



The State of Short-Term Rentals: USA 2021 Holiday Edition

Numbers Show This Will Be The Busiest, Priciest Holiday Season We've Seen In 3 Years



Table of Contents

| | |
|---|---|
| Introduction: A letter from Guesty's Co-Founder & CEO | 3 |
| USA November and December 2021 | 4 |
| USA Thanksgiving | 5 |
| USA Christmas | 6 |
| Navigating 2021 & Beyond | 8 |



Introduction



Dear Readers,

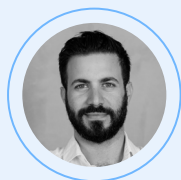
While it is still too early to tell whether the Delta variant or subsequent strains will have a significant impact on US fall and winter holiday travel, what data here at Guesty shows now are promising numbers in regards to short-term rental bookings. This is no surprise - with pent up demand to travel at an all time high, consumers are booking alternative accommodation well in advance to ensure greater likelihood of being reunited with loved ones later this year.

It is important to note that Thanksgiving and Christmas 2020 occurred during a time of greater uncertainty compared to today when widespread vaccination in North America had not yet taken place. Vaccine availability in early 2021, coupled with an easing of restrictions across the country caused a travel boom. In fact, the end of this summer in the US boasted vacation rental reservation volume that was 122% higher compared to the same time in 2020 and 48% higher than pre-COVID 2019 volume. This signals that despite the threat of variants such as Delta, consumers are still willing to travel.

And the holidays appear to be no different.

Our data shows that heading into November and December 2021, alternative accommodation reservation volume is poised to be the highest it's been in 3 years. Not shocking considering short-term rentals have gone mainstream, fulfilling the unique demands that emerged from the pandemic. To note a few: they offer travelers flexible cancellation policies, are more private in nature, ensure guests can avoid crowded common areas associated with hotels (a key factor for families with unvaccinated children and the immunocompromised), and also boast amenities that provide for more comfortable stays - full kitchens, bigger closets and private outdoor space.

Though the numbers in this report will fluctuate as we get closer to the holiday season, we are cautiously optimistic that this season will be notable as one thing is clear: consumers have a high intent to travel, and their lodging choice is of the utmost importance to them. Read on for Guesty's 2021 USA Thanksgiving and Christmas data to stay up-to-date and informed as we continue to navigate this unique time period.



Wishing you and your loved ones a safe and merry holiday season!

Amiad Soto, Co-Founder & CEO, Guesty

November & December 2021

If summer was any indication of how late Q4 2021 will perform, then things are lookin' up.

The promising summer booking data we saw signals that this year's fall and winter holidays will also see a surge in bookings, outperforming pre-COVID numbers in both volume and prices.

2021 November & December reservation volume in the US is 377% higher than November & December 2020 and already 91% higher than pre-COVID November & December 2019.



- 2019 (pre-COVID) Nov-Dec reservations
- 2021 Nov-Dec reservations

+91%

- 2020 Nov-Dec reservations
- 2021 Nov-Dec reservations

Important to note: these numbers will fluctuate as we move closer to both months considering many US cities and states may reimpose restrictions on movement due to Delta and as flu season approaches.



Domestic tourism will still reign supreme

Throughout the remainder of 2021, due to some countries not being open to foreign travelers and the headache of traveling internationally, expect to see a continued influx of domestic guests.

Vered Raviv Schwarz, Guesty President & COO

Pro Tip! Boost consumers' confidence to book stays at your properties by offering flexible cancellation policies and marketing your listings as cozy staycations for domestic tourists. In fact, in the US this year, the share of domestic travel (which has always remained relatively high) is up 12% compared to where it stood pre-COVID. And 90%+ of reservations in the US are made by domestic travelers.



- 2019 (pre-COVID) Domestic travelers in the US
- 2021 Domestic travelers in the US

USA Thanksgiving 2021



Feast on these promising fall holiday booking numbers.

Thanksgiving short-term rental reservation volume is up by 302% compared to 2020 and 93% more compared to 2019.

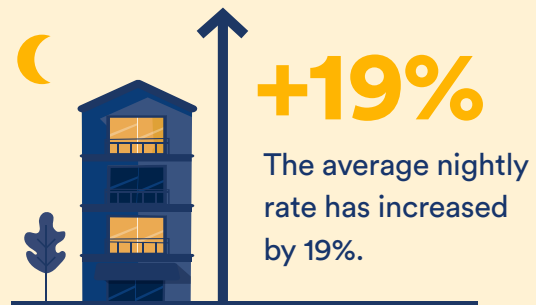


- 2020 Thanksgiving reservations
- 2021 Thanksgiving reservations

+93%

- 2019 (pre-COVID) Thanksgiving reservations
- 2021 Thanksgiving reservations

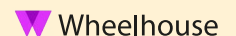
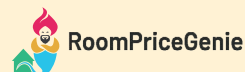
Prices have also risen. The average nightly rate is already 19% higher than last year at \$415 per night (in 2020 it was \$349) and 58% higher compared to 2019 (which stood at \$263/night). Note that with consumers booking further in advance than ever before - even with looming variants - the decrease in vacation rental inventory will only continue to drive prices up.



+19%

The average nightly rate has increased by 19%.

Pro Tip! Make sure to price your rentals appropriately to ensure you're earning the most revenue out of each stay. Check out the vetted and approved dynamic pricing solutions in the Guesty Marketplace to see how you can intelligently price your rentals.



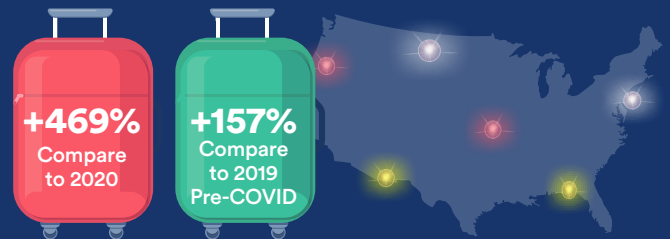
USA Christmas 2021



A holly, jolly, pricey season is upon us.



Christmas short-term rental reservation volume across the United States is up 469% compared to 2020, and is currently 157% higher than pre-COVID 2019 volume. This is a great sign in regards to travel normalizing but as mentioned above, numbers will continue to fluctuate.



+53%

2021 vacation rental prices are on average, 53% higher than 2020

+80%

2021 vacation rental prices are on average, 80% higher than they were in 2019



Christmas is projected to be the most expensive holiday in the United States this year with travelers clearly eager to take advantage of their vacation days, booking at rates 53% higher than 2020 and 80% higher than pre-COVID 2019.

Just how much are they willing to shell out? The average nightly rate for Christmas 2021 already sits at \$599/night, compared to \$392/night in 2020 and \$332/night in 2019.

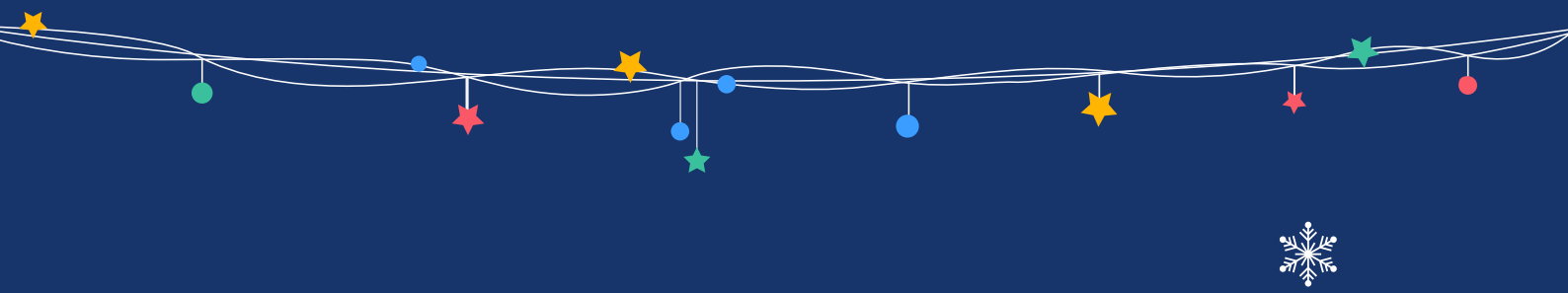


Pro Tip! Market how festive your listings are



Highlight your listings as “decor already included” and visually merchandise them to prospects, noting that this type of stay comes at an additional cost. Consider including twinkle lights and stockings, whilst for other listings you may choose to include a Christmas tree.

Nesya Gilad, Vice President of Marketing, Guesty



As for where travelers will be hailing from, 93% of Christmas 2021 reservations across the United States are domestic, compared to 80% in 2020 and 72% in 2019.



Pro Tip! Utilize tech to get you through the 2021 holidays

A property management software (PMS) acts as an extension of your in-house team, dramatically reducing manual labor while helping you focus on what matters most: stability, longevity and growth.

Omri Cohen, Vice President of Product, Guesty

How Guesty Can Get You Holiday Season Ready

The Guesty platform is an end-to-end solution that automates the complex operational needs accompanying flexible inventory management, enabling you to seamlessly manage bookings across multiple channels.

Guesty was built with the understanding that professional hosts and property management companies have a ton of tasks to accomplish on a daily basis - and this is even more true over the busy holiday season.

Whether it be listing distribution, staff management, report creation, accounting or guest communication, our software provides solutions that help our users automate these tasks in order to save valuable time so they can scale their businesses without sacrificing quality.



11 offices worldwide

\$110M in funding

Serving thousands of customers across **80** countries

[REQUEST A DEMO](#)

