

HOW DOES THE DEVELOPMENT OF TOURIST RENTALS CONTRIBUTE TO THE HOUSING CRISIS IN FRANCE?

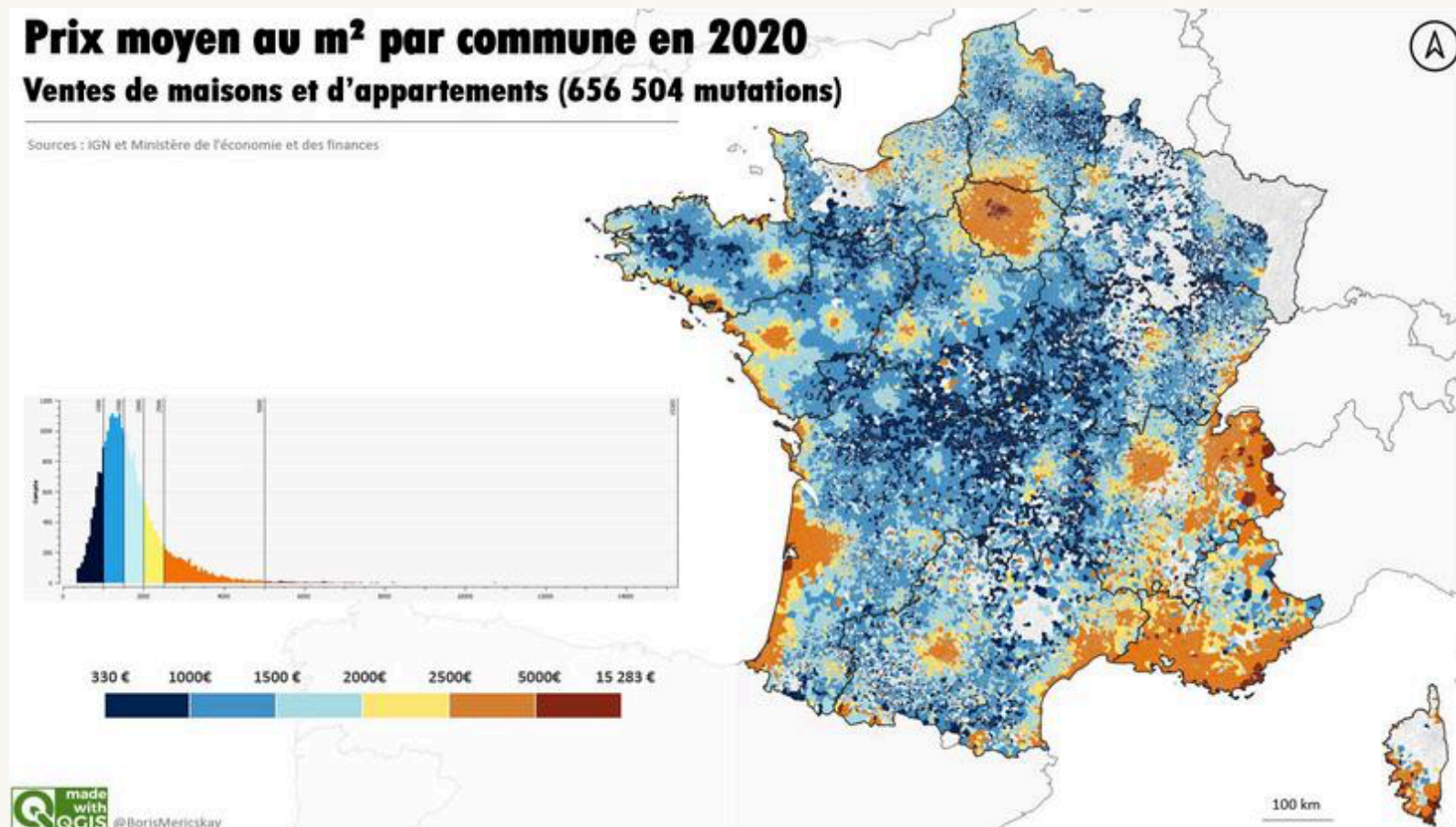
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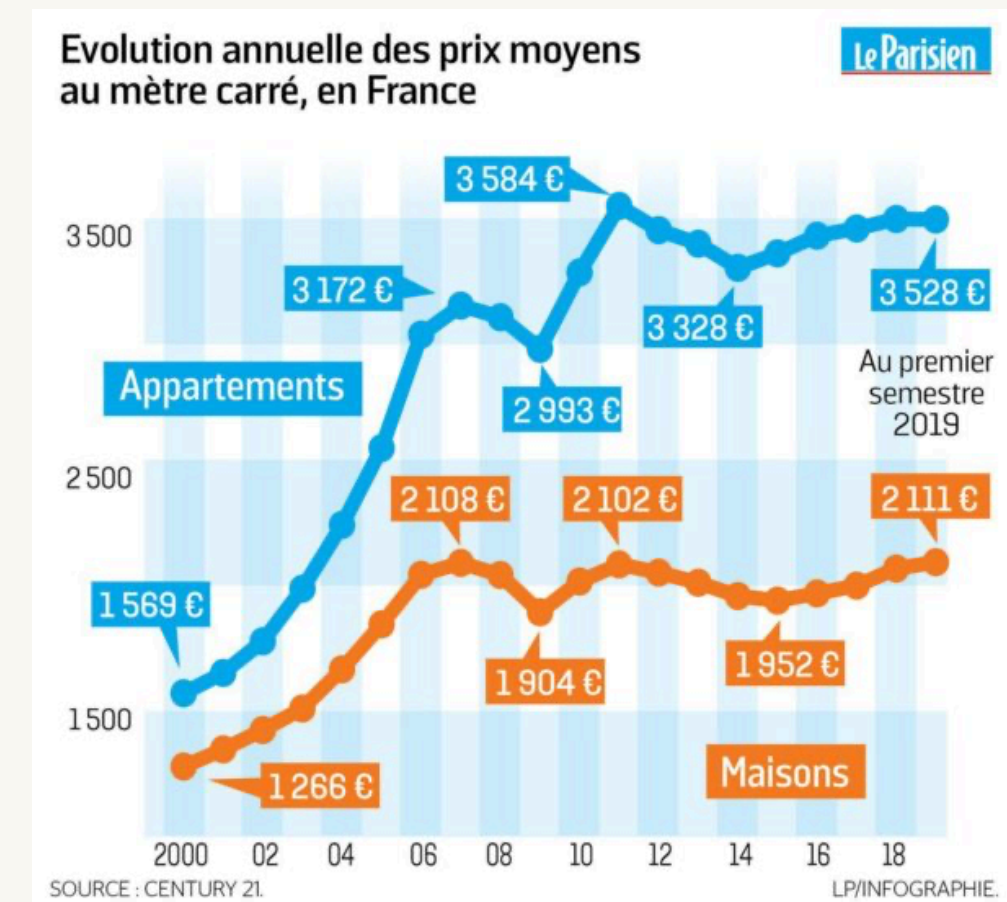
CONTENTS

1. **Housing crisis in France in the last 20 years**
2. **The emergence of tourist rentals and secondary housing**
3. **Public and government reaction**
4. **Potential solution and alternatives**

INTRODUCTION



Severe housing crisis, especially in urban centers: **Paris, Lyon, Bordeaux and Marseille**



Since 2000, property prices have surged by about **180% nationally** and over **250% in Paris**

HOUSING CRISIS

A major issue is the shortage of affordable housing

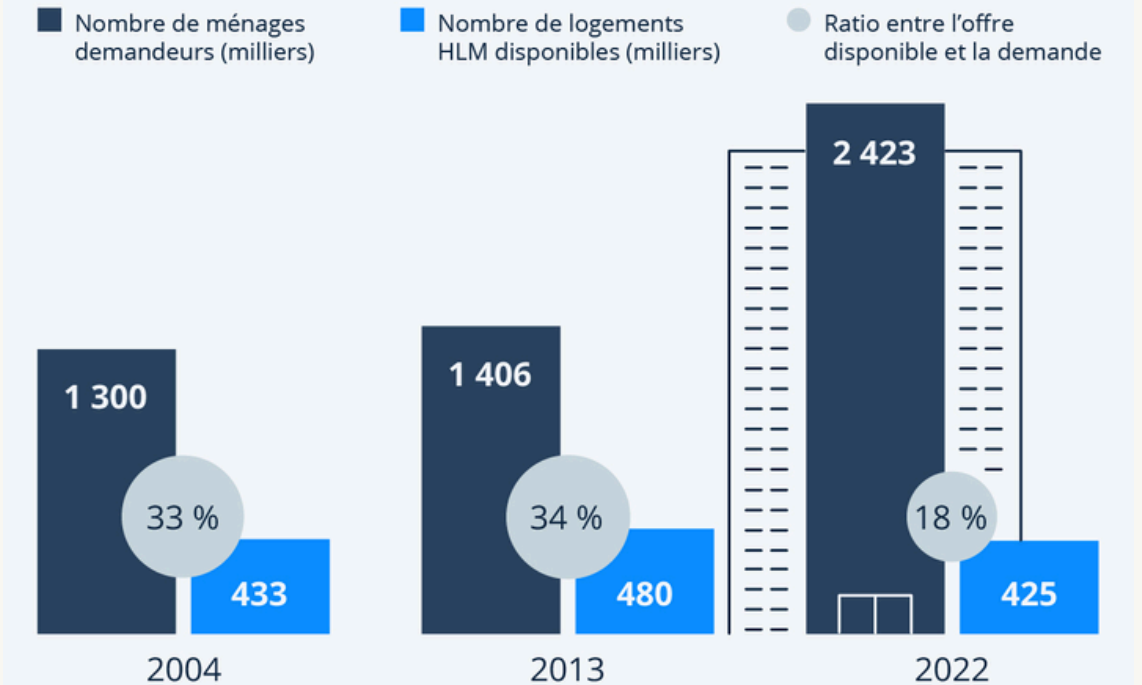
- **2 million** people on waiting lists of social house
- Aim to build **100,000** social housing units annually

Rise of short-term rentals through platforms (Airbnb)

- Paris alone has over **60,000** listings on Airbnb

Le logement social en crise

Évolution de l'offre HLM (habitation à loyer modéré) disponible et du nombre de ménages demandeurs en France

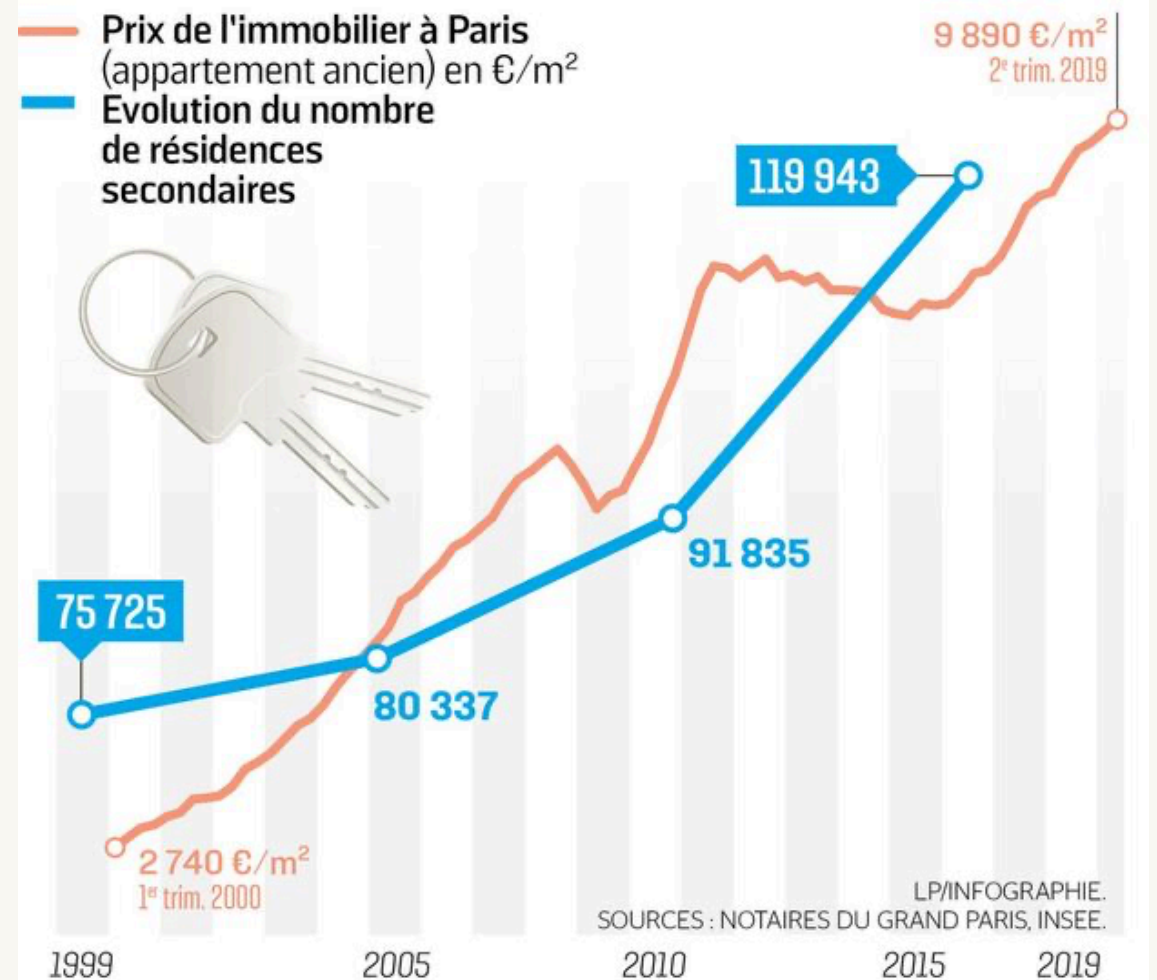


Sources : Union sociale pour l'habitat, Insee, Fondation Abbé Pierre



statista

Des logements moins occupés



THE EMERGENCE OF TOURIST RENTALS AND SECONDARY HOUSING

**44 million travelers
stayed in short-term
rentals**

**43 billion euros in total
revenue**

1.

Growth of
Tourism Industry

2.

Rise of Online Rental
Platforms

3.

Economic Incentives
for Property Owners

4.

Cultural preference for
Secondary Homes



PUBLIC AND GOVERNMENT REACTION



2015 : Demonstrations, in major cities such as Lyon, Paris and Marseille

2019 : protest against government inaction

2023: protests in several European cities

2014
ALUR LAW

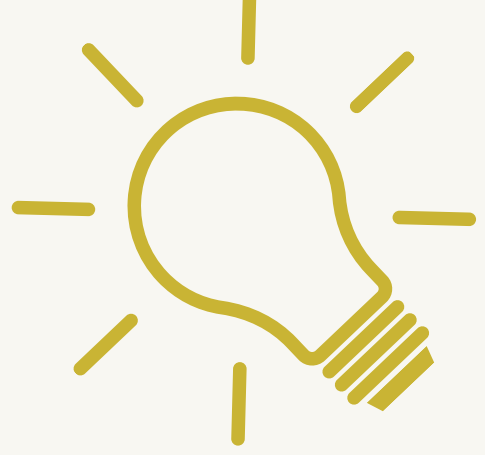
Limit short-term rentals to 120 days

2018
ELAN LAW

Registration number in certain cities

2024
AIRBNB BILL

Fewer tax breaks
Mayor power for regulation
Energy obligation



POTENTIAL SOLUTIONS AND ALTERNATIVES

- ↪ Increase in the supply of affordable housing
- ↪ The conversion of vacant offices into housing
- ↪ Administration of short-term housing by a new law, called the "Airbnb law"
- ↪ Renovation of vacant dwellings
- ↪ Expansion of participatory habitats

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THANK YOU FOR YOUR
ATTENTION!

Group 7