



Short-term rental regulation in the Nordics

As-is comparative review

Contents

Executive summary	2
Introduction	4
Denmark.....	7
Finland.....	8
Iceland.....	9
Norway.....	10
Sweden.....	11
Comparative analysis.....	13
Legal definitions.....	13
Registration or licensing requirements	14
Taxation	15
Operational restrictions.....	16
Regulatory oversight and enforcement	17
Data collection	18
Recent policy developments and planned regulatory changes.....	19
Key observations	23

Executive summary

Short-term rentals (STR), facilitated through digital platforms such as Airbnb and Booking.com, have become a significant and growing part of the accommodation market across Europe and the Nordic countries. In 2025, platform-based accommodation accounted for hundreds of millions of guest nights across Europe, reflecting both strong demand and the increasing role of STR within the wider tourism economy. At the same time, recent data suggests that regulatory measures are beginning to influence market development, with slower supply growth observed in several markets.

Across the Nordic countries, STR activity is now an established part of the accommodation landscape, present in both urban destinations and rural tourism areas. However, the regulatory frameworks governing STR differ significantly between countries.

Iceland stands out as the only country with a clear, dedicated legal framework distinguishing between homestay and licensed commercial accommodation, supported by registration requirements, operational limits and relatively strong data systems. In contrast, countries such as Denmark, Sweden and Finland do not have a unified legal definition of STR and instead regulate the activity through a combination of housing law, zoning rules and taxation frameworks. Norway represents an intermediate model, where STR is not defined in a single law but is subject to clearer operational limits, particularly in residential housing.

Country	Legal framework	Registration / licensing	Operational limits	Data & monitoring	Overall approach
DK	No unified STR definition; regulated through housing law	No STR registration or license	Yes, day limits (30–100 days)	Limited; mainly tax-based	Indirect, housing-based regulation
SE	No unified STR definition; fragmented legal framework	No STR system; permits may apply	No explicit national limits	Limited; tax + statistics	Indirect, zoning-driven
NO	Partial STR definition (≤ 30 days); ownership-based rules	No STR system	Yes, day limits (30–90 days)	Limited; mainly tax-based	Hybrid (rules + limits)
IS	Clear dual STR definition (homestay vs commercial)	Yes, registration + license	Yes, day (90 days), income (13,908 EUR), property limits	Strong; registry + reporting	Structured, sector-specific
FI	No clear STR definition; zoning-based approach	No STR system	No current limits (proposed)	Moderate; statistics + tax	Indirect, evolving

Table 1: The Nordic countries apply fundamentally different approaches to STR regulation, ranging from a structured and centralized system in Iceland to largely indirect, housing-based frameworks in the other countries.

A key difference in the region lies in the use of explicit operational limits. Iceland, Denmark and Norway have introduced restrictions on rental days and, in some cases,

income thresholds, particularly for home-sharing activities. Sweden and Finland rely more on indirect controls, such as zoning and building regulations, resulting in a less standardized regulatory approach. This results in more predictable regulatory conditions in some countries and greater uncertainty in others.

Another common feature is the central role of municipalities, particularly in relation to land use and housing regulation. In several countries, local authorities play a decisive role in determining whether STR activity is permitted in residential properties, leading to variation in how rules are applied in practice. As a result, the practical application and enforcement of STR rules often varies at the local level.

The availability of data and monitoring systems also varies. Iceland has a relatively comprehensive system based on registration and reporting obligations, while other countries rely more heavily on tax data and platform reporting. The implementation of EU legislation on data sharing is expected to improve transparency and comparability across the region.

Overall, the Nordic regulatory landscape for short-term rentals can be characterized as fragmented but evolving, with a clear trend towards increased oversight, stronger enforcement and a growing focus on the distinction between private home-sharing and commercial STR activity. In some instances, the boundary between private home-sharing and commercial STR activity remains unclear, creating challenges for consistent regulation and enforcement. These developments, however, reflect broader policy concerns related to housing markets, use of land and competitive conditions within the accommodation sector.

Introduction

In recent years, short-term rentals (STR), often facilitated through digital platforms such as Airbnb and Booking.com, have become an increasingly visible part of the accommodation market. Digital platforms have made it easier for both individuals and businesses to offer accommodation to visitors, contributing to the diversification of accommodation supply in many destinations.

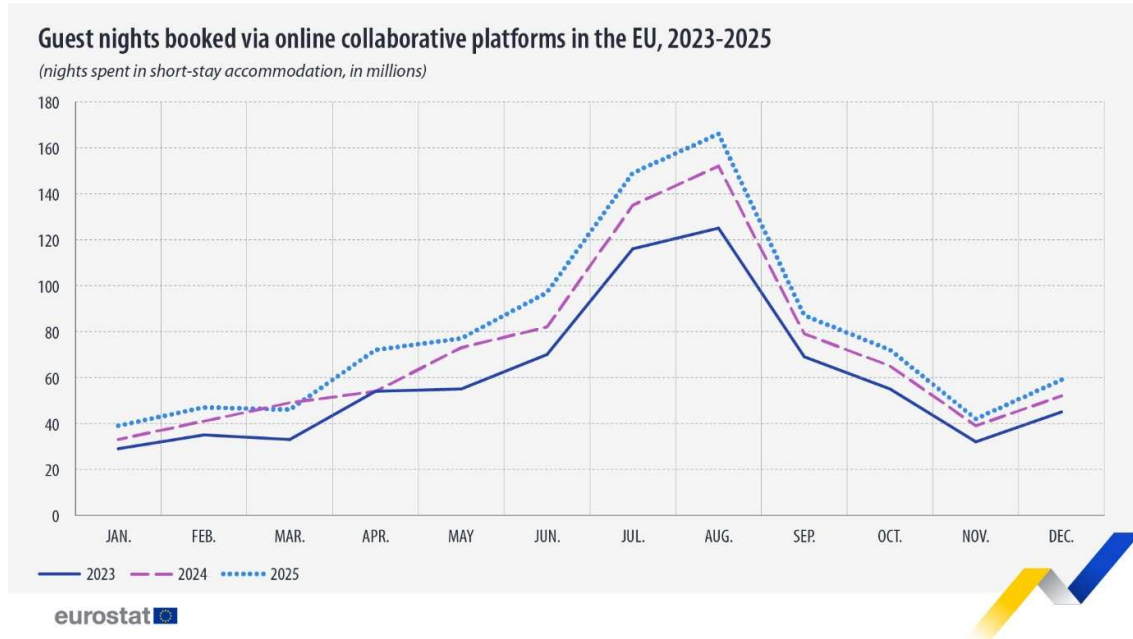


Figure 1: The monthly number of guest nights booked via online collaborative platforms (such as Airbnb, Booking, and Expedia) in the European Union from 2023 to 2025.

Across Europe, the scale of platform-based accommodation has grown rapidly over the past decade. According to Eurostat, guests spent more than 950 million nights in short-stay accommodation booked through online platforms in Europe in 2025 (Figure 1). This indicates an 11.4% increase from 2024 and over 32% increase from 2023.^{1 2} This highlights the growing importance of STR as a segment of the wider tourism economy.

Recent data from AirDNA shows that the European STR market continues to expand, with an average of approximately 3.6 million listings and around 470 million demand nights recorded in 2025.³ At the same time, supply growth has slowed significantly compared to previous years, partly reflecting the impact of stricter regulatory frameworks across Europe. Demand has continued to outpace supply, contributing

¹ <https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20260401-1>

² According to Eurostat, short-term rental accommodation forms part of "holiday and other short-stay accommodation", defined as accommodation provided for short stays, typically on a daily or weekly basis, primarily for tourists. This definition would therefore also accommodate commercial accommodation.

³ <https://www.airdna.co/blog/european-review-february-2026>

to rising occupancy levels and indicating sustained market demand despite increasing regulatory constraints.⁴

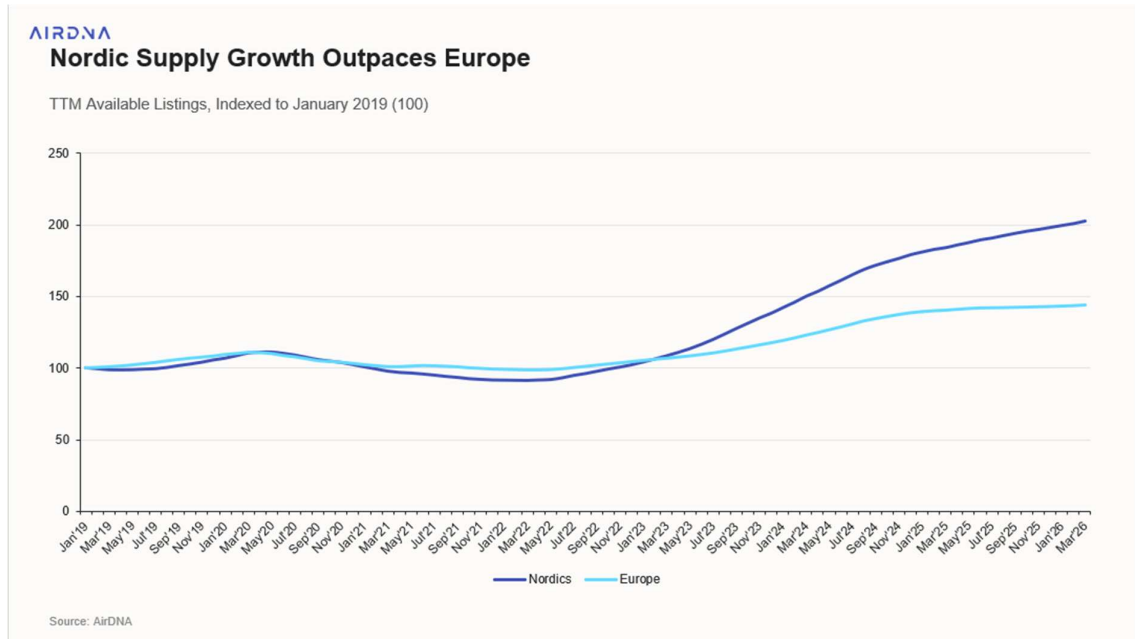


Figure 2 : Supply growth - Nordics vs. Europe

The Nordic countries have also experienced considerable growth in short-term rental activity in recent years. A growth that has outpaced European supply growth in STR (Figure 2). Platform-based accommodation is now offered in a wide range of locations, including major cities, rural destinations and seasonal tourism areas. While the scale of activity varies between countries, short-term rentals have become an established part of the accommodation market across the Nordic region.

In most Nordic countries, STR activity consists of a combination of home-sharing by individuals and commercially operated units. The balance between these segments varies between countries and is reflected in different regulatory approaches.

The growth of short-term rentals has raised policy questions regarding how such activities should be regulated and how they interact with the wider hospitality sector and housing markets. Across the Nordic countries, regulatory approaches differ. In some cases, specific rules apply to home-sharing activities, including limits on rental days or income thresholds, while in others STR is primarily regulated through housing legislation, zoning rules and taxation frameworks rather than dedicated STR law.

A common feature across the region is the importance of housing and land-use regulation, with municipalities often playing a central role in determining whether

⁴ Different data sources measure activity in different ways. While platform data typically reflects booked nights (demand nights), official statistics often report guest nights, which account for the number of guests per stay.

STR activity is permitted in residential properties. There is also an increasing focus on taxation and data reporting, including the role of digital platforms in reporting activity to public authorities. However, the availability of comprehensive and comparable data remains somewhat limited.

At the European level, new legislation has also been introduced to improve transparency and oversight of short-term rental activity, including the EU Regulation on data collection and sharing relating to short-term accommodation rental services.⁵

This report provides an as-is overview of the regulatory frameworks governing short-term rentals in the Nordic countries. Based on interviews with Nordic tourism industry organizations⁶ and publicly available legal sources, the report maps the key rules, requirements and enforcement mechanisms in each country. The analysis and conclusions are the sole responsibility of the authors. The report is prepared by the Icelandic Travel Industry Association (SAF) and reflects its independent assessment of the regulatory landscape based on available information and stakeholder input from across the Nordic countries. While the input has been gathered from stakeholders in the Nordic countries, the interpretation and conclusions presented in this report do not necessarily reflect the view of all contributors.

The comparison of regulatory frameworks governing short-term rentals (STR) across the Nordic countries highlights both structural differences and shared policy trends. While STR activity is present across all countries, the way in which it is defined, regulated and supervised varies considerably.

In this report, the term short-term rentals (STR) refer to the short-term letting of accommodation to visitors. The term includes both home-sharing and homestay arrangements operated by individuals as well as short-term rental accommodation operated as licensed commercial accommodation establishments. Such rentals may be facilitated through digital booking platforms or through other distribution channels. The following sections provide a country-by-country overview of STR regulation across the Nordic region.

⁵ <https://eur-lex.europa.eu/eli/reg/2024/1028/oj/>

⁶ Horesta - Denmark, Ma Ra - Finland, NHO Reiseliv - Norway, SAF - Iceland, Visita - Sweden

Denmark

Short-term rentals (STR) in Denmark are not regulated through a single, unified legal framework but are instead governed by a combination of housing and tenancy legislation, including the Tenancy Act, the Summer House Act and the Housing Regulation Act. There is no general legal definition of short-term rentals in Danish law, and the regulation of such activities is primarily based on substantive rules concerning the use and subletting of residential property.

STR activity in Denmark mainly concerns the short-term letting of private homes rather than licensed accommodation businesses. The Summer House Act establishes limits on the rental of primary residences, allowing individuals to rent out their homes for up to 30 days per year when renting independently, up to 70 days when using a registered intermediary, and up to 100 days were permitted by municipalities.

There is no general registration or licensing requirement for short-term rental activities in Denmark. Instead, compliance is ensured through a combination of housing regulation, municipal planning rules and tax reporting obligations. In many municipalities, properties must serve as a primary residence, limiting the possibility of using residential housing exclusively for STR purposes.

Income from STR is taxed either as capital income or business income depending on the scale of the activity. Private individuals benefit from a standard deduction, DKK 35,100 (4,700 EUR) in 2026, after which a 60% portion of the income is taxed. STR activity is generally exempt from VAT unless it qualifies as hotel-like business activity. Denmark does not impose a tourist or accommodation tax.

Operational restrictions primarily apply to individuals renting out residential property. These include limits on rental days and requirements related to the use of properties as primary residences. Companies and professional operators are generally not permitted to engage in STR activity in residential properties without specific approval, although enforcement of these rules is limited in practice.

Oversight of STR activities is shared between municipalities and national authorities, including the Ministry of Business and Industry. Enforcement focuses on compliance with housing rules, tax obligations and rental limits. Violations may result in fines.

Data collection on STR activity is limited. There is no general reporting requirement for hosts, but digital platforms are required to report income and rental activity to tax authorities.

Recent policy discussions in Denmark have focused on strengthening enforcement and increasing regulatory control of STR activity. A political agreement reached in 2026 includes proposals to increase fines, improve data access for authorities, municipality supervision of STR and introduce measures targeting illegal short-term rental activity, including so-called "shadow hotels".

Finland

Short-term rentals (STR) in Finland are regulated through a combination of sector-specific legislation, including the Act on Accommodation and Food Service Activities, the Building Act, the Limited Liability Housing Companies Act, and relevant tax legislation. The regulatory framework is strongly influenced by land-use planning and building regulations.

There is currently no clear legal definition of short-term rentals in Finnish legislation. The use of residential properties for STR is primarily assessed in relation to zoning plans and building permits. In general, operating accommodation services in residential apartment buildings is not permitted if it conflicts with the intended use of the property under planning regulations.

There is no general registration system specifically for STR. However, compliance with zoning and building regulations is required, and municipal building control authorities are responsible for overseeing the use of properties. Proposed legislative changes aim to clarify the conditions under which short-term rental activity may be considered permissible residential use, including potential limits on rental duration.

Income from STR is taxed as capital income, with deductions allowed for related expenses. VAT applies where the activity is continuous and carried out in a professional manner, with a threshold for registration. Finland does not have a tourist or accommodation tax.

There are currently no explicit national limits on rental days or income. However, draft legislation proposes limits of 90 rental days per year, with the possibility for municipalities to extend this to 180 days. Restrictions on STR activity are primarily derived from zoning rules and building permits rather than dedicated STR regulation.

Oversight is carried out mainly by municipal building control authorities, which ensure compliance with land-use and building regulations, and by tax authorities, which monitor income reporting. Sanctions may include prohibitions on use and financial penalties for non-compliance.

Data collection on STR activity is based on a combination of platform data and national statistics. Statistics Finland compiles data on platform-based accommodation, while tax authorities collect income data. Digital platforms are required to report data to authorities under EU rules.

Policy discussions in Finland are ongoing, particularly regarding the introduction of a clearer legal definition of STR and the potential establishment of a registration system in line with EU regulation. However, no final decisions have been made on these issues.

Iceland

Short-term rentals (STR) in Iceland are regulated under the Act on Restaurants, Accommodation Establishments and Entertainment No. 85/2007 and related regulation. The framework clearly distinguishes between homestay activities operated by individuals and licensed commercial accommodation establishments.

Homestay is defined as accommodation provided for payment at an individual's legal domicile or in one additional property owned for personal use outside urban areas. Activities exceeding homestay limits, or operated on a commercial basis, are classified as licensed accommodation, requiring an operating license issued by the District Commissioner and operation in approved commercial premises.

Homestay operators must notify the District Commissioner before commencing operations, providing information on the property, guest capacity and compliance with safety requirements. Commercial accommodation establishments must obtain a formal operating license and comply with broader regulatory requirements, including safety and zoning rules.

Income from STR is taxed either as homestay income or business income, depending on the scale of the activity. Homestay income is exempt from VAT below a threshold of ISK 2,000,000 (EUR 13,700), while larger-scale or commercial operations must register for VAT. Homestay is not subject to the lodging tax, whereas licensed establishments fall within the general lodging tax framework.

Operational limits apply specifically to homestay. Activity is restricted to two properties, a maximum of 90 rental days per year, annual income threshold of maximum ISK 2,000,000 (EUR 13,700), and a maximum of five rooms or ten guests per property. These limits distinguish occasional home-sharing from commercial activity. Licensed establishments are not subject to these limits but must comply with the broader regulatory framework.

Oversight is shared between several authorities. District Commissioners are responsible for registration and licensing, municipalities overseeing zone, and tax authorities monitor income reporting. Both homestay operators and licensed establishments must display their registration or license number in advertising, including on digital platforms, and non-compliance may result in fines.

The District Commissioner maintains a national registry, homestay operators submit annual usage reports, and digital platforms report income under the DAC7 Directive.

STR has become an increasingly important topic in policy discussions, particularly in relation to housing availability and land use. Recent developments include restrictions on companies operating STR in residential housing and new regulations that introduce 5-year time-limited licenses (was not time-limited) and strengthen data-sharing between authorities.

Norway

Short-term rentals (STR) in Norway are primarily regulated through housing legislation, including the Ownership Unit Act, the Housing Association Act, and the Tenancy Act. These laws establish the framework for short-term letting of residential properties, with rules varying depending on the type of property ownership.

STR is generally defined as rental periods of up to 30 consecutive days. The regulatory framework distinguishes between renting out an entire dwelling and renting out part of a dwelling while the owner is present. Limits on rental activity apply primarily to the short-term letting of entire units.

In condominiums, the Ownership Unit Act establishes a default limit of 90 rental days per year, which may be adjusted by co-ownership associations within a defined range. In housing cooperatives, stricter limits apply, typically allowing short-term rental of entire units for up to 30 days per year without specific approval.

There is currently no general registration or licensing requirement for STR activity in Norway. Instead, regulation is based on housing rules, tax obligations and the classification of rental activity. If STR activity is carried out on a larger scale, typically involving 5 or more units, it may be classified as a business activity and subject to different tax and regulatory requirements.

Income from STR is generally taxed as capital income for individuals, while more extensive activity may be taxed as business income. VAT applies if turnover exceeds a specified threshold, with a reduced rate applicable to accommodation services. A tourist tax has been proposed but has not yet been implemented.

Operational restrictions are primarily linked to property type and ownership structure, with housing associations playing a key role in regulating STR activity. There are no general national limits on income or number of properties, but the classification of activity as business may introduce additional regulatory requirements.

Oversight is carried out by national authorities and municipalities, with tax authorities playing a central role in monitoring income reporting. Digital platforms increasingly report data directly to tax authorities, enabling automated compliance checks. Sanctions for non-compliance are primarily related to tax violations.

Data collection on STR activity is limited and largely focused on tax reporting. Policy discussions in Norway are ongoing, with authorities considering the introduction of registration systems, clearer definitions of commercial activity and expanded regulatory powers for municipalities.

Sweden

Short-term rentals (STR) in Sweden are not governed by a single, unified legal framework but are instead regulated through a combination of legislation relating to taxation, property use and tenancy law. Key legal acts include the Planning and Building Act, the Act on the Letting of Private Homes, the Co-operative Housing Act, VAT tax act and the Income Tax Act.

There is no single legal definition of STR in Sweden. Instead, the classification of STR depends on context. For taxation purposes, short-term rental activity may be considered a “hotel-like business” if it involves active provision of accommodation over shorter periods. Under planning legislation, a distinction is made between permanent residence and temporary stay, and commercial STR activity may be considered a change of use requiring a building permit.

There is no general national registration or licensing system for STR. However, permission may be required in specific cases. A building permit may be required if the use of a property changes from residential to commercial accommodation. In addition, tenants must obtain landlord approval and owners of co-operative apartments must obtain permission from the housing association board to sublet their property.

Income from STR is typically taxed as capital income at a flat rate, with a standard deduction available. VAT applies if the activity is considered a commercial, hotel-like operation. Sweden does not impose a tourist or accommodation tax.

There are no explicit national limits on rental days or income. However, restrictions arise indirectly through zoning rules, building permit requirements and tenancy regulations. Housing associations and landlords may impose their own restrictions on subletting, including STR activity. Previously, simplified private letting rules mainly applied to a single property. Under the new legislation entering into force on 1 July 2026, these rules are extended to cover up to two properties rented out by an individual.

Oversight of STR activity is fragmented. Municipal authorities enforce planning and zoning rules, the Swedish Tax Agency monitors tax compliance, and housing associations or landlords enforce rules related to subletting. Sanctions may include fines, tax penalties or eviction in cases of unauthorized use.

Data collection on STR activity is limited. While tax authorities receive data from digital platforms under EU reporting rules, official tourism statistics do not fully capture STR activity. Ongoing policy discussions focus on minimum implementation of EU data-sharing rules and reforms to private letting legislation.

Comparative analysis

Legal definitions

Country	Main legislation	Legal definition of STR
Denmark	Tenancy Act, Summer House Act, Housing Regulation Act	No general legal definition of STR exists in Danish housing law. In practice, short-term rental is treated in sector-specific rules as letting for periods of less than 31 days, while regulation is primarily based on subletting rules and annual rental-day limits.
Sweden	Planning and Building Act, Act on the Letting of Private Homes, Co-operative Housing Act, VAT Act, Income Tax Act	There is no unified legal definition of STR in Sweden. The concept is defined differently depending on context, including "hotel-like business" for VAT purposes and "temporary stay" versus permanent residence under planning law.
Norway	Ownership Unit Act, Housing Association Act, Tenancy Act	STR is generally defined as rental for periods of up to 30 consecutive days. Norwegian rules also distinguish between renting out an entire dwelling and renting out part of a dwelling while the owner remains present.
Iceland	Act on Restaurants, Accommodation Establishments and Entertainment	Iceland distinguishes clearly between homestay and licensed commercial accommodation. Homestay is defined as accommodation provided for payment at an individual's legal domicile or in one additional property owned and kept for personal use; activity beyond these limits is treated as licensed commercial accommodation.
Finland	Act on Accommodation and Food Service Activities, Building Act, Limited Liability Housing Companies Act, Income Tax Act, VAT Act	Finland currently has no clear legal definition of STR in force. The legality of STR is assessed mainly through zoning plans and building permits, although draft legislation would define when short-term letting may still count as residential use.

A key difference lies in the legal structuring of STR regulation. Iceland is the only country with a clear and explicit dual framework, distinguishing between homestay and licensed commercial accommodation within dedicated sector legislation.

In contrast, Denmark, Sweden and Finland do not have a unified legal definition of STR. Instead, STR activity is regulated through a combination of housing law, planning rules and taxation frameworks, often without being explicitly defined as a separate category. Norway represents an intermediate approach, where STR is not defined in a single legal framework but is nevertheless subject to clearer operational distinctions, particularly through ownership structures and rental limits.

This results in a regulatory landscape where STR is either explicitly defined and regulated (Iceland) or implicitly governed through broader legal frameworks (other Nordic countries).

Registration or licensing requirements

Country	Registration system	Operating license requirements	Responsible authority
Denmark	No general national registration system	No specific STR license required; commercial accommodation subject to general business and planning rules	Municipalities; Ministry of Business and Industry (depending on issue)
Sweden	No general national registration system	No general STR license; building permit may be required if use changes; subletting approval required	Municipalities (planning/building); landlords or housing associations
Norway	No general national registration system	No general STR license; restrictions apply through housing legislation and ownership rules	Municipalities; housing associations; tax authorities
Iceland	Yes, for homestay	Yes – commercial accommodation requires operating license	District Commissioner
Finland	No general national registration system	No specific STR license; activity must comply with zoning and building permit rules	Municipal building control authority

Approaches to registration and licensing differ markedly across the Nordic region.

Iceland operates a dual system, where homestay activities require notification and commercial accommodation requires a formal operating license. In contrast, Denmark, Sweden, Norway and Finland do not have dedicated STR registration systems.

Instead, requirements in these countries arise indirectly. In Sweden and Finland, permits may be required where STR activity is considered to change the use of a property. In Denmark and Norway, STR activity is generally not subject to registration but must comply with housing rules, ownership structures and tax obligations.

This reflects a broader pattern where most Nordic countries rely on existing regulatory systems rather than STR-specific licensing regimes.

Taxation

Country	VAT applicable	Lodging / tourist tax	Special tax rules for homestay / private letting
Denmark	No, unless activity qualifies as actual hotel-type business	No	Yes; fixed deduction for private individuals
Sweden	Yes, if activity is considered hotel-like business	No	Yes; capital income treatment and deductions for private letting
Norway	Yes, 12% above turnover threshold	Not yet, but planned from 2027	Yes; tax-free threshold / partial taxation for own-home rental
Iceland	Yes, above VAT threshold / for commercial activity	Yes (commercial accommodation)	Yes; homestay exempt below threshold
Finland	Yes, for continuous/professional activity above threshold	No	No special homestay regime as such; taxed as capital income with deductions

The taxation of STR income is broadly similar across the Nordic countries, although some important differences remain.

In all countries, income from STR is taxable, typically as capital income for individuals and as business income for more extensive activity. VAT applies where STR activity is considered a commercial or hotel-like operation and exceeds relevant thresholds.

However, the treatment of smaller-scale home-sharing differs. Several countries, including Denmark, Norway and Iceland, provide specific tax thresholds or simplified regimes for individuals renting out their own homes. In contrast, Finland applies a more general capital income approach without a distinct homestay regime.

None of the Nordic countries currently impose a general tourist or accommodation tax, although such measures are under discussion in some jurisdictions.

Overall, taxation frameworks across the region reflect a similar structure, but with varying thresholds and levels of differentiation between private and commercial activity.

Operational restrictions

Country	Day limits	Income limits	Property restrictions
Denmark	Yes – 30 days (own rental), 70 days (via intermediary), up to 100 days if permitted by municipalities	No specific income cap	Primary residence requirement in many municipalities; restrictions on use of residential housing for full-time STR
Sweden	No explicit national day limits	No	Restrictions arise through zoning, building permits and subletting rules; approval often required from landlord or housing association
Norway	Yes – typically 90 days (condominiums) and 30 days (housing cooperatives) for entire-unit rental	No specific income cap	Restrictions depend on ownership structure; rules differ for renting entire unit vs part of dwelling
Iceland	Yes – maximum 90 rental days per year (homestay)	Yes – income threshold linked to VAT limit (EUR 13,700)	Limited to legal domicile and one additional property; max 5 rooms / 10 guests per property
Finland	No current national limits (draft proposes 90 days, possibly 180 days by municipalities)	No	STR must comply with zoning plans and building permits; use of residential property may be restricted

Operational restrictions on STR vary considerably across the Nordic countries and represent one of the main areas of regulatory divergence.

Denmark, Norway and Iceland have introduced explicit limits on the number of rental days, particularly for home-sharing activities. Iceland combines these limits with an income threshold and restrictions on the number of properties, resulting in a relatively clearly defined framework for homestay activity.

In contrast, Sweden and Finland do not have explicit national limits on rental days or income. Instead, restrictions arise through indirect mechanisms, including zoning rules, building permits and tenancy regulations. This can create a less predictable regulatory environment, where the legality of STR depends on how the activity is classified.

Across all countries, restrictions are often closely linked to the use of residential property, with increasing attention to preventing commercial STR activity in housing intended for long-term residence.

Regulatory oversight and enforcement

Country	Supervising authority	Penalties	Registration number required
Denmark	Municipalities. Ministry of Business and Industry. Tax authorities	Yes, fines for breaches of rental limits, housing rules and tax obligations	No general STR registration number requirements;
Sweden	Municipalities (planning/building). Tax Agency. Landlords and housing associations	Yes, including injunctions, fines, tax penalties and possibly eviction or loss of tenancy rights	No
Norway	Municipalities. Tax Administration. Housing associations	Yes, mainly tax penalties and sanctions for non-compliance	No
Iceland	District Commissioner; Municipalities. Tax authorities. Statistics Iceland (data oversight)	Yes, administrative fines for non-compliance	Yes, registration/license number must be displayed in all advertising
Finland	Municipal building control authorities. Tax authorities	Yes, prohibition of use, fines and enforcement measures under building law	No

Regulatory oversight of STR activities in the Nordic countries is generally decentralized and fragmented, involving multiple authorities.

In most countries, municipalities play a central role in enforcing zoning and land-use rules, while tax authorities are responsible for monitoring income reporting. Additional actors, such as housing associations and landlords, also play an important role in regulating STR activity at the property level.

Iceland stands out as having a more centralized system, where the District Commissioner is responsible for both registration and licensing. In contrast, countries such as Sweden and Denmark rely on a more distributed enforcement model, with responsibilities shared across several institutions.

Sanctions for non-compliance exist in all countries and typically include fines, tax penalties or administrative measures, although the level of enforcement varies in practice.

Data collection

Country	Data collection system	Authority responsible	Platform data sharing
Denmark	Limited; mainly tax reporting through intermediaries and partial tourism statistics	Danish Tax Agency; Statistics Denmark for formal accommodation businesses	Yes, platforms report income data to tax authorities (DAC7)
Sweden	Limited official monitoring; based on tax reporting and official tourism statistics	Swedish Tax Agency; Tillväxtverket for tourism statistics	Yes, platforms report under DAC7 rules
Norway	Limited; mainly tax-related data collection	Norwegian Tax Administration	Yes, platform reporting increasing, particularly for tax purposes
Iceland	Comprehensive system; registry, annual reporting and tourism statistics	District Commissioner, Statistics Iceland, Iceland Revenue and Customs, municipalities	Yes, platforms required to report income.
Finland	Moderate; based on official statistics and platform data	Statistics Finland and Tax Administration	Yes, platform data used for tax and statistical purposes

The availability and quality of data on STR activity varies significantly across Nordic countries.

Iceland has the most developed system, based on registration requirements, reporting obligations and publicly accessible data, allowing for relatively comprehensive monitoring of STR activity. In contrast, the other Nordic countries rely more heavily on a combination of tax reporting, platform data and official tourism statistics, although the availability, coverage and comparability of STR-specific data vary and remains incomplete in several cases.

In Denmark, Sweden, Norway and Finland, monitoring systems are generally less centralized and are primarily linked to taxation and statistical reporting rather than dedicated STR registration frameworks. As a result, the distinction between private home-sharing and commercial STR activity is often more difficult to monitor systematically.

Across all Nordic countries, the role of digital platforms in reporting information to public authorities has increased following the implementation of EU data-sharing rules under DAC7. In addition, Eurostat platform-based accommodation statistics have improved the availability of comparable data across Europe. However, important gaps in market coverage, enforcement-related information and regulatory monitoring remain.

Recent policy developments and planned regulatory changes

Country	Key policy developments and discussion
Denmark	Focus on strengthening enforcement, increasing fines and improving access to platform data. Ongoing efforts to address illegal STR activity and so-called "shadow hotels".
Sweden	Minimum implementation of EU STR data rules and ongoing review of private lettings legislation. Discussions on how to balance flexibility in private letting with housing and planning concerns.
Norway	Debate on introducing registration requirements, stricter limits and stronger municipal powers. Focus on clarifying the distinction between private rental and commercial activity.
Iceland	Strong focus on housing availability and land-use planning. Recent measures include restrictions on companies operating STR in residential housing and proposals for time-limited licenses and improved data sharing.
Finland	Ongoing legislative reform aimed at clarifying the legal definition of STR and introducing potential day limits. Consideration of registration systems under EU rules.

Across the Nordic countries, short-term rentals (STR) have become an increasingly prominent topic in public policy discussions, particularly in relation to housing availability, land use and competitive conditions within the accommodation sector. While regulatory approaches differ, recent developments indicate a general trend towards stronger oversight, improved data access and a clearer distinction between private and commercial STR activity.

Denmark

In Denmark, recent policy developments have focused on strengthening enforcement of existing rules rather than introducing a new STR-specific regulatory framework. At the beginning of 2026, a political agreement was reached, outlining a few proposed measures aimed at tightening control of short-term rental activity.

The proposed changes include expanded powers for supervisory authorities to request information from platforms, owners and users in specific cases, as well as the ability to require platforms to act against illegal listings, including removing advertisements or limiting bookings. The agreement also increased fines for non-compliance, including violations of rental day limits and rules governing commercial use of residential properties, particularly in relation to so-called "shadow hotels".

In addition, municipalities may be granted a stronger role in supervising compliance with rules governing the short-term rental of primary residences.

The agreed measures have not yet been implemented in legislation. However, they indicate a clear policy direction towards tighter enforcement, enhance platform accountability and increased municipal involvement within the existing housing-based regulatory framework.

Sweden

In Sweden, recent policy developments are centered around two main policy tracks, one of which has resulted in adopted legislation, although neither introduces a dedicated STR-specific regulatory framework.

First, Sweden is required to implement the EU Regulation on short-term rental data by May 2026. The regulation introduces a harmonized framework for host registration and data-sharing across Europe. While this framework enables Member States to establish registration systems for STR hosts, it does not require them to do so. As of now, Swedish authorities have not announced plans to introduce a national registration system. As a result, the implementation of the EU regulation is not expected to significantly alter the current STR regulatory landscape in Sweden in the short term.

Second, the Swedish government has enacted a new, comprehensive law on private lettings (Prop. 2025/26:187), building on a recent public inquiry (SOU 2025:65). The legislation was adopted in May 2026 and will enter into force on 1 July 2026

The reform replaces the previous fragmented framework with a single, more coherent act governing private lettings. Key elements include expanding the scope of simplified letting rules to cover up to two properties per individual, while maintaining and clarifying tenant protection within a more flexible contractual framework, including safeguards against excessive rent.

Rather than introducing STR-specific restrictions, the overall policy direction in Sweden is to increase the housing supply by encouraging private letting. The reform is intended to make more dwellings available on the rental market and improve the utilization of the existing housing stock, benefiting both private individuals and companies.

Norway

In Norway, recent policy developments are closely linked to increasing concerns at the municipal level regarding the management of short-term rental (STR) activity. In March 2026, the Norwegian State Housing Bank (Husbanken) presented a report to the Ministry of Local Government and Regional Development, summarizing municipal experiences and identifying regulatory challenges related to STR.

The report highlights several areas where municipalities consider existing legal frameworks to be insufficient. There is a need for clearer criteria to distinguish between private home-sharing and commercial STR activity, including thresholds related to rental duration, number of units and turnover.

Municipalities have also identified a need for expanded legal authority in several areas, including the ability to introduce registration and reporting requirements, impose limits on the number of rental days, regulate the number of units per operator and apply restrictions on STR activity in secondary residences. In addition, there are calls for clearer rules regarding residency requirements and stronger enforcement tools, including defined sanctioning powers.

Overall, these developments indicate growing pressure for a more comprehensive and clearly defined regulatory framework, with an increased role for municipalities and a stronger emphasis on enforceability. While no specific legislative changes have yet been adopted, the direction of policy discussion suggests a potential shift towards more structured regulation of STR activity in Norway.

Iceland

In Iceland, current policy discussions are closely linked to concerns regarding housing availability and land use, particularly in urban areas. Regulatory developments address both homestay activities and licensed commercial accommodation, reflecting the increasing policy focus on the impact of short-term rentals (STR) on residential housing markets.

Recent legislative changes have introduced significant restrictions on the use of residential properties for STR activity. A law adopted in 2024 prohibits companies and legal entities from operating short-term rentals in properties classified as residential housing, effectively limiting commercial STR activity to appropriately zoned premises or specific rural settings.

In addition, proposed reforms include the introduction of time-limited operating licenses for accommodation in urban areas, replacing the current system of permanent licenses. This would allow authorities to reassess the use of properties over time and provide greater flexibility in managing land use and housing density.

Further measures aim to strengthen data access and enforcement. Legislation introduced in 2025 provides the District Commissioner with clearer authority to request data from tax authorities in order to cross-check rental activity and enforce compliance.

Overall, these developments indicate a policy direction towards tighter control of STR activity in residential housing, with a strong emphasis on enforcement, data transparency and land-use management.

Finland

In Finland, current policy developments focus on clarifying the legal status of short-term rental (STR) activity within the framework of land-use planning and building regulation. At present, legislation does not explicitly recognize short-term rental of apartments as a distinct category. The use of residential properties for accommodation services is therefore assessed primarily against zoning plans and building permits and may be considered non-compliant if it conflicts with the designated residential use. In practice, however, short-term rental activity does take place in residential apartment buildings, creating a gap between regulation and actual use.

To address this, the Ministry of the Environment is preparing amendments to the Building Act (751/2023), which aims to clarify when short-term rental activity can be considered permissible residential use. The draft proposal introduces a more detailed definition of “residential use”, including situations where premises are let on a short-term basis for up to 90 days per year. Municipalities may also be given the option to extend this threshold to 180 days in certain cases through local building regulations.

The proposed framework would also introduce requirements for operators to maintain records of short-term rental activity, thereby improving the basis for monitoring and enforcement.

In parallel, Finland is required to implement the EU Regulation on STR data by May 2026. While the regulation provides a framework for host registration and data sharing, it does not require Member States to introduce a registration system. As of now, no decision has been made regarding the introduction of such a system in Finland, and it remains uncertain whether a national registration procedure will be established.

Overall, policy developments in Finland indicate a gradual move towards a more clearly defined regulatory framework, with a continued emphasis on zoning compliance, clearer definitions of permissible activity and improved monitoring mechanisms.

Key observations

Based on the available information, the review identifies several key observations of regulatory frameworks governing short-term rentals (STR) in the Nordic countries.

First, the regulatory landscape is fragmented, with significant differences in structure, scope and level of specificity. Iceland stands out as the only country with a clearly defined, sector-specific framework distinguishing between homestay and licensed commercial accommodation. In contrast, other Nordic countries regulate STR primarily through broader housing, planning and taxation frameworks, without a unified legal definition.

Second, there are clear differences in the use of operational limits, particularly for home-sharing. Denmark, Norway and Iceland apply explicit operational limits on short-term rental activity. Sweden, and to a lesser extent Finland, have generally not introduced STR-specific restrictions. In Sweden in particular, policy developments have in some areas instead focused on facilitating private letting and increasing housing supply. This reflects a fundamentally different policy orientation compared to other Nordic countries.

Third, municipalities play a central role across the region, particularly in relation to land use and housing regulation. In some of the Nordic countries, local planning frameworks influence whether STR activity is permitted in residential properties, although the extent to which this is actively enforced or controlled in practice remains unclear.

Fourth, the distinction between private home-sharing and commercial STR activity remains a key regulatory challenge. While Iceland provides a clear legal separation, other countries rely on case-by-case assessments based on the scale and nature of activity, which can create ambiguity.

Fifth, the availability of data and monitoring systems varies significantly. Iceland has built a registration and reporting system, while the other countries rely more on tax reporting and platform data. The implementation of EU rules on data sharing is expected to improve transparency and comparability across the region, although the extent and timing of implementation may vary between countries.

Finally, STR has become an increasingly prominent topic in policy discussions across all Nordic countries, particularly in relation to housing markets, land use and competitive conditions within the accommodation sector. Overall, the regulatory landscape can be characterised as evolving, with a clear trend towards stronger oversight, improved data access and a more defined distinction between private and commercial activity.