

THE SPECIFICS OF SHORT-TERM RENTAL PROPERTY MANAGEMENT

Monika ŚPIEWAK-SZYJKA^{1*}, Anna OLEŃCZUK-PASZEL²

¹ Department of Real Estate, Faculty of Economics, West Pomeranian University of Technology in Szczecin; monika.spiewak-szyjka@zut.edu.pl, ORCID: 0000-0001-5527-0305

² Department of Real Estate, Faculty of Economics, West Pomeranian University of Technology in Szczecin; anna.olenczuk-paszal@zut.edu.pl, ORCID: 0000-0002-8685-1425

* Correspondence author

Purpose: The research presented in this article was carried out in order to identify the peculiarities of short-term rental property management, i.e. to answer the question about the main challenges, the management strategies undertaken and the expectations and plans of property owners and managers.

Design/methodology/approach: It was possible to realise the aim of the study by using the method of literature analysis, legal acts and information from Otodom reports and the survey questionnaire used as a research tool.

Findings: The research found that digital marketing tools and booking platforms to support customer acquisition and optimise operational processes are key to managing short-term lettings. The biggest challenges relate to the seasonality of demand, maintenance costs and maintaining high service standards, while seeking to maximise efficiency and grow the business.

Research limitations/implications: The most significant limitation of the survey process is the lack of a nationwide register of short-term rental housing as a source of information for conducting reliable and credible surveys. Regulation (EU) 2024/1028 of the European Parliament and of the Council of 11 April 2024 provides the basis for future developments in this area. This provides a determination to undertake further research that will be supported by results from nationwide reports in addition to the results obtained using the questionnaire.

Practical implications: The research presented here can be used by owners and managers of short-term rental properties to evaluate their actions. The results of the survey may provide a voice in the discussion on legal regulation concerning the creation of a register of short-term rental housing.

Social implications: The results of the research allow a review of the activities of property owners and managers with regard to short-term rentals.

Originality/value: This study is an independent analysis of the short-term rental activities of property owners and managers. In view of the scarcity of literature and analyses based mainly on data from websites, the study carried out fills a research gap and adds to the body of work on the topic under analysis.

Keywords: real estate, short-term rental, real estate management.

Category of the paper: Research paper.

1. Introduction

The real estate market is a system of relationships concerning objects with a number of specific, unique characteristics that are unparalleled in other markets and which determine the functioning of the market mechanism. According to various classifications, based on the subject criterion, this market can be divided into segments including residential, commercial, industrial, agricultural and other real estate (Dębniewska, Tkaczuk, 2002).

In addition to its primary function of providing a person with the need for security and the opportunity to meet other needs naturally, residential property is also regarded as a part of property that can generate income. One form of using residential property as a source of income is renting, including short-term rentals. This rental model, which involves making a property available for a period of a few days to a few weeks, has gained importance as an alternative to the traditional forms of accommodation offered by hotels or guest houses.

The rental market, which is part of the residential property market, is characterised by the difficulty of conducting detailed analysis. This is due to two main factors. Firstly, its structure is complex, multi-faceted and opaque, involving a variety of property types and contract forms. Secondly, leases usually do not require a strict legal form, leading to them being concluded both in writing and orally. In addition, they are rarely registered or reported for tax purposes (Kokot, 2019). As a result, there is a lack of comprehensive and reliable data that can accurately characterise this segment of the market, and extracting such information on short-term rentals is particularly difficult and methodologically challenging. It is difficult to estimate the scale of the activity, as such estimation is mainly done by analysing the offers of flats for rent in the main advertising services, which allows to assess the scale of the phenomenon, but this assessment cannot be accepted as definitive and definitely reliable.

In the European Union, a regulation on the collection of data on short-term rentals was adopted in April 2024 (Regulation of the Parliament..., 2024). This piece of legislation formulates the conditions for platforms to provide data to state authorities. The EU regulation represents an opportunity to create a register of dwellings covered by short-term rentals and to access data from digital platforms, which will enable the preparation of precise analyses (Gyódi, Hardy, Mazur, 2024).

2. Literature review

The purchase of housing for investment and tourism purposes is becoming increasingly popular, and property investment is part of personal financial management (Zienkiewicz, Zalewska, 2023). The reduction in the role of public home ownership, the prevalence of

mortgages and the internationalisation of the property market has led to an increase in the number of people owning more than one residential property, which in turn has led to an increase in the number of dwellings not used to meet basic housing needs. This change has also fostered the development of the short-term rental market and the transformation of undeveloped dwellings into attractive facilities for tourists and business travellers (Doling, 2019; Kadi, Hochstenbach, Lennartz, 2020).

Oktaba, Grzywińska-Rapca i Wójtowicz (2024) indicate that short-term rentals have mainly flourished in regions with high tourist demand, i.e. those traditionally associated with leisure, nevertheless, high demand for tourist accommodation also persists in large cities. This is due to both the increasing number of business trips and short leisure stays. The authors emphasise that the popularity of this rental model is largely linked to the ability of property owners to generate income, at a higher level than in the case of long-term rentals. There is also greater flexibility in property management, as owners can decide on rental availability and price. The paper also highlights the role of the internet and platforms such as Airbnb, which have facilitated access to potential tenants and contributed to the internationalisation of the market.

Similar observations were made by Kokot (2019) presenting the short-term rental market as an important sub-segment of the residential property market. The author notes the growing interest of investors in this form of rental, which is associated with potentially higher returns compared to long-term rentals. He points out that, in addition to tourist trips, short-term residential rental also supports professional traffic, which can be sporadic or cyclical. At the same time, he stresses the importance of technological developments, such as booking platforms, which have significantly facilitated access to a wide range of tenants.

Mrozińska (2022) analyses the supply of short-term rentals in the Wielkopolska region on the example of Airbnb users. The author points to the dynamic development of this market segment, which is driven by the growing interest in short-term rentals among tourists and business travellers. According to the author, companies specialising in managing holiday rentals, which enable owners to make effective use of their properties, are also crucial. Mrozińska emphasises that the specifics of short-term rentals fit perfectly with changing consumer preferences and trends in the sharing economy.

The onset of the COVID-19 pandemic has triggered a crisis in the global tourism industry (Gössling Scott, Hall, 2021). Studies indicate that the pandemic itself, and the associated measures to reduce the spread of the disease, have not only reduced tourism, but have also altered tourism preferences (Park et al., 2021; Zawadka et al., 2021). Adamiak (2022) analysing the impact of the COVID-19 pandemic on the short-term rental sector in Poland, points out that there was a significant drop in bookings during the pandemic, which affected the profitability of this market segment. At the same time, it notes that property owners were forced to introduce new strategies, such as medium-term rentals or price reductions. The analysis also shows that the pandemic highlighted differences in the adaptation of property owners to this type of change depending on location and property type. Similar conclusions are reached by Samorek and

Cichocki (2023) reviewing the Polish residential property market, consider segments of it such as short-term rentals. The authors note that the COVID-19 pandemic had a significant impact on this sector, reducing bookings during the lockdown period, but at the same time increasing interest in renting in less busy locations. Travellers chose locations that allowed them to keep their distance, resulting in tourist rentals regaining momentum after the initial pandemic-related decline, growing faster than the competitive, typical hotel industry (Sanford, DuBois, 2020). The predictions from the beginning of the pandemic, forecasting an imminent crisis in the short-term tourist rental sector, therefore did not come true (Dolnicar, Zare, 2020).

The specifics of short-term rental regulations are discussed by Kozuba and Stalmach (2023). They pointed to legal challenges, such as the need for clear regulations that balance the interests of property owners, tenants and local communities. The authors note that the dynamic growth of this sector leads to numerous conflicts and misunderstandings, especially in the context of housing communities, which often see short-term rentals as a source of problems. Also Gubański (2023) presents different narratives on the housing market in Poland, considering the importance of developer investments and their impact on the availability of rental housing. In the context of short-term rentals, the author points out that the development of this segment may lead to tensions between the interests of investors and local communities, which do not always perceive short-term rentals as beneficial. The issue of housing communities adopting resolutions restricting or prohibiting short-term rentals is addressed by Kaźmierczyk (2022). The author points out the differences in the approach to regulating this sector in different countries, analysing the example of France and Portugal. In the article, she highlights that regulation is becoming a key factor influencing the operation of short-term rentals, which requires the adaptation of landlords' actions to local regulations and the specificities of the sharing economy.

Latko (2021), on the other hand, analyses the housing crisis caused, among other things, by rising property and rental prices and the influence of speculative capital. He points to various models of regulation that can limit the negative effects of short-term renting.

Szlęzak-Matusiewicz (2008) presents real estate rental as a subject of economic activity and discusses the tax aspects associated with short-term and long-term rental. He emphasises the importance of proper tax management in this sector.

Short-term rental is a complex segment of the real estate market, requiring both an appropriate management strategy and adaptation to dynamic changes in the legal and market environment. Considering management issues, it is important to emphasise that short-term rental, unlike long-term rental, requires constant guest services, cleaning, maintenance and booking management. In addition, there is the management of multiple sales channels and different platforms. It is therefore necessary to find a balance between automating processes and personalising the guest service. Many owners choose to work with rental management companies, which, however, incurs additional costs. On the other hand, automation of processes

such as bookings, payments or cleaning can lead to increased efficiency and improved guest satisfaction (Short-term Rental..., 2024).

Unlike long-term rental, managing short-term rentals requires a different approach that combines elements of property management with intensive customer service, a marketing strategy and the flexibility to adapt the offer to changing market conditions. Effective organisation of aspects such as bookings management, maintaining a high quality of guest service, as well as ongoing maintenance and aesthetics of the property are crucial. At the same time, dynamic changes in demand due to seasonality, local events or traveller preferences require property owners or managers to be able to react quickly and make sound strategic decisions. Compliance with legal and tax regulations, which vary from country to country, region to region and even from municipality to municipality, also remains an important challenge.

In the light of the literature presented, the problems specific to short-term letting and the management of properties for this purpose mainly focus on selected aspects, such as income issues, legal regulations, including taxation, the impact on local housing markets, repercussions on social relations, adaptability to changing conditions and those related to the ways in which properties are managed on an ongoing basis.

The limited number of publications in this area determines the need for further research that takes into account the changing legal, social and economic conditions associated with the dynamic development of the short-term rental market. Only such an approach will allow a better understanding of its peculiarities, which will support the effective management of facilities within this segment.

3. Methodology

The study is based on three complementary research methods:

1. Literature review. The research involved a literature review, taking into account academic studies, market reports and industry publications on short-term rental management. Legal regulations and their impact on property management practices were also analysed, allowing the identification of the main problem areas and research directions in this sector.
2. Market data analysis. Market data derived from reports of websites such as Otodom and other industry sources were used to assess the rental market in Poland. The analysis covered the number of residential offers for rent and the level of offer rental rates in selected Polish cities and their change in relation to previous periods.

3. Questionnaire method. A questionnaire survey was conducted to obtain detailed information on the management of short-term rental properties. A questionnaire was sent to 186 people who own or manage this type of property. 152 respondents (81.7%) answered the survey. The questionnaire consisted of five sections including general information, operational aspects of management, marketing activities and customer relations, as well as finance and legal regulations and information on future tenant intentions. The data collected in the survey made it possible to identify the strategies and tools used by the respondents, as well as their plans related to the managed properties. The collected results were presented by indicating the structure of the answers given.

The use of these research methods made it possible to achieve the aim of the study, combining theoretical knowledge with the practical experience of property owners and managers.. In this way, the study provides information on the specific characteristics of short-term rental management in the surveyed collective..

4. Results

Given that there are no reports reflecting the situation in the residential property market in terms of short-term rentals, as a background to the detailed research carried out using a research tool in the form of a questionnaire, the authors presented the results of the analysis on rentals in Poland carried out by the Otodom service.

According to Otodom data, at the end of January 2024, the number of active offers of flats for rent in Poland amounted to 22,700, an increase of 14% compared to December 2023 and of 38% compared to January 2023 (Table 1).

Table 1.

Number of rental housing offers in Poland in 2024

Month and year	Number of offers	Change from previous month	Change from previous year
January 2024	22700	+14% (December 2023)	+38% (January 2024)
February 2024	27000	+15.93% (January 2024)	+34% (February 2023)
May 2024	26000	not available	no data available

Source: Otodom rental market report (January, February and May 2024),

https://www.otodom.pl/wiadomosci/dane/raport-z-rynku-najmu-maj-2024?utm_source,

https://www.otodom.pl/wiadomosci/dane/rosnie-liczba-ofert-na-rynku-najmu-czy-rok-2024-bedzie-rekordowy?utm_source,

https://www.otodom.pl/wiadomosci/dane/sytuacja-na-rynku/raport-z-rynku-najmu-styczen-2024?utm_source.

In February 2024, the base of flats for rent continued to grow, reaching over 27,000 active listings, an increase of 15.93% compared to January and 34% compared to February 2023. It is worth noting that in May 2024, the number of active flat listings for rent on Otodom was 26,000.

It should be noted that the number of residential rental offers in Poland is variable and depends on many factors, such as seasonality, the economic situation or demographic changes.

In October 2024, the average cost of renting a unit in Poland's largest cities was PLN 2682, up 1.5% on September and up 1.3% on October 2023.

The most expensive location remains Warsaw, where the average monthly rental price reached PLN 5008 (Table 2).

Table 2.

Rental rates in selected Polish cities (status: October 2024)

City	Monthly rent [PLN]	Change from previous month [%]	Change from previous year [%]
Białystok	2121	-1,0	0,3
Bydgoszcz	2088	2,9	5,3
Katowice	2423	0,5	0,9
Kielce	2018	-0,8	3,4
Kraków	3347	-1,1	-0,6
Łódź	2110	0,2	2,3
Lublin	2559	-0,5	2,7
Olsztyn	2229	3,3	6,9
Opole	2279	0,3	-0,6
Poznań	2608	0,8	2,9
Rzeszów	2687	0,0	-1,3
Szczecin	2804	2,7	3,0
Trójmiasto	3156	-1,9	-0,4
Warszawa	5008	0,1	-1,9
Wrocław	3102	-0,1	-4,0
Zielona Góra	2375	1,3	13,0

Source: Otodom rental market report, October 2024 https://www.otodom.pl/wiadomosci/wp-content/uploads/2024/11/OTOD_raportzryнку_PAZ2024.pdf?utm_source.

In the Trójmiasto and Kraków, rental costs were around PLN 3200-3300, while in Wrocław the average rate was PLN 3100. In Szczecin and Rzeszów, prices fluctuated around PLN 2800, while the lowest rates were recorded in Kielce, where renting cost an average of PLN 2000.

Price changes on a monthly basis ranged from -1.9 in the Tri-City to 3.3 in Olsztyn compared to September levels. Interestingly, Olsztyn also saw the largest increase in the number of offers, which, contrary to expectations, did not translate into a decrease in prices. On a year-on-year basis, the largest increase in offer rental rates was recorded in Zielona Góra, where rental prices rose by 13%. The marked percentage changes in cities such as Zielona Góra and Olsztyn may be due to the limited number of available flat offers, resulting in greater price fluctuations compared to larger markets. In ten of the sixteen markets analysed, offer rental rates increased compared to the same period a year earlier, while in the remaining cities they decreased (from -0.4% for the Trójmiasto to -4.0% for Wrocław).

The analysis of the data in the report was supplemented by data from a detailed survey conducted using a questionnaire research tool. The survey was addressed to 186 owners and managers of short-term rental properties. Responses were received from 152 respondents (81.7%). The survey elicited responses from respondents regarding their demographic

characteristics, professional experience, tools used in the property management process, challenges encountered and marketing and financial activities undertaken, as well as planned activities.

The data presented in Figure 1 illustrates the gender structure of the respondents who took part in the short-term tenancy management survey. Of the 152 survey participants, the majority are male (55%), while women represent 45% of respondents.

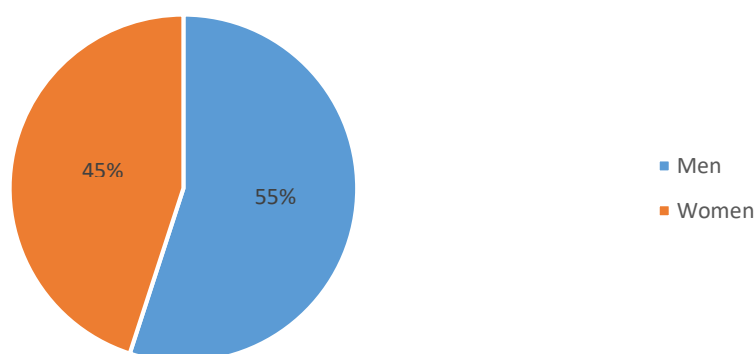


Figure 1. Structure of respondents by gender.

Source: own study.

The largest age groups taking part in the survey are those aged 45-54 (40 people, or 26% of respondents) and 35-44 (38 people, or 25%). Younger people, aged 25-34, make up 21% of respondents, while the group of people aged 55-64 comprises 16% of respondents. The smallest proportions of respondents are over 65 (5%) and those aged 18-24 (7%). There were no participants under the age of 18 in the survey (Figure 2).

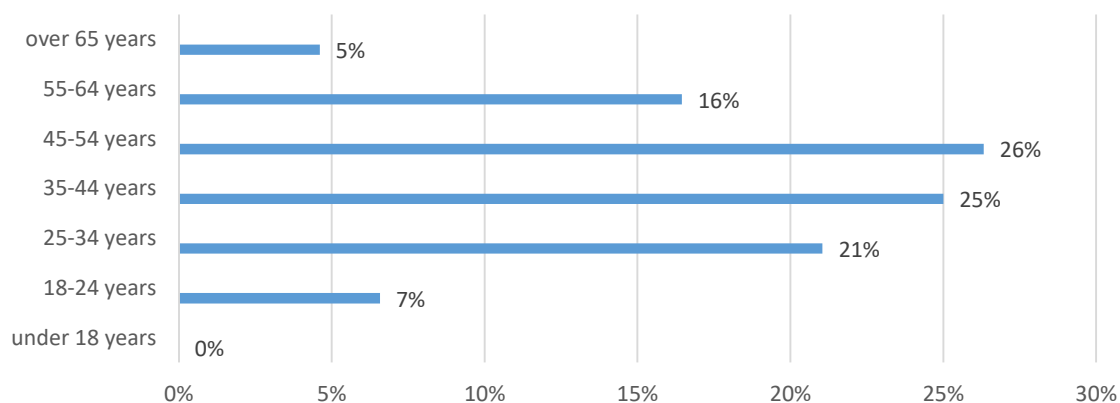


Figure 2. Structure of respondents by age.

Source: own study.

The survey shows that the largest number of respondents has a Master's degree, which was indicated by 39% of the respondents, showing the dominance of those with a high level of education in the short-term rental management process. The next largest groups of respondents are those with a doctorate or higher and a bachelor's/engineering degree (18% each). Respondents with secondary education account for 13% and those with vocational education for 11%. The least numerous group are those with primary education, who account for only 1% of (Figure 3).

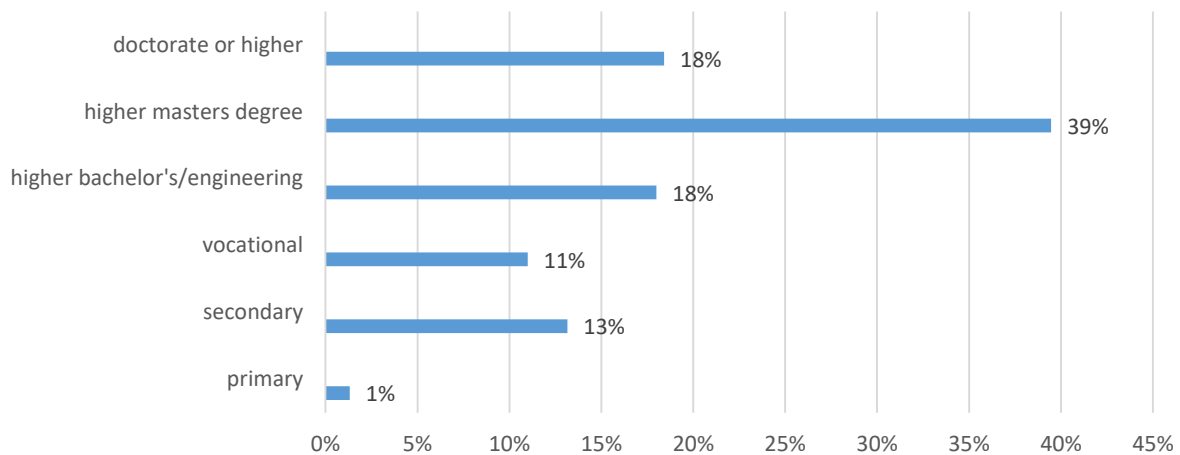


Figure 3. Structure of respondents by education.

Source: own study.

Based on the data presented, it can be concluded that the highest percentage of respondents live in cities with a population of 100-500 thousand (35%). The second largest group are residents of cities with a population of 50-100,000 (28%), and the third are residents of cities with a population of up to 50,000 and over 500,000 (16% each). The smallest percentage, 5%, are respondents living in rural areas (Figure 4).

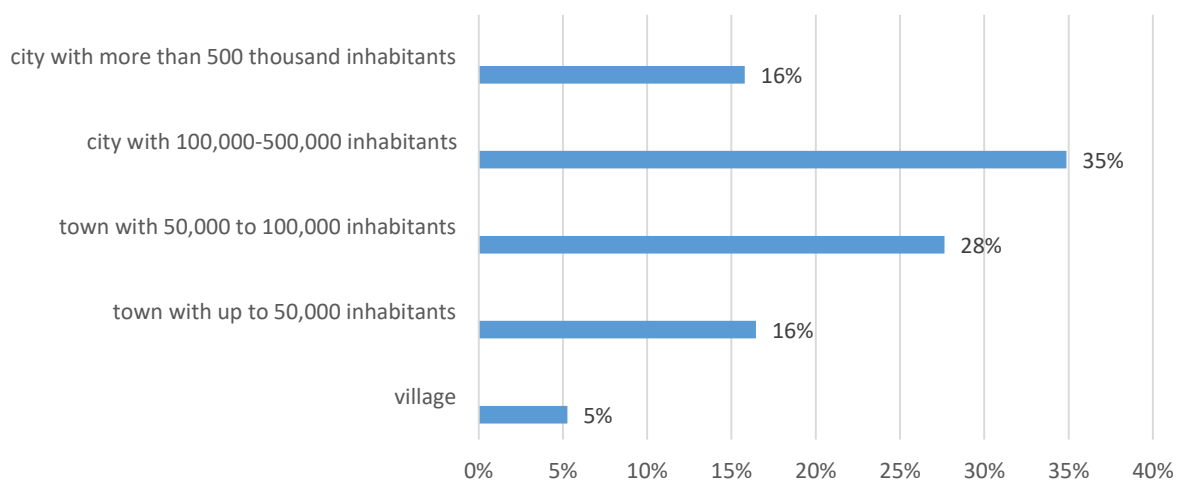


Figure 4. Structure of respondents by place of residence.

Source: own study.

Among those who responded to the survey, the largest group of respondents are self-employed (45%). In second place are the employed, who account for 30%. Pensioners make up 22% of respondents, while pupils and students account for 2%. The smallest group of respondents are unemployed (1%) (Figure 5).

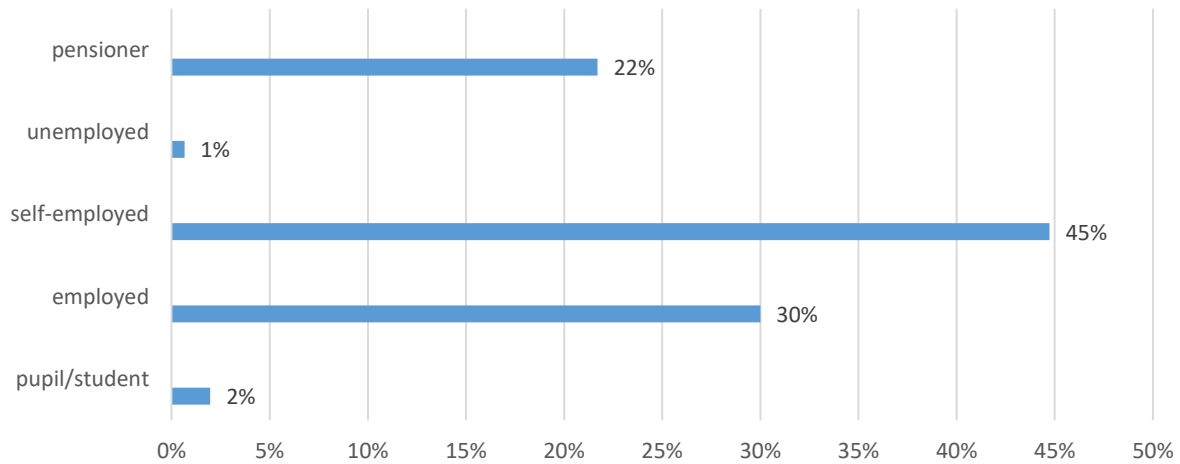


Figure 5. Structure of respondents by occupational status.

Source: own study.

Most respondents (33%) manage 6-10 properties, making this group the dominant one in the survey. Another large group (30%) are those operating 2-5 properties. Managing more than ten properties is declared by 27% of respondents, while only 10% limit their activity to one property. This structure shows that the majority of respondents are handling several properties at the same time (Figure 6).

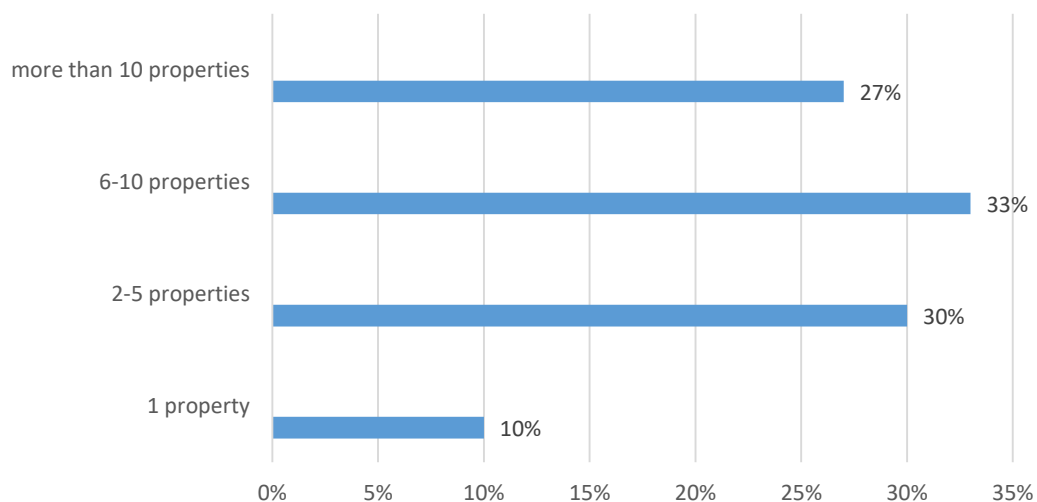


Figure 6. Structure of respondents by number of properties managed under short-term rental.

Source: own study.

Based on the survey, it can be concluded that the majority of respondents have significant experience in managing short-term rental properties. Indeed, those with between 6 and 10 years' experience account for 48% of respondents, indicating the dominance of those with established practice in the industry. Another significant group are those with more than 10 years' experience (34%). The less experienced group, i.e. those with between 1 and 3 years' experience, accounts for 13% of respondents. The least numerous group are managers with less than one year's experience (5%) (Figure 7).

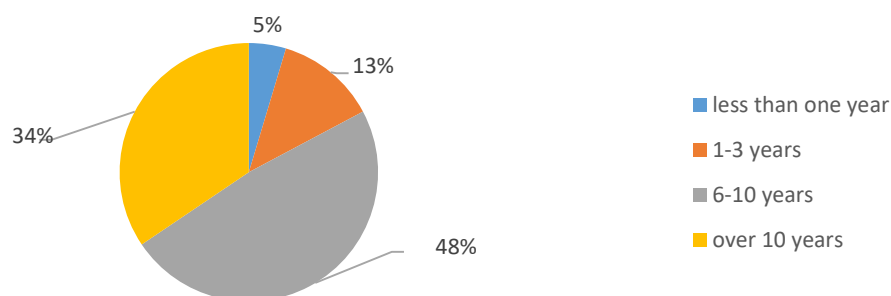
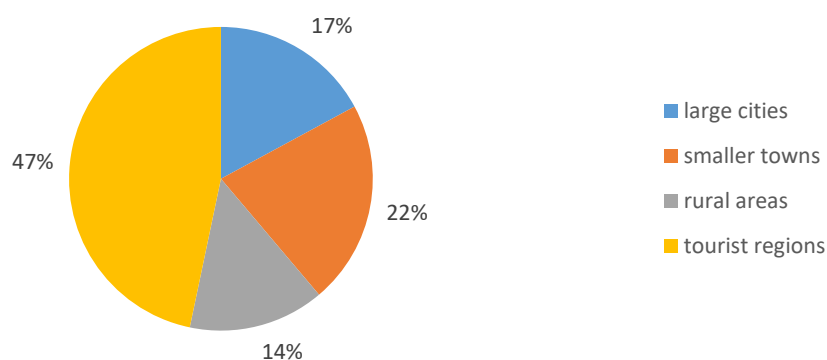


Figure 7. Struktura respondentów według długości stażu w zarządzaniu krótkoterminowym najmem.

Source: own study.

The data presented shows that the largest number of properties (47%) are located in tourist regions, indicating the dominant role of these locations in short-term rentals. Smaller towns account for 22% and large cities for 17% of respondents' indications. The fewest short-term rental properties are located in rural areas, with 14% of respondents' indications (Figure 8). The data presented highlights the importance of attractive tourist destinations in short-term rental activity.

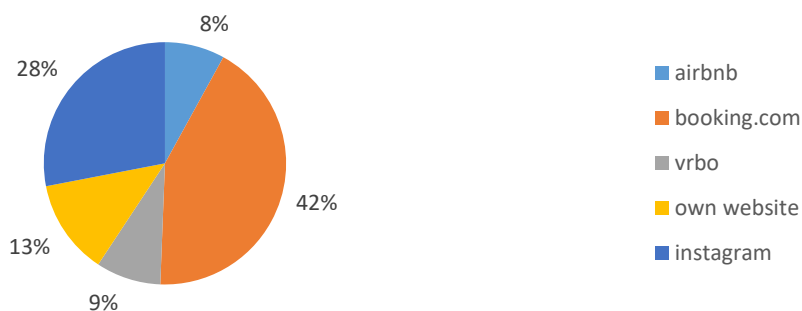


Note: Respondents could indicate more than one answer.

Figure 8. Short-term rental properties by location [%].

Source: own study.

The research carried out shows that the platform most frequently used to manage bookings is Booking.com (42% of respondents' indications), followed by Instagram (28%). The own website was highlighted in 13% of respondents' indications, while Vrbo (9%) and Airbnb (8%) are less popular (Figure 9). The data shows that global booking platforms dominate, but social media and own sites also play an important role in managing bookings.

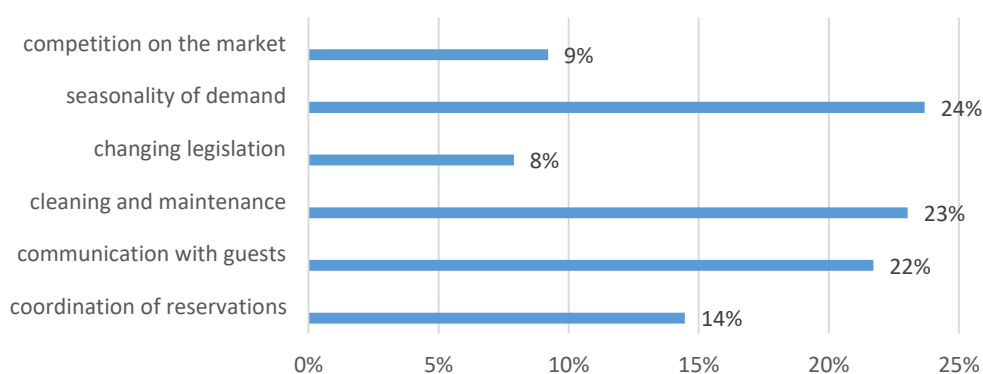


Note: Respondents could indicate more than one answer.

Figure 9. Platforms used to manage bookings [%].

Source: own study.

Among the challenges in the day-to-day management of short-term rental properties, seasonality of demand was cited most frequently by respondents (24%), followed closely by cleaning and maintenance (23%) and communication with guests (22%). Co-ordinating bookings was a challenge for a smaller number of respondents (14% of indications), while market competition and changing legislation were cited at 9% and 8% respectively (Figure 10). The data highlights that the biggest difficulties in the day-to-day management of short-term rental properties relate to the seasonality of demand and the operational aspects of guest services and property maintenance.



Note: Respondents could indicate more than one answer.

Figure 10. Challenges in day-to-day property management [%].

Source: own study.

The data presented shows that the majority of respondents (61%) use professional rental management companies, indicating the importance of outsourcing in this sector. However, it should be noted that a significant proportion of respondents (39%) prefer to handle property management themselves (Figure 11).

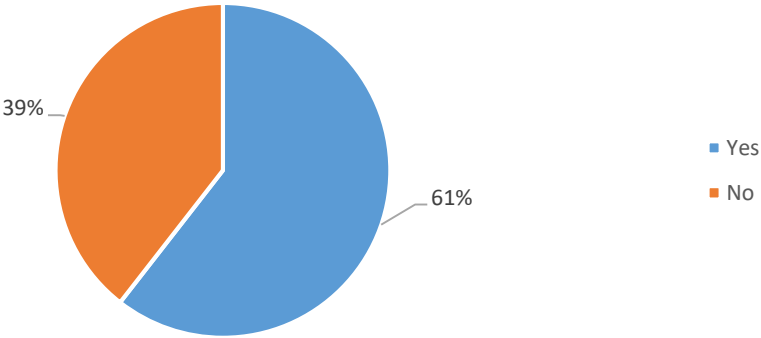


Figure 11. Structure of respondents according to whether they use a professional external rental management company.

Source: own study.

The survey showed that the largest group of respondents (57%) update prices less than once a month, indicating a moderate dynamic of price changes in their business. Among the respondents, 32% make changes once a month and 9%, update prices once a week. Daily updates are rare (1%), as is the absence of any price changes (1%). The results indicate that the majority of managers adjust prices at medium or long intervals (Figure 12).

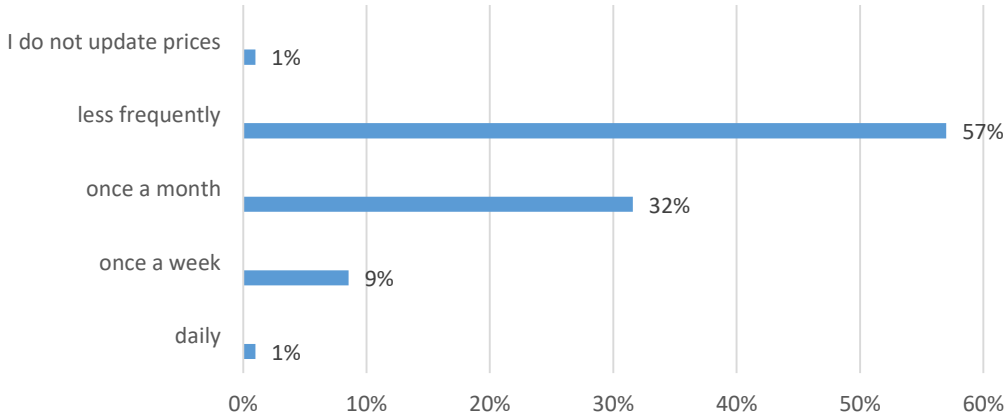
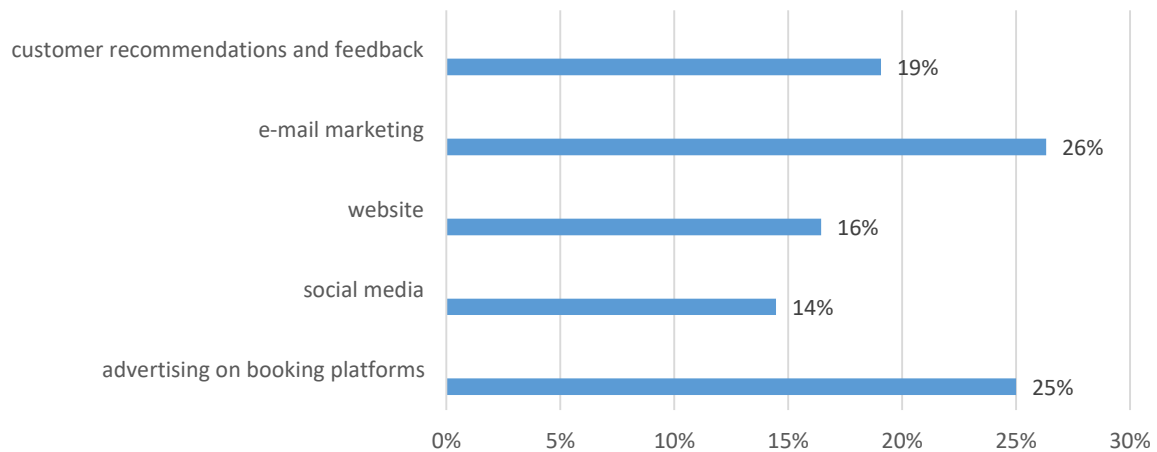


Figure 12. Structure of respondents by frequency of rental price updates by demand and season.

Source: own study.

Based on the results of the survey, the most popular marketing activities for promoting short-term rental properties are email marketing (26%) and advertising on booking platforms (25%). Customer referrals (19%) and websites (16%) also play an important role in this process, while social media is the least popular promotion tool (14%) (Figure 13).



Note: Respondents could indicate more than one answer.

Figure 13. Marketing activities undertaken to promote the property [%].

Source: own study.

The survey found that 41% of respondents rate the difficulty of maintaining high quality customer service at a neutral level, indicating that there is no apparent difficulty or ease in doing so. In contrast, 39% rate it at: 'difficult and very difficult', suggesting that for a significant proportion of managers this is a demanding task. On the other hand, 20% of respondents see it as an easy and very easy task (Figure 14). The results show the variation in respondents' feelings about the difficulties associated with the quality of customer service.

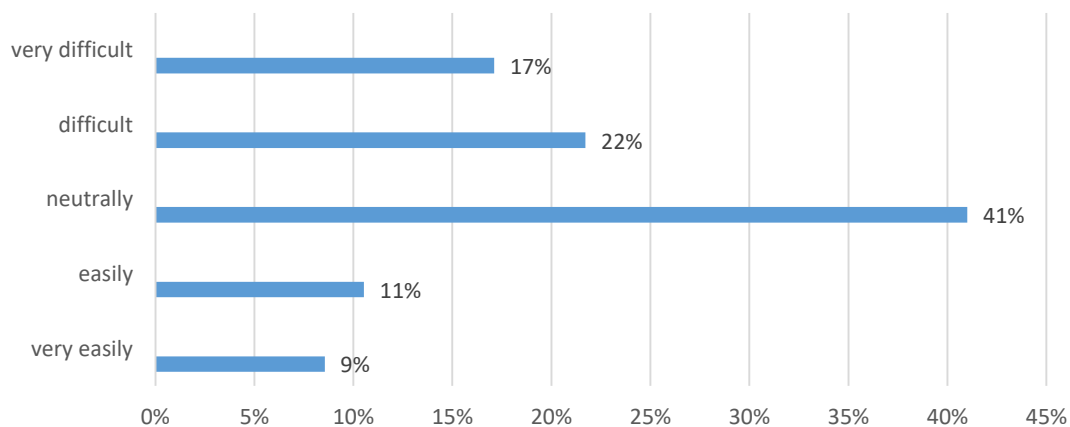
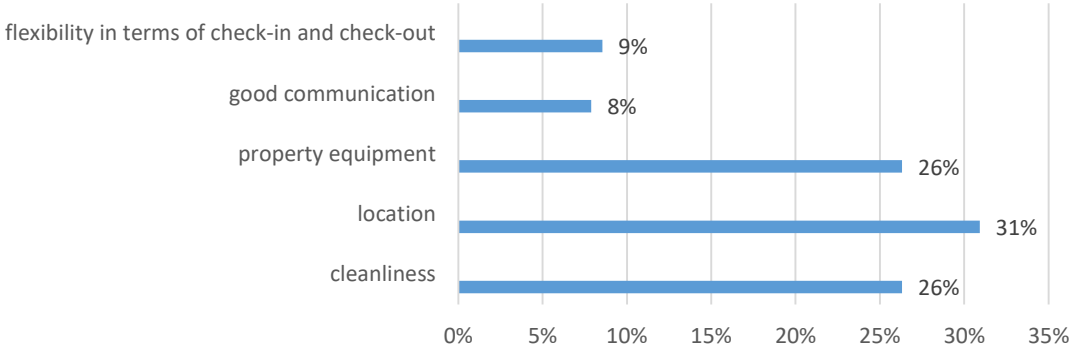


Figure 14. Structure of respondents according to level of difficulty in maintaining high quality customer service.

Source: own study.

The survey also highlighted the most common expectations of guests renting properties for a short period of time. It is clear that location was the feature most frequently indicated by respondents (31%). The next most important aspects were cleanliness and property amenities (26% each). Less important for guests are features related to flexibility in checking in and out (9% of indications) and good communication (8% of indications) (Figure 15).

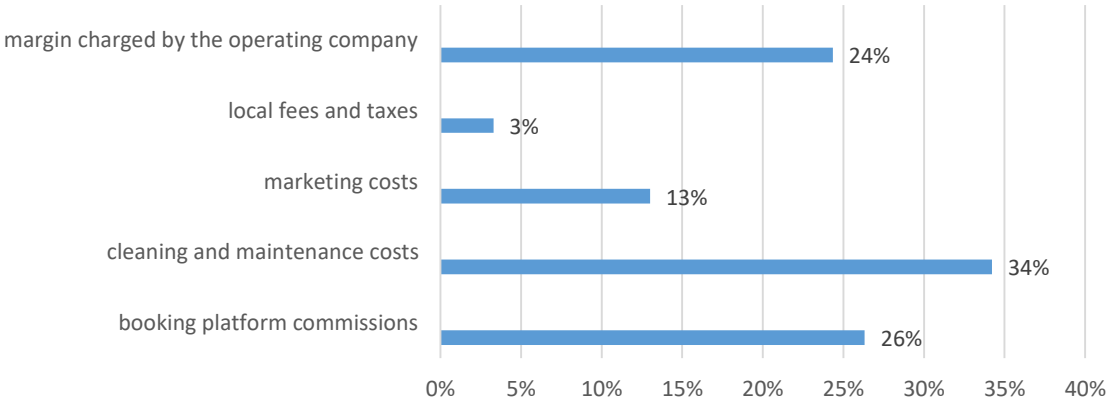


Note: Respondents could indicate more than one answer.

Figure 15. Most common expectations of guests renting a property on a short-term basis [%].

Source: own study.

Based on the survey, it can be concluded that the biggest cost associated with short-term rentals is the cost incurred for cleaning and maintenance, which accounts for 34% of respondents' indications, making it the dominant financial burden. Booking platform commissions rank second among the financial burdens of short-term rentals (26% of indications), closely followed by the margin charged by the operating company with 24% of indications. Marketing costs (13%) and local fees and taxes (3%) play a lesser role in the cost structure (Figure 16).



Note: Respondents could indicate more than one answer.

Figure 16. Costs in short-term rental management [%].

Source: own study.

The data shows that the largest financial burden comes from operational costs, related to property maintenance and the use of booking platforms and third-party services. Of lesser importance are marketing expenses and local fees and taxes.

In the survey conducted, respondents also answered open-ended questions by providing the following answers:

1. What do you consider to be the greatest advantage of managing a short-term rental property?
 - the possibility of regular price changes and flexibility to adapt the offer,
 - the ability to inspect the condition of the property after each client and make ongoing repairs,
 - control of the property,
 - higher returns compared to other forms of rental,
 - the flexibility of this form of earning and payment in advance of the client's stay,
 - an attractive form of capital investment.
2. What changes would you like to see in your business over the next 2-3 years?
 - purchase of an additional flat, e.g. in the mountains,
 - renovation of one of the current flats to raise its standard,
 - reduce your own involvement in servicing the flats, for example by employing a cleaner,
 - addressing the nuisance associated with the long distance to the property (120 km).
3. Would you like to add any other comments on the management of short-term tenancies?
 - short-term rental is a great form of additional income that offers higher returns than other types of rental,
 - flexibility in management and the ability to control the property add to the convenience of this business,
 - making appropriate changes, e.g. to the handling of flats, can further increase the efficiency and convenience of management.

Analysing the answers given, it can be concluded that they mainly reflect the advantages associated with managing short-term tenancies.

5. Discussion

Short-term property rental management in Poland is a rapidly growing form of business that requires managers to be flexible, innovative and able to adapt to changing market conditions. The survey results provide a comprehensive picture of the specifics of this activity, taking into account key operational, marketing and financial aspects, as well as the expectations of guests and the challenges of owners and managers. They confirm the demands described in the literature.

The analysis shows that the respondents are mainly people with extensive experience in tenancy management, with the majority operating several properties at the same time. They are mainly located in tourist regions, smaller cities and large agglomerations. This structure indicates the dominance of professionals who have concentrated their activities in attractive locations characterised by high demand.

An analysis of the tools used to manage bookings indicated that global platforms such as Booking.com are the most popular, complemented by social media and in-house websites. At the same time, marketing efforts focus on email marketing, advertising on booking platforms and using customer reviews as a key element of the promotional strategy. This points to the importance of digital communication channels in the short-term rental industry.

Among the key challenges, property managers most often point to the seasonality of demand, the costs associated with property maintenance and the need to maintain a high quality of guest service. Cleanliness, location and appropriate property amenities are the primary expectations of customers, demonstrating that guests prioritise comfort, hygiene and convenient location. Maintaining these standards often requires a significant commitment from managers, who pay attention to the need to optimise operational activities.

In terms of costs, the biggest burden is placed on cleaning and maintenance expenses, booking platform commissions and the margins charged by professional rental service companies. At the same time, respondents see numerous advantages in this activity, such as higher returns compared to other forms of rental, flexibility of management and the possibility to control the condition of the property after each client.

Future plans among respondents range from business expansion (e.g. acquisition of new properties) to optimising current processes, including reducing their own involvement by delegating some of their responsibilities. These results indicate that property managers are looking to increase the efficiency of their business and to remain competitive in the dynamic short-term rental market.

6. Conclusions

Short-term property rental management is a rapidly growing industry. Research shows that digital marketing tools and booking platforms that support customer acquisition and optimise operational processes are key in this type of business. The biggest challenges in this business relate to the seasonality of demand, maintenance costs and maintaining high service standards, while seeking to maximise efficiency and business growth. The results of the presented research are not only a basis for a better understanding of the industry, but also a valuable resource for property managers and policy makers.

In the context of the research carried out, it should be emphasised that of great importance in the analysis of the specifics of short-term rental management is the lack of information sources of a national evidential nature, which makes it impossible to carry out reliable and credible analyses. The available literature on short-term rental property management is still limited, making it difficult to fully understand the dynamics of this market. The research conducted among a limited number of short-term rental providers confirms the need for continued analysis in this area, particularly with regard to the impact of changing regulations, new technologies and evolving customer expectations. These will enable the identification of best practice in the sector and, with the development of a national register of short-term rental accommodation, will provide the basis for a robust analysis of changes in the sector.

References

1. Adamiak, Cz. (2022). Najem krótkoterminowy w Polsce w czasie pandemii COVID-19. *Czasopismo Geograficzne*, 93(1), pp. 9-32, <https://doi.org/10.12657/czageo-93-01>.
2. Dębniwska, M., Tkaczuk, M. (2002). *Zarządzanie finansami nieruchomości*. Olsztyn: Wydawnictwo Uniwersytetu Warmińsko-Mazurskiego, pp. 10-11.
3. Doling, J., Ronald, R. (2019). “Not for Housing” Housing: Widening the Scope of Housing Studies. *Critical Housing Analysis*, 6(1), pp. 22-31, <https://doi.org/10.13060/23362839.2019.6.1.450>.
4. Dolnicar, S., Zare, S. (2020). COVID19 and Airbnb—Disrupting the disruptor. *Annals of tourism research*, 83, p. 102961, <https://doi.org/10.1016/j.annals.2020.102961>.
5. Gössling, S., Scott, D., Hall, C.M. (2021). Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism*, 29(1), pp. 1-20, <https://doi.org/10.1080/09669582.2020.1758708>.
6. Gubański, K. (2023). *Warszawski rynek mieszkaniowy w narracji deweloperów, urzędników i ruchów miejskich – studium negocjowania wizji rozwoju miasta* (Doctoral dissertation). Warszawa: Uniwersytet Warszawski, Wydział Socjologii.
7. Gyódi, K., Hardy, W., Mazur, J. (2024). *Najem krótkoterminowy w Warszawie: charakterystyka rynku i kierunki rozwoju*. Warszawa: Badanie przeprowadzone na zlecenie Urzędu m. st. Warszawy. Retrieved from: [prezentacja_airbnb_delab_v3_compressed.pdf](#), 10.11.2024.
8. Kadi, J., Hochstenbach, C., Lennartz, C. (2020). Multiple property ownership in times of late homeownership: a new conceptual vocabulary. *International Journal of Housing Policy*, 20(1), pp. 6-24, <https://doi.org/10.1080/19491247.2019.1697514>.
9. Kaźmierczyk, A. (2022). Dopuszczalność podejmowania przez wspólnoty mieszkaniowe uchwał w przedmiocie zakazu najmu krótkoterminowego w orzecznictwie francuskim,

- portugalskim i polskim. *Przegląd Ustawodawstwa Gospodarczego*, 1, pp. 19-27, <https://doi.org/10.33226/0137-5490.2022.1.3>.
10. Kokot, S. (2019). Nowe tendencje na rynku najmu nieruchomości mieszkaniowych. In: I. Rącka (Ed.), *Nieruchomość w przestrzeni*, 5, Tom II, *Analiza rynku nieruchomości* (pp. 47-63). Poznań: Bogucki Wydawnictwo Naukowe.
 11. Kozuba, K., Stalmach, Z. (2023). Najem krótkoterminowy - usługi hotelarskie XXI wieku, a może szczególna forma najmu lokali? Obowiązujące regulacje, wyzwania oraz proponowane zmiany de lege ferenda (cz. 1). *Budownictwo i Prawo*, 26, pp. 9-13.
 12. Latko, P. (2021). Kryzys mieszkaniowy w wybranych krajach Europy i w Stanach Zjednoczonych. *Zarządzanie Publiczne*, 1(53), pp. 41-54, <https://doi.org/10.4467/20843968ZP.21.003.14136>.
 13. Mrozińska, A. (2022). Podaż najmu krótkoterminowego w województwie wielkopolskim na przykładzie użytkowników serwisu Airbnb. *Rozwój Regionalny i Polityka Regionalna*, 62, pp. 199-215, <https://doi.org/10.14746/rrpr.2022.62.12>.
 14. Oktaba, P., Grzywińska-Rapca, M., Wojtowicz, K. (2024). Wynajem krótkoterminowy nieruchomości mieszkaniowych w wybranych miastach świata – modelowanie i implementacja wybranych wskaźników oceny rentowności. *Journal of Modern Science*, 55(1), pp. 597-618, <https://doi.org/10.13166/jms/185332>.
 15. Otodom rental market report (January, February and May 2024). Retrieved from: https://www.otodom.pl/wiadomosci/dane/raport-z-ryнку-najmu-maj-2024?utm_source, https://www.otodom.pl/wiadomosci/dane/rosnie-liczba-ofert-na-ryнку-najmu-czy-rok-2024-bedzie-rekordowy?utm_source, https://www.otodom.pl/wiadomosci/dane/sytuacja-na-ryнку/raport-z-ryнку-najmu-styczen-2024?utm_source, 15.11.2024.
 16. Otodom rental market report (October 2024). Retrieved from: https://www.otodom.pl/wiadomosci/wpcontent/uploads/2024/11/OTOD_raportzryнку_PA Z2024.pdf?utm_source, 15.11.2024.
 17. Park, I.-J., Kim, J., Kim, S.S., Lee, J.C., Giroux, M. (2021). Impact of the COVID-19 pandemic on travelers' preference for crowded versus non-crowded options. *Tourism Management*, 87, pp. 104398, <https://doi.org/10.1016/j.tourman.2021.104398>.
 18. Rozporządzenie Parlamentu Europejskiego i Rady (UE) 2024/1028 z dnia 11 kwietnia 2024 r. w sprawie gromadzenia i udostępniania danych dotyczących usług krótkoterminowego najmu lokali mieszkalnych (Dz.U. L, 2024/1028, 29.4.2024). Retrieved from: <http://data.europa.eu/eli/reg/2024/1028/oj>, 10.11.2024.
 19. Sanford, W., DuBois, D. (2020). *COVID-19 impact on hotels and short-term rentals* Denver, CO, USA: AirDNA. Retrieved from: <https://airdna-website-reports.s3.amazonaws.com/documentation/Hotels+vs+Short+Term+Rentals.pdf>, 14.04.2024.

20. Smolarek, B., Cichocki, M. (2023). *Polski rynek nieruchomości mieszkaniowych*. Warszawa/Kraków: Badania Obserwatorium Polityki Miejskiej, Instytut Rozwoju Miast i Regionów, pp. 1-54, <https://doi.org/10.51733/opm.2023.03>.
21. Szlęzak-Matusiewicz, J. (2008). *Zarządzanie podatkami*. Warszawa: Szkoła Główna Handlowa w Warszawie – Oficyna Wydawnicza.
22. *Wynajem krótkoterminowy w Polsce – jakie zmiany czekają najemców i wynajmujących. Jakie ograniczenia stosuje się w Europie?* Retrieved from: Wynajem krótkoterminowy w Polsce - jakie zmiany czekają najemców i wynajmujących. Jakie ograniczenia stosuje się w Europie? - Infor.pl, 19.11.2024.
23. Zalewska, A.M., Zienkiewicz, T. (2023). Real estate investments as a form of personal finance management in Poland. *Journal of Modern Science*, 54(5), pp. 318-337, <https://doi.org/10.13166/jms/176185>.
24. Zawadka, J., Jęczmyk, A., Uglis, J., Wojcieszak-Zbierska, M.M. (2021). Plany turystyczne mieszkańców miast w dobie pandemii COVID-19. In: M. Makowska-Iskierka, J. Wojciechowska (Eds.), *Warsztaty z Geografii Turyzmu, Tom 11, Krajoznawstwo a turystyka* (pp. 13-34). Łódź: Wydawnictwo Uniwersytetu Łódzkiego, <https://doi.org/10.18778/8220-576-3.01>.