# City of London and Cornwall lead UK Airbnb stays as patterns shift in 2024



Recent data has revealed that some of the UK’s most prestigious locations have become hotspots for short-term rentals, with Airbnb leading the charge. According to a comprehensive analysis, the City of London, Westminster, and Kensington and Chelsea topped the list for Airbnb stays in 2024. These areas exemplify the demand for accommodation that combines the charm of historic architecture with modern amenities, drawing both tourists and business travellers. Other notable regions include Gwynedd, Camden, Cotswold, Derbyshire Dales, and Pembrokeshire, alongside Westmorland and Furness, which encompasses much of the scenic Lake District. These findings underscore a significant trend in travel preferences emphasising both location desirability and the unique offerings of short-term rentals.

Supporting data from the Office for National Statistics indicates that a staggering 90.1 million guest nights were recorded in the UK for short-term lets last year, with the vast majority occurring in England. This trend isn't only limited to major tourist destinations; the analysis also highlights a pronounced seasonal fluctuation in stays. For instance, nearly 15 per cent of all guest nights occurred in August alone, correlating with summer holidays and peak travel season, compared to only 4 per cent in the typically quieter month of January. Such data illustrates how consumer behaviour is closely linked to the time of year, affecting both the availability and pricing of rental properties.

The analysis further reveals how short-term rental stays are concentrated in a select number of local authorities, with Westminster and Cornwall leading the charge at 3.9 million and 3.4 million guest nights, respectively. Interestingly, this concentration indicates that a quarter of all UK guest nights are accounted for by just 10 local authorities, suggesting that some regions are far more appealing for short-term stays than others. For instance, Hammersmith and Fulham experienced nearly 900,000 guest nights compared to just 154,000 in its nearby counterpart, Richmond upon Thames, highlighting significant disparities in rental demand within close proximity.

Cornwall illustrates a distinctly different seasonal pattern; its peak tourist months lead to a surge in guest nights that outstrip even those of Westminster. With almost 800,000 guest nights reported in August, the region’s draw is primarily from domestic visitors, who accounted for over 83 per cent of the short-term stays. Conversely, popular tourist cities like Edinburgh saw a substantial 45.8 per cent of guest nights from international visitors, particularly during events like the renowned Edinburgh Fringe Festival.

As the rental market continues to evolve, Airbnb has been instrumental in broadening tourism beyond typical hotspots. Nearly 7 million arrivals were recorded in areas without traditional hotel infrastructures in 2022, which indicates a beneficial trend for local economies. By promoting stays in diverse locations, Airbnb not only generates income for hosts but also enhances the overall travel experience for guests, encouraging them to explore authentically.

The data also reflects a growing shift in travellers' preferences towards more immersive experiences. As noted in Airbnb's own reports, many guests seek local engagement, with 22 per cent actively pursuing authentic interactions during their stays. This increasing demand for genuine experiences suggests that short-term rental markets might further develop offerings that resonate with this desire for connection to local cultures.

In conclusion, the landscape of short-term rentals in the UK appears to be undergoing a profound transformation, driven primarily by consumer preferences and seasonal patterns. As major cities dominate the rental market, there is also a burgeoning interest in less conventional tourist areas, presenting new opportunities for both hosts and visitors alike. The ongoing evolution promises to reshape not only travel experiences but also the economic fabric of local communities across the nation.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/news/article-14742423/Do-YOU-live-Airbnb-hotspot-Map-shows-parts-UK-dominated-short-term-lets.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/news/article-14742423/Do-YOU-live-Airbnb-hotspot-Map-shows-parts-UK-dominated-short-term-lets.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.ons.gov.uk/peoplepopulationandcommunity/housing/bulletins/shorttermletsthroughonlinecollaborativeeconomyplatformsuk/yeartoquarter2aprtojune2024)
* Paragraph 3 – [[1]](https://www.dailymail.co.uk/news/article-14742423/Do-YOU-live-Airbnb-hotspot-Map-shows-parts-UK-dominated-short-term-lets.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.ons.gov.uk/peoplepopulationandcommunity/housing/bulletins/shorttermletsthroughonlinecollaborativeeconomyplatformsuk/yeartoquarter2aprtojune2024)
* Paragraph 4 – [[1]](https://www.dailymail.co.uk/news/article-14742423/Do-YOU-live-Airbnb-hotspot-Map-shows-parts-UK-dominated-short-term-lets.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[6]](https://news.airbnb.com/en-uk/airbnb-data-reveals-people-are-looking-for-travel-away-from-hotspots/)
* Paragraph 5 – [[3]](https://www.hostaway.com/blog/top-airbnb-markets-uk/), [[4]](https://news.airbnb.com/en-uk/how-airbnb-disperses-travel-in-the-uk-and-europes-major-cities/)
* Paragraph 6 – [[5]](https://news.airbnb.com/en-uk/airbnb-reveals-its-2024-travel-predictions/), [[6]](https://news.airbnb.com/en-uk/airbnb-data-reveals-people-are-looking-for-travel-away-from-hotspots/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/news/article-14742423/Do-YOU-live-Airbnb-hotspot-Map-shows-parts-UK-dominated-short-term-lets.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.ons.gov.uk/peoplepopulationandcommunity/housing/bulletins/shorttermletsthroughonlinecollaborativeeconomyplatformsuk/yeartoquarter2aprtojune2024> - This Office for National Statistics (ONS) bulletin provides data on short-term lets in the UK for the year ending June 2024. It reports 85.2 million guest nights spent in short-term lets, with 12 local administrative units accounting for a quarter of the total guest nights. The bulletin also highlights seasonal fluctuations, noting that guest nights in August were 14 times higher than in January in areas like the Isle of Wight and the Orkney Islands. Additionally, it details the proportion of international visitors, with Westminster having 87% of guest nights from international visitors.
3. <https://www.hostaway.com/blog/top-airbnb-markets-uk/> - This article from Hostaway discusses the top Airbnb markets in the UK for 2024. It highlights cities like London, Edinburgh, and Manchester as prime destinations for vacation rentals, citing factors such as high demand from tourists, business travelers, and students. The article also provides statistics on projected annual revenue, occupancy rates, and average daily rates for these cities, emphasizing the lucrative potential of investing in Airbnb properties in these locations.
4. <https://news.airbnb.com/en-uk/how-airbnb-disperses-travel-in-the-uk-and-europes-major-cities/> - Airbnb's data reveals that its listings are dispersed beyond traditional tourist hotspots, reaching areas without hotels. In the UK, nearly 7 million guest arrivals were recorded in communities with Airbnb properties but no hotels in 2022. This trend helps distribute tourism more evenly, benefiting local families and businesses. For instance, in London, nearly 1 million guest arrivals were in such areas, generating significant income for local hosts.
5. <https://news.airbnb.com/en-uk/airbnb-reveals-its-2024-travel-predictions/> - Airbnb's 2024 travel predictions highlight a surge in searches for destinations like Japan, Taiwan, and Albania, indicating a growing interest in less traditional travel spots. The report also notes that UK travelers are increasingly opting for 'echo-city' travel, choosing charming alternatives to popular cities. Additionally, the 'Play' category, featuring properties with amenities like game rooms and pools, has seen a 122% increase in searches, reflecting a desire for more active and playful stays.
6. <https://news.airbnb.com/en-uk/airbnb-data-reveals-people-are-looking-for-travel-away-from-hotspots/> - Airbnb data indicates a shift towards more authentic travel experiences, with 22% of guests seeking local experiences and 64% feeling that Airbnb offers a closer connection to culture than hotels. The report also highlights a 72% increase in bookings for private rooms between 2021 and 2023, suggesting a growing desire for affordable travel immersed in local culture. Additionally, nearly half of guests (48%) visited places recommended by their host, discovering hidden gems they might not have found otherwise.
7. <https://www.hostaway.com/blog/top-uk-airbnb-markets-to-invest/> - This article from Hostaway outlines the top UK Airbnb markets for investment, including cities like Manchester, Liverpool, and Birmingham. It discusses factors such as cultural appeal, strong rental demand, and affordable property prices that make these cities attractive for Airbnb investments. The article provides statistics on average occupancy rates, daily rates, and revenue potential for these locations, emphasizing the profitability of investing in Airbnb properties in these areas.