

TASMANIAN ACCOMMODATION REPORT

JULY 2026



Nelson Falls track
Jason Charles Hill

TASMANIA
COME DOWN FOR AIR



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Tourism Tasmania's **Monthly Accommodation Report** contains a summary of commercial and short-stay accommodation results for the state and regions, drawing on data from STR Global and AirDNA. These reports complement Tourism Tasmania's regular quarterly reporting on the visitor economy including the **Tasmanian Tourism Snapshot** and updates to the interactive **TVS Analyser** dashboard.

STATE SUMMARY

Statewide room-nights booked were up on last year for the month, quarter and year ending July 2026.

- In line with state-level seasonal trends, commercial occupancy in July was up on June.
- July 2026 held steady with last year's figures for short-stay booked nights, reaching 69.5k, matching the record set for the month of July in the previous year.
- Commercial sector occupancy across the state remained stable year-on-year, sitting at 66.9% in July 2026, up 0.8ppts on last year. The quarter (+0.4ppts) and year ending July 2026 (+0.6ppts) also held steady, though results were mixed across the regions.

REGIONAL INSIGHTS

SOUTHERN

- The south saw an overall lift in room nights booked across commercial and short-stay accommodation for the month, quarter and year ending July 2026, compared to last year. Short-stay booked nights remained level with the record of 35.4k set for the month of July in 2025 (just 0.4% below), while commercial occupancy reached its highest level in the last 7 years.

NORTHERN

- Total room nights booked were down on last year for the month and quarter, while remaining stable for the year ending July 2026 compared to last year. Commercial accommodation occupancy remained at an elevated level, down slightly (-1.0% pts) on last year, while short-stay booked nights increased 1% on 2025, reaching 15.5k, a record level for a July. Although commercial occupancy only dipped slightly, this was enough to bring the total booked nights down for the month of July.

EAST COAST

- The east coast was down for the month and quarter, while up for the year ending July 2026. Monthly commercial occupancy was down 10.9% pts on July 2025 now at its lowest level in the past 7 years. Although short stay nights dropped 2.2% to 8.6k in July 2026, this was the second-highest level for a July.

NORTH WEST

- Overall room nights booked across the north west were up for the month, quarter and year ending July 2026. Short stay nights in July 2026 were up 4.2% to a record breaking 8.4k. Commercial accommodation occupancy was also up 1.9% points on 2025, reaching its highest level in the last 4 years.

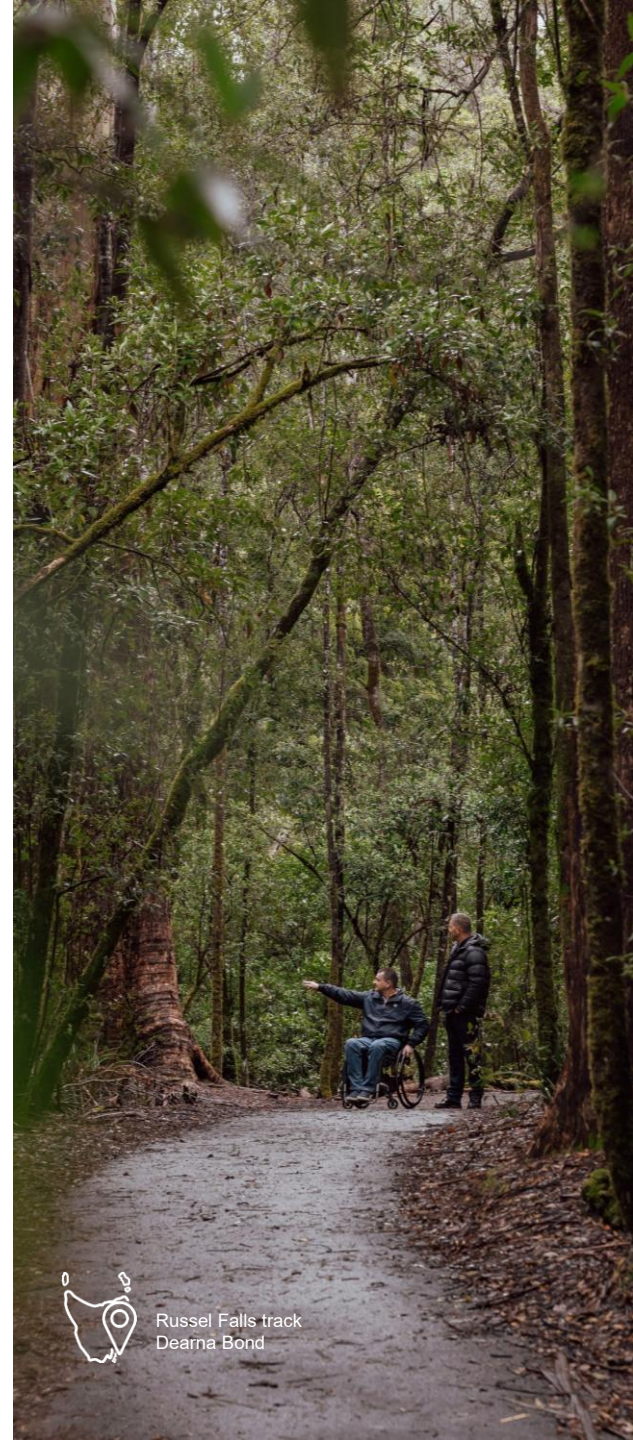
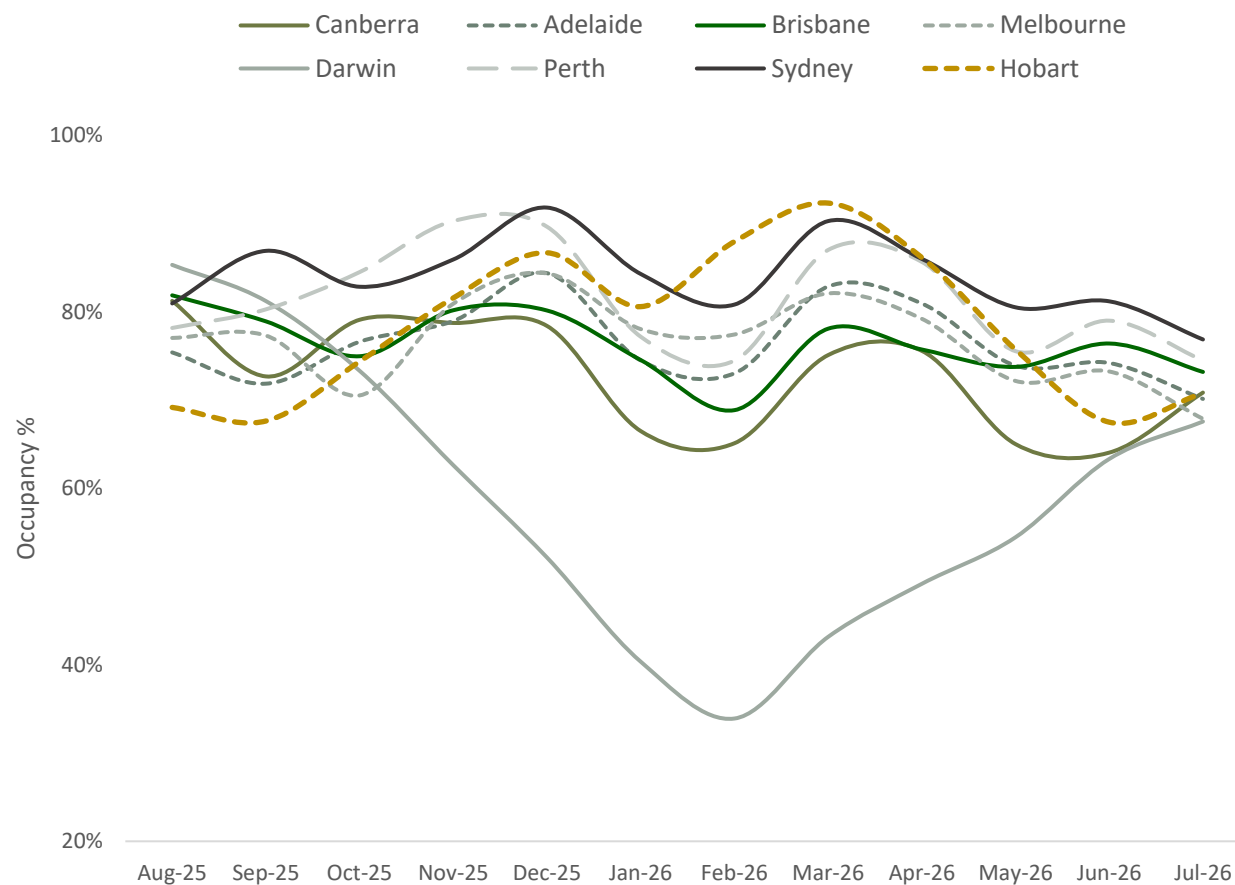
WEST COAST

- The region experienced a soft July relative to the same month in 2025 with booked nights down on last year for the month, quarter and year ending July 2026. Short stay booked nights were down 7% in July, although still at their third-highest level. No data is available for this region for commercial occupancy rates.

CAPITAL CITY OCCUPANCY

LAST 12 MONTHS TO JULY 2026

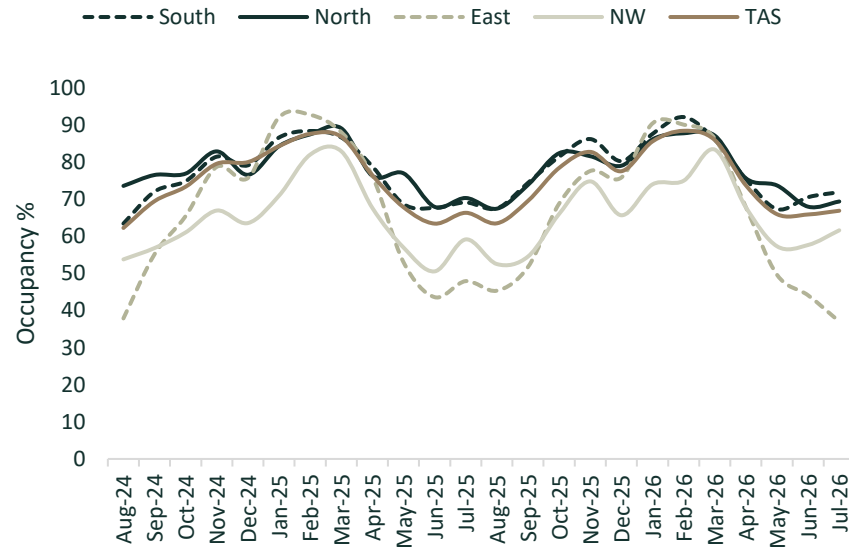
COMMERCIAL OCCUPANCY RATE



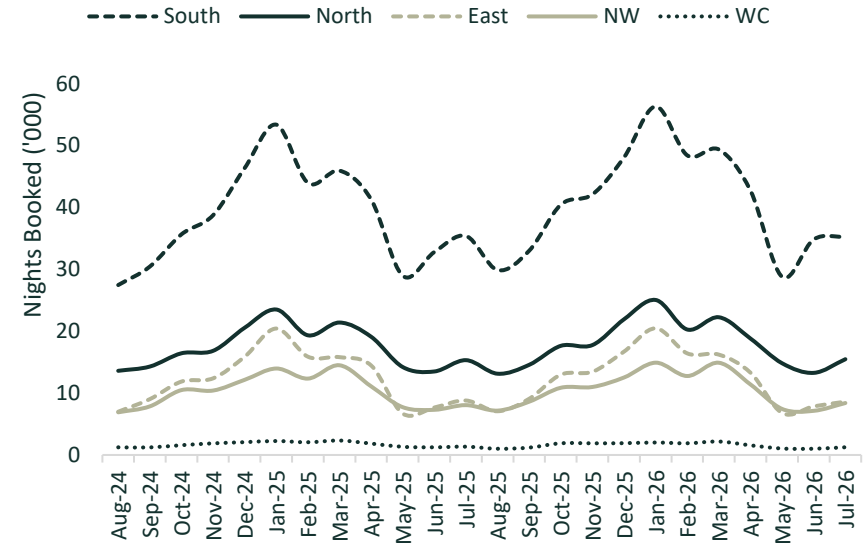
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JULY 2026

COMMERCIAL OCCUPANCY RATE



SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)



COMMERCIAL OCCUPANCY % RATE

Month of: July	2020	2021	2022	2023	2024	2025	2026
TASMANIA	34.3	52.8	65.8	56.8	66.4	66.1	66.9
Southern	29.4	55.0	68.7	59.8	66.4	68.7	71.9
Northern	32.1	51.3	63.5	58.8	65.8	70.4	69.4
East Coast	61.3	46.6	58.0	42.3	39.9	47.9	37.0
North West	74.5	55.7	65.4	51.4	52.1	59.7	61.6
West Coast	no data						

Figures are rounded to nearest whole percentage, unless where rounding may obscure small differences. Blank cells = no data

SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)

Month of: July	2020	2021	2022	2023	2024	2025	2026
TASMANIA	36.4	49.8	56.0	55.2	64.4	69.5	69.5
Southern	15.4	23.0	28.5	27.9	32.9	35.4	35.3
Northern	7.9	11.0	11.7	11.2	13.3	15.3	15.5
East Coast	6.6	7.5	7.4	7.5	8.3	8.8	8.6
North West	5.4	6.6	6.9	7.0	7.8	8.1	8.4
West Coast	0.70	0.95	1.04	1.03	1.35	1.34	1.24

Figures are in thousands and rounded to nearest 100

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COMMERCIAL OCCUPANCY RATE

July	Month			Quarter			Year Ending		
	2025	2026	% pt chg	2025	2026	% pt chg	2025	2026	% pt chg
TASMANIA	66.1%	66.9%	► 0.8	66%	66%	► 0.4	75%	75%	► 0.6
Southern	68.7%	71.9%	▲ 3.2	68%	70%	▲ 1.4	76%	78%	▲ 2.0
Northern	70.4%	69.4%	▼ -1.0	72%	70%	▼ -1.4	78%	78%	► -0.6
East Coast	47.9%	37.0%	▼ -10.9	48%	44%	▼ -4.6	67%	65%	▼ -1.8
North West	59.7%	61.6%	▲ 1.9	56%	59%	▲ 3.3	64%	66%	▲ 1.5
West Coast	no data			no data			no data		

Percentage point change refers to the absolute difference between two percentages and is calculated from the unrounded figures.

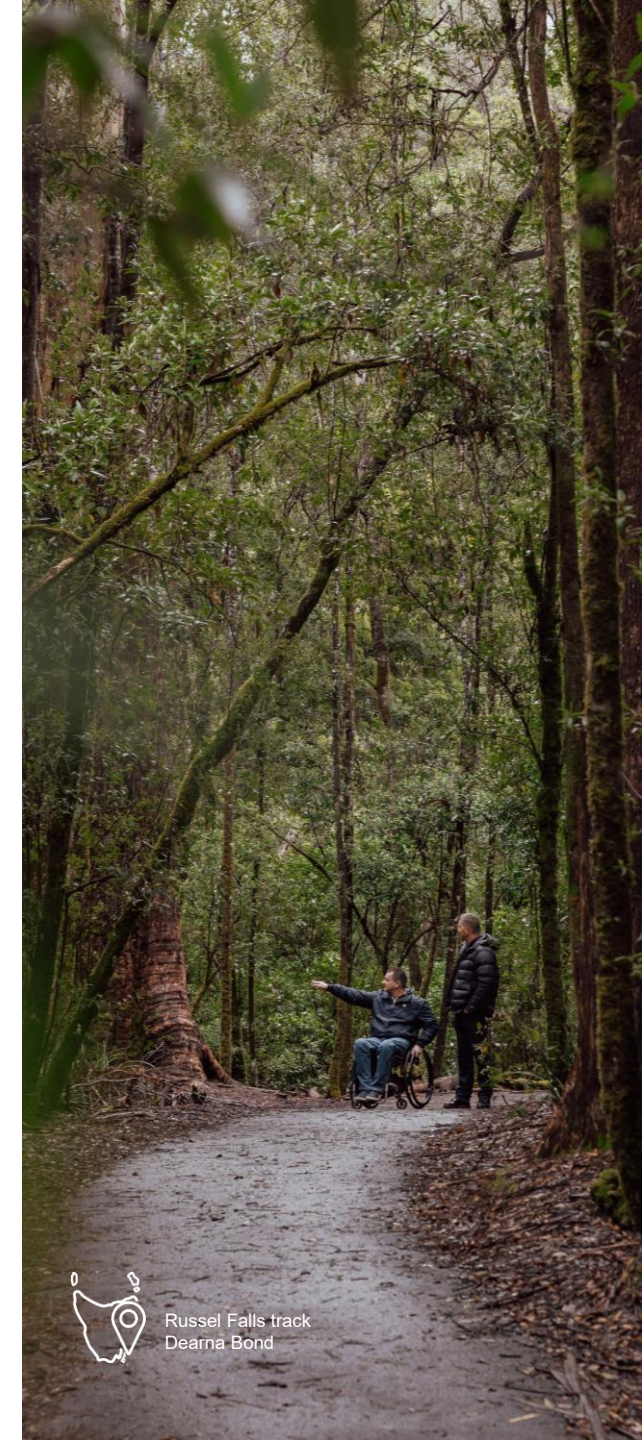
SHORT-STAY DEMAND (LISTING NIGHTS BOOKED – '000s)

July	Month			Quarter			Year Ending		
	2025	2026	% chg	2025	2026	% chg	2025	2026	% chg
TASMANIA	69.5	69.5	► 0.0%	191.8	193.3	► 0.8%	966.0	1007.1	▲ 4.3%
Southern	35.4	35.3	► -0.4%	97.1	98.9	▲ 1.8%	460.3	489.2	▲ 6.3%
Northern	15.3	15.5	► 1.0%	43.0	43.6	▲ 1.3%	208.0	214.9	▲ 3.3%
East Coast	8.8	8.6	▼ -2.2%	23.2	23.2	► 0.3%	145.8	148.9	▲ 2.1%
North West	8.1	8.4	▲ 4.2%	23.1	23.0	► -0.5%	122.7	127.1	▲ 3.5%
West Coast	1.34	1.24	▼ -7.0%	3.9	3.3	▼ -15.5%	20.3	18.8	▼ -7.7%

Figures are in thousands and rounded to nearest 100. Percentage change is based on the unrounded figures.

CHANGE KEY

- ▲ More than 1% or 1 percentage point
- ▼ Below -1% or -1 percentage point
- Stable when change is between -1% & +1%, or -1 to +1 percentage point



DATA SOURCES

COMMERCIAL ACCOMMODATION

Compiled by global research company STR drawing on data provided by operators across multiple accommodation types including hotels, motels, lodges and holiday parks, and primarily properties with more than 10 rooms. Regional data is only provided for a region when the mix of providers is representative across operator size, rating, brand affiliation and rates. The West Coast does not have sufficient operator participation for occupancy reporting.

SHORT-STAY ACCOMMODATION

Compiled by AirDNA from Airbnb and VRBO platforms covering holiday homes, shacks, pods and self-contained apartments, as well as some traditional bed and breakfasts. Tourism Tasmania reporting includes only 'entire places', where a guest has access to their own kitchen, bathroom and bedrooms. Demand (booked nights) is the preferred indicator for the short-stay sector, as it removes any fluctuations from properties going on and off availability, such as properties only listed over peak periods.

NOTES ON INTERPRETING THE DATA

Both are effectively samples of the sectors, with neither reaching 100% coverage of all accommodation options, such as paid sites for camping or caravans, and does not include nights spent in other options (e.g. staying with family or at a friend's shack). There can be duplication of listings across commercial and short-stay datasets. While the datasets provide an indication of demand for the main accommodation options, this is only one aspect of visitation to a region. Tourism Tasmania regularly publishes a range of visitor data at www.TourismTasmania.com.au/research/visitors

HELP US IMPROVE THE COMMERCIAL DATA

Commercial accommodation operators can help improve this dataset by contributing to the STR program.

STR provides accommodation operators an opt-in system to add their data to an anonymous aggregate report, drawing on a broad capture of platforms and booking systems, across a wide range of accommodation types.

Please contact Jacqueline (jchoo@str.com) to contribute anonymously to industry insights and monitoring, and access your own bespoke report.

KEY TERMS

- **Listing nights booked** is the number of nights a listing was booked in a period. A 'listing' for this reporting is a single bookable option, regardless if that is a two-bedroom hotel room or four bedroom short-stay property.
- **Occupancy rate** is the room nights booked divided by room nights available, expressed as a percentage.
- **Percentage point change** refers to the absolute difference between two percentages, whereas percent change is the percentage difference from another value.
- Percent and percentage point changes in this report are calculated on the unrounded figures with more decimal places shown where figures are close and benefit from further differentiation.

Find more **Visitor Economy data and insights** at www.tourismtasmania.com.au/research/visitors