

Short Term Rentals trends from Lighthouse

June 2025

VisitBritain/VisitEngland Research



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

- In June 2025 we saw shifts across all key metrics compared to June 2024. There was a 6% increase in supply of short-term rentals properties, but an 8% decline in nights reserved, leading to a 4pp reduction in average occupancy rate (43%). Average daily rate (ADR) and average revenue per property increased by 20% and 15% respectively, but there was a 4% decrease 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 and the South East, both experiencing a 9% reduction in nights reserved. As a result, all regions experienced a drop in occupancy rates, with London (-6pp), Scotland (-5pp) and the South East (-5pp) recording the sharpest falls.
- In June 2025, the most notable month-on-month shifts to the most popular UK cities by nights reserved were that Glasgow swapped places with York becoming the 8th most popular city.
- Saudi Arabi and Belgium led for reviews again in May 2025*, with an 60% and 36% respective increase in reviews left compared to the same month in 2024. In contrast, the volume of reviews from Russia and China are down - 297% and -76% 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](#).

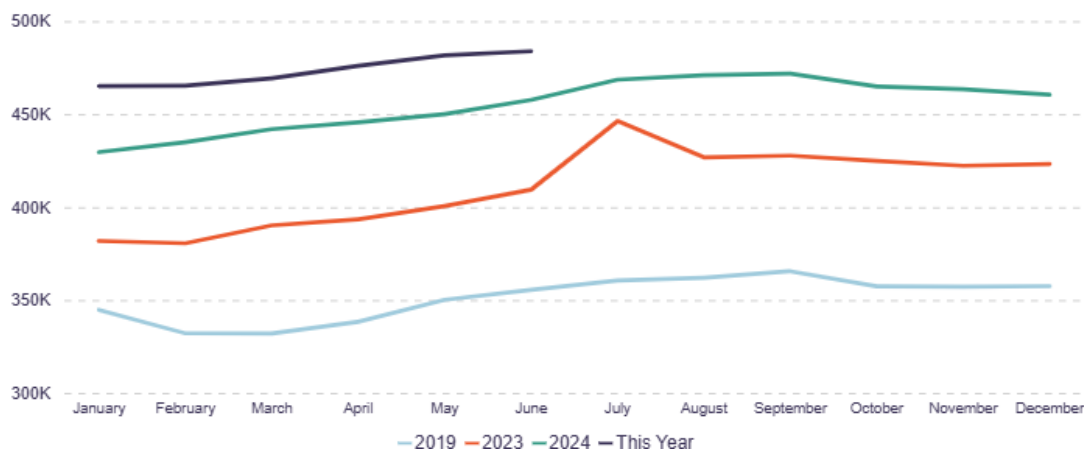
This report can be freely shared, as long as Lighthouse is cited as the source.

Latest trends

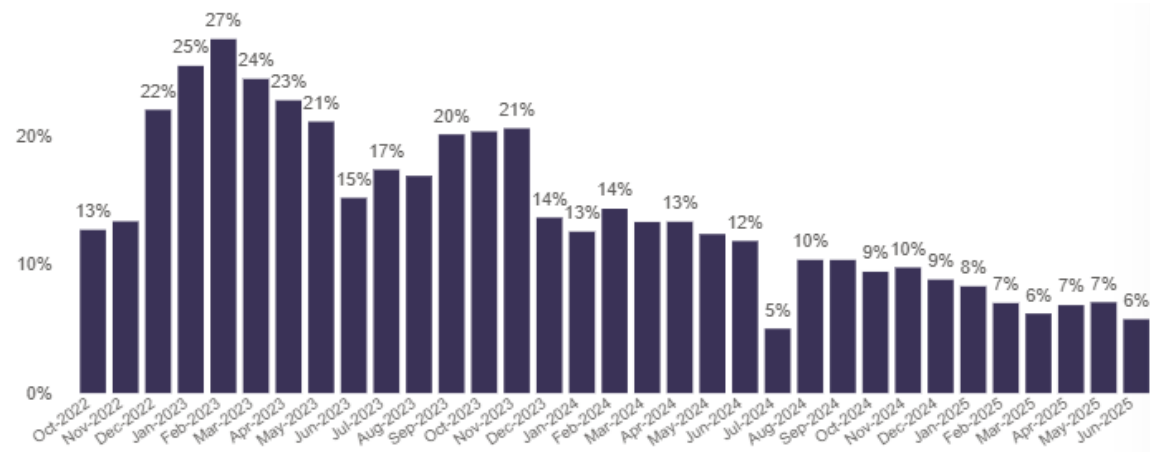


Supply | Volume of short-term rental properties continues to increase above 2024 levels

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



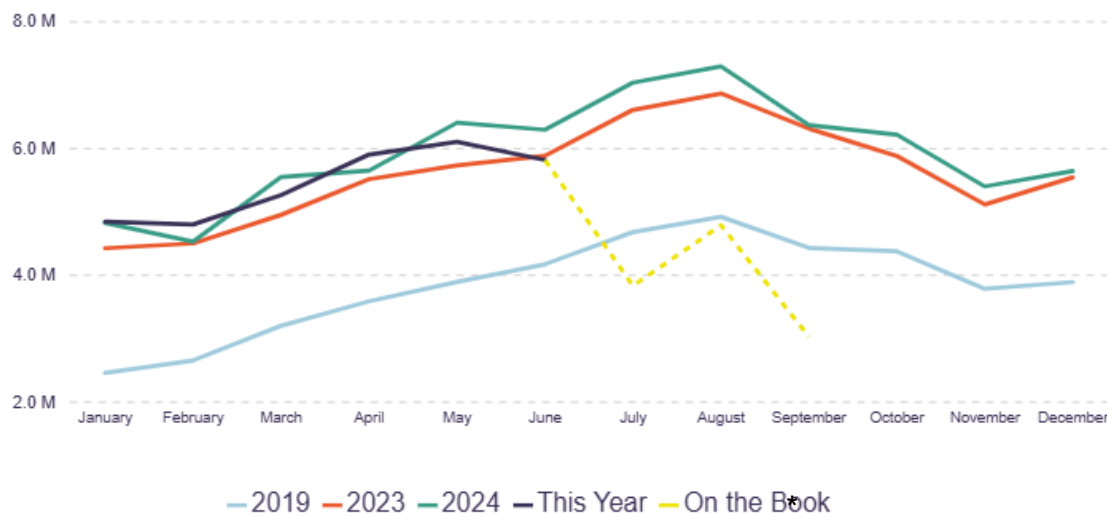
Percentage change in supply of short term rental
properties vs. Last Year



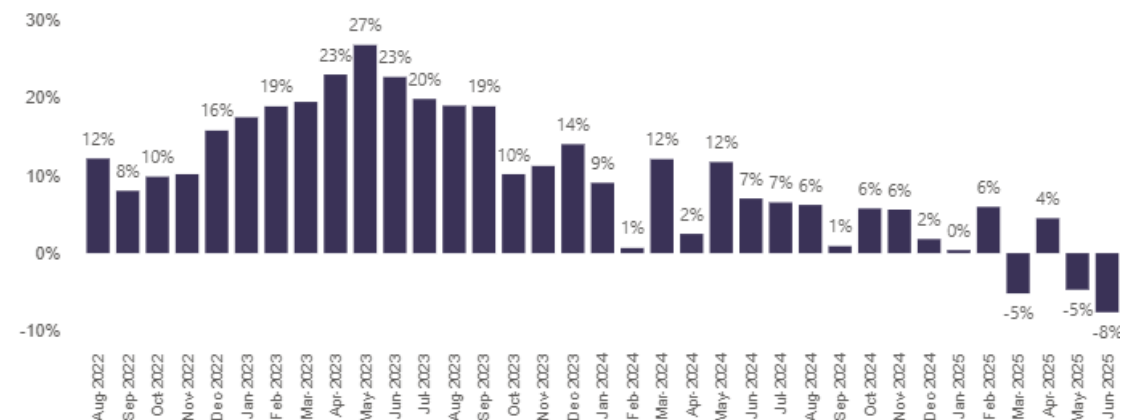
- The total supply of short term rental properties across the UK has increased in June 2025 compared to June 2024. This follows the trend of increasing supply throughout 2024, which peaked across the summer months.
- In June 2025 there were 483,862 short-term rental properties available, a 6% increase compared to the previous year (457,656) available properties in June 2024.

Reserved nights | Volume of nights reserved 8% lower than June 2024 and also lower than 2023

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



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

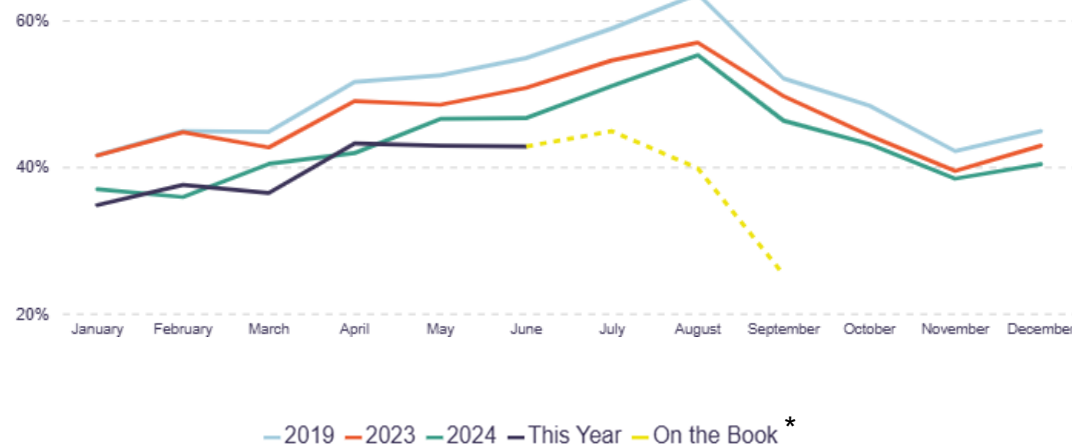


- In June 2025, 5.8 million nights were reserved in short term rental properties, an 8% decrease from nights reserved in June 2024 and also down on June 2023.
- Looking forward to the next 3 months, 3.8 million nights have been reserved for July 2025, 4.8 million for August 2025, and 3.0 million for September 2025, as of the end of June 2025.

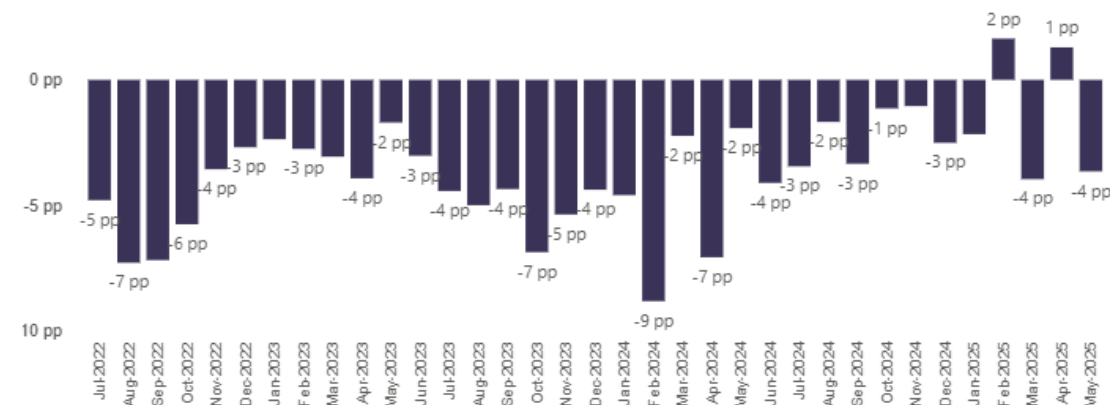
*Nights already reserved for future months as of June 2025. We can expect volumes to increase in the future as more bookings are made.

Occupancy | Occupancy rates are lower than both 2024 and 2023

Occupancy rates for short term rental properties



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

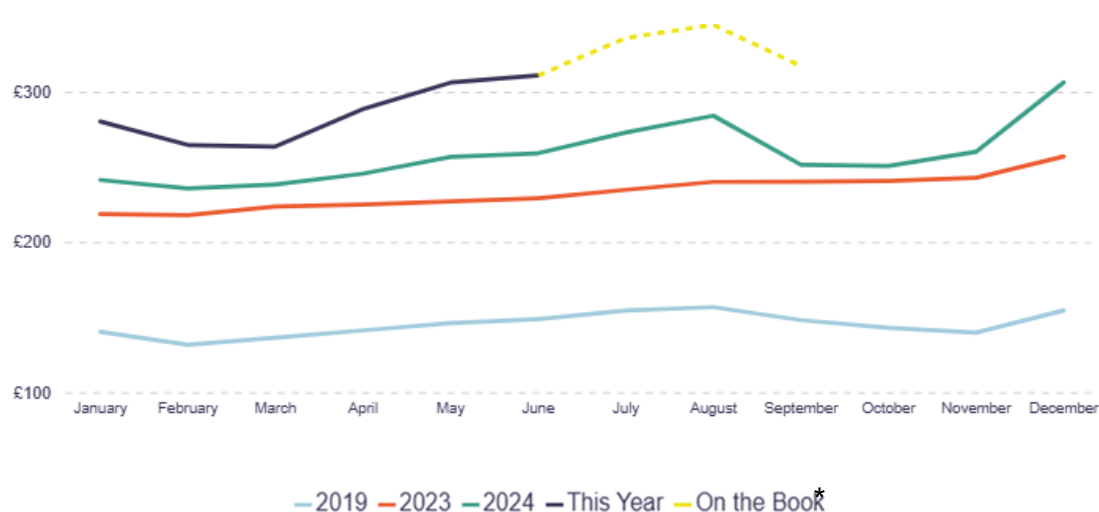


- As supply increases, often occupancy rates fall if reserved nights cannot keep up with supply. In June 2025 supply increased, but due to a decrease in nights reserved, there was a subsequent decrease in occupancy rates.
- Due to increases in supply, most of 2024 saw occupancy rates decline compared to the previous year.
- Occupancy was 43% in June 2025, 4 percentage points lower than June 2024.
- From bookings made before the end of June 2025, 45% occupancy has been achieved for July 2025, 40% for August 2025, and 25% for September 2025.

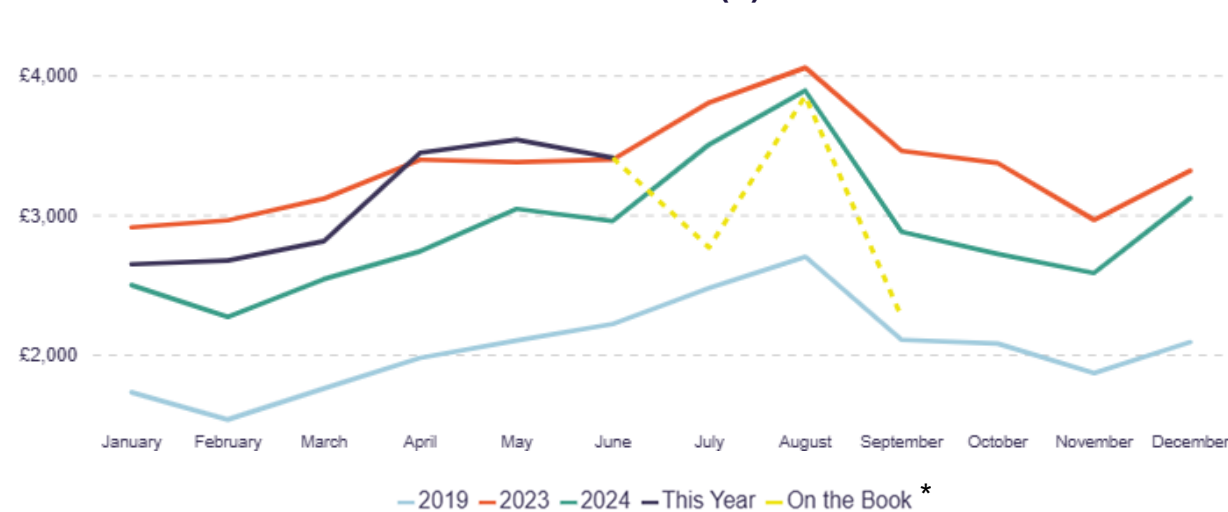
**Occupancy rates based on bookings in future months as of June 2025. We can expect occupancy to increase in the future as more bookings are made. Occupancy rates are calculated based on the sum of booked nights divided by the sum of available nights, accounting for nights which are not available for 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 for the first half of 2025.
- ADR in June 2025 was £311, an increase in 20% from June 2024 (ADR was £259).
- ADR associated with bookings in the next 3 months is set to be £336 in July 2025, £345 in August 2025, £317 in September 2025.
- Average revenue per property in June 2025 was £3,409. This is an 15% increase from June 2024 (£2,957) and is a metric which has been higher than 2024 since the start of the year.

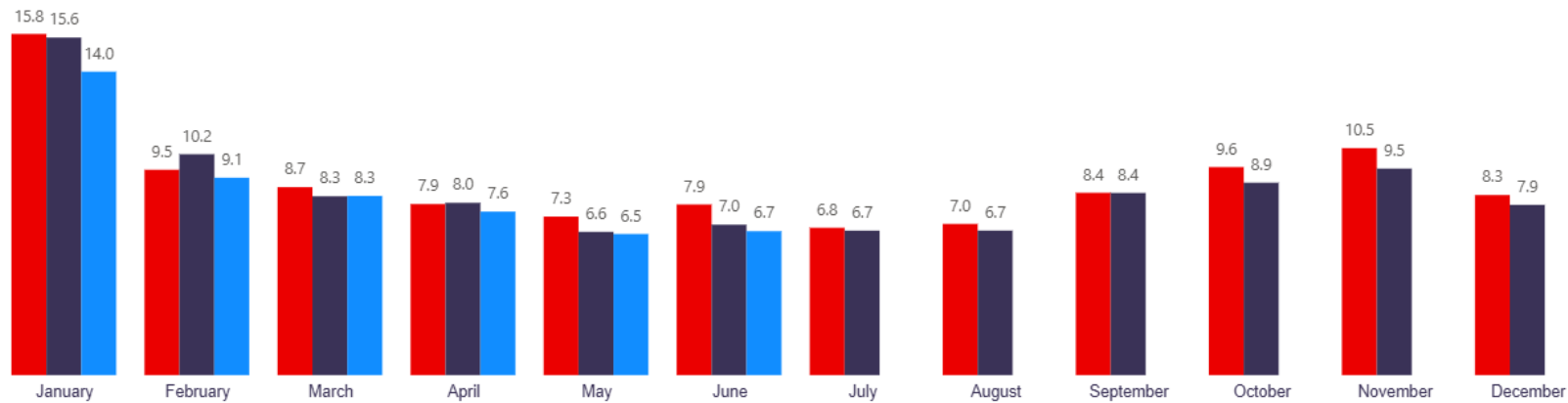
Note: ADR = average daily rate, representing the average nightly price when the data was flagged as booked, not including fees or discounts. Average revenue per property = the sum nightly price per property when booked, not including fees or discounts. Both metrics from Lighthouse data are in US dollars,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

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

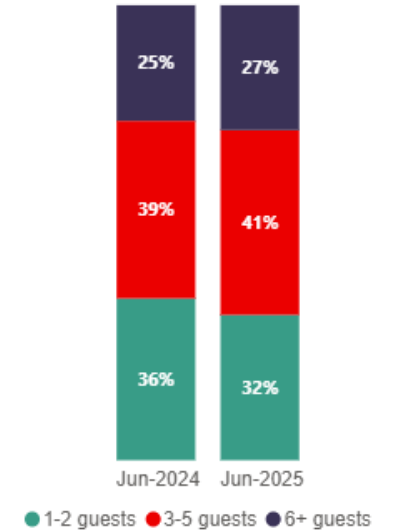
Trip characteristics | Average length of stay in June was 4% lower than the previous year

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 6.7 nights in June 2025. This is 4% lower than 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.

**According to number of nights reserved.

UK destination trends

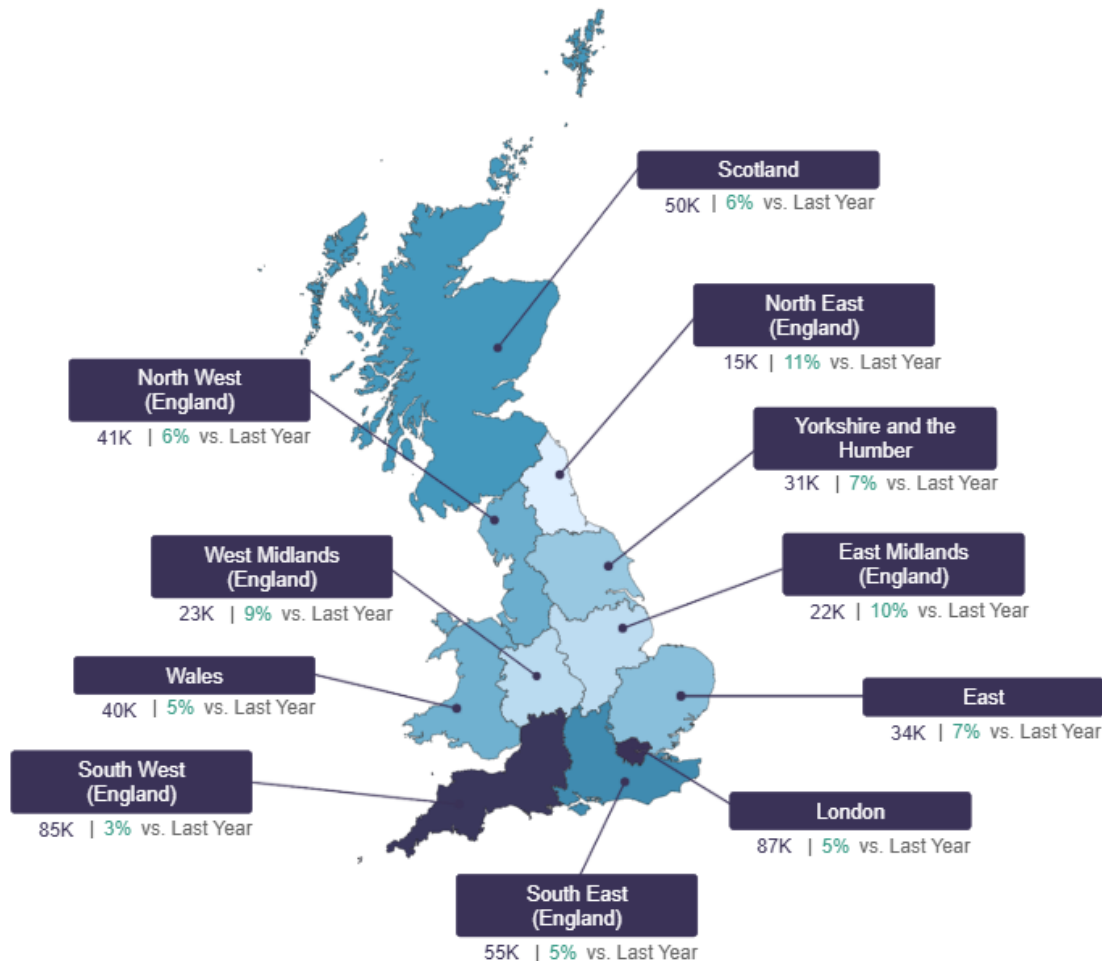


Supply | Growth seen across all regions vs 2024

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

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

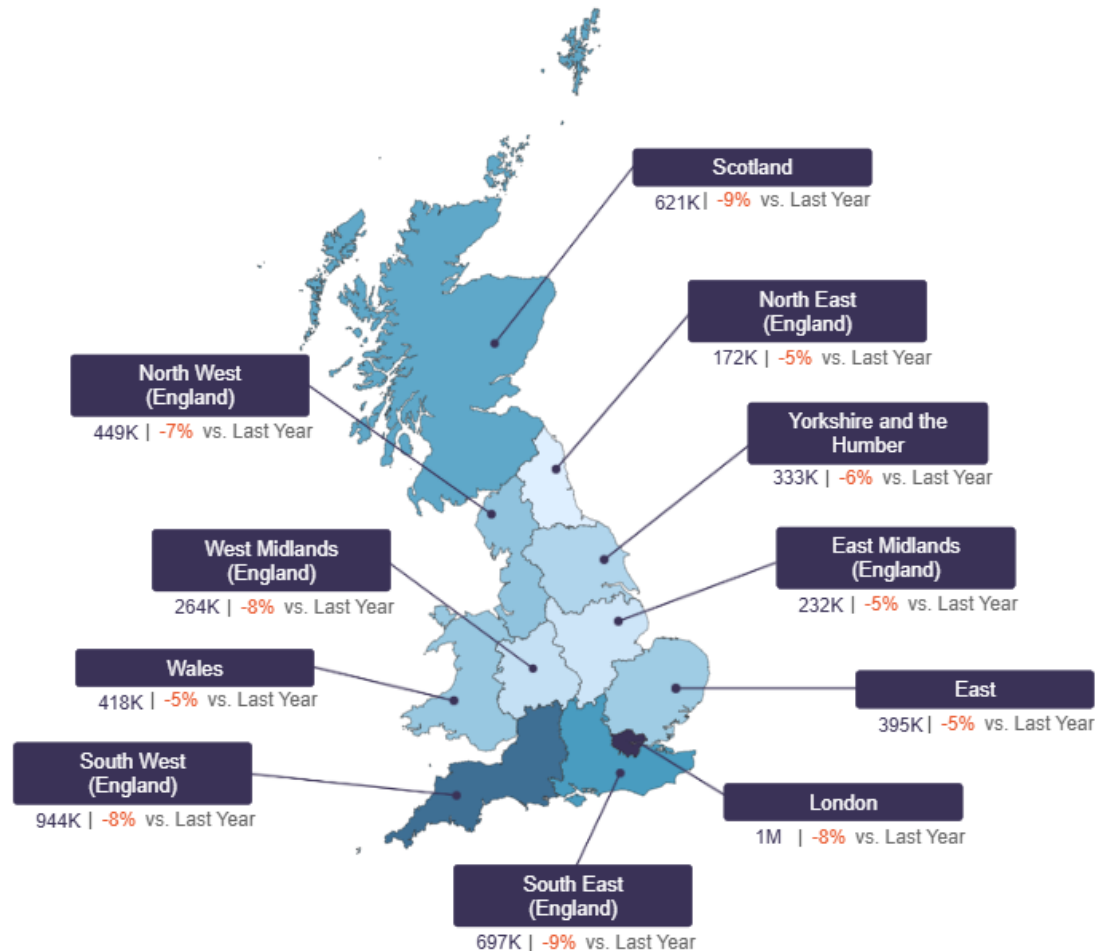
Supply in June 25 | Strongest growth in supply vs. 2024 seen from the North East and the East Midlands



- Looking across the UK in June 2025, supply of short term rental properties is most likely to be clustered in the South West and London. These destinations hold 85,000 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 June 2025.
- In June 2025, all UK destinations are seeing growth in supply vs. the same month in 2024. The most notable growth is seen in North East England and the East Midlands, with an 11% and an 10% increase respectively.

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

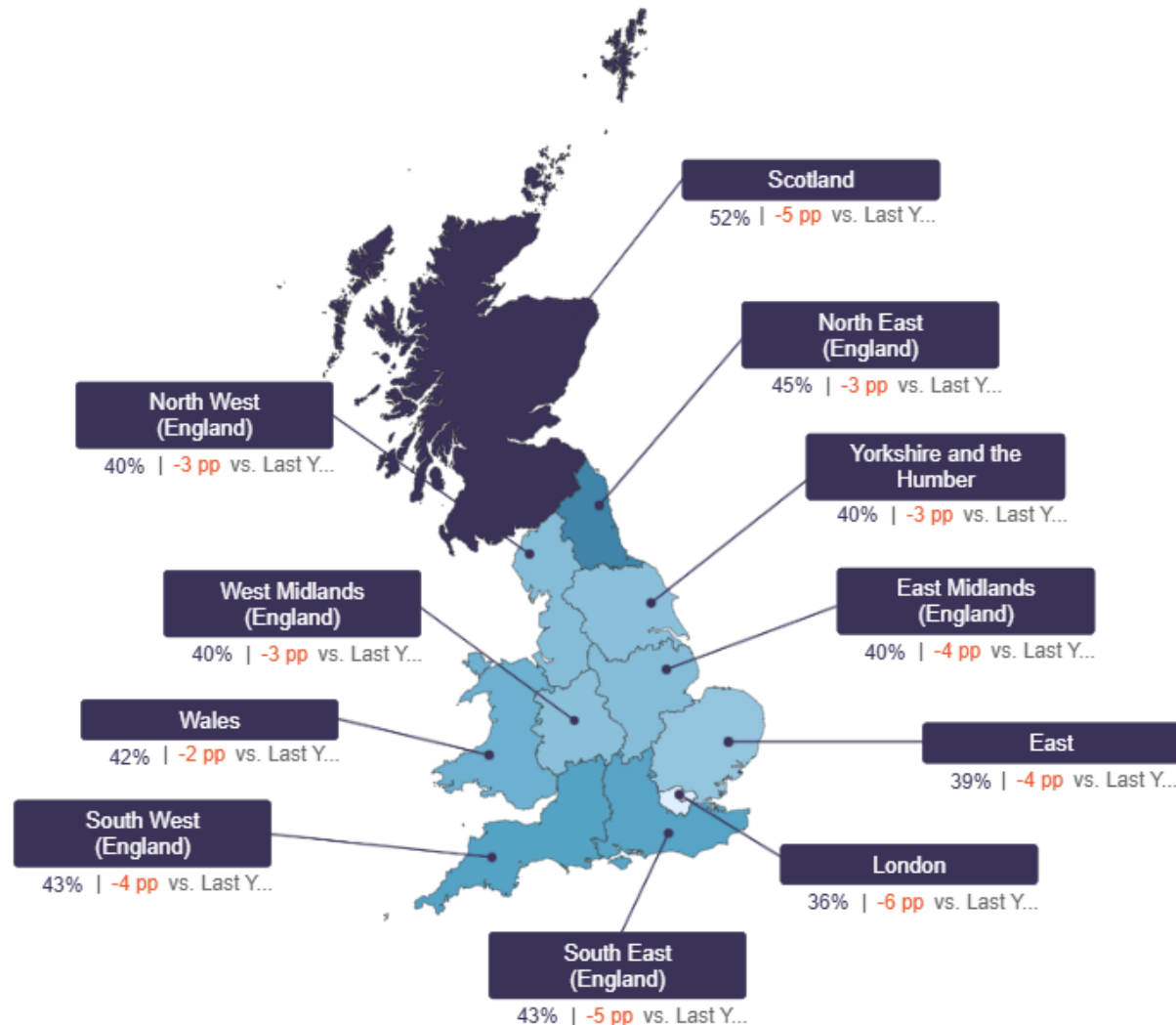
Reserved nights in June 2025 | Reserved nights are lower across all regions compared to same time last year.



- 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 June 2025 (1 million, 944k and 697k respectively).
- The lowest number of nights were reserved in the North East, East Midlands and West Midlands in June 2025 (172k, 232k, and 264k respectively).
- The volume of nights reserved was lower across all UK regions in the UK in June 2025 compared to the same month in 2024. The greatest decrease was seen in Scotland and the South East, both experiencing a 9% reduction in nights reserved.

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

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

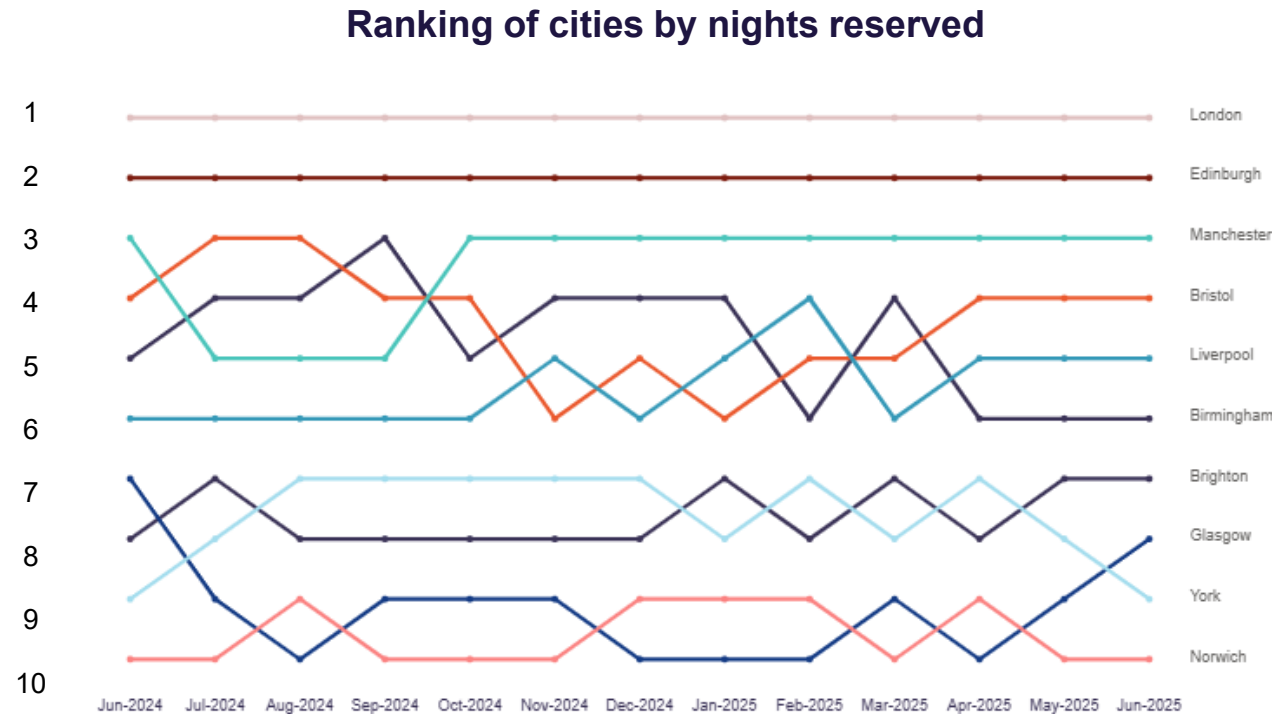


- Trends in occupancy rates across UK destinations in June 2025 follow a similar pattern to those seen for nights reserved, with all regions experiencing a decline in occupancy rates vs May 2024
- The highest rates of occupancy are seen in Scotland (52%) and the North East (45%)
- The lowest rates of occupancy are seen in London (36%) and the East of England (39%).
- In June 2025, London (-6pp), Scotland (-5pp), and the South East of England (-5pp) were the regions experiencing the greatest reduction in occupancy rates compared to June 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



- In June 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 May to June 2025, the top 10 cities remained relatively stable, with only one minor shifts in the rankings. Glasgow moved up from 9th to 8th place, swapping places with York, which became 9th in the rankings.
- Between June 2024 and June 2025, there only slight shifts in the rankings of the top 10 UK cities by popularity. Birmingham and Glasgow moved down one place, and Liverpool and Brighton moved up the rankings.

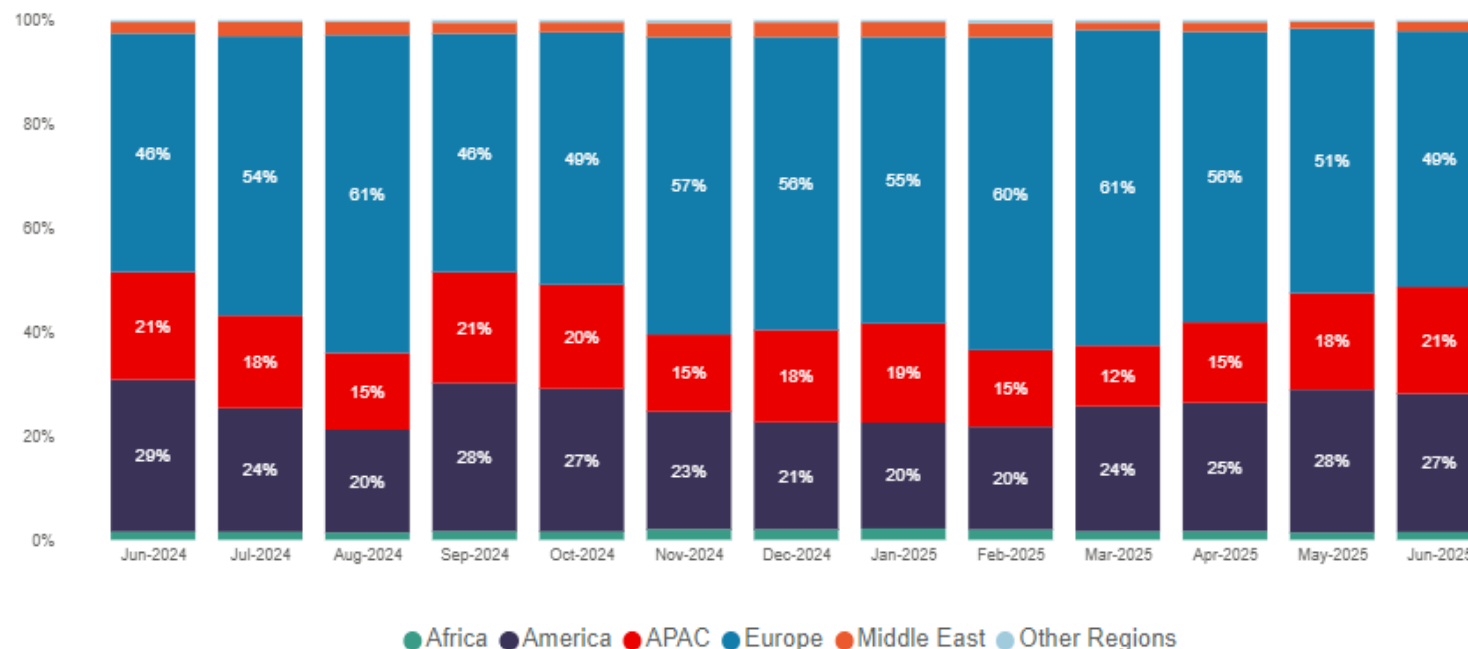
Guest origin trends

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 | 49% of inbound travellers came from Europe in June 2025

International origin region by month (excludes domestic origin)



Top origin markets (June 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 (49%).
- From May 2025 to June 2025, the share of travellers from Europe decreased but those from APAC and the Americas increased.
- When comparing origin trends between June 2024 and June 2025, the share of European travellers has decreased by 2pp and American travellers by 1pp, while the proportion of visitors from APAC increased by 3pp.
- 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 May, Saudi Arabia and Belgium 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 May 2025 (405k) than April 2025 (355k) than March 2025 (264k).
- In May 2025, the inbound markets with the strongest growth in the volume of reviews left were Saudi Arabia (60% higher than May 2024), and Belgium (36% higher).
- Many markets saw declines vs. May 2024, with this being most marked from Russia (-297%), and China (-76%).

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	Oct-2024	Nov-2024	Dec-2024	Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025
Australia	7%	10%	1%	-8%	-3%	7%	-3%	7%
Austria	-11%	-4%	23%	5%	-12%	13%	-25%	21%
Belgium	-26%	-11%	-1%	4%	-6%	-38%	-13%	36%
Brazil	14%	16%	22%	25%	30%	22%	25%	28%
Canada	-0%	-18%	-16%	-9%	-29%	-21%	-11%	-9%
China	-105%	-108%	-215%	-124%	-120%	-99%	-172%	-76%
Denmark	-13%	-27%	-0%	-45%	-35%	-19%	-63%	-18%
France	-34%	-21%	2%	-2%	-18%	-11%	-5%	14%
Germany	-14%	-10%	5%	-3%	-37%	-26%	-17%	22%
Hong Kong	21%	6%	-17%	-13%	-21%	12%	-5%	12%
India	10%	-10%	5%	34%	17%	20%	18%	17%
Italy	-42%	-31%	-5%	1%	-20%	-24%	-13%	-8%
Japan	-22%	-58%	-64%	-24%	-53%	-47%	-39%	-47%
Netherlands	-4%	-9%	4%	9%	-1%	-27%	-15%	25%
New Zealand	13%	10%	6%	17%	8%	8%	-1%	5%
Norway	-11%	-29%	-23%	-46%	-50%	-25%	-24%	13%
Qatar	-4%	-26%	-18%	31%	19%	2%	-32%	29%
Russia	-338%	-448%	-284%	-218%	-225%	-194%	-152%	-297%
Saudi Arabia	21%	28%	39%	28%	38%	12%	-0%	60%
South Korea	-7%	-61%	-68%	-114%	-90%	-71%	-44%	-19%
Spain	-16%	-19%	12%	5%	-4%	-4%	-30%	-15%
Sweden	-25%	-33%	-12%	-33%	-48%	-55%	-30%	-17%
Switzerland	-7%	-21%	-4%	-4%	-17%	-19%	0%	8%
United Arab Emirates	18%	-12%	6%	7%	11%	4%	7%	19%
United Kingdom	6%	-5%	2%	18%	7%	6%	3%	7%
United States	-6%	-15%	-21%	-23%	-28%	-29%	-5%	-19%