

“Vacation Home Subscriptions” Unlock New Possibilities for Multi-Location Living and Regional Real Estate Markets



The diversification of work styles, including fully remote and hybrid work, has recently brought “vacation home subscriptions” into the spotlight. Driven by demand from users seeking workation experiences that combine work and leisure, as well as those considering relocation to regional areas, the market for these flat-fee vacation home subscriptions is steadily expanding.

The New Normal of Multi-Location Living, Enabled by Vacation Home Subscriptions

A “Vacation Home Subscription” is a service that provides access to vacation homes across Japan for a fixed monthly or annual fee. Compared to ownership, it reduces the costs of purchasing property and ongoing maintenance, making it easier to choose homes that suit individual lifestyles. It works particularly well with workation, enabling users to work in nature-rich settings and enjoy local culture and cuisine after hours or on weekends. Through repeated short stays, users can experience regional life and everyday routines beyond typical tourism.

The service also allows firsthand exposure to local infrastructure, such as healthcare and education, helping ease concerns and cultural gaps related to relocation. As a result, it is increasingly seen as a practical platform for “trial relocation.”

Breathing New Life into Underutilized Real Estate: The Vacation Home Subscription Model

In rural areas facing population decline and aging, many properties—such as unused vacation homes, residences, recreational facilities, and schools—remain underutilized. These assets often generate only maintenance costs, placing a burden on both owners and local communities. The vacation home subscription model repositions such properties as shared resources. By allowing users to rotate through stays, it creates value that is difficult to achieve through individual ownership, making real estate operations more viable.

Moreover, the steady flow of users helps stimulate local economies, fostering sustainable relationships through activities such as dining at local restaurants and participating in community events. Idle real estate thus has the potential to evolve into “hubs that generate human flow.”

Transforming Lifestyles and Land Use

The expansion of vacation home subscriptions has the potential to transform not only individual lifestyles but also the real estate market and regional development. Future growth may include collaborations with local governments and businesses, as well as services tailored to different lengths of stay. By linking multi-location living, workation, rural relocation, and the revitalization of underutilized real estate, vacation home subscriptions address societal challenges from both living and land-use perspectives, positioning them for growing attention.

