



July 2020 Hawaii Vacation Rental Performance Report

In July 2020, the total monthly supply of statewide vacation rentals was 397,100 unit nights (-55.6%) and monthly demand was 56,000 unit nights (-91.9%), resulting in an average monthly unit occupancy of 14.1 percent (-63.5 percentage points) (Figure 1).

In comparison, Hawaii's hotels had an average occupancy rate of 20.9 percent in July 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 July was \$197, which was higher than the ADR for hotels (\$174).

On O'ahu, short-term rentals (rented for less than 30 days) were not allowed to operate during July. For Hawaii Island, Kaua'i and Maui County, legal short-term rentals were allowed to operate as long as they were not being used as a quarantine location.

During July, all passengers arriving from out-of state were required to abide by a mandatory 14-day self-quarantine, but interisland travelers did not have to quarantine. The majority of flights to Hawaii were cancelled in July because of COVID-19.

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 July, Maui had the largest vacation rental supply of all four counties with 142,000 unit nights, which was a decrease of 49.1 percent compared to a year ago. Unit demand was 12,700 unit nights (-94.4%), resulting in 8.9 percent occupancy (-72.6 percentage points) with an ADR of \$228 (-40.8%). Maui County hotels were 12.1 percent occupied with an ADR of \$206.

O'ahu vacation rental supply was 108,300 unit nights (-63.2%). Unit demand was 22,000 unit nights (-90.7%), resulting in 20.3 percent occupancy (-59.9 percentage points) and an ADR of \$170 (-42.6%). O'ahu hotels were 23.3 percent occupied with an ADR of \$170.

There were 90,900 available unit nights (-55.9%) on the island of Hawai'i in July. Unit demand was 14,300 unit nights (-89.8%), resulting in 15.8 percent occupancy (-52.5 percentage points) with an ADR of \$171 (-40.9%). Hawai'i Island hotels were 24.7 percent occupied with an ADR of \$164.

Kaua'i had the fewest number of available unit nights in July at 56,000 (-51.2%). Unit demand was 7,000 unit nights (-92.2%), resulting in 12.4 percent occupancy (-65.5 percentage points) with an ADR of \$279 (-39.0%). Kaua'i hotels were 21.6 percent occupied with an ADR of \$175.

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 July 2020, the report included data for 16,214 units, representing 28,372 bedrooms in the Hawaiian Islands.

Figure 1: Hawai'i Vacation Rental Performance July 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	397,122	894,219	-55.6%	55,974	693,941	-91.9%	14.1%	77.6%	-63.5%	\$196.89	\$344.57	-42.9%
O'ahu	108,305	294,651	-63.2%	22,036	236,517	-90.7%	20.3%	80.3%	-59.9%	\$169.68	\$295.36	-42.6%
Waikīkī	55,877	126,522	-55.8%	11,857	104,477	-88.7%	21.2%	82.6%	-61.4%	\$135.49	\$274.63	-50.7%
Maui County	142,005	278,941	-49.1%	12,680	227,524	-94.4%	8.9%	81.6%	-72.6%	\$228.00	\$385.17	-40.8%
Wailea/Kīhei	68,753	137,003	-49.8%	6,481	114,651	-94.3%	9.4%	83.7%	-74.3%	\$205.95	\$363.09	-43.3%
Lahaina/Kā'anapali/ Nāpili/Kapalua	57,206	108,311	-47.2%	3,625	87,051	-95.8%	6.3%	80.4%	-74.0%	\$293.13	\$440.66	-33.5%
Island of Hawai'i	90,850	206,009	-55.9%	14,314	140,559	-89.8%	15.8%	68.2%	-52.5%	\$171.25	\$289.79	-40.9%
Kona	41,382	95,365	-56.6%	6,113	68,935	-91.1%	14.8%	72.3%	-57.5%	\$159.75	\$262.14	-39.1%
Hilo/Honoka'a	20,727	47,872	-56.7%	4,196	29,103	-85.6%	20.2%	60.8%	-40.5%	\$102.11	\$168.70	-39.5%
Kaua'i	55,962	114,618	-51.2%	6,944	89,341	-92.2%	12.4%	77.9%	-65.5%	\$279.25	\$457.66	-39.0%

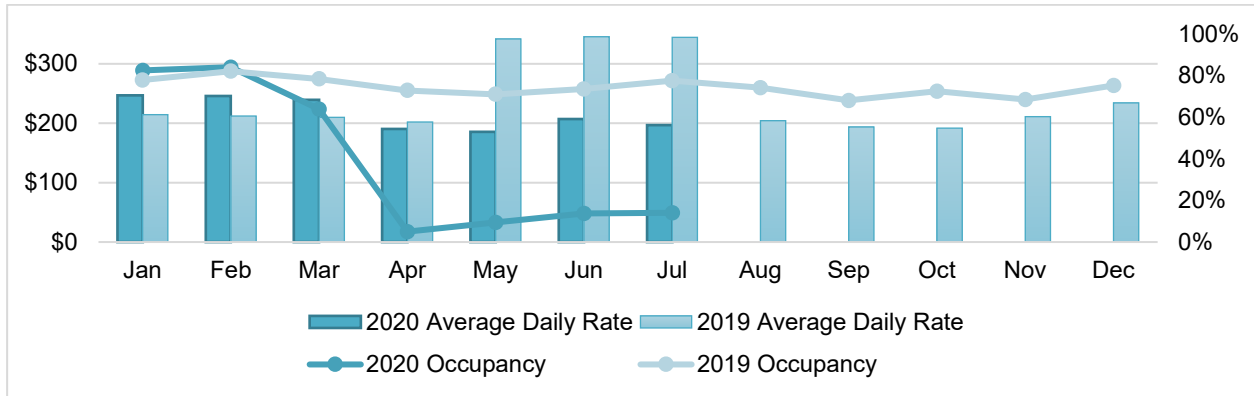
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Figure 2: Hawai'i Vacation Rental Performance Year-to-Date July 2020

	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	3,786,771	5,675,039	-33.3%	1,984,584	4,305,264	-53.9%	52.4%	75.9%	-30.9%	\$240.53	\$271.96	-11.6%
O'ahu	1,147,710	1,949,991	-41.1%	550,224	1,473,477	-62.7%	47.9%	75.6%	-36.6%	\$182.68	\$220.08	-17.0%
Waikīkī	581,659	788,106	-26.2%	287,750	619,331	-53.5%	49.5%	78.6%	-37.0%	\$156.51	\$205.76	-23.9%
Maui County	1,235,901	1,680,285	-26.4%	669,181	1,354,916	-50.6%	54.1%	80.6%	-32.9%	\$304.94	\$328.21	-7.1%
Wailea/Kīhei	551,825	802,251	-31.2%	313,151	651,811	-52.0%	56.7%	81.2%	-30.2%	\$302.35	\$319.99	-5.5%
Lahaina/Kā'anapali/ Nāpili/Kapalua	528,140	661,731	-20.2%	275,020	535,038	-48.6%	52.1%	80.9%	-35.6%	\$334.64	\$365.57	-8.5%
Island of Hawai'i	887,690	1,324,458	-33.0%	477,807	905,406	-47.2%	53.8%	68.4%	-21.3%	\$180.71	\$218.27	-17.2%
Kona	408,525	606,189	-32.6%	235,882	446,261	-47.1%	57.7%	73.6%	-21.6%	\$161.70	\$193.15	-16.3%
Hilo/Honoka'a	208,099	317,128	-34.4%	101,537	192,949	-47.4%	48.8%	60.8%	-19.8%	\$102.71	\$126.29	-18.7%
Kaua'i	515,470	720,305	-28.4%	287,372	571,465	-49.7%	55.7%	79.3%	-29.7%	\$300.73	\$357.40	-15.9%

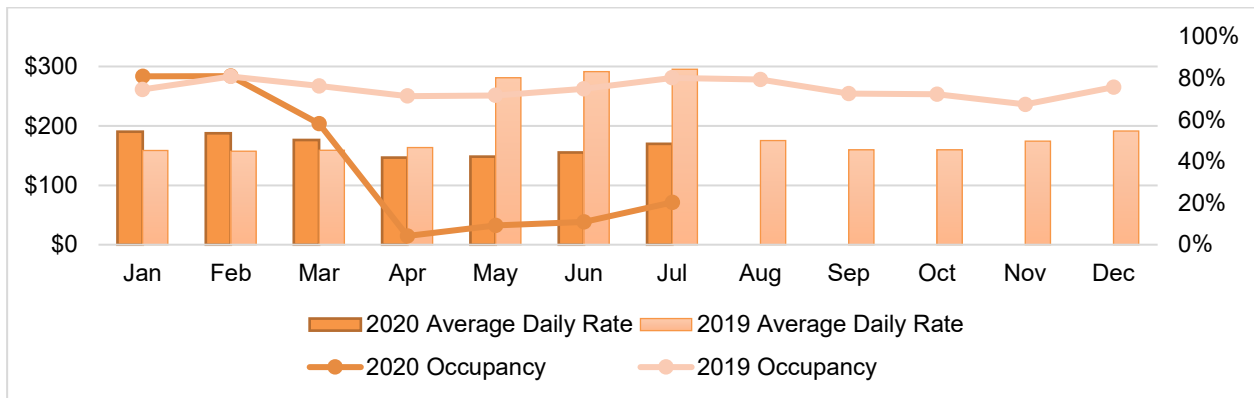
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Figure 3: Monthly State of Hawai'i Vacation Rental Performance - 2020 vs. 2019



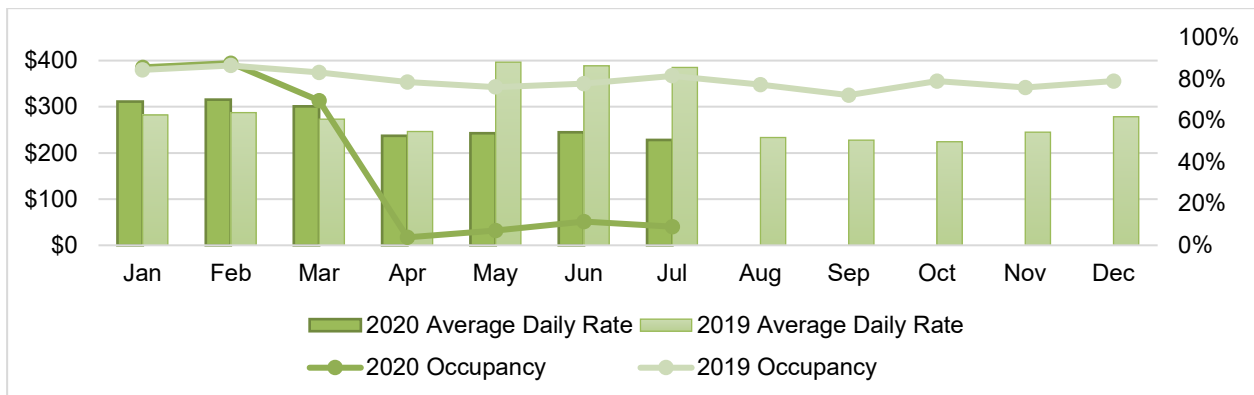
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Figure 4: Monthly O'ahu Vacation Rental Performance - 2020 vs. 2019



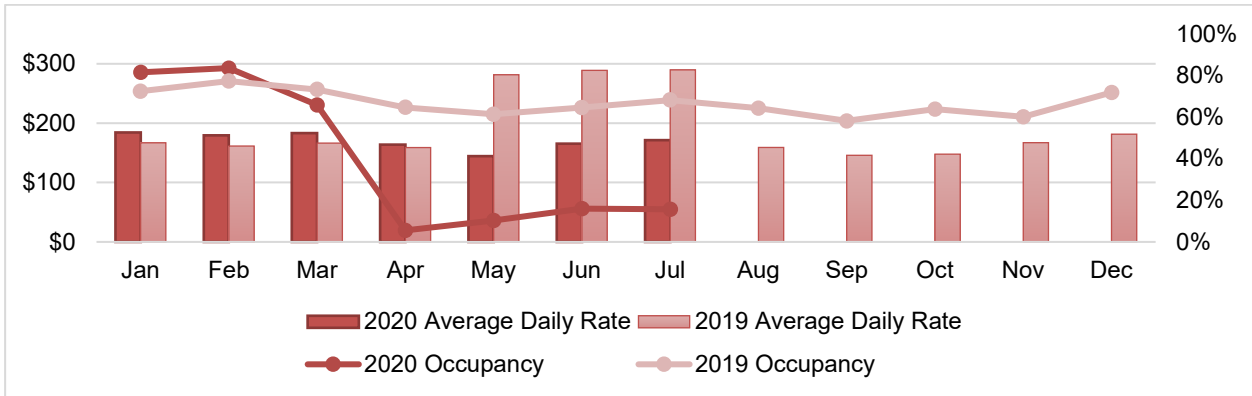
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Figure 5: Monthly Maui County Vacation Rental Performance - 2020 vs. 2019



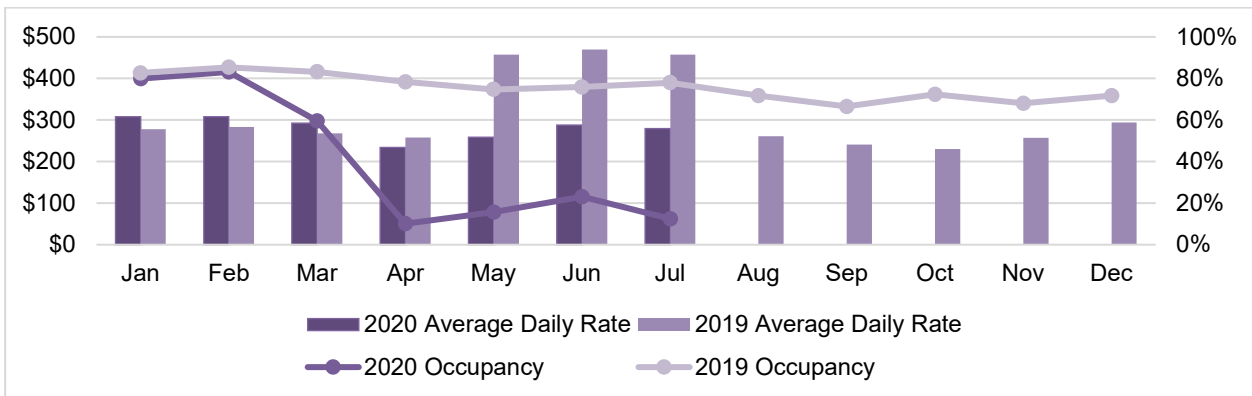
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Figure 6: Monthly Island of Hawai'i Vacation Rental Performance - 2020 vs. 2019



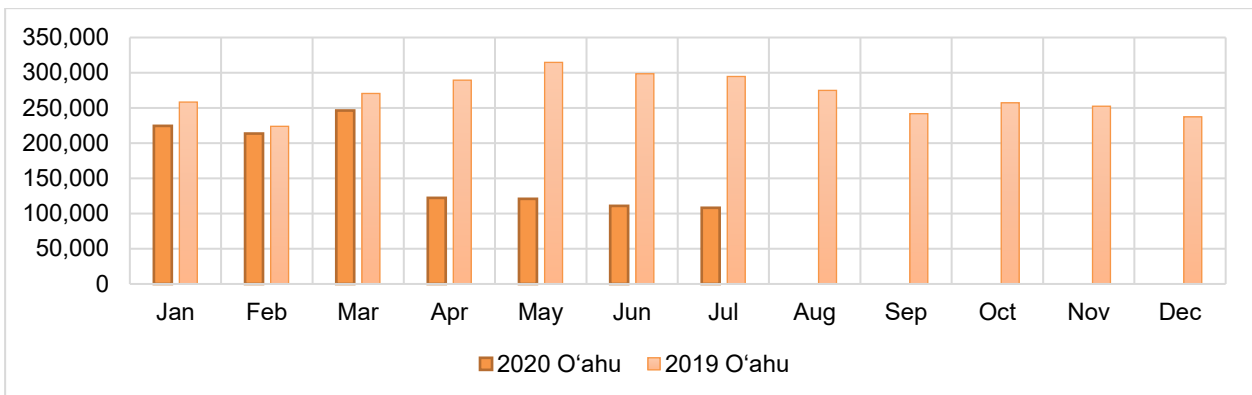
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Figure 7: Monthly Kaua'i Vacation Rental Performance - 2020 vs. 2019



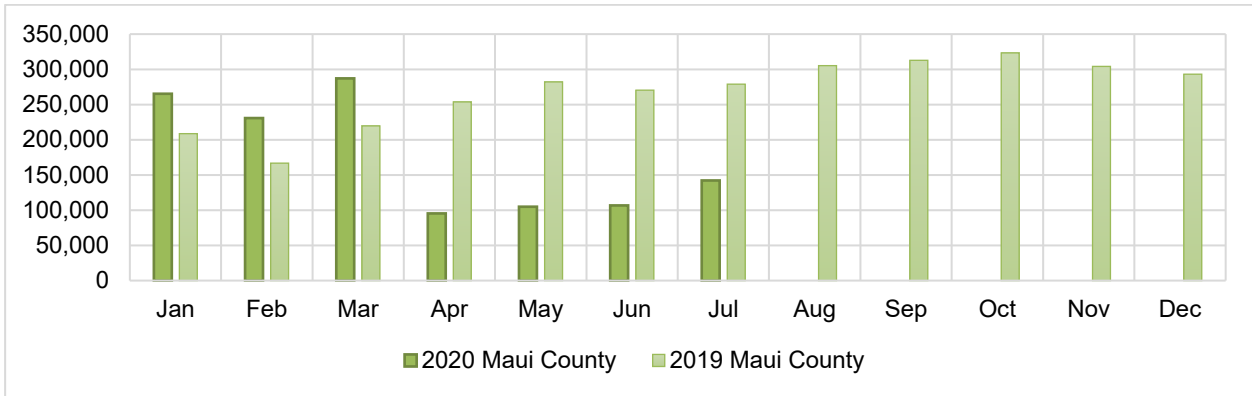
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Figure 8: Monthly O'ahu Unit Night Supply - 2020 vs. 2019



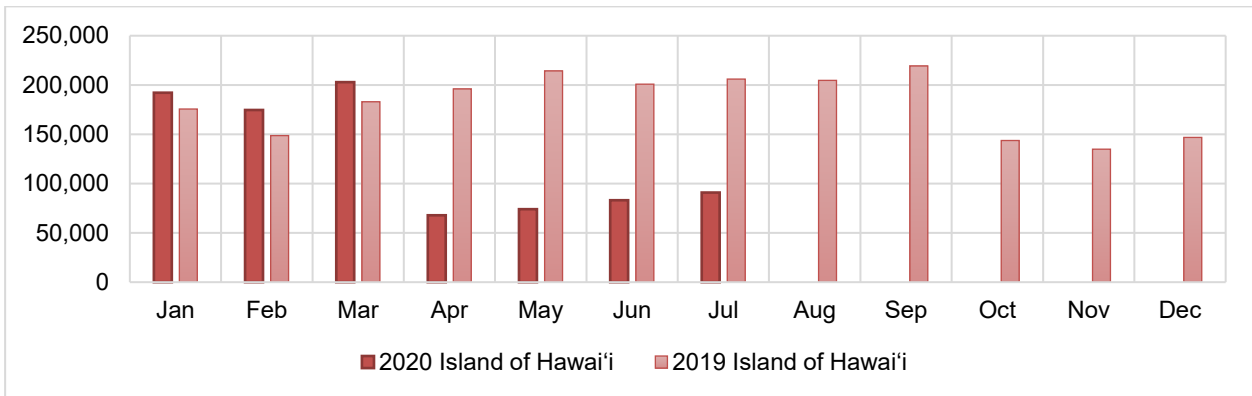
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Figure 9: Monthly Maui County Unit Night Supply - 2020 vs. 2019



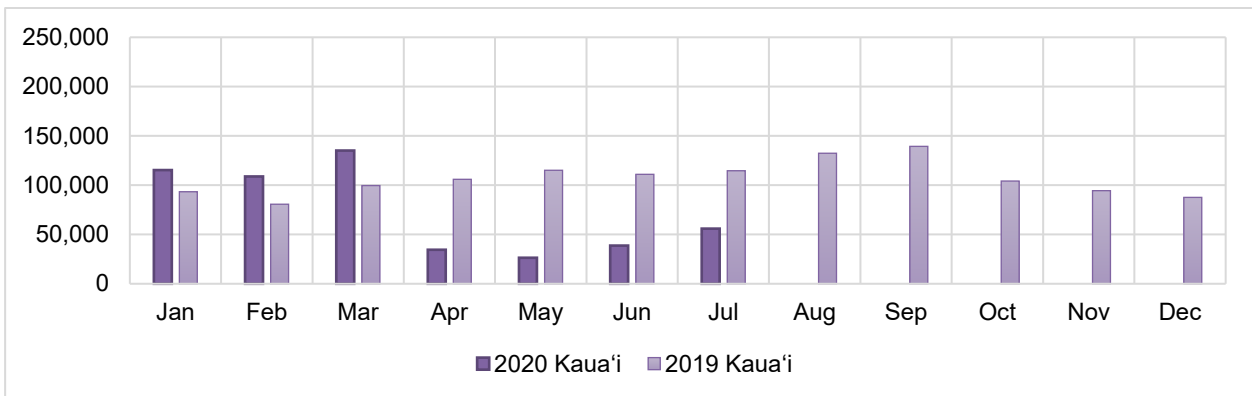
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Figure 10: Monthly Island of Hawai'i Unit Night Supply - 2020 vs. 2019



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



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