

# Short Term Rentals trends from Lighthouse

February 2025

VisitBritain/VisitEngland Research



## **February 2025** | Increase in supply, nights reserved and occupancy, although declines to length of stay

- In February 2025 we saw growth across most key metrics compared to February 2024, with a 12% increase in ADR (Average Daily Rate), a 7% increase in the supply of short-term rental properties, a 6% increase in nights reserved, and an 18% increase in average revenue per property. However, there has been an 8% decrease in the average length of stay in short term rental properties.
- From January 2025 to February 2025, the most notable shift to the most popular UK cities by nights reserved was that Birmingham dropped two places, becoming the 6th most popular city, and Liverpool becoming the 4th most popular.
- India and Qatar led for reviews in January 2024\*, with an 27% increase in reviews left compared to the same month in 2024. In contrast, the volume of reviews from China and Russia are down -241% and -144% respectively.
- Yorkshire and the Humber and the North West have seen the strongest growth in reserved nights compared to 2024, while Scotland is the only destination experiencing a decline. The East Midlands and the North East continue to show the strongest growth in supply vs. 2024. Meanwhile, occupancy rates in February 2025 were higher than in the same month of 2024 across all regions except Scotland and London.

\*Note: Market level reviews are one month behind the data available in order to showcase a more robust trend due to delays in travellers leaving review

# 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](#).

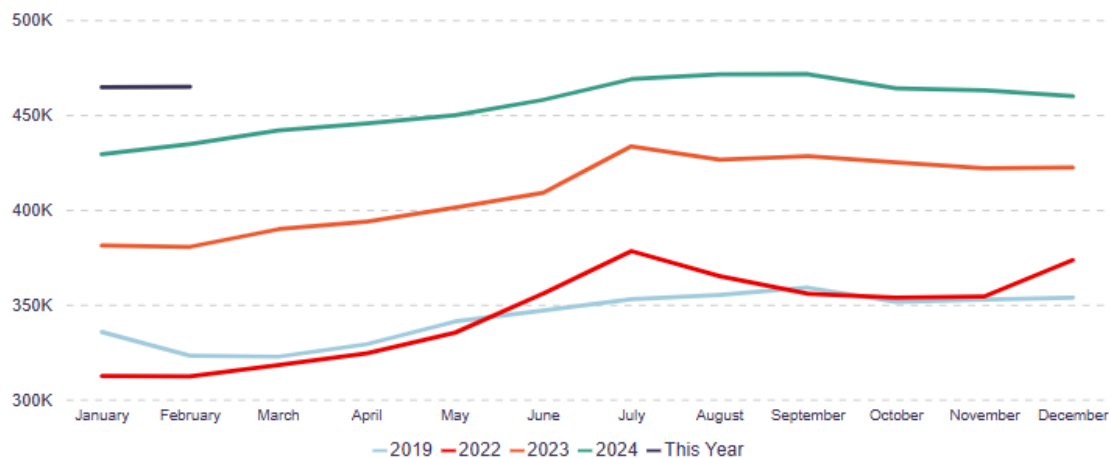
This report can be freely shared, as long as Lighthouse is cited as the source.

# Latest trends

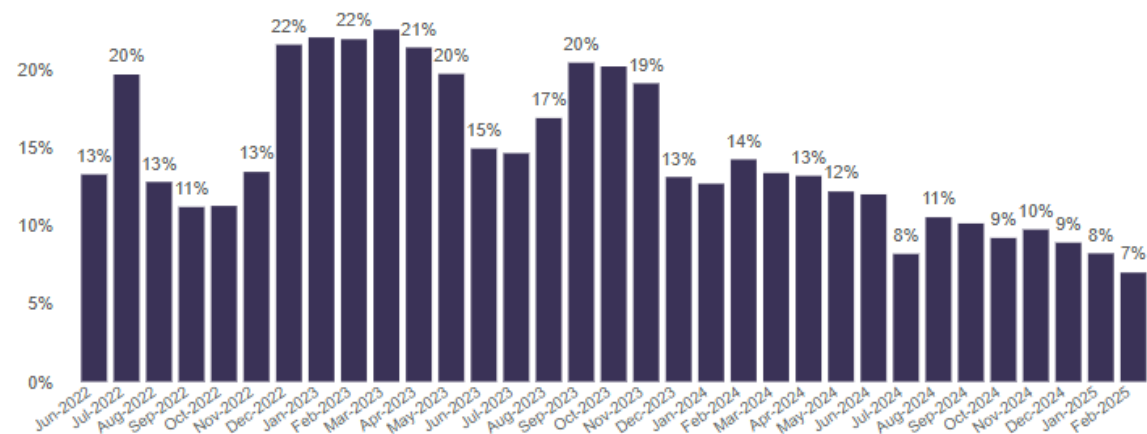


# Supply | Volume of short-term rental properties continues to increase, although is lower than summer 2024

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



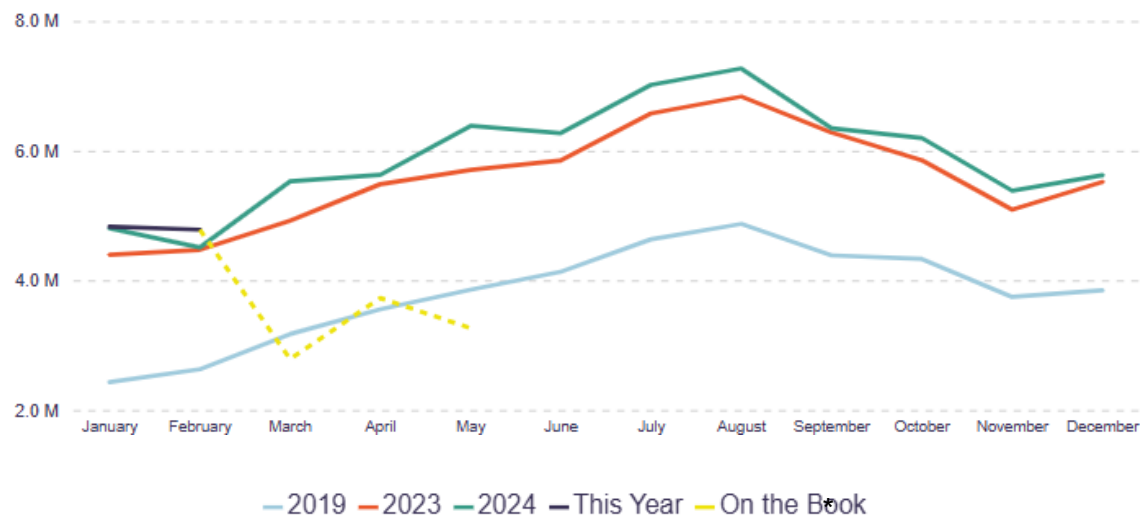
Percentage change in supply of short term rental properties vs. Last Year



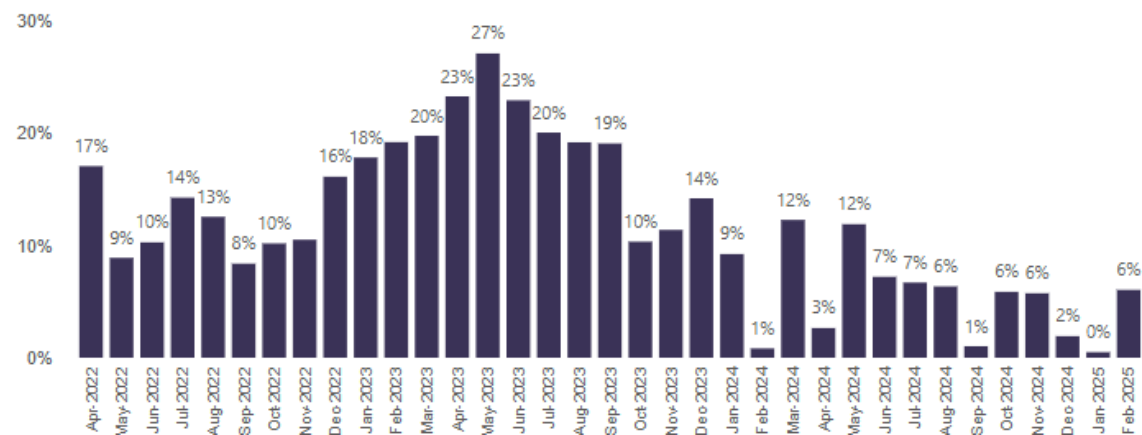
- The total supply of short term rental properties across the UK has increased in February 2025 compared to February 2024. This follows the trend of increasing supply throughout 2024, which peaked across the summer months.
- In February 2025 there were 464,823 short-term rental properties available, a 7% increase compared to the previous year (434,516 available properties in February 2024), although still lower than the July-September 2024 peak.

# Reserved nights | Volume of nights reserved 7% higher than February 2024

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



Growth in nights reserved in short term rental properties vs. last year

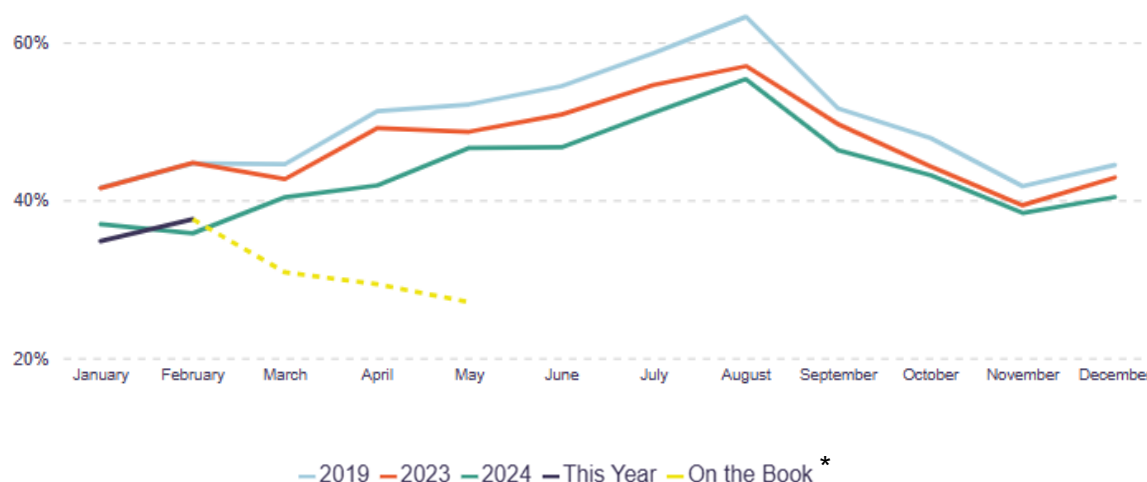


- In February 2025, 4.8 million nights were reserved in short term rental properties, a 6% increase since February 2024.
- Looking forward to the next 3 months, 2.8 million nights have been reserved for March 2025, 3.7 million for April 2025, and 3.3 million for May 2025, as of the end of February 2025.

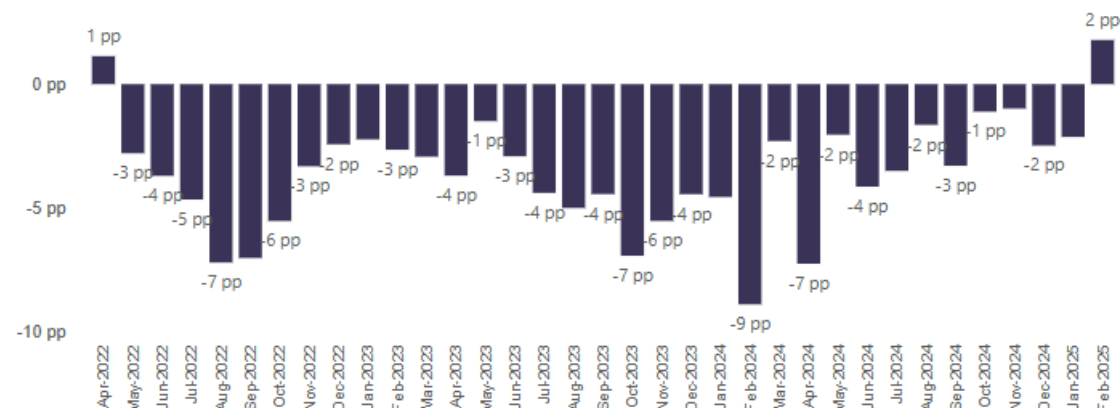
\*Nights already reserved for future months as of February 2025. We can expect volumes to increase in the future as more bookings are made.

# Occupancy | Occupancy rates higher than the previous year for the first time since 2022

## Occupancy rates for short term rental properties



## Percentage point change in occupancy rates for short term rental properties vs. last year

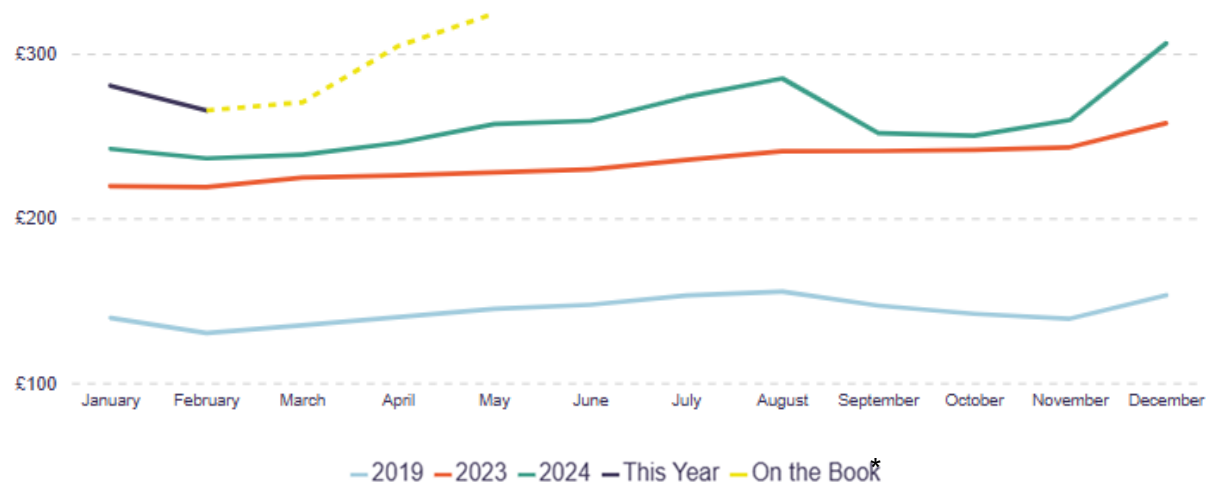


- As supply increases, often occupancy rates fall if reserved nights cannot keep up with supply. February 2025 saw both supply and nights reserved increase, leading to an increase in occupancy rates.
- Due to increases in supply, most of 2024 saw occupancy rates decline compared to the previous year.
- Occupancy rates were 38% in February 2025, 2 percentage points higher than February 2024. This is the first month since April 2022 where occupancy rates have been higher than the same month in the previous year.
- From bookings made before the end of February 2025, 31% occupancy has been achieved for March 2025, 29% for April 2025, and 27% for May 2025.

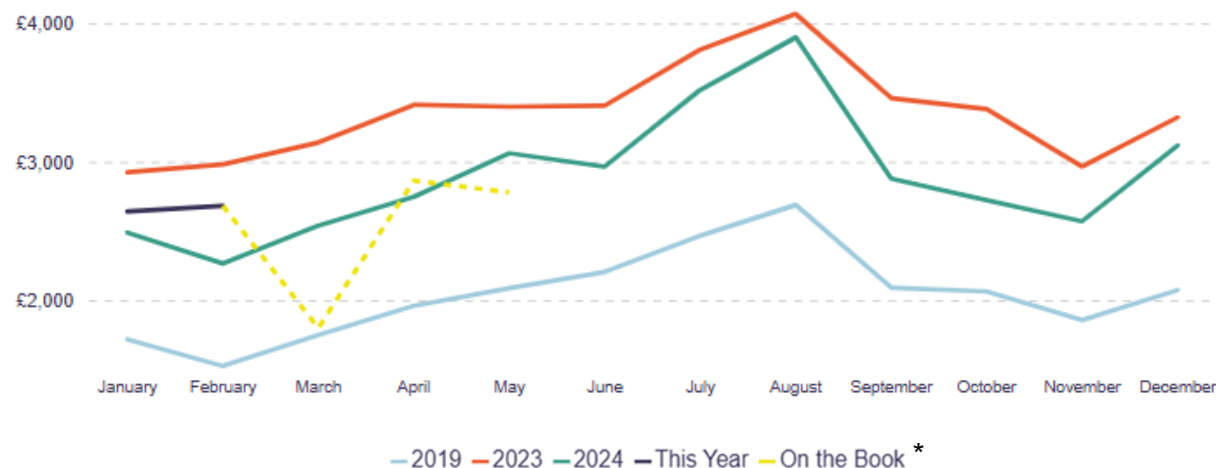
*\*Occupancy rates based on bookings in future months as of February 2025. We can expect occupancy to increase in the future as more bookings are made. Occupancy rates are calculated based on the sum of booked nights divided by the sum of available nights, accounting for nights which are not available for check in because of cleaning/maintenance/property owner occupying the property.*

# Average daily rate and revenue per property | ADR continues to outpace inflation, average property revenue is up on last year

## 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 2024, and this has continued at the start of 2025.
- ADR in February 2025 was £265, an increase in 12% from February 2024 (ADR was £236).
- ADR associated with bookings in the next 3 months is set to be £270 in March 2025, £305 in April 2025, £324 in May 2025.
- Average revenue per property in February 2025 was £2,680. This is a 18% increase from February 2024 (£2,260).
- From January 2025 to February 2025, there has been a decrease in ADR and an increase in average revenue per short term rental property.
- The average revenue from bookings for the upcoming months, as of February 2025, continues to shift

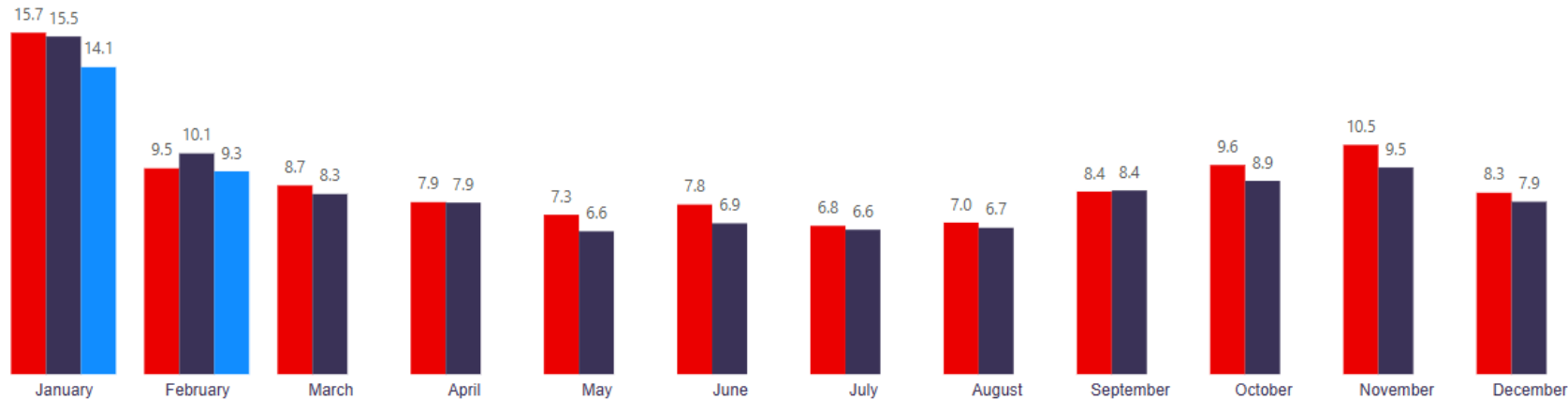
Note: ADR = average daily rate, representing the average nightly price when the data was flagged as booked, not including fees or discounts. Average revenue per property = the sum nightly price per property when booked, not including fees or discounts. Both metrics from Lighthouse data are in US dollars,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

\*Average daily rate for bookings in future months as of February 2025. Metrics may change in the future as more bookings are made.

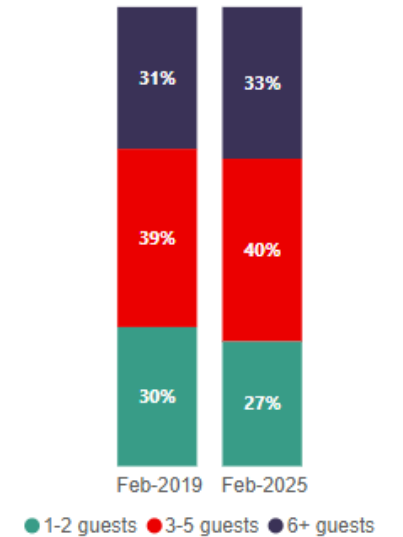
# Trip characteristics | Average length of stay has declined in February 2025 compared to the past two years

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

Year ● 2023 ● 2024 ● 2025



Average property capacity\*\*



- The average length of stay in short term rental properties has decreased to an average of 9.3 nights in February 2025. This is around a 1-night decrease compared to the same month in 2024, but a very similar average length of stay to February 2023. Average length of stay was lower than the previous year towards the end of 2024.
- 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 January 2025 is larger compared to the same month in 2019, which suggests an increase in party size compared to pre-pandemic.

\*\*According to number of nights reserved.

# UK destination trends

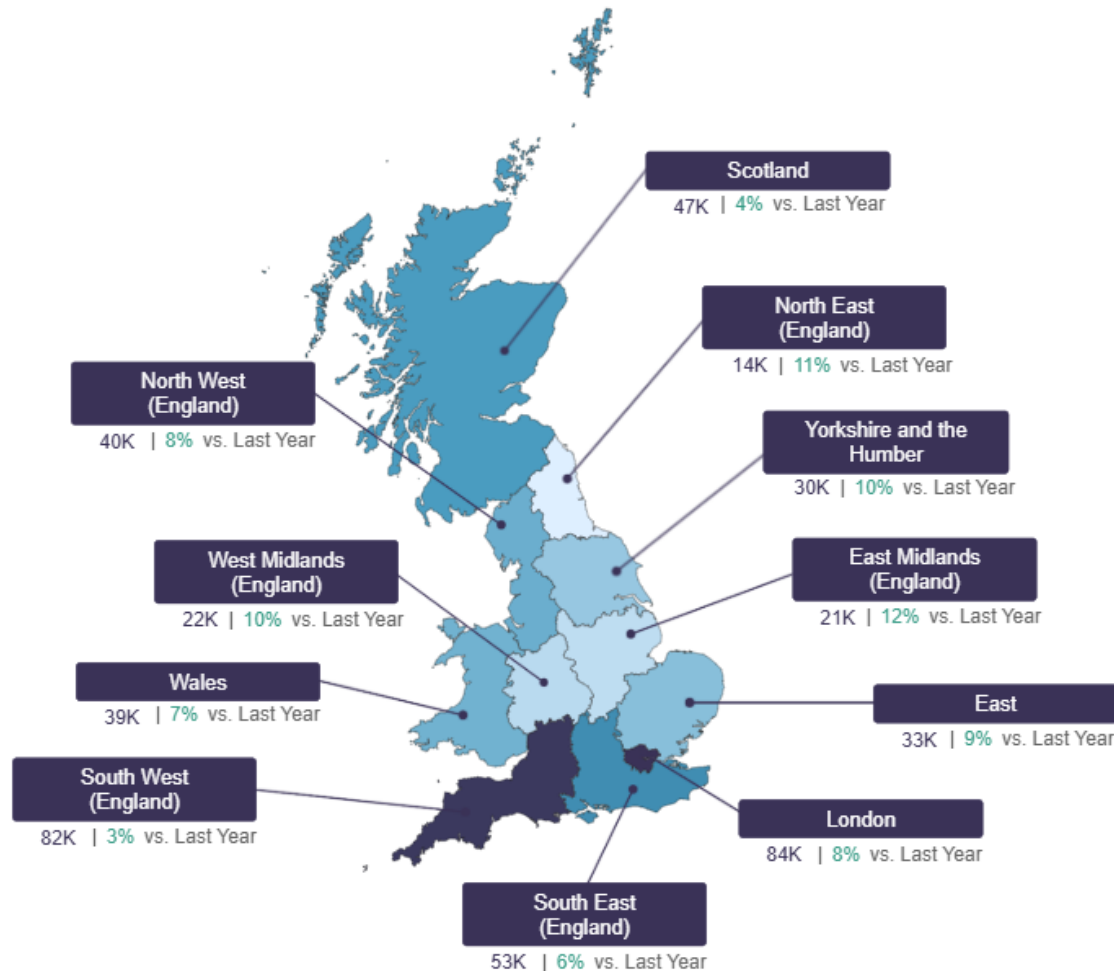


# Supply | Growth vs. 2024 seen across UK

Change in total volumes of properties vs. the same months in the previous year

UK Regions	Feb-2024	Mar-2024	Apr-2024	May-2024	Jun-2024	Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025
East	17%	16%	16%	15%	14%	10%	13%	13%	12%	12%	11%	10%	9%
East Midlands (England)	15%	16%	15%	15%	15%	10%	13%	13%	12%	13%	14%	13%	12%
London	38%	34%	30%	27%	25%	19%	17%	18%	14%	12%	11%	10%	8%
North East (England)	16%	16%	17%	15%	14%	7%	15%	14%	13%	13%	13%	12%	11%
North West (England)	16%	12%	11%	11%	11%	9%	11%	10%	10%	10%	9%	8%	8%
Scotland	-4%	-4%	-3%	-3%	-2%	-3%	-2%	-1%	1%	5%	4%	5%	4%
South East (England)	13%	12%	12%	11%	10%	7%	9%	9%	8%	8%	8%	7%	6%
South West (England)	7%	6%	8%	8%	8%	5%	7%	6%	5%	6%	5%	5%	3%
Wales	9%	10%	12%	11%	11%	8%	12%	11%	10%	11%	9%	9%	7%
West Midlands (England)	20%	20%	19%	17%	17%	13%	16%	15%	13%	14%	14%	13%	10%
Yorkshire and The Humber	14%	14%	14%	13%	13%	7%	14%	13%	12%	13%	12%	11%	10%

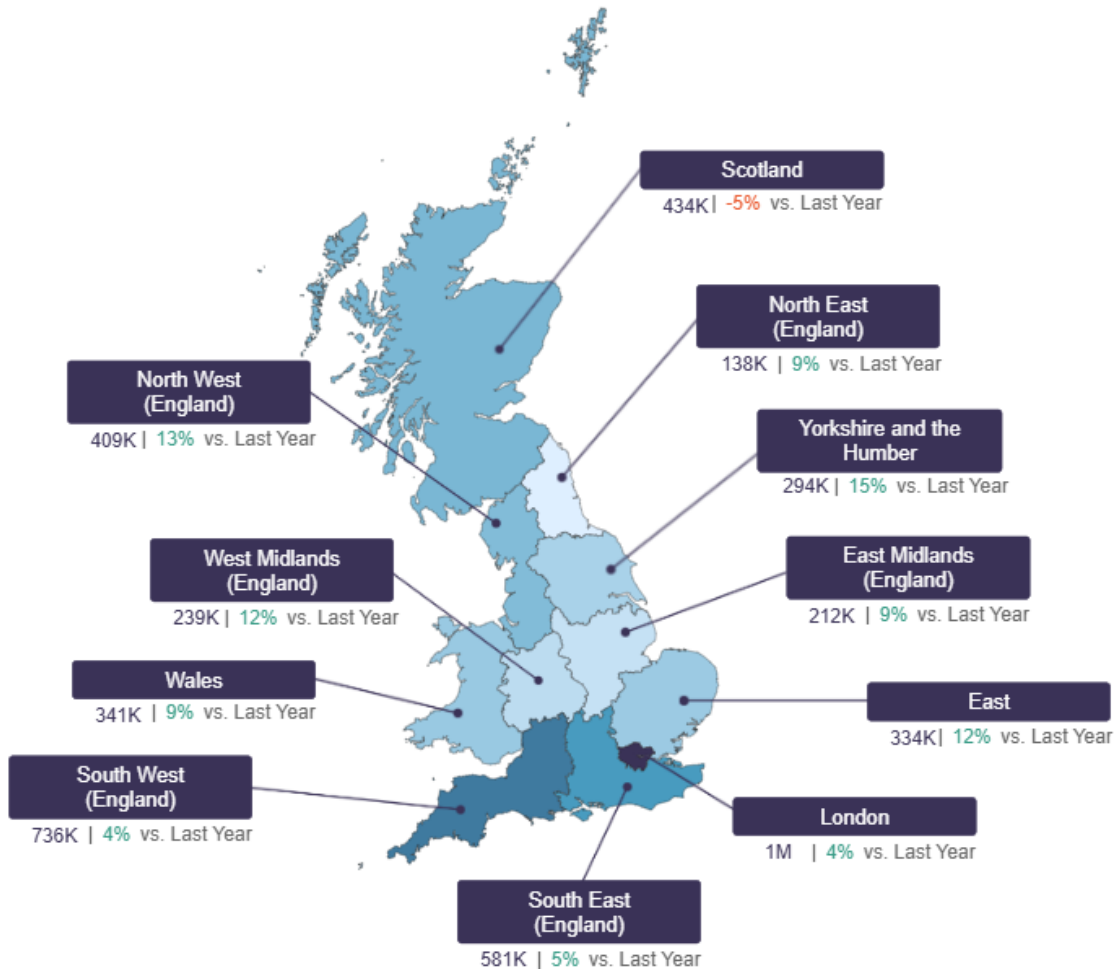
## Supply in February 25 | Strongest growth in supply vs. 2024 seen from the East Midlands and North East England



- Looking across the UK in February 2025, supply of short term rental properties is most likely to be clustered in the South West and London. These destinations hold 82,000 and 84,000 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 February 2025, all UK destinations are seeing growth in supply vs. the same month in 2024. The most growth is seen in the East Midlands (+12%) and the North East England (+11%).

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

# Reserved nights in February 2025 | Yorkshire and the Humber, and North West are seeing strongest growth in reserved nights vs. 2024

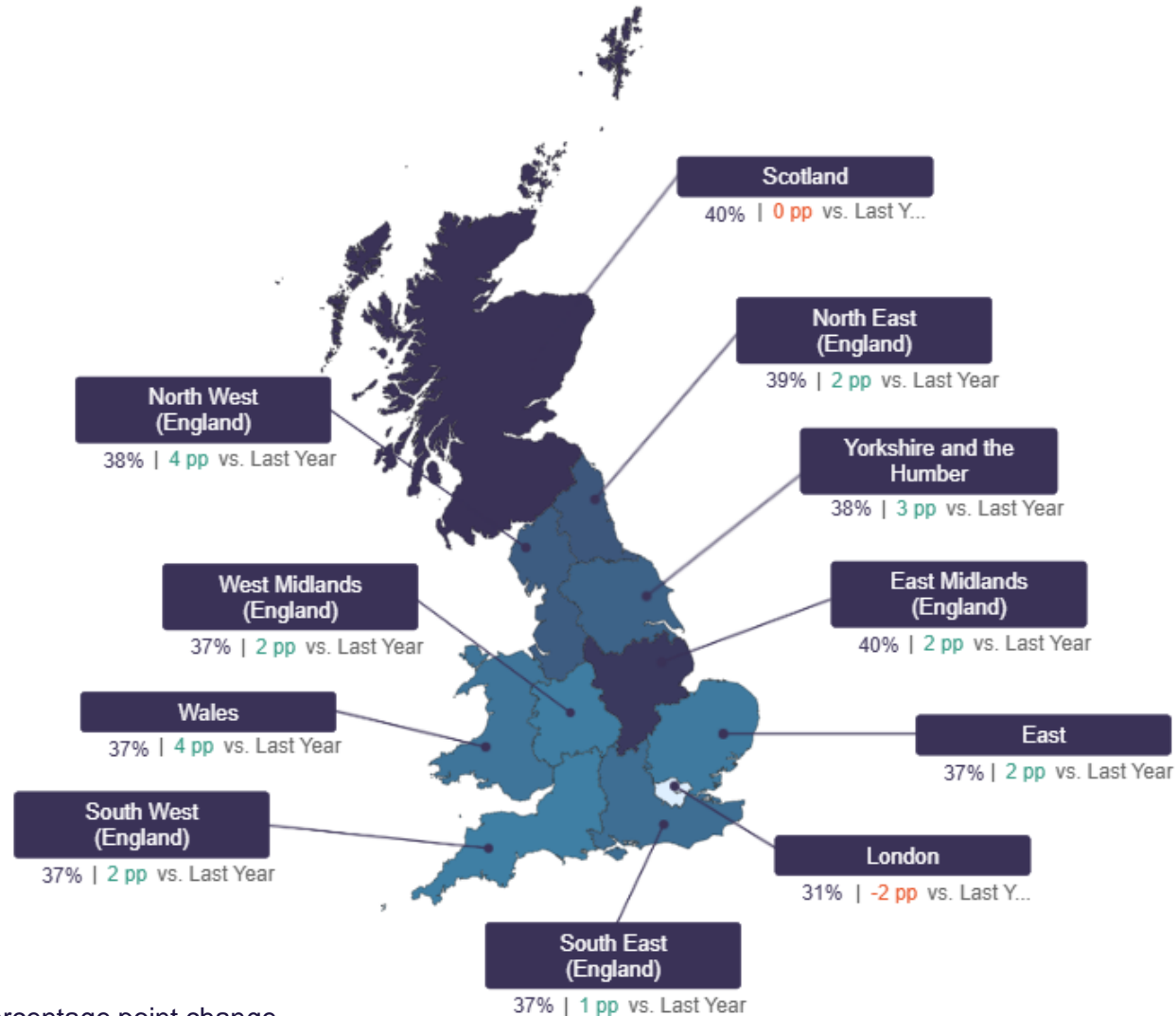


- The spread of nights reserved across the UK follows a similar trend to that of supply, with the most nights being reserved in London, the South West and the South East in February 2025 (1 million, 736k and 581k respectively).
- The lowest number of nights were reserved in the North East, East Midlands and West Midlands in February 2025 (134k, 209k, and 234k respectively).
- The volume of nights reserved was higher across the UK in February 2025 compared to the same month in 2024, apart from in Scotland (-5%), with the most growth being seen from Yorkshire and the Humber (15%), North West (13%), the West Midlands and the East of England (both 12% higher).

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

# Occupancy in February 2025

All regions, except Scotland and London, saw higher occupancy rates in February 2025 compared to the same month in 2024

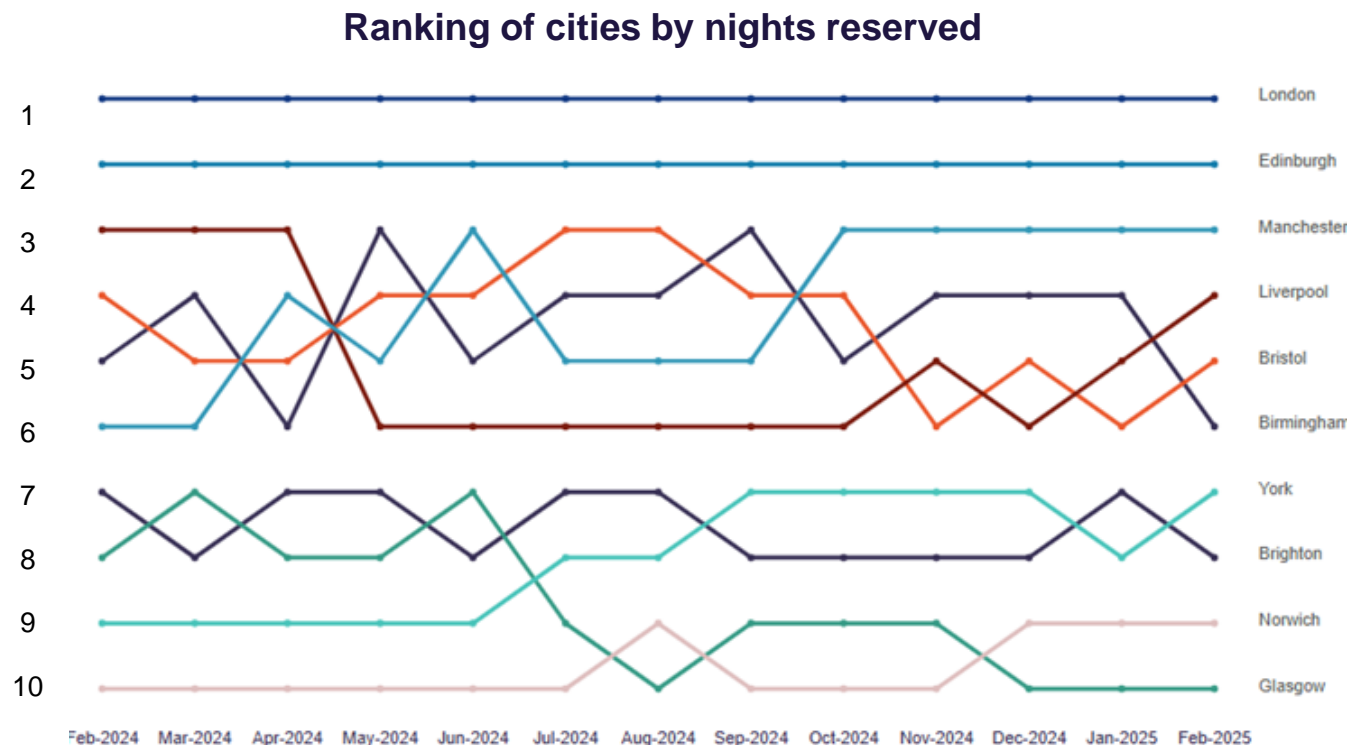


- Trends in occupancy rates across UK destinations in February 2025 differ compared to those seen for supply and nights reserved.
- The highest rates of occupancy are seen in Scotland and the East Midlands (both 40%), followed by the North East of England (39%)
- The lowest rates of occupancy are seen in London (31%). This is the only region experiencing a decrease in occupancy compared to February 2024 (-2pp).
- Scotland's occupancy remained the same as the previous year. However, all other regions experienced an increase in occupancy rates vs 2024, with Wales and the North West of England seeing the greatest increase (4pp).

pp = percentage point change

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

## Top cities | Small shifts in city rankings over the past year



- In February 2025, the most popular UK cities when it came to nights reserved were London, Edinburgh, and Manchester, which has been consistent since October 2024.
- From January 2025 to February 2025, there were slight shifts the rankings of the top 10 cities. The most notable change was that Birmingham dropped two places, becoming the 6<sup>th</sup> most popular city, with Liverpool becoming the 4<sup>th</sup> most popular city.
- Between February 2024 and February 2025, the rankings of the top 10 UK cities saw notable shifts in popularity. Manchester climbed three spots, rising from 6<sup>th</sup> to 3<sup>rd</sup> place, while York moved up from 9<sup>th</sup> to 7<sup>th</sup>. In contrast, Glasgow dropped two places, falling from 8<sup>th</sup> to 10<sup>th</sup> in terms of nights reserved in short-term rental properties.

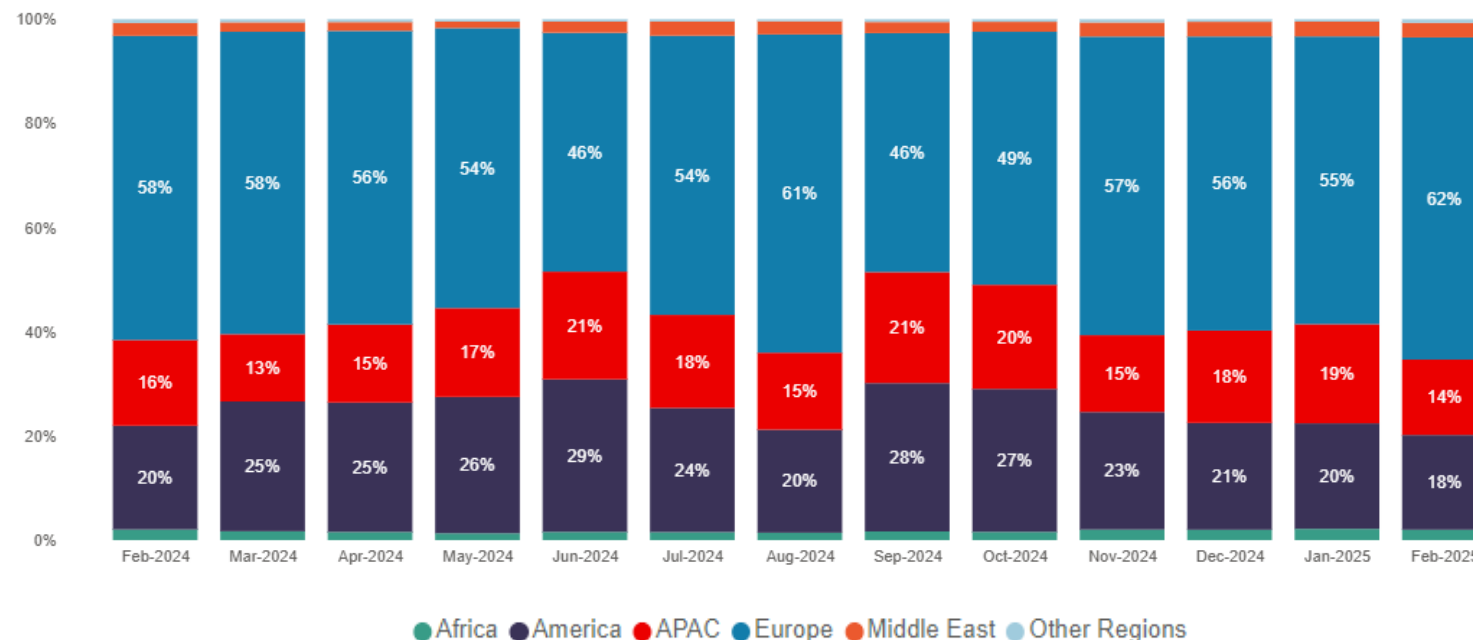
# Guest origin trends

**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 | 62% of inbound travellers came from Europe in February 2025

International origin region by month (excludes domestic origin)



Top origin markets (Feb 25)\*

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

- Information from guest reviews suggests that inbound travellers from Europe (excluding the UK) were the most dominant in 2024 and in 2025 so far, with this region holding the highest share in February 2025 (62%).
- The share of travellers from America and APAC decreased from January 2025 to February 2025.
- When comparing origin trends between February 2024 and February 2025, the share of European travellers increased, while the proportion of visitors from America and the APAC region declined. In February 2025, 62% of inbound travellers came from Europe, up from 58% in February 2024. Meanwhile, travellers from APAC fell from 16% to 14%, and those from America decreased from 20% to 18%.
- In February 2025, 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 January, India and Qatar led for growth in reviews left

### Number of reviews vs. same period the previous year

- The number of reviews left by domestic travellers was lower in January 2025 (201k) than December 2024 (248k).
- In January 2025, the inbound markets with the strongest growth in the volume of reviews left were India and Qatar (both 27% higher than January 2024).
- Many markets saw declines vs. January 2024, with this being most marked from Russia (-241%), China (-144%) and South Korea (-125%).

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	Jun-2024	Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025
Australia	5%	5%	1%	-3%	7%	10%	1%	-14%
Austria	-13%	-17%	-4%	-13%	-11%	-4%	23%	-3%
Belgium	-37%	-2%	0%	-38%	-26%	-10%	-1%	-4%
Brazil	9%	-0%	10%	4%	14%	16%	22%	21%
Canada	-23%	-20%	-27%	-14%	-0%	-19%	-18%	-18%
China	-190%	-135%	-172%	-177%	-104%	-107%	-220%	-144%
Denmark	-32%	-13%	-8%	-24%	-13%	-28%	1%	-52%
France	-38%	-12%	-13%	-25%	-35%	-21%	2%	-13%
Germany	-7%	-3%	4%	-8%	-14%	-10%	5%	-12%
Hong Kong	1%	-3%	29%	-1%	21%	5%	-19%	-22%
India	-9%	0%	18%	10%	10%	-10%	6%	27%
Italy	-28%	-24%	-32%	-36%	-42%	-32%	-5%	-7%
Japan	-46%	-39%	-42%	-56%	-22%	-59%	-64%	-34%
Netherlands	1%	5%	8%	7%	-3%	-9%	5%	3%
New Zealand	-15%	-1%	1%	2%	13%	9%	6%	11%
Norway	-17%	2%	6%	-13%	-12%	-30%	-23%	-55%
Qatar	-18%	19%	-14%	0%	-5%	-23%	-22%	27%
Russia	-216%	-257%	-241%	-255%	-346%	-467%	-294%	-241%
Saudi Arabia	-18%	15%	3%	-21%	20%	28%	39%	24%
South Korea	-61%	-80%	-90%	-46%	-7%	-61%	-66%	-125%
Spain	-40%	-33%	-33%	-41%	-16%	-19%	12%	-3%
Sweden	-47%	-28%	-38%	-40%	-26%	-33%	-12%	-45%
Switzerland	-10%	2%	-4%	-4%	-6%	-21%	-5%	-12%
United Arab Emirates	-17%	14%	-13%	9%	19%	-14%	6%	0%
United Kingdom	9%	12%	5%	3%	7%	-5%	3%	10%
United States	-7%	-7%	-24%	-5%	-6%	-16%	-22%	-37%