



April 2021 Hawai'i Vacation Rental Performance Report

In April 2021, the total monthly supply of statewide vacation rentals was 583,800 unit nights (+82.7%) and monthly demand was 388,600 unit nights (+2,327.6%). That resulted in an average monthly unit occupancy of 66.6 percent (+61.6 percentage points) (Figure 1) for April, which was higher than the occupancy of Hawai'i's hotels (50.8%). Overall, the numbers are substantially higher than in April 2020, which was the first full month of the devastating impact from the COVID-19 pandemic. Hawai'i's quarantine order for travelers due to the COVID-19 pandemic began on March 26, 2020, which immediately resulted in dramatic impacts to Hawai'i's tourism industry.

The unit average daily rate (ADR) for vacation rental units statewide in April was \$238 (+25.0%), which was less than the ADR for hotels (\$300). 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.

During April, most passengers arriving from out-of-state and traveling inter-county could bypass the State's mandatory 10-day self-quarantine with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner through the state's Safe Travels program. All trans-Pacific travelers participating in the pre-travel testing program were required to have a negative test result before their departure to Hawai'i. Kaua'i County rejoined the Safe Travels program on April 5, 2021. The counties of Hawai'i, Maui and Kalawao (Moloka'i) also had a partial quarantine in place in April.

In April, legal short-term rentals were allowed to operate in Maui County and on O'ahu, Hawai'i Island and Kaua'i 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 April, Maui County had the largest vacation rental supply of all four counties with 241,900 available unit nights (+154%) and unit demand was 169,950 unit nights (+4,565.1%), resulting in 70.3 percent occupancy (+66.4 percentage points) with an ADR of \$263 (+10.6%). Maui County hotels reported ADR at \$483 and occupancy of 62.1 percent.

O'ahu vacation rental supply was 132,500 available unit nights (+8.5%) in April. Unit demand was 90,700 unit nights (+1,668.7%), resulting in 68.4 percent occupancy (+64.2 percentage points) and an ADR of \$193 (+31.8%). O'ahu hotels reported ADR at \$193 and occupancy of 47.0 percent.

The island of Hawai'i vacation rental supply was 124,700 available unit nights (+84.1) in April. Unit demand was 85,400 unit nights (+2,171.3%), resulting in 68.5 percent occupancy (+63.0 percentage points) with an ADR of \$208 (+27.0%). Hawai'i Island hotels reported ADR at \$326 and occupancy of 53.7 percent.

Kaua'i had the fewest number of available unit nights in April at 84,700 (+145.9%). Unit demand was 42,600 unit nights (+1,124.7%), resulting in 50.3 percent occupancy (+40.2 percentage points) with an ADR of \$294 (+25.7%). Kaua'i hotels reported ADR at \$248 and occupancy of 36.9 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.

For April 2021, the report included data for 25,985 units, representing 44,423 bedrooms in the Hawaiian Islands.

Figure 1: Hawai'i Vacation Rental Performance April 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
State of Hawai'i	583,827	319,504	82.7%	388,642	16,009	2327.6%	66.6%	5.0%	61.6%	\$237.96	\$190.39	25.0%
O'ahu	132,515	122,088	8.5%	90,662	5,126	1668.7%	68.4%	4.2%	64.2%	\$193.31	\$146.72	31.8%
Waikīkī	76,103	64,903	17.3%	53,102	2,788	1804.7%	69.8%	4.3%	65.5%	\$145.96	\$96.48	51.3%
Maui County	241,909	95,256	154.0%	169,950	3,643	4565.1%	70.3%	3.8%	66.4%	\$262.72	\$237.47	10.6%
Wailea/Kīhei	115,069	38,675	197.5%	82,639	1,712	4727.0%	71.8%	4.4%	67.4%	\$240.42	\$205.67	16.9%
Lahaina/Kā'anapali/ Nāpili/Kapalua	101,460	41,584	144.0%	71,962	1,399	5043.8%	70.9%	3.4%	67.6%	\$297.71	\$292.92	1.6%
Island of Hawai'i	124,667	67,702	84.1%	85,422	3,761	2171.3%	68.5%	5.6%	63.0%	\$207.87	\$163.73	27.0%
Kona	60,425	28,501	112.0%	42,460	1,812	2243.3%	70.3%	6.4%	63.9%	\$172.97	\$154.11	12.2%
Hilo/Honoka'a	21,132	19,774	6.9%	14,356	963	1390.8%	67.9%	4.9%	63.1%	\$119.02	\$104.99	13.4%
Kaua'i	84,736	34,458	145.9%	42,608	3,479	1124.7%	50.3%	10.1%	40.2%	\$294.49	\$234.24	25.7%

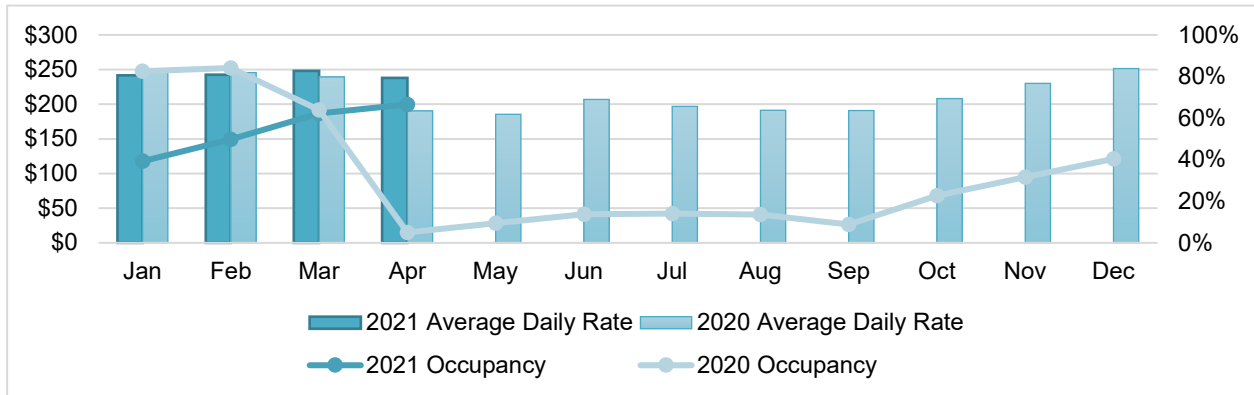
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Figure 2: Hawai'i Vacation Rental Performance Year to Date April 2021

	Unit Supply			Unit Demand			Unit Occupancy %			Unit Average Daily Rate		
	2021	2020	% Change	2021	2020	% Change	2021	2020	Percentage Pt. Change	2021	2020	% Change
State of Hawai'i	2,379,914	2,716,666	-12.4%	1,285,360	1,843,905	-30.3%	54.0%	67.9%	-20.4%	\$242.52	\$243.78	-0.5%
O'ahu	541,131	806,635	-32.9%	320,240	503,435	-36.4%	59.2%	62.4%	-5.2%	\$194.08	\$184.70	5.1%
Waikīkī	316,852	406,269	-22.0%	186,371	262,069	-28.9%	58.8%	64.5%	-8.8%	\$148.43	\$159.15	-6.7%
Maui County	964,827	878,706	9.8%	551,246	633,301	-13.0%	57.1%	72.1%	-20.7%	\$275.89	\$308.83	-10.7%
Wailea/Kīhei	461,762	392,651	17.6%	262,306	297,732	-11.9%	56.8%	75.8%	-25.1%	\$255.80	\$307.40	-16.8%
Lahaina/Kā'anapali/ Nāpili/Kapalua	411,965	375,705	9.7%	237,171	260,948	-9.1%	57.6%	69.5%	-17.1%	\$308.95	\$337.09	-8.4%
Island of Hawai'i	508,186	637,514	-20.3%	311,466	440,427	-29.3%	61.3%	69.1%	-11.3%	\$213.99	\$182.24	17.4%
Kona	249,658	297,027	-15.9%	155,458	219,154	-29.1%	62.3%	73.8%	-15.6%	\$180.46	\$162.33	11.2%
Hilo/Honoka'a	83,313	147,886	-43.7%	52,581	90,697	-42.0%	63.1%	61.3%	2.9%	\$114.47	\$102.77	11.4%
Kaua'i	365,770	393,811	-7.1%	102,408	266,742	-61.6%	28.0%	67.7%	-58.7%	\$301.21	\$302.46	-0.4%

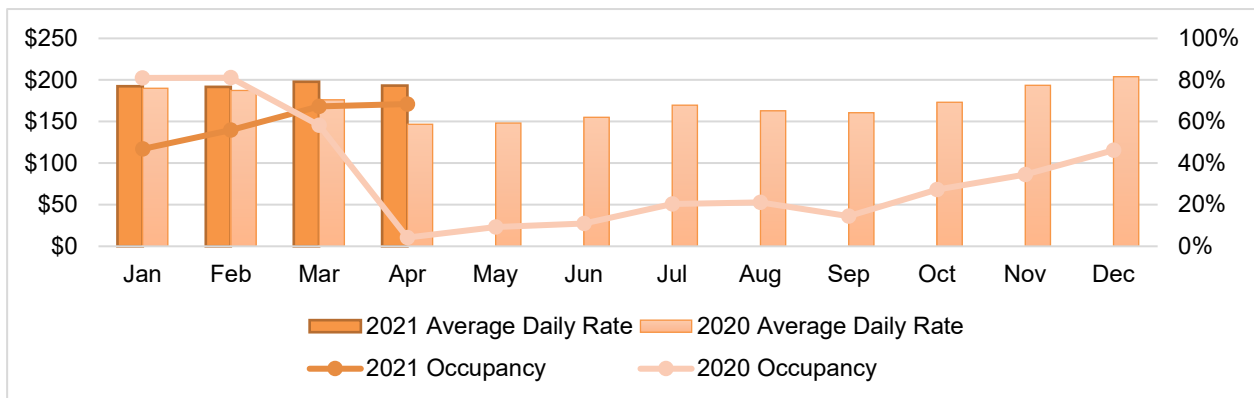
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Figure 3: Monthly State of Hawai'i Vacation Rental Performance - 2021 vs. 2020



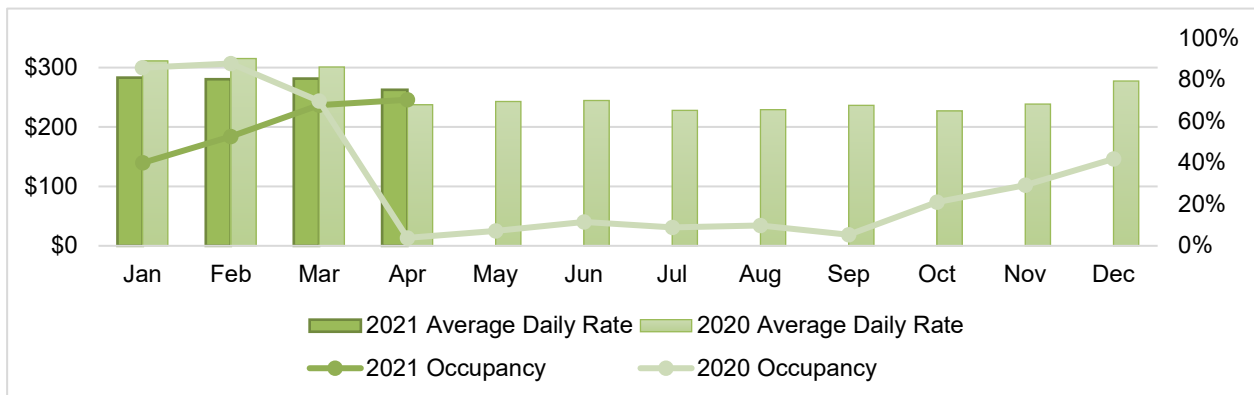
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Figure 4: Monthly O'ahu Vacation Rental Performance - 2021 vs. 2020



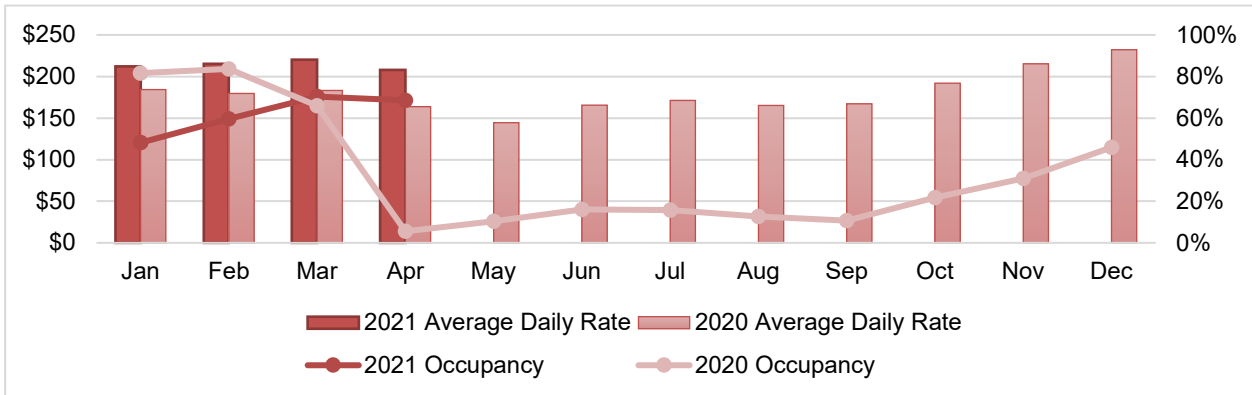
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Figure 5: Monthly Maui County Vacation Rental Performance - 2021 vs. 2020



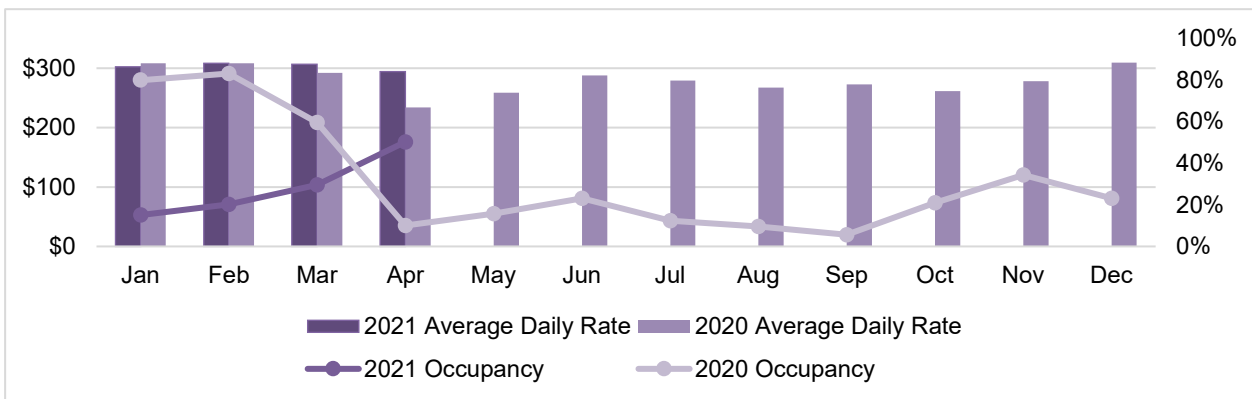
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Figure 6: Monthly Island of Hawai'i Vacation Rental Performance - 2021 vs. 2020



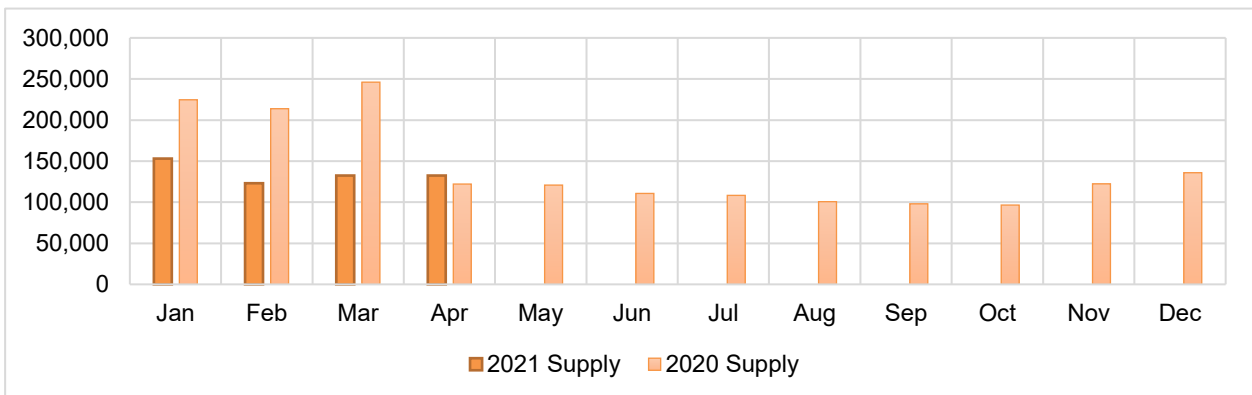
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Figure 7: Monthly Kaua'i Vacation Rental Performance - 2021 vs. 2020



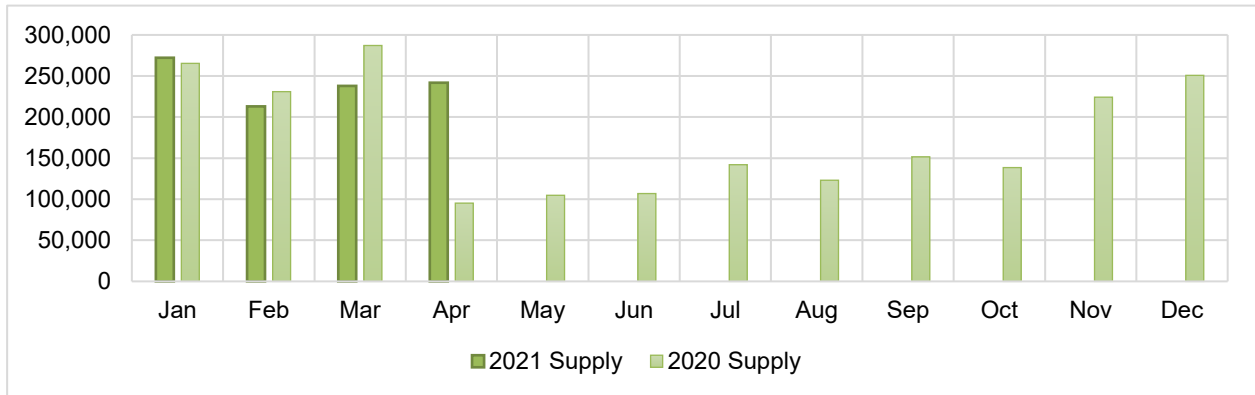
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Figure 8: Monthly O'ahu Unit Night Supply - 2021 vs. 2020



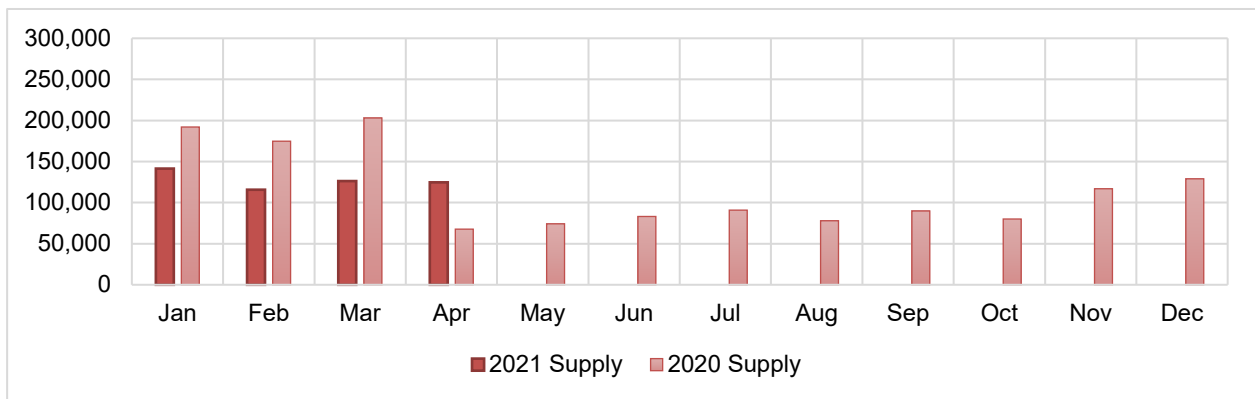
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Figure 9: Monthly Maui County Unit Night Supply - 2021 vs. 2020



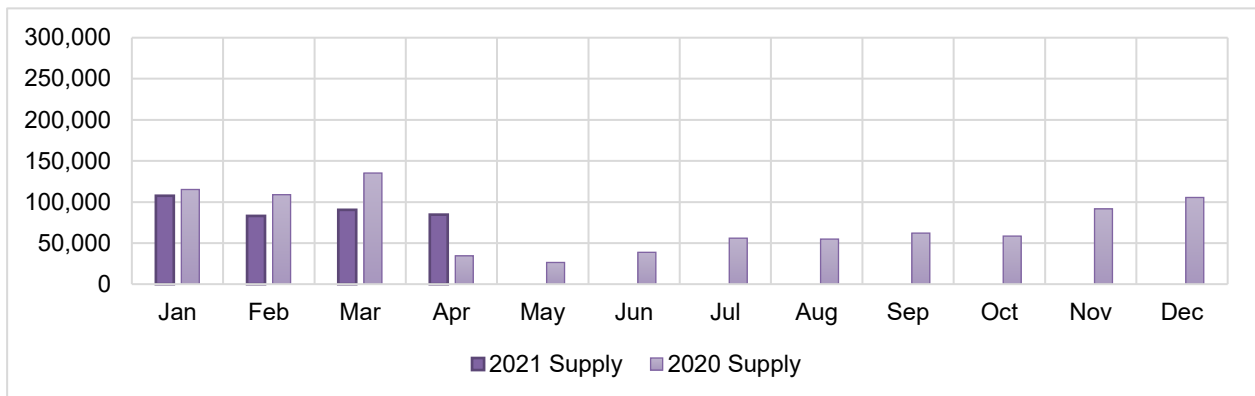
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Figure 10: Monthly Island of Hawai'i Unit Night Supply - 2021 vs. 2020



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

Figure 11: Monthly Kaua'i Unit Night Supply - 2021 vs. 2020



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