

# TASMANIAN ACCOMMODATION REPORT

JULY 2025



Nelson Falls track  
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**TASMANIA**  
COME DOWN FOR AIR





# TASMANIAN ACCOMMODATION REPORT

JULY 2025

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 July 2025, continuing from the buoyant autumn period for accommodation demand and visitation.

- In line with state-level seasonal trends, occupancy in July increased from June.
- July 2025 saw a record number of nights booked in short-stay accommodation for any previous July (65.5k, +10.2% on 2024).
- Occupancy in the commercial sector was 66.3% in July 2025 – a record for this month.

## 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 July 2025. Short-stay booked nights set a record for the month of July, and commercial occupancy was the highest July since 2019.

### NORTHERN

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

### EAST COAST

- The east coast experienced a lift in nights booked over all three time periods, recording a record for short-stay booked nights for the month of July, with commercial occupancy in July 2025 the highest since July 2022.

### NORTH WEST

- Overall room nights booked across the north west were up for the month, quarter and year ending July 2025. Short-stay booked nights also reached a new record for the month of July, while occupancy in commercial accommodation was the highest since July 2022.

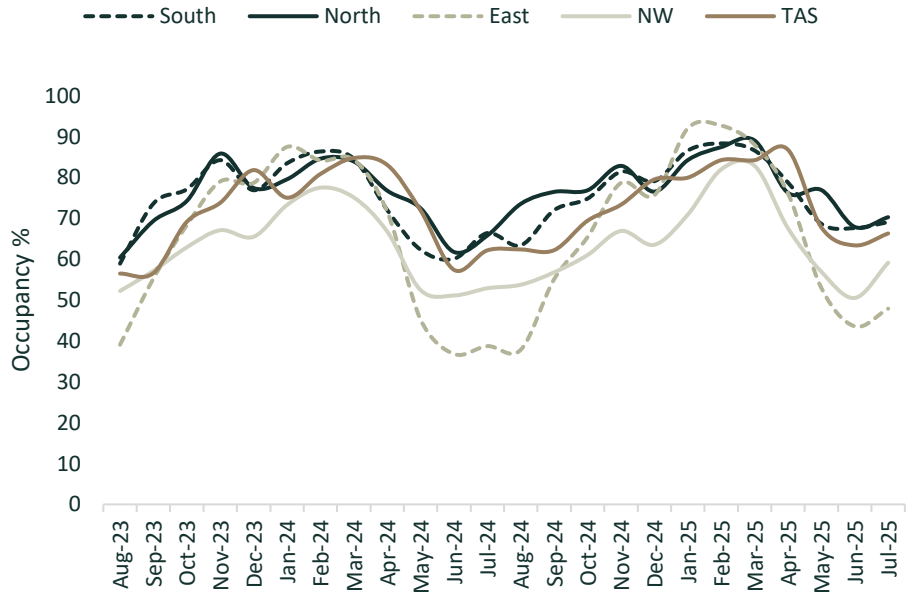
### WEST COAST

- Booked nights for the month of July were up on last year, with the quarter on par, and year ending July down slightly. Each July over the past five years has maintained higher demand than before the pandemic. No data is available for this region for commercial occupancy rates.

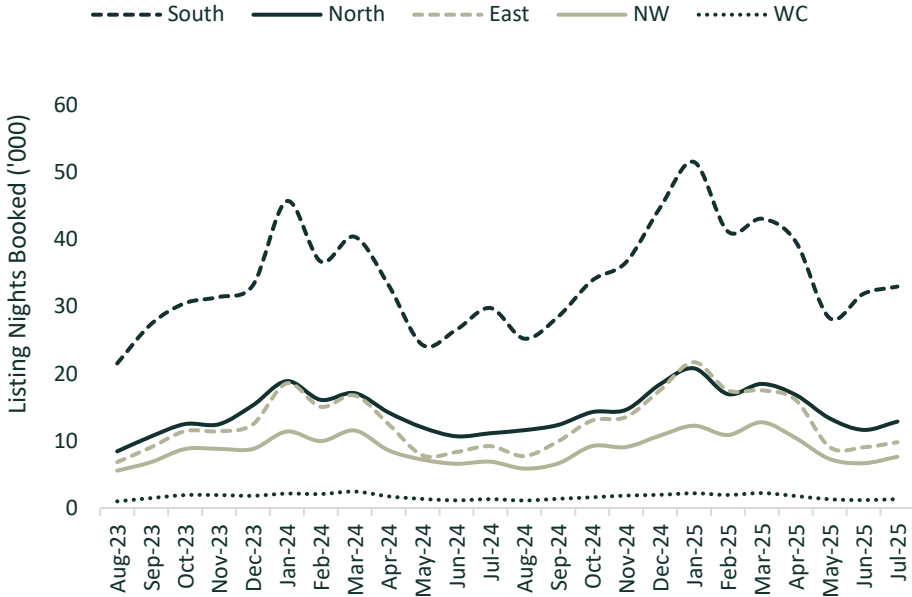
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## COMMERCIAL OCCUPANCY RATE



## SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)



## COMMERCIAL OCCUPANCY % RATE

Month of: July	2019	2020	2021	2022	2023	2024	2025
TASMANIA	66.3	34	53	65.8	57	62	66.3
Southern	73	29	55	69	60	66	69
Northern	65	32	51	63	59	66	70
East Coast	34	61	47	58	42	39	48
North West	70	75	56	65	51	53	59
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: July	2019	2020	2021	2022	2023	2024	2025
TASMANIA	46.9	34.7	49.3	55.1	52.0	59.5	65.5
Southern	24.8	14.4	22.2	27.5	26.0	29.8	33.0
Northern	10.1	6.6	10.1	10.8	9.4	11.1	12.9
East Coast	5.1	7.4	8.2	8.2	8.3	9.2	9.8
North West	5.33	4.57	6.30	6.38	6.3	6.91	7.64
West Coast	0.71	0.84	1.11	1.19	1.1	1.33	1.33

Figures are in thousands and rounded to nearest 100

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## COMMERCIAL OCCUPANCY RATE

July	Month			Quarter			Year Ending		
	2024	2025	% pt chg	2024	2025	% pt chg	2024	2025	% pt chg
TASMANIA	62.2%	66.3%	▲ 4.1	64%	66%	▲ 2.0	71%	73%	▲ 2.2
Southern	66.4%	69.1%	▲ 2.7	63%	68%	▲ 5.5	74%	76%	▲ 2.5
Northern	65.8%	70.3%	▲ 4.5	67%	72%	▲ 5.0	74%	78%	▲ 3.8
East Coast	38.8%	47.9%	▲ 9.2	40%	48%	▲ 7.9	64%	67%	▲ 3.1
North West	52.9%	59.2%	▲ 6.2	52%	56%	▲ 3.4	63%	64%	▲ 1.5
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.

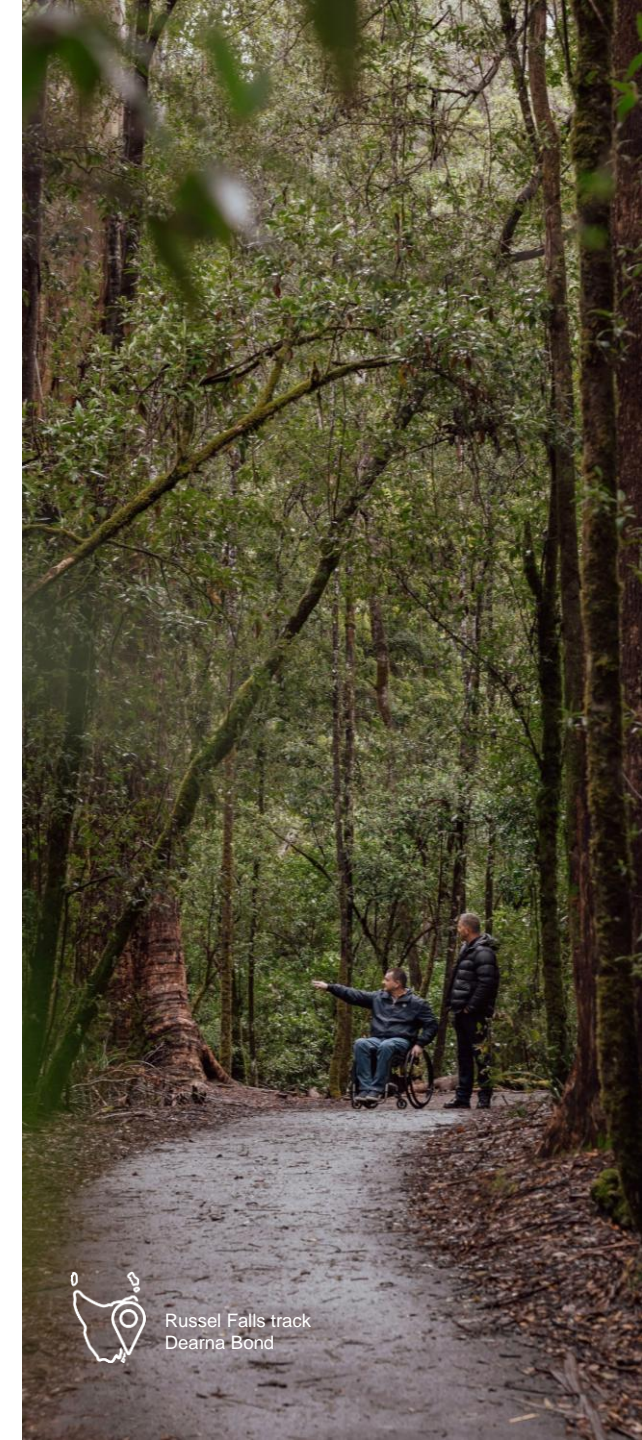
## SHORT-STAY DEMAND (LISTING NIGHTS BOOKED – '000s)

July	Month			Quarter			Year Ending		
	2024	2025	% chg	2024	2025	% chg	2024	2025	% chg
TASMANIA	59.5	65.5	▲ 10.2%	167.6	187.2	▲ 11.7%	839.5	930.2	▲ 10.8%
Southern	29.8	33.0	▲ 10.7%	80.7	93.2	▲ 15.5%	390.2	437.7	▲ 12.2%
Northern	11.1	12.9	▲ 15.6%	33.8	37.9	▲ 12.0%	164.1	182.3	▲ 11.1%
East Coast	9.2	9.8	▲ 6.3%	25.4	27.9	▲ 9.9%	143.9	162.6	▲ 13.0%
North West	6.9	7.6	▲ 10.6%	20.7	21.6	▲ 4.4%	102.7	109.6	▲ 6.7%
West Coast	1.33	1.33	▲ 0.2%	3.8	3.8	▼ -0.2%	20.5	19.9	▼ -2.9%

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 (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](http://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](mailto: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 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.

Find more **Visitor Economy data and insights** at [www.tourismtasmania.com.au/research/visitors](http://www.tourismtasmania.com.au/research/visitors)