



SUMMARY

Statewide room-nights booked were up on last year, for the month, quarter and year ending January 2025, despite softer periods for commercial occupancy rate in some regions compared to last year.

- January 2025 saw a record number of nights booked in short-stay accommodation for any month (113k, +11.2% on 2024), gaining on the previous highest demand in January 2024 (101.6k).
- Occupancy in the commercial sector (84%) was up on 2023 (81%) and above 2022 (70%).
- Statewide, the quarter (Nov-Jan) 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 lift in room nights booked in January 2025, across commercial and short-stay accommodation. The quarter and year ending January 2025 also recorded positive results with increases in booked nights from the same periods last year, led by a record for nights stayed in short-stay properties in any previous month.

NORTHERN

Total room nights booked were up on last year for the month, quarter and year ending January 2025, boosted by positive results in both sectors, with a record for booked nights in short-stay in January 2025.

EAST COAST

The East experienced a lift in room nights booked in the month of January 2025, with both sectors recording records; over 90% occupancy in commercial accommodation, and a +16% lift in booked nights in short-stay accommodation. This demand boosted the overall results for the quarter and year ending January 2025 compared to the same periods last year.

NORTH WEST

Overall room nights booked across the North West were up for the month and year ending, though softer for the year ending January 2025. Lower occupancy in commercial accommodation in the month may have been partially offset by the increased number of nights in short-stay properties.

WEST COAST

Booked nights in the month, quarter and year ending January 2025 were all above the same periods in 2024, boosted by January 2025 being the second strongest monthly result since January 2023. No data is available for this region for commercial occupancy rates.

WHERE THE DATA COMES FROM

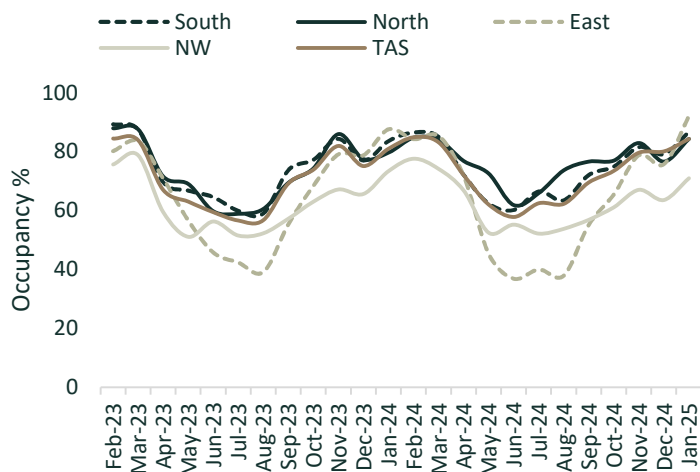
Commercial accommodation is compiled by global research company STR drawing on data provided by operators across multiple accommodation types including hotels, motels, lodges and holiday parks, and primarily properties with more than 10 rooms. Regional data is only provided for a region when the mix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

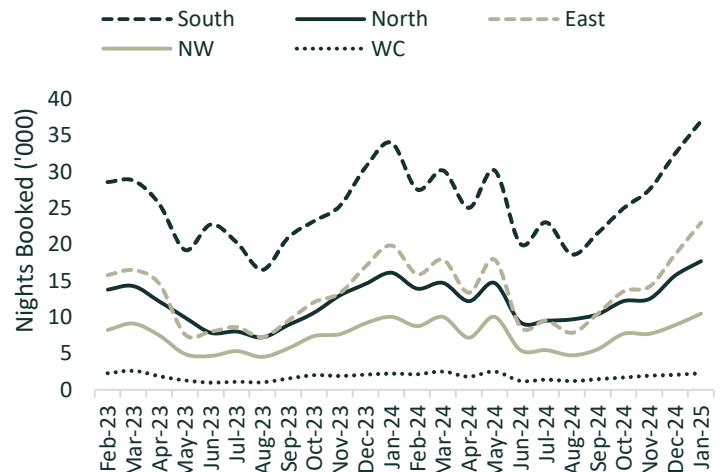
Notes on interpreting accommodation data

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

January	Month		
	2024	2025	% chg
TASMANIA	81.1%	84.3%	▲ 3.2%
Southern	83.4%	86.6%	▲ 3.9%
Northern	79.6%	84.3%	▲ 5.9%
East Coast	84.6%	92.0%	▲ 8.8%
North West	72.8%	70.9%	▼ -2.6%
West Coast	no data		

Quarter		
2024	2025	% chg
79%	81%	▲ 2.5%
82%	82%	▲ 1.0%
81%	81%	▶ 0.3%
82%	82%	▶ 0.5%
69%	67%	▼ -2.2%
no data		

Year Ending		
2024	2025	% chg
71%	73%	▲ 2.3%
74%	74%	▶ -0.2%
73%	76%	▲ 4.0%
66%	64%	▼ -2.4%
63%	63%	▶ 0.1%
no data		

SHORT-STAY BOOKED NIGHTS ('000)

January	Month		
	2024	2025	% chg
TASMANIA	101.6	113.0	▲ 11.2%
Southern	34.0	37.0	▲ 8.8%
Northern	16.1	17.7	▲ 9.9%
East Coast	19.9	23.0	▲ 15.8%
North West	10.0	10.5	▲ 4.3%
West Coast	2.23	2.27	▲ 1.9%

Quarter		
2024	2025	% chg
268	290	▲ 8%
90	97	▲ 8%
44	46	▲ 5%
50	56	▲ 11%
26.8	27.1	▶ 1%
6.2	6.3	▶ 1%

Year Ending		
2024	2025	% chg
846	903	▲ 7%
296	307	▲ 4%
136	148	▲ 9%
150	162	▲ 8%
84	88	▲ 5%
20.9	21.1	▶ 0.8%

CURRENT MONTH IN PREVIOUS YEARS

COMMERCIAL OCCUPANCY RATE

January	2019	2020	2021	2022	2023	2024	2025
TASMANIA	86	87	60	71	78	81	84
Southern	91	91	90	65	75	83	87
Northern	80	80	87	53	62	80	84
East Coast	75	75	81	64	79	85	92
North West	83	83	81	45	66	73	71
West Coast	no data						

Figures are rounded to nearest whole percentage

SHORT-STAY BOOKED NIGHTS ('000)

2019	2020	2021	2022	2023	2024	2025
92	96	66	79	98	102	113
32.4	33.5	21.1	25.9	32.2	34.0	37.0
15.1	16.4	10.3	13.1	15.8	16.1	17.7
14.5	15.2	13.6	14.8	19.3	19.9	23.0
9.3	8.9	7.0	8.4	9.8	10.0	10.5
1.7	1.8	1.6	1.8	2.5	2.2	2.3

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.