

# Short-stay accommodation offered via online collaborative economy platforms

Statistics Explained

*Data extracted in July 2024  
Planned article update: July 2025*

EXPERIMENTAL

## Highlights

**" In 2023, almost 719 million nights were booked via collaborative economy platforms – an increase of more than 20%. "**

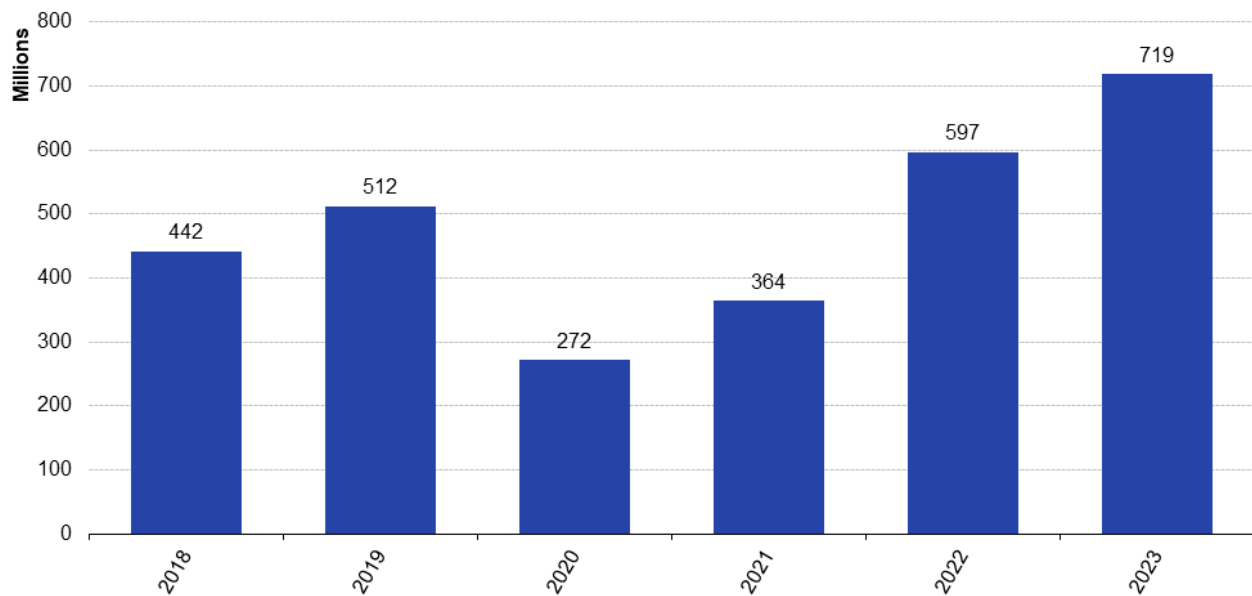
**" In 2023, Paris was again the most popular city - almost 20 million guest nights were booked there via online platforms. "**

The collaborative economy had a significant impact on the tourist accommodation market in the past decade. Online platforms make it easier for service providers to advertise their rooms or apartments to potential guests and this easier access to the market, for owners as well as for guests, increased the attention for this segment of the market. [An agreement](#) between the European Commission and four large online collaborative economy platforms (Airbnb, Booking, Expedia Group and Tripadvisor), signed in March 2020, allows Eurostat to compare guest nights spent in short-stay accommodation offered via online platforms from 2018 onwards. The expression 'platform tourism', refers to short-term rentals, such as apartments, booked through these four platforms, excluding other forms of accommodation, such as hotels or campsites. The Covid-19 pandemic had major impacts on all sectors of tourism between 2020 and 2022, but platform tourism has rebounded and is exceeding pre-pandemic levels. This fast growth continued in 2023. This article focuses on national, regional and city level data on guest nights spent in 2023. A separate [article focusing on the impact of the pandemic](#) is available as well. Finally, a [shorter article focusing on monthly data](#) which is updated quarterly is also available. In 2023, 719 million guest nights were spent in accommodation booked via the four online platforms, compared with 597 million in 2022 and 364 million in 2021. This means that the fast growth observed in 2022 continued in 2023, with a growth of around 20.5% compared with the previous year (see Figure 1). The number of guest nights was far above pre-pandemic levels (512 million guest nights in 2019).

**In 2023, almost 2 million tourists per night slept in a bed booked via the platforms**

## Annual guest nights in the EU, 2018-2023, millions

Nights spent in short-stay accommodation booked via online platforms



Source: Eurostat tour\_ce\_omr

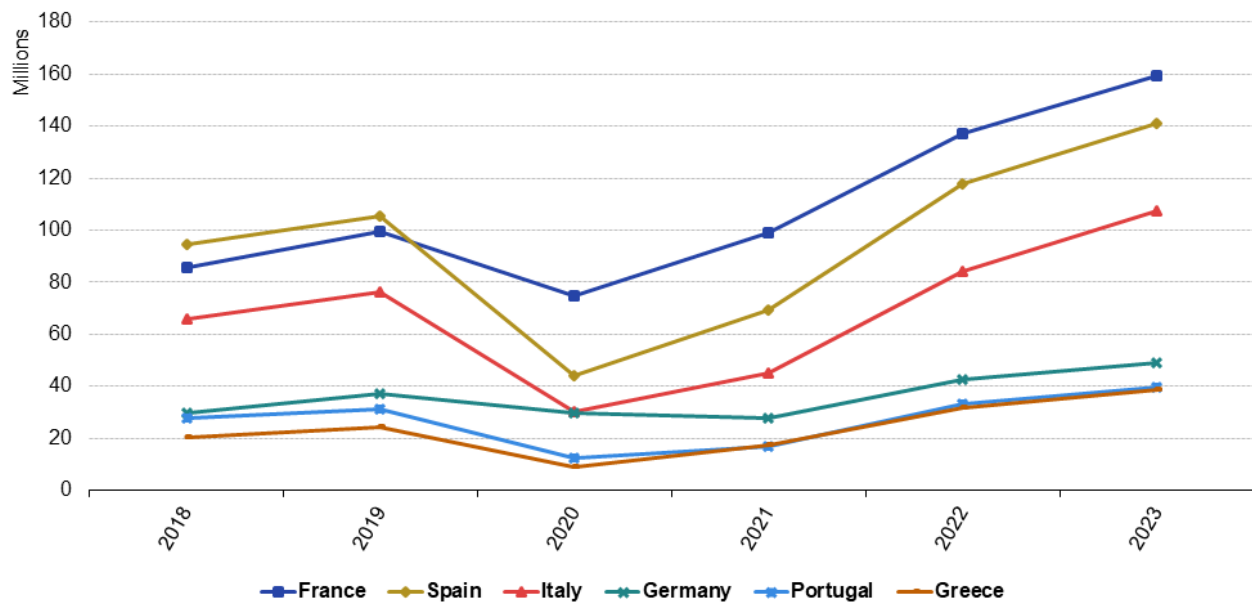
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**Figure 1: Annual guest nights spent in short-stay accommodation booked via online platforms in the EU, 2018-23, (millions) Source: Eurostat (tour\_ce\_omr)**

In 2023, almost 719 million guest nights spent in the [European Union \(EU\)](#) were booked via the four online platforms, (see Table 1 and Figure 1), or on average 1.97 million guests each day. The number of guest nights takes into account the number of nights spent during a stay and the number of tourists in the travel party. The concept is similar to the ' [nights spent at tourist accommodation establishments](#) ' generally used in official tourism statistics, and will be the focal volume indicator in this article. Almost one-quarter of these nights were spent in France (159 million guest nights), followed by Spain (141 million). Italy (107 million guest nights), Germany (49 million) and Portugal (40 million) complete the top five. Additional countries with over 10 million guest nights recorded in 2023 were Greece (38 million), Croatia (34 million guest nights), Poland (33 million), Austria (21 million), Belgium (11 million) and the Netherlands (10 million).

## Annual guest nights in popular EU destination countries, 2018-2023

Nights spent in short-stay accommodation booked via online platforms



Source: Eurostat tour\_ce\_omr

eurostat

**Figure 2: Annual guest nights spent in short-stay accommodation booked via online platforms in popular destination countries, 2018-23, millions** Source: Eurostat (tour\_ce\_omr)

After the pre-pandemic record year of 2019 with 512 million guest nights spent, the pandemic led to a huge contraction by 47% in 2020 (272 million), followed by the beginnings of a recovery in 2021 (364 million; +34%). In 2022, the pre-pandemic baseline was exceeded for the first time (597 million; +64%). In 2023, the growth continued at a very fast level (719 million; +21%). This general trend in the years following the pandemic remains true when looking at the most popular countries (see Figure 2). Particularly year-to-year growth exceeding the total EU growth can be observed in Italy (+27.5%) and Greece (+21.6%). In countries such as France and Germany, which experienced a smaller dip during the pandemic compared with other countries, growth in 2023 has been less pronounced (+16.0% in both countries).

Annual number of guest nights and stays at short-stay accommodation offered via collaborative economy platforms, by origin (domestic vs. international), 2023

	Number of guest nights			Number of stays		
	Total	Domestic	International	Total	Domestic	International
<b>EU</b>	<b>718 984 723</b>	<b>272 660 056</b>	<b>446 324 667</b>	<b>65 745 074</b>	<b>30 411 546</b>	<b>35 333 528</b>
Belgium	11 074 324	3 374 102	7 700 222	1 097 636	312 893	784 743
Bulgaria	3 882 287	1 293 306	2 588 981	400 064	176 333	223 731
Czechia	8 876 511	2 456 388	6 420 123	972 240	338 837	633 403
Denmark	6 118 000	1 349 062	4 768 938	557 032	160 762	396 270
Germany	49 278 441	34 020 970	15 257 471	5 016 470	3 568 287	1 448 183
Estonia	1 482 227	514 517	967 710	241 321	113 639	127 682
Ireland	6 474 664	1 762 519	4 712 145	688 703	195 231	493 472
Greece	38 446 318	5 488 848	32 957 470	3 279 200	802 568	2 476 632
Spain	141 056 225	52 534 357	88 521 868	10 169 047	4 663 035	5 506 012
France	159 111 370	97 558 978	61 552 392	15 671 282	10 664 864	5 006 418
Croatia	34 499 004	1 784 801	32 714 203	2 440 482	268 283	2 172 199
Italy	107 273 361	28 577 047	78 696 314	10 074 082	3 321 645	6 752 437
Cyprus	5 355 054	506 163	4 848 891	290 627	49 633	240 994
Latvia	1 537 643	372 610	1 165 033	228 428	86 503	141 925
Lithuania	2 063 077	1 013 279	1 049 798	355 555	203 841	151 714
Luxembourg	428 157	32 499	395 658	51 397	2 858	48 539
Hungary	9 754 503	1 454 278	8 300 225	1 080 704	233 530	847 174
Malta	4 144 261	167 861	3 976 400	223 834	11 504	212 330
Netherlands	10 043 743	2 461 203	7 582 540	967 331	301 881	665 450
Austria	20 903 913	1 961 098	18 942 815	1 595 397	236 222	1 359 175
Poland	32 740 350	19 144 541	13 595 809	4 249 057	2 782 698	1 466 359
Portugal	39 523 891	5 281 627	34 242 264	3 022 625	458 086	2 564 539
Romania	7 607 941	3 874 276	3 733 665	1 127 281	665 716	461 565
Slovenia	3 482 560	262 492	3 220 068	394 733	39 036	355 697
Slovakia	3 118 891	973 086	2 145 805	377 298	149 705	227 593
Finland	4 327 709	2 273 816	2 053 893	603 873	386 333	217 540
Sweden	6 380 298	2 166 332	4 213 966	569 375	217 623	351 752
Iceland	2 427 638	82 326	2 345 312	359 586	12 620	346 966
Liechtenstein	22 486	152	22 334	3 236	16	3 220
Norway	6 426 851	2 034 170	4 392 681	753 837	230 210	523 627
Switzerland	8 886 633	2 644 764	6 241 869	879 327	255 968	623 359

Source: Eurostat (online data code: tour\_ce\_omr)

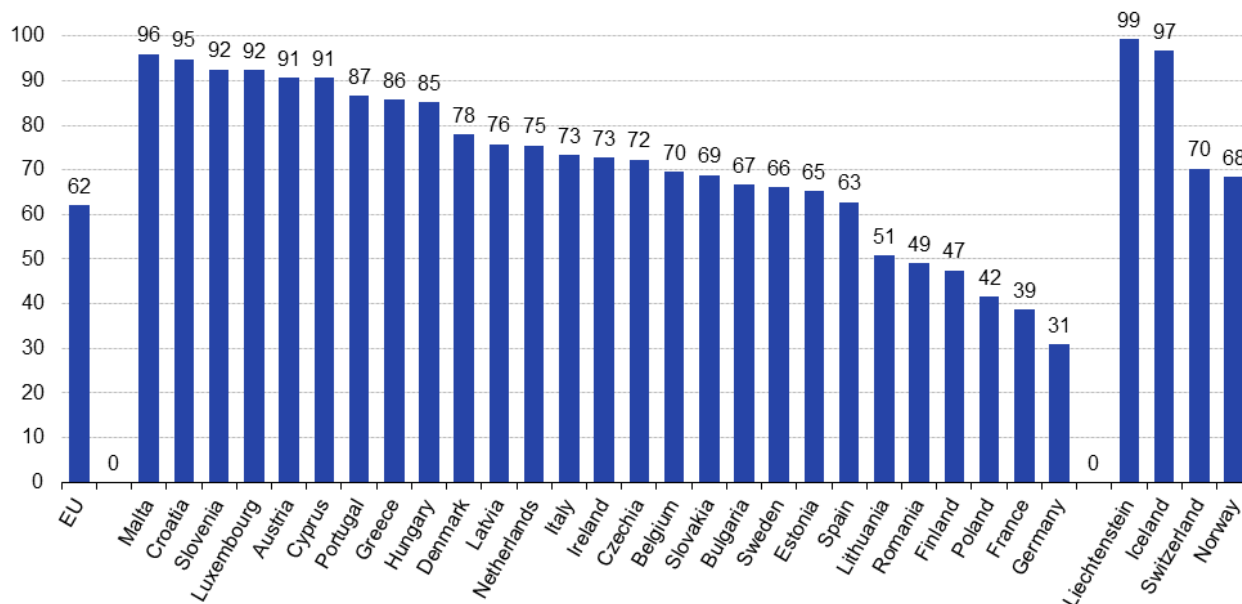


**Table 1: Annual number of guest nights and stays at short-term accommodation booked via online platforms, by origin, 2023** Source: Eurostat (tour\_ce\_omr)

In the EU, 6 out of every 10 guest nights were spent by a tourist from another country (446 million guest nights, or 62.1%). However, this share has decrease when compared with pre-pandemic times (67% in 2019) and is recovering only slowly (59.9% in 2022). In 8 out of the 31 EU and EFTA countries in the analysis, the share of international guest nights exceeded 90% (see Table 1 and Figure 3). In 3 countries, Liechtenstein, Iceland, and Malta, the international share was more than 95%.

### Share of international guest nights in total, 2023, %

Nights spent in short-stay accommodation booked via online platforms



Source: Eurostat tour\_ce\_omr

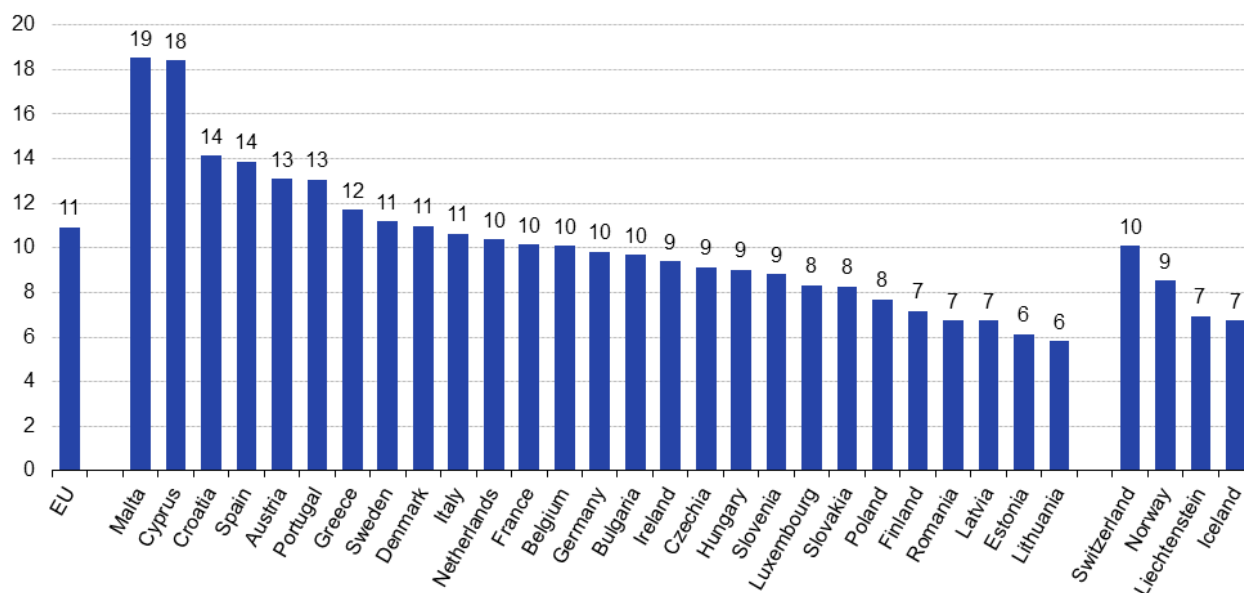


**Figure 3: Share of annual international guest nights spent in short-stay accommodation booked via online platforms in total, 2023, (%) Source: Eurostat (tour\_ce\_omr)**

Looking at another indicator, the 719 million guest nights spent in the EU during 2023 represented 66 million stays (see Table 1). Stays correspond to the number of individual bookings of short-term rental accommodation, not taking into account the length of the stay. This means that each minute, around 125 stays were booked and each day more than 180 000. The highest number of stays were recorded in France (15.6 million stays), Spain (10.2 million stays) and Italy (10.1 million stays). These 3 countries accounted for more than half of the total number of stays in 2023.

## Average number of guest nights per stay, 2023, nights

Nights spent in short-stay accommodation booked via online platforms



Source: Eurostat tour\_ce\_omr

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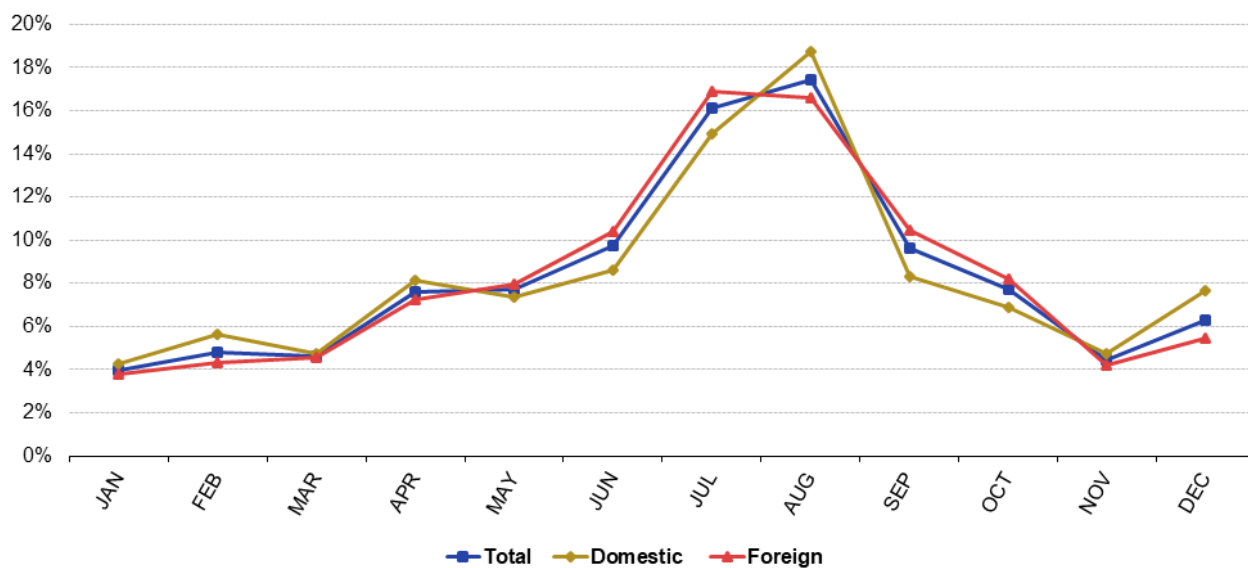
**Figure 4: Average number of guest nights spent in short-stay accommodation booked via online platforms per stay, 2023, (nights) Source: Eurostat (tour\_ce\_omr)**

On average in the EU, throughout 2023, one booking or stay represented 10.9 guest nights (see Figure 4). The highest number of guest nights per stay (not to be confused with the average duration of the stay, which does not take into account the number of guests) was observed in the southern countries Malta (19 guest nights per stay), Cyprus (18 nights), Croatia, Spain (14 nights) and Portugal (13 nights), as well as in Austria (13 nights). At the other end of the spectrum, a stay at a destination in Estonia or Lithuania, led to, on average, no more than 6 guest nights. Over time, the average length of stays has stayed more or less constant over time, notwithstanding a minor bump during the pandemic (11.2 in 2018; 11.7 in 2020).

## More than 1 in 3 guest nights were spent in the peak months July and August

### Monthly distribution of guest nights, by guest origin, EU, 2023, %

Nights spent in short-stay accommodation booked via online platforms



Source: Eurostat tour\_ce\_omr

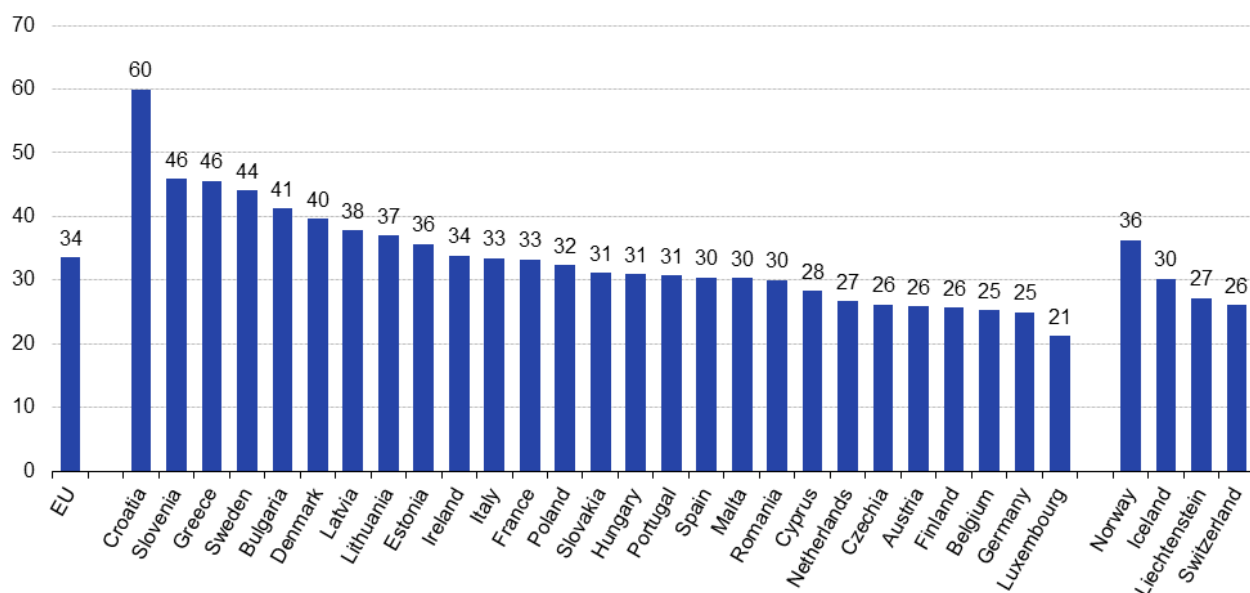
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**Figure 5: Monthly distribution of guest nights spent in short-stay accommodation booked via online platforms, EU, 2023, (%) Source: Eurostat (tour\_ce\_omr)**

Seasonality in tourism generally peaks in the 2 summer months of July and August, and this is no different for the accommodation booked via online platforms. More than a third of guest nights spent in short-term rentals during 2023 occurred in July (16.1%) and August (17.4%) (see Figure 5). The slowest months were January, February, March and November, each accounting for around 4-5% of the total number of guest nights spent during 2023.

## Share of July and August in total annual guest nights, 2023, %

Nights spent in short-stay accommodation booked via online platforms



Source: Eurostat tour\_ce\_omr

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**Figure 6: Share of July and August in guest nights spent in short-stay accommodation booked via online platforms, 2023, % Source: Eurostat (tour\_ce\_omr)**

In all EU and EFTA countries but Finland (where it is July and December), July and August are the 2 busiest months, but the level of seasonality (measured as the share of July and August in the total guest nights spent during the year) is highest in Croatia (60% of annual guest nights recorded in July or August), Slovenia (46%), Greece (46%) and Sweden (44%) (see Figure 6). In Luxembourg (21%), Germany (25%), Belgium (25%) and Finland (26%), the 2 summer months were less dominant.

## The 20 most popular regions account for nearly half the total guest nights



**Top 20 regions (NUTS 2 level) in terms of annual number of guest nights at short-stay accommodation offered via collaborative economy platforms, 2023**

NUTS 2 level regions	Total	Domestic	International	% in EU total
<b>EU</b>	<b>718 984 723</b>	<b>272 660 056</b>	<b>446 324 667</b>	<b>100.0%</b>
Andalucía	35 554 585	14 377 670	21 176 915	4.9%
Jadranska Hrvatska	32 566 249	1 345 998	31 220 251	4.5%
Provence-Alpes-Côte d'Azur	24 943 797	12 488 898	12 454 899	3.5%
Canarias	22 297 056	5 555 069	16 741 987	3.1%
Cataluña	22 232 905	5 013 130	17 219 775	3.1%
Ile de France	22 128 804	6 064 294	16 064 510	3.1%
Comunitat Valenciana	20 590 760	7 929 702	12 661 058	2.9%
Rhône-Alpes	18 416 482	11 532 183	6 884 299	2.6%
Lazio	14 469 487	2 250 736	12 218 751	2.0%
Lombardia	14 110 474	2 696 948	11 413 526	2.0%
Toscana	13 984 316	3 063 160	10 921 156	1.9%
Área Metropolitana de Lisboa	11 934 263	688 161	11 246 102	1.7%
Languedoc-Roussillon	11 282 018	8 046 229	3 235 789	1.6%
Aquitaine	11 176 789	7 806 049	3 370 740	1.6%
Algarve	10 424 802	1 568 191	8 856 611	1.4%
Sicilia	10 172 092	3 185 664	6 986 428	1.4%
Comunidad de Madrid	10 096 657	3 162 327	6 934 330	1.4%
Illes Balears	9 697 879	1 523 670	8 174 209	1.3%
Veneto	9 630 726	1 554 513	8 076 213	1.3%
Bretagne	9 538 252	7 433 557	2 104 695	1.3%

Source: Eurostat (online data code: tour\_ce\_omn12)

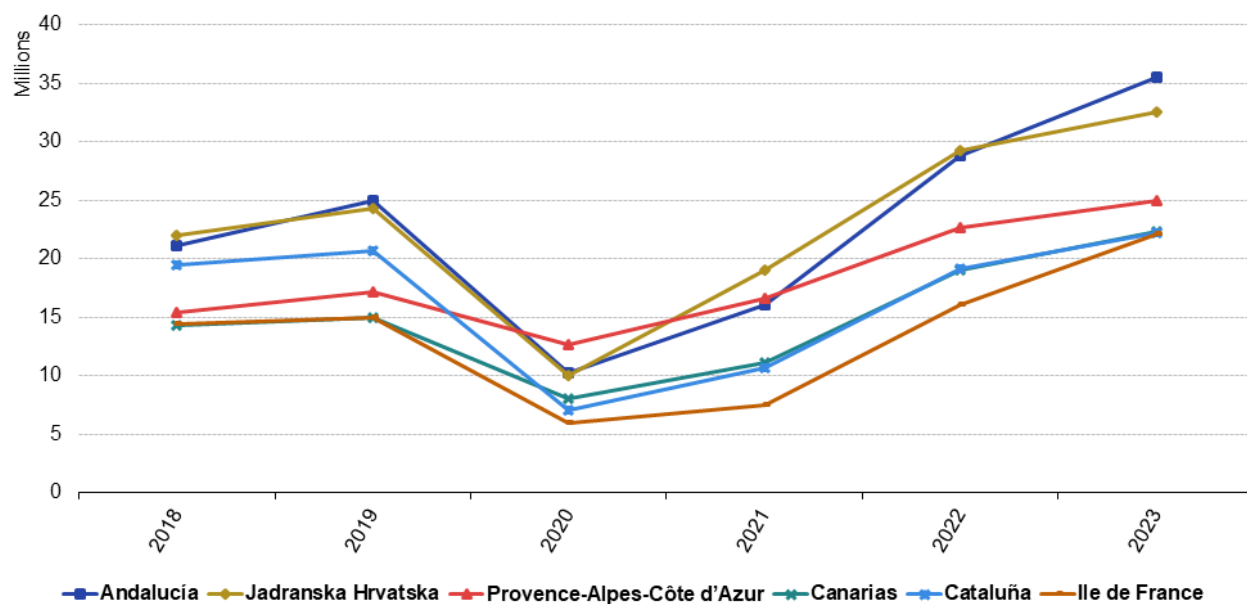


**Table 2: Top 20 regions (NUTS 2) in terms of annual guest nights at short-term accommodation booked via online platforms, by origin, 2023 Source: Eurostat (tour\_ce\_omn12)**

The 27 Member States of the EU are divided in 242 statistical regions (NUTS 2 level, see highlight figure). In 2023, in 17 of these regions, the number of guest nights spent at accommodation facilities booked via the four online platforms exceeded 10 million guest nights. The 3 most popular regions in the EU in 2023 were Andalucía (36 million guest nights), Jadranska Hrvatska (Adriatic Croatia, 33 million), and Provence-Alpes-Côte d'Azur (25 million). Together, these 3 regions accounted for almost 13% of the guest nights spent in the EU that were reserved via the platforms. The 20 most popular regions account for nearly half (47%) of the total number of guest nights spent via the platforms (see Table 2). Most of these top 20 regions are located in Spain (7 regions), France (6), or Italy (5). Croatia and Portugal have one region each in the top 20.

## Annual guest nights in popular EU destinations, NUTS2, 2018-2023

Nights spent in short-stay accommodation booked via online platforms



Source: Eurostat tour\_ce\_omn12

eurostat

**Figure 7: Annual guest nights spent in short-stay accommodation booked via online platforms in popular NUTS 2 regions, 2018-23, (millions) Source: Eurostat (tour\_ce\_omn12)**

The development over time of the six most popular regions shows not a lot of relative movement. All six regions have exceeded their pre-pandemic baseline, and Andalucía is now the most popular region, having overtaken Jadranska Hrvatska.

## Paris was again the most popular city

### Top 20 cities in terms of guest nights spent at short-stay accommodation offered via collaborative economy platforms, 2023

City	Number of guest nights
Paris	19 293 471
Roma	12 540 949
Barcelona	10 922 485
Lisboa	10 518 856
Madrid	9 478 604
Milano	6 990 754
Nice	6 749 199
Budapest	6 720 513
Athina	6 519 531
Porto	6 398 408
Wien	5 783 462
Málaga	5 216 659
Sevilla	5 015 223
Valencia	4 872 571
Firenze	4 862 429
Praha	4 664 959
Warszawa	4 228 783
Napoli	3 966 071
Venezia	3 889 423
Kraków	3 733 421

Source: Eurostat (online data code: tour\_ce\_oarc)

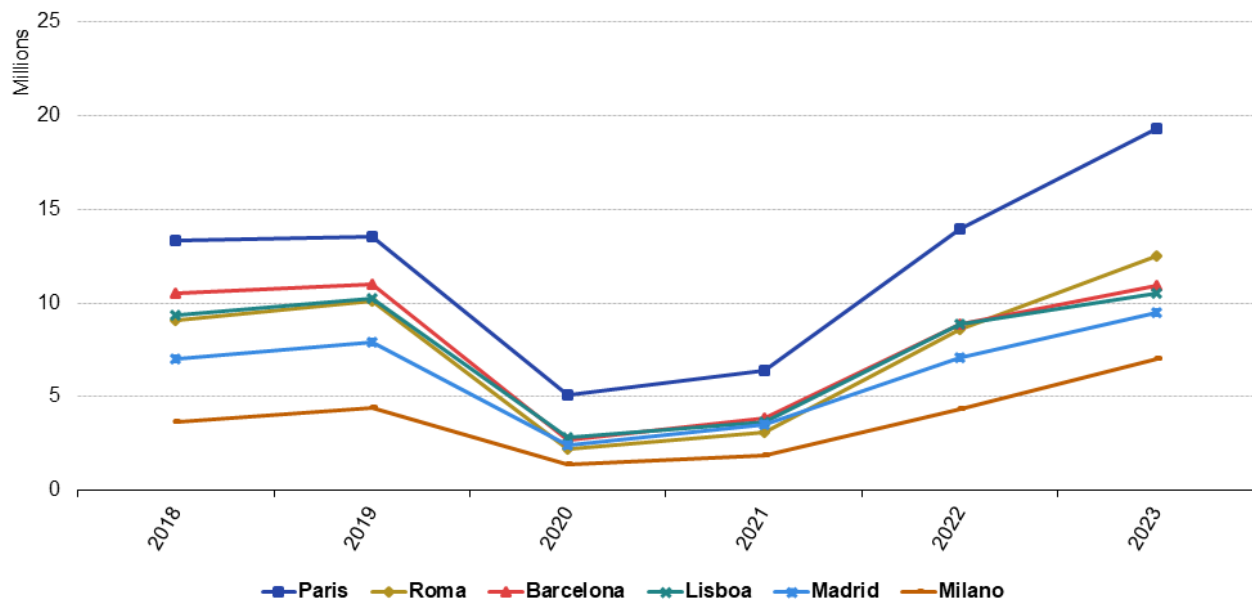


**Table 3: Top 20 regions (NUTS 2) in terms of annual guest nights at short-term accommodation booked via online platforms, by origin, 2023** Source: Eurostat (tour\_ce\_omn12)

The four platforms send data to Eurostat at the level of [Local Administrative Units \(LAUs\)](#), the data can be aggregated to the level of the most significant cities in Europe. In the EU and EFTA, 60 cities recorded more than one million guest nights in 2022 (see Table 3 for the top 20). The top city destinations for tourists booking their accommodation through any one of the four platforms were Paris (19.3 million guest nights, or more than 52 000 guests on an average night), Rome (12.5 million), Barcelona (10.9 million), Lisbon (10.5 million) and Madrid (9.5 million). Taken together, these five cities account for around 8.7% (62.8 million) of all nights spent in the EU booked via the four platforms (719 million).

## Annual guest nights in popular EU destination cities, 2018-2023

Nights spent in short-stay accommodation booked via online platforms



Source: Eurostat tour\_ce\_oarc

eurostat 

**Figure 8: Annual guest nights spent in short-stay accommodation booked via online platforms in popular cities, 2018-23, (millions) Source: Eurostat (tour\_ce\_omn12)**

Looking once again at the development over time of the most popular cities (Figure 8), it becomes clear that the popularity of city tourism experienced a strong rebound in tourism activity in the post-pandemic period. All cities except Barcelona have now exceeded their pre-pandemic records. The Italian cities Milan (+60%) and Rome (+46%) showed the most significant increases in guest nights in 2023.

**Cities with the highest ratio of tourists staying at short-stay accommodation offered via collaborative economy platforms compared with local population, 2023**

City	Total number of guest nights (2023)	Ratio guest nights/local population
Benidorm	2 083 909	8.2%
Zadar	1 671 388	6.5%
Benalmádena	1 644 980	6.2%
Pula/Pola	1 035 601	5.5%
Torremolinos	1 201 087	4.8%
Split	2 655 262	4.6%
Marbella	2 511 352	4.6%
Venezia	3 889 423	4.2%
Torre Vieja	1 286 611	4.2%
Nice	6 749 199	4.0%

Source: Eurostat (online data codes: tour\_ce\_oarc, urb\_cpop1)



**Table 4: Cities with the highest ratio of tourists staying at short-stay accommodation offered via collaborative economy platforms compared with local population, 2023** Source: Eurostat (tour\_ce\_omn12, urb\_cpop1)

When considering the local population figures, the European cities that had, on an average night in 2023, the highest ratio of tourists staying in platforms-listed accommodation as compared with local residents, were Benidorm, Benalmádena and Torremolinos in Spain (8.2%, 6.2% and 4.8%), as well as Zadar and Pula in Croatia (6.5% and 5.5%) (see Table 4). To put these values in perspective, this ratio is 0.44% for the EU as a whole.

## Feedback

To help Eurostat improve these experimental statistics, users and researchers are kindly invited to give us their [feedback by email](#)

## Source data for tables and graphs

- [Download Excel file](#)

## Data sources

The article is based on data provided to Eurostat by four international platforms (Airbnb, Booking, Expedia Group and Tripadvisor), following agreements on data exchange concluded early 2020. The data covers short-stay accommodation in the EU and EFTA countries, offered by service providers via any one of these four online collaborative economy platforms.

Both the article and the data only refer to the accommodation offered through the four platforms, and can – due to possible overlaps – not be added to other tourism statistics on holiday rentals or other types of accommodation such as hotels, available via [European statistics on tourist accommodation](#). Additionally, only merged data for the four platforms is released: no data on individual platforms is disclosed.

This article uses data that are published as [experimental statistics](#). Such statistics use new data sources or methods to match user needs, but have not yet reached the maturity of fully-fledged official statistics. The project

pioneers Eurostat's use of privately held data via a direct cooperation with the industry, to produce reliable data covering the entire EU in a coherent way.

## Scope and key concepts

- **Scope:** the data covers holiday rentals (excluding hotels and campsites) offered via four online collaborative economy platforms.
- **Number of stays:** number of times a facility offered via the platforms was occupied.
- **Number of nights:** number of nights a facility offered via the platforms was occupied
- **Number of guest nights:** number of nights spent during a stay, taking into account the size of the travel party; this article mainly focuses on this concept (e.g.: a family of four staying 3 nights in an apartment represents 1 stay, 3 nights and 12 guest nights).
- **Domestic guest nights:** guest nights spent by tourists who are residents of the country visited.
- **International guest nights:** guest nights spent by tourists who are non-residents to the country visited.
- **Cities** are those local administrative units (LAU) where at least 50% of the population lives in an urban centres; an urban centre is a cluster of contiguous grid cells of 1 km<sup>2</sup> with a density of at least 1 500 inhabitants per km<sup>2</sup> and collectively a population of at least 50 000 inhabitants. A city can be composed of several local administrative units. For the purpose of these statistics, only 'selected cities' are considered, namely those cities that fulfil at least one of the following criteria: i. capital cities; ii. cities having at least 200 000 inhabitants; iii. other cities in a country that, jointly, account for 90% of annual guest nights spent in cities of that country. Further information on the delineation of the 'selected cities', namely which local administrative units they comprise, can be found [here](#).

## Context

The collaborative economy, also called the sharing economy, covers a great variety of sectors and is rapidly growing across Europe. In the tourism sector, the collaborative economy provides many exciting opportunities for citizens as consumers as well as for micro-entrepreneurs and SMEs. At the same time, its rapid development has led to challenges, particularly in popular tourist destinations. As a result, cities and other communities are seeking to strike a balance between promoting tourism, with the economic benefits it brings, and maintaining the integrity of local communities. To promote a balanced development of the collaborative economy, the Commission issued guidelines to EU countries in 2016 on how existing EU rules apply to the collaborative economy. A series of workshops in 2017 and 2018 identified policy principles and good practices specifically on collaborative short-term accommodation services.

In March 2020, the Commission reached a landmark agreement with Airbnb, Booking, Expedia Group and Tripadvisor on data sharing. The agreement, signed between each platform and Eurostat on behalf of the European Commission, allows Eurostat to obtain key data from the four collaborative platforms and publish key statistics on short-term accommodation rentals concluded through these platforms on its website. In particular, platforms agreed to share, on a continuous basis, data on the number of nights booked and the number of guests. The privacy of citizens, including guests and hosts, is protected in line with applicable EU legislation and data will not allow individual citizens or property owners to be identified. The data provided by the platforms is then subject to statistical validation and aggregated and published by Eurostat.

The agreement has allowed, for the first time, access to reliable data about holiday and other short-stay accommodation offered via these collaborative economy platforms. It helps to close an information gap, since data on holiday homes, apartments and rooms in otherwise private buildings are often outside the scope of existing tourism registers.

*View this article online at*

[http://ec.europa.eu/eurostat/statistics-explained/index.php/Article\\_name](http://ec.europa.eu/eurostat/statistics-explained/index.php/Article_name)

## Explore further

### Other articles

- [Short-stay accommodation offered via online collaborative economy platforms - impact of the Covid-19 pandemic](#)
- [Short-stay accommodation offered via online collaborative economy platforms - monthly data](#)

### Database

- [Tourism \(tour\)](#) , see:

Accommodation offered via collaborative economy platforms - experimental data (tour\_ce)

Occupancy - monthly data (tour\_ce\_om)

### Thematic section

- [Collaborative economy platforms](#)

### Methodology

- [Methodological note](#)