



SUMMARY

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

- March 2025 saw a record number of nights booked in short-stay accommodation for any previous March (96k, +5.3% on 2024), gaining on the previous highest demand in March 2024 (91k).
- Commercial occupancy reached 86.8% in March 2025 — the highest occupancy recorded for any single month since COVID. Statewide, the quarter (Jan-Mar) saw increased booked nights across both sectors compared to last year, though the West Coast saw a slight softening in short-stay booked nights (-4.7%).

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 March 2025. Short-stay booked nights set a new record for a March, and commercial occupancy was at its highest March since 2019.

NORTHERN

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

EAST COAST

The East experienced a lift in nights booked across all three time periods, recording new records in commercial occupancy and short-stay booked nights in a March.

NORTH WEST

Overall room nights booked across the North West were up for the month, quarter and year ending March 2025. The region saw its highest commercial occupancy in a March since 2021, and set a new record for this month for short-stay booked nights.

WEST COAST

Booked nights in the month, quarter and year ending March 2025 were below the same periods in 2024. Each March over the past three years has all maintained higher demand than before the pandemic. No data is available for this region for commercial occupancy rates.

WHERE THE DATA COMES FROM

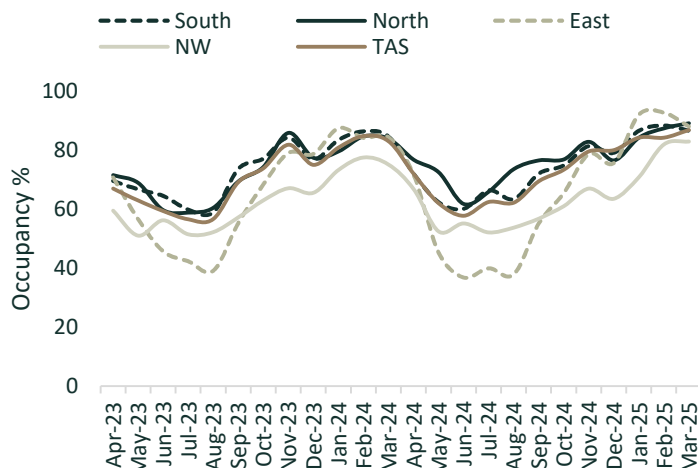
Commercial accommodation is compiled by global research company STR drawing on data provided by operators across multiple accommodation types including hotels, motels, lodges and holiday parks, and primarily properties with more than 10 rooms. Regional data is only provided for a region when the mix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

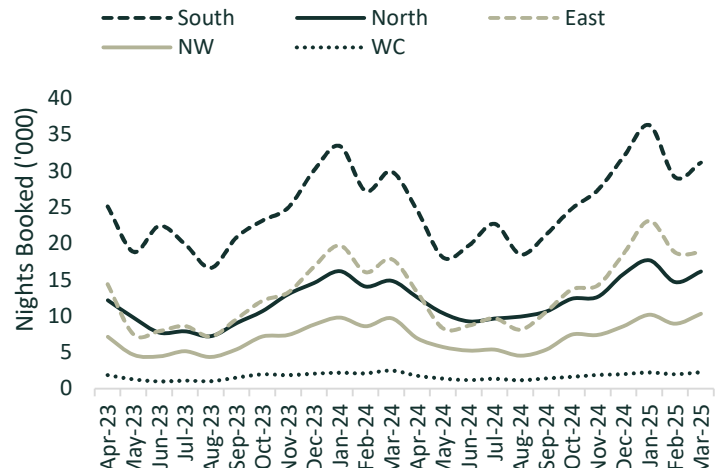
Notes on interpreting accommodation data

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

March	Month		
	2024	2025	% pt chg
TASMANIA	83.1%	86.8%	▲ 3.7
Southern	84.6%	86.6%	▲ 2.0
Northern	83.9%	89.1%	▲ 5.2
East Coast	84.4%	88.1%	▲ 3.7
North West	75.1%	82.9%	▲ 7.8
West Coast	no data		

Quarter		
2024	2025	% pt chg
83%	85%	▲ 2.2
85%	87%	▲ 2.4
83%	87%	▲ 4.2
85%	91%	▲ 5.6
75%	79%	▲ 3.3
no data		

Year Ending		
2024	2025	% pt chg
71%	73%	▲ 1.9
85%	87%	▲ 2.3
83%	86%	▲ 2.9
84%	91%	▲ 6.5
75%	78%	▲ 3.3
no data		

Percentage point change refers to the absolute difference between two percentages

SHORT-STAY BOOKED NIGHTS ('000)

March	Month		
	2024	2025	% chg
TASMANIA	91.4	96.2	▲ 5.3%
Southern	29.9	31.1	▲ 4.1%
Northern	14.9	16.1	▲ 8.4%
East Coast	17.8	18.8	▲ 5.2%
North West	9.7	10.3	▲ 6.4%
West Coast	2.48	2.25	▼ -9.3%

Quarter		
2024	2025	% chg
274	298	▲ 8.5%
90	96	▲ 6.6%
45	48	▲ 7.4%
54	61	▲ 13.1%
28.0	29.4	▲ 4.8%
6.76	6.44	▼ -4.7%

Year Ending		
2024	2025	% chg
838	902	▲ 7.5%
292	305	▲ 4.4%
137	152	▲ 10.6%
151	166	▲ 9.8%
82	86	▲ 4.2%
20.3	20.1	▼ -1.1%

CURRENT MONTH IN PREVIOUS YEARS

COMMERCIAL OCCUPANCY % RATE

March	2019	2020	2021	2022	2023	2024	2025
TASMANIA	84	55	77	84	85	83	87
Southern	90	56	79	87	87	85	87
Northern	79	54	70	79	88	84	89
East Coast	61	52		79	83	84	88
North West	84	57	84	80	79	75	83
West Coast	no data						

Figures are rounded to nearest whole percentage. Blank cells = no data

SHORT-STAY BOOKED NIGHTS ('000)

2019	2020	2021	2022	2023	2024	2025
68	60	63	71	85.2	91.4	96
25.5	21.6	19.6	23.0	28.3	29.9	31.1
11.6	9.7	10.4	12.5	14.3	14.9	16.1
9.1	9.1	11.3	12.2	16.4	17.8	18.8
6.9	6.0	7.0	8.1	8.8	9.7	10.3
1.3	1.1	1.7	1.9	2.6	2.5	2.2

Figures are rounded to nearest 100

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

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.

Percentage point change refers to the absolute difference between two percentages, whereas percent change is the percentage difference from another

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.