

Global Vacation Rental Platforms Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Vacation Rental Platforms market size is expected to reach \$ 54911 million by 2032, rising at a market growth of 14.6% CAGR during the forecast period (2026-2032).

Vacation Rental Platforms are digital, two-sided marketplaces that match accommodation supply (individual hosts, professional property managers, serviced apartments, vacation homes, etc.) with demand (leisure travelers, families/groups, business travelers, and extended-stay guests) and provide end-to-end booking infrastructure?listing discovery, pricing/availability management, reservation workflow, payment collection and payout, reviews, customer support, and dispute handling. In policy and regulatory contexts, the underlying product is often discussed as ?short-term rentals (STR),? generally referring to furnished homes or rooms rented for fewer than 30 days. Platforms typically do not own the inventory; instead, they monetize by facilitating stays and charging service fees tied to booking value while reducing transaction costs through trust, safety, and payment capabilities.

Globally, vacation rental platforms are evolving from ?discovery marketplaces? into full transaction infrastructure. The opportunity is being fueled by the continued digitization of travel spending, rising preference for differentiated stays, and the platform model?s ability to reduce transaction costs so that individuals and small operators can participate at scale. As mobile usage and data capabilities deepen, platforms are investing across search and ranking, dynamic pricing enablement, payments and risk controls, customer support, and dispute workflows?turning fragmented supply into more manageable, standardized inventory and converging further with broader OTA distribution ecosystems.

At the same time, the sector?s biggest risks are increasingly concentrated in compliance and trust. Short-term rental rules are evolving quickly across many jurisdictions, with rising expectations around registration and verification, platform

obligations, and locally inconsistent requirements that increase operating costs and uncertainty for both platforms and hosts/property managers. Sustainable growth therefore depends on stronger identity and fraud controls, higher listing accuracy, clearer responsibility boundaries, and productized support for local compliance?alongside protection and insurance-adjacent mechanisms that help stabilize supply and reputation.

On the demand side, travelers are prioritizing predictable experiences and total-price transparency, with heightened sensitivity to cancellation terms, cleaning and check-in execution, response times, and efficient comparison shopping. On the supply side, operators are leaning into tool-driven operations?calendar and channel synchronization, automated guest messaging, revenue management, and compliance documentation. Competition is shifting from pure customer acquisition toward end-to-end supply quality, fulfillment capability, and compliance execution.

This report studies the global Vacation Rental Platforms demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Vacation Rental Platforms, 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 Vacation Rental Platforms that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Vacation Rental Platforms total market, 2021-2032, (USD Million)

Global Vacation Rental Platforms total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Vacation Rental Platforms total market, key domestic companies, and share, (USD Million)

Global Vacation Rental Platforms revenue by player, revenue and market share 2021-2026, (USD Million)

Global Vacation Rental Platforms total market by Type, CAGR, 2021-2032, (USD Million)

Global Vacation Rental Platforms total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Vacation Rental Platforms 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., HomeToGo SE, Holidu GmbH, Awaze Limited, Oravel Stays Private Limited (OYO Hotels & Homes), Casago Holdings, LLC, Evolve Vacation Rental Network, Inc., AvantStay, Inc., 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 Vacation Rental Platforms 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 Vacation Rental Platforms Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Vacation Rental Platforms Market, Segmentation by Type:

Standalone Hosting Tools

PMS Integrated

Channel Manager Network

Others

Global Vacation Rental Platforms Market, Segmentation by Booking Model:

Agency Model

Merchant Model

Hybrid Model

Global Vacation Rental Platforms Market, Segmentation by Stay Length:

Short Stays

Mid Stays

Extended Stays

Global Vacation Rental Platforms Market, Segmentation by Property Unit:

Entire Home

Private Room

Shared Room

Global Vacation Rental Platforms Market, Segmentation by Application:

Individual Hosts

Professional Property Managers

Hospitality Operators

Companies Profiled:

Airbnb, Inc.

Booking Holdings Inc.

Expedia Group, Inc.

HomeToGo SE

Holidu GmbH

Awaze Limited

Oravel Stays Private Limited (OYO Hotels & Homes)

Casago Holdings, LLC

Evolve Vacation Rental Network, Inc.

AvantStay, Inc.

RedAwning.com, Inc.

Sykes Cottages Ltd

Plu&m Limited (The Plum Guide)

travelstaytion

Alibaba Group Holding Limited

Meituan

Tongcheng Travel Holdings Limited

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

Beijing Kuaipao Information Technology Co., Ltd.

Beijing IUE Technology Co., Ltd.

Key Questions Answered

1. How big is the global Vacation Rental Platforms market?
2. What is the demand of the global Vacation Rental Platforms market?
3. What is the year over year growth of the global Vacation Rental Platforms market?
4. What is the total value of the global Vacation Rental Platforms market?
5. Who are the Major Players in the global Vacation Rental Platforms market?
6. What are the growth factors driving the market demand?

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