



Transit Trends:

Melbourne short-term
rental market report

hometime

Transit Trends

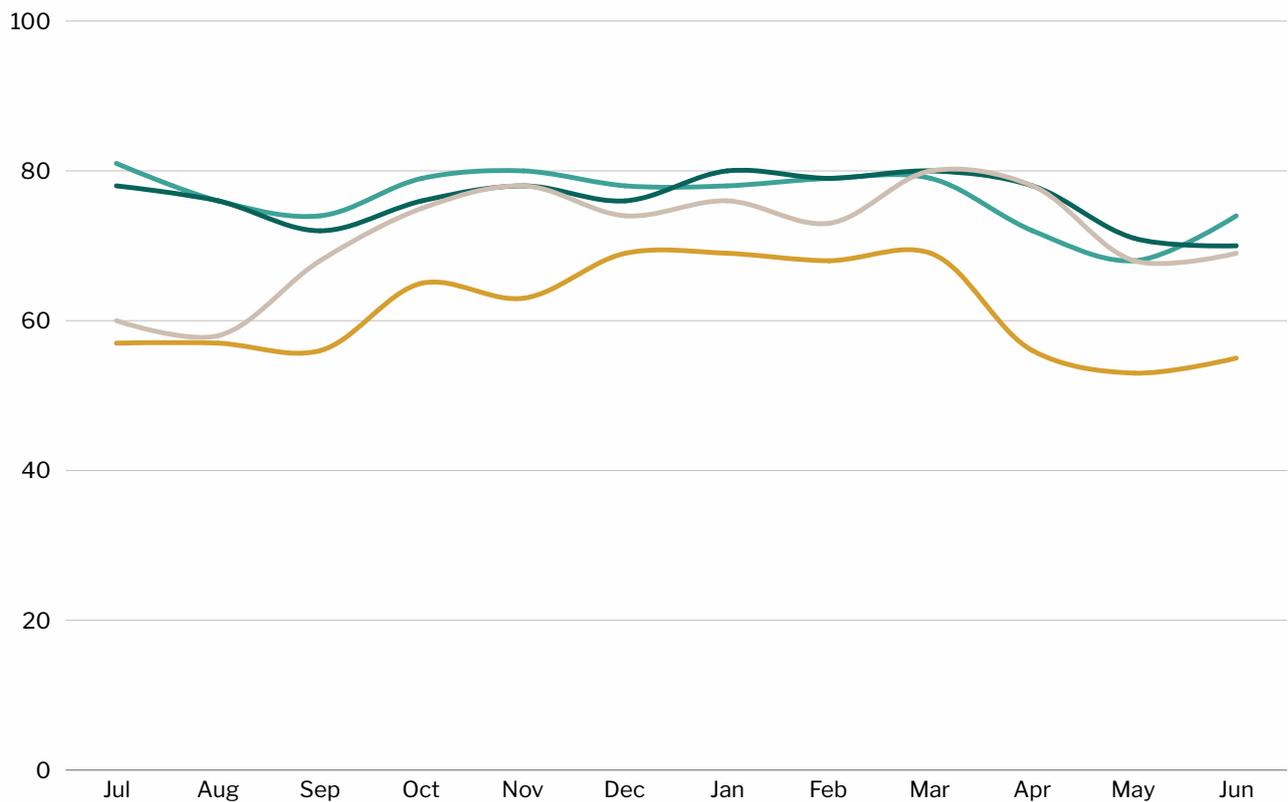


About the Melbourne market

Melbourne remains a powerhouse of Australia's STR market, with over 12,500 active listings in 2025. Occupancy reached **71%** in the 2025 Financial Year, supported by a packed calendar of sporting, music, and cultural events, including the Australian Open, Formula 1 Grand Prix, AFL Grand Final, and major concerts. Visitor numbers were equally impressive, with 13 million people arriving in the year to 2024, underlining the city's role as a major tourism and events hub.

Hometime vs. market Melbourne occupancy (FY24 vs. FY25)

● Hometime FY24 ● Hometime FY25 ● Market FY24 ● Market FY25



Increased demand for Melbourne short-stays

Even with an increasing supply in Melbourne, demand has risen in the last financial year compared to the previous year. This indicates a growing demand for short stays in the region. We've found that high-quality and well-presented properties outperform the rest of the market, and are booked consistently throughout the year.

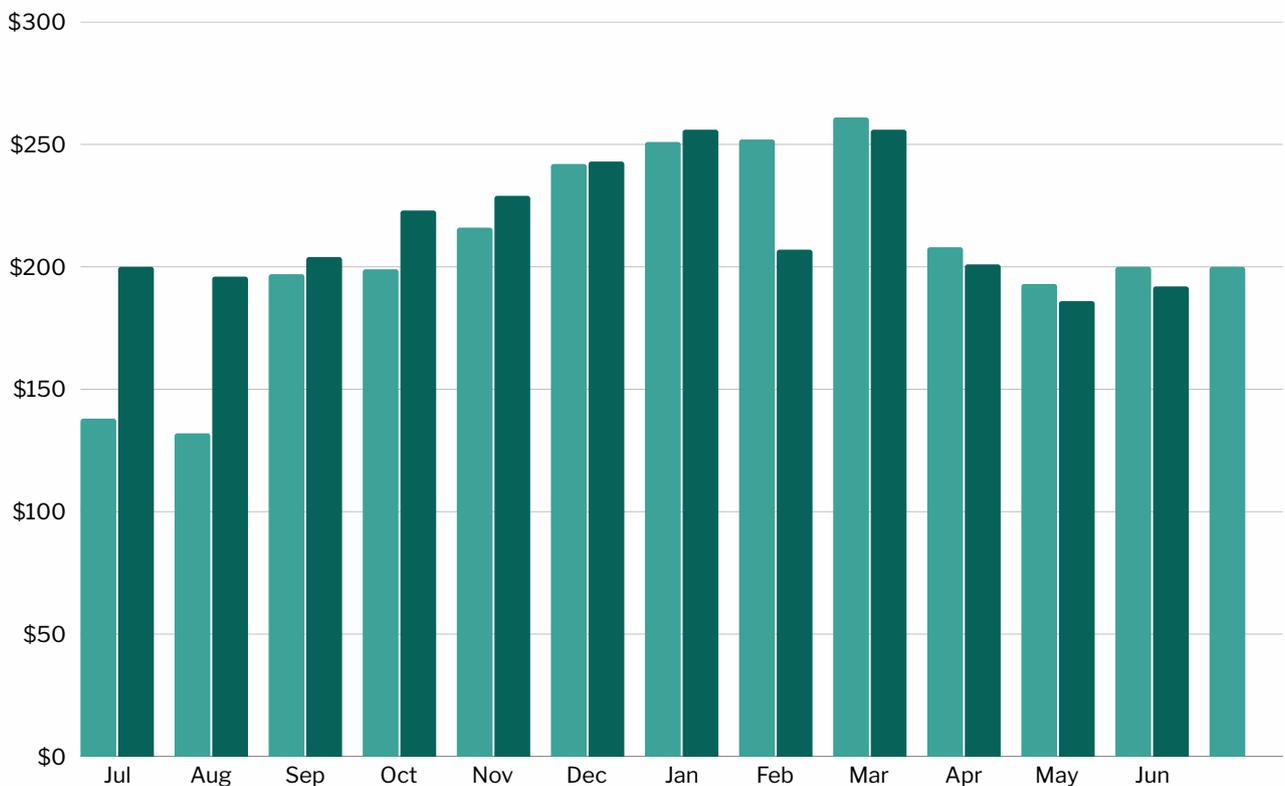
Average daily rates (ADRs) are heating up

Average daily rates (ADRs) in Melbourne typically fluctuate around major events. Two major events consistently drawing a large influx of demand every year are the Australian Open in January and the Formula 1 Australian Grand Prix in March. Major international concert tours also contribute to short-term surges, particularly for centrally located listings.

As shown in the graph, Melbourne's average daily rates increased notably from FY24 to FY25. This trend points to growing demand for short-term stays and a willingness from visitors to pay premium prices to secure accommodation close to event venues and transport links. For property owners, these periods create opportunities to achieve higher nightly rates over condensed booking windows, reinforcing Melbourne's position as a resilient and high-performing STR market.

Melbourne market ADRs (FY24 vs. FY25)

● Market FY24 ● Market FY25



Melbourne is buzzing with events

From Grand Slam tennis and prestigious racing events to international artist concerts, there's always an exciting event happening in Melbourne.

This steady calendar of major events drives consistent short-term rental demand, particularly in inner-city and well-connected suburbs. Visitors often book well in advance, stay for multiple nights and are willing to pay higher nightly rates to be close to venues, transport and the CBD.

For property owners, this translates to strong occupancy across the year, regular pricing surges during peak periods and more predictable STR income compared to markets that rely heavily on seasonality alone.

Events and Concerts

2025

October	Teddy Swims
November	Doja Cat
December	Lady Gaga
	The Fray
	Lewis Capaldi

2026

February	Halsey
	Lorde
	Kesha
	GIVĒON
	OneRepublic
March	Ed Sheeran
	Linkin Park
April	Vanessa Amorosi
May	Mariah the Scientist



Popular Annual Events

January	Australian Open
March	Melbourne Food & Wine Festival
March to April	Melbourne International Comedy Festival
	Formula 1 Australian Grand Prix
April	Rip Curl Pro surfing event at Bells Beach
September	AFL Grand Final
October	Australian Motorcycle Grand Prix
November	Melbourne Cup Carnival
November to December	ALWAYS LIVE



What top-performing Melbourne 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

Many remote and hybrid workers travel to Melbourne for extended stays, blending work with lifestyle.

A dedicated workspace appeals to this segment of travellers and helps a home stand out and secure bookings.



Modern or unique style

Professionally cleaned, contemporary interiors styled with artwork, decor, and soft furnishings create a polished yet inviting feel. Homes with unique styles, from Scandinavian to Hampstons-style or rustic, will also stand out in the property market for their charm.

In fact, 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).



Above-market occupancy rates for Hometime homes

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

66%

Melbourne Airbnb average occupancy FY23-25

76%

Hometime average occupancy FY24-FY25

+10%

Overall difference over the last two financial years

The short-term rental partner you can trust

4.8/5



average rating on Airbnb



10+ dedicated Melbourne Local Hosts



Hometime homes are looked after by experienced Local Hosts who live, work, and support tourism in Melbourne.

Get in touch with us

Learn More

Explore Our Homes

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🌐 [hometime.io](https://www.hometime.io)

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