



STATE OF HAWAII • DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT & TOURISM

## May 2026 Hawai'i Vacation Rental Performance Report

Vacation rentals across Hawai'i reported increases in occupancy rate, supply, demand and average daily rate (ADR) in May 2026 when compared to May 2025.

In May 2026, the total monthly supply of statewide vacation rentals was 903,400 unit nights (+0.8%) and monthly demand was 452,400 unit nights (+8.2%) (Figure 1). This combination resulted in an average monthly unit occupancy of 50.1 percent (+3.4 percentage points) for May. Occupancy for Hawai'i's hotels was 73.5 percent in May 2026.

The ADR for vacation rental units statewide in May was \$496 (+16.7%). By comparison, the ADR for hotels was \$345 in May 2026. 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.

The data in DBEDT's Hawai'i Vacation Rental Performance Report specifically excludes units reported in DBEDT'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 a private home, or shared room/space in a 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 May 2026, Maui County had the largest vacation rental supply at 315,800 available unit nights (+12.1%). Unit demand was 151,300 unit nights (+17.9%), resulting in 47.9 percent occupancy (+2.4 percentage points) and ADR at \$596 (+23.3%). For May 2026, Maui County hotels reported ADR at \$494 and occupancy of 66.1 percent.

O'ahu vacation rental supply was 194,700 available unit nights (-20.1%). Unit demand was 119,200 unit nights (-7.6%), resulting in 61.2 percent occupancy (+8.3 percentage points) with ADR at \$419 (+13.2%). In comparison, O'ahu hotels reported ADR at \$264 and occupancy of 77.4 percent for May 2026.

The island of Hawai'i vacation rental supply was 234,100 available unit nights (+5.3%) in May. Unit demand was 98,900 unit nights (+11.5%), resulting in 42.2 percent occupancy (+2.3 percentage points) with ADR at \$382 (+9.3%). Hawai'i Island hotels reported ADR at \$427 and occupancy of 67.2 percent.

Kaua'i had the fewest number of available vacation rental unit nights in May at 158,800 (+6.9%). Unit demand was 83,000 unit nights (+15.1%), resulting in 52.2 percent

occupancy (+3.7 percentage points) with ADR at \$559 (+9.4%). Kaua'i hotels reported ADR at \$409 and occupancy of 77.2 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 Lighthouse Intelligence, Ltd. (formerly known as Transparent Intelligence, Inc.), which was selected by DBEDT as the provider for these data services.

The report includes data for properties that are listed on Airbnb, Booking.com, Vrbo and TripAdvisor. Data for units included in DBEDT'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 does not support illegal vacation rentals.

Lighthouse enriches their occupancy and price calculations with reservation data provided by vacation rental software providers, online travel agencies and local property managers. Note on Pricing Methodology: to reflect recent changes in industry standards, Lighthouse is now reporting vacation rental prices using the 'Total Rate' metric. This metric represents a single price that includes all additional fees and costs (such as cleaning or service fees). To ensure data comparability, all historical data from January 1, 2019, has been reprocessed under this new methodology.

Currently, the reservation systems data provided by data partners represent about 37.3 percent of the estimated total unique vacation rental properties in the State of Hawai'i. On a county level, reservation system data represents 31.5 percent of Maui County coverage; 43.4 percent of Honolulu County coverage; 39.0 percent of Hawai'i County coverage; and 35.6 percent of Kaua'i County coverage of the estimated number of unique vacation rental properties.

For May 2026, the report included data for 34,243 units, representing 61,080 bedrooms in the Hawaiian Islands.

**Figure 1: Hawai'i Vacation Rental Performance May 2026**

	Unit Night Supply			Unit Night Demand			Unit Occupancy %			Unit Average Daily Rate		
	2026	2025	% Change	2026	2025	% Change	2026	2025	Percentage Pt. Change	2026	2025	% Change
<b>State of Hawai'i</b>	903,415	896,414	0.8%	452,383	418,057	8.2%	50.1%	46.6%	3.4%	\$495.59	\$424.55	16.7%
<b>O'ahu</b>	194,677	243,711	-20.1%	119,171	128,996	-7.6%	61.2%	52.9%	8.3%	\$418.57	\$369.82	13.2%
Waikīkī	139,916	146,293	-4.4%	86,161	91,698	-6.0%	61.6%	62.7%	-1.1%	\$347.06	\$327.42	6.0%
<b>Maui County</b>	315,800	281,833	12.1%	151,321	128,295	17.9%	47.9%	45.5%	2.4%	\$595.83	\$483.11	23.3%
Wailea/Kīhei	134,349	128,101	4.9%	64,648	59,141	9.3%	48.1%	46.2%	2.0%	\$440.62	\$396.66	11.1%
Lahaina/Kā'anapali / Nāpili/Kapalua	153,373	122,573	25.1%	73,496	56,367	30.4%	47.9%	46.0%	1.9%	\$765.86	\$600.28	27.6%
<b>Island of Hawai'i</b>	234,138	222,291	5.3%	98,921	88,706	11.5%	42.2%	39.9%	2.3%	\$382.01	\$349.55	9.3%
Kona	116,246	110,888	4.8%	46,273	43,248	7.0%	39.8%	39.0%	0.8%	\$350.31	\$330.83	5.9%
Hilo/Honoka'a	42,916	47,496	-9.6%	20,616	20,541	0.4%	48.0%	43.2%	4.8%	\$246.90	\$247.91	-0.4%
<b>Kaua'i</b>	158,800	148,579	6.9%	82,970	72,060	15.1%	52.2%	48.5%	3.7%	\$558.80	\$510.61	9.4%

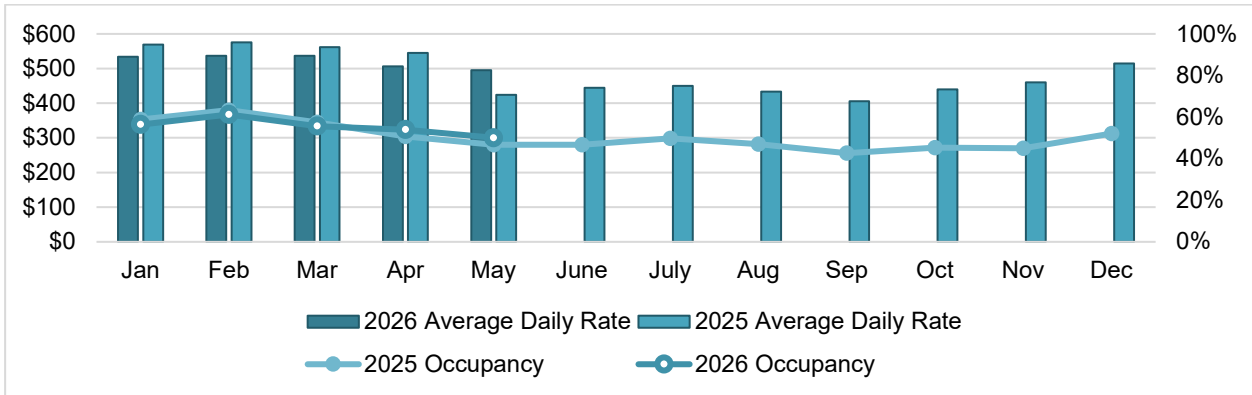
Source: Lighthouse Intelligence, Ltd. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism

**Figure 2: Hawai'i Vacation Rental Performance Year-to-Date May 2026**

	Unit Night Supply			Unit Night Demand			Unit Occupancy %			Unit Average Daily Rate		
	2026	2025	% Change	2026	2025	% Change	2026	2025	Percentage Pt. Change	2026	2025	% Change
<b>State of Hawai'i</b>	3,990,127	3,932,387	1.5%	2,202,683	2,155,039	2.2%	55.2%	54.8%	0.7%	\$522.08	\$535.94	-2.6%
<b>O'ahu</b>	998,007	1,087,592	-8.2%	595,449	631,428	-5.7%	59.7%	58.1%	2.8%	\$422.25	\$429.25	-1.6%
Waikīkī	667,623	657,215	1.6%	425,008	436,598	-2.7%	63.7%	66.4%	-4.2%	\$356.07	\$340.69	4.5%
<b>Maui County</b>	1,290,345	1,200,663	7.5%	697,622	668,428	4.4%	54.1%	55.7%	-2.9%	\$652.91	\$665.30	-1.9%
Wailea/Kīhei	534,211	527,627	1.2%	296,278	301,096	-1.6%	55.5%	57.1%	-2.8%	\$506.98	\$530.23	-4.4%
Lahaina/Kā'anapali/Nāpili/Kapalua	627,113	537,780	16.6%	339,175	299,311	13.3%	54.1%	55.7%	-2.8%	\$820.63	\$848.23	-3.3%
<b>Island of Hawai'i</b>	992,547	969,054	2.4%	523,635	494,678	5.9%	52.8%	51.0%	3.3%	\$409.27	\$435.87	-6.1%
Kona	492,566	480,377	2.5%	250,153	243,396	2.8%	50.8%	50.7%	0.2%	\$379.44	\$414.52	-8.5%
Hilo/Honoka'a	197,068	215,516	-8.6%	108,774	111,463	-2.4%	55.2%	51.7%	6.7%	\$249.14	\$256.61	-2.9%
<b>Kaua'i</b>	709,228	675,078	5.1%	385,977	360,505	7.1%	54.4%	53.4%	1.9%	\$592.64	\$620.26	-4.5%

Source: Lighthouse Intelligence, Ltd. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism

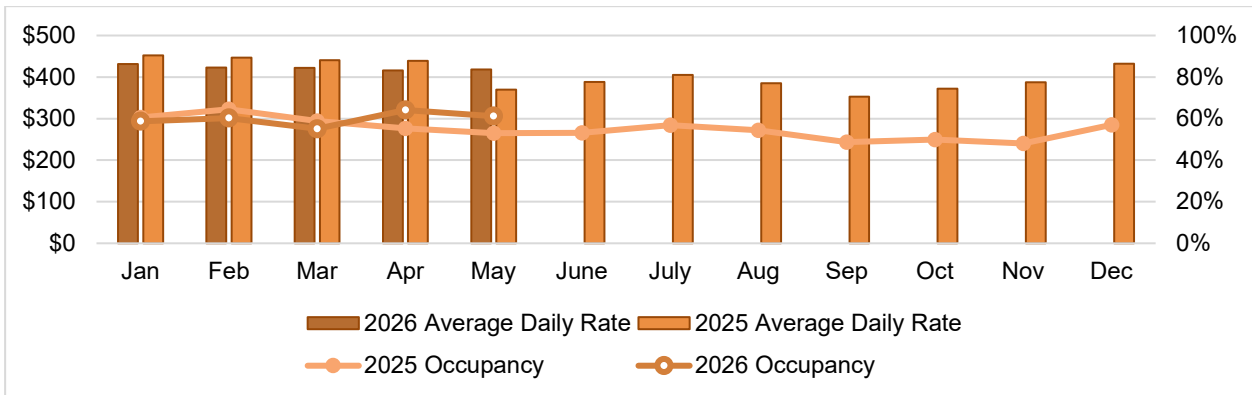
**Figure 3: Monthly State of Hawai'i Vacation Rental Performance - 2026 vs. 2025**



Source: Lighthouse Intelligence, Ltd.

© Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism.

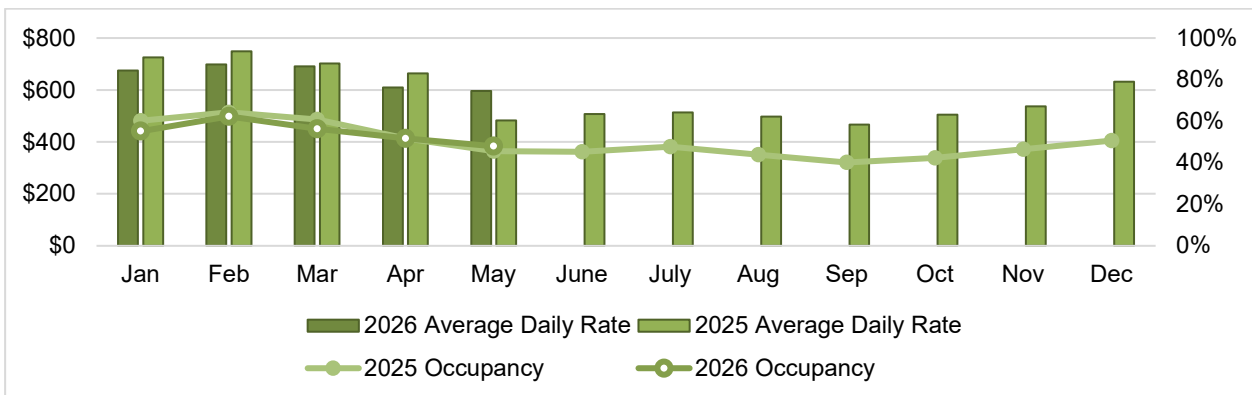
**Figure 4: Monthly O'ahu Vacation Rental Performance - 2026 vs. 2025**



Source: Lighthouse Intelligence, Ltd.

© Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism.

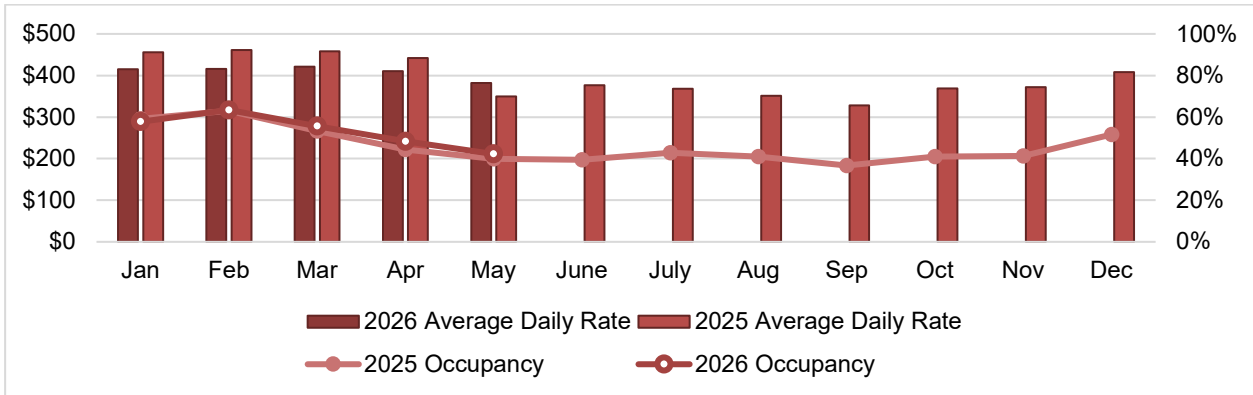
**Figure 5: Monthly Maui County Vacation Rental Performance - 2026 vs. 2025**



Source: Lighthouse Intelligence, Ltd.

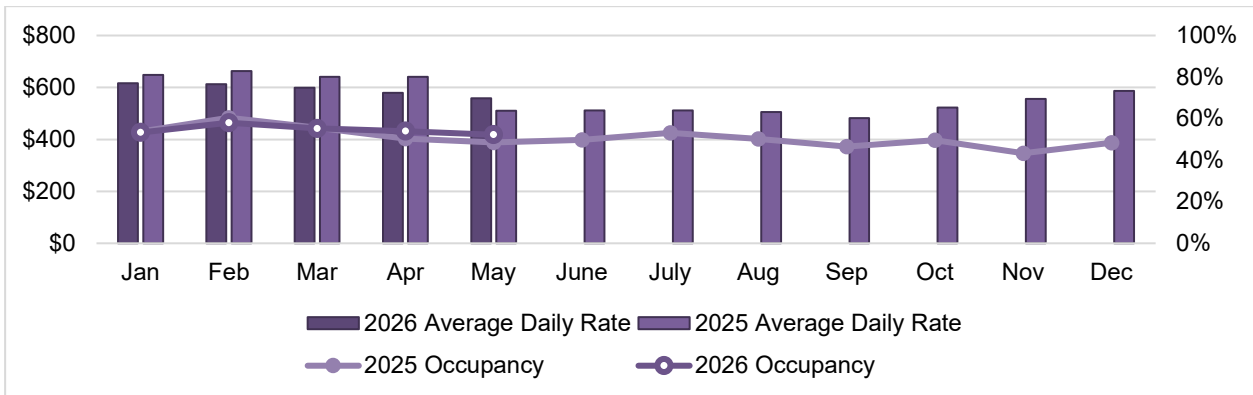
© Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism.

**Figure 6: Monthly Island of Hawai'i Vacation Rental Performance - 2026 vs. 2025**



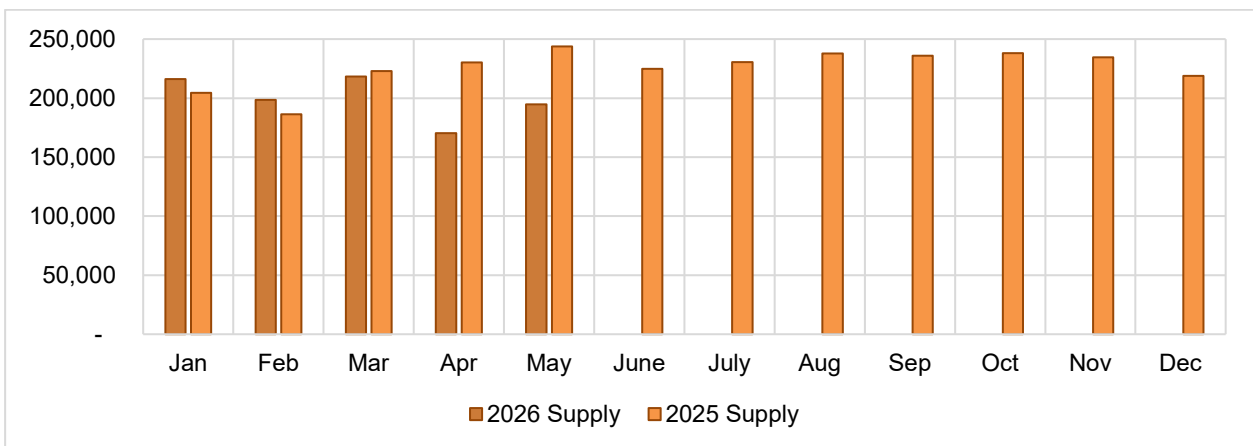
Source: Lighthouse Intelligence, Ltd.  
© Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism.

**Figure 7: Monthly Kaua'i Vacation Rental Performance - 2026 vs. 2025**



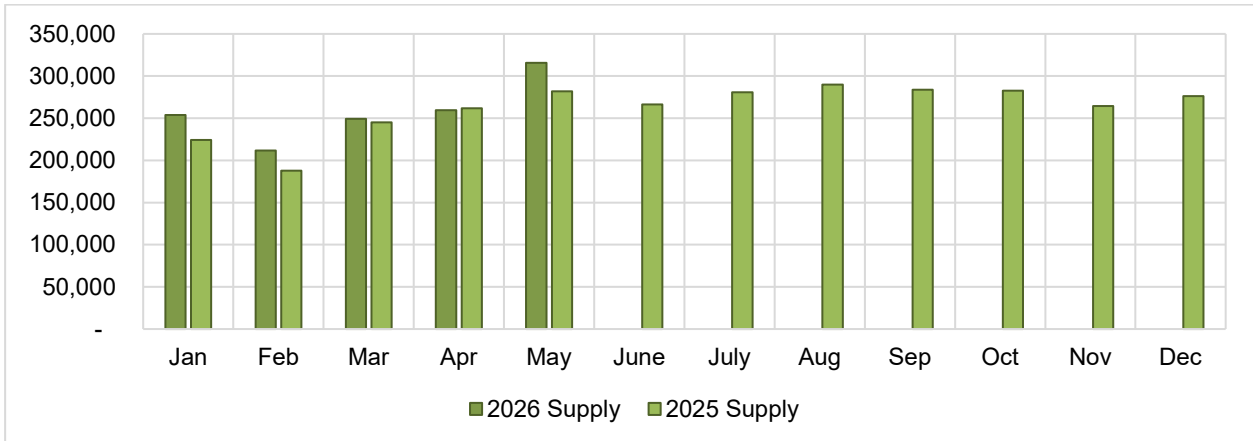
Source: Lighthouse Intelligence, Ltd.  
© Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism.

**Figure 8: Monthly O'ahu Unit Night Supply - 2026 vs. 2025**



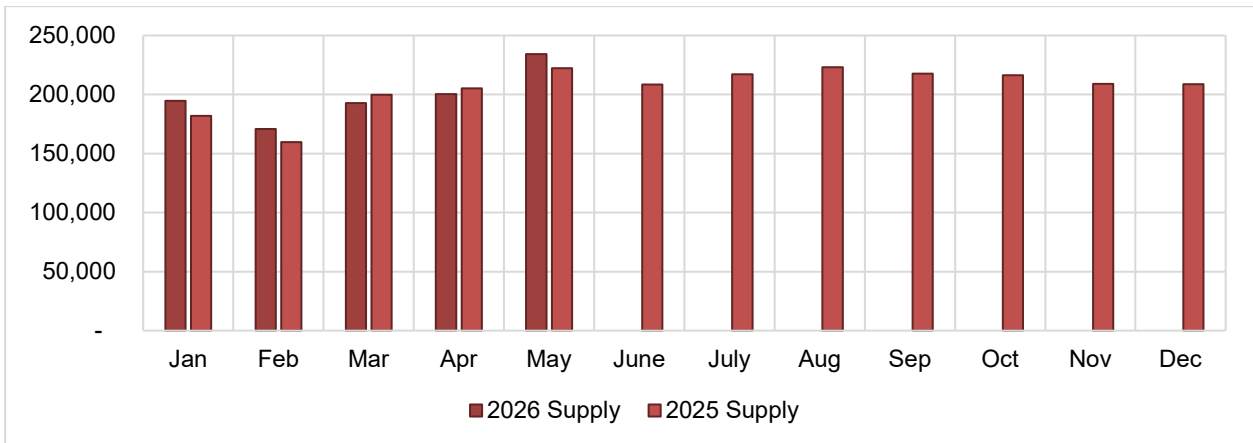
Source: Lighthouse Intelligence, Ltd.  
© Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism.

**Figure 9: Monthly Maui County Unit Night Supply - 2026 vs. 2025**



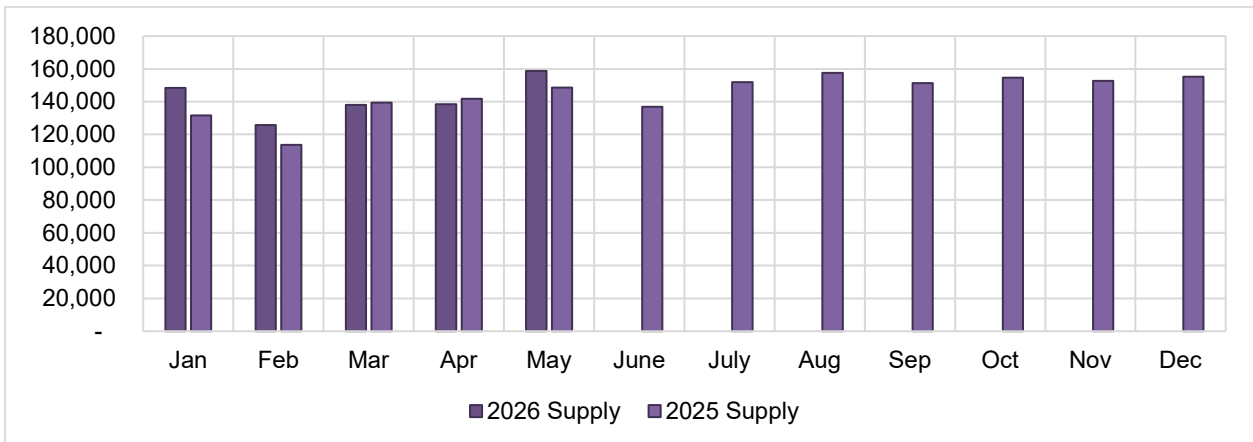
Source: Lighthouse Intelligence, Ltd.  
 © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism.

**Figure 10: Monthly Island of Hawai'i Unit Night Supply - 2026 vs. 2025**



Source: Lighthouse Intelligence, Ltd.  
 © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism.

**Figure 11: Monthly Kaua'i Unit Night Supply - 2026 vs. 2025**



Source: Lighthouse Intelligence, Ltd.  
 © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism.