

TASMANIAN ACCOMMODATION SNAPSHOT

YEAR ENDING DECEMBER 2021

Image: Wineglass Bay, Robert King Visuals

More Tasmanian tourism statistics are available on
Tourism Tasmania's corporate website
www.tourismtasmania.com.au/research
and via the interactive TVS Analyser at
www.TVSanalyser.com.au

TASMANIAN ACCOMMODATION SNAPSHOT

Year ending December 2021

Tourism Tasmania measures a range of metrics of visitation into the state and across the visitor economy. This has traditionally been an historical insight, predominantly through the Tasmanian Visitor Survey, National Visitor Survey and International Visitor Survey.

Accommodation demand is a key indicator of industry and community recovery, and Tourism Tasmania has engaged and worked closely with two providers to deliver meaningful data that broadly represents the range of operators in Tasmania's accommodation sector.

- **STR:** Hotels, motels and other commercial accommodation with more than three rooms.
- **AirDNA:** Short-stay accommodation.

While only one sector of the visitor economy, accommodation data provides insight into the demand from of travellers in the state.



Commercial accommodation | STR Global

STR provides 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. STR takes into account operator size, rating, brand affiliation and rates.

Providers of hotel, motel, lodge and similar accommodation are invited to join the free STR program to help us monitor this important sector. Please contact Tom tchappel@str.com to access your own bespoke complimentary report and contribute anonymously to industry insights and monitoring.



Short-stay accommodation | AirDNA

AirDNA provides an indicative view of the short-stay accommodation sector, including holiday homes, shacks and homes, as well as some traditional bed and breakfasts if they list on Airbnb or VRBO.

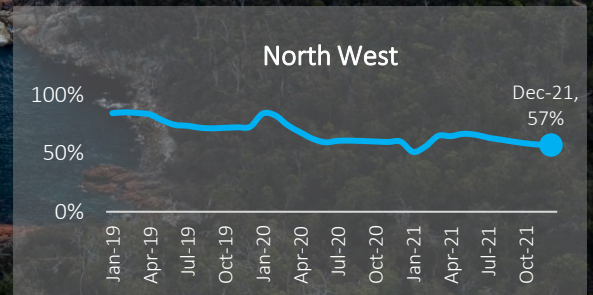
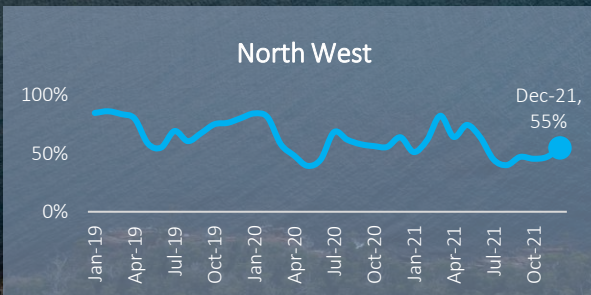
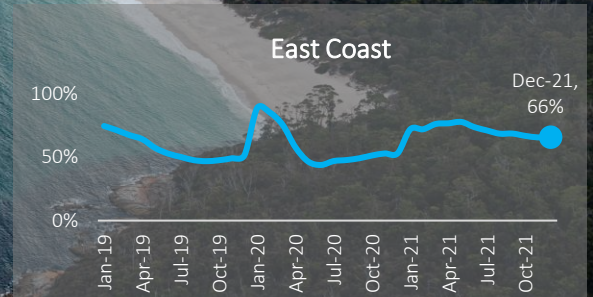
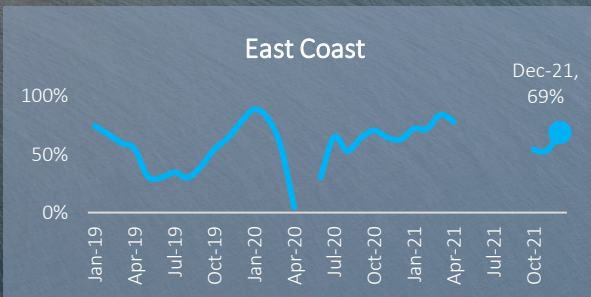
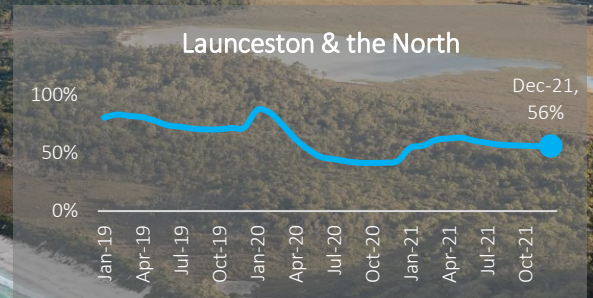
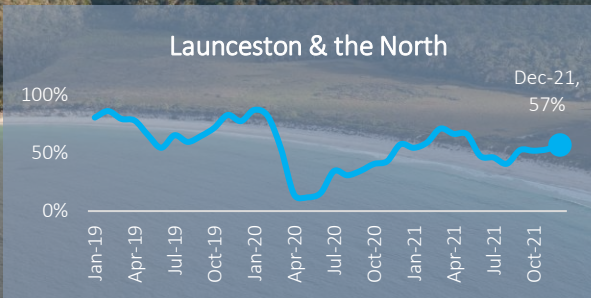
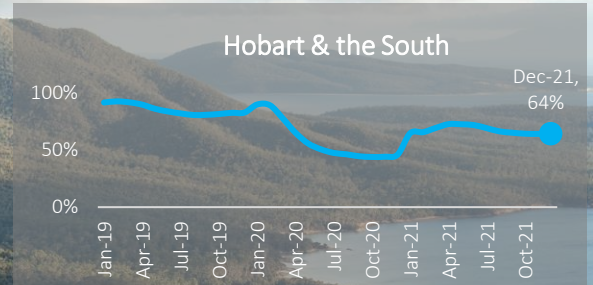
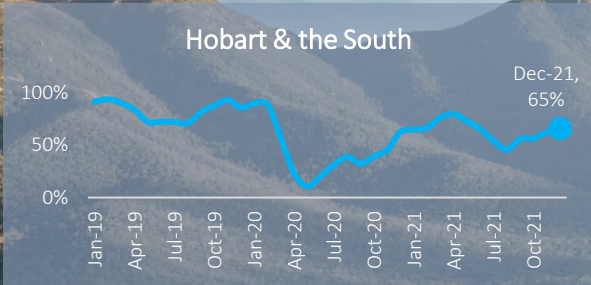
Data is provided across multiple indicator regions, offering a view of urban and regional performance. However, data in this snapshot refers only to 'entire properties', where guests have the whole home to themselves; approximately 85% of listed properties in Tasmania

COMMERCIAL ACCOMMODATION IN TASMANIA

YEAR ENDING DECEMBER 2021

OCCUPANCY BY MONTH

OCCUPANCY BY ROLLING YEAR ENDING



Source: STR

Image: Wineglass Bay, Robert King Visuals

Some months are omitted due to insufficient sample.

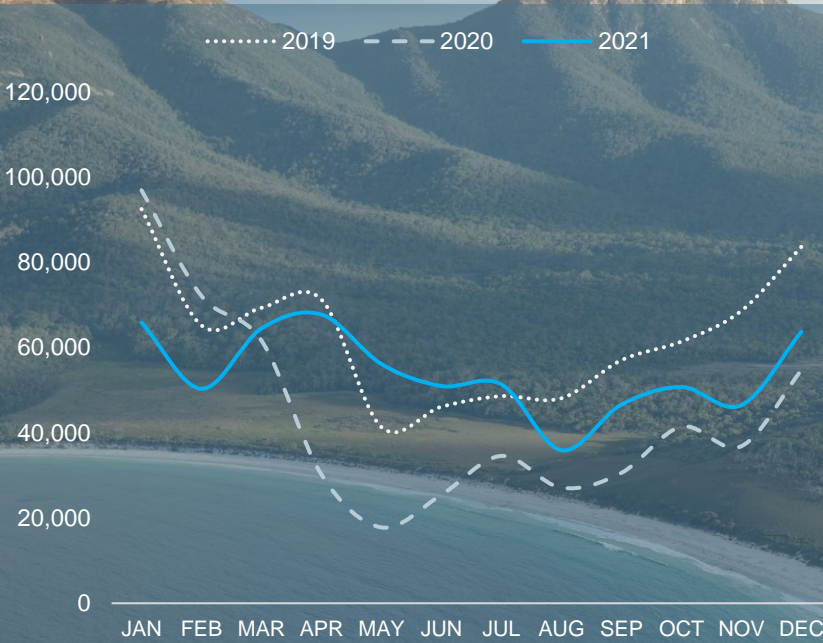
Please contact Tom.tchappel@str.com to access your own bespoke complimentary report and contribute anonymously to industry insights and monitoring.

SHORT-STAY ACCOMMODATION IN TASMANIA

YEAR ENDING DECEMBER 2021

TASMANIA | DEMAND (BOOKED NIGHTS)

YEAR ENDING DECEMBER



	2019	2020	2021
DEMAND ('000)	753.2	526.5	647.8
SUPPLY ('000)	1,394	1,046	1,117
OCCUPANCY (%)	54%	51%	58%
BOOKED LISTINGS	7,000	6,100	5,600

Demand (booked nights) in the year to December 2021 was 86% of demand recorded in the same period in 2019, with March to June the strongest months in 2021, compared to their respective months in 2019. These months align with record domestic visitation to Tasmania as captured in the Tasmanian Visitor Survey (TVS).

Recovery tracking by month

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Demand (booked nights)	4,315	4,025	4,317	4,362	4,195	4,162	3,922	3,738	3,857	3,944	4,005	4,285
% 2019	79%	78%	84%	85%	85%	83%	79%	75%	76%	76%	77%	75%
Supply (available nights)	95,700	82,400	97,200	93,100	95,300	92,900	92,300	82,100	89,200	95,900	93,600	107,500
% 2019	71%	75%	81%	76%	96%	90%	86%	73%	83%	82%	77%	77%
Occ. (%)	69%	61%	66%	73%	59%	55%	56%	44%	52%	53%	50%	56%
%pts diff. 2019	1%	1%	9%	15%	17%	10%	10%	1%	-1%	1%	-7%	-4%

Source: AirDNA

Image: Wineglass Bay, Robert King Visuals

Data shown are for entire properties only.
Recovery is shown as % share of 2019 levels.

SHORT-STAY ACCOMMODATION IN TASMANIA

YEAR ENDING
DECEMBER 2021

		TAS	Hobart	Launceston	Freycinet	NE Coast	West Coast	North West	King Is.	Flinders Is.	East Tamar - Bridport	Deloraine Evandale	Derby	Orford	Tasman Peninsula	Bruny Is.	Huon Far South	Eastern Shore
Supply (nights available)	YE Dec 21	1,114,400	188,500	84,800	170,800	80,400	28,900	109,700	7,000	10,900	29,300	32,000	23,600	23,500	36,400	47,300	46,100	26,200
	YE Dec 20	1,038,800	175,000	89,600	158,200	74,800	25,400	102,000	9,000	7,400	26,400	28,300	19,700	22,100	33,400	42,600	41,800	26,400
	% change	7%	8%	-5%	8%	7%	14%	8%	-21%	47%	11%	13%	20%	7%	9%	11%	10%	-1%
Demand (nights booked)	YE Dec 21	647,800	114,000	53,300	75,100	47,400	16,400	65,200	4,500	6,400	15,100	17,900	12,800	13,400	21,900	30,500	29,700	15,500
	YE Dec 20	526,500	97,500	47,700	61,900	38,700	12,100	52,200	4,000	3,700	13,100	12,900	9,800	10,500	16,100	23,700	21,200	16,200
	% change	23%	17%	12%	21%	23%	36%	25%	11%	74%	15%	39%	31%	28%	37%	29%	40%	-4%
Occupancy (%)	YE Dec 21	58%	60%	63%	44%	59%	57%	59%	61%	60%	50%	54%	53%	56%	59%	65%	63%	60%
	YE Dec 20	51%	56%	53%	39%	52%	47%	51%	44%	40%	50%	47%	55%	44%	48%	54%	50%	66%
	% change	15%	9%	18%	12%	14%	20%	16%	38%	51%	1%	17%	-3%	25%	22%	22%	26%	-9%
ADR (\$)	YE Dec 21	233	248	206	262	244	193	196	472	261	245	202	231	229	223	275	231	255
	YE Dec 20	188	196	158	228	205	169	165	352	209	202	167	202	188	172	232	195	185
	% change	24%	27%	31%	15%	19%	15%	19%	34%	25%	21%	21%	14%	22%	30%	19%	19%	38%
RevPAR (\$)	YE Dec 21	136	150	129	115	144	110	117	301	153	126	113	126	130	134	177	149	151
	YE Dec 20	95	109	84	89	106	80	84	159	103	100	76	100	89	83	129	99	113
	% change	42%	37%	54%	29%	36%	37%	39%	89%	48%	26%	49%	26%	46%	62%	37%	51%	34%
Revenue (\$m) <i>Estimated</i>	YE Dec 21	151.2	28.2	11.0	19.7	11.6	3.2	12.8	2.1	1.7	3.7	3.6	3.0	3.1	4.9	8.4	6.9	4.0
	YE Dec 20	99.2	19.1	7.5	14.1	7.9	2.0	8.6	1.4	0.8	2.7	2.2	2.0	2.0	2.8	5.5	4.1	3.0
	% change	52%	48%	46%	40%	46%	56%	49%	49%	49%	118%	39%	68%	50%	56%	77%	53%	66%

Source: AirDNA

Data shown are for entire properties only.
% change is compared to the previous year.

Image: Wineglass Bay, Robert King Visuals