

TASMANIAN ACCOMMODATION REPORT

APRIL 2025



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 April 2025, continuing from the buoyant summer period for accommodation demand and visitation.

- In line with seasonal trends, occupancy in April fell from March.
- April 2025 saw a record number of nights booked in short-stay accommodation for any previous April (87k, +19.3% on 2024).
- Occupancy in the commercial sector was 76.4% in April 2025. This is higher than April in the past two years, though below the peak of 84% in April 2022.
- Statewide, the quarter (Feb-Apr) saw increased booked nights across both sectors compared to last year, though the West Coast saw a slight softening in short-stay booked nights (-4.7%).

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 April 2025. Short-stay booked nights set a record for an April, and commercial occupancy was the highest April since 2022.

NORTHERN

- Total room nights booked were up on last year for the month, quarter and year ending April 2025, including a record for booked nights in short-stay in an April, while occupancy in this month for commercial accommodation was on par with last year.

EAST COAST

- The East experienced a lift in nights booked over all three time periods, recording a new record for short-stay booked nights in an April, and the highest commercial occupancy in an April since 2021.

NORTH WEST

- Overall room nights booked across the North West were up for the month, quarter and year ending April 2025. The region set a record for this month for short-stay booked nights, while occupancy in commercial accommodation was on par with last year.

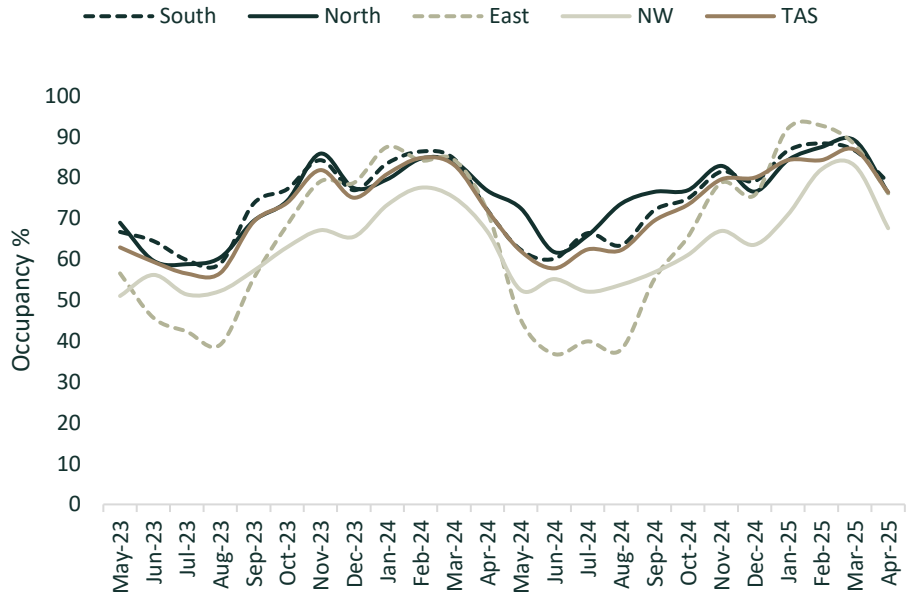
WEST COAST

- Booked nights in the month of April were up on last year, down on the quarter, and on par with the year ending April 2025. Each April over the past four years has maintained higher demand than before the pandemic. No data is available for this region for commercial occupancy rates.

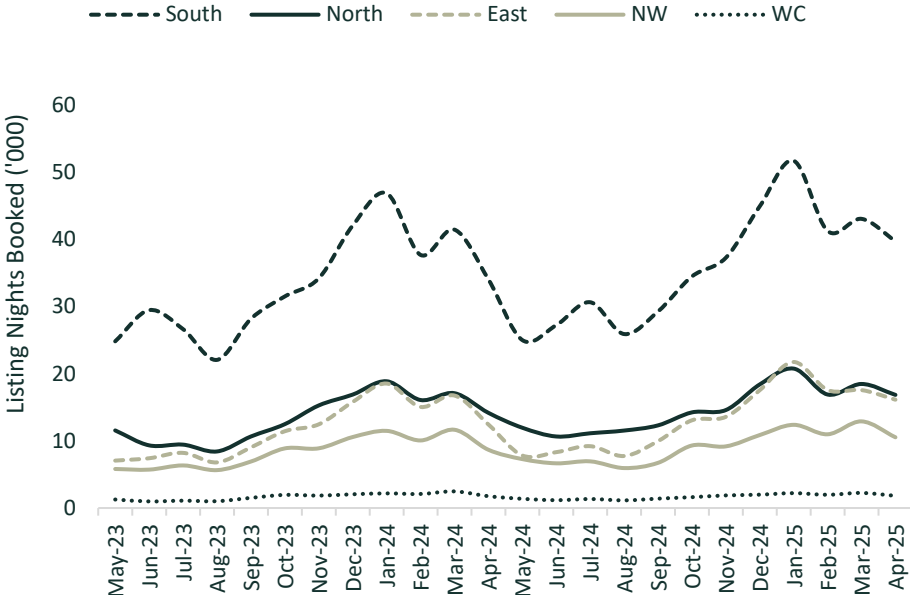
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COMMERCIAL OCCUPANCY RATE



SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)



COMMERCIAL OCCUPANCY RATE

Month of: April	2019	2020	2021	2022	2023	2024	2025
TASMANIA	79	20	77	84	68	72	76
Southern	83	22	80	85	70	72	79
Northern	78	13	67	84	72	76	76
East Coast	55		82	76	71	70	76
North West	79		80	84	59	68	68
West Coast	no data						

Figures are rounded to nearest whole percentage. Blank cells = no data

SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)

Month of: April	2019	2020	2021	2022	2023	2024	2025
TASMANIA	69	30	67	76	74	73	87
Southern	34.1	13.8	29.9	34.5	33.7	34.1	39.8
Northern	14.3	6.2	13.6	15.7	14.2	14.2	16.9
East Coast	9.5	5.0	11.6	12.6	13.5	12.5	16.1
North West	8.0	3.6	8.5	9.5	8.6	8.7	10.5
West Coast	1.3	0.6	1.7	1.8	1.9	1.8	1.8

Figures are rounded to nearest 100

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COMMERCIAL OCCUPANCY RATE

April	Month		
	2024	2025	% pt chg
TASMANIA	72.3%	76.4%	▲ 4.1
Southern	72.0%	78.8%	▲ 6.8
Northern	76.4%	76.3%	▼ -0.2
East Coast	69.9%	76.1%	▲ 6.2
North West	67.7%	67.6%	▼ -0.1
West Coast	no data		

Quarter		
2024	2025	% pt chg
80%	82%	▲ 2.5
81%	85%	▲ 3.6
82%	84%	▲ 2.5
80%	86%	▲ 5.6
73%	77%	▲ 4.3
no data		

Year Ending		
2024	2025	% pt chg
71%	73%	▲ 1.9
85%	87%	▲ 2.3
83%	86%	▲ 2.9
84%	91%	▲ 6.5
75%	78%	▲ 3.3
no data		

Percentage point change refers to the absolute difference between two percentages

SHORT-STAY DEMAND (LISTING NIGHTS BOOKED)

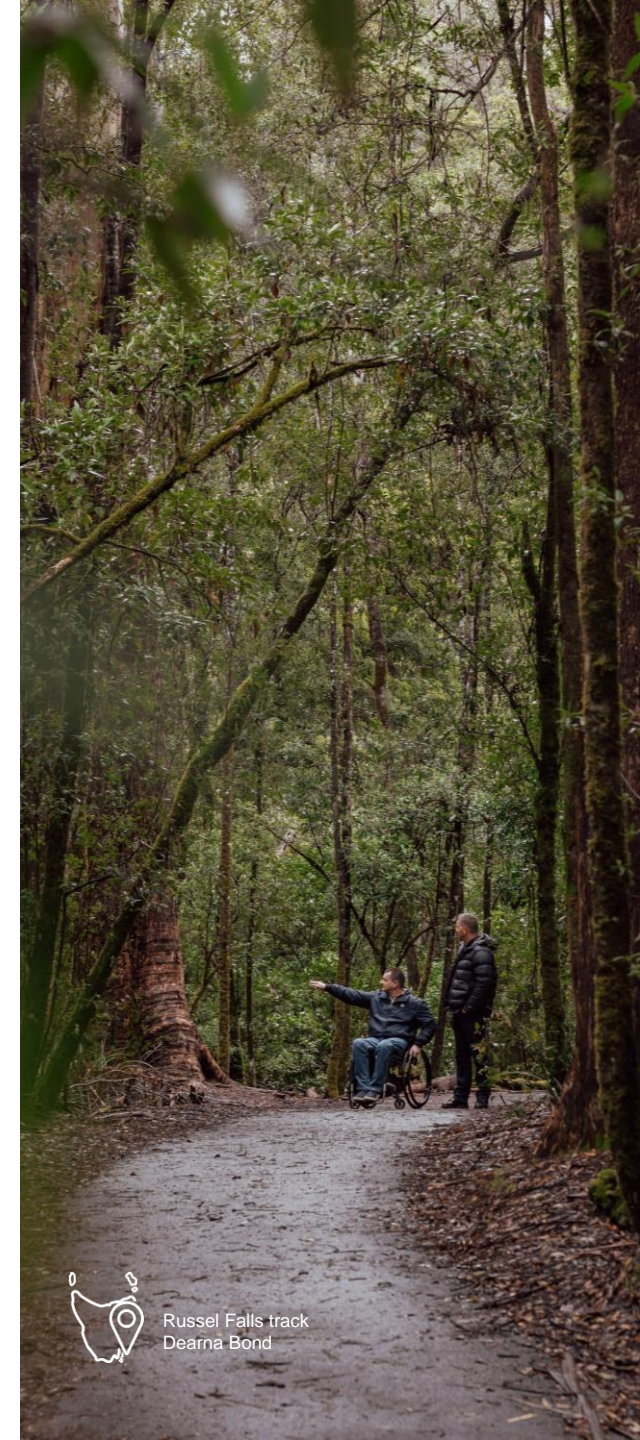
April	Month		
	2024	2025	% chg
TASMANIA	72.8	86.9	▲ 19.3%
Southern	34.1	39.8	▲ 16.7%
Northern	14.2	16.9	▲ 18.8%
East Coast	12.5	16.1	▲ 29.6%
North West	8.7	10.5	▲ 21.3%
West Coast	1.76	1.82	▲ 3.2%

Quarter		
2024	2025	% chg
248	274	▲ 10.6%
113	124	▲ 9.6%
47	52	▲ 10.3%
44	51	▲ 15.9%
30.4	34.4	▲ 13.2%
6.34	6.04	▼ -4.7%

Year Ending		
2024	2025	% chg
840	917	▲ 9.3%
399	431	▲ 7.9%
160	178	▲ 10.9%
141	160	▲ 13.7%
101	110	▲ 9.0%
20.3	20.2	► -0.4%

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 (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

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

- **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.
- **Percentage point change** refers to the absolute difference between two percentages, whereas percent change is the percentage difference from another value.

Find more Visitor Economy data and insights at www.tourismtasmania.com.au/research/visitors