

## **Vacation Rental Market, Opportunity, Growth Drivers, Industry Trend Analysis and Forecast, 2024-2032**

Market Report | 2024-07-03 | 260 pages | Global Market Insights

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### **Report description:**

The Vacation Rental Market Size will grow at over 3% CAGR during 2024-2032, driven by the rise of remote work and flexible schedules. According to the World Economic Forum, by 2030, it is anticipated that the number of global digital jobs eligible for remote work from any location will increase by approximately 25%, reaching around 92 million. As more professionals embrace the opportunity to work from anywhere, the traditional notion of a short-term vacation is evolving into extended stays that blend work and leisure. This trend is fueling demand for vacation rentals that offer, comfort, convenience, functional workspaces, and reliable internet access. Travelers are increasingly seeking out properties that accommodate their need for a productive work environment while providing a change of scenery and relaxation. The surge in demand for unique and experiential travel accommodations will bolster the market growth.

The vacation rental industry is classified based on property, location, traveler, pricing, booking mode, duration of stay, and region. The resorts segment will hold a notable market share by 2032, as they offer a comprehensive vacation experience, combining luxury accommodations with a range of recreational activities. With amenities such as private pools, spa services, and gourmet dining, resorts are becoming a preferred choice for those looking to indulge in a premium vacation experience. The rising disposable income and a growing preference for high-end travel experiences are fueling this trend, adding to the resorts segment value.

The couples segment will witness decent growth through 2032, owing to the spike in bookings for vacation rentals that cater specifically to couples who prefer intimate and romantic escapes. Properties offering secluded settings, picturesque views, and personalized services are particularly sought after. Whether it's a cozy cabin in the mountains or a beachfront villa, couples are increasingly prioritizing accommodations that provide a romantic and private atmosphere. This trend is reflective of a broader shift towards experiential travel, where the quality of the stay is as important as the destination itself.

North America vacation rental industry will grow at a fast pace through 2032, driven by a robust infrastructure and a diverse range of destinations. The region has a varied climate, which accommodates year-round travel. From the sun-soaked beaches of Florida to the snowy retreats of the Canadian Rockies, North America offers an extensive array of vacation rental options to suit every preference. The rise of digital platforms has also played a crucial role in the market growth, providing travelers with easy

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access to a wide range of properties and facilitating seamless bookings.

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