



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

April 2026 Hawai'i Vacation Rental Performance Report

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

In April 2026, the total monthly supply of statewide vacation rentals was 768,800 unit nights (-8.4%) and monthly demand was 414,900 unit nights (-2.5%) (Figure 1). This combination resulted in an average monthly unit occupancy of 54.0 percent (+3.3 percentage points) for April. Occupancy for Hawai'i's hotels was 73.6 percent in April 2026.

The ADR for vacation rental units statewide in April was \$506 (-7.1%). By comparison, the ADR for hotels was \$370 in April 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 April 2026, Maui County had the largest vacation rental supply at 259,500 available unit nights (-0.9%). Unit demand was 134,000 unit nights (-1.1%), resulting in 51.6 percent occupancy (-0.1 percentage points) and ADR at \$609 (-8.2%). For April 2026, Maui County hotels reported ADR at \$544 and occupancy of 68.6 percent.

O'ahu vacation rental supply was 170,400 available unit nights (-26.0%). Unit demand was 109,300 unit nights (-14.2%), resulting in 64.1 percent occupancy (+8.8 percentage points) with ADR at \$416 (-5.2%). In comparison, O'ahu hotels reported ADR at \$270 and occupancy of 76.7 percent for April 2026.

The island of Hawai'i vacation rental supply was 200,500 available unit nights (-2.4%) in April. Unit demand was 96,900 unit nights (+6.3%), resulting in 48.3 percent occupancy (+3.9 percentage points) with ADR at \$410 (-7.2%). Hawai'i Island hotels reported ADR at \$483 and occupancy of 67.5 percent.

Kaua'i had the fewest number of available vacation rental unit nights in April at 138,500 (-2.4%). Unit demand was 74,700 unit nights (+4.5%), resulting in 53.9 percent occupancy

(+3.6 percentage points) with ADR at \$579 (-9.6%). Kaua'i hotels reported ADR at \$435 and occupancy of 75.4 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 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 April 2026, the report included data for 30,696 units, representing 54,022 bedrooms in the Hawaiian Islands.

Figure 1: Hawai'i Vacation Rental Performance April 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
State of Hawai'i	768,827	839,145	-8.4%	414,851	425,499	-2.5%	54.0%	50.7%	3.3%	\$506.47	\$545.07	-7.1%
O'ahu	170,362	230,144	-26.0%	109,262	127,418	-14.2%	64.1%	55.4%	8.8%	\$415.99	\$438.89	-5.2%
Waikīkī	130,211	138,205	-5.8%	83,238	87,910	-5.3%	63.9%	63.6%	0.3%	\$348.59	\$347.18	0.4%
Maui County	259,526	261,863	-0.9%	134,029	135,516	-1.1%	51.6%	51.8%	-0.1%	\$609.40	\$663.75	-8.2%
Wailea/Kīhei	106,797	116,492	-8.3%	56,374	61,335	-8.1%	52.8%	52.7%	0.1%	\$474.69	\$510.47	-7.0%
Lahaina/Kā'anapali / Nāpili/Kapalua	126,985	117,049	8.5%	66,481	61,503	8.1%	52.4%	52.5%	-0.2%	\$755.77	\$857.08	-11.8%
Island of Hawai'i	200,468	205,299	-2.4%	96,860	91,095	6.3%	48.3%	44.4%	3.9%	\$410.36	\$442.21	-7.2%
Kona	100,553	102,693	-2.1%	45,040	43,412	3.8%	44.8%	42.3%	2.5%	\$367.08	\$420.52	-12.7%
Hilo/Honoka'a	35,952	42,918	-16.2%	19,119	20,245	-5.6%	53.2%	47.2%	6.0%	\$248.72	\$275.64	-9.8%
Kaua'i	138,471	141,839	-2.4%	74,700	71,470	4.5%	53.9%	50.4%	3.6%	\$578.77	\$640.43	-9.6%

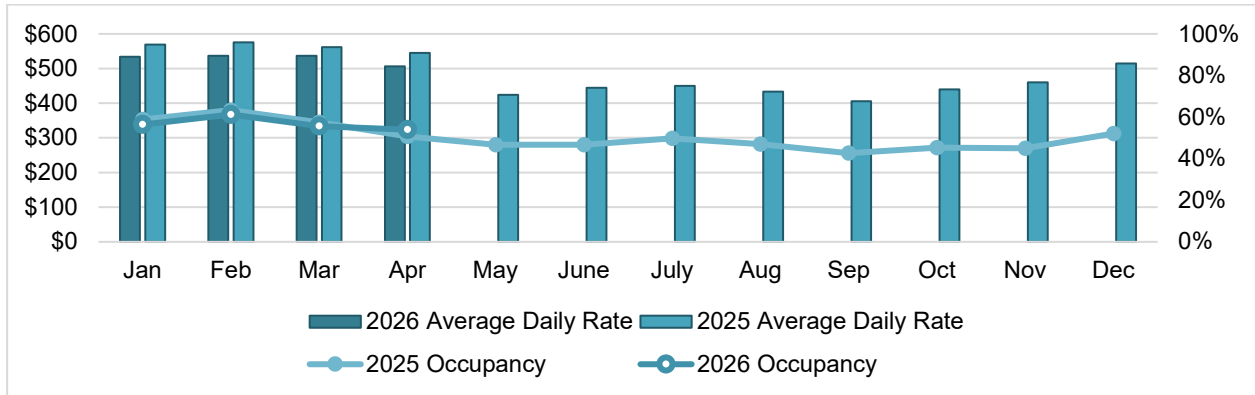
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Figure 2: Hawai'i Vacation Rental Performance Year-to-Date April 2026

	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
State of Hawai'i	3,086,712	3,035,973	1.7%	1,750,300	1,736,982	0.8%	56.7%	57.2%	-0.9%	\$528.92	\$562.74	-6.0%
O'ahu	803,330	843,881	-4.8%	476,278	502,432	-5.2%	59.3%	59.5%	-0.4%	\$423.17	\$444.50	-4.8%
Waikīkī	527,707	510,922	3.3%	338,847	344,900	-1.8%	64.2%	67.5%	-4.9%	\$358.36	\$344.22	4.1%
Maui County	974,545	918,830	6.1%	546,301	540,133	1.1%	56.1%	58.8%	-4.6%	\$668.73	\$708.57	-5.6%
Wailea/Kīhei	399,862	399,526	0.1%	231,630	241,955	-4.3%	57.9%	60.6%	-4.3%	\$525.50	\$562.88	-6.6%
Lahaina/Kā'anapali/Nāpili/Kapalua	473,740	415,207	14.1%	265,679	242,944	9.4%	56.1%	58.5%	-4.2%	\$835.79	\$905.76	-7.7%
Island of Hawai'i	758,409	746,763	1.6%	424,714	405,972	4.6%	56.0%	54.4%	3.0%	\$415.62	\$454.73	-8.6%
Kona	376,320	369,489	1.8%	203,880	200,148	1.9%	54.2%	54.2%	0.0%	\$386.05	\$432.60	-10.8%
Hilo/Honoka'a	154,152	168,020	-8.3%	88,158	90,922	-3.0%	57.2%	54.1%	5.7%	\$249.67	\$258.58	-3.4%
Kaua'i	550,428	526,499	4.5%	303,007	288,445	5.0%	55.0%	54.8%	0.5%	\$601.91	\$647.65	-7.1%

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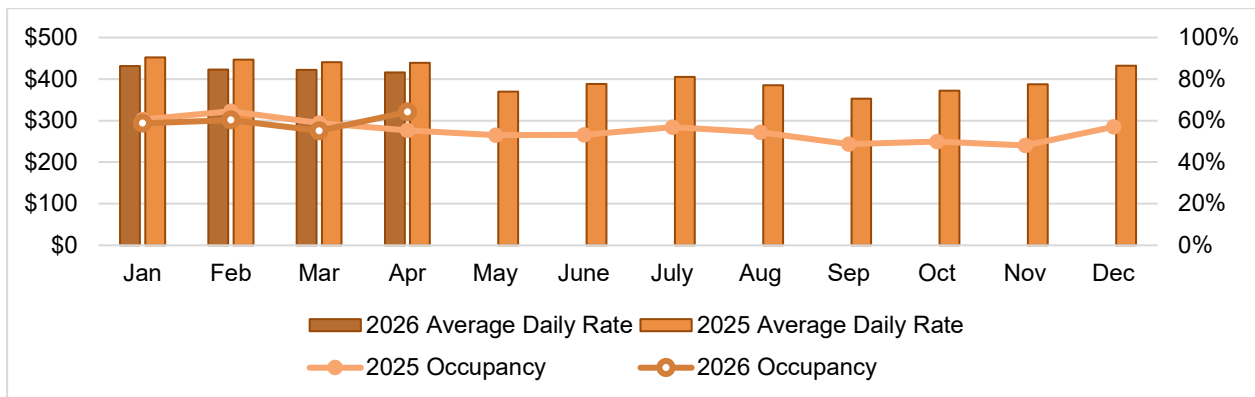
Figure 3: Monthly State of Hawai'i Vacation Rental Performance - 2026 vs. 2025



Source: Lighthouse Intelligence, Ltd.

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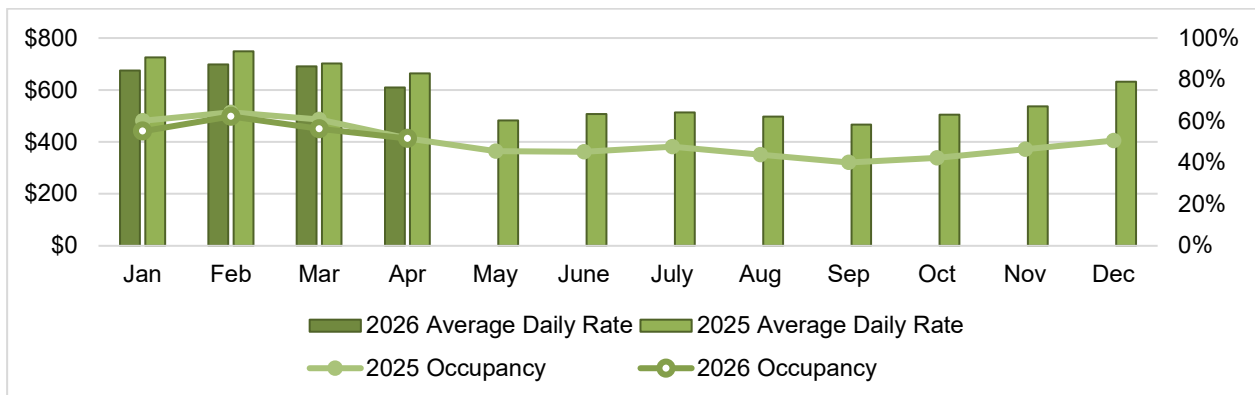
Figure 4: Monthly O'ahu Vacation Rental Performance - 2026 vs. 2025



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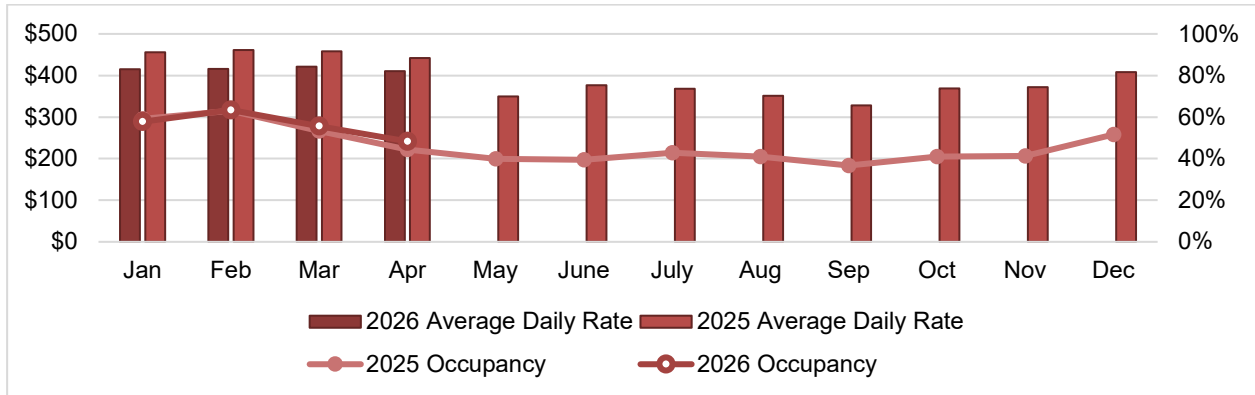
Figure 5: Monthly Maui County Vacation Rental Performance - 2026 vs. 2025



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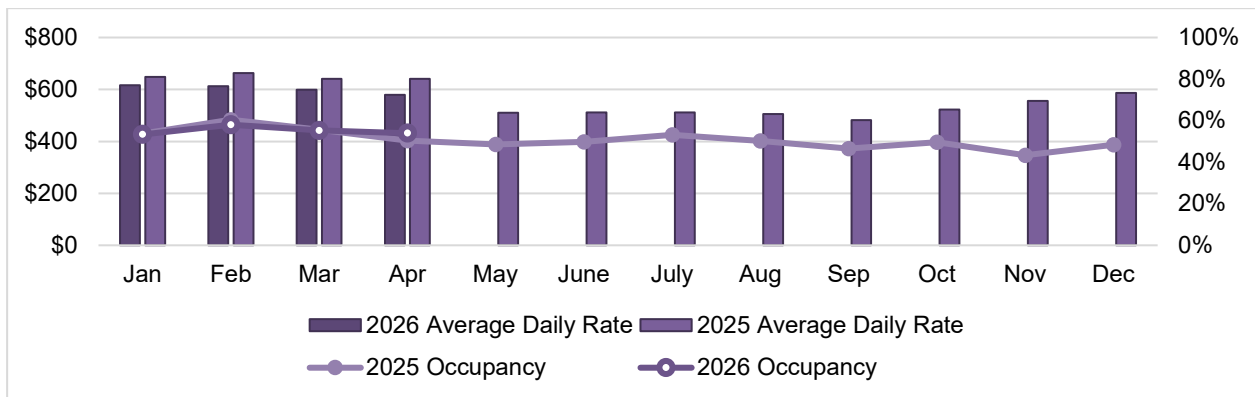
Figure 6: Monthly Island of Hawai'i Vacation Rental Performance - 2026 vs. 2025



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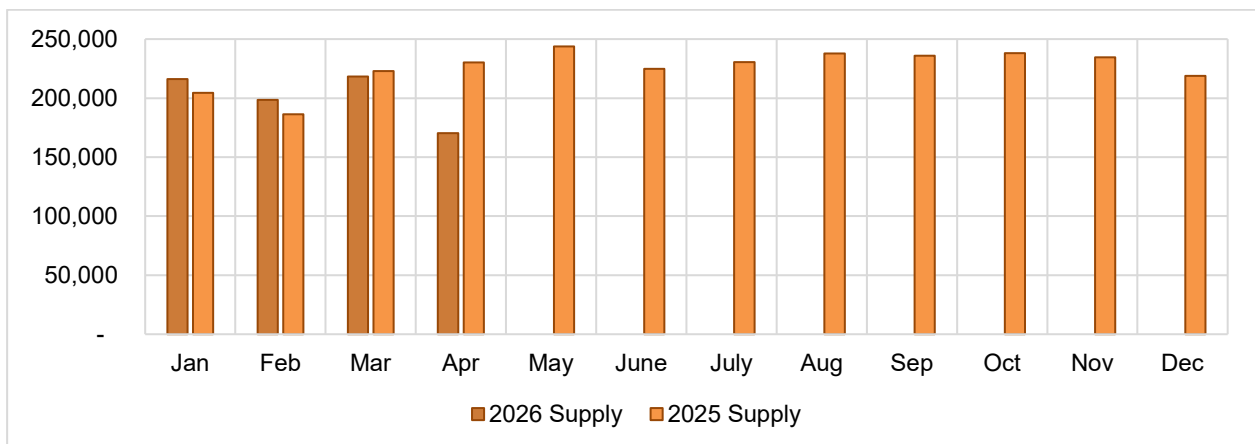
Figure 7: Monthly Kaua'i Vacation Rental Performance - 2026 vs. 2025



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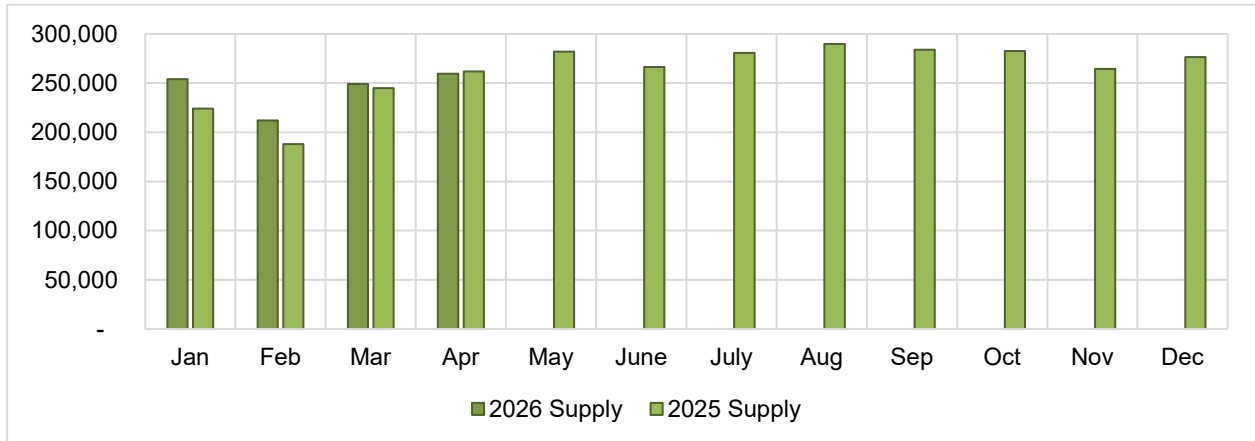
Figure 8: Monthly O'ahu Unit Night Supply - 2026 vs. 2025



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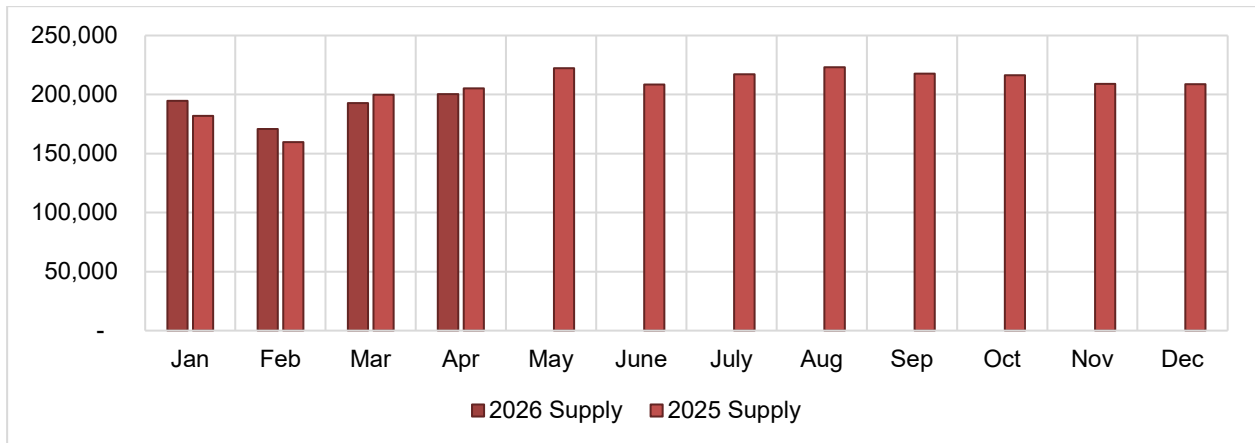
Figure 9: Monthly Maui County Unit Night Supply - 2026 vs. 2025



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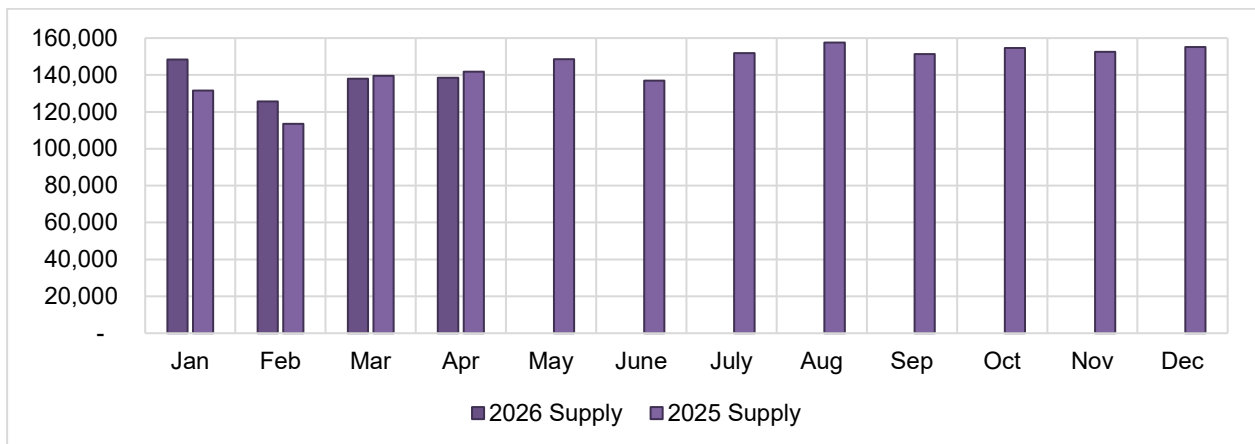
Figure 10: Monthly Island of Hawai'i Unit Night Supply - 2026 vs. 2025



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



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