

Airbnb is in Switzerland, ringing the cash register – view

By **Adrian McDonald** - September 4, 2019



Homely Chalets, chic Apartments and simple rooms – between July 2018 and July 2019, with over 3000 new lodging options were added in Germany on the rental platform Airbnb. In Switzerland this summer were 33'000 objects available, such as the evaluation of the Valais tourism Observatory (Tourops) shows.

Not least thanks to the increased supply of accommodation, Airbnb made in Switzerland, more sales to 496 million Swiss francs, compared to the previous year, an increase of 5.5 percent. The calculated Tourops by means of a data analysis platform, AirDNA.

a base jumper, Mecca is a Paradise for Airbnb landlords

took The most with Airbnb last year, landlords in the cities of Zurich and Geneva, with 34.6 million, respectively 28.2 million Swiss francs.

Also in the Bernese Oberland village of Lauterbrunnen, the Mecca of the base jumper, is Airbnb a nice source of income: 13.6 million Swiss francs. For individual landlords, the Swiss Eldorado is Lauterbrunnen anyway. Because nowhere else you can Stay with Airbnb- so much money like in Lauterbrunnen.

With an average of 36'000 Swiss francs of revenue per Stay in the last year, Airbnb apartments and Chalets in Lauterbrunnen were extremely lucrative. For comparison: In Zurich, a typical Airbnb generated-Stay 8660 francs per year, in Switzerland there are on average 11'265 francs.

landlords circumventing tax

In contrast to the cities of the California mediation platform in the country regions of the criticism that it exacerbates the shortage of housing and rental prices high drives. But there are more and more conflicts because of the evasion of taxes, including Lauterbrunnen.

“don't pay The landlord, the tax often,” says the President of the municipality of Lauterbrunnen, Martin Stäger (66), on request of a VIEW. Has to be deducted by the municipality of any agreement with Airbnb, where tourism levies automatically at the time of booking of the guests? From this simplification, as it was introduced in the last two years in Zug, Basel-Landschaft, Basel-Stadt, Zurich and Schaffhausen, the Lauterbrunnen valley is located, according to Stäger is still far.

The Problem: To the inhabitants of the municipality of Lauterbrunnen such as in many mountain communities of other villages. For example, Gimmelwald, Isenfluh, Mürren, Stechelberg and Wengen – all with a other tax. Airbnb was not responsive and just wants to charge a uniform tax for all municipalities, says Stäger. But the municipalities are against it, they would have very different costs for their tourism investments.

more and more tourism companies in the business

is partly Responsible for the rapid and sometimes problematic Expansion of Airbnb, the increasing professionalisation. What once started as a “flat teilete” of Private, is now a line of business for tourism companies.

The most important Airbnb-large providers are the Migros daughters Interhome and Inter Chalet, with almost 2000 objects, says Roland Schegg (56), a tourism Professor at the University of Economics in Sion. Big landlords managed in this country, in the meantime, 15 percent of the Airbnb offer. The Offensive of cities and municipalities, to regulate the home sharing platform, not surprised, therefore,.

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