



Municipality of Northern Bruce Peninsula Council Report

Report Number: DC 25-06

Subject: 2025 Short-term Accommodation Licensing Program Review

From: Lindsay Forbes, Deputy Clerk

Date: October 14, 2025

Recommendation:

That Council receives Report No. DC 25-06 Re: 2025 Short-term Accommodation Licensing Program Review as information.

Summary:

This report provides an overview of program initiatives, travel and economic trends, and responses to resident feedback. It highlights how the Short-Term Accommodation Licensing Program encourages responsible rentals, enforces bylaw compliance, and balances the interests of the community, visitors, and operators.

Background:

The Short-term Accommodation Licensing Program was launched on January 1, 2022. Since its implementation, Council has received annual reviews to assess the program's overall effectiveness and to address resident concerns regarding the operation of Short-term Accommodations (STAs) within their communities.

Currently, the Municipality has 365 licensed STAs, with 35 licenses still available under the STA Licensing Program.

In 2024, the STA Licensing Program generated \$250,500.00, excluding revenue from the Municipal Accommodation Tax.

Program Initiatives and Activities:

Cloudpermit Licensing Portal

The transition to the Cloudpermit Licensing Portal in 2024 has greatly benefited the 2025 renewal process. The portal offers an easy-to-use and efficient way for both staff and license holders to complete and process applications. With step-by-step guidance, online submission, tracking, and payment, it has proven especially effective for the STA Licensing Program.

Triennial Inspections

In 2025, the STA Licensing Program reached its third year. In accordance with program provisions, all properties are required to participate in a reinspection every three years to confirm ongoing compliance with Licensing Program Guidelines and life-safety standards. The analysis of reinspection reports highlighted recurring areas of non-compliance, including non-operational smoke/CO detectors, missing exit signs, and the absence of information signage within dwellings. The triennial reinspection also reinforced the requirement for STAs to display a sign at the end of the associated driveway containing the contact information of the Property Manager/Responsible Person, which was mandatory for all STAs as of May 26, 2025.

STA Operator Newsletters

STA Operator Newsletters are distributed regularly through email to keep property owners informed of updates and trends within the licensing program. They provide practical guidance, such as ensuring garbage and recycling are not placed out before Monday morning to deter wildlife, and offer easy access to valuable resources, including application guidebooks, renewal reminders, and best practices for effective rental management.

Revocations

Four (4) STA licences were revoked for a period of one (1) year due to non-compliance with applicable municipal by-laws. Two (2) property owners appealed the Licensing Issuer's decision and requested meetings with the Licensing Appeal Committee. The Committee reviewed the cases and upheld the revocation of both licences.

Analysis:

Data collected through our Airbnb City Portal has provided valuable insights into trends within the local tourism industry. By examining booking activity, guest origins, and seasonal patterns, the information provides a clear picture of visitor behavior and occupancy levels, supporting accurate reporting and ongoing monitoring of the local tourism sector. Table 1 below summarizes the data collected during the previous three months.

Table 1: Short-term Accommodation Economic and Travel Insights for Northern Bruce Peninsula

Metric	July 2025	August 2025	September 2025
Average daily price of an Airbnb (Updated monthly)	\$496.00	\$523.00	\$513.00
Guests travelling from 500km or less (Updated monthly)	90.76%	88.96%	87.26%
Guests travelling with children (Updated monthly)	16.06%	10%	21.43%
Guests between the ages of 30-49 (updated annually)	52.75%	52.75%	52.75%
Average group size (Updated annually)	4 people	4 people	4 people
Top stay dates (Updated annually)	August 4 June 30 August 5 September 1 July 1	August 4 June 30 August 5 September 1 July 1	August 4 June 30 August 5 September 1 July 1
Top guest cities of origin (Updated monthly)	Toronto Kitchener Vaughan Windsor Ajax	Toronto Brampton Hamilton Mississauga Brant	Toronto Kitchener Hamilton Brampton Mississauga

Program Concerns:

Correspondence received throughout 2025 identified two items for Council to review regarding the STA Licensing Program.

- Implementation of a seven (7) night minimum for rentals
- Restrict STA density or require minimum distance between STAs

Implementation of a seven (7) night minimum for rentals

The first item proposed implementing a seven (7) night minimum stay for rentals within the Municipality. This suggestion was made with the goal of reducing high turnover at rental properties and the associated neighbourhood impacts, such as noise, waste, and parking concerns.

Analysis of rental listings demonstrates that many property owners already establish their own minimum-night requirements, typically two (2) or three (3) nights, to balance cleaning and maintenance costs while preserving flexibility for personal use of the property. Additionally, data from the National Travel Survey through Statistics Canada shows that Ontario travellers most often take same-day trips or short getaways lasting two (2) to three (3) nights. With current travel trends favouring shorter stays within the province, implementing a week-long minimum would not align with visitor preferences or established rental practices.

Restrict STA density or require minimum distance between STAs

The second item requested either a limit on short-term accommodation density within the Municipality or the establishment of a minimum distance between rentals to eliminate the “sandwiching” of non-rental properties. According to the 2021 Census, the Municipality of Northern Bruce Peninsula has a total of 5,101 private dwellings. The current STA By-law sets a licence cap of 400, meaning that short-term licences represent approximately 7.84% of all private dwellings in the municipal boundary.

The Municipality currently allows STAs in R1, R2, RU1, RU2, and C1-a zones, reflecting public feedback and the rental trends observed locally. An analysis of the Municipal STA Map demonstrates that the majority of licensed STAs are concentrated within waterfront residential zones; however, several also operate inland. This distribution highlights the Municipality’s unique environment, offering both shoreline amenities and old-growth forests and trails that attract a wide range of visitors.

The consideration of establishing minimum separation distances between STAs presents significant challenges, given the existing concentration of licensed rental properties in high-demand areas, particularly along the waterfront.

Although residents have voiced concerns about STA density, the provisions of the STA Bylaw require that all rentals operate in accordance with municipal bylaws, including those regulating noise, waste management, and parking, and must adhere to strict occupancy limits and publicly post contact information of an individual reachable 24/7 who resides within 30 minutes of the rental. These measures help ensure that STAs are managed responsibly and in consideration of the surrounding community.

The information regarding program concerns has been reviewed by the Municipal Solicitor, who has identified a significant legal non-conformity related to the request for a minimum distance requirement.

Conclusion:

In conclusion, the trends observed in 2025 within the Municipality of Northern Bruce Peninsula provide valuable insight into evolving patterns of short-term travel. From age demographics to travel distances, the data highlights patterns in who is using short-term accommodations, when and for how long they are staying, and where they are coming from. This report will be posted on Let’s Talk NBP for a period of 30 days for public review.

Municipal Strategic Commitment:

1. Creating a strong & resilient economy
2. Maintaining a transparent & responsible government.
3. Supporting the sustainability of environment and infrastructure.
4. Building a safe & vibrant community

Respectfully submitted:

Lindsay Forbes

Lindsay Forbes
Deputy Clerk

Approved by:

Peggy Van Mierlo-West

Peggy Van Mierlo-West
Chief Administrative Officer