



February 2021 Hawaii Vacation Rental Performance Report

In February 2021, the total monthly supply of statewide vacation rentals was 535,000 unit nights (-26.6%) and monthly demand was 266,600 unit nights (-56.5%), resulting in an average monthly unit occupancy of 49.8 percent (-34.3 percentage points) (Figure 1).

In comparison, Hawaii's hotels had an average occupancy rate of 30.5 percent in February 2021. 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 February was \$242 (-1.3%), which was less than the ADR for hotels (\$259).

During February, most passengers arriving from out-of-state and traveling inter-county could bypass the State's mandatory 10-day self-quarantine with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner through the state's Safe Travels program. All trans-Pacific travelers participating in the pre-travel testing program were required to have a negative test result before their departure to Hawaii. Kaua'i County continued to temporarily suspend its participation in the state's Safe Travels program, making it mandatory for all trans-Pacific travelers to Kaua'i to quarantine upon arrival except for those participating in a pre- and post-travel testing program at a "resort bubble" property as a way to shorten their time in quarantine. The counties of Hawaii, Maui and Kalawao (Moloka'i) also had a partial quarantine in place in February.

In February, legal short-term rentals were allowed to operate on O'ahu, Hawaii Island, Maui County, and Kaua'i as long as they were not being used as a quarantine location.

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 February, Maui County had the largest vacation rental supply of all four counties with 213,200 available unit nights (-7.7%) and unit demand was 112,000 unit nights (-44.7%), resulting in 52.5 percent occupancy (-35.1 percentage points) with an ADR of \$281 (-11.0%). Maui County hotels reported ADR at \$446 and occupancy of 31.7 percent.

O'ahu vacation rental supply was 123,100 available unit nights (-42.4%) in February. Unit demand was 68,700 unit nights (-60.3%), resulting in 55.9 percent occupancy (-25.2 percentage points) and an ADR of \$192 (+2.2%). O'ahu hotels reported ADR at \$169 and occupancy of 29.3 percent.

The island of Hawai'i vacation rental supply was 115,800 available unit nights (-33.8%) in February. Unit demand was 69,000 unit nights (-52.8%), resulting in 59.6 percent occupancy (-24.0 percentage points) with an ADR of \$215 (+19.9%). Hawai'i Island hotels reported ADR at \$276 and occupancy of 35.3 percent.

Kaua'i had the fewest number of available unit nights in February at 83,000 (-23.8%). Unit demand was 16,800 unit nights (-81.4%), resulting in 20.3 percent occupancy (-62.9 percentage points) with an ADR of \$308 (+0.1%%). Kaua'i hotels reported ADR at \$181 and occupancy of 26.4 percent.

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 February 2021, the report included data for 25,189 units, representing 43,505 bedrooms in the Hawaiian Islands.

Figure 1: Hawai'i Vacation Rental Performance February 2021

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2021	2020	% Change	2021	2020	% Change	2021	2020	Percentage Pt. Change	2021	2020	% Change
State of Hawai'i	534,932	728,385	-26.6%	266,562	612,558	-56.5%	49.8%	84.1%	-34.3%	\$242.49	\$245.66	-1.3%
O'ahu	123,064	213,799	-42.4%	68,738	173,335	-60.3%	55.9%	81.1%	-25.2%	\$191.56	\$187.39	2.2%
Waikīkī	70,683	105,738	-33.2%	39,320	90,684	-56.6%	55.6%	85.8%	-30.1%	\$146.95	\$163.44	-10.1%
Maui County	213,158	230,949	-7.7%	111,984	202,485	-44.7%	52.5%	87.7%	-35.1%	\$280.56	\$315.26	-11.0%
Wailea/Kīhei	103,025	101,189	1.8%	52,496	91,459	-42.6%	51.0%	90.4%	-39.4%	\$259.88	\$315.80	-17.7%
Lahaina/Kā'anapali/ Nāpili/Kapalua	90,183	101,128	-10.8%	48,098	86,311	-44.3%	53.3%	85.3%	-32.0%	\$315.15	\$343.59	-8.3%
Island of Hawai'i	115,752	174,750	-33.8%	69,041	146,196	-52.8%	59.6%	83.7%	-24.0%	\$215.38	\$179.63	19.9%
Kona	56,517	81,381	-30.6%	34,087	71,547	-52.4%	60.3%	87.9%	-27.6%	\$180.52	\$163.53	10.4%
Hilo/Honoka'a	18,913	40,531	-53.3%	11,805	31,605	-62.6%	62.4%	78.0%	-15.6%	\$115.45	\$101.35	13.9%
Kaua'i	82,958	108,887	-23.8%	16,799	90,542	-81.4%	20.3%	83.2%	-62.9%	\$308.49	\$308.18	0.1%

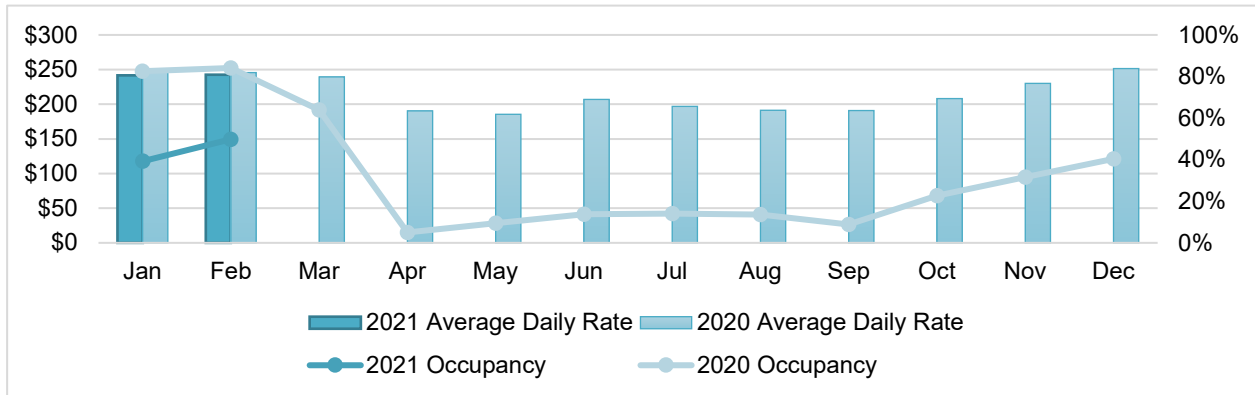
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Figure 2: Hawai'i Vacation Rental Performance Year to Date February 2021

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2021	2020	% Change	2021	2020	% Change	2021	2020	Percentage Pt. Change	2021	2020	% Change
State of Hawai'i	1,208,818	1,525,642	-20.8%	531,039	1,270,484	-58.2%	43.9%	83.3%	-47.2%	\$242.00	\$246.37	-1.8%
O'ahu	276,109	438,433	-37.0%	140,378	355,187	-60.5%	50.8%	81.0%	-37.2%	\$192.10	\$188.73	1.8%
Waikīkī	164,192	216,574	-24.2%	81,666	185,803	-56.0%	49.7%	85.8%	-42.0%	\$149.36	\$165.87	-10.0%
Maui County	485,176	496,323	-2.2%	220,504	429,703	-48.7%	45.4%	86.6%	-47.5%	\$281.80	\$313.08	-10.0%
Wailea/Kīhei	234,259	221,096	6.0%	103,286	197,356	-47.7%	44.1%	89.3%	-50.6%	\$260.72	\$310.80	-16.1%
Lahaina/Kā'anapali/ Nāpili/Kapalua	207,990	214,229	-2.9%	95,587	180,144	-46.9%	46.0%	84.1%	-45.3%	\$316.55	\$343.91	-8.0%
Island of Hawai'i	257,129	366,784	-29.9%	137,148	302,908	-54.7%	53.3%	82.6%	-35.4%	\$213.84	\$182.04	17.5%
Kona	127,662	171,316	-25.5%	68,582	148,879	-53.9%	53.7%	86.9%	-38.2%	\$184.30	\$162.73	13.3%
Hilo/Honoka'a	41,410	83,692	-50.5%	24,138	64,271	-62.4%	58.3%	76.8%	-24.1%	\$111.67	\$103.42	8.0%
Kaua'i	190,404	224,102	-15.0%	33,009	182,686	-81.9%	17.3%	81.5%	-78.7%	\$305.43	\$308.21	-0.9%

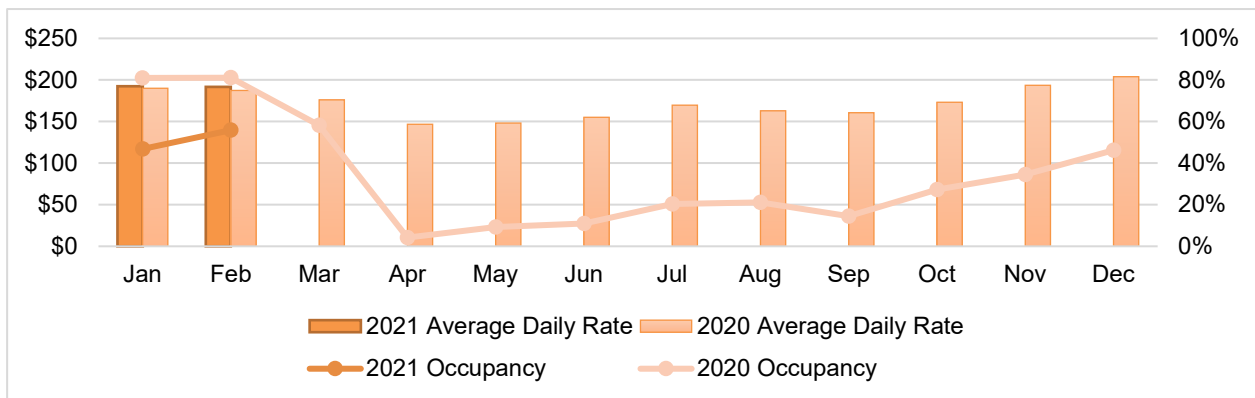
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Please note that data for January 2021 were revised.

Figure 3: Monthly State of Hawai'i Vacation Rental Performance - 2021 vs. 2020



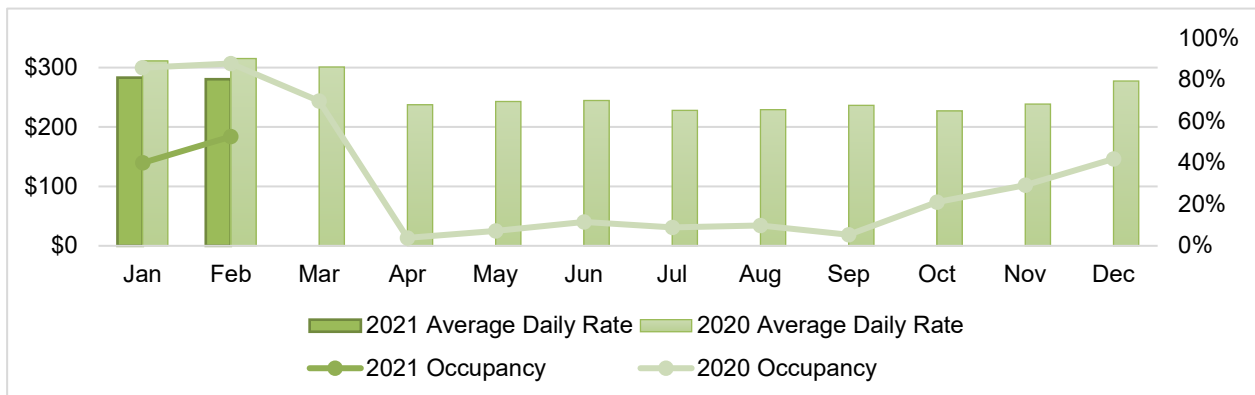
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Figure 4: Monthly O'ahu Vacation Rental Performance - 2021 vs. 2020



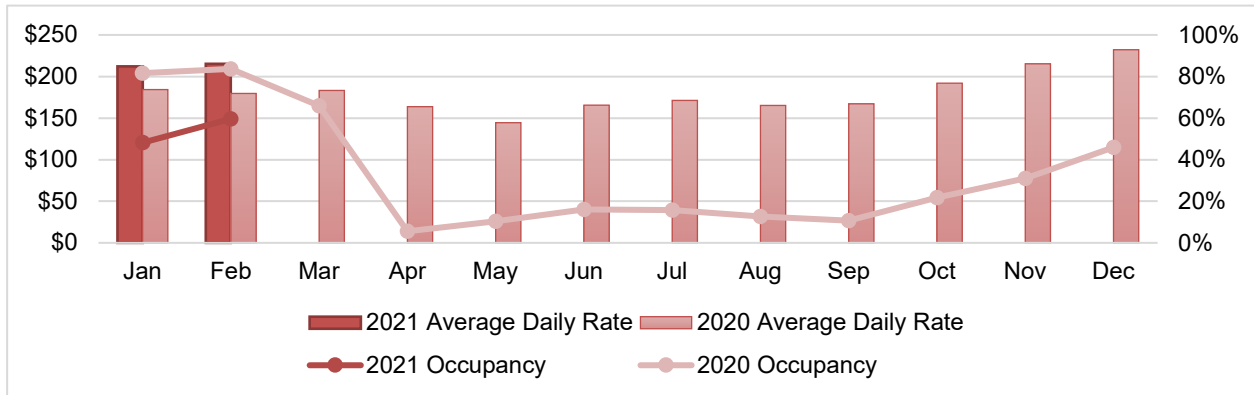
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Figure 5: Monthly Maui County Vacation Rental Performance - 2021 vs. 2020



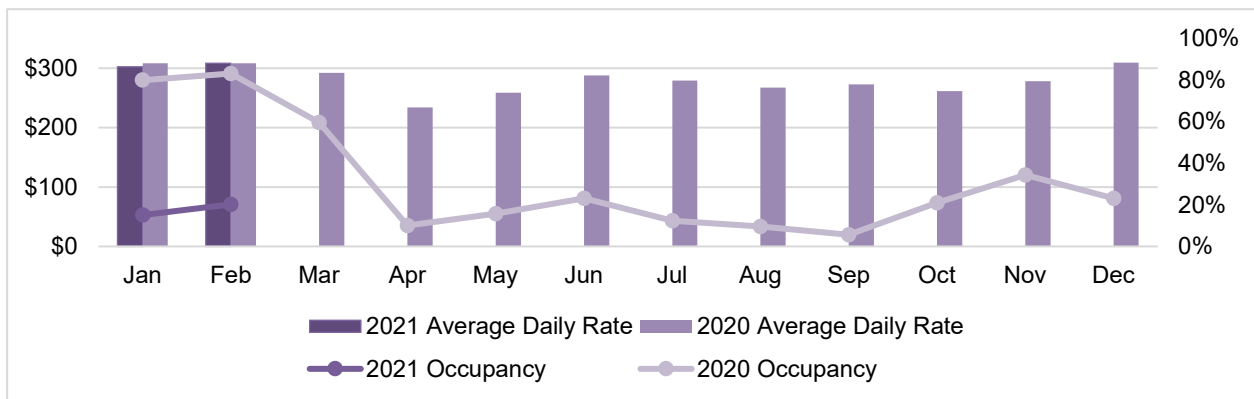
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Figure 6: Monthly Island of Hawai'i Vacation Rental Performance - 2021 vs. 2020



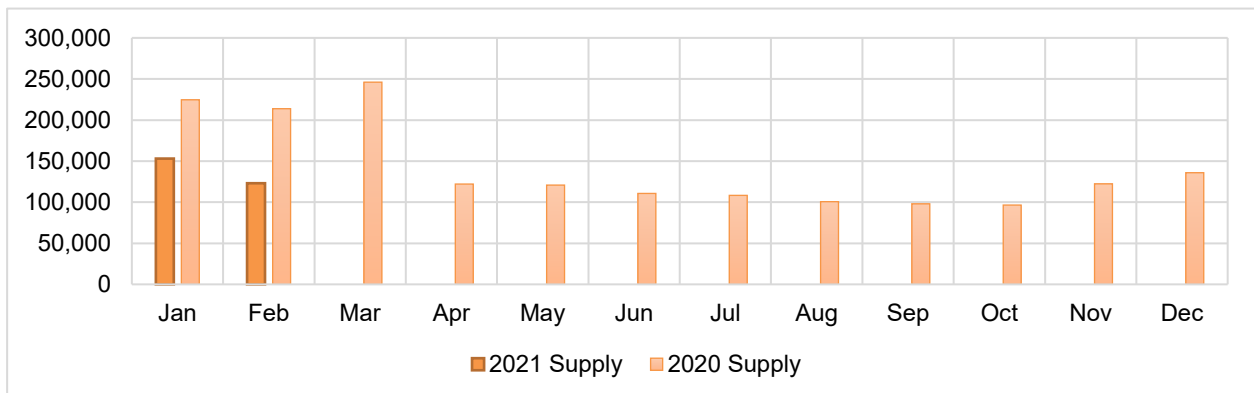
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Figure 7: Monthly Kaua'i Vacation Rental Performance - 2021 vs. 2020



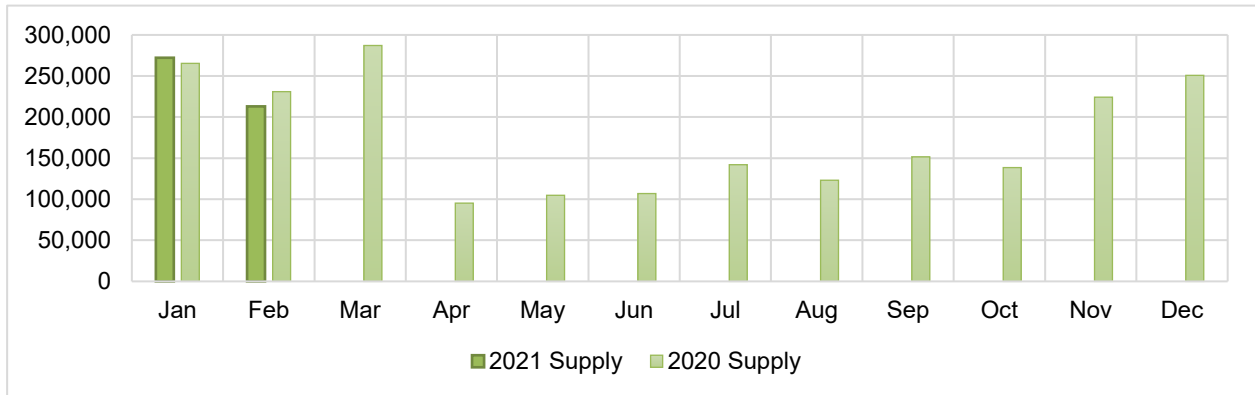
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Figure 8: Monthly O'ahu Unit Night Supply - 2021 vs. 2020



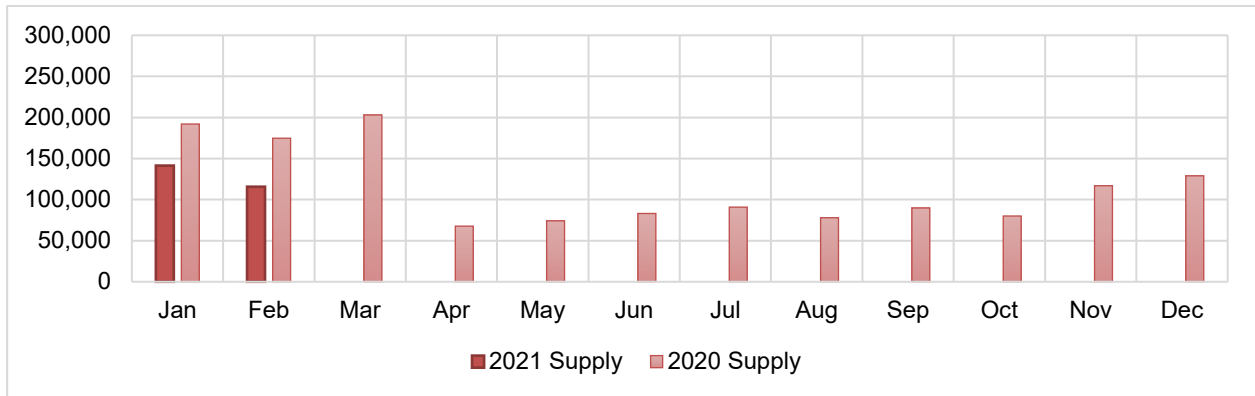
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Figure 9: Monthly Maui County Unit Night Supply - 2021 vs. 2020



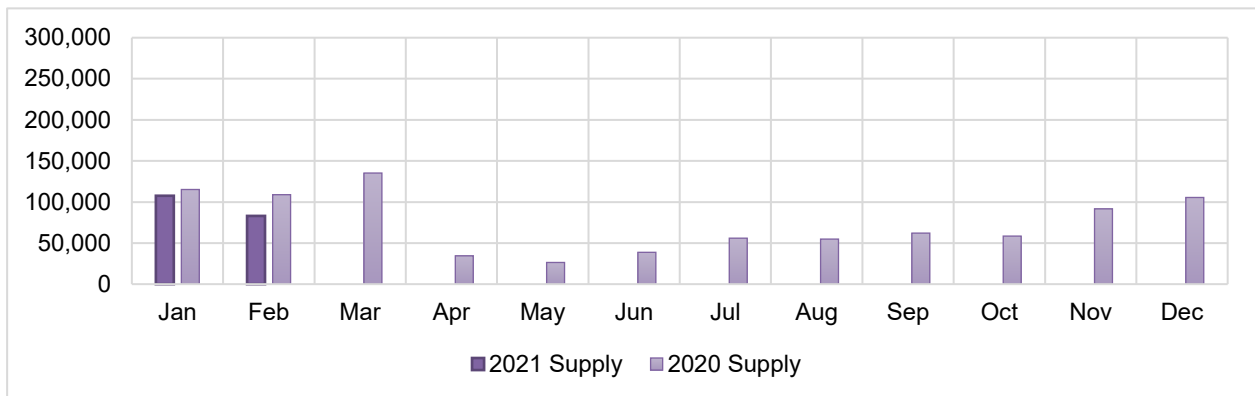
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Figure 10: Monthly Island of Hawai'i Unit Night Supply - 2021 vs. 2020



Source: Transparent Intelligence, Inc. © Copyright 2021 Hawai'i Tourism Authority.

Figure 11: Monthly Kaua'i Unit Night Supply - 2021 vs. 2020



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