

The size, growth and economic importance of dedicated holiday lets in England and Wales

August 2025

In association with



Supported by



About this report

- The Professional Association of Self-Caterers (PASC UK) supports the self-catering, short-term lets and holiday lets sector in England and Wales. PASC UK is the largest sector association with 2200+ Members, of which 140+ are agency Members, representing over 220 online brands.
- This is the first annual report issued by PASC UK on the economic importance of dedicated holiday lets in England and Wales. It also addresses the impact they may have on the local housing market in rural and coastal communities.

This report is supported by analysis carried out by:

- Frontier Economics in their October 2023 impact assessment presented to UK Government and all English MPs in relation to consultation on a new planning use class for holiday lets in England. For this reason, some of the analysis, particularly on the housing market, comments on England only, not Wales, and relates to data sets ending in 2022 as this was the latest year available at the time of that analysis;
- Frontier Economics on the size of the sector and economic contribution in England and Wales, commissioned by PASC UK in May 2025;
- Key Data on market trends for dedicated holiday lets operating in England and Wales; and
- PASC UK via:
 - a survey with data from 1,729 businesses carried out in August 2023
 - a survey with data from 7,593 businesses carried out in March 2024
 - a survey with data from 1,345 businesses, carried out between 13 May 2025 and 2 June 2025.
- All statements made are those of PASC UK.

Key Findings

Conclusion

ANNEXES: Supporting data

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Key findings – Summary (England)



25.4m
total homes



280k
second homes



719k
empty homes



1.4m million homes
left unbuilt since 2007



147k dedicated
holiday lets*



0.6% of total
homes



£5.9bn GVA to
English economy



120.3k
jobs supported



48% holiday lets cannot be
a primary home due to
planning restrictions



26% of dedicated
holiday lets on
English Farms



28.3m
holidaymakers taking
sustainable holidays



1.9% annual growth
rate in dedicated
holiday lets since
2016

Key findings – Summary (Wales)



1.5m
total homes



24k
second homes



103k
empty homes



26k affordable homes
built since 2016



22k dedicated
holiday lets*



1.5% of
total homes



£0.7bn GVA to
Welsh economy



18.3k
jobs supported



33% holiday lets cannot be
a primary home due to
planning restrictions



18% of dedicated
holiday lets on
Welsh Farms



4.6m
holidaymakers taking
sustainable holidays



4.1% annual growth
rate in dedicated
holiday lets since
2021

*Dedicated holiday lets are entire property holiday lets and will include Yurts, Shepherds Huts etc and houses which have planning restrictions on them so they can only be holiday let. It will **not include** spare rooms and houses rented occasionally by owner residents. All sources referenced in separate sources table in the Annexes.

Supporting rural jobs, local businesses and providing affordable, sustainable UK holidays

The bedstock of rural and coastal tourist economies

- The tradition of UK short-term holiday lets is long-standing and goes back far before the arrival of platforms such as Airbnb.
- The National Trust opened their first cottage in the Lake District in the 1940s.
- Many UK based agents started operating in the 1970s, 1980s and 1990s
- A dedicated tax regime (the Furnished Holiday Let regime) was established in 1984.
- For decades, holiday lets have provided jobs for locals in rural and coastal areas where work outside tourism is scarce. They have supported local pubs, restaurants, shops and visitor attractions.
- The UK holiday let sector provides holidays that are the mainstay for UK families, particularly for those who are more budget conscious, or holidaying with their young children or pets.
- Holiday lets in the UK also offer sustainable holidays:
 - 97% of visitors to Welsh properties, 93% of visitors to English properties and 89% of visitors to Scottish Properties are from England, Scotland and Wales.
 - The average return journey to a UK short term let is 204 miles and produces 0.129 tonnes of CO₂ if travelled by 1 car. The average return flight for a family of four to Spain produces 2.9 tonnes of CO₂
 - Over a third of properties in the PASC UK 2025 survey had EV chargers compared to the UK average of 3.3% of all homes.



A tiny proportion of the housing stock provides huge economic and environmental benefits

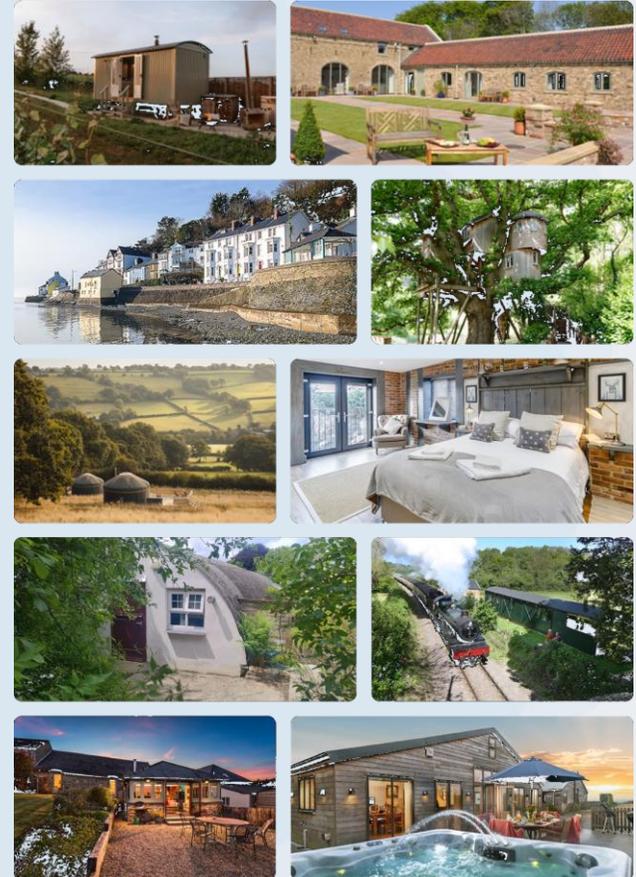
There are a diverse mix of ‘short-term lets’ each having different impacts

The popular misconception

- People conflate the number of “Airbnbs” with the number of self-catering entire home properties.
- They assume that if there are 30,000 Airbnb listings in an area this means there are 30,000 properties that could be another person’s home.

The facts

- Airbnb has become a “Googlised” term for a short term let.
- An “Airbnb” is not a property type.
- Airbnb is a brand that lists multiple types of short term lets in the UK ranging from:
 1. A room in someone's home.
 2. A person that rents out their whole home when they are away themselves.
 3. Someone's annex.
 4. Previously dilapidated outbuildings on farms where farmers were encouraged to renovate to diversify.
 5. Yurts / shepherd's hut / glamping pods etc.
 6. B & Bs and boutique hotels.
 7. Dedicated entire home holiday lets.



Growth in “Airbnbs” does not represent equivalent growth in entire holiday homes

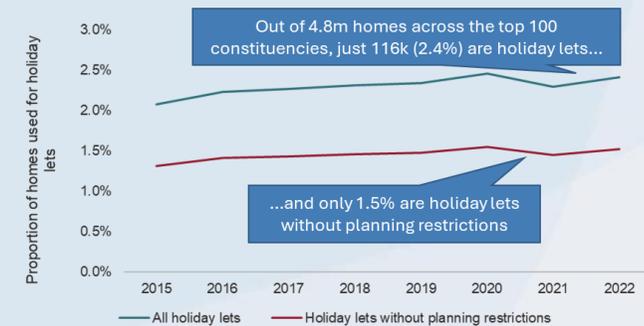
Dedicated holiday homes represent just 0.6% of the English & Welsh housing market

The popular misconception

- Both media and government frequently express concern about excessive concentrations of holiday lets in certain areas and their impact on the local housing market.

The facts

- Frontier have estimated that there are **c169,000** dedicated holiday lets in England and Wales.
- This represents just **0.6%** of the **26.9** million homes in England and Wales.
- Even when looking at the 100 most popular rural and coastal constituencies for holiday lets in England in 2023, Frontier estimated only 2.4% of all dwellings in these popular areas were dedicated holiday lets.
- Furthermore, in the PASC UK 2025 survey, business owners confirmed 43% of their properties (across England and Wales) can only be used as holiday lets due to planning restrictions.
- This substantially reduces the number and proportion of holiday lets that could be a primary home further.
- When Frontier carried out their analysis in October 2023, they could also find no relationship between popular holiday let areas and:
 - house affordability issues; or
 - growth rate of house prices when looking over the period 2015 to 2022. See Annexes 3 and 4 for further analysis.



Source: Frontier analysis of VOA, ONS and Travel Chapter data

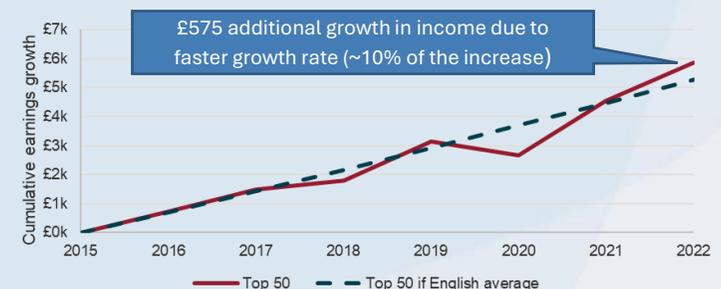
The economic contribution of dedicated holiday lets support 139,000 jobs in England and Wales

The popular misconception

- It is assumed that workers in the self-catering sector are in low paid jobs.

The facts

- The sector supports **139k** jobs in England and Wales.
- Direct suppliers are in increasingly well-paying jobs:
- In 2023:
 - 66% of direct suppliers were paid more than £15 an hour;
 - 40% of direct suppliers were paid more than £17.50.
- In 2025:
 - 88% of direct suppliers were paid more than £15 an hour;
 - 70% of direct suppliers were paid more than £17.50.
- When Frontier carried out their 2023 analysis, they found wage growth in 50 most popular holiday let areas had exceeded the English average since 2015, meaning residents were on average £575 a year better off.



Holiday lets and tourism generally contribute positively to income growth

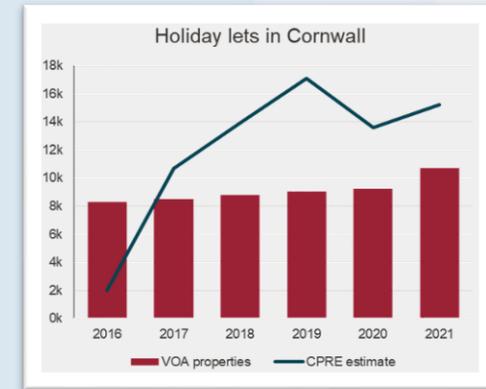
Has there been exponential growth in dedicated holiday lets in England and Wales?

The popular misconception

- Both media and government frequently express concern about excessive growth of holiday lets.
- Government consultations and Parliamentary Research Briefings quoted figures such as a 661% rise of short-term listings in Cornwall, from Campaign to Protect Rural England (CPRE) analysis. This has subsequently been removed from the Parliamentary Research Briefing.

The facts

- If you only look at Airbnb numbers, as CPRE did, there is significant growth.
- But that was because Airbnb had no major presence 10 years ago.
- The actual annual growth rate of dedicated self-catering properties in Cornwall during the period CPRE analysed (2016 – 2021) was a **far more modest 3% - 5%**.
- However, there are signs that dedicated holiday lets may be falling.
- In 2024 the number of properties registered as self-catering businesses with the Valuation Office Agency (VOA) fell by:
 - 9.2% in England; and
 - 5.6% in Wales.
- In 2025 they have fallen by a further 7% in England, 15.5% down on 2023.



“This paragraph was amended on 12.2.2024 to remove a sentence that stated that CPRE’s analysis found a 661% increase in listings in Cornwall over the 5 years to September 2021. On review, we found that this sentence didn’t make it clear enough that the research only looked at listings on certain platforms, which means that some growth could represent existing lettings being advertised on new platforms”

House of Commons
Library 2024

Dedicated holiday lets have grown sustainably not exponentially.

Is there a significant switch from long-term rental to short term lets?

The popular misconception

- The government has frequently referred to landlords switching from long term rentals to short term rentals due to tax or regulatory benefits. A consultation on new EPC proposals include short-term lets for this reason.

The facts

- Multiple surveys have shown the percentage of long-term rental landlords that have switched to the short-term sector has been in the region of only 1% to 4% (see Annex 4.1 for further details)
- In their 2023 analysis, Frontier found that private rental property numbers in holiday hotspots showed slight growth, in line with UK wide trends.
- Private rental landlords do not switch to short term lets as they are completely different business models.
- A 2025 Spare Room survey found 63.4% of landlords were looking to exit the sector completely or reduce their portfolio with only 3.8% considering short term lets.
- In response to the Conservative Government's decision to abolish the FHL regime, Ben Beadle, CEO of the National Residential Landlords Association said: *"Squeezing holiday lets is not the answer. {The Chancellor} should follow the advice of the Institute for Fiscal Studies and reverse punitive tax hikes which have stifled the supply of the homes renters desperately need"*



There is no evidence that significant numbers of long term rentals switch to short term lets

Short term lets are very different businesses to long term lets

The popular misconception

- There is a perception that, because a short term let is a property, they are similar businesses to long term rentals that simply achieve higher rents.

The facts

- The average holiday let property turns over around £20,000 to £30,000, though the majority turn over between £15,000 – £20,000.
- However, holiday let owners then need to pay all running costs that include cleaning and laundry, all utility bills and a fee to the booking agent.
- The owners themselves work an average of 15 hours per week to run and maintain their property.
- Long term rentals are far more passive with the average tenant renting a property for 4.3 years. Whereas holiday let owners have to deal with multiple changeovers in a week.
- Long term rental landlords have greater certainty of rent with regular monthly payments. Holiday let operators have greater economic risk with the seasonality of bookings and demand.
- Landlords with medium to large private rental portfolios would be subject to VAT on their short term rents. Long term rents are exempt from VAT.
- See annex 4.2 for a table of comparisons of the different business models.



OWNERS ARE RESPONSIBLE FOR ALL UTILITY BILLS



REQUIRED TO DISPOSE OF WASTE COMMERCIALY



ORGANISE (AND PAY FOR) UP TO 2/3 CHANGEOVERS PER WEEK



REGULARLY MONITOR PERFORMANCE AS PRICES AND BOOKINGS CHANGE REGULARLY



BOOK-KEEPING IS FAR MORE COMPLEX THAN LONG TERM RENTALS



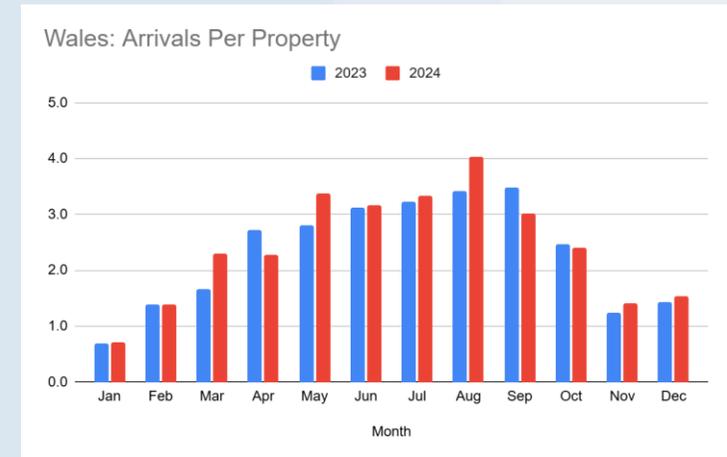
RECEIVE AND RESPOND TO CONSTANT QUERIES FROM GUESTS

Holiday lets are not passive businesses, have high costs and require lots of work

Booking trends from Key Data

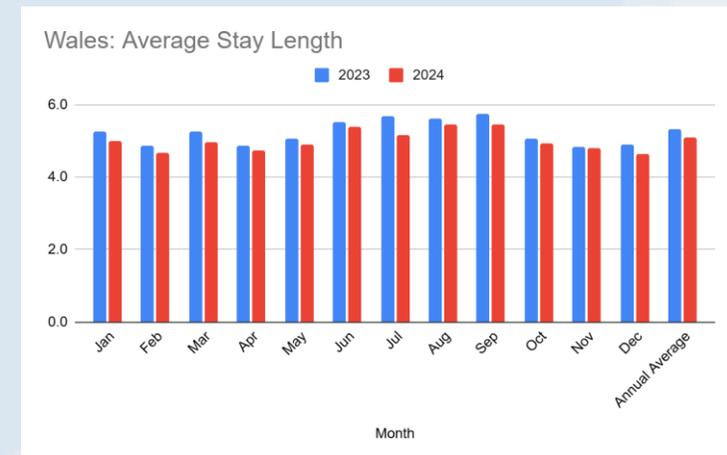
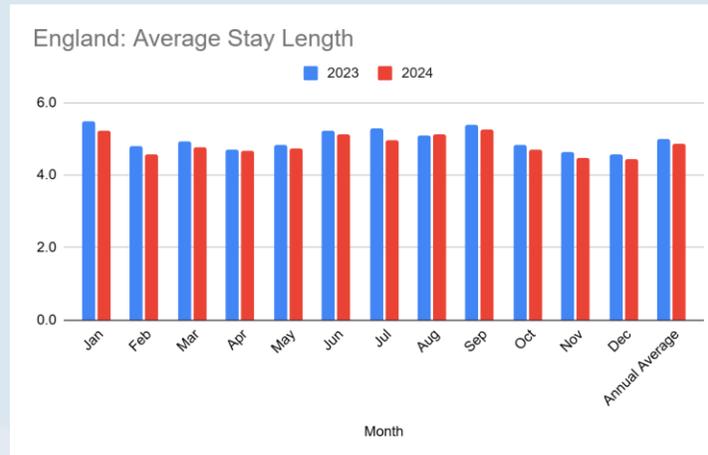
Booking levels are increasing YoY

- In England, the average number of arrivals per property increased from 30.4 in 2023 to 31.1 in 2024.
- In Wales, the average number of arrivals per property increased from 27.8 in 2023 to 29 in 2024.



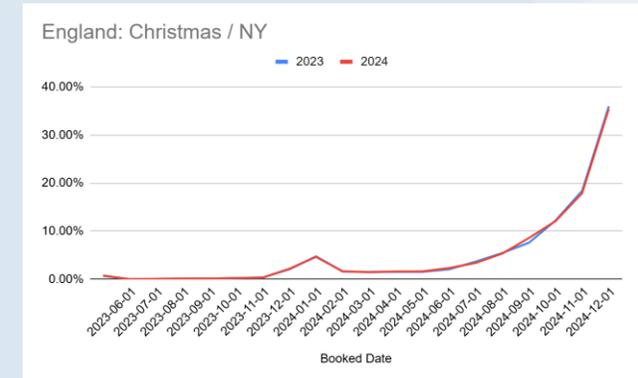
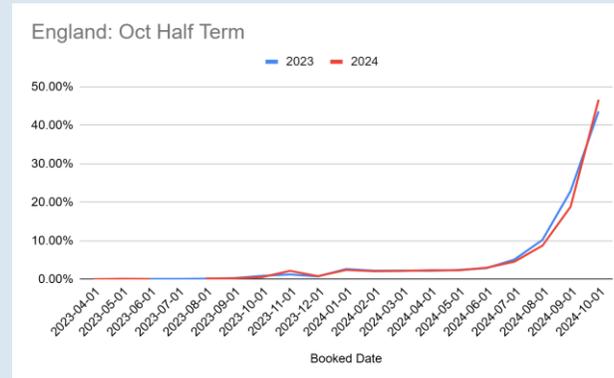
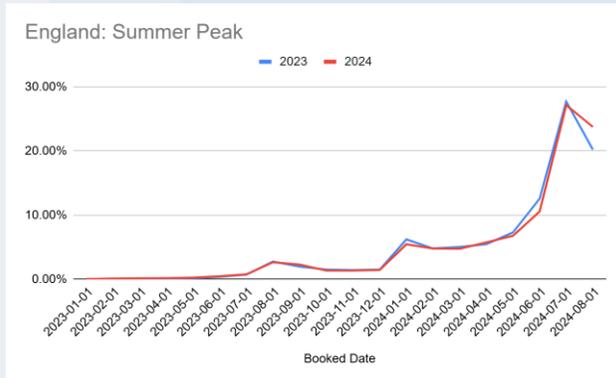
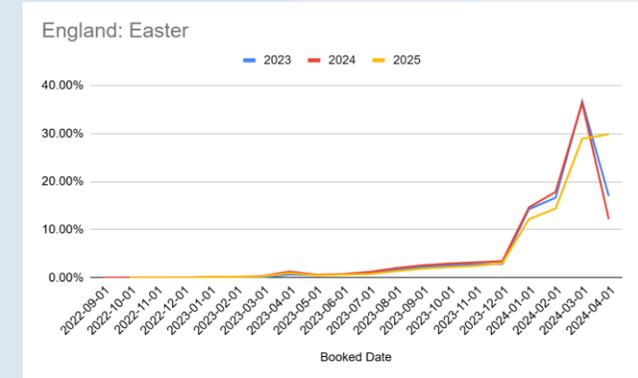
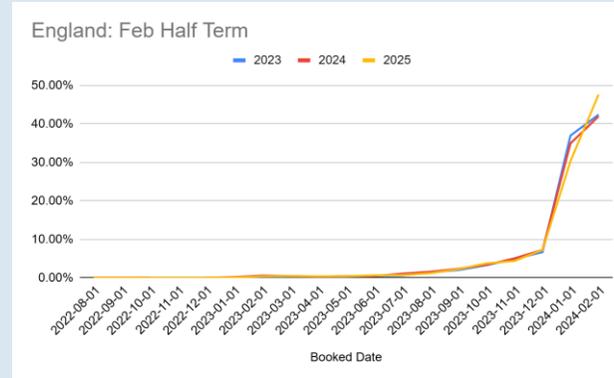
However, holidays are becoming shorter

- In England, the average length of stay per property decreased from 5.0 in 2023 to 4.9 in 2024.
- In Wales, the average length of stay per property decreased from 5.3 in 2023 to 5.1 in 2024.



Last minute summer bookings in England are becoming increasingly popular

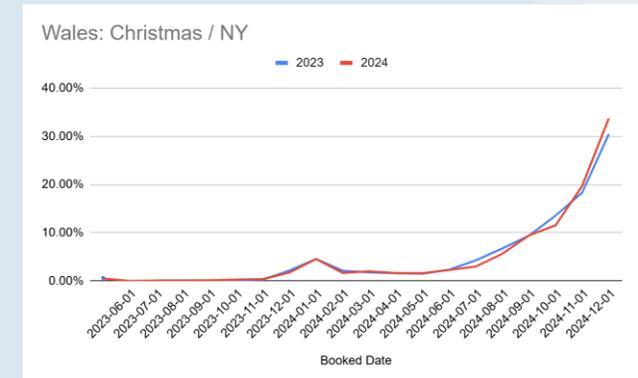
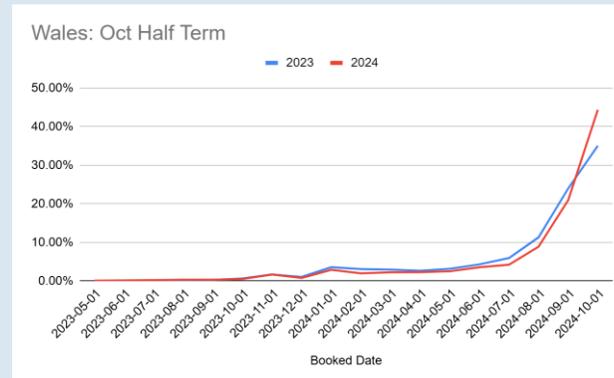
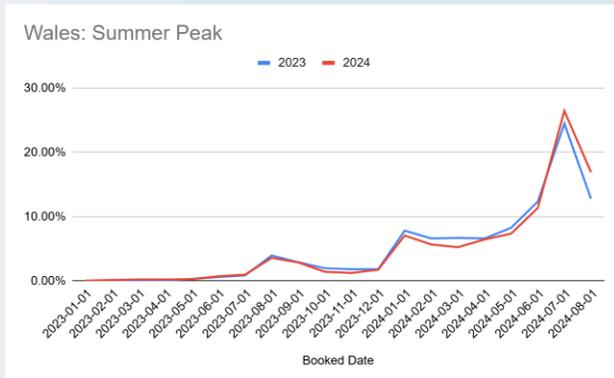
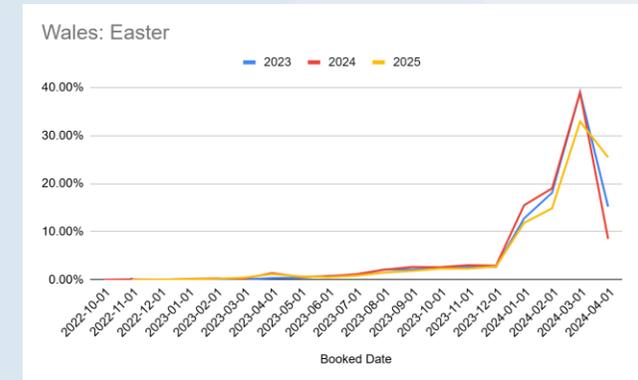
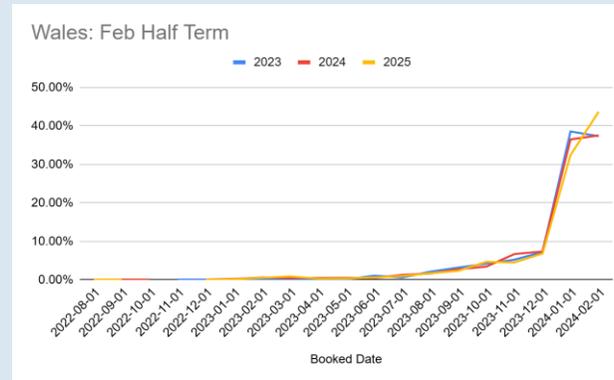
Average booking lead time (days)	2023	2024	2025
Feb Half Term	33	38	41
Easter	54	63	59
Summer Peak	85	91	
Oct Half Term	67	70	
Christmas/NY	85	90	



The charts above show the percentage of total bookings taken each month for holidays in the relevant periods set out in the chart titles

Lead times in Wales also show a shift to more last minute bookings

Average booking lead time (days)	2023	2024	2025
Feb Half Term	43	47	47
Easter	57	65	63
Summer Peak	111	109	
Oct Half Term	82	74	
Christmas/NY	95	91	



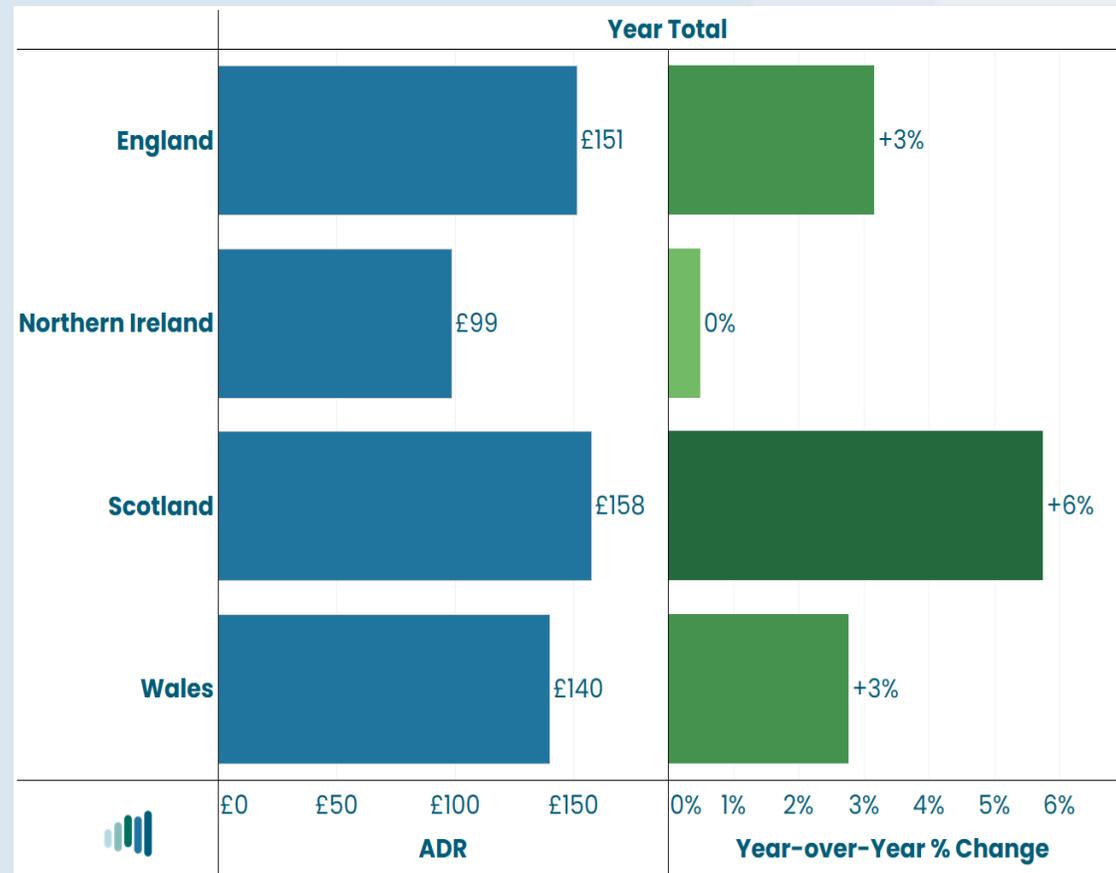
The charts above show the percentage of total bookings taken each month for holidays in the relevant periods set out in the chart titles

Average daily rates (ADR) per property are increasing in Scotland at a faster rate than England and Wales

Increased regulation drives up the cost to the British consumer

- Scotland introduced a licensing scheme with effect from 1st October 2022 and have given local authorities the power to implement a levy on overnight accommodation charges.
- England and Wales are in the process of establishing registration schemes.
- Wales are also in the process of introducing a tourism levy and have introduced a new planning use class for short term lets.
- Scotland, having introduced the most onerous and costly regulations for short term lets, has seen the cost to the consumer grow by double the rate of England and Wales.
- As noted on page 6, 90%+ of all holiday let visitors are from Great Britain. Therefore, these price increases hit British consumers the most and offers a further incentive to holiday abroad (at both economic and environmental cost to the UK).

UK ADR trends by country (2024)



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Conclusion

- **Dedicated short term lets have contributed to the UK economy for decades and are vital for the rural and coastal economies in England and Wales.**
- **The sector is facing market challenges with shorter holidays and increased costs.**
- **The sector is also experiencing challenges from 20 policy interventions in England and Wales based on a misunderstood view of its diverse make up, including the evolution and growth of the relatively new “sharing economy” of renting out spare rooms or a person’s own home occasionally.**



INCOMPLETE DATA CREATES CHALLENGES

- The government urgently needs to implement the **short-term let register** to capture accurate data on each type of short term let (yurt, spare room, occasional let, entire home etc), where they are located, how often are they occupied and whether they are subject to planning restrictions.



ANECDOTAL OR MISINTERPRETED EVIDENCE RISKS POOR DECISION MAKING

- Poor data risks identifying the wrong causes of local problems.
- Acting on poor data will fail to solve those problems and will create others.



ACCURATE EVIDENCE IS NECESSARY TO SET POLICY

- When deciding what the intervention should look like, policy makers should **consider the diverse nature of the sector** and not apply a one-size fits all approach.



SEVERE RISK OF WIDER UNINTENDED CONSEQUENCES

- It is particularly important to **consider the wider unintended consequences of all policy interventions** e.g. the loss of local jobs and loss to the local economy.

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ANNEX 1.1: Example of the Airbnb data conflation. Annual growth of holiday lets in Cornwall was 3-5%, contrary to reports of exponential growth rates

Reports of exponential growth?

- The Campaign to Protect Rural England (CPRE) published a report which concluded there had been an exponential increase in holiday lets, particularly in rural staycation hotspots between 2015 and 2021.
- As part of that report CPRE stated:
“in Cornwall, which saw short-term listings grow 661% in the five years to September 2021, there are roughly 15,000 families on social housing waiting lists and the same number of properties being marketed as holiday let.”
- This statistic was initially published in the House of Commons Library briefing - The Growth in Short-Term Lettings (England).
- The same statistic was referred to in the Department for Levelling up, Housing and Communities’ (DLUHC) consultation release to justify the introduction of a new planning use class and in Westminster Hall debates.

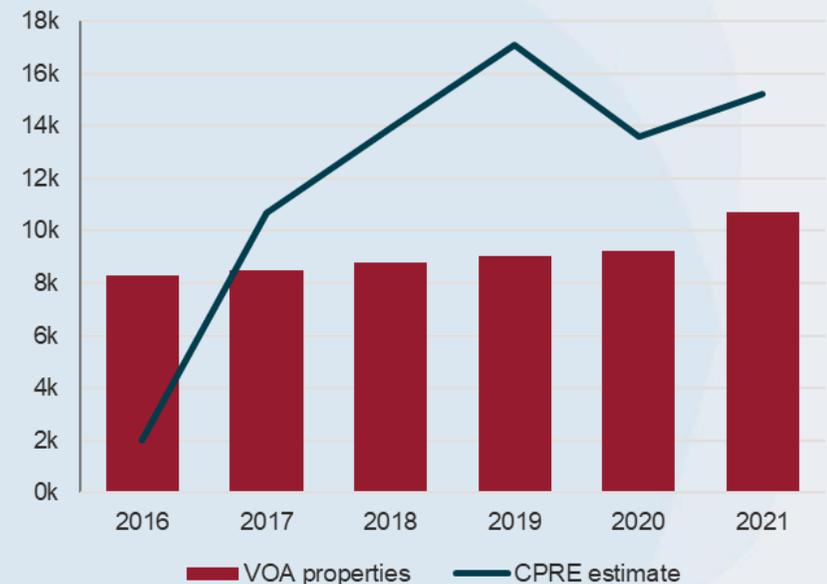
But was that the case?

- The reference has since been removed by the House of Commons Library who stated:
“This paragraph was amended on 12.2.2024 to remove a sentence that stated that CPRE’s analysis found a 661% increase in listings in Cornwall over the 5 years to September 2021. On review, we found that this sentence didn’t make it clear enough that the research only looked at listings on certain platforms, which means that some growth could represent existing lettings being advertised on new platforms”

So, what was the real figure?

- The growth rate in dedicated holiday lets in between 2016 and 2021 in Cornwall was actually between 3-5% CAGR.

Holiday lets in Cornwall



3% - 5% annual growth
(depending on treatment of properties registered for business rates)

ANNEX 1.2: The traditional holiday let market has experienced steady growth (not exponential) across rural and coastal England

A more appropriate calculation

- When analysing the top 100 rural and coastal constituencies in England as part of their work in relation to the consultation on the new planning use class in England in October 2023, Frontier estimated the total stock of entire unit holiday lets had increased at a compound annual growth rate (CAGR) of 2.1% (2015 – 2022).
- Even in areas such as Devon and Cornwall where many people consider there to be exponential growth there had only been 3% CAGR respectively between 2015 and 2022. Note: As the analysis was carried out in October 2023, 2022 data was the latest year available at the time of the analysis.



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ANNEX 2.1: The economic contribution of holiday lets helps to support many local residents and directly translates into higher income growth

Constituencies with larger concentrations of holiday lets outperform ones with fewer holiday lets

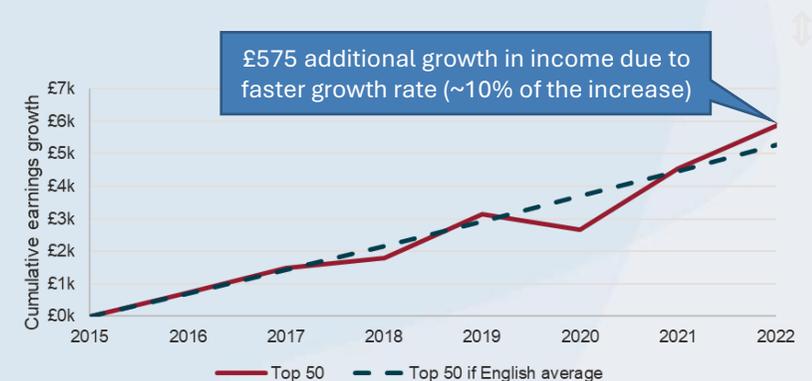
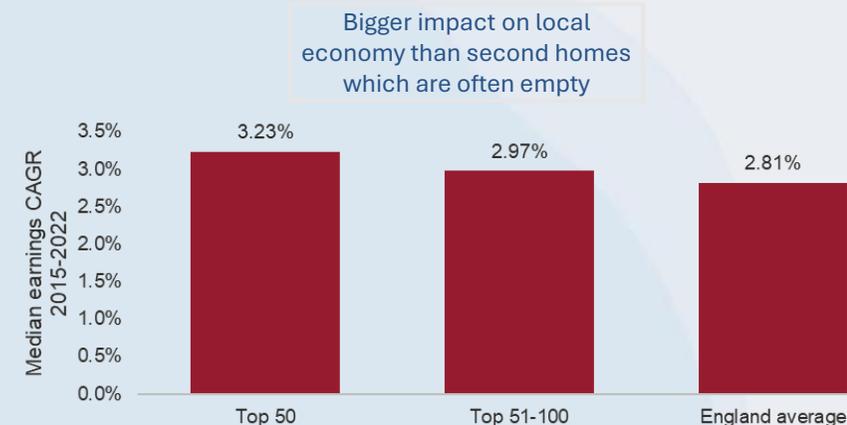
- For the top 100 constituencies for holiday lets, ranked by concentration of holiday lets, income growth (2015-2022) is higher for those in the top half of this group.
- That suggests holiday lets contribute positively to income growth
- Between 2015 and 2022 income increased by 25% in the top 50 holiday let constituencies compared to just 21% across England as a whole.
- This is equivalent to a 3.2% CAGR and 2.8% CAGR respectively.
- Note: As this analysis was carried out by Frontier in October 2023, 2022 data was the latest year available at the time of the analysis.

What is the impact on income?

- Had income in the top 50 constituencies grown at the same rate as the rest of England, the average person would take home £575 less per year.

Effect on affordability of homes

- If holiday lets are able to contribute to increased income for the local population, this may improve – not reduce as widely feared – the affordability of homes.



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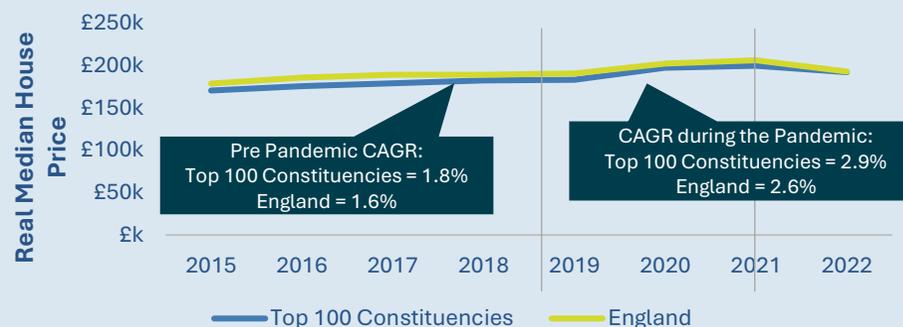
ANNEX 3.1: House prices in the 100 constituencies with the highest concentration of holiday lets grew in line with the rest of England

Growth pre-pandemic and during the pandemic

- Prior to the pandemic, real house prices (adjusting for inflation) across England grew by 1.6% a year (2015 -2019). This was in line with the growth in real house prices in the top 100 constituencies with the highest concentration of holiday lets.
- During the pandemic (2019-2021), house prices across England grew more quickly as priorities changed e.g. increase in remote working and demand for outdoor space. Despite this shift which favours more rural and coastal constituencies, house price growth in the top 100 constituencies remained in line with the rest of England.

Link between growth in holiday lets and change in local house prices?

- This aligns with the findings in annex 3.3 to 3.6, that there is no link between the growth in holiday lets and the change in house prices in the local area. The increase in house prices is likely to be driven by an increase in demand for homes and market factors more broadly.



ANNEX 3.2: The holiday let market does not impact housing affordability in popular holiday destinations

House prices are driven by a range of factors, including:

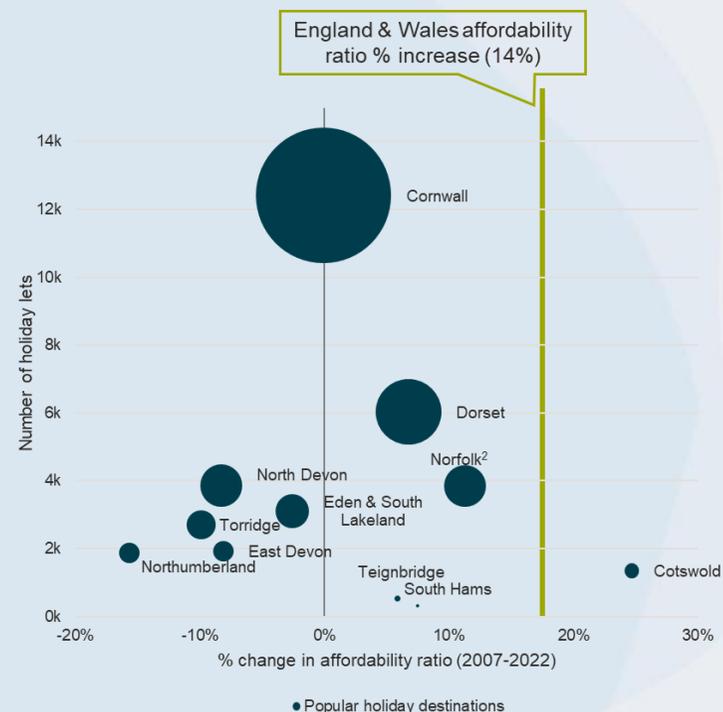
- The stock of houses;
- Interest rates;
- SDLT exemptions;
- Net migration to rural areas; and others.

Housing affordability

- Driven by house prices and wages.
- The number of houses used for holiday lets are a fraction of the total housing supply and only a small proportion of property transactions are for holiday lets so they are unlikely to be a major driver.
- The affordability ratio of homes, across England and Wales changed (becoming relatively less affordable) by 14% on average from 2007 (when they peaked prior to the financial crisis) to 2022.

Has affordability ratio changed in popular holiday destinations?

- Only 1 popular holiday destination analysed by Frontier in 2023 saw the affordability ratio increase by more than the national average.
- In 6 of the 11 areas examined affordability levels had either not changed or decreased, making properties relatively more affordable.
- Similarly statistical analysis of the top 100 constituencies where holiday lets are located found no link between short term lets and local market affordability (see Annexes 3.3. to 3.6)

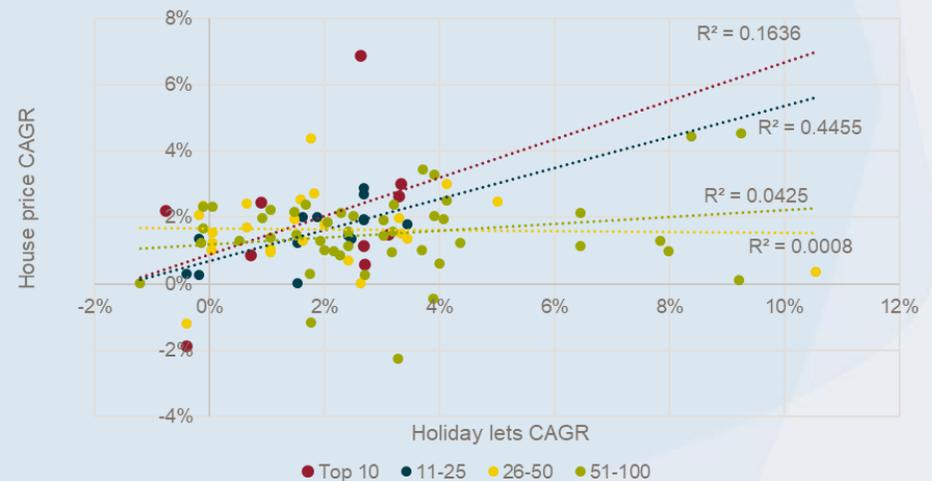
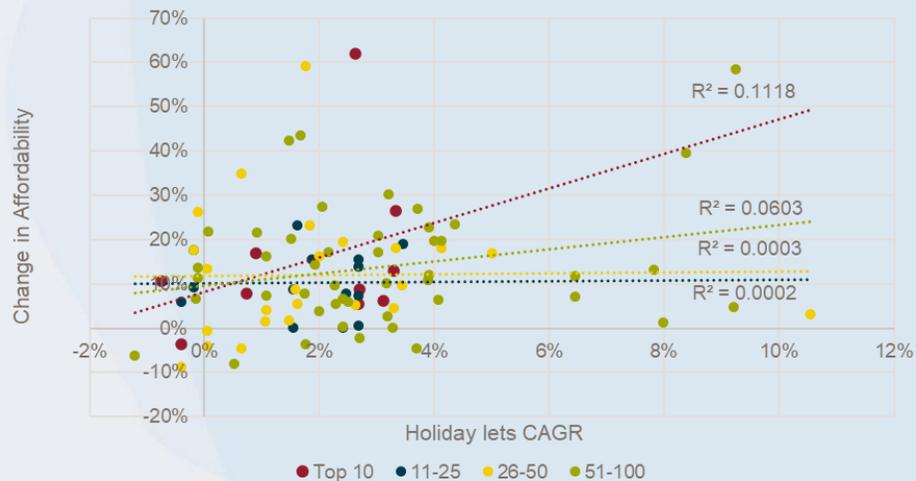


Note: As the analysis was carried out by Frontier in October 2023, 2022 data was the latest year available at the time of the analysis.

ANNEX 3.3: No link between the number of holiday lets and the affordability of homes in a local area – grouping by size of holiday let market

Charts are based on 2015-2021 data

- Grouping constituencies by the number of holiday lets Frontier explored if there are differences in the main ‘holiday let hotspots’.
- In all cases, there is no or weak correlation between the number of holiday lets and either house price availability or house price growth



ANNEX 3.4: There is a relationship between the growth in earnings and the change in affordability of homes in a local area

Link between change in earnings and affordability of homes

- The ONS' affordability ratio is calculated by dividing house prices by gross annual workplace-based earnings.
- The graph below shows how this varies with earnings in each of the top 100 constituencies where holiday lets are located.
- Constituencies with greater growth in earnings have seen the affordability ratio decrease (i.e. homes become more affordable).



An R squared value of 0.4 indicates that 40% of the variability in the affordability ratio can be explained by the growth in earnings. The rest will be explained by other factors such as house prices and local demand.

ANNEX 3.5: Across the top 100 rural and coastal constituencies for holiday lets – no link between short term lets and local market affordability

Frontier examined the relationship between the growth rate of holiday lets and:

- Change in affordability (left graph)
- The growth rate of house prices (right graph)

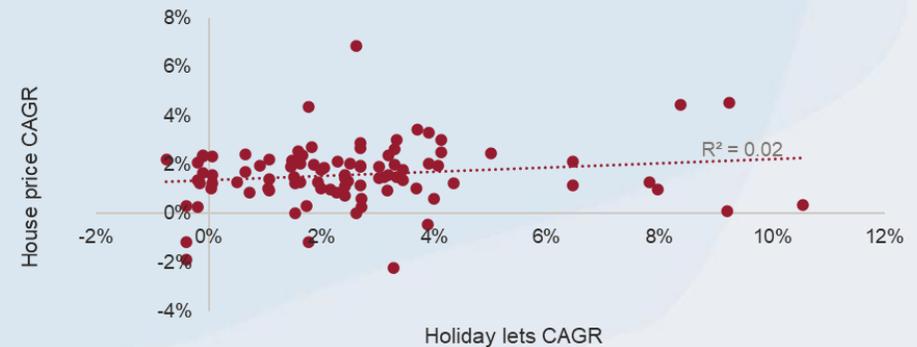
Each point on the chart represents one of the top 100 parliamentary constituencies where holiday lets are located

What they found

- In both cases, there is no statistically significant link between the two

Therefore, a growing number of holiday lets does not translate to more affordability issues

- Instead, to properly understand the drivers of housing affordability, a more comprehensive analysis exploring a variety of factors capturing the composition of properties and earnings in the area is required.



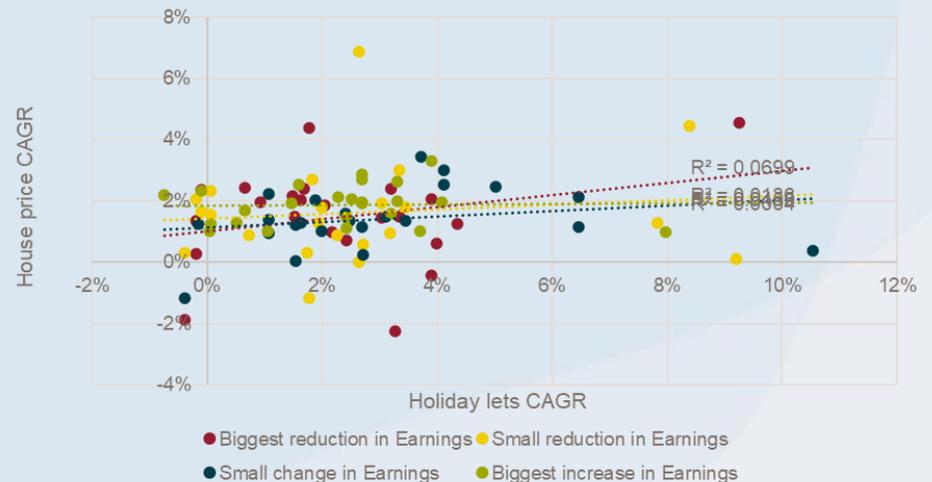
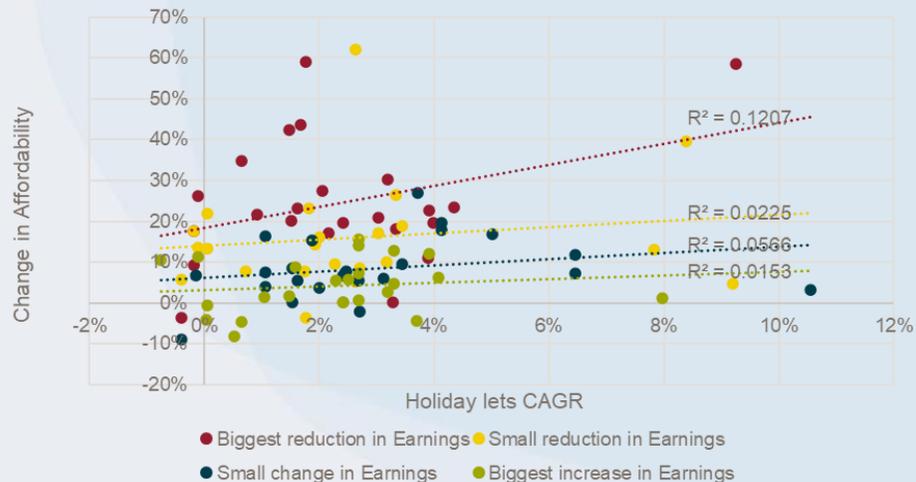
R squared values of 0.03 and 0.02 respectively indicate that only 2-3% of the variability in the change in affordability can be explained by change in holiday lets

ANNEX 3.6: No link between the number of holiday lets and the affordability of homes in a local area – controlling for change in earnings

Frontier have also examined the extent to which a change in earnings plays a role.

- The constituencies were grouped by the size of their change in earnings into and interquartile range (4 groups, based on 2015-2021 data)
 - Bottom 25th percentile. These constituencies have a earnings CAGR of less than -0.8%.
 - 25th and 50th percentile. These constituencies have an earnings CAGR between -0.8% and -0.1%.
 - 50th and 75th percentile. These constituencies have an earnings CAGR between -0.1% and 0.7%.
 - Top 75th percentile. These constituencies have an earnings CAGR above 0.7%.

The results again show no significant link between affordability of homes and the number of holiday lets



An R squared of less than 0.2 suggests that the relationship between the two variables is weak.

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ANNEX 4.1: Private rental sector landlords do not appear to be switching to short-term lets

Previous and current governments assume landlords are switching from long term rentals to short term lets

- Both the previous and current government have stated that they were concerned the Furnished Holiday Let regime was creating a distortion meaning that there are not enough properties available for long term rental for local people.
- Similarly, in the latest EPC consultations the government have assumed that if minimum EPC requirements were not applied to short term lets this would encourage long term landlords to flip their properties to short term lets.

But is this the case?

- Whilst there may be anecdotal evidence to suggest this may occur in a small number of cases, there does not appear to be any quantitative data to support that conclusion.
- A Propertymark survey between 30 March and 29 April 2022 found only 1% of landlords leaving the sector were converting to short term holiday lets.
- Equally, in the PASC UK 2025 survey, only 3.9% of short term let businesses had previously rented their property out as a long term let.
- A survey carried out by SpareRoom in February 2025 also found that only 4% of private rental landlords were considering short term lets.



- The claim that switching to short term lets caused a decrease in the availability of the private rental stock is also not supported by ONS data. In their analysis carried out in 2023, Frontier found 0.7% and 0.4% growth in private rental properties in Devon and Cornwall (from 2015 – 2021) which appears in line with the DLUHC’s assessment of the whole UK market on 20th March 2024 that:

“The most recent data shows the size of the private rented sector has doubled since 2004, peaking in 2016 and has remained stable since”.

ANNEX 4.2: Private rental sector landlords operate very different businesses to short-term let landlords

Rental Property Features	Short-term	Long-term
Average stay or tenancy length	4.9 days	4.3 years
Owners organise and pay cleaning / laundry from 2-3 changeovers per week	Yes	No
Owners pay utility bills	Yes	No
Owners pay business rates (or council tax)	Yes	No
Owners pay VAT	Yes*	No
Owners pay commercial waste disposal	Yes	No
Licenses needed for TV, music and film	Yes	No
Provides regular income stream	No	Yes
Management activity	Active	Passive
Fire regulations	Stringent	Standard residential
Insurance costs	High	Medium

ANNEX 4.3: Forcing businesses to sell their holiday let properties is unlikely to have a material effect on the availability of local homes

Many holiday lets are restricted by planning from being permanent homes

- 43% of holiday lets in England and Wales can only be used for short term lets of 28 days or less, meaning only 96,330 of the estimated 169,000 entire home short-term lets (0.4% of all English and Welsh housing stock) could, as a matter of planning rules, be occupied as a residential dwelling.

Many of the rest are also of limited suitability

- Many are in remote locations
- Many have features that are not desirable for families (e.g. former fisherman's cottages with a lack of parking, thatched or listed properties that are costly to run and maintain)

Or are more appealing to second home owners

- Second home owners will outbid local families and leave them empty for much of the year.

For this reason, as shown below, even the sale of all short-term lets might only create c8,000 local homes.



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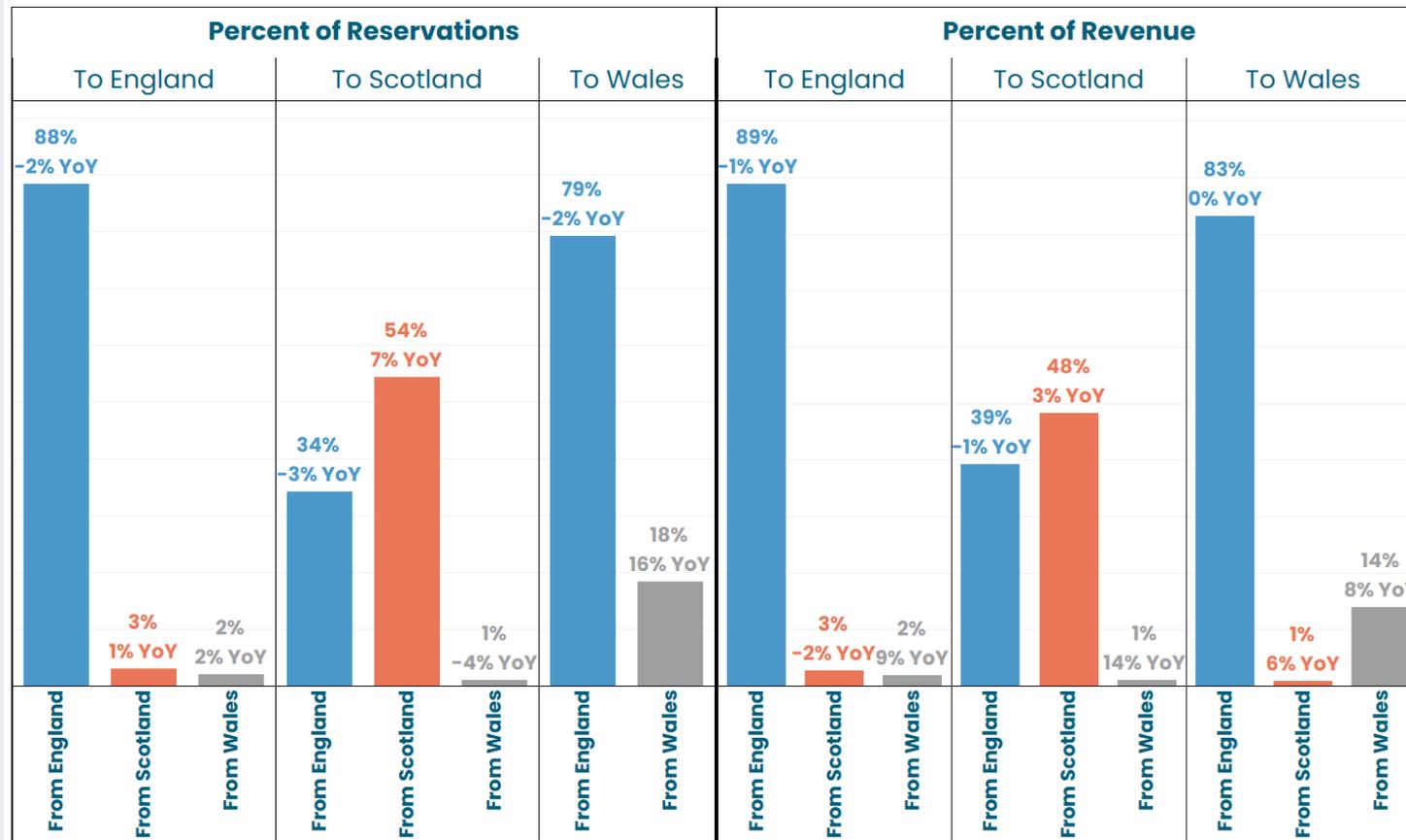
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ANNEX 5.1: UK holiday lets are hugely popular with domestic tourists providing a sustainable holiday choice



- 97% of visitors to Welsh Properties are from England and Wales.
- 93% of visitors to English properties are from England, Scotland and Wales.
- 89% of visitors to Scottish Properties are from England, Scotland and Wales.
- The majority of Scottish visitors are Scottish.

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Data Point	Data Sources	Analysis and key assumptions (if any)
Total Homes	<u>England - Dwelling stock estimates by local authority district</u>	Frontier analysis May 2025
	<u>Wales - Dwelling stock estimates by local authority district</u>	
Second Homes	<u>England - Council taxbase by local authority</u>	Frontier analysis May 2025
	<u>Wales - Council tax dwellings by local authority district</u>	
Empty Homes	<u>England – all vacant dwellings by local authority district</u>	Frontier analysis May 2025
	<u>Wales - Vacant dwellings - Census</u>	
Homes left unbuilt in England	https://www.ippr.org/media-office/revealed-1-4-million-homes-left-unbuilt-by-developers-since-2007	PASC UK market research
Affordable Homes built since 2016	<u>England - Affordable housing supply</u>	Frontier analysis May 2025
	<u>Wales – Affordable housing provision</u>	
Dedicated Holiday lets	VOA data on self catered properties registered for business rates.	Calculated proportion of properties estimated to be registered on VOA (pre pandemic and post pandemic) and uplifted VOA figures as at 1 st April 2024 accordingly.

ANNEX 6: Methodology and data sources

Data Point	Data Sources	Analysis and key assumptions (if any)
<p>Economic Contribution (GVA) to English and Welsh Economy</p>	<p>Key Data analysis of over 21,000 “same store” properties in England and Wales calculating average annual accommodation price for properties available to rent for the whole of 2024.</p> <p>The socio-economic impact report of short-term lets in the UK - Sykes Holiday Cottages</p> <p>Frontier May 2025 data on total dedicated holiday lets</p>	<p>Frontier analysis 2025</p> <ol style="list-style-type: none"> 1. Average turnover per property (calculated separately for England and Wales by Key Data). <p>PLUS</p> <ol style="list-style-type: none"> 2. Other direct spend - estimated as 44% of total spend by visitors based on Oxford Economics study for Sykes Cottages. <p>MULTIPLIED BY</p> <ol style="list-style-type: none"> 3. Total holiday lets in England and Wales (respectively) estimated by Frontier (see previous page)
<p>Total Jobs supported</p>	<p>https://researchbriefings.files.parliament.uk/documents/SN06022/SN06022.pdf</p>	<p>Frontier analysis 2025.</p> <ol style="list-style-type: none"> 1. Estimate the proportion of tourism GVA attributable to holiday lets by dividing total tourism spend (House of commons) by estimate of GVA from holiday lets in each UK country (see separate GVA methodology) 2. Apply this proportion to UK tourism employment to give total jobs supported by UK holiday lets. 3. Divide total jobs by total UK holiday let estimate to provide average jobs-per-holiday-let ratio (0.82 jobs per holiday let) 4. Apply this ratio to county-level estimates (for separate county addendums)*

*Consideration of Alternative Data Sources Explored data from the ONS Business Register and Employment Survey (BRES) but found significant inconsistencies across England and Wales. The BRES data also appeared inconsistent with other sources and likely underestimates the true figure, particularly due to its limitations in capturing self-employment and casual work. Other sources considered include: - The Association of Scotland’s Self-Caterers (ASSC), which reports a higher ratio of 1.1 jobs per let. - The PASC UK 2025 survey, which found an average of 1.08 full-time equivalent (FTE) jobs per holiday let.

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Data Point	Data Sources	Analysis and key assumptions (if any)
Percentage of homes with holiday let planning restrictions	PASC UK Self-Catering Owner Survey 2025 Results	
Percentage of holiday lets on Farms	PASC UK Self-Catering Owner Survey 2025 Results	
No of UK holidaymakers	<p>Key Data figures on average number of bedrooms per property (based on over 21,000 same store properties) and on average number of annual arrivals per property in 2024 (separately for properties in England and Wales) based on over 45,000 properties</p> <p>Frontier May 2025 data on total dedicated holiday lets</p>	<p>PASC UK analysis</p> <ol style="list-style-type: none"> 1. Average number of annual arrivals per property in 2024 (separately for properties in England and Wales). multiplied by 2. Total number of properties in England or Wales (as appropriate); multiplied by 3. Average number of bedrooms per property. Multiplied by 4. 2 (to reflect double occupancy in bedrooms)
% annual growth in holiday lets	England and Wales VOA data Answer to Parliament Question UIN 64938	Frontier analysis 2025. The VOA holds data on the number of self-catering holiday properties at a local authority level between 2017-2019, and at a regional level for 2015-2017 and 2020-2022.
Heritage of holiday let industry	<p>Holiday cottages through the ages National Trust</p> <p>Classic Cottages About Us Toad Hall Cottages</p> <p>About Us - holidaycottages.co.uk</p> <p>Sykes Holiday Cottages: Where It All Began Sykes Holiday Cottages</p>	

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Average journey for UK short term let holidays	Super Control	SuperControl analysis of 432k bookings in 2024 (where SuperControl had a valid UK postcode for property and guest- 432k bookings, 34k properties, 377k guests) mean distance to the property (as the crow flies) = 102 miles.
Average CO2 emissions for UK car journey for family of four	CO2 emissions calculator: Calculate your carbon emissions - myclimate	Inputting a return car journey of 204 miles (328km) – see Super control data above- for a diesel powered SUV
Average CO2 emissions for Spain flight for family of four	CO2 emissions calculator: Calculate your carbon emissions - myclimate	Inputting a return flight from London Gatwick to Malaga for a family of four
Proportion of short term lets with EV chargers	PASC UK Self-Catering Owner Survey 2025 Results	
Proportion of UK homes with EV chargers	Home and community EV charging stats How many houses are in the UK? The lack & space for housing	In 2024 there were roughly 1 million EV chargers in UK homes according to Zapmap, and with 29.9 million dwellings (see MFS article) this equates to 3.3%.
Proportion of holiday lets in 100 most popular rural and coastal constituencies for holiday lets in England	ONS Housing Data VOA Non-domestic Property Data TC analysis of 100 most popular constituencies for holiday lets	Frontier analysis in October 2023 of ONS and VOA data based on Travel Chapter top 100 constituencies (see page 47)
Average operating periods for short term let businesses	PASC UK Self-Catering Owner Survey 2025 Results	

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Data Point	Data Sources	Analysis and key assumptions (if any)
Proportion of short term lets that are micro businesses	PASC UK Self-Catering Owner Survey 2025 Results	
Percentage of owners that live within 5 miles of their property	PASC UK Self-Catering Owner Survey 2025 Results	
Average wages for direct suppliers	Great British Holidays 2023 survey (no link) PASC UK Self-Catering Owner Survey 2025 Results	For 2025 this was taken from “contractor pay” results not employee pay.
Wage growth in top 50 holiday hot spot areas	ONS Employment and Earnings Data (no link)	Frontier October 2023 analysis of ONS data which provides data on employment count and percentages in different industries at a constituency level, as well collecting data on full-time weekly workplace earnings.
CPRE growth rate figures	https://www.cpre.org.uk/about-us/cpre-media/cpre-research-explosion-in-holiday-lets-is-strangling-rural-communities/	This statistic has been published in the House of Commons Library briefing (subsequently removed) and was referred to in the planning use class consultation release. 1. https://researchbriefings.files.parliament.uk/documents/CBP-8395/CBP-8395.pdf 2. https://www.gov.uk/government/consultations/introduction-of-a-use-class-for-short-term-lets-and-associated-permitted-development-rights/introduction-of-a-use-class-for-short-term-lets-and-associated-permitted-development-rights

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Data Point	Data Sources	Analysis and key assumptions (if any)
Propertymark survey on long term landlords switching to short term lets	See paragraph 1.4 and 3.31 e4-the-possible-impacts-of-second-and-holiday-homes-in-north-norfolk.pdf	
PASC UK proportion of short term let operators that previously operated as long term lets	PASC UK Self-Catering Owner Survey 2025 Results	
Spare Room survey on long term landlords exiting the market or switching to short term lets	https://m.spareroom.co.uk/statistics/landlords-confidence	
Average length of private rental tenancy	Chapter 3: Housing history and future housing - GOV.UK	
Ben Beadle quote	https://www.nrla.org.uk/news/landlords-respond-to-reports-of-holiday-lets-tax-raid	
Average arrivals per property	Key Data figures based on over 45,000 properties	Key Data analysis
Average length of stay per property	Key Data figures based on over 45,000 properties	Key Data analysis

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Data Point	Data Sources	Analysis and key assumptions
Average lead time for bookings	Key Data figures based on over 45,000 properties	Key Data analysis
House price growth in most popular 100 constituencies	ONS housing data	<p>Frontier Analysis in October 2023 of ONS housing data.</p> <ol style="list-style-type: none"> 1. The top 100 constituencies where holiday lets are located is based on Travel Chapter market research. See Annex for full list of constituencies. 2. Complete data on house prices was only available for 91 out of the top 100 constituencies. The 9 incomplete constituencies are excluded from the charts.
House affordability in popular holiday destinations (Annex 3.2)	Source: ONS housing affordability data using workplace earnings; AirDNA’s average active listings across 2022 houses or apartments rented as entire places	<p>Frontier analysis in October 2023</p> <ol style="list-style-type: none"> 1. Based on examination of the top 8 searched regions for holiday cottages by volume; and examining regions within Devon at a greater level of disaggregation, and excluding Yorkshire where data could not be matched. 2. Norfolk bubble includes the following areas: Breckland, Broadland, Great Yarmouth, King’s Lynn and West Norfolk, North Norfolk and South Norfolk. 3. The size of the bubble represents the number of holiday lets
House affordability across top 100 rural and coastal constituencies	Frontier analysis in October 2023 of ONS & VOA data based on Travel Chapter assessment of top 100 constituencies for holiday lets in rural and coastal areas	<p>Frontier analysis in October 2023</p> <ol style="list-style-type: none"> 1. Change in affordability calculated using ONS data on annual median house prices and full-time annualised weekly workplace-based earnings from 2015 to 2022. (ONS affordability metrics use a combination of annualised weekly and annual wages- for simplicity we have used a single data source) 2. Count of holiday lets obtained from Frontier estimates of holiday let stock using Travel Chapter and VOA data 3. Note a positive change in the affordability ratio indicated that homes are becoming relatively less affordable. 4. The top 100 constituencies where holiday lets are located is based on Travel Chapter market research. See page 47 for a full list of constituencies.

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Data Point	Data Sources	Analysis and key assumptions
Private rental property growth	ONS subnational estimates of dwellings by tenure, England	Frontier analysis 2023.
DLUHC comment on private rental sector remaining “stable” since 2016	Rents rise at fastest pace on record as Gove's crackdown on landlords backfires (telegraph.co.uk)	
Estimate of short term let properties that, if sold, would return to the local housing market	PASCK UK Short Term Letting Survey to assess impact of FHL abolition March 2024	<p>Survey responded to be 7,593 short term let business owners in March 2024. Answer excluding 1,434 don't knows.</p> <p>Q If you were forced to sell your property, who do you think is the most likely buyer given your properties characteristics, local amenities, value and location?</p> <p>Answer</p> <ul style="list-style-type: none"> 38.8% Second Home Owner 37.6% Someone else to run a holiday let 4.8% A local owner to live in 3.1% An investor to long let 7.1% A family moving from another area 8.6% A retiree moving from another area
Visitor destination analysis	Key Data based on over 45,000 properties	Direct Data (i.e. not scraped) for arrivals 1 st January – 31 st May 2025
Average Daily Rate (ADR) data	Key Data based on over 45,000 properties	Direct Data (i.e. not scraped) for arrivals between 1 st January 2024 and 31 st December 2024.

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Data Point	Data Sources	Analysis and key assumptions
Credits for photos on page 7		<p>Pictures of the tree house, shepherds hut and the yurt courtesy of https://www.sawdays.co.uk/.</p> <p>Converted farm courtyard, lodge with hot tub and evening cottage images courtesy of https://www.premiercottages.co.uk/ .</p> <p>Seafront and bedroom images courtesy of https://www.holidaycottages.co.uk .</p> <p>Nissen Hut courtesy of https://www.dogs-holiday.co.uk/ and the Railway Carriage courtesy of https://lavenderhillholidays.co.uk/ .</p>

ANNEX 6: Methodology and data sources

The following is the list of the top 100 constituencies in England, in terms of the estimated number of holiday let properties

Constituency				
Arundel and South Downs	Derbyshire Dales	Mid Worcestershire	Rutland and Melton	Taunton Deane
Ashford	Dover	Middlesbrough South and East Cleveland	Scarborough and Whitby	The Cotswolds
Barrow and Furness	East Devon	Morecambe and Lunesdale	Selby and Ainsty	Thirsk and Malton
Berwick-upon-Tweed	East Yorkshire	New Forest East	Shrewsbury and Atcham	Tiverton and Honiton
Beverley and Holderness	Eddisbury	New Forest West	Skipton and Ripon	Torbay
Bexhill and Battle	Folkestone and Hythe	Newton Abbot	Sleaford and North Hykeham	Torridge and West Devon
Bishop Auckland	Forest of Dean	North Cornwall	Somerton and Frome	Totnes
Boston and Skegness	Gainsborough	North Devon	South Dorset	Truro and Falmouth
Bournemouth East	Great Yarmouth	North Dorset	South East Cornwall	Waveney
Bournemouth West	Haltemprice and Howden	North East Derbyshire	South Norfolk	Wells
Bridgwater and West Somerset	Harrogate and Knaresborough	North Herefordshire	South Suffolk	West Dorset
Broadland	Hastings and Rye	North Norfolk	South Thanet	West Worcestershire
Calder Valley	Hereford and South Herefordshire	North Shropshire	South West Devon	Westmorland and Lonsdale
Camborne and Redruth	Hexham	North West Durham	South West Norfolk	Weston-Super-Mare
Canterbury	High Peak	North West Norfolk	St Austell and Newquay	Witney
Central Devon	Isle of Wight	North Wiltshire	St Ives	Workington
Central Suffolk and North Ipswich	Keighley	Penrith and The Border	Staffordshire Moorlands	Wyre and Preston North
Chichester	Louth and Horncastle	Poole	Stratford-on-Avon	Yeovil
Colne Valley	Ludlow	Ribble Valley	Stroud	York Central
Copeland	Mid Norfolk	Richmond (Yorks)	Suffolk Coastal	York Outer

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