

India Vacation Rental Market Research Report Forecasts Dynamic Growth Trends and Opportunities Till 2034

India Vacation Rental Market Research Report By Type, By Property Type, By Age Group, By Gender, By Pricing, By Booking Mode and By Region

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The [India Vacation Rental Market](#) is segmented by type into short-term and medium-term rentals. Short-term rentals, typically spanning a few days to a couple of weeks, continue to dominate the market, catering to both leisure and business travelers seeking flexibility, comfort, and affordability. Medium-term rentals, generally ranging from one month to several months, are gaining traction, particularly among digital nomads, expatriates, and professionals on extended assignments. This shift is reflective of changing work cultures, including remote and hybrid work models, where people seek to blend work and leisure in picturesque or convenient locations.



In 2024, the vacation rental market in India was estimated to be worth USD 2893.72 million. According to projections, the vacation rental market is expected to increase at a compound annual growth rate (CAGR) of 19.2% from USD 3448.79 million in 2025 to USD 16732.60 million by 2034. The main factors propelling the expansion of the vacation rental market are the expanding Indian tourist sector, the growing trend of transformative travel, and the growing supply of vacation rentals.

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The competitive landscape of the India Vacation Rental Market is highly fragmented, with a mix of global players, regional companies, and local property owners. Major platforms such as Airbnb, Booking.com, and Vrbo continue to expand their footprint in India, while homegrown

platforms like MakeMyTrip and SaffronStays offer localized expertise and curated experiences. Many property owners and operators are leveraging technology to enhance their marketing efforts, optimize pricing strategies, and provide personalized guest experiences.

Key players in the market include:

- Airbnb Inc.
- MakeMyTrip Limited
- Booking Holdings
- Oravel Stays Limited
- Yatra Online, Inc.
- Expedia Group, Inc.
- Tripadvisor LLC
- StayVista
- Com
- SaffronStays

In terms of property types, the India Vacation Rental Market showcases a diverse range of options catering to the varying preferences of travelers. Individual houses remain a popular choice among families and groups who value privacy and space. Apartments, including serviced apartments, are preferred by corporate travelers and small families seeking a balance of comfort, convenience, and access to urban hubs. Cottages and resorts, often located in tourist hotspots or scenic countryside areas, appeal to vacationers looking for unique, immersive experiences.

Villas, with their luxurious amenities and private settings, cater to premium travelers and special occasions such as weddings or family reunions. Boutique hotels are carving a niche by offering personalized services and distinctive themes, often appealing to millennials and Gen Z travelers. The 'Others' category, which includes unconventional stays like houseboats and farm stays, is also witnessing increased interest as travelers seek authentic and experiential stays.

Demographic segmentation by age group highlights distinct preferences and behaviors across generations. Gen Alpha, though young, influences family vacation decisions, driving demand for child-friendly amenities and experiences. Gen Z travelers are increasingly independent, seeking adventure, budget-friendly stays, and tech-integrated booking experiences. Millennials, the largest cohort of travelers, are characterized by their demand for experiential travel, sustainable stays, and digital convenience, making them a key driver of growth in the vacation rental sector. Gen X travelers prioritize comfort, privacy, and value, often opting for mid-range to premium accommodations. Baby boomers, many of whom are enjoying retirement and increased disposable income, are opting for extended stays in comfortable, serene environments, often preferring villas, resorts, and cottages.

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Gender-based segmentation offers insights into varying travel preferences. Men travelers are often focused on adventure and convenience, gravitating towards properties that offer easy access to activities and business hubs. Women travelers, on the other hand, prioritize safety, amenities, and unique experiences. The industry is responding with women-friendly accommodations, enhanced security features, and curated experiences tailored to female solo travelers and women-led groups.

The India Vacation Rental Market also segments by end user, reflecting the varied nature of demand. Individual travelers, including solo adventurers and digital nomads, represent a growing market segment, with many preferring compact, affordable, and centrally located rentals. Groups, including families and friends, often look for larger properties such as villas, cottages, and multi-room apartments to accommodate their needs. The business segment is a crucial driver for medium-term rentals, with companies booking serviced apartments and boutique hotels for traveling professionals, conferences, and corporate retreats.

Pricing segmentation in the India Vacation Rental Market caters to different consumer budgets. Economy rentals remain the largest segment, appealing to budget-conscious travelers, backpackers, and younger demographics. Mid-range accommodations are seeing increased traction among families and business travelers seeking a balance of comfort and affordability. Premium rentals, including luxury villas and high-end resorts, cater to affluent travelers, celebrities, and high-net-worth individuals (HNWIs) looking for exclusive experiences, privacy, and world-class amenities.

Booking mode plays a pivotal role in shaping the consumer journey in the vacation rental market. Offline bookings, typically through travel agents or direct contact with property owners, continue to hold relevance in smaller towns and among older generations who prefer personalized services. However, online booking platforms dominate the market, driven by the convenience, transparency, and broad selection they offer. Direct booking through property websites, as well as travel agencies and aggregators like Airbnb, Booking.com, and MakeMyTrip, contribute to a seamless and user-friendly experience. The rise in mobile applications and digital payments has further accelerated the adoption of online booking channels, particularly among younger travelers.

"India Vacation Rental Market" - Comprehensive Report on Market Trends, Opportunities, and Challenges. A detailed analysis of the market's growth, key players, and future outlook.

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Regional analysis offers a comprehensive view of the geographical dynamics within the India Vacation Rental Market. While the focus of this report is on India, the segmentation by region includes a comparative analysis with North America, Europe, Asia-Pacific, the Middle East & Africa, and South America. In India, key regions such as Goa, Kerala, Rajasthan, Himachal Pradesh, Uttarakhand, and major metropolitan cities like Mumbai, Delhi, and Bangalore are

leading hubs for vacation rental growth. Coastal regions, hill stations, and heritage cities continue to attract domestic and international tourists alike, fueling demand for vacation rentals across categories. Globally, North America and Europe dominate the vacation rental market in terms of size and maturity, while Asia-Pacific, including India, is recognized as the fastest-growing region, driven by rising disposable incomes, an expanding middle class, and growing internet penetration.

The forecast for the India Vacation Rental Market until 2034 remains optimistic. The market is expected to witness steady growth, fueled by increasing domestic tourism, government initiatives promoting regional travel, and the ongoing evolution of the digital ecosystem. Factors such as the rising popularity of staycations, wellness tourism, eco-friendly accommodations, and immersive cultural experiences are contributing to the market's expansion. Additionally, advancements in property management software (PMS), artificial intelligence (AI), and virtual reality (VR) are enhancing the customer experience and operational efficiency for vacation rental providers.

Sustainability is also emerging as a key trend in the India Vacation Rental Market. Travelers are increasingly conscious of their environmental impact, leading to a demand for eco-friendly accommodations, responsible tourism practices, and sustainable amenities. Properties that incorporate renewable energy sources, waste reduction programs, and community engagement initiatives are gaining favor, particularly among millennials and Gen Z travelers.

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