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## Top U.S. Vacation Spots with the Biggest Seasonal Rental Hikes

*Vacation rental rates tend to double in popular U.S. summer destinations during peak season*

NEW YORK - May 21, 2025 - Vacation rental prices in Augusta, GA, Long Island, NY, and Saratoga Springs, NY, typically double during the peak spring and summer tourist seasons as Americans look to finalize their travel plans, according to Bankrate's 2025 Vacation Rental Study.

For those who may be looking ahead to fall and winter trips, Oxford, MS, Vail/Avon, CO and Green Bay, WI see the biggest short-term rental markups during the fall and winter peak season.

For more information: <https://www.bankrate.com/real-estate/vacation-rental-study>

Bankrate analyzed the 50 most in-demand U.S. vacation markets using data from AirDNA, a vacation rental analytics firm, to determine where short-term rental rates increase the most during peak seasons. The vacation markets analyzed include beach getaways, ski resorts, college towns, major sports venues and national parks.

The top 10 markets that experience the biggest markup in average rental rates during the spring and summer months are:

Rank	U.S. Vacation Market	Max Average Daily Rate	Min. Average Daily Rate	Peak Season Markup
1	Augusta, GA	\$541	\$194	178%
2	Long Island, NY	\$785	\$362	117%
3	Albany/Saratoga Springs, NY	\$439	\$224	96%
4	Bozeman/Yellowstone Natl Park	\$611	\$313	95%
5	Lake of the Ozarks, MO	\$407	\$212	92%
6	Lake Norman, NC	\$692	\$364	90%
7	Norfolk/VA Beach, VA	\$435	\$231	88%

8	Idaho Falls/Rexburg, ID	\$377	\$201	87%
9	Providence, RI	\$388	\$211	84%
10	Myrtle Beach, SC	\$349	\$195	79%

Augusta, GA, sees the biggest short-term rental rate markup during the spring (178%), according to Bankrate's study. The vacation spot sees an increase in tourism every April thanks to the Masters Tournament, one of the major golf championships.

Long Island, Albany/Saratoga Springs, Bozeman/Yellowstone National Park and Lake of the Ozarks round out the top five vacation destinations seeing peak rates during the spring and summer. During peak season, average vacation rental rates in these destinations are typically 1.5 to 2 times higher than in fall or winter.

"If you're making travel plans and budget is the top priority, our latest study shows popular spots you may want to avoid during certain times of the year," said Bankrate Analyst Alex Gailey. "A trip to these popular destinations can leave travelers contending with big crowds during peak season and paying hefty prices for vacation rentals."

The top 10 markets that experience the biggest markup in average rental rates during the fall and winter months are:

<b>Peak Season Markup Rank</b>	<b>U.S. Vacation Market</b>	<b>Max Average Daily Rate</b>	<b>Min. Average Daily Rate</b>	<b>Peak Season Markup</b>
1	Oxford, MS	\$635	\$283	125%
2	Vail/Avon, CO	\$946	\$424	123%
3	Green Bay, WI	\$457	\$215	113%
4	Steamboat Springs, CO	\$694	\$335	107%
5	Ann Arbor, MI	\$414	\$201	105%
6	Park City, UT	\$888	\$436	103%
7	Aspen/Snowmass, CO	\$1,082	\$535	102%
8	State College, PA	\$642	\$315	98%
9	Bozeman/Yellowstone Natl Park, MT	\$611	\$313	95%

10	Mammoth Lakes, CA	\$554	\$303	83%
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According to this study, Oxford, MS, sees the biggest short-term rental rate markup during the fall and winter months (125%). The destination is home to the Ole Miss Rebels, which brings in thousands of football fans every fall, increasing vacation rental rates. Vail/Avon, Green Bay, Steamboat Springs and Ann Arbor round out the top five U.S. vacation destinations seeing peak rates during the colder months. These spots see an influx of tourists in the back half of the year, as they are hubs for sports and skiing.

Notably, Bozeman/Yellowstone National Park is the only market on the ranking that sees a jump in short-term rental rates in both the summer and winter. This is because Bozeman attracts skiers in the winter, while Yellowstone National Park attracts visitors in the summer. Rental rates dip significantly in April and May, which means prospective tourists have a small window to take advantage of low rental rates in the area.

“With the broader economy on shaky ground, it may be a good idea to be more budget-conscious with your travel this year,” added Gailey. “Prioritize domestic over international travel and consider going to places off the beaten path. Travelers may be able to save cash if they pick a spot next door to a popular vacation destination. Being flexible with your travel dates, leveraging credit card rewards and splitting a rental with a group are also tried and true ways to save on travel this year.”

### **Methodology:**

Bankrate analyzed 2024 data from AirDNA, a vacation rental analytics firm, to compare average rental highs and lows in the 50 most in-demand U.S. vacation markets. Demand was determined by maximum and minimum occupancy rates in each U.S. vacation market. Bankrate ranked vacation markets by the largest fluctuations in average rental rates between their peak and off-peak seasons. The properties considered in this study included only single-family homes with a minimum of two bedrooms.

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**For more information:**

Taylor Lynch

Publicist

[taylor.lynch@bankrate.com](mailto:taylor.lynch@bankrate.com)

980-366-0594

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