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Holiday Rental Property - UK - June 2019

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This report looks at the following areas:

- Couples-only rentals
- Designer rentals
- Holiday hampers
- Semi-catered families

The number of domestic holiday property rentals fell by 5% in 2018 but the long-term trend is upwards, increasing by 16% over the past four years. The market reached 7.4 million trips and £2.7 billion expenditure (on the total holiday stay) in 2018. There were also an estimated 4.7 million overseas holiday rentals in 2018.



"There is a growing demand for accommodation which can combine some of the advantages of holiday rental property (freedom, independence, a home environment or an authentic local feel) with some of the advantages of staying in a hotel (convenience, indulgence, time saving)."

– John Worthington, Senior Analyst

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