



March 2020 Hawai'i Vacation Rental Performance Report

In March 2020, the total monthly supply of statewide vacation rentals was 871,500 unit nights and monthly demand was 557,400 unit nights, resulting in an average monthly unit occupancy of 64.0 percent (Figure 1).

In comparison, Hawai'i's hotels were 44.5 percent occupied in March 2020. It is important to note that unlike hotels, condominium hotels, and timeshare resorts, vacation rental units are not necessarily available year-round or each day of the month. The unit average daily rate (ADR) for vacation rental units statewide in March was \$239, lower than the ADR for hotels (\$280).

In March the majority of flights to Hawai'i were cancelled because of COVID-19. As of March 26, all passengers arriving from out-of-state were required to abide by a mandatory 14-day self-quarantine.

HTA's Tourism Research Division issued the report's findings utilizing data compiled by Transparent Intelligence, Inc. The data in this report specifically excludes units reported in HTA's *Hawai'i Hotel Performance Report* and *Hawai'i Timeshare Quarterly Survey Report*. In this report, a vacation rental is defined as the use of a rental house, condominium unit, private room in private home, or shared room/space in private home. This report also does not determine or differentiate between units that are permitted or unpermitted. The "legality" of any given vacation rental unit is determined on a county basis.

Island Highlights

In March, Maui County had the largest vacation rental supply of all four counties with 287,100 unit nights, which is an increase of 30.7 percent compared to a year ago. Unit demand was 200,000 unit nights, resulting in 69.6 percent occupancy (-13.5 percentage points) with an ADR of \$301 (+10.2%). Maui County hotels were 47.4 percent occupied with an ADR of \$413.

On O'ahu, the vacation rental supply in March was 246,100 unit nights (-9.0%). Unit demand was 143,100 unit nights (-30.7%), resulting in 58.2 percent occupancy (-18.2 percentage points) and an ADR of \$176 (+10.7%). O'ahu hotels were 42.9 percent occupied with an ADR of \$218.

There were 203,000 available unit nights (+11.0%) on the island of Hawai'i in March. Unit demand was 133,800 unit nights (-0.3%), resulting in 65.9 percent occupancy (-7.5 percentage points) with an ADR of \$183 (+10.1%). Hawai'i Island hotels were 46.1 percent occupied with an ADR of \$274.

Kaua'i had the fewest number of available unit nights in March at 135,300 (+35.8%). Unit demand was 80,600 unit nights (-2.8%), resulting in 59.6 percent occupancy (-23.6 percentage points) with an ADR of \$292 (+9.2%). Kaua'i hotels were 45.7 percent occupied with an ADR of \$296.

Tables of vacation rental performance statistics, including data presented in the report are available for viewing online at:

<https://www.hawaiitourismauthority.org/research/infrastructure-research/>

About the Hawai'i Vacation Rental Performance Report

The Hawai'i Vacation Rental Performance Report is produced using data compiled by Transparent Intelligence, Inc., which was selected by the Hawai'i Tourism Authority as the provider for these data services. The report includes data for properties that are listed on Airbnb, Booking.com, HomeAway, and TripAdvisor. Data for units included in HTA's Hawai'i Hotel Performance Report and Hawai'i Timeshare Quarterly Report have been excluded from the Hawai'i Vacation Rental Performance Report. This report also does not determine or differentiate between units that are permitted or unpermitted. The "legality" of any given vacation rental unit is determined on a county basis.

For March 2020, the report included data for 32,874 units, representing 57,735 bedrooms in the Hawaiian Islands.

Figure 1: Hawai'i Vacation Rental Performance March 2020

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2020	2019	% Change	2020	2019	% Change	2020	2019	Percentage Pt. Change	2020	2019	% Change
State of Hawai'i	871,520	772,771	12.8%	557,412	606,182	-8.0%	64.0%	78.4%	-14.5%	\$239.41	\$209.92	14.0%
O'ahu	246,114	270,534	-9.0%	143,122	206,428	-30.7%	58.2%	76.3%	-18.2%	\$176.06	\$158.98	10.7%
Waikīkī	124,792	107,001	16.6%	73,478	84,187	-12.7%	58.9%	78.7%	-19.8%	\$144.51	\$142.61	1.3%
Maui County	287,127	219,652	30.7%	199,955	182,687	9.5%	69.6%	83.2%	-13.5%	\$300.99	\$273.17	10.2%
Wailea/Kīhei	132,880	103,645	28.2%	98,664	86,724	13.8%	74.3%	83.7%	-9.4%	\$302.38	\$274.00	10.4%
Lahaina/Kā'anapali/ Nāpili/Kapalua	119,892	87,122	37.6%	79,405	72,575	9.4%	66.2%	83.3%	-17.1%	\$322.42	\$296.65	8.7%
Island of Hawai'i	203,028	182,979	11.0%	133,758	134,208	-0.3%	65.9%	73.3%	-7.5%	\$183.23	\$166.43	10.1%
Kona	97,210	83,074	17.0%	68,463	66,139	3.5%	70.4%	79.6%	-9.2%	\$161.68	\$142.24	13.7%
Hilo/Honoka'a	44,420	45,731	-2.9%	25,463	29,135	-12.6%	57.3%	63.7%	-6.4%	\$101.05	\$95.10	6.3%
Kaua'i	135,251	99,606	35.8%	80,577	82,859	-2.8%	59.6%	83.2%	-23.6%	\$292.36	\$267.84	9.2%

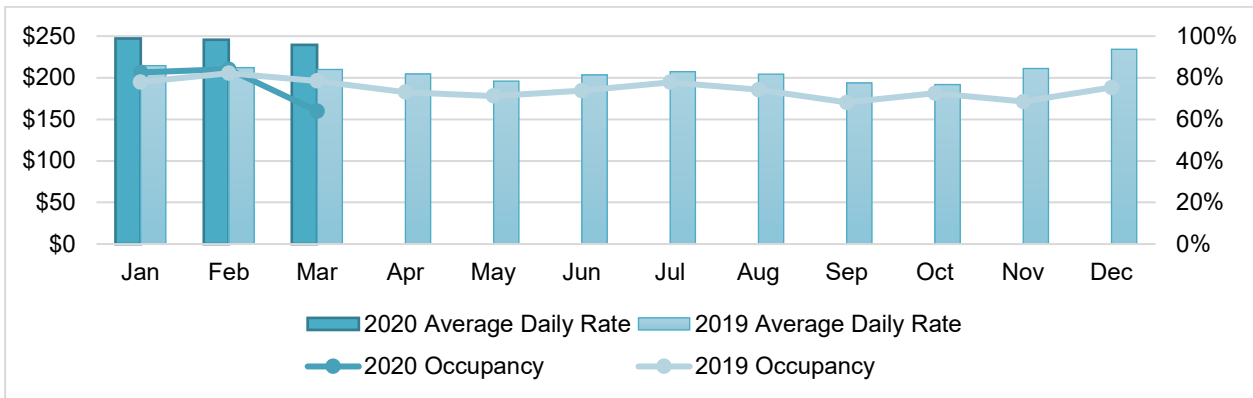
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Figure 2: Hawai'i Vacation Rental Performance Year-to-Date March 2020

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2020	2019	% Change	2020	2019	% Change	2020	2019	Percentage Pt. Change	2020	2019	% Change
State of Hawai'i	2,397,162	2,128,705	12.6%	1,827,896	1,688,946	8.2%	76.3%	79.3%	-3.9%	\$244.25	\$212.13	15.1%
O'ahu	684,547	752,710	-9.1%	498,309	580,319	-14.1%	72.8%	77.1%	-5.6%	\$185.09	\$158.36	16.9%
Waikīkī	341,366	290,731	17.4%	259,281	232,849	11.4%	76.0%	80.1%	-5.2%	\$159.82	\$147.09	8.7%
Maui County	783,450	595,089	31.7%	629,658	503,065	25.2%	80.4%	84.5%	-4.9%	\$309.24	\$280.39	10.3%
Wailea/Kīhei	353,976	274,159	29.1%	296,020	231,475	27.9%	83.6%	84.4%	-1.0%	\$307.99	\$285.27	8.0%
Lahaina/Kā'anapali/ Nāpili/Kapalua	334,121	237,539	40.7%	259,549	202,028	28.5%	77.7%	85.1%	-8.7%	\$337.33	\$304.98	10.6%
Island of Hawai'i	569,812	507,292	12.3%	436,666	376,690	15.9%	76.6%	74.3%	3.2%	\$182.40	\$165.09	10.5%
Kona	268,526	230,304	16.6%	217,342	186,129	16.8%	80.9%	80.8%	0.1%	\$162.40	\$143.01	13.6%
Hilo/Honoka'a	128,112	127,162	0.7%	89,734	81,668	9.9%	70.0%	64.2%	9.1%	\$102.75	\$94.35	8.9%
Kaua'i	359,353	273,614	31.3%	263,263	228,872	15.0%	73.3%	83.6%	-12.4%	\$303.36	\$275.81	10.0%

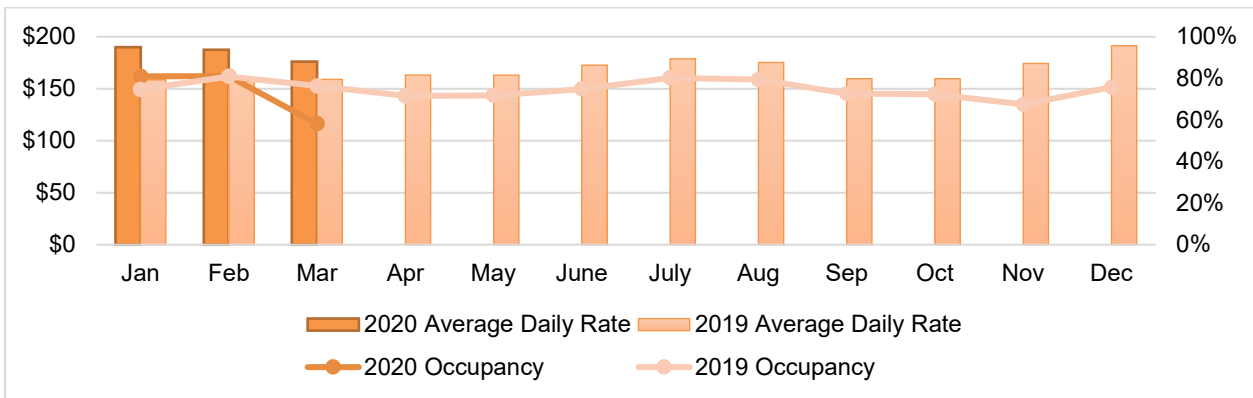
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Figure 3: Monthly State of Hawai'i Vacation Rental Performance - 2020 vs. 2019



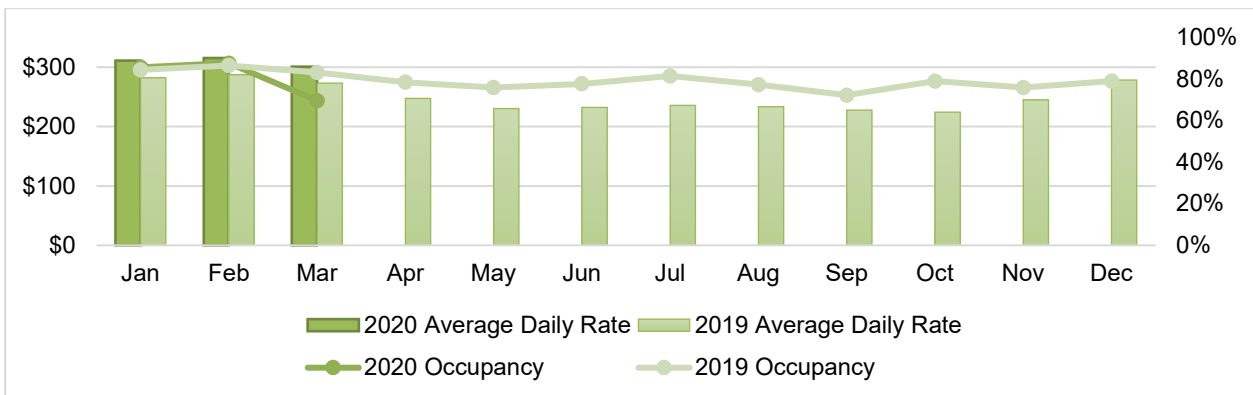
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Figure 4: Monthly O'ahu Vacation Rental Performance - 2020 vs. 2019



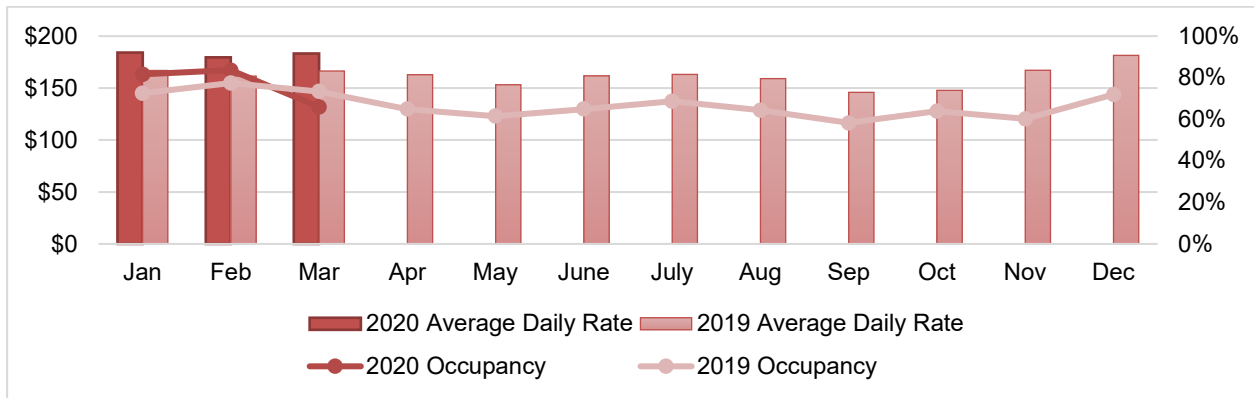
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Figure 5: Monthly Maui County Vacation Rental Performance - 2020 vs. 2019



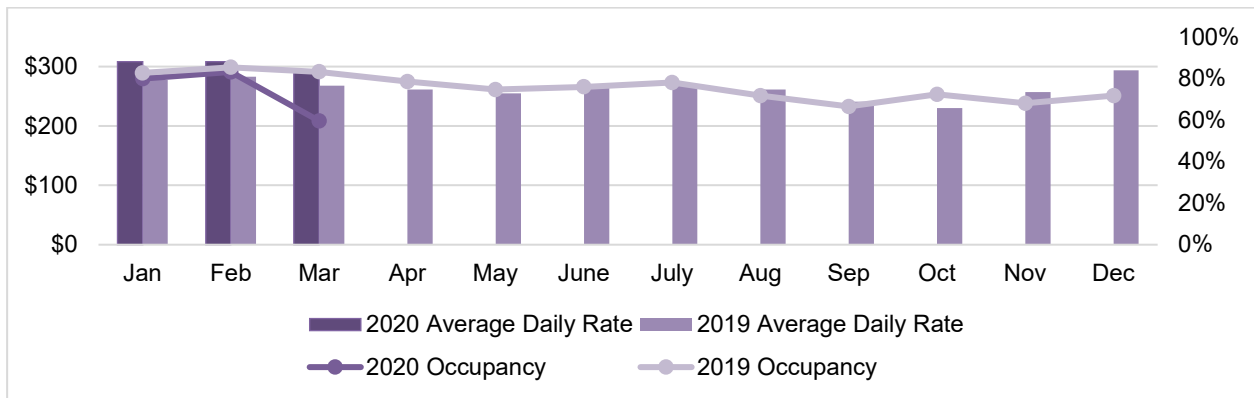
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Figure 6: Monthly Island of Hawai'i Vacation Rental Performance - 2020 vs. 2019



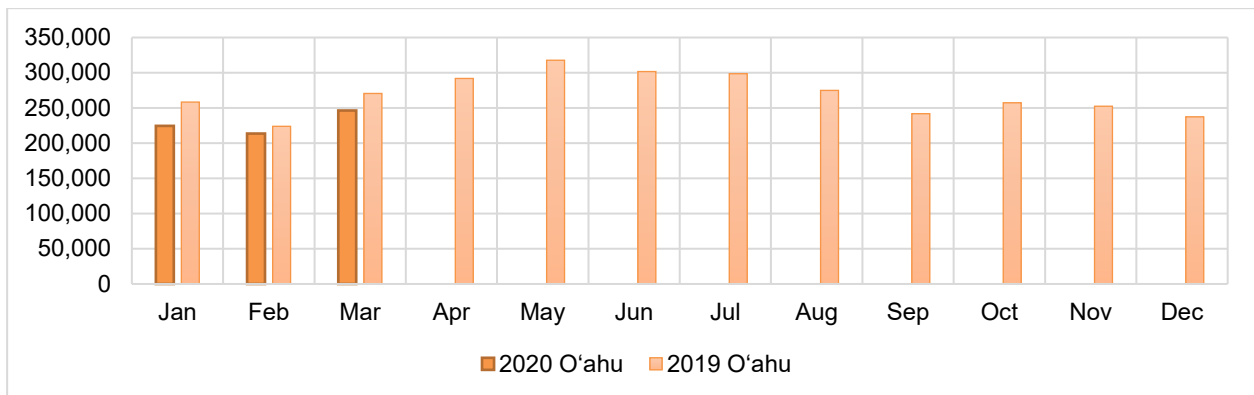
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Figure 7: Monthly Kaua'i Vacation Rental Performance - 2020 vs. 2019



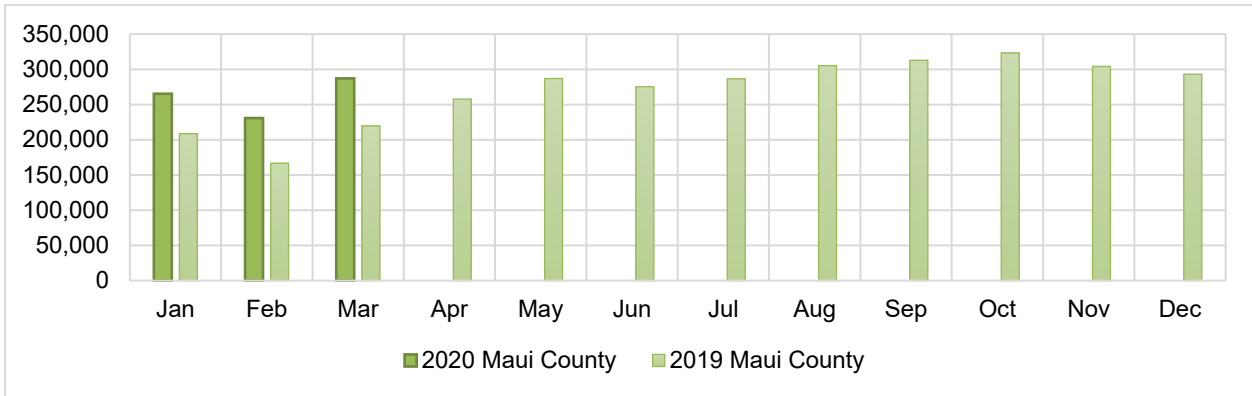
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Figure 8: Monthly O'ahu Unit Night Supply - 2020 vs. 2019



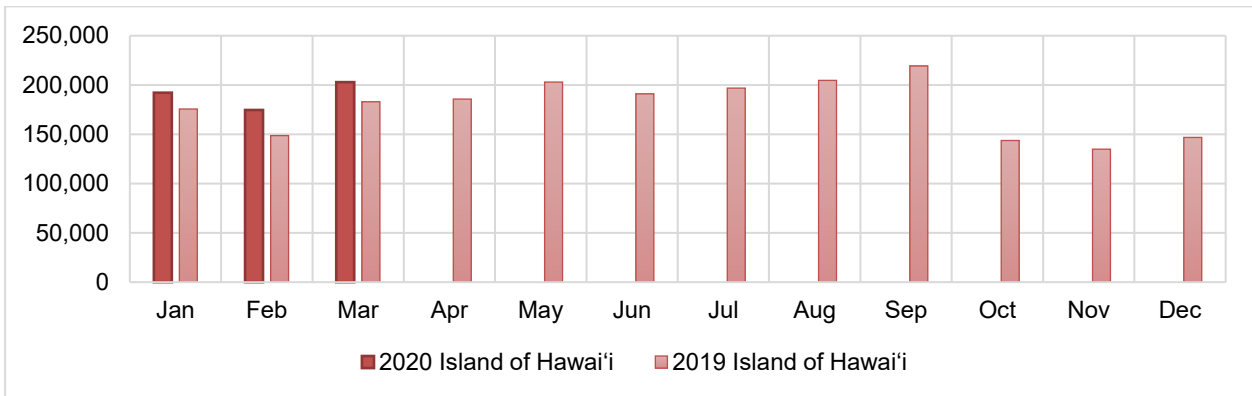
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Figure 9: Monthly Maui County Unit Night Supply - 2020 vs. 2019



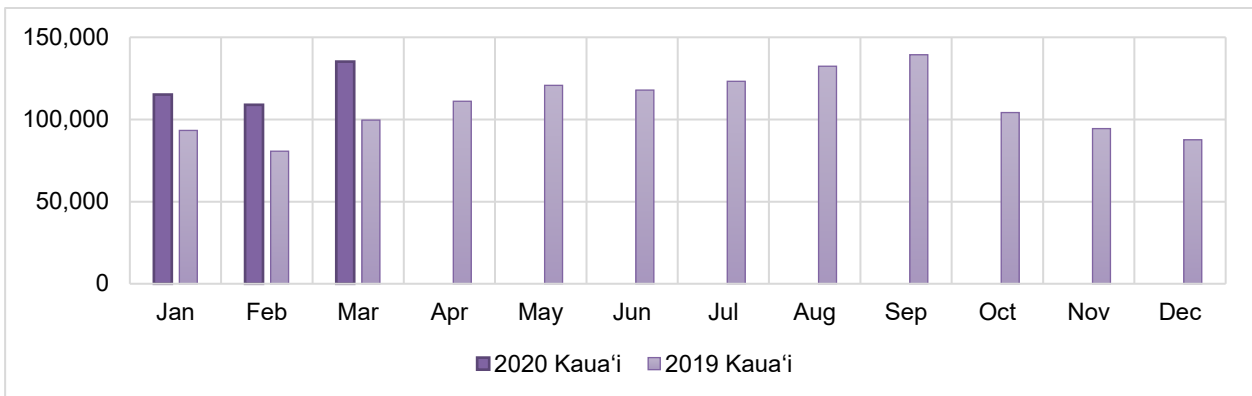
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Figure 10: Monthly Island of Hawai'i Unit Night Supply - 2020 vs. 2019



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Figure 11: Monthly Kaua'i Unit Night Supply - 2020 vs. 2019



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