Short Term Rentals trends from Lighthouse

August 2025

VisitBritain/VisitEngland Research

August 2025 | Key metrics continue to rise month on month, apart from ADR which dropped from July to August

- In August 2025, the supply of short term rental properties across the UK **continued to increase** month on month and exceed 2024 levels. However, the volume of nights reserved remained lower than what was seen in 2024, leading to lower occupancy rates.

- Growth in supply was seen across **all UK regions** in August, whereas reserved nights were down year on year, with the greatest declines seen in London.

- Some signs of seasonal transition can be seen, with **ADR dropping** between July and August, and average nights per stay **lengthening** in the same period.

- Top UK cities reserved in August 2024 were **London**, **Edinburgh** and **Manchester**, with Brighton gaining one rank month on month.

*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 reviews

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.

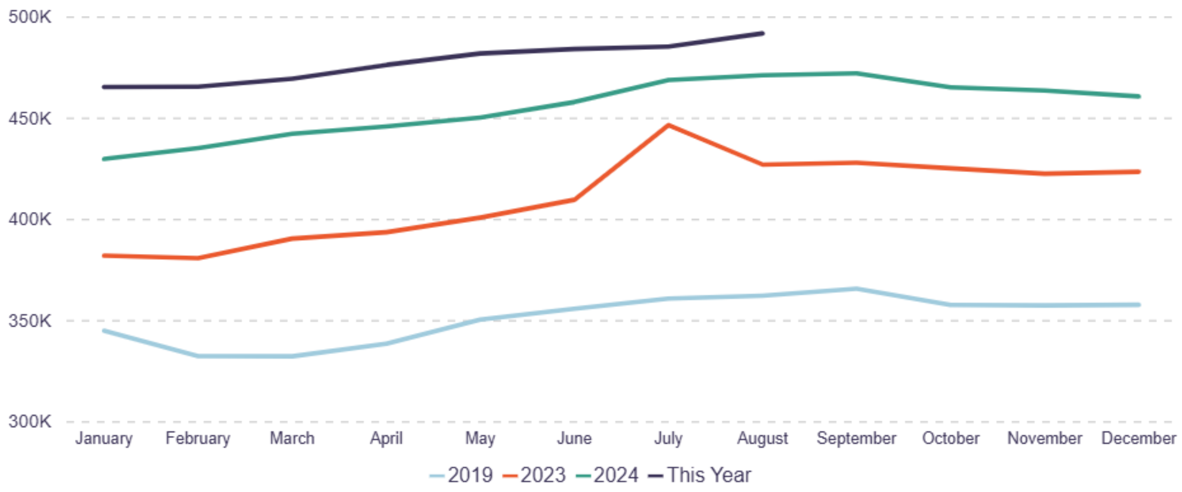
Caveats for Lighthouse data:

- 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 16-18, 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.

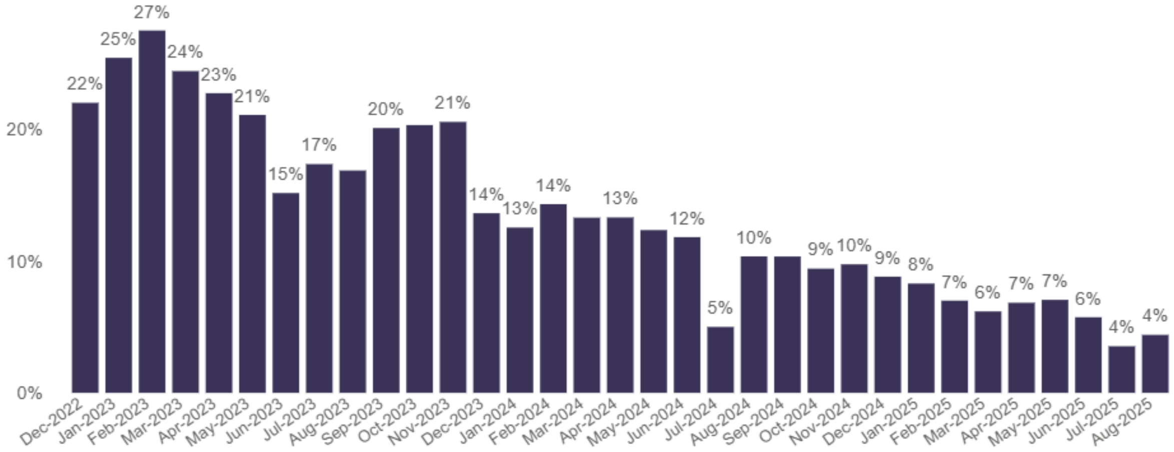
Latest trends

Supply | Volume of short-term rental properties continues to increase as the year continues

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



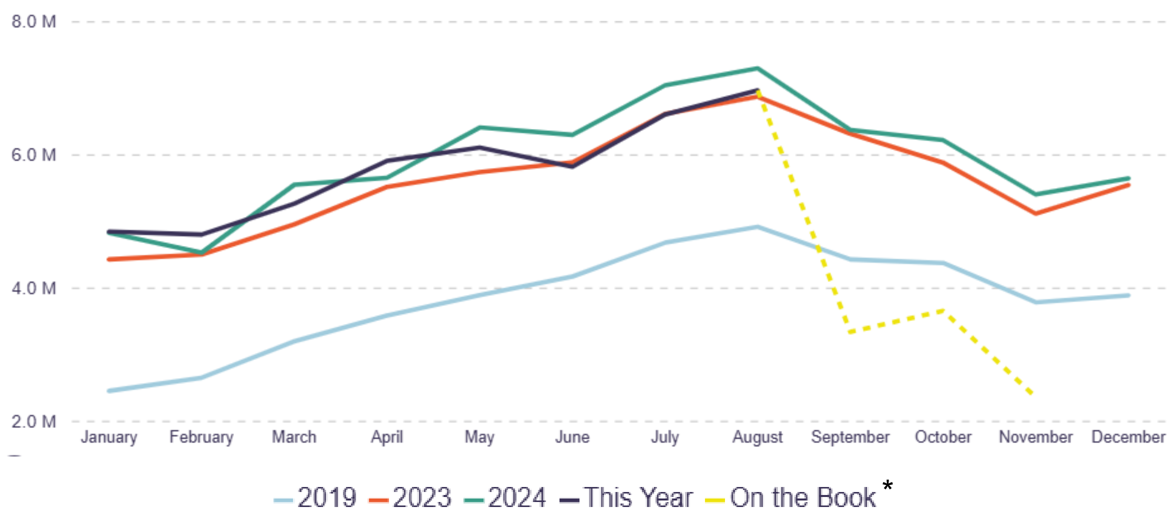
Percentage change in supply of short term rental properties vs. previous year



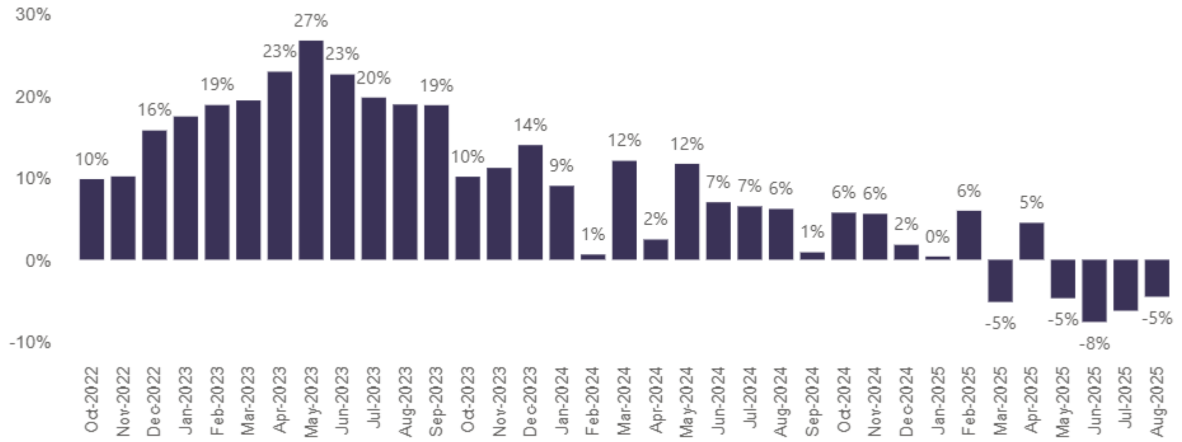
- The total supply of short term rental properties across the UK continued to increase in August 2025 compared to the previous month, following a trend of increasing supply throughout the year so far.
- In August 2025 there were 491,582 short-term rental properties available, a 4% increase compared to the previous year (470,906) available properties in August 2024.

Reserved nights | Volume of nights reserved lower than the peak seen in 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 August 2025, 7.0 million nights were reserved in short term rental properties, a 5% decrease from nights reserved in August 2024, but very similar to the volumes seen in the same month in 2023.
- Looking forward to the next 3 months, 3.3 million nights have been reserved for September 2025, 3.7 million for October 2025, and 2.4 million for November 2025, as of the end of August 2025.

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

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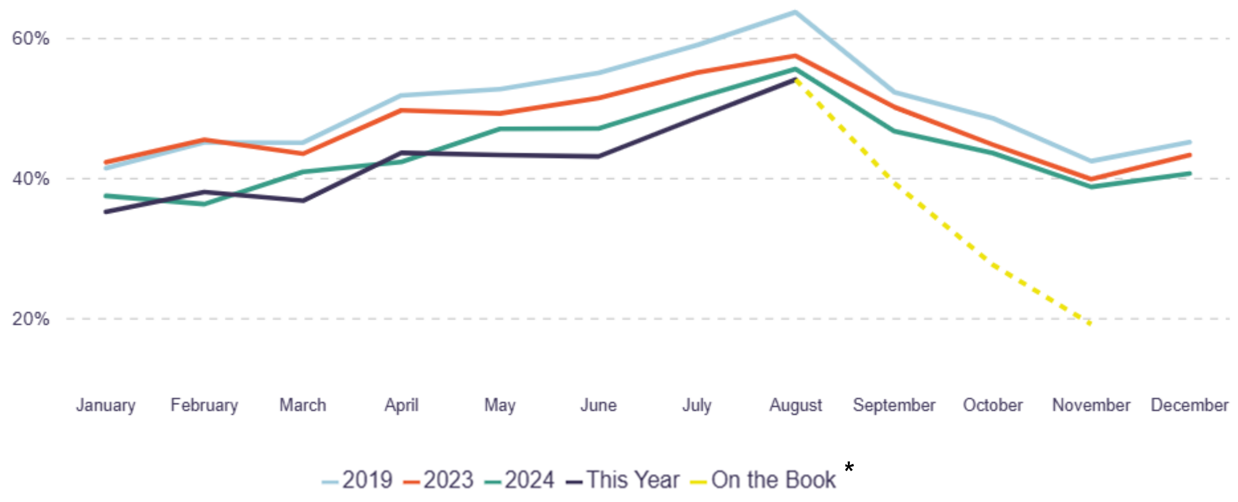
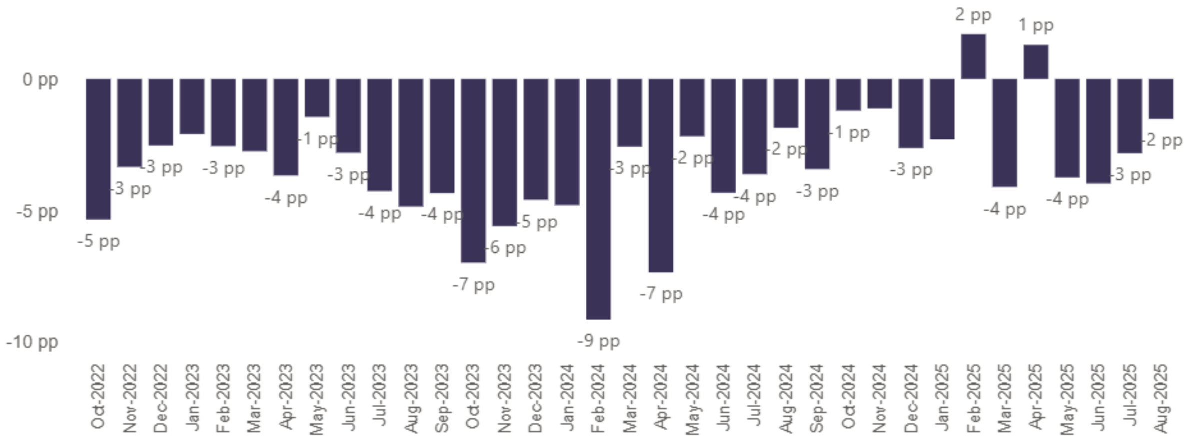
Occupancy | Occupancy rates remain below what was seen in 2024 and 2023

Occupancy rates for short term rental properties



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

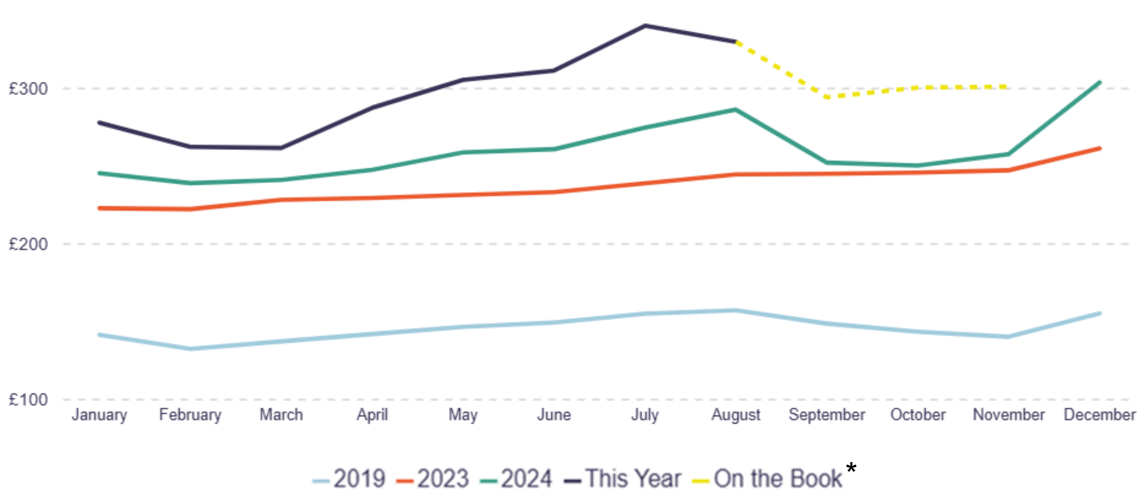


- As supply increases, often occupancy rates fall if reserved nights cannot keep up with supply. In August 2025 supply increased, but due to a year on year decrease in nights reserved, there was a subsequent decrease in occupancy rates. Most of 2025 has seen occupancy rates decline compared to the previous year.
- Occupancy was 54% in August 2025; 2 percentage points lower than August 2024.
- From bookings made before the end of August 2025, 39% occupancy has been achieved for September 2025, 28% for October 2025, and 19% for November 2025.

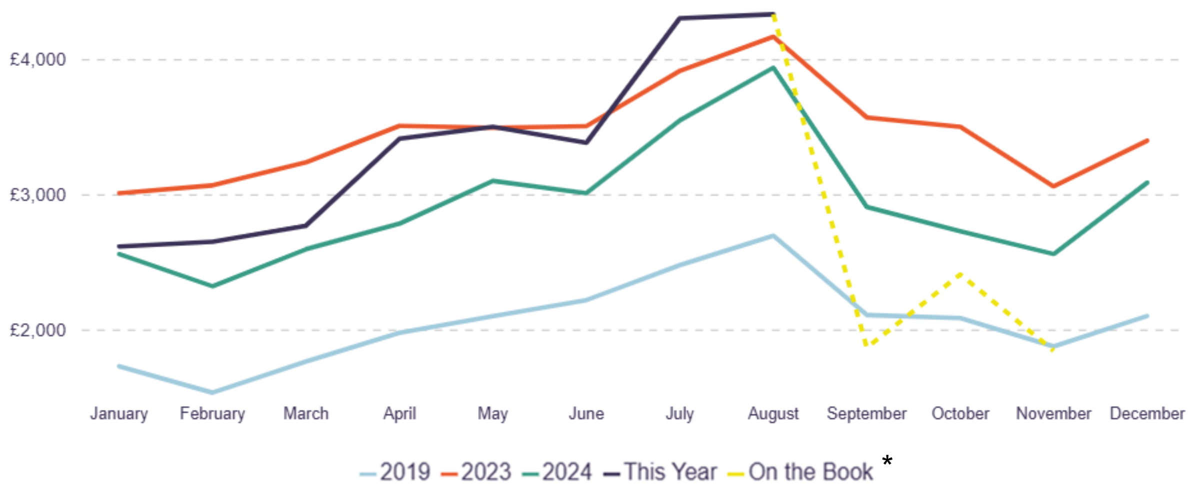
**Occupancy rates based on bookings in future months as of August 2025. We can expect occupancy to increase in the future as more bookings are made. Occupancy rates are calculated based on the sum of booked nights divided by the sum of available nights, accounting for nights which are not available for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

Average daily rate and revenue per property | ADR dipping slightly from July to August

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



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

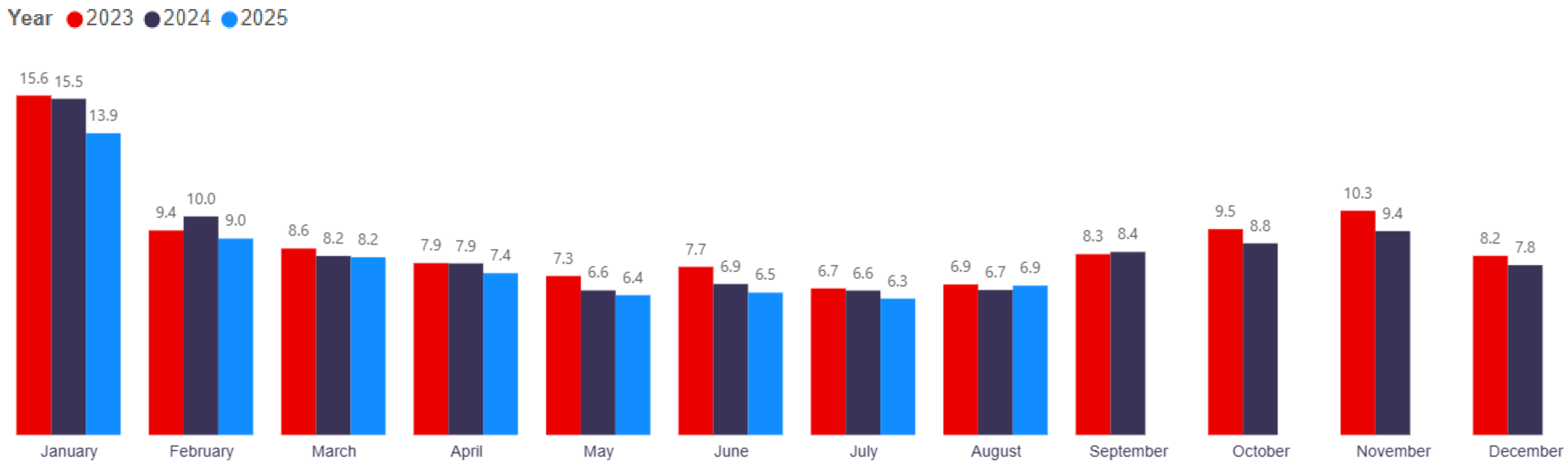


- ADR has exceeded 2024 levels throughout the year so far. ADR in August 2025 was £330, an increase of 15% from August 2024 (£286).
- ADR associated with bookings in the next 3 months is set to be £294 in September 2025, £300 in October 2025, and £301 in November 2025.
- Average revenue per property has increased significantly throughout the year so far while consistently exceeding 2024 levels. Average revenue in August 2025 was £4,331; 10% above August 2024 (£3,935).

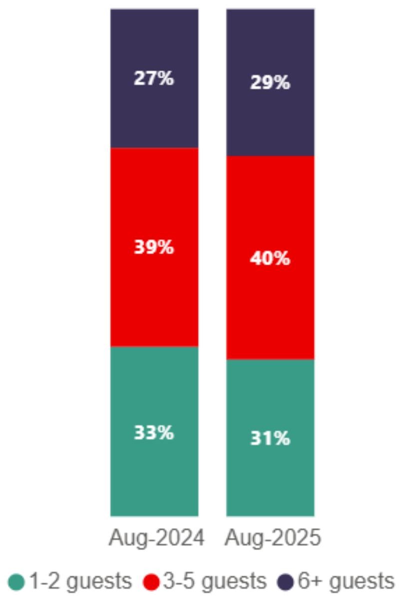
Note: ADR = average daily rate, representing the average nightly price when the data was flagged as booked, not including fees or discounts. Average revenue per property = the sum nightly price per property when booked, not including fees or discounts. Both metrics from Lighthouse data are in US dollars, which have been converted here using exchange rates from the Bank of England.
**Average daily rate for bookings in future months as of August 2025. Metrics may change in the future as more bookings are made.*

Trip characteristics | Average length of stay in August slightly higher than what was seen in 2024

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 6.9 nights in August 2025; slightly higher than the same month in 2024.
- Average length of stay may be increasing as we approach autumn, complying with seasonal patterns. 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.*

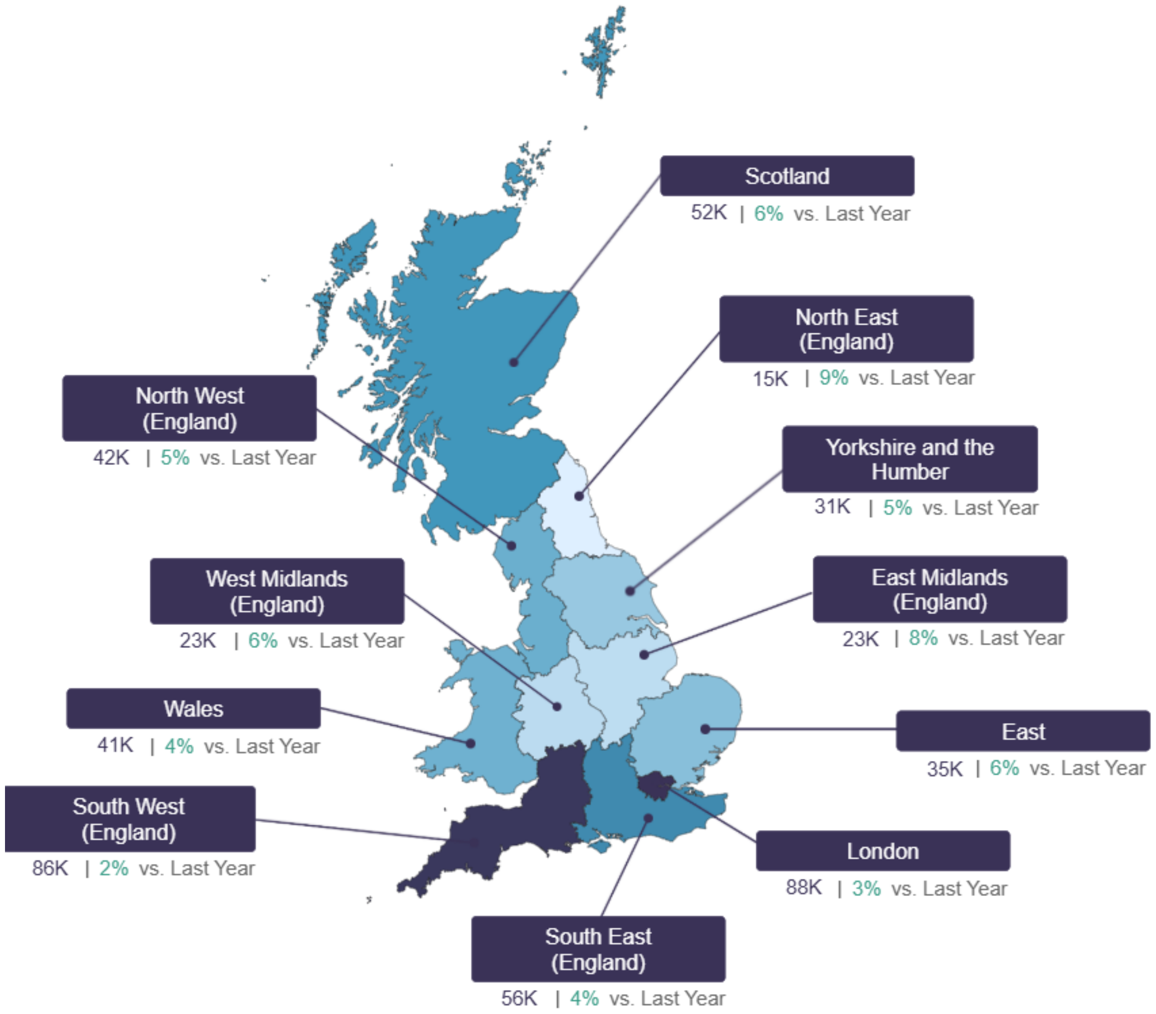
UK destination trends

Supply | Growth seen across all regions in August compared to the same month in 2024

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

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

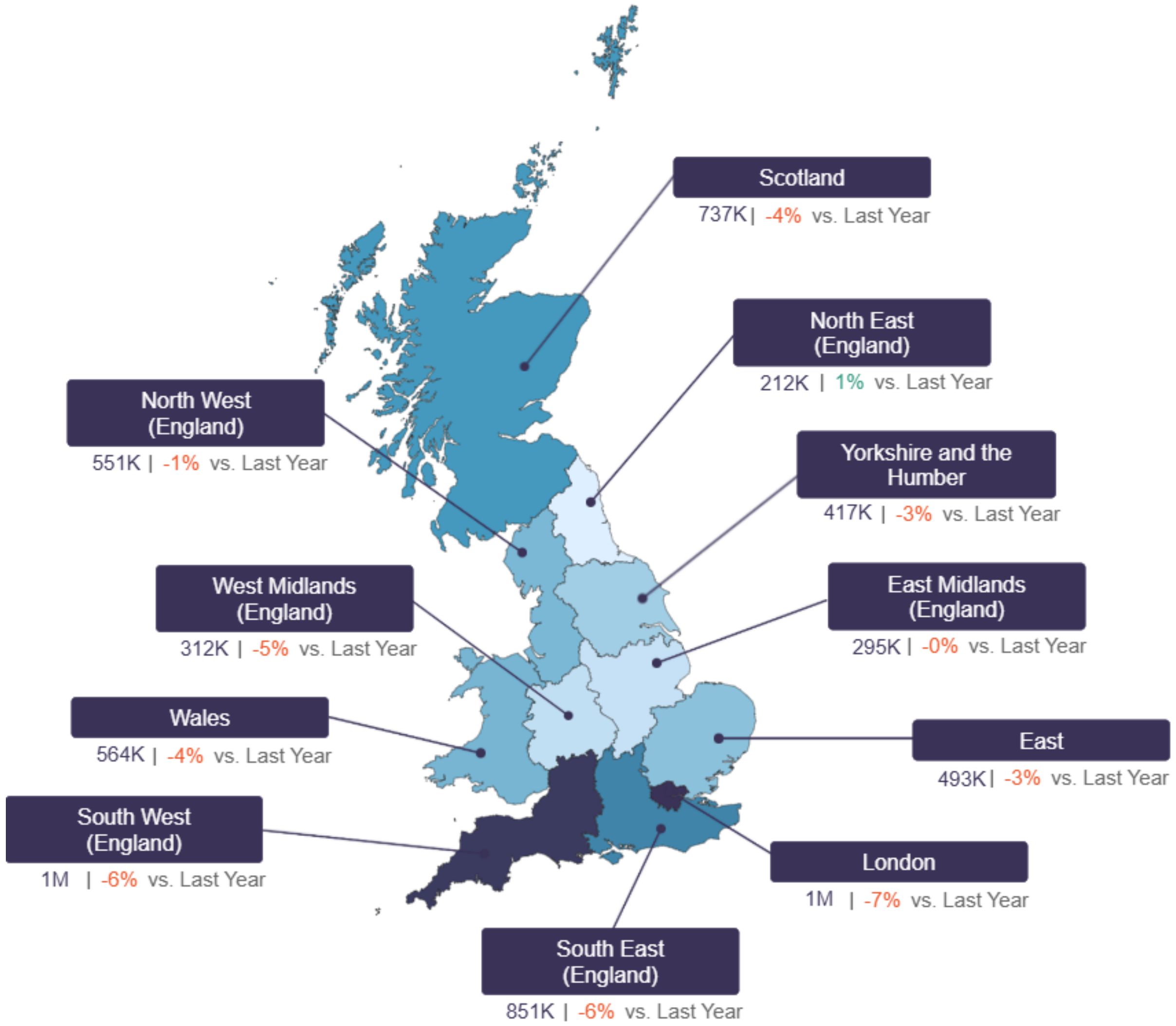
Supply in August 25 | Strongest growth in supply vs. 2024 seen from the North East and the East Midlands



- Looking across the UK in August 2025, supply of short term rental properties is most likely to be clustered in the South West and London. These destinations hold 86,000 and 88,000 properties respectively.
- The North East, East Midlands, and West Midlands have the fewest short-term rental properties. These destinations held 15,000, 23,000, and 23,000 properties respectively as of August 2025.
- In August 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 9% and an 8% increase respectively.

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

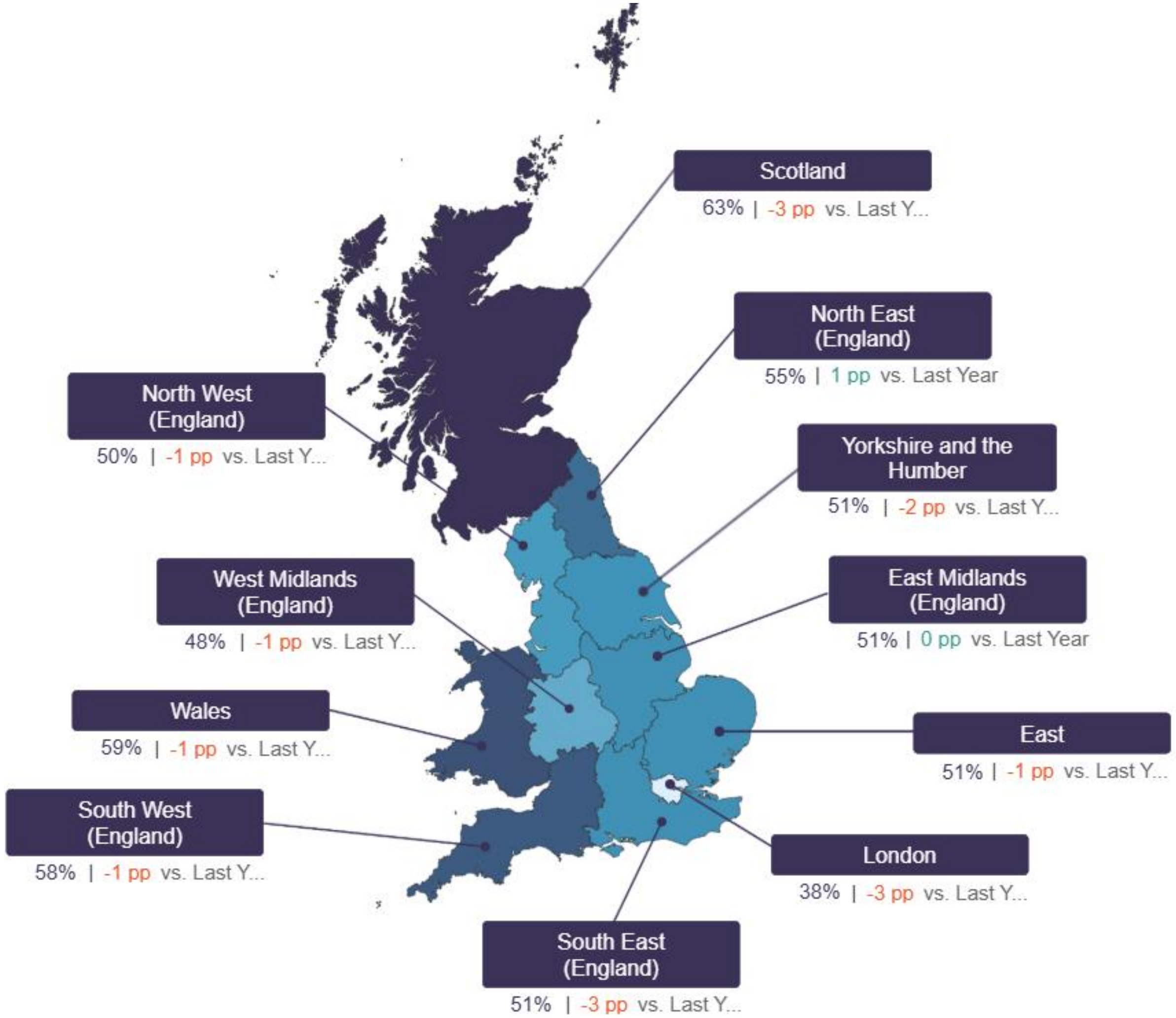
Reserved nights in August 2025 | Reserved nights lower than 2024 across all regions apart from the North East



- 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 2025 (1 million, 1 million and 851,000 respectively).
- The lowest number of nights were reserved in the North East, East Midlands and West Midlands in August 2025 (212,000, 295,000, and 312,000 respectively).
- The volume of nights reserved was lower across all UK regions in the UK in August 2025 compared to the same month in 2024, with the exception of the North East, seeing 1% growth. The greatest decrease was seen in London at -7%.

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

Occupancy in August 2025 | All regions displaying a decrease in occupancy rates year on year apart from the North East

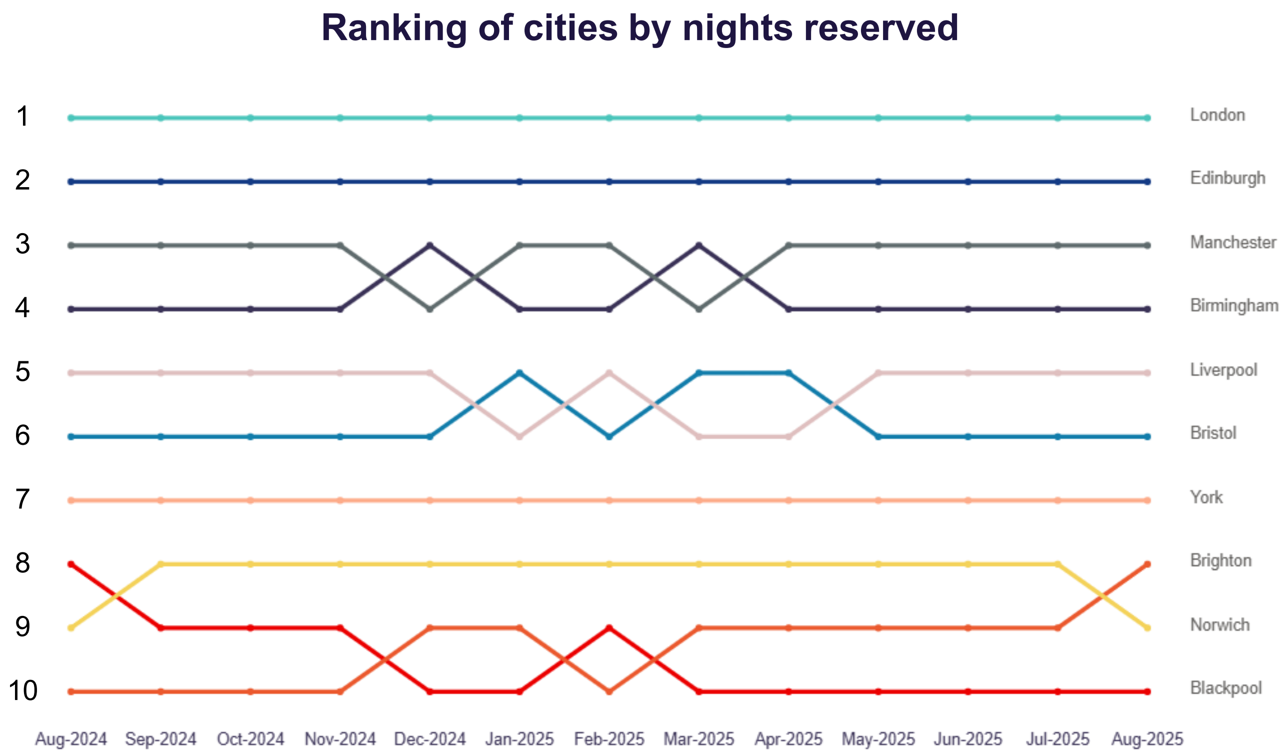


- Trends in occupancy rates across UK destinations in August 2025 follow a similar pattern to those seen for nights reserved, with all regions experiencing a decline in occupancy rates compared to the same month in 2024, except for the North East which saw a 1 percentage point growth.
- The highest rates of occupancy are seen in Scotland (63%) and the North East (55%)
- The lowest rates of occupancy are seen in London (38%) and the West Midlands (48%).
- In August 2025, London and the South East (both -3pp) were the destinations experiencing the greatest reduction in occupancy rates compared to August 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

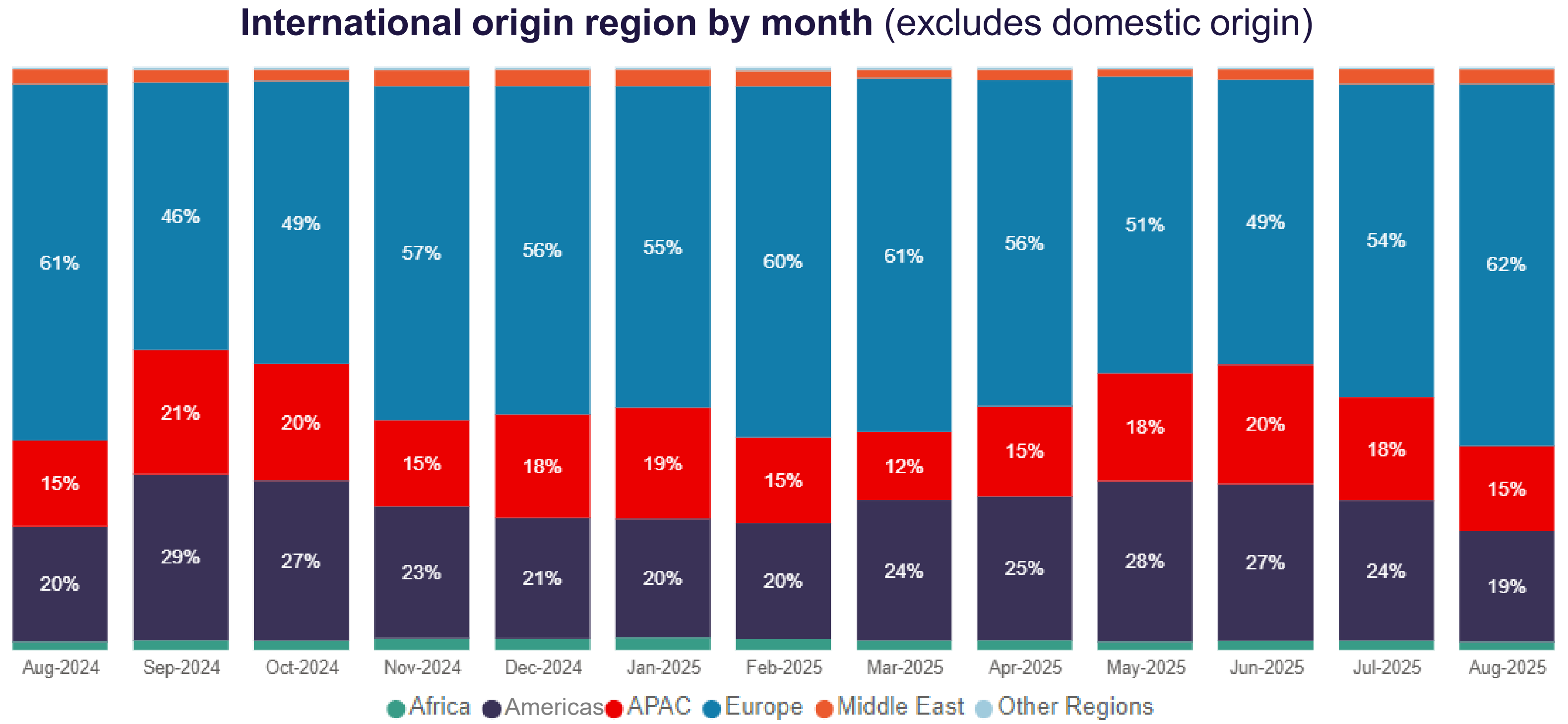


- In August 2025, the most popular UK cities when it came to nights reserved were London, Edinburgh, and Manchester, which has been consistent since April 2025.
- From July to August 2025, most of the top 10 stayed the same, with the exception of Brighton, which gained 1 rank to 8th, with Norwich losing 1 rank in turn.

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 | European travellers taking a larger share month on month, with the Americas losing share



Top origin markets (Aug 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

- In August 2025, inbound travellers from Europe (excluding the UK) maintained the largest share of guest reviews in UK short term rental properties. Europe's share of reviews jumped from 54% to 62% month on month.
- In contrast, the Americas lost 5 percentage points of share in the same time period, with APAC also losing 3 percentage points.
- This spread of origin was very similar to what was seen in August 2024.
- In August 2025, the top five international origin markets who left reviews for short term rental properties were the United States, France, Germany, Australia, and Spain.

In detail | In July, Saudi Arabia, Brazil and the UAE led the growth in reviews

Number of reviews vs. same period the previous year

- The number of reviews left by domestic travellers in July 2025 grew by 10% year on year, similar to what was seen in June.
- In July 2025, the inbound markets with the strongest growth in the volume of reviews left were Saudi Arabia (+37%), Brazil (+13%), and the UAE (+10%).
- Many markets saw declines vs. July 2024, with this being most marked from China (-108%) and Russia (-266%).

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	Jan-2025	Feb-2025	Mar-2025	Apr-2025	May-2025	Jun-2025	Jul-2025
Australia	-8%	-3%	8%	-2%	8%	-2%	-12%
Austria	5%	-12%	15%	-24%	22%	-11%	-1%
Belgium	4%	-6%	-38%	-13%	36%	-31%	-1%
Brazil	25%	30%	23%	25%	28%	12%	13%
Canada	-9%	-29%	-20%	-10%	-9%	-15%	-23%
China	-124%	-120%	-99%	-172%	-75%	-148%	-108%
Denmark	-45%	-35%	-18%	-63%	-16%	-26%	-15%
France	-2%	-18%	-10%	-3%	15%	-25%	-10%
Germany	-3%	-37%	-25%	-17%	23%	-10%	-8%
Hong Kong	-13%	-21%	12%	-5%	12%	6%	-12%
India	34%	17%	21%	18%	18%	-3%	-2%
Italy	1%	-20%	-23%	-12%	-7%	-14%	-5%
Japan	-23%	-53%	-46%	-38%	-46%	-32%	-29%
Netherlands	9%	-1%	-26%	-14%	25%	7%	2%
New Zealand	17%	8%	9%	-1%	6%	-6%	-1%
Norway	-46%	-50%	-24%	-22%	14%	-11%	12%
Qatar	31%	19%	2%	-32%	29%	9%	4%
Russia	-217%	-223%	-194%	-151%	-294%	-192%	-266%
Saudi Arabia	28%	38%	12%	-0%	60%	41%	37%
South Korea	-113%	-89%	-69%	-44%	-18%	-73%	-69%
Spain	5%	-4%	-4%	-30%	-14%	-9%	-16%
Sweden	-33%	-48%	-55%	-29%	-16%	-30%	-26%
Switzerland	-4%	-16%	-19%	1%	8%	-13%	6%
United Arab Emirates	7%	11%	5%	7%	19%	-1%	13%
United Kingdom	18%	7%	6%	3%	7%	9%	10%
United States	-23%	-28%	-28%	-5%	-18%	-9%	-9%