



# Overtourism in the EU

What data tells us about the  
overwhelming impact of hotels on  
overtourism in the EU



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## Key takeaways:

- The post pandemic years have brought a resurgence in the appetite for travel, with travellers to European Union (EU) destinations reaching record numbers in 2024.
- Almost 8 out of 10 (78%) guest nights across the EU were spent in hotels or other similar accommodations. Short-term rentals represent a small fraction of the tourism ecosystem in the EU.
- In the ten most visited cities for tourists in the EU, hotels and other similar accommodations accounted for over 5 times more guest nights than short-term rentals on Airbnb in 2023.
- Day trippers and cruise passenger numbers have also increased substantially, contributing to perceptions of overcrowding in popular tourist destinations. For instance, cruise passenger numbers increased by over 50% from 2022 to 2023 in cities like Barcelona, Amsterdam, and Lisbon.
- Short-term rentals can help alleviate some of the most common concerns regarding overtourism in the EU. They provide **flexible capacity** during high demand periods, e.g., large events, without the cost of vacant inventory outside of these periods, while generating income and jobs for families and communities.
- Short-term rentals **disperse travel** away from overcrowded cities: the majority of listings on Airbnb (55%) and the majority of Airbnb guest nights (59%) in the EU in 2024 were in locations outside of cities. Within cities, listings on Airbnb can generally be found in all neighborhoods, including the less popular neighborhoods; **hotels are often concentrated in the busiest areas**.
- **Restrictions on short-term rentals have not addressed overtourism concerns.** In cities that have severely restricted short-term rentals, visitor numbers have increased and with fewer places to stay, hotel occupancy - and prices - have soared, resulting in additional crowding and fewer tourism proceeds going to local families and communities.

- **Leaders should address the overwhelming impact of hotels on overtourism and embrace tourism that supports families and communities.** Airlines and cruise ships are also significant contributors to the flow of tourists to historical centers. Policies that address these realities would have a significant impact on overtourism.

# Tourism growth in the EU

**The post pandemic years have brought a resurgence in the appetite for travel and connection.** Perhaps nowhere has this trend been more visible than in the EU, where the strict travel restrictions of the pandemic years were followed by an enthusiastic return of travellers. In 2024, international tourism numbers in Europe exceeded 2019 levels (figure below).

## International Tourism to Europe

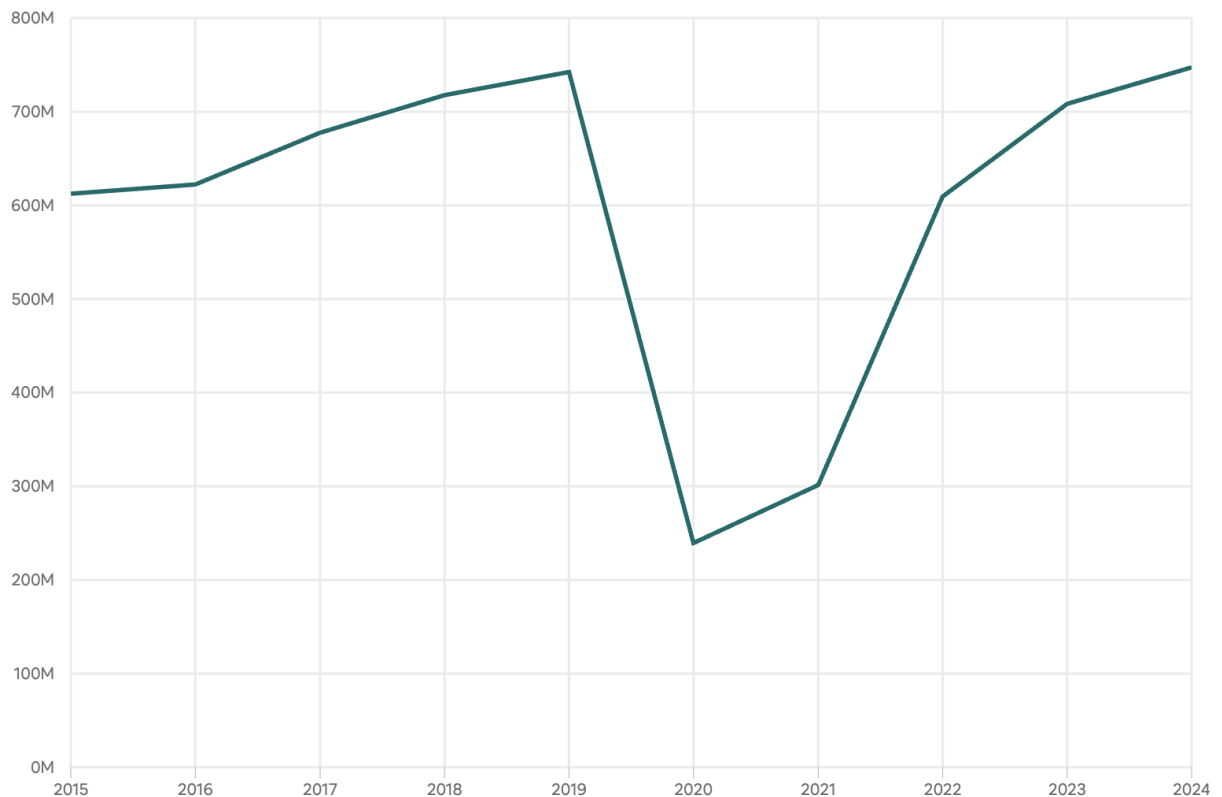


Figure: International Tourist Arrivals to EU countries. Source: [World Tourism Organization](#).

In 2024, official European Union statistics (Eurostat) reported 3 billion tourist nights stayed at hotels and other similar accommodations across EU destinations.<sup>1</sup> **Hotels and other similar accommodations<sup>2</sup> account for almost 8 out of 10 (78%) of all tourist nights reported to Eurostat.**<sup>3 4</sup> Short-term rentals, while offering a flexible option for tourists and opening up less visited locations, are still a small part of the overall tourism ecosystem. All short-term rental tourist nights - available across different companies - represented just 22% of all tourist nights reported to Eurostat in 2024.

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<sup>1</sup>As reported in Eurostat’s “Nights spent at tourist accommodation establishments - monthly data” for NACE REV.2 classification Section I, Division 55 establishments (online data code: tour\_occ\_nim). Note: A tourist (or guest) night stayed is an overnight stay by a tourist at a destination, counting each night and each person in a tourist accommodation establishment. See appendix for more detail on the types of tourist establishments included in this Eurostat data.

<sup>2</sup> Throughout this report, we refer to “hotels and other similar accommodations” as including all tourist accommodation establishments under NACE REV.2 classification Section I, Division 55. This includes subsections 551 (hotels and similar accommodation), 552 (Holiday and other short-stay accommodation) and 553 (Camping grounds, recreational vehicle parks and trailer parks). See the appendix for detail on how these categories are treated.

<sup>3</sup> Based on data reported in Eurostat tables tour\_occ\_nim and tour\_ce\_omr. Total tourist nights sum the nights reported in these two tables. See Methodological Appendix for a description of this data, a discussion of this aggregation, and alternative approaches for merging the two tables.

<sup>4</sup> Even when taking a narrower view and accounting for only subsection 551 hotels (excluding nights spent in other hotel-like tourist accommodation such as hostels, bungalows, visitor flats, camping sites etc.) relative to short-term rental accommodations, hotels alone make up roughly 70% of hotel+STR nights in the EU in 2024. See the Methodological Appendix for detail.



**Hotels** and other similar accommodations account for more than

**5 times**

as many guest nights as **Airbnb** in the EU's top ten cities.

## Tourism growth in EU cities

**The small footprint of short-term rentals in the EU tourism ecosystem is representative of most destinations, even in the most heavily visited EU cities.** In the top 10 most visited EU cities in 2023,<sup>5</sup> for example, hotels and other similar accommodations accounted for roughly 77% of tourist nights reported to Eurostat.<sup>6</sup> Across these EU cities, hotels and other similar accommodations accounted for over five times more guest nights than Airbnb.<sup>7</sup>

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<sup>5</sup> These cities are: Paris, Rome, Barcelona, Madrid, Berlin, Lisbon, Milan, Amsterdam, Vienna, and Prague. Ranking is based on total guest nights reported to Eurostat in 2023 tour\_occ\_ninc and tour\_ce\_oarc. Barcelona, Madrid, Lisbon, Amsterdam, Vienna, Milan, reflect metro urban areas, and Prague, Rome reflect geographical city boundaries, matching Eurostat's treatment of these areas. The data for Paris is at the level of the NUTS3 region (the geographical city of Paris) rather than the entire Parisian metropolitan area (as contained in the Eurostat city table).

<sup>6</sup> This data considers nights reported for 2023 in Eurostat tables tour\_occ\_ninc and tour\_ce\_oarc in the cities mentioned above, except Paris. Data for the city of Paris (NUTS3 region) is taken from Eurostat tables tour\_occ\_nin3 and tour\_ce\_oan3. Alternative merging methodologies for these tables put the percent in the range of 70% to 77%. See appendix for detail.

<sup>7</sup> Source: Eurostat table tour\_occ\_nim and Airbnb internal data.

**Hotel stays have driven tourism growth.** Between 2021 and 2023 as Europe's tourism industry rebounded from COVID, the total number of guest nights in Europe's 10 most visited cities increased by 207 million guest nights. Hotels and other similar accommodations accounted for 75% of the added nights.<sup>8</sup>

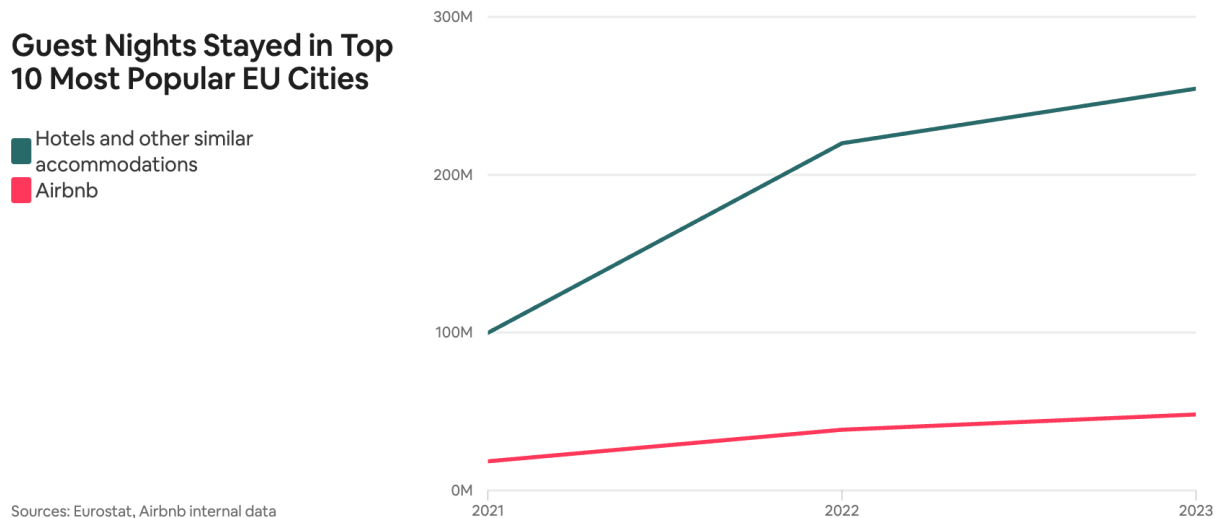


Figure 3: Annual guest nights from 2021 to 2023 in the top 10 most visited European cities. Source: Eurostat and Airbnb data.

This surge in demand for lodging has spurred significant growth in hotel development. In 2024, 289 new hotels with 38,681 rooms opened throughout Europe. At the end of 2024, this momentum continued with 1,661 hotel projects in the pipeline across Europe, adding nearly 250,000 additional hotel rooms that are either under construction or in the planning phase.<sup>9</sup> Many of these developments are in major tourist cities, including Madrid,<sup>10</sup> Lisbon and Porto,<sup>11</sup> among others.

<sup>8</sup> Source: Eurostat tables tour\_occ\_ninc and tour\_ce\_oarc for the cities mentioned above, except Paris. Data for the city of Paris (NUTS3 region) is taken from the tables tour\_occ\_nin3 and tour\_ce\_oan3.

<sup>9</sup> Source: Lodging Econometrics, <https://lodgingeconometrics.com/european-hotel-pipeline-hits-1661-projects-and-surge-in-conversions/>

<sup>10</sup> Source: HVS, Madrid Market Pulse 2024, <https://www.hvs.com/article/9987-madrid-market-pulse-2024-smashing-the-rate-ceiling>

<sup>11</sup> Source: The Portugal News, <https://www.theportugalnews.com/news/2025-02-27/176-new-hotels-for-lisbon-and-porto/95918#>

**Day trippers and cruise passenger numbers have also increased substantially, contributing to perceptions of overcrowding in popular tourist destinations.** In Barcelona, for example, between 2022 and 2023, cruise passenger numbers increased by 53%, reaching 3.6 million.<sup>12</sup> In Amsterdam in 2023, cruise ship passenger numbers increased by 63% compared to 2022, reaching 320,000.<sup>13</sup> In Lisbon, the increase between 2022 and 2023 was 54%, reaching an all time high of 758,328 passengers.<sup>14</sup>

**Airlines have also contributed to the resurgence of travel,** with passenger traffic exceeding pre-pandemic levels in 2024 and new routes being opened.<sup>15</sup> Recently, Ryanair reported flying more than 200 million passengers in a single year, the first European airline in history to do so.<sup>16</sup> Long haul flights have also increased in frequency, with United Airlines and Delta running 23% and 13% more flights, respectively, from the United States to European destinations in early 2025 compared to 2019.<sup>17</sup>

**In many EU cities, tourist numbers surge during the summer months, and the short-term rental supply responds by absorbing some of the demand.** In the top 10 most visited EU cities in 2024, Airbnb booked listings increase on average by 13% in the summer season to accommodate the surge in demand without the need to build more hotel capacity.<sup>18</sup> Many residences are made only temporarily available to tourists, and subsequently return to their usual use. Moreover, this flexible supply is activated throughout the city, dispersing tourism beyond central cities. By coming online at times of high demand, for instance during major events, short-term rentals can help keep accommodation prices from rapidly increasing, offering more options.

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<sup>12</sup> Source: MedCruise Port Statistics, <https://www.medcruise.com/port/barcelona>

<sup>13</sup> Source: Cruise Europe, port passengers for Amsterdam, <https://www.cruiseeurope.com/statistics/>

<sup>14</sup> Source: MedCruise Port Statistics, <https://www.medcruise.com/port/lisbon>

<sup>15</sup> Source: Airports Council International, <https://www.aci-europe.org/press-release/537-european-passenger-traffic-finally-exceeds-pre-covid-levels-in-2026.html>

<sup>16</sup> Source: Ryanair Group, 2025 Annual Report, <https://investor.ryanair.com/wp-content/uploads/2025/05/Ryanair-2025-Annual-Report.pdf>

<sup>17</sup> Source: Business Insider, <https://www.businessinsider.com/flights-to-europe-travel-boom-united-delta-airlines-2025-1>.

<sup>18</sup> Based on average monthly number of booked entire home listings in summer months (June, July, August) compared to the monthly average over the rest of 2024.

# Airbnb and travel dispersal

**Short-term rentals help alleviate overcrowding by directing tourism to less travelled destinations.** Guests travelled to more towns and cities staying in listings on Airbnb in 2024 than ever before. The majority of listings on Airbnb (55%) and the majority of Airbnb guest nights (59%) in the EU were in locations outside of cities. Moreover, annual Airbnb guest nights in the EU in 2024 grew faster in locations outside of cities compared to inside cities.<sup>19</sup>

In the most visited cities, short-term rentals generally provide accommodation options across all city neighborhoods, whereas hotel accommodation is overwhelmingly located in historical city centers. For instance, a third of hotel beds in Barcelona (22,375 units) are concentrated in Old Town, compared to just 3,253 beds for short-term rentals in that area.<sup>20</sup> That means there are approximately seven hotel beds for each short-term rental bed in the Old Town.

Hotel concentration in historical centers brings a significant number of visitors to these areas compared to the number of local residents. For instance, in the central district of Prague (Praha 1) and the Santo Antonio area of Lisbon, there are approximately three hotel or similar (e.g., hostel, serviced apartment) rooms per five local residents.<sup>21</sup>

There are often substantially fewer hotel options outside of city centers. For instance, over 26% of neighborhoods in Barcelona do not have a hotel or similar accommodation, mostly in areas outside the city center. Similarly, roughly 37% of neighborhoods in Amsterdam do not have a hotel. Nearly all of these neighborhoods have some level of short-term rental listings.<sup>22</sup>

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<sup>19</sup> Source: Airbnb internal data. Cities are defined as high density urban areas, distinct from towns / suburbs and rural areas.

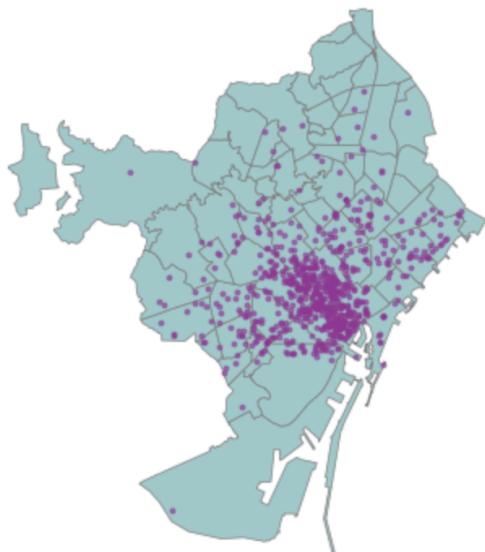
<sup>20</sup> Source: Observatori del Turisme a Barcelona 2023, [https://ajuntament.barcelona.cat/turisme/sites/default/files/2023\\_capsula\\_1\\_iaotb.pdf](https://ajuntament.barcelona.cat/turisme/sites/default/files/2023_capsula_1_iaotb.pdf). This refers to the sum of number of hotel, hostel and pension beds in Ciutat Vella (page 7, 10 and 13) vs number of STR beds in Ciutat Vella (page 16).

<sup>21</sup> Source: CoStar and national census data for Portugal and the Czech Republic.

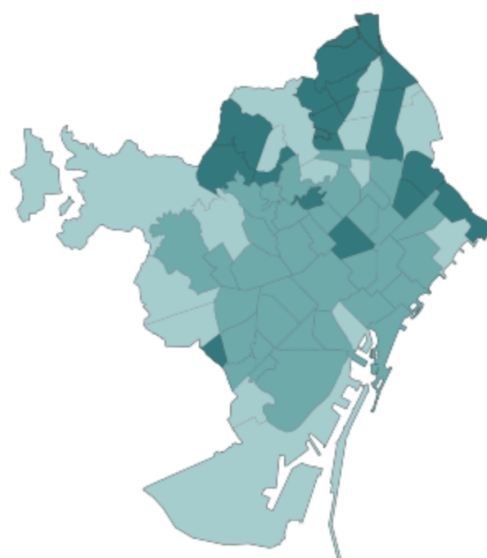
<sup>22</sup> Source: OpenStreetMaps and Airbnb data.

## Hotel concentration in Barcelona city center

Distribution of hotels and other similar accommodation in Barcelona



Heatmap of Airbnb short-term rentals relative to hotels (or other similar accommodations)



*Left panel: each hotel or similar tourist accommodation building is depicted as a purple dot. Right panel: Neighborhoods in darker shades have a higher ratio of Airbnb listings to hotels or other similar accommodations. The graph depicts that Airbnb has relatively more short-term rental listings in neighborhoods outside the city center. Source: OpenStreetMap and Airbnb internal data.*

Short-term rentals can be found in nearly all neighborhoods – including those less-traveled – of the top 10 most visited EU cities, **and those outside of the city center are usually more affordable compared to the city center.**<sup>23</sup> In contrast, the number of hotel rooms in city centers typically exceeds the number of Airbnb listings, sometimes enormously so. There are an estimated 15 times more hotel rooms than Airbnb entire home listings in the central neighborhoods of Amsterdam and three times more in Prague.<sup>24</sup>

<sup>23</sup> For instance, in Rome in 2024, Airbnb listings outside the city center (District 1) had on average 40% lower nightly rates than centrally located listings.

<sup>24</sup> Source: Estimates given OpenStreetMaps data and Airbnb data.

# 15x

more hotel rooms in central Amsterdam  
than listings on Airbnb

**Airbnb hosts bring the economic benefits of tourism to less-visited neighborhoods, supporting local families and communities.** Staying in a short-term rental booked on Airbnb harnesses the benefit of tourism by helping many families afford their homes and living costs. Almost half of hosts globally say the extra income helps them afford their homes. Also, 50% of Airbnb guests in the EU and 46% of the Airbnb guests in the top 10 most visited EU cities say they would not have visited the neighborhood in which they stayed had it not been for a listing on Airbnb being located there.<sup>25</sup> In total across the top 10 most visited EU cities in 2024, over 260,000 Airbnb guests stayed in a neighborhood without a hotel.<sup>26</sup> Airbnb stays in neighborhoods without hotels grew by roughly 60% between 2022 and 2024, signaling increasing interest from Airbnb guests in locations outside of overcrowded city centers.

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<sup>25</sup> Source: Airbnb survey data.

<sup>26</sup> Source: OpenStreetMaps and Airbnb data.

# Overtourism is getting worse where Airbnb is restricted

**Regulations restricting short-term rental activity have not succeeded in addressing overtourism concerns** or helped cities like Amsterdam or Barcelona better manage overtourism. To the contrary, since being introduced in 2018 in Amsterdam and 2014 in Barcelona, **these restrictions have been followed by continued growth of travel in central neighborhoods during peak seasons**, and have **led to substantially higher hotel prices**.

Amsterdam's 2018 restriction limited short-term rental supply, with Airbnb stays decreasing by over 50% in the five years following the restriction.<sup>27</sup> However, during this same period, overall annual tourist nights rose from 20.5 million at the time of restriction in 2018, to 22.9 million in 2024, with stays in hotels accounting for an astounding 93% of the increase in nights from 2021 to 2024 as the city rebounded from COVID.<sup>28</sup>

Similarly, in Barcelona, overall annual tourist nights increased from 32.6 million in 2018 to 37.4 million in 2024. In the post-COVID recovery, from 2021 to 2024, the number of guest nights increased by 23.3 million. Of these, 17.8 million (76%) went to hotels and similar accommodations.<sup>29</sup>

The restriction of short-term rentals has dramatically worsened accommodation affordability. In July 2019, Smith Travel Research reported average Amsterdam hotel

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<sup>27</sup> Source: Airbnb, "Policy Paper: Revisiting Amsterdam Tourism Policy for the Benefit of Amsterdammers and Traveling Families," <https://news.airbnb.com/nl/revisiting-amsterdam-tourism-policy-for-the-benefit-of-amsterdammers-and-tr/>

<sup>28</sup> Source: Onderzoek en Statistiek: <https://onderzoek.amsterdam.nl/publicatie/toerisme-mra-2022-2023> and <https://onderzoek.amsterdam.nl/publicatie/toerpragisme-mra-2024-2025>

<sup>29</sup> Source: Informe de l'activitat turística, 2018 (page 120), 2021 (page 64) and 2024 (page 72)

rates of \$157.<sup>30</sup> By this April, ahead of peak season pricing, average daily rates had risen to \$237,<sup>31</sup> a 50% increase.

Barcelona similarly saw steep increases in hotel prices after short-term rental restrictions were implemented. In March of this year, daily hotel rates in Barcelona averaged \$213, up 35% from 2019 levels.<sup>32</sup>

Rather than addressing overtourism, restrictions on short-term rentals reduced the options for affordable accommodation for families and tourists looking for a different experience than a standard hotel stay in overcrowded city centers. Overall tourism continued to grow, with hotels driving the vast majority of the increase. With limited alternatives, hotel prices in Barcelona and Amsterdam increased significantly.

**Removing short-term rentals will not solve overcrowding concerns. There are better solutions to addressing overtourism, including tackling the overwhelming impact of hotels, promoting tourism dispersal and ‘off the beaten path’ travel, or by managing visitor access to historical centers.** Short-term rentals like Airbnb can be part of the solution, by providing accommodation options outside of the most overcrowded neighborhoods of cities, as well as outside of cities themselves.

Over the years, Airbnb has inspired guests to travel in more responsible and meaningful ways. A few examples that highlight this ongoing commitment are:

- Airbnb encouraged Parisians across the city to become hosts to ensure all neighborhoods could benefit from the [2024 Olympic Games](#), expanding

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<sup>30</sup> Source: Smith Travel Research, <https://str.com/press-release/str-europe-hotel-performance-july-2019>. Euros converted to U.S. dollars using average monthly exchange rates aggregated by OFX.

<sup>31</sup> Source: Smith Travel Research, <https://str.com/press-release/mix-events-boosted-amsterdam-hotel-performance-april>. Euros converted to U.S. dollars using average monthly exchange rates aggregated by OFX.

<sup>32</sup> Source: Smith Travel Research, <https://str.com/sites/default/files/global-hotel-study-report-2019-2020.pdf> and <https://str.com/press-release/barcelona-room-rates-jumped-march>

accommodation for nearly 700,000 visitors without any additional infrastructure, and distributing economic benefits across 99% of communes in Île-de-France.

- Airbnb has [partnered with the Vatican](#) to support the influx of pilgrims for the Catholic Jubilee and disperse visitors across the city and promote sustainable tourism in Rome.
- Airbnb has established a [Rural Tourism fund](#) to drive tourism to rural Ireland, offering grants to local organizations and communities to help boost rural tourism.
- Airbnb is promoting tourism in agricultural communities, such as [olive oil producing regions in Spain](#) and [vineyards in Italy](#), to encourage travel to smaller towns and villages to explore culinary experiences.

Short-term rentals are not a significant culprit of overcrowding in popular tourist destinations. As a result, targeting short-term rentals as a means to address these concerns is ineffective and potentially counterproductive. Instead, short-term rentals can and should be a solution for dispersing tourism and providing the benefits of tourism to the local communities which desire it.

In the pages that follow, we expand on the data points highlighted above with localized case studies from the four most visited cities in the EU in 2023: Paris, Barcelona, Rome, and Madrid. Each of these cities illustrates the advantages that short-term rental accommodations offer, and the small role played by short-term rentals in overall overtourism dynamics.

# Case studies

## Case study: Paris

### Highlights

- Paris is the most visited EU city, according to Eurostat data. Much of the growth in tourism in Paris is driven by stays in hotels and other similar accommodation establishments. These make up 78% of tourist nights in Paris, and account for 72% of the growth in visitors from 2021 to 2023 as Paris rebounded from COVID.<sup>33</sup>
- Short-term rentals provide much needed flexible capacity during higher demand seasons and major events. During the Paris Olympics, listings on Airbnb helped accommodate close to 700,000 visitors, without the need for more hotel construction and across an array of neighborhoods.
- Short-term rental regulations enacted in 2018 have reduced access to affordable and family-friendly accommodation options and contributed to higher hotel prices.

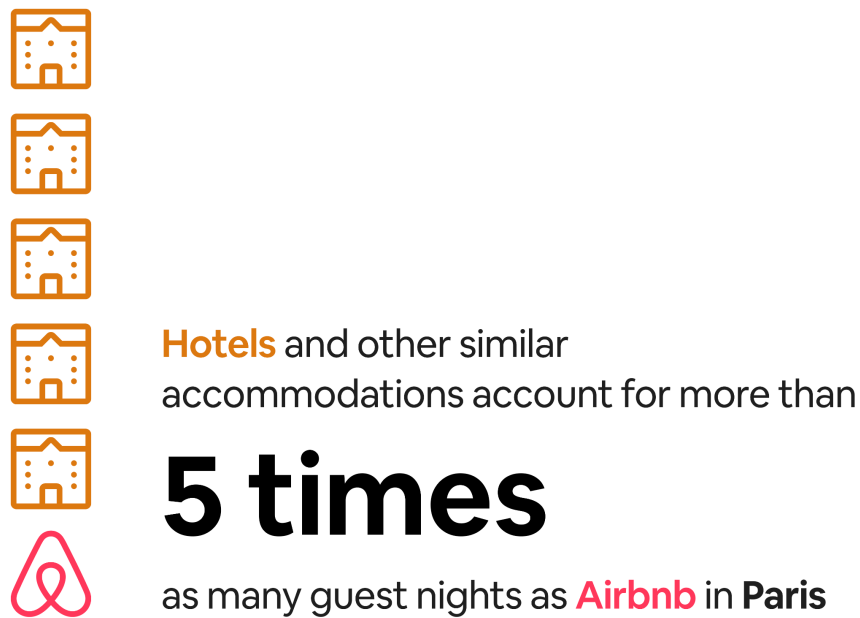
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<sup>33</sup> Source: Eurostat. Includes nights stayed at tourist accommodation establishments and nights stayed at short-stay accommodation offered by online platforms for the Paris city area. See appendix for detail.

## Tourist stays are predominantly in hotels or other similar accommodation establishments

Paris consistently ranks first in the list of most visited cities in the European Union. In 2023, over 56 million tourist nights were reported in the City of Paris and close to 95 million in the Greater Paris metropolitan area.<sup>34</sup>

The vast majority of tourists in Paris stay in hotels or other similar tourist accommodation establishments, like hostels or serviced apartments. In 2023, guest nights spent in hotels and other similar accommodations made up 78% of guest nights in the city.<sup>35</sup> Hotels and other similar accommodations account for roughly 5 times the number of tourist nights as Airbnb.



Moreover, the recent growth in tourism in Paris is also overwhelmingly due to added nights in hotels and other similar accommodations. Between 2021 and 2023 as Paris tourism rebounded from Covid, total annual guest nights in the city increased by over 27 million. Hotels and other similar accommodations accounted for 21 million of these added nights (72%).

<sup>34</sup> Source: Eurostat. City data is at the NUTS3 level.

<sup>35</sup> Source: Eurostat

## Increase in Annual Guest Nights in Paris from 2021 - 2023

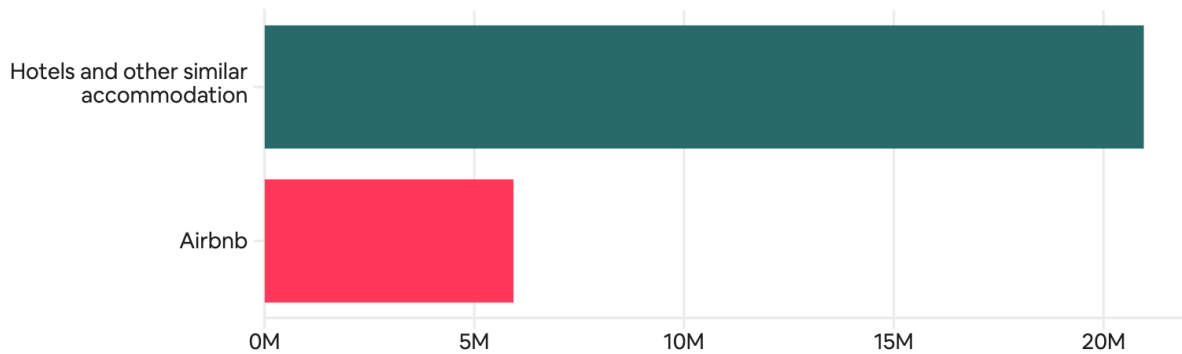


Figure: Increase in annual guest nights in Paris from 2021 to 2023. Airbnb STR guest nights computed by mapping listings to the NUTS3 Paris urban area as per Eurostat.

Meanwhile, the pipeline of hotel development continues. As of 2023, 80 new hotels and 4,676 additional rooms were planned in Greater Paris to meet the growing tourist demand.<sup>36</sup>

### Airbnb provides dispersed, flexible capacity during large events like the Summer Olympics

Short-term rentals in Paris offer flexible capacity to address increased demand at popular times or for major events. In 2024, the Summer Olympics brought close to 11 million visitors to the Greater Paris metropolitan areas. Listings on Airbnb were critical for housing this visitor spike. Listings grew by 87% between February and August 2024, providing accommodation for close to 700,000 guests. These stays yielded approximately \$170 million in revenue for local hosts, with a total economic impact of more than \$1 billion for the French economy supporting 6500 full-time equivalent jobs in the country. Moreover, accommodations on Airbnb during the Olympic Games brought geographically dispersed benefits. They were spread out across 99% of

<sup>36</sup> Source: Paris je t'aime, Tourism in Paris - 2023 Key Figures, [https://events.parisinfo.com/adherents/le-tourisme-a-paris\\_chiffres-cles\\_2023.pdf](https://events.parisinfo.com/adherents/le-tourisme-a-paris_chiffres-cles_2023.pdf)

postal codes in Île-de-France, compared to hotels which were concentrated in only 50%.<sup>37</sup>

## **Short-term rental restrictions have been ineffective at managing tourist flows**

Short-term rentals have been regulated in Paris since 2018, but since then overtourism concerns have only grown. Meanwhile, short-term rental supply offers an affordable accommodation option for tourists, and a source of income for local hosts. The average nightly rate for a studio or one-bedroom short-term rental on Airbnb was \$173 per night in January 2025.<sup>38</sup> By contrast, the average hotel nightly price has continued to increase in recent years, reaching \$369 in January 2025,<sup>39</sup> and even surpassing \$800 during the first nights of the Paris Olympics.<sup>40</sup>

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<sup>37</sup> Source: Deloitte report on the estimated economic impact of Airbnb during the Paris Games: [https://news.airbnb.com/wp-content/uploads/sites/4/2023/04/Rapport-Deloitte\\_Contributions-economiques-et-sociales-dAirbnb-en-France-lors-des-Jeux-Olympiques-et-Paralympiques-de-Paris-2024.pdf](https://news.airbnb.com/wp-content/uploads/sites/4/2023/04/Rapport-Deloitte_Contributions-economiques-et-sociales-dAirbnb-en-France-lors-des-Jeux-Olympiques-et-Paralympiques-de-Paris-2024.pdf)

<sup>38</sup> Entire homes, with a capacity of at most 4 people and for stay durations of at most 7 nights.

<sup>39</sup> Source: Smith Travel Research, <https://str.com/press-release/mix-events-drove-paris-room-rates-january-high>

<sup>40</sup> Source: Smith Travel Research, <https://str.com/press-release/summer-olympics-drove-paris-room-rates-all-time-highs>

## Case study: Barcelona

### Highlights

- Hotels and other similar accommodation establishments (e.g., hostels, serviced apartments) provide the vast majority of tourist accommodation in Barcelona. Of the 40 million tourist nights spent in Barcelona in 2023, 72% were spent in hotels and other similar accommodations.<sup>41</sup>
- Short-term rentals provide much needed flexible capacity during higher demand seasons, without the need for building additional hotels. Listings are spread out across the city; hotels and other similar accommodation establishments are concentrated in the Old Town.
- Barcelona's short-term rental restrictions have reduced access to affordable and family-friendly accommodation options as tourism inflows continued to grow, along with hotel prices.

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<sup>41</sup> Source: Eurostat data on nights stayed at tourist accommodation establishments and nights stayed at short-stay accommodation offered collaborative online platforms. Eurostat data tables tour\_occ\_ninc and tour\_ce\_oarc for the Barcelona metro area.

## Tourist stays are predominantly in hotels or other similar accommodations

In 2023, over 40 million tourist nights were spent in the Barcelona metropolitan area. The vast majority of these, over 72%, were stays in hotels and other similar accommodation establishments (e.g., hostels, serviced apartments).<sup>42</sup> Hotels and other similar accommodations account for roughly 4 times the number of tourist nights as Airbnb.



**Hotels** and other similar accommodations account for more than

# 4 times

as many guest nights as **Airbnb** in **Barcelona**

In addition to overnight visitors, day trippers and cruise ship passengers add significant numbers to tourist volumes. Across Catalonia, 8.5 million day trippers were recorded in 2024. The port of Barcelona reported 3.59 million cruise ship passengers in 2024.<sup>43</sup>

The recent growth in overnight tourist stays in Barcelona is largely due to added nights in hotels and other similar accommodation establishments. Between 2021 and 2023 as Barcelona rebounded from COVID, annual guest nights increased by more

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<sup>42</sup> See previous footnote.

<sup>43</sup> Source: Statistical Institute of Catalonia, <https://www.idescat.cat/indicadors/?id=aec&n=10531&lang=en>. MedCruise <https://www.medcruise.com/port-members>.

than 21 million. Hotels and other similar accommodation accounted for 17 million of this increase (71%).<sup>44</sup>

### Increase in Annual Guest Nights in Barcelona from 2021 - 2023

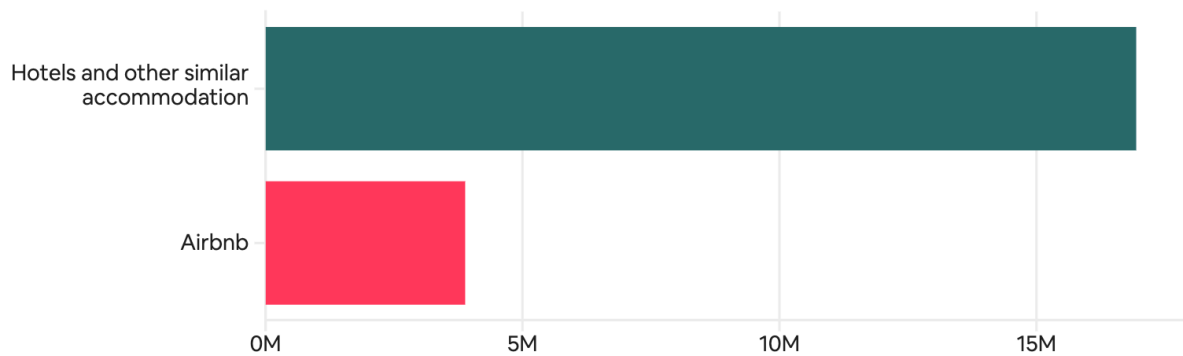


Figure: Increase in annual guest nights in Barcelona from 2021 to 2023. Source: Airbnb and Eurostat data.

Even as short-term rental activity is restricted, the city is building new hotels to accommodate the increase in visitors. While the Mayor of Barcelona has said a clampdown on Airbnb is necessary to address overtourism in the city, he has also said there is still a potential for 5,000 hotel rooms to be opened in the city, and another 15,000 in the metropolitan area, which “will be boosted by the end of short-term rentals.”<sup>45</sup>

# 72%

of tourist nights in Barcelona were spent in hotels or similar similar accommodation establishments in 2023

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<sup>44</sup> Source: Eurostat

<sup>45</sup> Source: el Diario,

[https://www.eldiario.es/catalunya/collboni-dice-barcelona-potencial-5-000-plazas-hoteleras\\_1\\_11489252.html](https://www.eldiario.es/catalunya/collboni-dice-barcelona-potencial-5-000-plazas-hoteleras_1_11489252.html)

The push for building new hotels mirrors the situation across the rest of Spain. Across Spain, authorities have approved 800+ new hotel projects, adding 75,000 new hotel rooms across the country by 2026 - typically in busy cities and tourist hot spots.<sup>46</sup>

## **Airbnb provides dispersed seasonal flexible capacity and accommodation options in outer neighborhoods**

Short-term rentals like Airbnb provide additional accommodation capacity during high-demand periods. This capacity makes space available without the need to build additional hotels. While additional hotel rooms may stay vacant during the low season, short-term rentals can be flexibly brought online in the high season or during major events to accommodate surges in demand.

In Barcelona, many listings on Airbnb bring guests to less visited neighborhoods, including the outer neighborhoods of the city. Meanwhile, hotels tend to be concentrated in and around the city center, at levels that dwarf Airbnb listings. A third of hotel beds in Barcelona (22,375 units) are concentrated in Old Town, compared to just 3,253 beds of short-term rentals in that area.<sup>47</sup> Many of the outer neighborhoods lack hotel presence: 19 of the city's 72 neighborhoods do not have a single hotel option.<sup>48</sup>

## **Short-term rental restrictions have been ineffective at managing tourist flows**

Short-term rentals have been regulated in Barcelona since 2014, leading to a sharp reduction in the number of short-term rental listings. From August 2020 to November 2024 total short-term rental listings in Barcelona decreased by close to 44%.<sup>49</sup> At the

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<sup>46</sup> Source: Cinco Días, <https://cincodias.elpais.com/companias/2024-08-07/el-bum-turistico-impulsa-proyectos-para-800-hoteles-con-mas-de-76000-habitaciones-en-espana.html>

<sup>47</sup> Observatori del Turisme a Barcelona 2023: This refers to the sum of number of hotel, hostel and pension beds in Ciutat Vella (page 7, 10 and 13) vs number of STR beds in Ciutat Vella (page 16).

<sup>48</sup> Source: OpenStreetMaps.

<sup>49</sup> Source: Instituto Nacional de Estadística, <https://www.ine.es/jaxiT3/Tabla.htm?t=39363>

same time, annual guest nights recorded in Barcelona increased from 32.6 million in 2018 to 37.4 million in 2024.<sup>50</sup>

The remaining short-term rental supply continues to offer an affordable accommodation option for tourists, and a source of income for local hosts. The average nightly rate for a studio or one-bedroom short-term rental on Airbnb was \$169 per night in the first two months of 2025.<sup>51</sup> By contrast, the average hotel nightly rate in Barcelona exceeded \$200 in the first quarter of this year, having increased by 35% between 2019 and early 2025.<sup>52</sup>

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<sup>50</sup> Informe de l'activitat turística, 2018 (page 120) and 2024 (page 72)

<sup>51</sup> Entire homes, with a capacity of at most 4 people and for stay durations of at most 7 nights; Airbnb internal data.

<sup>52</sup> Source: Smith Travel Research,  
<https://str.com/sites/default/files/global-hotel-study-report-2019-2020.pdf> and  
<https://str.com/press-release/barcelona-room-rates-jumped-march>

## Case study: Rome

### Highlights

- Rome continues to be a very popular travel destination, with close to 50 million guest nights spent in the city in 2023; of these the vast majority (75%) were spent in hotels or other similar accommodation establishments.<sup>53</sup>
- Short-term rentals like Airbnb provide crucial flexible capacity during large events, including supporting the influx of pilgrims during the 2025 Jubilee.<sup>54</sup>
- Listings on Airbnb offer affordable accommodation options for families traveling together, especially at a time when hotel prices are growing rapidly.

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<sup>53</sup> Source: Eurostat data on nights stayed at tourist accommodation establishments and nights stayed at short-stay accommodation offered collaborative online platforms. Eurostat data tables tour\_occ\_ninc and tour\_ce\_oarc for Rome. See appendix for details on methodology.

<sup>54</sup> Source: Airbnb, “Airbnb and Vatican Collaborate to Host Pilgrims for 2025 Jubilee,” <https://news.airbnb.com/it/airbnb-and-vatican-collaborate-to-host-pilgrims-for-2025-jubilee/>

## Tourist stays are predominantly in hotels or other similar accommodations

In 2023, almost 50 million guest nights were spent in Rome. Of these, 75% were stays in hotels or other similar accommodation establishments.<sup>55</sup> Hotels and other similar accommodations account for roughly 5 times the number of tourist nights as Airbnb.



**Hotels** and other similar accommodations account for more than

# 5 times

as many guest nights as **Airbnb** in **Rome**

Moreover, the same Eurostat data shows that the vast majority of the increase in nights stayed is due to hotels and other similar accommodation establishments. Between 2021 and 2023 as Rome rebounded from COVID, annual guest nights increased by nearly 38 million, with stays in hotels and other similar accommodations making up 75% of this increase.<sup>56</sup>

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<sup>55</sup> Source: Eurostat

<sup>56</sup> Source: Eurostat

## Increase in Annual Guest Nights in Rome from 2021 - 2023

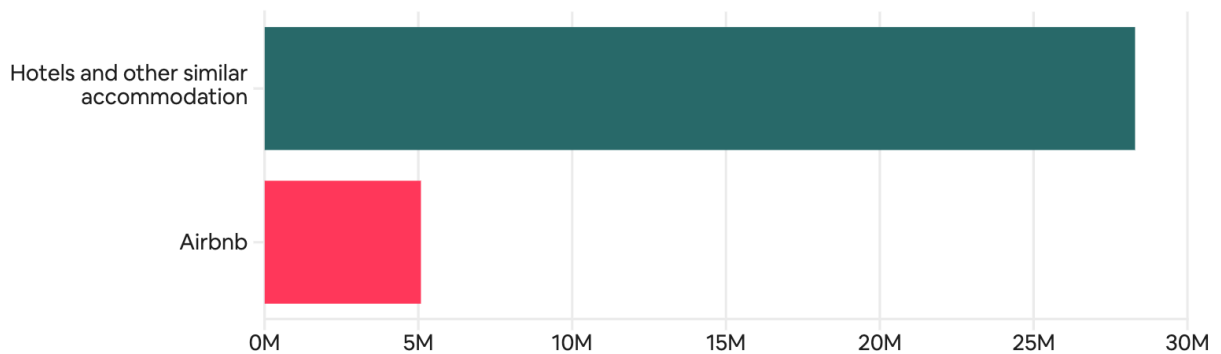


Figure: Increase in annual guest nights in Rome from 2021 to 2023. Source: Airbnb and Eurostat data.

## Seasonal and event dispersed flexible capacity

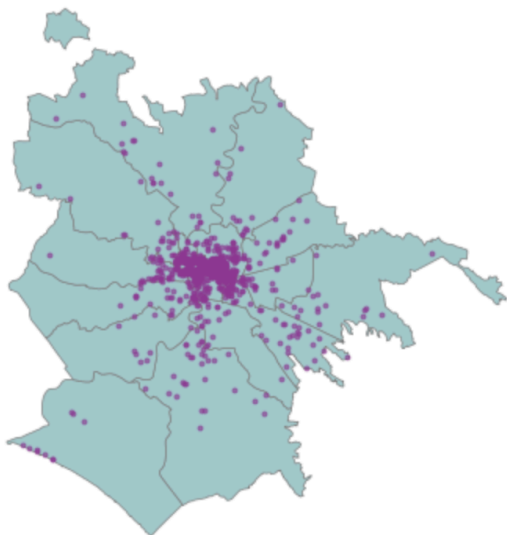
Short-term rentals provide flexible capacity to accommodate higher visitor numbers during major events. Hotels end up having higher vacancy rates outside of these high demand times, whereas many local hosts choose to host visitors only when this capacity is most needed.

For instance, in 2025 35 million visitors are expected in Rome for the Jubilee.<sup>57</sup> Short-term rentals will be a pivotal lever to provide accommodation capacity for this event. Visitors can be housed throughout the city, not just in the historical center, and economic benefits can flow to the local hosts rather than large hotel operators. The majority of hotels in Rome are located in the central district, offering limited capacity for dispersed surge capacity (as shown in the next figure).

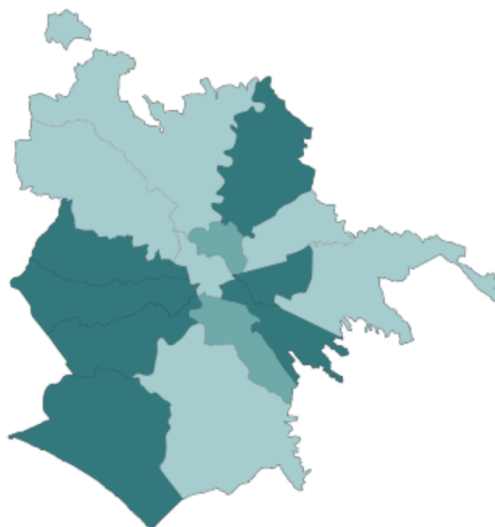
<sup>57</sup> Eurocities, <https://eurocities.eu/stories/rome-prepares-for-the-jubilee-of-hope-in-2025/>

## Hotel concentration in Rome's central district

Distribution of hotels and other similar accommodation in Rome



Heatmap of Airbnb short-term rentals relative to hotels (and other similar accommodations)



*Left panel: each hotel or similar tourist accommodation building is depicted as a purple dot. Right panel: Neighborhoods in darker shades have a higher ratio of Airbnb listings to hotels. The graph depicts that Airbnb has relatively more short-term rental listings in neighborhoods outside the city center. Source: OpenStreetMap and Airbnb internal data.*

## Short-term rentals provide affordable accommodation options for families

Short-term rentals provide affordable accommodation options, especially for larger families who would otherwise require multiple hotel rooms. The average nightly rate for a studio or one-bedroom short-term rental on Airbnb was \$179 per night in 2024.<sup>58</sup> Short-term rentals can help ensure that the increasing popularity of

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<sup>58</sup> Entire homes, with a capacity of at most 4 people and for stay durations of at most 7 nights; Airbnb internal data.

destinations like Rome does not lock out families facing rising hotel prices. From 2019 to 2023, Rome's average daily hotel rates surged by 52%.<sup>59</sup>

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<sup>59</sup> Source: PWC, Italian Hospitality Market Snapshot 2024,  
<https://www.pwc.com/it/en/publications/assets/docs/hospitality-market-snapshot-italy-2024.pdf>

## Case study: Madrid

### Highlights

- Close to 35 million guest nights were spent in Madrid in 2023; of these the vast majority (73%) were spent in hotels or other similar accommodation establishments.
- Short-term rentals like Airbnb can provide flexible capacity during high demand periods or major events.
- Listings on Airbnb offer affordable accommodation options for families traveling together; the average hotel room rate in Madrid is significantly higher than that of an average one-bedroom on Airbnb.

## Tourist stays are predominantly in hotels or other similar accommodation establishments

In 2023, close to 35 million guest nights were spent in Madrid.<sup>60</sup> The vast majority of these (73%) were spent in hotels or other similar accommodation establishments (e.g., hostels, serviced apartments).<sup>61</sup> Hotels and other similar accommodations account for roughly 5 times the number of tourist nights as Airbnb.



**Hotels** and other similar accommodations account for more than

# 4 times

as many guest nights as **Airbnb** in **Madrid**

Moreover, the same Eurostat data shows that between 2021 and 2023 as Madrid rebounded from COVID, annual guest nights increased by over 19 million. The vast majority (over 68%) of this increase was due to stays in hotels or other similar accommodations.<sup>62</sup>

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<sup>60</sup> Source: Eurostat data on nights stayed at tourist accommodation establishments and nights stayed at short-stay accommodation offered collaborative online platforms. Eurostat data tables tour\_occ\_ninc and tour\_ce\_oarc for Madrid. See appendix for more details on methodology.

<sup>61</sup> Source: Eurostat data tables tour\_occ\_ninc and tour\_ce\_oarc for Madrid. See appendix for more details on methodology.

<sup>62</sup> Source: Eurostat data tables tour\_occ\_ninc and tour\_ce\_oarc for Madrid. See appendix for more details on methodology.

## Increase in Annual Guest Nights in Madrid from 2021 - 2023

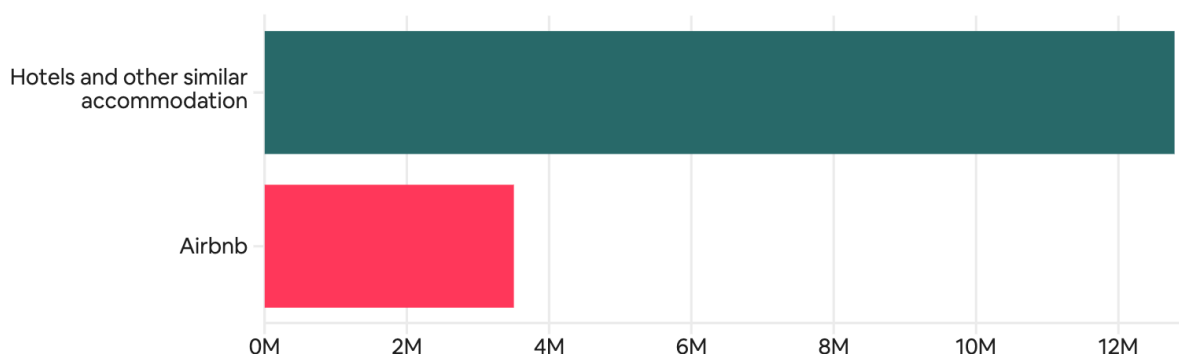


Figure: Increase in annual guest nights in Madrid from 2021 to 2023. Airbnb STR guest nights were computed using internal data, for the Madrid urban area defined by Eurostat.

## Short-term rentals provide dispersed seasonal flexible capacity

Short-term rentals provide flexible capacity to accommodate higher visitor numbers during peak demand months and events. Short-term rental capacity increases to accommodate higher demand without the need to build new hotels that would have high vacancy outside peak periods.

Despite the fact that Madrid hotels already see high vacancy rates in the off-season, there is a pipeline of around 2,300 new hotel rooms entering the market in the next four years, representing 5% of the existing supply.<sup>63</sup> Short-term rentals can offer flexible capacity using the current accommodation supply, without the cost of high off-season vacancies in tourist dedicated accommodation.

## Short-term rentals provide affordable accommodation options for families

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<sup>63</sup> Source: HVS, “Madrid Market Pulse 2024 - Smashing the Rate Ceiling”  
<https://www.hvs.com/article/9987-madrid-market-pulse-2024-smashing-the-rate-ceiling>

Short-term rentals provide affordable accommodation options, especially for larger families who would otherwise need multiple hotel rooms. The average nightly rate for a studio or one-bedroom short-term rental on Airbnb was \$135 per night in 2024.<sup>64</sup> By contrast, the Madrid average nightly hotel rate reached over \$180 in 2024.<sup>65</sup> Moreover, hotel rates in Madrid between 2019 and 2024 have increased by 26%.<sup>66</sup> Short-term rentals can help ensure that the increasing popularity of Madrid does not lock out families from visiting the city.

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<sup>64</sup> Entire homes, with a capacity of at most 4 people and for stay durations of at most 7 nights; Airbnb internal data.

<sup>65</sup> Cushman Wakefield,

<https://www.cushmanwakefield.com/en/spain/news/2025/02/spain-hotel-revpar-2024-record>

<sup>66</sup> Calculated from annual ADR estimates from Cushman Wakefield

(<https://www.cushmanwakefield.com/en/spain/news/2025/02/spain-hotel-revpar-2024-record>) and the 2019 Madrid Tourism Report

([https://www.madrid-destino.com/sites/default/files/2020-04/MadridDestino19\\_interactivo\\_eng3.pdf](https://www.madrid-destino.com/sites/default/files/2020-04/MadridDestino19_interactivo_eng3.pdf)). Both reports use Smith Travel Research as their primary source for hotel pricing data.

# Methodological Appendix

## Eurostat Datasets

Data on aggregate guest nights used throughout the report come from Eurostat.

Tables [tour\\_occ\\_nim](#) and [tour\\_occ\\_ninc](#) contain data on hotels and other collective tourist accommodation establishments, sourced from sample surveys or census of accommodation establishments from business registers of member states reporting to Eurostat. The establishments that report this tourist data fall under the Eurostat NACE REV.2 classification Section I, Division 55. This classification (I55) is divided into three categories:

(I551) hotels and similar establishments, defined as: “This class includes the provision of accommodation, typically on a daily or weekly basis, principally for short stays by visitors. This includes the provision of furnished accommodation in guest rooms and suites. Services include daily cleaning and bed-making. A range of additional services may be provided such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, recreational facilities as well as conference and convention facilities.”<sup>67</sup> This class includes accommodation provided by hotels (including similar, for instance operating under the name 'bed & breakfast'), resort hotels, suite/apartment hotels, motels.

(I552) stays in holiday and short-stay accommodations, defined as “the provision of accommodation, typically on a daily or weekly basis, principally for short stays by visitors, in self-contained space consisting of complete furnished rooms or areas for living/dining and sleeping, with cooking facilities or fully equipped kitchens. This may take the form of apartments or flats in small free-standing multi-storey buildings or clusters of buildings, or single storey bungalows, chalets, cottages and cabins. Very minimal complementary services, if any, are provided.”<sup>68</sup> This category includes children and other holiday homes, visitor flats and bungalows, cottages and cabins without housekeeping services, youth hostels and mountain refuges.

(I553) camping grounds, recreational vehicle parks and trailer parks, defined as including “provision of accommodation in campgrounds, trailer parks, recreational camps and fishing and hunting camps for short stay visitors; provision of space and facilities for recreational

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<sup>67</sup>

[https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Hotels\\_and\\_similar\\_accommodation](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Hotels_and_similar_accommodation)

<sup>68</sup>

[https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Holiday\\_and\\_other\\_short-stay\\_accommodation](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Holiday_and_other_short-stay_accommodation)

vehicles,”<sup>69</sup> as well as “accommodation provided by protective shelters or plain bivouac facilities for placing tents and/or sleeping bags”<sup>70</sup>

Tables [tour ce omr](#) and [tour ce oarc](#) contain short-term rental guest nights reported to Eurostat by four online platforms (Airbnb, Booking.com, Expedia, Tripadvisor). These guest nights exclude hotel nights booked on these online platforms, and would correspond most closely to category (I552) described above, though the level of overlap is uncertain.<sup>71</sup>

In this report, 2024 EU-level data is the aggregated total for EU-27 of the monthly nights stayed data in tables [tour occ nim](#) and [tour ce omr](#). References to guest nights at the city / metro area level is from the annual Eurostat tables [tour occ ninc](#) and [tour ce oarc](#), and only goes through 2023 because these tables did not yet offer complete 2024 data as of the release of this report.

### **Merging the two data sets.**

The two categories of data tables described above (similar accommodation establishments versus platform short-term rental data) come from two separate data collection efforts, as detailed in each table’s methodology. To obtain the total overnight tourist stays in each city or country, we merge the table corresponding to the similar establishments and the table corresponding to the short-term rental data according to the assumptions below.

An important consideration when doing this merging is whether there may be any double-counting of nights across these two tables. Eurostat [notes](#) that some tourism “service providers that are captured via the footprint they leave on the platform on which they advertise their property, may also already be included in the sample of the NSIs for the surveys on tourist accommodation.” This means that some tourism operators that are present on online platforms (and therefore have their nights booked enter the short-term rental reported nights) may also be included in category I552 of the similar establishment data.

While we cannot exclude such cases existing, we estimate that they would be relatively limited, as the entire Eurostat effort to collect short-term rental data was motivated by the observation that “small market players were often not included in business or tourism registers,”<sup>72</sup> and hence absent from category I552. Moreover, the same methodological note

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<sup>69</sup>

[https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Camping\\_grounds\\_recreational\\_vehicle\\_parks\\_and\\_trailer\\_parks](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:Camping_grounds_recreational_vehicle_parks_and_trailer_parks)

<sup>70</sup> See footnote 56.

<sup>71</sup>

<https://ec.europa.eu/eurostat/documents/7894008/12961561/CETOUR-Methodological-note.pdf/1de049f-5612-1b47-c7ce-75eacaf49790?t=1624886311053>

<sup>72</sup>

<https://ec.europa.eu/eurostat/documents/7894008/12961561/CETOUR-Methodological-note.pdf/1de049f-5612-1b47-c7ce-75eacaf49790?t=1624886311053>, page 1

mentions that establishments with fewer than 20 beds may be excluded from the collection of statistics for the I552 category: “Member States can opt to limit the scope of observation to establishments having at least 10 bed places (or 20 bed places for smaller tourism countries).”

We take as the baseline scenario for our merging of the two datasets that the double-counting of category I552 nights and short-term rental nights is insignificant. We therefore sum the nights reported in the two tables. We compute the reported percent of paid tourist nights in hotels and other similar accommodation as the total number of nights reported in “occ” tables for the respective country / city divided by the sum of nights reported in the “occ” and “ce” tables.

We also present an alternative scenario here in which we allow for some double-counting of nights, wherein we effectively adjust the I552 nights downwards. At the extreme of this scenario, we eliminate I552 nights completely from the calculation. We do this for table [tour\\_occ\\_nim](#), and we also eliminate all nights in category I553 as being less similar to hotels. We can then compute the percentage of hotel tourist nights out of total Hotels+short-term rental tourist nights as: all nights reported in category I551 in EU-27 divided by the sum of nights reported in category I551 in [tour\\_occ\\_nim](#) and the short-term rental nights reported for EU-27 in [tour\\_ce\\_omr](#). This yields a share of 69% for hotels and similar (category I551).

For city level data, the data in table [tour\\_occ\\_ninc](#) provides the aggregate I55 category (consisting of the sum of I551, I552, and I553), but it does not allow the disaggregation into the three separate categories. We therefore compute the alternative scenario by assuming that y% of short-term rental nights from [tour\\_ce\\_oarc](#) (where y is between 0 and 100) are double-counted in the I55 numbers of table [tour\\_occ\\_ninc](#). We therefore apply the following formula for computing the percentage of hotel and other similar accommodation establishments:

percentage\_hotels\_and\_other\_similar = (I55 reported nights - y% X [tour\\_ce\\_oarc](#) nights) / (I55 reported nights - y% X [tour\\_ce\\_oarc](#) nights + [tour\\_ce\\_oarc](#) nights).

This calculation yields the following ranges for the top 10 cities (with y ranging from 100% to 0%):

Paris:	72% – 78%
Rome:	66% – 75%
Barcelona:	61% – 72%
Madrid:	63% - 73%
Berlin:	90% – 91%
Lisbon:	45% – 65%
Milan:	57% – 70%
Amsterdam:	95% – 95%
Vienna:	65% – 74%
Prague:	72% – 78%
<b>Aggregate:</b>	<b>70% - 77%</b>

