



SUMMARY

Statewide room nights booked were up on last year, for the month, quarter and year ending December 2024, despite softer periods for commercial occupancy rate in some regions compared to last year.

- December 2024 saw a record number of nights booked in short-stay accommodation for a December (97.4k, +6.9% on 2023), gaining on the previous highest demand in December 2023 (91.1k).
- Occupancy in the commercial sector (76%) was on par with 2023 (76%) and above 2022 (70%).
- Similar to the month of December, statewide the quarter (Oct-Dec) saw increased booked nights across both sectors compared to last year, though with generally softer commercial occupancy rates.

REGIONAL INSIGHTS

SOUTHERN

The South saw an overall strong lift in room nights booked in December 2024, across commercial and short-stay accommodation. The quarter and year ending December 2024 also recorded positive results with increases in booked nights from the same periods last year, led by increased nights in short-stay properties.

NORTHERN

Total room nights booked were up on last year for the quarter and year ending December 2024. The month of December 2024 was on par with 2023, led by a lift in short-stay that offset the softer occupancy in commercial.

EAST COAST

The East experienced a slight overall lift in room nights booked in the month of December, with demand for short-stay accommodation offsetting a dip in occupancy in commercial properties. The overall lift in the month flowed through to the quarter and year ending December 2024 compared to the same periods last year.

NORTH WEST

Overall room nights booked across the North West were softer than last year for the month and quarter, while up for the year ending December 2024, following a similar trend for other regional destinations.

WEST COAST

Booked nights in the month and year ending December 2024 were on par with the same periods in 2023, though saw a softening for the December quarter due to high demand in October 2023 boosted by the Unconformity festival. No data is available for this region for commercial occupancy rates.

WHERE THE DATA COMES FROM

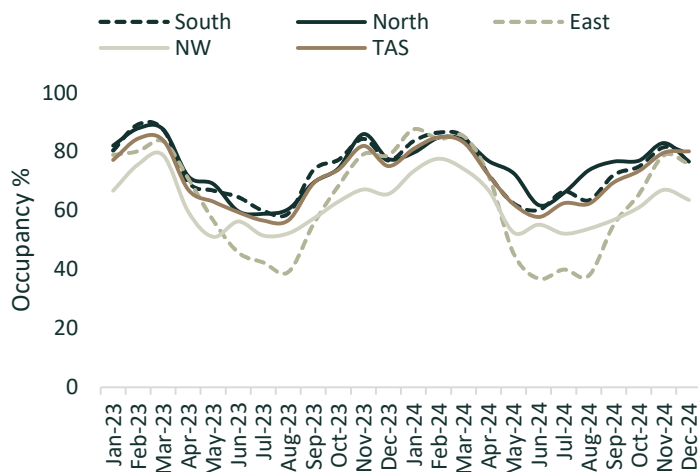
Commercial accommodation is compiled by global research company STR drawing on data provided by operators across multiple accommodation types including hotels, motels, lodges and holiday parks, and primarily properties with more than 10 rooms. Regional data is only provided for a region when the mix 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 is 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.

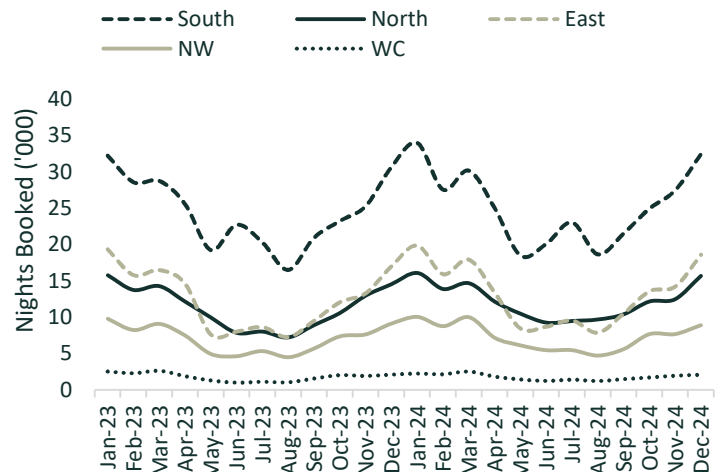
Notes on interpreting accommodation data

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 (eg. staying with family or 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

COMMERCIAL OCCUPANCY RATE



SHORT-STAY DEMAND (BOOKED NIGHTS) ('000)





COMMERCIAL OCCUPANCY RATE

December	Month		
	2023	2024	% chg
TASMANIA	75.6%	76.0%	▶ 0.5%
Southern	76.7%	79.1%	▲ 3.1%
Northern	77.4%	76.6%	▼ -2.1%
East Coast	78.7%	75.7%	▼ -3.8%
North West	66.2%	63.6%	▼ -6.0%
West Coast	no data		

Quarter		
2023	2024	% chg
77%	78%	▶ 0.9%
79%	78%	▼ -1.2%
79%	79%	▶ -0.5%
75%	73%	▼ -2.8%
65%	64%	▼ -2.1%
no data		

Year Ending		
2023	2024	% chg
71%	72%	▲ 2.3%
74%	74%	▶ -0.2%
74%	76%	▲ 3.2%
65%	64%	▼ -1.9%
62%	63%	▲ 1.3%
no data		

SHORT-STAY BOOKED NIGHTS ('000)

December	Month		
	2023	2024	% chg
TASMANIA	91.1	97.4	▲ 6.9%
Southern	30.7	32.4	▲ 5.8%
Northern	14.5	15.7	▲ 7.8%
East Coast	17.0	18.6	▲ 9.4%
North West	9.1	8.9	▼ -2.7%
West Coast	2.09	2.06	▼ -1.5%

Quarter		
2023	2024	% chg
234	252	▲ 7%
79	85	▲ 7%
38	40	▲ 6%
42	46	▲ 10%
24	24	▶ 0%
6.0	5.7	▼ -5%

Year Ending		
2023	2024	% chg
843	891	▲ 6%
294	303	▲ 3%
136	146	▲ 8%
149	158	▲ 6%
84	87	▲ 5%
21.2	21.1	▶ -0.7%

CURRENT MONTH IN PREVIOUS YEARS

COMMERCIAL OCCUPANCY RATE

December	2019	2020	2021	2022	2023	2024
TASMANIA	81	61	62	70	76	76
Southern	86	64	66	71	77	79
Northern	78	57	57	77	77	77
East Coast	73	56	61	70	79	76
North West	77	67	56	56	66	64
West Coast	no data					

Figures are rounded to nearest whole percentage

SHORT-STAY BOOKED NIGHTS ('000)

2019	2020	2021	2022	2023	2024
83	55	62	86	91	97
29.4	18.0	20.5	29.0	30.7	32.4
14.2	8.8	10.6	13.7	14.5	15.7
12.2	10.6	10.8	16.8	17.0	18.6
7.9	6.0	6.3	8.5	9.1	8.9
1.4	1.2	1.4	2.0	2.1	2.1

Figures are rounded to nearest 100

CHANGE KEY

- ▲ More than 1%
- ▼ Below -1%
- ▶ Stable when change is between -1% & +1%

KEY TERMS

Room nights booked is the number of nights a room was booked in a period. A 'room' 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 available divided by room nights booked, expressed as a percentage.

Find more Visitor Economy data and insights 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.