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Hawaii Tourism Authority Issues Two Studies on Alternative Accommodations

HONOLULU – The Hawaii Tourism Authority (HTA) announced that two studies, commissioned by its Tourism Research Division to assess the impact of alternative accommodations in Hawaii, have been posted on its website and are available to the public for review.

Daniel Nāho'opi'i, HTA Director of Tourism Research, noted the studies, [*Hawaii's Home and Vacation Rental Market: Impact and Outlook*](#) by JLL's Hotels & Hospitality Group and [*The Impact of Vacation Rental Units in Hawaii, 2016*](#) by SMS Research and Marketing Services, provide an independent, factual analysis of how alternative accommodations affect tourism and housing availability statewide. The two studies complement the information provided in HTA's annual Visitor Plant Inventory and monthly visitor statistics results.

Nāho'opi'i said, "The depth and quality of information in the studies is illuminating, both in providing the public with a better understanding about alternative accommodations on a statewide level and how it is being utilized by visitors and residents. Our responsibility at HTA extends beyond tourism marketing to doing what's best for communities statewide. These studies help residents, policymakers and tourism stakeholders to determine what actions are appropriate going forward.

"Alternative accommodations, particularly rentals of homes and condos by visitors, has been a segment of Hawaii's tourism industry for more than 20 years, but has grown significantly in recent years due to increased demand by travelers. It's noteworthy that 15 percent of visitors said they would not travel to Hawaii if alternative accommodations were not available. Spending by these visitors generated an estimated \$1.87 billion for Hawaii's economy in 2016."

The current market share of visitors staying in Hawaii hotels has decreased 6 percent compared to 2000 (68% vs. 62%), while total visitor arrivals have increased 23 percent over the same period.

The market share of visitors renting residential units and other alternative accommodations in the Hawaiian Islands is currently 10 percent.

In 2015, the average occupancy of visitors renting residential units was 42 percent, with the average length of stay approximately 11 nights. The average occupancy of visitors renting primary residential units was 37 percent, and 51 percent to rent secondary or investment properties.

Between 5 to 9 percent of Hawaii residents are currently utilizing their properties as vacation rentals statewide. However, most of those surveyed said they do not want to continue this practice. The market share of residential units used for vacation rentals is expected to grow slowly over the next five years and peak at 12 percent total.

A fraction of residents, 0.4%, are using the homes they live in to rent out rooms to visitors.

Sixty percent of residents surveyed were motivated by financial necessity to offer their residential units to visitors as vacation rentals, noting the added income was needed to subsidize their housing costs. Twenty-one percent of residents stated they rented out units to meet and interact with unique people.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](#) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaiiauthority.org. Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

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