



# Transit Trends: Brisbane short-term rental market report

hometime

## Transit Trends

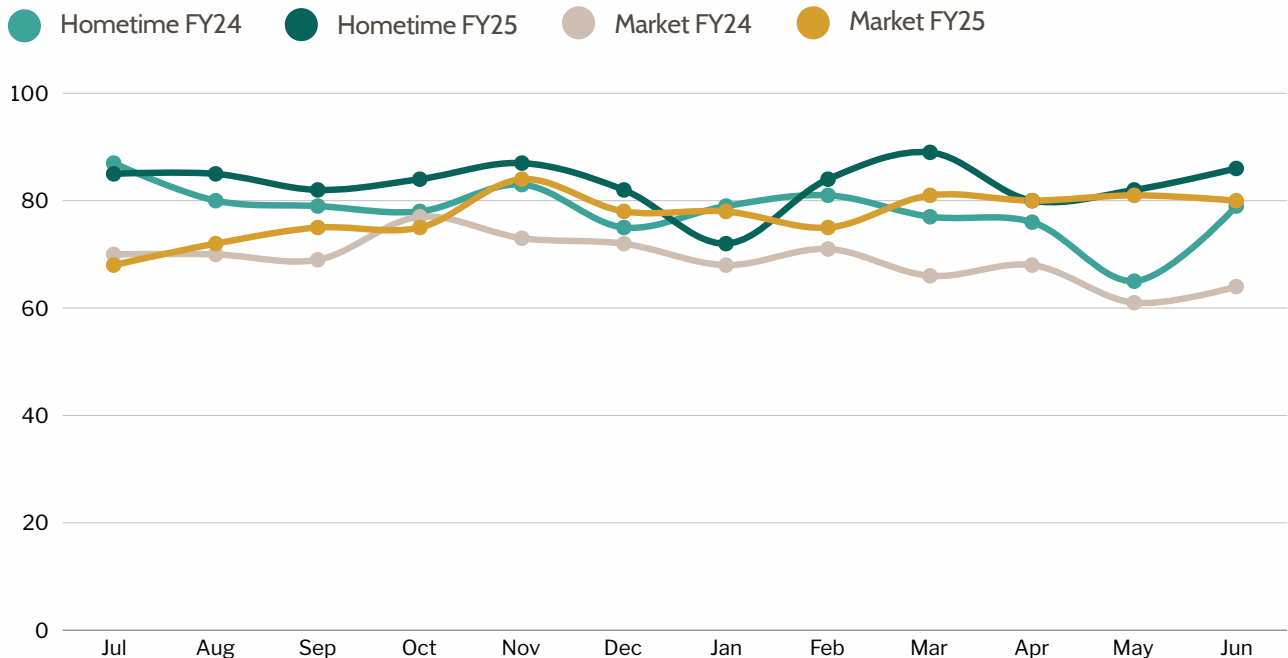


## Brisbane Short-Term Rental Market Report

Brisbane's tourism sector is thriving, adding \$12.1 billion to the local economy in the year to June 2024 - a 12.3% increase from the year before. This growth is fuelled by the city's growing reputation as a must-visit destination, popular lifestyle precincts, major events, and increasing direct airline routes.

Beyond holidaymakers, Brisbane also draws business travellers and students, and the region continues to expand. With the 2032 Olympic and Paralympic Games on the horizon, further growth in tourism, infrastructure, and property demand is expected. BEDA's State of the City report projects a 41% rise in Brisbane's experience economy by 2031 in the lead-up to the event.

### Hometime vs. market Brisbane occupancy



### Demand for Brisbane stays is increasing

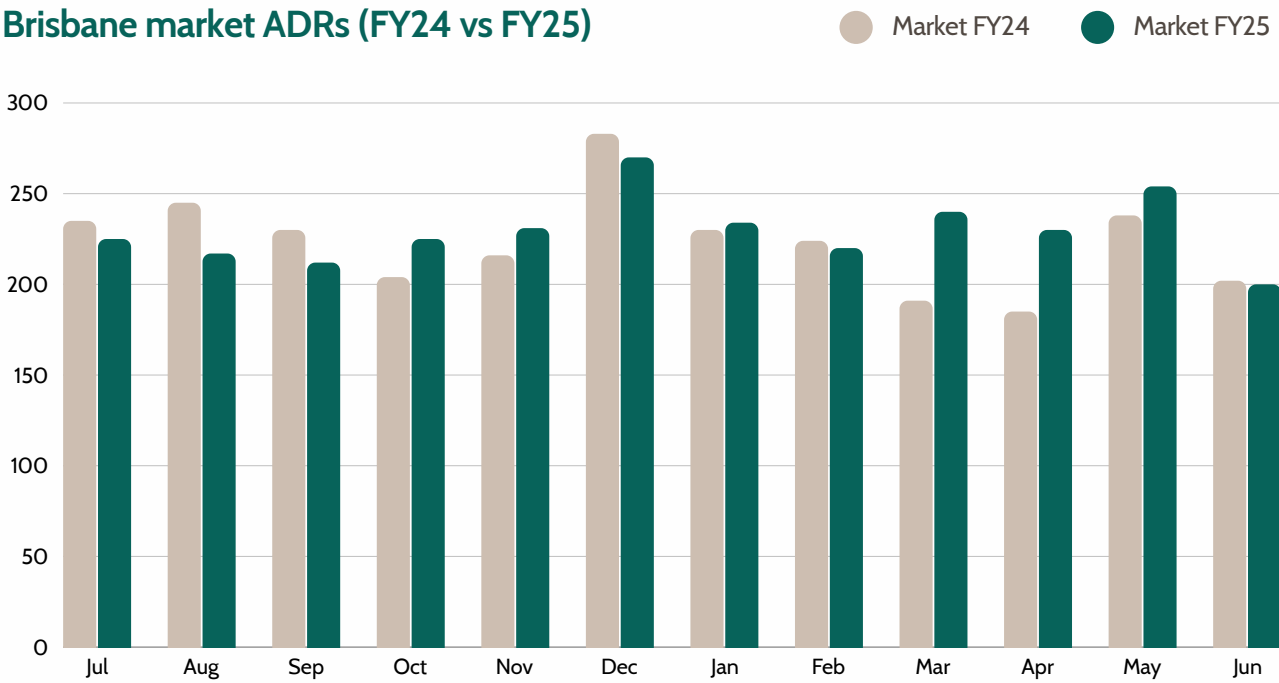
As of August 2025, Brisbane has more than 6,000 listings, reflecting a 19% increase in supply compared to last year. Despite the rise in listings, demand has increased, with occupancy especially high in early 2025. A diverse mix of travellers helps keep demand generally steady year-round, with minimal seasonal dips.



# Average daily rates (ADRs) are heating up

Rates in Brisbane are generally steady, with the usual bump over Christmas and the summer holidays. May often sees a lift too, thanks to major events. In 2025, that included NRL Magic Round, Labor Day, and State of Origin. Travel demand is on the rise, and rates have been trending upward throughout the year.

Brisbane market ADRs (FY24 vs FY25)



# Brisbane is alive with culture and events

Brisbane is home to plenty of cultural, foodie, and sporting events. The 2025 and 2026 calendars are packed with concerts from well-known international artists, and the city is buzzing in anticipation of the upcoming 2032 Brisbane Summer Olympic and Paralympic Games.

## 2025

### October

Fridayz Live    Mariah Carey,  
Pitbull and Wiz Khalifa

Teddy swims

Burna Boy

Bone Thugs-N-Harmony

### November

Lenny Kravitz

Addison Rae

### December

Lady Gaga

Sombr

## 2026

### February

Ed Sheeran

One Republic

Lorde

Kesha

### March

Linkin Park



February to March

May

June to July

August

September

October

October to November

Brisbane Comedy Festival

NRL Magic Round

State of Origin

Ekka

Riverfire

Brisbane Festival

Brisbane Good Food & Wine Show

Brisbane International Film Festival



## Popular Annual Events

### What top-performing Brisbane 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.



#### Maximised outdoor living

Well-furnished outdoor spaces are a big drawcard, with leafy surrounds, riverfront settings, or skyline views adding extra appeal. Brisbane's climate encourages time outside, so these areas shouldn't be overlooked.



#### Modern, welcoming style

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



#### Desirable amenities

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



## Above-market occupancy rates for Hometime homes

Hometime homes consistently outperform the regular short-term rental market in Brisbane. Our combination of expert in-house listing optimisation and pricing teams makes sure your home is as bookable as possible.

# 73%

Brisbane Airbnb average occupancy FY24-FY25

# 81%

Hometime average occupancy FY24-FY25

# +8%

Overall difference over the last two financial years

## The short-term rental partner you can trust

# 4.8/5



average rating on Airbnb



## Our dedicated local Brisbane hosts



hometime host



hometime host



hometime co-host


Rudi, Ish and Nicole are Hometime's dedicated Local Hosts who expertly care for Brisbane 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

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