

I-PRAC Research Report 2019

i-prac.com



INTRODUCTION

I-PRAC Research Report 2019

This report includes data from I-PRAC that was exclusively supplied to ITV News for their special report on Villa Fraud. You can read their online report here: <https://www.itv.com/news/2019-06-14/villa-victims-the-rise-of-holiday-fraud-in-2019/>

Rental Fraud Awareness: Conducted by I-PRAC

I-PRAC conducted a survey in Cannes in 2016, in which 100 respondents (including holidaymakers, travellers, local residents and businesses) were asked a selection of questions about holiday rental fraud, to gauge the awareness of this global issue that is impacting the holiday and short-term rental industries.

Incidents of Rental Fraud: Reported to I-PRAC

As of June 2019, over 2845 incidents of holiday rental fraud have been reported to I-PRAC in 18+ countries since 2017, including in popular holiday destinations such as Spain and France.

Our data highlights the growing problem of holiday rental fraud globally, and showcases the very real need for improved regulation and verification of property owners and agencies. Implementing such verification processes within the industry will help to combat the issue, and will enable improved trust between travellers and property owners or agencies alike.



Rental Fraud Awareness

100 respondents in Cannes on the French Riviera (including holidaymakers, travellers local residents and businesses) were asked a selection of questions about holiday rental fraud. This research was conducted to better understand the awareness of holiday rental fraud.

Here are the key findings:



55%

Of respondents were not aware of rental fraud as a worldwide problem.



55%

Of respondents said they would not report it if they were a victim of rental fraud.



20%

Of respondents said they had been directly affected or knew someone who had been affected by rental fraud.



83%

Of respondents didn't know that there are fake listings on popular travel booking sites (like Airbnb, Owners Direct and Booking.com).



72%

Of respondents didn't know that fraudsters create fake websites to sell fake properties.



100%

Of respondents said that they would feel more confident booking if the owner or agency were verified by a legitimate company.



99%

Of respondents believed that all property owners and agencies should be verified as legitimate before being listed.



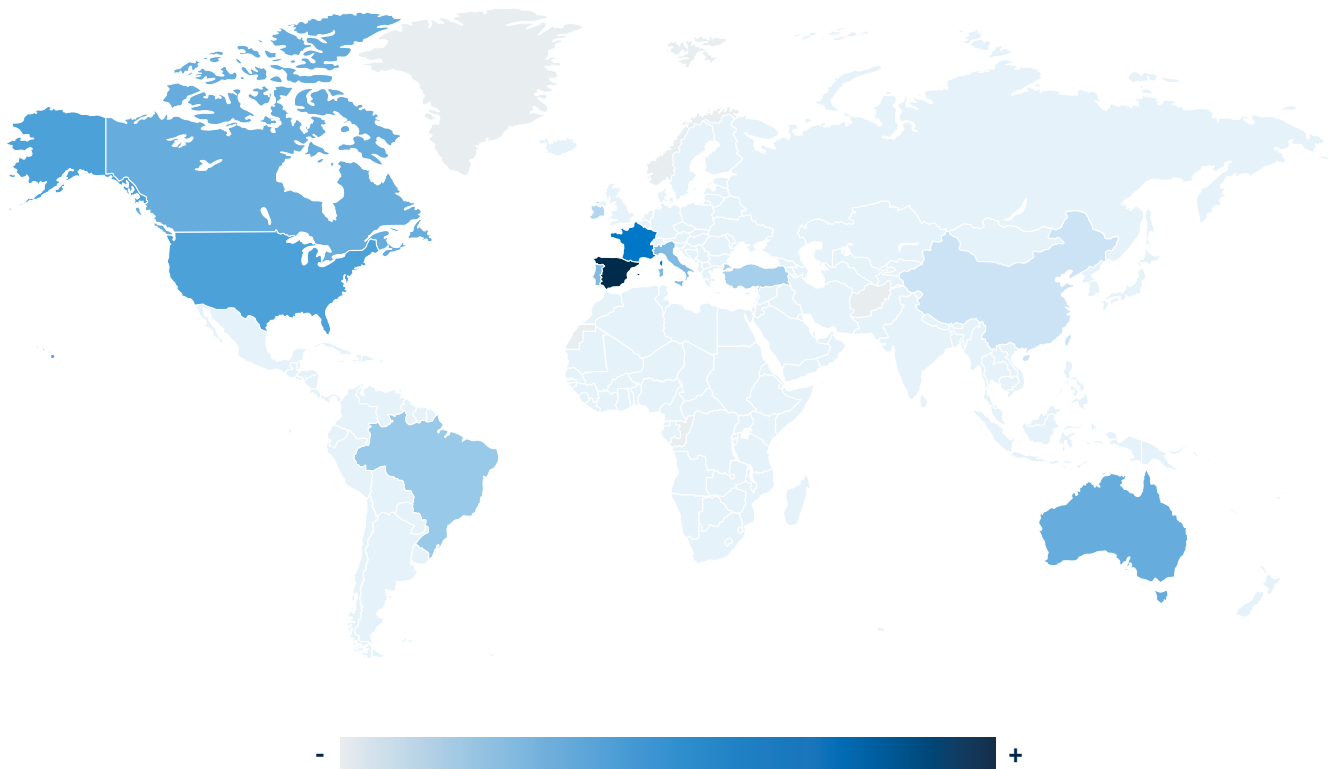
85%

Of respondents said they would feel either upset, angry or stressed upon discovering they had been a victim of holiday rental fraud.

Incidents of Rental Fraud

Since 2017, I-PRAC have received 2,800+ reports of rental fraud from holidaymakers and travellers across 18+ countries, including:

- | | |
|------------|-------------|
| ✓ Spain | ✓ UK |
| ✓ France | ✓ USA |
| ✓ Italy | ✓ Canada |
| ✓ Portugal | ✓ Australia |
| ✓ Ireland | ✓ Brazil |



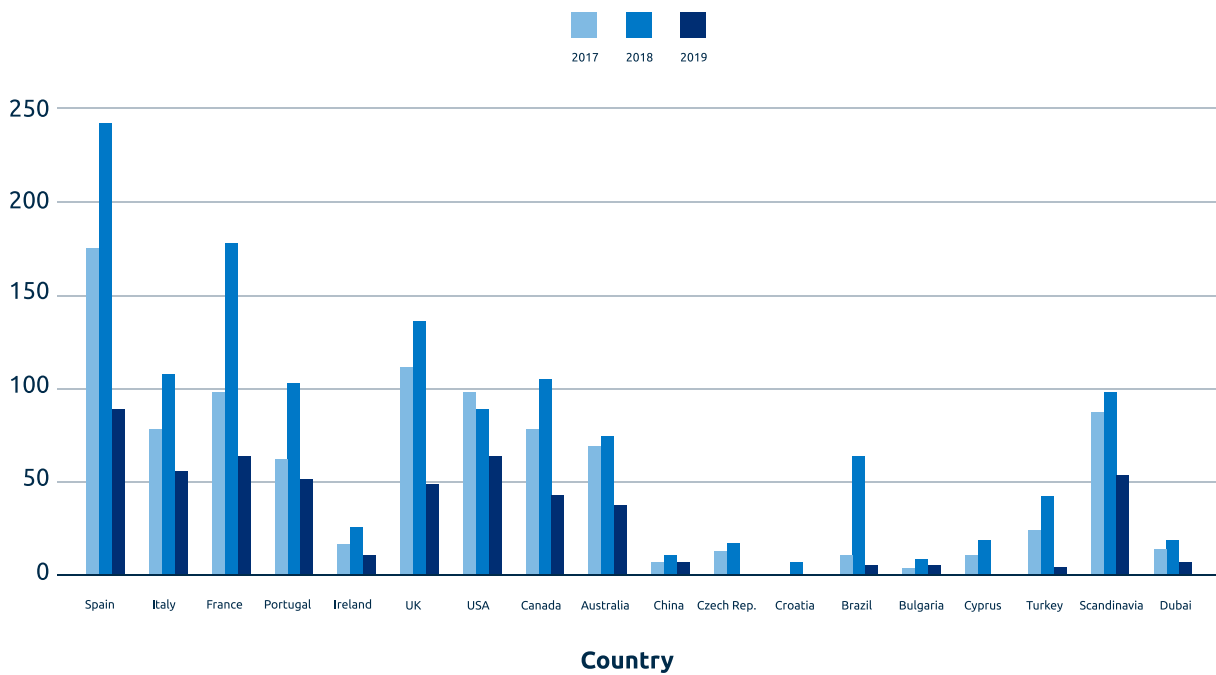
Incidents of Rental Fraud: Country Breakdown

The two countries with the highest number of reported incidents to I-PRAC were Spain and France.



The country that has experienced the biggest growth of rental fraud incidents between 2017 - 2018 is France, with a reported 81.5% growth

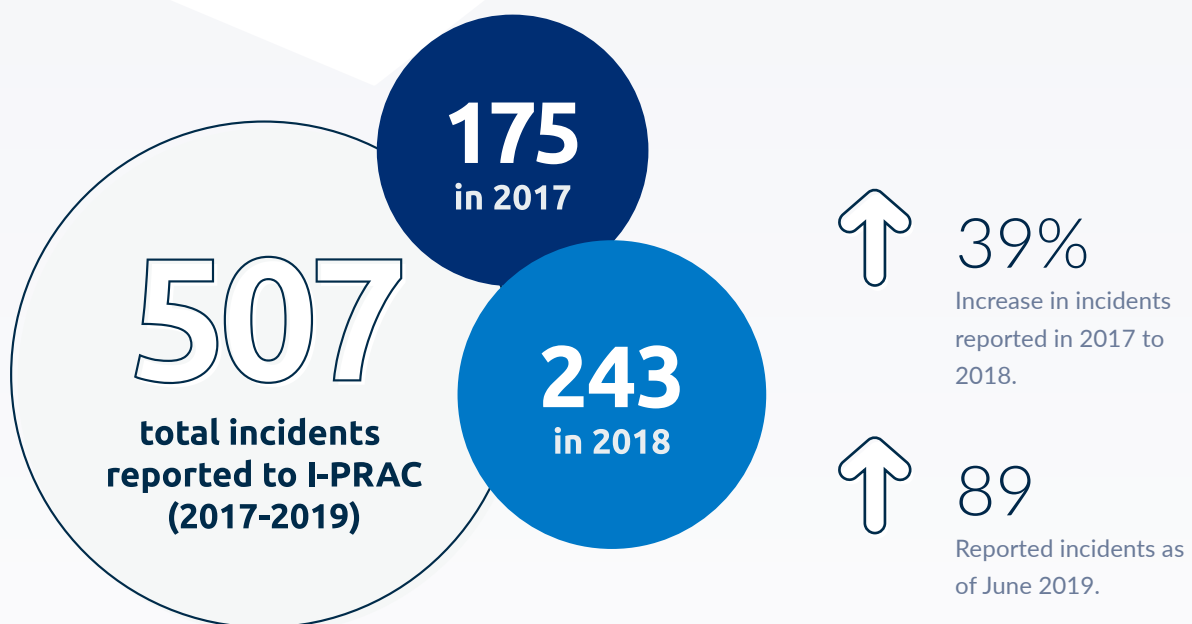
Number of rental fraud cases reported to I-PRAC between 2017 and 2019 to date



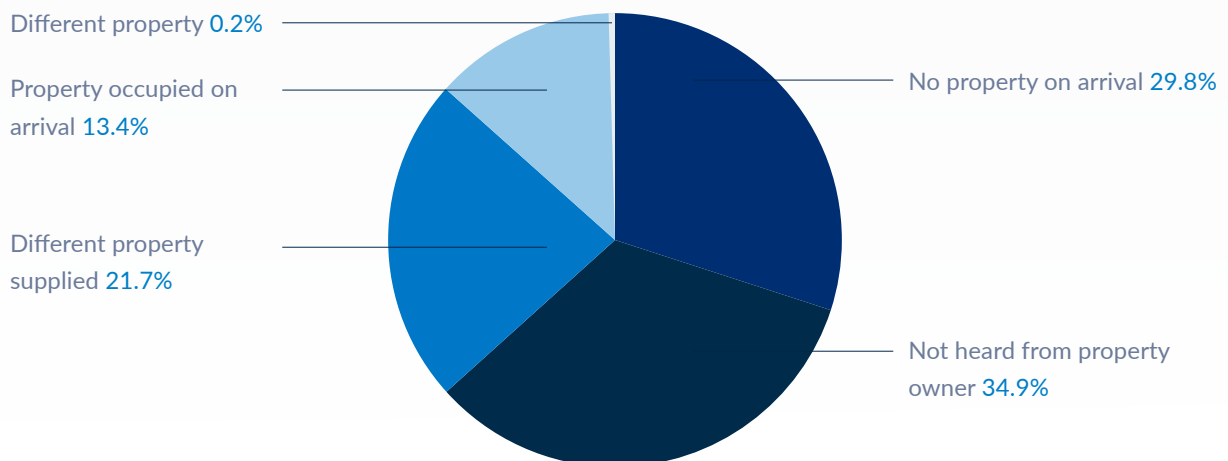
Spain

Number of Reported Incidents

The destination with the highest number of reported incidents of rental fraud between 2017 - 2019 (June) is Spain.



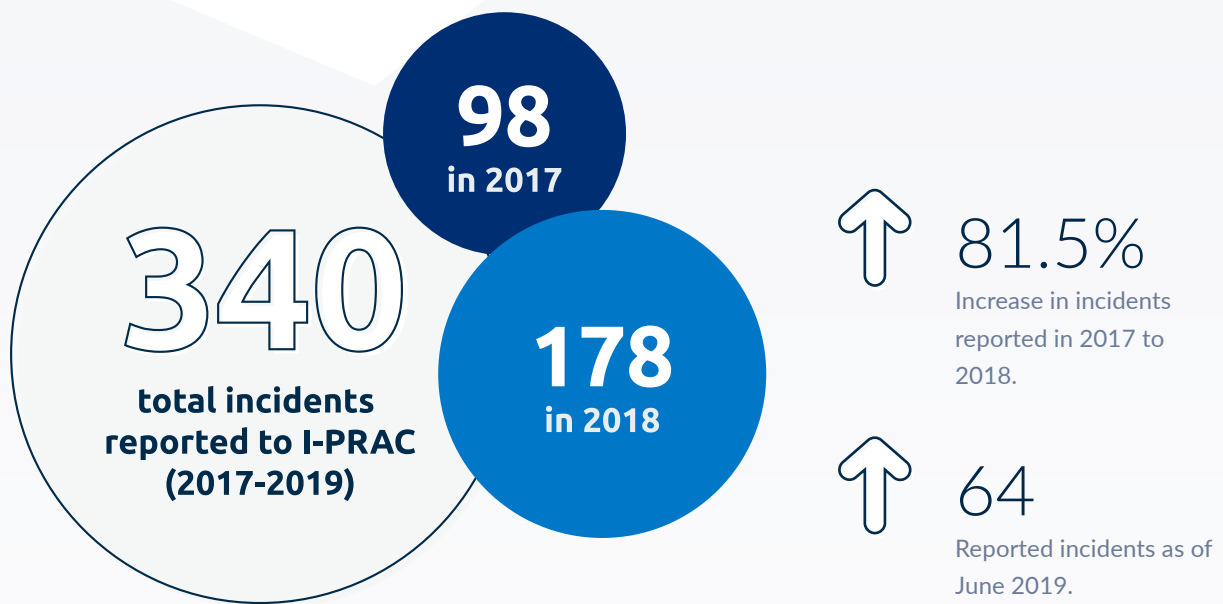
Incident Description



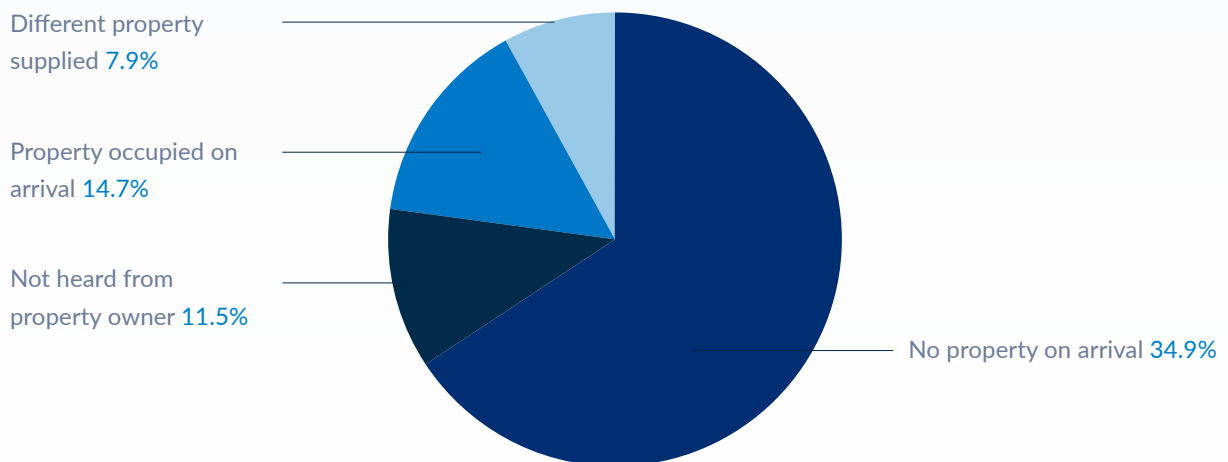
France

Number of Reported Incidents

Popular holiday destination, France, had the second highest number of reported incidents to I-PRAC between 2017 - 2019 (June).



Incident Description



Contact Us

If you know or suspect you have been a victim of rental fraud, please contact I-PRAC for advice and information on next steps using our dedicated report fraud line below.

For application and membership or media enquiries, please use the contact details provided below.



Report Fraud

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Application & Membership Enquiries

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