

TASMANIAN ACCOMMODATION REPORT

SEPTEMBER 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 and year ending September 2026, and stable for the quarter.

- In line with state-level seasonal trends, commercial occupancy in September was up on August.
- September 2026 was down slightly (-1.9%) on last year's record September short-stay booked nights, to 65.6k, though was the second-strongest September.
- Commercial sector occupancy across the state increased year-on-year, sitting at 71.5% in September 2026, up 2.2ppts on last year. This is its second-highest September level in the last 7 years, behind 2022 (74.7%). The quarter (+0.9ppts) and year ending September 2026 (+0.6ppts) held steady, though results were mixed across the regions.

REGIONAL INSIGHTS

SOUTHERN

- The south saw an overall lift in total room nights booked for the month, quarter and year ending September 2026, compared to last year. Commercial occupancy rose to 75.7% (+1.9ppts), its second-highest September level in the last 7 years, while short-stay booked nights were stable at 33.0k (-0.2% year-on-year), also the second-highest September level.

NORTHERN

- Total room nights booked were up on last year for the month and year ending September 2026, while down for the quarter. Commercial accommodation occupancy was stable on last year at 73.9% (+0.1ppts), the second-highest level in the last 7 years. Short-stay accommodation set a new September high at 14,600 booked nights, up 0.4% year-on-year.

EAST COAST

- The east coast was down for the month, quarter and year ending September 2026. Monthly commercial occupancy was stable on September 2025 (+0.1ppts) but remains the second-lowest September level in the past 7 years. Short-stay nights dropped 9.4% to 8,200 in September 2026, the lowest September level since 2021.

NORTH WEST

- Overall room nights booked across the north west were up for the month and quarter, and stable for the year ending September 2026. Commercial accommodation occupancy was up 8.4ppts on 2025, reaching its third-highest September level in the last 7 years. Short-stay nights in September 2026 were down 4.0% on 2025 to 8,200, the second-highest September level.

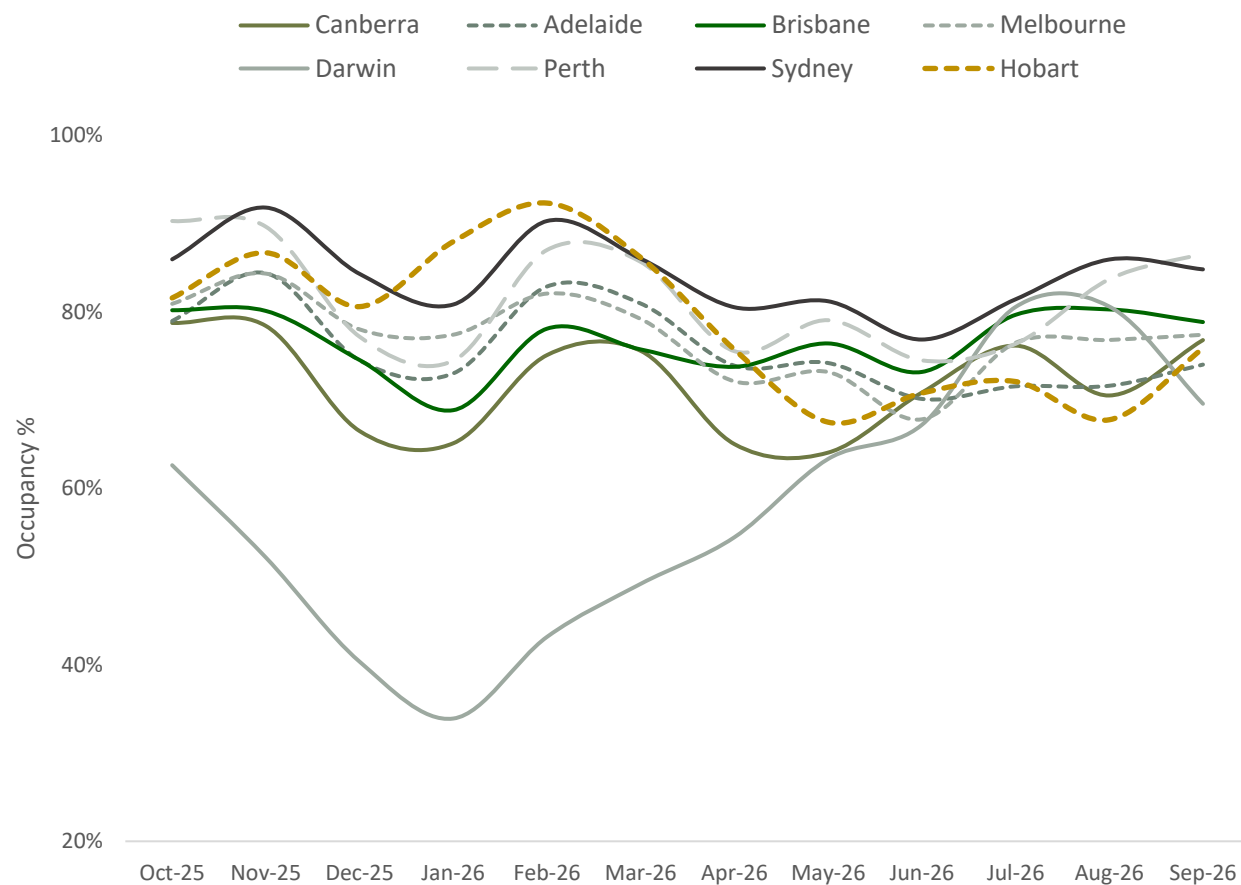
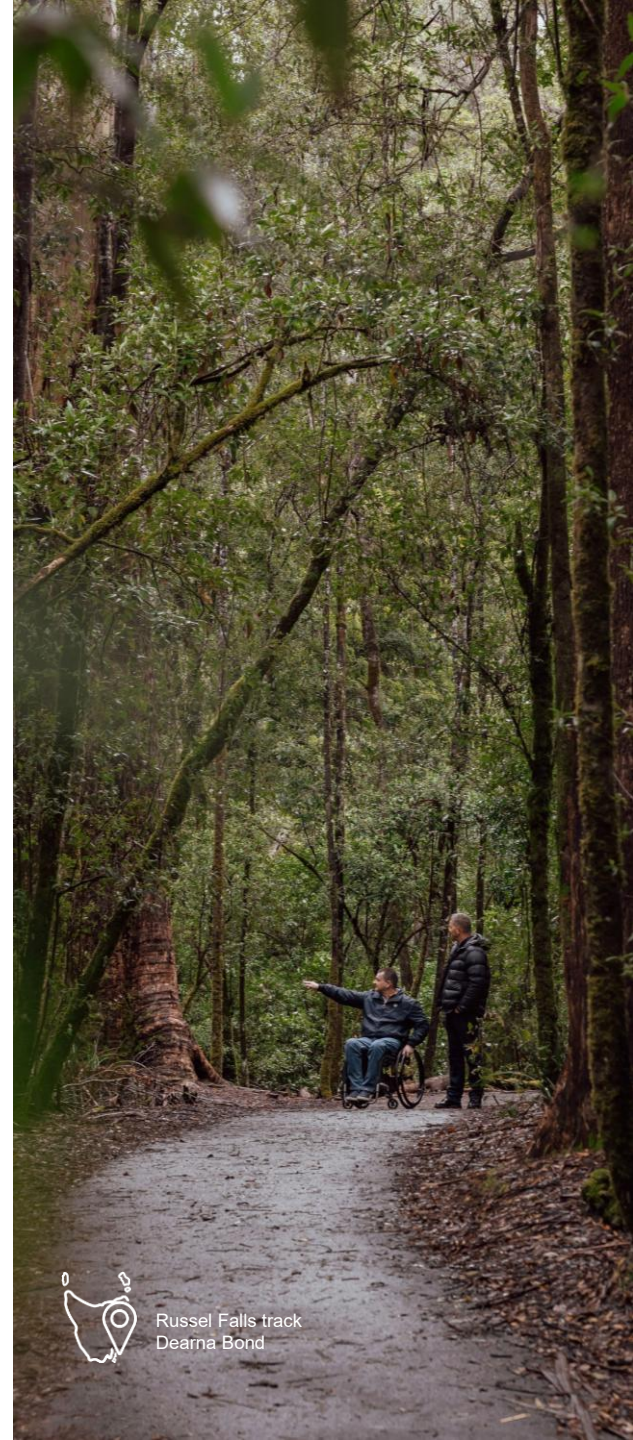
WEST COAST

- Short-stay room nights booked across the west coast were up for the month and quarter, while down for the year ending September 2026. Short-stay booked nights were up 1.7% in September to 1,200, now at their fourth-highest September level. No data is available for this region for commercial occupancy rates.

CAPITAL CITY OCCUPANCY

LAST 12 MONTHS TO SEPTEMBER 2026

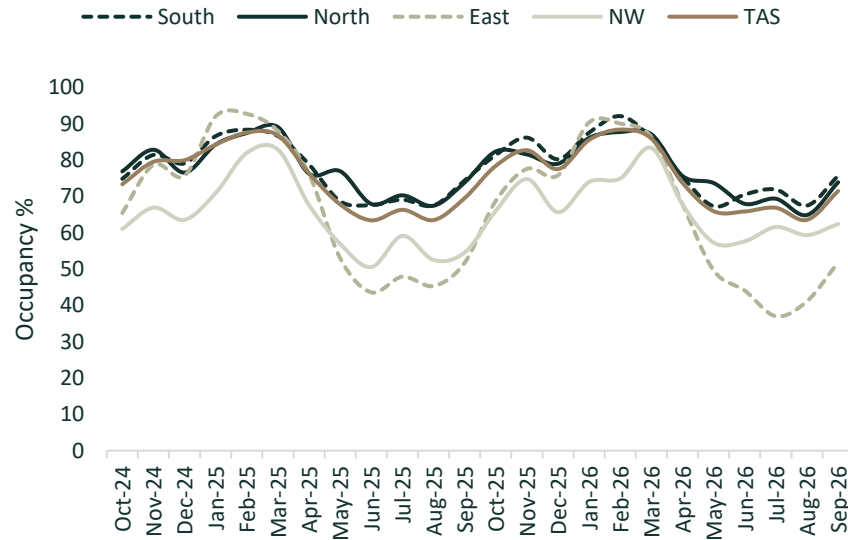
COMMERCIAL OCCUPANCY RATE



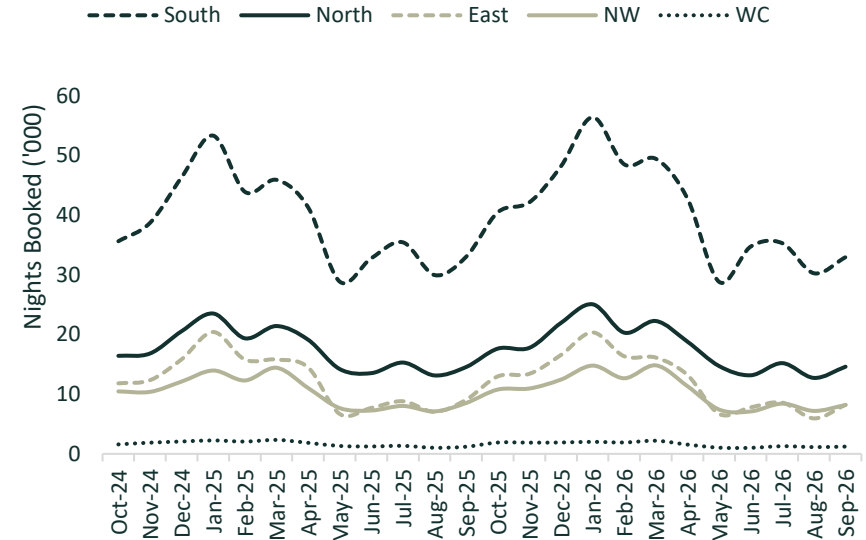
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COMMERCIAL OCCUPANCY RATE



SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)



COMMERCIAL OCCUPANCY % RATE

Month of: September	2020	2021	2022	2023	2024	2025	2026
TASMANIA	34.8	54.8	74.7	69.3	69.5	69.3	71.5
Southern	30.7	57.2	78.1	73.6	72.0	73.8	75.7
Northern	34.0	50.7	71.5	69.4	76.5	73.8	73.9
East Coast	58.9	58.2	61.3	55.3	55.1	51.7	51.8
North West	63.4	49.0	72.2	57.2	56.8	54.1	62.4
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: September	2020	2021	2022	2023	2024	2025	2026
TASMANIA	35.5	45.0	61.4	60.4	63.3	66.9	65.6
Southern	14.5	18.9	29.4	29.5	30.4	33.0	33.0
Northern	7.8	10.2	12.8	12.6	14.3	14.5	14.6
East Coast	6.8	8.1	9.4	8.6	9.0	9.1	8.2
North West	5.3	6.5	7.9	7.9	7.8	8.5	8.2
West Coast	0.70	0.95	1.24	1.36	1.22	1.19	1.21

Figures are in thousands and rounded to nearest 100

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COMMERCIAL OCCUPANCY RATE

September	Month			Quarter			Year Ending		
	2025	2026	% pt chg	2025	2026	% pt chg	2025	2026	% pt chg
TASMANIA	69.3%	71.5%	▲ 2.2	66%	67%	► 0.9	75%	76%	► 0.6
Southern	73.8%	75.7%	▲ 1.9	70%	72%	▲ 1.4	77%	78%	▲ 1.6
Northern	73.8%	73.9%	► 0.1	71%	69%	▼ -1.1	77%	77%	► 0.0
East Coast	51.7%	51.8%	► 0.1	48%	43%	▼ -5.0	68%	65%	▼ -2.5
North West	54.1%	62.4%	▲ 8.4	55%	61%	▲ 5.7	64%	67%	▲ 3.0
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.

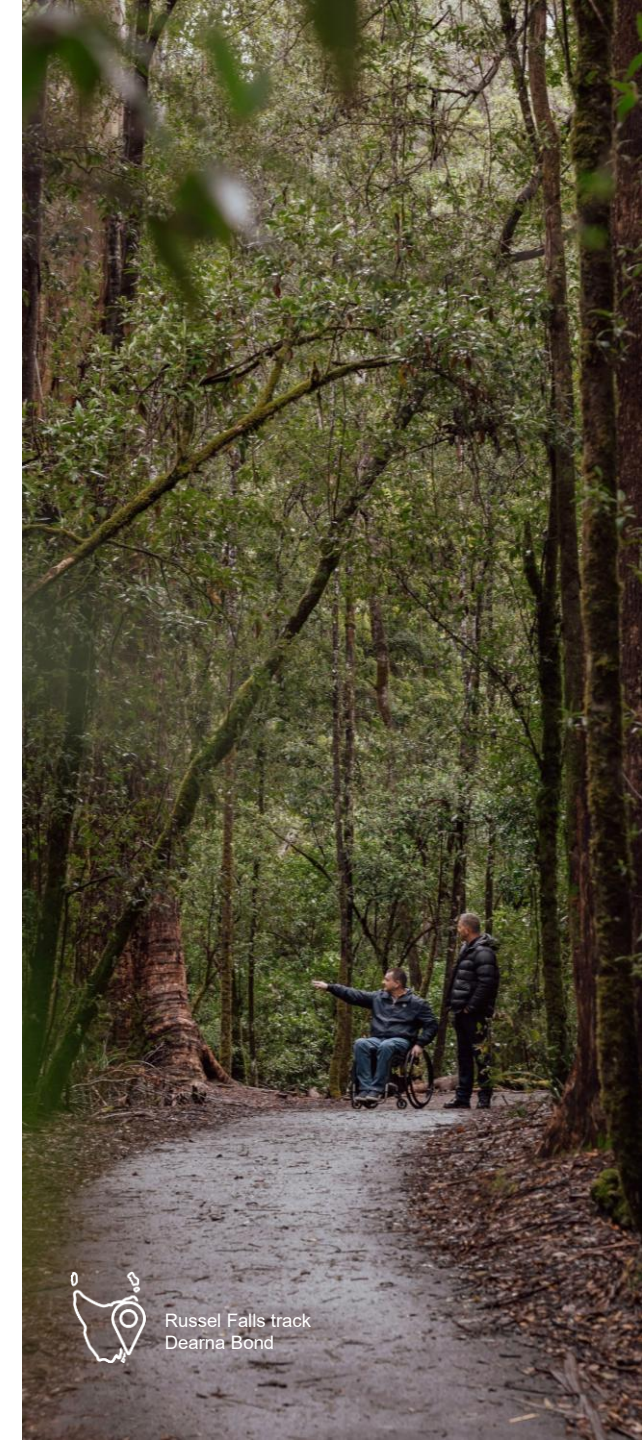
SHORT-STAY DEMAND (LISTING NIGHTS BOOKED – '000s)

September	Month			Quarter			Year Ending		
	2025	2026	% chg	2025	2026	% chg	2025	2026	% chg
TASMANIA	66.9	65.6	▼ -1.9%	195.1	192.5	▼ -1.3%	970.5	1003.2	▲ 3.4%
Southern	33.0	33.0	► -0.2%	98.4	98.5	► 0.1%	465.2	490.0	▲ 5.3%
Northern	14.5	14.6	► 0.4%	43.0	42.5	▼ -1.1%	207.9	214.2	▲ 3.0%
East Coast	9.1	8.2	▼ -9.4%	24.9	22.7	▼ -8.8%	145.8	146.2	► 0.3%
North West	8.5	8.2	▼ -4.0%	23.7	23.8	► 0.5%	123.3	126.1	▲ 2.3%
West Coast	1.19	1.21	▲ 1.7%	3.5	3.6	▲ 2.2%	20.1	19.0	▼ -5.5%

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