



## September 2020 Hawaii Vacation Rental Performance Report

In September 2020, the total monthly supply of statewide vacation rentals was 401,500 unit nights (-52.5%) and monthly demand was 35,400 unit nights (-94.0%), resulting in an average monthly unit occupancy of 8.8 percent (-60.8 percentage points) (Figure 1).

In comparison, Hawaii's hotels had an average occupancy rate of 19.6 percent in September 2020. It is important to note that unlike hotels, condominium hotels, timeshare resorts and 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 September was \$191, which was higher than the ADR for hotels (\$149).

On O'ahu, short-term rentals (rented for less than 30 days) were not allowed to operate during September. For Hawaii Island, Kaua'i and Maui County, legal short-term rentals were allowed to operate as long as they were not being used as a quarantine location.

During September, all passengers arriving from out-of-state, as well as traveling interisland to the counties of Kaua'i, Hawaii, Maui, and Kalawao (Moloka'i), were required to abide by a mandatory 14-day self-quarantine. The majority of flights to Hawaii were cancelled in September because of COVID-19.

The Hawaii Tourism Authority's (HTA) 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 *Hawaii Hotel Performance Report* and *Hawaii 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 September, Maui County had the largest vacation rental supply of all four counties with 151,500 available unit nights, which was a decrease of 48.2 percent compared to a year ago. Unit demand was 8,200 unit nights (-96.2%), resulting in 5.4 percent occupancy (-68.8 percentage points) with an ADR of \$236 (-34.0%). Maui County hotels were 16.5 percent occupied with an ADR of \$149.

O'ahu vacation rental supply was 98,000 available unit nights (-56.4%). Unit demand was 14,200 unit nights (-91.4%), resulting in 14.5 percent occupancy (-59.0 percentage points) and an ADR of \$161 (-38.1%). O'ahu hotels were 21.3 percent occupied with an ADR of \$152.

The island of Hawai'i vacation rental supply was 89,800 available unit nights (-56.7%) in September. Unit demand was 9,600 unit nights (-92.2%), resulting in 10.7 percent occupancy (-49.2 percentage points) with an ADR of \$167 (-35.5%). Hawai'i Island hotels were 20.9 percent occupied with an ADR of \$130.

Kaua'i had the fewest number of available unit nights in September at 62,100 (-48.9%). Unit demand was 3,500 unit nights (-95.8%), resulting in 5.6 percent occupancy (-62.3 percentage points) with an ADR of \$273 (-32.7%). Kaua'i hotels were 15.1 percent occupied with an ADR of \$152.

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

<https://www.hawaiiauthority.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 September 2020, the report included data for 14,955 units, representing 26,434 bedrooms in the Hawaiian Islands.

**Figure 1: Hawai'i Vacation Rental Performance September 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>	401,456	846,032	-52.5%	35,431	588,889	-94.0%	8.8%	69.6%	-60.8%	\$190.88	\$316.18	-39.6%
<b>O'ahu</b>	97,989	224,551	-56.4%	14,160	164,920	-91.4%	14.5%	73.4%	-59.0%	\$160.60	\$259.27	-38.1%
Waikīkī	51,705	113,606	-54.5%	7,750	90,076	-91.4%	15.0%	79.3%	-64.3%	\$132.14	\$249.18	-47.0%
<b>Maui County</b>	151,521	292,736	-48.2%	8,151	217,286	-96.2%	5.4%	74.2%	-68.8%	\$236.44	\$358.35	-34.0%
Wailea/Kīhei	67,045	144,695	-53.7%	4,068	110,765	-96.3%	6.1%	76.6%	-70.5%	\$211.16	\$342.68	-38.4%
Lahaina/Kā'anapali/ Nāpili/Kapalua	68,393	113,575	-39.8%	2,697	82,220	-96.7%	3.9%	72.4%	-68.4%	\$294.06	\$400.93	-26.7%
<b>Island of Hawai'i</b>	89,813	207,192	-56.7%	9,620	124,101	-92.2%	10.7%	59.9%	-49.2%	\$167.15	\$259.07	-35.5%
Kona	39,629	96,690	-59.0%	4,206	62,449	-93.3%	10.6%	64.6%	-54.0%	\$156.48	\$242.43	-35.5%
Hilo/Honoka'a	19,194	47,070	-59.2%	2,806	25,877	-89.2%	14.6%	55.0%	-40.4%	\$106.42	\$160.11	-33.5%
<b>Kaua'i</b>	62,133	121,553	-48.9%	3,500	82,582	-95.8%	5.6%	67.9%	-62.3%	\$272.53	\$404.69	-32.7%

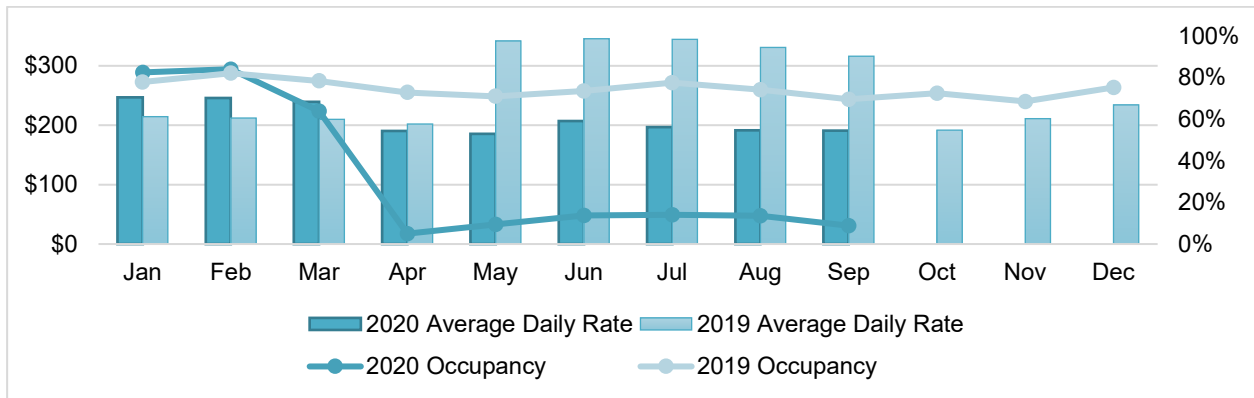
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**Figure 2: Hawai'i Vacation Rental Performance Year-to-Date September 2020**

	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>	4,544,745	7,414,839	-38.7%	2,068,466	5,558,064	-62.8%	45.5%	75.0%	-39.3%	\$238.52	\$283.69	-15.9%
<b>O'ahu</b>	1,346,332	2,443,435	-44.9%	585,575	1,852,412	-68.4%	43.5%	75.8%	-42.6%	\$181.43	\$230.55	-21.3%
Waikīkī	687,588	1,023,628	-32.8%	307,221	811,877	-62.2%	44.7%	79.3%	-43.7%	\$155.07	\$217.53	-28.7%
<b>Maui County</b>	1,510,551	2,265,198	-33.3%	689,420	1,798,987	-61.7%	45.6%	79.4%	-42.5%	\$302.81	\$337.23	-10.2%
Wailea/Kīhei	681,335	1,091,123	-37.6%	325,162	876,620	-62.9%	47.7%	80.3%	-40.6%	\$298.86	\$327.07	-8.6%
Lahaina/Kā'anapali/ Nāpili/Kapalua	644,586	888,781	-27.5%	280,567	704,803	-60.2%	43.5%	79.3%	-45.1%	\$334.04	\$376.17	-11.2%
<b>Island of Hawai'i</b>	1,055,407	1,743,554	-39.5%	497,323	1,165,836	-57.3%	47.1%	66.9%	-29.5%	\$180.14	\$229.74	-21.6%
Kona	485,130	801,317	-39.5%	244,423	576,198	-57.6%	50.4%	71.9%	-29.9%	\$161.53	\$205.50	-21.4%
Hilo/Honoka'a	244,747	412,534	-40.7%	107,433	247,288	-56.6%	43.9%	59.9%	-26.8%	\$102.80	\$133.99	-23.3%
<b>Kaua'i</b>	632,455	962,652	-34.3%	296,148	740,829	-60.0%	46.8%	77.0%	-39.2%	\$299.80	\$371.45	-19.3%

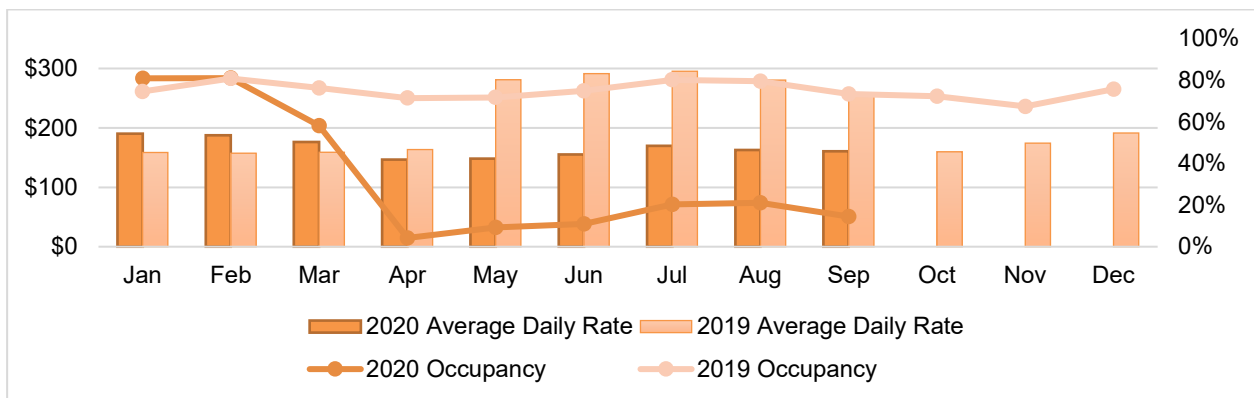
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**Figure 3: Monthly State of Hawai'i Vacation Rental Performance - 2020 vs. 2019**



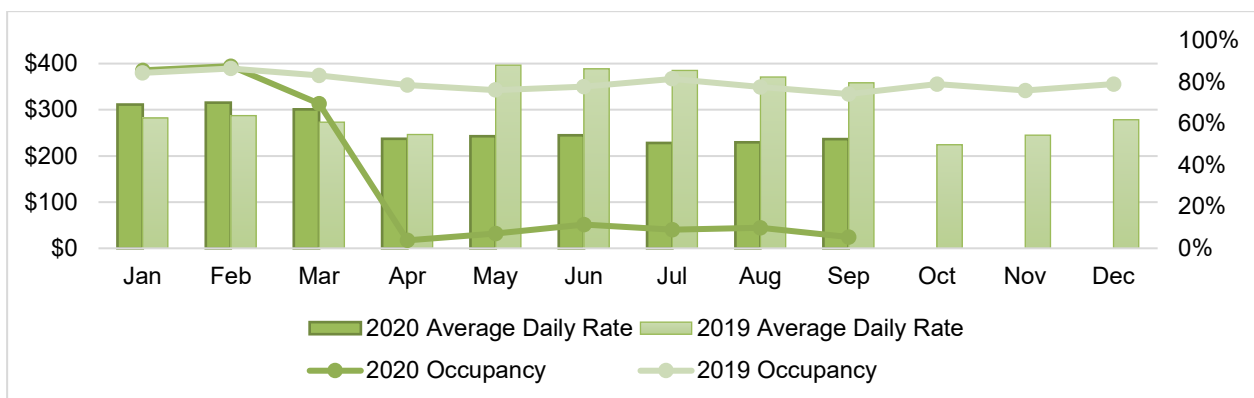
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**Figure 4: Monthly O'ahu Vacation Rental Performance - 2020 vs. 2019**



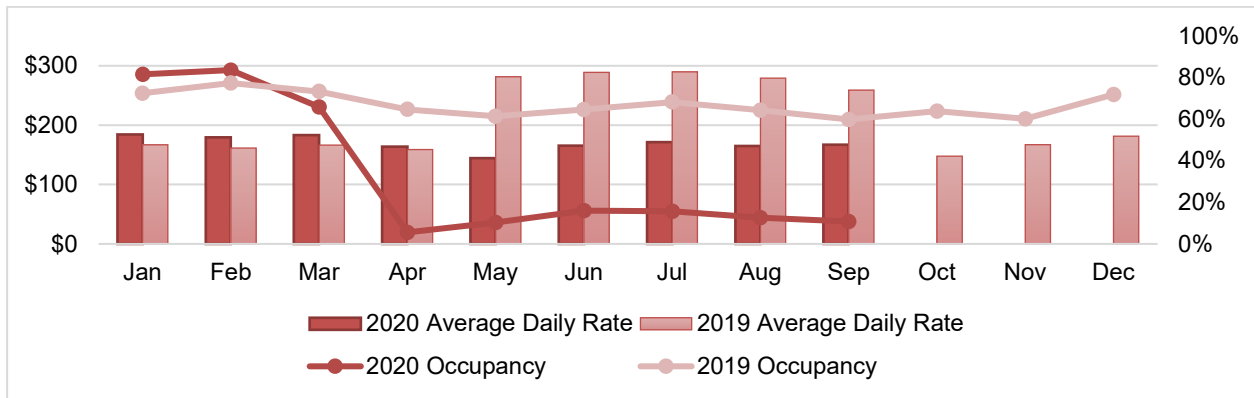
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**Figure 5: Monthly Maui County Vacation Rental Performance - 2020 vs. 2019**



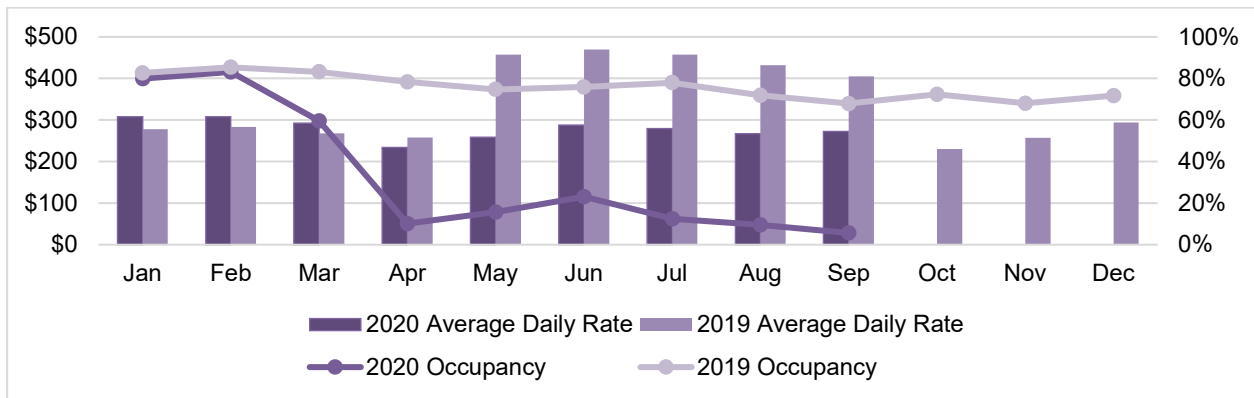
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**Figure 6: Monthly Island of Hawai'i Vacation Rental Performance - 2020 vs. 2019**



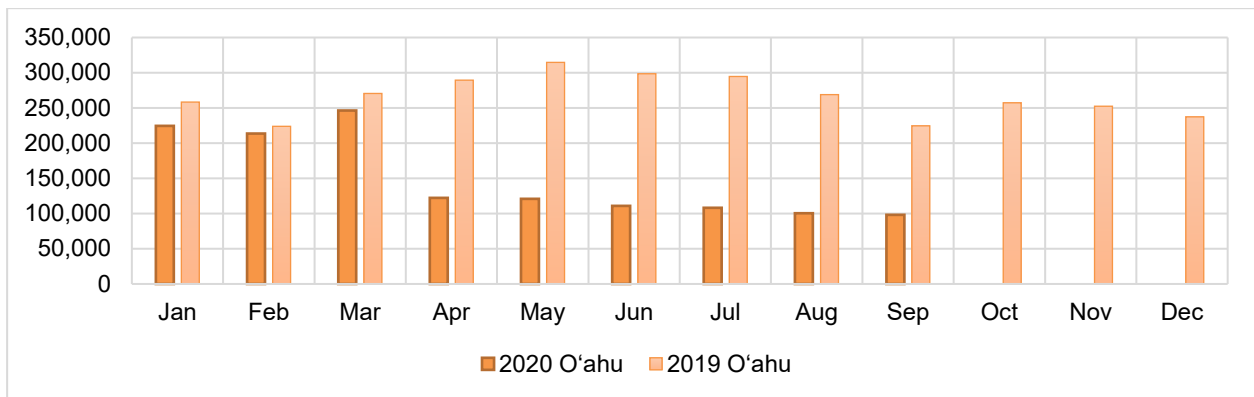
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**Figure 7: Monthly Kaua'i Vacation Rental Performance - 2020 vs. 2019**



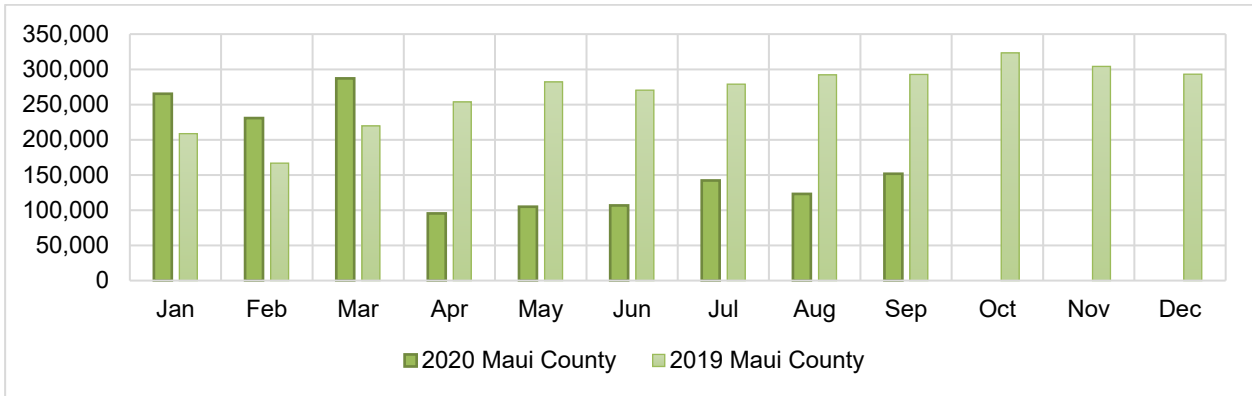
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**Figure 8: Monthly O'ahu Unit Night Supply - 2020 vs. 2019**



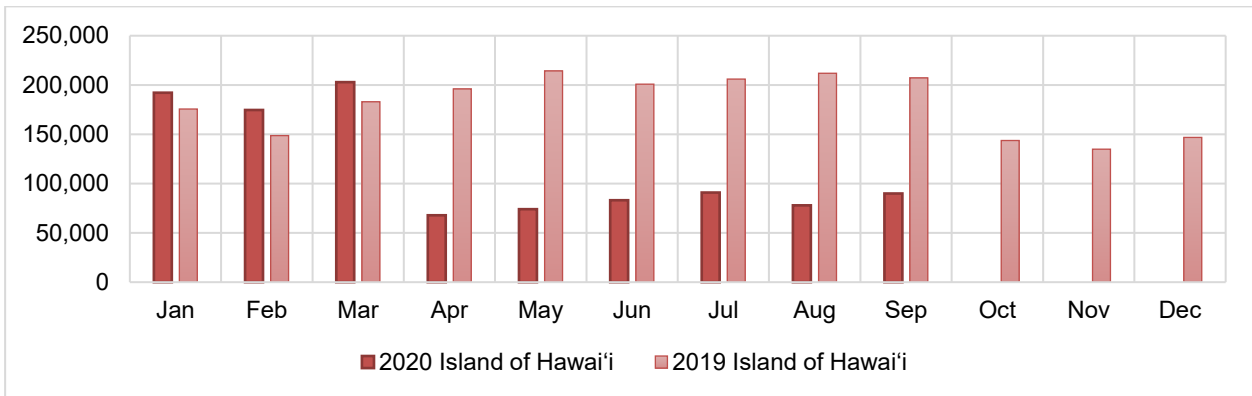
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**Figure 9: Monthly Maui County Unit Night Supply - 2020 vs. 2019**



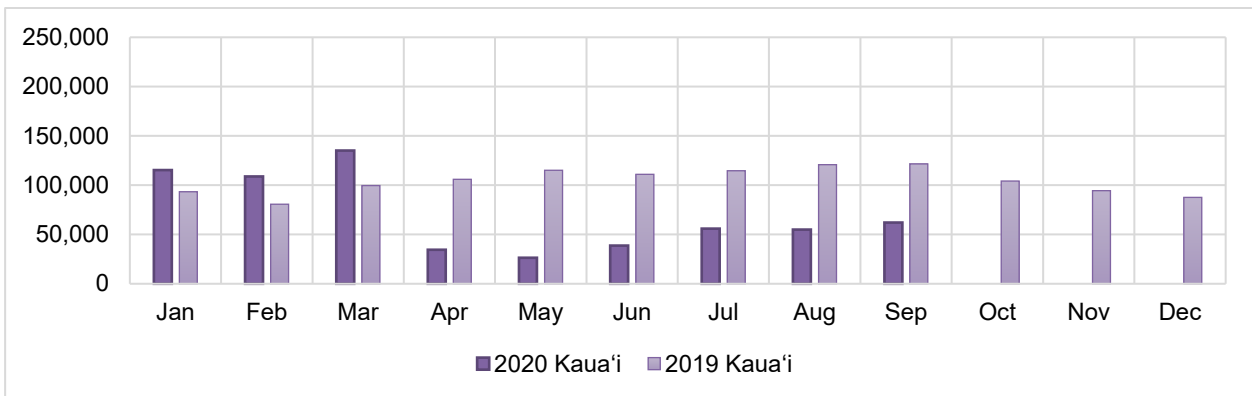
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**Figure 10: Monthly Island of Hawai'i Unit Night Supply - 2020 vs. 2019**



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



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