

Global Short-Term Vacation Rentals (STRs) Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Short-Term Vacation Rentals (STRs) market size is predicted to grow from US\$ 145955 million in 2025 to US\$ 327772 million in 2032; it is expected to grow at a CAGR of 12.4% from 2026 to 2032.

Short-Term Vacation Rentals, or STRs, refer to accommodation services in which residential homes, apartments, villas, holiday homes, cabins, serviced apartments and other non-traditional hotel properties are rented to leisure, business, family, group and remote-work travelers for short stays, typically for fewer than 30 days, through online platforms, branded operators or professional property managers. The business structure generally includes property acquisition or onboarding, regulatory registration, online listing and booking, dynamic pricing, check-in management, cleaning and maintenance, guest services, and payment settlement. Major production and service markets are concentrated in the United States, Europe, China, Japan, India, Southeast Asia, Australia and Latin America, with key use cases including city stays, weekend trips, family vacations, resort stays, event accommodation, workcations and temporary relocation.

The global short-term vacation rental market is moving from rapid penetration toward a more scaled, professionalized and regulated development stage. Growth is mainly driven by the recovery of travel demand, rising family and group travel, stronger consumer preference for private space and local experiences, the normalization of remote work and workcation behavior, and the efficiency gains brought by digital platforms in search, payment, reviews, dynamic pricing and self check-in. Compared with traditional hotels, STRs offer advantages in space, privacy, kitchens, laundry facilities and flexible stay formats, especially for group travel, long weekends, resort destinations and medium-to-long stays. North America remains the largest regional

market, Europe maintains mature and diversified demand across urban and leisure destinations, while Asia Pacific is becoming a faster-growing region supported by tourism consumption upgrades in China, Japan, India and Southeast Asia.

Key challenges include tighter regulation, housing affordability concerns, tax and licensing requirements, neighborhood disturbance and safety compliance risks, as well as occupancy pressure in some popular urban and resort markets where supply has expanded rapidly. Downstream demand is evolving along two main lines: consumers are continuing to shift from standardized hotel stays toward more flexible, experience-oriented and space-rich accommodation, with strong growth in family travel, group travel, medium-length stays of four to six nights, and longer stays of 14 to 30 nights; at the same time, competition is shifting from listing volume to service quality, ratings, location, differentiated design and professional operating capability. Leading platforms and property operators are improving conversion through brand trust, dynamic pricing, membership traffic and localized services. The market still has room for expansion, but future growth quality will depend more on compliant supply, operating efficiency and high-experience properties than on simple listing growth.

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

This Insight Report provides a comprehensive analysis of the global Short-Term Vacation Rentals (STRs) 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 Short-Term Vacation Rentals (STRs) portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Short-Term Vacation Rentals (STRs) market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Short-Term Vacation Rentals (STRs) 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 Short-Term Vacation Rentals (STRs).

This report presents a comprehensive overview, market shares, and growth opportunities of Short-Term Vacation Rentals (STRs) market by product type, application, key players and key regions and countries.

Segmentation by Type:

Self Service Rentals

Managed Standard Rentals

Serviced Short Term Rentals

Others

Segmentation by Accommodation Type:

Apartments and Condominiums

Homes and Villas

Resorts and Branded Residences

Unique Stays and Others

Segmentation by Booking Channel:

Online Travel Agencies and Marketplaces

Direct Booking Websites

Property Manager and Local Agent Channels

Offline Channels and Others

Segmentation by Operator Type:

Individual Hosts

Professional Property Managers

Branded Hospitality Operators

Others

Segmentation by Application:

Individual Leisure Travelers

Family and Group Travelers

Business and Bleisure Travelers

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

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, Inc.

Booking Holdings Inc.

Expedia Group, Inc.

Marriott International, Inc.

Casago International LLC

Evolve Vacation Rental Network, Inc.

HomeToGo SE

Awaze

Holidu GmbH

Sykes Holiday Cottages Ltd

Groupe Pierre & Vacances-Center Parcs

Accor S.A.

GuestReady AG

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

Beijing Kuaipao Information Technology Co., Ltd.

Beijing Aiyouyi Technology Co., Ltd.

Rakuten STAY, Inc.

Ame Kaze Taiyo, Inc.

STAYFOLIO Co., Ltd.

AsiaYo Co., Ltd.

PT Traveloka Indonesia

Tripvillas Pte. Ltd.

Luxe Nomad Pte Ltd

PRISM

ELIVAAS

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