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### June 2022 Hawai'i Vacation Rental Performance Report

Vacation rentals across Hawai'i reported increases in supply and average daily rate (ADR), with lower demand and occupancy, in June 2022 compared to June 2021. In comparison to pre-pandemic June 2019, ADR was higher in June 2022, but vacation rental supply, demand and occupancy were down.

The State of Hawai'i Department of Business, Economic Development & Tourism (DBEDT) issued today the Hawai'i Vacation Rental Performance Report for the month of June utilizing data compiled by Transparent Intelligence, Inc.

In June 2022, the total monthly supply of statewide vacation rentals was 621,600 unit nights (+5.2% vs. 2021, -29.8% vs. 2019) and monthly demand was 432,848 unit nights (-8.3% vs. 2021, -33.7% vs. 2019) (Figures 1 and 2). This combination resulted in an average monthly unit occupancy of 69.6 percent (-10.2 percentage points vs. 2021, -4.1 percentage points vs. 2019) for June. Occupancy for Hawai'i's hotels was 75.8 percent in June 2022.

The ADR for vacation rental units statewide in June was \$295 (+21.9% vs. 2021, +45.2% vs. 2019). By comparison the ADR for hotels was \$392 in June 2022. 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 June 2022, passengers arriving on direct international flights through June 11 were subjected to federal U.S. entry requirements which included proof of an up-to-date vaccination document and negative COVID-19 test result taken within one day of travel, or documentation of having recovered from COVID-19 in the past 90 days, prior to their flight. This requirement was lifted on June 12, 2022. There were no travel restrictions for passengers arriving on domestic direct flights from the U.S. Mainland.

The data in DBEDT's Hawai'i Vacation Rental Performance Report specifically excludes units reported in Hawai'i Tourism Authority's 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 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 June, Maui County had the largest vacation rental supply of all four counties with 212,700 available unit nights (-6.4% vs. 2021, -22.8% vs. 2019). Unit demand was 160,000 unit nights (-13.5% vs. 2021, -25.2% vs. 2019), resulting in 75.2 percent occupancy (-6.1 percentage points vs. 2021, -2.4 percentage points vs. 2019) and ADR at \$341 (+28.0% vs. 2021, +47.0% vs. 2019). For June, Maui County hotels reported ADR at \$644 and occupancy of 70.1 percent.

O'ahu vacation rental supply was 172,800 available unit nights (+16.2% vs. 2021, -42.7% vs. 2019). Unit demand was 116,400 unit nights (+0.7% vs. 2021, -48.5% vs. 2019), resulting in 67.3 percent occupancy (-10.4 percentage points vs. 2021, -7.5 percentage points vs. 2019) with ADR at \$218 (+9.2% vs. 2021, +26.4% vs. 2019). In comparison, O'ahu hotels reported ADR at \$284 and occupancy of 77.1 percent for June 2022.

The island of Hawai'i vacation rental supply was 154,200 available unit nights (+18.9% vs. 2021, -19.3% vs. 2019) in June. Unit demand was 97,100 unit nights (-7.1% vs. 2021, -21.7% vs. 2019), resulting in 62.9 percent occupancy (-17.6 percentage points vs. 2021, -1.9 percentage points vs. 2019) with ADR at \$247 (+23.5% vs. 2021, +52.6% vs. 2019). Hawai'i Island hotels reported ADR at \$411 and occupancy of 75.7 percent.

Kaua'i had the fewest number of available vacation rental unit nights in June at 81,900 (-4.1% vs. 2021, -30.5% vs. 2019). Unit demand was 59,500 unit nights (-11.4% vs. 2021, -33.5% vs. 2019), resulting in 72.6 percent occupancy (-6.0 percentage points vs. 2021, -3.3 percentage points vs. 2019) with ADR at \$400 (+28.1% vs. 2021, +48.8% vs. 2019). Kaua'i hotels reported ADR at \$418 and occupancy of 83.4 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 Transparent Intelligence, Inc., which was selected by the Hawai'i Tourism Authority (HTA) as the provider for these data services. This contract was transferred to DBEDT as of June 2022.

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. DBEDT and HTA do not support illegal vacation rentals.

Transparent enriches their occupancy and price calculations with reservations data provided by vacation rental software providers, online travel agencies and local property

managers. Currently, the reservations data provided by data partners represent about 29 percent of the estimated total unique vacation rental properties in the State of Hawai'i.

For June 2022, the report included data for 28,378 units, representing 48,706 bedrooms in the Hawaiian Islands.

**Figure 1: Hawai'i Vacation Rental Performance June 2022**

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2022	2021	% Change	2022	2021	% Change	2022	2021	Percentage Pt. Change	2022	2021	% Change
<b>State of Hawai'i</b>	621,575	591,056	5.2%	432,848	472,120	-8.3%	69.6%	79.9%	-10.2%	\$295.23	\$242.11	21.9%
<b>O'ahu</b>	172,828	148,703	16.2%	116,353	115,598	0.7%	67.3%	77.7%	-10.4%	\$218.26	\$199.86	9.2%
Waikīkī	102,414	86,675	18.2%	73,831	69,753	5.8%	72.1%	80.5%	-8.4%	\$172.63	\$160.05	7.9%
<b>Maui County</b>	212,657	227,265	-6.4%	159,951	184,878	-13.5%	75.2%	81.3%	-6.1%	\$341.43	\$266.79	28.0%
Wailea/Kīhei	95,115	105,986	-10.3%	72,131	87,609	-17.7%	75.8%	82.7%	-6.8%	\$295.14	\$235.04	25.6%
Lahaina/Kā'anapali/ Nāpili/Kapalua	92,138	94,965	-3.0%	70,740	78,176	-9.5%	76.8%	82.3%	-5.5%	\$410.96	\$314.99	30.5%
<b>Island of Hawai'i</b>	154,175	129,652	18.9%	97,052	104,478	-7.1%	62.9%	80.6%	-17.6%	\$246.88	\$199.85	23.5%
Kona	73,914	60,456	22.3%	46,449	49,747	-6.6%	62.8%	82.3%	-19.4%	\$228.78	\$171.43	33.5%
Hilo/Honoka'a	34,605	26,469	30.7%	20,719	20,723	0.0%	59.9%	78.3%	-18.4%	\$138.12	\$119.02	16.0%
<b>Kaua'i</b>	81,915	85,436	-4.1%	59,492	67,166	-11.4%	72.6%	78.6%	-6.0%	\$400.39	\$312.61	28.1%

Source: Transparent Intelligence, Inc. © Copyright 2022 State of Hawaii Department of Business, Economic Development & Tourism

**Figure 2: Hawai'i Vacation Rental Performance June 2022 vs. 2019**

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2022	2019	% Change	2022	2019	% Change	2022	2019	Percentage Pt. Change	2022	2019	% Change
<b>State of Hawai'i</b>	621,575	885,949	-29.8%	432,848	653,059	-33.7%	69.6%	73.7%	-4.1%	\$295.23	\$203.35	45.2%
<b>O'ahu</b>	172,828	301,649	-42.7%	116,353	225,806	-48.5%	67.3%	74.9%	-7.5%	\$218.26	\$172.72	26.4%
Waikīkī	102,414	124,690	-17.9%	73,831	96,770	-23.7%	72.1%	77.6%	-5.5%	\$172.63	\$146.54	17.8%
<b>Maui County</b>	212,657	275,399	-22.8%	159,951	213,881	-25.2%	75.2%	77.7%	-2.4%	\$341.43	\$232.24	47.0%
Wailea/Kīhei	95,115	132,984	-28.5%	72,131	104,251	-30.8%	75.8%	78.4%	-2.6%	\$295.14	\$221.03	33.5%
Lahaina/Kā'anapali/ Nāpili/Kapalua	92,138	108,768	-15.3%	70,740	85,508	-17.3%	76.8%	78.6%	-1.8%	\$410.96	\$261.40	57.2%
<b>Island of Hawai'i</b>	154,175	191,023	-19.3%	97,052	123,874	-21.7%	62.9%	64.8%	-1.9%	\$246.88	\$161.77	52.6%
Kona	73,914	93,559	-21.0%	46,449	63,703	-27.1%	62.8%	68.1%	-5.2%	\$228.78	\$129.83	76.2%
Hilo/Honoka'a	34,605	34,831	-0.6%	20,719	20,538	0.9%	59.9%	59.0%	0.9%	\$138.12	\$92.90	48.7%
<b>Kaua'i</b>	81,915	117,878	-30.5%	59,492	89,498	-33.5%	72.6%	75.9%	-3.3%	\$400.39	\$269.15	48.8%

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**Figure 3: Hawai'i Vacation Rental Performance Year-to-Date June 2022**

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2022	2021	% Change	2022	2021	% Change	2022	2021	Percentage Pt. Change	2022	2021	% Change
<b>State of Hawai'i</b>	3,518,963	3,532,975	-0.4%	2,496,783	2,161,990	15.5%	71.0%	61.2%	15.9%	\$293.18	\$241.00	21.7%
<b>O'ahu</b>	1,019,555	822,432	24.0%	695,549	529,979	31.2%	68.2%	64.4%	5.9%	\$216.68	\$195.24	11.0%
Waikīkī	597,618	480,301	24.4%	433,672	313,547	38.3%	72.6%	65.3%	11.2%	\$167.37	\$151.07	10.8%
<b>Maui County</b>	1,192,139	1,424,355	-16.3%	879,142	910,231	-3.4%	73.7%	63.9%	15.4%	\$350.19	\$270.42	29.5%
Wailea/Kīhei	532,900	674,737	-21.0%	391,276	432,295	-9.5%	73.4%	64.1%	14.6%	\$308.07	\$246.80	24.8%
Lahaina/Kā'anapali/ Nāpili/Kapalua	518,438	607,903	-14.7%	387,742	391,148	-0.9%	74.8%	64.3%	16.2%	\$419.33	\$307.57	36.3%
<b>Island of Hawai'i</b>	817,728	749,640	9.1%	566,852	493,691	14.8%	69.3%	65.9%	5.3%	\$237.97	\$207.36	14.8%
Kona	386,002	362,758	6.4%	270,750	243,154	11.3%	70.1%	67.0%	4.6%	\$227.50	\$176.59	28.8%
Hilo/Honoka'a	188,955	131,499	43.7%	129,695	89,285	45.3%	68.6%	67.9%	1.1%	\$138.27	\$116.00	19.2%
<b>Kaua'i</b>	489,541	536,548	-8.8%	355,240	228,089	55.7%	72.6%	42.5%	70.7%	\$389.99	\$302.74	28.8%

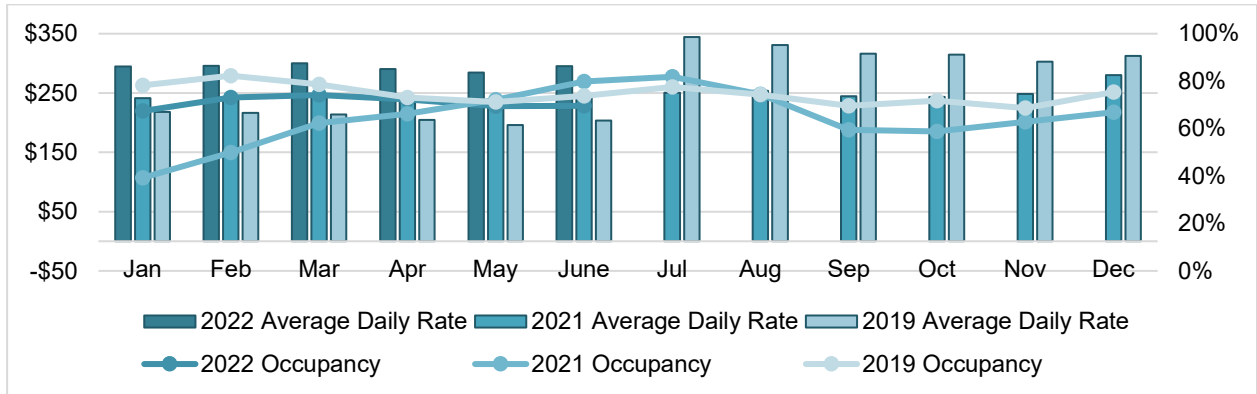
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**Figure 4: Hawai'i Vacation Rental Performance Year-to-Date June 2022 vs. 2019**

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2022	2019	% Change	2022	2019	% Change	2022	2019	Percentage Pt. Change	2022	2019	% Change
<b>State of Hawai'i</b>	3,518,963	4,784,725	-26.5%	2,496,783	3,621,887	-31.1%	71.0%	75.7%	-6.3%	\$293.18	\$208.15	40.9%
<b>O'ahu</b>	1,019,555	1,668,743	-38.9%	695,549	1,246,657	-44.2%	68.2%	74.7%	-8.7%	\$216.68	\$163.09	32.9%
Waikīkī	597,618	663,736	-10.0%	433,672	516,464	-16.0%	72.6%	77.8%	-6.7%	\$167.37	\$144.82	15.6%
<b>Maui County</b>	1,192,139	1,423,959	-16.3%	879,142	1,143,916	-23.1%	73.7%	80.3%	-8.2%	\$350.19	\$257.32	36.1%
Wailea/Kīhei	532,900	668,947	-20.3%	391,276	538,663	-27.4%	73.4%	80.5%	-8.8%	\$308.07	\$251.32	22.6%
Lahaina/Kā'anapali/ Nāpili/Kapalua	518,438	569,974	-9.0%	387,742	461,076	-15.9%	74.8%	80.9%	-7.5%	\$419.33	\$285.97	46.6%
<b>Island of Hawai'i</b>	817,728	1,058,018	-22.7%	566,852	726,531	-22.0%	69.3%	68.7%	0.9%	\$237.97	\$164.90	44.3%
Kona	386,002	514,780	-25.0%	270,750	379,502	-28.7%	70.1%	73.7%	-4.9%	\$227.50	\$136.66	66.5%
Hilo/Honoka'a	188,955	202,709	-6.8%	129,695	122,146	6.2%	68.6%	60.3%	13.9%	\$138.27	\$89.67	54.2%
<b>Kaua'i</b>	489,541	634,005	-22.8%	355,240	504,783	-29.6%	72.6%	79.6%	-8.9%	\$389.99	\$270.25	44.3%

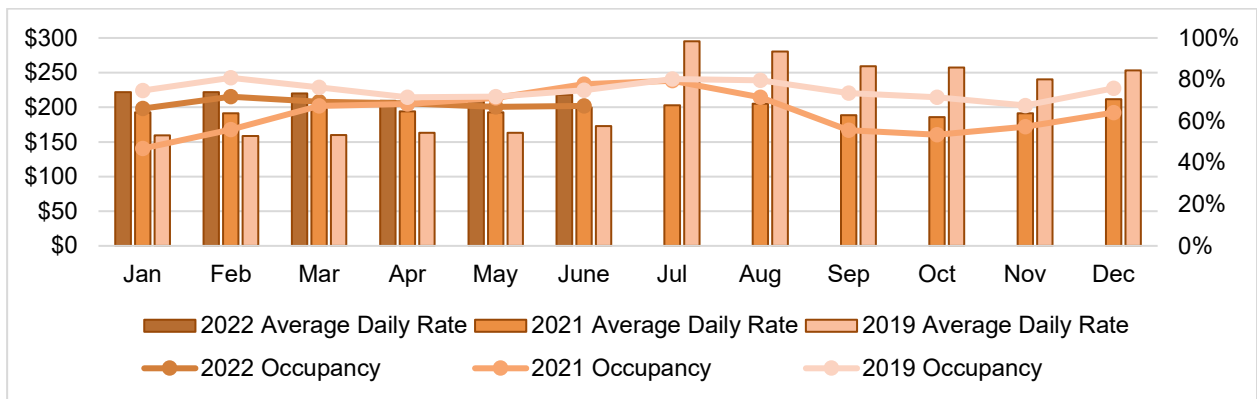
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**Figure 5: Monthly State of Hawai'i Vacation Rental Performance - 2022 vs. 2021 vs. 2019**



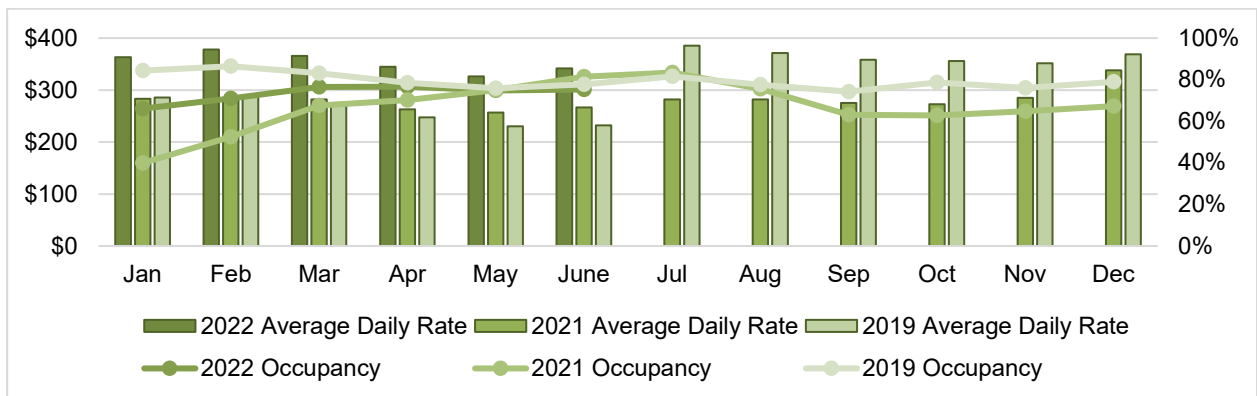
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**Figure 6: Monthly O'ahu Vacation Rental Performance - 2022 vs. 2021 vs. 2019**



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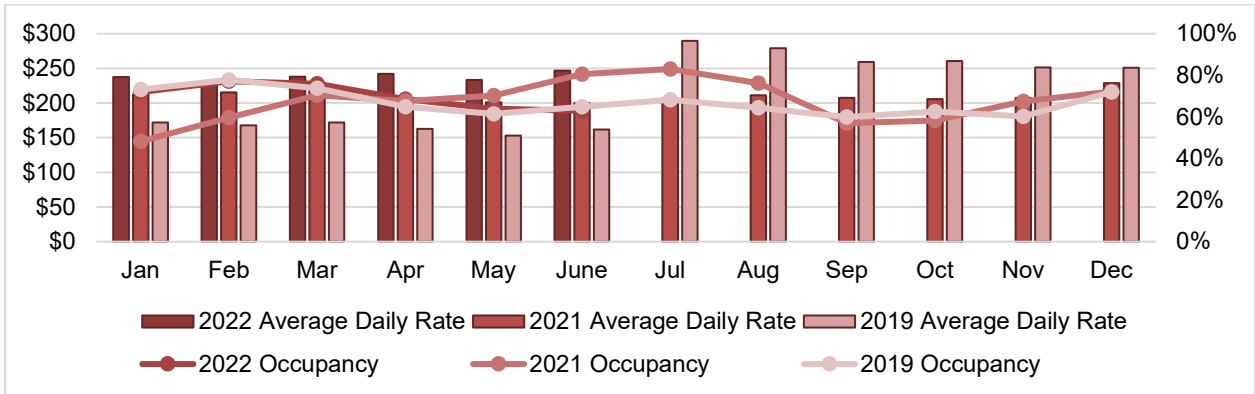
**Figure 7: Monthly Maui County Vacation Rental Performance - 2022 vs. 2021 vs. 2019**



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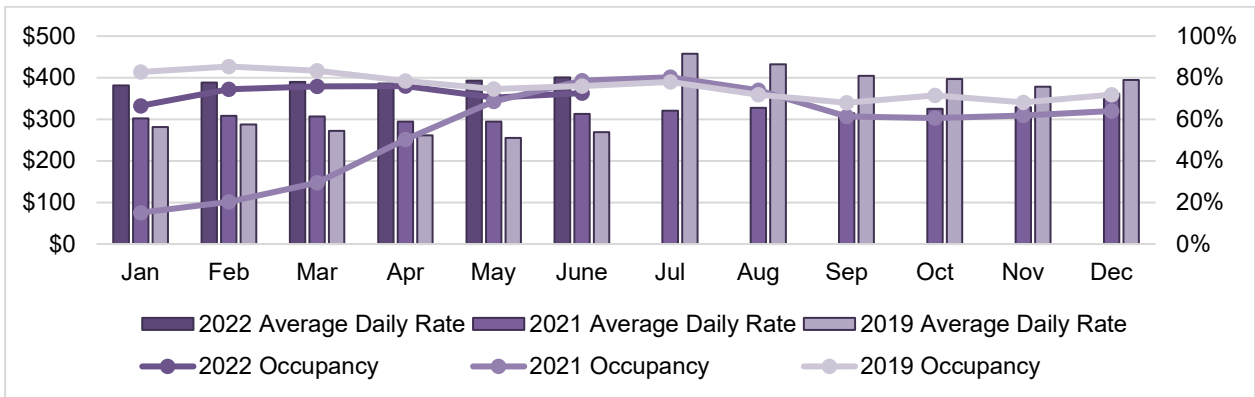


**Figure 8: Monthly Island of Hawai'i Vacation Rental Performance - 2022 vs. 2021 vs. 2019**



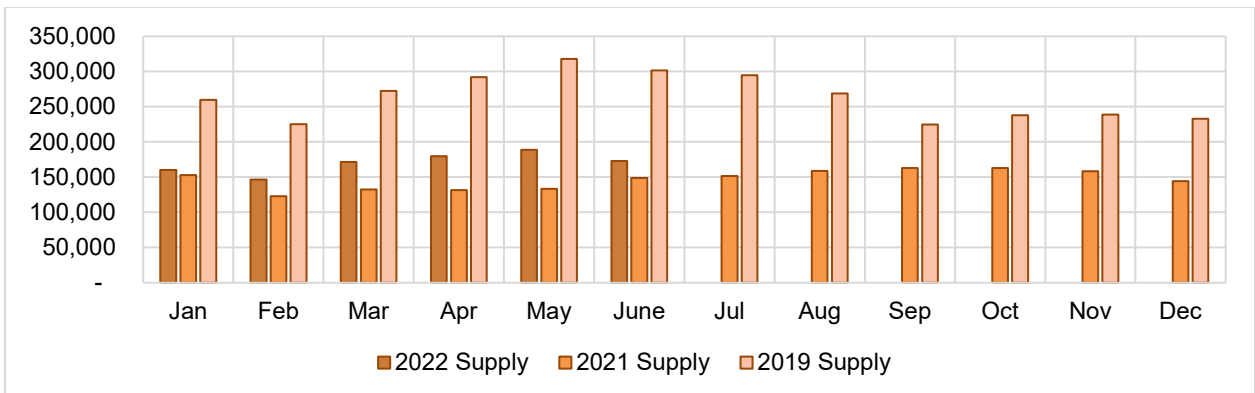
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**Figure 9: Monthly Kaua'i Vacation Rental Performance - 2022 vs. 2021 vs. 2019**



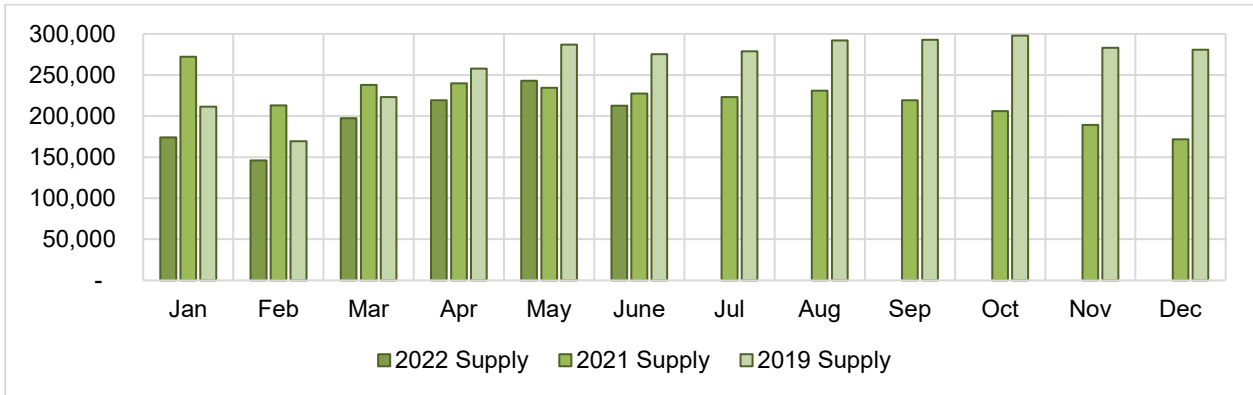
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**Figure 10: Monthly O'ahu Unit Night Supply - 2022 vs. 2021 vs. 2019**



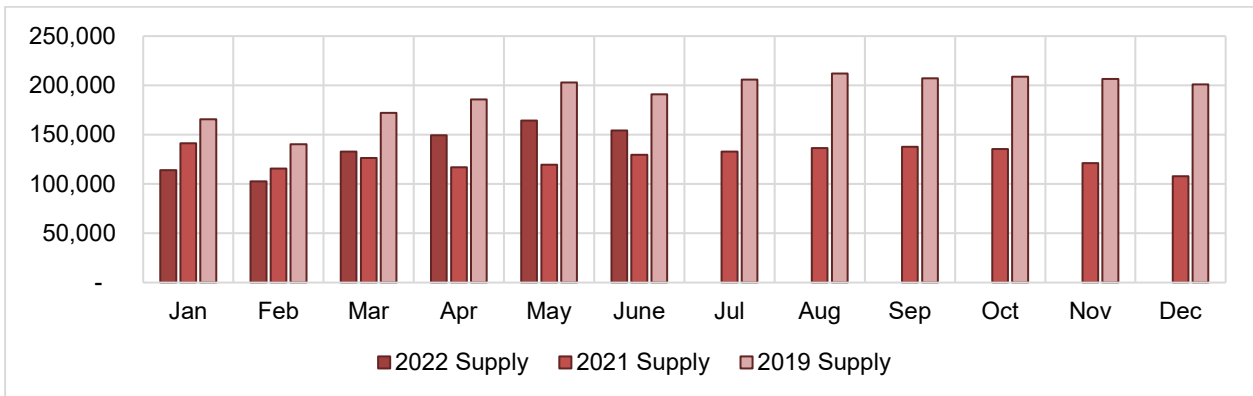
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**Figure 11: Monthly Maui County Unit Night Supply - 2022 vs. 2021 vs. 2019**



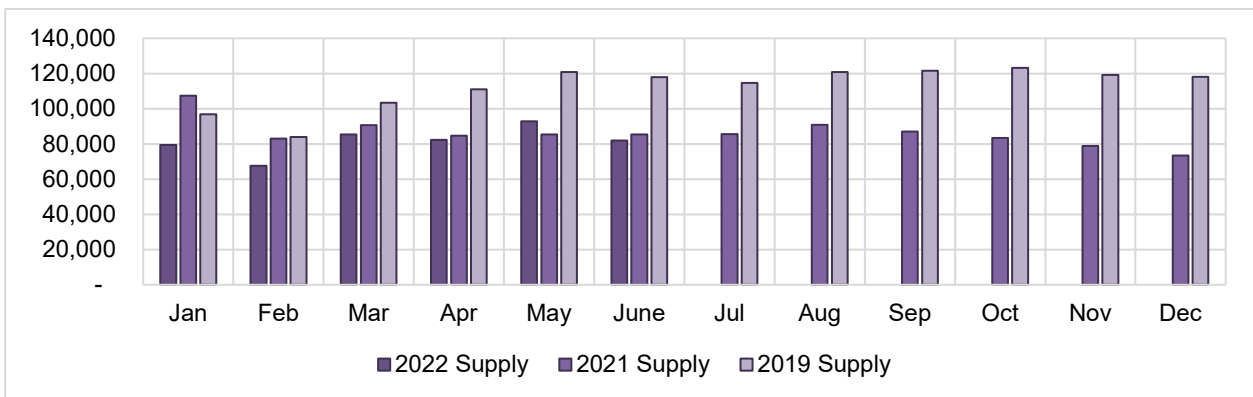
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**Figure 12: Monthly Island of Hawai'i Unit Night Supply - 2022 vs. 2021 vs. 2019**



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**Figure 13: Monthly Kaua'i Unit Night Supply - 2022 vs. 2021 vs. 2019**



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