Short Term Rentals trends from Lighthouse

May 2025

VisitBritain/VisitEngland Research

May 2025| Increase in supply, but reduction in nights reserved resulted in lower occupancy rates

- In May 2025 we saw shifts across all key metrics compared to May 2024. There was a 7% increase in supply of short-term rentals properties, but a 5% decline in nights reserved, leading to a 4% reduction in average occupancy rate (43%). Average daily rate (ADR) and average revenue per property increased by 20% and 17% respectively, but there was no change in average length of stay.
- Supply in short-term rental properties grew across all regions this month, with the East Midlands and the North East continuing to show the strongest growth compared to 2024. However, nights reserved declined in every region, with the largest decreases seen in Scotland, the South West, and London (-7%). As a result, all regions experienced a drop in occupancy rates, with Scotland and London recording the sharpest falls (-6pp).
- In May 2025, the most notable month-on-month shifts to the most popular UK cities by nights reserved were that Glasgow swapped places with Norwich becoming the 9th most popular city, and Brighton swapped places with York, becoming the 7th most popular city regarding nights reserved.
- Brazil and India led for reviews again in April 2025*, with an 25% and 17% respective increase in reviews left compared to the same month in 2024. In contrast, the volume of reviews from Russia and China are down -151% and -175% 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:

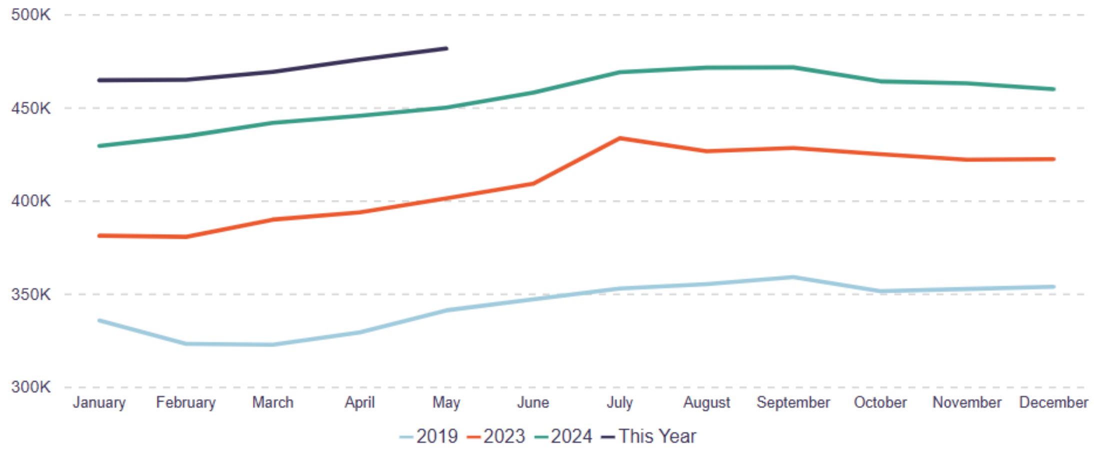
- Lighthouse estimates that roughly 20% of the global demand for accommodation in 2021 was driven by short-term rentals, meaning that the data in this report should ideally be considered in tandem with insights that VisitBritain/VisitEngland receives on the performance of serviced accommodation in England 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.

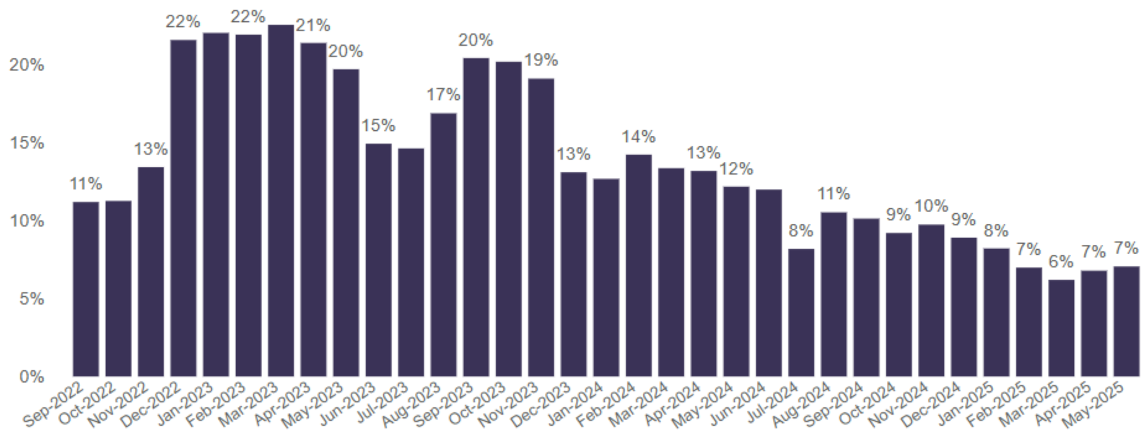
Latest trends

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

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



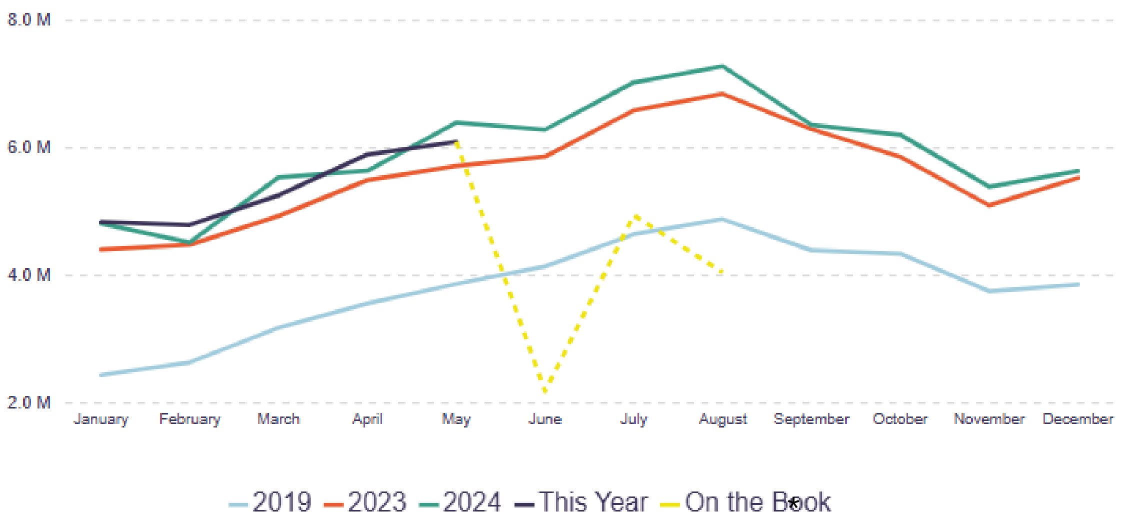
Percentage change in supply of short term rental properties vs. Last Year



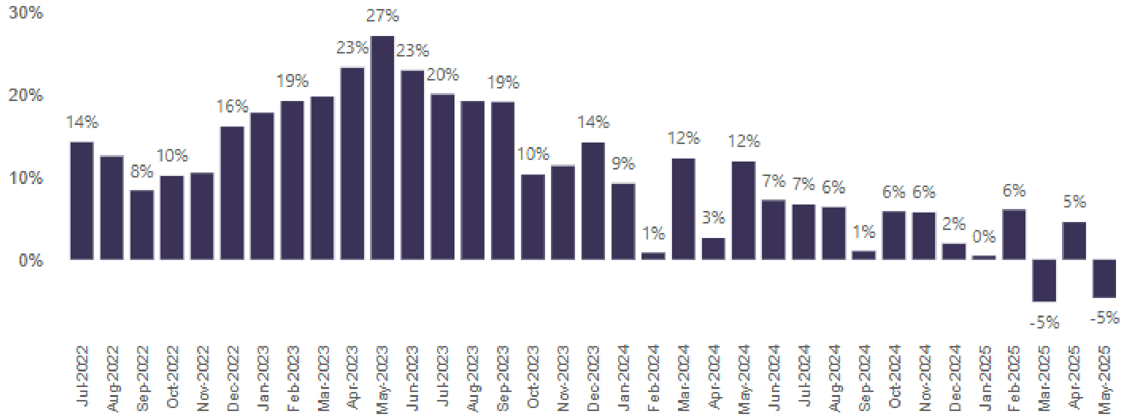
- The total supply of short term rental properties across the UK has increased in May 2025 compared to May 2024. This follows the trend of increasing supply throughout 2024, which peaked across the summer months.
- In May 2025 there were 481,563 short-term rental properties available, a 7% increase compared to the previous year (449,854) available properties in May 2024.

Reserved nights | Volume of nights reserved 5% lower than May 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

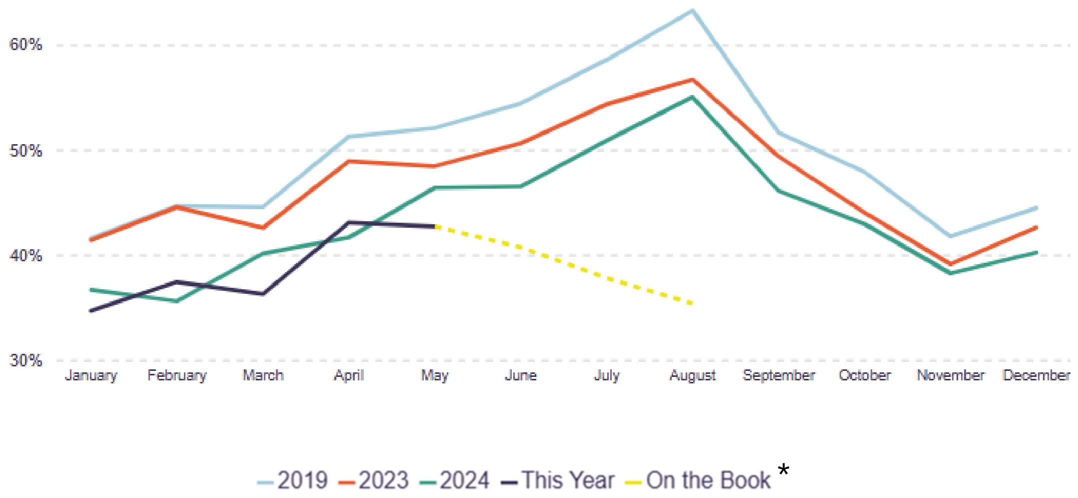


- In May 2025, 6.1 million nights were reserved in short term rental properties, a 5% decrease from nights reserved in May 2024.
- Looking forward to the next 3 months, 2.2 million nights have been reserved for June 2025, 4.9 million for July 2025, and 4.0 million for July 2025, as of the end of May 2025.

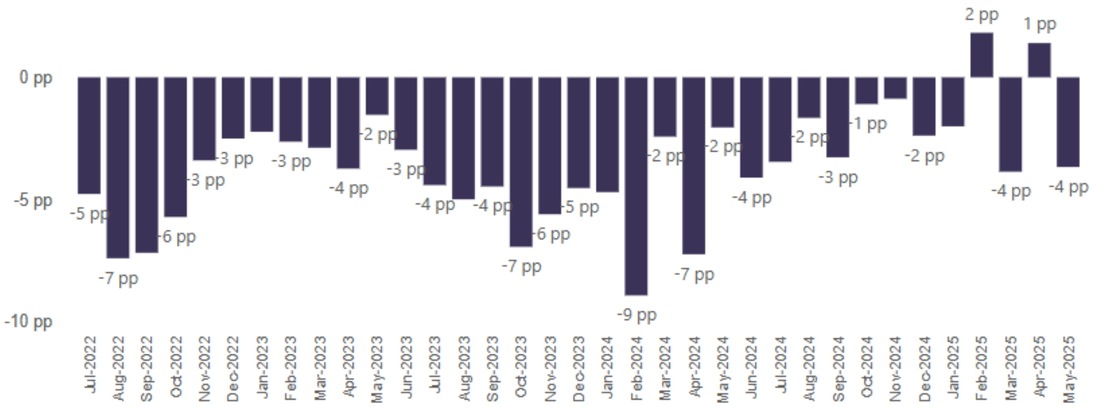
**Nights already reserved for future months as of May 2025. We can expect volumes to increase in the future as more bookings are made.*

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

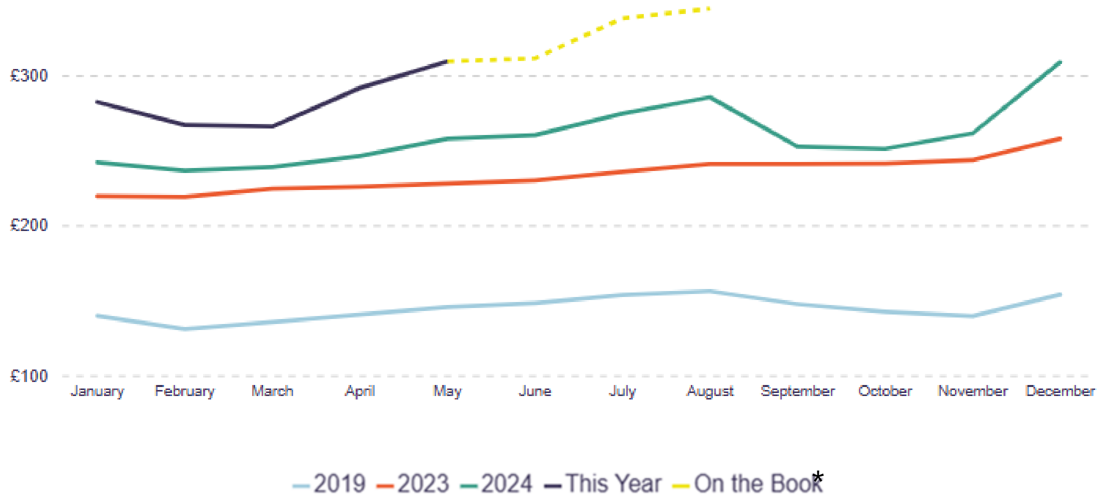


- As supply increases, often occupancy rates fall if reserved nights cannot keep up with supply. In May 2025 supply increased, but due to a decrease in nights reserved, there was a subsequent decrease in occupancy rates.
- Due to increases in supply, most of 2024 saw occupancy rates decline compared to the previous year.
- Occupancy was 43% in May 2025, 4 percentage points lower than May 2024.
- From bookings made before the end of May 2025, 41% occupancy has been achieved for June 2025, 38% for July 2025, and 35% for August 2025.

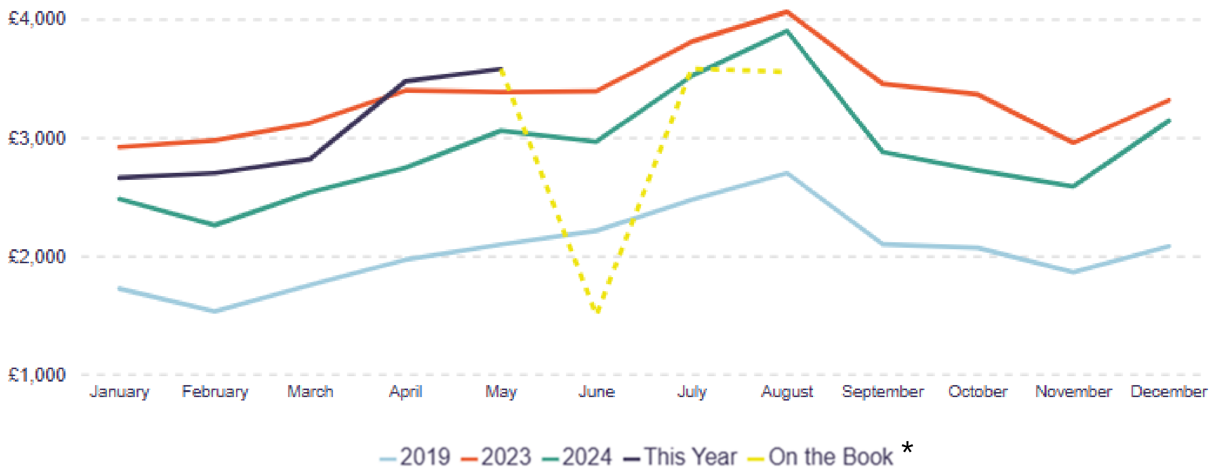
**Occupancy rates based on bookings in future months as of May 2025. We can expect occupancy to increase in the future as more bookings are made. Occupancy rates are calculated based on the sum of booked nights divided by the sum of available nights, accounting for nights which are not available for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

Average daily rate and revenue per property | ADR and average revenue are both increasing above the rate of inflation

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 May 2025 was £309, an increase in 20% from May 2024 (ADR was £258).
- ADR associated with bookings in the next 3 months is set to be £311 in June 2025, £338 in July 2025, £344 in August 2025.
- Average revenue per property in May 2025 was £3,578. This is an 17% increase from May 2024 (£3,054) 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 May 2025. Metrics may change in the future as more bookings are made.*

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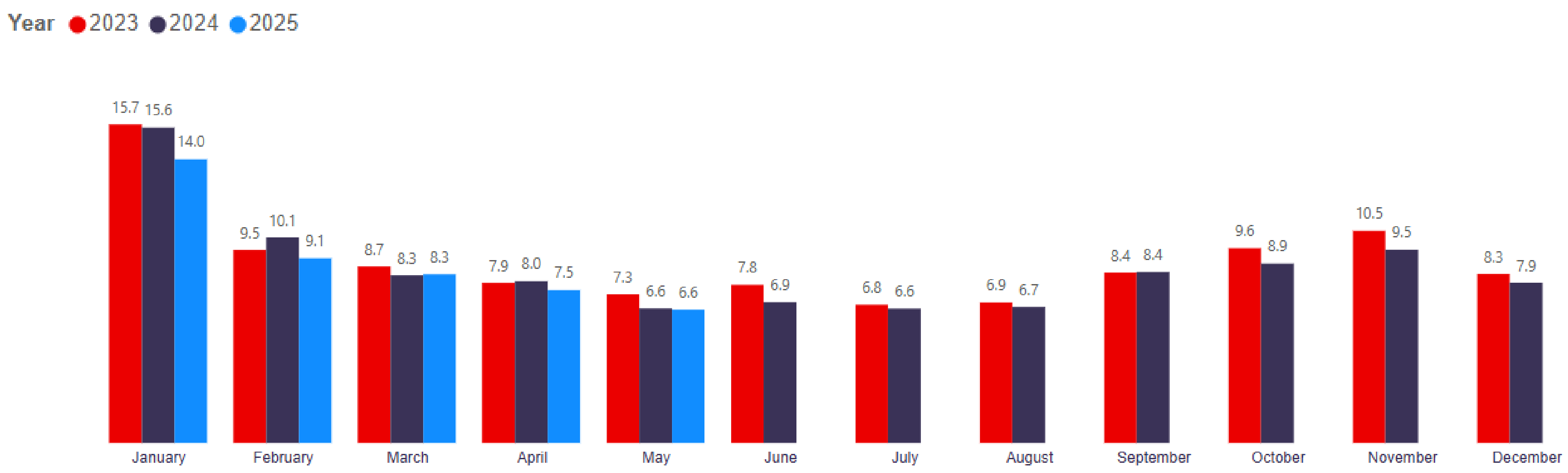
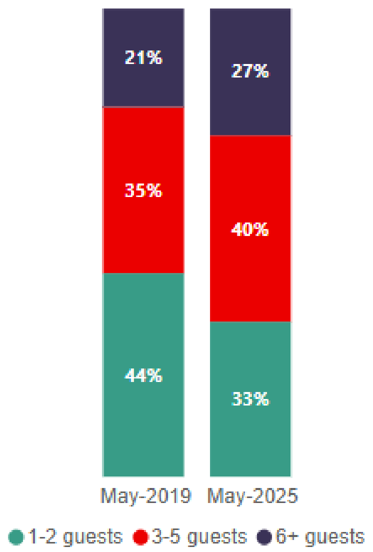
Trip characteristics | Average length of stay in May was on par with the previous year

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 was on average 6.6 nights in May 2025. This is on par with 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 May 2025 is 6% larger compared to the same month in 2024, which suggests an increase in party size.

***According to number of nights reserved.*

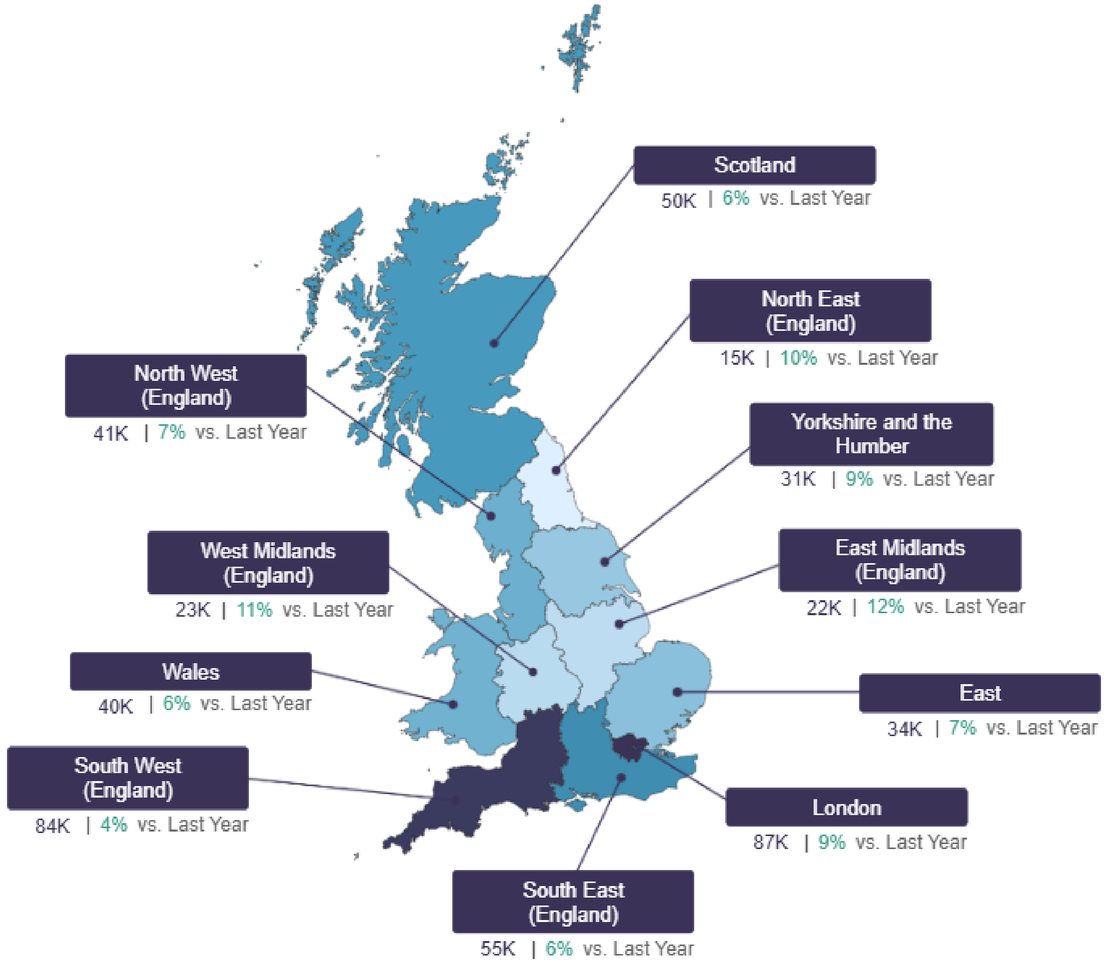
UK destination trends

Supply | Growth vs. 2024 seen across UK

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

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

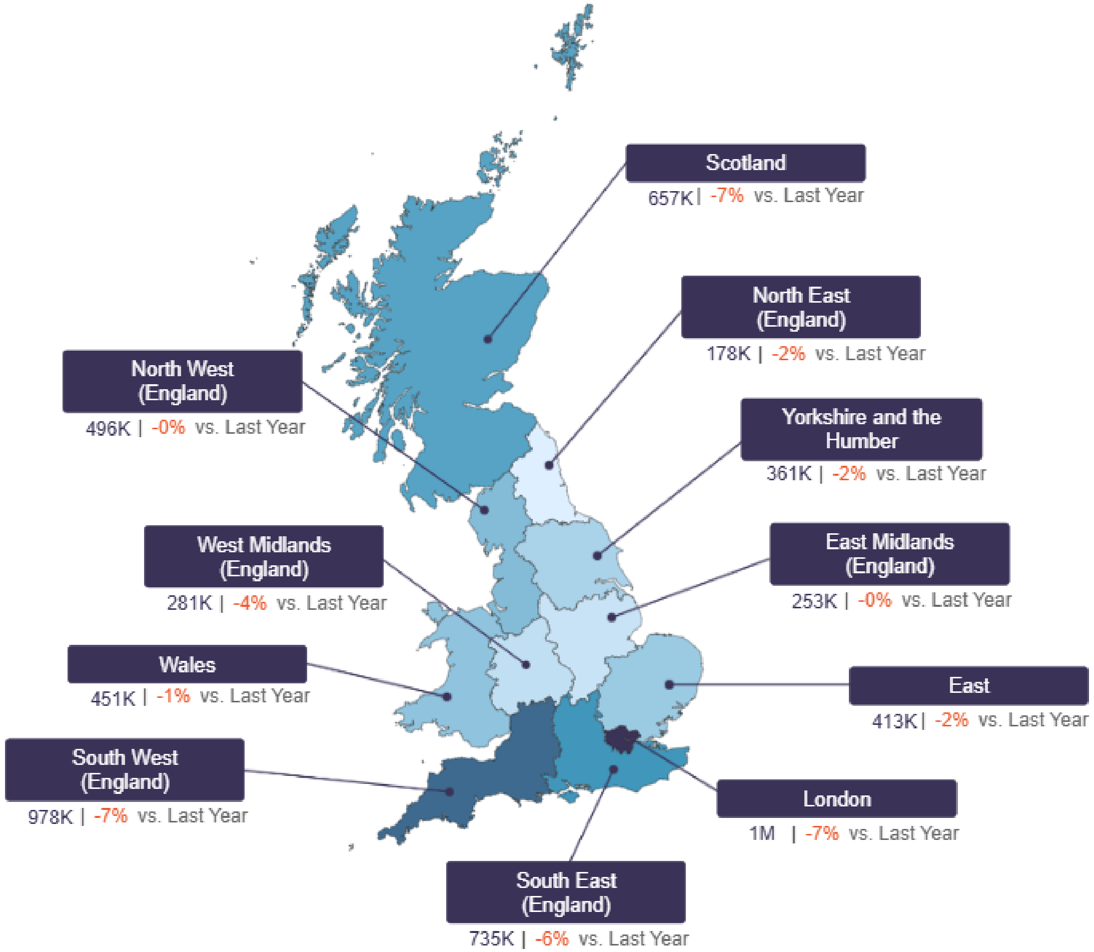
Supply in May 25| Strongest growth in supply vs. 2024 seen from the East Midlands and North East England



- Looking across the UK in May 2025, supply of short term rental properties is most likely to be clustered in the South West and London. These destinations hold 84,000 and 87,000 properties respectively.
- The North East, East Midlands, and West Midlands have the fewest short-term rental properties. These destinations held 15,000, 22,000, and 23,000 properties respectively, as of May 2025.
- In May 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, with a 12% and an 10% increase respectively.

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

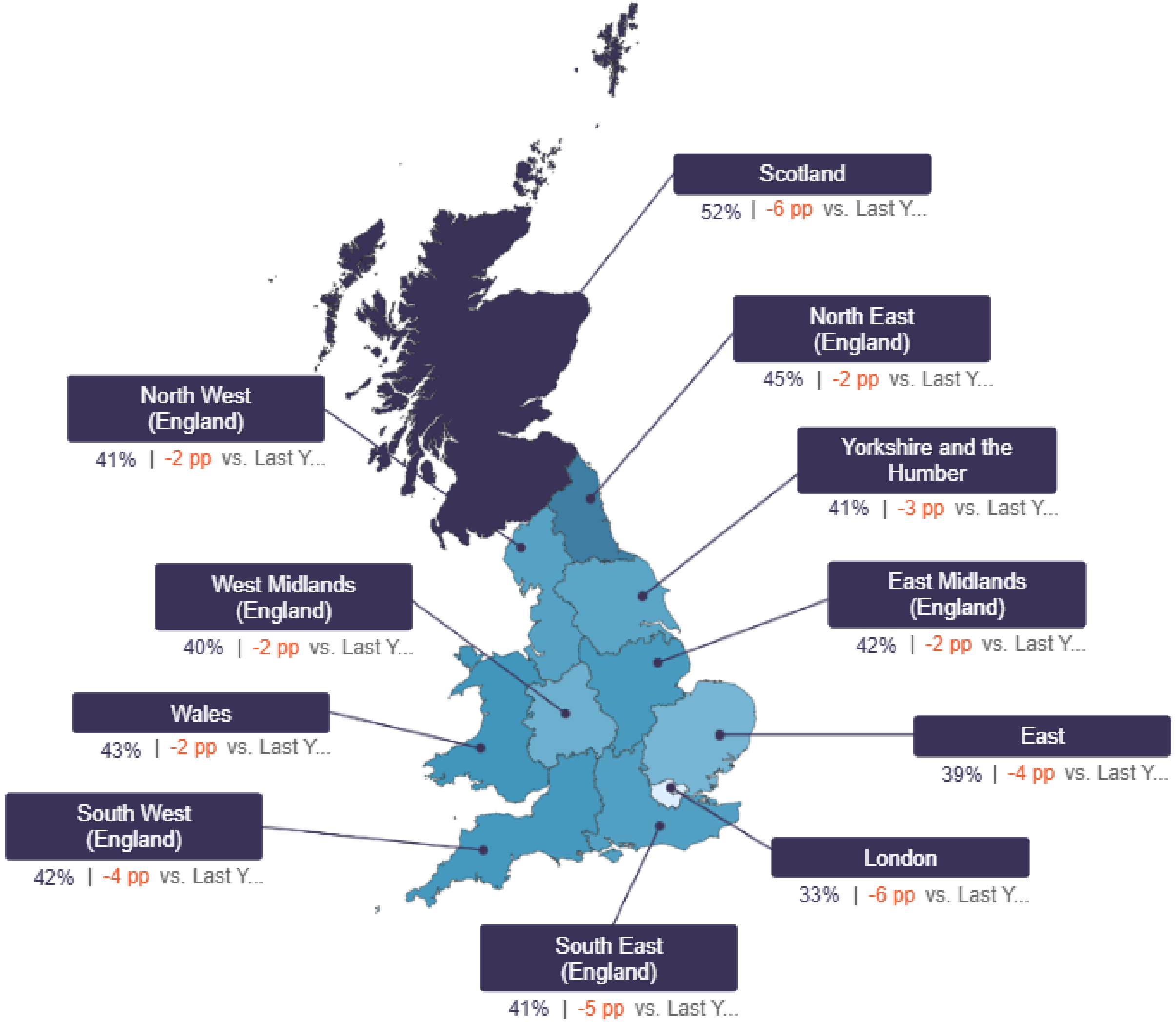
Reserved nights in May 2025 | Reserved nights are lower across all regions compared to same time last year.



- 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 May 2025 (1 million, 978k and 735k respectively).
- The lowest number of nights were reserved in the North East, East Midlands and West Midlands in May 2025 (178k, 253k, and 281k respectively).
- The volume of nights reserved was lower across all UK regions in the UK in May 2025 compared to the same month in 2024. The greatest decrease was seen in Scotland, the South West, and London, all experiencing a 7% reduction in nights reserved.

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

Occupancy in May 2025| All regions experiences a decrease in occupancy rates compared to May 2024.



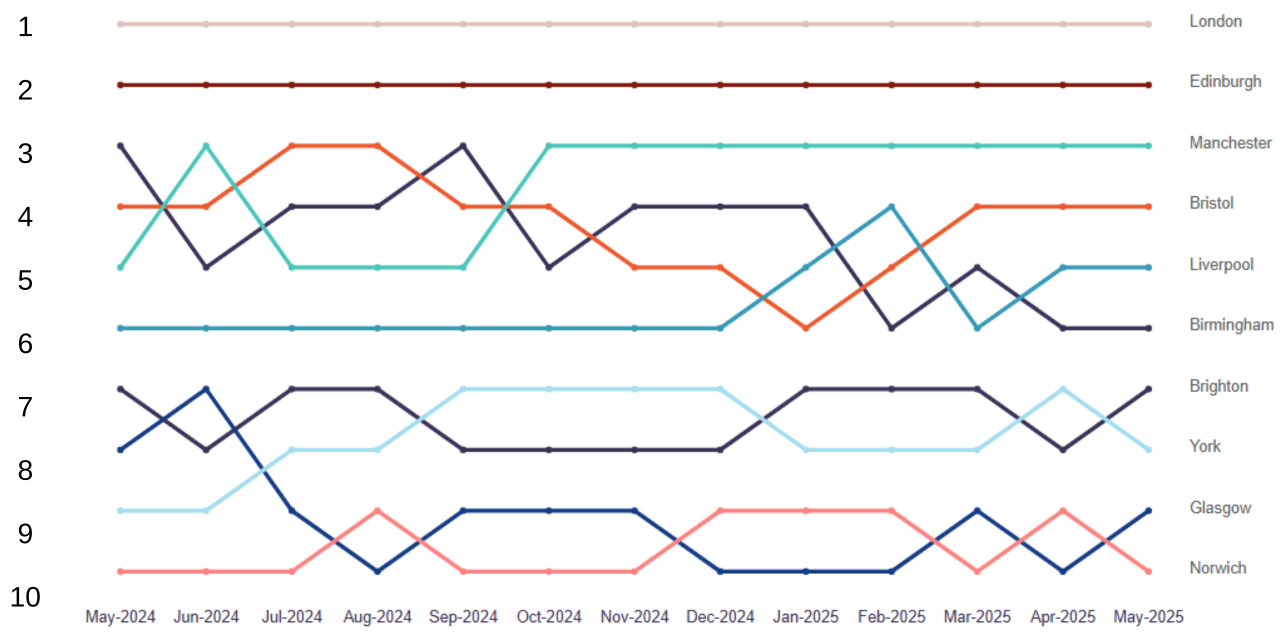
- Trends in occupancy rates across UK destinations in May 2025 follow a similar pattern to those seen for nights reserved, with all regions experiencing a decline in occupancy rates vs May 2024
- The highest rates of occupancy are seen in Scotland (52%), the North East (45%), and Wales (43%).
- The lowest rates of occupancy are seen in London (33%), the East of England (39%), and the West Midlands (40%).
- In May 2025, Scotland (-6pp), London (-6pp), and the South East of England (-5pp) were the regions experiencing the greatest reduction in occupancy rates compared to May 2024,

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

Ranking of cities by nights reserved



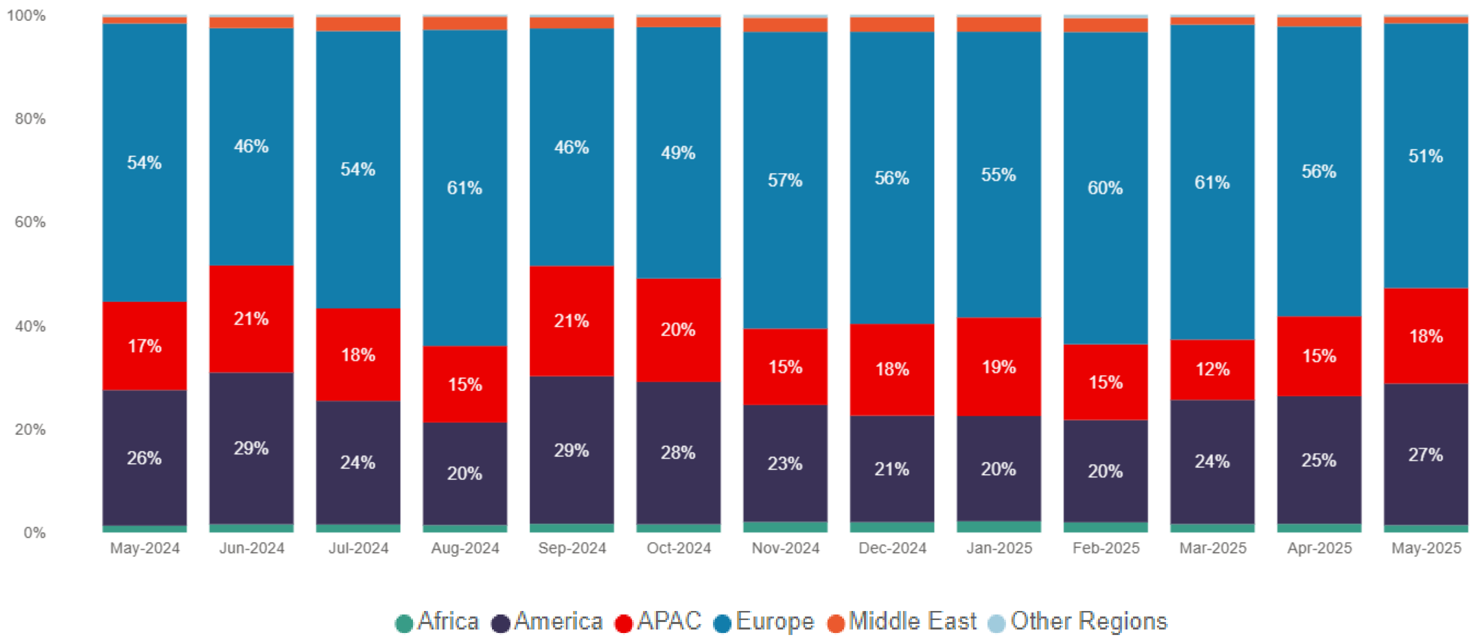
- In May 2025, the most popular UK cities when it came to nights reserved were London, Edinburgh, and Manchester, which has been consistent since October 2024.
- From April to May 2025, the top 10 cities remained relatively stable, with only a few minor shifts in the rankings. Glasgow moved up from 10th to 9th place, swapping places with Norwich, while Brighton overtook York to become the 7th most popular city in terms of nights reserved.
- Between May 2024 and May 2025, there were notable shifts in the rankings of the top 10 UK cities by popularity. Birmingham dropped three places, becoming the 3rd most popular to 6th most popular city regarding nights reserved. Manchester has also gained two places since May 2024, moving from the 5th to the 3rd most popular city.

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 | 51% of inbound travellers came from Europe in May 2025

International origin region by month (excludes domestic origin)



Top origin markets (May 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 May 2025 (51%).
- From April 2025 to May 2025, the share of travellers from Europe decreased but those from APAC and the Americas increased.
- When comparing origin trends between May 2024 and May 2025, the share of European travellers has decreased by 3pp, while the proportion of visitors from America and APAC increased by 1pp.
- In May 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 April, Brazil and India 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 April 2025 (355k) than March 2025 (264k).
- In April 2025, the inbound markets with the strongest growth in the volume of reviews left were Brazil (25% higher than April 2024), and India (17% higher).
- Many markets saw declines vs. March 2024, with this being most marked from Russia (-151%), and China (-175%)

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	Sep-2024	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025	Apr-2025
Australia	-3%	7%	10%	2%	-14%	-4%	7%	-3%
Austria	-13%	-11%	-4%	23%	-3%	-12%	12%	-26%
Belgium	-38%	-26%	-10%	-1%	-4%	-6%	-37%	-14%
Brazil	4%	14%	16%	22%	21%	30%	22%	25%
Canada	-14%	-0%	-19%	-18%	-18%	-30%	-21%	-12%
China	-177%	-104%	-107%	-220%	-144%	-121%	-102%	-175%
Denmark	-24%	-13%	-28%	1%	-51%	-37%	-19%	-61%
France	-25%	-34%	-21%	2%	-13%	-19%	-12%	-5%
Germany	-8%	-14%	-10%	5%	-12%	-37%	-26%	-17%
Hong Kong	-1%	21%	5%	-19%	-22%	-23%	10%	-5%
India	10%	10%	-11%	6%	27%	17%	19%	17%
Italy	-36%	-42%	-31%	-5%	-7%	-20%	-24%	-12%
Japan	-56%	-22%	-59%	-64%	-34%	-55%	-48%	-39%
Netherlands	7%	-3%	-9%	5%	3%	-2%	-27%	-14%
New Zealand	2%	13%	9%	6%	11%	9%	7%	-1%
Norway	-13%	-12%	-30%	-23%	-55%	-49%	-25%	-24%
Qatar	1%	-5%	-23%	-22%	27%	19%	2%	-34%
Russia	-254%	-346%	-467%	-294%	-241%	-231%	-195%	-151%
Saudi Arabia	-21%	20%	28%	39%	24%	36%	12%	-2%
South Korea	-46%	-7%	-61%	-66%	-125%	-90%	-77%	-44%
Spain	-41%	-16%	-19%	12%	-3%	-4%	-5%	-30%
Sweden	-40%	-26%	-33%	-12%	-45%	-50%	-56%	-29%
Switzerland	-4%	-6%	-21%	-4%	-12%	-17%	-20%	1%
United Arab Emirates	9%	19%	-14%	6%	0%	11%	4%	6%
United Kingdom	3%	7%	-5%	3%	10%	7%	6%	4%
United States	-5%	-6%	-15%	-22%	-37%	-31%	-30%	-7%