



December 2019 Hawai'i Vacation Rental Performance Report

In December 2019, the total monthly supply of statewide vacation rentals was 856,800 unit nights and monthly demand was 645,600 unit nights, resulting in an average monthly unit occupancy of 75.3 percent (Figure 1).

In comparison, Hawai'i's hotels were 80.2 percent occupied in December 2019. 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 December was \$234, lower than the ADR for hotels (\$352).

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 *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, 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 December, Maui County had the largest vacation rental supply of all four counties at 293,000 unit nights, which is an increase of 27.6 percent compared to a year ago. Unit demand was 231,400 unit nights, resulting in 79.0 percent occupancy (+1.8 percentage points) with an ADR of \$278 (+15.1%). Maui County hotels were 76.8 percent occupied with an ADR of \$540.

On O'ahu, the vacation rental supply in December was 237,300 unit nights. This is a decrease of 9.1 percent from a year ago. Unit demand on O'ahu was 179,700 unit nights (-6.3%), resulting in a 75.7 percent occupancy (+2.3 percentage points) and an ADR of \$191 (+26.3%). O'ahu hotels were 82.8 percent occupied with an ADR of \$286.

There were 204,400 available unit nights (+10.6%) on the island of Hawai'i. Unit demand was 146,800 unit nights (+18.1%), resulting in 71.8 percent occupancy (+4.6 percentage points) with an ADR of \$181 (+14.9%). Hawai'i Island hotels were 79.5 percent occupied with an ADR of \$330.

Kaua'i had the fewest number of available unit nights at 122,000 (+28.6%). Unit demand was 87,600 unit nights (+17.4%), resulting in 71.8 percent occupancy (-6.9 percentage points) with an ADR of \$294 (+18.3%). Kaua'i hotels were 72.5 percent occupied with an ADR of \$338.

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 December 2019, the report included data for 32,605 units, representing 56,642 bedrooms in the Hawaiian Islands.

Figure 1: Hawai'i Vacation Rental Performance December 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	856,798	770,515	11.2%	645,575	568,012	13.7%	75.3%	73.7%	1.6%	\$234.20	\$193.82	20.8%
O'ahu	237,306	261,059	-9.1%	179,700	191,781	-6.3%	75.7%	73.5%	2.3%	\$191.40	\$151.49	26.3%
Waikīkī	120,086	104,997	14.4%	94,536	79,138	19.5%	78.7%	75.4%	3.4%	\$165.60	\$147.12	12.6%
Maui County	293,100	229,736	27.6%	231,419	177,208	30.6%	79.0%	77.1%	1.8%	\$278.36	\$241.93	15.1%
Wailea/Kīhei	134,565	107,022	25.7%	111,356	83,463	33.4%	82.8%	78.0%	4.8%	\$265.49	\$237.31	11.9%
Lahaina/Kā'anapali/ Nāpili/Kapalua	123,342	89,633	37.6%	93,086	69,028	34.9%	75.5%	77.0%	-1.5%	\$314.29	\$270.22	16.3%
Island of Hawai'i	204,394	184,859	10.6%	146,841	124,371	18.1%	71.8%	67.3%	4.6%	\$181.46	\$157.86	14.9%
Kona	96,057	85,203	12.7%	73,055	62,559	16.8%	76.1%	73.4%	2.6%	\$150.46	\$141.52	6.3%
Hilo/Honoka'a	45,053	43,605	3.3%	29,739	26,447	12.4%	66.0%	60.7%	5.4%	\$107.79	\$93.92	14.8%
Kaua'i	121,998	94,861	28.6%	87,615	74,652	17.4%	71.8%	78.7%	-6.9%	\$293.75	\$248.27	18.3%

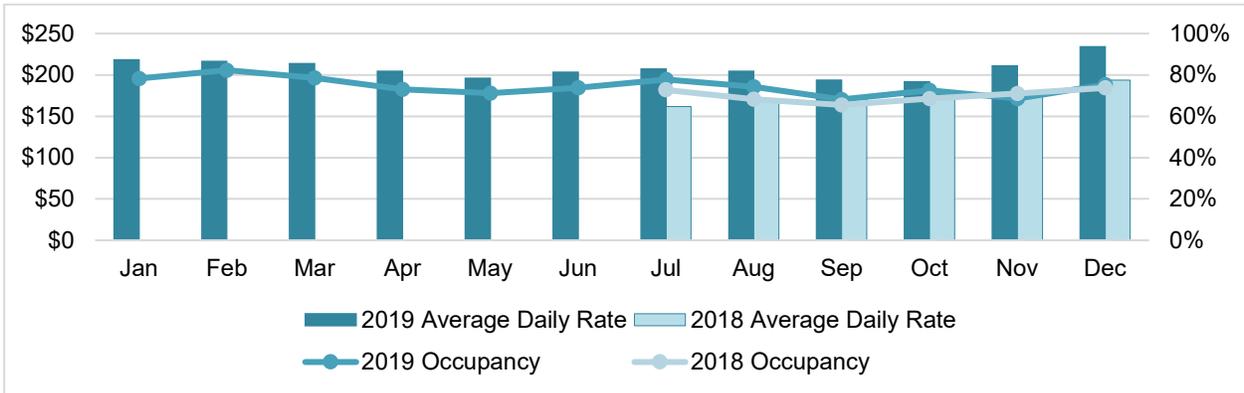
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Figure 2: Hawai'i Vacation Rental Performance Year-to-Date December 2019

	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	10,246,122	N.A.	N.A.	7,595,838	N.A.	N.A.	74.1%	N.A.	N.A.	\$207.50	N.A.	N.A.
O'ahu	3,231,022	N.A.	N.A.	2,416,639	N.A.	N.A.	74.8%	N.A.	N.A.	\$168.15	N.A.	N.A.
Waikīkī	1,414,370	N.A.	N.A.	1,108,206	N.A.	N.A.	78.4%	N.A.	N.A.	\$146.58	N.A.	N.A.
Maui County	3,249,187	N.A.	N.A.	2,557,497	N.A.	N.A.	78.7%	N.A.	N.A.	\$248.01	N.A.	N.A.
Wailea/Kīhei	1,529,555	N.A.	N.A.	1,227,366	N.A.	N.A.	80.2%	N.A.	N.A.	\$239.15	N.A.	N.A.
Lahaina/Kā'anapali/ Nāpili/Kapalua	1,317,351	N.A.	N.A.	1,026,383	N.A.	N.A.	77.9%	N.A.	N.A.	\$276.84	N.A.	N.A.
Island of Hawai'i	2,332,287	N.A.	N.A.	1,546,702	N.A.	N.A.	66.3%	N.A.	N.A.	\$162.86	N.A.	N.A.
Kona	1,123,310	N.A.	N.A.	798,227	N.A.	N.A.	71.1%	N.A.	N.A.	\$135.29	N.A.	N.A.
Hilo/Honoka'a	468,834	N.A.	N.A.	275,626	N.A.	N.A.	58.8%	N.A.	N.A.	\$95.68	N.A.	N.A.
Kaua'i	1,433,626	N.A.	N.A.	1,075,000	N.A.	N.A.	75.0%	N.A.	N.A.	\$263.81	N.A.	N.A.

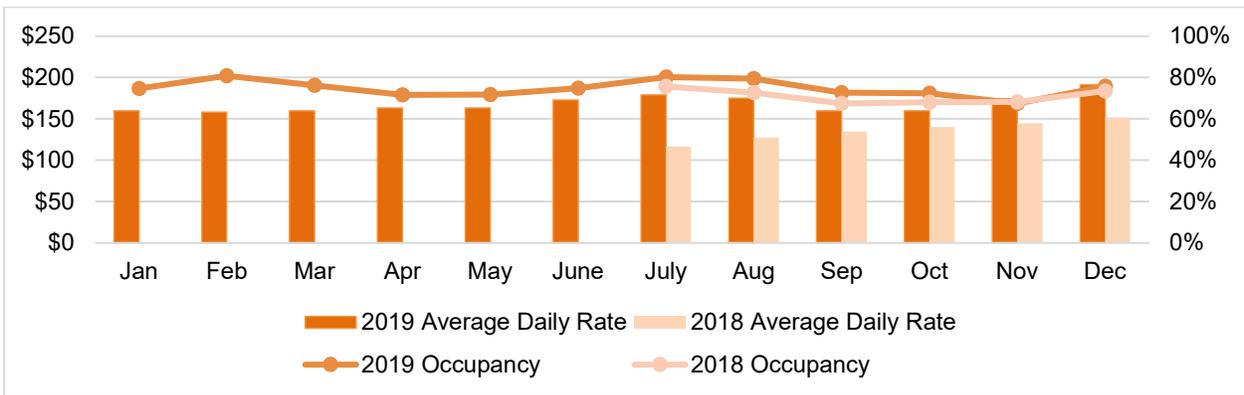
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Figure 3: Monthly State of Hawai'i Vacation Rental Performance - 2019



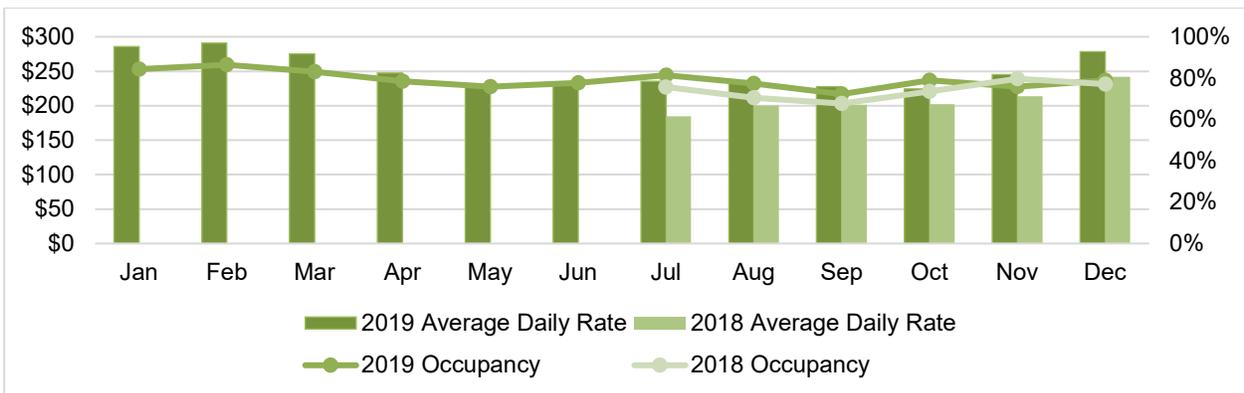
Source: Transparent Intelligence, Inc. © Copyright 2020 Hawai'i Tourism Authority.
Note: Data for January – June 2018 are not available. November 2019 ADR was updated.

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



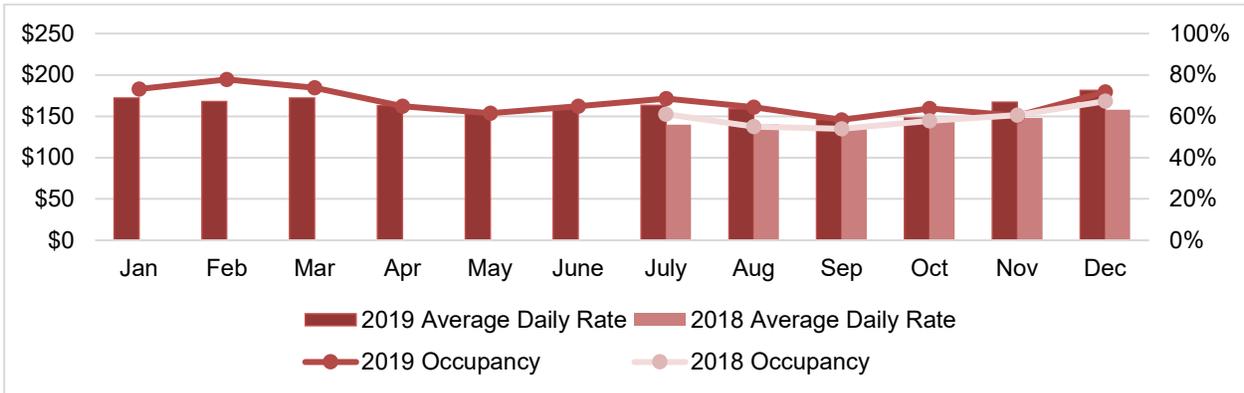
Source: Transparent Intelligence, Inc. © Copyright 2020 Hawai'i Tourism Authority.
Note: Data for January – June 2018 are not available. November 2019 ADR was updated.

Figure 5: Monthly Maui County Vacation Rental Performance - 2019



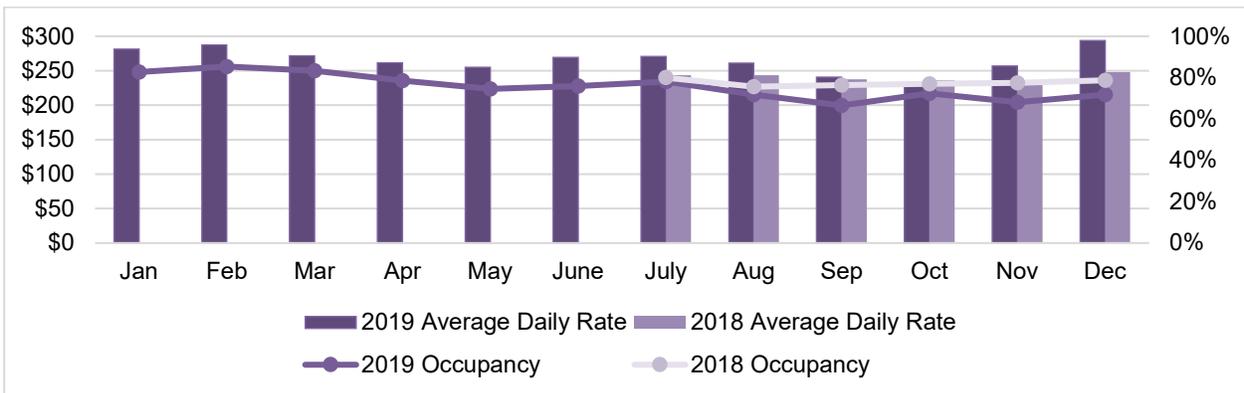
Source: Transparent Intelligence, Inc. © Copyright 2020 Hawai'i Tourism Authority.
Note: Data for January – June 2018 are not available. November 2019 ADR was updated.

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



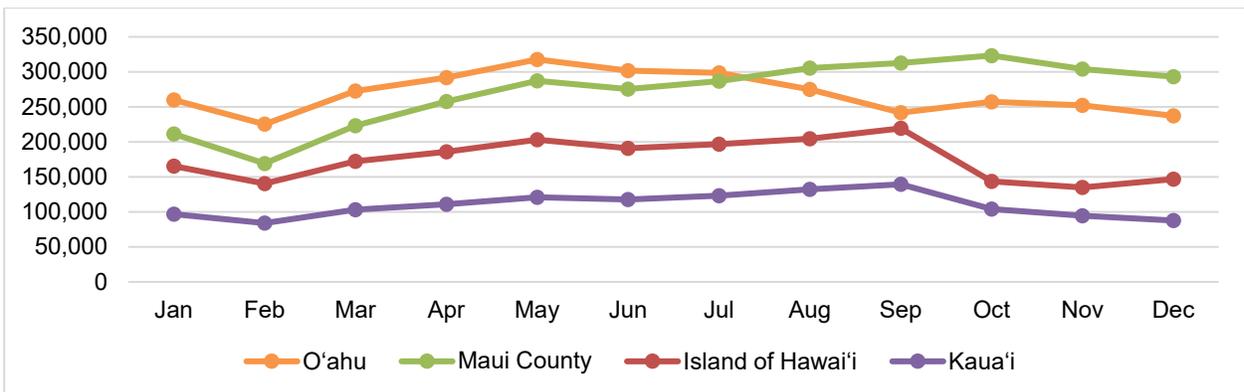
Source: Transparent Intelligence, Inc. © Copyright 2020 Hawai'i Tourism Authority.
Note: Data for January – June 2018 are not available. November 2019 ADR was updated.

Figure 7: Monthly Kaua'i Vacation Rental Performance - 2019



Source: Transparent Intelligence, Inc. © Copyright 2020 Hawai'i Tourism Authority.
Note: Data for January – June 2018 are not available. November 2019 ADR was updated.

Figure 8: Monthly Unit Night Supply by Island - 2019



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