



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

Transit Trends



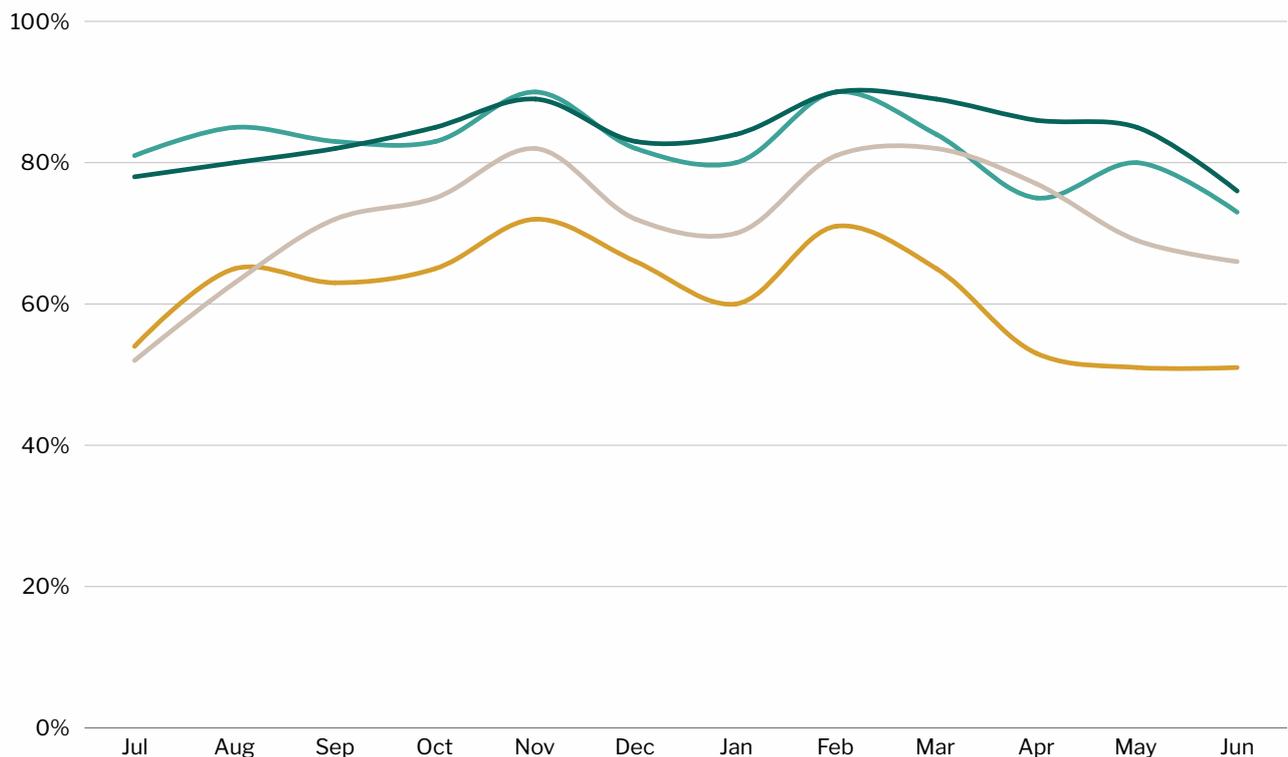
About the Sydney market

Sydney is Australia's most popular international tourist destination, attracting 3.6 million international visitors and 3.2 million domestic visitors in the year to March 2025. These figures, combined with the many events, festivals, and seasonal activities, make Sydney a strong short-term rental market.

As of September 2025, Sydney has more than 12,500 listings, with a 19% increase in supply compared to the year prior.

Sydney Hometime vs market occupancy rates in FY24 vs FY25

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



Sydney stays are in demand

The Sydney market's occupancy rates typically trend higher during the warmer months, especially in summer. While the market has a strong year-round performance, occupancy slows down a little at the end of autumn and into winter. Events help fill up properties, and business travel maintains a good level of demand.

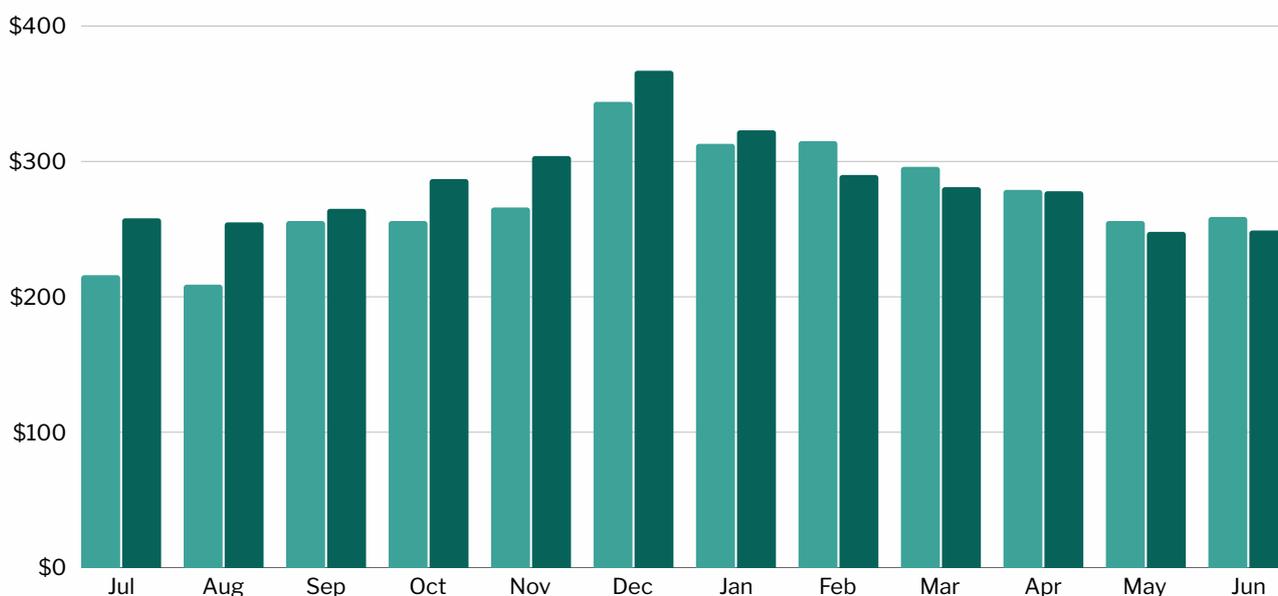
Sydney often sees spikes in occupancy during major events, even during off-peak seasons.

Average daily rates (ADRs) peak in summer

Sydney's average daily rates (ADRs) fluctuate seasonally. ADRs increase during the popular summer months compared with the colder seasons. Demand peaks during the Christmas and New Year holidays, with the highest prices on New Year's Eve, particularly for properties in and around Sydney's CBD and with good public transport connections.

Hometime's Sydney ADRs in FY24 vs FY25

● Market FY24 ● Market FY25



Sydney is an event hotspot

Sydney is home to many popular events that draw in both international and domestic crowds. Some annual popular events include Mardi Gras and Vivid Sydney, which both increase occupancy and rates during their slower periods, respectively.

International artists also frequently tour Sydney as part of their Australian tours. When major artists or events come to Sydney, prices often surge in areas with easy access to concert venues to meet the heightened demand.

2025

October

Fridayz Live **Mariah Carey,**
Pitbull and Wiz Khalifa

Teddy swims

November

Metallica

December

Lady Gaga Doja Cat
Lewis Capaldi Sombr
Kendrick Lamar

2026

February

Ed Sheeren
OneRepublic
Lorde

Feb-March

Bad Bunny

March

Linkin Park



March	Mardi Gras
May to June	Vivid Sydney
June	Pride Month
August	City 2 Surf
September	Sydney Marathon
	Sydney Fringe Festival
October	SCSW Sydney
October to November	Sculpture by the Sea
December	New Years Eve



Popular Annual Events

What top-performing Sydney homes have in common



Convenient Location

Properties in central areas or well-connected outer suburbs perform well, especially in close proximity to popular event venues.

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, and skyline or water views adding extra appeal. Sydney'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.

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



Homey amenities for longer stays

Bookings over 21 consecutive nights are exempt from NSW's 180-night cap on STR bookings.

Properties with all the comforts of a home (fully-equipped kitchen, high-speed wi-fi, comfortable furnishings, in-unit laundry...) cater to and attract long-stay guests to maximise occupancy.

Above-market occupancy rates for Hometime homes

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

67%

Sydney Airbnb average occupancy FY 24-25

83%

Hometime average occupancy FY24-FY25

+16%

Overall difference over the last two financial years

The short-term rental partner you can trust

4.8/5



average rating on Airbnb



5 dedicated Sydney Local Hosts



Annie, Dom, Jenny, Ween, and Usha 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