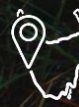
TASMANIAN ACCOMMODATION **REPORT**

OCTOBER 2026



Nelson Falls track
Jason Charles Hill

TASMANIA
COME DOWN FOR AIR

Tourism Tasmania

TASMANIAN ACCOMMODATION **REPORT**

OCTOBER 2026

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 down on last year for the month, stable for the quarter, and up for the year ending October 2026.

- In line with state-level seasonal trends, commercial occupancy in October was up on September.
- Short-stay booked nights in October 2026 were down slightly (-1.5%) on last year's record October to 83.2k, though was the second-strongest October.
- Commercial sector occupancy across the state decreased year-on-year, sitting at 76.4% in October 2026, down 1.5ppts on last year. This is its second-highest October level in the last 7 years, behind 2025 (77.9%). The quarter and year ending October 2026 held steady, though results were mixed across the regions.

REGIONAL INSIGHTS

SOUTHERN

- The south saw stable total room nights booked for the month and quarter, and an overall lift for the year ending October 2026, compared to last year. Commercial occupancy in the month was stable at 80.1% (-0.9ppts), its second-highest October level in the last 7 years, while short-stay booked nights eased to 40.1k (-1.1% year-on-year), also the second-highest October level.

NORTHERN

- Total room nights booked were down on last year for the month and quarter, and stable for the year ending October 2026. Commercial accommodation occupancy in the month fell 4.0ppts to 76.8%, the fourth-highest October level in the last 7 years. Short-stay accommodation was stable at 17,500 booked nights (-1.0% year-on-year), the second-highest October level.

EAST COAST

- The east coast was down for the month, quarter and year ending October 2026. Monthly commercial occupancy fell 7.1ppts to 61.7%, the third-lowest October level in the past 7 years. Short-stay nights dropped 3.7% to 12,500 in October 2026, the third-highest October level.

NORTH WEST

- Overall room nights booked across the north west were up for the month and quarter, and stable for the year ending October 2026. Commercial accommodation occupancy was up 4.0ppts on 2025 to 69.8%, its highest October level in the last 7 years. Short-stay nights in October 2026 were stable on 2025 (+0.9%) at 10,900, a new October high.

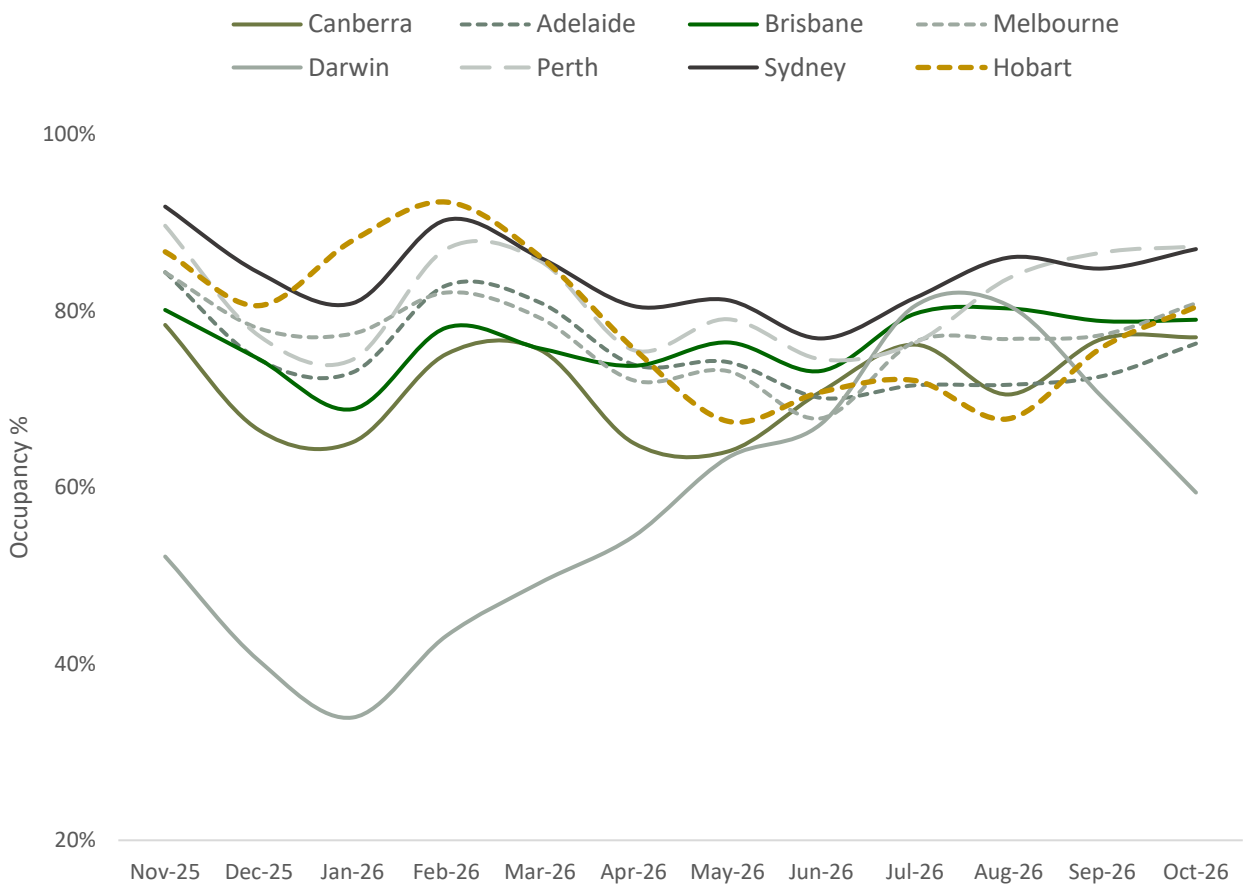
WEST COAST

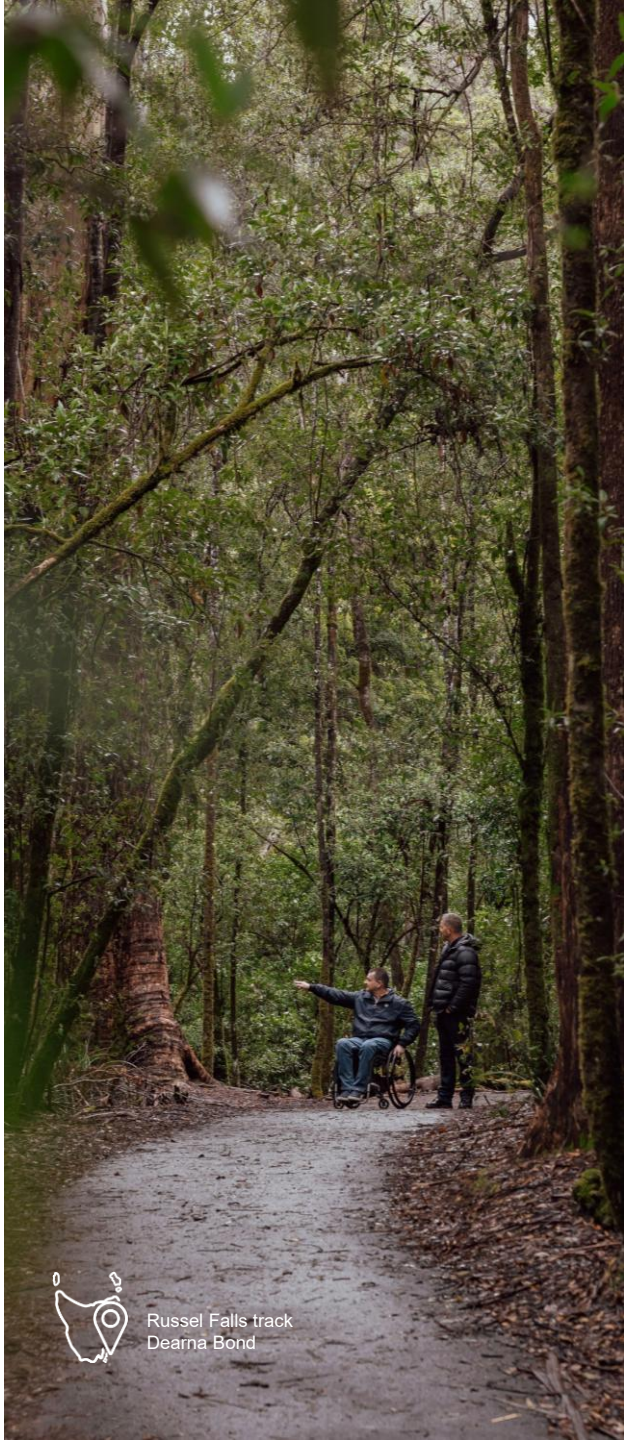
- Short-stay room nights booked across the west coast were down for the month, quarter and year ending October 2026. Short-stay booked nights were down 13.4% in October to 1,600, the third-highest October level, with 2026 being the off year of the biennial Unconformity festival. No data is available for this region for commercial occupancy rates.

CAPITAL CITY **OCCUPANCY**

LAST 12 MONTHS TO OCTOBER 2026

COMMERCIAL OCCUPANCY RATE



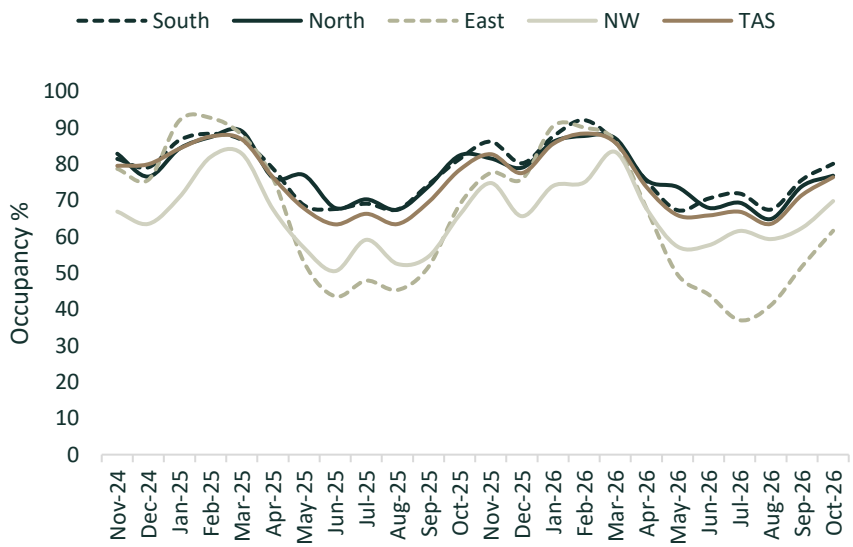


CoStar. Capital city areas.

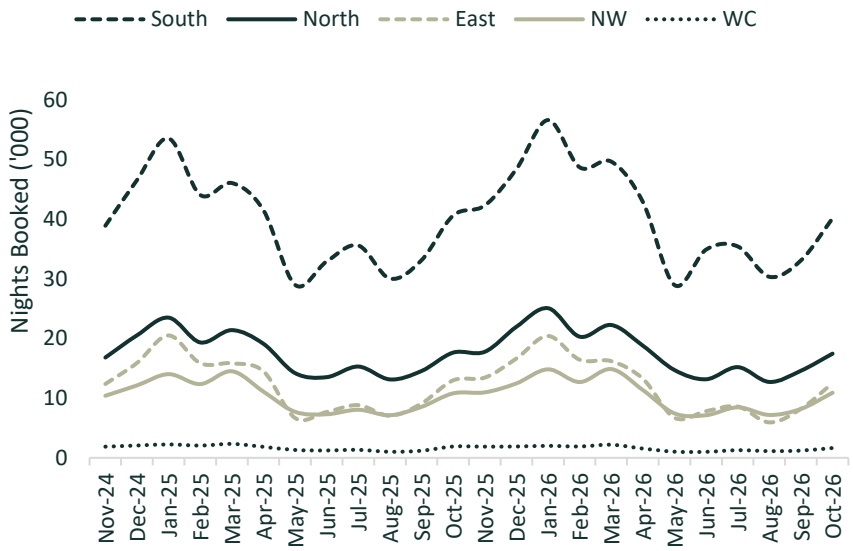
TASMANIAN ACCOMMODATION **REPORT**

OCTOBER 2026

COMMERCIAL OCCUPANCY RATE



SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)



COMMERCIAL OCCUPANCY % RATE

Month of: October	2020	2021	2022	2023	2024	2025	2026
TASMANIA	41.4	54.1	72.9	74.1	73.4	77.9	76.4
Southern	38.3	57.2	73.5	77.1	74.9	81.0	80.1
Northern	39.4	51.0	82.1	74.3	76.9	80.8	76.8
East Coast	60.2	47.9	64.7	68.3	65.4	68.8	61.7
North West	60.6	45.3	56.0	62.9	61.0	65.9	69.8
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: October	2020	2021	2022	2023	2024	2025	2026
TASMANIA	45.7	48.8	74.6	72.1	76.8	84.5	83.2
Southern	17.0	19.7	33.9	33.5	35.8	40.6	40.1
Northern	10.1	11.0	15.8	14.8	16.4	17.6	17.5
East Coast	9.6	9.1	12.9	11.5	11.9	13.0	12.5
North West	7.3	7.5	9.6	9.9	10.5	10.8	10.9
West Coast	1.23	1.10	1.62	1.87	1.58	1.90	1.64

Figures are in thousands and rounded to nearest 100

King and Flinders Islands are included in the North West and Northern regions, respectively.

TASMANIAN ACCOMMODATION **REPORT**

OCTOBER 2026

COMMERCIAL OCCUPANCY RATE

October	Month			Quarter			Year Ending		
	2025	2026	% pt chg	2025	2026	% pt chg	2025	2026	% pt chg
TASMANIA	77.9%	76.4%	▼ -1.5	70%	70%	▶ 0.0	75%	75%	▶ 0.0
Southern	81.0%	80.1%	▶ -0.9	74%	74%	▶ 0.0	77%	78%	▶ 0.9
Northern	80.8%	76.8%	▼ -4.0	75%	72%	▼ -2.7	78%	77%	▶ -1.0
East Coast	68.8%	61.7%	▼ -7.1	55%	52%	▼ -3.7	68%	64%	▼ -3.4
North West	65.9%	69.8%	▲ 4.0	58%	64%	▲ 6.2	64%	67%	▲ 2.9
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.

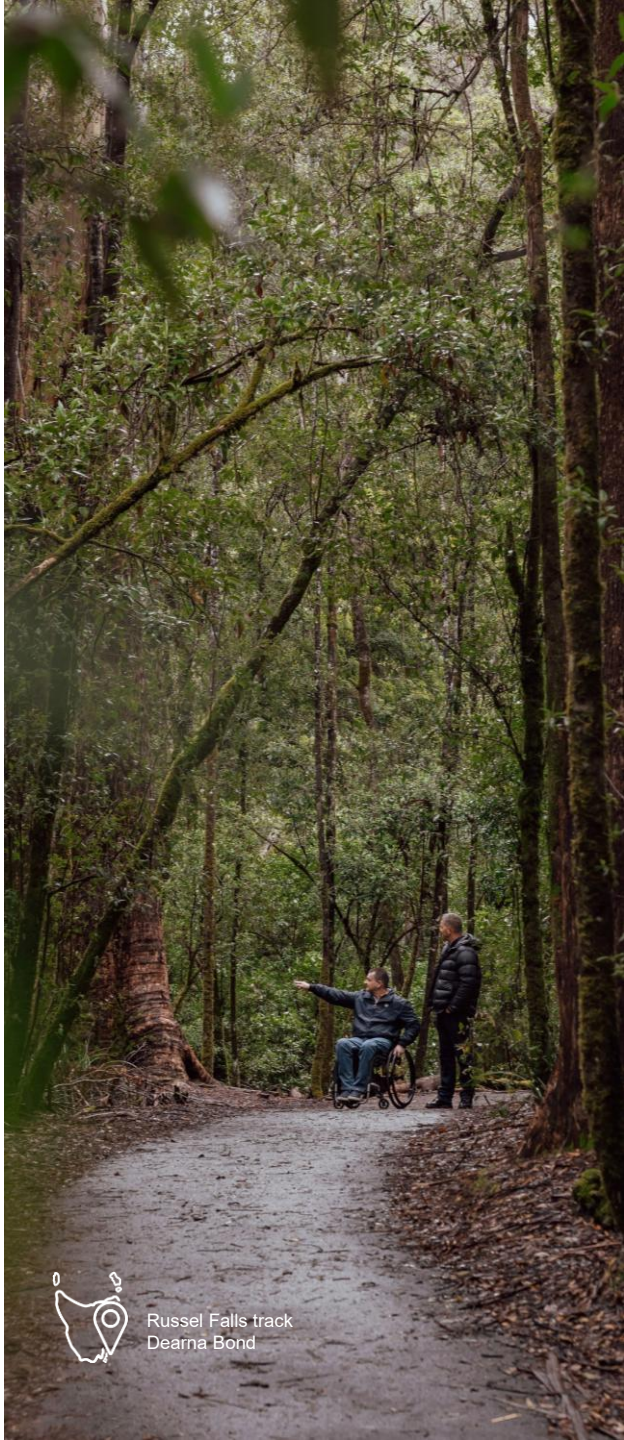
SHORT-STAY DEMAND (LISTING NIGHTS BOOKED – '000s)

October	Month			Quarter			Year Ending		
	2025	2026	% chg	2025	2026	% chg	2025	2026	% chg
TASMANIA	84.5	83.2	▼ -1.5%	210.3	206.6	▼ -1.8%	980.5	1004.2	▲ 2.4%
Southern	40.6	40.1	▼ -1.1%	103.8	103.6	▶ -0.2%	471.8	491.4	▲ 4.1%
Northern	17.6	17.5	▶ -1.0%	45.3	44.8	▼ -1.2%	209.0	214.0	▲ 2.4%
East Coast	13.0	12.5	▼ -3.7%	29.1	26.7	▼ -8.5%	147.3	146.2	▶ -0.8%
North West	10.8	10.9	▶ 0.9%	26.5	26.3	▶ -0.8%	124.1	126.5	▲ 2.0%
West Coast	1.90	1.64	▼ -13.4%	4.1	4.0	▼ -2.9%	20.4	18.7	▼ -8.2%

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



Russel Falls track
Dearna Bond

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

TASMANIA
COME DOWN FOR AIR

Tourism Tasmania