

Luxury Vacation Rentals Continue Climb in 2025, Changing How Buyers and Travelers See Real Estate in Southwest Florida

Luxury vacation rentals in Southwest Florida thrive in 2025 as travelers and investors seek larger, lifestyle-driven homes with stronger returns.

NAPLES, FL, UNITED STATES, May 19, 2025 /EINPresswire.com/ -- Luxury vacation rentals in Southwest Florida's Collier and Lee counties continue to attract travelers and investors in 2025 as real estate preferences shift toward larger spaces, stronger returns and dual-purpose homes.

Across the United States, short-term rental supply growth is slowing, according to AirDNA, giving existing hosts in established markets stronger pricing power. In Southwest Florida, demand remains high for larger, multi-bedroom homes that offer flexibility for extended family stays, remote work and personal retreats.

These spacious homes are outperforming smaller properties, with higher occupancy rates and increased average daily rates. Guests are actively seeking properties with four or more bedrooms, outdoor living areas and proximity to shopping, dining and the beach.

For example, Sea Winds 504 on Marco Island offers two bedrooms, two baths and stunning Gulf views from its oversized private balcony. Guests can enjoy direct beach access, a pool and proximity to dining and shopping.

In Downtown Naples, SoCe Flats 210 provides a modern, on- bedroom, two-bath duplex with floor-to-ceiling windows and luxurious finishes. This unit is within walking distance to the beach and Fifth Ave. South, offering an ideal base for exploring Naples.



Sea Winds 504 on Marco Island features 2 bedrooms, 2 baths, Gulf views, direct beach access, a pool, and easy access to dining and shopping.

Sailboat Pointe, also in Naples, features five bedrooms, three and a half baths and direct Gulf access via Doctor's Pass. With a private pool, spa and boat dock, this waterfront home is a few minutes from Lowdermilk Park and downtown Naples' dining and shopping.

"More people are combining travel with lifestyle and investment goals," said Daniel Dennis, general manager of Naples-based vacation rental home agency The Holiday Life. "They're staying longer, traveling with more people and looking for properties that meet both personal and financial needs."



SoCe Flats 210 in Downtown Naples offers a modern 1-bedroom, 2-bath duplex with luxe finishes, near the beach and Fifth Ave. South.

"I think another factor in our industry, that our companies have been the leaders of, is shifting luxury rentals to a hospitality focus with the importance of adding a high-level guest service and concierge program to the rental experience," he said. "Our tagline is 'Resort-Style Services with the Comforts of Home.' This is driven by having dedicated team members to support our guests from pre-arrival and throughout their stay, providing vetted properties that are well-maintained and professionally cleaned, offering the extras of texting and digital guidebooks, area guides and trip planning with curated local recommendations."

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That mindset aligns with broader trends reported by WealthBuilders.org, including the ongoing strength of the

vacation rental category and the continued popularity of buy-and-hold strategies. Rather than flipping or developing, investors are choosing to hold on to well-located homes and earn steady income from short-term stays.

The demand for vacation rentals in 2025 is also being shaped by climate concerns and regulatory shifts. As stricter rules and rising insurance costs impact high-density tourist hubs, buyers are increasingly looking toward second-tier coastal towns and rural areas where regulation is lighter and long-term growth looks more sustainable.

Southwest Florida offers a mix of experiences, from the luxury and refinement of Naples to the laid-back, Old Florida charm of places like Pine Island and St. James City. Whether visitors are seeking upscale shopping and dining or quiet days spent fishing and boating, this region delivers. In both types of destinations, homes with dock access, pools and ample parking are in high demand—and often see guests return season after season.



Sailboat Pointe in Naples is a 5-bedroom waterfront vacation home with Gulf access, private pool, spa, boat dock, and minutes from downtown.

Travelers and buyers alike are also showing a clear preference for move-in ready homes. Updated interiors, modern appliances and tech-friendly features are no longer optional. Properties that require little to no renovation are leasing faster and generating stronger returns.

“We’re seeing more interest from buyers who want a turnkey setup,” said Dennis. “They’re not just buying homes. They’re buying income.”

Remote work continues to shape the landscape, too. Guests want dedicated office spaces, reliable Wi-Fi and peaceful surroundings. That trend has pushed demand beyond peak travel months, helping to flatten the seasonal curve and boost year-round occupancy.

Even as new construction and accessory dwelling units (ADUs) gain popularity in other markets, Southwest Florida’s existing luxury homes remain in demand due to location, size and established appeal. With commercial real estate bouncing back and long-term interest in short-term rentals holding strong, many buyers are blending personal use with a longer investment horizon.

John R. Wood Christie’s International Real Estate continues to lead this space by offering personalized rental management, high-touch service and deep local knowledge. As the market evolves, the company remains focused on providing both homeowners and guests with practical, dependable support.

About John R. Wood Christie’s International Real Estate

John R. Wood Christie’s International Real Estate, founded in 1958, is the oldest major real estate brokerage in Southwest Florida. Family owned and operated, it is consistently the number one firm in market share in the Southwest Florida area that includes Collier and Lee counties. It is a nationally recognized company with 65 years of market experience and broad international

exposure to buyers in various countries. John R. Wood has approximately 900 agents and staff in 21 offices, offering luxury real estate services throughout the area. For more information, visit johnrwood.com.

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