



Transit Trends:
**Adelaide short-term
rental market report**
hometime

Transit Trends



About the Adelaide market

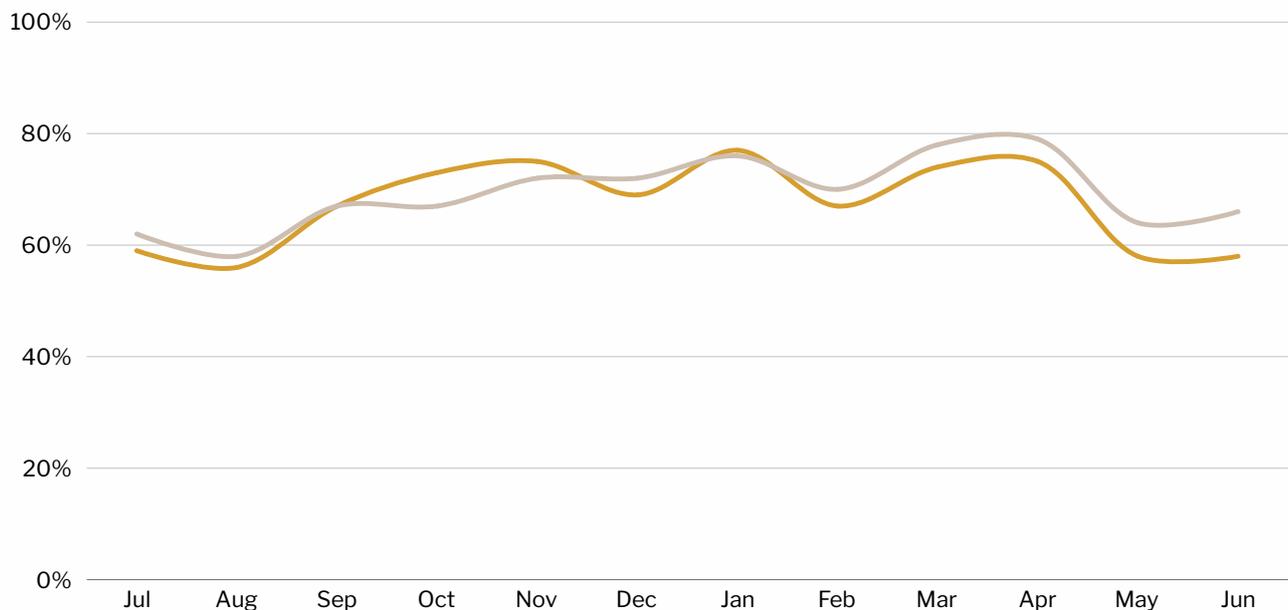
Adelaide draws visitors from around Australia and the world with its vibrant bar and dining scene, rich cultural experiences, and laid-back beachside lifestyle. Its close proximity to world-class wine regions and scenic hiking trails only adds to its appeal, making it a top destination for holidaymakers.

In the year to December 2024, Adelaide welcomed over 3.93 million visitors, 400,000 from overseas and 3.53 million from within Australia. While international numbers dipped slightly by 2% compared to 2023, domestic tourism saw strong growth with a **17%** year-on-year increase.

As of September 2025, Adelaide has more than 5700 listings, reflecting a 6% increase in supply compared to the year prior.

Adelaide market occupancy rates (FY24 vs FY25)

● Market FY24 ● Market FY25



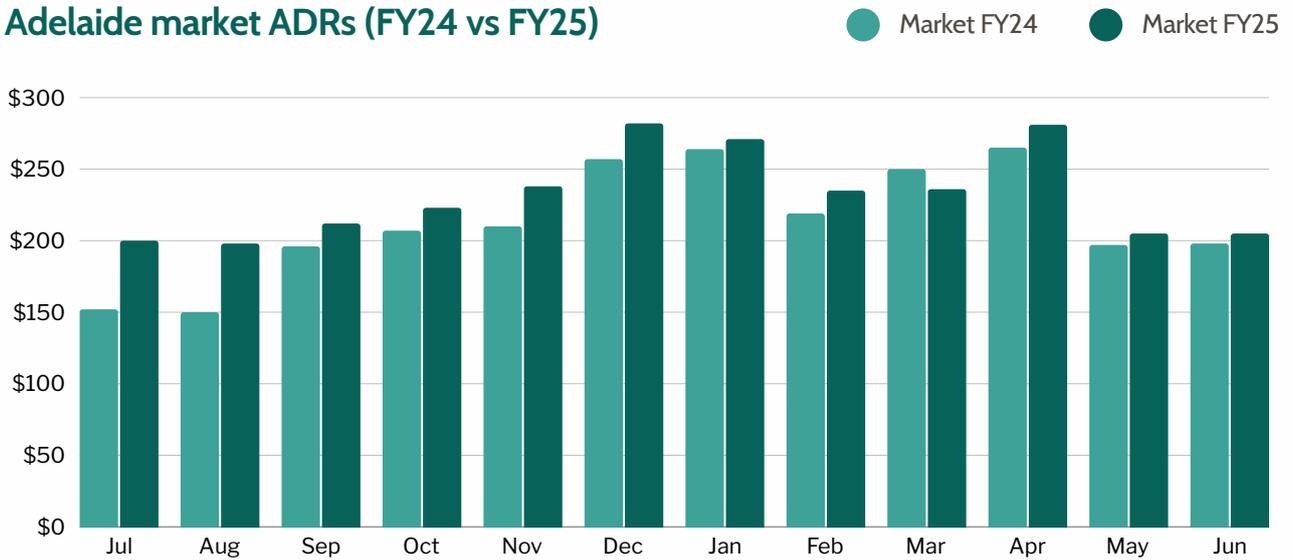
Demand for Adelaide stays is generally steady

Adelaide averaged 72% occupancy across the 2025 financial year, with bookings staying steady most of the year apart from a slower winter period. A consistent calendar of sporting, music, and cultural events helps drive demand year-round.

Average daily rates (ADRs) peak in December, January, and April

December and January see strong demand driven by school holidays and major events. April also delivers a noticeable spike in rates, thanks to the crowd-pulling AFL Gather Round.

Adelaide market ADRs (FY24 vs FY25)



The Adelaide market in FY25

72% Average occupancy

\$211 Average ADR

Adelaide is alive with culture and events

Adelaide is home to a stacked list of annual cultural, foodie and sporting events, drawing in travellers frequently from all over Australia. Renowned international artists frequently stop by the city as part their Australian tours as well.

In 2025, the Gather Round event was particularly significant, attracting over 260,000 attendees. 36% of these attendees came from interstate, with visitors spending an average of 4.7 nights in South Australia and generating a record \$113.9 million in economic activity.

2025

- October**
 - Fridayz Live **Mariah Carey,** Pitbull and Wiz Khalifa
 - Teddy swims
 - Peking Duk
- November**
 - Lenny Kravitz
 - Metallica
 - bbno\$

2026

- February** Kesha
- March** Ed Sheeren
- April** Leon Thomas



| | |
|-------------------|---|
| February | LIV Golf |
| February to March | Adelaide Fringe Adelaide Festiva |
| March | WOMADelaide |
| April | AFL Gather Round |
| May | Tasting Australia DreamBIG Children's Festival |
| July | Illuminate Adelaide |
| October | Adelaide Film Festival OzAsia Festiva |
| November | Bp Adelaide Grand Final Adelaide Rally |



Popular Annual Events

What top-performing Adelaide homes have in common



Convenient Location

Properties in central areas or well-connected outer suburbs perform well.

Parking and access to public transport are key guest considerations for ease and convenience.



Dedicated workspace

Adelaide is becoming a hotspot for business travel, with corporate travel spending jumping **23%** in the first half of 2025, the fastest growth of any Australian capital.

Providing a dedicated work area appeals to this growing number of business travellers.



Modern or unique style

Clean, contemporary interiors styled with artwork, decor, and soft furnishings create a polished yet inviting feel.

Well-styled properties can earn up to **2x more** than comparable, less-attractively styled properties.



Desirable amenities

While not essential, features like a pool or gym are particularly appealing for larger groups (homes) or guests on extended stays (apartments).

The short-term rental partner you can trust

4.8/5



average rating on Airbnb



4 dedicated Adelaide Local Hosts



Janet, Marcus, Jessica and Kiara are Hometime's dedicated Local Hosts who expertly care for Adelaide properties. Working closely with their professional teams, they handle everything on the ground, from guest management to cleaning and maintenance.



Get in touch with us

Learn More

Explore Our Homes

📞 1300 616 299

🌐 hometime.io

✉️ sales.team@hometime.io