



SUMMARY

Statewide room-nights booked were up on last year, for the month, quarter and year ending February 2025, continuing a buoyant summer period for accommodation demand and visitation.

- February 2025 saw a record number of nights booked in short-stay accommodation for any previous February (91k, +8.4% on 2024), gaining on the previous highest demand in February 2023 (84k).
- Occupancy in the commercial sector (84.3%) was up on 2024 (81%) and just below 2023 (86%).
- Statewide, the quarter (Dec-Feb) saw increased booked nights across both sectors compared to last year, though the West Coast saw a slight softening in short-stay booked nights (-1.6%).

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 February 2025. Short-stay booked nights set a new record for a February, and commercial occupancy was at its highest since February 2021.

NORTHERN

Total room nights booked were up on last year for the month, quarter and year ending February 2025, boosted by positive results in both sectors, including a record for booked nights in short-stay in a February and the highest occupancy in this month for commercial accommodation since before the pandemic.

EAST COAST

The East experienced a lift in nights booked over all three time periods, recording new records in commercial occupancy and short-stay booked nights in any month in the last two years. These results continue on from the strong demand seen in January 2025.

NORTH WEST

Overall room nights booked across the North West were up for the month, quarter and year ending February 2025. The region saw its highest commercial occupancy in a February since before the pandemic, and set a new record for this month for short-stay booked nights.

WEST COAST

Booked nights in the month and quarter ending February 2025 were below the same periods in 2024, with the annual result just slightly above year ending February 2024, though the actual nights booked change is from a small base volume. Each February over the past three years have all maintained higher demand than before the pandemic. No data is available for this region for commercial occupancy rates.

WHERE THE DATA COMES FROM

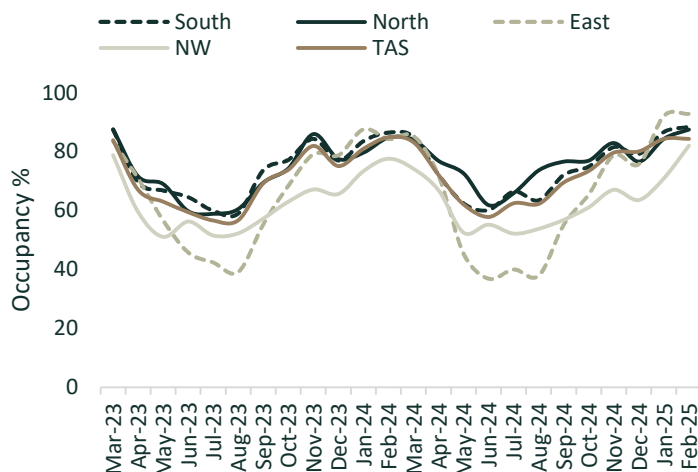
Commercial accommodation is compiled by global research company STR drawing on data provided by operators across multiple accommodation types including hotels, motels, lodges and holiday parks, and primarily properties with more than 10 rooms. Regional data is only provided for a region when the mix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

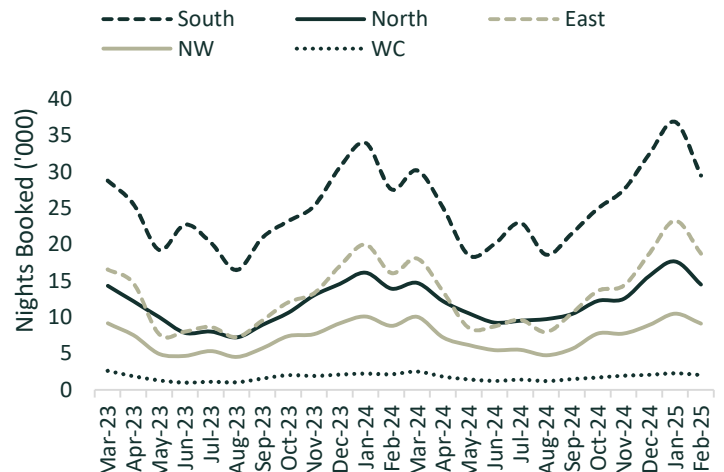
Notes on interpreting accommodation data

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

COMMERCIAL OCCUPANCY RATE



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





COMMERCIAL OCCUPANCY RATE

February	Month		
	2024	2025	% chg
TASMANIA	81.1%	84.3%	▲ 3.2%
Southern	86.6%	88.4%	▲ 2.0%
Northern	84.9%	87.4%	▲ 3.0%
East Coast	84.2%	92.7%	▲ 10.2%
North West	77.8%	82.0%	▲ 5.4%
West Coast	no data		

Quarter		
2024	2025	% chg
80%	83%	▲ 3.2%
82%	85%	▲ 3.0%
81%	83%	▲ 2.7%
83%	87%	▲ 4.0%
72%	72%	▶ 0.1%
no data		

Year Ending		
2024	2025	% chg
71%	73%	▲ 2.2%
85%	87%	▲ 3.0%
82%	84%	▲ 2.2%
84%	92%	▲ 9.5%
75%	76%	▲ 1.3%
no data		

SHORT-STAY BOOKED NIGHTS ('000)

February	Month		
	2024	2025	% chg
TASMANIA	83.8	90.8	▲ 8.4%
Southern	27.6	29.5	▲ 6.9%
Northern	13.9	14.5	▲ 3.9%
East Coast	16.1	18.7	▲ 16.6%
North West	8.8	9.1	▲ 3.7%
West Coast	2.14	2.02	▼ -5.4%

Quarter		
2024	2025	% chg
276	300	▲ 8.6%
92	99	▲ 7.2%
45	48	▲ 7.2%
53	61	▲ 14.5%
28.0	28.5	▲ 1.6%
6.5	6.4	▼ -1.6%

Year Ending		
2024	2025	% chg
846	907	▲ 7.3%
295	308	▲ 4.6%
137	149	▲ 9.0%
151	166	▲ 9.9%
85	89	▲ 4.5%
20.8	21.0	▶ 1.0%

CURRENT MONTH IN PREVIOUS YEARS

COMMERCIAL OCCUPANCY RATE

February	2019	2020	2021	2022	2023	2024	2025
TASMANIA	89	85	64	79	86	81	84
Southern	93	93	89	66	81	87	88
Northern	86	86	82	58	74	85	87
East Coast	68	68	76	67	77	84	93
North West	87	87	82	61	73	78	82
West Coast	no data						

Figures are rounded to nearest whole percentage

SHORT-STAY BOOKED NIGHTS ('000)

2019	2020	2021	2022	2023	2024	2025
65	72	49	63	84.0	83.8	91
24.8	25.9	16.2	20.6	28.6	27.6	29.5
10.7	12.1	7.6	10.7	13.8	13.9	14.5
9.1	10.4	9.2	11.2	15.8	16.1	18.7
5.8	7.1	5.2	6.7	8.3	8.8	9.1
1.4	1.6	1.3	1.6	2.3	2.1	2.0

Figures are rounded to nearest 100

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' 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 available divided by room nights booked, expressed as a percentage.

Find more Visitor Economy data and insights 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.