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Global Homestay Booking Platform Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Homestay Booking Platform market size is predicted to grow from US$ 184890 million in 2025 to US$ 319790 million in 2032; it is expected to grow at a CAGR of 8.3% from 2026 to 2032.

Homestay booking platforms are online services that help users find, compare, and book a variety of personalized accommodations, including B&Bs, apartments, guesthouses, and short-term rentals. The platform aggregates accommodation information provided by landlords, displaying photos, prices, locations, and user reviews. Users can filter and place orders based on their travel needs. Compared to traditional hotel booking platforms, homestay platforms emphasize localized experiences, diverse styles, and interpersonal interaction, making them widely used for independent travel, family trips, and short-term business trips.

In recent years, the homestay booking platform market has continued to expand, becoming a vital supplement to the traditional hotel industry. As younger consumers increasingly favor personalized, social, and local cultural experiences in their travels, homestays, as alternative accommodations, are becoming increasingly popular. By improving the standardization of listings, strengthening credit systems, and enhancing service guarantees, platforms have effectively alleviated user concerns about hygiene and safety, driving a steady increase in booking conversion rates. In particular, the rise in domestic travel, self-driving tours, and short trips to nearby areas has driven the rapid development of county-level homestays and rural travel products, further expanding the platform's market potential in lower-tier cities.

However, the homestay booking platform market also faces structural challenges. On the one hand, incomplete regulation and lack of transparency in listing information in

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some regions undermine user trust. On the other hand, intensified competition among numerous platforms is driving up customer acquisition costs. Platforms are accelerating their transition from "matchmaking" to "service integration," developing comprehensive capabilities in digital homestay management, operational training, and brand empowerment. Furthermore, the application of technologies such as AI recommendations, intelligent pricing, and dynamic inventory management will become key areas for improving user engagement and platform efficiency. It is expected that in the future, leading platforms will further widen the competitive gap with small and medium-sized platforms through strong operations and differentiated product layout.

LPI (LP Information)' newest research report, the “Homestay Booking Platform Industry Forecast” looks at past sales and reviews total world Homestay Booking Platform sales in 2025, providing a comprehensive analysis by region and market sector of projected Homestay Booking Platform sales for 2026 through 2032. With Homestay Booking Platform sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Homestay Booking Platform industry.

This Insight Report provides a comprehensive analysis of the global Homestay Booking Platform landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Homestay Booking Platform portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Homestay Booking Platform market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Homestay Booking Platform and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Homestay Booking Platform.

This report presents a comprehensive overview, market shares, and growth opportunities of Homestay Booking Platform market by product type, application, key players and key regions and countries.

Segmentation by Type:

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Boutique B&B (?$500)

Regular B&B (?$500)

Segmentation by Business Model:

C2C

B2C

Segmentation by Service Type:

Entire Unit Rental

Shared Unit Rental

Segmentation by Application:

Personal

Family

Team

This report also splits the market by region:

Americas

United States

Canada

Mexico

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- Brazil

APAC

- China
- Japan
- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel
- Turkey

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GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Airbnb

Beijing Kuaipao Informational Technology

Yiyunyou Network Technology(Beijing)

Tujia Online

Ctrip

Trivago

MakeMyTrip

OYO

Yatra

Booking Holdings

Hotels

Beijing Sankuai Technology

Beijing IUE Technology

Agoda

Expedia

Onehome

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Daxiang Minsu

Locals

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