



August 2020 Hawaii Vacation Rental Performance Report

In August 2020, the total monthly supply of statewide vacation rentals was 356,500 unit nights (-60.1%) and monthly demand was 48,500 unit nights (-92.7%), resulting in an average monthly unit occupancy of 13.6 percent (-60.7 percentage points) (Figure 1).

In comparison, Hawaii's hotels had an average occupancy rate of 21.7 percent in August 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 August was \$191, which was higher than the ADR for hotels (\$158).

On O'ahu, short-term rentals (rented for less than 30 days) were not allowed to operate during August. 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 August, all passengers arriving from out-of-state were required to abide by a mandatory 14-day self-quarantine. On August 11, a partial interisland quarantine was reinstated for anyone traveling to the counties of Kaua'i, Hawaii, Maui, and Kalawao (Moloka'i). The majority of flights to Hawaii were cancelled in August 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 August, Maui had the largest vacation rental supply of all four counties with 123,100 available unit nights, which was a decrease of 57.9 percent compared to a year ago. Unit demand was 12,100 unit nights (-94.7%), resulting in 9.8 percent occupancy (-67.8 percentage points) with an ADR of \$229 (-38.2%). Maui County hotels were 8.6 percent occupied with an ADR of \$207.

O'ahu vacation rental supply was 100,600 available unit nights (-62.6%). Unit demand was 21,200 unit nights (-90.1%), resulting in 21.1 percent occupancy (-58.5 percentage points) and an ADR of \$163 (-41.9%). O'ahu hotels were 26.8 percent occupied with an ADR of \$157.

The island of Hawai'i vacation rental supply was 77,900 available unit nights (-63.2%) in August. Unit demand was 9,900 unit nights (-92.7%), resulting in 12.7 percent occupancy (-51.6 percentage points) with an ADR of \$165 (-40.8%). Hawai'i Island hotels were 26.1 percent occupied with an ADR of \$130.

Kaua'i had the fewest number of available unit nights in August at 54,900 (-54.6%). Unit demand was 5,300 unit nights (-93.9%), resulting in 9.6 percent occupancy (-62.2 percentage points) with an ADR of \$267 (-38.2%). Kaua'i hotels were 16.8 percent occupied with an ADR of \$165.

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 August 2020, the report included data for 13,692 units, representing 23,372 bedrooms in the Hawaiian Islands.

Figure 1: Hawai'i Vacation Rental Performance August 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	356,518	893,768	-60.1%	48,451	663,911	-92.7%	13.6%	74.3%	-60.7%	\$191.28	\$330.96	-42.2%
O'ahu	100,633	268,893	-62.6%	21,191	214,015	-90.1%	21.1%	79.6%	-58.5%	\$162.89	\$280.47	-41.9%
Waikīkī	54,224	121,916	-55.5%	11,721	102,470	-88.6%	21.6%	84.0%	-62.4%	\$135.03	\$260.83	-48.2%
Maui County	123,129	292,177	-57.9%	12,088	226,785	-94.7%	9.8%	77.6%	-67.8%	\$229.19	\$370.94	-38.2%
Wailea/Kīhei	62,465	144,177	-56.7%	7,943	114,044	-93.0%	12.7%	79.1%	-66.4%	\$206.17	\$352.35	-41.5%
Lahaina/Kā'anapali/ Nāpili/Kapalua	48,053	113,475	-57.7%	2,850	87,545	-96.7%	5.9%	77.1%	-71.2%	\$313.62	\$417.67	-24.9%
Island of Hawai'i	77,904	211,904	-63.2%	9,896	136,329	-92.7%	12.7%	64.3%	-51.6%	\$165.20	\$279.21	-40.8%
Kona	36,976	98,438	-62.4%	4,335	67,488	-93.6%	11.7%	68.6%	-56.8%	\$157.32	\$252.98	-37.8%
Hilo/Honoka'a	17,454	48,336	-63.9%	3,090	28,462	-89.1%	17.7%	58.9%	-41.2%	\$102.56	\$162.45	-36.9%
Kaua'i	54,852	120,794	-54.6%	5,276	86,782	-93.9%	9.6%	71.8%	-62.2%	\$267.34	\$432.28	-38.2%

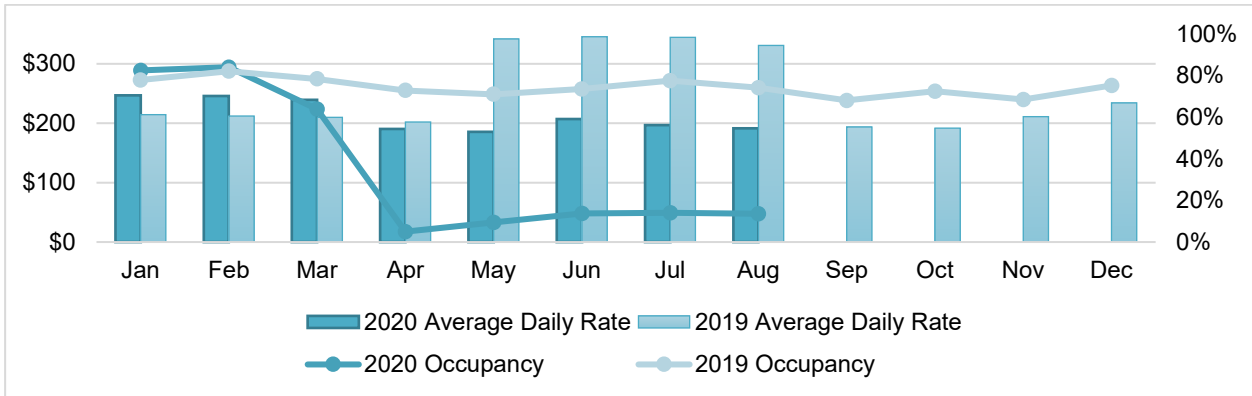
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Figure 2: Hawai'i Vacation Rental Performance Year-to-Date August 2020

	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	4,143,289	6,568,807	-36.9%	2,033,035	4,969,175	-59.1%	49.1%	75.6%	-35.1%	\$239.35	\$279.84	-14.5%
O'ahu	1,248,343	2,218,884	-43.7%	571,415	1,687,492	-66.1%	45.8%	76.1%	-39.8%	\$181.95	\$227.74	-20.1%
Waikīkī	635,883	910,022	-30.1%	299,471	721,801	-58.5%	47.1%	79.3%	-40.6%	\$155.67	\$213.58	-27.1%
Maui County	1,359,030	1,972,462	-31.1%	681,269	1,581,701	-56.9%	50.1%	80.2%	-37.5%	\$303.60	\$334.33	-9.2%
Wailea/Kīhei	614,290	946,428	-35.1%	321,094	765,855	-58.1%	52.3%	80.9%	-35.4%	\$299.97	\$324.81	-7.6%
Lahaina/Kā'anapali/ Nāpili/Kapalua	576,193	775,206	-25.7%	277,870	622,583	-55.4%	48.2%	80.3%	-40.0%	\$334.43	\$372.90	-10.3%
Island of Hawai'i	965,594	1,536,362	-37.2%	487,703	1,041,735	-53.2%	50.5%	67.8%	-25.5%	\$180.39	\$226.24	-20.3%
Kona	445,501	704,627	-36.8%	240,217	513,749	-53.2%	53.9%	72.9%	-26.0%	\$161.62	\$201.01	-19.6%
Hilo/Honoka'a	225,553	365,464	-38.3%	104,627	221,411	-52.7%	46.4%	60.6%	-23.4%	\$102.71	\$130.93	-21.6%
Kaua'i	570,322	841,099	-32.2%	292,648	658,247	-55.5%	51.3%	78.3%	-34.4%	\$300.13	\$367.27	-18.3%

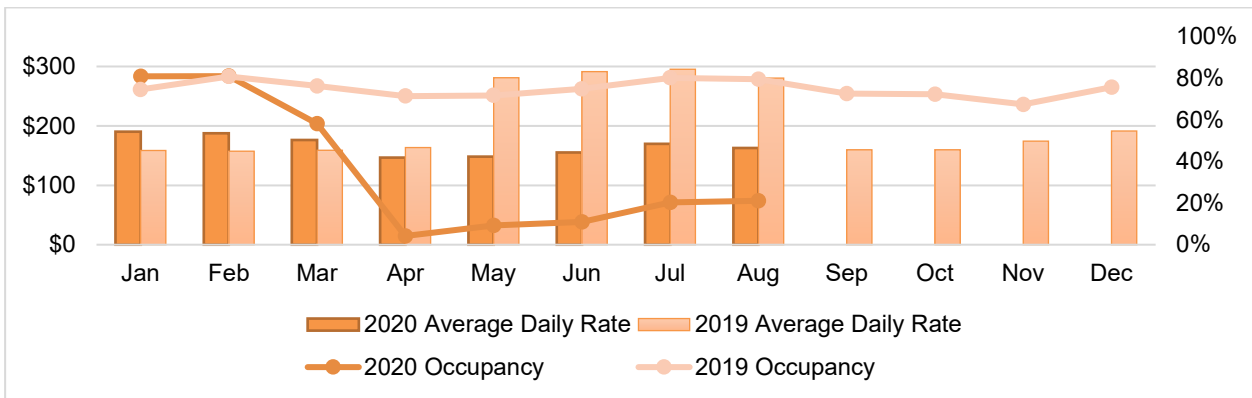
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Figure 3: Monthly State of Hawai'i Vacation Rental Performance - 2020 vs. 2019



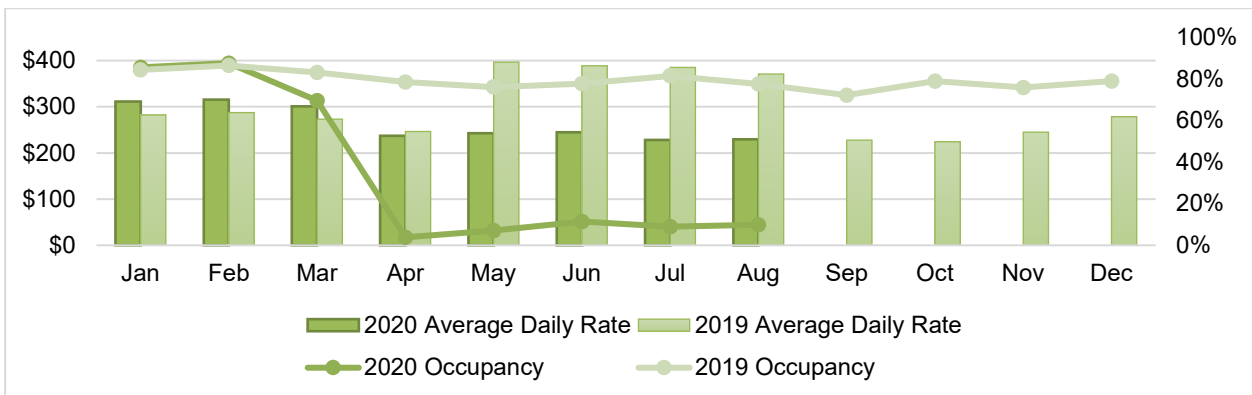
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Figure 4: Monthly O'ahu Vacation Rental Performance - 2020 vs. 2019



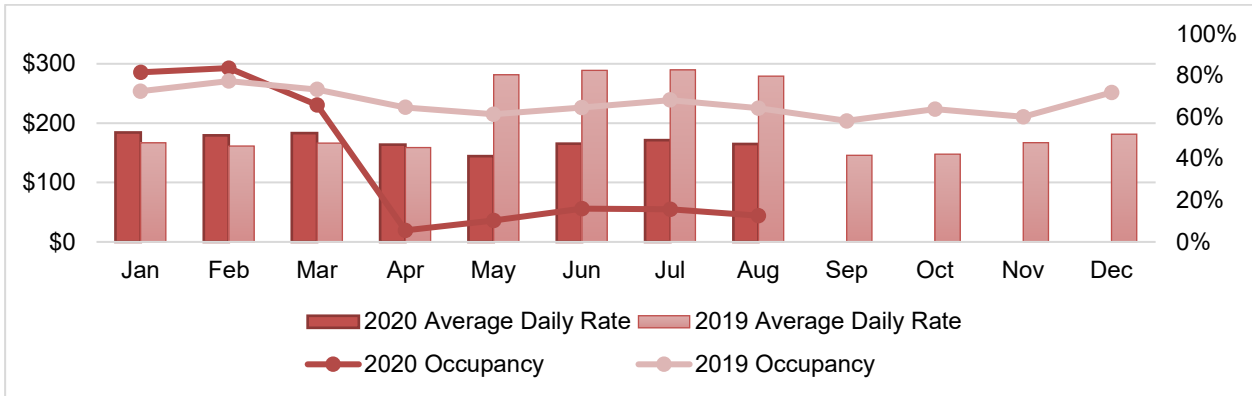
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Figure 5: Monthly Maui County Vacation Rental Performance - 2020 vs. 2019



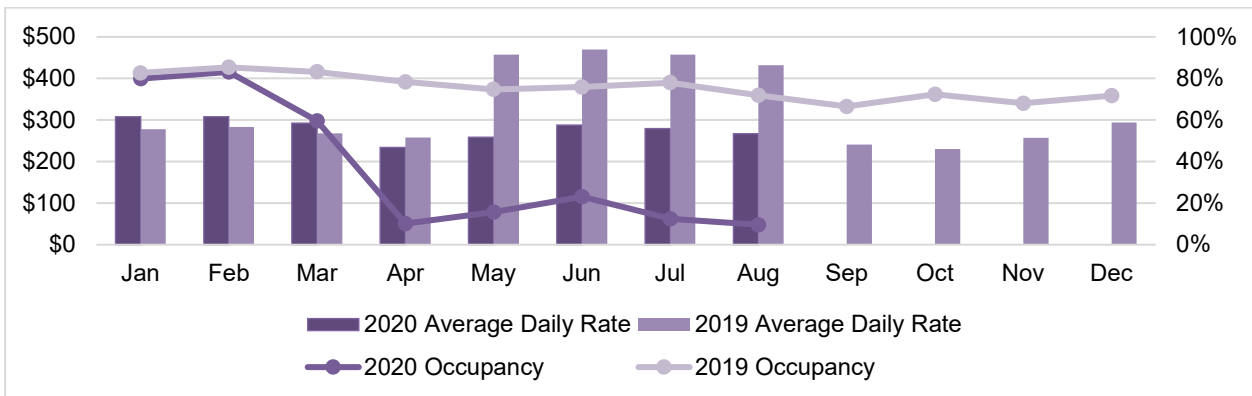
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Figure 6: Monthly Island of Hawai'i Vacation Rental Performance - 2020 vs. 2019



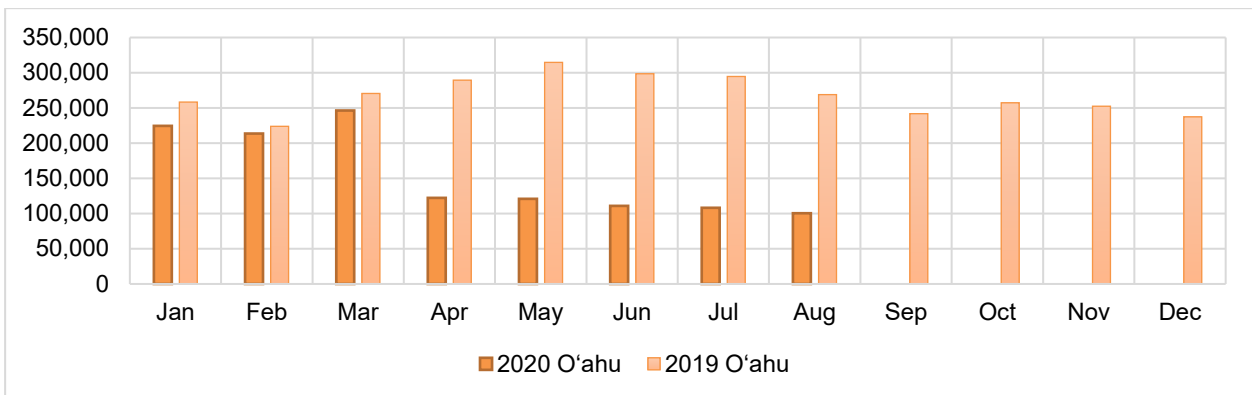
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Figure 7: Monthly Kaua'i Vacation Rental Performance - 2020 vs. 2019



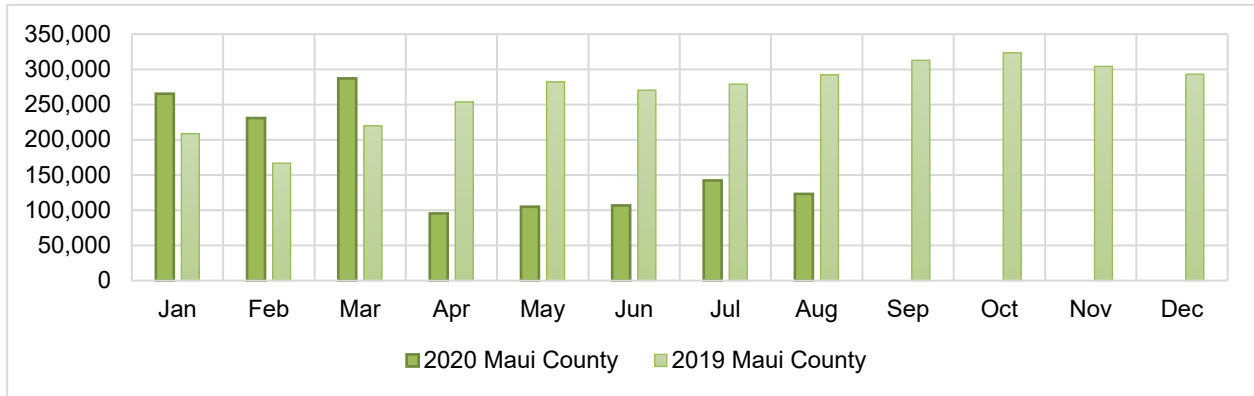
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Figure 8: Monthly O'ahu Unit Night Supply - 2020 vs. 2019



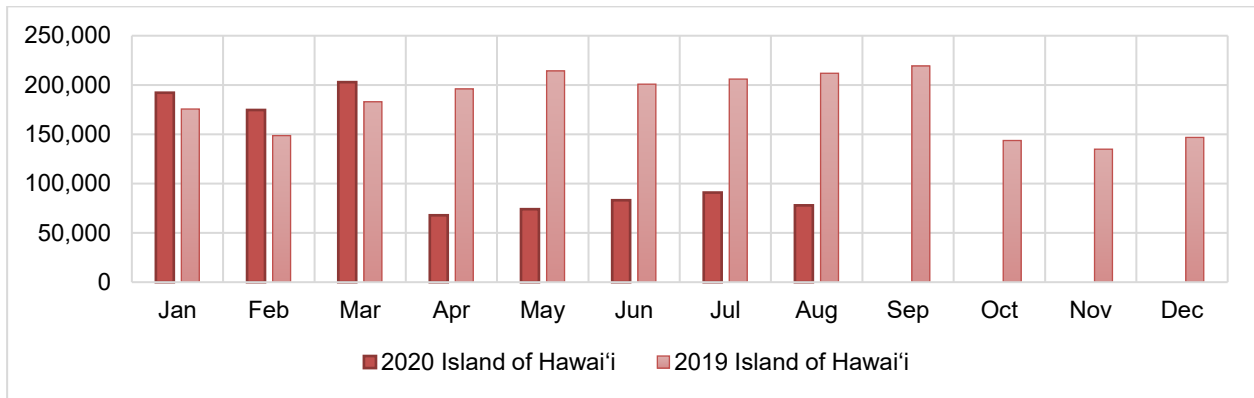
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Figure 9: Monthly Maui County Unit Night Supply - 2020 vs. 2019



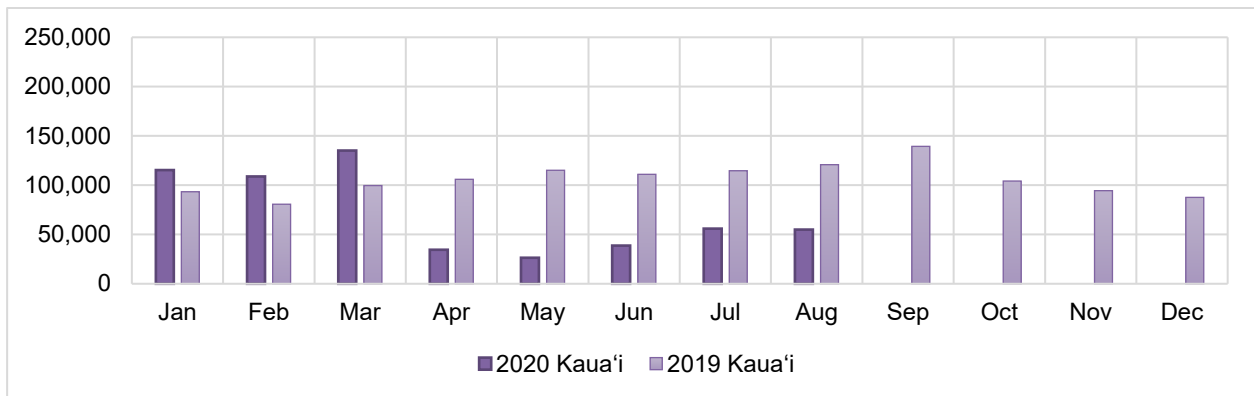
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Figure 10: Monthly Island of Hawai'i Unit Night Supply - 2020 vs. 2019



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



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