

Industry Research and Insights Update

COVID-19 tourism industry recovery insights | Tourism Tasmania
September 2021

This report summarises consumer, market and industry insights alongside accommodation demand data, providing a snapshot of the current COVID-19 recovery scenario for Tasmania's visitor economy.



Recovery Update

COVID-19 recovery tracking insights | Tourism Tasmania
September 2021

Industry update

Tourism Tasmania is actively tracking the recovery of the tourism and hospitality industry, with regular updates through T21 visitor economy strategy and the [industry recovery portal](#). This report focuses on industry recovery by providing a view forward through consumer and industry insights, and data.

Travel sentiment sharply impacted by outbreaks

Latest insights are from mid-August, including impacts from the Brisbane, Sydney and Melbourne outbreaks.

Nationally, travel sentiment sharply declined following the Sydney outbreak, and subsequent cases and lockdowns around Australia. 56% of Australians were feeling it is safe to travel domestically, down around 20% compared to June; travel restrictions remain the greatest barrier to domestic travel, closely followed by uncertainty around changing travel conditions. Around a third of Australians are now not considering travel at the moment (August 15-17 2021, TA).

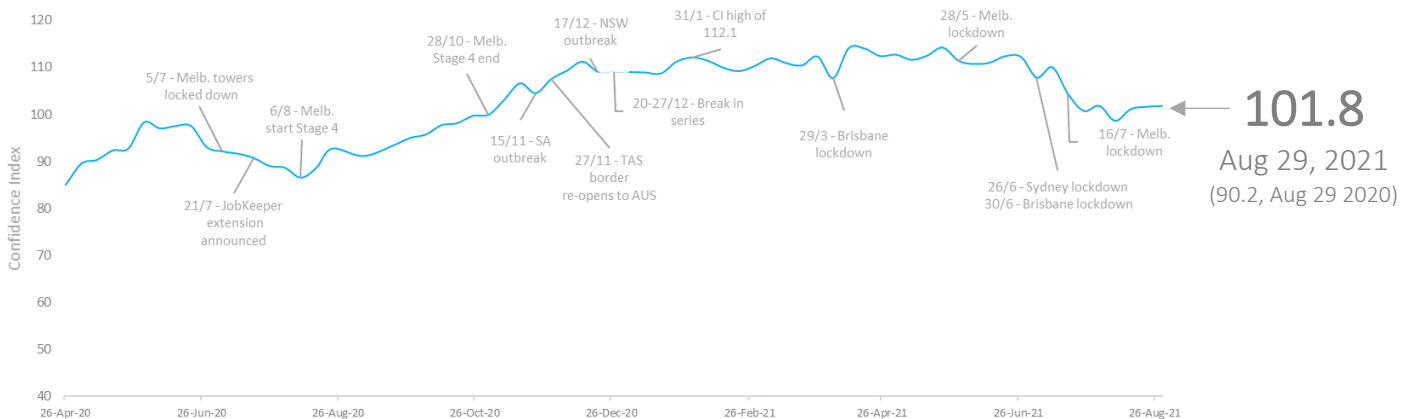
Tasmania's brand health maintained

Tasmania's brand health has held its position in the market, with more Australians continuing to move back into the 'active' stages of holiday planning. Our segments are also re-engaging, with Erudites particularly more active and receptive to our campaigns. The re-launch of Come Down For Air is being received strongly across the segments and general population (TIM, Mar '21).

Consumer Confidence Index

The ANZ-Roy Morgan Consumer Confidence Index provides a measurement of Australians' overall confidence across key indicators including personal finance, the national economy, and timing of major purchases.

Following a relatively stable period of Consumer Confidence until late June, the recent outbreaks and lockdowns in Sydney and Melbourne has seen the Consumer Confidence index dip below 2019 levels. Over the past month consumer Confidence has stabilised around the neutral (100) level.



COVID-19 Accommodation Forward Bookings

Tourism Tasmania measures a range of metrics of visitation into the state and across the visitor economy. This has traditionally been predominantly an historical insight, for example 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. Forward data focuses on occupancy per cent rates.
- + **AirDNA:** Short-stay accommodation, such as Airbnbs. Forward data includes in this report focuses on demand (booked nights currently in the system).

Hotel, motel, lodges etc

Tourism Tasmania has worked with STR to increase the representation of Tasmanian operators in this platform, which now enables a view of forward occupancy rates. This view is currently available for the Hobart area, with Launceston progressing as more operators participate. The forward occupancy below is representative of the Hobart commercial accommodation market, taking into account operator size, rating, brand affiliation and rates.

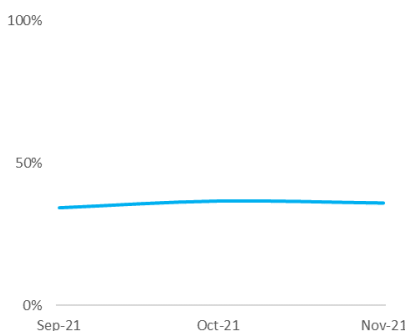
Occupancy rates continue to improve, although uncertainty of travel remains in travellers' minds. There is relatively stable demand for the next three months, while weekends remain clear peaks over the next few months, which may indicate caution around using up leave days for a trip that may be cancelled at the last minute by border changes.

Help us improve this data

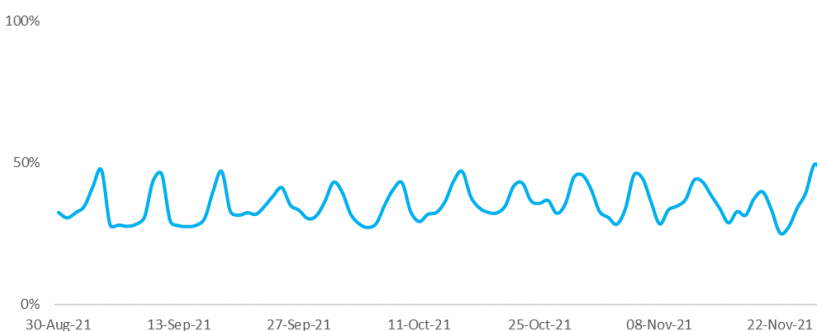
Providers of hotel, motel, lodge and similar accommodation are invited to join the free STR program to help us monitor this important sector. Please contact Tom tchappel@str.com to access your own bespoke complimentary report and contribute anonymously to industry insights and monitoring.

Hobart area occupancy on the books | at 30 August 2021

Next 3 months



Next 90 days



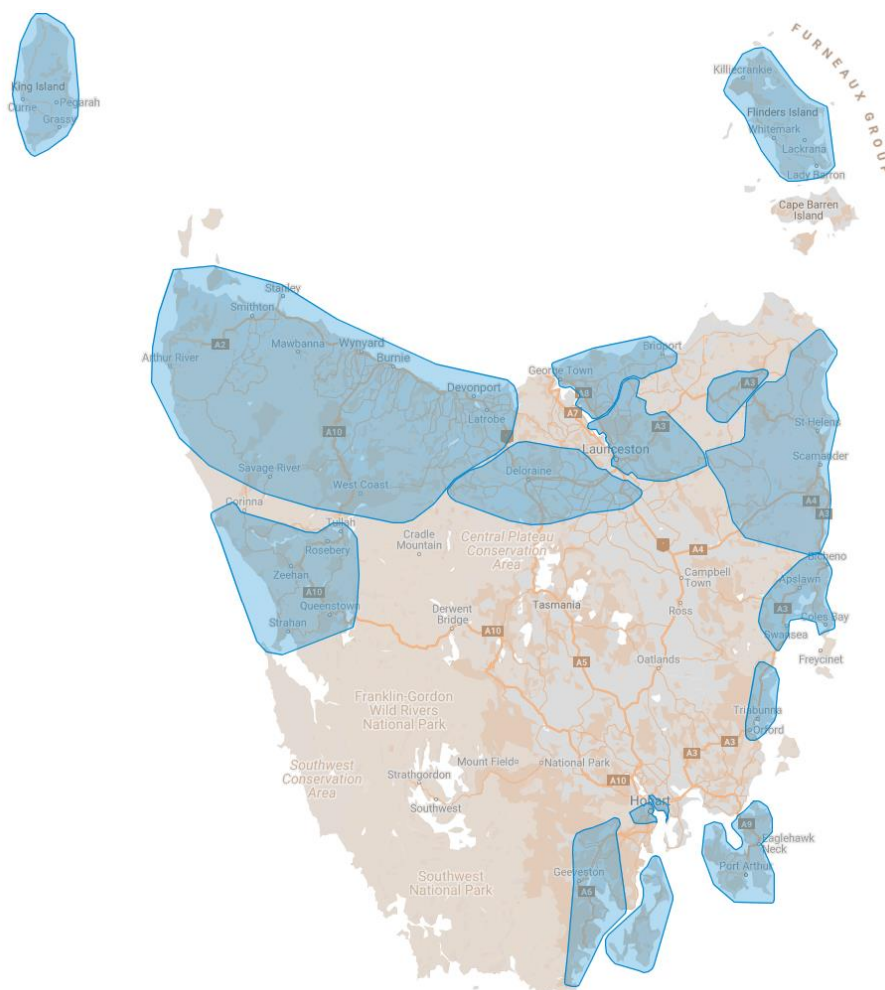
Source: 2021 STR, Inc. / STR Global, Ltd. trading as STR.

The fluctuating line highlights demand for weekend versus weekday stays.

Short stay accommodation forward bookings

The AirDNA short-stay accommodation **forward demand** (booked nights) data provides insight into this sector of the industry at a state level plus Hobart, Launceston, and regional zones, for the next 12 weeks. The zones have been created to represent a range of urban and regional areas in the state on Airbnb and VRBO; the state level includes all 'entire places' listed in Tasmania in the period.

<p>Hobart</p> <p>Hobart City Council</p>	<p>Launceston</p> <p>Launceston City Council</p>	<p>West Coast</p> <p>West Coast Council</p>	<p>Bruny Island</p> <p>North & South Bruny</p>
<p>Tasman Peninsula</p> <p>Tasman Council</p>	<p>Huon - Far South</p> <p>Huon Valley Council</p>	<p>King Island</p> <p>King Island Council</p>	<p>Flinders Island</p> <p>Flinders Council</p>
<p>Derby</p> <p>Derby, Branxholm, Ringarooma, Pioneer</p>	<p>Eastern Shore (Hobart)</p> <p>Geilston Bay to Tranmere, Mornington</p>	<p>Orford</p> <p>Orford, Spring Beach, Triabunna, Little Swanport</p>	<p>Freycinet</p> <p>Coles Bay, Swanwick, Bicheno, Swansea</p>
<p>North West</p> <p>7 LGAs:</p> <p>Circular Head, Waratah-Wynyard, Burnie, Devonport, Central Coast, Kentish and Latrobe</p>	<p>North East Coast</p> <p>Bay of Fires, St Helens, Welborough, Douglas River</p>	<p>East Tamar – Bridport</p> <p>George Town Council, Bridport</p>	<p>Deloraine – Evandale</p> <p>Deloraine, Mole Creek, Westbury, Evandale</p>



The table below provides a comparison of demand for the next three months, compared to the same time last year and two years ago. Additionally, the last three columns allow comparison of share of the total state demand (booked nights) by region, highlighting the impacts to city and urban stays in as Tasmanians looked for regional escapes.

AirDNA | Demand (booked nights) in the **next 3 months** | 30 August to 15 November 2021

	This year	Last year	% change	Two years ago	% change	% share of state demand for this period in:		
						2021	2020	2019
Tasmania	72,493	37,758	92%	74,964	-3%			
Hobart	12,344	5,240	136%	21,383	-42%	17.0%	13.9%	28.5%
Launceston	5,321	2,915	83%	7,475	-29%	7.3%	7.7%	10.0%
King Island	767	377	103%	413	86%	1.1%	1.0%	0.6%
Flinders Island	880	420	110%	220	300%	1.2%	1.1%	0.3%
East Tamar-Bridport	1,811	1,046	73%	1,275	42%	2.5%	2.8%	1.7%
Deloraine-Evandale	2,102	914	130%	1,566	34%	2.9%	2.4%	2.1%
Derby	2,203	871	153%	1,335	65%	3.0%	2.3%	1.8%
Orford	1,274	898	42%	825	54%	1.8%	2.4%	1.1%
Tasman Peninsula	2,251	1,176	91%	1,762	28%	3.1%	3.1%	2.4%
Bruny Island	4,041	2,537	59%	2,606	55%	5.6%	6.7%	3.5%
Huon-Far South	2,875	1,791	61%	2,387	20%	4.0%	4.7%	3.2%
Eastern Shore (Hobart)	1,597	884	81%	3,046	-48%	2.2%	2.3%	4.1%
Freycinet	9,094	3,854	136%	6,114	49%	12.5%	10.2%	8.2%
NE Coast	5,565	3,653	52%	2,966	88%	7.7%	9.7%	4.0%
West Coast	2,415	891	171%	1,550	56%	3.3%	2.4%	2.1%
North West	6,690	3,944	70%	6,223	8%	9.2%	10.4%	8.3%

The charts on the following pages provide a view forward over the coming 12 weeks, based on bookings as at the week commencing August 30, 2021. The data refers to properties listed as 'entire places', where guests have the whole home/property to themselves (approximately 85% of listed properties in Tasmania).

Each chart also shows bookings relative to the above date, that were in place as of:

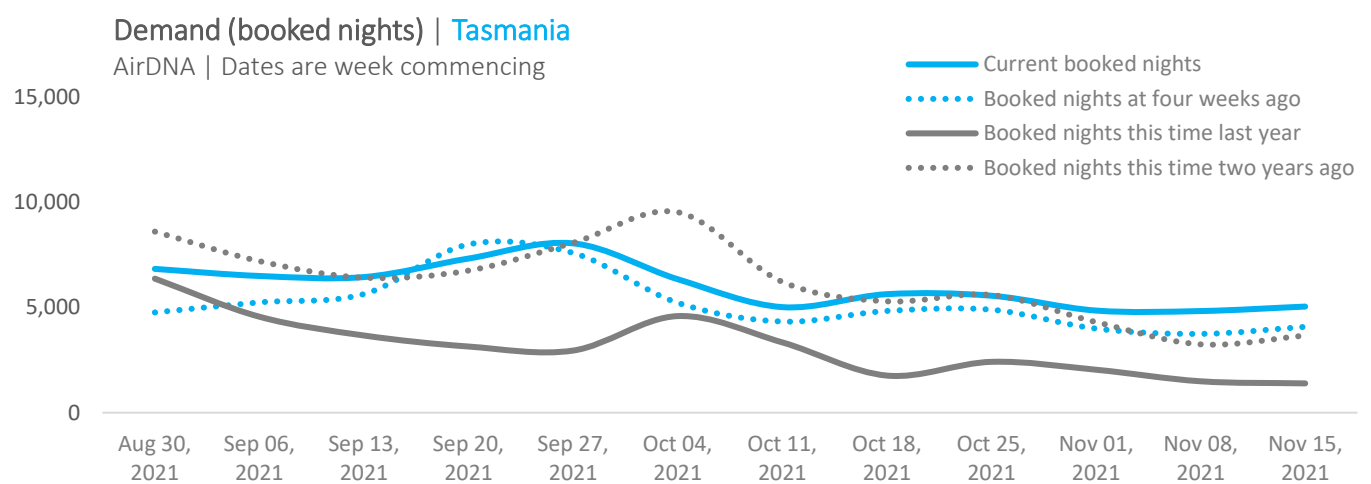
- + **Current demand** | Solid blue line. Booked nights in the system as of the start date.
- + **Last year** | Solid grey line. This refers to the same month in 2020.
- + **Two years ago** | Dotted grey line. This refers to the same month in 2019.

Tasmania | Short-stay accommodation

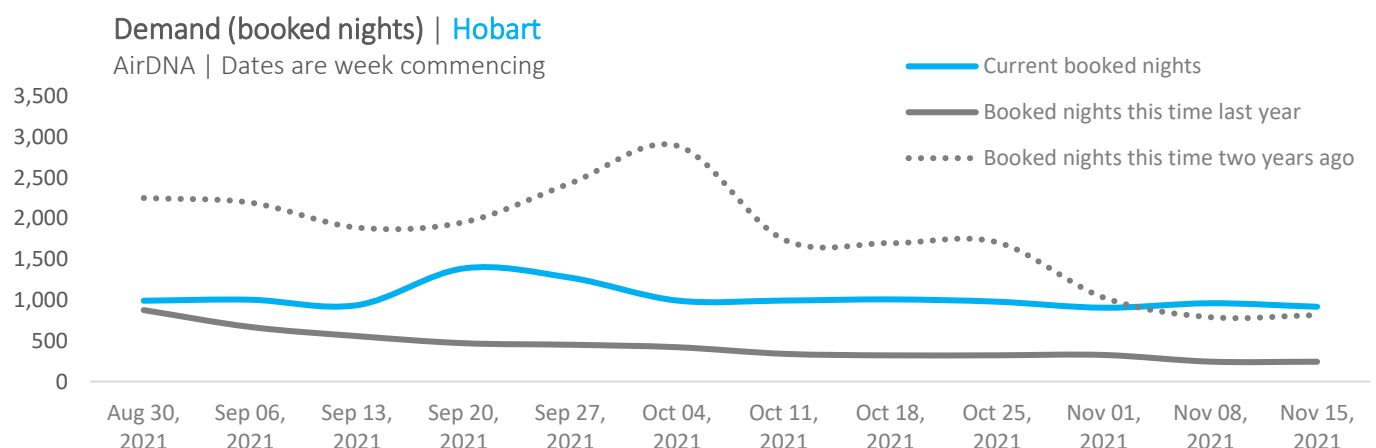
At the state level, demand appears to be holding up remarkably well, with the next three months demand just 3% behind where it was at this time in 2019, and 92% above this time in 2020 (interstate borders were still closed at that time). Demand is still strongest however in regional areas, with Hobart and Launceston below 2019 levels.

Forward demand (booked nights) for short-stay accommodation (solid blue line) is indicating steady improvements from not only last years' travel-restricted period (solid grey line), but also against the booked nights that were in the system at this time in 2019 (grey dotted line). The shortened booking window trends continues to impact forward bookings; positively over the past four weeks (dotted blue line), however does give a weaker impression looking forward until those bookings are made.

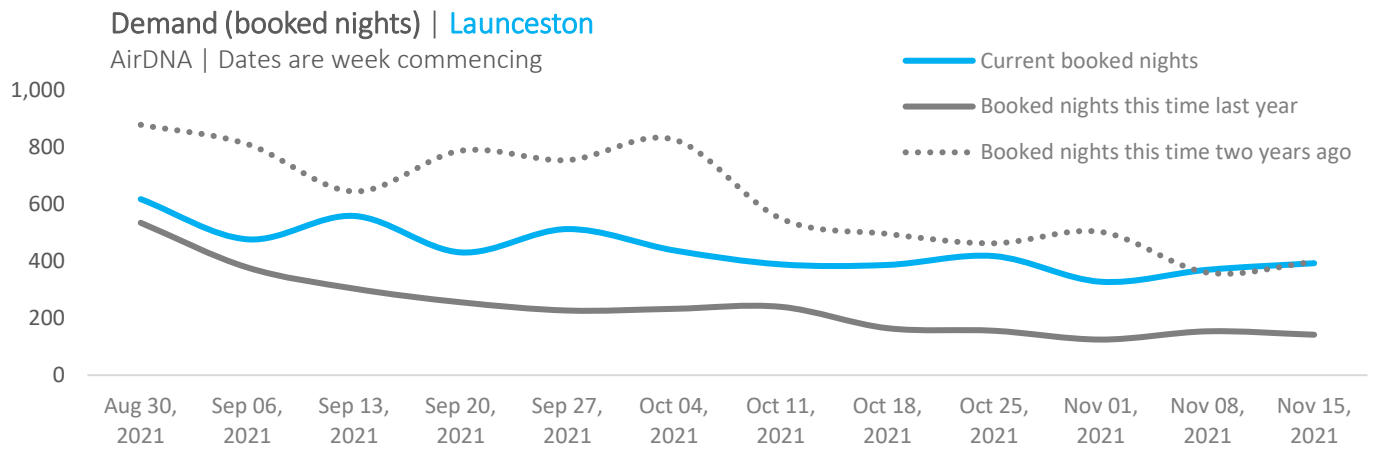
At this time last year, Tasmanians were able to resume unrestricted intrastate travel. Therefore from this point onwards the 'this time last year' line will begin to show how demand for travel within the state by Tasmanians positively impacted stays in short-stay accommodation, particularly in regional areas.



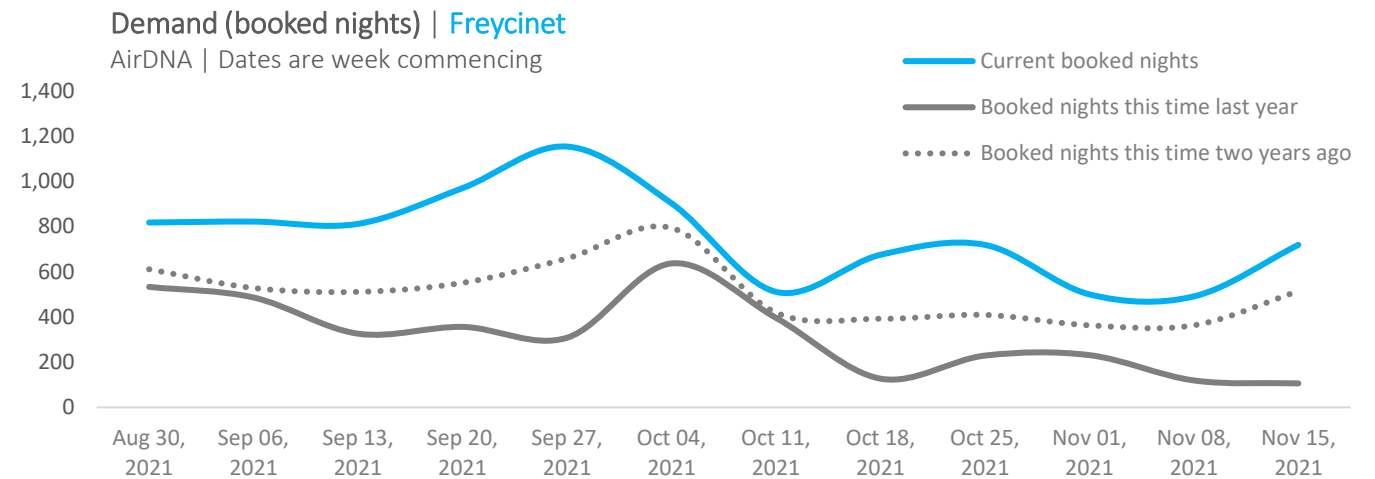
Hobart | Short-stay accommodation



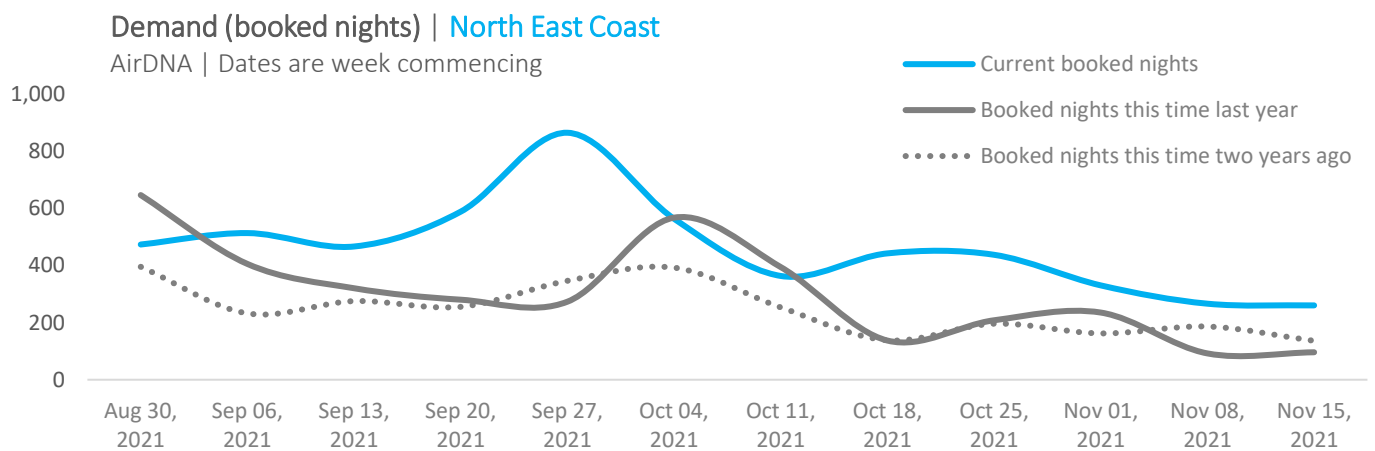
Launceston | Short-stay accommodation



Freycinet | Short-stay accommodation



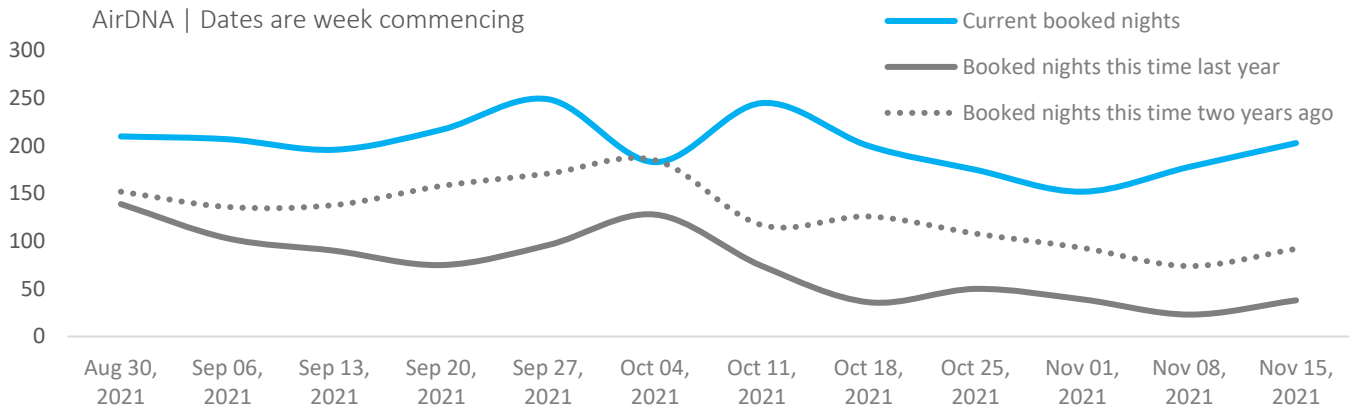
North East Coast | Short-stay accommodation



West Coast | Short-stay accommodation

Demand (booked nights) | West Coast

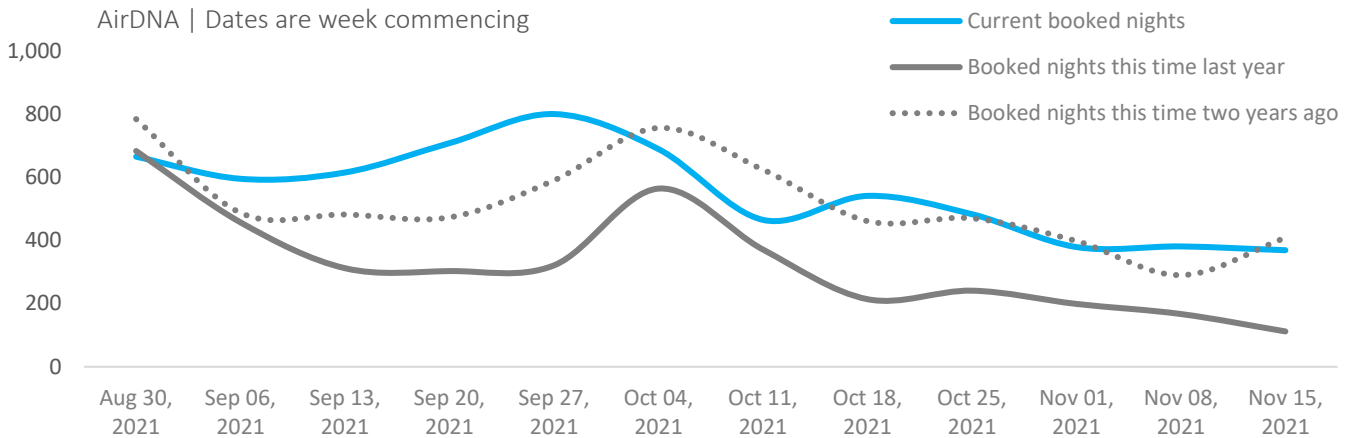
AirDNA | Dates are week commencing



North West | Short-stay accommodation

Demand (booked nights) | North West

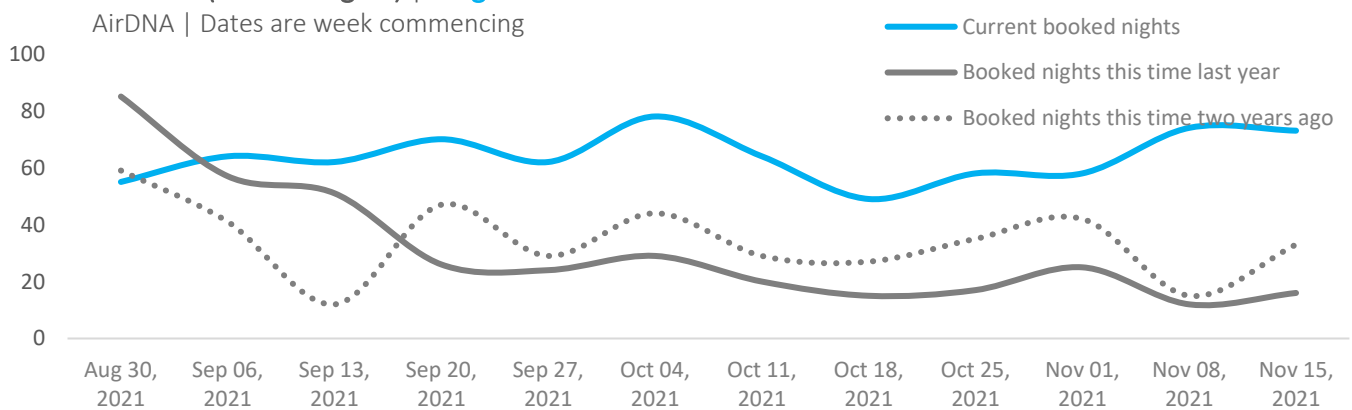
AirDNA | Dates are week commencing



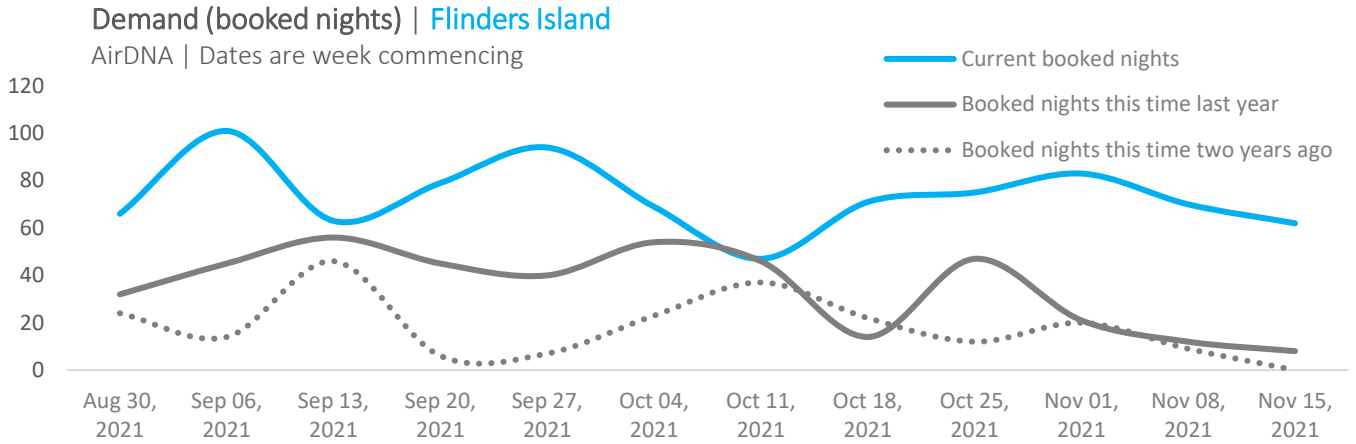
King Island | Short-stay accommodation

Demand (booked nights) | King Island

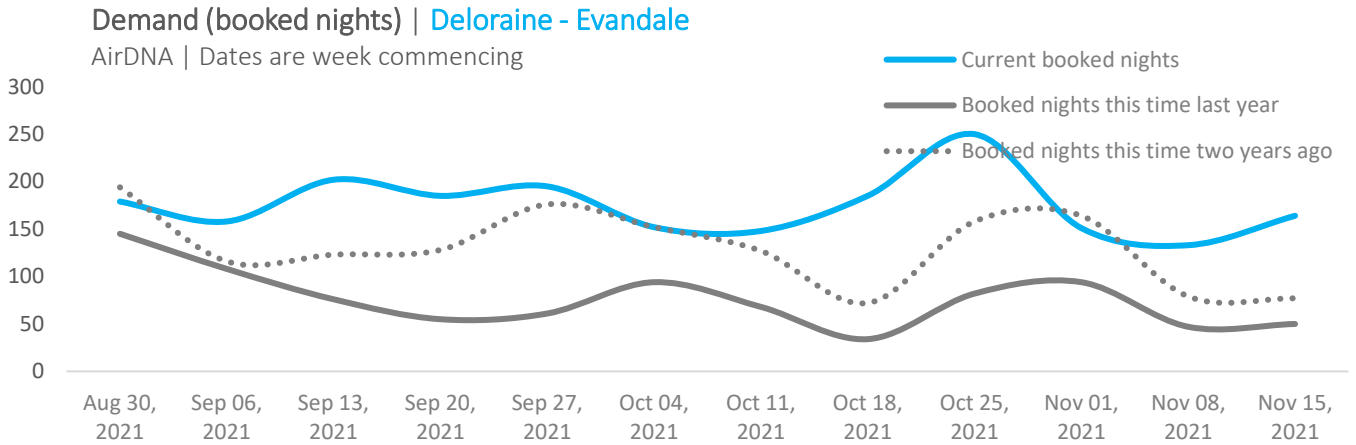
AirDNA | Dates are week commencing



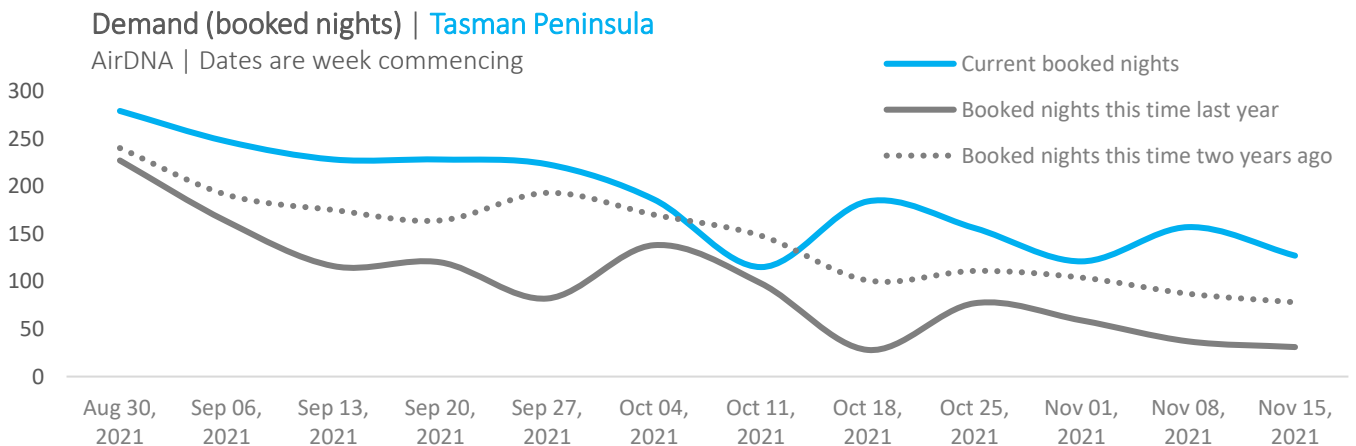
Flinders Island | Short-stay accommodation



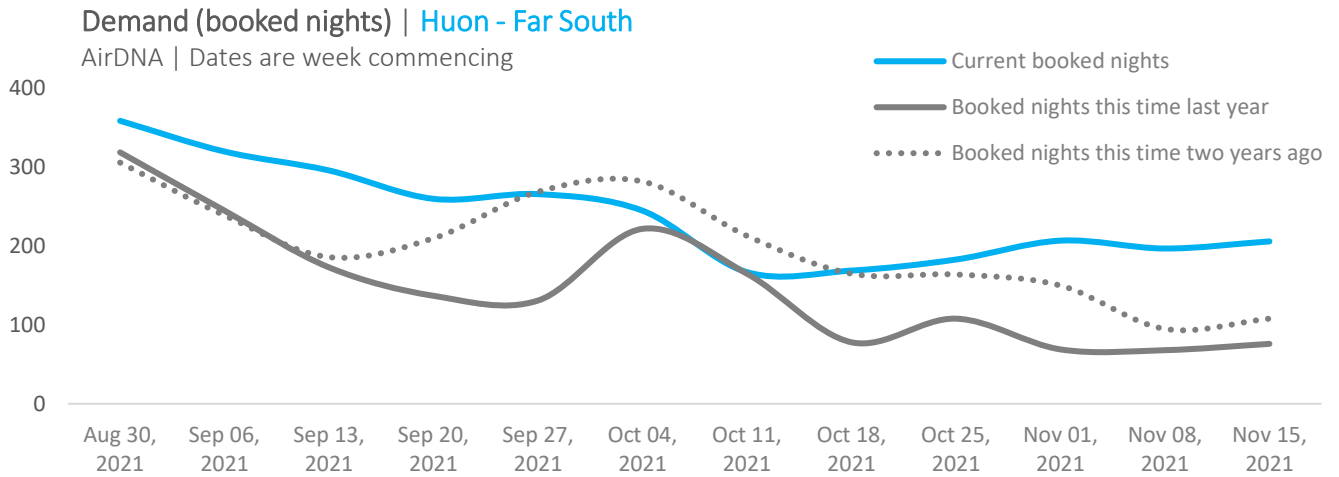
Deloraine – Evandale | Short-stay accommodation



Tasman Peninsula | Short-stay accommodation



Huon – Far South | Short-stay accommodation



Eastern Shore (Hobart) | Short-stay accommodation

