

Global Vacation Rental PMS Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Vacation Rental PMS market size is predicted to grow from US\$ 900 million in 2025 to US\$ 1819 million in 2032; it is expected to grow at a CAGR of 10.9% from 2026 to 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.

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

This Insight Report provides a comprehensive analysis of the global Vacation Rental PMS 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 Vacation Rental PMS portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Vacation Rental PMS market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Vacation Rental PMS 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 Vacation Rental PMS.

This report presents a comprehensive overview, market shares, and growth opportunities of Vacation Rental PMS market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cloud Based SaaS

On Premises or Private Cloud

Hybrid Deployment

Segmentation by Functional Scope:

Full Stack Property Management Platform

PMS With Native Channel Management

Operations Focused PMS

Others

Segmentation by Portfolio Size:

1 to 10 Units

11 to 100 Units

101 to 1000 Units

More Than 1000 Units

Segmentation by Accommodation Type:

- Entire Homes and Villas
- Apartments and Condominiums
- Cabins Cottages and Resort Homes
- Serviced Apartments and Aparthotels

Segmentation by Application:

- Professional Property Managers
- Small Hosts and Individual Owners
- Vacation Rental Agencies
- Hospitality Groups and Serviced Apartment Operators

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.

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)

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