



### SUMMARY

Statewide room nights booked in the month of October 2024 were on par with last year, and up for the quarter and year ending October 2024, indicating ongoing demand from visitors and Tasmanians for paid accommodation as part of their trips within the state.

- October 2024 saw a record number of nights booked in short-stay accommodation for an October (75.4k, +11% on 2023), gaining on the previous highest demand in October 2022 (75.0k).
- Occupancy in the commercial sector (73%) was on par with 2023 (74%) and 2022 (73%).
- The October quarter (Aug-Oct) saw lifts across both sectors compared to last year, leading to an overall positive result for the year ending October 2024.

### REGIONAL INSIGHTS

#### SOUTHERN

The South saw an overall lift in room nights booked in October 2024, led by a strong uplift in short-stay accommodation which offset a softer result in the commercial sector. The quarter and year ending October 2024 also recorded positive results with increases from the same periods last year.

#### NORTHERN

The North was the only region to see a lift in total room nights booked from last year for the month, quarter and year ending October 2024, as well as recording the highest commercial occupancy rate and lift in short-stay booked nights in these periods.

#### EAST COAST

The East experienced an overall lift in room nights booked as a lift in short-stay more than offset softer occupancy in the commercial sector across the month, quarter and year ending October 2024 compared to the same periods last year.

#### NORTH WEST

Overall room nights booked across the North West improved from last year for the month, quarter and year ending October 2024, led by increases in short-stay while commercial occupancy was on par with the same month and quarter last year.

#### WEST COAST

Although the West Coast experienced a fall in short-stay booked nights for this month and quarter compared to last year, the year ending maintained the same level as last year due to a stronger off season period (May-August) in 2024 than in 2023. No data is available for this region for commercial occupancy rates.

### WHERE THE DATA COMES FROM

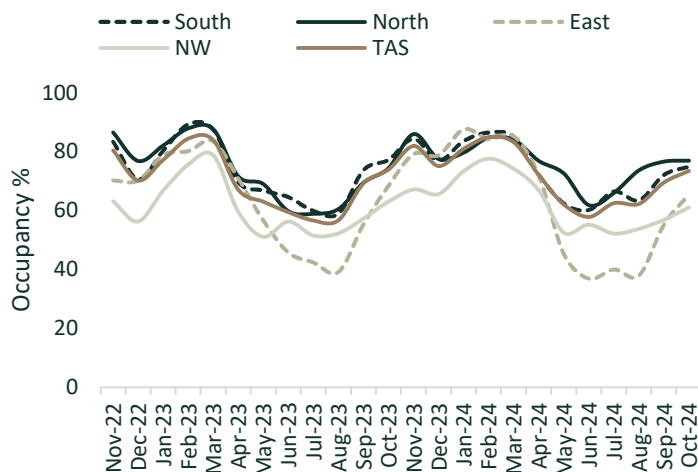
**Commercial accommodation** is compiled by global research company STR drawing on data provided by operators across multiple accommodation types including hotels, motels, lodges and holiday parks, and primarily properties with more than 10 rooms. Regional data is only provided for a region when the 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** is 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.

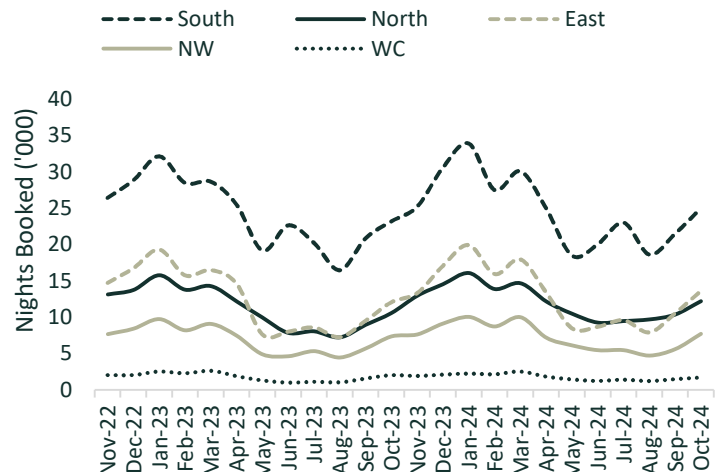
#### Notes on interpreting accommodation data

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 (eg. staying with family or 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](http://www.TourismTasmania.com.au/research/visitors)

### COMMERCIAL OCCUPANCY RATE



### SHORT-STAY DEMAND (BOOKED NIGHTS) ('000)





# TASMANIAN ACCOMMODATION REPORT

OCTOBER 2024

TASMANIA  
COME DOWN FOR AIR



## COMMERCIAL OCCUPANCY RATE

October	Month		
	2023	2024	% chg
TASMANIA	74%	73%	▶ -0.8%
Southern	77%	75%	▼ -2.9%
Northern	75%	77%	▲ 3.1%
East Coast	68%	65%	▼ -4.2%
North West	61%	61%	▼ -0.2%
West Coast	no data		

Quarter		
2023	2024	% chg
67%	68%	▲ 2.7%
70%	70%	▲ 0.3%
68%	76%	▲ 11.2%
54%	53%	▼ -2.6%
57%	57%	▼ -0.4%
no data		

Year Ending		
2023	2024	% chg
70%	72%	▲ 3.8%
72%	73%	▲ 1.3%
72%	75%	▲ 4.0%
61%	60%	▼ -1.5%
60%	62%	▲ 3.8%
no data		

## SHORT-STAY BOOKED NIGHTS ('000)

October	Month		
	2023	2024	% chg
TASMANIA	68.2	75.4	▲ 10.5%
Southern	23.2	25.0	▲ 7.9%
Northern	10.6	12.2	▲ 15.3%
East Coast	12.1	13.6	▲ 13.1%
North West	7.3	7.7	▲ 4.8%
West Coast	2.0	1.7	▼ -16.2%

Quarter		
2023	2024	% chg
171	191	▲ 12%
61	65	▲ 8%
27	32	▲ 21%
29	32	▲ 11%
17	18	▲ 3%
5	4	▼ -5%

Year Ending		
2023	2024	% chg
839	881	▲ 5%
293	299	▲ 2%
135	146	▲ 8%
151	156	▲ 4%
83	88	▲ 6%
21	21	▼ -1%

## CURRENT MONTH IN PREVIOUS YEARS

### COMMERCIAL OCCUPANCY RATE

October	2019	2020	2021	2022	2023	2024
TASMANIA	79	41	54	73	74	73
Southern	88	38	57	73	77	75
Northern	72	39	51	82	75	77
East Coast	52	60	48	65	68	65
North West	77	61	45	56	61	61
West Coast	no data					

### SHORT-STAY BOOKED NIGHTS ('000)

2019	2020	2021	2022	2023	2024
61	42	48	75	68	75
24.2	11.2	13.9	25.8	23.2	25.0
9.5	6.7	8.3	12.4	10.6	12.2
8.2	9.5	9.7	14.0	12.1	13.6
5.5	5.7	5.9	7.6	7.3	7.7
1.2	1.2	1.3	1.8	2.0	1.7

### CHANGE KEY

- ▲ More than 1%
- ▼ Below -1%
- ▶ Stable when change is between -1% & +1%

### KEY TERMS

**Room nights booked** is the number of nights a room was booked in a period. A 'room' 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 available divided room nights booked, expressed as a percentage.

### 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.