

PRESENTED TO:  
Municipal Development Officers Conference

# Tourist Accommodations Registration Act (TARA)

DATE: May 12, 2023

TOURISM  
NOVA SCOTIA 



# Tourist Accommodations Registration Act

- On April 1st, 2020 the Tourist Accommodations Registration Act (TARA) replaced the Tourist Accommodations Act (TAA) to remove unnecessary provincial barriers for accommodations operators to participate in and help grow the tourism industry.
- The new legislation provided a more level playing field for all accommodation types and a simple online registration system. It also supports government partners by providing data about short-term rentals.

# Purpose of Tourist Accommodations Registration Act

- Gather comprehensive data about short-term rentals to inform tourism & housing planning
- Give municipalities access to the information they need to inform and enforce land-use bylaws



# Tourist Accommodations Registry

- A simple online registration system
- Fixed roof accommodations who rent for 28 consecutive days or less need to register
- Accommodation marketing platforms (Airbnb, Booking.com, Expedia etc.) also required to register
- Annual registration required (valid April 1 – March 31)

<https://beta.novascotia.ca/register-your-tourist-accommodation>

# TARA Requirements as of April 1, 2023

## For Accommodations Operators:

- All fixed roof accommodations must register, including those in a primary residence.
- Accommodations must post a valid registration number in all listings on accommodation marketing platforms (Airbnb, Vrbo, Booking.com, etc.).
- Accommodations operators must be in compliance with their municipality's land-use bylaws as a requirement of registration.

## For Accommodation Marketing Platforms:

- Accommodation marketing platforms must ensure only accommodations with a valid registration number can sell short-term rentals through their site.
- Platforms must share information on their accommodation listings with the Province.

## Who Has to Register as an Accommodation?

All operators of short-term accommodations (available for rent to the travelling public for 28 days or less) must register. As of April 1, 2023, this now includes an accommodation in a primary residence. Examples of accommodations include:

- apartments, condos, houses and vacation homes
- bed and breakfasts
- cottages, cabins and tiny homes
- dormitory-style rooms and hostels
- hotels, motels and inns
- resorts
- rooms (including a room in a home)
- self-contained secondary suites (like a basement apartment or a loft above a garage)
- unusual lodgings (like yurts, domes and camping trailers)

Note: Campgrounds do not have to register unless they also offer a fixed roof accommodation like a cabin, yurt or camping trailer fixed in place. Then they have to register the roofed accommodation.

## Data Sharing Agreements

- Under the Act, municipalities can access the information they need to inform municipal planning and enforce land-use bylaws.
- Municipalities can enter into data sharing agreements with the Province to receive a list of registered accommodations in their jurisdiction.
- Municipalities with signed agreements will receive daily email notifications with the extract.
- For each registrant, the extract includes:
  - i) the address of the accommodation
  - ii) the type of accommodations being offered for short-term rental
  - iii) whether the registered accommodation is in the host's primary residence, and;
  - iv) the number of bedrooms available
- Additional registry information may only be shared if necessary to enforce land-use bylaws.
- For protection of privacy, the registry is not available to the public. Municipalities cannot share registration status of STRs.

# TOURISM NOVA SCOTIA

TOURISM  
NOVA SCOTIA 





# OVERVIEW OF TOURISM NOVA SCOTIA



Research



Marketing



Sector  
Development



Visitor  
Servicing



## TOURISM NOVA SCOTIA PRIORITIES

- Attract visitation from markets of highest opportunity
- Cultivate compelling tourism experiences
- Foster a competitive and resilient tourism industry
- Inspire tourism pride and confidence

# KEY MARKETS

-  Ontario
-  Quebec
-  Northeastern United States
-  United Kingdom
-  Germany
-  Nova Scotia
-  Atlantic Canada



# NovaScotia.com

14 million+ visits in 2022!

- Business listings
- Event, package and experience listings
- City/town pages
- Itineraries/stories
- Digital travel guide



# COMPELLING TOURISM COMMUNITIES INITIATIVE

- Programming includes:
  - market research
  - destination development
  - content development
  - advertising
  - digital adoption



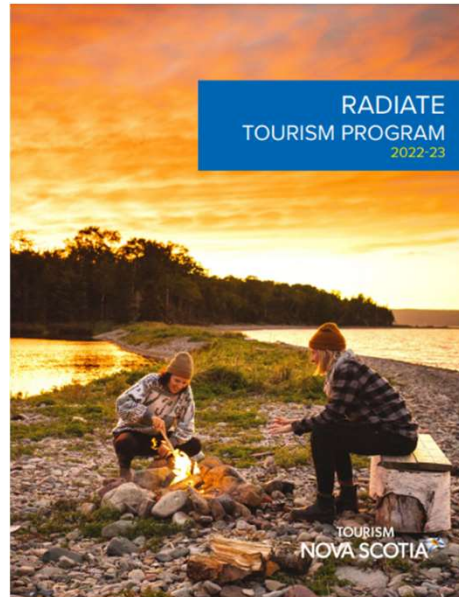
## Advertising and content development



## Programs, tools and research



# PROGRAMS



<https://tourismns.ca/programs>



# RESOURCES

- Research
- Coaching, workshops
- Tourism Nova Scotia Webinar Series
- DigiPort online resource centre

The logo for DigiPORT features the word "Digi" in a white sans-serif font and "PORT" in a blue sans-serif font, both contained within a white circle. A thin yellow swoosh underline is positioned beneath the circle.

Digital Support for  
Nova Scotia's Tourism Sector

## Sign up

**Get in touch with our network of digital marketing strategy experts.**

# GUIDES & TOOLKITS





# STAY CONNECTED

- 🕒 Corporate Website: <https://tourismns.ca/>
- 🕒 Industry Newsletter: <https://tourismns.ca/news-resources>
- 🕒 Corporate Twitter: <https://twitter.com/TourismNS>
- 🕒 Corporate LinkedIn: <https://www.linkedin.com/company/tourismnovascotia>



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# QUESTIONS?