

TASMANIAN ACCOMMODATION REPORT

MAY 2025



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, quarter and year ending May 2025, continuing from the buoyant summer period for accommodation demand and visitation.

- In line with seasonal trends, occupancy in May fell from April.
- May 2025 saw a record number of nights booked in short-stay accommodation for any previous May (60.3k, +10.8% on 2024).
- Occupancy in the commercial sector was 67.8% in May 2025. This is higher than May in the past two years, though below the peak of 72% in May 2022.

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 May 2025. Short-stay booked nights set a record for a May, and commercial occupancy was the highest May since 2022.

NORTHERN

- Total room nights booked were up on last year for the month, quarter and year ending May 2025, including records for booked nights in short-stay in a May, as well as for commercial occupancy in this month.

EAST COAST

- The East experienced a lift in nights booked over all three time periods, recording a new record for short-stay booked nights in a May, and the highest commercial occupancy in a May since 2023.

NORTH WEST

- Overall room nights booked across the North West were up for the month, quarter and year ending May 2025. The region set a record for this month for short-stay booked nights, while occupancy in commercial accommodation was the highest since 2022.

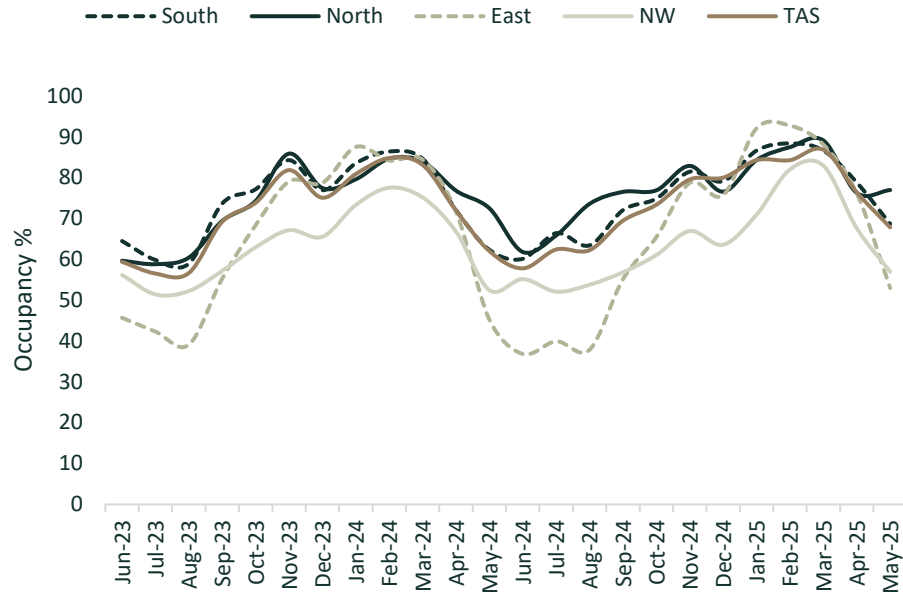
WEST COAST

- Booked nights in the month of May were down on last year, the quarter, and the year ending May 2025. However, each May over the past five years has maintained higher demand than before the pandemic. No data is available for this region for commercial occupancy rates.

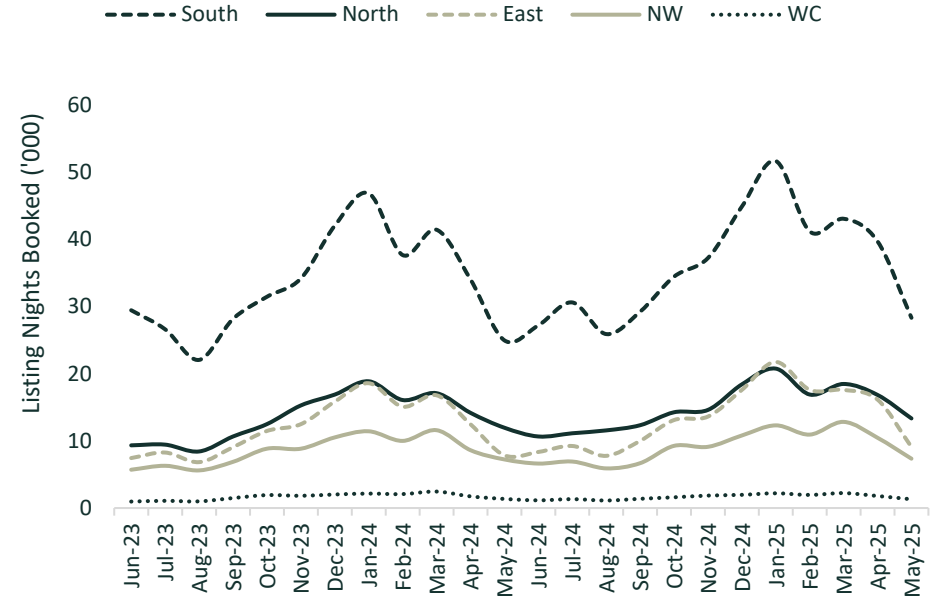
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COMMERCIAL OCCUPANCY RATE



SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)



COMMERCIAL OCCUPANCY RATE

Month of: May	2019	2020	2021	2022	2023	2024	2025
TASMANIA	66	11	70	72	64	62	68
Southern	72	8	73	75	67	62	69
Northern	66	11	63	68	69	72	77
East Coast	32		69	62	57	45	53
North West	63		74	78	51	55	57
West Coast	no data						

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

SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)

Month of: May	2019	2020	2021	2022	2023	2024	2025
TASMANIA	39	18	52	54	51.5	54.4	60
Southern	21.0	8.3	25.0	26.3	24.8	25.0	28.3
Northern	8.6	4.0	10.4	10.8	11.6	12.0	13.3
East Coast	3.7	2.4	7.6	7.2	7.1	7.9	9.1
North West	4.3	2.4	5.9	6.5	5.8	7.2	7.3
West Coast	0.7	0.4	1.2	1.4	1.2	1.4	1.3

Figures are in thousands and rounded to nearest 100

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COMMERCIAL OCCUPANCY RATE

May	Month			Quarter			Year Ending		
	2024	2025	% pt chg	2024	2025	% pt chg	2024	2025	% pt chg
TASMANIA	62.5%	67.8%	▲ 5.3	72%	77%	▲ 4.7	71%	74%	▲ 2.4
Southern	62.3%	68.7%	▲ 6.4	73%	78%	▲ 5.0	74%	76%	▲ 1.9
Northern	72.5%	77.0%	▲ 4.5	78%	81%	▲ 3.0	74%	77%	▲ 3.7
East Coast	45.2%	53.0%	▲ 7.8	67%	72%	▲ 5.3	65%	66%	▲ 0.8
North West	55.4%	57.0%	▲ 1.6	65%	69%	▲ 4.4	63%	64%	▲ 1.0
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)

May	Month			Quarter			Year Ending		
	2024	2025	% chg	2024	2025	% chg	2024	2025	% chg
TASMANIA	54.4	60.3	▲ 10.8%	219	243	▲ 11.3%	842	922	▲ 9.6%
Southern	25.0	28.3	▲ 13.4%	101	111	▲ 10.6%	399	434	▲ 8.6%
Northern	12.0	13.3	▲ 11.6%	43	49	▲ 12.5%	161	179	▲ 11.6%
East Coast	7.9	9.1	▲ 15.6%	37	43	▲ 15.3%	142	162	▲ 13.8%
North West	7.2	7.3	▲ 1.5%	27.5	30.6	▲ 11.6%	102	109	▲ 7.5%
West Coast	1.36	1.30	▼ -3.8%	5.5	5.3	▼ -4.1%	20.1	19.8	▼ -1.0%

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



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 (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

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

- **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 value.

Find more Visitor Economy data and insights at www.tourismtasmania.com.au/research/visitors