

Short Term Rentals trends from Lighthouse

September 2024

VisitBritain/VisitEngland Research





September 2024 | Month on month growth continues across performance metrics, with stability in the most popular UK cities, and Europe gaining share, following the pattern of last summer

- In September 2024 we saw a 5% increase in ADR and a 10% increase in supply of short term rental properties compared to the same month in 2023. However, the number of reserved nights remained the same as it did in September 2023, and occupancy rates and revenue property remained lower.
- From August to September, the most popular UK cities by nights reserved saw minimal ranking changes. However, Birmingham swapped places with Bristol becoming the third most popular UK city, and York swapped places with Brighton, moving up to 7th place.
- The share of reviews by global regions also changed, with the Americas and APAC holding a larger share in September 2024 compared to August 2024. This follows a similar trend observed in September 2023.
- The West Midlands, East Midlands, and North East continue to show the strongest growth in both supply and nights reserved compared to 2019, while Scotland is the only destination where supply has fallen below 2019 levels.

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 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.

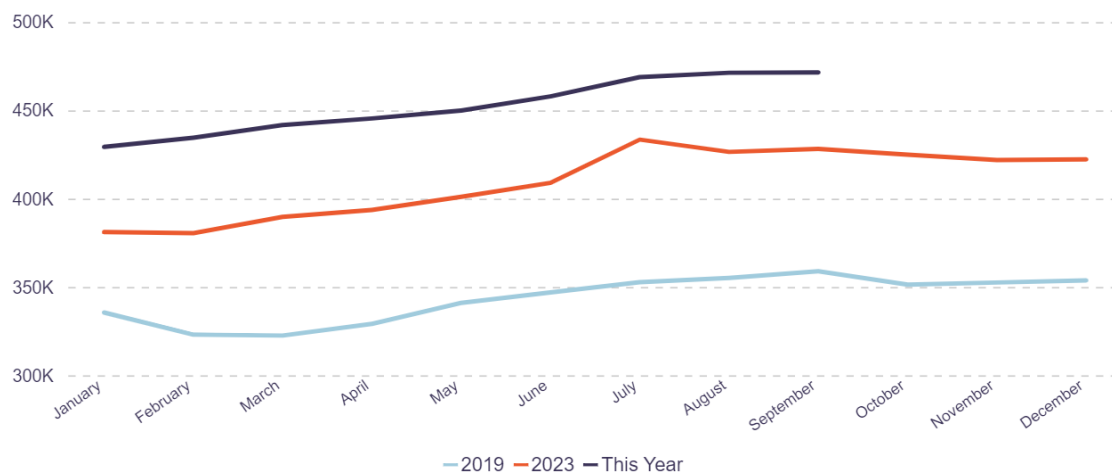
This report is based on data which is up to date as of the end of August 2024.

Latest trends

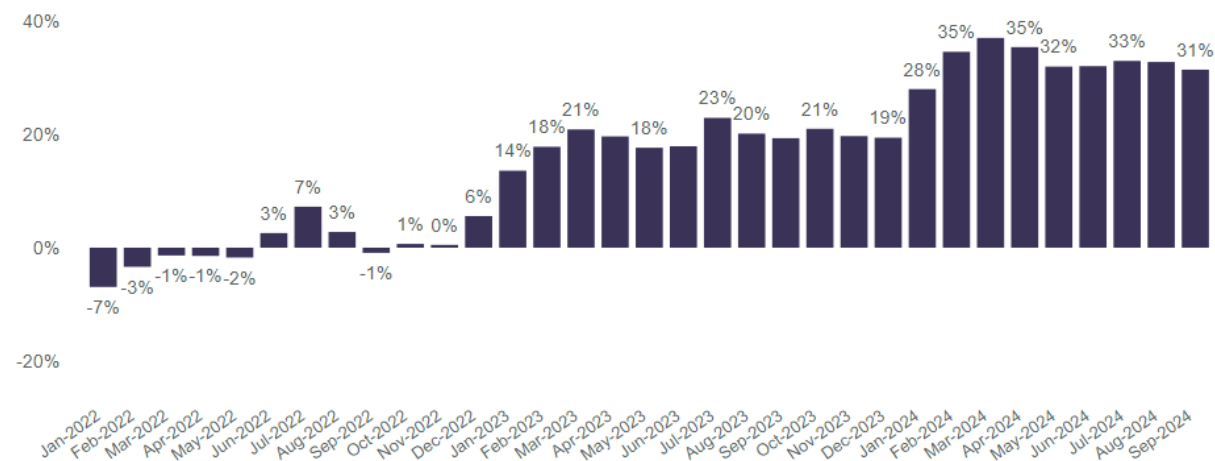


Supply | Overall volumes have increased throughout 2024

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



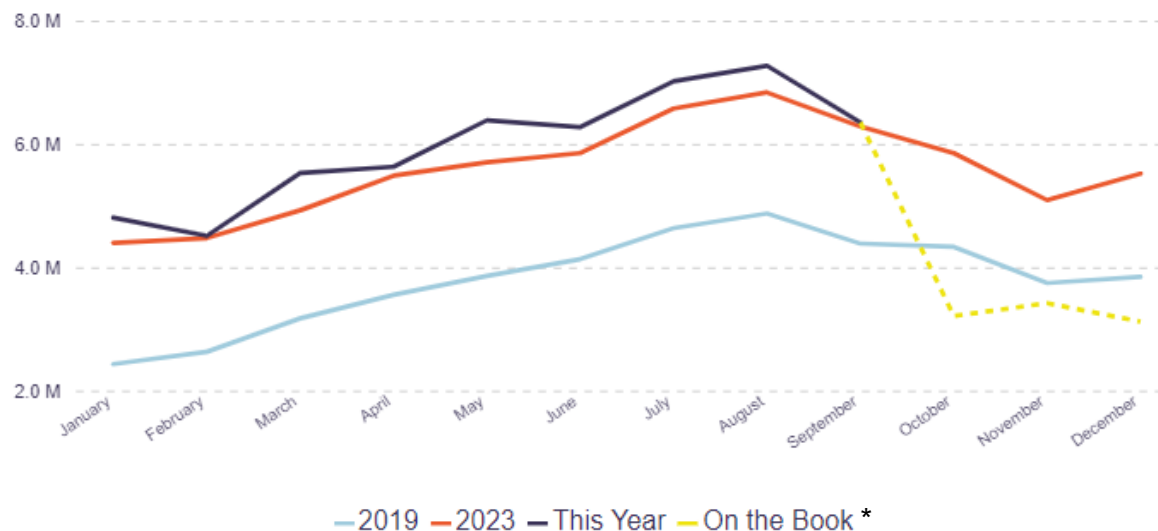
Percentage change in supply of short term rental properties vs. 2019



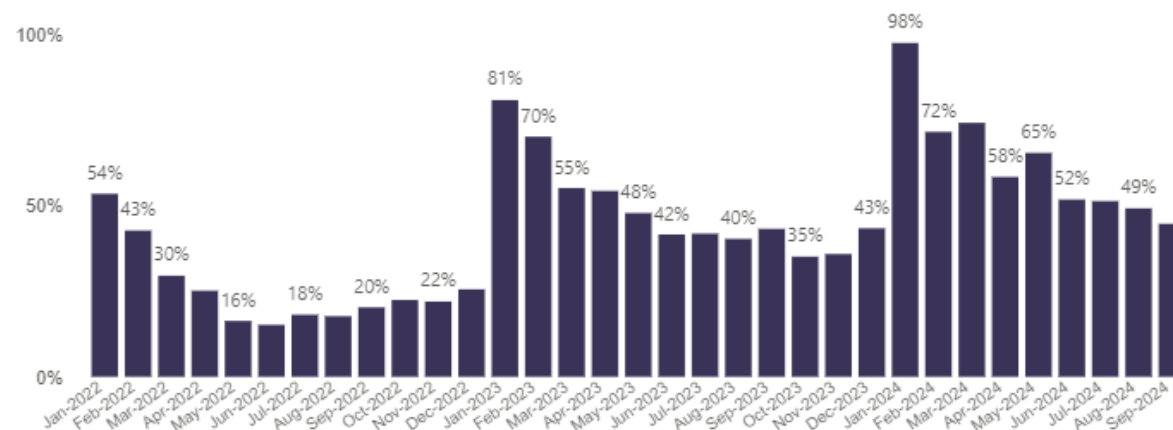
- The total supply of short term rental properties across the UK continues to remain above 2019 levels and is increasing above 2023 levels, however supply is beginning to level off.
- Growth vs. 2019 grew to 31% in September, with over 471,000 short term rental properties across the UK. This is roughly a 10% increase in the supply of short term rental properties from September 2023 (428,162 vs 471,481).

Reserved nights | Volume of nights remains the same as September 2023

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



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

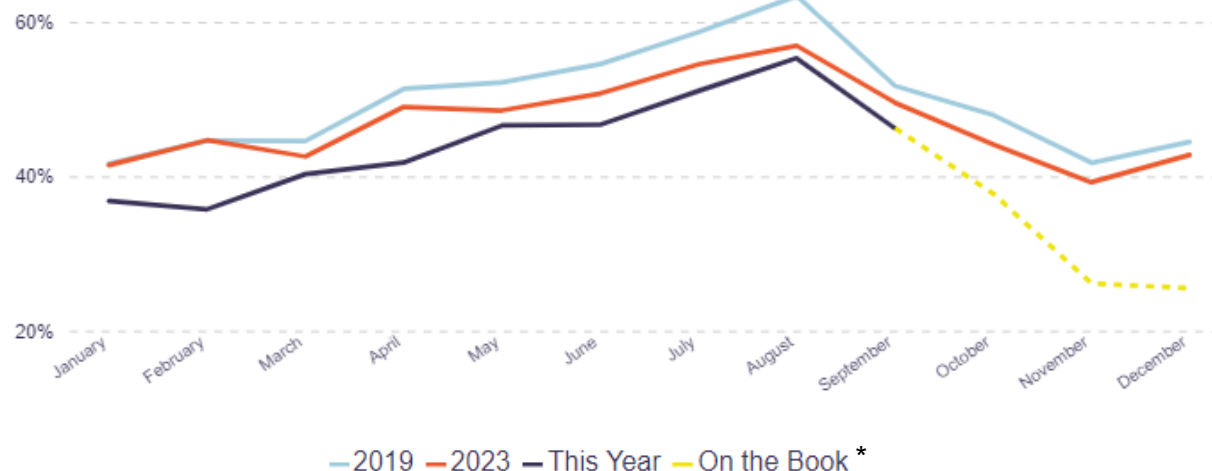


- January 2024 saw a particularly strong boost in the volume of nights reserved, at 98% growth vs. 2019, but slower growth has been seen in subsequent months within 2024.
- 6.3 million nights were reserved in short term rental properties in September 2024, the same number of nights reserved in September 2023. Looking forward to the next 3 months, 3.2 million nights have been reserved for October 2024, 3.4 million for November 2024, and 3.1 million for December 2024, as of the end of September 2024.

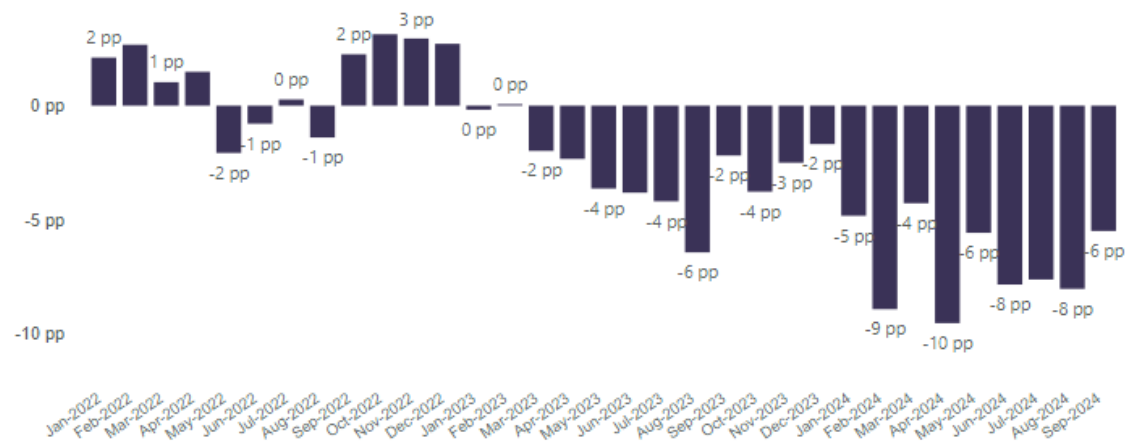
*Nights already reserved for future months as of July 2024. We can expect volumes to increase in the future as more bookings are made.

Occupancy | Occupancy rates on lower than last year

Occupancy rates for short term rental properties



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

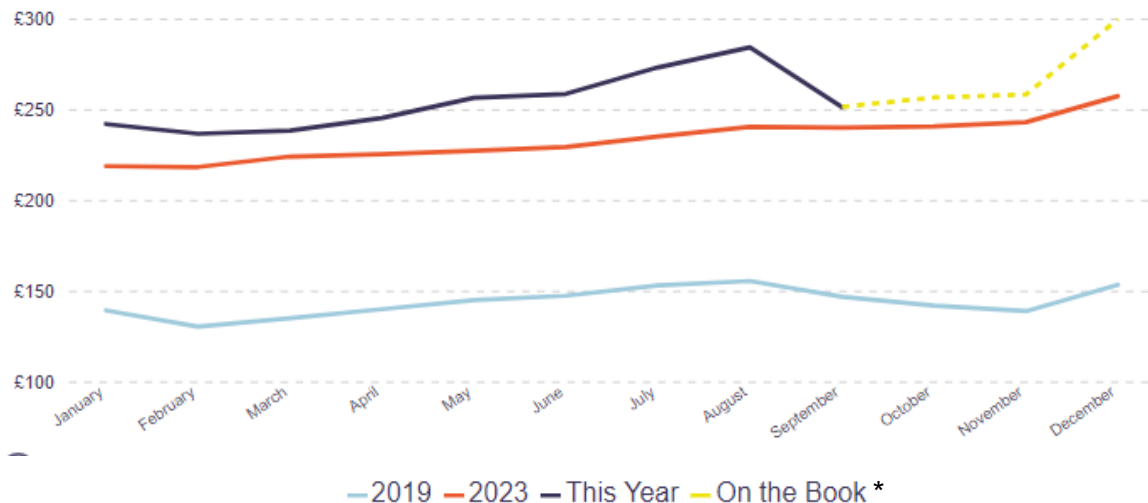


- Most of 2023 saw occupancy rates decline compared to 2019, with the largest decline was seen in August at -6 percentage points. This dip was exceeded in February 2024, and once again in April 2024 (-9 and -10 percentage points).
- Occupancy rates were 46% in September 2024, 4 percentage points below that of September 2023 (50%).
- From bookings made before the end of September 2024, 37% occupancy has been achieved for October 2024, and 26% for both November and December 2024.

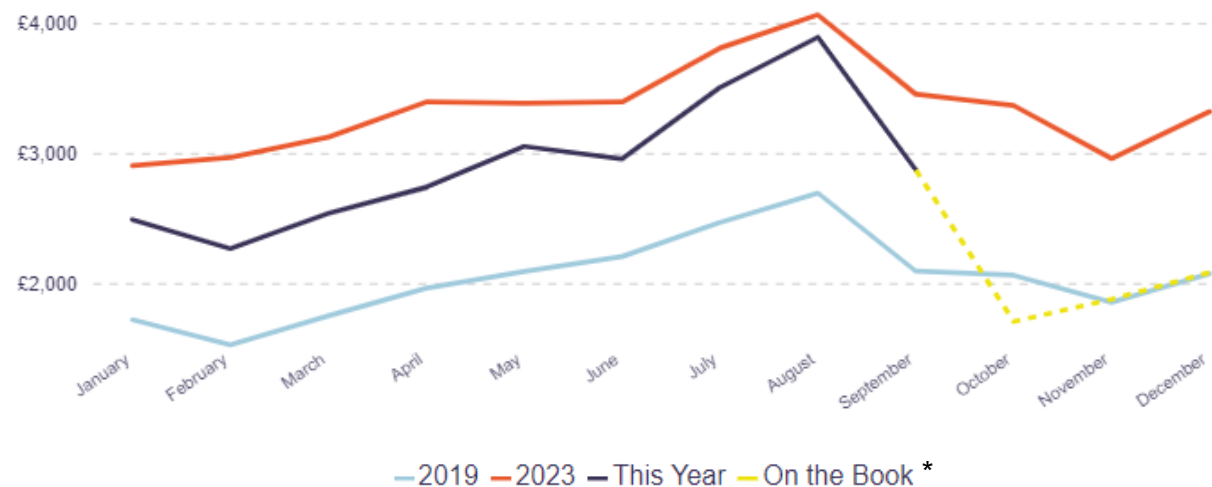
*Occupancy rates based on bookings in future months as of July 2024. We can expect occupancy to increase in the future as more bookings are made. Occupancy rates are calculated based on the sum of booked nights divided by the sum of available nights, accounting for nights which are not available for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

Average daily rate and revenue per property | Decline in both metrics from August to September

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



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



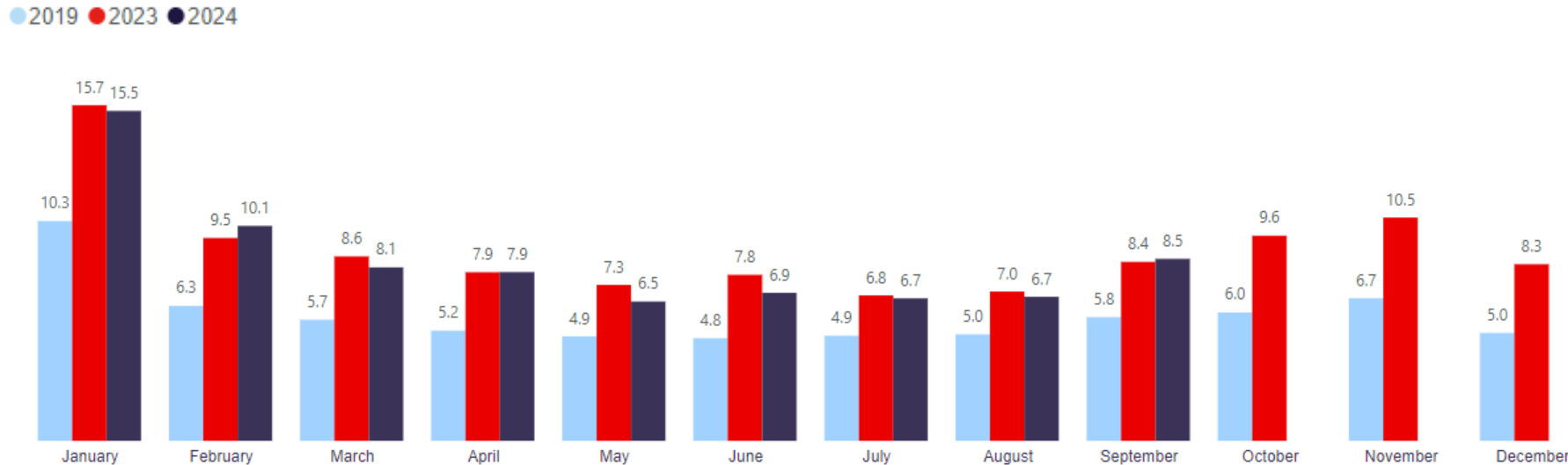
- ADR and average revenue for short term rental properties exceeded 2019 levels throughout 2023, and this has continued within 2024.
- ADR has grown by 71% since 2019. This growth outpaced the rate of inflation during the same period (24%).
- ADR in September 2024 was £251, an increase in 5% from September 2023. ADR associated with bookings in the next 3 months is set to increase.
- Average revenue per property in September 2024 was £2,870.
- However, both metrics saw a decline between August and September.
- The average revenue from bookings for the upcoming months, as of September 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.

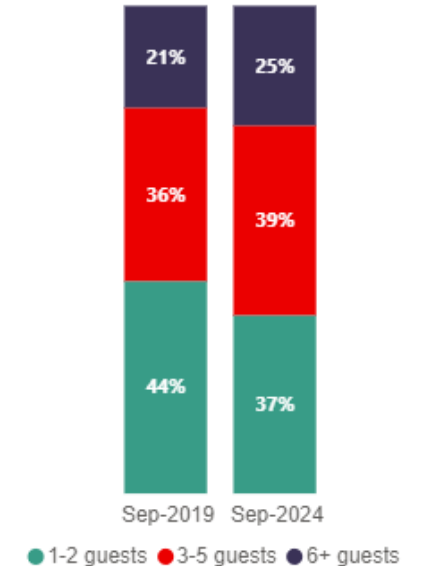
*Average daily rate for bookings in future months as of September 2024. Metrics may change in the future as more bookings are made.

Trip characteristics | Average length of stay stayed stable in September, 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 8.5 nights in September. 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 September 2024 is larger compared to the same month in 2019, which may suggest an increase in party size.
- The proportion of properties booked for 1-2 guests has decreased by 7 percentage points since 2019, while the percentage of bookings for larger groups, particularly those accommodating 6 or more guests, has risen.

**According to number of nights reserved.

UK destination trends

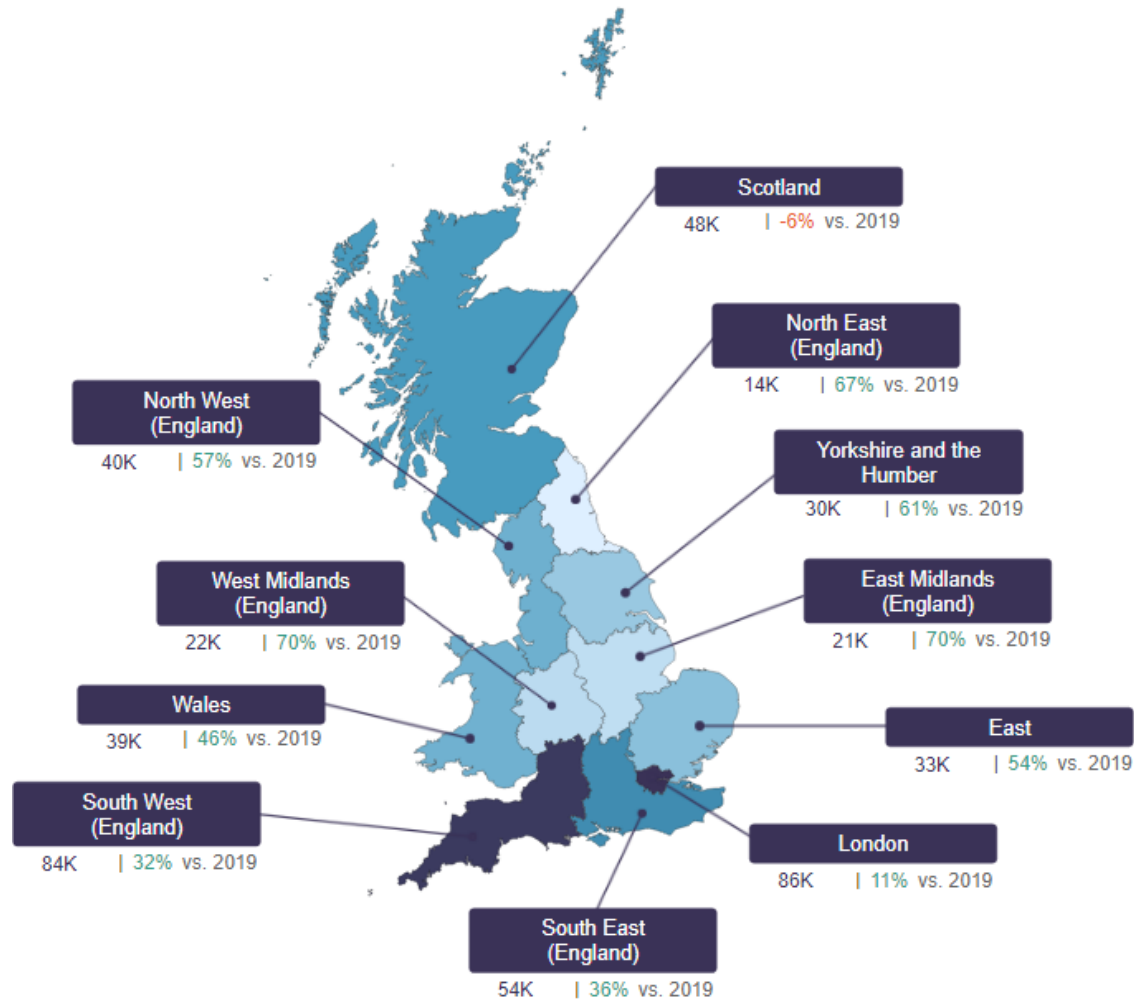


Supply | Growth vs. 2019 seen across UK regions apart from Scotland

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

UK Regions	Sep-2023	Oct-2023	Nov-2023	Dec-2023	Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024	Jul-2024	Aug-2024	Sep-2024
East	37%	39%	38%	39%	51%	56%	60%	59%	56%	57%	57%	57%	54%
East Midlands (England)	51%	53%	51%	51%	67%	71%	73%	71%	68%	71%	71%	72%	70%
London	-6%	-3%	-3%	-3%	3%	12%	18%	14%	5%	9%	13%	12%	11%
North East (England)	47%	50%	49%	48%	59%	67%	70%	71%	71%	65%	68%	69%	67%
North West (England)	42%	43%	42%	42%	49%	56%	57%	57%	56%	56%	59%	58%	57%
Scotland	-5%	-4%	-8%	-9%	-6%	-1%	-0%	-0%	-2%	-5%	-4%	-5%	-6%
South East (England)	24%	26%	26%	25%	32%	40%	40%	39%	37%	37%	38%	38%	36%
South West (England)	24%	25%	23%	23%	34%	39%	38%	36%	38%	34%	33%	33%	32%
Wales	32%	30%	29%	30%	38%	44%	48%	48%	44%	46%	43%	45%	46%
West Midlands (England)	48%	50%	48%	50%	73%	78%	81%	79%	70%	70%	72%	73%	70%
Yorkshire and The Humber	43%	45%	42%	44%	60%	60%	64%	62%	60%	65%	61%	62%	61%

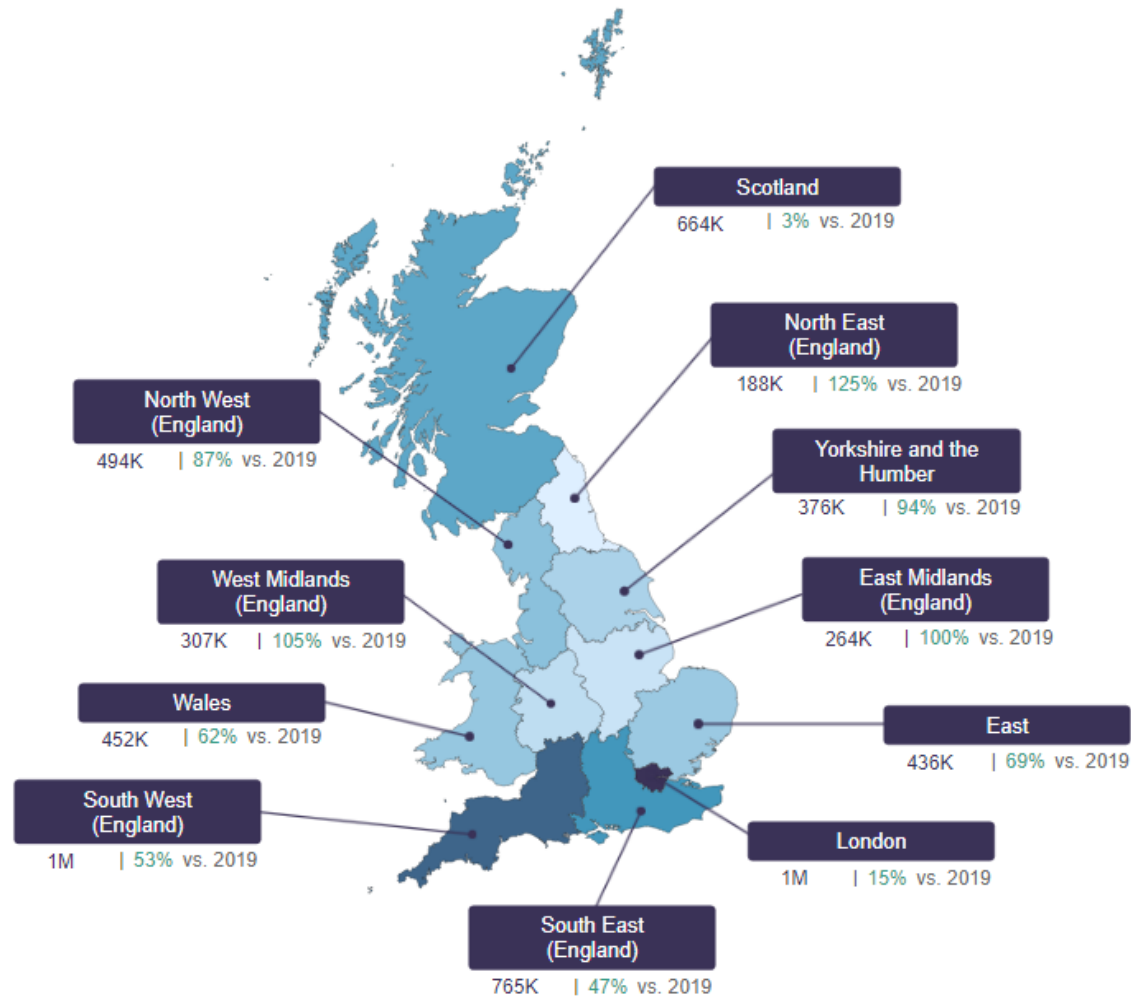
Supply in September 24 | Strongest growth in supply vs. 2019 seen from the West Midlands, East Midlands, and North East



- Looking across the UK in September 2024, supply of short term rental properties is most likely to be clustered in the South West and London. These destinations hold 84,000 and 86,000 properties respectively.
- The North East, East Midlands, and West Midlands have the fewest short-term rental properties. These destinations hold 14,000, 21,000, and 22,000 properties respectively.
- In September 2024, all UK destinations apart from Scotland (-6%) are seeing growth in supply vs. the same month in 2019. The most growth is seen in the West Midlands (+70%), East Midlands (+70%), and the North East (+67%).

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

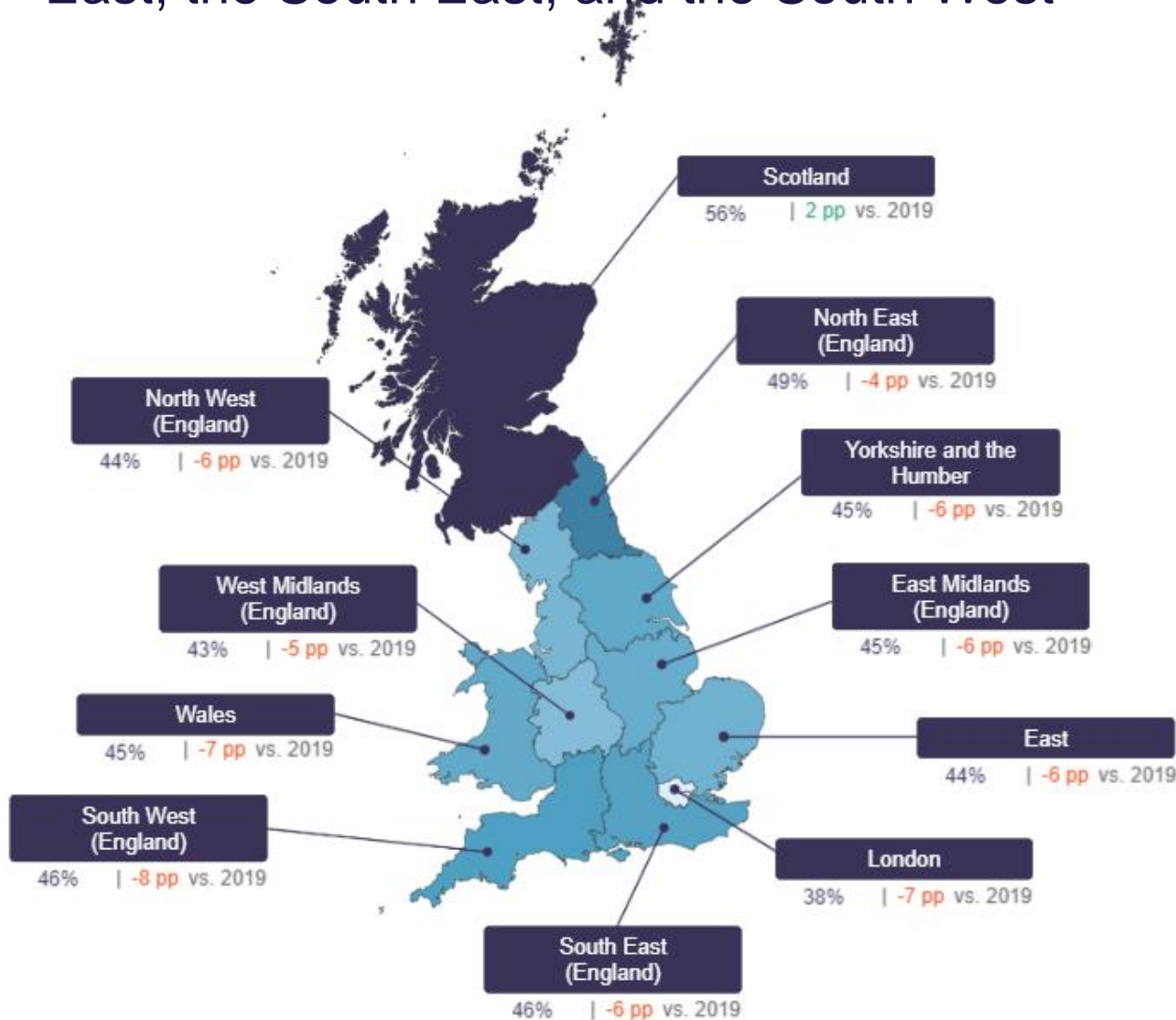
Reserved nights in September 24 | North East and West Midlands seeing strongest growth in reserved nights vs. 2019



- The spread of nights reserved across the UK follows a similar trend to that of supply, with the most nights being reserved in London, the South West and the South East in August 2024 (1 million, 1 million and 756k respectively).
- The lowest number of nights were reserved in the North East, East Midlands and West Midlands in September 2024 (188k, 264k, and 307k respectively).
- The volume of nights reserved was significantly higher across the UK in September 2024 compared to the same month in 2019, with the most growth being seen from the North East (125%), West Midlands (105%) and East Midlands (100%).

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

Occupancy in September 24 | Highest occupancy rates in Scotland, the North East, the South East, and the South West



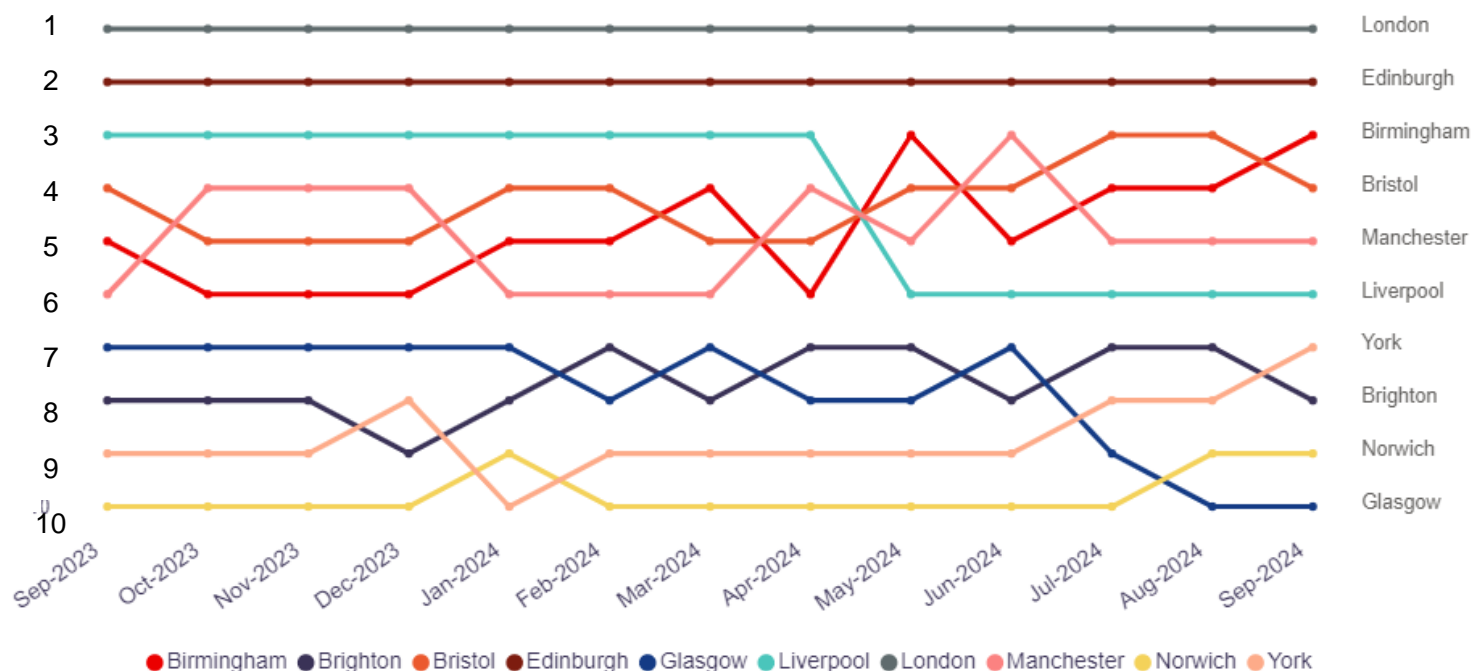
- Trends in occupancy rates across UK destinations in September differ compared to those seen for supply and nights reserved.
- The highest rates of occupancy are seen in Scotland (55%), followed by the North East (49%), and the South West and South East (both 46%).
- The lowest rates of occupancy are seen in London (38%) and the West Midlands (43%).
- Scotland was the only region to experience an increase in occupancy rates vs 2019, with occupancy rates increasing by 2 percentage points. The South West seeing the steepest decline at -8 percentage points.

pp = percentage point change

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

Top cities | City ranking changed between August and September 2024

Ranking of cities by nights reserved



Top ranked by year



- In September 2024, the most popular UK cities when it comes to nights reserved in short term rental properties were London, Edinburgh, and Birmingham.
- From August to September, the top 10 cities remained relatively stable but with their popularity shifting. Birmingham and York both gained rank, with Bristol and Brighton dropping down 1 place.
- When comparing the top 10 UK cities in September 2024 with the same month pre-COVID, Birmingham, Liverpool, Norwich, and York all gained ranks. However, Glasgow and Oxford have dropped, with Glasgow falling from 3rd place in September 2019 to 10th, and Oxford no longer appearing in the top 10.

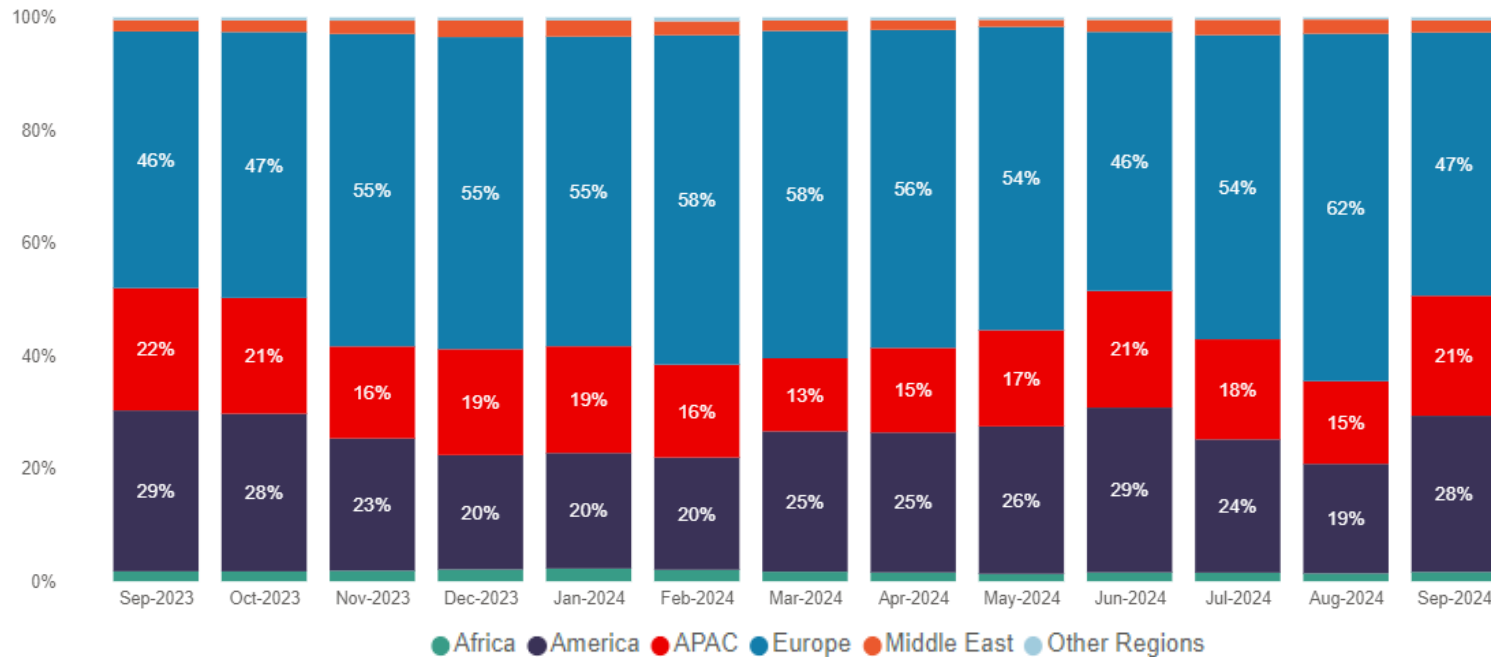
Guest origin trends

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 | 47% of inbound travellers came from Europe in September 2024

International origin region by month (excludes domestic origin)



Top origin markets (Sep 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 higher share when comparing July and August (54% vs. 63%), but the Americas and APAC losing share.
- When comparing origin trends in September 2024 with the same month in 2023, we can see very similar trends, with 47% of inbound travellers coming from Europe, and similar proportions originating from APAC and the Americas.
- In September 2024, the top five international origin markets who left reviews for short term rental properties were the United States, Germany, France, Australia and Spain.

*Ranking according to reserved nights

In detail | In September, New Zealand led for reviews

Number of reviews vs. same period in 2019

- The number of reviews left by domestic travellers decreased between August and September (6% vs. -1%).
- In September 2024, the inbound market seeing the strongest growth in the volume of reviews left was New Zealand.
- Many markets saw declines vs. 2019, with this being most marked from Russia (-76%), and China (-74%).

Market	Jan-2024	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024	Jul-2024	Aug-2024
Australia	-12%	-4%	7%	-3%	6%	-5%	-13%	-12%
Austria	-3%	-11%	14%	-21%	27%	-13%	-4%	-6%
Belgium	-4%	-6%	-27%	-12%	54%	-26%	-1%	-8%
Brazil	26%	41%	27%	32%	35%	9%	11%	18%
Canada	-16%	-23%	-18%	-11%	-11%	-17%	-21%	-23%
China	-59%	-55%	-51%	-64%	-44%	-61%	-54%	-62%
Denmark	-34%	-28%	-17%	-38%	-16%	-23%	-15%	-18%
France	-12%	-16%	-11%	-5%	15%	-23%	-11%	-19%
Germany	-11%	-27%	-21%	-15%	27%	-12%	-8%	2%
Hong Kong	-18%	-19%	11%	-5%	11%	2%	-13%	12%
India	35%	20%	24%	20%	17%	-6%	-6%	11%
Italy	-7%	-17%	-20%	-11%	-9%	-14%	-7%	-7%
Japan	-26%	-35%	-33%	-28%	-32%	-27%	-24%	-31%
Netherlands	3%	-2%	-22%	-12%	31%	4%	1%	-5%
New Zealand	13%	10%	8%	-2%	5%	-9%	-3%	-9%
Norway	-35%	-33%	-20%	-20%	14%	-12%	12%	-2%
Qatar	37%	22%	2%	-26%	40%	5%	-1%	-6%
Russia	-71%	-70%	-66%	-60%	-75%	-67%	-74%	-70%
Saudi Arabia	30%	57%	14%	-3%	142%	62%	53%	2%
South Korea	-56%	-48%	-44%	-31%	-18%	-44%	-43%	-41%
Spain	-4%	-4%	-5%	-23%	-13%	-11%	-15%	-22%
Sweden	-31%	-34%	-36%	-23%	-17%	-26%	-22%	-30%
Switzerland	-11%	-14%	-17%	0%	7%	-14%	4%	-13%
United Arab Emirates	0%	11%	3%	6%	23%	-5%	11%	-7%
United Kingdom	11%	8%	7%	4%	6%	7%	10%	6%
United States	-27%	-24%	-24%	-7%	-19%	-12%	-12%	-19%

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