Apartment building
 - Condo/townhouse
 - Single-family home
 - Duplex/triplex
 - 2+ units of a multi-unit building
 - 3+ units of a multi-unit building
 - 3+ units of a multi-unit building
 - RV or travel trailer
 - Campsite
 - Other:
- Size of rental:
 - Number of bedrooms
 - Number of bathrooms
 - Number of guests allowed
 - ADA accessibility (Y/N)
- Number of designated off-street parking spaces:
- Safety Features:
 - Number of smoke alarms:
 - Number of CO alarms:
 - Number of fire extinguishers:
 - Date of last fire safety inspection:
- Type of STR Insurance:
 - Homeowners insurance with rental/business activity endorsement
 - Landlord insurance plus liability umbrella policy
 - Commercial STR insurance
 - Other:
- Type of wastewater management used by STR:
 - Municipal sewer system
 - Private septic system
 - Composting toilet / outhouse
 - Other:
- Pet-friendly rental: (Y/N)
- Property owner is a member of and receives educational materials from the Vermont Short-Term Rental Alliance: (Y/N)



Vermont Short-Term Rental Alliance (VTSTRA)

[VTSTRA Home](#) [Announcements](#) [Meetings & Events](#) [Discussion Boards](#) [Resource Library](#) [Discount Catalog](#) [Volunteer](#) [Find Members](#)

3 months ago



The Owner agrees to rent to the Guest the property located at: [Rental Property Address] ("Premises") including: [Brief description — number of bedrooms, bathrooms, amenities].

2. Term

Check-in Date: [Date] at [Time] Check-out Date: [Date] at [Time] Late check-out must be approved in writing by the Owner.

3. Payment

Total Rental Amount: \$[Amount] Deposit (if applicable): \$[Amount] Balance Due: \$[Amount] (due [Date]) Payment Method: [Cash / Check / Credit Card / Other]

4. Security Deposit

Guest agrees to pay a refundable security deposit of \$(Amount). The deposit will be returned within (Number) days after check-out, less the cost of any repairs, excessive cleaning, or unpaid fees.

Example STR Lease Agreement



9 months ago

[illegible]

Bear Resistant Container Providers i...



4 months ago



What We Support

guided by a clearly defined set of vision, mission, and values statements. Ultimately, this leads to the following:

- Policies that support and expand small business opportunities and the local tourism economy
- Policies that allow all homeowners, regardless of their place of residence, to rent their property freely for any duration and in ways that best suit their personal needs
- Policies that prohibit discrimination on the basis of race, ethnicity, or sex
- STR registration systems that track and monitor STR activity across the state with continuity
- STR appropriate rules and standards that protect the well-being of hosts, guests, neighbors, and communities without violating property owner rights
- Policies that encourage the development of affordable housing, regardless of wealth, race, color, sex, religion, sexual orientation, or national origin, have access to vacation rental opportunities
- Policies that raise local wages and reduce costs of living so Vermonters can afford market homes and rent prices
- Policies that incentivize **SMART Growth development** to correct the deficiency in Vermont's housing supply while preserving our natural open spaces

Member Benefits

One-Page VTSTRA Promo for...



STR Safety Checklist



5 months ago



Short-Term Rental

A Toolkit Created by the Vermont Department of Environmental
Conservation, Waste Management and Prevention Division



Waste Management Toolkit



Specialty Recycling Poster



5 months ago



Discover Map Poster w/ QR Code



Vermonters Guide to Recycling



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“Hospitality That Unites”

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VTSTRA

VERMONT SHORT TERM RENTAL ALLIANCE

Thank You & Questions?!

Website: www.VTSTRA.org

Email: director@vtstra.org

Phone: 802-829-4024

Facebook: @VermontSTRA

Instagram: @VTSTRA

Appendix



VTSTRA Policy Principles

PROPERTY RIGHTS VTSTRA supports the rights of property owners to buy, sell, rent, and enjoy the use of their properties.

ZONING VTSTRA maintains that vacation rental properties are residential in use, should be regulated as such, and any short-term rental use pre-dating new regulation be granted a grandfathered legal nonconforming use status.

GOOD NEIGHBOR POLICIES VTSTRA supports balanced rules and standards that protect the well-being of guests, neighbors, and communities without imposing restrictions on an owner's ability to rent short-term.

INDUSTRY PROFESSIONALISM VTSTRA encourages communities to embrace the professional and responsible short-term rental standards by which our members abide.

STATE UNIFORMITY

VTSTRA prefers state-level registration and regulation to develop consistent standards instead of a patchwork of regulations across jurisdictions.

DIVERSITY, EQUITY, & INCLUSION

VTSTRA supports policies that promote inclusivity so that all visitors, regardless of wealth, race, color, sex, religion, familial status, sexual orientation, or national origin, have access to vacation rental options in their destination of choice.

AFFORDABLE LIVING CONDITIONS

VTSTRA supports policies that raise Vermont's minimum wage and reduce the costs of living so middle-class Vermonters can afford home and rent prices.

COMMUNITY & ENVIRONMENT

VTSTRA supports policies that incentivize SMART Growth development to correct the deficiency in Vermont's housing supply while preserving our natural open spaces.

VTSTRA Standards for Responsible Hosting:

PROVIDE GUESTS EMERGENCY CONTACT

INFORMATION STRs must display a completed and signed copy of the "[Short Term Rental Obligations Form](#) in every rental unit, as required by Vermont Law under Act 10 (2018). As well as multiple methods for contacting an on-duty property manager.

PAY ALL REQUIRED TAXES STR owners are responsible for the complete collection and remittance of all applicable [state and municipal taxes](#), including, but not limited to, Vermont's 9% Meals and Rooms Tax, on every rental reservation shorter than 30 consecutive nights.

RETAIN LIABILITY COVERAGE STR owners should retain insurance coverage that includes STR activity and protects guests and hosts from injury and personal liability.

LIMIT OCCUPANCY

STRs should limit the allowed occupancy to the legal limit determined by a State Fire Safety Certification, or limit occupancy to 2 people x number of legal bedrooms + 2 (excluding children under the age of 2) to prevent sewer/septic damage, control wastewater management, and prevent neighborhood disturbances.

ENSURE GUEST SAFETY

STRs should complete a [fire & life safety inspection](#) every 5 years by a licensed professional to ensure the property meets current building codes and standards.

PREVENT PROBLEM GUESTS & NUISANCES

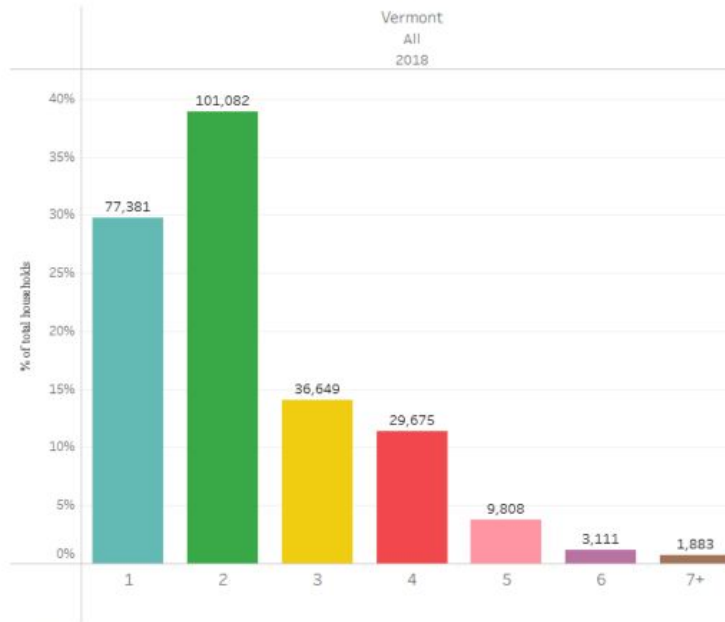
STRs should comply with Rent Responsibly's "[Good Neighbor Policy](#)" to maintain a zero-complaint record with their neighbors by adequately mitigating the potential for noise, trash, and parking issues.

Vermont STR v. Housing Data

69% of Households Are 1 & 2 Person Households

- Average vacation rental size = 3-bedroom
- Average affordable housing demand = 1-bedroom

Estimated households by number of people



Source:
U.S. Census Bureau; American Community Survey 5-year estimates (Table B25009)

www.housingdata.org

STR Listings Fluctuate by Season & Major Events



The Conference
Board of Canada



Airbnb Activity and Rental Markets in Canada

Analyzing the Impact of Short-Term Rentals

Key findings

- We observe a correlation in Airbnb activity and rents across different neighbourhoods in Canadian cities, but this does not mean that Airbnb activity is the cause of rent increases.
- We tested for a causal link between Airbnb activity and rent increases between 2016 and 2022 across 330 neighborhoods in 19 Canadian cities. We find no compelling evidence that the level of Airbnb activity had a meaningful impact on rents.
- Out of the 30 per cent increase in rents observed in our sample of neighbourhoods between 2016 and 2022, at most less than 1 percentage point, or just under \$10, can be attributed to increased Airbnb activity.
- To assess the robustness of this result, we tested different combinations of the data, such as changing the time period, how we measure Airbnb activity, and varying the included neighbourhoods. In all cases, we found no evidence of a meaningful effect on rents.
- The fact that we fail to find evidence that Airbnb activity has contributed meaningfully to higher rents across Canada can be rationalized by the fact that the share of dwellings used for Airbnb activity is too small in most neighbourhoods—on average less than 0.5 per cent—to have a meaningful impact.
- When we allow the effect of Airbnb to vary by province, we find a small positive relationship in Quebec only, where a one percentage point increase in the share of high-use Airbnbs as a proportion of households increases rents by approximately 0.8 per cent.
- Policies implemented by cities and provinces to regulate short-term rentals have significantly reduced Airbnb activity, though we find no evidence that these policies have resulted in lower rents. Restrictions limiting short-term rentals to a host's principal place of residence are associated with a nearly 50 per cent reduction in the number of Airbnbs.

NEW HAMPSHIRE HOUSING TECHNICAL REPORT

SHORT-TERM RENTALS IN NEW HAMPSHIRE: AN ANALYSIS OF DATA FROM 2014 - 2023

OCTOBER 2023



Half are locally-owned→

No noticeable foreign investment →

No effect on median rent →

Minor effect on rental vacancy→

Long history as STR →

CONCLUSIONS

This study makes the following findings:

- Almost half of STRs statewide were owned by hosts who lived in the same county as the property and one-third lived in the same town, though this varied widely from place to place.
- There have been no widespread acquisitions and conversions of properties to STRs by foreign investors.
- The increase in STRs was not found to have had a statistically significant effect on statewide median rent levels.
- STRs have had a minor but statistically significant impact on the statewide rental vacancy rate.
- The majority of properties listed on Airbnb, Vrbo, and similar sites were already short-term rentals or seasonal units.

State of Maine Housing Production Needs Study

Homes to support Mainers and Maine businesses,
now and in the future.

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GOVERNOR'S OFFICE OF
Policy Innovation
and the Future



Department of
Economic &
Community Development

While **short-term rentals** make up an increasing share of seasonal homes, they are not always directly comparable to homes that might otherwise be available to year-round residents looking for housing because of type, size, location and price point, or because the owners occupy them for part of the year. Many of these properties would not viably serve as year-round housing at all— 9% of the AirDNA inventory is hotels and hostels, B&Bs, and “unique” listings (e.g., tents, treehouses, caves, etc.) (Figure 23). Of the total AirDNA inventory, the Study Team identified 57% percent that are directly relevant to the supply of year-round homes—defined as an entire single family or multifamily unit, available more than 3 months out of the year.

Short Term Rental County-Level Findings

Appendix Table 3: Short-Term Rental Inventory as Share of Total Housing Supply by County, 2023

Counties	Total AirDNA Inventory	NOAH-Comparable AirDNA Inventory
Northeastern Region		
Aroostook County	1.2%	0.5%
Penobscot County	1.1%	0.4%
Washington County	3.2%	1.5%
Central Western Region		
Androscoggin County	0.5%	0.2%
Franklin County	6.2%	1.8%
Kennebec County	1.1%	0.4%
Oxford County	4.8%	1.4%
Piscataquis County	4.1%	1.9%
Somerset County	1.5%	0.8%
Coastal Region		
Cumberland County	2.8%	0.9%
Hancock County	9.8%	3.1%
Knox County	5.2%	1.6%
Lincoln County	6.3%	2.5%
Sagadahoc County	2.4%	0.9%
Waldo County	3.7%	1.5%
York County	4.2%	1.1%

In Maine...

33% of the short-term rental stock is **reasonably comparable to Naturally Occurring Affordable Housing (NOAH)** on the market based on size and quality.

STRs meeting this criteria account for **0.2% - 3.1% of the total housing supply** in each county.