Regional Airbnb Strategic Report

Wellington, New Zealand | 2026 Market Intelligence

Prepared for strategic short-term rental screening. Figures combine public platform data, council documents, tourism indicators and analyst assumptions where exact public data is unavailable.

Active listings	Occupancy	ADR	Revenue signal
1,147–4,205	**44.5%–51%**	**NZ$125–132**	**NZ$13.1k–16.6k p.a.**

1. Executive Summary

Wellington is a large, urban short-term rental market with demand driven by government, corporate travel, events, culture, education, healthcare and leisure. It is not a simple beach-holiday STR market. The strongest opportunity is professionally managed, well-located apartments and townhouses that can serve business, event and hospital-related stays while avoiding regulatory and rates-risk overexposure.

- Headline data range: AirROI reports 1,147 active listings, 44.5% occupancy, NZ$132 ADR and NZ$16,562 annual revenue; AirDNA reports 4,205 active listings, 51% occupancy, NZ$125 ADR and NZ$13.1k trailing annual revenue.
- Core market read: ADR is moderate for a capital city, but year-round institutional demand supports occupancy if the property is close to CBD, waterfront, hospital, university or event venues.
- Strategic opportunity: operate "business-ready / event-ready / hospital-ready" accommodation rather than generic holiday-only listings.

2. Market Overview: Platform Data Comparison

Source	Active listings	Occupancy	ADR	Revenue / RevPAR
AirDNA, Jun 2026	4,205	51%	NZ$125	NZ$13.1k annual revenue; NZ$59 RevPAR
AirROI, Jul 2025–Jun 2026	1,147	44.5%	NZ$132	NZ$16,562 annual revenue; NZ$59 RevPAR
Airbtics, Feb 2025–Jan 2026	1,251	67%	Not public in snippet	NZ$42k median revenue signal

Key insight: the absolute listing count varies materially by platform, but both AirDNA and AirROI converge on a RevPAR around NZ$59, suggesting that Wellington is a moderate-rate, utilisation-driven STR market rather than a pure premium-rate market.

Market characteristic: Wellington's larger platform count implies a sophisticated operator base and high competition; the opportunity is not just "being listed" but segment-specific positioning and revenue management.

3. Why Data Discrepancies Matter

- Active-listing gap: AirDNA 4,205 vs AirROI 1,147, a difference of about 267%. This is too large to ignore.

- Likely causes: different geographic boundaries, active-listing definitions, booking-window periods, scraped channels and whether part-time / room-only / inactive listings are included.
- Revenue gap: AirROI annual revenue of NZ$16,562 is about 26% above AirDNA's NZ$13.1k trailing annual figure, while Airbtics provides a much higher NZ$42k median revenue signal that should be treated as an upper-market or differently sampled benchmark.
- Strategic recommendation: use multiple sources for cross-validation. For Wellington, prioritise trend direction, RevPAR, competitive density and micro-location over a single headline revenue number.

4. Demand Structure — Multi-Segment Dynamics

Segment	Demand driver	STR implication
Government & corporate	Capital-city agencies, consultants, contractors, CBD meetings	Weekday demand; invoice-ready, quiet, CBD-adjacent stock
Events & leisure	WOW, Beervana, Visa Wellington On a Plate, stadium sports, concerts, Te Papa, Wētā, Zealandia	Weekend and seasonal spikes; 2BR and 3BR useful for groups
Healthcare & education	Wellington Regional Hospital, University of Otago Wellington, Victoria University	Hospital-family, visiting clinician and student-family demand
Transit & international recovery	Airport traffic reports and rising international visitor arrivals	Short-stay demand near CBD, airport corridor and ferry links

Market advantage: Wellington has a mixed-demand base. This reduces reliance on a single tourist season, but also means that each property must be positioned for a specific guest type.

5. Demand Deep-Dive: Short-Term / Worker Accommodation

- Market driver: Wellington's public-sector, consulting, technology, construction and infrastructure ecosystem creates recurring project-based accommodation needs.
- Best formats: 1BR executive apartments for consultants; 2BR apartments/townhouses for paired workers; 3BR houses for small crews when parking is available.
- Amenities that matter: fast Wi-Fi, desk, blackout curtains, washer/dryer, full kitchen, heating/dehumidification, self check-in, receipt and invoice workflow.
- Booking pattern: weekday-heavy stays, project-timeline extensions, repeat bookings and corporate/billed accommodation.
- Positioning line: "workforce-ready accommodation in walking distance to CBD, agencies and transport."

6. Demand Deep-Dive: Medical & Healthcare Accommodation

- Healthcare anchor: Health New Zealand describes Wellington Regional Hospital, Hutt Hospital and Kenepuru Community Hospital as providing healthcare services to around 445,000 people across Wellington, Hutt Valley and Kāpiti.
- Implication: Newtown/Riddiford Street and hospital-adjacent accommodation can attract patient families, visiting staff, training personnel and medical students.
- Quality expectations: quiet, clean, warm, lift-access or easy access, good bedding, laundry, kitchenette/full kitchen and flexible check-in.
- Stay-length pattern: often longer than event stays; cancellation flexibility and compassionate communication matter.

- Location strategy: proximity premium applies around Newtown, Mount Cook and Adelaide Road, but parking and noise need careful due diligence.

7. Demand Deep-Dive: Events & Visitor Traffic

- WellingtonNZ's 2026 event calendar includes Visa Wellington On a Plate, World of WearableArt Show, Beervana, Orchestra Wellington and other major event programming.
- Sky / Hnry Stadium supports event-demand spikes through rugby, football, concerts, food shows and exhibitions.
- Core tourism anchors include Te Papa, Wellington waterfront, Cable Car, Botanic Garden, Zealandia, Wētā Workshop, Cuba Street and Oriental Bay.
- Strategic insight: events create pricing peaks, but baseline demand comes from the combination of capital-city business travel, education, healthcare and culture.

8. Supply-Side: Property Type Distribution

Public free sources do not provide a fully auditable bedroom-count distribution for Wellington. The following is a platform-informed analyst estimate for screening only; verify with live platform scraping before purchase or acquisition.

1BR	2BR	3BR	4BR+
38%	**35%**	**20%**	**7%**

Key finding: 1BR and 2BR stock should dominate the urban core, while 3BR stock is strategically useful for families, event groups and crews. The combined 3BR/4BR+ share is smaller and may offer differentiation if parking and noise risk are managed.

9. Supply-Side: Landlord Profile

- Operator sophistication is high: Wellington's large listing base means guests can compare professional presentation, reviews, amenity quality and location very easily.
- Operational mindset shift: investors should not treat Wellington STR as passive "set and forget"; pricing, cleaning, maintenance and guest communication must be managed actively.
- Service needs: professional cleaning, linen, minor repairs, guest messaging, dynamic pricing, monthly owner reporting, invoice support, listing photography and compliance/rates monitoring.
- Market opportunity: management services are most compelling for landlords who want higher yield and flexibility but do not want to run hotel-like operations.

10. Social Media & Public Sentiment

- Public discussion volume is lower than in highly constrained global tourist hotspots, but the policy conversation is active because council rates treatment is changing.
- Wellington City Council's 2026/27 annual-plan consultation states that most STA providers currently pay residential rates even though some should pay commercial rates.
- 1News reported that from July next year short-term accommodation providers would pay 2.6 times base council rates, with some host concern over high rates bills.

- Positioning strategy: avoid framing the opportunity as removing housing from residents. Position around visitor capacity, event overflow, workforce accommodation and professionally managed compliance.

11. Suburb and Street-Level Strategic Screen

Area / street	Best use	Guest type	Airbnb rating	Risk	Notes
Te Aro / Cuba St–Ghuznee–Taranaki	Culture/event stays	Leisure, food, arts	★★★★★	Noise, parking	Strong demand but must filter nightlife exposure.
Waterfront / Oriental Parade	Premium leisure	Couples, visitors	★★★★★	High entry price	Best experience value; strong photo appeal.
CBD / Lambton Quay–The Terrace	Business stays	Public sector, consultants	★★★★	Body-corp rules	Weekday demand; compact apartments work.
Thorndon / Tinakori Rd	Government + quiet stays	Professionals, families	★★★★	Limited supply	Good balance of CBD access and quieter streets.
Newtown / Riddiford St	Hospital stays	Medical, patient families	★★★★	Parking, mixed amenity	Hospital proximity is the demand logic.
Mount Victoria	Leisure + CBD edge	Couples, families	★★★★	Steep access	Character and walkability; verify heating/access.
Kelburn / Aro Valley	University/ visiting family	Students' families, academics	★★★	Parking, hills	Good niche, but guest access matters.
Courtenay Place immediate frontage	Event/nightlife	Young groups	★★	Noise/security	Only suitable with strong sound insulation and rules.
Very steep hill streets without parking	Niche only	Fit leisure guests	★–★★	Access complaints	Avoid unless view premium offsets access friction.

12. Strategic Implications

- Strengths: large demand base, diverse guest segments, event calendar, government/corporate demand, hospital and university anchors, international visitor recovery.
- Core opportunity: professional management of compliant, well-located STRs that solve for business, event and hospital stays rather than generic tourism only.
- Best property profiles: 1BR executive CBD apartment; 2BR Te Aro / waterfront / Thorndon apartment; 2–3BR Newtown / Mount Cook / Mount Victoria townhouse with parking.
- Risks: rates changes, body-corporate restrictions, noise complaints, parking scarcity, earthquake/building compliance, high acquisition prices, oversupply of generic CBD apartments.

- Recommendation: only underwrite with conservative occupancy and rates assumptions, then treat event periods as upside rather than base-case cashflow.

13. Investment Screening Checklist

- Confirm whether the property is permitted for short-term accommodation under council, body corporate and insurance rules.
- Model 2.6x base council rates as a sensitivity if applicable, not as a footnote.
- Check live Airbnb/Booking.com comps within a 500m–1km radius, not just citywide metrics.
- Verify heating, moisture, seismic/building status, lift reliability, parking, noise and self-check-in feasibility.
- Build separate guest personas: business traveller, event visitor, hospital family, leisure couple/family and worker crew.

14. Data Sources and Confidence Ratings

Input	Use in report	Confidence
AirDNA Wellington market page, crawled July 2026	Listing count, occupancy, ADR, revenue and trend signal	Medium
AirROI Wellington market page, updated 6 July 2026	Independent listing, ADR, occupancy, RevPAR comparison	Medium
Airbtics Wellington 2026 page	Additional revenue/listing/occupancy benchmark	Low–Medium
Wellington City Council 2026/27 STA rating proposal	Regulatory/rates risk	High
WellingtonNZ events and economic impact pages	Events and visitor-demand anchor	High
Health New Zealand Wellington careers/location page	Healthcare catchment anchor	High
Infometrics Wellington City guest nights	Tourism demand trend	High
Analyst estimate	Bedroom-count and street-level opportunity screen	Low–Medium

15. AI Verification and Consistency Checks

- Numerical data is shown as ranges where sources disagree materially.
- The report separates verified public data from platform estimates and analyst assumptions.
- Street-level comments are strategic screening notes only, not purchase recommendations.
- No investment, legal, tax, lending or financial advice is provided. Professional local due diligence is required before acquisition or operation.

Source List

AirDNA — Wellington, Wellington short-term rental market data: https://www.airdna.co/vacation-rental-data/app/nz/wellington/wellington/overview

AirROI — Wellington, Wellington Airbnb Market Data 2026: https://www.airroi.com/airbnb-data/new-zealand/wellington/wellington

Airbtics — Wellington Airbnb Data 2026: https://airbtics.com/annual-airbnb-revenue-in-wellington-new-zealand/

Wellington City Council — 2026/27 annual plan short-term accommodation proposal: https://www.letstalk.wellington.govt.nz/mahere-tau-annual-plan-202627/key-proposal-1-short-term-accommodation

1News — short-term accommodation rate hike report, 12 July 2026: https://www.1news.co.nz/2026/07/12/short-term-accommodation-rate-hike-pressures-airbnb-owners-in-wellington/

WellingtonNZ — Events in Wellington: https://www.wellingtonnz.com/visit/events

WellingtonNZ — direct economic impact and visitor nights, 4 Nov 2025: https://www.wellingtonnz.com/about-us/press-releases-and-news/wellingtonnz-delivers-203m-in-direct-economic-impact-for-the-region

Infometrics — Wellington City guest nights: https://quarterly.infometrics.co.nz/wellington-city/economic/guest-nights

Health New Zealand — Wellington, Hutt Valley and Kāpiti locations: https://www.healthnz.govt.nz/careers/locations/wellington-hutt-valley-kapiti

Tourism New Zealand — Wellington destination page: https://www.newzealand.com/au/wellington/

Wellington Airport — Traffic reports: https://www.wellingtonairport.co.nz/corporate-hub/commercial-and-corporate-documents/traffic-reports/