

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

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Abstracts

The global Vacation Rental PMS market size is expected to reach \$ 1848 million by 2032, rising at a market growth of 10.3% CAGR during the forecast period (2026-2032).

Vacation Rental PMS is an integrated software system designed for operators of vacation homes, short-term rentals, serviced apartments, villas, aparthotels and other short-stay accommodation assets. It centralizes property listings, calendar availability, reservations, pricing rules, channel distribution, guest messaging, housekeeping, maintenance work orders, payment processing, owner statements, accounting and operating analytics. The system is typically delivered as cloud-based SaaS and connects with online accommodation platforms such as Airbnb, Booking.com, Vrbo and Expedia through direct APIs or channel management integrations. It helps individual hosts, professional short-term rental operators and vacation rental management companies reduce double bookings, improve availability synchronization, strengthen direct booking capability and scale multi-property operations. Major development and commercialization markets include the United States, Canada, Europe, Israel, Australia and key tourism-driven accommodation markets in Asia Pacific, with typical use cases covering urban short stays, apartment rentals, homestays, beach houses, mountain cabins, villas, resorts and serviced apartment operations.

The global Vacation Rental PMS market is evolving from basic listing management into a core digital operating layer for the short-term rental industry. As vacation rentals, urban short stays, serviced apartments and hybrid hospitality formats become more professionalized, operators need to synchronize listings, rates, inventory, reservations and guest data across multiple platforms while also managing automated messaging, check-in instructions, cleaning schedules, maintenance, payment settlement, tax handling and owner reconciliation. Cloud-based systems have lowered adoption

barriers for small hosts, while professional property managers and accommodation groups are driving demand for multi-account permissions, open APIs, automated workflows, revenue management, direct booking websites and cross-region portfolio management. AI-enabled guest communication, dynamic pricing, contactless check-in, performance dashboards and owner portals are becoming important functions for improving operating efficiency and customer retention.

Key market challenges include tighter short-term rental regulation, changes in OTA commission rules, fragmented local lodging taxes, volatility in travel demand and high price sensitivity among small hosts. Because the vacation rental industry is highly seasonal, regional and long-tail in property supply, vendors need to balance standardized software subscriptions with localized compliance, payment, tax and channel connectivity requirements. Future demand will mainly come from three customer groups: small portfolios transitioning from individual hosting to professional operations, regional short-term rental managers operating dozens or hundreds of units, and large accommodation operators integrating vacation rentals, aparthotels and serviced apartments into unified systems. Overall, market growth will be driven by professionalization of short-term rental operations, rising multi-channel distribution complexity, direct booking development and automation-led cost reduction.

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

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

Highlights and key features of the study

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

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

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

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

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

Global Vacation Rental PMS total market by Application, CAGR, 2021-2032, (USD

Million)

This report profiles major players in the global Vacation Rental PMS 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 Guesty, Inc., Hostaway Inc., Lodgify, Hostfully, Inc., Hospitable.com, OwnerRez, Inc., Expedia Group, Inc. (Escapia), Inhabit IQ, Inc. (Streamline), Track Hospitality Software, Planet (Avantio), 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 PMS 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 PMS Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Vacation Rental PMS Market, Segmentation by Type:

Cloud Based SaaS

On Premises or Private Cloud

Hybrid Deployment

Global Vacation Rental PMS Market, Segmentation by Functional Scope:

Full Stack Property Management Platform

PMS With Native Channel Management

Operations Focused PMS

Others

Global Vacation Rental PMS Market, Segmentation by Portfolio Size:

1 to 10 Units

11 to 100 Units

101 to 1000 Units

More Than 1000 Units

Global Vacation Rental PMS Market, Segmentation by Accommodation Type:

Entire Homes and Villas

Apartments and Condominiums

Cabins Cottages and Resort Homes

Serviced Apartments and Aparthotels

Global Vacation Rental PMS Market, Segmentation by Application:

Professional Property Managers

Small Hosts and Individual Owners

Vacation Rental Agencies

Hospitality Groups and Serviced Apartment Operators

Companies Profiled:

Guesty, Inc.

Hostaway Inc.

Lodgify

Hostfully, Inc.

Hospitable.com

OwnerRez, Inc.

Expedia Group, Inc. (Escapia)

Inhabit IQ, Inc. (Streamline)

Track Hospitality Software

Planet (Avantio)

HomeToGo GmbH (Smooibu)

eviivo

Octorate S.r.l.

Icnea

365Villas Ltd.

AirHost Inc.

ONDA Corp.

Hoteliers.Guru Co., Ltd.

Aiosell Technologies Pvt. Ltd.

Huzhou Quandoulaile Network Technology Co., Ltd.

Beijing Zhuzher Information Technology Co., Ltd.

Popup Tech Co., Ltd. (Fullinn)

Key Questions Answered

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

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