

TASMANIAN ACCOMMODATION REPORT

JANUARY 2026



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 January 2026, continuing the strong accommodation demand and visitation seen in recent seasons.

- In line with state-level seasonal trends, occupancy in January increased from December.
- January 2026 saw a record number of nights booked in short-stay accommodation for any previous January (127k, +3.9% on 2025).
- Occupancy in the commercial sector was 85.6% in January 2026, up on last year (83.6%) though down on the record for this month in 2020 (87.1%).

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 January 2026. Short-stay booked nights set a record for the month of January, and commercial occupancy was the highest January since 2019.

NORTHERN

- Total room nights booked were up on last year for the month, quarter and year ending January 2026. Commercial accommodation occupancy was up 5 percentage points on 2025 while short stay booked nights set a record in the month of January 2026.

EAST COAST

- The east coast experienced a lift in nights booked for the month, quarter and year ending January 2026 from last year. Monthly commercial occupancy was down slightly on January 2025 (-1.6ppts) although is at the second highest level in the last 7 years. Despite the softer commercial result, record demand for nights in short stay accommodation led 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 January 2026. January short-stay accommodation booked nights in the region hit a record 16k and were up 4.3% on 2025. Commercial accommodation reached the second highest level recorded since 2019.

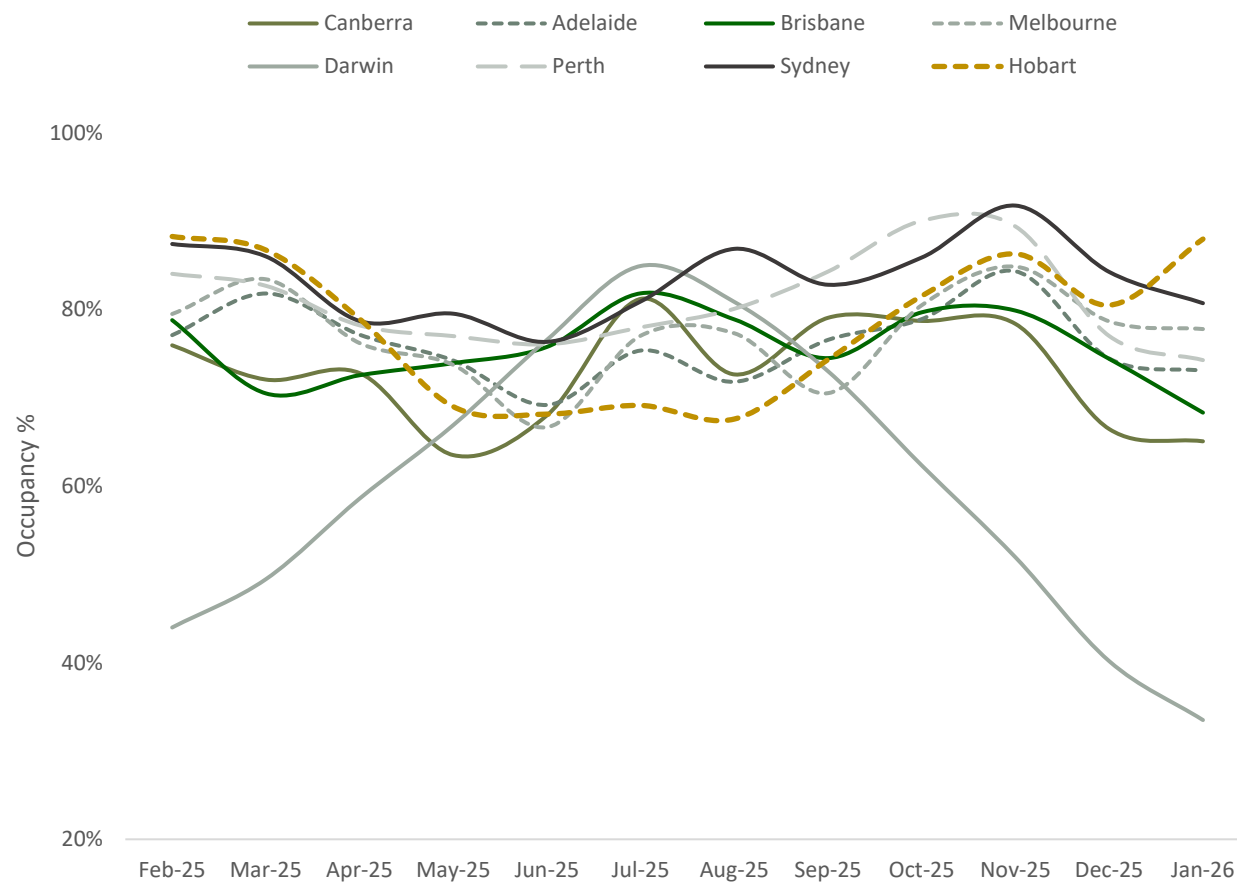
WEST COAST

- Booked nights were up on last year for year ending January 2026, though were down for the month and quarter. Short stay booked nights were down 10% in January, 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 JANUARY 2026

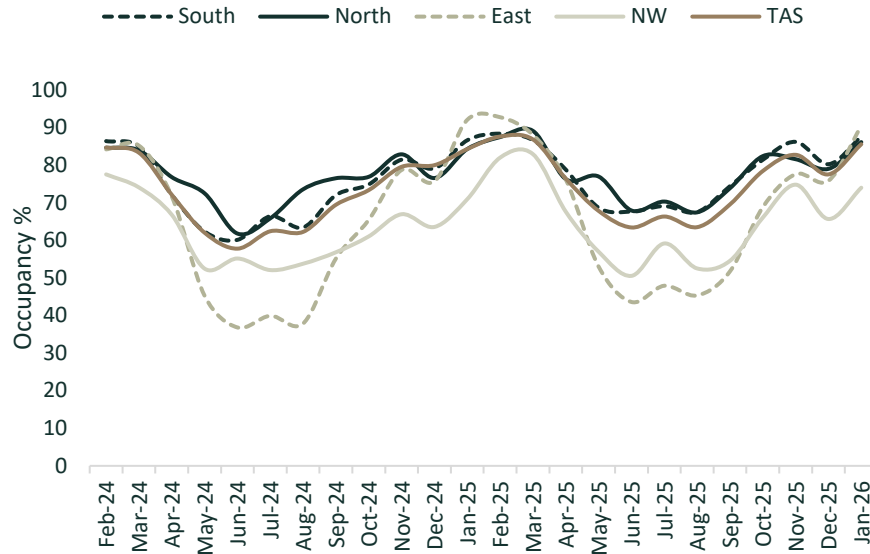
COMMERCIAL OCCUPANCY RATE



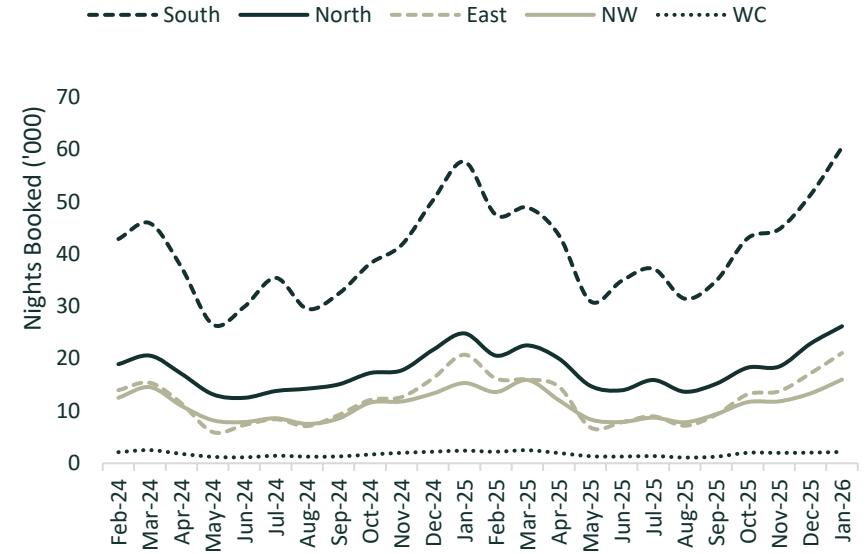
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COMMERCIAL OCCUPANCY RATE



SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)



COMMERCIAL OCCUPANCY % RATE

Month of: Dec	2020	2021	2022	2023	2024	2025	2026
TASMANIA	87.1	60.4	71.2	78.2	83.5	83.6	85.6
Southern	89.8	64.9	75.5	80.3	83.5	86.6	87.6
Northern	87.1	52.7	61.6	82.0	79.6	80.7	86.1
East Coast	81.5	64.1	78.9	78.8	87.5	92.0	90.4
North West	80.7	45.5	66.1	66.7	73.3	71.8	74.0
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	2020	2021	2022	2023	2024	2025	2026
TASMANIA	100.7	74.1	83.5	100.9	108.5	122.2	127.0
Southern	49.8	32.9	37.3	46.1	51.0	57.7	60.4
Northern	20.8	15.1	17.9	20.8	21.7	24.8	26.2
East Coast	13.6	12.9	14.1	17.6	18.2	20.7	21.1
North West	13.4	10.6	11.5	12.9	14.2	15.3	16.0
West Coast	1.78	1.63	1.71	2.30	2.22	2.41	2.17

Figures are in thousands and rounded to nearest 100

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COMMERCIAL OCCUPANCY RATE

January	Month			Quarter			Year Ending		
	2025	2026	% pt chg	2025	2026	% pt chg	2025	2026	% pt chg
TASMANIA	83.6%	85.6%	▲ 2.0	81%	82%	▲ 0.7	73%	75%	▲ 2.9
Southern	86.6%	87.6%	▲ 1.0	82%	85%	▲ 2.3	74%	78%	▲ 3.9
Northern	80.7%	86.1%	▲ 5.4	81%	82%	▲ 1.0	76%	78%	▲ 1.9
East Coast	92.0%	90.4%	▼ -1.6	82%	81%	▼ -0.9	64%	68%	▲ 3.6
North West	71.8%	74.0%	▲ 2.2	67%	71%	▲ 4.3	63%	66%	▲ 3.0
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)

January	Month			Quarter			Year Ending		
	2025	2026	% chg	2025	2026	% chg	2025	2026	% chg
TASMANIA	122.2	127.0	▲ 3.9%	313.7	326.3	▲ 4.0%	976.7	1050.1	▲ 7.5%
Southern	57.7	60.4	▲ 4.8%	149.7	156.5	▲ 4.5%	468.0	508.9	▲ 8.8%
Northern	24.8	26.2	▲ 5.5%	64.3	67.6	▲ 5.1%	207.0	222.5	▲ 7.5%
East Coast	20.7	21.1	▲ 1.6%	49.6	52.0	▲ 4.8%	140.6	152.2	▲ 8.3%
North West	15.3	16.0	▲ 4.3%	40.5	41.2	▲ 1.8%	130.9	136.7	▲ 4.4%
West Coast	2.41	2.17	▼ -10%	6.6	6.2	▼ -6.4%	21.1	21.2	► 0.5%

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