



April 2020 Hawaii Vacation Rental Performance Report

In April 2020, the total monthly supply of statewide vacation rentals was 319,500 unit nights and monthly demand was 16,000 unit nights, resulting in an average monthly unit occupancy of 5.0 percent (Figure 1).

In comparison, Hawaii's hotels were 8.9 percent occupied in April 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 April was \$190, which was higher than the ADR for hotels (\$131).

On April 7, City & County of Honolulu Mayor Kirk Caldwell was the first mayor in the state to announce that short-term rentals (lodgings that provide guest accommodations for less than 30 days, other than hotels and motels) are deemed as non-essential businesses during the COVID-19 emergency and may not operate. The other county mayors followed with similar orders. Furthermore, vacation rentals are not on the state's list of essential businesses during this emergency period.

Also in April, the majority of flights to Hawaii were cancelled because of COVID-19. As of March 26, all passengers arriving from out-of-state were required to abide by a mandatory 14-day self-quarantine. The quarantine order was expanded on April 1 to include interisland travelers.

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 April, Maui County had the largest vacation rental supply of all four counties with 95,300 unit nights, which is a decrease of 62.5 percent compared to a year ago. Unit demand was 3,600 unit nights (-98.2%), resulting in 3.8 percent occupancy (-74.7 percentage points) with an ADR of \$237 (-3.6%). Maui County hotels were 11.0 percent occupied with an ADR of \$121.

On O'ahu, the vacation rental supply in April was 122,100 unit nights (-57.8%). Unit demand was 5,100 unit nights (-97.5%), resulting in 4.2 percent occupancy (-67.3 percentage points) and an ADR of \$147 (-10.3%). O'ahu hotels were 8.0 percent occupied with an ADR of \$142.

There were 67,700 available unit nights (-65.5%) on the island of Hawai'i in April. Unit demand was 3,800 unit nights (-97.0%), resulting in 5.6 percent occupancy (-59.1 percentage points) with an ADR of \$164 (+3.0%). Hawai'i Island hotels were 12.4 percent occupied with an ADR of \$107.

Kaua'i had the fewest number of available unit nights in April at 34,500 (-67.5%). Unit demand was 3,500 unit nights (-95.8%), resulting in 10.1 percent occupancy (-68.3 percentage points) with an ADR of \$234 (-9.1%). Kaua'i hotels were 7.0 percent occupied with an ADR of \$131.

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 April 2020, the report included data for 16,742 units, representing 28,613 bedrooms in the Hawaiian Islands.

Figure 1: Hawai'i Vacation Rental Performance April 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	319,504	845,113	-62.2%	16,009	616,154	-97.4%	5.0%	72.9%	-67.9%	\$190.39	\$202.07	-5.8%
O'ahu	122,088	289,435	-57.8%	5,126	206,986	-97.5%	4.2%	71.5%	-67.3%	\$146.72	\$163.53	-10.3%
Waikīkī	64,903	117,872	-44.9%	2,788	87,625	-96.8%	4.3%	74.3%	-70.0%	\$96.48	\$142.37	-32.2%
Maui County	95,256	253,717	-62.5%	3,643	199,321	-98.2%	3.8%	78.6%	-74.7%	\$237.47	\$246.41	-3.6%
Wailea/Kīhei	38,675	121,690	-68.2%	1,712	96,779	-98.2%	4.4%	79.5%	-75.1%	\$205.67	\$237.11	-13.3%
Lahaina/Kā'anapali/ Nāpili/Kapalua	41,584	100,664	-58.7%	1,399	79,034	-98.2%	3.4%	78.5%	-75.1%	\$292.92	\$274.17	6.8%
Island of Hawai'i	67,702	196,014	-65.5%	3,761	126,813	-97.0%	5.6%	64.7%	-59.1%	\$163.73	\$158.93	3.0%
Kona	28,501	89,759	-68.2%	1,812	62,593	-97.1%	6.4%	69.7%	-63.4%	\$154.11	\$131.71	17.0%
Hilo/Honoka'a	19,774	46,111	-57.1%	963	26,845	-96.4%	4.9%	58.2%	-53.3%	\$104.99	\$97.83	7.3%
Kaua'i	34,458	105,947	-67.5%	3,479	83,034	-95.8%	10.1%	78.4%	-68.3%	\$234.24	\$257.59	-9.1%

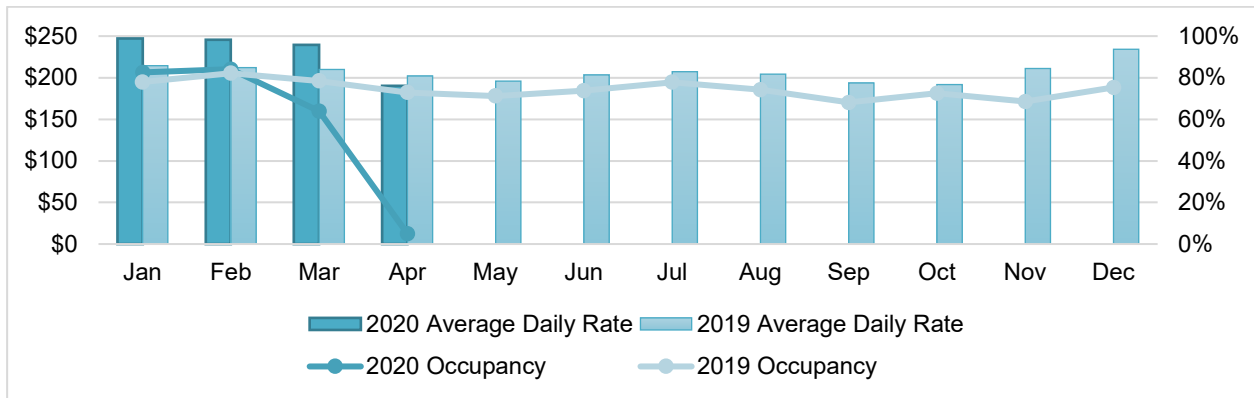
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Figure 2: Hawai'i Vacation Rental Performance Year-to-Date April 2020

	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	2,716,666	2,973,818	-8.6%	1,843,905	2,305,100	-20.0%	67.9%	77.5%	-12.4%	\$243.78	\$209.44	16.4%
O'ahu	806,635	1,042,145	-22.6%	503,435	787,305	-36.1%	62.4%	75.5%	-17.4%	\$184.70	\$159.72	15.6%
Waikīkī	406,269	408,603	-0.6%	262,069	320,474	-18.2%	64.5%	78.4%	-17.8%	\$159.15	\$145.80	9.2%
Maui County	878,706	848,806	3.5%	633,301	702,386	-9.8%	72.1%	82.7%	-12.9%	\$308.83	\$270.75	14.1%
Wailea/Kīhei	392,651	395,849	-0.8%	297,732	328,254	-9.3%	75.8%	82.9%	-8.6%	\$307.40	\$271.07	13.4%
Lahaina/Kā'anapali/ Nāpili/Kapalua	375,705	338,203	11.1%	260,948	281,062	-7.2%	69.5%	83.1%	-16.4%	\$337.09	\$296.31	13.8%
Island of Hawai'i	637,514	703,306	-9.4%	440,427	503,503	-12.5%	69.1%	71.6%	-3.5%	\$182.24	\$163.54	11.4%
Kona	297,027	320,063	-7.2%	219,154	248,722	-11.9%	73.8%	77.7%	-5.1%	\$162.33	\$140.17	15.8%
Hilo/Honoka'a	147,886	173,273	-14.7%	90,697	108,513	-16.4%	61.3%	62.6%	-2.1%	\$102.77	\$95.21	7.9%
Kaua'i	393,811	379,561	3.8%	266,742	311,906	-14.5%	67.7%	82.2%	-17.6%	\$302.46	\$270.96	11.6%

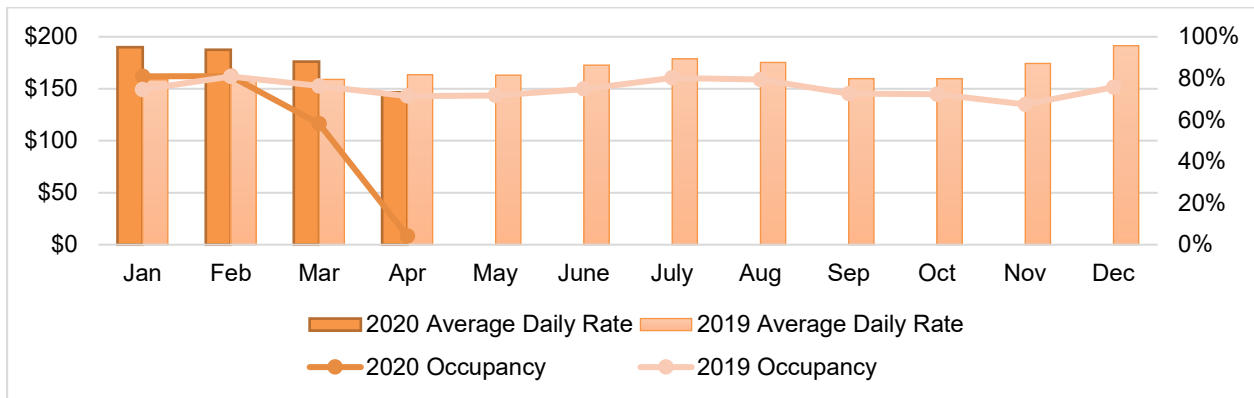
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Figure 3: Monthly State of Hawai'i Vacation Rental Performance - 2020 vs. 2019



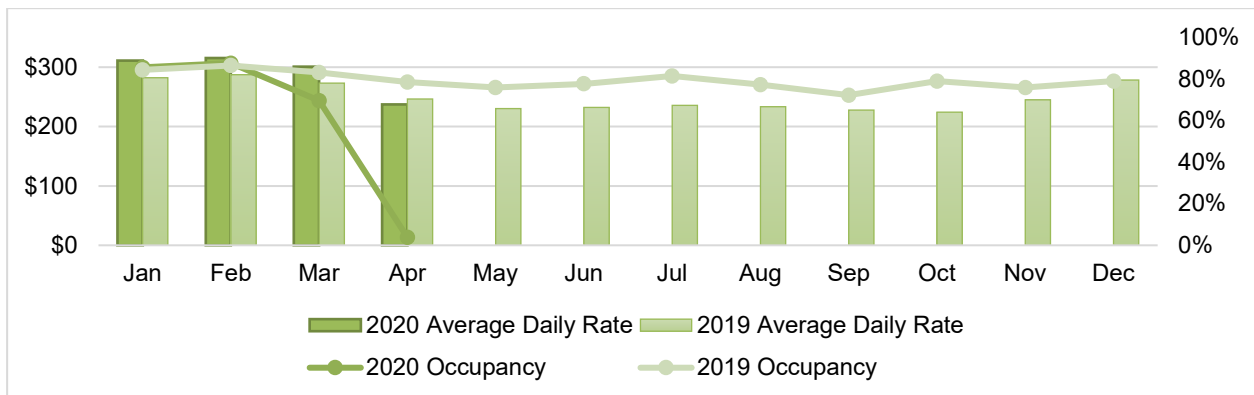
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Figure 4: Monthly O'ahu Vacation Rental Performance - 2020 vs. 2019



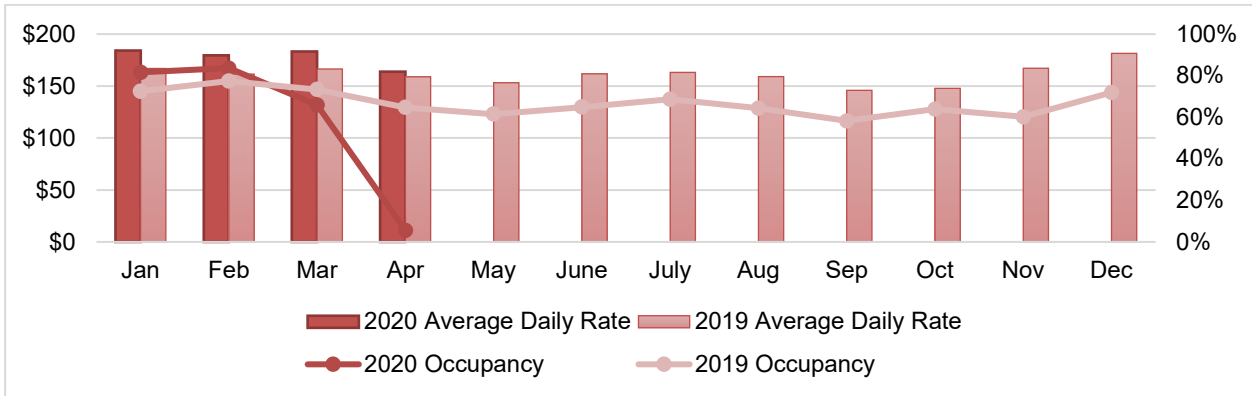
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Figure 5: Monthly Maui County Vacation Rental Performance - 2020 vs. 2019



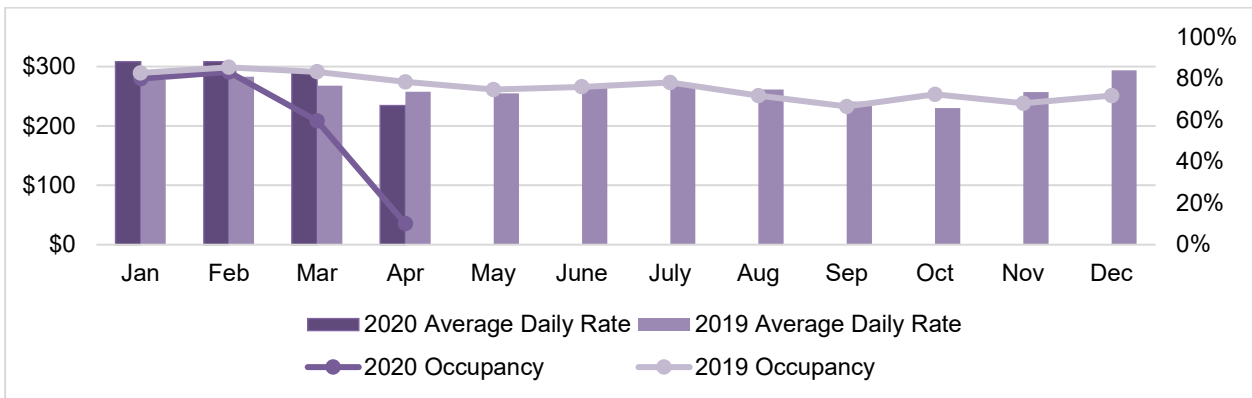
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Figure 6: Monthly Island of Hawai'i Vacation Rental Performance - 2020 vs. 2019



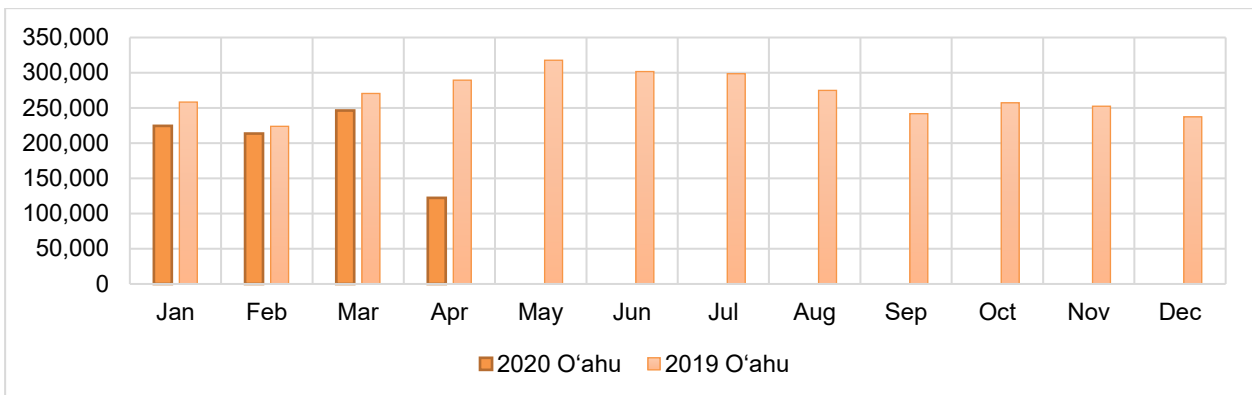
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Figure 7: Monthly Kaua'i Vacation Rental Performance - 2020 vs. 2019



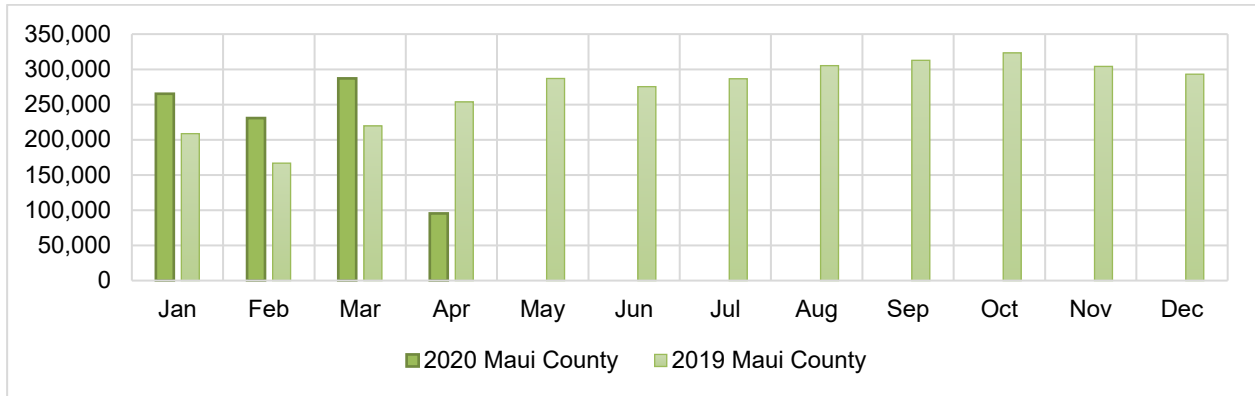
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Figure 8: Monthly O'ahu Unit Night Supply - 2020 vs. 2019



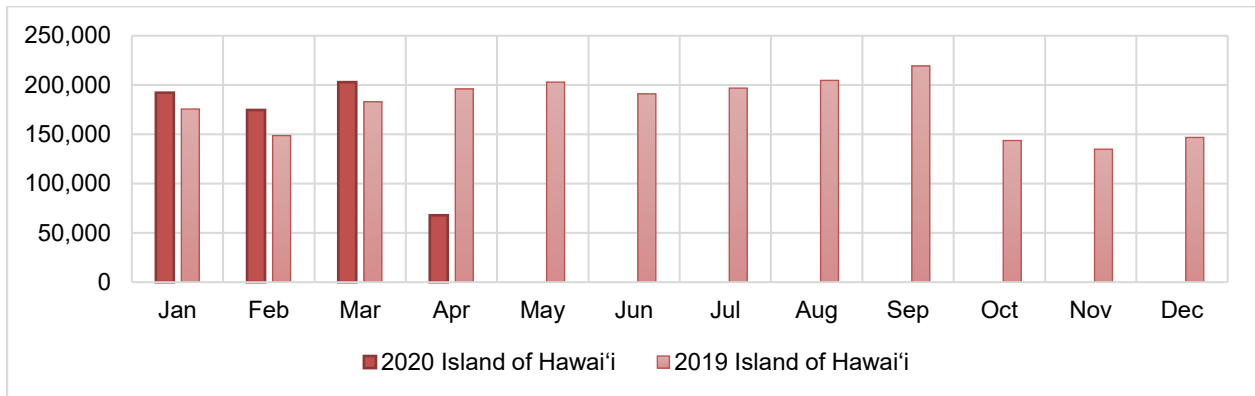
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Figure 9: Monthly Maui County Unit Night Supply - 2020 vs. 2019



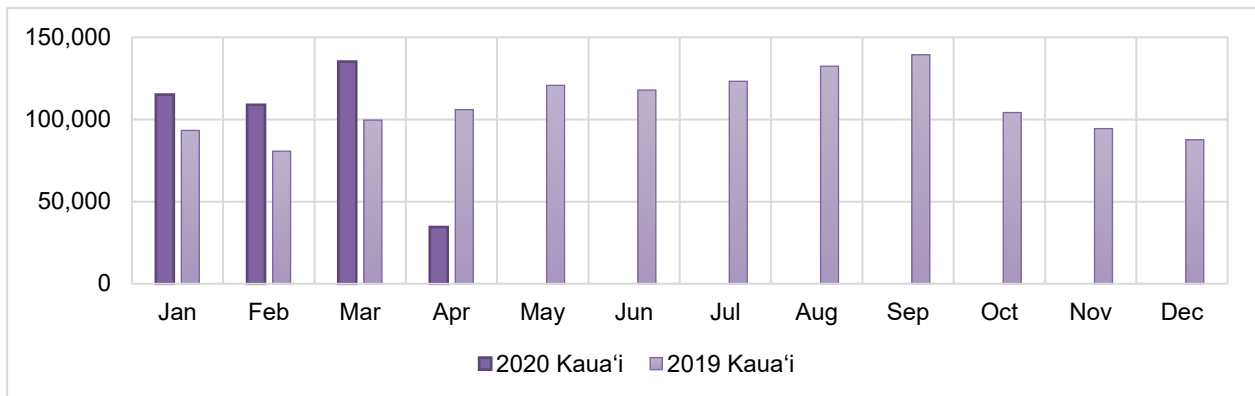
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Figure 10: Monthly Island of Hawai'i Unit Night Supply - 2020 vs. 2019



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



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