

Asia Pacific Vacation Rental Market By Accommodation Type (Apartments, Resort/Condominium, Home, Others), By Booking Mode (Online, Offline), By Country, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

The Asia Pacific Vacation Rental Market was valued at USD 36.49 billion in 2024 and is projected to reach USD 73.94 billion by 2030, growing at a CAGR of 12.55% during the forecast period. The market is expanding rapidly due to increased travel and accommodation spending, rising consumer awareness, and a growing variety of rental options. Vacation rentals serve as appealing alternatives to traditional hotels, accommodating leisure, business, and extended stays. Technological innovations, including mobile apps and online booking platforms, have enhanced user convenience and boosted market penetration. The sector positively impacts local tourism economies and presents profitable opportunities for property owners. As travelers increasingly prioritize authentic and customized travel experiences, the demand for vacation rentals continues to rise, shaping the market to align with evolving preferences.

Key Market Drivers

Increase in Disposable Incomes and Rising Middle-Class Population

The steady rise in disposable income, particularly across emerging markets like China, India, and Southeast Asia, is a major driver of the Asia Pacific vacation rental market. As the middle-class population grows, more individuals and families now have the financial ability to travel, creating higher demand for comfortable and cost-effective lodging solutions. Vacation rentals offer spacious, affordable accommodations that are ideal for families and group travelers, especially for longer stays. These properties often

provide a more homely and flexible environment than traditional hotels, appealing to a growing demographic that values convenience, privacy, and personalized experiences. With upward economic mobility and increased spending power, vacation rentals are becoming the preferred choice among travelers looking for quality and affordability in their travel experiences.

Key Market Challenges

Regulatory and Legal Challenges

The absence of uniform regulations across the Asia Pacific region poses a significant challenge for the vacation rental market. Regulations governing short-term rentals vary greatly by country and even by city, creating confusion and compliance hurdles for both hosts and guests. In some countries like Japan and China, increasingly strict regulations have limited the number of properties that can be legally rented on a short-term basis. Issues such as zoning restrictions, licensing requirements, and taxation complicate the legal landscape. These regulatory barriers discourage new property owners from entering the market and can result in supply shortages. Additionally, concerns about the impact of short-term rentals on housing availability and urban development have prompted local authorities to implement restrictive measures. This fragmented regulatory environment may slow the market's expansion and lead to inconsistent service availability across the region.

Key Market Trends

Growth of Luxury Vacation Rentals

A key trend gaining momentum in the Asia Pacific vacation rental market is the growing interest in luxury accommodations. As disposable incomes rise, especially in countries such as China, Japan, and India, travelers are increasingly seeking premium, personalized experiences. High-end vacation rentals—such as beachfront villas, mountain lodges, and upscale city apartments—are becoming popular for their superior amenities, exclusivity, and bespoke services. These properties cater to affluent travelers, including families, celebrities, and corporate clients, offering experiences that traditional hotels often cannot match. Popular destinations such as Bali, Phuket, and the Maldives are witnessing strong demand for luxury rentals. Platforms like Airbnb Luxe and Vrbo have expanded their portfolios to include properties that feature private chefs, concierge services, and curated travel experiences. This trend is driven by high-net-worth individuals and experience-focused travelers who are willing to pay a

premium for privacy, comfort, and unique stays.

Key Market Players

Airbnb Inc.

Booking Holdings Inc.

Expedia Group Inc.

Hotelplan Holding AG

MakeMyTrip Pvt. Ltd.

NOVASOL AS

Oravel Stays Pvt. Ltd.

TripAdvisor Inc.

Wyndham Destinations Inc.

9flats.com Pte Ltd.

Report Scope:

In this report, the Asia Pacific Vacation Rental Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Asia Pacific Vacation Rental Market, By Accommodation Type:

Apartments

Resort/Condominium

Home

Others

Asia Pacific Vacation Rental Market, By Booking Mode:

Online

Offline

Asia Pacific Vacation Rental Market, By Country:

China

India

Japan

South Korea

Thailand

Rest of Asia Pacific

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Asia Pacific Vacation Rental Market.

Available Customizations:

Asia Pacific Vacation Rental Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. ASIA PACIFIC VACATION RENTAL MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Accommodation Type (Apartments, Resort/Condominium, Home, Others)

5.2.2. By Booking Mode (Online, Offline)

5.2.3. By Country

5.2.4. By Company (2024)

5.3. Market Map

6. CHINA VACATION RENTAL MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Accommodation Type

6.2.2. By Booking Mode

7. INDIA VACATION RENTAL MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Accommodation Type

7.2.2. By Booking Model

8. JAPAN VACATION RENTAL MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Accommodation Type

8.2.2. By Booking Mode

9. SOUTH KOREA VACATION RENTAL MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Accommodation Type

9.2.2. By Booking Mode

10. THAILAND VACATION RENTAL MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Accommodation Type

10.2.2. By Booking Mode

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

12.1. Merger & Acquisition (If Any)

12.2. Product Launches (If Any)

12.3. Recent Developments

13. PORTERS FIVE FORCES ANALYSIS

13.1. Competition in the Industry

13.2. Potential of New Entrants

13.3. Power of Suppliers

13.4. Power of Customers

13.5. Threat of Substitute Products

14. COMPETITIVE LANDSCAPE

14.1. Company Profiles

14.1.1. Airbnb Inc.

14.1.1.1. Business Overview

14.1.1.2. Company Snapshot

14.1.1.3. Products & Services

14.1.1.4. Financials (As Per Availability)

14.1.1.5. Key Market Focus & Geographical Presence

14.1.1.6. Recent Developments

14.1.1.7. Key Management Personnel

14.1.2. Booking Holdings Inc.

- 14.1.3. Expedia Group Inc.
- 14.1.4. Hotelplan Holding AG
- 14.1.5. MakeMyTrip Pvt. Ltd.
- 14.1.6. NOVASOL AS
- 14.1.7. Oravel Stays Pvt. Ltd.
- 14.1.8. TripAdvisor Inc.
- 14.1.9. Wyndham Destinations Inc.
- 14.1.10. 9flats.com Pte Ltd.

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

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