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Kennesaw vacation rental checklist

Cobb County, Georgia | Rules checked November 6, 2026

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Since 2025 Kennesaw caps short-term rentals at 150 licenses citywide, allows them only in single-family residential zones, and requires 250 feet between licensed rentals. Each owner can hold two licenses, and the yearly application fee was set at $250.

Rentals operating before January 1, 2025 could register as nonconforming (exempt from the cap on owners and the buffer) by proving earlier operation with tax records.

Fines: $500, then $750 within 12 months; three violations revoke the license for 12 months. Operating without a license: $500 per night.

Licensing steps

STATE OF GEORGIA

- [ ] **Know what the platform collects**
  Airbnb collects state and local sales tax, the $5-a-night state hotel-motel fee, and the local hotel-motel tax on its Georgia bookings. Ask any other platform what it collects, and keep records either way.
- [ ] **Register for direct bookings**
  If guests book and pay you directly, register for sales tax with the Georgia Tax Center and file the local hotel-motel tax with your city or county. If your city or county requires a business license or occupation tax for the rental, the DOR treats you as an innkeeper and you also owe the $5 state fee on direct bookings.
  Georgia Tax Center: https://gtc.dor.ga.gov/
- [ ] **Check your city or county**
  Most of the rules are local: short-term rental permits, business licenses (occupation tax), zoning limits, and caps. Some cities ban rentals in residential zones. Pick your area.

COBB COUNTY, GEORGIA

- [ ] **Then your city or area**
  Permits, zoning, and the hotel-motel tax are set by each city or by the county outside city limits. Inside a city, the city's own hotel-motel tax normally applies instead of the county's; ask your city to confirm. Pick your area.

CITY OF KENNESAW

- [ ] **Check eligibility**
  Confirm your zoning, that no licensed rental is within 250 feet, and that HOA covenants don't ban rentals (you'll need HOA consent if there is one).
- [ ] **Apply with the Business License Division**
  Include the deed, driver's licenses for you and your agent, bedroom count and maximum occupancy, parking spaces, proof of liability insurance covering short-term rental use, and the agent's sworn acknowledgment. Notify owners within 200 feet in writing. The city may inspect.
- [ ] **Follow the operating rules**
  No events or parties. Guests park only in the garage, carport, or paved driveway, never on the street. Post the license with the agent's contact, occupancy, and vehicle limits, and put the license number in every ad.

☐ **Taxes on each stay**
Stays here owe 6% sales tax, the local hotel-motel tax, and the $5-a-night state fee. Airbnb collects all three on its bookings. For direct bookings, file sales tax (and the $5 fee, if you need a local license) with the Georgia Tax Center. For direct bookings, file the City of Kennesaw's 8% hotel-motel tax with the city.

House rules for guests

Agent: Must live in Cobb County
24-hour contact; report changes within 5 business days.

Official sources

Airbnb: Occupancy tax collection and remittance by Airbnb in Georgia. https://www.airbnb.com/help/article/2745

Georgia Department of Revenue: Rule 560-13-2-.01 amendment notice (2025)-
. https://dor.georgia.gov/document/document/notice-fet-2025-01-rule-560-13-2-01-state-hotel-motel-feepdf/download

City of Kennesaw (Municode): Code section.
https://library.municode.com/ga/kennesaw/codes/code_of_ordinances?nodeId=PTIICOOR_CH22BU_ARTXIIISHRMRE

Georgia Department of Community Affairs: Hotel/motel excise tax rates and revenue report-
. https://dca.georgia.gov/document/document/hotel-motel-tax-revenue-report/download

Cobb County Courier: Kennesaw approves short-term rental ordinance (July 23, 2025)-
. https://cobbcountycourier.com/2025/07/kennesaw-approves-short-term-rental-ordinance/