

Global Short-Term Vacation Rentals (STRs) Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Short-Term Vacation Rentals (STRs) market size is expected to reach \$ 331543 million by 2032, rising at a market growth of 11.7% CAGR during the forecast period (2026-2032).

Short-Term Vacation Rentals, or STRs, refer to accommodation services in which residential homes, apartments, villas, holiday homes, cabins, serviced apartments and other non-traditional hotel properties are rented to leisure, business, family, group and remote-work travelers for short stays, typically for fewer than 30 days, through online platforms, branded operators or professional property managers. The business structure generally includes property acquisition or onboarding, regulatory registration, online listing and booking, dynamic pricing, check-in management, cleaning and maintenance, guest services, and payment settlement. Major production and service markets are concentrated in the United States, Europe, China, Japan, India, Southeast Asia, Australia and Latin America, with key use cases including city stays, weekend trips, family vacations, resort stays, event accommodation, workcations and temporary relocation.

The global short-term vacation rental market is moving from rapid penetration toward a more scaled, professionalized and regulated development stage. Growth is mainly driven by the recovery of travel demand, rising family and group travel, stronger consumer preference for private space and local experiences, the normalization of remote work and workcation behavior, and the efficiency gains brought by digital platforms in search, payment, reviews, dynamic pricing and self check-in. Compared with traditional hotels, STRs offer advantages in space, privacy, kitchens, laundry facilities and flexible stay formats, especially for group travel, long weekends, resort destinations and medium-to-long stays. North America remains the largest regional

market, Europe maintains mature and diversified demand across urban and leisure destinations, while Asia Pacific is becoming a faster-growing region supported by tourism consumption upgrades in China, Japan, India and Southeast Asia.

Key challenges include tighter regulation, housing affordability concerns, tax and licensing requirements, neighborhood disturbance and safety compliance risks, as well as occupancy pressure in some popular urban and resort markets where supply has expanded rapidly. Downstream demand is evolving along two main lines: consumers are continuing to shift from standardized hotel stays toward more flexible, experience-oriented and space-rich accommodation, with strong growth in family travel, group travel, medium-length stays of four to six nights, and longer stays of 14 to 30 nights; at the same time, competition is shifting from listing volume to service quality, ratings, location, differentiated design and professional operating capability. Leading platforms and property operators are improving conversion through brand trust, dynamic pricing, membership traffic and localized services. The market still has room for expansion, but future growth quality will depend more on compliant supply, operating efficiency and high-experience properties than on simple listing growth.

This report studies the global Short-Term Vacation Rentals (STRs) demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Short-Term Vacation Rentals (STRs), and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Short-Term Vacation Rentals (STRs) that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Short-Term Vacation Rentals (STRs) total market, 2021-2032, (USD Million)

Global Short-Term Vacation Rentals (STRs) total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Short-Term Vacation Rentals (STRs) total market, key domestic companies, and share, (USD Million)

Global Short-Term Vacation Rentals (STRs) revenue by player, revenue and market share 2021-2026, (USD Million)

Global Short-Term Vacation Rentals (STRs) total market by Type, CAGR, 2021-2032, (USD Million)

Global Short-Term Vacation Rentals (STRs) total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Short-Term Vacation Rentals (STRs) market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Airbnb, Inc., Booking Holdings Inc., Expedia Group, Inc., Marriott International, Inc., Casago International LLC, Evolve Vacation Rental Network, Inc., HomeToGo SE, Awaze, Holidu GmbH, Sykes Holiday Cottages Ltd, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Short-Term Vacation Rentals (STRs) market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Short-Term Vacation Rentals (STRs) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Short-Term Vacation Rentals (STRs) Market, Segmentation by Type:

Self Service Rentals

Managed Standard Rentals

Serviced Short Term Rentals

Others

Global Short-Term Vacation Rentals (STRs) Market, Segmentation by Accommodation Type:

Apartments and Condominiums

Homes and Villas

Resorts and Branded Residences

Unique Stays and Others

Global Short-Term Vacation Rentals (STRs) Market, Segmentation by Booking Channel:

Online Travel Agencies and Marketplaces

Direct Booking Websites

Property Manager and Local Agent Channels

Offline Channels and Others

Global Short-Term Vacation Rentals (STRs) Market, Segmentation by Operator Type:

Individual Hosts

Professional Property Managers

Branded Hospitality Operators

Others

Global Short-Term Vacation Rentals (STRs) Market, Segmentation by Application:

Individual Leisure Travelers

Family and Group Travelers

Business and Bleisure Travelers

Others

Companies Profiled:

Airbnb, Inc.

Booking Holdings Inc.

Expedia Group, Inc.

Marriott International, Inc.

Casago International LLC

Evolve Vacation Rental Network, Inc.

HomeToGo SE

Awaze

Holidu GmbH

Sykes Holiday Cottages Ltd

Groupe Pierre & Vacances-Center Parcs

Accor S.A.

GuestReady AG

Tujia Online Information Technology (Beijing) Co., Ltd.

Beijing Kuaipao Information Technology Co., Ltd.

Beijing Aiyouyi Technology Co., Ltd.

Rakuten STAY, Inc.

Ame Kaze Taiyo, Inc.

STAYFOLIO Co., Ltd.

AsiaYo Co., Ltd.

PT Traveloka Indonesia

Tripvillas Pte. Ltd.

Luxe Nomad Pte Ltd

PRISM

ELIVAAS

Key Questions Answered

1. How big is the global Short-Term Vacation Rentals (STRs) market?
2. What is the demand of the global Short-Term Vacation Rentals (STRs) market?
3. What is the year over year growth of the global Short-Term Vacation Rentals (STRs) market?

4. What is the total value of the global Short-Term Vacation Rentals (STRs) market?
5. Who are the Major Players in the global Short-Term Vacation Rentals (STRs) market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Short-Term Vacation Rentals (STRs) Introduction
- 1.2 World Short-Term Vacation Rentals (STRs) Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Short-Term Vacation Rentals (STRs) Total Market by Region (by Headquarter Location)
 - 1.3.1 World Short-Term Vacation Rentals (STRs) Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Short-Term Vacation Rentals (STRs) Revenue (2021-2032)
 - 1.3.3 China Based Company Short-Term Vacation Rentals (STRs) Revenue (2021-2032)
 - 1.3.4 Europe Based Company Short-Term Vacation Rentals (STRs) Revenue (2021-2032)
 - 1.3.5 Japan Based Company Short-Term Vacation Rentals (STRs) Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Short-Term Vacation Rentals (STRs) Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Short-Term Vacation Rentals (STRs) Revenue (2021-2032)
 - 1.3.8 India Based Company Short-Term Vacation Rentals (STRs) Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Short-Term Vacation Rentals (STRs) Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032)
- 2.2 World Short-Term Vacation Rentals (STRs) Consumption Value by Region
 - 2.2.1 World Short-Term Vacation Rentals (STRs) Consumption Value by Region (2021-2026)
 - 2.2.2 World Short-Term Vacation Rentals (STRs) Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032)

- 2.4 China Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032)
- 2.5 Europe Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032)
- 2.6 Japan Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032)
- 2.7 South Korea Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032)
- 2.8 ASEAN Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032)
- 2.9 India Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032)

3 WORLD SHORT-TERM VACATION RENTALS (STRS) COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Short-Term Vacation Rentals (STRs) Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)
 - 3.2.1 Global Short-Term Vacation Rentals (STRs) Industry Rank of Major Players
 - 3.2.2 Global Concentration Ratios (CR4) for Short-Term Vacation Rentals (STRs) in 2025
 - 3.2.3 Global Concentration Ratios (CR8) for Short-Term Vacation Rentals (STRs) in 2025
- 3.3 Short-Term Vacation Rentals (STRs) Company Evaluation Quadrant
- 3.4 Short-Term Vacation Rentals (STRs) Market: Overall Company Footprint Analysis
 - 3.4.1 Short-Term Vacation Rentals (STRs) Market: Region Footprint
 - 3.4.2 Short-Term Vacation Rentals (STRs) Market: Company Product Type Footprint
 - 3.4.3 Short-Term Vacation Rentals (STRs) Market: Company Product Application Footprint
- 3.5 Competitive Environment
 - 3.5.1 Historical Structure of the Industry
 - 3.5.2 Barriers of Market Entry
 - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

- 4.1 United States VS China: Short-Term Vacation Rentals (STRs) Revenue Comparison (by Headquarter Location)
 - 4.1.1 United States VS China: Short-Term Vacation Rentals (STRs) Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
 - 4.1.2 United States VS China: Short-Term Vacation Rentals (STRs) Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: Short-Term Vacation

Rentals (STRs) Consumption Value Comparison

4.2.1 United States VS China: Short-Term Vacation Rentals (STRs) Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Short-Term Vacation Rentals (STRs) Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Short-Term Vacation Rentals (STRs) Companies and Market Share, 2021-2026

4.3.1 United States Based Short-Term Vacation Rentals (STRs) Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Short-Term Vacation Rentals (STRs) Revenue, (2021-2026)

4.4 China Based Companies Short-Term Vacation Rentals (STRs) Revenue and Market Share, 2021-2026

4.4.1 China Based Short-Term Vacation Rentals (STRs) Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies Short-Term Vacation Rentals (STRs) Revenue, (2021-2026)

4.5 Rest of World Based Short-Term Vacation Rentals (STRs) Companies and Market Share, 2021-2026

4.5.1 Rest of World Based Short-Term Vacation Rentals (STRs) Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Short-Term Vacation Rentals (STRs) Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Short-Term Vacation Rentals (STRs) Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Self Service Rentals

5.2.2 Managed Standard Rentals

5.2.3 Serviced Short Term Rentals

5.2.4 Others

5.3 Market Segment by Type

5.3.1 World Short-Term Vacation Rentals (STRs) Market Size by Type (2021-2026)

5.3.2 World Short-Term Vacation Rentals (STRs) Market Size by Type (2027-2032)

5.3.3 World Short-Term Vacation Rentals (STRs) Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY ACCOMMODATION TYPE

6.1 World Short-Term Vacation Rentals (STRs) Market Size Overview by Accommodation Type: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Accommodation Type

6.2.1 Apartments and Condominiums

6.2.2 Homes and Villas

6.2.3 Resorts and Branded Residences

6.2.4 Unique Stays and Others

6.3 Market Segment by Accommodation Type

6.3.1 World Short-Term Vacation Rentals (STRs) Market Size by Accommodation Type (2021-2026)

6.3.2 World Short-Term Vacation Rentals (STRs) Market Size by Accommodation Type (2027-2032)

6.3.3 World Short-Term Vacation Rentals (STRs) Market Size Market Share by Accommodation Type (2027-2032)

7 MARKET ANALYSIS BY BOOKING CHANNEL

7.1 World Short-Term Vacation Rentals (STRs) Market Size Overview by Booking Channel: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Booking Channel

7.2.1 Online Travel Agencies and Marketplaces

7.2.2 Direct Booking Websites

7.2.3 Property Manager and Local Agent Channels

7.2.4 Offline Channels and Others

7.3 Market Segment by Booking Channel

7.3.1 World Short-Term Vacation Rentals (STRs) Market Size by Booking Channel (2021-2026)

7.3.2 World Short-Term Vacation Rentals (STRs) Market Size by Booking Channel (2027-2032)

7.3.3 World Short-Term Vacation Rentals (STRs) Market Size Market Share by Booking Channel (2027-2032)

8 MARKET ANALYSIS BY OPERATOR TYPE

8.1 World Short-Term Vacation Rentals (STRs) Market Size Overview by Operator Type: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Operator Type

- 8.2.1 Individual Hosts
- 8.2.2 Professional Property Managers
- 8.2.3 Branded Hospitality Operators
- 8.2.4 Others
- 8.3 Market Segment by Operator Type
 - 8.3.1 World Short-Term Vacation Rentals (STRs) Market Size by Operator Type (2021-2026)
 - 8.3.2 World Short-Term Vacation Rentals (STRs) Market Size by Operator Type (2027-2032)
 - 8.3.3 World Short-Term Vacation Rentals (STRs) Market Size Market Share by Operator Type (2027-2032)

9 MARKET ANALYSIS BY APPLICATION

- 9.1 World Short-Term Vacation Rentals (STRs) Market Size Overview by Application: 2021 VS 2025 VS 2032
- 9.2 Segment Introduction by Application
 - 9.2.1 Individual Leisure Travelers
 - 9.2.2 Family and Group Travelers
 - 9.2.3 Business and Bleisure Travelers
 - 9.2.4 Others
- 9.3 Market Segment by Application
 - 9.3.1 World Short-Term Vacation Rentals (STRs) Market Size by Application (2021-2026)
 - 9.3.2 World Short-Term Vacation Rentals (STRs) Market Size by Application (2027-2032)
 - 9.3.3 World Short-Term Vacation Rentals (STRs) Market Size Market Share by Application (2021-2032)

10 COMPANY PROFILES

- 10.1 Airbnb, Inc.
 - 10.1.1 Airbnb, Inc. Details
 - 10.1.2 Airbnb, Inc. Major Business
 - 10.1.3 Airbnb, Inc. Short-Term Vacation Rentals (STRs) Product and Services
 - 10.1.4 Airbnb, Inc. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)
 - 10.1.5 Airbnb, Inc. Recent Developments/Updates
 - 10.1.6 Airbnb, Inc. Competitive Strengths & Weaknesses

10.2 Booking Holdings Inc.

10.2.1 Booking Holdings Inc. Details

10.2.2 Booking Holdings Inc. Major Business

10.2.3 Booking Holdings Inc. Short-Term Vacation Rentals (STRs) Product and Services

10.2.4 Booking Holdings Inc. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.2.5 Booking Holdings Inc. Recent Developments/Updates

10.2.6 Booking Holdings Inc. Competitive Strengths & Weaknesses

10.3 Expedia Group, Inc.

10.3.1 Expedia Group, Inc. Details

10.3.2 Expedia Group, Inc. Major Business

10.3.3 Expedia Group, Inc. Short-Term Vacation Rentals (STRs) Product and Services

10.3.4 Expedia Group, Inc. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.3.5 Expedia Group, Inc. Recent Developments/Updates

10.3.6 Expedia Group, Inc. Competitive Strengths & Weaknesses

10.4 Marriott International, Inc.

10.4.1 Marriott International, Inc. Details

10.4.2 Marriott International, Inc. Major Business

10.4.3 Marriott International, Inc. Short-Term Vacation Rentals (STRs) Product and Services

10.4.4 Marriott International, Inc. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.4.5 Marriott International, Inc. Recent Developments/Updates

10.4.6 Marriott International, Inc. Competitive Strengths & Weaknesses

10.5 Casago International LLC

10.5.1 Casago International LLC Details

10.5.2 Casago International LLC Major Business

10.5.3 Casago International LLC Short-Term Vacation Rentals (STRs) Product and Services

10.5.4 Casago International LLC Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.5.5 Casago International LLC Recent Developments/Updates

10.5.6 Casago International LLC Competitive Strengths & Weaknesses

10.6 Evolve Vacation Rental Network, Inc.

10.6.1 Evolve Vacation Rental Network, Inc. Details

10.6.2 Evolve Vacation Rental Network, Inc. Major Business

10.6.3 Evolve Vacation Rental Network, Inc. Short-Term Vacation Rentals (STRs)

Product and Services

10.6.4 Evolve Vacation Rental Network, Inc. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.6.5 Evolve Vacation Rental Network, Inc. Recent Developments/Updates

10.6.6 Evolve Vacation Rental Network, Inc. Competitive Strengths & Weaknesses

10.7 HomeToGo SE

10.7.1 HomeToGo SE Details

10.7.2 HomeToGo SE Major Business

10.7.3 HomeToGo SE Short-Term Vacation Rentals (STRs) Product and Services

10.7.4 HomeToGo SE Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.7.5 HomeToGo SE Recent Developments/Updates

10.7.6 HomeToGo SE Competitive Strengths & Weaknesses

10.8 Awaze

10.8.1 Awaze Details

10.8.2 Awaze Major Business

10.8.3 Awaze Short-Term Vacation Rentals (STRs) Product and Services

10.8.4 Awaze Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.8.5 Awaze Recent Developments/Updates

10.8.6 Awaze Competitive Strengths & Weaknesses

10.9 Holidu GmbH

10.9.1 Holidu GmbH Details

10.9.2 Holidu GmbH Major Business

10.9.3 Holidu GmbH Short-Term Vacation Rentals (STRs) Product and Services

10.9.4 Holidu GmbH Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.9.5 Holidu GmbH Recent Developments/Updates

10.9.6 Holidu GmbH Competitive Strengths & Weaknesses

10.10 Sykes Holiday Cottages Ltd

10.10.1 Sykes Holiday Cottages Ltd Details

10.10.2 Sykes Holiday Cottages Ltd Major Business

10.10.3 Sykes Holiday Cottages Ltd Short-Term Vacation Rentals (STRs) Product and Services

10.10.4 Sykes Holiday Cottages Ltd Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.10.5 Sykes Holiday Cottages Ltd Recent Developments/Updates

10.10.6 Sykes Holiday Cottages Ltd Competitive Strengths & Weaknesses

10.11 Groupe Pierre & Vacances-Center Parcs

- 10.11.1 Groupe Pierre & Vacances-Center Parcs Details
- 10.11.2 Groupe Pierre & Vacances-Center Parcs Major Business
- 10.11.3 Groupe Pierre & Vacances-Center Parcs Short-Term Vacation Rentals (STRs) Product and Services
- 10.11.4 Groupe Pierre & Vacances-Center Parcs Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)
- 10.11.5 Groupe Pierre & Vacances-Center Parcs Recent Developments/Updates
- 10.11.6 Groupe Pierre & Vacances-Center Parcs Competitive Strengths & Weaknesses
- 10.12 Accor S.A.
- 10.12.1 Accor S.A. Details
- 10.12.2 Accor S.A. Major Business
- 10.12.3 Accor S.A. Short-Term Vacation Rentals (STRs) Product and Services
- 10.12.4 Accor S.A. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)
- 10.12.5 Accor S.A. Recent Developments/Updates
- 10.12.6 Accor S.A. Competitive Strengths & Weaknesses
- 10.13 GuestReady AG
- 10.13.1 GuestReady AG Details
- 10.13.2 GuestReady AG Major Business
- 10.13.3 GuestReady AG Short-Term Vacation Rentals (STRs) Product and Services
- 10.13.4 GuestReady AG Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)
- 10.13.5 GuestReady AG Recent Developments/Updates
- 10.13.6 GuestReady AG Competitive Strengths & Weaknesses
- 10.14 Tujia Online Information Technology (Beijing) Co., Ltd.
- 10.14.1 Tujia Online Information Technology (Beijing) Co., Ltd. Details
- 10.14.2 Tujia Online Information Technology (Beijing) Co., Ltd. Major Business
- 10.14.3 Tujia Online Information Technology (Beijing) Co., Ltd. Short-Term Vacation Rentals (STRs) Product and Services
- 10.14.4 Tujia Online Information Technology (Beijing) Co., Ltd. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)
- 10.14.5 Tujia Online Information Technology (Beijing) Co., Ltd. Recent Developments/Updates
- 10.14.6 Tujia Online Information Technology (Beijing) Co., Ltd. Competitive Strengths & Weaknesses
- 10.15 Beijing Kuaipao Information Technology Co., Ltd.
- 10.15.1 Beijing Kuaipao Information Technology Co., Ltd. Details
- 10.15.2 Beijing Kuaipao Information Technology Co., Ltd. Major Business
- 10.15.3 Beijing Kuaipao Information Technology Co., Ltd. Short-Term Vacation Rentals

(STRs) Product and Services

10.15.4 Beijing Kuaipao Information Technology Co., Ltd. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.15.5 Beijing Kuaipao Information Technology Co., Ltd. Recent Developments/Updates

10.15.6 Beijing Kuaipao Information Technology Co., Ltd. Competitive Strengths & Weaknesses

10.16 Beijing Aiyouyi Technology Co., Ltd.

10.16.1 Beijing Aiyouyi Technology Co., Ltd. Details

10.16.2 Beijing Aiyouyi Technology Co., Ltd. Major Business

10.16.3 Beijing Aiyouyi Technology Co., Ltd. Short-Term Vacation Rentals (STRs) Product and Services

10.16.4 Beijing Aiyouyi Technology Co., Ltd. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.16.5 Beijing Aiyouyi Technology Co., Ltd. Recent Developments/Updates

10.16.6 Beijing Aiyouyi Technology Co., Ltd. Competitive Strengths & Weaknesses

10.17 Rakuten STAY, Inc.

10.17.1 Rakuten STAY, Inc. Details

10.17.2 Rakuten STAY, Inc. Major Business

10.17.3 Rakuten STAY, Inc. Short-Term Vacation Rentals (STRs) Product and Services

10.17.4 Rakuten STAY, Inc. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.17.5 Rakuten STAY, Inc. Recent Developments/Updates

10.17.6 Rakuten STAY, Inc. Competitive Strengths & Weaknesses

10.18 Ame Kaze Taiyo, Inc.

10.18.1 Ame Kaze Taiyo, Inc. Details

10.18.2 Ame Kaze Taiyo, Inc. Major Business

10.18.3 Ame Kaze Taiyo, Inc. Short-Term Vacation Rentals (STRs) Product and Services

10.18.4 Ame Kaze Taiyo, Inc. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.18.5 Ame Kaze Taiyo, Inc. Recent Developments/Updates

10.18.6 Ame Kaze Taiyo, Inc. Competitive Strengths & Weaknesses

10.19 STAYFOLIO Co., Ltd.

10.19.1 STAYFOLIO Co., Ltd. Details

10.19.2 STAYFOLIO Co., Ltd. Major Business

10.19.3 STAYFOLIO Co., Ltd. Short-Term Vacation Rentals (STRs) Product and Services

10.19.4 STAYFOLIO Co., Ltd. Short-Term Vacation Rentals (STRs) Revenue, Gross

Margin and Market Share (2021-2026)

10.19.5 STAYFOLIO Co., Ltd. Recent Developments/Updates

10.19.6 STAYFOLIO Co., Ltd. Competitive Strengths & Weaknesses

10.20 AsiaYo Co., Ltd.

10.20.1 AsiaYo Co., Ltd. Details

10.20.2 AsiaYo Co., Ltd. Major Business

10.20.3 AsiaYo Co., Ltd. Short-Term Vacation Rentals (STRs) Product and Services

10.20.4 AsiaYo Co., Ltd. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.20.5 AsiaYo Co., Ltd. Recent Developments/Updates

10.20.6 AsiaYo Co., Ltd. Competitive Strengths & Weaknesses

10.21 PT Traveloka Indonesia

10.21.1 PT Traveloka Indonesia Details

10.21.2 PT Traveloka Indonesia Major Business

10.21.3 PT Traveloka Indonesia Short-Term Vacation Rentals (STRs) Product and Services

10.21.4 PT Traveloka Indonesia Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.21.5 PT Traveloka Indonesia Recent Developments/Updates

10.21.6 PT Traveloka Indonesia Competitive Strengths & Weaknesses

10.22 Tripvillas Pte. Ltd.

10.22.1 Tripvillas Pte. Ltd. Details

10.22.2 Tripvillas Pte. Ltd. Major Business

10.22.3 Tripvillas Pte. Ltd. Short-Term Vacation Rentals (STRs) Product and Services

10.22.4 Tripvillas Pte. Ltd. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.22.5 Tripvillas Pte. Ltd. Recent Developments/Updates

10.22.6 Tripvillas Pte. Ltd. Competitive Strengths & Weaknesses

10.23 Luxe Nomad Pte Ltd

10.23.1 Luxe Nomad Pte Ltd Details

10.23.2 Luxe Nomad Pte Ltd Major Business

10.23.3 Luxe Nomad Pte Ltd Short-Term Vacation Rentals (STRs) Product and Services

10.23.4 Luxe Nomad Pte Ltd Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)

10.23.5 Luxe Nomad Pte Ltd Recent Developments/Updates

10.23.6 Luxe Nomad Pte Ltd Competitive Strengths & Weaknesses

10.24 PRISM

10.24.1 PRISM Details

- 10.24.2 PRISM Major Business
- 10.24.3 PRISM Short-Term Vacation Rentals (STRs) Product and Services
- 10.24.4 PRISM Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)
- 10.24.5 PRISM Recent Developments/Updates
- 10.24.6 PRISM Competitive Strengths & Weaknesses
- 10.25 ELIVAAS
- 10.25.1 ELIVAAS Details
- 10.25.2 ELIVAAS Major Business
- 10.25.3 ELIVAAS Short-Term Vacation Rentals (STRs) Product and Services
- 10.25.4 ELIVAAS Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026)
- 10.25.5 ELIVAAS Recent Developments/Updates
- 10.25.6 ELIVAAS Competitive Strengths & Weaknesses

11 INDUSTRY CHAIN ANALYSIS

- 11.1 Short-Term Vacation Rentals (STRs) Industry Chain
- 11.2 Short-Term Vacation Rentals (STRs) Upstream Analysis
- 11.3 Short-Term Vacation Rentals (STRs) Midstream Analysis
- 11.4 Short-Term Vacation Rentals (STRs) Downstream Analysis

12 RESEARCH FINDINGS AND CONCLUSION

13 APPENDIX

- 13.1 Methodology
- 13.2 Research Process and Data Source
- 13.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Short-Term Vacation Rentals (STRs) Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Short-Term Vacation Rentals (STRs) Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Short-Term Vacation Rentals (STRs) Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Short-Term Vacation Rentals (STRs) Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Short-Term Vacation Rentals (STRs) Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Short-Term Vacation Rentals (STRs) Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Short-Term Vacation Rentals (STRs) Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Short-Term Vacation Rentals (STRs) Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Short-Term Vacation Rentals (STRs) Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Short-Term Vacation Rentals (STRs) Players in 2025

Table 12. World Short-Term Vacation Rentals (STRs) Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Short-Term Vacation Rentals (STRs) Company Evaluation Quadrant

Table 14. Head Office of Key Short-Term Vacation Rentals (STRs) Players

Table 15. Short-Term Vacation Rentals (STRs) Market: Company Product Type Footprint

Table 16. Short-Term Vacation Rentals (STRs) Market: Company Product Application Footprint

Table 17. Short-Term Vacation Rentals (STRs) Mergers & Acquisitions Activity

Table 18. United States VS China Short-Term Vacation Rentals (STRs) Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Short-Term Vacation Rentals (STRs) Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Short-Term Vacation Rentals (STRs) Companies,

Headquarters (States, Country)

Table 21. United States Based Companies Short-Term Vacation Rentals (STRs) Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Short-Term Vacation Rentals (STRs) Revenue Market Share (2021-2026)

Table 23. China Based Short-Term Vacation Rentals (STRs) Companies, Headquarters (Province, Country)

Table 24. China Based Companies Short-Term Vacation Rentals (STRs) Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Short-Term Vacation Rentals (STRs) Revenue Market Share (2021-2026)

Table 26. Rest of World Based Short-Term Vacation Rentals (STRs) Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Short-Term Vacation Rentals (STRs) Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Short-Term Vacation Rentals (STRs) Revenue Market Share (2021-2026)

Table 29. World Short-Term Vacation Rentals (STRs) Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Short-Term Vacation Rentals (STRs) Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Short-Term Vacation Rentals (STRs) Market Size by Type (2027-2032) & (USD Million)

Table 32. World Short-Term Vacation Rentals (STRs) Market Size by Accommodation Type, (USD Million), 2021 & 2025 & 2032

Table 33. World Short-Term Vacation Rentals (STRs) Market Size Value by Accommodation Type (2021-2026) & (USD Million)

Table 34. World Short-Term Vacation Rentals (STRs) Market Size by Accommodation Type (2027-2032) & (USD Million)

Table 35. World Short-Term Vacation Rentals (STRs) Market Size by Booking Channel, (USD Million), 2021 & 2025 & 2032

Table 36. World Short-Term Vacation Rentals (STRs) Market Size Value by Booking Channel (2021-2026) & (USD Million)

Table 37. World Short-Term Vacation Rentals (STRs) Market Size by Booking Channel (2027-2032) & (USD Million)

Table 38. World Short-Term Vacation Rentals (STRs) Market Size by Operator Type, (USD Million), 2021 & 2025 & 2032

Table 39. World Short-Term Vacation Rentals (STRs) Market Size Value by Operator Type (2021-2026) & (USD Million)

Table 40. World Short-Term Vacation Rentals (STRs) Market Size by Operator Type (2027-2032) & (USD Million)

Table 41. World Short-Term Vacation Rentals (STRs) Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 42. World Short-Term Vacation Rentals (STRs) Market Size by Application (2021-2026) & (USD Million)

Table 43. World Short-Term Vacation Rentals (STRs) Market Size by Application (2027-2032) & (USD Million)

Table 44. Airbnb, Inc. Basic Information, Manufacturing Base and Competitors

Table 45. Airbnb, Inc. Major Business

Table 46. Airbnb, Inc. Short-Term Vacation Rentals (STRs) Product and Services

Table 47. Airbnb, Inc. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 48. Airbnb, Inc. Recent Developments/Updates

Table 49. Airbnb, Inc. Competitive Strengths & Weaknesses

Table 50. Booking Holdings Inc. Basic Information, Manufacturing Base and Competitors

Table 51. Booking Holdings Inc. Major Business

Table 52. Booking Holdings Inc. Short-Term Vacation Rentals (STRs) Product and Services

Table 53. Booking Holdings Inc. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 54. Booking Holdings Inc. Recent Developments/Updates

Table 55. Booking Holdings Inc. Competitive Strengths & Weaknesses

Table 56. Expedia Group, Inc. Basic Information, Manufacturing Base and Competitors

Table 57. Expedia Group, Inc. Major Business

Table 58. Expedia Group, Inc. Short-Term Vacation Rentals (STRs) Product and Services

Table 59. Expedia Group, Inc. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 60. Expedia Group, Inc. Recent Developments/Updates

Table 61. Expedia Group, Inc. Competitive Strengths & Weaknesses

Table 62. Marriott International, Inc. Basic Information, Manufacturing Base and Competitors

Table 63. Marriott International, Inc. Major Business

Table 64. Marriott International, Inc. Short-Term Vacation Rentals (STRs) Product and Services

Table 65. Marriott International, Inc. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 66. Marriott International, Inc. Recent Developments/Updates
Table 67. Marriott International, Inc. Competitive Strengths & Weaknesses
Table 68. Casago International LLC Basic Information, Manufacturing Base and Competitors
Table 69. Casago International LLC Major Business
Table 70. Casago International LLC Short-Term Vacation Rentals (STRs) Product and Services
Table 71. Casago International LLC Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 72. Casago International LLC Recent Developments/Updates
Table 73. Casago International LLC Competitive Strengths & Weaknesses
Table 74. Evolve Vacation Rental Network, Inc. Basic Information, Manufacturing Base and Competitors
Table 75. Evolve Vacation Rental Network, Inc. Major Business
Table 76. Evolve Vacation Rental Network, Inc. Short-Term Vacation Rentals (STRs) Product and Services
Table 77. Evolve Vacation Rental Network, Inc. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 78. Evolve Vacation Rental Network, Inc. Recent Developments/Updates
Table 79. Evolve Vacation Rental Network, Inc. Competitive Strengths & Weaknesses
Table 80. HomeToGo SE Basic Information, Manufacturing Base and Competitors
Table 81. HomeToGo SE Major Business
Table 82. HomeToGo SE Short-Term Vacation Rentals (STRs) Product and Services
Table 83. HomeToGo SE Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 84. HomeToGo SE Recent Developments/Updates
Table 85. HomeToGo SE Competitive Strengths & Weaknesses
Table 86. Awaze Basic Information, Manufacturing Base and Competitors
Table 87. Awaze Major Business
Table 88. Awaze Short-Term Vacation Rentals (STRs) Product and Services
Table 89. Awaze Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 90. Awaze Recent Developments/Updates
Table 91. Awaze Competitive Strengths & Weaknesses
Table 92. Holidu GmbH Basic Information, Manufacturing Base and Competitors
Table 93. Holidu GmbH Major Business
Table 94. Holidu GmbH Short-Term Vacation Rentals (STRs) Product and Services
Table 95. Holidu GmbH Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 96. Holidu GmbH Recent Developments/Updates
Table 97. Holidu GmbH Competitive Strengths & Weaknesses
Table 98. Sykes Holiday Cottages Ltd Basic Information, Manufacturing Base and Competitors
Table 99. Sykes Holiday Cottages Ltd Major Business
Table 100. Sykes Holiday Cottages Ltd Short-Term Vacation Rentals (STRs) Product and Services
Table 101. Sykes Holiday Cottages Ltd Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 102. Sykes Holiday Cottages Ltd Recent Developments/Updates
Table 103. Sykes Holiday Cottages Ltd Competitive Strengths & Weaknesses
Table 104. Groupe Pierre & Vacances-Center Parcs Basic Information, Manufacturing Base and Competitors
Table 105. Groupe Pierre & Vacances-Center Parcs Major Business
Table 106. Groupe Pierre & Vacances-Center Parcs Short-Term Vacation Rentals (STRs) Product and Services
Table 107. Groupe Pierre & Vacances-Center Parcs Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 108. Groupe Pierre & Vacances-Center Parcs Recent Developments/Updates
Table 109. Groupe Pierre & Vacances-Center Parcs Competitive Strengths & Weaknesses
Table 110. Accor S.A. Basic Information, Manufacturing Base and Competitors
Table 111. Accor S.A. Major Business
Table 112. Accor S.A. Short-Term Vacation Rentals (STRs) Product and Services
Table 113. Accor S.A. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 114. Accor S.A. Recent Developments/Updates
Table 115. Accor S.A. Competitive Strengths & Weaknesses
Table 116. GuestReady AG Basic Information, Manufacturing Base and Competitors
Table 117. GuestReady AG Major Business
Table 118. GuestReady AG Short-Term Vacation Rentals (STRs) Product and Services
Table 119. GuestReady AG Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 120. GuestReady AG Recent Developments/Updates
Table 121. GuestReady AG Competitive Strengths & Weaknesses
Table 122. Tujia Online Information Technology (Beijing) Co., Ltd. Basic Information, Manufacturing Base and Competitors
Table 123. Tujia Online Information Technology (Beijing) Co., Ltd. Major Business
Table 124. Tujia Online Information Technology (Beijing) Co., Ltd. Short-Term Vacation

Rentals (STRs) Product and Services

Table 125. Tujia Online Information Technology (Beijing) Co., Ltd. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 126. Tujia Online Information Technology (Beijing) Co., Ltd. Recent Developments/Updates

Table 127. Tujia Online Information Technology (Beijing) Co., Ltd. Competitive Strengths & Weaknesses

Table 128. Beijing Kuaipao Information Technology Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 129. Beijing Kuaipao Information Technology Co., Ltd. Major Business

Table 130. Beijing Kuaipao Information Technology Co., Ltd. Short-Term Vacation Rentals (STRs) Product and Services

Table 131. Beijing Kuaipao Information Technology Co., Ltd. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 132. Beijing Kuaipao Information Technology Co., Ltd. Recent Developments/Updates

Table 133. Beijing Kuaipao Information Technology Co., Ltd. Competitive Strengths & Weaknesses

Table 134. Beijing Aiyouyi Technology Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 135. Beijing Aiyouyi Technology Co., Ltd. Major Business

Table 136. Beijing Aiyouyi Technology Co., Ltd. Short-Term Vacation Rentals (STRs) Product and Services

Table 137. Beijing Aiyouyi Technology Co., Ltd. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 138. Beijing Aiyouyi Technology Co., Ltd. Recent Developments/Updates

Table 139. Beijing Aiyouyi Technology Co., Ltd. Competitive Strengths & Weaknesses

Table 140. Rakuten STAY, Inc. Basic Information, Manufacturing Base and Competitors

Table 141. Rakuten STAY, Inc. Major Business

Table 142. Rakuten STAY, Inc. Short-Term Vacation Rentals (STRs) Product and Services

Table 143. Rakuten STAY, Inc. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 144. Rakuten STAY, Inc. Recent Developments/Updates

Table 145. Rakuten STAY, Inc. Competitive Strengths & Weaknesses

Table 146. Ame Kaze Taiyo, Inc. Basic Information, Manufacturing Base and Competitors

Table 147. Ame Kaze Taiyo, Inc. Major Business

Table 148. Ame Kaze Taiyo, Inc. Short-Term Vacation Rentals (STRs) Product and

Services

Table 149. Ame Kaze Taiyo, Inc. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 150. Ame Kaze Taiyo, Inc. Recent Developments/Updates

Table 151. Ame Kaze Taiyo, Inc. Competitive Strengths & Weaknesses

Table 152. STAYFOLIO Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 153. STAYFOLIO Co., Ltd. Major Business

Table 154. STAYFOLIO Co., Ltd. Short-Term Vacation Rentals (STRs) Product and Services

Table 155. STAYFOLIO Co., Ltd. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 156. STAYFOLIO Co., Ltd. Recent Developments/Updates

Table 157. STAYFOLIO Co., Ltd. Competitive Strengths & Weaknesses

Table 158. AsiaYo Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 159. AsiaYo Co., Ltd. Major Business

Table 160. AsiaYo Co., Ltd. Short-Term Vacation Rentals (STRs) Product and Services

Table 161. AsiaYo Co., Ltd. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 162. AsiaYo Co., Ltd. Recent Developments/Updates

Table 163. AsiaYo Co., Ltd. Competitive Strengths & Weaknesses

Table 164. PT Traveloka Indonesia Basic Information, Manufacturing Base and Competitors

Table 165. PT Traveloka Indonesia Major Business

Table 166. PT Traveloka Indonesia Short-Term Vacation Rentals (STRs) Product and Services

Table 167. PT Traveloka Indonesia Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 168. PT Traveloka Indonesia Recent Developments/Updates

Table 169. PT Traveloka Indonesia Competitive Strengths & Weaknesses

Table 170. Tripvillas Pte. Ltd. Basic Information, Manufacturing Base and Competitors

Table 171. Tripvillas Pte. Ltd. Major Business

Table 172. Tripvillas Pte. Ltd. Short-Term Vacation Rentals (STRs) Product and Services

Table 173. Tripvillas Pte. Ltd. Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 174. Tripvillas Pte. Ltd. Recent Developments/Updates

Table 175. Tripvillas Pte. Ltd. Competitive Strengths & Weaknesses

Table 176. Luxe Nomad Pte Ltd Basic Information, Manufacturing Base and

Competitors

Table 177. Luxe Nomad Pte Ltd Major Business

Table 178. Luxe Nomad Pte Ltd Short-Term Vacation Rentals (STRs) Product and Services

Table 179. Luxe Nomad Pte Ltd Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 180. Luxe Nomad Pte Ltd Recent Developments/Updates

Table 181. Luxe Nomad Pte Ltd Competitive Strengths & Weaknesses

Table 182. PRISM Basic Information, Manufacturing Base and Competitors

Table 183. PRISM Major Business

Table 184. PRISM Short-Term Vacation Rentals (STRs) Product and Services

Table 185. PRISM Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 186. PRISM Recent Developments/Updates

Table 187. PRISM Competitive Strengths & Weaknesses

Table 188. ELIVAAS Basic Information, Manufacturing Base and Competitors

Table 189. ELIVAAS Major Business

Table 190. ELIVAAS Short-Term Vacation Rentals (STRs) Product and Services

Table 191. ELIVAAS Short-Term Vacation Rentals (STRs) Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 192. ELIVAAS Recent Developments/Updates

Table 193. ELIVAAS Competitive Strengths & Weaknesses

Table 194. Global Key Players of Short-Term Vacation Rentals (STRs) Upstream (Raw Materials)

Table 195. Global Short-Term Vacation Rentals (STRs) Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. Short-Term Vacation Rentals (STRs) Picture
- Figure 2. World Short-Term Vacation Rentals (STRs) Total Revenue: 2021 & 2025 & 2032, (USD Million)
- Figure 3. World Short-Term Vacation Rentals (STRs) Total Revenue (2021-2032) & (USD Million)
- Figure 4. World Short-Term Vacation Rentals (STRs) Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)
- Figure 5. World Short-Term Vacation Rentals (STRs) Revenue Market Share by Region (2021-2032), (by Headquarter Location)
- Figure 6. United States Based Company Short-Term Vacation Rentals (STRs) Revenue (2021-2032) & (USD Million)
- Figure 7. China Based Company Short-Term Vacation Rentals (STRs) Revenue (2021-2032) & (USD Million)
- Figure 8. Europe Based Company Short-Term Vacation Rentals (STRs) Revenue (2021-2032) & (USD Million)
- Figure 9. Japan Based Company Short-Term Vacation Rentals (STRs) Revenue (2021-2032) & (USD Million)
- Figure 10. South Korea Based Company Short-Term Vacation Rentals (STRs) Revenue (2021-2032) & (USD Million)
- Figure 11. ASEAN Based Company Short-Term Vacation Rentals (STRs) Revenue (2021-2032) & (USD Million)
- Figure 12. India Based Company Short-Term Vacation Rentals (STRs) Revenue (2021-2032) & (USD Million)
- Figure 13. Short-Term Vacation Rentals (STRs) Market Drivers
- Figure 14. Factors Affecting Demand
- Figure 15. World Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032) & (USD Million)
- Figure 16. World Short-Term Vacation Rentals (STRs) Consumption Value Market Share by Region (2021-2032)
- Figure 17. United States Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032) & (USD Million)
- Figure 18. China Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032) & (USD Million)
- Figure 19. Europe Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032) & (USD Million)

Figure 23. India Short-Term Vacation Rentals (STRs) Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Short-Term Vacation Rentals (STRs) by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Short-Term Vacation Rentals (STRs) Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Short-Term Vacation Rentals (STRs) Markets in 2025

Figure 27. United States VS China: Short-Term Vacation Rentals (STRs) Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Short-Term Vacation Rentals (STRs) Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Short-Term Vacation Rentals (STRs) Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Short-Term Vacation Rentals (STRs) Market Size Market Share by Type in 2025

Figure 31. Self Service Rentals

Figure 32. Managed Standard Rentals

Figure 33. Serviced Short Term Rentals

Figure 34. Others

Figure 35. World Short-Term Vacation Rentals (STRs) Market Size Market Share by Type (2021-2032)

Figure 36. World Short-Term Vacation Rentals (STRs) Market Size by Accommodation Type, (USD Million), 2021 & 2025 & 2032

Figure 37. World Short-Term Vacation Rentals (STRs) Market Size Market Share by Accommodation Type in 2025

Figure 38. Apartments and Condominiums

Figure 39. Homes and Villas

Figure 40. Resorts and Branded Residences

Figure 41. Unique Stays and Others

Figure 42. World Short-Term Vacation Rentals (STRs) Market Size Market Share by Accommodation Type (2021-2032)

Figure 43. World Short-Term Vacation Rentals (STRs) Market Size by Booking

Channel, (USD Million), 2021 & 2025 & 2032

Figure 44. World Short-Term Vacation Rentals (STRs) Market Size Market Share by Booking Channel in 2025

Figure 45. Online Travel Agencies and Marketplaces

Figure 46. Direct Booking Websites

Figure 47. Property Manager and Local Agent Channels

Figure 48. Offline Channels and Others

Figure 49. World Short-Term Vacation Rentals (STRs) Market Size Market Share by Booking Channel (2021-2032)

Figure 50. World Short-Term Vacation Rentals (STRs) Market Size by Operator Type, (USD Million), 2021 & 2025 & 2032

Figure 51. World Short-Term Vacation Rentals (STRs) Market Size Market Share by Operator Type in 2025

Figure 52. Individual Hosts

Figure 53. Professional Property Managers

Figure 54. Branded Hospitality Operators

Figure 55. Others

Figure 56. World Short-Term Vacation Rentals (STRs) Market Size Market Share by Operator Type (2021-2032)

Figure 57. World Short-Term Vacation Rentals (STRs) Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 58. World Short-Term Vacation Rentals (STRs) Market Size Market Share by Application in 2025

Figure 59. Individual Leisure Travelers

Figure 60. Family and Group Travelers

Figure 61. Business and Bleisure Travelers

Figure 62. Others

Figure 63. World Short-Term Vacation Rentals (STRs) Market Size Market Share by Application (2021-2032)

Figure 64. Short-Term Vacation Rentals (STRs) Industrial Chain

Figure 65. Methodology

Figure 66. Research Process and Data Source

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