PRESS RELEASE

Booking.com supplied more short let bookings than Airbnb in Bristol operator’s annual study

For immediate use. Media briefing prepared 13 October 2026. Research first published 10 September 2026.

Bristol. More than half the accepted short let bookings in a year of UpgradedPM’s Bristol operations were recorded through Booking.com, ahead of Airbnb, in research covering 1,632 accepted stay starts.

Booking.com accounted for 848 starts, or 51.96%, compared with Airbnb’s 695, or 42.59%. The remaining 89 starts, or 5.45%, were grouped as Direct. That category includes records coded direct, manual or website and does not measure website bookings alone.

The Bristol Short Let Operations Benchmark covers 1 September 2025 to 31 August 2026. It records 6,017 accepted booked nights overlapping the study period. The median whole stay among bookings beginning in the period was three nights.

Together, Booking.com and Airbnb accounted for 94.55% of accepted starts in the study. The findings give operators a concrete example of why distribution and the work of servicing a stay need to be considered alongside the advertised nightly price. The study does not compare channel profitability.

“These records show why we plan around the whole booking mix. More stays do not automatically mean more profit. Each changeover still has to be paid for, and the channel’s commission still comes out of the booking,” said the UpgradedPM Team.

The research describes one operator’s managed properties within ten kilometres of central Bristol. Its 41 contributing homes form a historical study sample, rather than a current portfolio count. It is not an estimate of Bristol’s market share, occupancy or owner returns.

The full report and aggregate data are available at https://www.upgradedpm.com/bristol-short-let-operations-benchmark/. The report, accompanying charts and aggregate figures can be reused under CC BY 4.0 with credit to UpgradedPM and a link to the original publication.

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Notes for editors

The study uses recorded accepted reservation status and excludes cancelled and pending records. Accepted status does not independently establish guest arrival or payment settlement. Duplicate reservation imports are reconciled before aggregation. Individual homes, guests, owners and reservations are not identified in the released data.

Channel shares count accepted stay starts, rather than booked nights, revenue or profit. Booked nights measure the overlap with the reporting period and can include stays that began earlier. The quarterly sample changed during the year, so differences between periods cannot establish a market trend or management effect.

UpgradedPM is a UK property management business within The Upgrade Authority Ltd. The group also operates property software Upgraded OS and the research platform Upgraded Intelligence. This study uses UpgradedPM's own operations records.

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Report: https://www.upgradedpm.com/bristol-short-let-operations-benchmark/

Aggregate data: https://www.upgradedpm.com/data/bristol-short-let-operations-benchmark-2026-09.csv

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