

Short Term Rentals trends from Lighthouse

June 2024

VisitBritain/VisitEngland Research



June 2024 | Month on month dips across several performance metrics as we reach the end of Q2, however supply continues to accelerate

- At the end of Q2 2024, we can see **some dips in the number of nights reserved**, occupancy rates, and average revenue earned from short term rental properties month on month. However, supply and ADR continue to grow.
- Occupancy rates **remain down year on year** and vs. 2019, and are not currently moving closer to matching those levels.
- Looking across the UK, all nations and regions are seeing **growth in the supply of short term rental properties**, apart from Scotland. The North East and West Midlands continue to display some of the strongest growth rates across metrics.
- **Manchester** and **Glasgow** saw increases in popularity between May and June, with Saudi Arabia, Belgium and Qatar seeing the most growth among key inbound markets.

About this data

Lighthouse (formerly Transparent Intelligence) track over 35 million vacation rental listings worldwide and maintain a proprietary database of hundreds of thousands of reservations tracked by month. Listings on the four major short term rental platforms are tracked: Airbnb, Booking.com, Vrbo and TripAdvisor. Listings data is deduplicated when the same property is being advertised on more than one platform.

The UK Government defines a short term rental property as *‘a dwelling, or part of a dwelling, provided by a host to a guest, for use as accommodation other than the guest’s only or principal residence, in return for payment, in the course of a trade or business carried on by the host’*.

VisitBritain/VisitEngland receives this data on a monthly level, with metrics covering the overall supply of short term rental properties across the UK, as well as a selection of performance metrics. We are also able to gather some learnings about the types of trips taking place. Historical data is available back to 2019, with future performance also available for up to 1 year in the future. We have limited future performance data shown in this report to three months in the future in order to ensure reliability, based on guidance from Lighthouse.

Caveats for Lighthouse data:

- Lighthouse estimates that roughly 20% of the global demand for accommodation in 2021 was driven by short-term rentals, meaning that the data in this report should ideally be considered in tandem with insights that VisitBritain/VisitEngland receives from STR on the [performance of serviced accommodation](#) in England in order to gain a fuller picture.
- Please note that all data in this report is based on listings from Airbnb, Booking.com, Vrbo, and TripAdvisor, apart from guest origin data from slides 16-19, which is from Airbnb only.
- Patterns in supply and performance may be impacted by existing regulations relevant to the short term rental sector which currently differ across the UK. Read more on regulations in [Scotland](#) and [London](#), and the soon to be established registration scheme [across England](#).

This report can be freely shared, as long as Lighthouse is cited as the source.

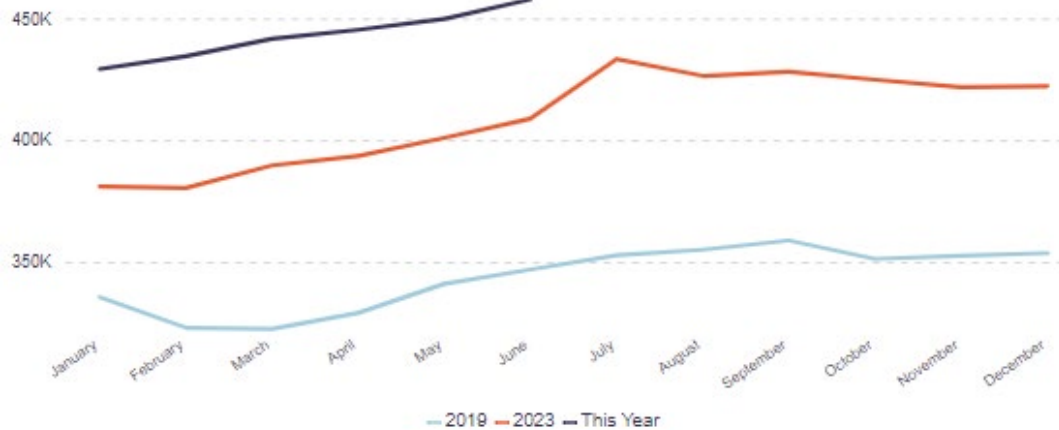
This report is based on data which is up to date as of the end of June 2024.

Latest trends

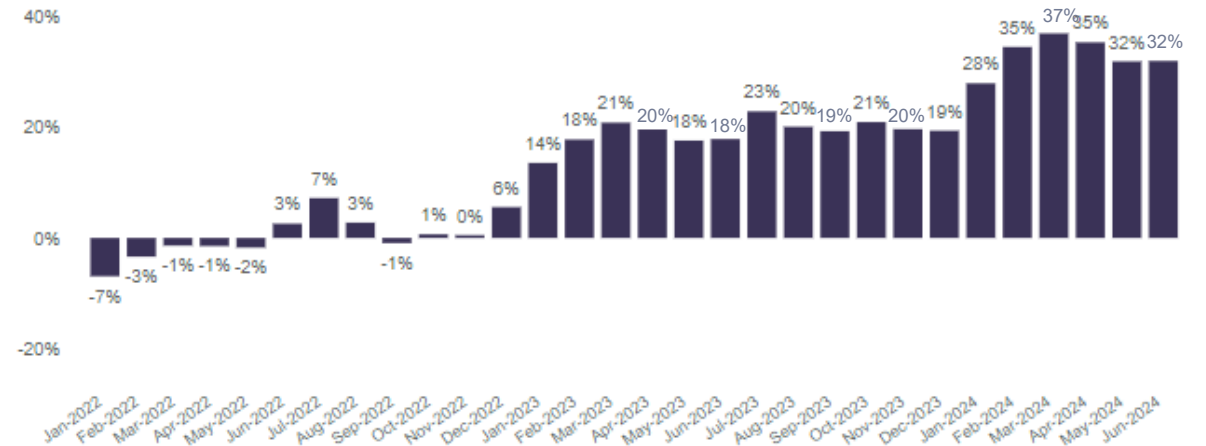


Supply | Overall volumes increased throughout Q2

Total supply of short term rental properties in the UK (000s)



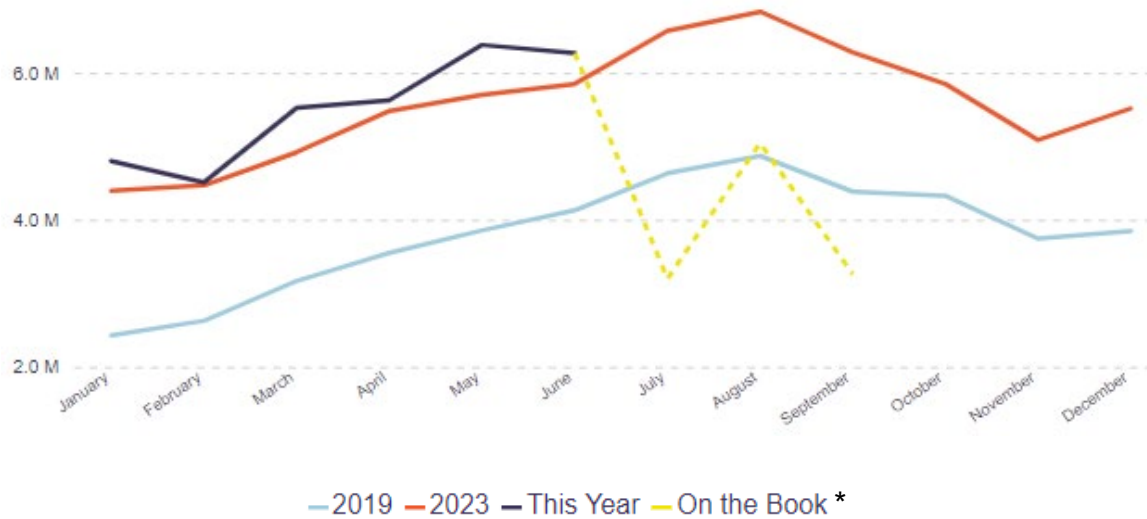
Percentage change in supply of short term rental properties vs. 2019



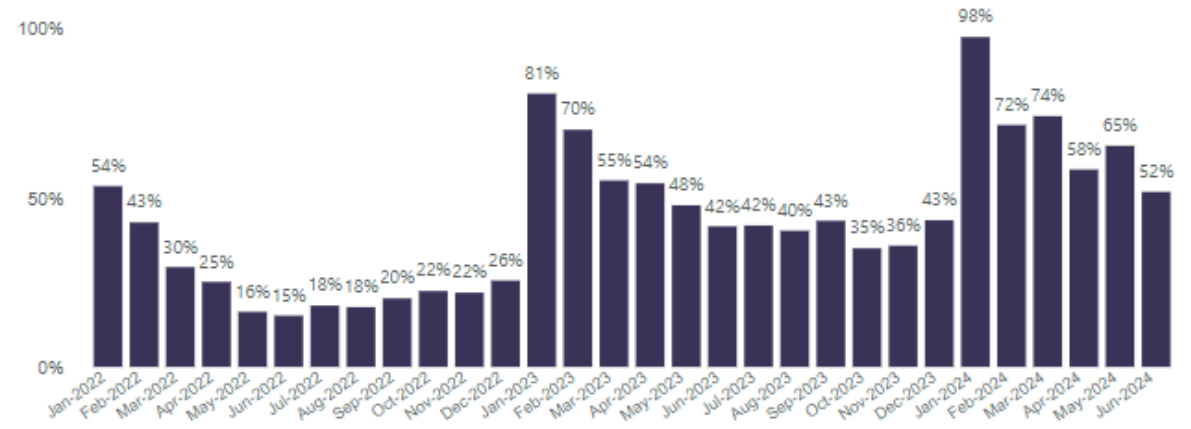
- The supply of short term rental properties across the UK continues to remain above 2019 levels, however May and June saw a slight slow down in growth compared to earlier in the year.
- Growth vs. 2019 maintained at 32% vs. 2019 in May and June, with over 457,000 short term rental properties across the UK in June.

Reserved nights | Volume of nights dips slightly between May and June

Total nights reserved in short term rental properties in the UK (millions)



Growth in nights reserved in short term rental properties vs. 2019

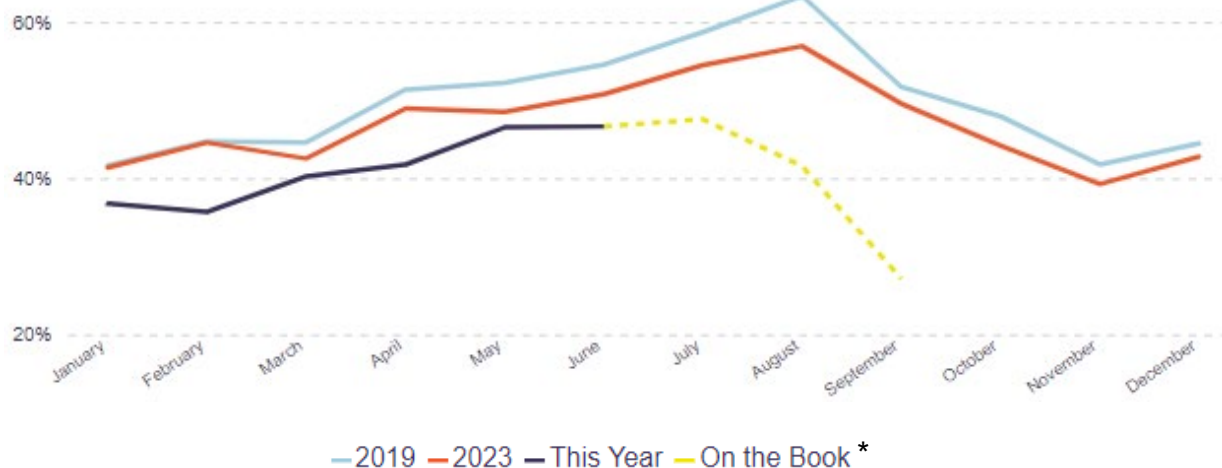


- January 2024 saw a particularly strong boost in the volume of nights reserved, at 98% growth vs. 2019, but slower growth has been seen in subsequent months within 2024.
- 6.3 million nights were reserved in short term rental properties in June. Looking to the months ahead, 3.3 million nights have been reserved for September 2024 as of the end of June 2024.

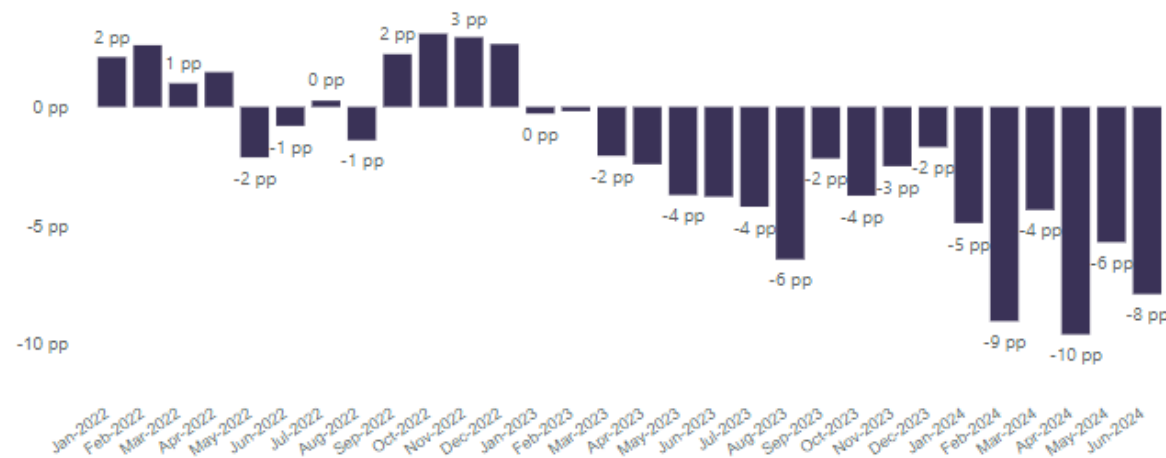
*Nights already reserved for future months as of June 2024. We can expect volumes to increase in the future as more bookings are made.

Occupancy | Occupancy rates still down year on year

Occupancy rates for short term rental properties



Percentage point change in occupancy rates for short term rental properties vs. 2019

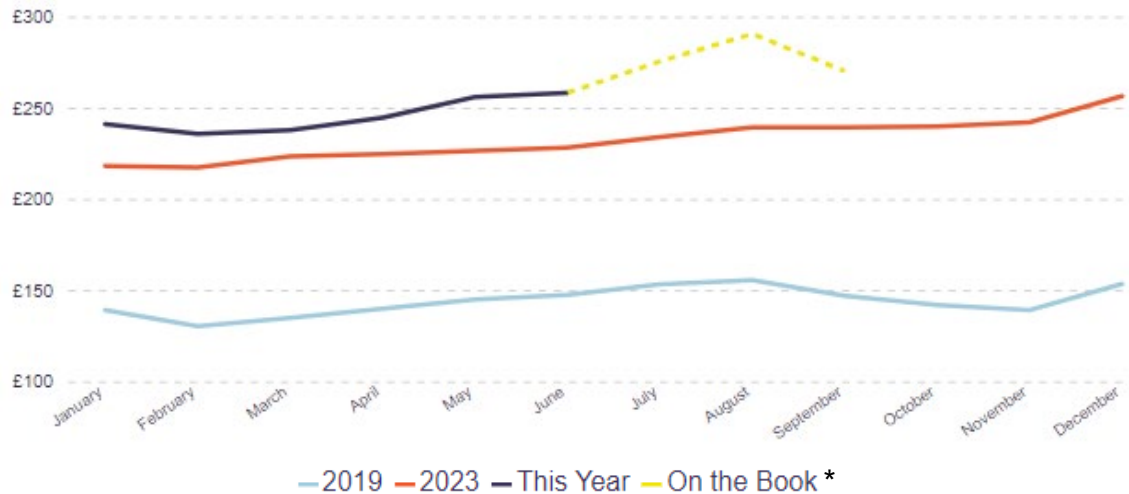


- Most of 2023 saw occupancy rates decline, with the largest decline was seen in August at -6 percentage points. This dip was exceeded in February 2024, and once again in April 2024 (-9 and -10 percentage points).
- Occupancy rates were lower in June 2024 compared with a year earlier, at 47% (vs. 51%), with 27% occupancy achieved so far for September 2024 from bookings made before the end of June 2024.

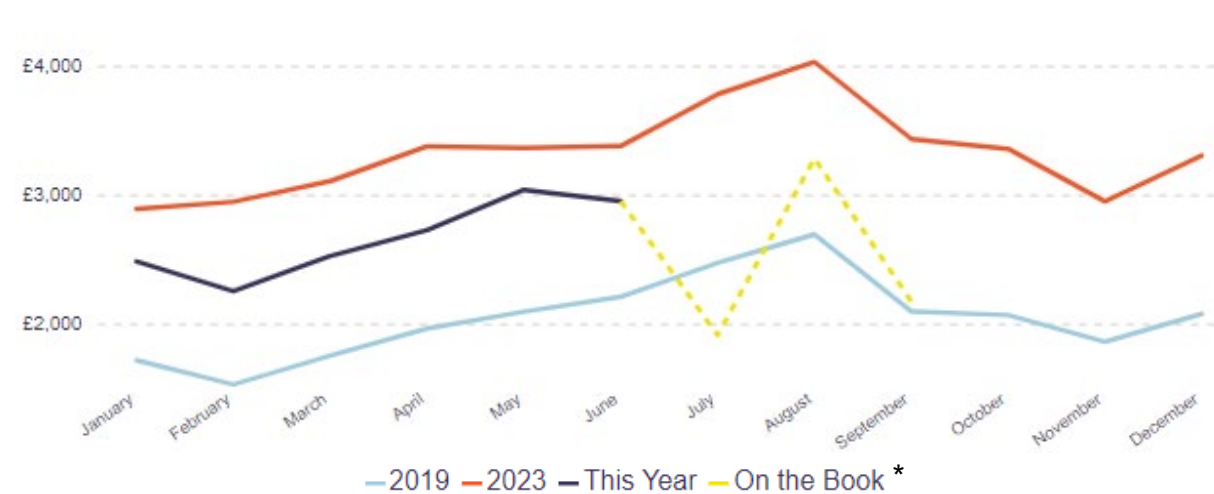
*Occupancy rates based on bookings in future months as of June 2024. We can expect occupancy to increase in the future as more bookings are made. Occupancy rates are calculated based on the sum of booked nights divided by the sum of available nights, accounting for nights which are not available for check in because of cleaning/maintenance/property owner occupying the property.

Average daily rate and revenue per property | Average revenue dipping from May to June

Average daily rate of short term rental properties in the UK (£)



Average revenue per short term rental property in the UK (£)



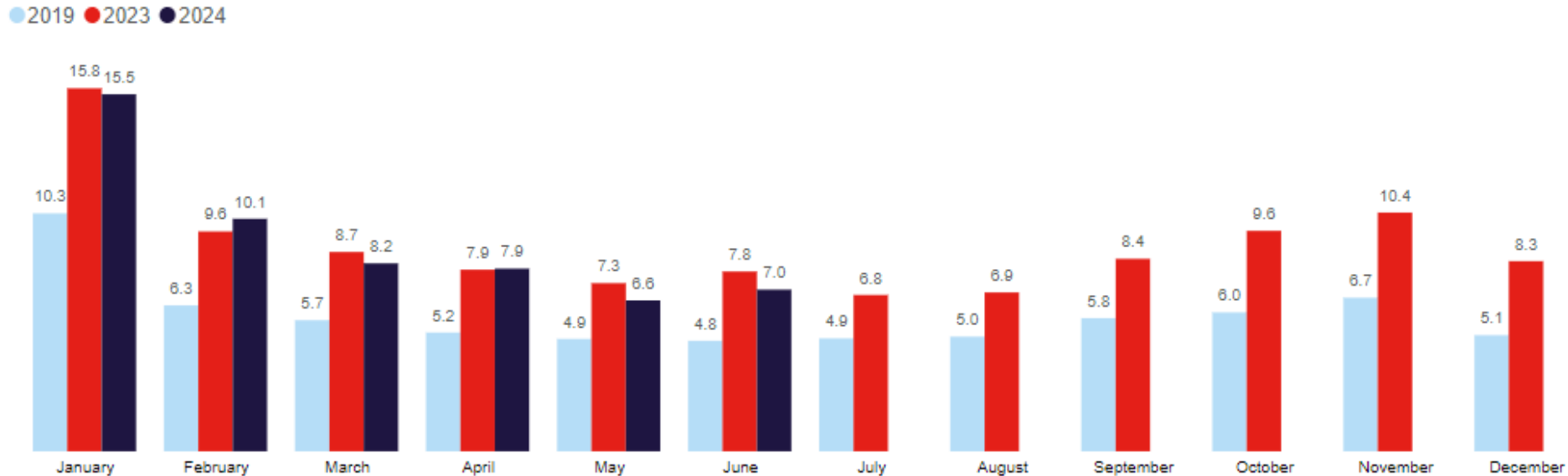
- ADR and average revenue for short term rental properties exceeded 2019 levels throughout 2023, and this has continued within 2024. ADR grew by 75% in June 2024 vs. the same month in 2019, with average revenue growing by 34% in that time. This growth outpaced the rate of inflation during the same period (24%). Revenue saw a dip between May and June.
- ADR in June 2024 was £258, with ADR associated with bookings in future months set to increase.
- Average revenue per property in June 2024 was £2,950. Average revenue associated with stays 'on the book' in the upcoming months as of June 2024 continues to be volatile.

Note: ADR = average daily rate, representing the average nightly price when the data was flagged as booked, not including fees or discounts. Average revenue per property = the sum nightly price per property when booked, not including fees or discounts. Both metrics from Lighthouse data are in US dollars, which have been converted here using exchange rates from the Bank of England.

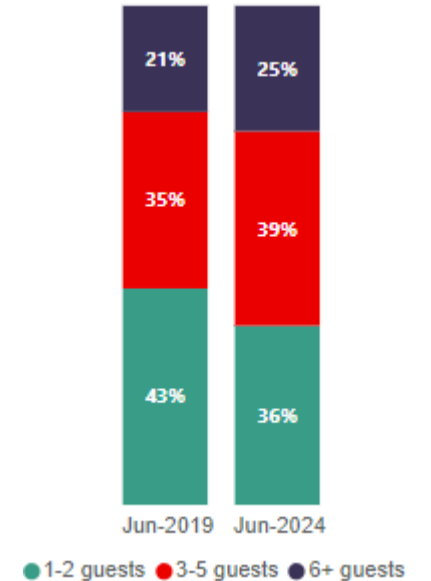
*Average daily rate for bookings in future months as of June 2024. Metrics may change in the future as more bookings are made.

Trip characteristics | Average length of stay increased in June, following seasonal pattern

Average length of stay in short term rental properties in the UK (nights)



Average property capacity**



- The average length of stay in short term rental properties exceeded what was seen in 2019 throughout 2023, and this has continued in 2024, with an average stay of 7 nights in June. The longest length of stay each year tends to be seen in January, with declines over the summer and some growth again in the latter months.
- The average property capacity booked by guests in June 2024 is larger compared to the same month in 2019, which may suggest a boost in party size. The proportion of properties booked which cater for 1-2 guests decreased by 7 percentage points compared to 2019.

**According to number of nights reserved.

UK destination trends

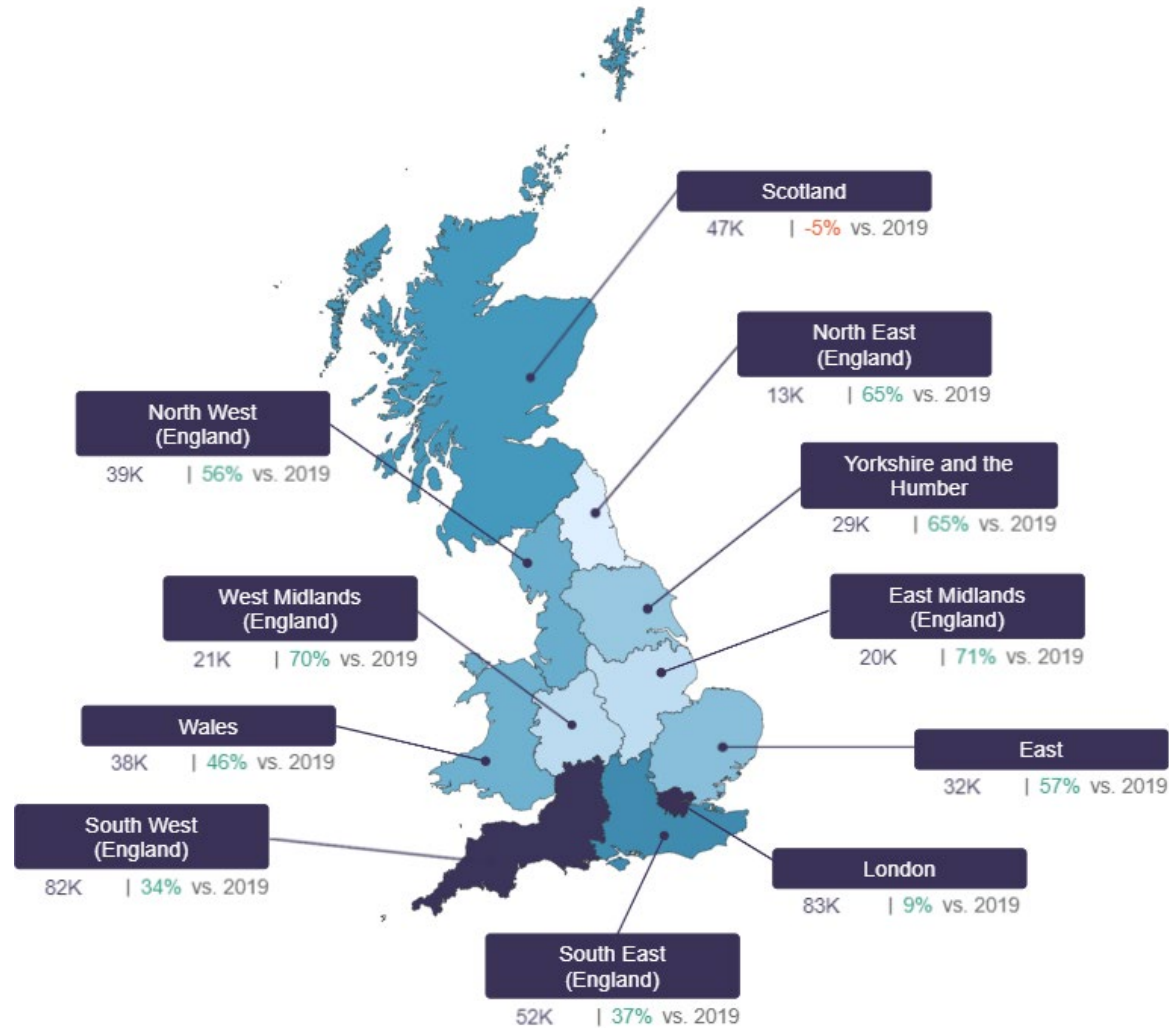


Supply | Growth vs. 2019 seen across UK regions apart from Scotland

Change in total volumes of properties vs. the same months in 2019

Region	Jun-2023	Jul-2023	Aug-2023	Sep-2023	Oct-2023	Nov-2023	Dec-2023	Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024
East Midlands	37%	42%	39%	37%	39%	38%	39%	51%	56%	60%	59%	56%	57%
East of England	49%	55%	52%	51%	53%	51%	51%	67%	71%	73%	71%	68%	71%
London	-13%	-5%	-4%	-6%	-3%	-3%	-3%	3%	12%	18%	14%	5%	9%
North East	44%	57%	46%	47%	50%	49%	48%	59%	67%	70%	71%	71%	65%
North West	40%	46%	42%	42%	43%	42%	42%	49%	56%	57%	57%	57%	56%
Scotland	-3%	-1%	-3%	-5%	-4%	-8%	-9%	-6%	-1%	-0%	-0%	-2%	-5%
South East	24%	29%	26%	24%	26%	26%	25%	32%	40%	40%	39%	37%	37%
South West	25%	27%	24%	24%	25%	23%	23%	34%	39%	38%	36%	38%	34%
Wales	31%	33%	30%	32%	30%	29%	30%	38%	44%	48%	48%	44%	46%
West Midlands	46%	52%	49%	48%	50%	48%	50%	74%	78%	81%	79%	70%	70%
Yorkshire and The Humber	45%	50%	42%	43%	45%	42%	44%	60%	60%	64%	62%	60%	65%

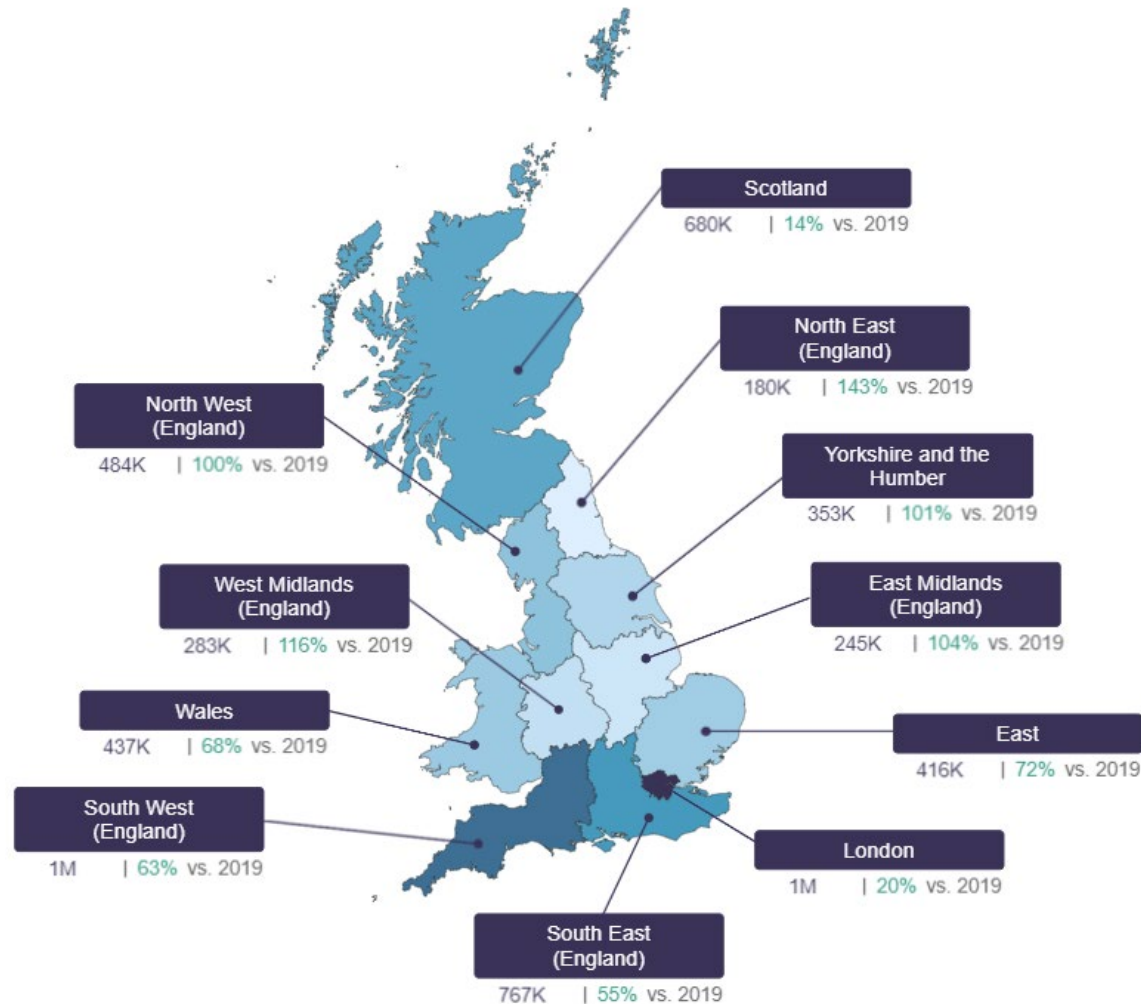
Supply in June 24 | Strongest growth in supply vs. 2019 seen from the West Midlands, North East, and Yorkshire



- Looking across the UK in June 2024, supply of short term rental properties is most likely to be clustered in the South West and London. These destinations hold 83,000 and 82,000 properties respectively.
- The lowest number of short term rental properties are found in the North East, East Midlands, and West Midlands.
- In June 2024, all UK destinations apart from Scotland (-5%) are seeing growth in supply vs. the same month in 2019. The most growth is seen in the West Midlands (+70%), North East, and Yorkshire (both +65%).

Note: map colour coding is based on volumes of supply between regions

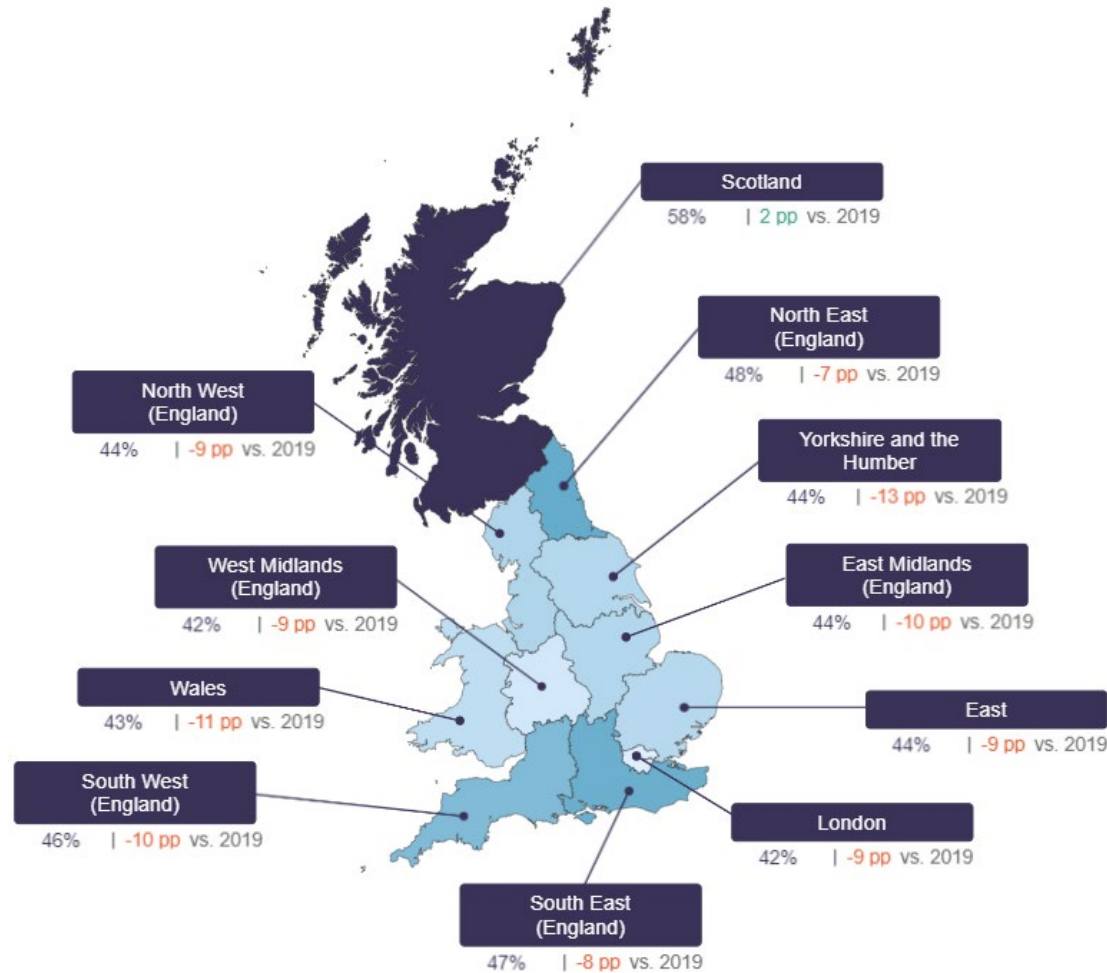
Reserved nights in June 24 | North East and West Midlands seeing strongest growth in reserved nights vs. 2019



- The spread of nights reserved across the UK follows a similar trend to that of supply, with the most nights being reserved in London and the South West in June 2024 (1 million for both).
- The lowest number of nights were reserved in the North East, East Midlands and West Midlands in that month.
- The volume of nights reserved was significantly higher across the UK in June 2024 compared to the same month in 2019, with the most growth being seen from the North East (143%) and West Midlands (116%).

Note: map colour coding is based on volumes of reserved nights between regions

Occupancy in June 24 | Highest occupancy rates in Scotland and the North East



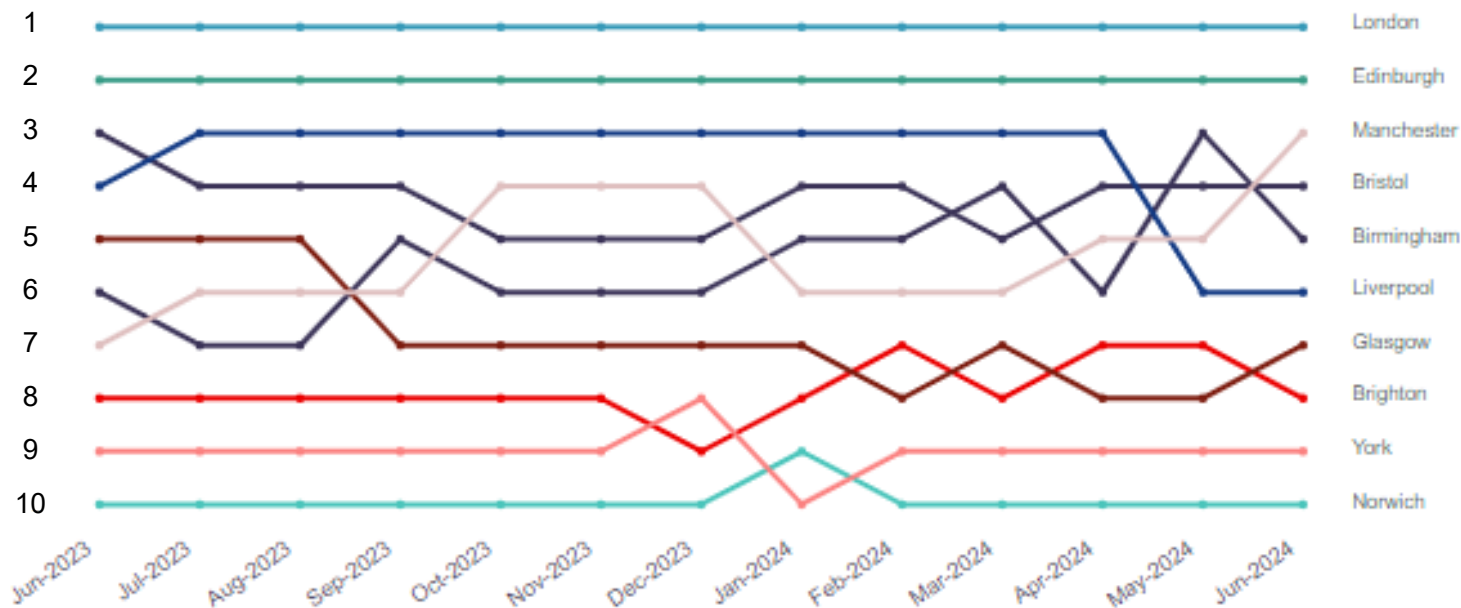
- Trends in occupancy rates across UK destinations in June differ compared to those seen for supply and nights reserved.
- The highest rates of occupancy are seen in Scotland, followed by the North East and South East.
- The lowest rates of occupancy are seen in London and the West Midlands.
- Only Scotland saw an increase in occupancy rates vs. 2019 at +2 percentage points, with Yorkshire and the Humber (-13 percentage points) and Wales (-11 percentage points) seeing the steepest declines.

pp = percentage point change

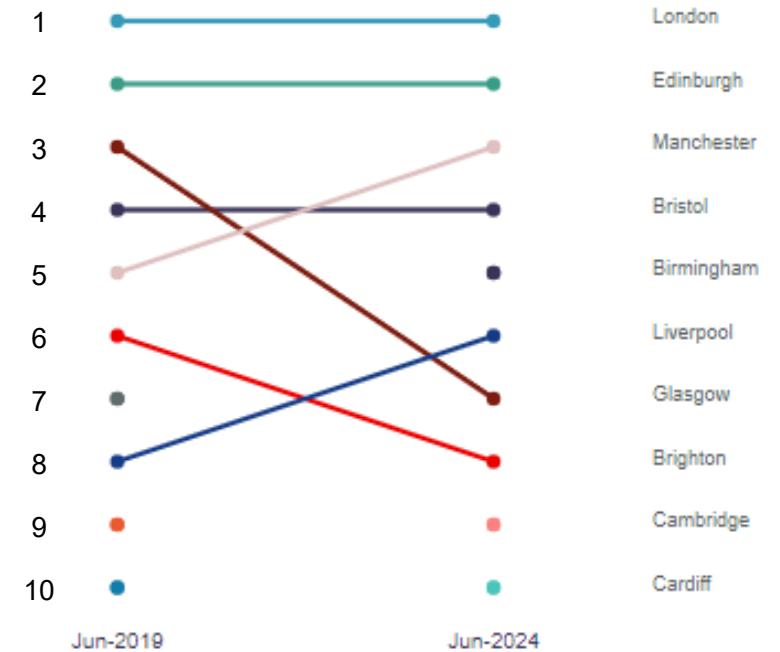
Note: map colour coding is based on occupancy rates between regions

Top cities | Manchester and Glasgow gaining popularity between May and June

Ranking of cities by nights reserved



Top ranked by year



- In June 2024, the most popular UK cities when it comes to nights reserved in short term rental properties were London, Edinburgh, and Manchester. From May to June, Manchester and Glasgow gained ranks, with Birmingham and Brighton losing ranks in kind.
- When comparing the top 10 UK cities in June 2024 with the same month pre-COVID, Liverpool and Manchester both gained 2 ranks.

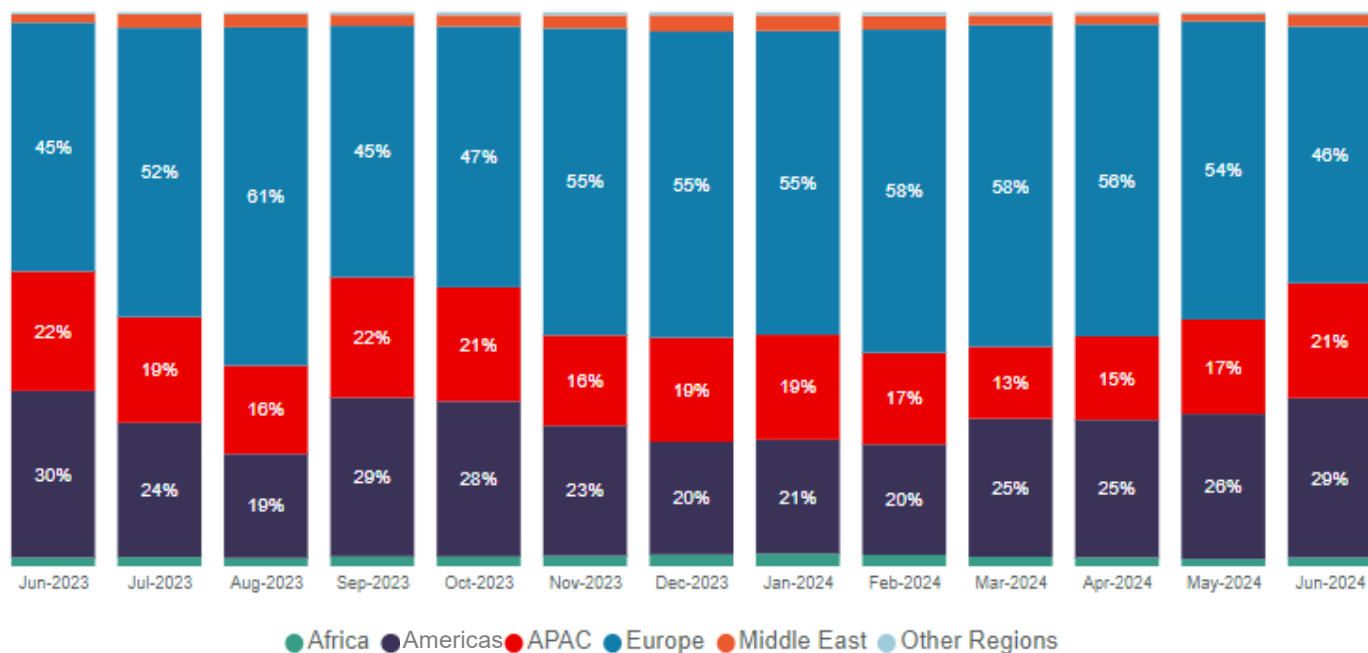
Guest origin trends

Note: Guest origin data is extracted from information on the public profile of guests who review their stays on Airbnb. The dates included in the data are relevant to the dates of the stay being reviewed. This data can help us estimate the prominence of different origin markets among those booking short term rental properties. Airbnb estimates that two thirds of guests leave reviews, however there is no data available on whether certain origin markets are more likely to leave reviews than others. We also cannot control whether origin information included on a guest's profile is inaccurate or out of date.



Overview | Americas and APAC gain share as we move into June

International origin region by month (excludes domestic origin)



Top origin markets (June 24)*

Rank	Country
1	United Kingdom
2	United States
3	Germany
4	France
5	Australia
6	Spain
7	Netherlands
8	Italy
9	Canada
10	Switzerland

- Information from guest reviews suggests that inbound travellers from Europe (excluding the UK) were the most dominant in 2023 and in 2024 so far, with this region holding a lower share when comparing May and June (54% vs. 46%), but the Americas and APAC gaining share.
- When comparing origin trends in June 2024 with the same month in 2023, we can see very similar trends.
- In June 2024, the top five international origin markets who left reviews for short term rental properties were the United States, France, Germany, Australia, and Spain.

*Ranking according to reserved nights

In detail | In May, Saudi Arabia and Belgium led for reviews

Number of reviews vs. same period in 2019

- The growth seen in the number of reviews left by domestic travellers increased between April and May (4% vs. 6%).
- In May 2024, the inbound markets seeing the strongest growth in the volume of reviews left were Saudi Arabia, Belgium, and Qatar.
- Many markets saw declines vs. 2019, with this being most marked from Russia (-75%), and China (-45%).

Please note: due to an expected lag in travellers leaving reviews after their trips are over, this report will show market level reviews one month behind the data available in order to showcase a more robust trend

Market	Nov-2023	Dec-2023	Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024
Australia	11%	1%	-13%	-4%	7%	-4%	5%
Austria	-5%	29%	-4%	-11%	13%	-22%	26%
Belgium	-10%	-2%	-4%	-6%	-28%	-12%	54%
Brazil	18%	27%	25%	40%	26%	32%	34%
Canada	-16%	-15%	-16%	-24%	-18%	-11%	-11%
China	-52%	-69%	-59%	-55%	-51%	-64%	-45%
Denmark	-22%	-0%	-34%	-28%	-17%	-39%	-17%
France	-18%	1%	-12%	-17%	-11%	-6%	15%
Germany	-9%	5%	-11%	-28%	-22%	-15%	27%
Hong Kong	5%	-16%	-17%	-19%	11%	-5%	11%
India	-10%	6%	35%	20%	23%	20%	17%
Italy	-25%	-6%	-7%	-18%	-20%	-12%	-9%
Japan	-38%	-40%	-28%	-36%	-33%	-29%	-32%
Netherlands	-9%	4%	2%	-3%	-22%	-13%	31%
New Zealand	9%	5%	12%	9%	8%	-2%	5%
Norway	-23%	-20%	-35%	-34%	-21%	-20%	13%
Qatar	-18%	-18%	34%	21%	-1%	-26%	40%
Russia	-82%	-75%	-70%	-70%	-66%	-60%	-75%
Saudi Arabia	38%	63%	30%	56%	14%	-3%	141%
South Korea	-38%	-40%	-56%	-48%	-44%	-31%	-18%
Spain	-16%	12%	-4%	-5%	-5%	-24%	-14%
Sweden	-25%	-11%	-31%	-34%	-36%	-24%	-17%
Switzerland	-18%	-5%	-12%	-15%	-17%	-0%	6%
United Arab Emirates	-13%	6%	-1%	11%	2%	6%	23%
United Kingdom	-5%	2%	11%	8%	7%	4%	6%
United States	-14%	-18%	-27%	-24%	-24%	-8%	-19%