



January 2020 Hawaii Vacation Rental Performance Report

In January 2020, the total monthly supply of statewide vacation rentals was 797,300 unit nights and monthly demand was 657,900 unit nights, resulting in an average monthly unit occupancy of 82.5 percent (Figure 1).

In comparison, Hawaii's hotels were 84.1 percent occupied in January 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 January was \$247, lower than the ADR for hotels (\$314).

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*. 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 January, Maui County had the largest vacation rental supply of all four counties with 265,400 unit nights, which is an increase of 27.2 percent compared to a year ago. Unit demand was 227,200 unit nights, resulting in 85.6 percent occupancy (+1.2 percentage points) with an ADR of \$311 (+10.3%). Maui County hotels were 77.2 percent occupied with an ADR of \$478.

On O'ahu, the vacation rental supply in January was 224,600 unit nights (-13.0%). Unit demand was 181,900 unit nights (-5.7%), resulting in 81.0 percent occupancy (+6.3 percentage points) and an ADR of \$190 (+19.8%). O'ahu hotels were 88.0 percent occupied with an ADR of \$254.

There were 192,000 available unit nights (+9.3%) on the island of Hawaii in January. Unit demand was 156,700 unit nights (+23.0%), resulting in 81.6 percent occupancy (+9.1 percentage points) with an ADR of \$184 (+10.4%). Hawaii Island hotels were 82.0 percent occupied with an ADR of \$318.

Kauai had the fewest number of available unit nights in January at 115,200 (+23.5%). Unit demand was 92,100 unit nights (+19.4%), resulting in 80.0 percent occupancy (-2.7 percentage points) with an ADR of \$308 (+11.0%). Kauai hotels were 79.1 percent occupied with an ADR of \$322.

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.

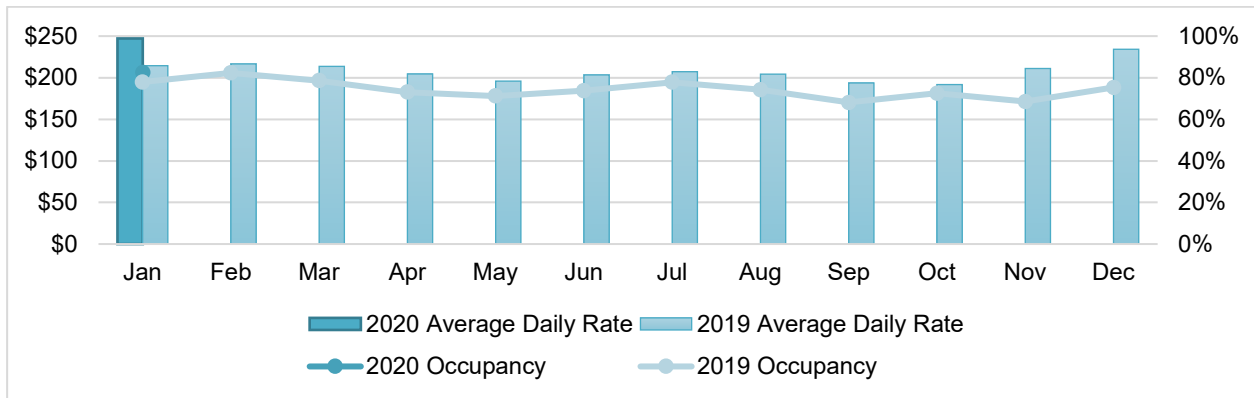
For January 2020, the report included data for 32,319 units, representing 56,536 bedrooms in the Hawaiian Islands.

Figure 1: Hawai'i Vacation Rental Performance January 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	797,257	735,938	8.3%	657,926	573,428	14.7%	82.5%	77.9%	4.6%	\$247.04	\$214.45	15.2%
O'ahu	224,634	258,313	-13.0%	181,852	192,800	-5.7%	81.0%	74.6%	6.3%	\$190.01	\$158.60	19.8%
Waikīkī	110,836	99,147	11.8%	95,119	76,993	23.5%	85.8%	77.7%	8.2%	\$168.20	\$151.00	11.4%
Maui County	265,374	208,659	27.2%	227,218	176,087	29.0%	85.6%	84.4%	1.2%	\$311.14	\$282.20	10.3%
Wailea/Kīhei	119,907	95,171	26.0%	105,897	79,467	33.3%	88.3%	83.5%	4.8%	\$306.47	\$288.80	6.1%
Lahaina/Kā'anapali/ Nāpili/Kapalua	113,101	82,858	36.5%	93,833	70,880	32.4%	83.0%	85.5%	-2.6%	\$344.19	\$308.16	11.7%
Island of Hawai'i	192,034	175,640	9.3%	156,712	127,387	23.0%	81.6%	72.5%	9.1%	\$184.29	\$166.93	10.4%
Kona	89,935	80,740	11.4%	77,332	63,843	21.1%	86.0%	79.1%	6.9%	\$161.99	\$145.48	11.4%
Hilo/Honoka'a	43,161	43,222	-0.1%	32,666	26,672	22.5%	75.7%	61.7%	14.0%	\$105.43	\$95.25	10.7%
Kaua'i	115,215	93,326	23.5%	92,144	77,154	19.4%	80.0%	82.7%	-2.7%	\$308.24	\$277.81	11.0%

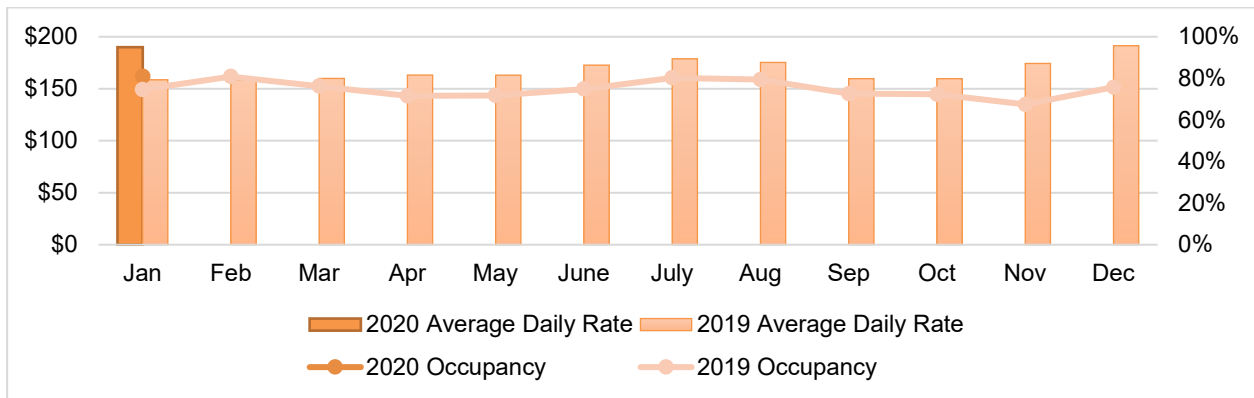
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Figure 2: Monthly State of Hawai'i Vacation Rental Performance - 2020 vs. 2019



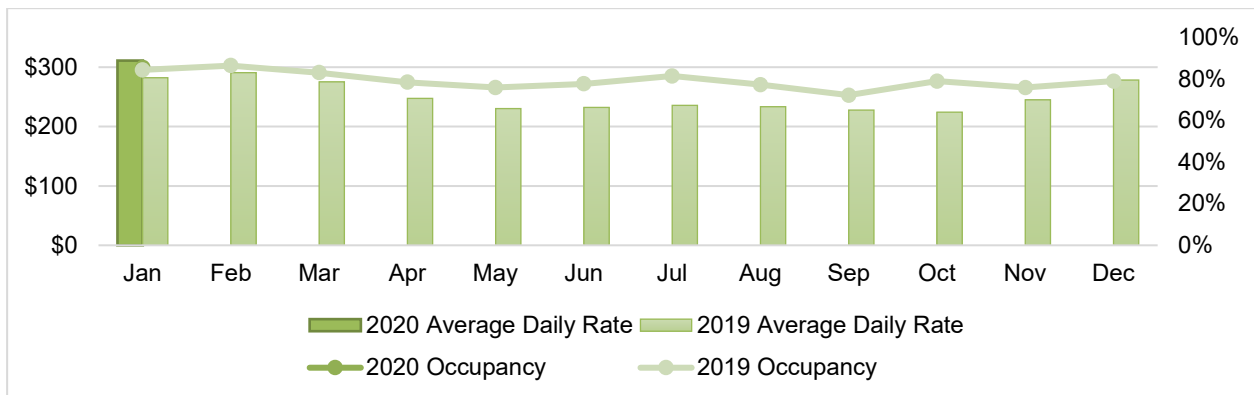
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Figure 3: Monthly O'ahu Vacation Rental Performance - 2020 vs. 2019



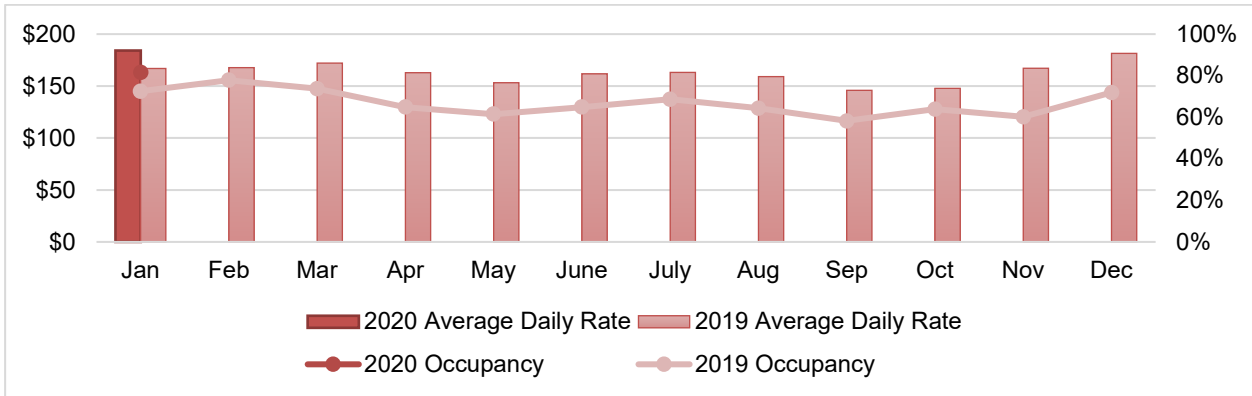
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Figure 4: Monthly Maui County Vacation Rental Performance - 2020 vs. 2019



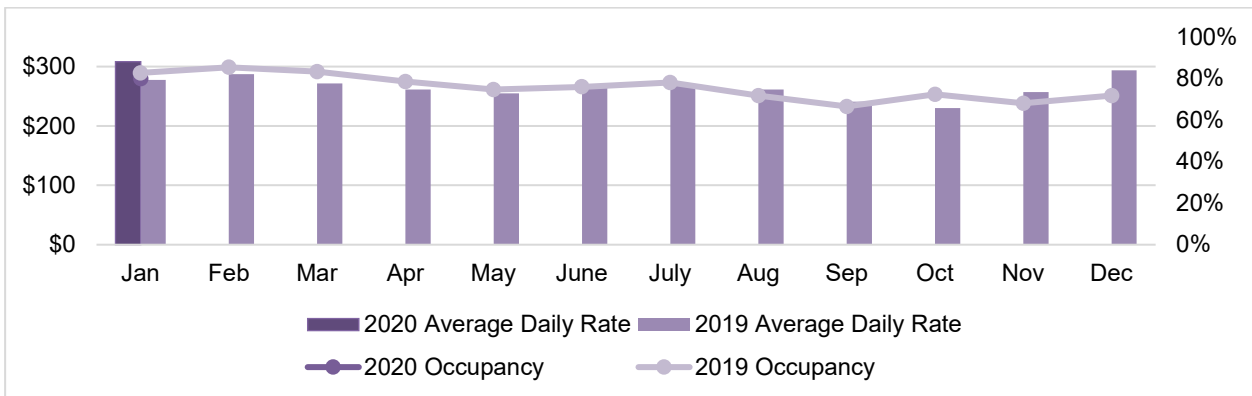
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Figure 5: Monthly Island of Hawai'i Vacation Rental Performance - 2020 vs. 2019



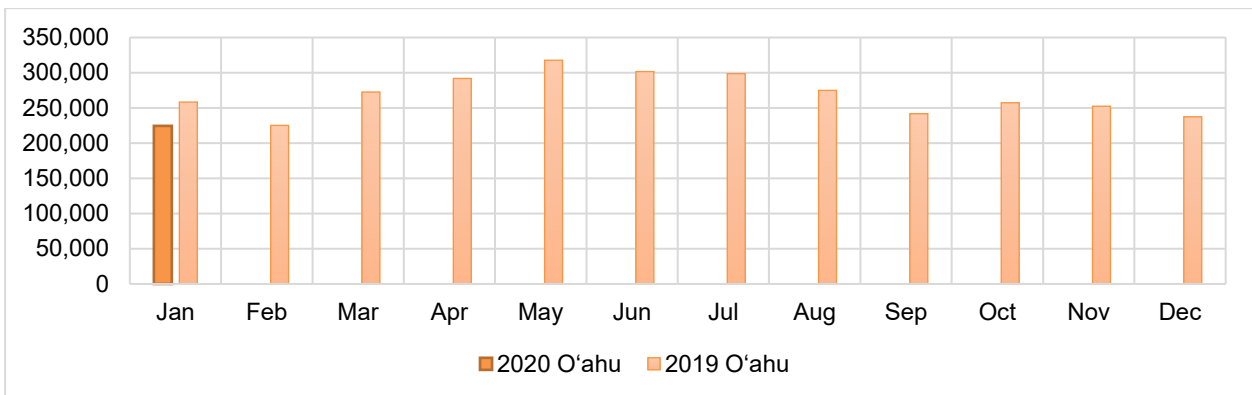
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Figure 6: Monthly Kaua'i Vacation Rental Performance - 2020 vs. 2019



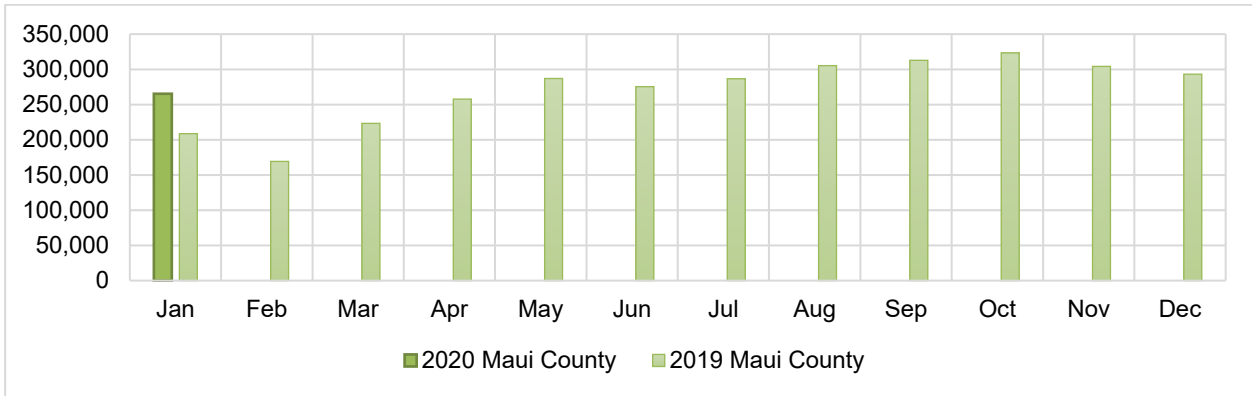
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Figure 7: Monthly O'ahu Unit Night Supply - 2020 vs. 2019



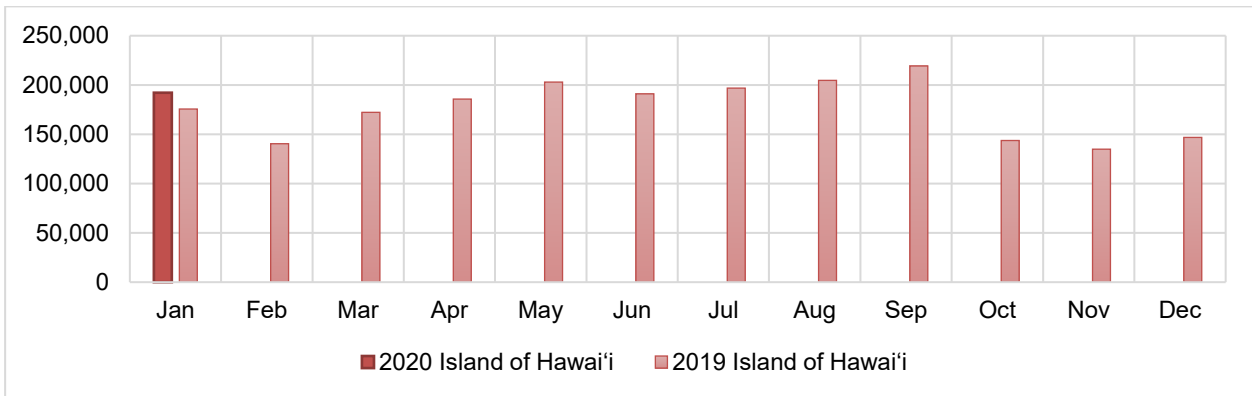
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Figure 8: Monthly Maui County Unit Night Supply - 2020 vs. 2019



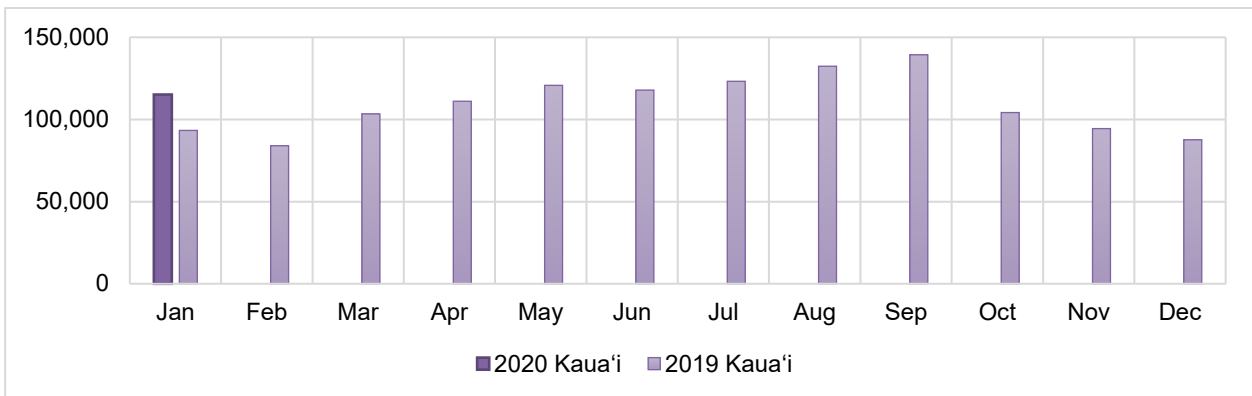
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Figure 9: Monthly Island of Hawai'i Unit Night Supply - 2020 vs. 2019



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Figure 10: Monthly Kaua'i Unit Night Supply - 2020 vs. 2019



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