



October 2019 Hawai'i Vacation Rental Performance Report

In October 2019, the total monthly supply of statewide vacation rentals was 949,700 unit nights and monthly demand was 690,000 unit nights, resulting in an average monthly unit occupancy of 72.6 percent (Figure 1).

In comparison, Hawai'i's hotels were 79.1 percent occupied in October 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 unit average daily rate (ADR) for vacation rental units statewide in October was \$192, lower than the ADR for hotels (\$253).

The Hawai'i Tourism Authority's (HTA) Tourism Research Division issued the *Hawai'i Vacation Rental Performance Report* utilizing data compiled by Transparent Intelligence, Inc. The data in this report specifically excludes units reported in HTA's *Hawai'i Hotel Performance Report* and *Hawai'i Timeshare Quarterly Survey 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.

Island Highlights

In October, Maui County had the largest vacation rental supply of all four counties at 323,000 unit nights, which is an increase of 28.8 percent compared to a year ago. Unit demand was 255,000 unit nights, resulting in 79.0 percent occupancy with ADR of \$224. Maui County hotels were 76.3 percent occupied with ADR of \$329.

O'ahu had the second largest vacation rental supply with 257,000 unit nights. This is a decrease of 5.2 percent from a year ago. Unit demand on O'ahu was 186,000 unit nights, resulting in 72.4 percent occupancy with ADR of \$160. O'ahu hotels were 82.6 percent occupied with ADR of \$228.

There were 225,000 available unit nights on the island of Hawai'i. Unit demand was 144,000 unit nights, resulting in 63.8 percent occupancy with ADR of \$148. Hawai'i Island hotels were 74.1 percent occupied with ADR of \$239.

Kaua'i had the fewest number of available unit nights at 144,000. Unit demand was 104,000 unit nights, resulting in 72.4 percent occupancy with ADR of \$230. Kaua'i hotels were 69.9 percent occupied with ADR of \$253.

Tables of vacation rental performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaii-tourismauthority.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 October 2019, the report included data for 33,948 units, representing 58,969 bedrooms in the Hawaiian Islands.

Figure 1: Hawai'i Vacation Rental Performance October 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	949,704	827,110	14.8%	689,669	566,597	21.7%	72.6%	68.5%	4.1%	\$191.76	\$176.23	8.8%
O'ahu	257,264	271,445	-5.2%	186,284	184,767	0.8%	72.4%	68.1%	4.3%	\$159.73	\$140.23	13.9%
Waikīkī	130,787	106,304	23.0%	101,025	77,662	30.1%	77.2%	73.1%	4.2%	\$134.72	\$132.65	1.6%
Maui County	323,332	251,128	28.8%	255,485	184,642	38.4%	79.0%	73.5%	5.5%	\$224.24	\$202.32	10.8%
Wailea/Kīhei	153,072	119,968	27.6%	124,187	88,401	40.5%	81.1%	73.7%	7.4%	\$214.11	\$197.35	8.5%
Lahaina/Kā'anapali/ Nāpili/Kapalua	131,778	97,151	35.6%	102,523	73,465	39.6%	77.8%	75.6%	2.2%	\$250.99	\$221.48	13.3%
Island of Hawai'i	225,100	193,978	16.0%	143,702	112,067	28.2%	63.8%	57.8%	6.1%	\$147.81	\$147.09	0.5%
Kona	105,143	88,648	18.6%	72,278	56,553	27.8%	68.7%	63.8%	4.9%	\$131.47	\$143.78	-8.6%
Hilo/Honoka'a	49,966	44,308	12.8%	29,154	23,150	25.9%	58.3%	52.2%	6.1%	\$93.29	\$89.53	4.2%
Kaua'i	144,008	110,559	30.3%	104,198	85,121	22.4%	72.4%	77.0%	-4.6%	\$229.97	\$236.13	-2.6%

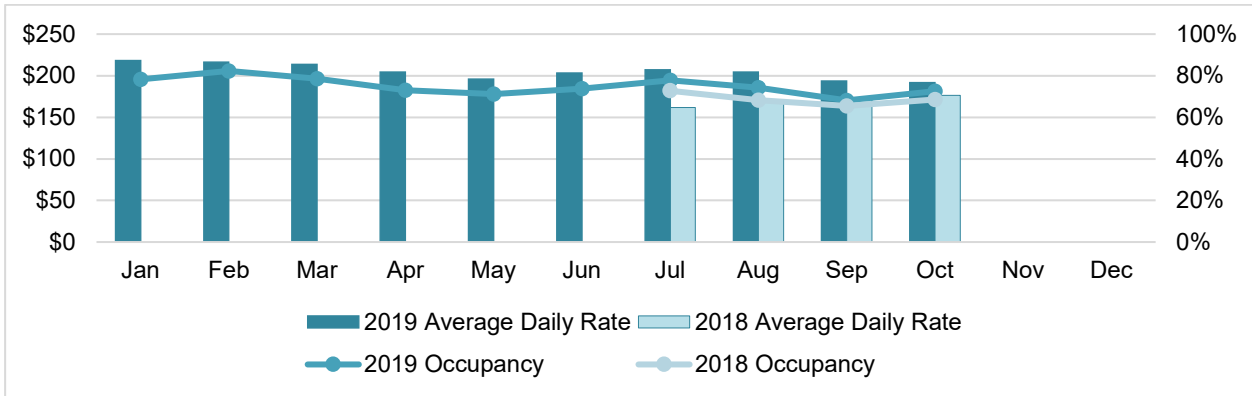
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Figure 2: Hawai'i Vacation Rental Performance Year-to-Date October 2019

	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	8,470,186	N.A.	N.A.	6,319,752	N.A.	N.A.	74.6%	N.A.	N.A.	\$204.42	N.A.	N.A.
O'ahu	2,741,299	N.A.	N.A.	2,066,606	N.A.	N.A.	75.4%	N.A.	N.A.	\$165.61	N.A.	N.A.
Waikīkī	1,167,728	N.A.	N.A.	922,528	N.A.	N.A.	79.0%	N.A.	N.A.	\$144.59	N.A.	N.A.
Maui County	2,651,924	N.A.	N.A.	2,095,233	N.A.	N.A.	79.0%	N.A.	N.A.	\$244.99	N.A.	N.A.
Wailea/Kīhei	1,255,787	N.A.	N.A.	1,004,456	N.A.	N.A.	80.0%	N.A.	N.A.	\$236.28	N.A.	N.A.
Lahaina/Kā'anapali/ Nāpili/Kapalua	1,065,230	N.A.	N.A.	839,739	N.A.	N.A.	78.8%	N.A.	N.A.	\$273.72	N.A.	N.A.
Island of Hawai'i	1,903,959	N.A.	N.A.	1,264,963	N.A.	N.A.	66.4%	N.A.	N.A.	\$160.24	N.A.	N.A.
Kona	921,038	N.A.	N.A.	655,376	N.A.	N.A.	71.2%	N.A.	N.A.	\$133.10	N.A.	N.A.
Hilo/Honoka'a	375,058	N.A.	N.A.	221,044	N.A.	N.A.	58.9%	N.A.	N.A.	\$92.83	N.A.	N.A.
Kaua'i	1,173,004	N.A.	N.A.	892,950	N.A.	N.A.	76.1%	N.A.	N.A.	\$261.58	N.A.	N.A.

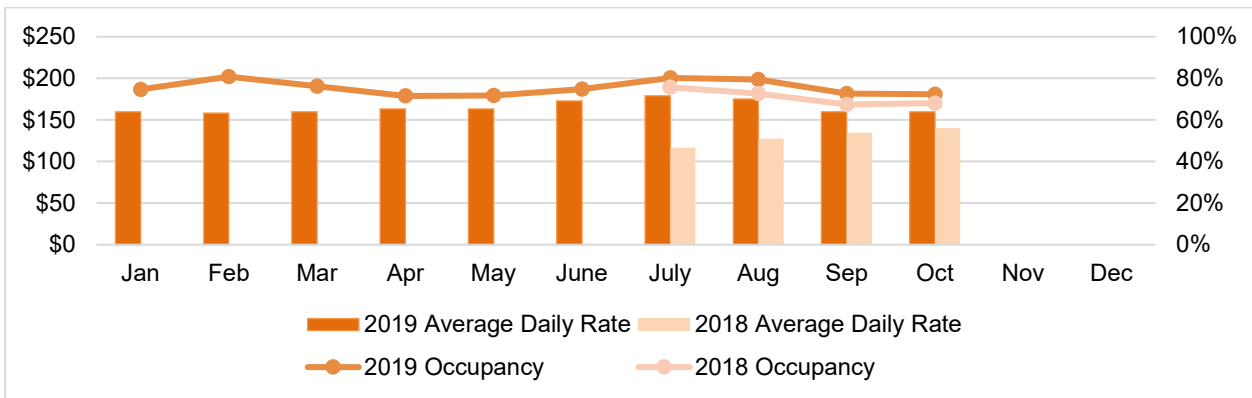
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Figure 3: Monthly State of Hawai'i Vacation Rental Performance - 2019



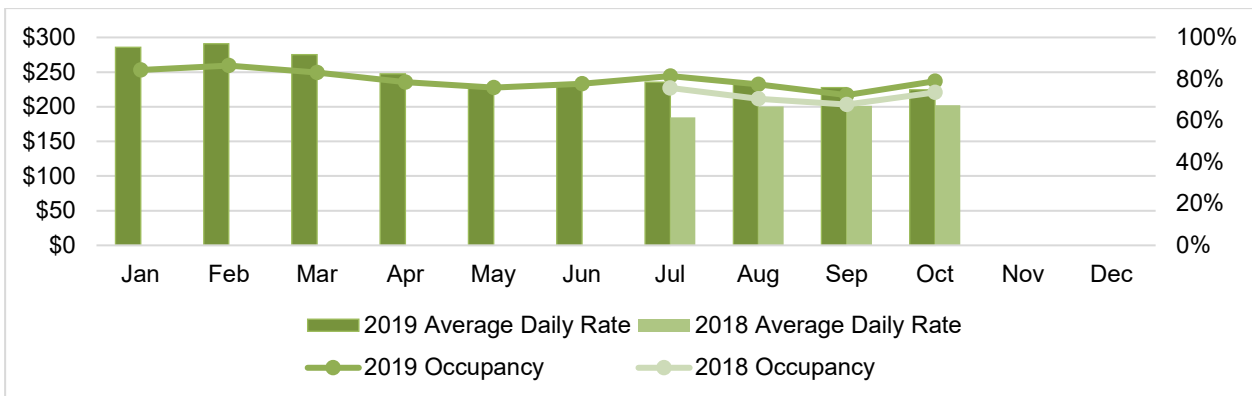
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 Note: Data for January – June 2018 are not available.

Figure 4: Monthly O'ahu Vacation Rental Performance - 2019



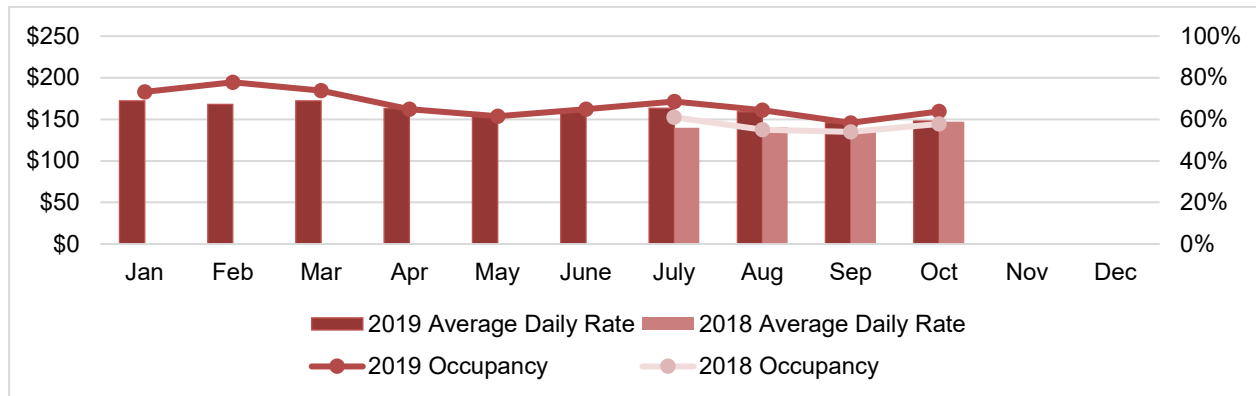
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 Note: Data for January – June 2018 are not available.

Figure 5: Monthly Maui County Vacation Rental Performance - 2019



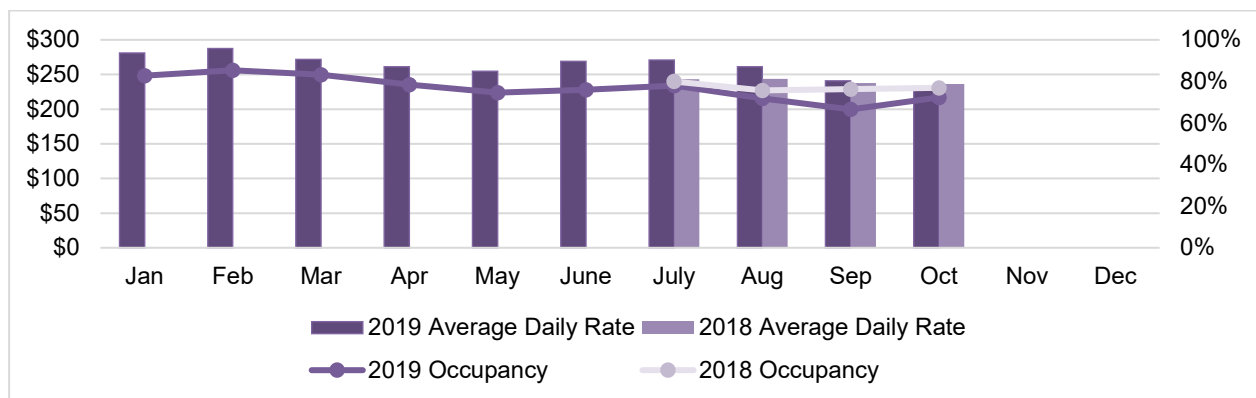
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 Note: Data for January – June 2018 are not available.

Figure 6: Monthly Island of Hawai'i Vacation Rental Performance - 2019



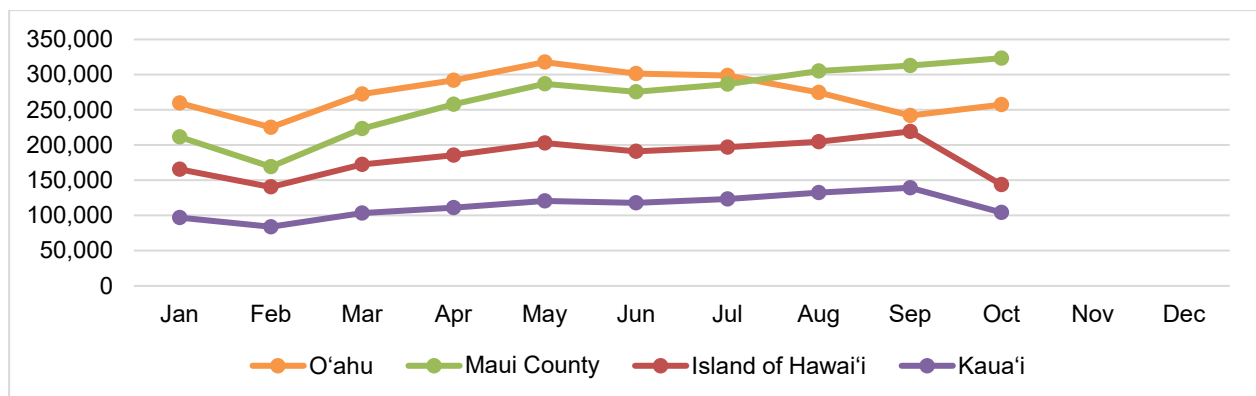
Source: Transparent Intelligence, Inc. © Copyright 2019 Hawai'i Tourism Authority.
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Figure 7: Monthly Kaua'i Vacation Rental Performance - 2019



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

Figure 8: 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.