



# STRA by the Numbers

This data shows the economic value of short term rental accommodation to Australia, what the industry delivers, who it attracts, and why each STRA guest contributes significantly higher value than those staying in other accommodation types.

## \$28.2b

Short term rental accommodation added \$28.2 billion to Australia's visitor economy in the year to March 2026.

**DOMESTIC \$10.7b**

Domestic overnight travel: **38%**

**DOMESTIC STRA**  
**\$10.7b**

contributed by Australians holidaying and travelling intra and interstate.

9.2m overnight trips 29.9m guest nights 3.3 avg. nights

**INTERNATIONAL \$17.5b**

International travel: **62%**

**INTERNATIONAL STRA**  
**\$17.5b**

contributed by overseas visitors staying in Australian STRA.

1.0m visitor trips 128.9m guest nights 126 avg. nights

## 1 STRA's share of where Australia's visitors sleep

**OF ALL VISITOR NIGHTS**

**1 in 12**

domestic overnight nights are STRA (8%)

**2 in 5**

international nights are STRA (40%)

**OF PAID ACCOMMODATION NIGHTS**

**1 in 7**

domestic paid nights are STRA (13%)

**2 in 3**

nearly two-thirds of international paid nights (62%)

## 2 Every STRA guest punches above their weight spend per trip vs. the average traveller

**DOMESTIC STRA GUEST**

**\$1,170 vs \$950**

STRA guest, per trip

avg. domestic

Spends 23% more per trip for a similar length of stay.

**INTERNATIONAL STRA GUEST**

**\$17,120 vs \$4,830**

STRA guest, per trip

avg. international

Spends 3.5x more and stays 126 nights vs. 38.

### 3 International STRA spend is climbing fast



### 4 STRA guests out-spend on every kind of trip

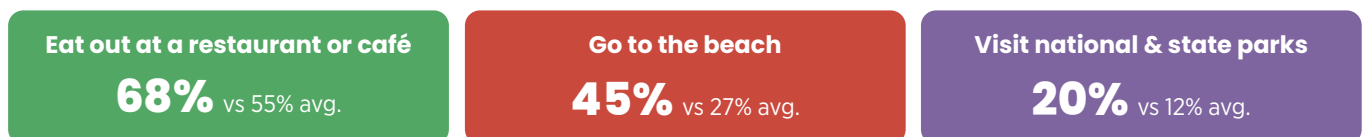


### 5 Where international STRA guests come from leading markets of origin



STRA's guest mix skews toward shorter-haul and high-yield education markets – a different footprint from Australia's overall visitor mix, spreading demand across more origin countries.

### 6 A wider economic footprint domestic STRA guests do more, and spend flows further



STRA guests are more likely to dine out, explore and get active, spreading their spend across more local businesses and operators than the average traveller.

#### THE VISITOR ECONOMY STRA SITS WITHIN

