

TASMANIAN ACCOMMODATION REPORT

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

- In line with state-level seasonal trends, commercial occupancy in March dropped slightly from February.
- March 2026 saw a record number of nights booked in short-stay accommodation for any previous March reaching 104,700, 5.1% up on 2025.
- Occupancy in the commercial sector was 85.9% in March 2026, down 0.9% pts on last year, though was the second-highest of the past seven years.

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 March 2026. Short-stay booked nights set a record for the month of March, while commercial occupancy was slightly softer than in previous years.

NORTHERN

- Total room nights booked were up on last year for the quarter and year ending March 2026. Commercial accommodation occupancy was down 2 percentage points on 2025 while short stay booked nights set a record for the month of March.

EAST COAST

- The east coast experienced a lift in nights booked for the month and year ending March 2026 while the quarter was down slightly on last year. Monthly commercial occupancy was down slightly on March 2025 (-1.7 ppts) although is at its second-highest level in the past seven 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 March 2026. Short stay nights reached a record 14,800 for the month and commercial occupancy increased around half a percentage point on March 2025.

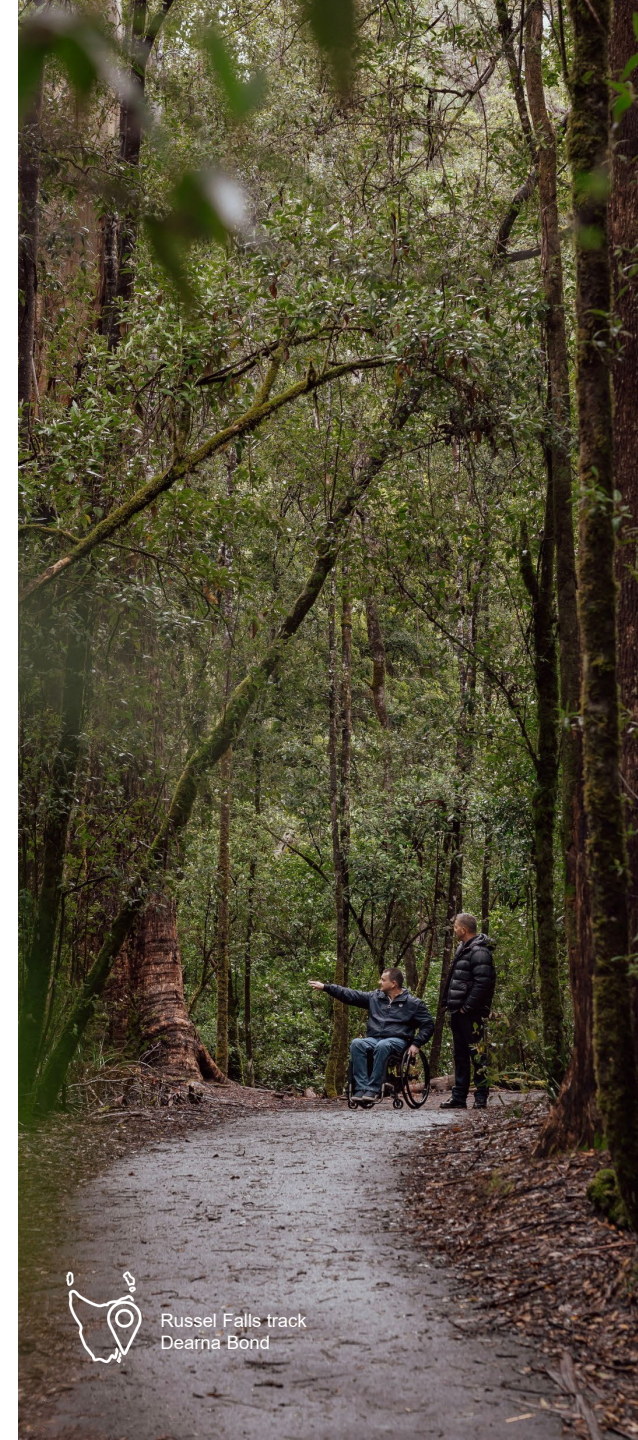
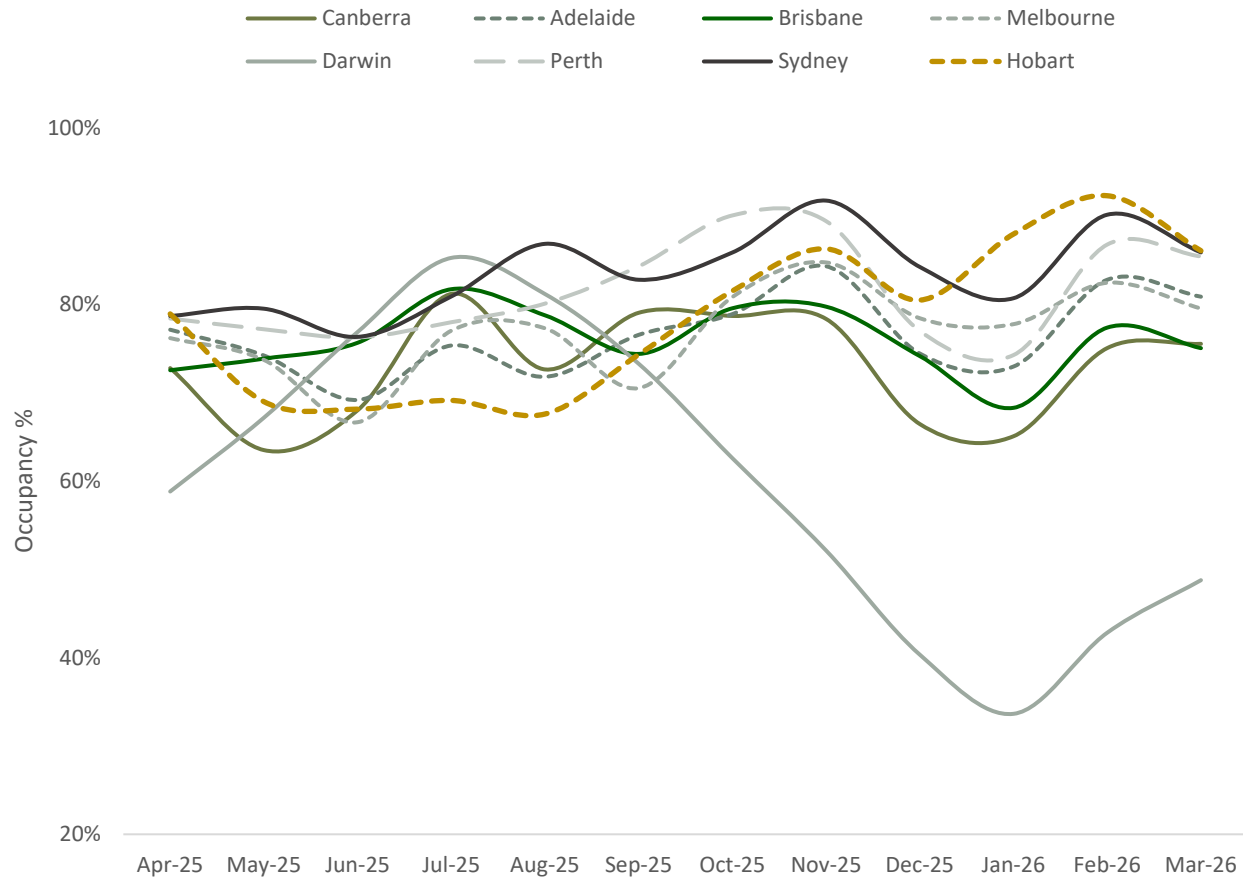
WEST COAST

- The region experienced a softer March relative to the same month in 2025 with booked nights down on last year for the month, quarter and year ending March 2026. Short stay booked nights were down 8.2% in March, 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 MARCH 2026

COMMERCIAL OCCUPANCY RATE

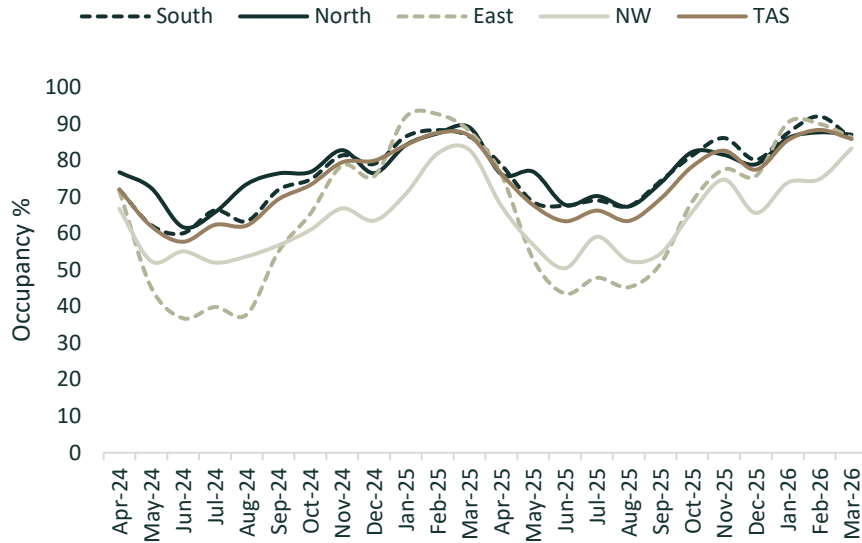


Russel Falls track
Dearna Bond

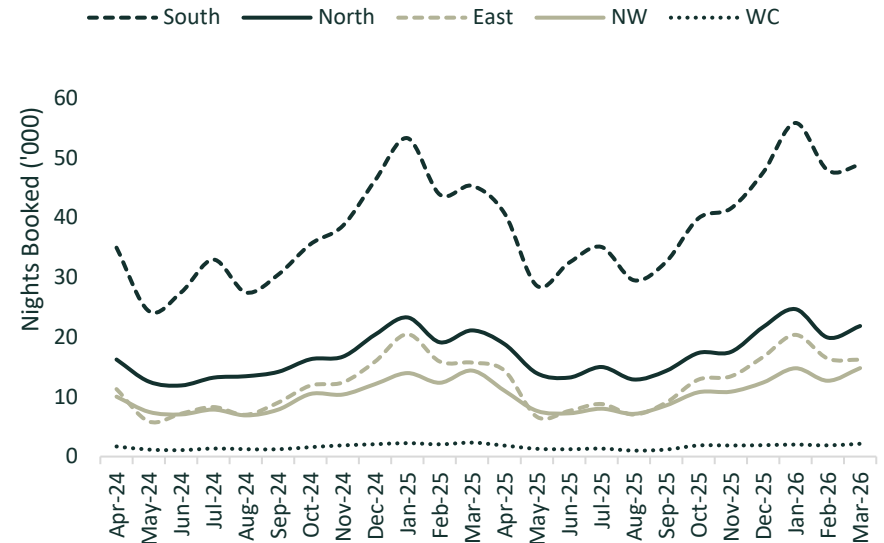
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COMMERCIAL OCCUPANCY RATE



SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)



COMMERCIAL OCCUPANCY % RATE

Month of: Mar	2020	2021	2022	2023	2024	2025	2026
TASMANIA	55.2	76.9	83.9	85.4	84.9	86.8	85.9
Southern	55.8	78.9	87.0	87.4	84.9	86.6	86.0
Northern	54.0	69.7	78.7	87.5	83.9	89.1	87.1
East Coast	52.3	67.2	78.6	83.5	85.2	88.1	86.4
North West	57.1	84.1	80.4	78.7	74.1	83.0	83.4
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: Mar	2020	2021	2022	2023	2024	2025	2026
TASMANIA	57.7	65.7	73.2	86.0	93.1	99.7	104.7
Southern	28.0	29.0	32.8	38.5	42.3	45.3	48.9
Northern	11.8	13.9	16.5	17.9	19.4	21.1	21.9
East Coast	8.0	10.7	11.7	15.0	15.1	15.7	16.2
North West	8.05	9.58	9.63	11.28	13.05	14.4	14.8
West Coast	1.21	1.74	1.83	2.52	2.36	2.33	2.14

Figures are in thousands and rounded to nearest 100

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COMMERCIAL OCCUPANCY RATE

March	Month			Quarter			Year Ending		
	2025	2026	% pt chg	2025	2026	% pt chg	2025	2026	% pt chg
TASMANIA	86.8%	85.9%	▼ -0.9	86%	87%	▲ 0.4	73%	75%	▲ 2.3
Southern	86.6%	86.0%	▼ -0.6	87%	89%	▲ 1.4	74%	78%	▲ 3.9
Northern	89.1%	87.1%	▼ -2.0	87%	87%	▲ 0.1	77%	78%	▲ 1.0
East Coast	88.1%	86.4%	▼ -1.7	91%	89%	▼ -2.0	65%	67%	▲ 2.3
North West	83.0%	83.4%	▲ 0.4	79%	77%	▼ -1.2	64%	65%	▲ 1.3
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)

March	Month			Quarter			Year Ending		
	2025	2026	% chg	2025	2026	% chg	2025	2026	% chg
TASMANIA	99.7	104.7	▲ 5.1%	308.3	323.2	▲ 4.8%	929.6	995.3	▲ 7.1%
Southern	45.3	48.9	▲ 7.8%	142.5	152.6	▲ 7.1%	440.7	480.7	▲ 9.1%
Northern	21.1	21.9	▲ 3.5%	63.6	66.5	▲ 4.6%	198.6	211.3	▲ 6.4%
East Coast	15.7	16.2	▲ 3.1%	52.1	53.0	▲ 1.7%	141.0	149.6	▲ 6.1%
North West	14.4	14.8	▲ 2.9%	40.7	42.3	▲ 3.8%	121.0	126.0	▲ 4.2%
West Coast	2.33	2.14	▼ -8.2%	6.6	6.0	▼ -9.2%	19.9	19.5	▼ -1.9%

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