



October 2020 Hawai'i Vacation Rental Performance Report

In October 2020, the total monthly supply of statewide vacation rentals was 373,600 unit nights (-57.0%) and monthly demand was 85,000 unit nights (-86.4%), resulting in an average monthly unit occupancy of 22.7 percent (-49.1 percentage points) (Figure 1).

In comparison, Hawai'i's hotels had an average occupancy rate of 19.7 percent in October 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 October was \$208, which was higher than the ADR for hotels (\$174).

The state's pre-travel testing program started on October 15, allowing passengers arriving from out-of-state and traveling inter-county to bypass the mandatory 14-day self-quarantine with a valid negative COVID-19 NAAT test result from a Trusted Testing and Travel Partner. All other trans-Pacific travelers continued to be subject to the 14-day self-quarantine. The counties of Kaua'i, Hawai'i, Maui, and Kalawao (Moloka'i) also had a partial quarantine in place in October.

On O'ahu, short-term rentals (rented for less than 30 days) were not allowed to operate at the beginning of October. However, when O'ahu moved to Tier 2 of its Reopening Plan on October 22, legal short-term rentals were allowed to reopen. For Maui County, travelers awaiting their pre-travel test results were allowed to stay at a vacation rental as their place of quarantine. On Hawai'i 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 Hawai'i 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 *Hawai'i Hotel Performance Report* and *Hawai'i 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 October, Maui County had the largest vacation rental supply of all four counties with 138,500 available unit nights, which was a decrease of 53.5 percent compared to a year ago. Unit demand was 29,051 unit nights (-87.6%), resulting in 21.0 percent occupancy (-57.6 percentage points) with an ADR of \$227 (-36.2%). Maui County hotels were 14.2 percent occupied with an ADR of \$226.

O'ahu vacation rental supply was 96,500 available unit nights (-59.4%) in October. Unit demand was 26,300 unit nights (-84.6%), resulting in 27.2 percent occupancy (-44.3 percentage points) and an ADR of \$173 (-32.7%). O'ahu hotels were 22.0 percent occupied with an ADR of \$158.

The island of Hawai'i vacation rental supply was 80,000 available unit nights (-61.7%) in October. Unit demand was 17,416 unit nights (-86.7%), resulting in 21.8 percent occupancy (-40.8 percentage points) with an ADR of \$192 (-26.3%). Hawai'i Island hotels were 19.8 percent occupied with an ADR of \$140.

Kaua'i had the fewest number of available unit nights in October at 58,500 (-52.5%). Unit demand was 12,300 unit nights (-86.1%), resulting in 21.0 percent occupancy (-50.6 percentage points) with an ADR of \$261 (-34.2%). Kaua'i hotels were 21.3 percent occupied with an ADR of \$212.

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 October 2020, the report included data for 15,403 units, representing 26,390 bedrooms in the Hawaiian Islands.

Figure 1: Hawai'i Vacation Rental Performance October 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	373,588	867,820	-57.0%	84,985	623,169	-86.4%	22.7%	71.8%	-49.1%	\$208.15	\$314.82	-33.9%
O'ahu	96,524	237,956	-59.4%	26,254	170,148	-84.6%	27.2%	71.5%	-44.3%	\$173.20	\$257.36	-32.7%
Waikīkī	51,013	121,197	-57.9%	14,543	92,766	-84.3%	28.5%	76.5%	-48.0%	\$129.64	\$240.22	-46.0%
Maui County	138,514	297,841	-53.5%	29,051	234,135	-87.6%	21.0%	78.6%	-57.6%	\$227.04	\$356.01	-36.2%
Wailea/Kīhei	64,159	146,331	-56.2%	16,968	118,080	-85.6%	26.4%	80.7%	-54.2%	\$200.22	\$339.95	-41.1%
Lahaina/Kā'anapali/ Nāpili/Kapalua	60,266	115,895	-48.0%	8,900	89,517	-90.1%	14.8%	77.2%	-62.5%	\$286.07	\$398.89	-28.3%
Island of Hawai'i	80,049	208,815	-61.7%	17,416	130,699	-86.7%	21.8%	62.6%	-40.8%	\$191.98	\$260.44	-26.3%
Kona	37,114	97,190	-61.8%	8,105	65,782	-87.7%	21.8%	67.7%	-45.8%	\$183.49	\$249.46	-26.4%
Hilo/Honoka'a	16,838	46,993	-64.2%	4,111	26,611	-84.6%	24.4%	56.6%	-32.2%	\$105.64	\$152.64	-30.8%
Kaua'i	58,501	123,208	-52.5%	12,264	88,187	-86.1%	21.0%	71.6%	-50.6%	\$261.22	\$396.90	-34.2%

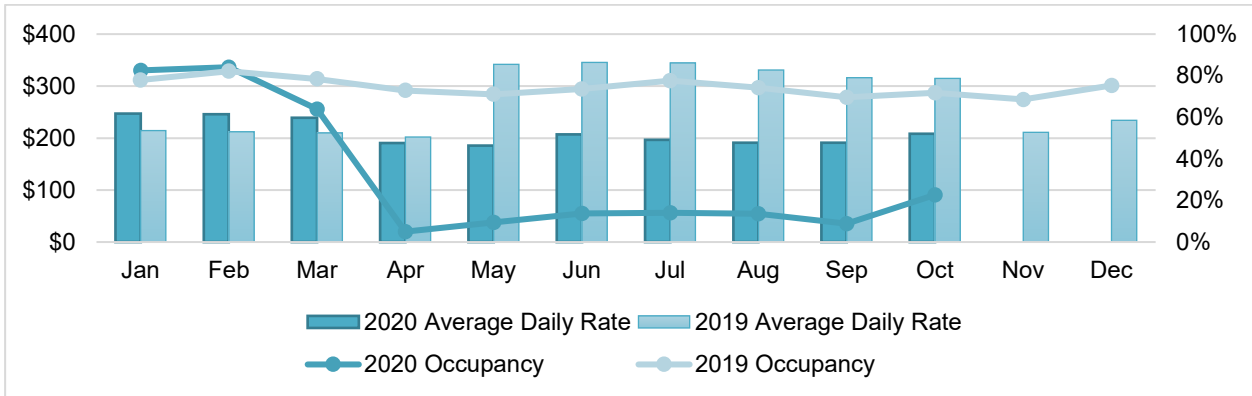
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Figure 2: Hawai'i Vacation Rental Performance Year-to-Date October 2020

	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	4,846,390	8,282,659	-41.5%	2,149,258	6,181,233	-65.2%	44.3%	74.6%	-40.6%	\$237.36	\$286.83	-17.2%
O'ahu	1,430,493	2,681,391	-46.7%	610,743	2,022,560	-69.8%	42.7%	75.4%	-43.4%	\$181.15	\$232.80	-22.2%
Waikīkī	731,690	1,144,825	-36.1%	320,911	904,643	-64.5%	43.9%	79.0%	-44.5%	\$153.96	\$219.85	-30.0%
Maui County	1,615,808	2,563,039	-37.0%	716,820	2,033,122	-64.7%	44.4%	79.3%	-44.1%	\$299.85	\$339.40	-11.7%
Wailea/Kīhei	729,904	1,237,454	-41.0%	341,233	994,700	-65.7%	46.8%	80.4%	-41.8%	\$294.12	\$328.60	-10.5%
Lahaina/Kā'anapali/ Nāpili/Kapalua	690,544	1,004,676	-31.3%	288,930	794,320	-63.6%	41.8%	79.1%	-47.1%	\$332.64	\$378.73	-12.2%
Island of Hawai'i	1,119,891	1,952,369	-42.6%	513,911	1,296,535	-60.4%	45.9%	66.4%	-30.9%	\$180.63	\$232.83	-22.4%
Kona	516,963	898,507	-42.5%	252,134	641,980	-60.7%	48.8%	71.4%	-31.7%	\$162.34	\$210.00	-22.7%
Hilo/Honoka'a	258,589	459,527	-43.7%	111,318	273,899	-59.4%	43.0%	59.6%	-27.8%	\$102.93	\$135.80	-24.2%
Kaua'i	680,198	1,085,860	-37.4%	307,784	829,016	-62.9%	45.2%	76.3%	-40.7%	\$298.10	\$374.15	-20.3%

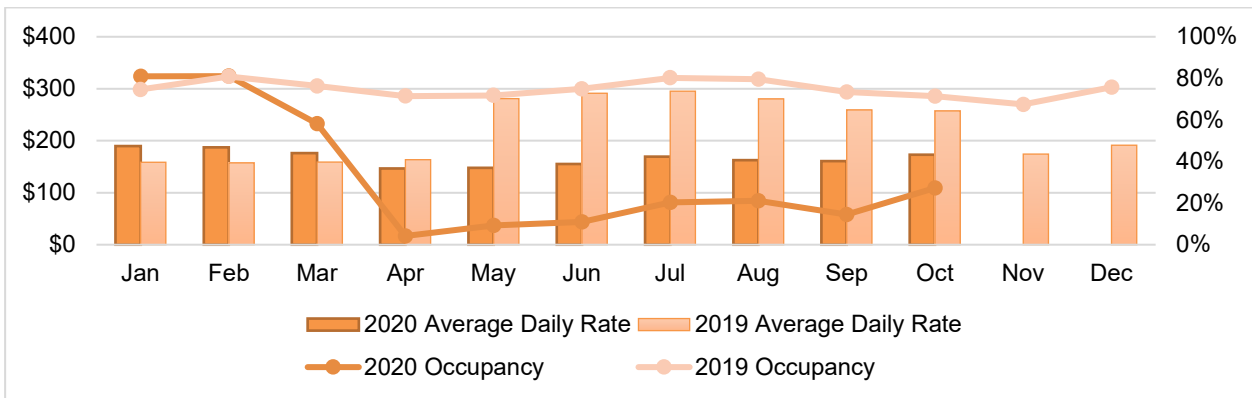
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Figure 3: Monthly State of Hawai'i Vacation Rental Performance - 2020 vs. 2019



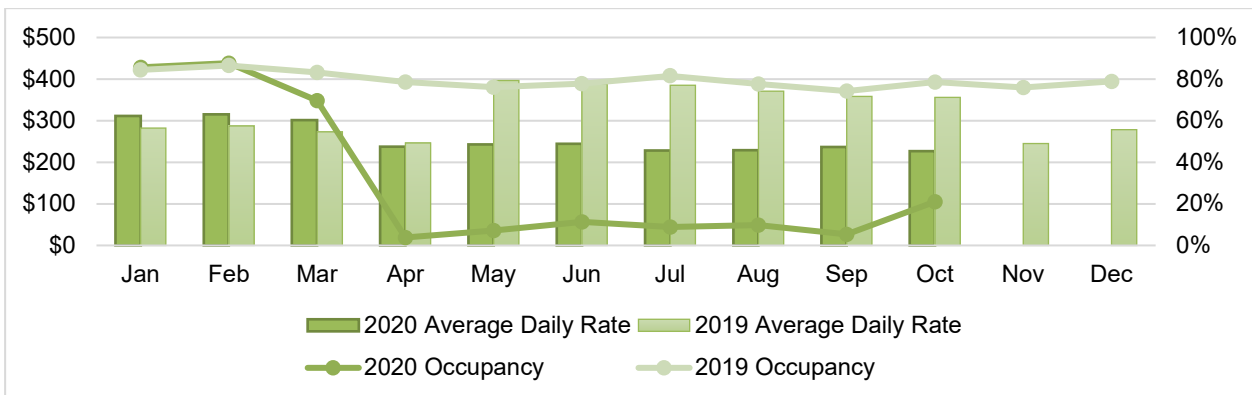
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Figure 4: Monthly O'ahu Vacation Rental Performance - 2020 vs. 2019



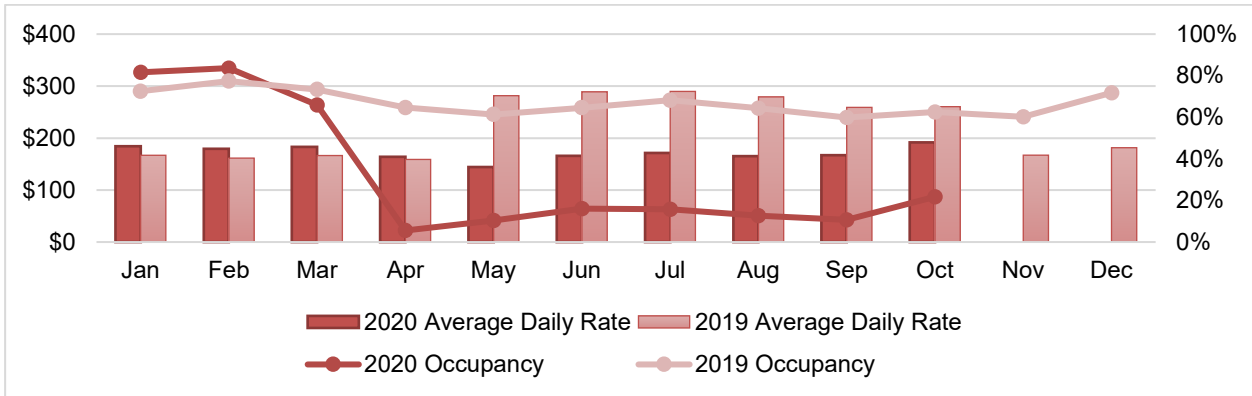
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Figure 5: Monthly Maui County Vacation Rental Performance - 2020 vs. 2019



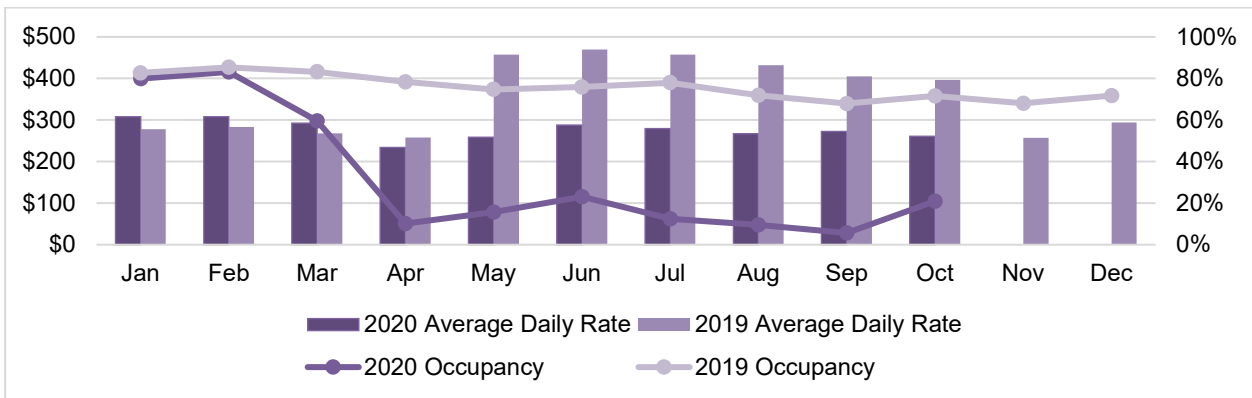
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Figure 6: Monthly Island of Hawai'i Vacation Rental Performance - 2020 vs. 2019



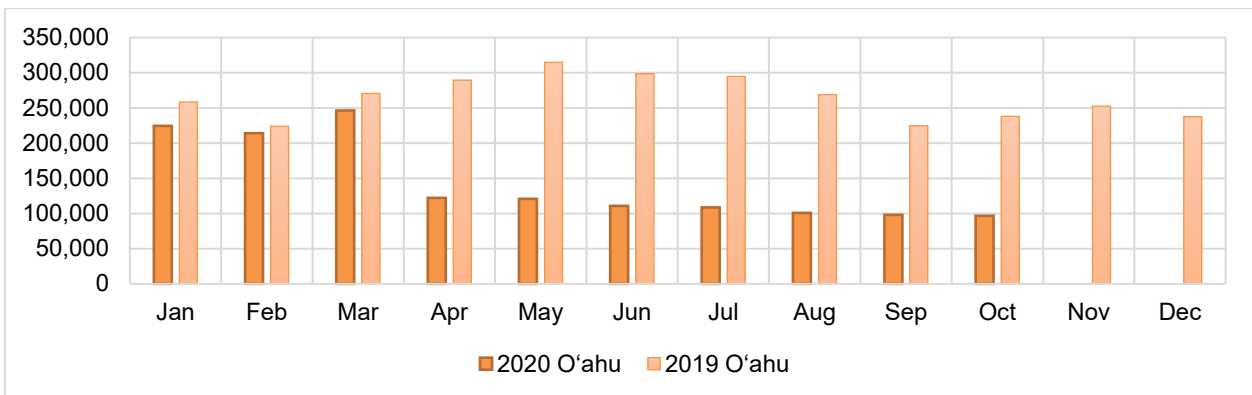
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Figure 7: Monthly Kaua'i Vacation Rental Performance - 2020 vs. 2019



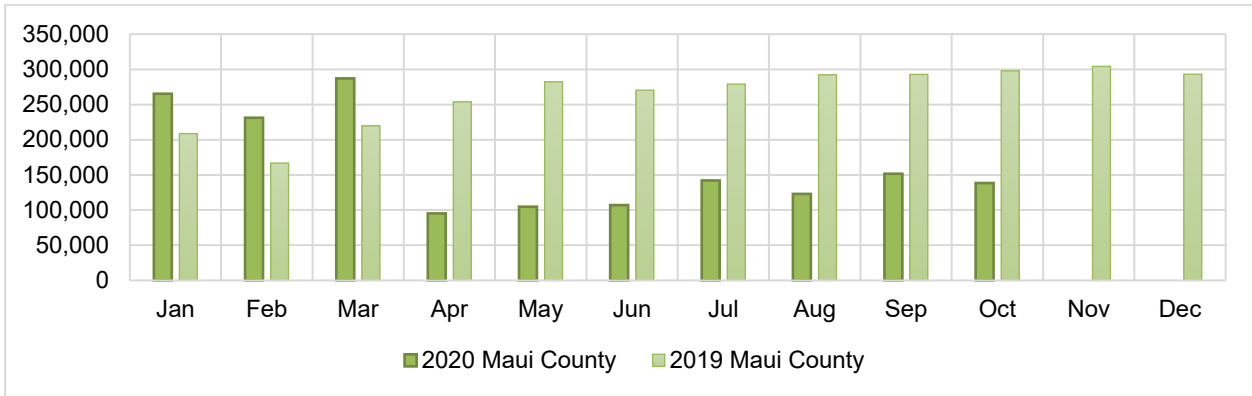
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Figure 8: Monthly O'ahu Unit Night Supply - 2020 vs. 2019



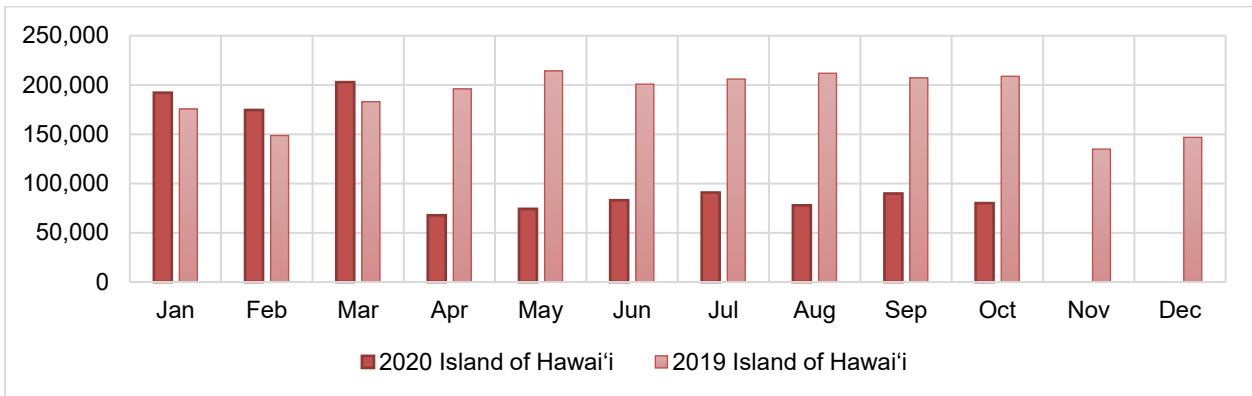
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Figure 9: Monthly Maui County Unit Night Supply - 2020 vs. 2019



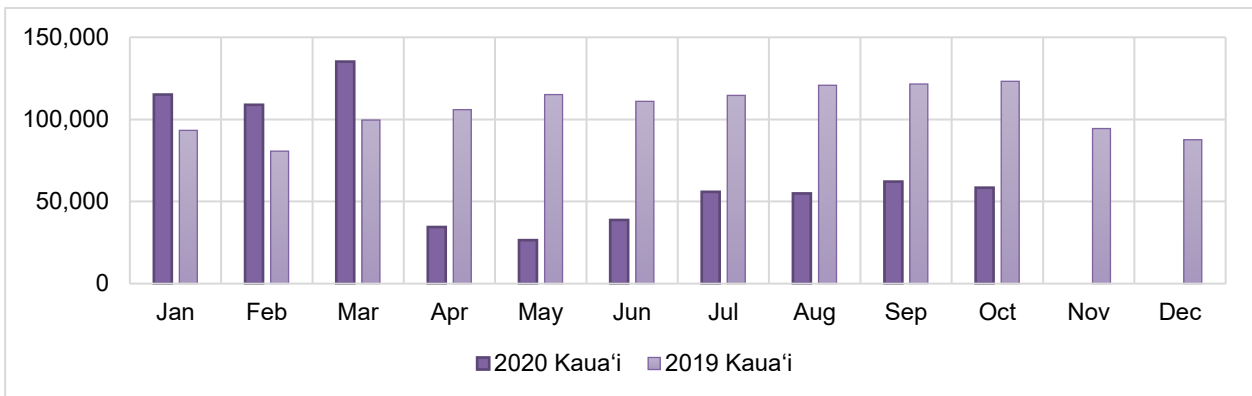
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Figure 10: Monthly Island of Hawai'i Unit Night Supply - 2020 vs. 2019



Source: Transparent Intelligence, Inc. © Copyright 2020 Hawai'i Tourism Authority.

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



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