



September 2019 Hawaii Vacation Rental Performance Report

The State of Hawaii has experienced record levels of visitor arrivals over the last seven years. However, during this time the number of traditional lodging units, such as hotels, condominium hotels, and timeshare resorts has increased minimally (Figure 1).

In 2017, the Hawaii Tourism Authority (HTA) began reporting the use of a rental house, private room in private home, and shared room/space in private home in its monthly visitor statistics. Between 2017 and 2018, visitors' reported use of these three accommodation types during their trip to Hawaii grew 22.9 percent (937,980 to 1,152,846) and represented 11.8 percent of visitor arrivals in 2018.¹

The *Hawaii Vacation Rental Performance Report* published by HTA is intended to provide monthly performance data for vacation rentals, in a similar format to the *Hawaii Hotel Performance Report*. In this report, a vacation rental is defined as the use of a rental house, 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.

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 *Hawaii Hotel Performance Report* and *Hawaii Timeshare Quarterly Survey Report*.

For the month of September 2019, the total monthly supply of statewide vacation rentals was 913,285 unit nights and monthly demand was 622,329 unit nights, resulting in an average monthly unit occupancy of 68.1 percent (Figure 2). In comparison, Hawaii's hotels were 78.2 percent occupied in September 2019. It is important to note that unlike hotels, condominium hotels, and timeshare resorts, vacation rental units are not necessarily available year-round or even for every day of the month.

The average daily rate (ADR) for vacation rental units statewide in September (\$194) was lower than the ADR for hotels (\$247). Lodging is one of the costs calculated into visitor spending, which HTA tracks monthly.

Island Highlights

In September, Maui County had the largest vacation rental supply of all four counties at 312,810 unit nights, which is an increase of 24.4 percent compared to a year ago. Unit demand was 226,059, resulting in 72.3 percent occupancy with ADR at \$228. Maui County hotels were 72.7 percent occupied with ADR at \$319.

O'ahu had the second largest vacation rental supply at 241,811 unit nights. This is a decrease of 7.6 percent from a year ago. Unit demand on O'ahu was 175,705 unit nights, resulting in 72.7 percent occupancy with ADR at \$160. O'ahu hotels were 84.1 percent occupied with ADR at \$227.

¹ 2019 Annual Visitor Research Report <https://www.hawaiitourismauthority.org/research/annual-visitor-research-reports/>

There were 219,294 available unit nights on the island of Hawai'i. Unit demand was 127,821, resulting in 58.3 percent occupancy with ADR at \$146. Hawai'i Island hotels were 67.5 percent occupied with ADR at \$222.

Kaua'i had the fewest number of available unit nights at 139,370. Unit demand was 92,744, resulting in 66.5 percent occupancy with ADR at \$241. Kaua'i hotels were 68.6 percent occupied with the same ADR (\$241).

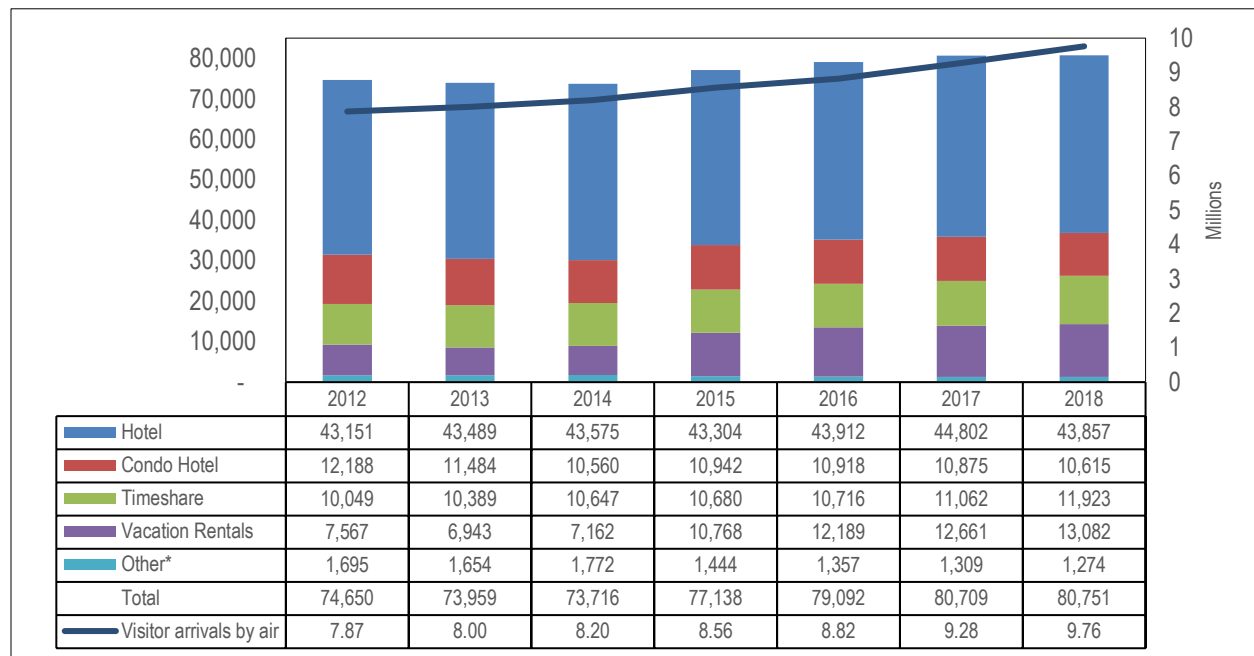
Tables of vacation rental performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaiitourismauthority.org/research/infrastructure-research/>

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 September 2019, the report included data for 33,118 units, representing 57,524 bedrooms in the Hawaiian Islands.

Figure 1: Visitor Unit Counts by Type of Accommodations and Visitor Arrivals, 2012-2018



Source: Hawai'i Tourism Authority, 2018 Visitor Plant Inventory

Figure 2: Hawai'i Vacation Rental Performance September 2019

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2019	2018	% Change	2019	2018	% Change	2019	2018	Percentage Pt. Change	2019	2018	% Change
State of Hawai'i	913,285	807,473	13.1%	622,329	528,687	17.7%	68.1%	65.5%	2.7%	\$193.68	\$171.82	12.7%
O'ahu	241,811	261,709	-7.6%	175,705	176,611	-0.5%	72.7%	67.5%	5.2%	\$159.73	\$134.88	18.4%
Waikiki	122,474	103,071	18.8%	96,277	75,279	27.9%	78.6%	73.0%	5.6%	\$139.56	\$127.90	9.1%
Maui County	312,810	251,489	24.4%	226,059	170,258	32.8%	72.3%	67.7%	4.6%	\$227.74	\$201.11	13.2%
Wailea/Kihei	148,992	123,289	20.8%	110,755	82,072	34.9%	74.3%	66.6%	7.8%	\$219.34	\$195.43	12.2%
Lahaina/Kā'anapali/ Nāpili/Kapalua	127,058	95,745	32.7%	90,022	66,833	34.7%	70.9%	69.8%	1.0%	\$252.21	\$221.93	13.6%
Island of Hawai'i	219,294	191,202	14.7%	127,821	103,141	23.9%	58.3%	53.9%	4.3%	\$145.90	\$136.49	6.9%
Kona	102,068	89,359	14.2%	63,738	51,271	24.3%	62.4%	57.4%	5.1%	\$121.78	\$126.71	-3.9%
Hilo/Honoka'a	49,347	42,705	15.6%	26,628	22,871	16.4%	54.0%	53.6%	0.4%	\$102.24	\$88.73	15.2%
Kaua'i	139,370	103,073	35.2%	92,744	78,677	17.9%	66.5%	76.3%	-9.8%	\$240.86	\$237.66	1.3%

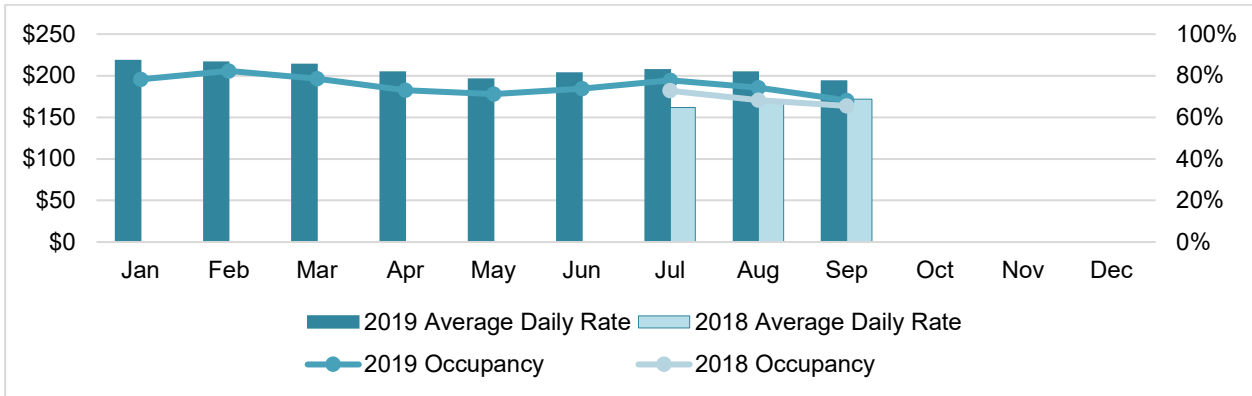
Source: Transparent Intelligence, Inc. © Copyright 2019 Hawai'i Tourism Authority

Figure 3: Hawai'i Vacation Rental Performance Year-to-Date September 2019

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2019	2018	% Change	2019	2018	% Change	2019	2018	Percentage Pt. Change	2019	2018	% Change
State of Hawai'i	7,520,482	N.A.	N.A.	5,630,083	N.A.	N.A.	74.9%	N.A.	N.A.	\$205.97	N.A.	N.A.
O'ahu	2,484,035	N.A.	N.A.	1,880,322	N.A.	N.A.	75.7%	N.A.	N.A.	\$166.20	N.A.	N.A.
Waikīkī	1,036,941	N.A.	N.A.	821,503	N.A.	N.A.	79.2%	N.A.	N.A.	\$145.81	N.A.	N.A.
Maui County	2,328,592	N.A.	N.A.	1,839,748	N.A.	N.A.	79.0%	N.A.	N.A.	\$247.87	N.A.	N.A.
Wailea/Kīhei	1,102,715	N.A.	N.A.	880,269	N.A.	N.A.	79.8%	N.A.	N.A.	\$239.40	N.A.	N.A.
Lahaina/Kā'anapali/ Nāpili/Kapalua	933,452	N.A.	N.A.	737,216	N.A.	N.A.	79.0%	N.A.	N.A.	\$276.88	N.A.	N.A.
Island of Hawai'i	1,678,859	N.A.	N.A.	1,121,261	N.A.	N.A.	66.8%	N.A.	N.A.	\$161.84	N.A.	N.A.
Kona	815,895	N.A.	N.A.	583,098	N.A.	N.A.	71.5%	N.A.	N.A.	\$133.30	N.A.	N.A.
Hilo/Honoka'a	325,092	N.A.	N.A.	191,890	N.A.	N.A.	59.0%	N.A.	N.A.	\$92.76	N.A.	N.A.
Kaua'i	1,028,996	N.A.	N.A.	788,752	N.A.	N.A.	76.7%	N.A.	N.A.	\$265.76	N.A.	N.A.

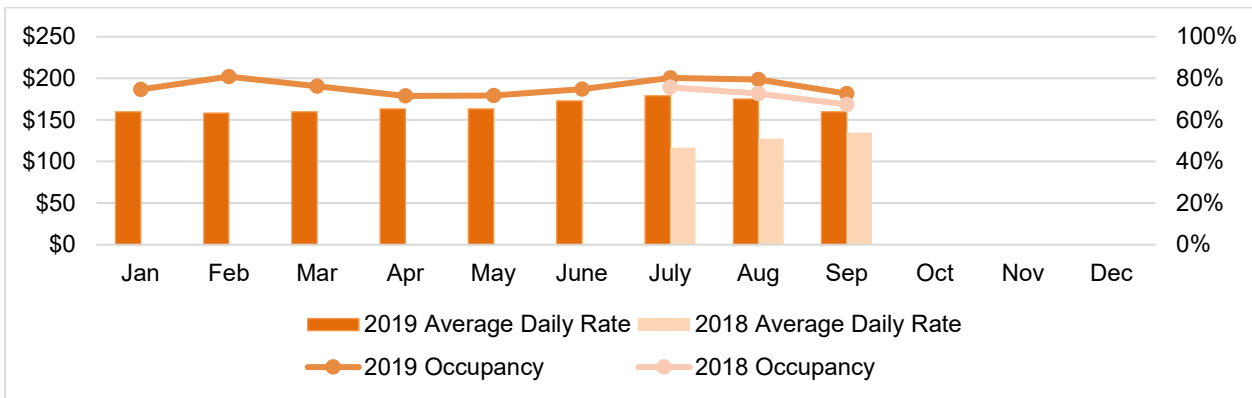
Source: Transparent Intelligence, Inc. © Copyright 2019 Hawai'i Tourism Authority

Figure 4: Monthly State of Hawai'i Vacation Rental Performance - 2019



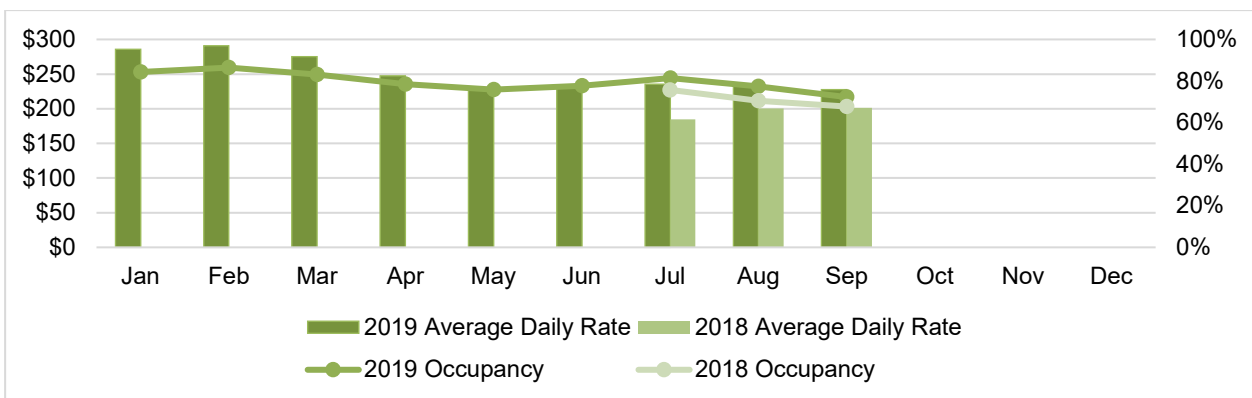
Source: Transparent Intelligence, Inc. © Copyright 2019 Hawai'i Tourism Authority.
 Note: Data for January – June 2018 are not available.

Figure 5: Monthly O'ahu Vacation Rental Performance - 2019



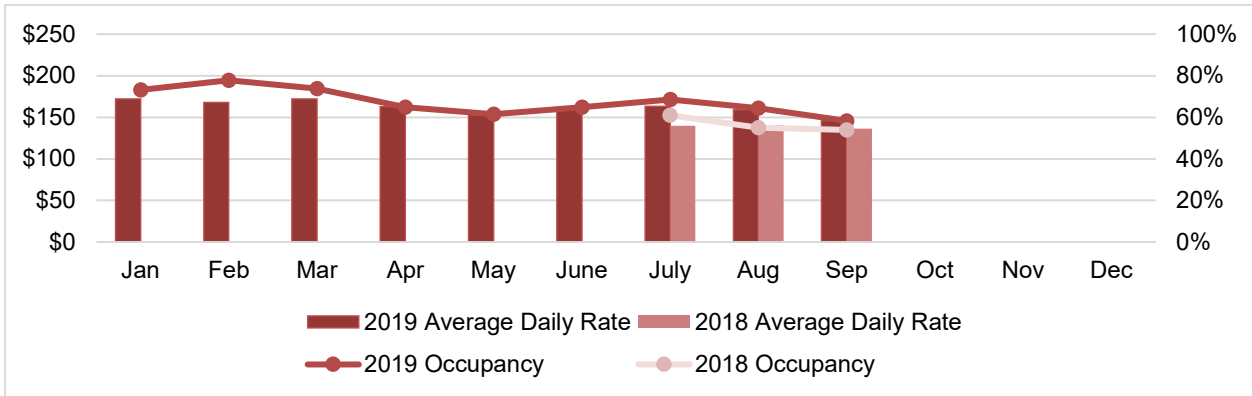
Source: Transparent Intelligence, Inc. © Copyright 2019 Hawai'i Tourism Authority.
 Note: Data for January – June 2018 are not available.

Figure 6: Monthly Maui County Vacation Rental Performance - 2019



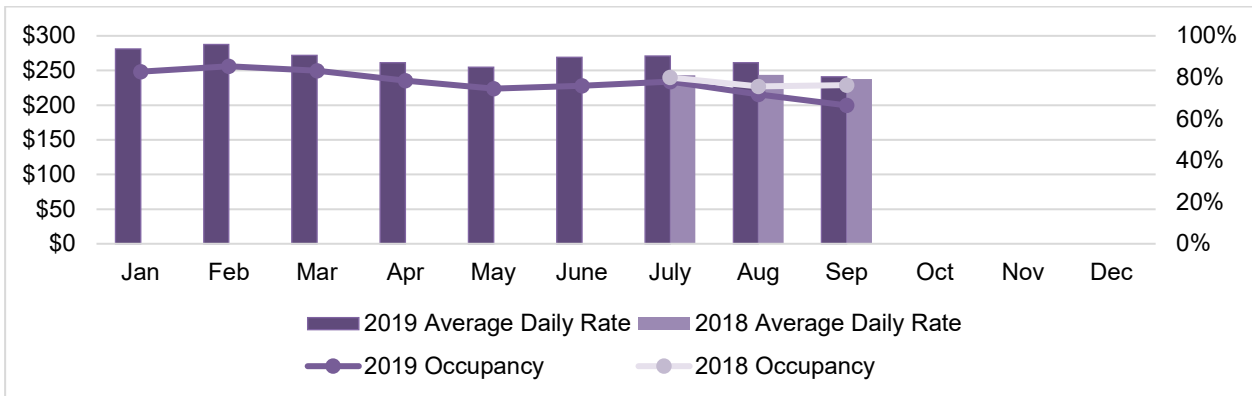
Source: Transparent Intelligence, Inc. © Copyright 2019 Hawai'i Tourism Authority.
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Figure 7: Monthly Island of Hawai'i Vacation Rental Performance - 2019



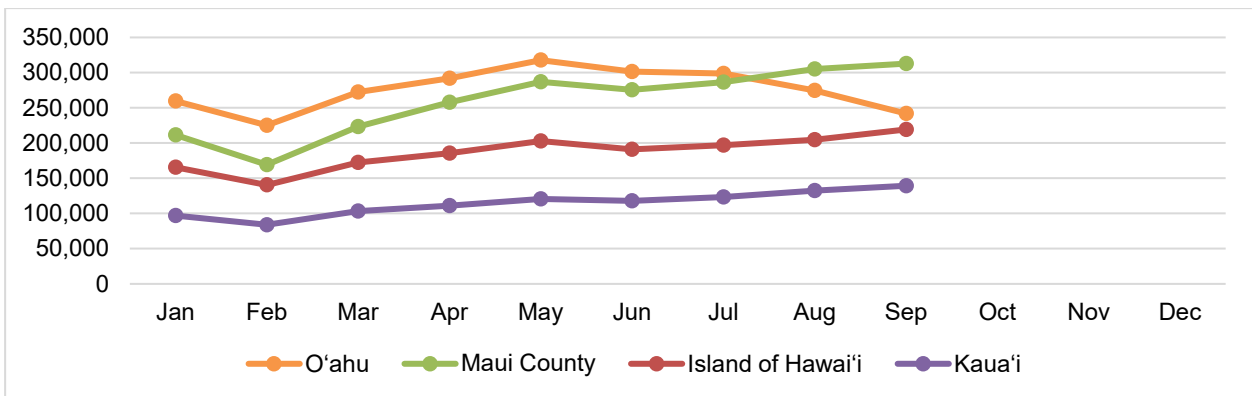
Source: Transparent Intelligence, Inc. © Copyright 2019 Hawai'i Tourism Authority.
 Note: Data for January – June 2018 are not available.

Figure 8: Monthly Kaua'i Vacation Rental Performance - 2019



Source: Transparent Intelligence, Inc. © Copyright 2019 Hawai'i Tourism Authority.
 Note: Data for January – June 2018 are not available.

Figure 9: Monthly Unit Night Supply by Island - 2019



Source: Transparent Intelligence, Inc. © Copyright 2019 Hawai'i Tourism Authority.
 Note: Data for January – June 2018 are not available.