



Holiday Rental Property - UK - 2021

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- The impact of COVID-19 on the holiday rental property market.
- Long-term potential in the holiday rental property market.
- Key players, distribution trends and new launches in the holiday rental property market.
- Important factors consumers look for when booking holiday rental property.
- Other consumer preferences and opportunities for holiday rental property.

22% of adults have stayed, or expect to stay, in holiday rental property during 2021, compared with 10% in 2020. This points to a strong surge in demand for domestic rentals as UK tourism continues to open up and uncertainties persist over travel abroad. Holiday rental property has the highest level of future growth potential of any holiday accommodation type. Some 47% of adults would be interested in staying in future, compared with 26% who have stayed in the past three years.

Like all travel, holiday rentals were heavily impacted by COVID-19 in 2020, but the staycation surge of 2021 will leave a positive legacy for the market, raising demand to a higher level than seen prior to the pandemic. Overseas rentals will be slower to recover, but in the long term should benefit from rising consumer interest in alternatives to hotel/resort accommodation.

The short-term rentals market is under growing scrutiny over its social impact in local communities, for example its effects on local housing stock and overcrowding in popular locations. Failure to manage these impacts sustainably may result in local and national regulation and will tarnish the image of rental brands.

Opportunities include: property in remote, off-the-beaten-track locations for those seeking escape from the city; premium/luxury rentals; and larger



“UK holiday rentals were hit hard in 2020, like all forms of tourism, but when restrictions have allowed, they have proved more resilient than other travel sectors.

Holidaymakers have sought out self-catering bubbles away from the crowds, on the coast or in the country.”

– John Worthington, Senior Analyst, 1 July 2021

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properties as the end of COVID restrictions unlocks consumer demand for extended family gatherings and getaways for groups of friends.

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KEY PLAYERS

- **Global intermediaries**
- **Airbnb**
- **Booking.com**

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- Expedia/VRBO
- TripAdvisor Vacation Rentals
- OYO Vacation Homes
- Holiday cottage specialists
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- Other domestic holiday cottage companies

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