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June 2024 Hawai'i Vacation Rental Performance Report

Vacation rentals across Hawai'i reported increases in supply, average daily rate (ADR) and demand, with a lower occupancy rate in June 2024 when compared to June 2023. In comparison to pre-pandemic June 2019, ADR was higher in June 2024 but vacation rental supply, demand and occupancy were lower.

In June 2024, the total monthly supply of statewide vacation rentals was 820,500 unit nights (+6.8% vs. 2023, -7.4% vs. 2019) and monthly demand was 419,400 unit nights (+0.4% vs. 2023, -35.8% vs. 2019) (Figures 1 and 2). This combination resulted in an average monthly unit occupancy of 51.1 percent (-3.3 percentage points vs. 2023, -22.6 percentage points vs. 2019) for June. Occupancy for Hawai'i's hotels was 75.5 percent in June 2024.

The ADR for vacation rental units statewide in June was \$320 (+5.6% vs. 2023, +57.2% vs. 2019). By comparison, the ADR for hotels was \$373 in June 2024. It is important to note that unlike hotels, units in vacation rentals 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 data in DBEDT's Hawai'i Vacation Rental Performance Report specifically excludes units reported in Hawai'i Tourism Authority's (HTA) Hawai'i Hotel Performance Report and Hawai'i Timeshare Quarterly Survey Report. A vacation rental is defined as the use of a rental house, condominium unit, private room in a private home, or shared room/space in a private home. This report 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 June 2024, Maui County had the largest vacation rental supply at 256,800 available unit nights in June (+4.3% vs. 2023, -6.7% vs. 2019). Unit demand was 126,500 unit nights (-13.5% vs. 2023, -40.9% vs. 2019), resulting in 49.3 percent occupancy (-10.2 percentage points vs. 2023, -28.4 percentage points vs. 2019) and ADR at \$380 (+7.0% vs. 2023, +63.8% vs. 2019). For June 2024, Maui County hotels reported ADR at \$563 and occupancy of 57.5 percent.

O'ahu vacation rental supply was 222,900 available unit nights (+5.5% vs. 2023, -26.1% vs. 2019). Unit demand was 136,500 unit nights (+14.4% vs. 2023, -39.6% vs. 2019),

resulting in 61.2 percent occupancy (+4.8 percentage points vs. 2023, -13.6 percentage points vs. 2019) with ADR at \$268 (+10.5% vs. 2023, +55.0% vs. 2019). In comparison, O'ahu hotels reported ADR at \$296 and occupancy of 85.2 percent for June 2024.

The island of Hawai'i vacation rental supply was 210,100 available unit nights (+8.2% vs. 2023, +10.0% vs. 2019) in June. Unit demand was 89,300 unit nights (-1.0% vs. 2023, -27.9% vs. 2019), resulting in 42.5 percent occupancy (-4.0 percentage points vs. 2023, -22.3 percentage points vs. 2019) with ADR at \$258 (+5.3% vs. 2023, +59.2% vs. 2019). Hawai'i Island hotels reported ADR at \$424 and occupancy of 67.0 percent.

Kaua'i had the fewest number of available vacation rental unit nights in June at 130,700 (+12.2% vs. 2023, +10.9% vs. 2019). Unit demand was 67,100 unit nights (+8.5% vs. 2023, -25.0% vs. 2019), resulting in 51.3 percent occupancy (-1.8 percentage points vs. 2023, -24.6 percentage points vs. 2019) with ADR at \$393 (+3.9% vs. 2023, +46.1% vs. 2019). Kaua'i hotels reported ADR at \$459 and occupancy of 75.3 percent.

First Half 2024

For the first half of 2024, Hawai'i vacation rental supply was 4.7 million unit nights (+11.5% vs. 2023, -2.1% vs. 2019) and demand was 2.6 million unit nights (+4.0% vs. 2023, -29.1% vs. 2019). 2024 average daily unit rate was \$324 (+3.2% vs. 2023, +55.8% vs. 2019). Statewide vacation rental occupancy for the first half of 2024 was 54.8 percent (-6.7 percentage points vs. 2023, -27.6 percentage points vs. 2019). In comparison, statewide hotel ADR for the first half of 2024 was \$370 and occupancy was 74.7 percent.

Tables of vacation rental performance statistics, including data presented in the report are available for viewing online at: <http://dbedt.hawaii.gov/visitor/vacation-rental-performance/>

About the Hawai'i Vacation Rental Performance Report

The Hawai'i Vacation Rental Performance Report is produced using data compiled by Lighthouse Intelligence, Ltd. (formerly known as Transparent Intelligence, Inc.), which was selected by DBEDT as the provider for these data services.

The report includes data for properties that are listed on Airbnb, Booking.com, Vrbo and TripAdvisor. Data for units included in HTA's Hawai'i Hotel Performance Report and DBEDT's 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. DBEDT and HTA do not support illegal vacation rentals.

Lighthouse enriches their occupancy and price calculations with reservation system data provided by vacation rental software providers, online travel agencies and local property managers. Currently, the reservation systems data provided by data partners represent

about 32.1 percent of the estimated total unique vacation rental properties in the State of Hawai'i. On a county level, reservation system data represents 28.5 percent of Maui County coverage; 37.7 percent of Honolulu County coverage; 34.4 percent of Hawai'i County coverage; and 26.0 percent of Kaua'i County coverage of the estimated number of unique vacation rental properties.

For June 2024, the report included data for 33,940 units, representing 58,934 bedrooms in the Hawaiian Islands.

Figure 1: Hawai'i Vacation Rental Performance June 2024

	Unit Night Supply			Unit Night Demand			Unit Occupancy %			Unit Average Daily Rate		
	2024	2023	% Change	2024	2023	% Change	2024	2023	Percentage Pt. Change	2024	2023	% Change
State of Hawai'i	820,493	768,118	6.8%	419,362	417,605	0.4%	51.1%	54.4%	-3.3%	\$319.66	\$302.64	5.6%
O'ahu	222,859	211,261	5.5%	136,450	119,246	14.4%	61.2%	56.4%	4.8%	\$267.70	\$242.18	10.5%
Waikīkī	129,690	127,283	1.9%	92,969	80,452	15.6%	71.7%	63.2%	8.5%	\$213.13	\$202.69	5.2%
Maui County	256,819	246,240	4.3%	126,508	146,306	-13.5%	49.3%	59.4%	-10.2%	\$380.49	\$355.71	7.0%
Wailea/Kīhei	117,669	110,235	6.7%	60,789	65,756	-7.6%	51.7%	59.7%	-8.0%	\$309.13	\$299.08	3.4%
Lahaina/Kā'anapali/ Nāpili/Kapalua	108,552	108,878	-0.3%	52,967	66,867	-20.8%	48.8%	61.4%	-12.6%	\$490.02	\$433.41	13.1%
Island of Hawai'i	210,131	194,192	8.2%	89,325	90,250	-1.0%	42.5%	46.5%	-4.0%	\$257.57	\$244.62	5.3%
Kona	105,713	97,221	8.7%	42,728	45,294	-5.7%	40.4%	46.6%	-6.2%	\$239.63	\$235.68	1.7%
Hilo/Honoka'a	45,196	42,915	5.3%	19,812	18,685	6.0%	43.8%	43.5%	0.3%	\$153.21	\$134.99	13.5%
Kaua'i	130,684	116,425	12.2%	67,079	61,803	8.5%	51.3%	53.1%	-1.8%	\$393.36	\$378.42	3.9%

Source: Lighthouse Intelligence, Ltd. © Copyright 2024 State of Hawaii Department of Business, Economic Development & Tourism

Figure 2: Hawai'i Vacation Rental Performance June 2024 vs. 2019

	Unit Night Supply			Unit Night Demand			Unit Occupancy %			Unit Average Daily Rate		
	2024	2019	% Change	2024	2019	% Change	2024	2019	Percentage Pt. Change	2024	2019	% Change
State of Hawai'i	820,493	885,949	-7.4%	419,362	653,059	-35.8%	51.1%	73.7%	-22.6%	\$319.66	\$203.35	57.2%
O'ahu	222,859	301,649	-26.1%	136,450	225,806	-39.6%	61.2%	74.9%	-13.6%	\$267.70	\$172.72	55.0%
Waikīkī	129,690	124,690	4.0%	92,969	96,770	-3.9%	71.7%	77.6%	-5.9%	\$213.13	\$146.54	45.4%
Maui County	256,819	275,399	-6.7%	126,508	213,881	-40.9%	49.3%	77.7%	-28.4%	\$380.49	\$232.24	63.8%
Wailea/Kīhei	117,669	132,984	-11.5%	60,789	104,251	-41.7%	51.7%	78.4%	-26.7%	\$309.13	\$221.03	39.9%
Lahaina/Kā'anapali/ Nāpili/Kapalua	108,552	108,768	-0.2%	52,967	85,508	-38.1%	48.8%	78.6%	-29.8%	\$490.02	\$261.40	87.5%
Island of Hawai'i	210,131	191,023	10.0%	89,325	123,874	-27.9%	42.5%	64.8%	-22.3%	\$257.57	\$161.77	59.2%
Kona	105,713	93,559	13.0%	42,728	63,703	-32.9%	40.4%	68.1%	-27.7%	\$239.63	\$129.83	84.6%
Hilo/Honoka'a	45,196	34,831	29.8%	19,812	20,538	-3.5%	43.8%	59.0%	-15.1%	\$153.21	\$92.90	64.9%
Kaua'i	130,684	117,878	10.9%	67,079	89,498	-25.0%	51.3%	75.9%	-24.6%	\$393.36	\$269.15	46.1%

Source: Lighthouse Intelligence, Ltd. © Copyright 2024 State of Hawaii Department of Business, Economic Development & Tourism

Figure 3: Hawai'i Vacation Rental Performance Year-to-Date June 2024

	Unit Night Supply			Unit Night Demand			Unit Occupancy %			Unit Average Daily Rate		
	2024	2023	% Change	2024	2023	% Change	2024	2023	Percentage Pt. Change	2024	2023	% Change
State of Hawai'i	4,685,190	4,200,622	11.5%	2,566,521	2,466,824	4.0%	54.8%	58.7%	-6.7%	\$324.40	\$314.21	3.2%
O'ahu	1,330,763	1,207,139	10.2%	784,560	717,820	9.3%	59.0%	59.5%	-0.9%	\$260.70	\$243.04	7.3%
Waikiki	779,536	727,169	7.2%	527,439	473,126	11.5%	67.7%	65.1%	4.0%	\$212.25	\$202.98	4.6%
North Shore	146,405	137,392	6.6%	80,534	79,986	0.7%	55.0%	58.2%	-5.5%	\$399.15	\$373.33	6.9%
Other Honolulu	114,615	104,622	9.6%	41,365	44,163	-6.3%	36.1%	42.2%	-14.5%	\$194.07	\$198.82	-2.4%
Leeward/Mākaaha Side	142,413	111,646	27.6%	72,732	59,598	22.0%	51.1%	53.4%	-4.3%	\$468.86	\$401.74	16.7%
Windward Side	107,454	92,700	15.9%	45,629	43,338	5.3%	42.5%	46.8%	-9.2%	\$333.50	\$311.41	7.1%
Ala Moana Area	31,060	26,566	16.9%	13,472	15,092	-10.7%	43.4%	56.8%	-23.6%	\$201.93	\$137.52	46.8%
Airport Area	9,280	7,044	31.7%	3,389	2,517	34.6%	36.5%	35.7%	2.2%	\$110.20	\$107.48	2.5%
Maui County	1,386,380	1,297,257	6.9%	777,872	835,898	-6.9%	56.1%	64.4%	-12.9%	\$400.97	\$391.40	2.4%
Wailea/Kihei	628,791	561,296	12.0%	372,900	354,229	5.3%	59.3%	63.1%	-6.0%	\$339.59	\$330.78	2.7%
Lahaina/Kā'anapali/ Nāpili/Kapalua	589,931	583,808	1.0%	320,877	390,703	-17.9%	54.4%	66.9%	-18.7%	\$505.87	\$475.79	6.3%
Mā'alaea	66,846	55,670	20.1%	35,884	36,752	-2.4%	53.7%	66.0%	-18.7%	\$287.15	\$273.92	4.8%
Kahului/Wailuku	44,126	42,555	3.7%	21,906	27,297	-19.7%	49.6%	64.1%	-22.6%	\$302.76	\$282.36	7.2%
Kula/Makawao Area	11,083	9,972	11.1%	5,333	6,162	-13.5%	48.1%	61.8%	-22.1%	\$260.95	\$238.24	9.5%
Hāna Area	9,677	9,750	-0.7%	6,654	7,939	-16.2%	68.8%	81.4%	-15.6%	\$393.22	\$385.40	2.0%
<i>Island of Maui</i>	<i>1,350,454</i>	<i>1,263,051</i>	<i>6.9%</i>	<i>763,554</i>	<i>823,082</i>	<i>-7.2%</i>	<i>56.5%</i>	<i>65.2%</i>	<i>-13.2%</i>	<i>\$405.87</i>	<i>\$395.30</i>	<i>2.7%</i>
<i>Moloka'i</i>	<i>34,965</i>	<i>33,281</i>	<i>5.1%</i>	<i>13,846</i>	<i>12,147</i>	<i>14.0%</i>	<i>39.6%</i>	<i>36.5%</i>	<i>8.5%</i>	<i>\$136.00</i>	<i>\$135.84</i>	<i>0.1%</i>
<i>Lāna'i</i>	<i>961</i>	<i>925</i>	<i>3.9%</i>	<i>472</i>	<i>669</i>	<i>-29.4%</i>	<i>49.1%</i>	<i>72.3%</i>	<i>-32.1%</i>	<i>\$258.06</i>	<i>\$237.68</i>	<i>8.6%</i>
Island of Hawai'i	1,196,058	1,056,117	13.3%	594,888	565,830	5.1%	49.7%	53.6%	-7.2%	\$260.40	\$245.91	5.9%
Kona	600,260	530,040	13.2%	297,500	282,725	5.2%	49.6%	53.3%	-7.1%	\$254.42	\$244.01	4.3%
Kohala/Waimea/Kawaihae	252,768	219,602	15.1%	129,008	117,278	10.0%	51.0%	53.4%	-4.4%	\$413.94	\$393.69	5.1%
Hilo/Honoka'a	266,566	240,929	10.6%	132,230	128,435	3.0%	49.6%	53.3%	-6.9%	\$151.40	\$141.33	7.1%
Volcano Area	63,960	52,417	22.0%	30,942	30,118	2.7%	48.4%	57.5%	-15.8%	\$163.41	\$157.77	3.6%
Nā'ālehu /Ka'ū	12,504	13,129	-4.8%	5,208	7,274	-28.4%	41.7%	55.4%	-24.8%	\$142.22	\$148.67	-4.3%
Kaua'i	771,989	640,109	20.6%	409,201	347,276	17.8%	53.0%	54.3%	-2.3%	\$394.00	\$386.78	1.9%
Princeville/Hanalei	341,715	283,404	20.6%	163,271	145,930	11.9%	47.8%	51.5%	-7.2%	\$367.98	\$360.70	2.0%
Po'ipū/Kukui'ula	214,829	190,439	12.8%	134,190	113,501	18.2%	62.5%	59.6%	4.8%	\$484.45	\$481.06	0.7%
Wailua/Kapa'a	136,454	109,684	24.4%	73,912	61,552	20.1%	54.2%	56.1%	-3.5%	\$327.40	\$307.30	6.5%
Līhu'e	72,964	50,678	44.0%	34,510	22,451	53.7%	47.3%	44.3%	6.8%	\$313.84	\$307.18	2.2%
Kalāheo/Waimea	5,845	5,723	2.1%	3,318	3,842	-13.6%	56.8%	67.1%	-15.4%	\$333.96	\$330.21	1.1%

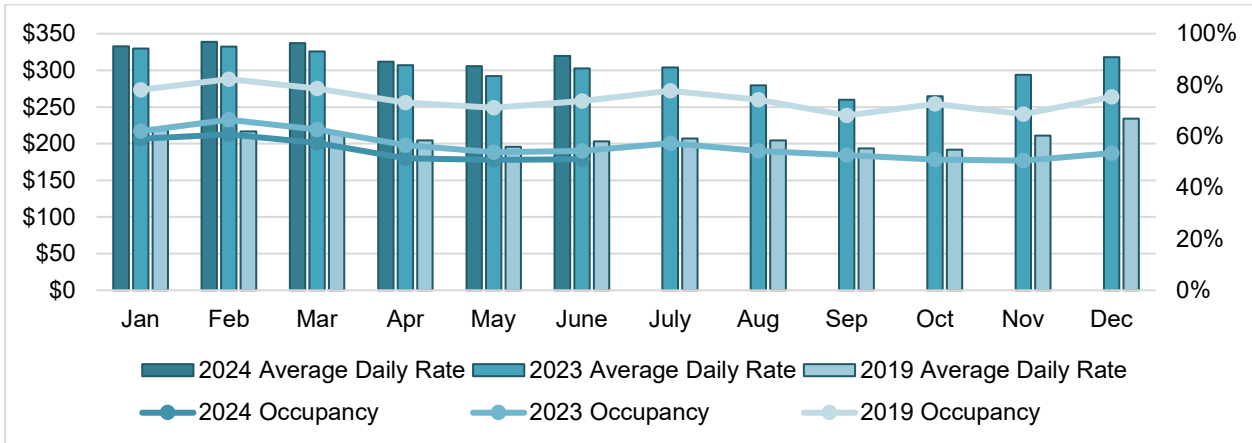
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Figure 4: Hawai'i Vacation Rental Performance Year-to-Date June 2024 vs. 2019

	Unit Night Supply			Unit Night Demand			Unit Occupancy %			Unit Average Daily Rate		
	2024	2019	% Change	2024	2019	% Change	2024	2019	Percentage Pt. Change	2024	2019	% Change
State of Hawai'i	4,685,190	4,784,725	-2.1%	2,566,521	3,621,887	-29.1%	54.8%	75.7%	-27.6%	\$324.40	\$208.15	55.8%
O'ahu	1,330,763	1,668,743	-20.3%	784,560	1,246,657	-37.1%	59.0%	74.7%	-21.1%	\$260.70	\$163.09	59.9%
Waikīkī	779,536	663,736	17.4%	527,439	516,464	2.1%	67.7%	77.8%	-13.0%	\$212.25	\$144.82	46.6%
North Shore	146,405	269,186	-45.6%	80,534	199,875	-59.7%	55.0%	74.3%	-25.9%	\$399.15	\$187.37	113.0%
Other Honolulu	114,615	247,452	-53.7%	41,365	173,857	-76.2%	36.1%	70.3%	-48.6%	\$194.07	\$155.77	24.6%
Leeward/Mākaaha Side	142,413	198,363	-28.2%	72,732	141,844	-48.7%	51.1%	71.5%	-28.6%	\$468.86	\$192.76	143.2%
Windward Side	107,454	243,587	-55.9%	45,629	181,496	-74.9%	42.5%	74.5%	-43.0%	\$333.50	\$182.83	82.4%
Ala Moana Area	31,060	26,117	18.9%	13,472	18,463	-27.0%	43.4%	70.7%	-38.6%	\$201.93	\$122.33	65.1%
Airport Area	9,280	20,302	-54.3%	3,389	14,658	-76.9%	36.5%	72.2%	-49.4%	\$110.20	\$82.16	34.1%
Maui County	1,386,380	1,423,959	-2.6%	777,872	1,143,916	-32.0%	56.1%	80.3%	-30.2%	\$400.97	\$257.32	55.8%
Wailea/Kthei	628,791	668,947	-6.0%	372,900	538,663	-30.8%	59.3%	80.5%	-26.4%	\$339.59	\$251.32	35.1%
Lahaina/Kā'anapali/ Nāpili/Kapalua	589,931	569,974	3.5%	320,877	461,076	-30.4%	54.4%	80.9%	-32.8%	\$505.87	\$285.97	76.9%
Mā'alaea	66,846	55,564	20.3%	35,884	46,173	-22.3%	53.7%	83.1%	-35.4%	\$287.15	\$205.51	39.7%
Kahului/Wailuku	44,126	56,531	-21.9%	21,906	45,283	-51.6%	49.6%	80.1%	-38.0%	\$302.76	\$191.88	57.8%
Kula/Makawao Area	11,083	14,860	-25.4%	5,333	11,371	-53.1%	48.1%	76.5%	-37.1%	\$260.95	\$191.51	36.3%
Hāna Area	9,677	12,485	-22.5%	6,654	10,724	-38.0%	68.8%	85.9%	-19.9%	\$393.22	\$270.10	45.6%
Island of Maui	1,350,454	1,378,361	-2.0%	763,554	1,113,290	-31.4%	56.5%	80.8%	-30.0%	\$405.87	\$260.92	55.6%
Moloka'i	34,965	43,103	-18.9%	13,846	29,202	-52.6%	39.6%	67.7%	-41.5%	\$136.00	\$120.84	12.5%
Lāna'i	961	2,495	-61.5%	472	1,424	-66.9%	49.1%	57.1%	-13.9%	\$258.06	\$241.53	6.8%
Island of Hawai'i	1,196,058	1,058,018	13.0%	594,888	726,531	-18.1%	49.7%	68.7%	-27.6%	\$260.40	\$164.90	57.9%
Kona	600,260	514,780	16.6%	297,500	379,502	-21.6%	49.6%	73.7%	-32.8%	\$254.42	\$136.66	86.2%
Kohala/Waimea/Kawaihae	252,768	259,497	-2.6%	129,008	178,333	-27.7%	51.0%	68.7%	-25.7%	\$413.94	\$290.20	42.6%
Hilo/Honoka'a	266,566	202,709	31.5%	132,230	122,146	8.3%	49.6%	60.3%	-17.7%	\$151.40	\$89.67	68.8%
Volcano Area	63,960	62,070	3.0%	30,942	35,454	-12.7%	48.4%	57.1%	-15.3%	\$163.41	\$113.62	43.8%
Nā'ālehu /Ka'ū	12,504	18,962	-34.1%	5,208	11,096	-53.1%	41.7%	58.5%	-28.8%	\$142.22	\$108.79	30.7%
Kaua'i	771,989	634,005	21.8%	409,201	504,783	-18.9%	53.0%	79.6%	-33.4%	\$394.00	\$270.25	45.8%
Princeville/Hanalei	341,715	252,292	35.4%	163,271	203,699	-19.8%	47.8%	80.7%	-40.8%	\$367.98	\$265.94	38.4%
Po'ipū/Kukui'ula	214,829	229,095	-6.2%	134,190	179,404	-25.2%	62.5%	78.3%	-20.2%	\$484.45	\$319.27	51.7%
Wailua/Kapa'a	136,454	104,587	30.5%	73,912	83,350	-11.3%	54.2%	79.7%	-32.0%	\$327.40	\$202.37	61.8%
Līhu'e	72,964	35,952	102.9%	34,510	28,779	19.9%	47.3%	80.0%	-40.9%	\$313.84	\$197.29	59.1%
Kalāheo/Waimea	5,845	11,870	-50.8%	3,318	9,447	-64.9%	56.8%	79.6%	-28.7%	\$333.96	\$254.45	31.2%

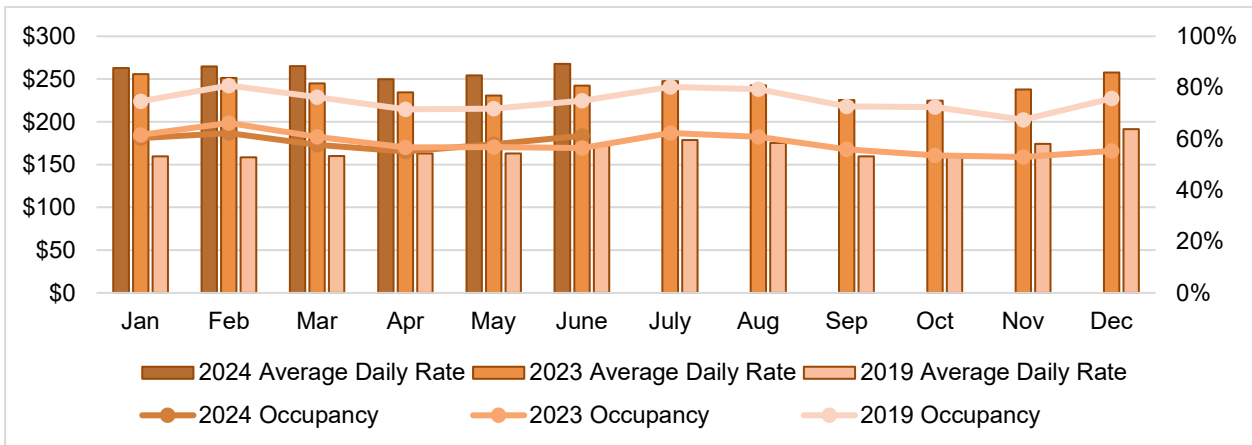
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Figure 5: Monthly State of Hawai'i Vacation Rental Performance - 2024 vs. 2023 vs. 2019



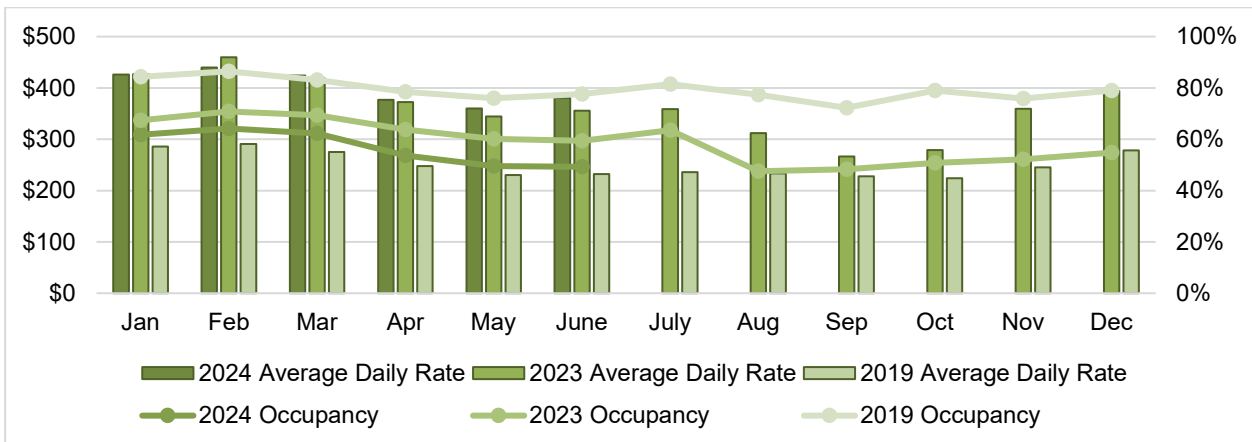
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Figure 6: Monthly O'ahu Vacation Rental Performance - 2024 vs. 2023 vs. 2019



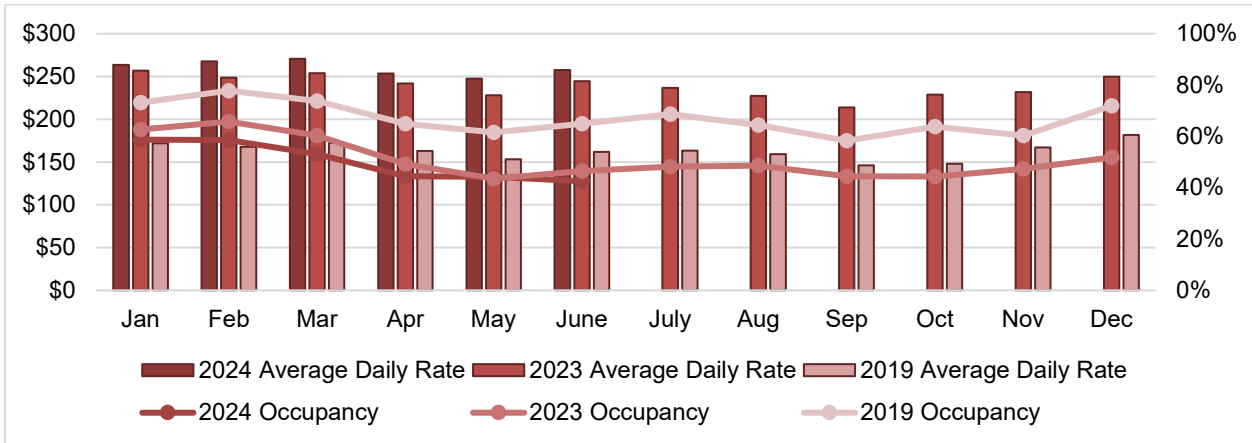
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Figure 7: Monthly Maui County Vacation Rental Performance - 2024 vs. 2023 vs. 2019



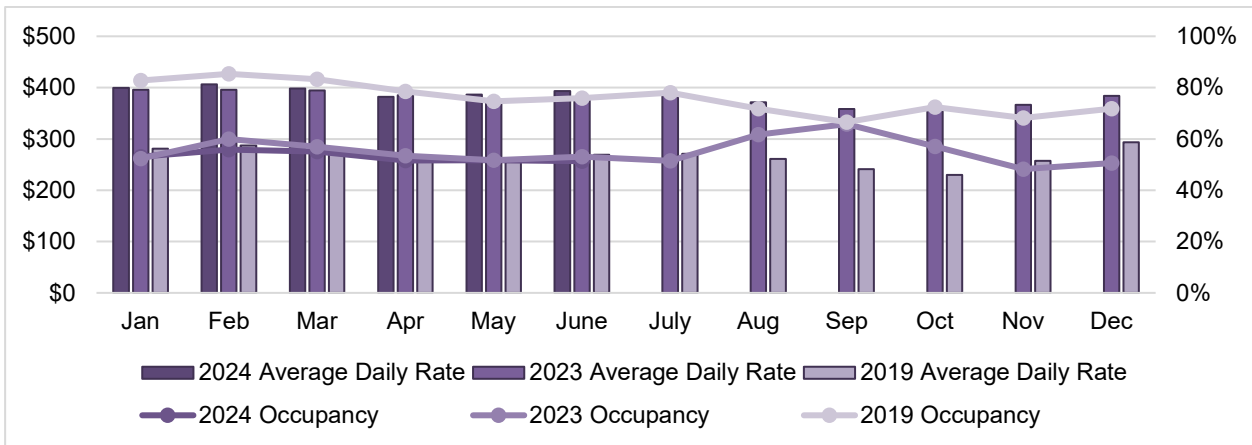
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Figure 8: Monthly Island of Hawai'i Vacation Rental Performance - 2024 vs. 2023 vs. 2019



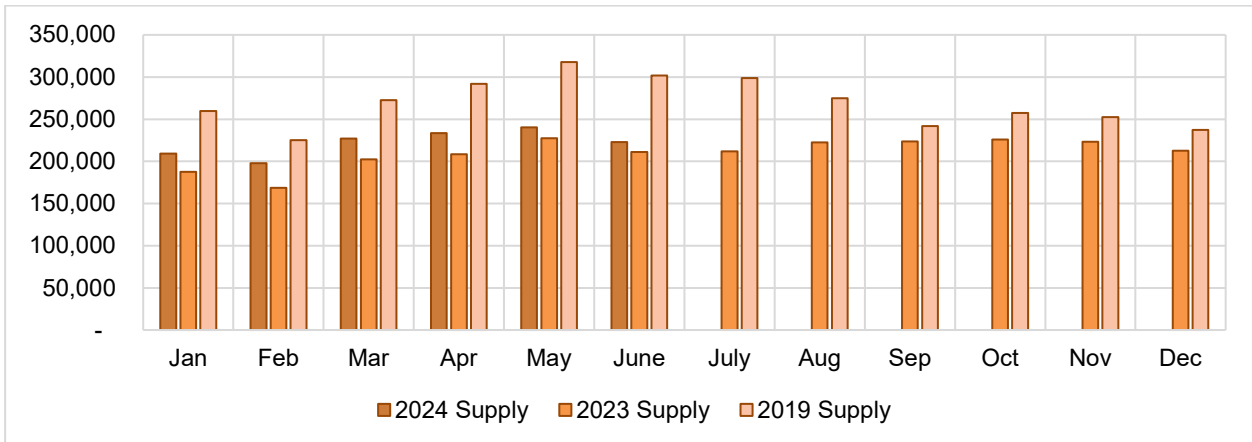
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Figure 9: Monthly Kaua'i Vacation Rental Performance - 2024 vs. 2023 vs. 2019



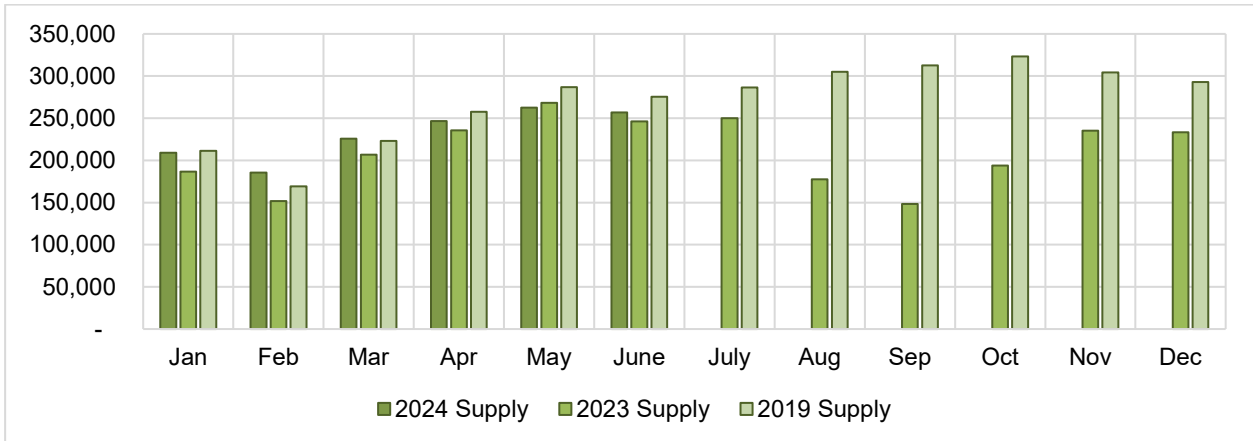
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Figure 10: Monthly O'ahu Unit Night Supply - 2024 vs. 2023 vs. 2019



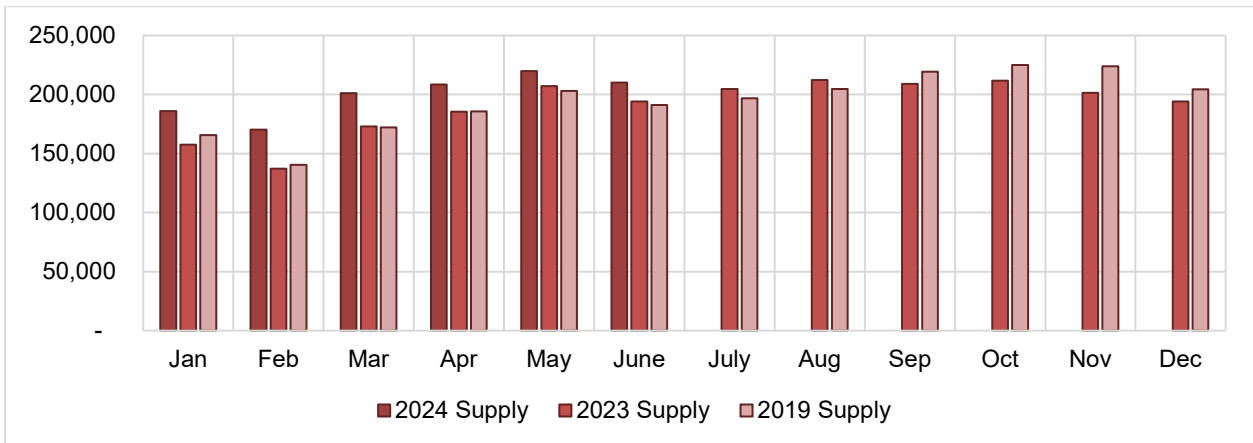
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Figure 11: Monthly Maui County Unit Night Supply - 2024 vs. 2023 vs. 2019



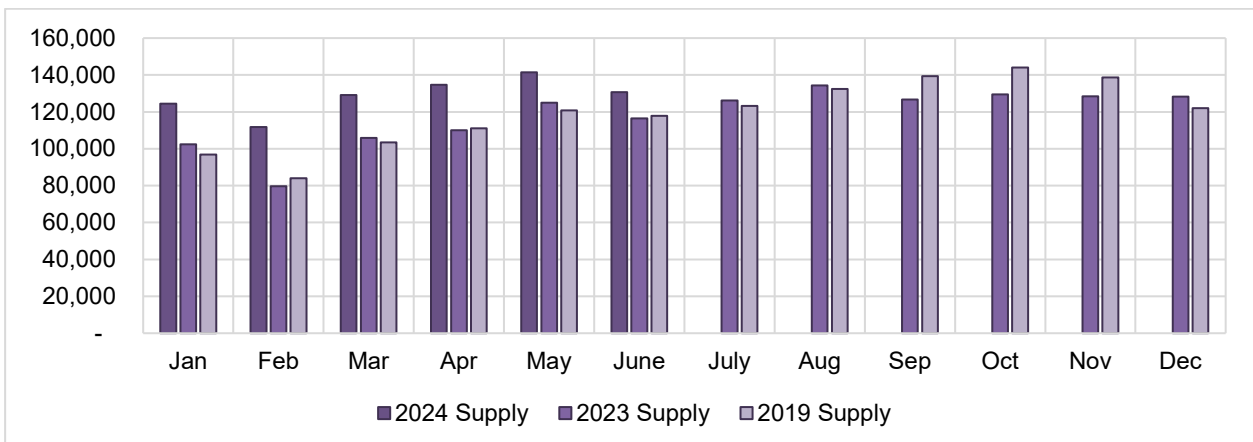
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Figure 12: Monthly Island of Hawai'i Unit Night Supply - 2024 vs. 2023 vs. 2019



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Figure 13: Monthly Kaua'i Unit Night Supply - 2024 vs. 2023 vs. 2019



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