

# Short Term Rentals trends from Lighthouse

March 2025

VisitBritain/VisitEngland Research



## **March 2025** | Increase in supply, but reduction in nights reserved resulting in lower occupancy rates

- In March 2025 we saw growth and decline across key metrics compared to March 2024. There was with a 6% increase in supply, and an 11% increase in both average daily rate (ADR) and average revenue per property. However, we observed a 5% reduction in nights reserved compared to March 2024, and a subsequent 4pp reduction in occupancy rate. This decrease in nights reserved could be attributed to the timing of Easter, which fell in March 2024 but April 2025 this year.
- This month growth in supply was seen across all regions with, the East Midlands and the North East continuing to show the strongest growth in supply vs. 2024. However, nights reserved and occupancy rates were lower than March 2024 across all regions. The largest declines in nights reserved were seen in Scotland, the South West, and Wales, while Scotland, Wales, and London experienced the most significant drops in occupancy rates.
- In March 2025, the most notable month-on-month shift to the most popular UK cities by nights reserved was that Birmingham gained two places, becoming the 4th most popular city, and Liverpool becoming the 6th most popular.
- Saudi Arabia and Qatar led for reviews in February 2024\*, with an 36% and 27% respective increase in reviews left compared to the same month in 2024. In contrast, the volume of reviews from China and Russia are down -231% and -121% respectively.

\*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](#).

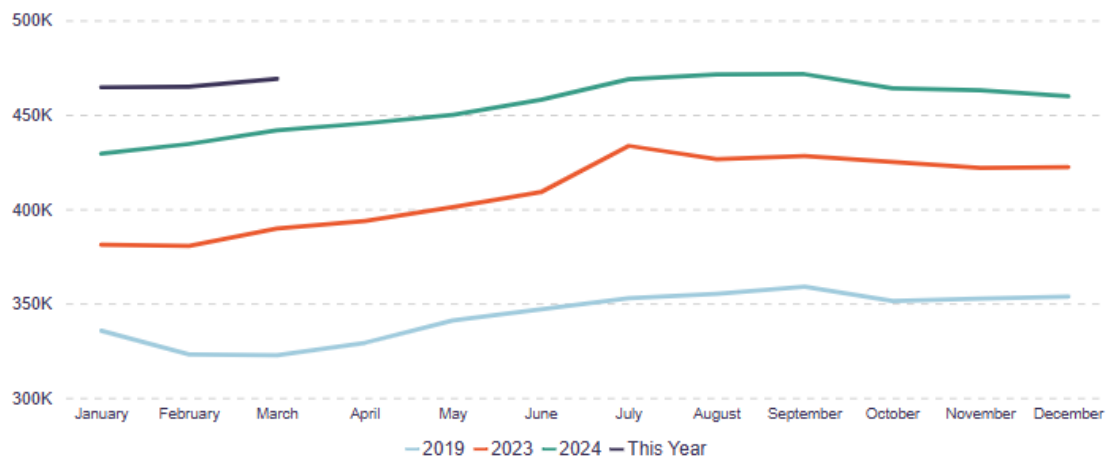
This report can be freely shared, as long as Lighthouse is cited as the source.

# Latest trends

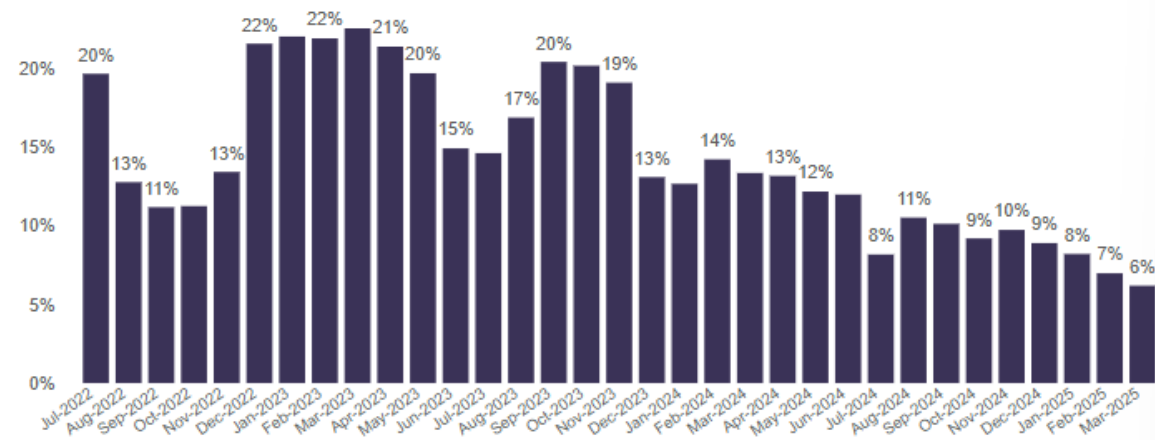


# Supply | Volume of short-term rental properties continues to increase above 2024 levels

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



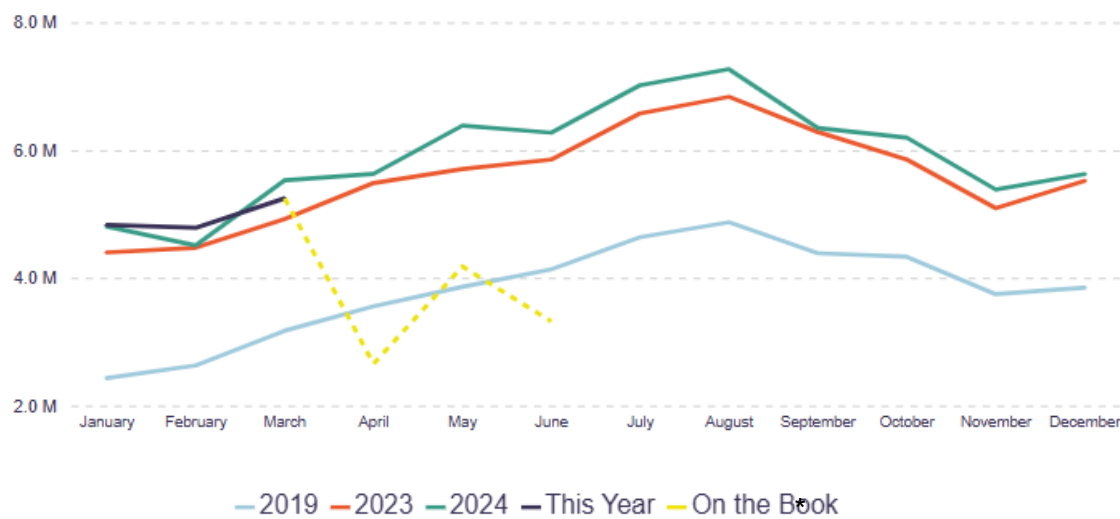
Percentage change in supply of short term rental properties vs. Last Year



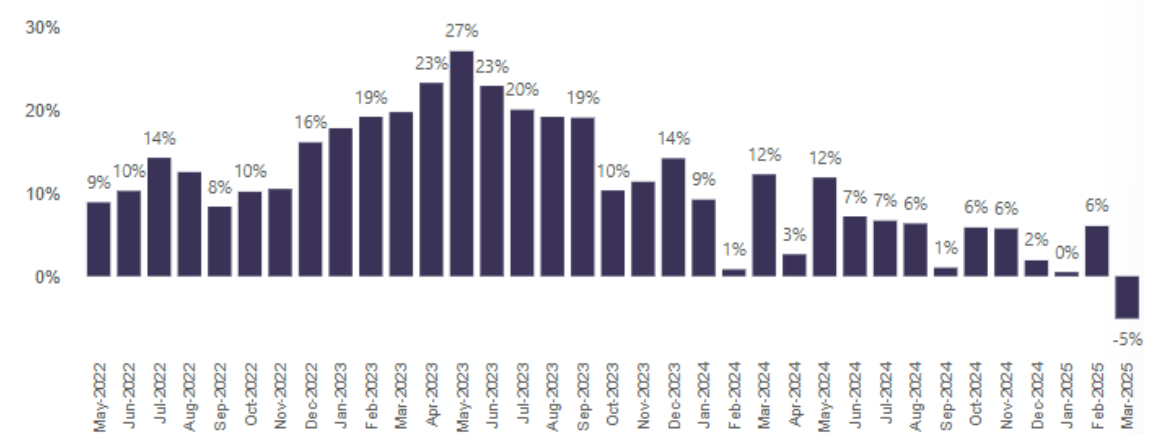
- The total supply of short term rental properties across the UK has increased in March 2025 compared to March 2024. This follows the trend of increasing supply throughout 2024, which peaked across the summer months.
- In March 2025 there were 469,060 short-term rental properties available, a 6% increase compared to the previous year (441,737 available properties in March 2024).

# Reserved nights | Volume of nights reserved 5% lower than March 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

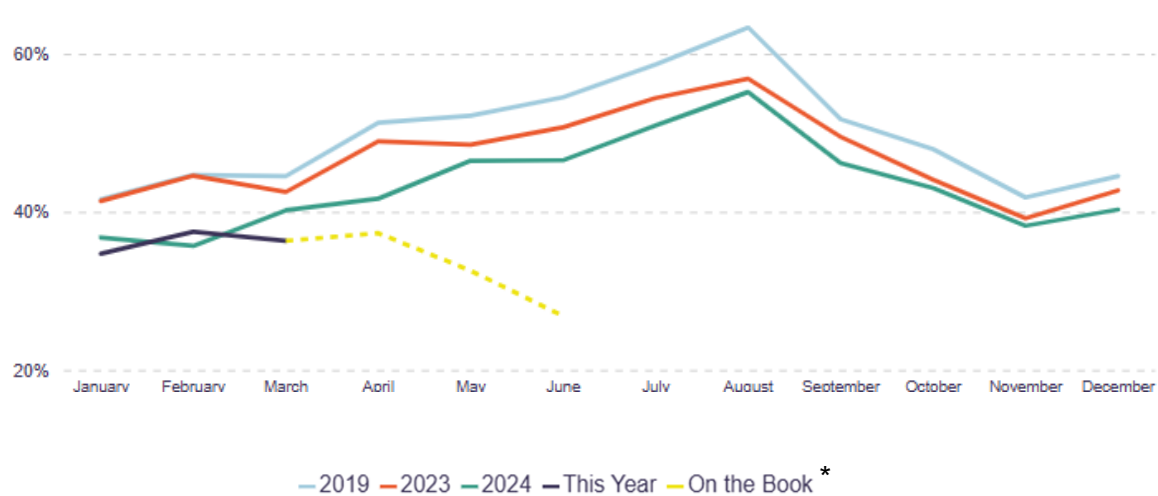


- In March 2025, 5.2 million nights were reserved in short term rental properties, a 5% decrease from nights reserved in March 2024. A likely explanation for this decline could be the shift in Easter’s timing, from March last year to April this year.
- Looking forward to the next 3 months, 2.7 million nights have been reserved for April 2025, 4.2 million for May 2025, and 3.3 million for June 2025, as of the end of March 2025.

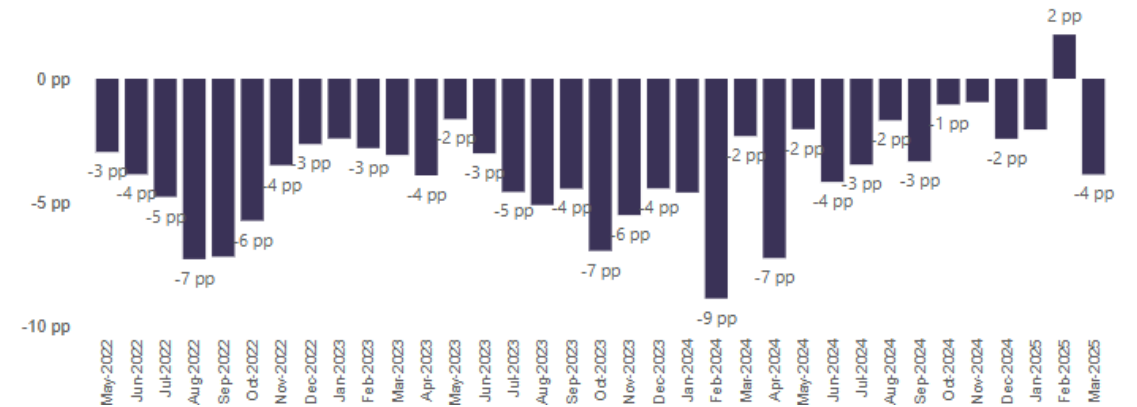
\*Nights already reserved for future months as of March 2025. We can expect volumes to increase in the future as more bookings are made.

# Occupancy | Occupancy rates are lower than the previous year

## Occupancy rates for short term rental properties



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

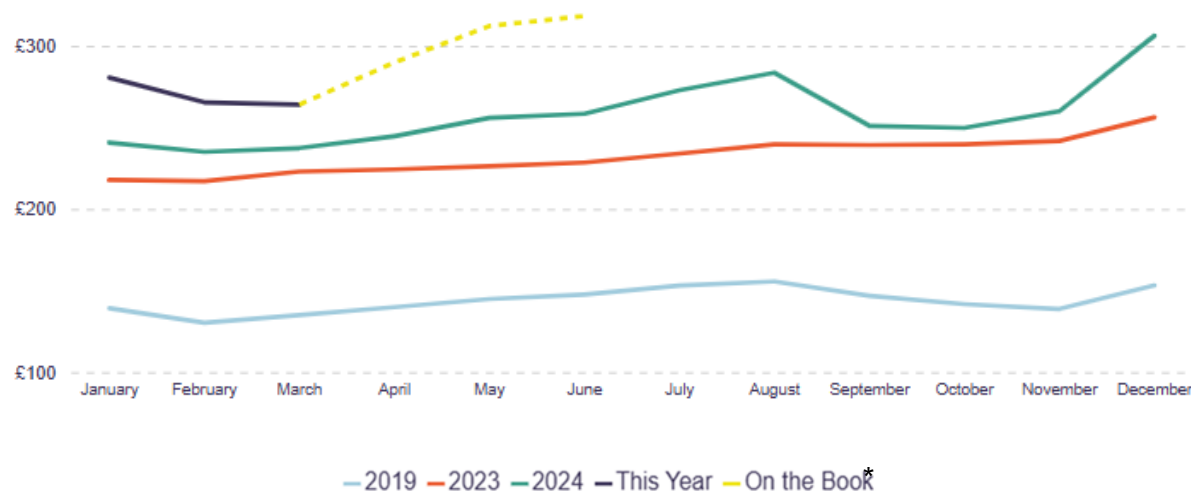


- As supply increases, often occupancy rates fall if reserved nights cannot keep up with supply. March 2025 saw supply increase, but nights reserved decrease, leading to a decrease in occupancy rates.
- Due to increases in supply, most of 2024 saw occupancy rates decline compared to the previous year.
- Occupancy rates were 36% in March 2025, 4 percentage points lower than March 2024. This year-on-year decline could be due to Easter falling in March last year, compared to April this year
- From bookings made before the end of March 2025, 37% occupancy has been achieved for April 2025, 33% for May 2025, and 27% for June 2025.

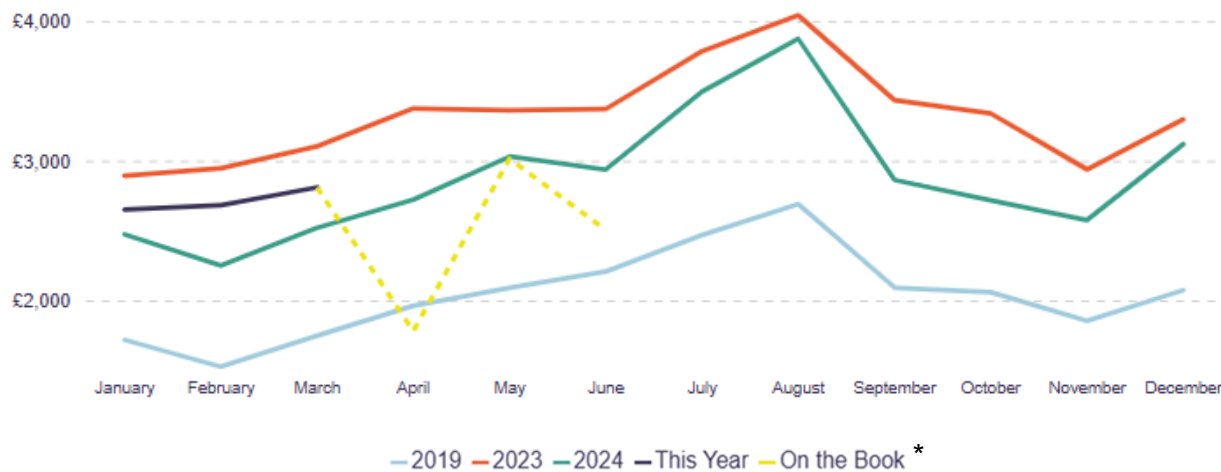
\*Occupancy rates based on bookings in future months as of March 2025. We can expect occupancy to increase in the future as more bookings are made. Occupancy rates are calculated based on the sum of booked nights divided by the sum of available nights, accounting for nights which are not available for 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 March 2025 was £264, an increase in 11% from March 2024 (ADR was £237).
- ADR associated with bookings in the next 3 months is set to be £290 in April 2025, £312 in May 2025, £318 in June 2025.
- Average revenue per property in March 2025 was £2,810. This is an 11% increase from March 2024 (£2,520) and is a metric which has been growing since the start of the year.

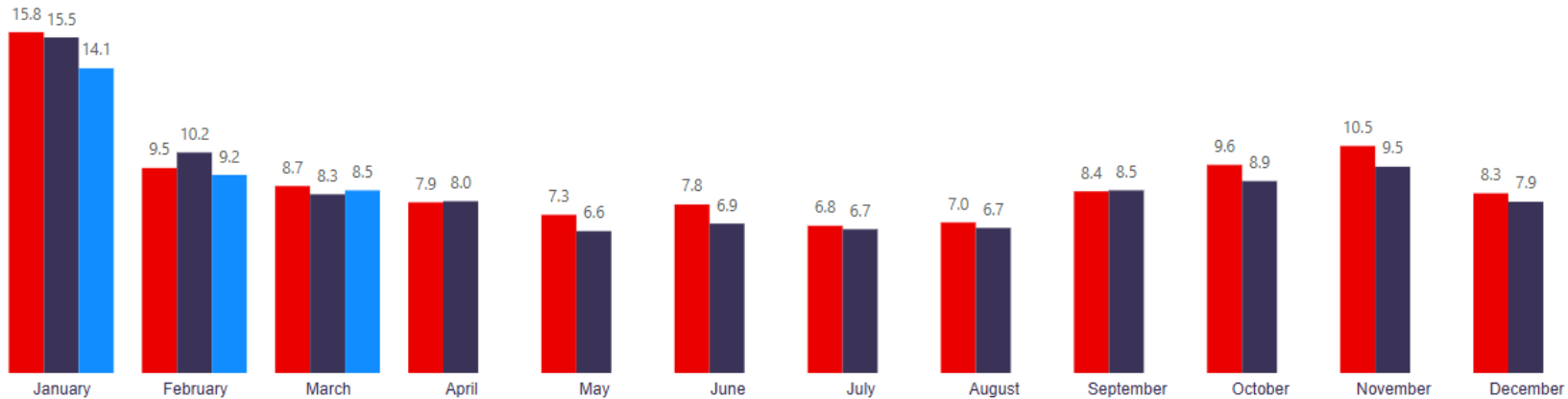
Note: ADR = average daily rate, representing the average nightly price when the data was flagged as booked, not including fees or discounts. Average revenue per property = the sum nightly price per property when booked, not including fees or discounts. Both metrics from Lighthouse data are in US dollars, 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.

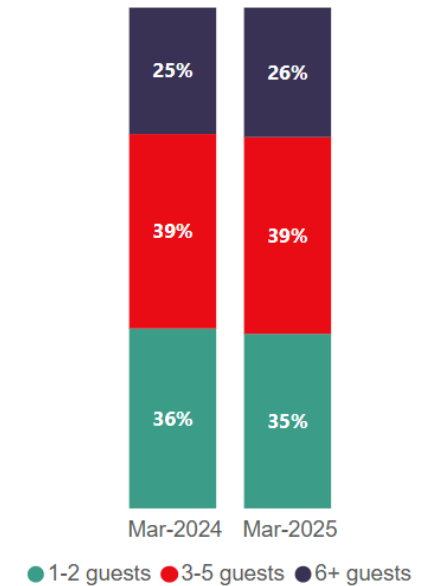
# Trip characteristics | Average length in March has remained steady over the past three years

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 was on average 8.5 nights in March 2025. This is a slight increase compared to the same month in 2024, 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 March 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

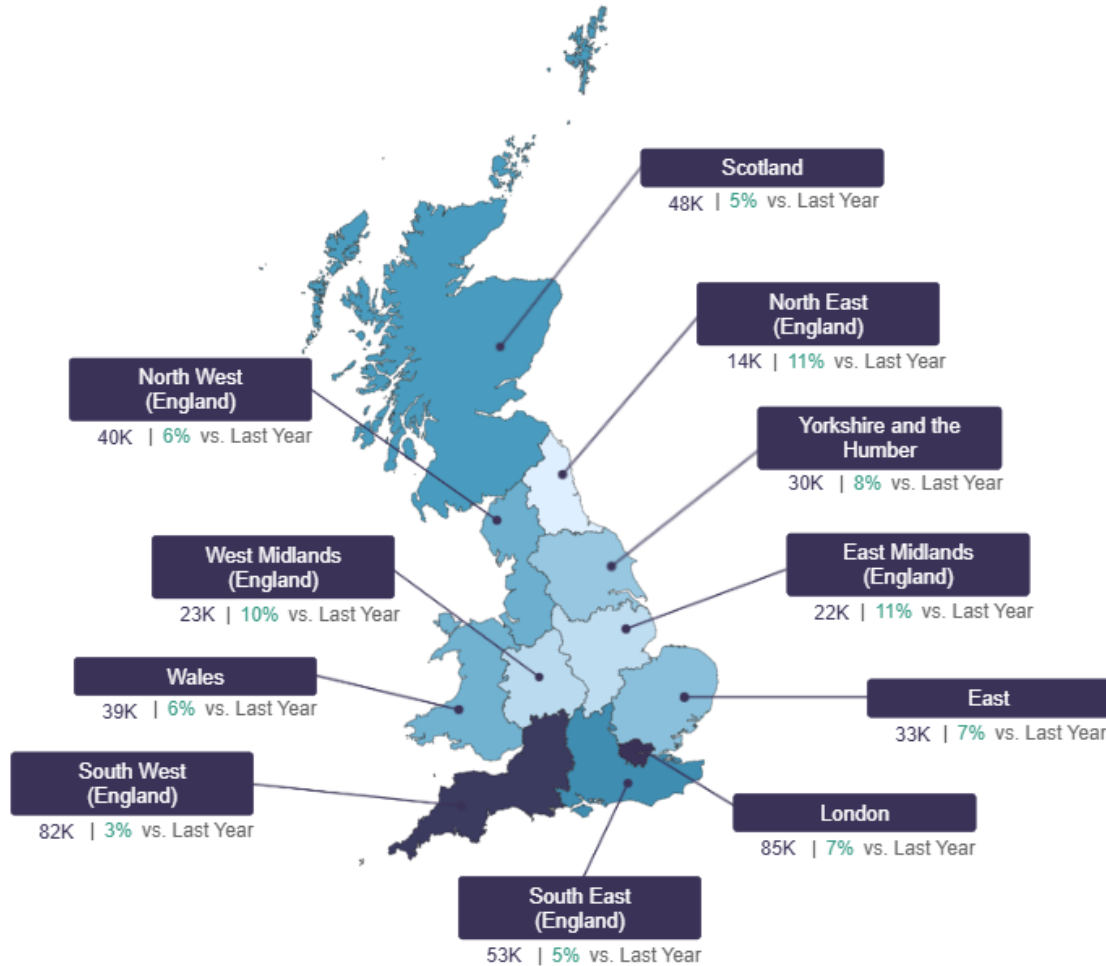


# Supply | Growth vs. 2024 seen across UK

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

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

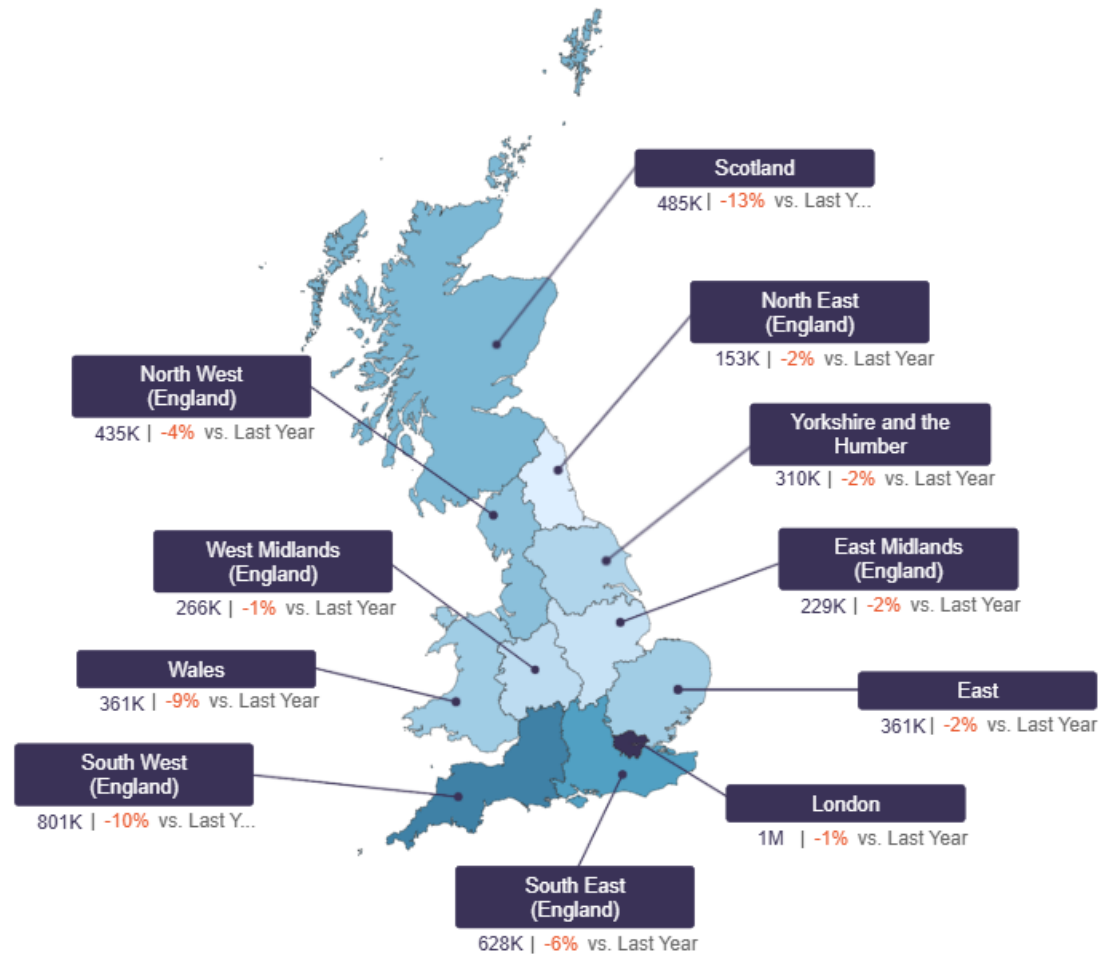
# Supply in March 25 | Strongest growth in supply vs. 2024 seen from the East Midlands and North East England



- Looking across the UK in March 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 85,000 properties respectively.
- The North East, East Midlands, and West Midlands have the fewest short-term rental properties. These destinations held 14,000, 22,000, and 23,000 properties respectively, as of March 2025.
- In March 2025, all UK destinations are seeing growth in supply vs. the same month in 2024. The most notable growth is seen in the East Midlands and the North East England, both experiencing an 11% increase.

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

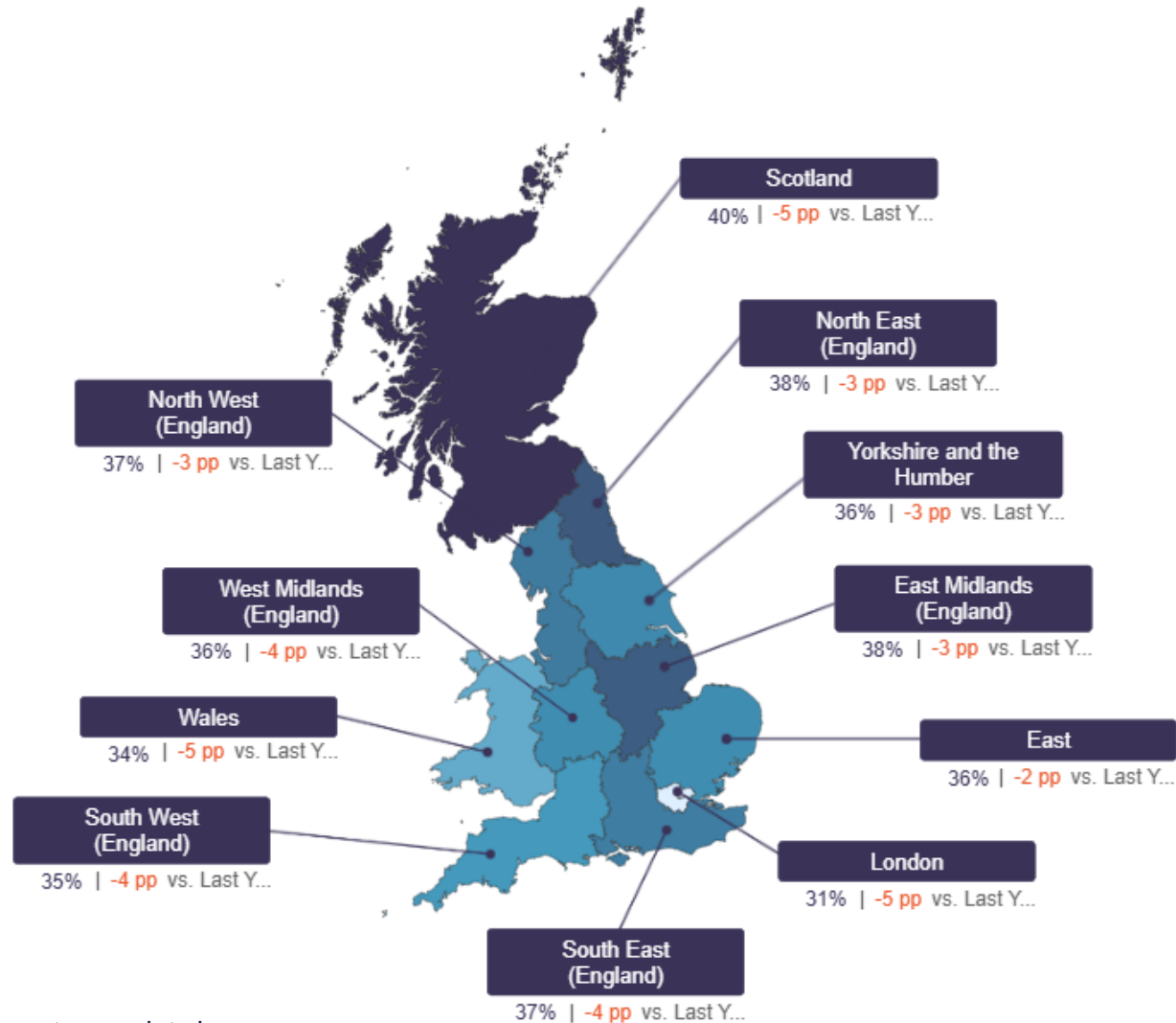
# Reserved nights in March 2025 | Reserved nights are lower across all regions compared to same time last year



- 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 March 2025 (1 million, 801k and 628k respectively).
- The lowest number of nights were reserved in the North East, East Midlands and West Midlands in March 2025 (153k, 229k, and 266k respectively).
- The volume of nights reserved was lower across the UK in March 2025 compared to the same month in 2024, with the greatest reduction being seen in Scotland (-13%), the South West (-10%) and Wales (-9%). This reduction may be attributed to the timing of Easter, which fell in March last year but in April this year.

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

# Occupancy in March 2025 | All regions saw lower occupancy rates in March 2025 compared to the same month in 2024

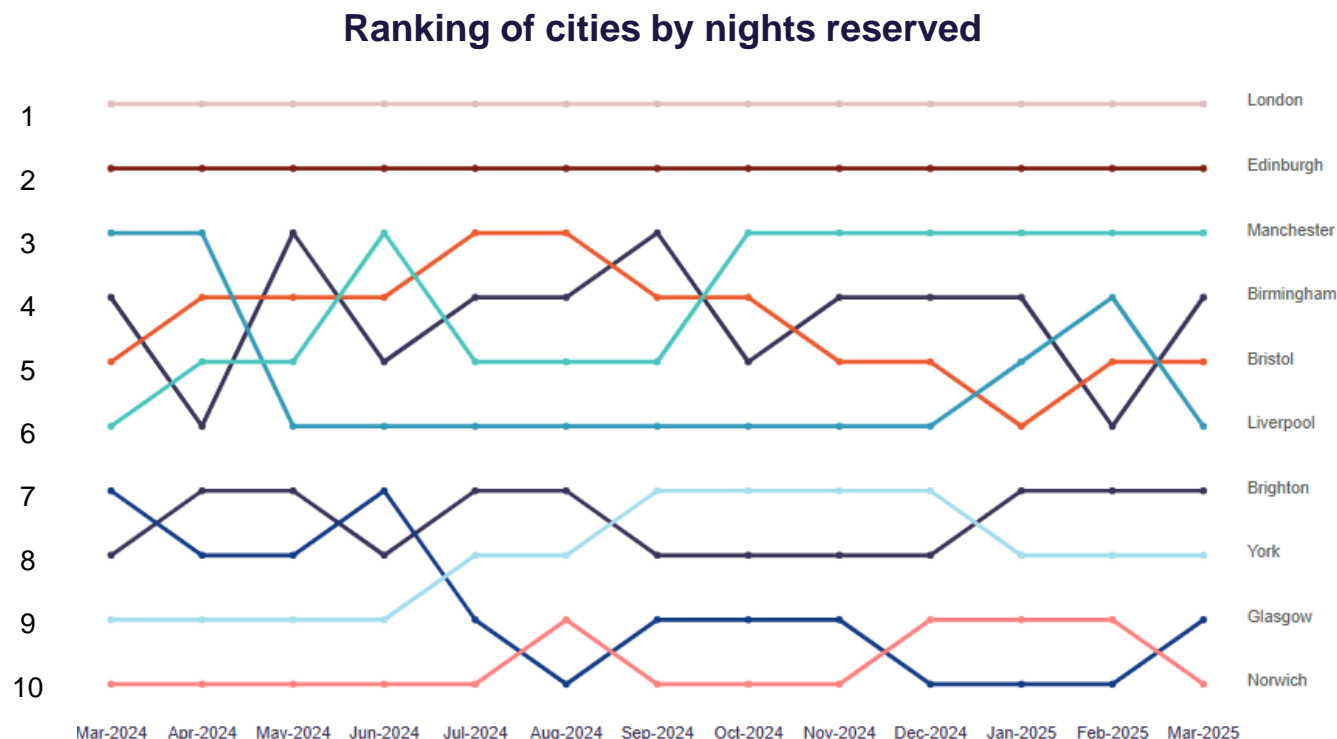


- Trends in occupancy rates across UK destinations in March 2025 differ compared to those seen for supply but are consistent with nights reserved.
- The highest rates of occupancy are seen in Scotland (40%), the East Midlands, and the North East of England (both 38%).
- The lowest rates of occupancy are seen in London (31%).
- In March 2025 all regions experienced a decrease in occupancy rates compared to March 2024. Scotland, Wales, and London all experienced the greatest reduction (-5pp), followed by the West Midlands and the South West (-4pp). This reduction could be explained by the fact that Easter fell in March last year but April this year.

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 March 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 February 2025 to March 2025, there were slight shifts the rankings of the top 10 cities. The most notable change was that Birmingham gained two places, becoming the 4<sup>th</sup> most popular city, with Liverpool becoming the 6<sup>th</sup> most popular city. Glasgow also moved up one place, becoming the 9<sup>th</sup> most popular city, and Norwich becoming the 10<sup>th</sup> most popular city regarding nights reserved.
- Between March 2024 and March 2025, there were notable shifts in the rankings of the top 10 UK cities by popularity. Liverpool dropped from 3<sup>rd</sup> to 6<sup>th</sup> place, while Manchester climbed from 6<sup>th</sup> to 3<sup>rd</sup>. Glasgow also fell two places, moving from 7<sup>th</sup> to 9<sup>th</sup> place regarding nights reserved.

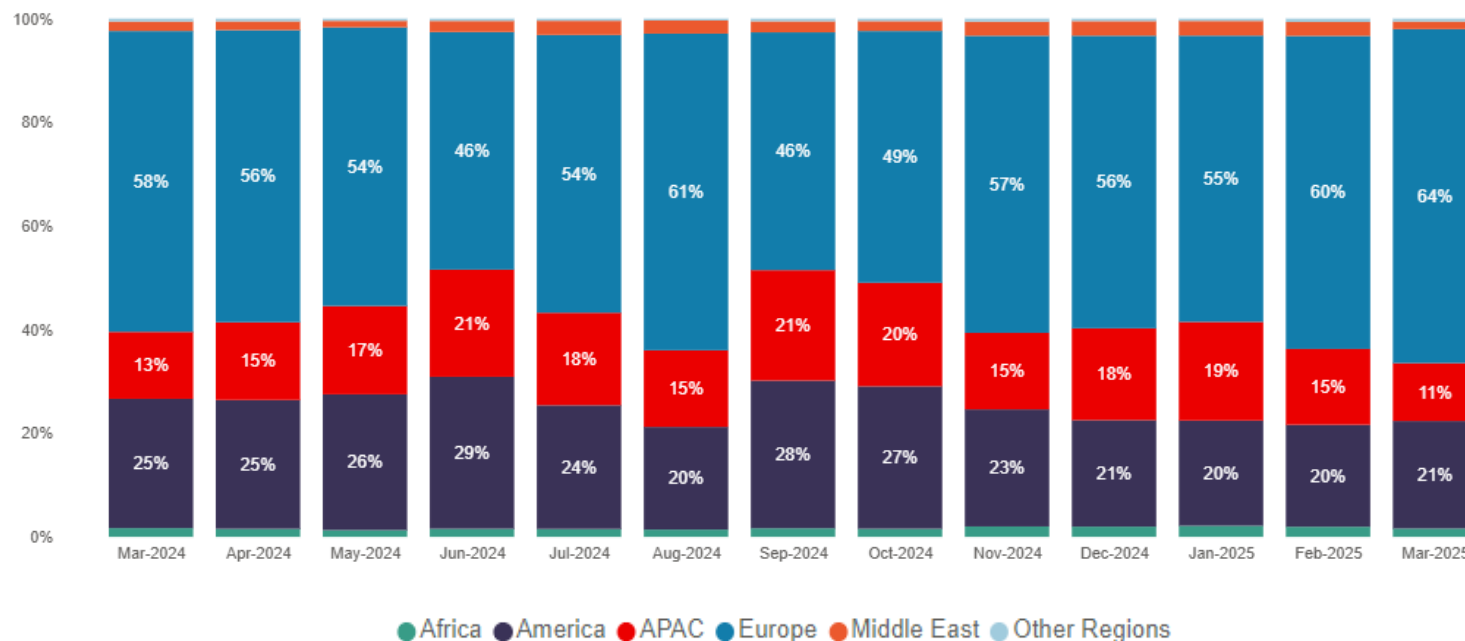
# Guest origin trends

**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 | 64% of inbound travellers came from Europe in March 2025

International origin region by month (excludes domestic origin)



Top origin markets (March 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 March 2025 (64%).
- From February 2025 to March 2025, the share of travellers from Europe increased but those from APAC decreased.
- When comparing origin trends between March 2024 and March 2025, the share of European travellers increased (+6pp), while the proportion of visitors from America and the APAC region declined. In March 2025, 64% of inbound travellers came from Europe, up from 58% in March 2024. Meanwhile, travellers from APAC fell from 13% to 11%, and those from America decreased from 25% to 21%.
- In March 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 February, Saudi Arabia 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 higher in February 2025 (232k) than January 2025 (202k).
- In February 2025, the inbound markets with the strongest growth in the volume of reviews left were Saudi Arabia (36% higher than February 2024), and Qatar (19% higher).
- Many markets saw declines vs. February 2024, with this being most marked from Russia (-231%), and China (-121%)

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	Jul-2024	Aug-2024	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025
Australia	5%	1%	-3%	7%	10%	1%	-14%	-4%
Austria	-17%	-4%	-13%	-11%	-4%	23%	-3%	-12%
Belgium	-2%	0%	-38%	-26%	-10%	-1%	-4%	-7%
Brazil	-0%	10%	4%	14%	16%	22%	21%	30%
Canada	-20%	-27%	-14%	-0%	-19%	-18%	-18%	-30%
China	-135%	-172%	-177%	-104%	-107%	-220%	-144%	-121%
Denmark	-13%	-8%	-24%	-13%	-28%	1%	-51%	-37%
France	-12%	-13%	-25%	-35%	-21%	2%	-13%	-19%
Germany	-3%	4%	-8%	-14%	-10%	5%	-12%	-37%
Hong Kong	-3%	29%	-1%	21%	5%	-19%	-22%	-23%
India	0%	18%	10%	10%	-10%	6%	27%	17%
Italy	-24%	-32%	-36%	-42%	-32%	-5%	-7%	-20%
Japan	-39%	-42%	-56%	-22%	-59%	-64%	-34%	-55%
Netherlands	5%	8%	7%	-3%	-9%	5%	3%	-2%
New Zealand	-1%	1%	2%	13%	9%	6%	11%	9%
Norway	2%	6%	-13%	-12%	-30%	-23%	-55%	-49%
Qatar	19%	-14%	1%	-5%	-23%	-22%	27%	19%
Russia	-257%	-241%	-255%	-346%	-467%	-294%	-241%	-231%
Saudi Arabia	15%	3%	-21%	20%	28%	39%	24%	36%
South Korea	-80%	-90%	-46%	-7%	-61%	-66%	-125%	-90%
Spain	-33%	-33%	-41%	-16%	-19%	12%	-3%	-4%
Sweden	-28%	-38%	-40%	-26%	-33%	-11%	-45%	-50%
Switzerland	2%	-4%	-4%	-6%	-21%	-5%	-12%	-17%
United Arab Emirates	14%	-13%	9%	19%	-14%	6%	0%	11%
United Kingdom	12%	5%	3%	7%	-5%	3%	10%	7%
United States	-7%	-24%	-5%	-6%	-15%	-22%	-37%	-31%