

# TASMANIAN ACCOMMODATION REPORT

SEPTEMBER 2025



Nelson Falls track  
Jason Charles Hill

**TASMANIA**  
COME DOWN FOR AIR



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SEPTEMBER 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 September 2025, continuing from the buoyant winter period for accommodation demand and visitation.

- In line with state-level seasonal trends, occupancy in September increased from August.
- September 2025 saw a record number of nights booked in short-stay accommodation for any previous September (63.5k, +5.9% on 2024).
- Occupancy in the commercial sector was 69.4% in September 2025, on par with last year (69.5%) though down on the record for this month in 2022 (74.7%).

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

### NORTHERN

- Total room nights booked were up on last year for the year ending September 2025. While the September quarter and month saw slight declines in the context of 2024 being at record levels, 2025 room nights during these periods remained at their second highest levels ever recorded.

### EAST COAST

- The east coast experienced a lift in nights booked for the month, quarter, and year ending September 2025 from last year. A softening in the monthly commercial occupancy was more than countered by the record demand for nights in short stay accommodation, leading to the overall increase in nights.

### NORTH WEST

- Overall room nights booked across the north west were up for the quarter and year ending September 2025, while also remaining stable for the month. A record for booked nights in short-stay accommodation counteracted a slight downturn in commercial accommodation occupancy in the month of September, leading to an overall stable result compared to September last year.

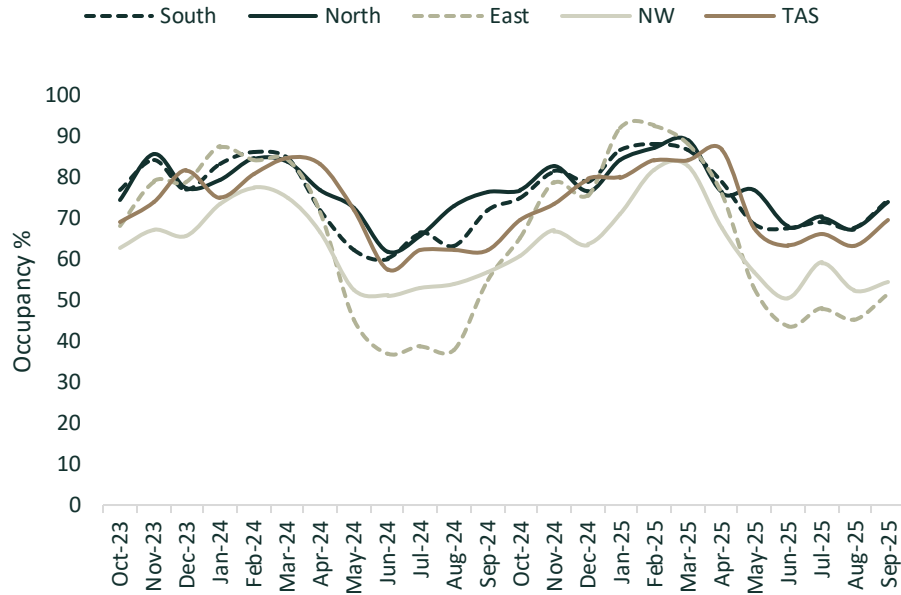
### WEST COAST

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

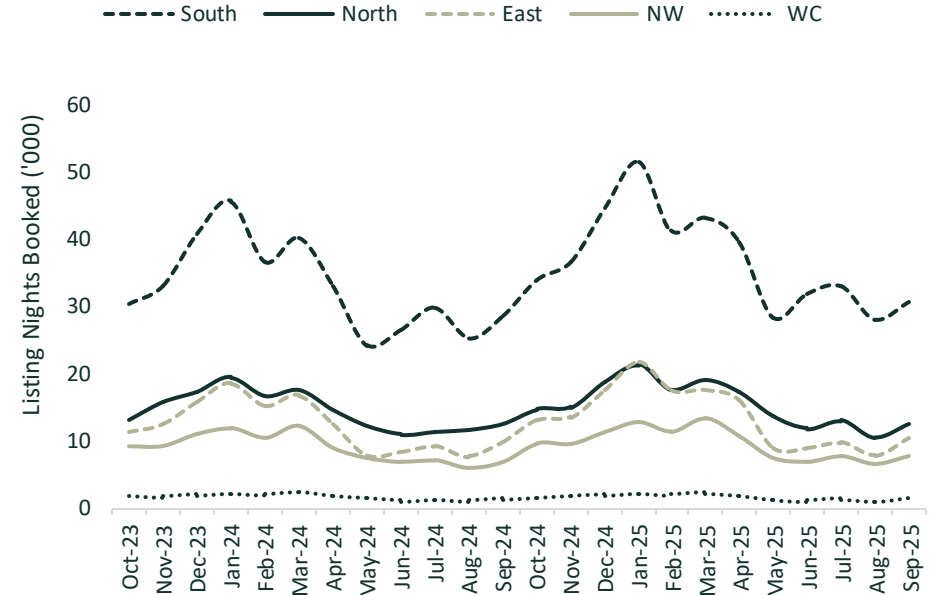
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## COMMERCIAL OCCUPANCY RATE



## SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)



## COMMERCIAL OCCUPANCY % RATE

| Month of: Sept | 2019    | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|----------------|---------|------|------|------|------|------|------|
| TASMANIA       | 71.9    | 34.8 | 54.8 | 74.7 | 73.6 | 69.5 | 69.4 |
| SOUTHERN       | 81      | 31   | 57   | 78   | 74   | 72   | 74.4 |
| NORTHERN       | 65      | 34   | 51   | 71   | 69   | 76   | 73.9 |
| EAST COAST     | 38      | 59   | 58   | 61   | 55   | 55   | 51.7 |
| NORTH WEST     | 69      | 63   | 49   | 72   | 57   | 57   | 54.5 |
| 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: Sept | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 | 2025 |
|----------------|------|------|------|------|------|------|------|
| TASMANIA       | 54.9 | 31.0 | 43.1 | 60.2 | 56.5 | 59.9 | 63.5 |
| SOUTHERN       | 28.6 | 12.3 | 17.8 | 28.8 | 27.4 | 28.5 | 30.8 |
| NORTHERN       | 10.9 | 6.2  | 8.9  | 11.9 | 11.0 | 12.6 | 12.5 |
| EAST COAST     | 7.0  | 6.8  | 8.5  | 9.9  | 9.0  | 9.9  | 10.5 |
| NORTH WEST     | 6.66 | 4.55 | 6.10 | 7.37 | 7.12 | 6.94 | 7.76 |
| WEST COAST     | 1.00 | 0.81 | 1.16 | 1.47 | 1.48 | 1.37 | 1.37 |

Figures are in thousands and rounded to nearest 100

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## COMMERCIAL OCCUPANCY RATE

| September  | Month   |       |          | Quarter |       |          | Year Ending |       |          |
|------------|---------|-------|----------|---------|-------|----------|-------------|-------|----------|
|            | 2024    | 2025  | % pt chg | 2024    | 2025  | % pt chg | 2024        | 2025  | % pt chg |
| TASMANIA   | 69.5%   | 69.4% | ▼ -0.1   | 62%     | 66%   | ▲ 4.2    | 72%         | 72%   | ▲ 1.9    |
| SOUTHERN   | 72.0%   | 74.4% | ▲ 2.4    | 67%     | 70.3% | ▲ 3.0    | 74%         | 74.1% | ▲ 2.8    |
| NORTHERN   | 76.0%   | 73.9% | ▼ -2.2   | 72%     | 70.5% | ▼ -1.3   | 76%         | 76.0% | ▲ 1.5    |
| EAST COAST | 55.1%   | 51.7% | ▼ -3.4   | 44%     | 48.3% | ▲ 4.4    | 64%         | 64.0% | ▲ 3.6    |
| NORTH WEST | 56.7%   | 54.5% | ▼ -2.2   | 54%     | 55.4% | ▲ 0.9    | 63%         | 63.0% | ▲ 1.1    |
| 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.

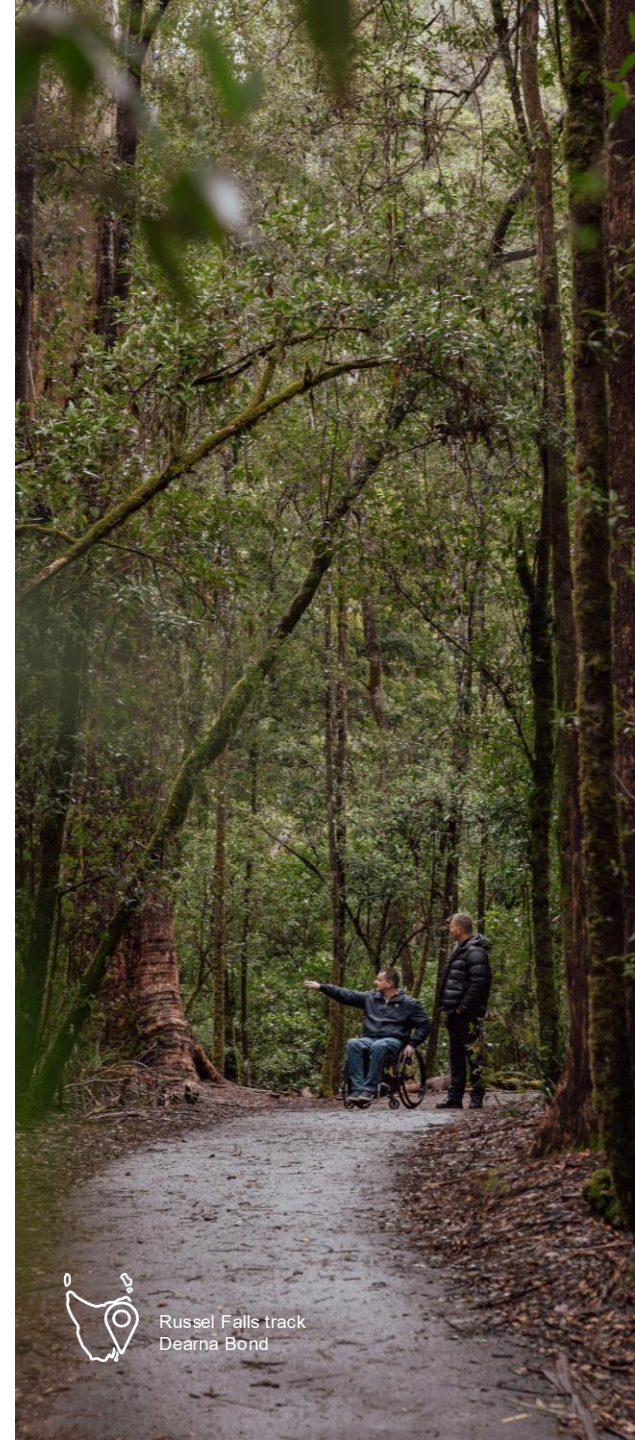
## SHORT-STAY DEMAND (LISTING NIGHTS BOOKED – '000s)

| September  | Month |      |         | Quarter |       |         | Year Ending |       |         |
|------------|-------|------|---------|---------|-------|---------|-------------|-------|---------|
|            | 2024  | 2025 | % chg   | 2024    | 2025  | % chg   | 2024        | 2025  | % chg   |
| TASMANIA   | 59.9  | 63.5 | ▲ 5.9%  | 171.7   | 183.3 | ▲ 6.7%  | 850.4       | 935.6 | ▲ 10.0% |
| SOUTHERN   | 28.5  | 30.8 | ▲ 8.1%  | 83.5    | 91.8  | ▲ 10.0% | 394.6       | 443.1 | ▲ 12.3% |
| NORTHERN   | 12.6  | 12.5 | ► -0.7% | 35.7    | 36.1  | ► 1.0%  | 173.5       | 185.4 | ▲ 6.8%  |
| EAST COAST | 9.9   | 10.5 | ▲ 6.1%  | 26.8    | 28.1  | ▲ 4.7%  | 145.4       | 162.9 | ▲ 12.1% |
| NORTH WEST | 6.9   | 7.8  | ▲ 11.9% | 20.1    | 22.1  | ▲ 9.9%  | 107.6       | 115.5 | ▲ 7.3%  |
| WEST COAST | 1.37  | 1.37 | ► -0.3% | 3.8     | 3.7   | ▼ -2.0% | 20.5        | 19.8  | ▼ -3.4% |

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

- **Listing nights booked** is the number of nights a listing was booked in a period. A 'listing' 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 with more decimal places shown where figures are close and benefit from further differentiation.

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