“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

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.
Holiday Rental Property - UK - June 2019

What you need to know

The market
UK holiday rentals up 16% in four years despite dip in 2018
Figure 1: Volume forecast for the domestic holiday rental property market, 2014-24
Figure 2: Value* forecast for the domestic holiday rental property market, 2014-24

Overseas rentals reach an estimated 4.7 million

Companies and brands
Airbnb and Booking.com vie for leading share of listings
Figure 3: Leading holiday rental property providers, by number of global listings, May 2019

Awaze is the UK cottage holidays leader but Sykes is growing fast

The consumer
One in four consumers use holiday rental property
Figure 4: Types of holiday accommodation used in the past three years, April 2019 versus April 2017

Airbnb market share continues to rise
Figure 5: Sources used to book last holiday rental property, April 2019 versus April 2017

Surge in short break rentals
Figure 6: Sources used to book last holiday rental property, April 2019 versus April 2017

Spain, France, Greece and Italy are top overseas rental destinations
Figure 7: Destination of last holiday rental property booking, April 2019

Food & drink and design are the top pulling factors
Figure 8: Important factors when booking holiday rental property, April 2019

Premium produce
Figure 9: Willingness to pay for premium services in holiday rental property, April 2019

Millennial travellers look for property-plus
Figure 10: Interest in booking premium holiday rental property, April 2019

What we think

Couple-only rentals
The facts
The implications

Designer rentals
The facts
The implications

Table of Contents

Overview
What you need to know
Covered in this Report

Executive Summary
The market
UK holiday rentals up 16% in four years despite dip in 2018
Figure 1: Volume forecast for the domestic holiday rental property market, 2014-24
Figure 2: Value* forecast for the domestic holiday rental property market, 2014-24

Overseas rentals reach an estimated 4.7 million

Companies and brands
Airbnb and Booking.com vie for leading share of listings
Figure 3: Leading holiday rental property providers, by number of global listings, May 2019

Awaze is the UK cottage holidays leader but Sykes is growing fast

The consumer
One in four consumers use holiday rental property
Figure 4: Types of holiday accommodation used in the past three years, April 2019 versus April 2017

Airbnb market share continues to rise
Figure 5: Sources used to book last holiday rental property, April 2019 versus April 2017

Surge in short break rentals
Figure 6: Sources used to book last holiday rental property, April 2019 versus April 2017

Spain, France, Greece and Italy are top overseas rental destinations
Figure 7: Destination of last holiday rental property booking, April 2019

Food & drink and design are the top pulling factors
Figure 8: Important factors when booking holiday rental property, April 2019

Premium produce
Figure 9: Willingness to pay for premium services in holiday rental property, April 2019

Millennial travellers look for property-plus
Figure 10: Interest in booking premium holiday rental property, April 2019

What we think

Issues and Insights

BUY THIS REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com
Holiday Rental Property - UK - June 2019

The Market – What You Need to Know

Uncertainty starting to affect holiday bookings
UK holiday rentals dipped in 2018 but are up 16% since 2014
Domestic rental holidays forecast to be worth £3 billion by 2024
South West accounts for over one in four UK rentals
4.7 million overseas holiday rentals in 2018
Spain top but Greece and Italy show strongest independent travel growth

Market Size, Forecast and Segment Performance

UK holiday rentals slip in 2018 but are up 16% over past four years
Figure 11: Trends in the volume and value of the market for domestic holiday rental property, 2014-24
Figure 12: Volume and value of domestic holiday rental property, by property segment, 2014-18

South West accounts for over one in four trips
Figure 13: Number of domestic holidays taken in holiday self-catering* property, by region, 2016-18
Figure 14: Volume forecast for the domestic holiday rental property market, 2014-24
Figure 15: Value* forecast for the domestic holiday rental property market, 2014-24

Property rentals account for one in 10 holidays abroad

Market Background

Consumer spending has remained resilient despite uncertainty...
Figure 16: Expected impact of UK vote to leave the EU on wider economy and personal finances, January 2019

...but signs of a travel slowdown are gathering
Figure 17: Trends in the number and value of domestic holidays taken by UK residents, 2014-18
Figure 18: Trends in the number and value of overseas holidays taken by UK residents, 2013-18

Independent travel has seen strong growth since 2014
Figure 19: Trends in the number of independent overseas holidays, 2014-18

Spain still top but Greece and Italy are fastest-growing independent travel destinations
Figure 20: Top 10 independently booked overseas holiday destinations, by number of trips, 2014-18

Companies and Brands – What You Need to Know

Growing competition between Airbnb and OTAs
Airbnb targeting affluent Millennials
Booking.com and Expedia increased their rental listings by around a fifth in 2018
HomeToGo aims to become the Trivago of holiday rentals
Awaze is largest domestic cottage holidays provider

BUY THIS REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com
Sykes is fastest-growing domestic brand
Hotels enter luxury rentals space, loyalty schemes and premium pet properties

Leading Holiday Rental Companies

Global intermediaries

Airbnb
Booking.com
Expedia/HomeAway
TripAdvisor Vacation Rentals
Other international companies
Domestic brands
Awaze
Sykes Holiday Cottages
Other domestic companies

Launch Activity and Innovation

Designer rentals
Hotels entering luxury rentals space
Sykes pioneers loyalty scheme and app for cottage holidays
Premium pooch
Child safety

The Consumer – What You Need to Know

One in four consumers use holiday rentals
Airbnb increases market share by 5 percentage points since 2017
Holiday rental stays have become shorter
Good pubs/restaurants nearby are most important feature
Entertainment on demand
Premium potential
Millennials most likely to go upmarket

Use of Holiday Rental Property

One in four adults use holiday rentals

Holiday rental property – demographics

Holiday Rental Property Booking

Airbnb share up 5 percentage points over past two years

Booking demographics

BUY THIS REPORT NOW
Holiday rentals are becoming shorter
Figure 26: Duration of last holiday rental property booking, April 2019 versus April 2017
Figure 27: Duration of last holiday rental property booking, by booking source, April 2019

Holiday Rental Property Locations
60-40 domestic/overseas rental split
Figure 28: Destination of last holiday rental property booking, April 2019
Back to nature
Figure 29: Location of last holiday rental property booking, April 2019 versus April 2017
Coast and city dominate overseas rentals
Figure 30: Location of last holiday rental property booking, UK versus abroad, April 2019
Figure 31: Location of last holiday rental property booking, by booking source, April 2019

Holiday Rental Property Companions
Couples-only rental opportunity
Figure 32: Companions on last holiday rental property stay, April 2019

Holiday Rental Property Important Factors
Food & drink and interior design are key factors
Instagrammable accommodation
Entertainment on demand
Experiences
One in four domestic guests seek pet-friendly rentals
Catering for the elderly
Figure 33: Important factors when booking holiday rental property, April 2019
Figure 34: Important factors when booking holiday rental property, UK versus abroad, April 2019

Holiday Rental Property Premium Services
Opportunities for gastronomic extras
Affluent families will pay for semi-catered experience
Other premium opportunities
Figure 35: Willingness to pay for premium services in holiday rental property, April 2019
Millennials prepared to pay for premium property
Figure 36: Interest in booking premium holiday rental property, April 2019

Appendix – Data Sources, Abbreviations and Supporting Information
Definitions
Abbreviations
Consumer research methodology

Appendix – Market Size and Forecast
Figure 37: Domestic holiday rental market, volume forecast, 2019-24
Figure 38: Domestic holiday rental market, value* forecast, 2019-24
Forecast methodology