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ECONOMIC DEVELOPMENT & TOURISM**  
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## April 2024 Hawai'i Vacation Rental Performance Report

Vacation rentals across Hawai'i reported increases in supply, average daily rate (ADR) and demand, with a lower occupancy rate in April 2024 when compared to April 2023. In comparison to pre-pandemic April 2019, ADR was higher in April 2024 but vacation rental supply, demand and occupancy were lower.

In April 2024, the total monthly supply of statewide vacation rentals was 823,200 unit nights (+11.3% vs. 2023, -2.7% vs. 2019) and monthly demand was 423,300 unit nights (+1.2% vs. 2023, -31.6% vs. 2019) (Figures 1 and 2). This combination resulted in an average monthly unit occupancy of 51.4 percent (-5.1 percentage points vs. 2023, -21.7 percentage points vs. 2019) for April. Occupancy for Hawai'i's hotels was 72.3 percent in April 2024.

The ADR for vacation rental units statewide in April was \$312 (+1.7% vs. 2023, +52.6% vs. 2019). By comparison, the ADR for hotels was \$368 in April 2024. 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 Hawai'i Tourism Authority's (HTA) 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 April 2024, Maui County had the largest vacation rental supply at 246,500 available unit nights (+4.7% vs. 2023, -4.4% vs. 2019), and Maui vacation rental unit supply continued to be impacted by the August 8 wildfire. Unit demand was 132,400 unit nights (-11.8% vs. 2023, -34.5% vs. 2019), resulting in 53.7 percent occupancy (-10.0 percentage points vs. 2023, -24.7 percentage points vs. 2019) and ADR at \$377 (+1.1% vs. 2023, +52.3% vs. 2019). For April 2024, Maui County hotels reported ADR at \$555 and occupancy of 66.3 percent.

O'ahu vacation rental supply was 233,500 available unit nights (+12.0% vs. 2023, -20.0% vs. 2019). Unit demand was 128,700 unit nights (+8.9% vs. 2023, -38.4% vs. 2019), resulting in 55.1 percent occupancy (-1.6 percentage points vs. 2023, -16.4 percentage points vs. 2019) with ADR at \$250 (+6.5% vs. 2023, +53.1% vs. 2019). In comparison, O'ahu hotels reported ADR at \$275 and occupancy of 76.5 percent for April 2024.

The island of Hawai'i vacation rental supply was 208,500 available unit nights (+12.5% vs. 2023, +12.3% vs. 2019) in April. Unit demand was 92,800 unit nights (+1.7% vs. 2023, -23.0% vs. 2019), resulting in 44.5 percent occupancy (-4.7 percentage points vs. 2023, -20.4 percentage points vs. 2019) with ADR at \$253 (+4.8% vs. 2023, +55.6% vs. 2019). Hawai'i Island hotels reported ADR at \$442 and occupancy of 65.3 percent.

Kaua'i had the fewest number of available vacation rental unit nights in April at 134,600 (+22.3% vs. 2023, +21.2% vs. 2019). Unit demand was 69,500 unit nights (+18.0% vs. 2023, -20.3% vs. 2019), resulting in 51.6 percent occupancy (-1.8 percentage points vs. 2023, -26.9 percentage points vs. 2019) with ADR at \$382 (-0.7% vs. 2023, +46.2% vs. 2019). Kaua'i hotels reported ADR at \$432 and occupancy of 72.0 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 and HomeAway. Data for units included in HTA's Hawai'i Hotel Performance Report and DBEDT's 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.

Lighthouse enriches their occupancy and price calculations with reservation data provided by vacation rental software providers, online travel agencies and local property managers. Currently, the reservations data provided by data partners represent about 33.5 percent of the estimated total unique vacation rental properties in the State of Hawai'i.

For April 2024, the report included data for 34,027 units, representing 58,284 bedrooms in the Hawaiian Islands.

**Figure 1: Hawai'i Vacation Rental Performance April 2024**

	Unit Night Supply			Unit Night Demand			Unit Occupancy %			Unit Average Daily Rate		
	2024	2023	% Change	2024	2023	% Change	2024	2023	Percentage Pt. Change	2024	2023	% Change
<b>State of Hawai'i</b>	823,150	739,337	11.3%	423,334	418,273	1.2%	51.4%	56.6%	-5.1%	\$312.06	\$306.85	1.7%
<b>O'ahu</b>	233,482	208,406	12.0%	128,691	118,173	8.9%	55.1%	56.7%	-1.6%	\$249.86	\$234.58	6.5%
Waikīkī	135,925	124,666	9.0%	87,791	77,836	12.8%	64.6%	62.4%	2.2%	\$203.14	\$193.22	5.1%
<b>Maui County</b>	246,500	235,448	4.7%	132,407	150,071	-11.8%	53.7%	63.7%	-10.0%	\$376.82	\$372.63	1.1%
Wailea/Kīhei	114,842	103,030	11.5%	67,388	65,166	3.4%	58.7%	63.2%	-4.6%	\$326.41	\$318.02	2.6%
Lahaina/Kā'anapali/ Nāpili/Kapalua	101,908	105,444	-3.4%	50,688	69,960	-27.5%	49.7%	66.3%	-16.6%	\$475.76	\$447.40	6.3%
<b>Island of Hawai'i</b>	208,544	185,372	12.5%	92,782	91,193	1.7%	44.5%	49.2%	-4.7%	\$253.39	\$241.87	4.8%
Kona	104,809	92,795	12.9%	45,958	44,601	3.0%	43.8%	48.1%	-4.2%	\$241.84	\$239.16	1.1%
Hilo/Honoka'a	44,803	41,883	7.0%	20,664	20,696	-0.2%	46.1%	49.4%	-3.3%	\$154.05	\$141.06	9.2%
<b>Kaua'i</b>	134,624	110,111	22.3%	69,454	58,836	18.0%	51.6%	53.4%	-1.8%	\$382.23	\$384.91	-0.7%

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**Figure 2: Hawai'i Vacation Rental Performance April 2024 vs. 2019**

	Unit Night Supply			Unit Night Demand			Unit Occupancy %			Unit Average Daily Rate		
	2024	2019	% Change	2024	2019	% Change	2024	2019	Percentage Pt. Change	2024	2019	% Change
<b>State of Hawai'i</b>	823,150	846,411	-2.7%	423,334	618,628	-31.6%	51.4%	73.1%	-21.7%	\$312.06	\$204.50	52.6%
<b>O'ahu</b>	233,482	291,867	-20.0%	128,691	208,774	-38.4%	55.1%	71.5%	-16.4%	\$249.86	\$163.17	53.1%
Waikīkī	135,925	118,258	14.9%	87,791	87,960	-0.2%	64.6%	74.4%	-9.8%	\$203.14	\$141.28	43.8%
<b>Maui County</b>	246,500	257,736	-4.4%	132,407	202,217	-34.5%	53.7%	78.5%	-24.7%	\$376.82	\$247.45	52.3%
Wailea/Kīhei	114,842	122,382	-6.2%	67,388	97,154	-30.6%	58.7%	79.4%	-20.7%	\$326.41	\$235.68	38.5%
Lahaina/Kā'anapali/ Nāpili/Kapalua	101,908	103,529	-1.6%	50,688	81,216	-37.6%	49.7%	78.4%	-28.7%	\$475.76	\$277.96	71.2%
<b>Island of Hawai'i</b>	208,544	185,721	12.3%	92,782	120,458	-23.0%	44.5%	64.9%	-20.4%	\$253.39	\$162.86	55.6%
Kona	104,809	90,436	15.9%	45,958	62,909	-26.9%	43.8%	69.6%	-25.7%	\$241.84	\$132.08	83.1%
Hilo/Honoka'a	44,803	34,608	29.5%	20,664	19,893	3.9%	46.1%	57.5%	-11.4%	\$154.05	\$89.84	71.5%
<b>Kaua'i</b>	134,624	111,087	21.2%	69,454	87,179	-20.3%	51.6%	78.5%	-26.9%	\$382.23	\$261.37	46.2%

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**Figure 3: Hawai'i Vacation Rental Performance Year-to-Date April 2024**

	Unit Night Supply			Unit Night Demand			Unit Occupancy %			Unit Average Daily Rate		
	2024	2023	% Change	2024	2023	% Change	2024	2023	Percentage Pt. Change	2024	2023	% Change
<b>State of Hawai'i</b>	3,000,304	2,604,887	15.2%	1,707,731	1,603,897	6.5%	56.9%	61.6%	-7.6%	\$330.33	\$323.32	2.2%
<b>O'ahu</b>	867,533	768,573	12.9%	508,948	469,380	8.4%	58.7%	61.1%	-3.9%	\$260.62	\$246.61	5.7%
Waikīkī	509,502	464,742	9.6%	340,255	305,264	11.5%	66.8%	65.7%	1.7%	\$214.44	\$205.45	4.4%
<b>Maui County</b>	866,954	782,850	10.7%	521,305	528,237	-1.3%	60.1%	67.5%	-10.9%	\$416.21	\$415.72	0.1%
Wailea/Kīhei	387,113	329,529	17.5%	246,897	215,352	14.6%	63.8%	65.4%	-2.4%	\$357.88	\$352.11	1.6%
Lahaina/Kā'anapali/Nāpili/Kapalua	374,357	358,276	4.5%	217,077	251,195	-13.6%	58.0%	70.1%	-17.3%	\$519.34	\$505.54	2.7%
<b>Island of Hawai'i</b>	765,961	654,831	17.0%	408,442	385,462	6.0%	53.3%	58.9%	-9.4%	\$264.12	\$250.43	5.5%
Kona	385,363	328,153	17.4%	207,339	191,583	8.2%	53.8%	58.4%	-7.8%	\$262.30	\$249.18	5.3%
Hilo/Honoka'a	173,696	153,217	13.4%	90,748	90,018	0.8%	52.2%	58.8%	-11.1%	\$151.08	\$143.71	5.1%
<b>Kaua'i</b>	499,856	398,633	25.4%	269,036	220,818	21.8%	53.8%	55.4%	-2.8%	\$396.30	\$392.53	1.0%

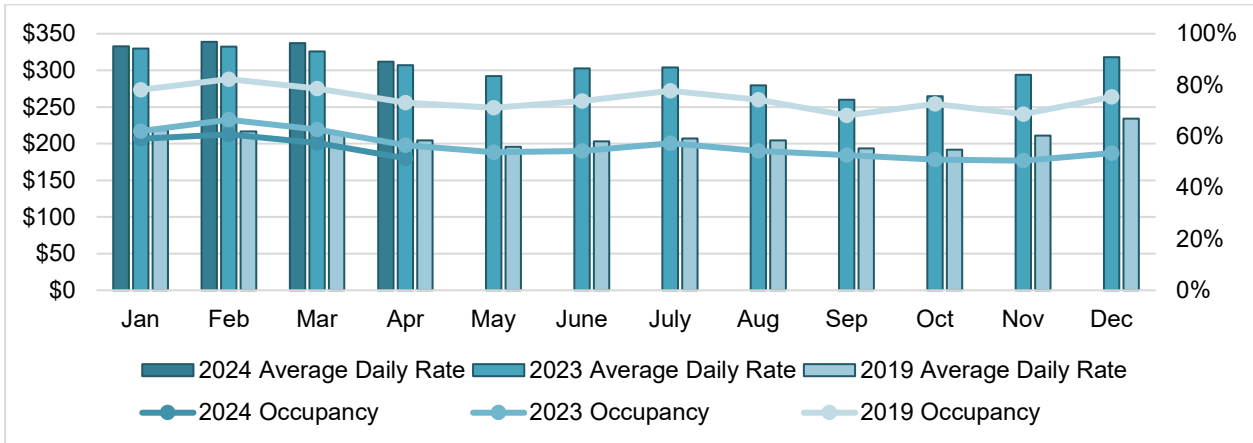
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**Figure 4: Hawai'i Vacation Rental Performance Year-to-Date April 2024 vs. 2019**

	Unit Night Supply			Unit Night Demand			Unit Occupancy %			Unit Average Daily Rate		
	2024	2019	% Change	2024	2019	% Change	2024	2019	Percentage Pt. Change	2024	2019	% Change
<b>State of Hawai'i</b>	3,000,304	2,970,328	1.0%	1,707,731	2,307,921	-26.0%	56.9%	77.7%	-26.7%	\$330.33	\$213.01	55.1%
<b>O'ahu</b>	867,533	1,049,369	-17.3%	508,948	792,809	-35.8%	58.7%	75.6%	-22.3%	\$260.62	\$160.34	62.5%
Waikīkī	509,502	409,391	24.5%	340,255	321,212	5.9%	66.8%	78.5%	-14.9%	\$214.44	\$144.97	47.9%
<b>Maui County</b>	866,954	861,564	0.6%	521,305	712,086	-26.8%	60.1%	82.7%	-27.2%	\$416.21	\$273.13	52.4%
Wailea/Kīhei	387,113	398,268	-2.8%	246,897	329,559	-25.1%	63.8%	82.7%	-22.9%	\$357.88	\$271.01	32.1%
Lahaina/Kā'anapali/ Nāpili/Kapalua	374,357	347,245	7.8%	217,077	288,379	-24.7%	58.0%	83.0%	-30.2%	\$519.34	\$301.79	72.1%
<b>Island of Hawai'i</b>	765,961	664,024	15.4%	408,442	477,851	-14.5%	53.3%	72.0%	-25.9%	\$264.12	\$168.76	56.5%
Kona	385,363	322,031	19.7%	207,339	249,872	-17.0%	53.8%	77.6%	-30.7%	\$262.30	\$141.14	85.8%
Hilo/Honoka'a	173,696	130,729	32.9%	90,748	80,901	12.2%	52.2%	61.9%	-15.6%	\$151.08	\$88.32	71.1%
<b>Kaua'i</b>	499,856	395,371	26.4%	269,036	325,175	-17.3%	53.8%	82.2%	-34.6%	\$396.30	\$274.78	44.2%

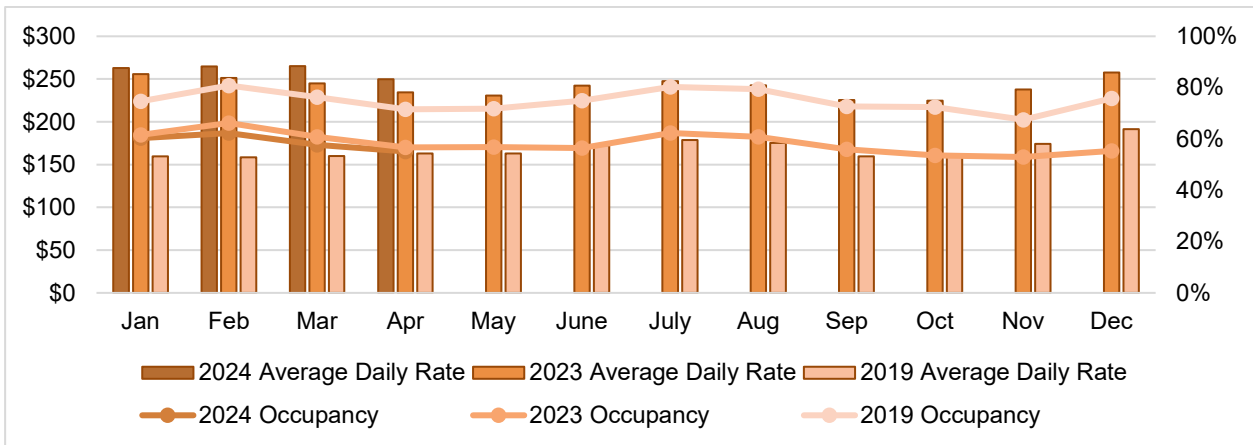
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**Figure 5: Monthly State of Hawai'i Vacation Rental Performance - 2024 vs. 2023 vs. 2019**



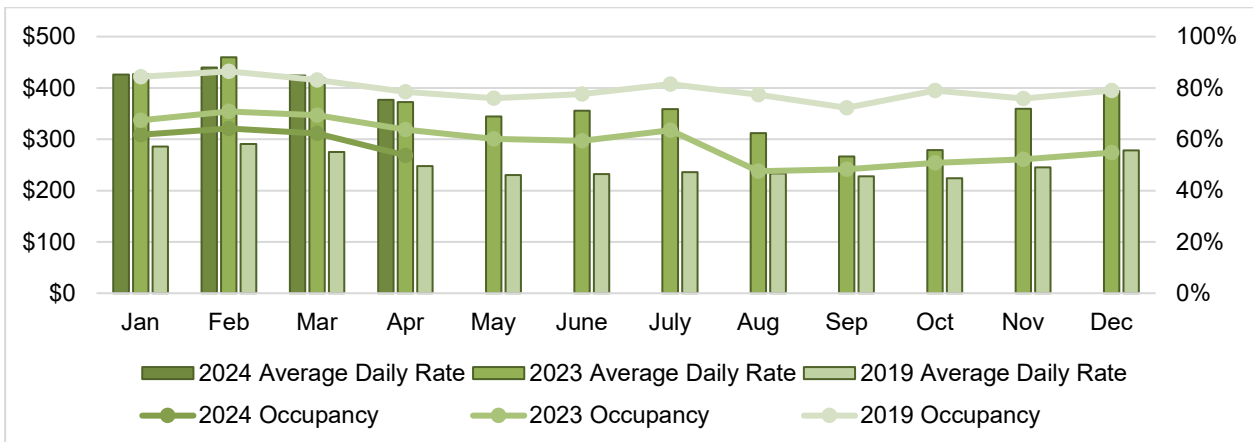
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**Figure 6: Monthly O'ahu Vacation Rental Performance - 2024 vs. 2023 vs. 2019**



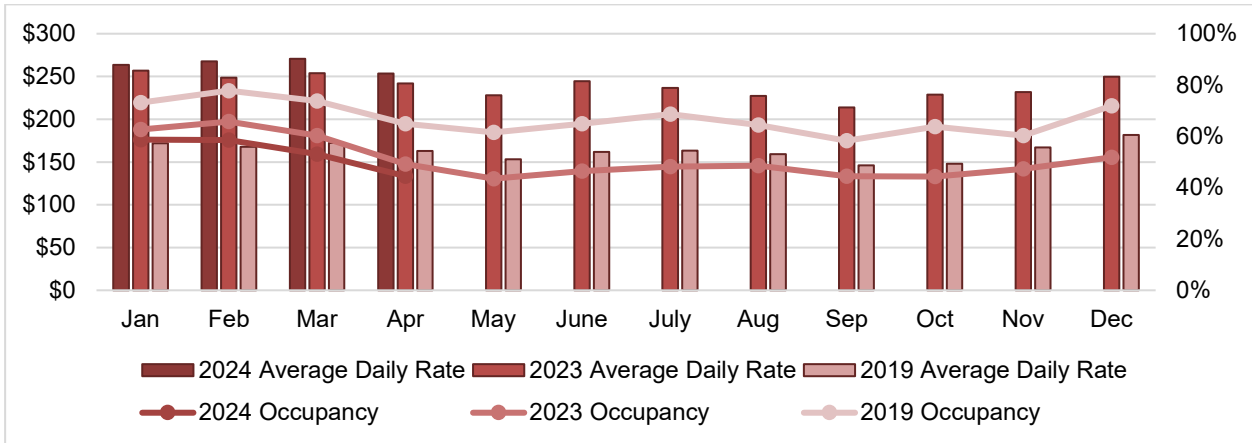
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**Figure 7: Monthly Maui County Vacation Rental Performance - 2024 vs. 2023 vs. 2019**



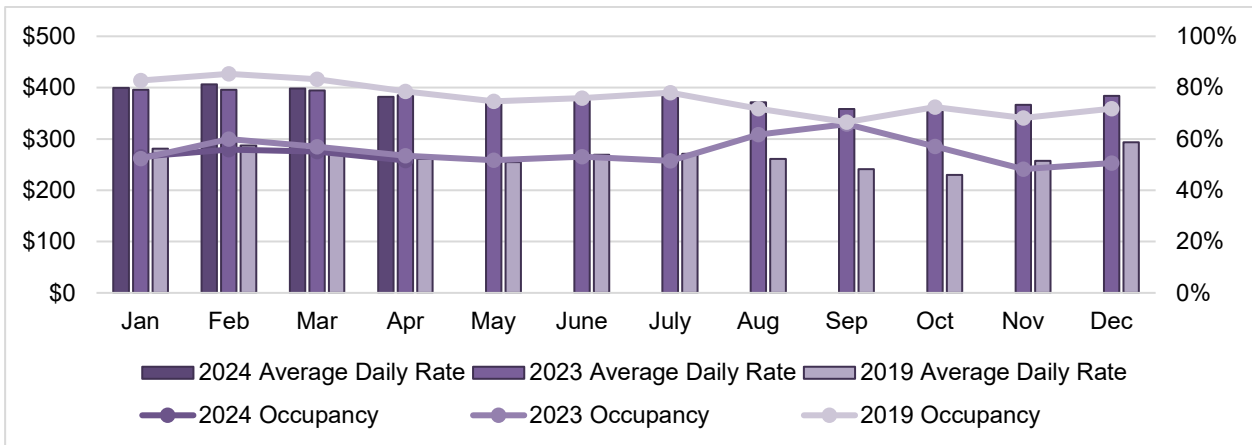
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**Figure 8: Monthly Island of Hawai'i Vacation Rental Performance - 2024 vs. 2023 vs. 2019**



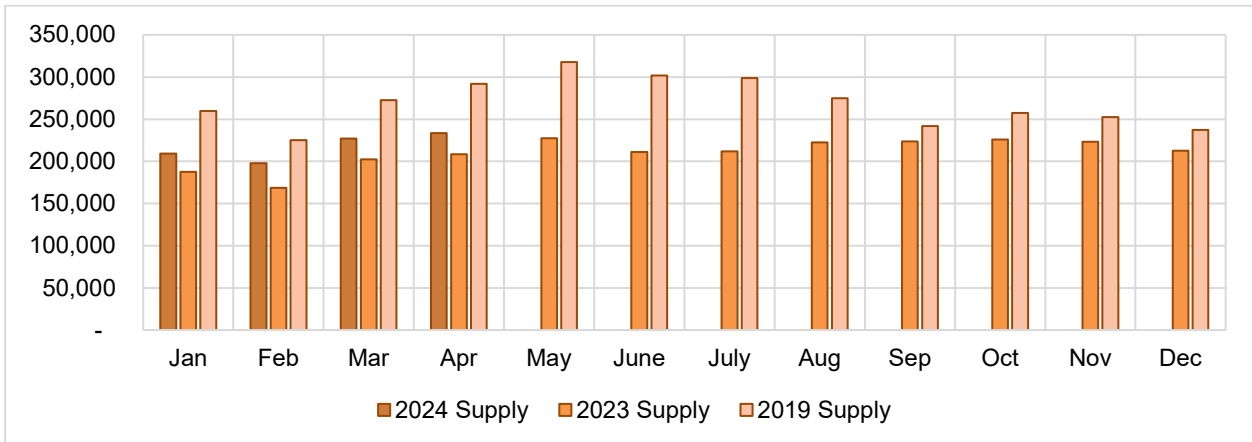
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**Figure 9: Monthly Kaua'i Vacation Rental Performance - 2024 vs. 2023 vs. 2019**



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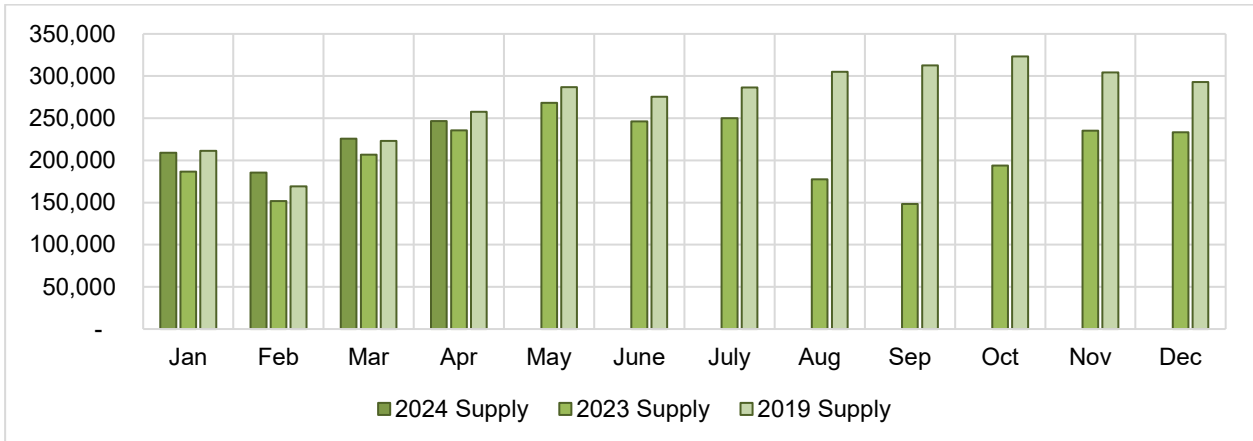
**Figure 10: Monthly O'ahu Unit Night Supply - 2024 vs. 2023 vs. 2019**



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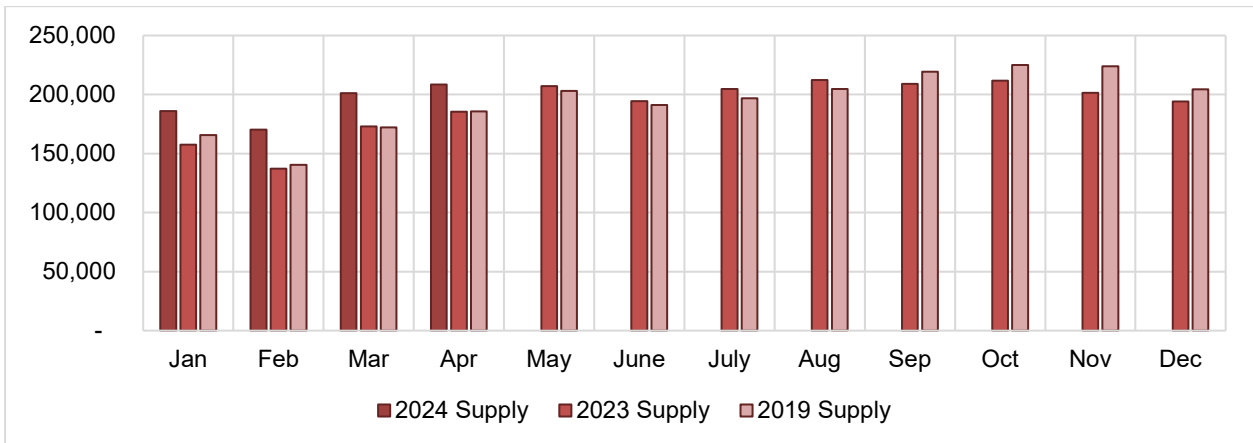


**Figure 11: Monthly Maui County Unit Night Supply - 2024 vs. 2023 vs. 2019**



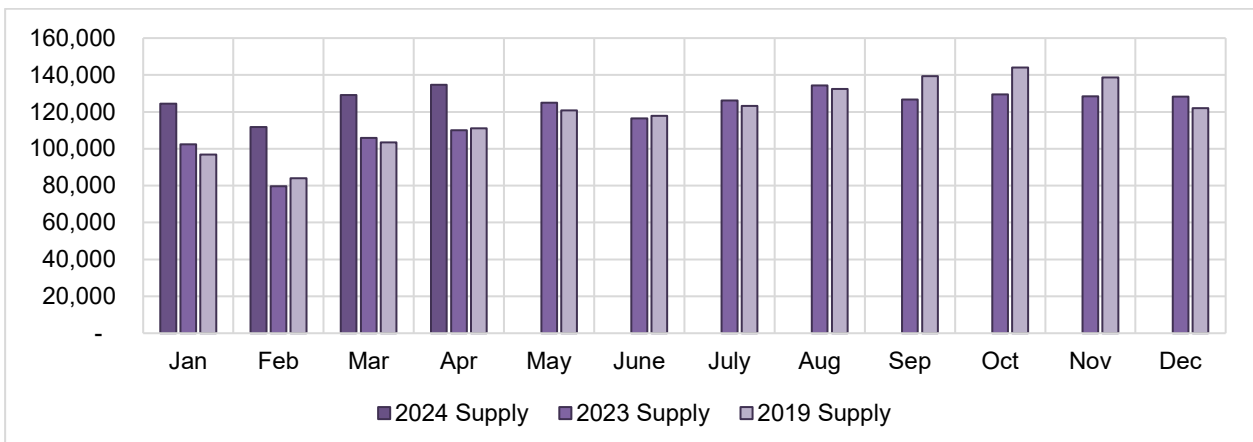
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**Figure 12: Monthly Island of Hawai'i Unit Night Supply - 2024 vs. 2023 vs. 2019**



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**Figure 13: Monthly Kaua'i Unit Night Supply - 2024 vs. 2023 vs. 2019**



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