



## May 2020 Hawai'i Vacation Rental Performance Report

In May 2020, the total monthly supply of statewide vacation rentals was 326,200 unit nights (-64.8%) and monthly demand was 30,600 unit nights (-95.3%), resulting in an average monthly unit occupancy of 9.4 percent (-61.7 percentage points) (Figure 1).

In comparison, Hawai'i's hotels were 14.2 percent occupied in May 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 and often accommodate a larger number of guests than traditional hotel rooms. The unit average daily rate (ADR) for vacation rental units statewide in May was \$185, which was higher than the ADR for hotels (\$127).

On April 7, City & County of Honolulu Mayor Kirk Caldwell was the first mayor in the state to announce that short-term rentals are deemed as non-essential businesses during the COVID-19 emergency and may not operate. The other county mayors followed with similar orders. Maui County and Hawai'i County's emergency rules, however, allowed short-term rentals to operate if they housed essential workers. Vacation rentals were not on the state's list of essential businesses during May 2020.

Also in May, 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. The quarantine order was expanded on April 1 to include interisland travelers.

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 May, O'ahu had the largest vacation rental supply of all four counties with 120,800 unit nights (-61.6%). Unit demand was 11,300 unit nights (-95.0%), resulting in 9.3 percent occupancy (-62.5 percentage points) and an ADR of \$148 (-47.3%). O'ahu hotels were 13.1 percent occupied with an ADR of \$136.

Maui County vacation rental supply in May was 104,800 unit nights, which was a decrease of 62.9 percent compared to a year ago. Unit demand was 7,500 unit nights (-96.5%), resulting in 7.2 percent occupancy (-68.9 percentage points) with an ADR of \$243 (-38.7%). Maui County hotels were 12.6 percent occupied with an ADR of \$117.

There were 74,200 available unit nights (-65.4%) on the island of Hawai'i in May. Unit demand was 7,700 unit nights (-94.2%), resulting in 10.3 percent occupancy (-51.0 percentage points) with an ADR of \$144 (-48.7%). Hawai'i Island hotels were 19.3 percent occupied with an ADR of \$116.

Kaua'i had the fewest number of available unit nights in May at 26,400 (-77.1%). Unit demand was 4,200 unit nights (-95.2%), resulting in 15.7 percent occupancy (-59.0 percentage points) with an ADR of \$259 (-43.4%). Kaua'i hotels were 14.9 percent occupied with an ADR of \$125.

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 May 2020, the report included data for 33,951 units, representing 55,578 bedrooms in the Hawaiian Islands.

**Figure 1: Hawai'i Vacation Rental Performance May 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
<b>State of Hawai'i</b>	326,176	926,198	-64.8%	30,620	658,237	-95.3%	9.4%	71.1%	-61.7%	\$185.47	\$341.85	-45.7%
<b>O'ahu</b>	120,823	314,668	-61.6%	11,278	225,954	-95.0%	9.3%	71.8%	-62.5%	\$148.18	\$281.05	-47.3%
Waikīkī	62,152	128,955	-51.8%	6,341	97,952	-93.5%	10.2%	76.0%	-65.8%	\$122.68	\$266.94	-54.0%
<b>Maui County</b>	104,781	282,119	-62.9%	7,511	214,740	-96.5%	7.2%	76.1%	-68.9%	\$242.93	\$396.57	-38.7%
Wailea/Kīhei	42,507	136,623	-68.9%	2,482	104,460	-97.6%	5.8%	76.5%	-70.6%	\$201.04	\$378.70	-46.9%
Lahaina/Kā'anapali/ Nāpili/Kapalua	47,319	110,598	-57.2%	3,894	84,751	-95.4%	8.2%	76.6%	-68.4%	\$282.28	\$445.39	-36.6%
<b>Island of Hawai'i</b>	74,177	214,291	-65.4%	7,676	131,551	-94.2%	10.3%	61.4%	-51.0%	\$144.46	\$281.56	-48.7%
Kona	31,869	98,296	-67.6%	3,280	65,479	-95.0%	10.3%	66.6%	-56.3%	\$147.79	\$258.85	-42.9%
Hilo/Honoka'a	20,094	49,768	-59.6%	2,703	28,042	-90.4%	13.5%	56.3%	-42.9%	\$100.01	\$164.76	-39.3%
<b>Kaua'i</b>	26,395	115,120	-77.1%	4,155	85,992	-95.2%	15.7%	74.7%	-59.0%	\$258.58	\$457.17	-43.4%

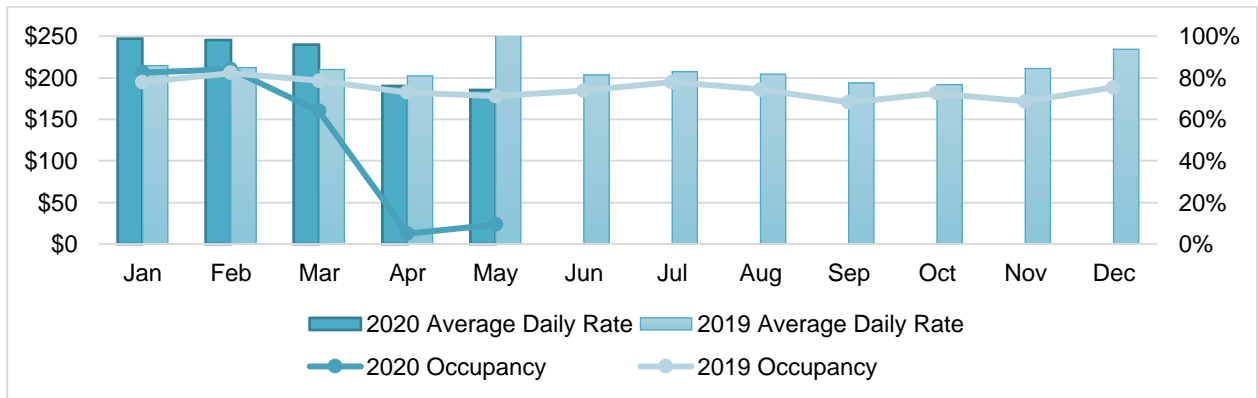
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**Figure 2: Hawai'i Vacation Rental Performance Year-to-Date May 2020**

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2020	2019	% Change	2020	2019	% Change	2020	2019	Percentage Pt. Change	2020	2019	% Change
<b>State of Hawai'i</b>	3,042,842	3,900,016	-22.0%	1,874,525	2,963,337	-36.7%	61.6%	76.0%	-18.9%	\$242.83	\$238.85	1.7%
<b>O'ahu</b>	927,458	1,356,813	-31.6%	514,713	1,013,259	-49.2%	55.5%	74.7%	-25.7%	\$183.90	\$186.78	-1.5%
Waikīkī	468,421	537,558	-12.9%	268,410	418,426	-35.9%	57.3%	77.8%	-26.4%	\$158.28	\$174.16	-9.1%
<b>Maui County</b>	983,487	1,130,925	-13.0%	640,812	917,126	-30.1%	65.2%	81.1%	-19.7%	\$308.05	\$300.21	2.6%
Wailea/Kīhei	435,158	532,472	-18.3%	300,214	432,714	-30.6%	69.0%	81.3%	-15.1%	\$306.52	\$297.05	3.2%
Lahaina/Kā'anapali/ Nāpili/Kapalua	423,024	448,801	-5.7%	264,842	365,813	-27.6%	62.6%	81.5%	-23.2%	\$336.29	\$330.85	1.6%
<b>Island of Hawai'i</b>	711,691	917,597	-22.4%	448,103	635,054	-29.4%	63.0%	69.2%	-9.0%	\$181.60	\$187.99	-3.4%
Kona	328,896	418,359	-21.4%	222,434	314,201	-29.2%	67.6%	75.1%	-9.9%	\$162.12	\$164.90	-1.7%
Hilo/Honoka'a	167,980	223,041	-24.7%	93,400	136,555	-31.6%	55.6%	61.2%	-9.2%	\$102.69	\$109.49	-6.2%
<b>Kaua'i</b>	420,206	494,681	-15.1%	270,897	397,898	-31.9%	64.5%	80.4%	-19.9%	\$301.79	\$311.20	-3.0%

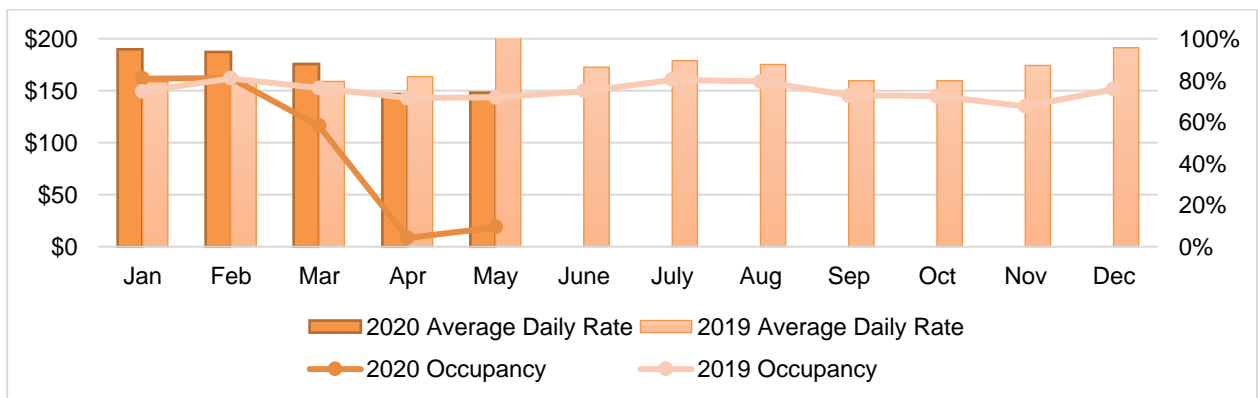
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**Figure 3: Monthly State of Hawai'i Vacation Rental Performance - 2020 vs. 2019**



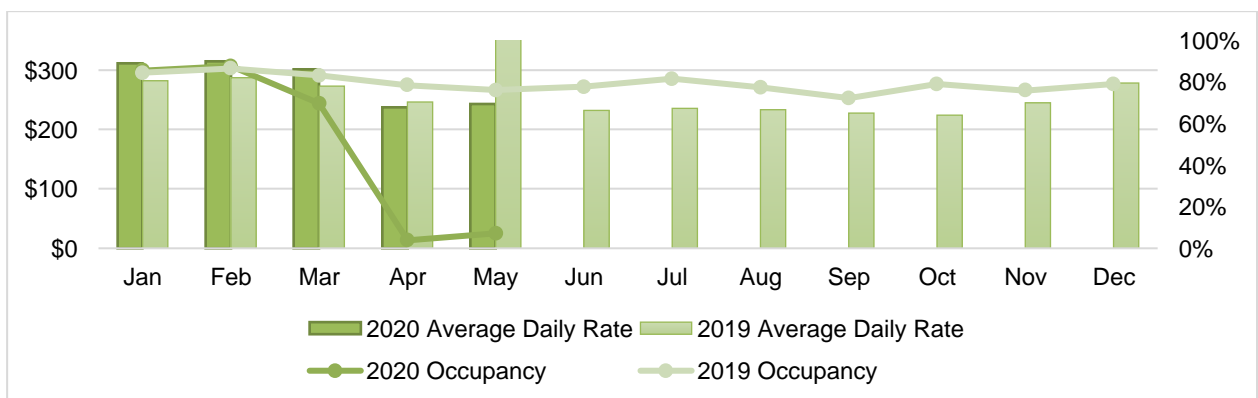
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**Figure 4: Monthly O'ahu Vacation Rental Performance - 2020 vs. 2019**



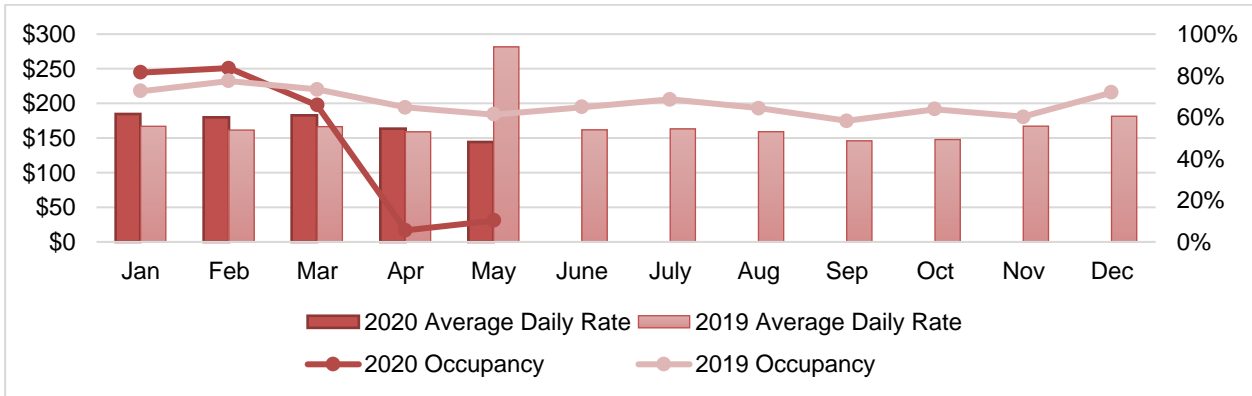
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**Figure 5: Monthly Maui County Vacation Rental Performance - 2020 vs. 2019**



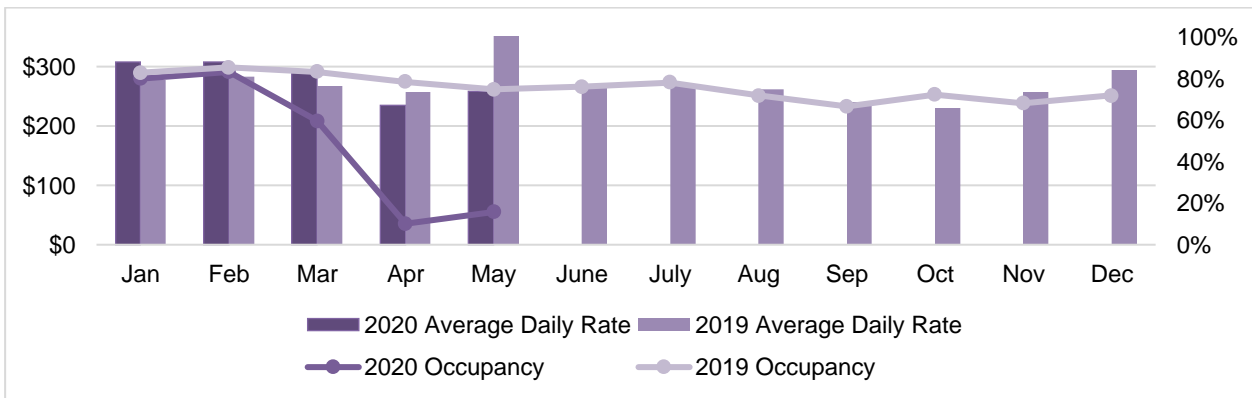
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**Figure 6: Monthly Island of Hawai'i Vacation Rental Performance - 2020 vs. 2019**



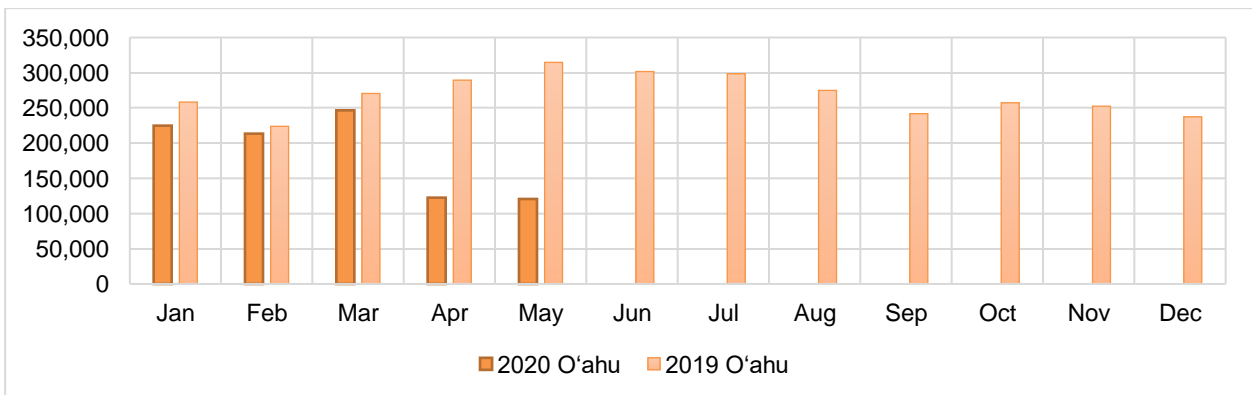
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**Figure 7: Monthly Kaua'i Vacation Rental Performance - 2020 vs. 2019**



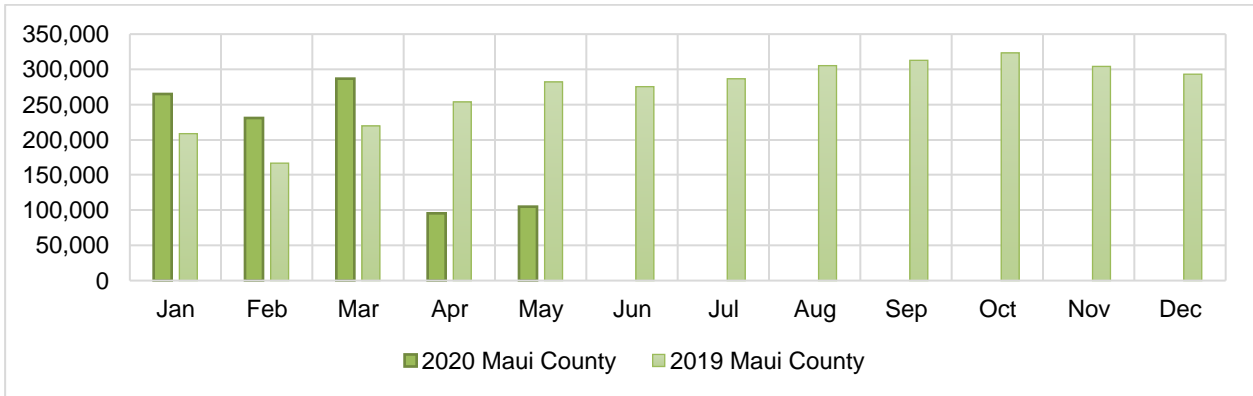
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**Figure 8: Monthly O'ahu Unit Night Supply - 2020 vs. 2019**



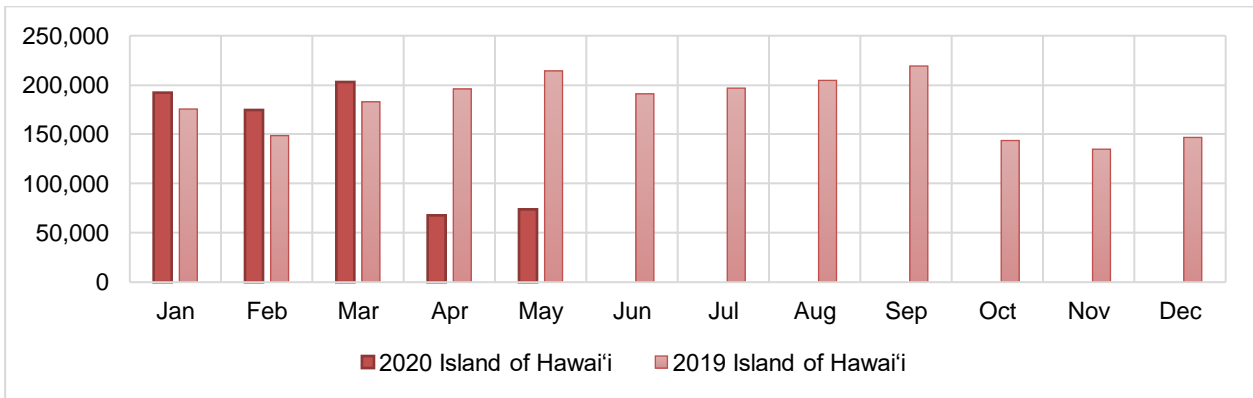
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**Figure 9: Monthly Maui County Unit Night Supply - 2020 vs. 2019**



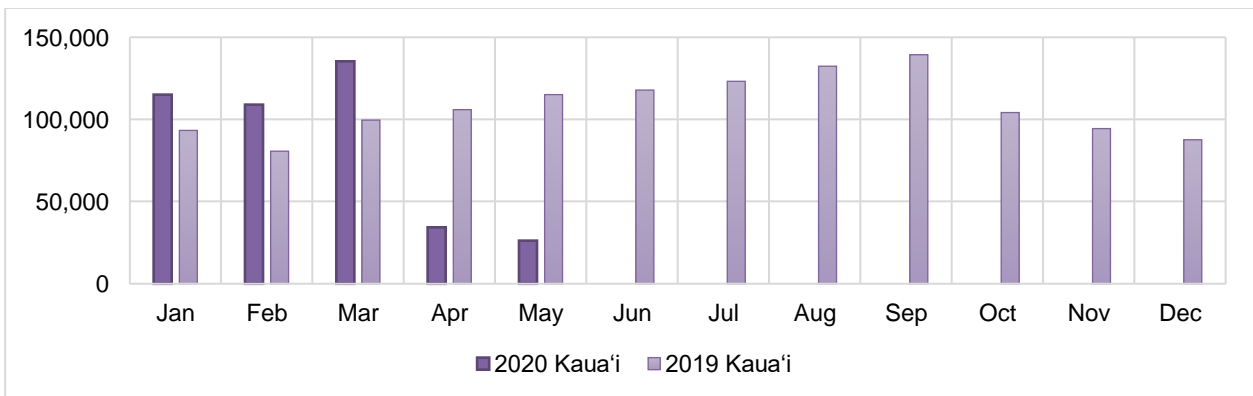
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**Figure 10: Monthly Island of Hawai'i Unit Night Supply - 2020 vs. 2019**



Source: Transparent Intelligence, Inc. © Copyright 2020 Hawai'i Tourism Authority.

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



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