



## August 2021 Hawaii Vacation Rental Performance Report

Hawaii vacation rentals statewide reported substantial increases in supply, demand, occupancy and average daily rate (ADR) in August 2021 compared to August 2020. However, in comparison to August 2019, vacation rental supply, demand and ADR were down while occupancy rose slightly due to a reduction in supply levels.

The Hawaii Tourism Authority (HTA) issued today the Hawaii Vacation Rental Performance Report for the month of August utilizing data compiled by Transparent Intelligence, Inc.

In August 2021, the total monthly supply of statewide vacation rentals was 616,900 unit nights (+73.0% vs. 2020, -32.7% vs. 2019) and monthly demand was 459,200 unit nights (+847.7% vs. 2020, -32.6% vs. 2019). That resulted in an average monthly unit occupancy of 74.4 percent (+60.8 percentage points vs. 2020, +0.1 percentage points vs. 2019) (Figures 1 and 2) for August, which was higher than the occupancy of Hawaii's hotels (73.4%).

The ADR for vacation rental units statewide in August was \$254 (+32.6% vs. 2020, +24.2% vs. 2019). By comparison the ADR for hotels was \$355 in August 2021. 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.

In August, legal short-term rentals were allowed to operate in Maui County and on O'ahu, Hawaii Island and Kaua'i as long as they were not being used as a quarantine location.

In August 2021, passengers arriving from out-of-state could bypass the State's mandatory 10-day self-quarantine if they were fully vaccinated in the United States or with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner prior to their departure through the Safe Travels program. On August 23, 2021, Hawaii Governor David Ige urged travelers to curtail non-essential travel until the end of October 2021 due to the Delta variant resulting in the state's health care system being overburdened.

The data in HTA's Hawaii Vacation Rental Performance Report specifically excludes units reported in its Hawaii Hotel Performance Report and its Hawaii Timeshare Quarterly Survey 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 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 August, Maui County had the largest vacation rental supply of all four counties with 231,000 available unit nights (+87.6% vs. 2020, -24.3% vs. 2019). Unit demand was 174,600 unit nights (+1,344.3% vs. 2020, -26.1% vs. 2019), resulting in 75.6 percent occupancy (+65.8 percentage points vs. 2020, -1.8 percentage points vs. 2019) with ADR of \$282 (+23.1% vs. 2020, +20.9% vs. 2019). In comparison, Maui County hotels reported ADR at \$596 and occupancy of 73.6 percent.

O'ahu vacation rental supply was 158,700 available unit nights (+57.7% vs. 2020, -42.3% vs. 2019) in August. Unit demand was 113,500 unit nights (+435.6% vs. 2020, -48.0% vs. 2019), resulting in 71.5 percent occupancy (+50.4 percentage points vs. 2020, -7.9 percentage points vs. 2019) and ADR of \$205 (+25.9% vs. 2020, +17.0% vs. 2019). O'ahu hotels reported ADR at \$245 and occupancy of 73.0 percent.

The island of Hawai'i vacation rental supply was 136,300 available unit nights (+74.9% vs. 2020, -33.4% vs. 2019) in August. Unit demand was 103,900 unit nights (+949.9% vs. 2020, -21.2% vs. 2019), resulting in 76.2 percent occupancy (+63.5 percentage points vs. 2020, +11.8 percentage points vs. 2019) with ADR of \$211 (+27.8% vs. 2020, +32.7% vs. 2019). Hawai'i Island hotels reported ADR at \$385 and occupancy of 73.2 percent.

Kaua'i had the fewest number of available unit nights in August at 90,900 (+65.7% vs. 2020, -31.3% vs. 2019). Unit demand was 67,200 unit nights (+1,173.3% vs. 2020, -29.3% vs. 2019), resulting in 73.9 percent occupancy (+64.3 percentage points vs. 2020, +2.1 percentage points vs. 2019) with ADR of \$328 (+22.5% vs. 2020, +25.4% vs. 2019). Kaua'i hotels reported ADR at \$357 and occupancy of 76.7 percent.

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. HTA does not support illegal vacation rentals.

Starting from May 2021, Transparent began enriching their occupancy and price calculations with a direct feed of reservations self reported from several local property managers, with the goal of refining the accuracy of these metrics as well as improving the

market coverage. Currently, approximately 4% of the reservations analyzed are from direct reporting. This percentage will increase as more and more property managers are joining the data co-op. Important to note, supply is not affected by this change as supply is based on active inventory. For the avoidance of doubt, Transparent defines active inventory properties as those that have a searchable listing profile on at least one of the online travel agencies websites (Airbnb, Vrbo, Booking or Tripadvisor).

For August 2021, the report included data for 25,416 units, representing 43,507 bedrooms in the Hawaiian Islands.

**Figure 1: Hawai'i Vacation Rental Performance August 2021**

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2021	2020	% Change	2021	2020	% Change	2021	2020	Percentage Pt. Change	2021	2020	% Change
<b>State of Hawai'i</b>	616,912	356,518	73.0%	459,152	48,451	847.7%	74.4%	13.6%	60.8%	\$253.72	\$191.28	32.6%
<b>O'ahu</b>	158,742	100,633	57.7%	113,492	21,191	435.6%	71.5%	21.1%	50.4%	\$205.16	\$162.89	25.9%
Waikīkī	93,937	54,224	73.2%	70,163	11,721	498.6%	74.7%	21.6%	53.1%	\$167.73	\$135.03	24.2%
<b>Maui County</b>	230,981	123,129	87.6%	174,585	12,088	1344.3%	75.6%	9.8%	65.8%	\$282.21	\$229.19	23.1%
Wailea/Kīhei	104,820	62,465	67.8%	79,500	7,943	900.9%	75.8%	12.7%	63.1%	\$246.97	\$206.17	19.8%
Lahaina/Kā'anapali/ Nāpili/Kapalua	99,506	48,053	107.1%	76,580	2,850	2587.0%	77.0%	5.9%	71.0%	\$333.39	\$313.62	6.3%
<b>Island of Hawai'i</b>	136,277	77,904	74.9%	103,896	9,896	949.9%	76.2%	12.7%	63.5%	\$211.16	\$165.20	27.8%
Kona	63,748	36,976	72.4%	50,572	4,335	1066.6%	79.3%	11.7%	67.6%	\$190.41	\$157.32	21.0%
Hilo/Honoka'a	28,578	17,454	63.7%	21,139	3,090	584.1%	74.0%	17.7%	56.3%	\$124.65	\$102.56	21.5%
<b>Kaua'i</b>	90,912	54,852	65.7%	67,179	5,276	1173.3%	73.9%	9.6%	64.3%	\$327.58	\$267.34	22.5%

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**Figure 2: Hawai'i Vacation Rental Performance August 2021 vs. 2019**

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2021	2019	% Change	2021	2019	% Change	2021	2019	Percentage Pt. Change	2021	2019	% Change
<b>State of Hawai'i</b>	616,912	917,218	-32.7%	459,152	681,490	-32.6%	74.4%	74.3%	0.1%	\$253.72	\$204.29	24.2%
<b>O'ahu</b>	158,742	274,886	-42.3%	113,492	218,374	-48.0%	71.5%	79.4%	-7.9%	\$205.16	\$175.32	17.0%
Waikīkī	93,937	123,254	-23.8%	70,163	103,492	-32.2%	74.7%	84.0%	-9.3%	\$167.73	\$148.55	12.9%
<b>Maui County</b>	230,981	305,246	-24.3%	174,585	236,235	-26.1%	75.6%	77.4%	-1.8%	\$282.21	\$233.41	20.9%
Wailea/Kīhei	104,820	146,389	-28.4%	79,500	115,313	-31.1%	75.8%	78.8%	-2.9%	\$246.97	\$221.34	11.6%
Lahaina/Kā'anapali/ Nāpili/Kapalua	99,506	122,904	-19.0%	76,580	94,740	-19.2%	77.0%	77.1%	-0.1%	\$333.39	\$262.43	27.0%
<b>Island of Hawai'i</b>	136,277	204,690	-33.4%	103,896	131,841	-21.2%	76.2%	64.4%	11.8%	\$211.16	\$159.10	32.7%
Kona	63,748	101,680	-37.3%	50,572	69,539	-27.3%	79.3%	68.4%	10.9%	\$190.41	\$126.90	50.0%
Hilo/Honoka'a	28,578	36,842	-22.4%	21,139	21,226	-0.4%	74.0%	57.6%	16.4%	\$124.65	\$94.94	31.3%
<b>Kaua'i</b>	90,912	132,396	-31.3%	67,179	95,040	-29.3%	73.9%	71.8%	2.1%	\$327.58	\$261.15	25.4%

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**Figure 3: Hawai'i Vacation Rental Performance Year-to-Date August 2021**

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2021	2020	% Change	2021	2020	% Change	2021	2020	Percentage Pt. Change	2021	2020	% Change
<b>State of Hawai'i</b>	4,742,837	4,143,289	14.5%	3,106,449	2,033,035	52.8%	65.5%	49.1%	33.5%	\$244.38	\$239.35	2.1%
<b>O'ahu</b>	1,132,566	1,248,343	-9.3%	763,691	571,415	33.6%	67.4%	45.8%	47.3%	\$197.88	\$181.95	8.8%
Waikīkī	664,183	635,883	4.5%	458,001	299,471	52.9%	69.0%	47.1%	46.4%	\$156.19	\$155.67	0.3%
<b>Maui County</b>	1,878,408	1,359,030	38.2%	1,270,913	681,269	86.6%	67.7%	50.1%	35.0%	\$273.71	\$303.60	-9.8%
Wailea/Kīhei	884,152	614,290	43.9%	599,794	321,094	86.8%	67.8%	52.3%	29.8%	\$246.66	\$299.97	-17.8%
Lahaina/Kā'anapali/ Nāpili/Kapalua	799,945	576,193	38.8%	545,693	277,870	96.4%	68.2%	48.2%	41.5%	\$315.76	\$334.43	-5.6%
<b>Island of Hawai'i</b>	1,018,751	965,594	5.5%	707,870	487,703	45.1%	69.5%	50.5%	37.6%	\$207.76	\$180.39	15.2%
Kona	488,781	445,501	9.7%	347,083	240,217	44.5%	71.0%	53.9%	31.7%	\$179.30	\$161.62	10.9%
Hilo/Honoka'a	187,213	225,553	-17.0%	131,655	104,627	25.8%	70.3%	46.4%	51.6%	\$118.09	\$102.71	15.0%
<b>Kaua'i</b>	713,112	570,322	25.0%	363,975	292,648	24.4%	51.0%	51.3%	-0.5%	\$310.75	\$300.13	3.5%

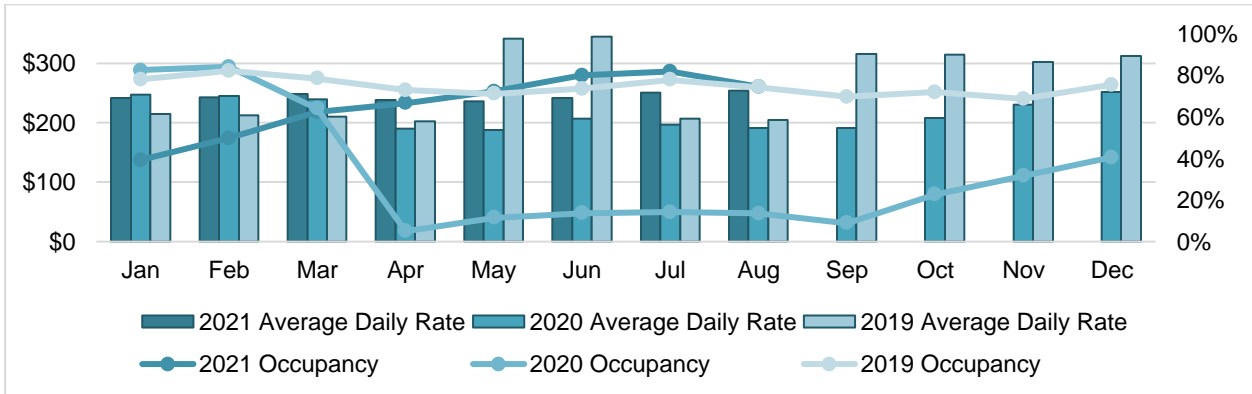
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**Figure 4: Hawai'i Vacation Rental Performance Year-to-Date August 2021 vs. 2019**

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2021	2019	% Change	2021	2019	% Change	2021	2019	Percentage Pt. Change	2021	2019	% Change
<b>State of Hawai'i</b>	4,742,837	5,689,979	-16.6%	3,106,449	4,326,264	-28.2%	65.5%	76.0%	-13.9%	\$244.38	\$208.00	17.5%
<b>O'ahu</b>	1,132,566	1,967,338	-42.4%	763,691	1,486,243	-48.6%	67.4%	75.5%	-10.7%	\$197.88	\$165.62	19.5%
Waikīkī	664,183	791,213	-16.1%	458,001	621,734	-26.3%	69.0%	78.6%	-12.2%	\$156.19	\$146.32	6.7%
<b>Maui County</b>	1,878,408	1,710,536	9.8%	1,270,913	1,377,454	-7.7%	67.7%	80.5%	-16.0%	\$273.71	\$253.66	7.9%
Wailea/Kīhei	884,152	807,334	9.5%	599,794	654,201	-8.3%	67.8%	81.0%	-16.3%	\$246.66	\$245.98	0.3%
Lahaina/Kā'anapali/ Nāpili/Kapalua	799,945	683,490	17.0%	545,693	552,454	-1.2%	68.2%	80.8%	-15.6%	\$315.76	\$283.38	11.4%
<b>Island of Hawai'i</b>	1,018,751	1,254,875	-18.8%	707,870	861,599	-17.8%	69.5%	68.7%	1.2%	\$207.76	\$164.62	26.2%
Kona	488,781	612,147	-20.2%	347,083	449,821	-22.8%	71.0%	73.5%	-3.4%	\$179.30	\$135.92	31.9%
Hilo/Honoka'a	187,213	238,903	-21.6%	131,655	144,036	-8.6%	70.3%	60.3%	16.6%	\$118.09	\$90.69	30.2%
<b>Kaua'i</b>	713,112	757,230	-5.8%	363,975	600,968	-39.4%	51.0%	79.4%	-35.7%	\$310.75	\$270.33	15.0%

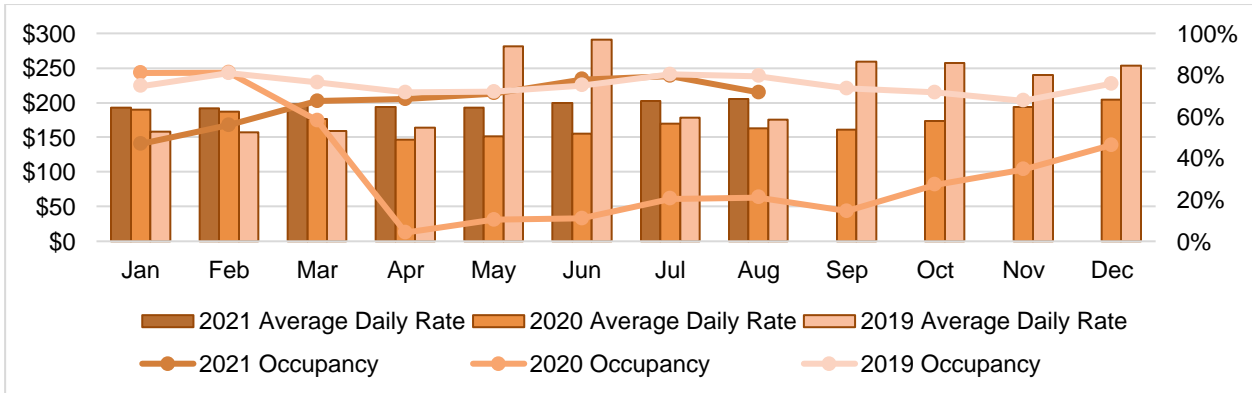
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**Figure 5: Monthly State of Hawai'i Vacation Rental Performance - 2021 vs. 2020 vs. 2019**



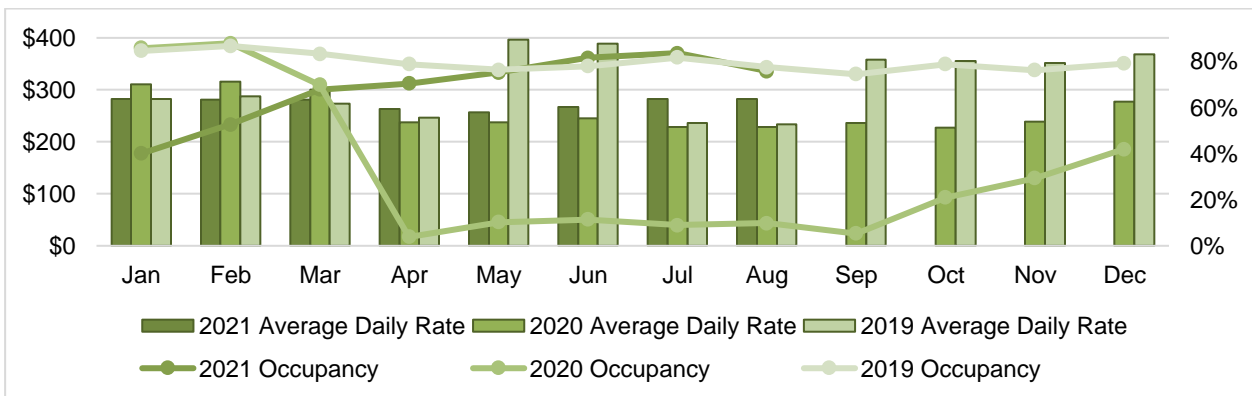
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**Figure 6: Monthly O'ahu Vacation Rental Performance - 2021 vs. 2020 vs. 2019**



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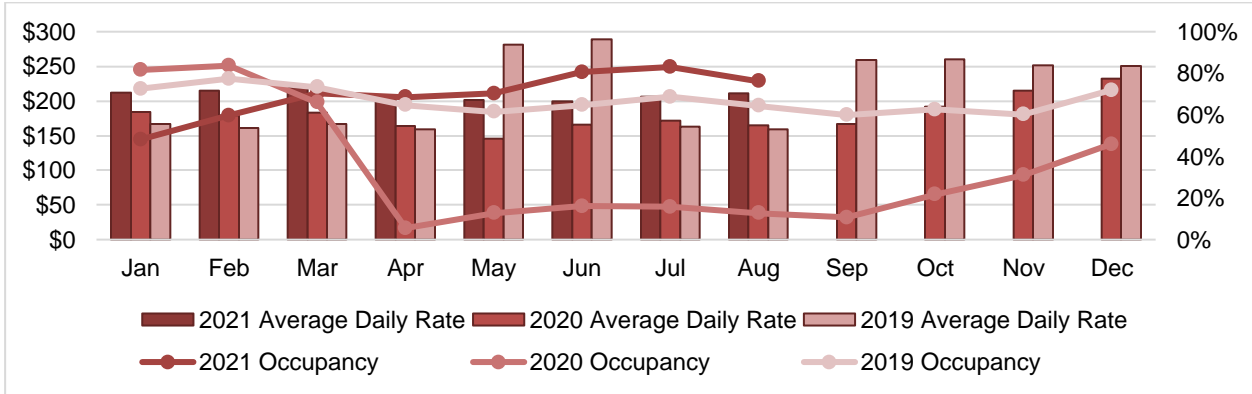
**Figure 7: Monthly Maui County Vacation Rental Performance - 2021 vs. 2020 vs. 2019**



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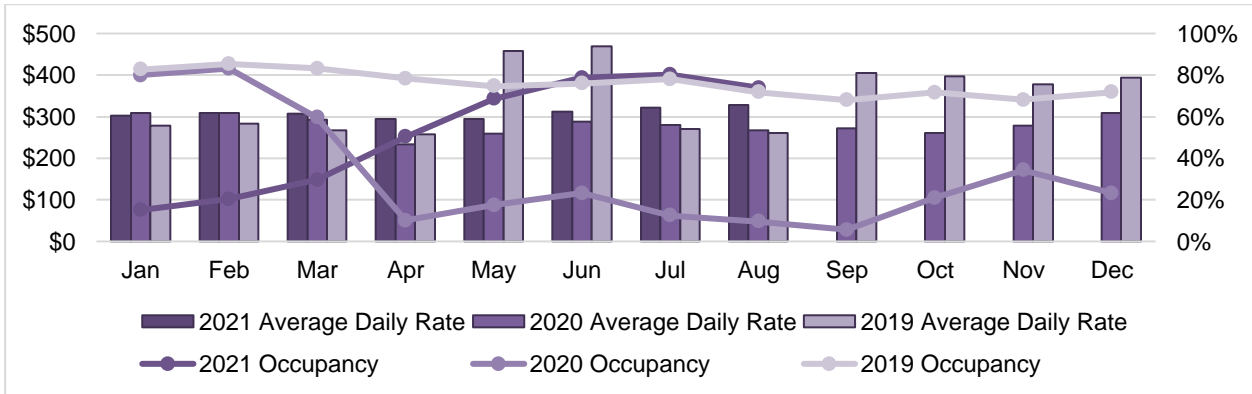


**Figure 8: Monthly Island of Hawai'i Vacation Rental Performance - 2021 vs. 2020 vs. 2019**



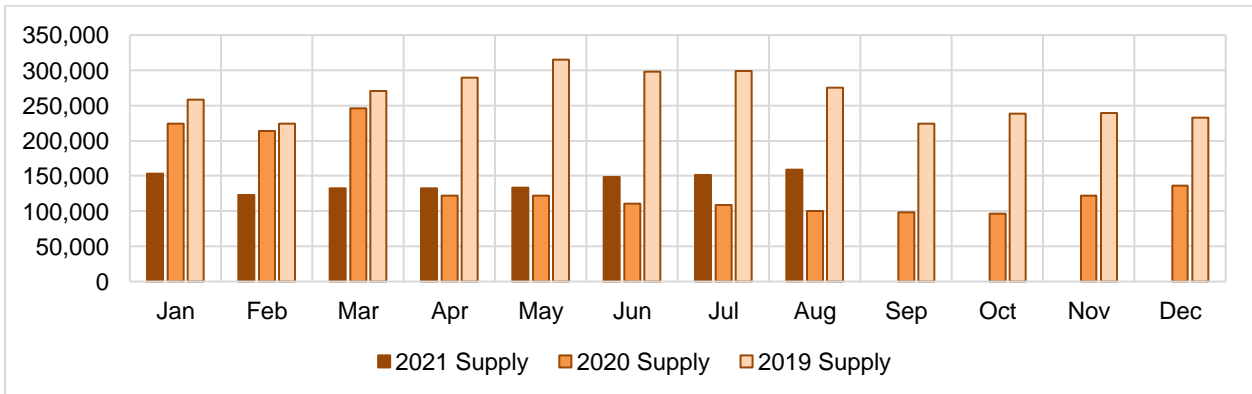
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**Figure 9: Monthly Kaua'i Vacation Rental Performance - 2021 vs. 2020 vs. 2019**



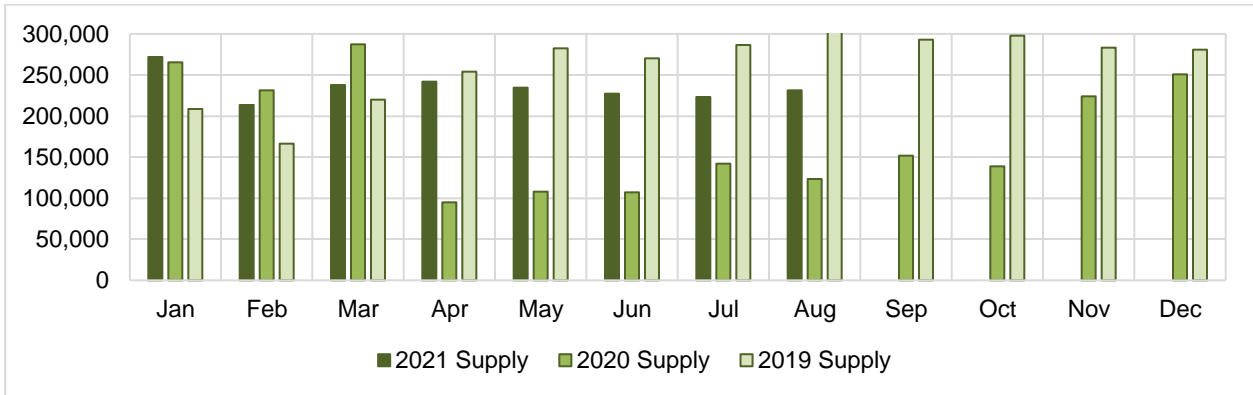
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**Figure 10: Monthly O'ahu Unit Night Supply - 2021 vs. 2020 vs. 2019**



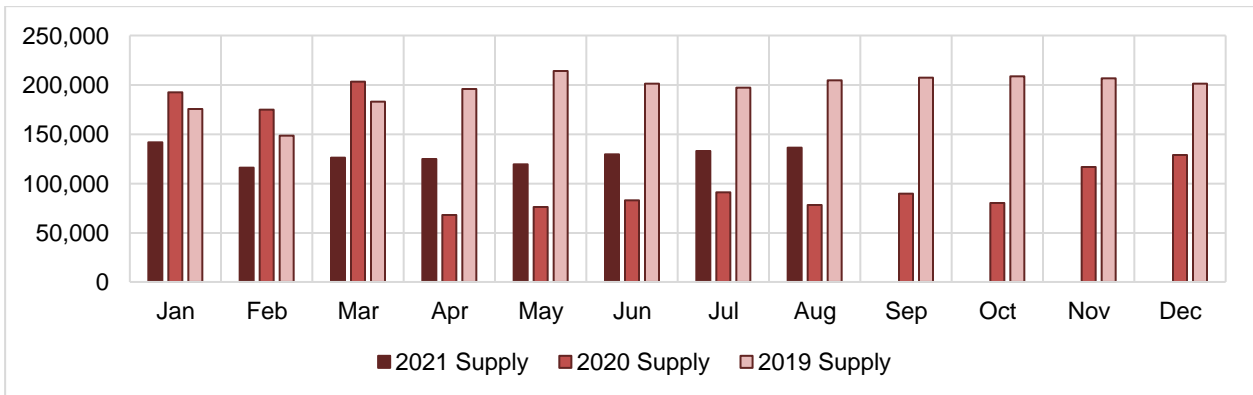
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**Figure 11: Monthly Maui County Unit Night Supply - 2021 vs. 2020 vs. 2019**



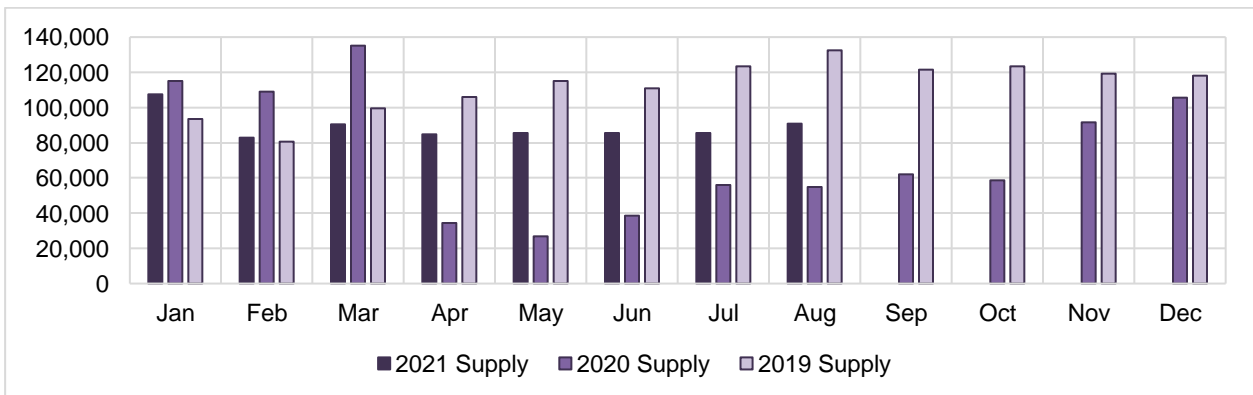
Source: Transparent Intelligence, Inc. © Copyright 2021 Hawai'i Tourism Authority.

**Figure 12: Monthly Island of Hawai'i Unit Night Supply - 2021 vs. 2020 vs. 2019**



Source: Transparent Intelligence, Inc. © Copyright 2021 Hawai'i Tourism Authority.

**Figure 13: Monthly Kaua'i Unit Night Supply - 2021 vs. 2020 vs. 2019**



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