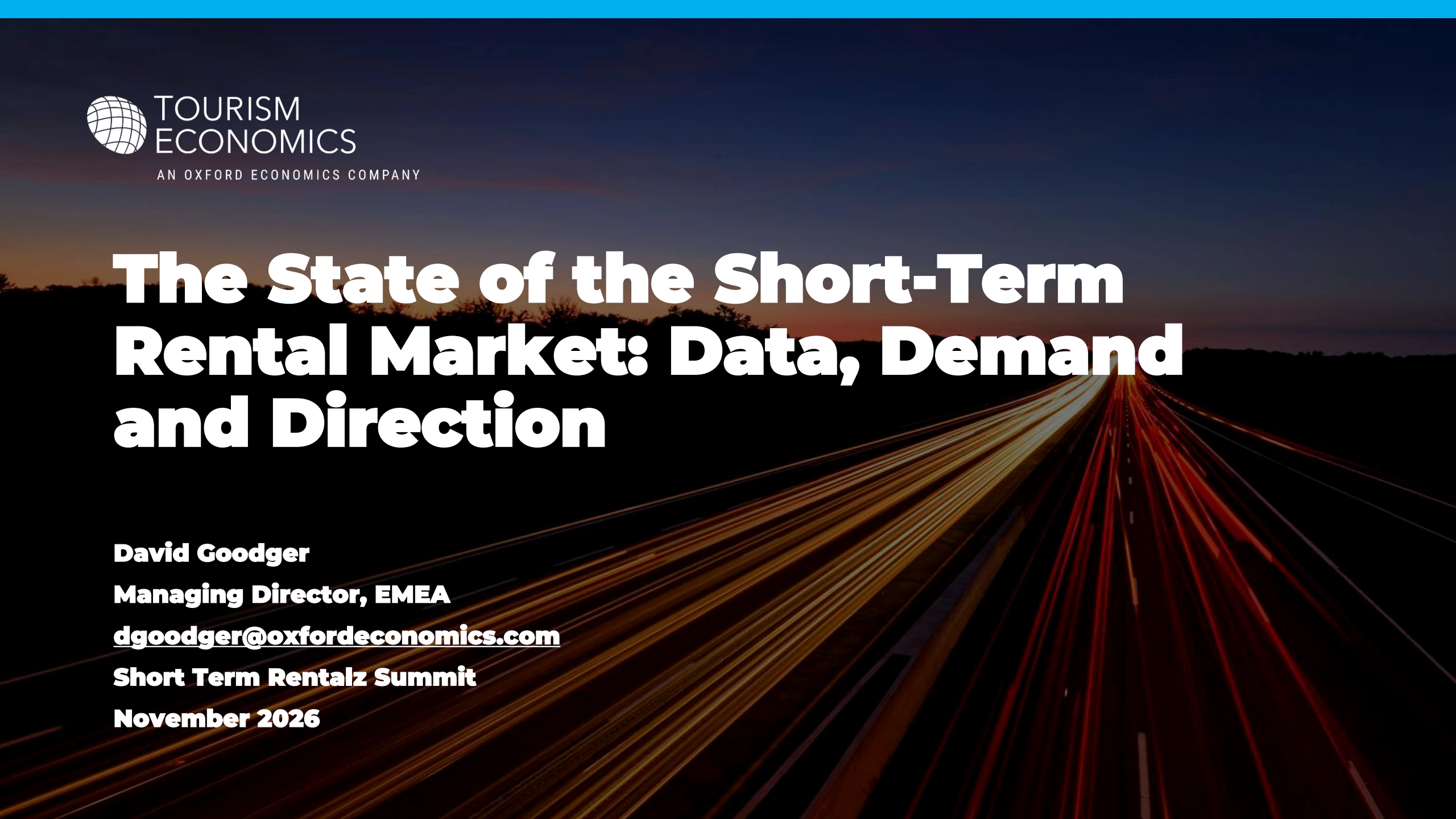


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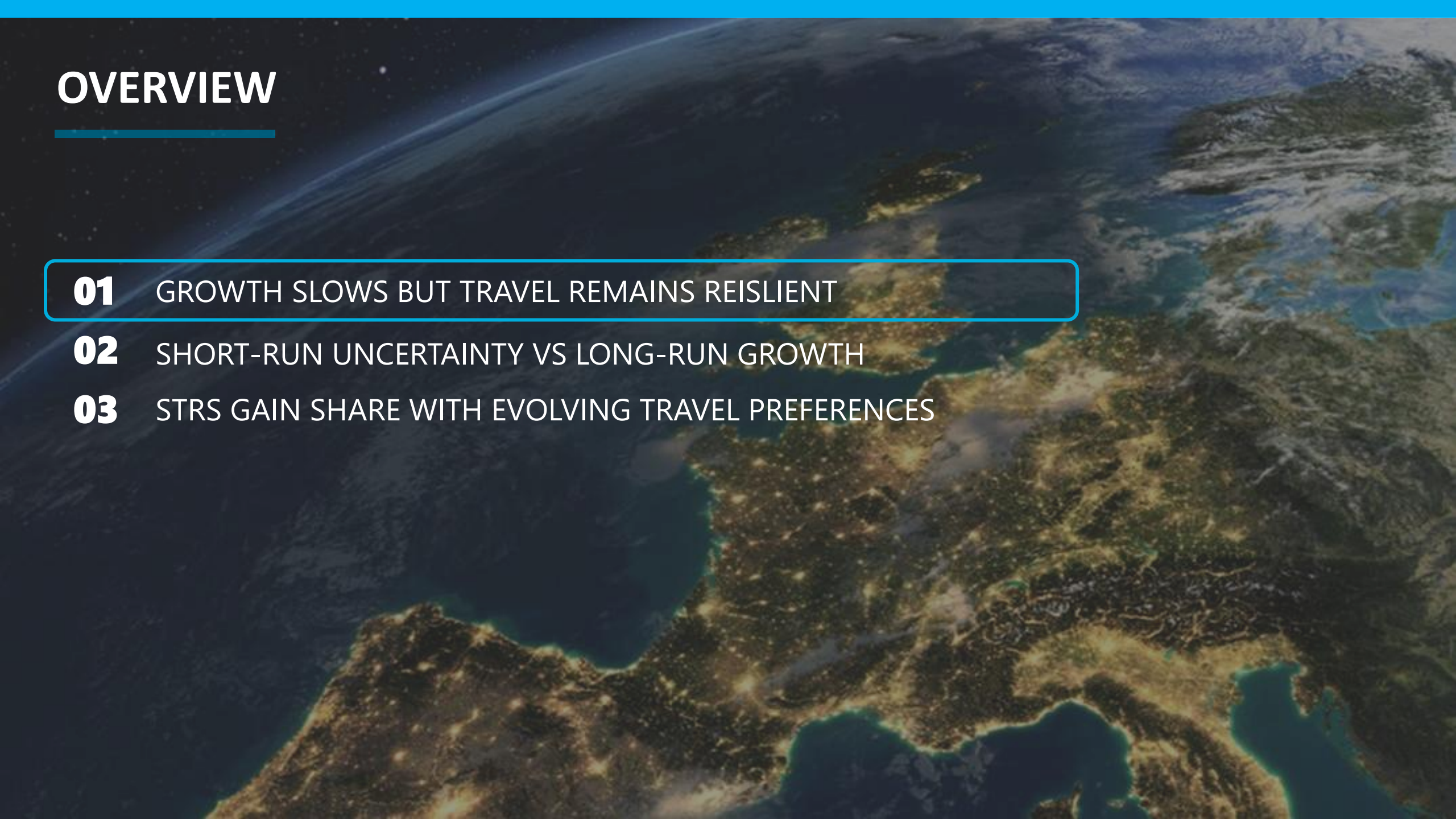
The State of the Short-Term Rental Market: Data, Demand and Direction

David Goodger
Managing Director, EMEA
dgoodger@oxfordeconomics.com

Short Term Rentalz Summit

November 2026

OVERVIEW



01 GROWTH SLOWS BUT TRAVEL REMAINS REISLIENT

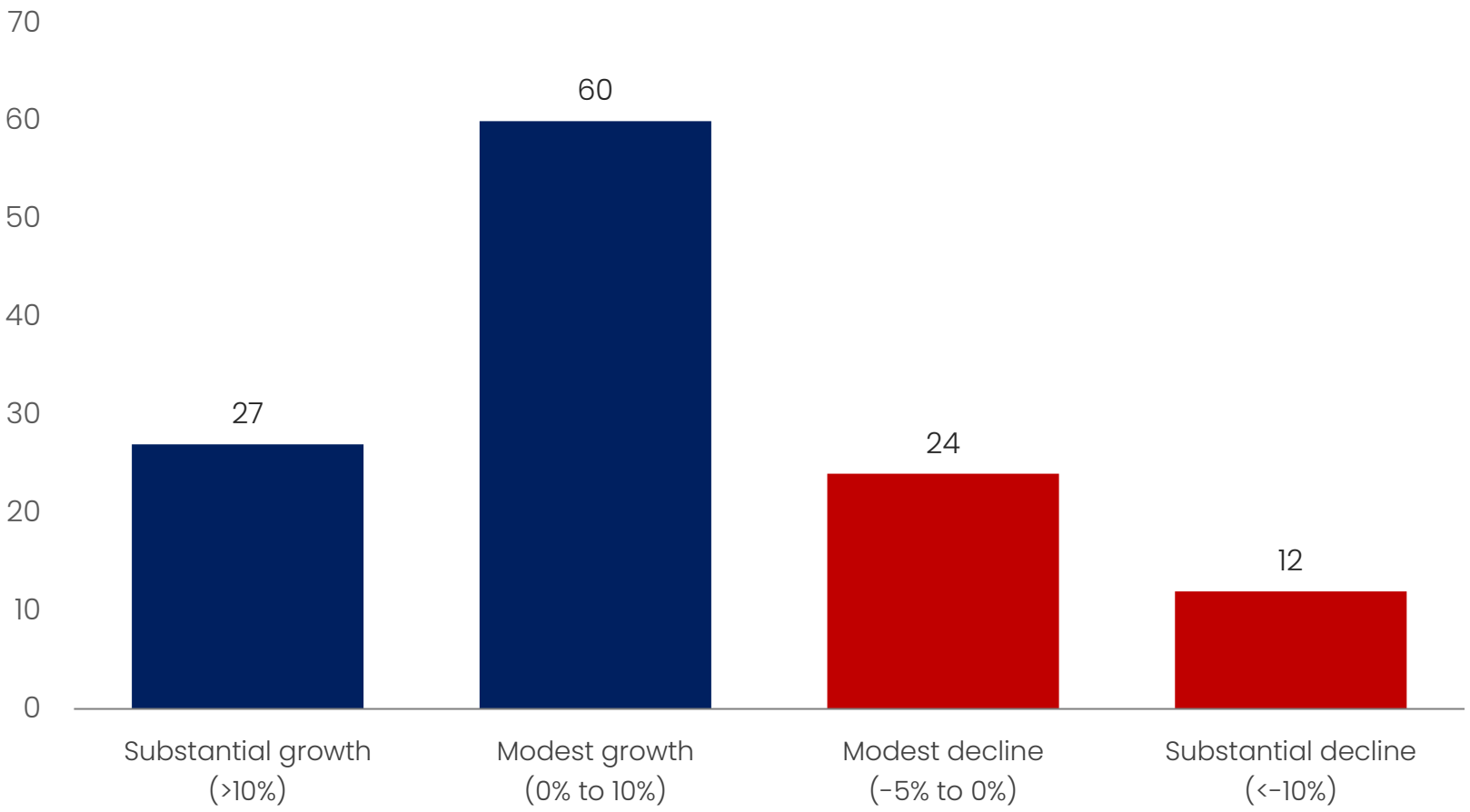
02 SHORT-RUN UNCERTAINTY VS LONG-RUN GROWTH

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Travel growth remains widespread across destinations

Inbound arrivals year-to-date* growth, 2026

Number of countries



87 out of 123 countries reporting **positive growth YTD**

Substantial growth for some large APAC and European destinations including Korea, Greece, Vietnam, Italy and Spain.

Geopolitical events affecting large Middle East & GCC destinations.

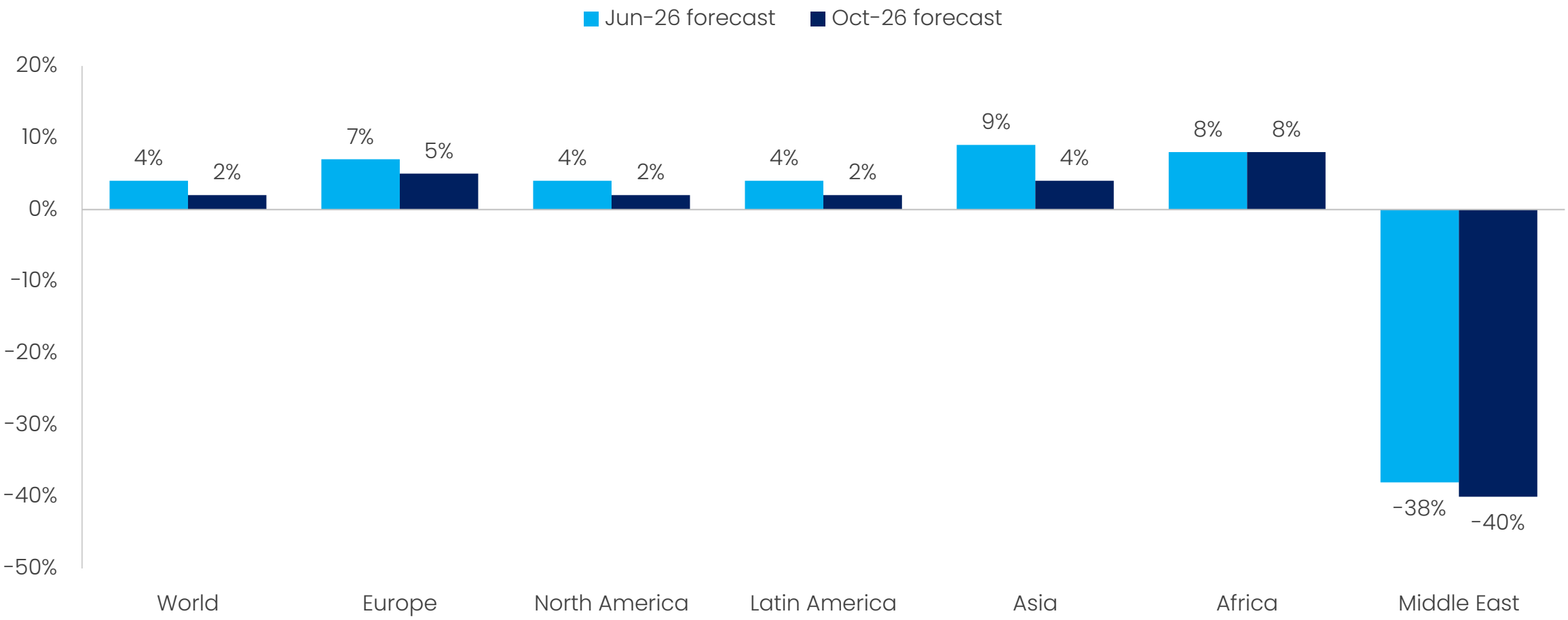
Source: Tourism Economics

TOURISM ECONOMICS

But international demand growth has softened for 2026

International arrivals by region, 2026 forecast revision

% growth y/y, Jun-26 vs Oct-26 forecast



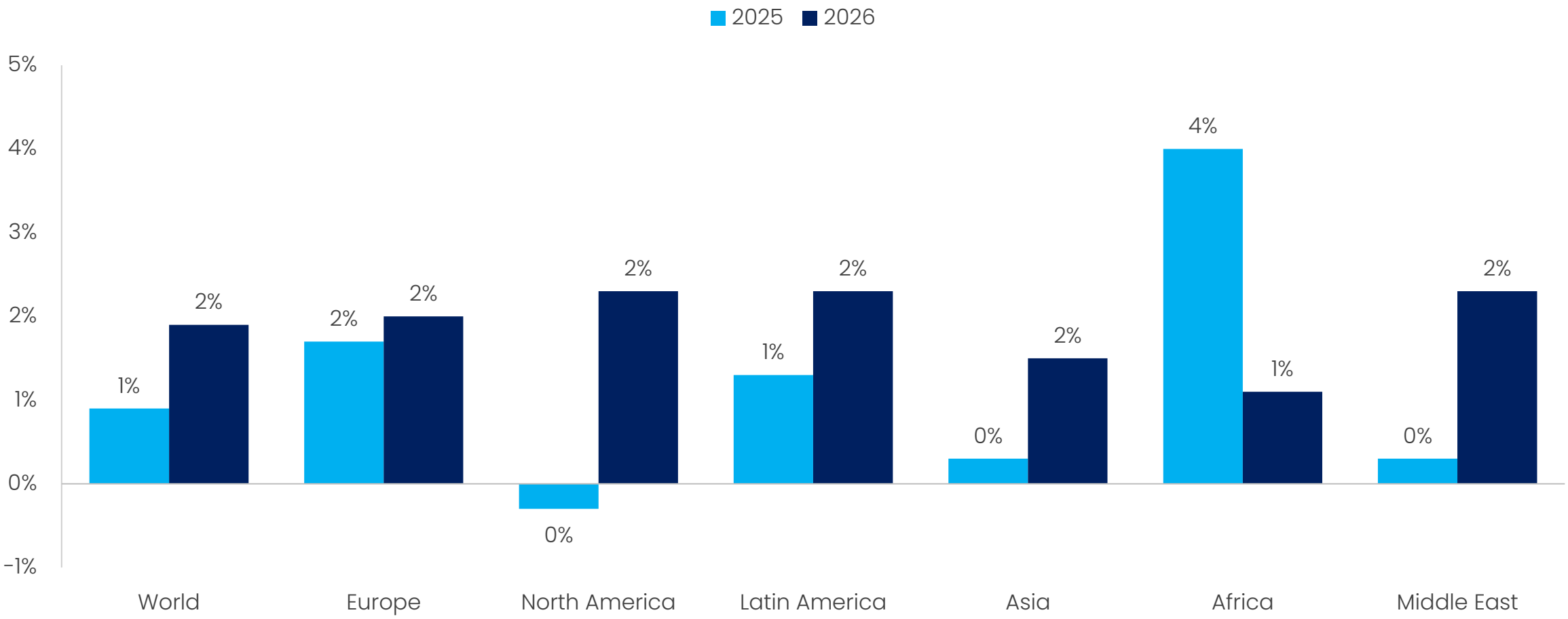
Source: Tourism Economics

TOURISM ECONOMICS

Domestic demand holds up with some substitution

International arrivals by region, 2026 forecast revision

% growth y/y, Jun-26 vs Oct-26 forecast



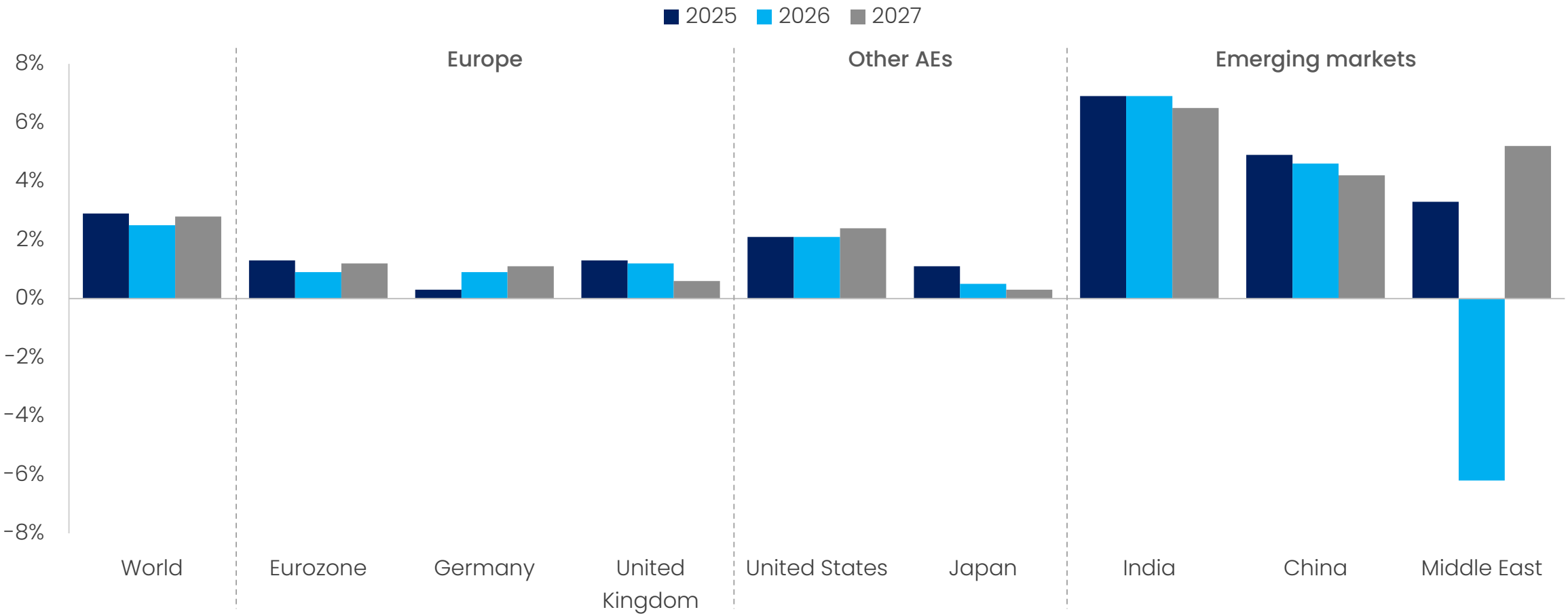
Source: Tourism Economics

TOURISM ECONOMICS

Economic growth has slowed but is not derailed

GDP growth by major markets

Annual % change



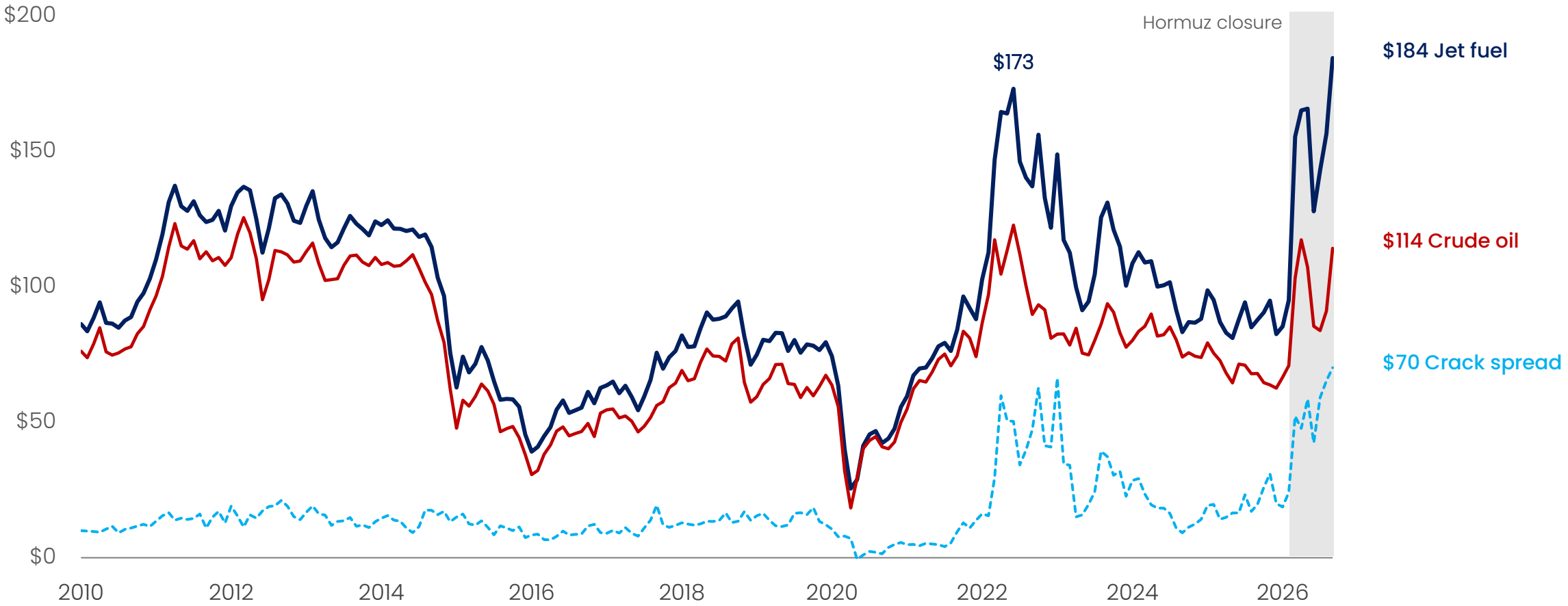
Source: Oxford Economics

TOURISM ECONOMICS

Oil & jet fuel prices have soared

Crude oil and jet fuel prices

$ per barrel, monthly average, as of Sep 2026; crack spread = jet fuel minus crude oil



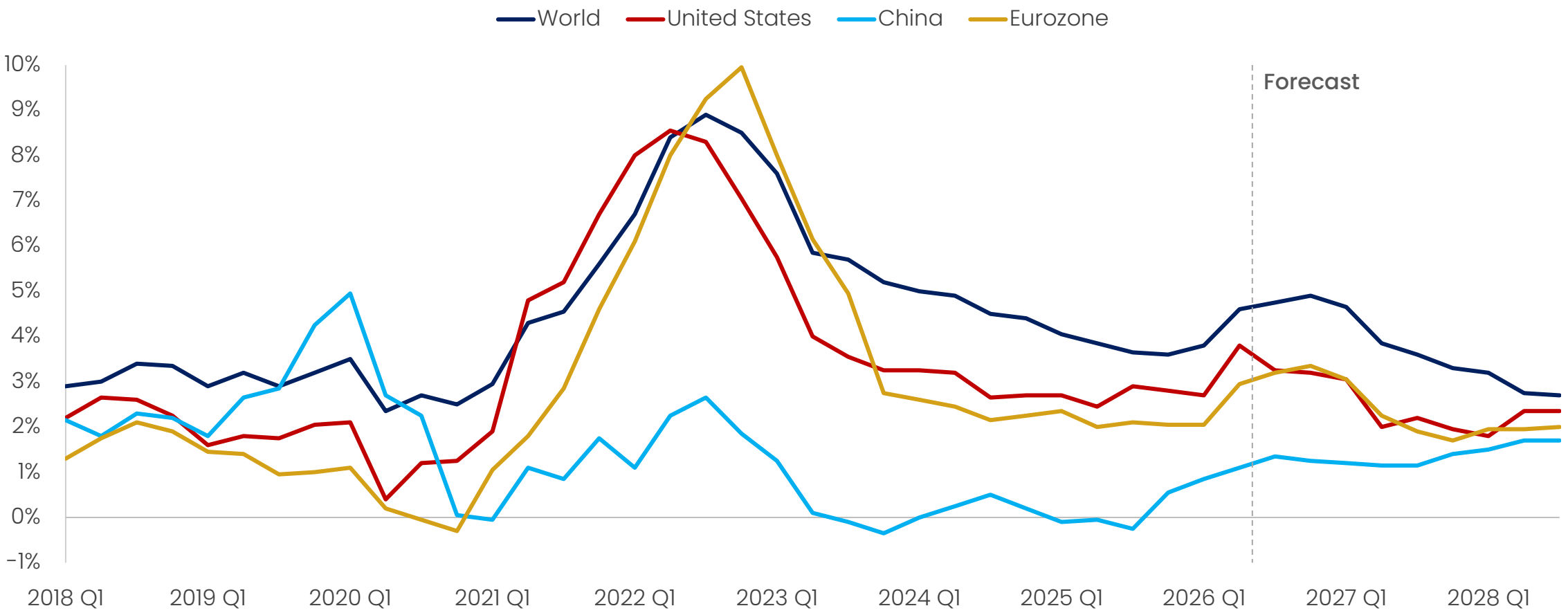
Sources: U.S. Energy Information Administration (Brent spot; U.S. Gulf Coast jet fuel spot at 42 gal/bbl), Tourism Economics. Monthly averages.

TOURISM ECONOMICS

Inflation is squeezing household budgets – but will ease

World: consumer prices

% year-on-year



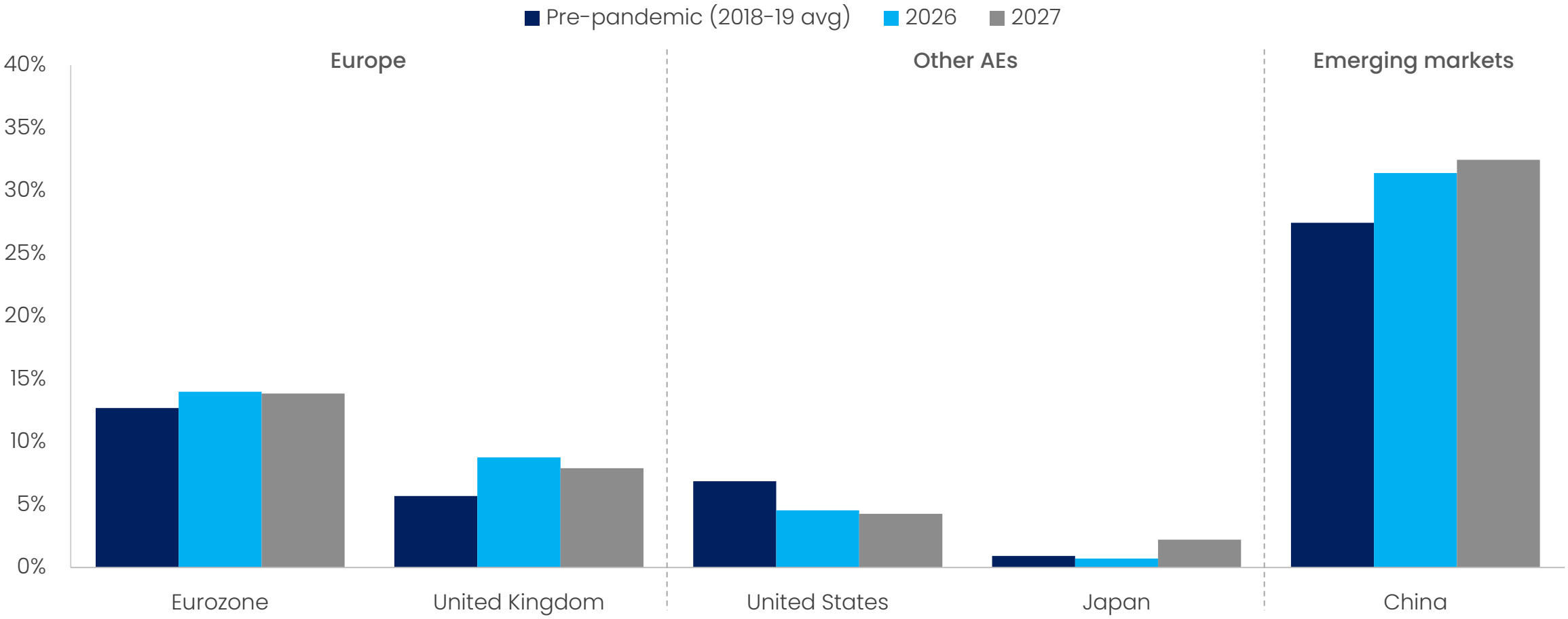
Sources: Oxford Economics/Haver Analytics

TOURISM ECONOMICS

Savings remain supportive in major markets

Household saving ratios

% of disposable income, annual average

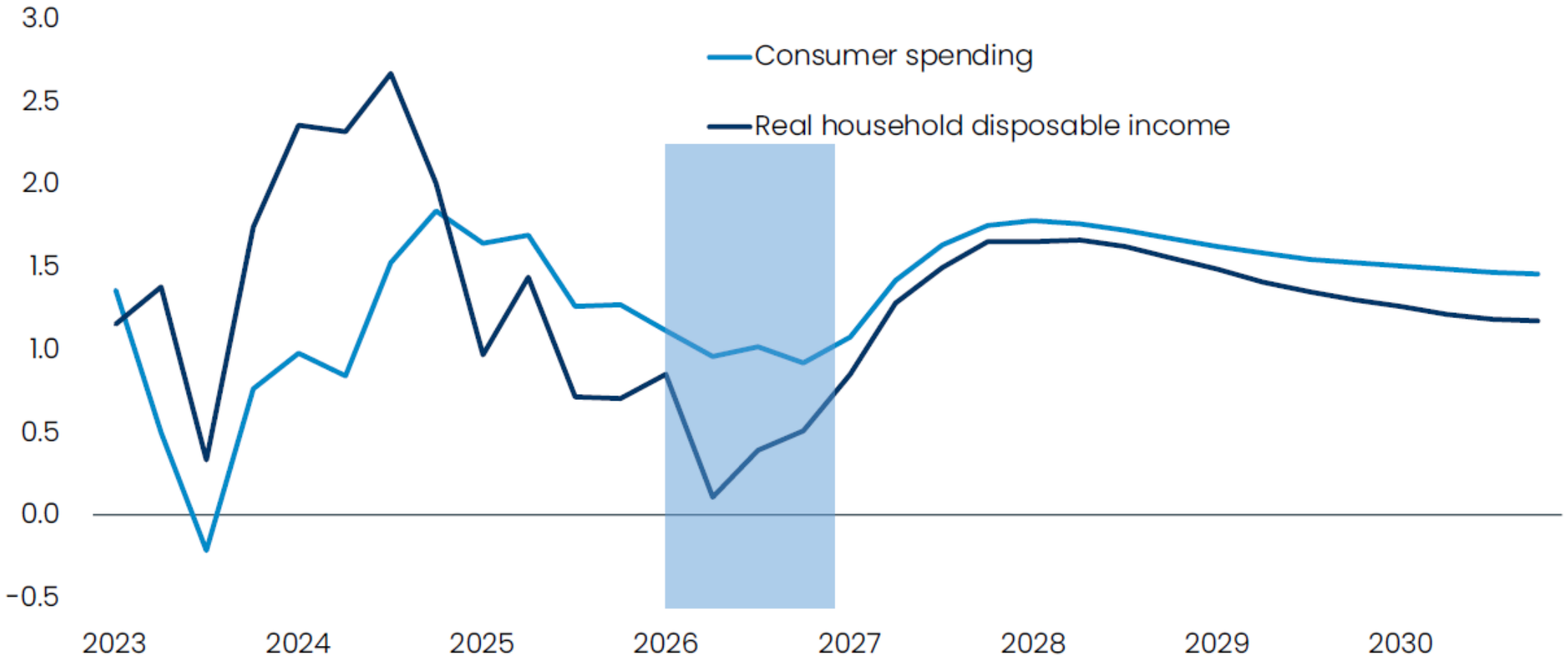


Source: Oxford Economics

TOURISM ECONOMICS

Consumers are able to weather short-term disruption

Eurozone: Consumer spending and income (% year-on-year)

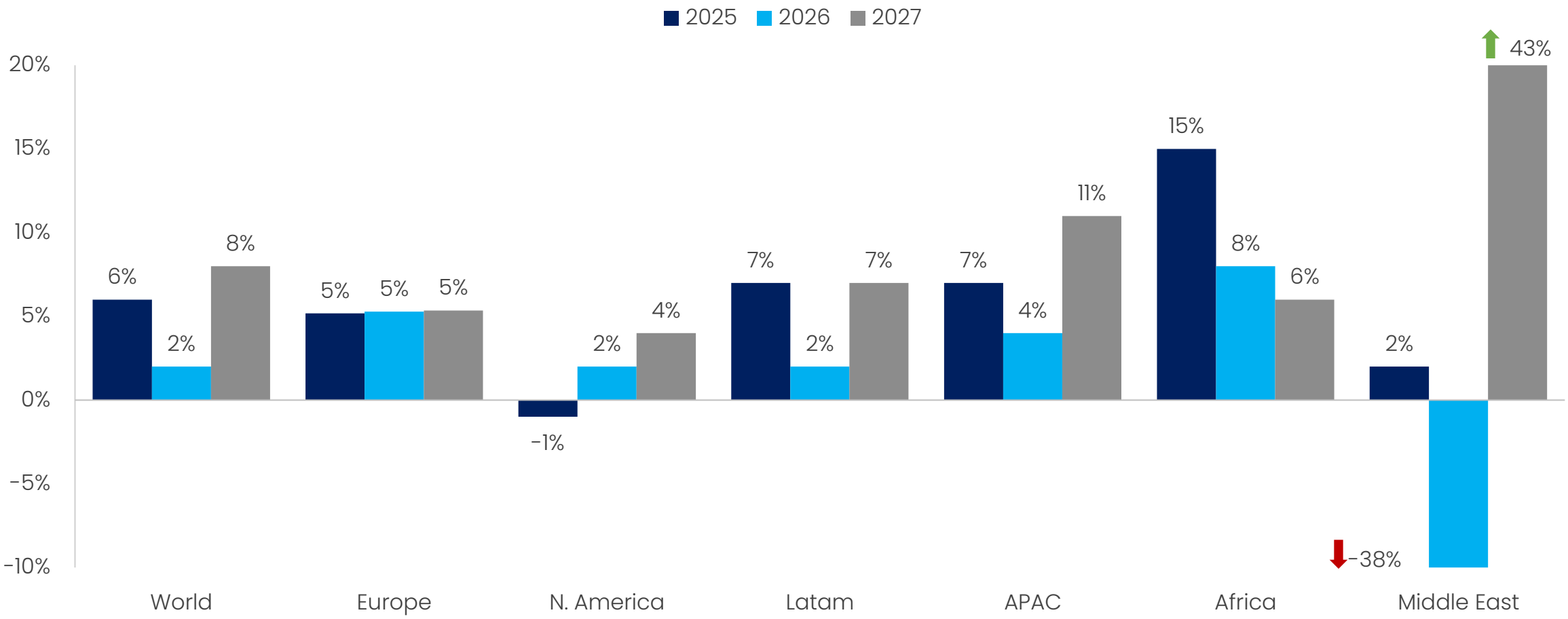


Sources: Oxford Economics

2027 growth to accelerate as disruption fades

International visitor arrivals by region

% growth y/y



Source: Tourism Economics. Middle East bars truncated; values shown in labels

TOURISM ECONOMICS

OVERVIEW

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Geopolitical shocks have been more frequent...



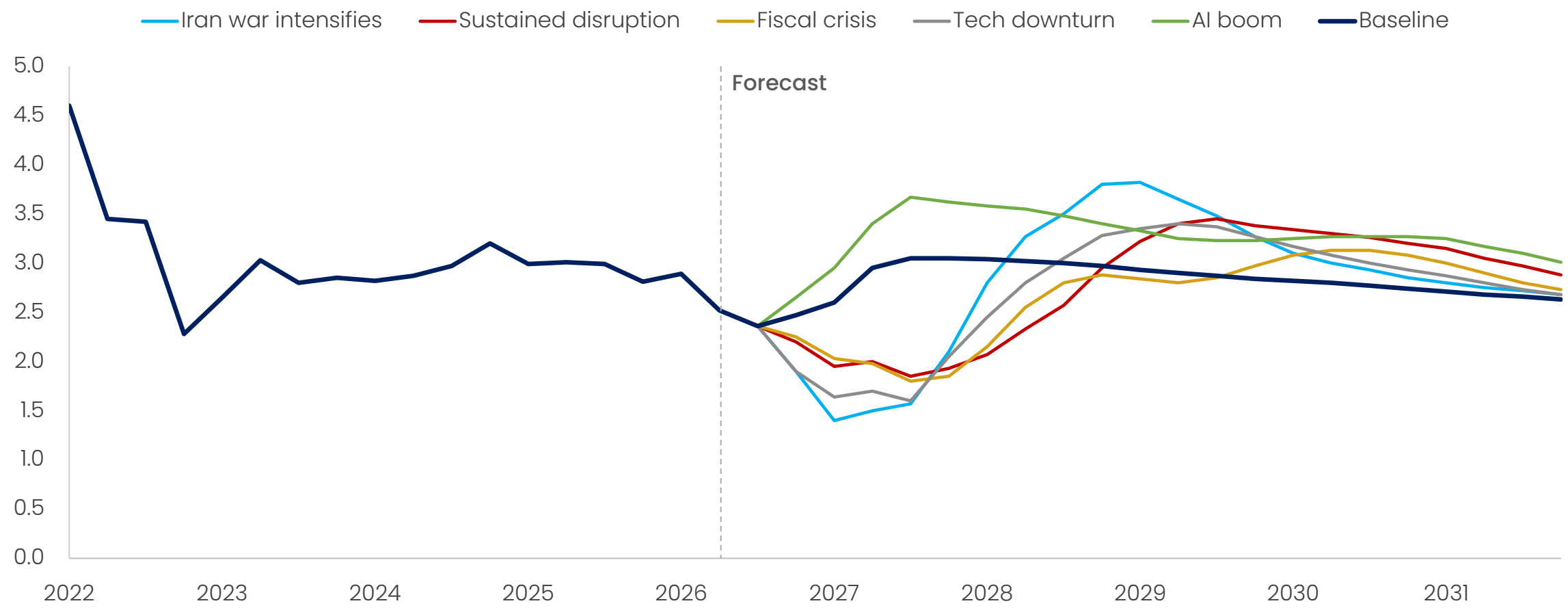
Source: Tourism Economics

TOURISM ECONOMICS

ME conflict is a key risk which could derail growth...

World GDP growth by scenario

% year



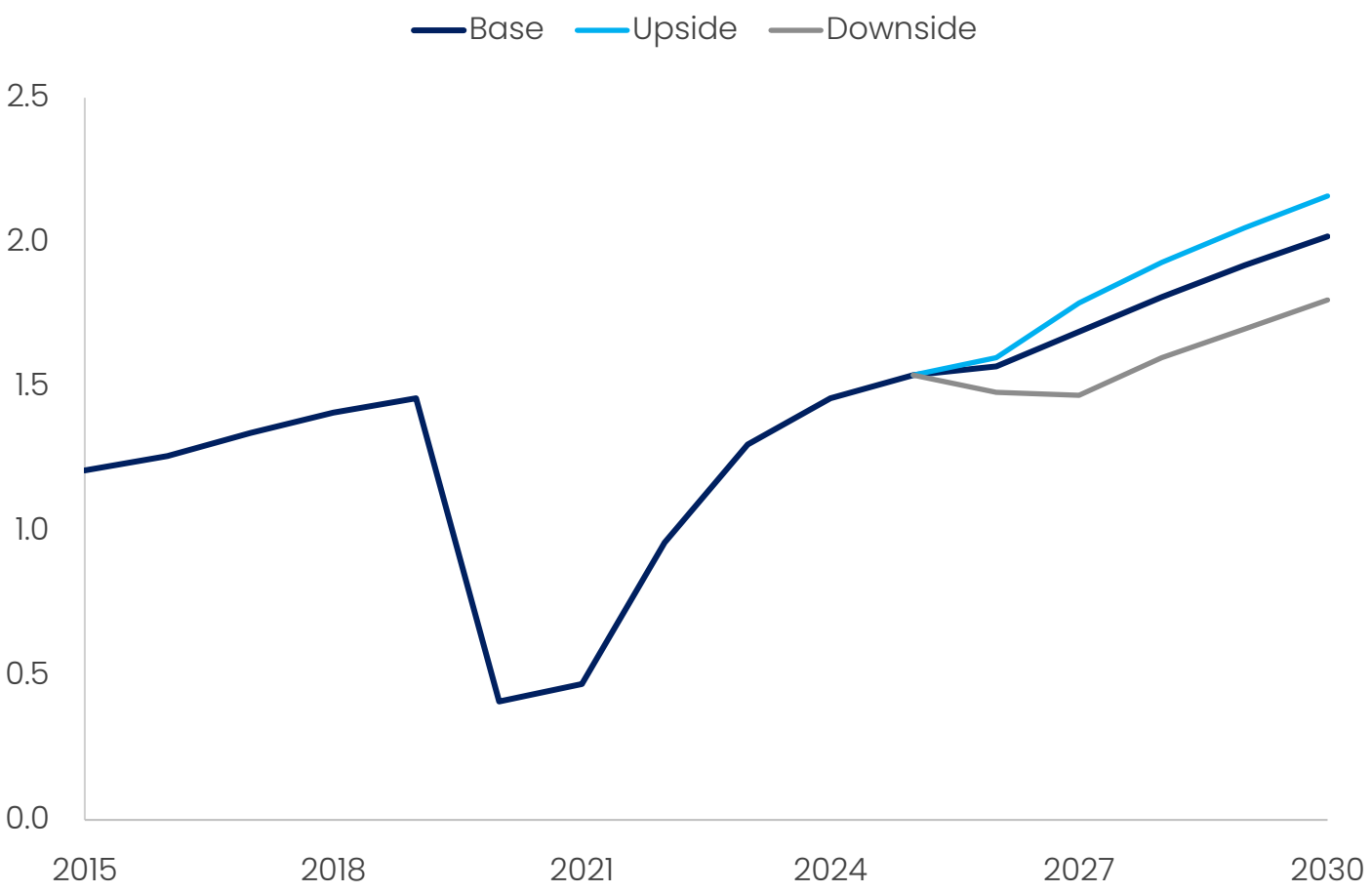
Source: Oxford Economics/Haver Analytics. From: Global: Q3 2026 Report: Shockwaves (September update)

TOURISM ECONOMICS

...translating to an international travel recession

Global inbound arrivals

Billions



2027 % difference from baseline by region in alternative scenarios

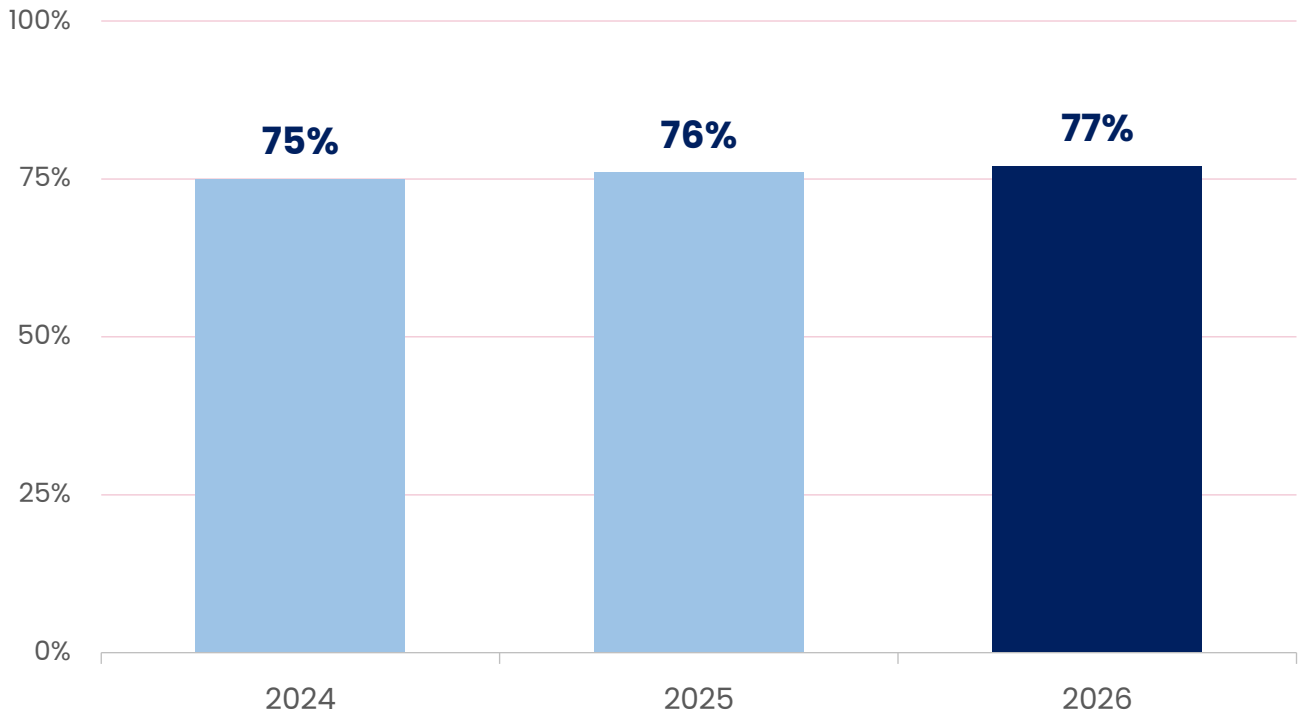
	Upside	Downside
World	6%	-13%
Middle East	18%	-48%
Africa	7%	-16%
Asia Pacific	7%	-16%
Europe	4%	-9%
Americas	5%	-9%

Source: Tourism Economics

Consumers still see travel as a priority …

Leisure Travel Remains a Priority

% agreeing that taking leisure trips each year is an important priority



62%

of travellers expect to take **as many or more leisure trips** over the next two years

89% vs **63%**

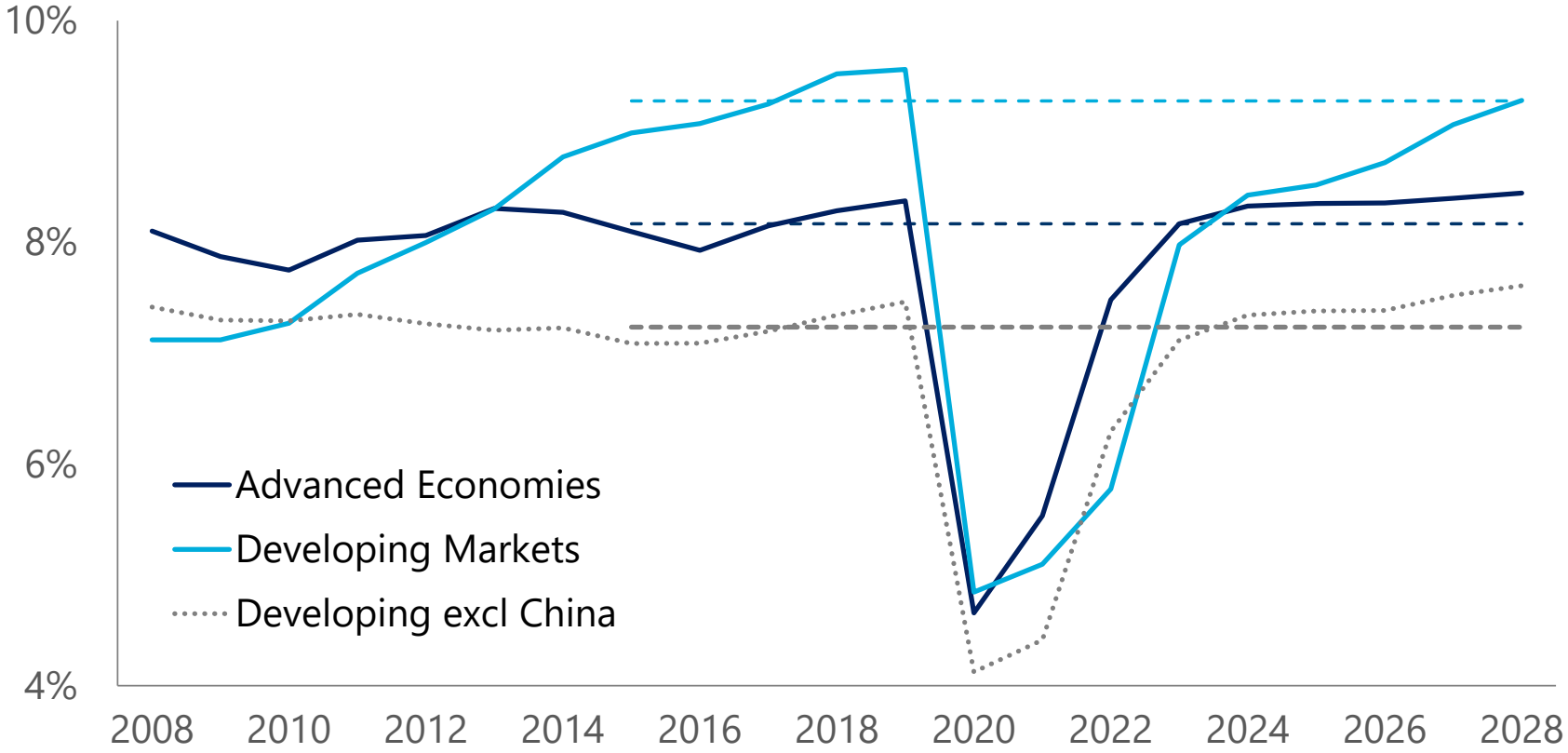
of under-35s took an **international leisure trip** in the past two years, compared with those aged 55 and over

Source: Tourism Economics, Travel Trends Survey 2026 (4,000+ travellers across eight key outbound markets)

...and travel demand remains resilient

Leisure travel spend share of consumption

% share (dashed lines are 2014-19 average)

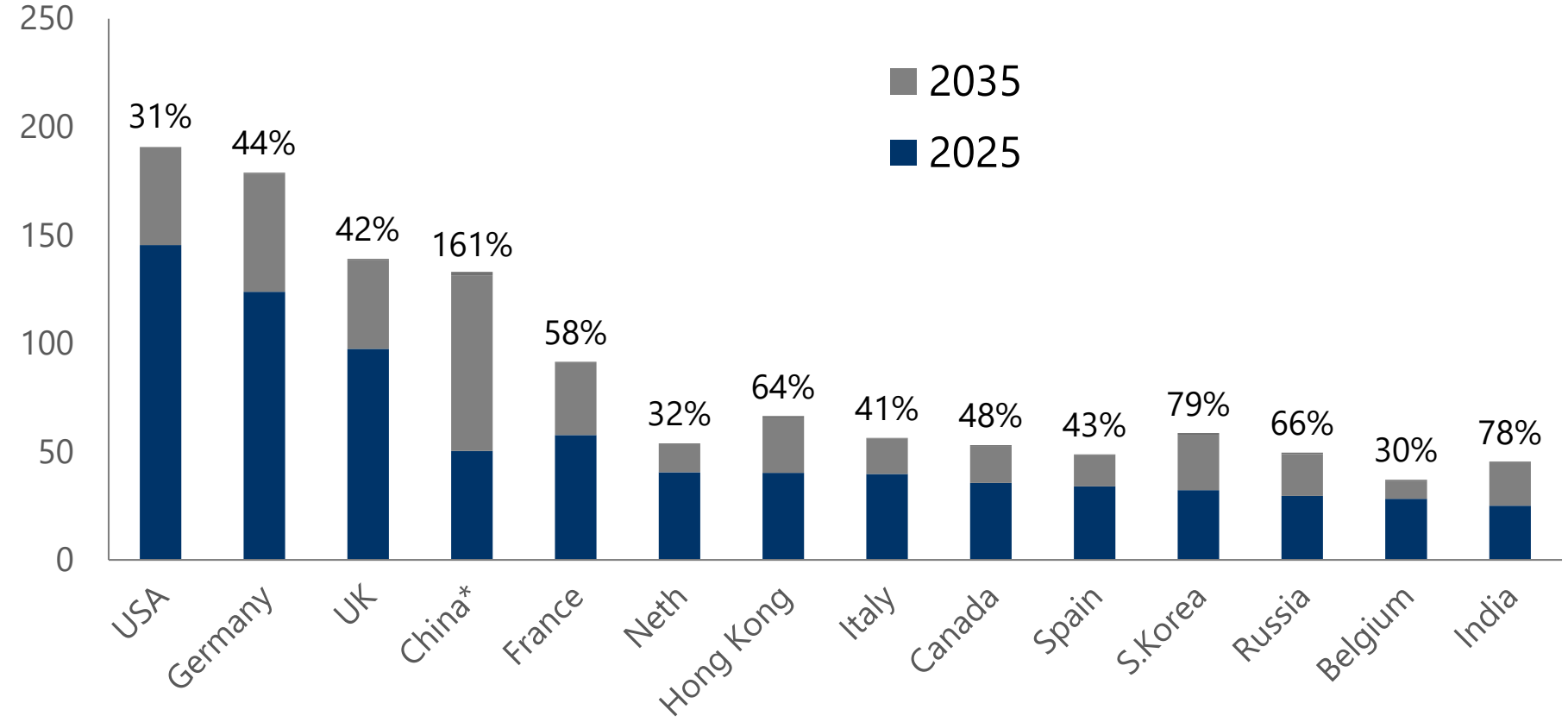


Source: Oxford Economics

A wide range of source markets will support growth

Largest source markets 2025-2035

Mns outbound trips 2025 and growth 2035

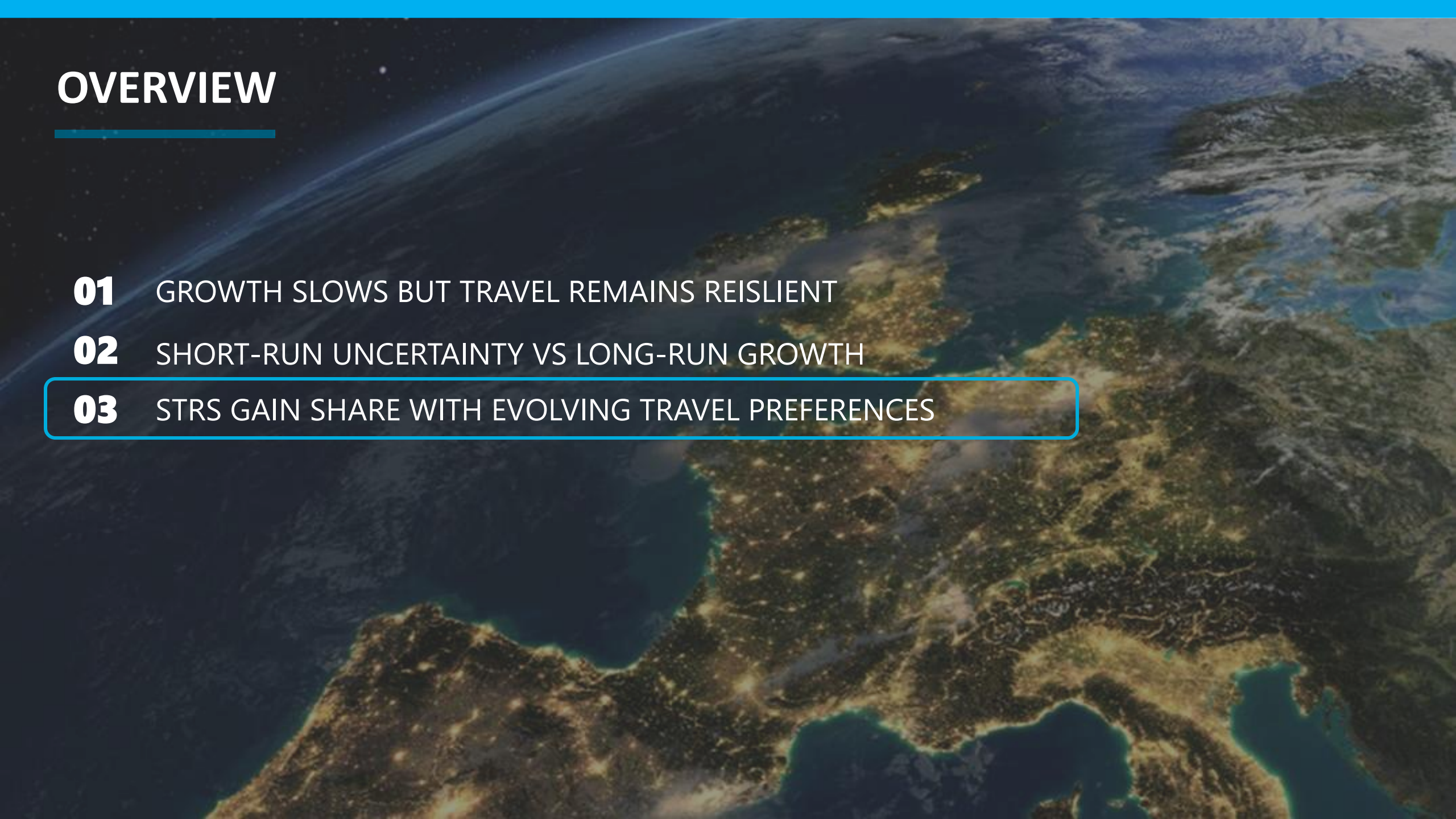


Source: Tourism Economics

** excluding to Hong Kong & Macau*

TOURISM ECONOMICS

OVERVIEW



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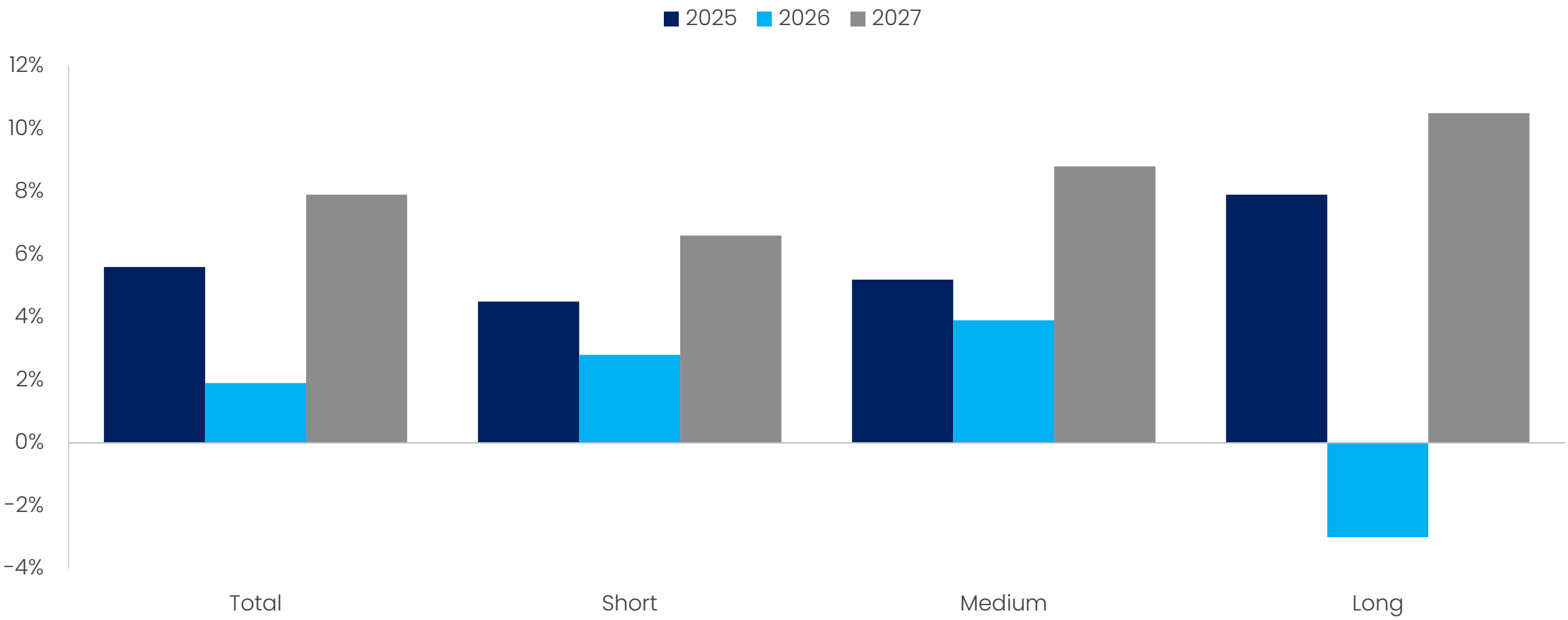
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Regionalisation in 2026 will be short lived

Global international visits by haul

% growth y/y



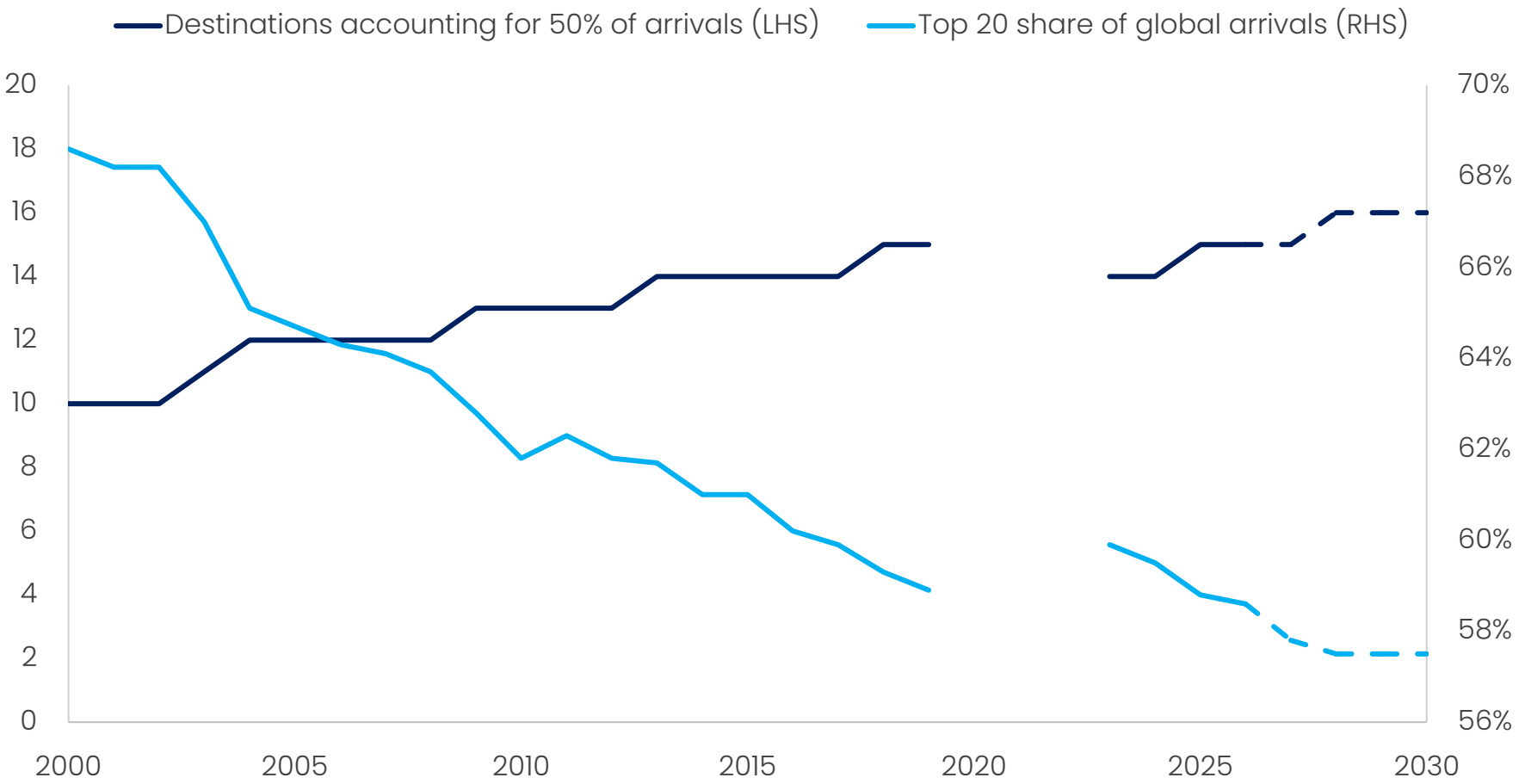
Source: Tourism Economics

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New experiences & destinations driving growth

Diversification of top destinations

Number of destinations (LHS), % share of global arrivals (RHS)



% of respondents seeking destinations by type

New	61%
Iconic	51%
Both	39%

Travel Trends Survey, 2026

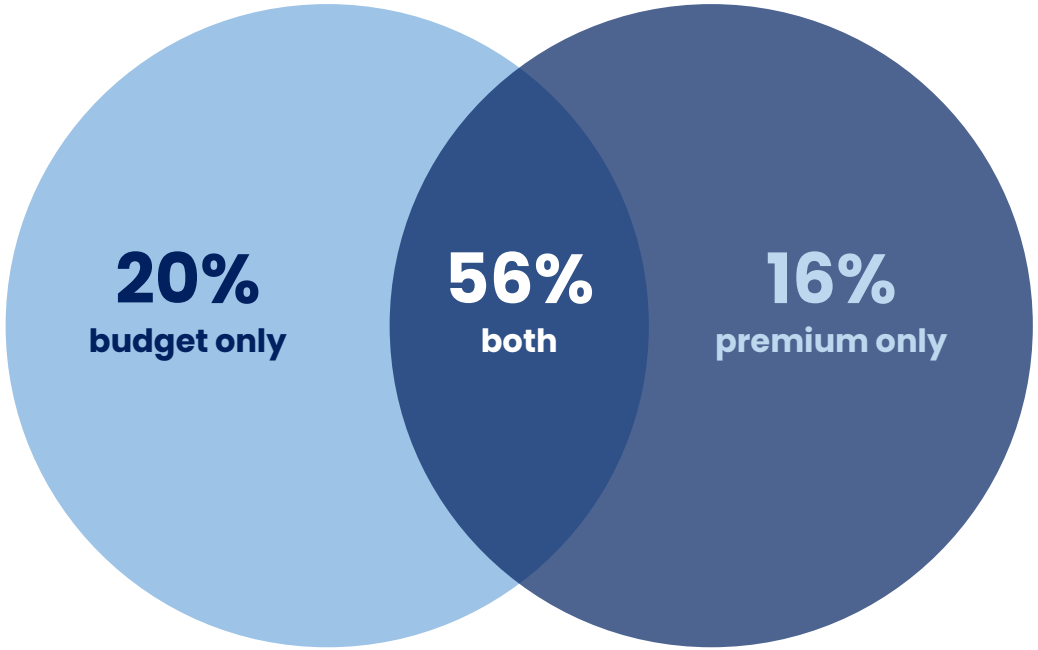
Source: Tourism Economics

TOURISM ECONOMICS

Travellers are both trading up and trading down

Interest in Budget and Premium Travel

% very/somewhat interested in budget and/or premium experiences



TRADING DOWN
Value-hunting

16%

chose their last international destination for value for money, up from 9% in 2025

48%

of those planning to travel at different times of year will do so to save money

TRADING UP
Premium-hunting

49%

now spend on luxurious experiences when they travel, up from 41% in 2025

58%

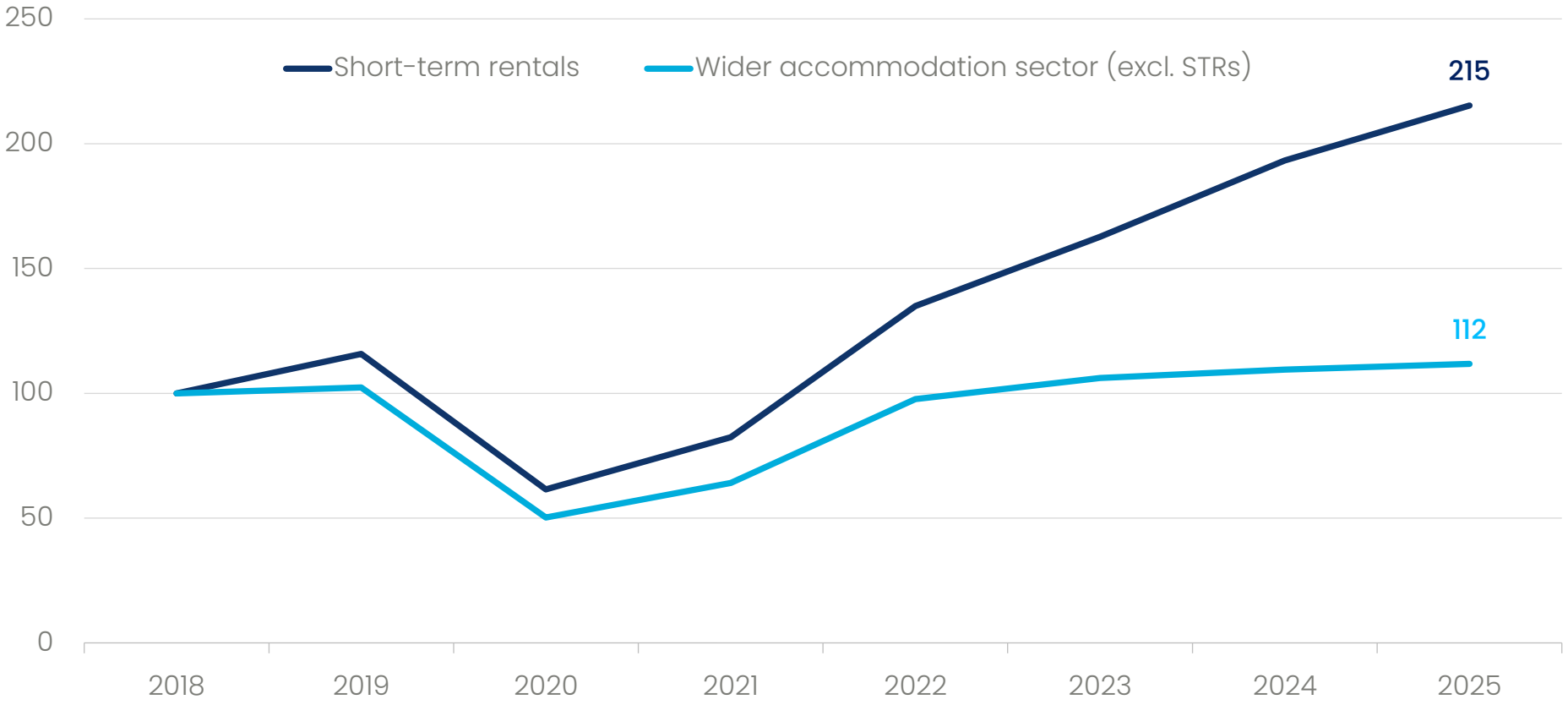
say luxury experiences are important when booking travel, rising to 76% of under-35s

Source: Tourism Economics, Travel Trends Survey 2026

STR nights have outpaced wider accommodation demand

Estimated STR Guest Nights Across the EU, 2018-2025

Guest nights, indexed (2018=100)



Source: Eurostat; ONS; Oxford Economics.

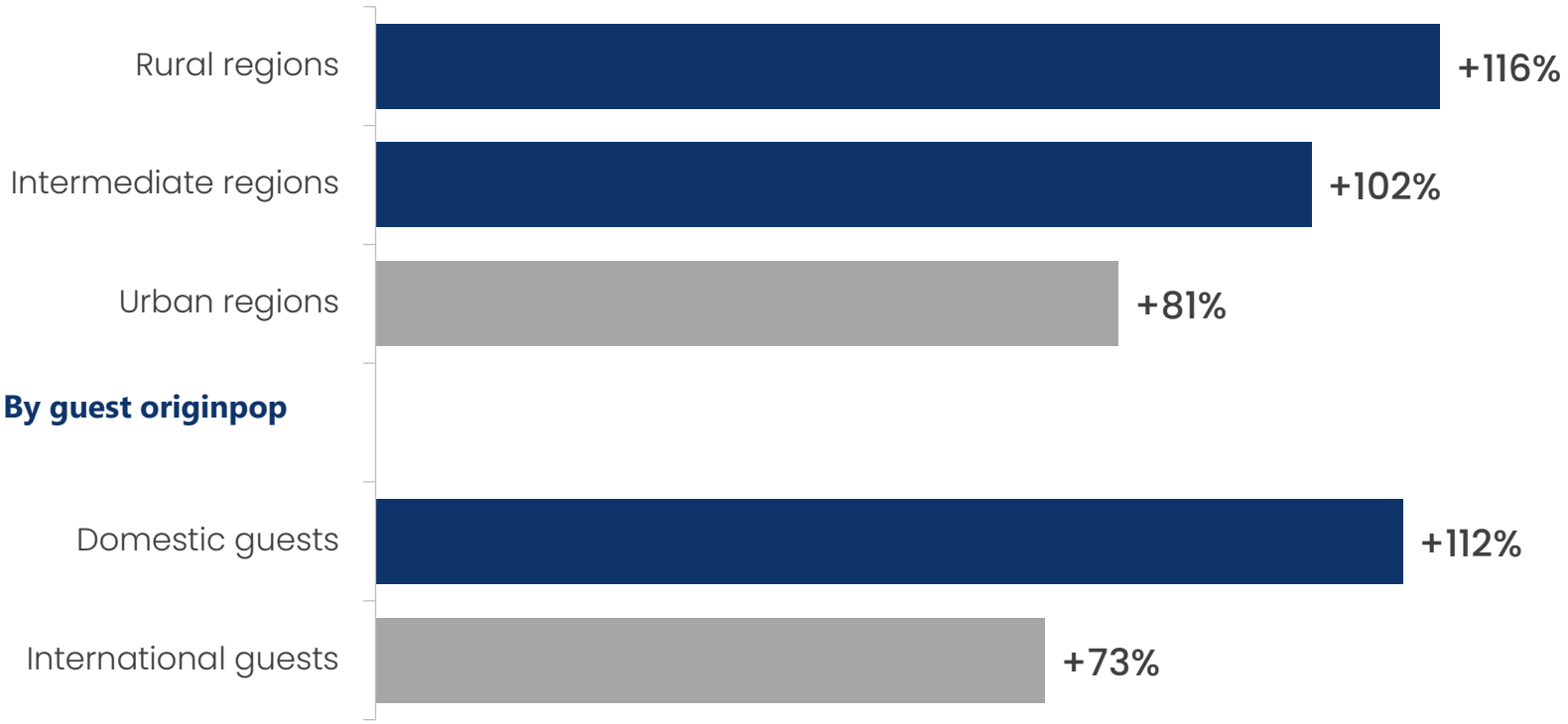
[1]Harnessing the Short-Term Rental Advantage in Europe (Oxford Economics, 2024), p.12.

TOURISM ECONOMICS

STR growth reflects shifting travel preferences

STR Guest Night Growth Across the EU, 2019-2025

% growth in guest nights, by region type and guest origin

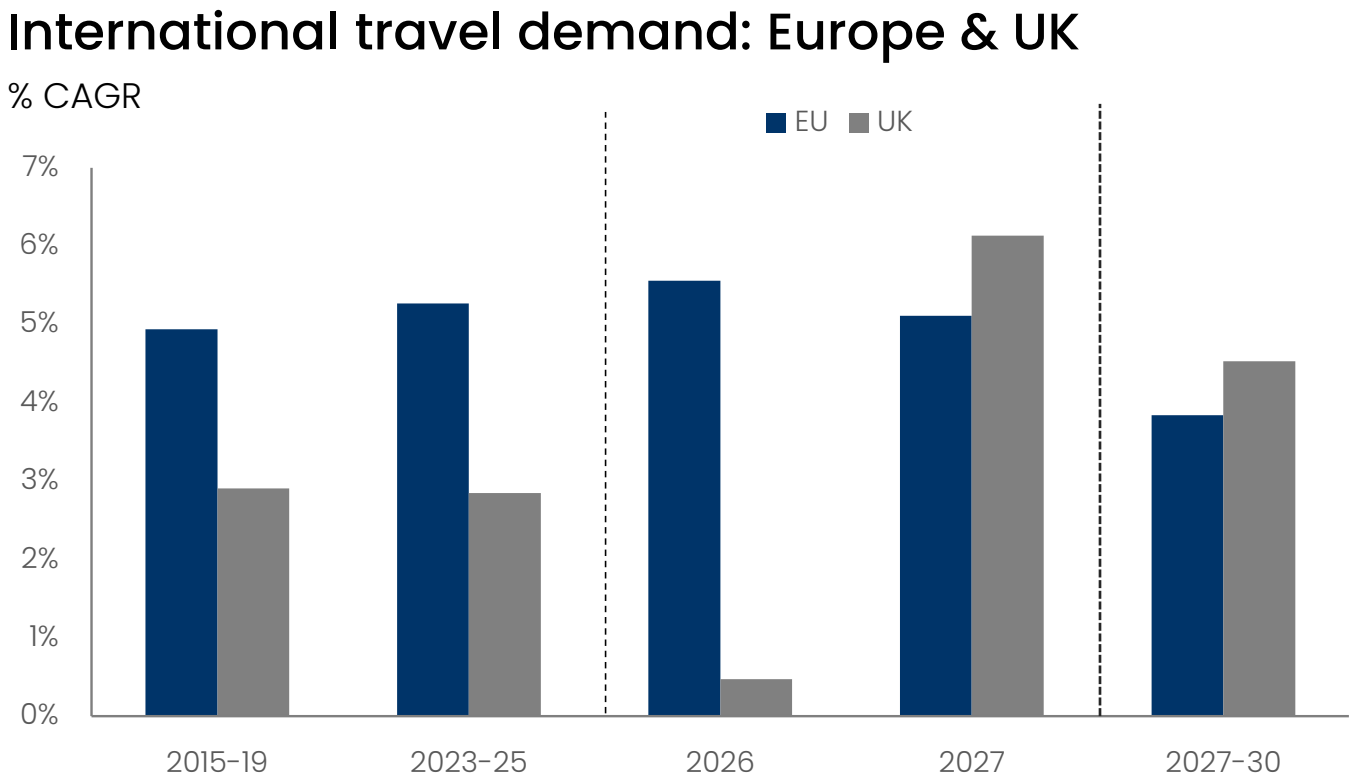


Source: Eurostat; ONS; Oxford Economics. Region types: Eurostat urban-rural typology of NUTS3 regions.
[1]Tourism Economics, Global Highlights & Risks (Oct 2026). [2]Tourism Economics, Travel Trends Survey.

TOURISM ECONOMICS

Key Takeaways

- Travel demand remains resilient and continued growth is expected
- Structural growth will continue as consumer continue to prioritise travel
- New authentic experiences and destinations are sought
- Premium experiences are sought alongside value
- Short term rentals are aligned with shifting preferences



TOURISM ECONOMICS