

TASMANIAN ACCOMMODATION REPORT

DECEMBER 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 December 2025, continuing from the buoyant spring period for accommodation demand and visitation.

- Occupancy in December was down slightly on November. This is not unusual, as there isn't a clear seasonal trend for the monthly change between these months.
- December 2025 saw a record number of nights booked in short-stay accommodation, surpassing 100k for the first time ever, higher than any previous December (101.7k, +4.3% on 2024).
- Occupancy in the commercial sector was 77.5% in December 2025, up on last year (76.3%) though down on the record for this month in 2019 (81.1%).

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

NORTHERN

- Total room nights booked were up on last year for the month, quarter and year ending December 2025. Commercial accommodation occupancy was up 2.4 percentage points on 2024 while short stay booked nights set a record in the month of December 2025.

EAST COAST

- The east coast experienced a lift in nights booked for the month, quarter and year ending December 2025 from last year. Monthly commercial occupancy remained stable (+0.1ppts on 2024) at the second highest level in the last 7 years. While the east coast experienced 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 month, quarter and year ending December 2025. December short-stay accommodation booked nights in the region were up 2% on 2024 but down 2% on the December record set in 2023. Commercial accommodation reached the second highest level recorded since 2019.

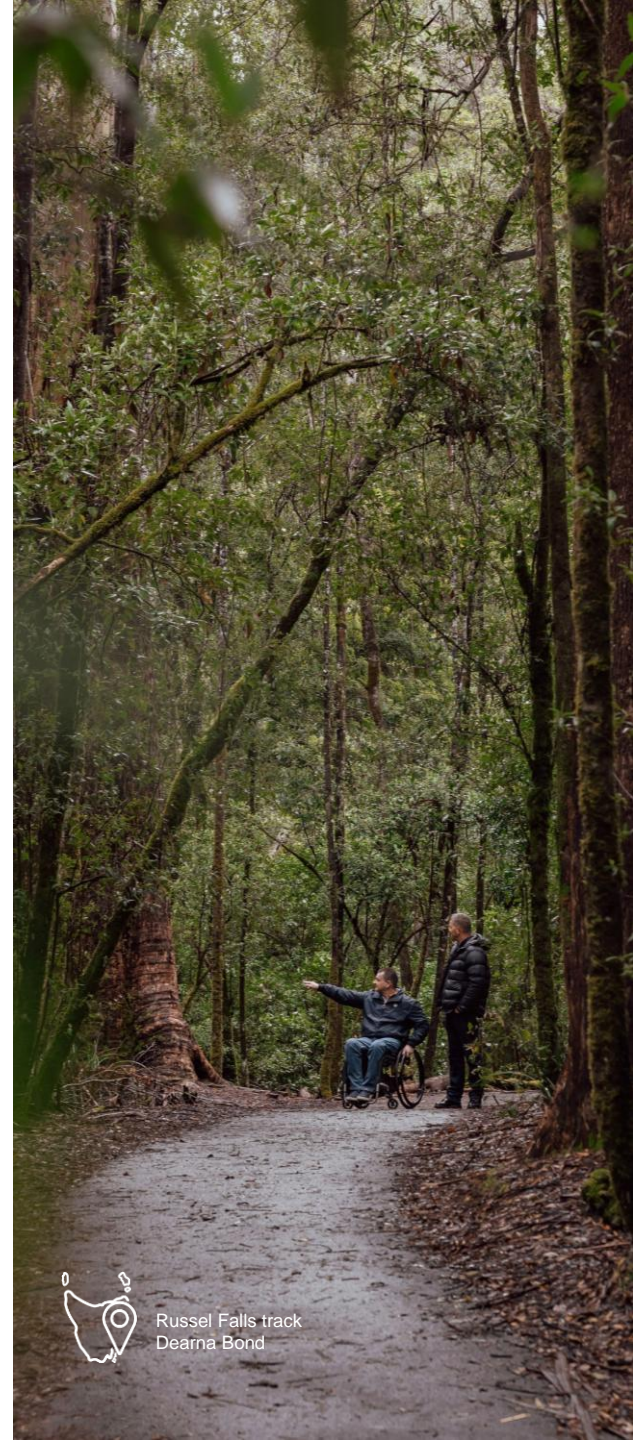
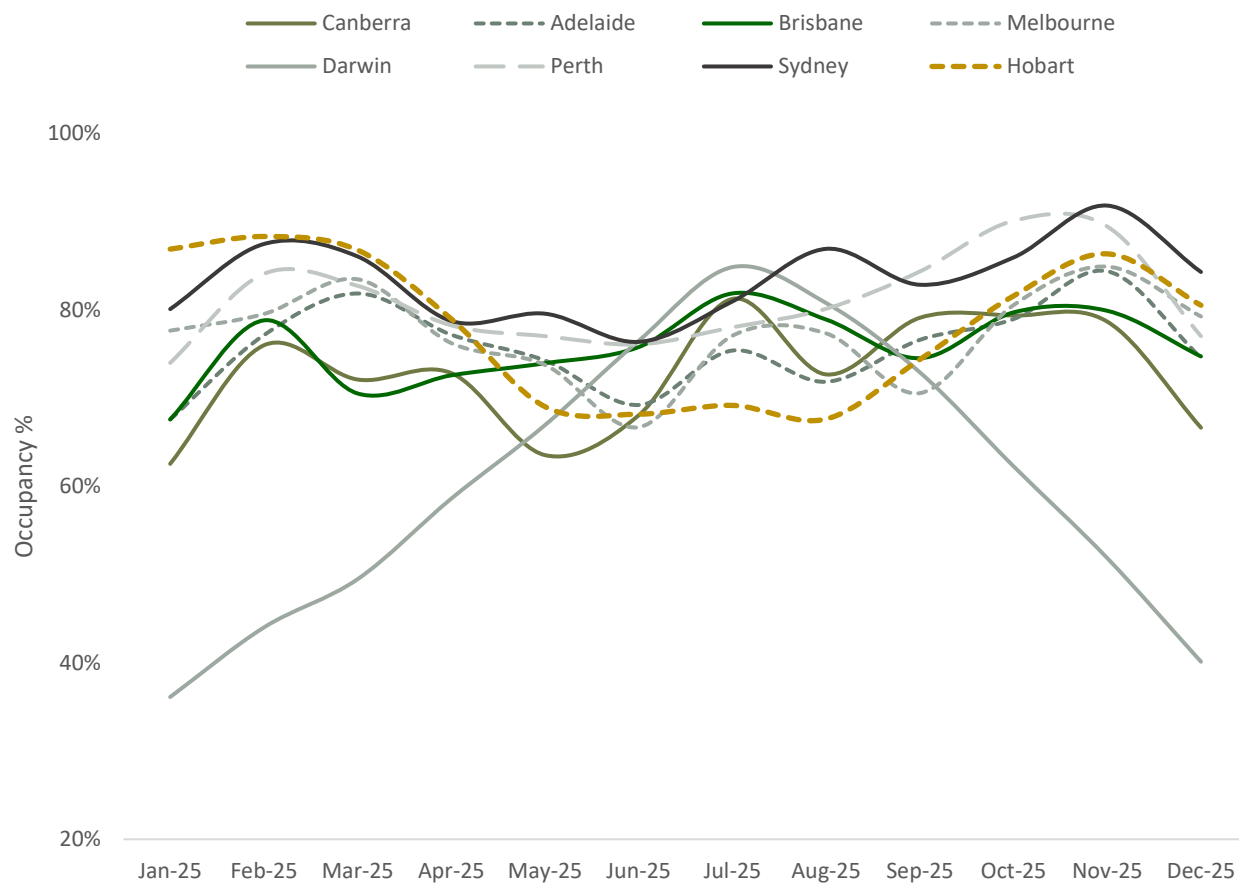
WEST COAST

- Booked nights were up on last year for the quarter and year ending December 2025, though were down for the month. Short stay booked nights were down 8% in December, though the past 4 years have maintained significantly higher demand than before the pandemic. No data is available for this region for commercial occupancy rates.

CAPITAL CITY OCCUPANCY

LAST 12 MONTHS TO DECEMBER 2025

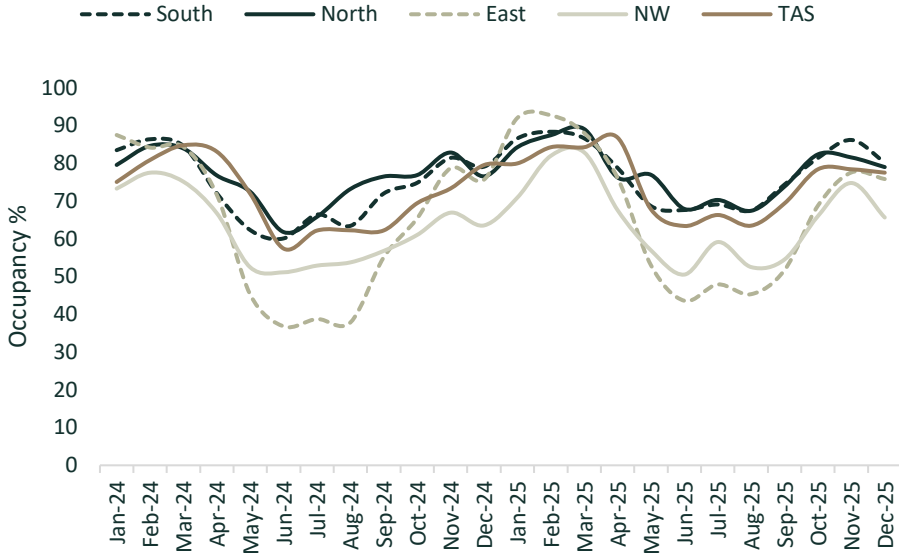
MONTHLY **COMMERCIAL** OCCUPANCY RATE



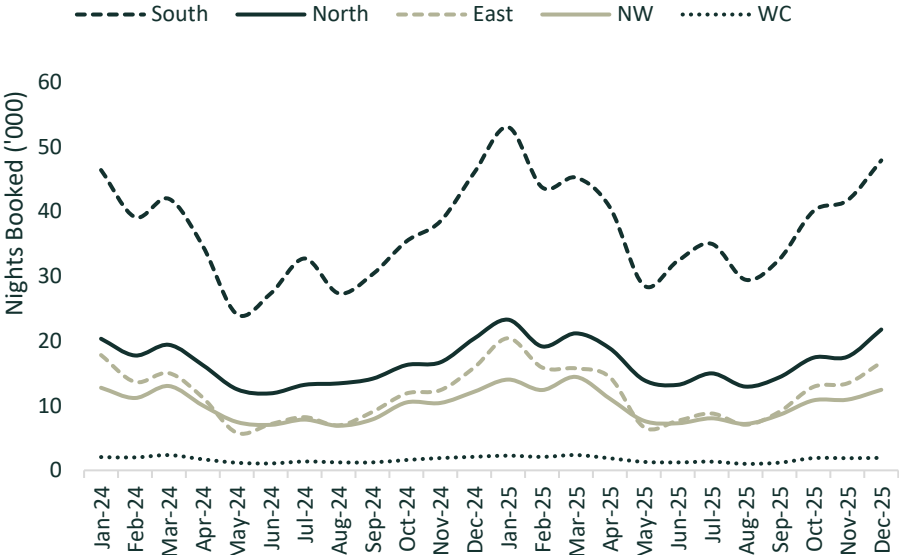
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COMMERCIAL OCCUPANCY RATE



SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)



COMMERCIAL OCCUPANCY % RATE

Month of: Dec	2019	2020	2021	2022	2023	2024	2025
TASMANIA	81.1	61.1	62.4	70.1	76.9	76.3	77.5
Southern	85.7	63.6	66.3	70.5	76.9	79.1	80.2
Northern	77.8	56.8	56.9	76.8	77.4	76.6	79.0
East Coast	72.6	56.4	61.1	70.1	78.7	75.7	75.8
North West	76.9	66.6	55.8	56.2	65.5	65.1	65.7
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: Dec	2019	2020	2021	2022	2023	2024	2025
TASMANIA	72.7	55.6	59.8	81.0	95.0	97.4	101.7
Southern	35.5	24.6	26.7	37.1	44.1	46.0	47.9
Northern	15.6	11.7	13.3	16.8	19.6	20.4	21.8
East Coast	10.1	9.7	9.9	14.2	15.6	15.9	16.7
North West	9.32	7.81	8.05	10.24	12.71	12.16	12.45
West Coast	1.27	1.16	1.26	1.81	2.12	2.09	1.93

Figures are in thousands and rounded to nearest 100

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COMMERCIAL OCCUPANCY RATE

December	Month			Quarter			Year Ending		
	2024	2025	% pt chg	2024	2025	% pt chg	2024	2025	% pt chg
TASMANIA	76.3%	77.5%	▲ 1.3	74%	78%	▲ 4.0	72%	75%	▲ 3.2
Southern	79.1%	80.2%	▲ 1.1	78%	83%	▲ 4.1	74%	78%	▲ 4.1
Northern	76.6%	79.0%	▲ 2.4	79%	81%	▲ 2.2	76%	78%	▲ 2.1
East Coast	75.7%	75.8%	▲ 0.1	73%	74%	▲ 0.8	63%	68%	▲ 4.3
North West	65.1%	65.7%	▲ 0.5	64%	69%	▲ 5.0	63%	65%	▲ 2.7
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.

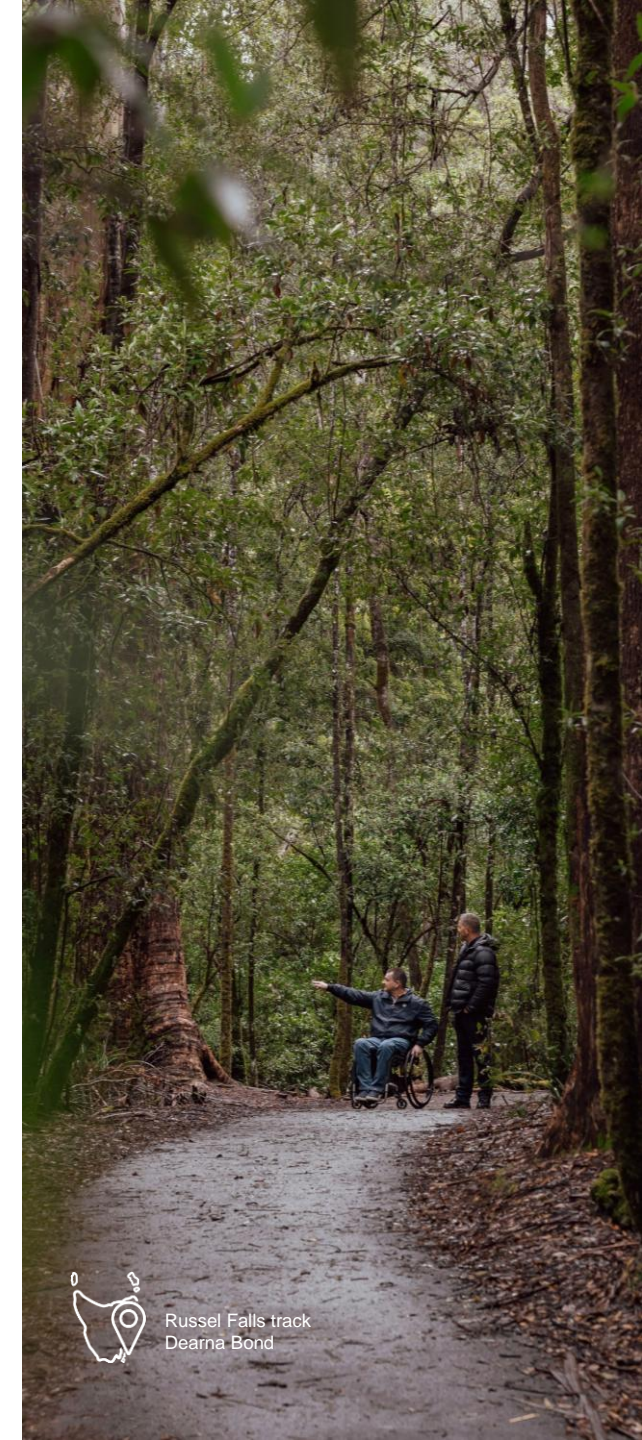
SHORT-STAY DEMAND (LISTING NIGHTS BOOKED – '000s)

December	Month			Quarter			Year Ending		
	2024	2025	% chg	2024	2025	% chg	2024	2025	% chg
TASMANIA	97.4	101.7	▲ 4.3%	254.4	271.6	▲ 6.8%	896.8	981.4	▲ 9.4%
Southern	46.0	47.9	▲ 4.1%	119.9	129.7	▲ 8.2%	424.0	470.5	▲ 11.0%
Northern	20.4	21.8	▲ 6.8%	53.4	56.7	▲ 6.4%	192.4	208.7	▲ 8.5%
East Coast	15.9	16.7	▲ 5.0%	40.2	43.0	▲ 7.1%	135.1	148.8	▲ 10.1%
North West	12.2	12.5	▲ 2.4%	33.1	34.2	▲ 3.4%	117.2	124.9	▲ 6.6%
West Coast	2.09	1.93	▼ -7.7%	5.6	5.7	▲ 2.0%	19.8	20.3	▲ 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

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

- **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