# Short Term Vacation Rental Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Hotels, Accommodation & Resorts (Hospitality & Tourism)
> **Source:** [https://www.mordorintelligence.com/industry-reports/short-term-vacation-rental-market](https://www.mordorintelligence.com/industry-reports/short-term-vacation-rental-market)
> **Scraped Date:** 2026-09-17

## Executive Market Summary

| Market Metric | Details |
| :--- | :--- |
| **Base Market Size** | USD 145.73 billion |
| **Projected Forecast (2031)** | USD 145.73 billion |
| **Growth Rate (CAGR)** | 10.86 % |
| **Largest Market Region** | N/A |
| **Fastest-Growing Region** | N/A |

## Market Visualizations & Infographics

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![Major players in Short Term Vacation Rental industry](images/chart_2.png)

![Short Term Vacation Rental Market (2025 - 2030)](images/chart_3.png)

![Short Term Vacation Rental Market: Market Share by Accommodation Type, 2025](images/chart_4.png)

![Short Term Vacation Rental Market: Market Share by Booking Channel, 2025](images/chart_5.png)

![Short Term Vacation Rental Market Concentration](images/chart_6.png)

![Icon](images/chart_7.png)

![footer background image](images/chart_9.png)

![Mordor Intelligence on Facebook](images/chart_11.svg)

![Mordor Intelligence on Pinterest](images/chart_13.svg)

![Mordor Intelligence on Instagram](images/chart_14.svg)

![ESOMAR](images/chart_16.png)

![GPTW](images/chart_18.png)
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## Comprehensive Research Analysis

### Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2020 - 2031 |
Market Size (2026) | USD 145.73 Billion |
Market Size (2031) | USD 244.13 Billion |
Growth Rate (2026 - 2031) | 10.86 % |
Fastest Growing Market | Asia Pacific |
Largest Market | North America |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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### Market Overview

Short Term Vacation Rental Market Analysis by Mordor IntelligenceThe short-term vacation rental market size is expected to grow from USD 131.45 billion in 2025 to USD 145.73 billion in 2026 and is forecast to reach USD 244.13 billion by 2031 at 10.86% CAGR over 2026-2031. Demand is lifted by platform consolidation, transparent fee regulation, and host tools that streamline listing management and guest support. Remote work normalization lengthens average stays while artificial-intelligence pricing engines raise occupancy and nightly rates. Recovery in leisure and bleisure travel, together with rising acceptance of alternative lodging across emerging economies, sustains a broad booking pipeline. Competitive intensity is tempered by regulatory standardization that encourages compliance yet raises costs for smaller hosts. These forces combine to keep the short-term vacation rental market on a strong expansion path.

Key Report Takeaways* By accommodation type, apartments and condominiums held 47.92% of the short-term vacation rental market share in 2025, while unique stays are projected to grow at 14.32% CAGR to 2031.
* By booking channel, online travel agencies captured 64.75% revenue in 2025; property-manager platforms record the highest forecast CAGR at 14.55% through 2031 in the short term vacation rental market.
* By guest type, leisure travelers accounted for 44.10% of bookings in 2025, whereas digital nomads and remote workers expanded the fastest at 14.05% CAGR to 2031 in the short-term vacation rental market.
* By geography, North America led with 38.25% revenue share in 2025, yet Asia-Pacific is poised for 13.86% CAGR between 2026 and 2031 in the short-term vacation rental market.
* Top 5 players such as Airbnb, Inc., Booking Holdings Inc. , Expedia Group, Inc., Trip.com Group Ltd., and Vacasa hold major market share in 2024.

### Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Short Term Vacation Rental Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
Platform-led supply expansion | +2.8% | Global, with strongest impact in North America & Europe | Medium term (2-4 years) |
Authentic-local experience preference | +2.1% | Global, particularly strong in Asia-Pacific & Latin America | Long term (≥ 4 years) |
Remote work and digital-nomad stays | +1.9% | North America & EU core, expanding to APAC | Medium term (2-4 years) |
Post-pandemic tourism rebound | +1.7% | Global, with recovery variations by region | Short term (≤ 2 years) |
AI-driven dynamic pricing adoption | +1.4% | North America & Europe initially, global expansion | Medium term (2-4 years) |
City–platform data-sharing pacts | +0.8% | Europe & select North American cities | Long term (≥ 4 years) |
Source: Mordor Intelligence |

### Competitive Landscape

Competitive Landscape

The top five platforms—Airbnb, Booking Holdings, Expedia Group, Trip.com Group, and Vacasa—collectively command a sizable portion of global bookings, yet thousands of regional property managers and specialty channels retain meaningful share. Each major player invests heavily in artificial-intelligence pricing, guest-verification technology, and app-based loyalty perks to lock in both supply and demand. Airbnb’s integration of HotelTonight displays adjacency moves into boutiqu e hotels, blurring lines between accommodation formats.

Consolidation is accelerating. HomeToGo’s agreement to acquire Interhome bolsters European inventory breadth, while Casago’s USD 128.6 million purchase of Vacasa signals that private capital sees upside in integrated property service platforms. AvantStay’s step into full-service hotels showcases hybrid models that combine hotel-grade operations with home-style layouts. Amid these shifts, niche disruptors emphasize carbon-neutral stays, pet-friendly filtering, or blockchain identity verification, squeezing differentiation for larger incumbents.

Operational excellence is paramount. Hosts adopting AI-driven dynamic pricing record occupancy gains and improved rev-par, reinforcing the value proposition of enterprise software partners. Insurance consortiums negotiated by manager brands lower individual policy costs, adding another moat. Given that the five largest companies do not yet surpass 70% combined share, the market retains moderate concentration and ample entry points for innovative challengers.

Short Term Vacation Rental Industry Leaders* Airbnb, Inc

* Booking Holdings Inc

* Expedia Group, Inc

* Trip.com Group Ltd.

* Vacasa, LLC

* *Disclaimer: Major Players sorted in no particular order


### Component Component 3 Scope Of The Report Bottom

Global Short Term Vacation Rental Market Report ScopeThe short-term vacation rental market is defined as a segment of the hospitality industry where private residences, such as homes, apartments, or individual rooms, are rented to travelers for brief periods, typically less than 30 days.

The Short-Term Vacation Rental Market is segmented by accommodation type, price range, booking channel, and region. By accommodation type, the market is segmented into apartments, villas, cottages, houses, cabins, and condos. By price range, the market is segmented into budget, mid-range, and luxury. By booking channel, the market is segmented into online travel agencies, direct bookings (via host websites), and offline channels. By region, the market is segmented into North America, Europe, Asia-Pacific, Latin America, and the Middle East & Africa. The report offers market size and forecasts in terms of value (USD) for all the above segments.

Segmentation OverviewBy Accommodation TypeApartments / Condominiums |
Homes / Villas |
Cabins / Cottages |
Unique Stays (Treehouses, Boats, Yurts) |

### Segmentation Accordion Item

By GeographyNorth America | Canada |
 | United States |
 | Mexico |
South America | Brazil |
 | Peru |
 | Chile |
 | Argentina |
 | Rest of South America |

| | |
|---|---|
| Asia-Pacific | India |
| | China |
| | Japan |
| | Australia |
| | South Korea |
| | South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, and Philippines) |
| | Rest of Asia-Pacific |
| Europe | United Kingdom |
| | Germany |
| | France |
| | Spain |
| | Italy |
| | BENELUX (Belgium, Netherlands, and Luxembourg) |
| | NORDICS (Denmark, Finland, Iceland, Norway, and Sweden) |
| | Rest of Europe |
| Middle East and Africa | United Arab Emirates |
| | Saudi Arabia |
| | South Africa |
| | Nigeria |
| | Rest of Middle East and Africa |

## Frequently Asked Questions

#### What is the current value of the short term vacation rental market?

The market reached USD 145.73 billion in 2026.

#### How fast is the short term vacation rental market expected to grow?

It is forecast to expand at an 10.86% CAGR, reaching USD 244.13 billion by 2031.

#### Which accommodation type is growing the fastest?

Unique stays such as treehouses and houseboats are projected at a 14.32% CAGR through 2031.

#### Why are property manager platforms gaining traction?

They deliver revenue optimization, compliance automation, and guest-experience tools, outpacing other channels with 14.55% forecast CAGR.

#### Which region will contribute most to future growth?

Asia-Pacific leads with a projected 13.86% CAGR thanks to rising disposable incomes and tourism infrastructure development.

#### What years does this Short Term Vacation Rental Market cover, and what was the market size in 2025?

In 2025, the Short Term Vacation Rental Market size was estimated at USD 145.73 billion. The report covers the Short Term Vacation Rental Market historical market size for years: 2020, 2021, 2022, 2023, 2024 and 2025. The report also forecasts the Short Term Vacation Rental Market size for years: 2026, 2027, 2028, 2029, 2030 and 2031.