



## November 2020 Hawaii Vacation Rental Performance Report

In November 2020, the total monthly supply of statewide vacation rentals was 555,000 unit nights (-34.5%) and monthly demand was 175,400 unit nights (-69.9%), resulting in an average monthly unit occupancy of 31.6 percent (-37.0 percentage points) (Figure 1).

In comparison, Hawaii's hotels had an average occupancy rate of 22.1 percent in November 2020. 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 November was \$230, which was on par with the ADR for hotels (\$230).

Beginning October 15, passengers arriving from out-of-state and traveling inter-county could bypass the mandatory 14-day self-quarantine with a valid negative COVID-19 NAAT test result from a Trusted Testing and Travel Partner. However, a new policy went into effect on November 24 requiring all trans-Pacific travelers participating in the pre-travel testing program to have a negative test result before their departure to Hawaii, and test results would no longer be accepted once a traveler arrives in Hawaii. The counties of Kaua'i, Hawaii, Maui, and Kalawao (Moloka'i) also had a partial quarantine in place in November. In addition, Lāna'i residents and visitors were under a stay-at-home order from October 27 to November 11.

In November under Tier 2, legal short-term rentals were allowed to operate on O'ahu. For Maui County, travelers awaiting their pre-travel test results were allowed to stay at a vacation rental as their place of quarantine. On Hawaii Island and Kaua'i, legal short-term rentals were allowed to operate 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 November, Maui County had the largest vacation rental supply of all four counties with 224,200 available unit nights (-20.8) and unit demand was 65,500 unit nights (-69.6%), resulting in 29.2 percent occupancy (-46.8 percentage points) with an ADR of \$239 (-32.1%). Maui County hotels were 20.2 percent occupied with an ADR of \$375.

O'ahu vacation rental supply was 122,300 available unit nights (-48.8%) in November. Unit demand was 42,200 unit nights (-73.8%), resulting in 34.5 percent occupancy (-33.0 percentage points) and an ADR of \$194 (-19.4%). O'ahu hotels were 22.6 percent occupied with an ADR of \$167.

The island of Hawai'i vacation rental supply was 116,900 available unit nights (-43.4%) in November. Unit demand was 36,200 unit nights (-70.8%), resulting in 31.0 percent occupancy (-29.2 percentage points) with an ADR of \$215 (-14.4%). Hawai'i Island hotels were 20.4 percent occupied with an ADR of \$217.

Kaua'i had the fewest number of available unit nights in November at 91,600 (-23.2%). Unit demand was 31,500 unit nights (-61.2%), resulting in 34.3 percent occupancy (-33.7 percentage points) with an ADR of \$278 (-26.3%). Kaua'i hotels were 28.0 percent occupied with an ADR of \$215.

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 November 2020, the report included data for 24,955 units, representing 43,150 bedrooms in the Hawaiian Islands.

**Figure 1: Hawai'i Vacation Rental Performance November 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>	555,047	847,936	-34.5%	175,440	582,054	-69.9%	31.6%	68.6%	-37.0%	\$230.08	\$302.90	-24.0%
<b>O'ahu</b>	122,321	238,900	-48.8%	42,200	161,357	-73.8%	34.5%	67.5%	-33.0%	\$193.58	\$240.20	-19.4%
Waikīkī	70,872	120,284	-41.1%	23,973	86,652	-72.3%	33.8%	72.0%	-38.2%	\$145.33	\$217.08	-33.1%
<b>Maui County</b>	224,225	283,193	-20.8%	65,534	215,230	-69.6%	29.2%	76.0%	-46.8%	\$238.61	\$351.32	-32.1%
Wailea/Kīhei	103,998	134,916	-22.9%	33,838	108,119	-68.7%	32.5%	80.1%	-47.6%	\$209.25	\$341.29	-38.7%
Lahaina/Kā'anapali/ Nāpili/Kapalua	99,505	113,870	-12.6%	25,930	82,620	-68.6%	26.1%	72.6%	-46.5%	\$285.29	\$388.12	-26.5%
<b>Island of Hawai'i</b>	116,864	206,577	-43.4%	36,240	124,285	-70.8%	31.0%	60.2%	-29.2%	\$215.25	\$251.43	-14.4%
Kona	58,089	97,986	-40.7%	18,574	64,348	-71.1%	32.0%	65.7%	-33.7%	\$186.17	\$226.47	-17.8%
Hilo/Honoka'a	18,324	45,897	-60.1%	5,896	23,384	-74.8%	32.2%	50.9%	-18.8%	\$107.02	\$137.93	-22.4%
<b>Kaua'i</b>	91,637	119,266	-23.2%	31,466	81,182	-61.2%	34.3%	68.1%	-33.7%	\$278.36	\$377.95	-26.3%

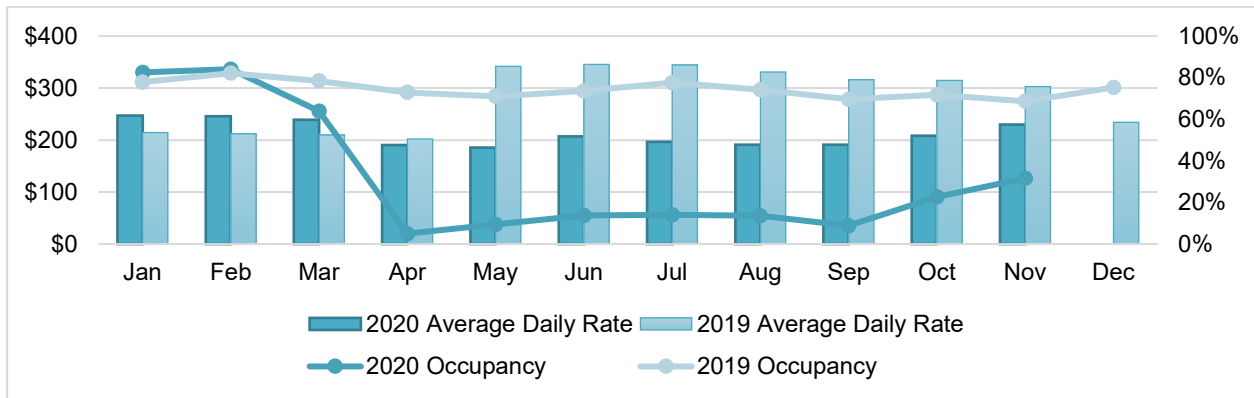
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**Figure 2: Hawai'i Vacation Rental Performance Year-to-Date November 2020**

	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>	5,401,437	9,130,595	-40.8%	2,324,698	6,763,287	-65.6%	43.0%	74.1%	-41.9%	\$236.81	\$288.21	-17.8%
<b>O'ahu</b>	1,552,814	2,920,291	-46.8%	652,943	2,183,917	-70.1%	42.0%	74.8%	-43.8%	\$181.95	\$233.35	-22.0%
Waikīkī	802,562	1,265,109	-36.6%	344,884	991,295	-65.2%	43.0%	78.4%	-45.2%	\$153.36	\$219.61	-30.2%
<b>Maui County</b>	1,840,033	2,846,232	-35.4%	782,354	2,248,352	-65.2%	42.5%	79.0%	-46.2%	\$294.72	\$340.54	-13.5%
Wailea/Kīhei	833,902	1,372,370	-39.2%	375,071	1,102,819	-66.0%	45.0%	80.4%	-44.0%	\$286.46	\$329.84	-13.2%
Lahaina/Kā'anapali/ Nāpili/Kapalua	790,049	1,118,546	-29.4%	314,860	876,940	-64.1%	39.9%	78.4%	-49.2%	\$328.74	\$379.61	-13.4%
<b>Island of Hawai'i</b>	1,236,755	2,158,946	-42.7%	550,151	1,420,820	-61.3%	44.5%	65.8%	-32.4%	\$182.91	\$234.46	-22.0%
Kona	575,052	996,493	-42.3%	270,708	706,328	-61.7%	47.1%	70.9%	-33.6%	\$163.98	\$211.50	-22.5%
Hilo/Honoka'a	276,913	505,424	-45.2%	117,214	297,283	-60.6%	42.3%	58.8%	-28.0%	\$103.14	\$135.97	-24.1%
<b>Kaua'i</b>	771,835	1,205,126	-36.0%	339,250	910,198	-62.7%	44.0%	75.5%	-41.8%	\$296.27	\$374.49	-20.9%

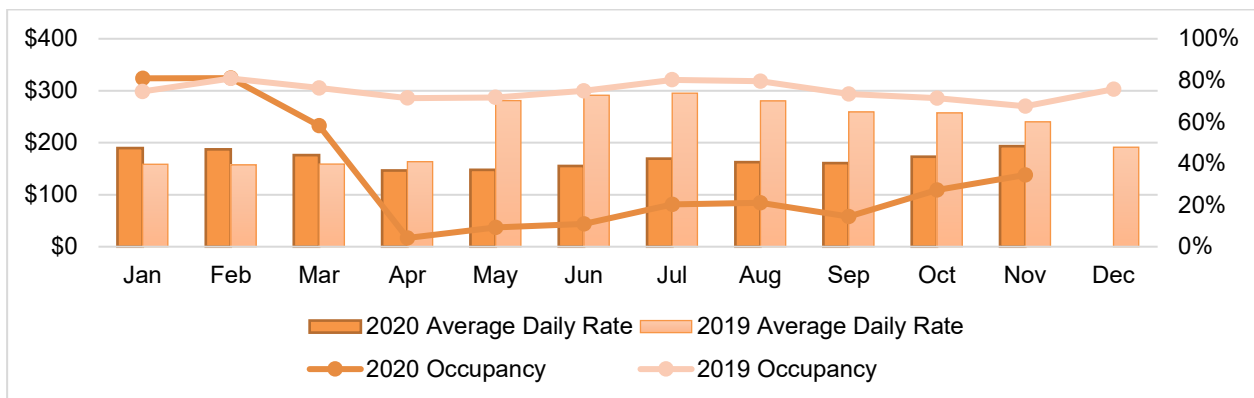
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**Figure 3: Monthly State of Hawai'i Vacation Rental Performance - 2020 vs. 2019**



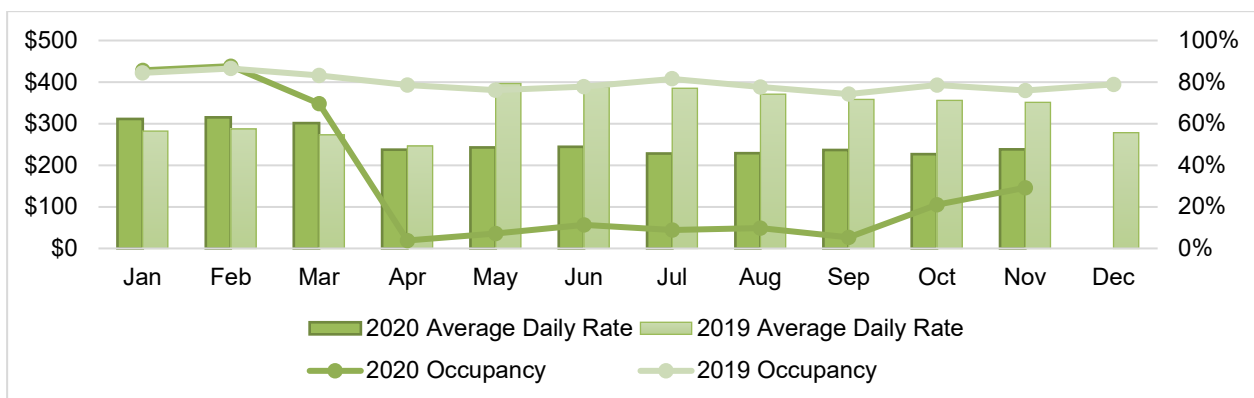
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**Figure 4: Monthly O'ahu Vacation Rental Performance - 2020 vs. 2019**



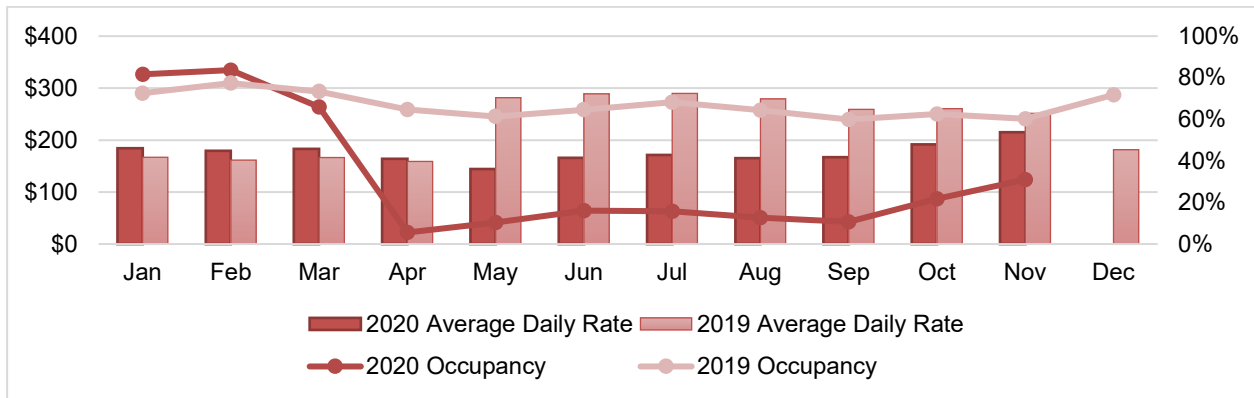
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**Figure 5: Monthly Maui County Vacation Rental Performance - 2020 vs. 2019**



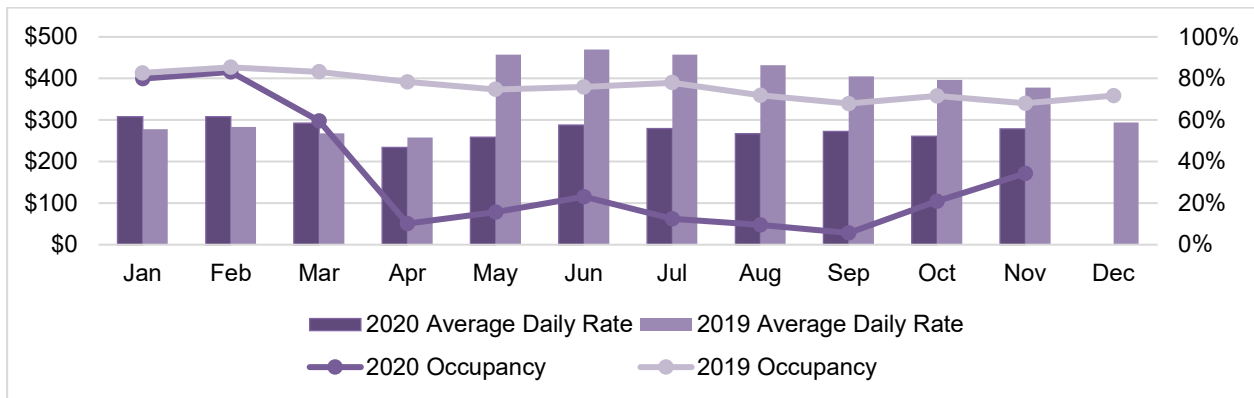
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**Figure 6: Monthly Island of Hawai'i Vacation Rental Performance - 2020 vs. 2019**



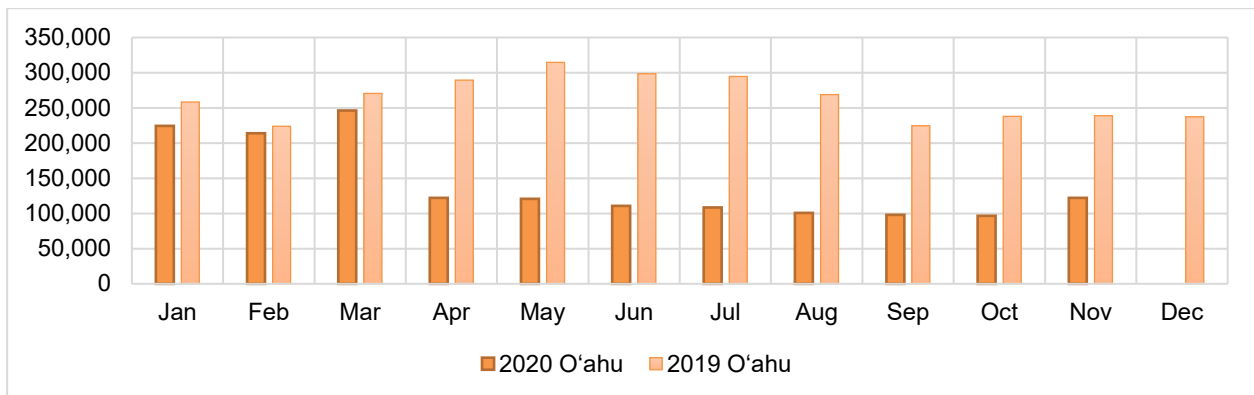
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**Figure 7: Monthly Kaua'i Vacation Rental Performance - 2020 vs. 2019**



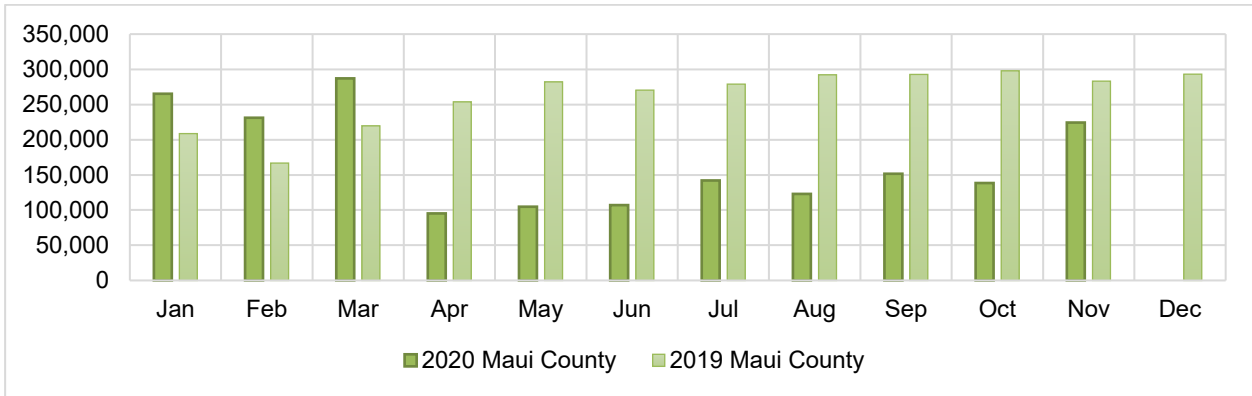
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**Figure 8: Monthly O'ahu Unit Night Supply - 2020 vs. 2019**



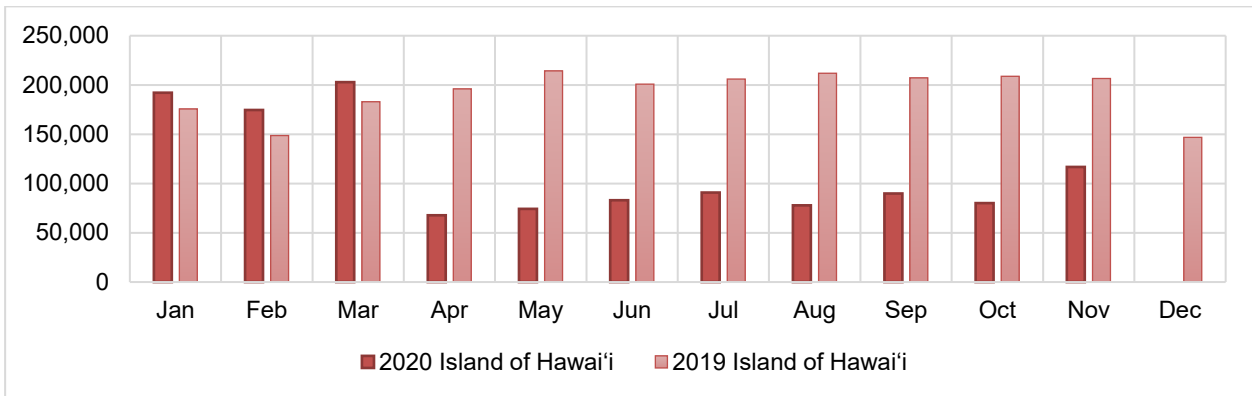
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**Figure 9: Monthly Maui County Unit Night Supply - 2020 vs. 2019**



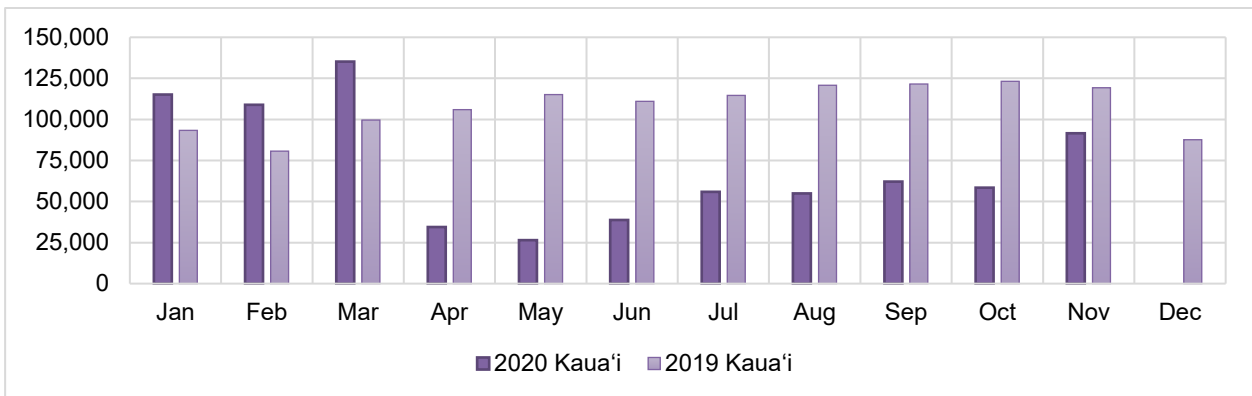
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**Figure 10: Monthly Island of Hawai'i Unit Night Supply - 2020 vs. 2019**



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



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