

BRISBANE AIRBNB MANAGEMENT · POWERED BY OASIS STAY

The Inner Brisbane *Airbnb Earnings Guide*

Owner revenue, seasonality, regulation and the suburbs that perform.

Built on live PriceLabs market data, not guesswork.

\$4,130 average monthly owner revenue per inner Brisbane listing · **81%** average occupancy · **4,310** active listings tracked

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Inner Brisbane, spring 2026: the honest numbers

Every quarter we pull the raw PriceLabs data for the Brisbane short stay market, covering 4,310 active listings across the city, including every inner suburb within roughly 5km of the GPO. No spin, no cherry picking. This is what a typical listing actually earned across the 12 months to August 2026.

\$4,130	Average monthly owner revenue per listing, inner Brisbane
81%	average occupancy across the market
3	nights per booking, on average
4,310	active listings in the dataset

What the headline number really means

\$4,130 a month is the inner Brisbane average owner revenue, before owner costs. It includes brand new listings with no reviews, poorly photographed studios, and apartments that sit blocked out for half the year. In other words, the average is dragged down by underperformers. Well presented, professionally priced properties in the right pockets consistently earn well above it.

To put it in perspective: a typical inner Brisbane two bedroom apartment rents for roughly \$3,000 to \$3,400 a month on a standard 12 month lease. Even at the market average, short stay owner revenue runs about 30% ahead of the long term rent. In peak season the gap widens further.

Winter was the floor. The rebound has already started

June is the softest month of the Brisbane short stay year, and 2026 proved it again: the market bottomed at about \$3,500 per listing in owner revenue. Owners who judged their property on a June statement were looking at the market at its lowest ebb. July snapped back to about \$4,700 in owner revenue as the school holidays bit, December 2025 delivered about \$5,000 per listing, and the spring events season now ahead is historically the strongest stretch of the year.

The one sentence version: at the market average, an inner Brisbane short stay listing earns about 30% more in owner revenue than a comparable long term lease, and the December peak does its work on top.

Source: PriceLabs market data for Brisbane, 12 months to August 2026, covering 4,310 active listings. Figures are averages across all listing types and performance levels, shown as owner revenue after booking platform fees; the revenue average quoted is the inner Brisbane average. Individual results vary with property quality, presentation, pricing and management.

Where the demand actually comes from

Inner Brisbane is not one market. It is a dozen micro markets, each with its own guest mix, demand drivers and price behaviour. Here is how we read the twelve we manage in.

SUBURB	WHO BOOKS IT, AND WHY
Brisbane City	Business travellers and conference guests. Strongest midweek rates in the market, premium for river view towers.
Fortitude Valley	Weekend leisure and events crowds, James Street dining and nightlife. Spiky weekend pricing, softer midweek.
Newstead	Young professionals, Gasworks dining, riverwalk access. Reliable year round corporate and couple bookings.
New Farm	Premium leisure stays near the park and Powerhouse. Guests stay longer and pay more for character properties.
Bowen Hills	RNA Showgrounds events (Ekka above all) and hospital visitors. Value friendly, event driven spikes.
Spring Hill	Medical stays dominate: hospital staff, patients' families, locums. The steadiest midweek occupancy we see.
South Brisbane	Cultural Precinct, convention centre, South Bank. Event driven peaks; river views command premiums.
West End	Boundary Street food scene, musicians, visiting academics. Loyal repeat guests, strong midweek base demand.
Kangaroo Point	River and CBD views at lower price points, climbers and runners, Gabba event overflow across the water.
Milton	Suncorp Stadium on foot. Broncos games, concerts and Origin nights fill the suburb. Park Road helps midweek.
Toowong	University of Queensland visits, hospital precincts, families seeing students. Longer stays, gentler swings.
Bulimba	Oxford Street village feel, CityCat commuters, families. Houses attract multi night family bookings.

Why this matters to you: pricing a Milton apartment like a Toowong townhouse is the most common mistake we see in owner run listings. Suburb specific pricing is where most of the upside sits, and where generic interstate managers fall over.

The council crackdown that paused: what actually happened

If you own an inner Brisbane investment property, you probably saw the headlines. Here is the plain English version, and what it means for owners going forward.

What was proposed

In December 2025, Brisbane City Council tabled a proposed Short Stay Accommodation Local Law aimed squarely at whole home short stay properties in residential areas, roughly 500 homes across the city. The proposal

was widely criticised as harsh and rigid, and reading the detail, it is easy to see why:

- Mandatory permits for whole home short stay properties in affected residential zones, with ongoing compliance conditions.
- A 24/7 local contact person able to respond to issues within about an hour, day or night.
- A three strikes discipline system under which repeated breaches could strip a property's right to operate.
- Fines of up to \$141,865 for serious non compliance, an extraordinary figure by local law standards.

Where it stands now

On 12 May 2026, Lord Mayor Adrian Schrinner announced the proposal would be paused, citing uncertainty around federal tax and regulatory settings for short stay accommodation. The local law is not dead; it is parked. Owners should expect the conversation to return, most likely in a revised form, once the federal picture clears.

What it means for you

Two things. First, nothing about the pause changes the fundamentals: inner Brisbane short stays remain legal, in demand, and strongly profitable. Second, the episode proved something we have said for years. When regulation tightens, professionally managed properties are the last ones exposed. A 24/7 contact requirement, complaint handling, permit paperwork and compliance records are exactly what a proper manager absorbs for you. If and when rules land, our owners will be compliant before the ink dries.

The takeaway: regulation is a reason to have a professional on your side, not a reason to sit out the market. The owners most at risk from any future rules are the ones self managing from a distance.

Sources: Brisbane City Council, proposed Short Stay Accommodation Local Law 2025 (tabled December 2025); Lord Mayor's pause announcement, 12 May 2026. This summary is general information, not legal advice.

Winter dipped, July rebounded, and who wins from here

Yes, winter was soft. It always is. Here is the full picture, including the part most commentary leaves out: the rebound has already started.



Figure 1. Average monthly owner revenue per listing, Brisbane, after booking platform fees. Source: PriceLabs, 12 months to August 2026.

From the December 2025 peak of about \$5,000, average owner revenue stepped down to about \$3,500 in June 2026, then rebounded to roughly \$4,700 in July. Four forces are at work:

- **Seasonality.** The big one, and it happens every year. December carries Christmas and the summer holidays; June is the softest month on the calendar. The step down is normal.
- **Supply growth.** More listings keep entering the market, so more properties share the same winter demand.
- **Uncertainty.** The council proposal and federal tax debate made owners and guests cautious through autumn. The May pause has taken heat out of that.
- **Occupancy did the adjusting.** The average nightly rate eased about 2% to \$215 while occupancy slipped from 83% to 81%, leaving revenue per listing about 5.5% softer than the prior year. Larger properties held up best: 3 to 5 bedroom listings averaged \$5,416 a month in owner revenue against \$3,102 for one bedroom stock. Presentation and pricing decide which side of that line a property sits on.



Figure 2. Average occupancy across the Brisbane market. Source: PriceLabs, 12 months to August 2026.

Occupancy tells the same story: 90% in July 2025, easing to 77% through June 2026, then straight back to 86% in July 2026. The full year average holds at 81%, with revenue per listing about 5.5% softer than the year before: a normal correction after an exceptional run, not a falling market. The market has never been bigger, but it is more competitive. Pricing, presentation and response time decide who wins, and that is exactly what professional management controls.

The Brisbane year, and where the money weekends are

Short stay income in Brisbane is built around an events calendar most interstate managers barely track. These are the windows where nightly rates should move, sometimes by 50 to 100%.

WINDOW	WHAT IS ON	WHAT SMART PRICING DOES
Dec to Jan	Christmas, New Year, summer school holidays, Gabba cricket	The peak season. Minimum stays lift, rates at annual highs.
Feb to Mar	AFL season opens at the Gabba, concert season resumes	Weekend premiums return; midweek corporate demand builds.
Apr	Easter and autumn school holidays	Family bookings, longer stays, strong river suburb demand.
May	NRL Magic Round at Suncorp	Three nights where Milton and the City effectively sell out.
Jun	The quiet trough; State of Origin when Brisbane hosts	Sharper midweek pricing, longer stay discounts, Origin night premiums.
Jul	Winter school holidays	The winter spike: southern states escape north, family stays lift.
Aug	The Ekka at RNA Showgrounds	Bowen Hills and the inner north price up across the show fortnight.
Sep	Riverfire and Brisbane Festival, AFL finals at the Gabba	Riverfire weekend is one of the two or three best nights of the year.
Oct to Nov	Spring events, concerts, early summer leisure	Occupancy rebuilds toward summer; rates climb steadily.

Owner takeaway: if your pricing looks the same in June as it does in September, you are leaving real money behind. Our pricing is reviewed daily against live booking pace, event calendars and competitor movement in your exact suburb.

What top performers do differently, and the fee traps to avoid

The habits of top earning listings

- **Hotel standard presentation.** Professional photography, proper linen, styled interiors. Guests decide in about eight photos.
- **Dynamic pricing, every day.** Rates that respond to events, booking pace and competitor movement, not a set and forget nightly figure.

- **Fast, around the clock responses.** Response time directly affects search ranking on Airbnb. Under an hour is the bar; top listings answer in minutes.
- **Reviews defended like assets.** A 4.9 versus a 4.6 is worth thousands a year. Professional cleans and proactive guest communication protect it.
- **Smart minimum stays.** Longer minimums through peak windows, shorter gaps filled midweek. The 3 night Brisbane average is a target, not an accident.

The fee traps in management contracts

Headline commission rates in Brisbane range from 18% to well above 30%, but the headline rarely tells the full story. Before signing anything, ask:

THE QUESTION	WHY IT MATTERS
Is the percentage charged on gross or net bookings?	Charging on gross (before platform fees) quietly adds several effective percentage points.
Are there charges for linen, supplies or photography?	Some managers bill linen per stay, every stay, forever. It adds up to thousands a year.
Is maintenance marked up?	A 10 to 20% margin on every tradesperson invoice is common and rarely disclosed upfront.
What is the lock in and exit cost?	Twelve month lock ins with exit fees are how underperforming managers keep clients.
Who owns the listing and its reviews?	If the manager owns the listing, your hard earned reviews walk away with them if you leave.

Our position: 18% plus GST on owner income, a single \$880 onboarding fee covering professional photography, the initial clean, key safe, linen and guest supplies, no lock in contracts, and your listing stays yours. That is the whole fee structure. Full breakdown: [Airbnb management fees in Brisbane, explained](#).

A worked example, and how to get yours

What the average listing earns

LINE ITEM	AMOUNT
Owner revenue (inner Brisbane average, trailing 12 months)	\$4,130
Typical long term lease, comparable two bedroom apartment	\$3,000 to \$3,400

Owner costs like utilities, internet, strata or rates come out of that figure. Even so, the average month runs about 30% ahead of the \$3,000 to \$3,400 a long term lease would bring, and peak season runs well above this example. Cleaning is paid by guests, not by you.

What you get for 18% + GST

- Daily dynamic pricing across Airbnb and major booking channels
- Professional photography, listing copy and ongoing optimisation
- All guest communication, vetting and 24/7 issue response
- Hotel standard cleans coordinated between every stay
- Maintenance coordination with trusted local trades, no markups
- 24/7 owner portal: forward bookings, block your own dates, download statements
- No lock in contracts. If we stop performing, you can walk away.

Get a free income estimate for your property

We will run your address through the same PriceLabs data used in this guide and give you a straight answer on what it would earn, short stay versus long term.

Brisbane Airbnb Management is powered by Oasis Stay, with more than 20 years of property management experience behind it. This guide is general information only, not financial, legal or taxation advice. Market figures are drawn from PriceLabs data for Brisbane (4,310 active listings) for the 12 months to August 2026, shown as owner revenue after booking platform fees, and are averages, not a projection or guarantee for any individual property. The worked example uses the inner Brisbane average for illustration; actual results depend on the property, presentation, location, pricing and market conditions. Regulatory information is summarised from public announcements as at September 2026 and may change. Figures exclude GST unless stated. Published September 2026, Brisbane, Queensland.