



## February 2020 Hawaii Vacation Rental Performance Report

In February 2020, the total monthly supply of statewide vacation rentals was 728,400 unit nights and monthly demand was 612,600 unit nights, resulting in an average monthly unit occupancy of 84.1 percent (Figure 1).

In comparison, Hawaii's hotels were 84.7 percent occupied in February 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 February was \$246, lower than the ADR for hotels (\$310).

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 February, Maui County had the largest vacation rental supply of all four counties with 230,900 unit nights, which is an increase of 38.5 percent compared to a year ago. Unit demand was 202,500 unit nights, resulting in 87.7 percent occupancy (+1.2 percentage points) with an ADR of \$315 (+9.7%). Maui County hotels were 81.5 percent occupied with an ADR of \$480.

On O'ahu, the vacation rental supply in February was 213,800 unit nights (-4.5%). Unit demand was 173,300 unit nights (-4.3%), resulting in 81.1 percent occupancy (+0.2 percentage points) and an ADR of \$187 (+19.0%). O'ahu hotels were 86.0 percent occupied with an ADR of \$244.

There were 174,700 available unit nights (+17.5%) on the island of Hawaii in February. Unit demand was 146,200 unit nights (+27.0%), resulting in 83.7 percent occupancy (+6.2 percentage points) with an ADR of \$180 (+11.2%). Hawaii Island hotels were 84.4 percent occupied with an ADR of \$309.

Kaua'i had the fewest number of available unit nights in February at 108,900 (+35.0%). Unit demand was 90,500 unit nights (+31.5%), resulting in 83.2 percent occupancy (-2.2 percentage points) with an ADR of \$308 (+8.8%). Kaua'i hotels were 84.6 percent occupied with an ADR of \$319.

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 2020, the report included data for 31,645 units, representing 55,766 bedrooms in the Hawaiian Islands.

**Figure 1: Hawai'i Vacation Rental Performance February 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
<b>State of Hawai'i</b>	728,385	619,996	17.5%	612,558	509,336	20.3%	84.1%	82.2%	1.9%	\$245.66	\$212.14	15.8%
<b>O'ahu</b>	213,799	223,863	-4.5%	173,335	181,091	-4.3%	81.1%	80.9%	0.2%	\$187.39	\$157.41	19.0%
Waikīkī	105,738	84,583	25.0%	90,684	71,669	26.5%	85.8%	84.7%	1.0%	\$163.44	\$148.14	10.3%
<b>Maui County</b>	230,949	166,778	38.5%	202,485	144,291	40.3%	87.7%	86.5%	1.2%	\$315.26	\$287.34	9.7%
Wailea/Kīhei	101,189	75,343	34.3%	91,459	65,284	40.1%	90.4%	86.6%	3.7%	\$315.80	\$295.95	6.7%
Lahaina/Kā'anapali/ Nāpili/Kapalua	101,128	67,559	49.7%	86,311	58,573	47.4%	85.3%	86.7%	-1.4%	\$343.59	\$311.44	10.3%
<b>Island of Hawai'i</b>	174,750	148,673	17.5%	146,196	115,095	27.0%	83.7%	77.4%	6.2%	\$179.63	\$161.49	11.2%
Kona	81,381	66,490	22.4%	71,547	56,147	27.4%	87.9%	84.4%	3.5%	\$163.53	\$141.12	15.9%
Hilo/Honoka'a	40,531	38,209	6.1%	31,605	25,861	22.2%	78.0%	67.7%	10.3%	\$101.35	\$92.59	9.5%
<b>Kaua'i</b>	108,887	80,682	35.0%	90,542	68,859	31.5%	83.2%	85.3%	-2.2%	\$308.18	\$283.16	8.8%

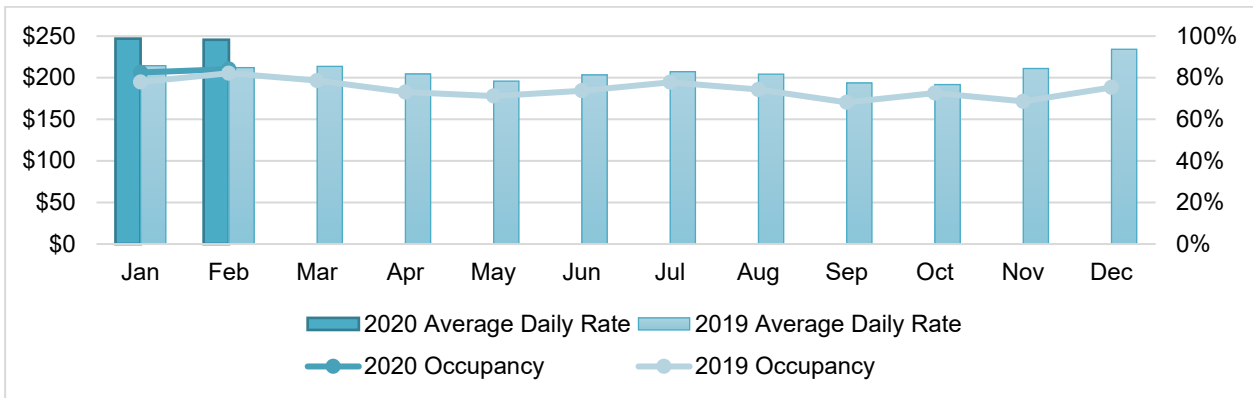
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**Figure 2: Hawai'i Vacation Rental Performance Year-to-Date February 2020**

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2020	2019	% Change	2020	2019	% Change	2020	2019	Percentage Pt. Change	2020	2019	% Change
<b>State of Hawai'i</b>	1,525,642	1,355,934	12.5%	1,270,484	1,082,764	17.3%	83.3%	79.9%	4.3%	\$246.37	\$213.36	15.5%
<b>O'ahu</b>	438,433	482,176	-9.1%	355,187	373,891	-5.0%	81.0%	77.5%	4.5%	\$188.73	\$158.02	19.4%
Waikīkī	216,574	183,730	17.9%	185,803	148,662	25.0%	85.8%	80.9%	6.0%	\$165.87	\$149.62	10.9%
<b>Maui County</b>	496,323	375,437	32.2%	429,703	320,378	34.1%	86.6%	85.3%	1.5%	\$313.08	\$284.52	10.0%
Wailea/Kīhei	221,096	170,514	29.7%	197,356	144,751	36.3%	89.3%	84.9%	5.1%	\$310.80	\$292.02	6.4%
Lahaina/Kā'anapali/ Nāpili/Kapalua	214,229	150,417	42.4%	180,144	129,453	39.2%	84.1%	86.1%	-2.3%	\$343.91	\$309.64	11.1%
<b>Island of Hawai'i</b>	366,784	324,313	13.1%	302,908	242,482	24.9%	82.6%	74.8%	10.5%	\$182.04	\$164.35	10.8%
Kona	171,316	147,230	16.4%	148,879	119,990	24.1%	86.9%	81.5%	6.6%	\$162.73	\$143.44	13.5%
Hilo/Honoka'a	83,692	81,431	2.8%	64,271	52,533	22.3%	76.8%	64.5%	19.0%	\$103.42	\$93.94	10.1%
<b>Kaua'i</b>	224,102	174,008	28.8%	182,686	146,013	25.1%	81.5%	83.9%	-2.9%	\$308.21	\$280.33	9.9%

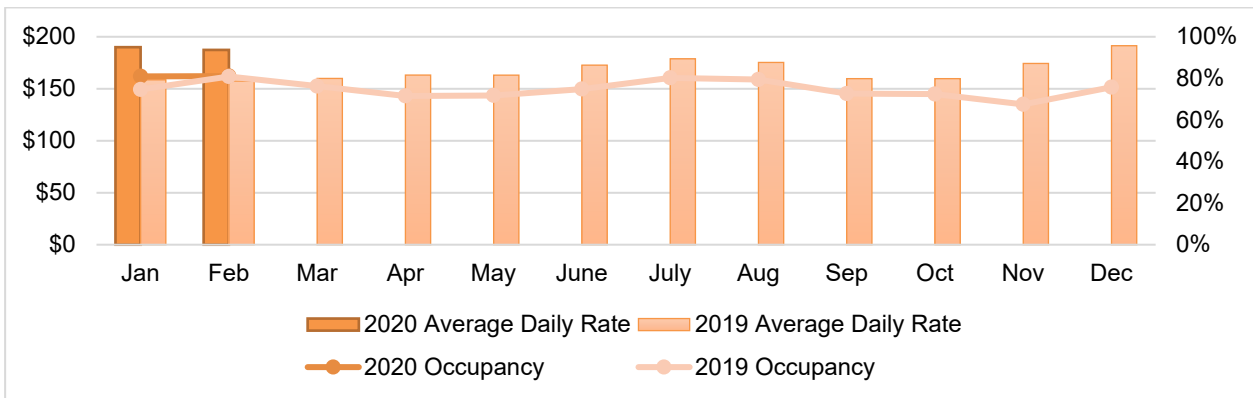
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**Figure 3: Monthly State of Hawai'i Vacation Rental Performance - 2020 vs. 2019**



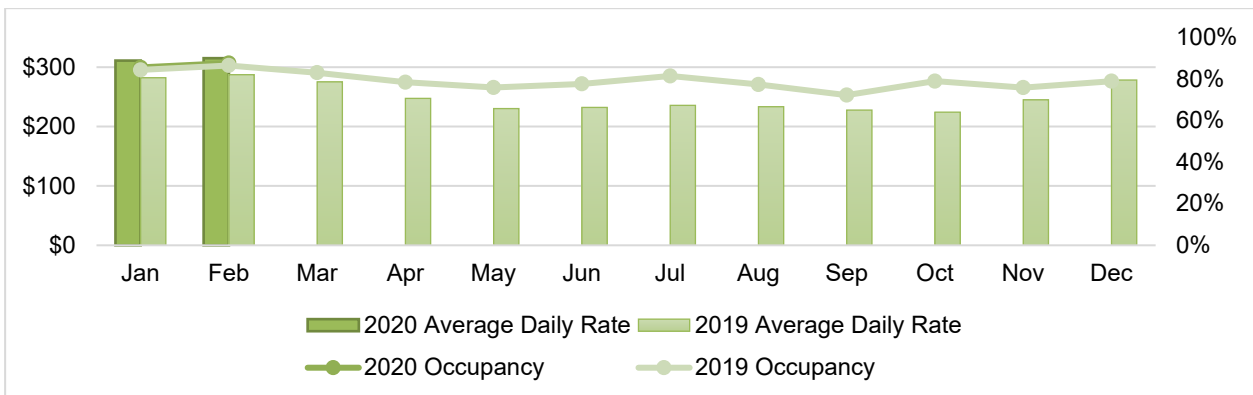
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**Figure 4: Monthly O'ahu Vacation Rental Performance - 2020 vs. 2019**



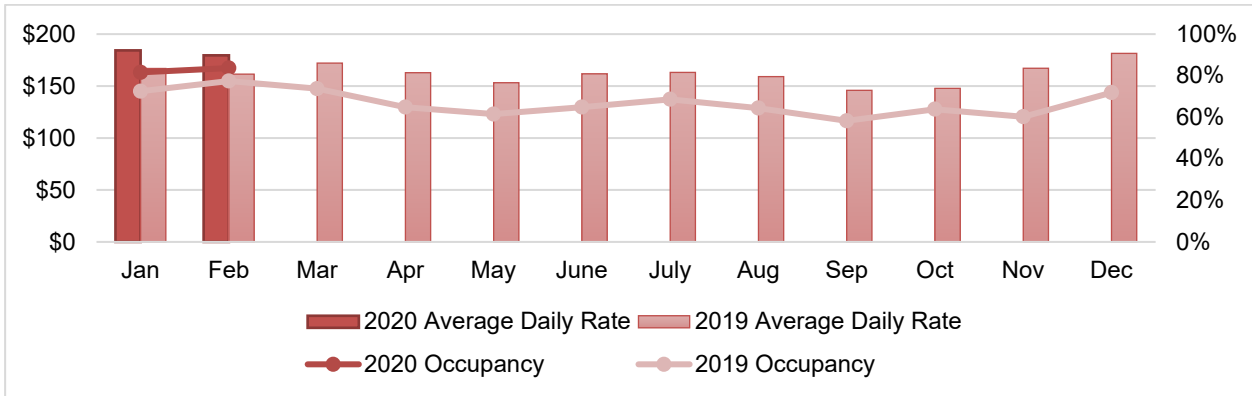
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**Figure 5: Monthly Maui County Vacation Rental Performance - 2020 vs. 2019**



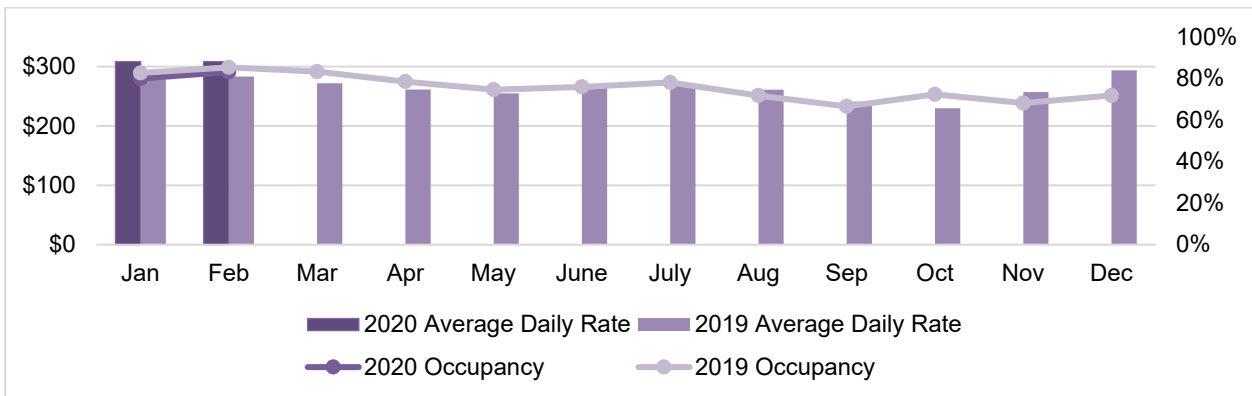
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**Figure 6: Monthly Island of Hawai'i Vacation Rental Performance - 2020 vs. 2019**



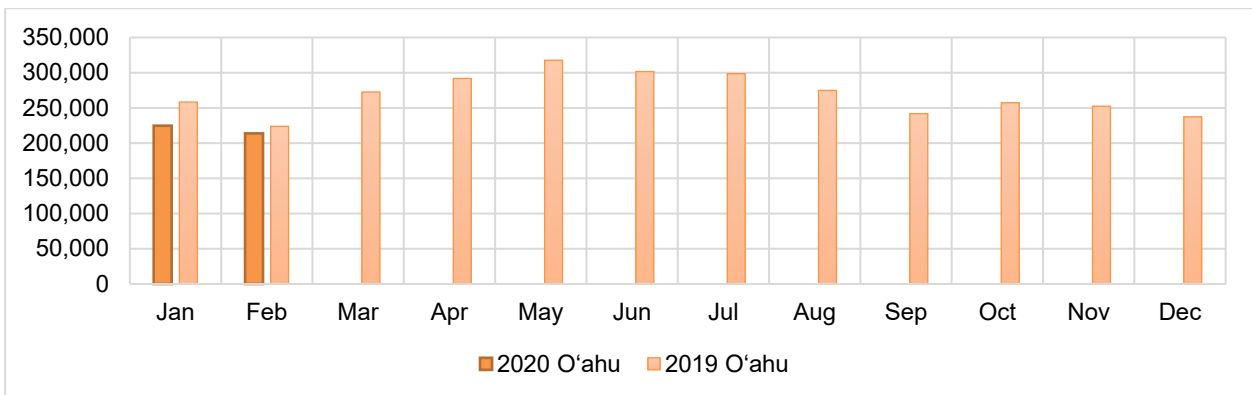
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**Figure 7: Monthly Kaua'i Vacation Rental Performance - 2020 vs. 2019**



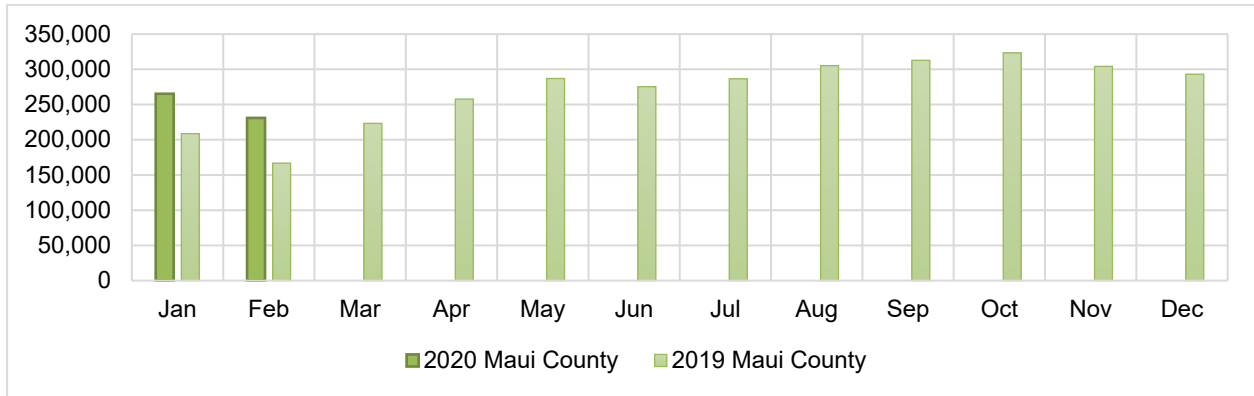
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**Figure 8: Monthly O'ahu Unit Night Supply - 2020 vs. 2019**



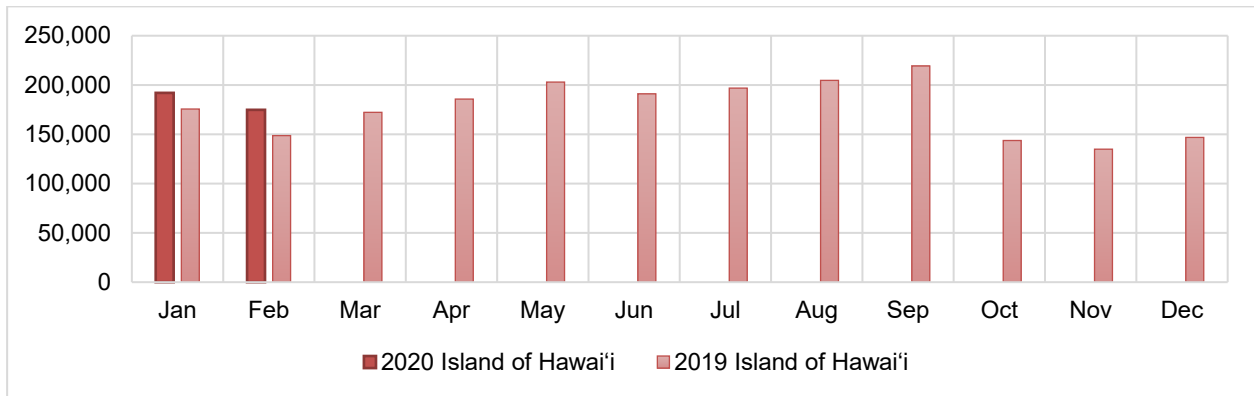
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**Figure 9: Monthly Maui County Unit Night Supply - 2020 vs. 2019**



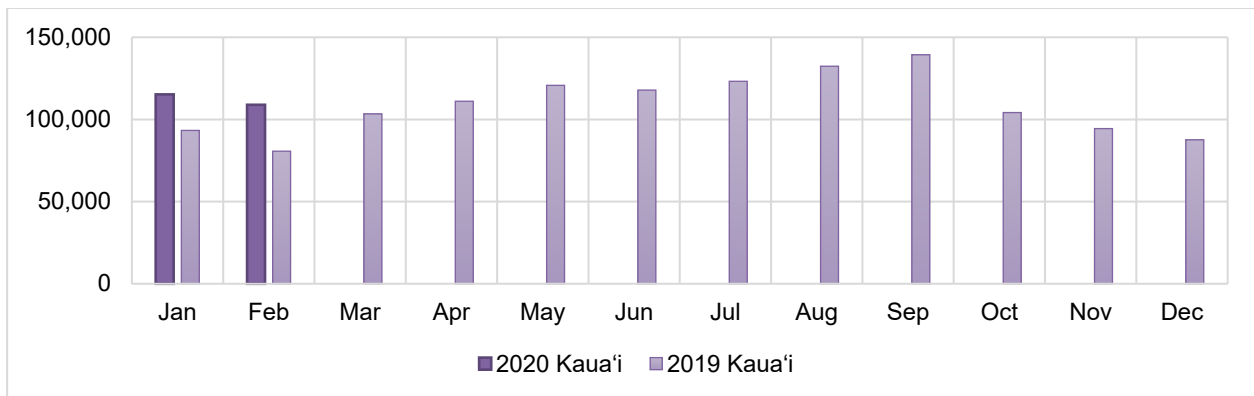
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**Figure 10: Monthly Island of Hawai'i Unit Night Supply - 2020 vs. 2019**



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**Figure 11: Monthly Kaua'i Unit Night Supply - 2020 vs. 2019**



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