

Advertising guidelines - Short term lettings

Advertising on the TfL network must not, expressly or by implication, promote the use of residential properties in London for short term 'holiday lettings' in a way that contravenes planning laws (i.e. granting "short term lettings" for more than 90 days a year without planning permission). See TfL Advertising Policy clause 2.3 (f) (prohibition of condoning or inciting illegality).

Indications of possibly problematic adverts include references to holiday lets which do not appear to be limited in time, ambiguity about the type of letting, and suggestions of increased returns from non-standard lettings; but these are simply indications, and the full content of any advert and the context of any words or images will be taken into account.

We will, by way of example, take into account, when assessing compliance, the content of adverts which:

- imply that removing properties from the private rental market for other rental purposes (such as short term lets to tourists) can be financially or materially advantageous to property owners.
- promote companies or services which appear to rely on property owners removing their properties from the private rented sector.
- appear to conflate short term lets with lettings in the private rented sector. The type of lettings the advert is promoting should be unambiguous.
- advertise services for both types of lettings.
- use phrases or terms associated with short term lets where they are ostensibly advertising services relating to lettings in the private rented sector, or vice versa.
 - phrases which could be considered inappropriate in adverts for lettings in the private rented sector include, but are not limited to: flexible lettings, turnover, host, check ins, guests, hotel, housekeeping, holidays, short lets, medium lets, mid-term lets, home rental and multiple lettings.
 - phrases which could be considered inappropriate in adverts for short term lets include, but are not limited to: yield, return on investment, portfolio, rental mix, commission, landlord, tenant and letting agent.