

Serviced Apartment Market Size, Share & Trends Analysis Report By Type (Long-Term, Short-Term), By End Use (Corporate/Business Traveler, Leisure Traveler, Expats & Relocators), By Traveler Type, By Booking Mode, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global serviced apartment market size was estimated at USD 132.22 billion in 2025 and is projected to reach USD 434.04 billion by 2033, growing at a CAGR of 16.9% from 2026 to 2033. The market continues to strengthen as travelers increasingly favor flexible, long-stay accommodation formats that combine residential comfort with professional hospitality standards.

This shift has been particularly visible across the European serviced apartment market, where demand is supported by cross-border corporate mobility, project-based employment, and extended leisure stays. According to an article published by HospitalityNet in August 2025, serviced apartments across Europe demonstrated stronger operational resilience than traditional hotels, with occupancy recovery supported by longer average lengths of stay and consistent weekday demand from corporate travelers. This resilience has translated into steady improvements in serviced apartment RevPAR, supported by stable corporate contracts and reduced exposure to short-term leisure volatility. As a result, operators in the European market continue to prioritize centrally located assets that appeal to executives, consultants, and relocating professionals seeking cost efficiency, privacy, and space.

Within Europe, country-level markets are showing differentiated growth patterns. The Italy serviced apartment market has benefited from the return of international business

travel alongside a rebound in long-stay leisure demand in major commercial and tourism hubs. Serviced apartments in Italy are increasingly positioned as an alternative to traditional hotels for stays exceeding one week, supporting a gradual increase in the average daily rate (ADR) for serviced apartments, particularly in urban centers with strong corporate presence. The Italy serviced apartment industry has also attracted investor interest due to lower labor intensity and more predictable operating costs compared with full-service hotels, reinforcing its appeal within diversified hospitality portfolios. These factors continue to support sustained demand and stable performance across Italy's key serviced apartment destinations.

In North America, performance trends closely align with broader dynamics in extended-stay accommodation. According to JLL's U.S. Select-Service and Extended-Stay Hotel Outlook 2025, extended-stay formats have outperformed traditional lodging categories, with RevPAR levels exceeding pre-pandemic benchmarks. This trend directly supports growth in the U.S. serviced apartment market, where demand is driven by corporate travel, employee relocation, project-based work, and longer assignment durations. High occupancy stability and longer stays have supported consistent serviced apartment RevPAR growth, while disciplined supply additions have helped sustain serviced apartment average daily rate (ADR) levels. The U.S. serviced apartment industry continues to benefit from its alignment with corporate housing needs and extended-stay demand, reinforcing its position as a core accommodation segment rather than a niche alternative.

In Asia Pacific, gateway markets further highlight the relevance of serviced apartments in global business hubs. The Hong Kong serviced apartment market has long been supported by financial services, consulting, and regional headquarters operations, which generate sustained long-stay demand. As cross-border business travel normalized, the Hong Kong serviced apartment industry experienced renewed occupancy momentum, particularly from expatriates and senior executives, supporting a gradual recovery in serviced apartment average daily rate (ADR). Operators continue to emphasize premium locations, service consistency, and flexible lease structures to maintain competitiveness, positioning serviced apartments as a preferred accommodation option for stays of more than one month.

Across regions, performance metrics underline the structural strength of the sector. Compared with traditional hotels, serviced apartments benefit from longer average stays, lower guest turnover, and reduced operational volatility, resulting in more stable RevPAR outcomes over time. While rate growth may be more measured than in luxury hotel segments, the consistency of serviced apartment average daily rate (ADR) and

occupancy supports attractive risk-adjusted returns for owners and investors. This stability is particularly evident across the Europe and the U.S. markets, where demand is anchored by corporate travel rather than seasonal leisure fluctuations.

Global Serviced Apartment Market Report Segmentation

This report forecasts volume & revenue growth at the global, regional & country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the serviced apartment market report based on type, end use, booking mode, traveler type, and region.

Type Outlook (Volume, Number of Rooms; Revenue, USD Billion, 2021 - 2033)

Long-Term (>30 Nights)

Short-Term (<30 Nights)

End Use Outlook (Volume, Number of Rooms; Revenue, USD Billion, 2021 - 2033)

Corporate/Business Traveler

Leisure Traveler

Expats and Relocators

Others

Booking Mode Outlook (Volume, Number of Rooms; Revenue, USD Billion, 2021 - 2033)

Direct Booking

Online Travel Agencies

Corporate Contracts

Others

Traveler Type Outlook (Volume, Number of Rooms; Revenue, USD Billion, 2021 - 2033)

Domestic

International

Regional Outlook (Volume, Number of Rooms; Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

Japan

India

Central & South America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

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