

Global Vacation Rentals Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Vacation Rentals market size is expected to reach \$ 135553 million by 2032, rising at a market growth of 3.6% CAGR during the forecast period (2026-2032).

Vacation rentals refer to furnished residential or non-hotel accommodation units offered by individual owners, professional operators or online platforms for daily, weekly or other short-stay use by leisure travelers, business travelers, families and remote workers. Typical formats include entire apartments, houses, villas, holiday homes, cabins, beach properties, urban homestays, serviced residences and selected boutique short-stay properties. The service is generally delivered through online marketplaces, professional property managers or destination operators that integrate listing display, booking, payment, check-in management and guest reviews. Major supply regions include the United States, Europe, China, Japan, Southeast Asia, Australia and leading island or resort destinations, while use cases cover leisure vacations, family trips, group travel, weekend getaways, event and exhibition stays, workations and flexible medium-term accommodation.

The global vacation rental market is moving from platform-led expansion toward professionalization, compliance and experience-led upgrading. Rising consumer preference for privacy, family and group travel, immersive destination experiences and flexible stay lengths has made vacation rentals a stable complement to hotels. The growing maturity of online booking platforms, mobile payments, dynamic pricing, smart locks, remote customer service and standardized cleaning and maintenance is improving operating efficiency and traveler trust. Europe and North America remain important revenue bases and premium supply centers, while China, Japan, Southeast Asia and India are benefiting from domestic tourism, cross-border recovery, middle-class consumption and mobile internet penetration. Event travel, festivals, exhibitions,

ski trips, beach holidays, countryside escapes and drive-to leisure demand also allow vacation rentals to absorb overflow demand when hotel supply is tight or hotel rates rise.

Key challenges include tighter regulation, housing-supply concerns, tax compliance, neighborhood noise and safety responsibilities, platform commission pressure and uneven listing quality. Some cities in Europe and North America have strengthened registration, data-sharing, operating-day limits and tax rules, pushing the industry from fragmented individual hosting toward professional operators, branded management and compliant asset portfolios. On the demand side, family travel, group stays, pet-friendly properties, remote-work stays, extended leisure trips and premium villas continue to expand, while guests increasingly expect both home-like space and hotel-grade service standards. Future competition will depend less on listing volume alone and more on compliance capability, destination coverage, price management, cleaning and maintenance, customer service, direct-booking capability and differentiated experience design, giving platforms and operators with scalable operations and localized service capabilities a stronger long-term position.

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

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

Highlights and key features of the study

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

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

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

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

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

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

This report profiles major players in the global Vacation Rentals 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., Expedia Group, Inc., Booking Holdings Inc., HomeToGo SE, Awaze Vacation Rentals Ltd, Holidu GmbH, Sykes Cottages Ltd, Plum Guide Ltd, Casago Holdings, LLC, 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 Rentals 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 Rentals Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Vacation Rentals Market, Segmentation by Type:

Offline Booking

Online Booking

Global Vacation Rentals Market, Segmentation by Price Point:

Economy

Mid Range

Luxury

Global Vacation Rentals Market, Segmentation by Rental Unit Type:

Entire Home

Private Room

Others

Global Vacation Rentals Market, Segmentation by Destination Setting:

Urban Destination

Coastal and Island Destination

Mountain and Rural Destination

Other

Global Vacation Rentals Market, Segmentation by Application:

Home and Villa

Apartment and Condo

Resort and Condominium Residence

Others

Companies Profiled:

Airbnb, Inc.

Expedia Group, Inc.

Booking Holdings Inc.

HomeToGo SE

Awaze Vacation Rentals Ltd

Holidu GmbH

Sykes Cottages Ltd

Plum Guide Ltd

Casago Holdings, LLC

AvantStay, Inc.

Evolve Vacation Rental Network, Inc.

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

Beijing Kuaipao Informational Technology Co., Ltd.

Beijing IUE Technology Co., Ltd.

Meituan

Rakuten STAY, Inc.

matsuri technologies Inc.

Ame Kaze Taiyo, Inc.

Wehome Inc.

Yanolja Co., Ltd.

AsiaYo Co., Ltd.

Traveloka

Villa Finder Pte. Ltd.

PRISM, formerly Oravel Stays Limited

StayVista

Key Questions Answered

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

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