

Determining The Scope of Unlicensed Facilities in Oneida County Using AIRBNB

Introduction

In 2016, visitors to Oneida County spent \$221.8 million and raised employment by 1.53 percent¹. The usage of AIRBNB is most likely contributing to this increase as visitors and licensees are opting for a more streamlined and secure way to plan rentals.

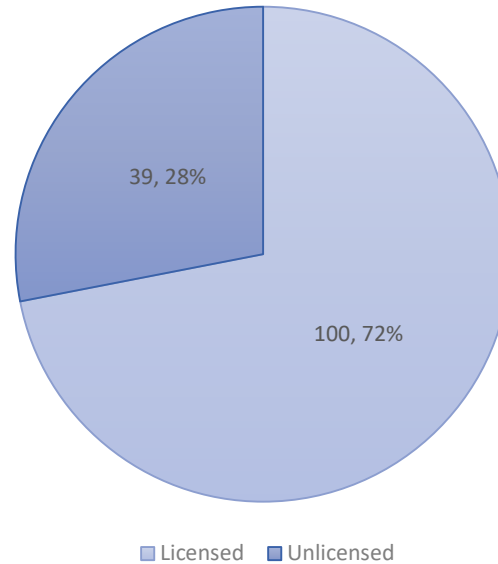
Individuals who make rooms or lodging available to the public for periods less than one month must obtain a license², and report and pay Wisconsin sales tax on such rentals. Some municipalities in the county are also subject to a room tax. Room taxes are used by municipal governments for expenditures aimed at promoting tourism³.

Purpose

Determine the scope of unlicensed rentals operating in Oneida County, and develop a database of suspected unlicensed lodging facilities by township.

Alyssa Cook, NEHA Intern
Oneida County Health Department

Licensing Rates of Listings on Airbnb



Methods

Locations on an interactive map provided by AIRBNB were matched to addresses using Oneida GIS. The addresses found were then compared to facilities on Healthspace to determine the licensing status of listings found on AIRBNB.

Discussion

A license is required for tourist rooming houses, by law, and is meant to protect both the owner and guests. Sanitarians ensure that properties meet all health standards and enforce corrective action to protect the health of the guests and limit liability of the owner.

Licensing is a form of income for the county, and ensures uniformity in safety measures between rentals. Any facility that is currently being rented without being licensed may be subject to a \$749.00 Operating without License Fee, as well as citations in the amount of \$280.50 for each day the situation exists.

39 suspected unlicensed facilities were found on AIRBNB, which could amount to \$29,211 for the county in Operating without License fees alone.



ONEIDA COUNTY
HEALTH DEPARTMENT

Linda Conlon, MPH, BSN, RN
Director/ Health Officer

Maria Koelling, MS, CHES
Assistant Director



¹ (2017, May 05). Tourist spending up in Wisconsin, Oneida County in 2016. Retrieved from <http://www.starjournalnow.com/2017/05/05/tourist-spending-up-in-oneida-county-in-2016/>

² HOTELS, MOTELS, AND TOURIST ROOMING HOUSES, §§ ATCP 72-72.01-72.16 (2017).

³ Multi Media Channels. (2016, April 28). Wisconsin's room tax explained. Retrieved from <http://www.waupacanow.com/2012/07/11/wisconsins-room-tax-explained/>