



January 2023 Hawai'i Hotel Performance Report

Hawai'i hotels statewide reported stronger revenue per available room (RevPAR), average daily rate (ADR), and occupancy in January 2023 compared to January 2022. When compared to pre-pandemic January 2019, statewide ADR and RevPAR were also higher but occupancy rate was lower in January 2023.

According to the Hawai'i Hotel Performance Report published by the Hawai'i Tourism Authority (HTA), statewide RevPAR in January 2023 was \$286 (+26.9%), with ADR at \$391 (+12.3%) and occupancy of 73.0 percent (+8.4 percentage points) compared to January 2022 (Figure 1). Compared with January 2019, RevPAR was 20.8 percent higher, driven by higher ADR (+31.5%) which offset lower occupancy (-6.5 percentage points) (Figure 3).

The report's findings utilized data compiled by STR, Inc., which conducts the largest and most comprehensive survey of hotel properties in the Hawaiian Islands. For January 2023, the survey included 154 properties representing 47,189 rooms, or 85.2 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including those offering full service, limited service, and condominium hotels. Vacation rental and timeshare properties were not included in this survey.

Hawai'i hotel room revenues statewide totaled \$490.6 million (+26.3% vs. 2022, +23.8% vs. 2019) in January 2023. Room demand was 1.3 million room nights (+12.4% vs. 2022, -5.9% vs. 2019) and room supply was 1.7 million room nights (-0.5% vs. 2022, +2.5% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$536 (+21.6% vs. 2022, +18.2% vs. 2019), with ADR at \$872 (+3.4% vs. 2022, +41.9% vs. 2019) and occupancy of 61.4 percent (+9.2 percentage points vs. 2022, -12.3 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$206 (+22.5% vs. 2022, +32.4% vs. 2019) with ADR at \$276 (+11.8% vs. 2022, +45.6% vs. 2019) and occupancy of 74.8 percent (+6.5 percentage points vs. 2022, -7.4 percentage points vs. 2019).

Maui County hotels led the counties in January 2023 and achieved RevPAR of \$429 (+26.6% vs. 2022, +29.3% vs. 2019), with ADR at \$635 (+11.2% vs. 2022, +44.7% vs. 2019) and occupancy of 67.6 percent (+8.2 percentage points vs. 2022, -8.0 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$594 (+13.4% vs. 2022, +6.4% vs. 2019), with ADR at \$1,017 (+12.3% vs. 2022, +56.1% vs. 2019) and occupancy of 58.4 percent (+0.6 percentage points vs. 2022, -27.3 percentage points vs. 2019). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$397 (+37.8% vs. 2022, +44.4% vs. 2019), ADR at \$553 (+15.7% vs. 2022, +49.1% vs. 2019) and occupancy of 71.7 percent (+11.5 percentage points vs. 2022, -2.4 percentage points vs. 2019).

Kaua'i hotels earned RevPAR of \$314 (+30.8% vs. 2022, +31.8% vs. 2019), with ADR at \$420 (+13.3% vs. 2022, +31.1% vs. 2019) and occupancy of 74.8 percent (+10.0 percentage points vs. 2022, +0.4 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$324 (+12.0% vs. 2022, +41.7% vs. 2019), with ADR at \$427 (+2.4% vs. 2022, +43.3% vs. 2019), and occupancy of 76.0 percent (+6.5 percentage points vs. 2022, -0.9 percentage points vs. 2019). Kohala Coast hotels earned

RevPAR of \$443 (+7.3% vs. 2022, +37.1% vs. 2019), with ADR at \$580 (-4.2% vs. 2022, +37.1% vs. 2019), and occupancy of 76.3 percent (+8.2 percentage points vs. 2022, no change vs. 2019).

O'ahu hotels reported RevPAR of \$209 (+32.5% vs. 2022, +5.5% vs. 2019) in January, ADR at \$280 (+17.0% vs. 2022, +16.8% vs. 2019) and occupancy of 74.4 percent (+8.7 percentage points vs. 2022, -8.0 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$200 (+34.7% vs. 2022, +2.5% vs. 2019), with ADR at \$269 (+18.2% vs. 2022, +14.4% vs. 2019) and occupancy of 74.2 percent (+9.1 percentage points vs. 2022, -8.6 percentage points vs. 2019).

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaii tourism authority.org/research/infrastructure-research/>

About the Hawai'i Hotel Performance Report

The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i. The survey generally excludes properties with under 20 lodging units, such as small bed and breakfasts, youth hostels, single-family vacation rentals, cottages, individually rented vacation condominiums and sold timeshare units no longer available for hotel use. The data has been weighted both geographically and by class of property to compensate for any over and/or under representation of hotel survey participants by location and type.

For January, the survey included 154 properties representing 47,189 rooms, or 85.2 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The January survey included 79 properties on O'ahu representing 29,103 rooms (95.8%); 40 properties in the County of Maui, representing 9,757 rooms (72.3%); 16 properties on the island of Hawai'i, representing 4,879 rooms (70.6%); and 19 properties on Kaua'i, representing 3,450 rooms (75.0%).

About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to *Mālama Ku'u Home* – care for our beloved home. For more information about HTA, visit www.hawaii tourism authority.org or follow @HawaiiHTA on [Facebook](https://www.facebook.com/HawaiiHTA), [Instagram](https://www.instagram.com/HawaiiHTA), and [Twitter](https://twitter.com/HawaiiHTA).

Figure 1: Hawai'i Hotel Performance January 2023

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2022	Percentage Pt. Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	73.0%	64.6%	8.4%	\$391.43	\$348.41	12.3%	\$285.70	\$225.05	26.9%
Luxury Class	61.4%	52.2%	9.2%	\$872.37	\$843.34	3.4%	\$535.95	\$440.63	21.6%
Upper Upscale Class	75.0%	65.5%	9.5%	\$355.68	\$311.09	14.3%	\$266.83	\$203.82	30.9%
Upscale Class	75.9%	68.7%	7.2%	\$289.51	\$250.86	15.4%	\$219.81	\$172.46	27.5%
Upper Midscale Class	74.2%	67.6%	6.6%	\$251.36	\$216.45	16.1%	\$186.54	\$146.41	27.4%
Midscale & Economy Class	74.8%	68.3%	6.5%	\$275.86	\$246.69	11.8%	\$206.39	\$168.48	22.5%
O'ahu	74.4%	65.7%	8.7%	\$280.49	\$239.73	17.0%	\$208.76	\$157.61	32.5%
Waikiki	74.2%	65.1%	9.1%	\$269.28	\$227.85	18.2%	\$199.91	\$148.41	34.7%
Other O'ahu	75.5%	69.2%	6.3%	\$342.12	\$302.74	13.0%	\$258.26	\$209.45	23.3%
O'ahu Luxury	61.8%	40.8%	20.9%	\$697.95	\$679.60	2.7%	\$431.17	\$277.55	55.3%
O'ahu Upper Upscale	75.0%	66.7%	8.4%	\$289.30	\$246.83	17.2%	\$217.06	\$164.57	31.9%
O'ahu Upscale	80.2%	73.5%	6.7%	\$206.97	\$190.63	8.6%	\$165.93	\$140.13	18.4%
O'ahu Upper Midscale	71.6%	65.0%	6.6%	\$171.10	\$154.56	10.7%	\$122.57	\$100.49	22.0%
O'ahu Midscale & Economy	74.9%	69.8%	5.2%	\$152.73	\$140.70	8.6%	\$114.46	\$98.16	16.6%
Maui County	67.6%	59.4%	8.2%	\$635.21	\$571.13	11.2%	\$429.38	\$339.10	26.6%
Wailea	58.4%	57.8%	0.6%	\$1,017.48	\$906.18	12.3%	\$594.20	\$523.84	13.4%
Lahaina/Kā'anapali/Kapalua	71.7%	60.2%	11.5%	\$553.28	\$478.09	15.7%	\$396.64	\$287.77	37.8%
Other Maui County	62.9%	58.4%	4.4%	\$743.29	\$682.68	8.9%	\$467.26	\$398.82	17.2%
Maui County Luxury	53.7%	51.6%	2.2%	\$1,120.64	\$1,008.69	11.1%	\$601.99	\$520.09	15.7%
Maui County Upper Upscale & Upscale	72.9%	62.4%	10.5%	\$517.65	\$450.16	15.0%	\$377.27	\$280.73	34.4%
Island of Hawai'i	76.0%	69.5%	6.5%	\$426.90	\$416.83	2.4%	\$324.35	\$289.61	12.0%
Kohala Coast	76.3%	68.2%	8.2%	\$580.37	\$605.76	-4.2%	\$443.07	\$412.94	7.3%
Kauai	74.8%	64.8%	10.0%	\$419.80	\$370.61	13.3%	\$314.13	\$240.17	30.8%

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Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 2: Hawai'i Hotel Performance by Measure January 2023

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	1,717.3	1,726.8	-0.5%	1,253.5	1,115.4	12.4%	490.6	388.6	26.3%
O'ahu	941.8	949.6	-0.8%	701.0	624.3	12.3%	196.6	149.7	31.4%
Waikiki	798.9	806.5	-0.9%	593.1	525.3	12.9%	159.7	119.7	33.4%
Maui County	418.5	419.5	-0.2%	282.9	249.0	13.6%	179.7	142.2	26.3%
Wailea	91.7	91.9	-0.2%	53.6	53.1	0.8%	54.5	48.1	13.2%
Lahaina/Kā'anapali/Kapalua	224.4	225.6	-0.5%	160.9	135.8	18.5%	89.0	64.9	37.1%
Island of Hawai'i	214.4	218.4	-1.9%	162.9	151.8	7.3%	69.5	63.3	9.9%
Kohala Coast	91.9	91.7	0.2%	70.1	62.5	12.2%	40.7	37.9	7.5%
Kauai	142.7	139.3	2.4%	106.8	90.3	18.2%	44.8	33.5	33.9%

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Figure 3: Hawai'i Hotel Performance January 2023 vs. 2019

	Occupancy % Percentage			Average Daily Rate %			RevPAR %		
	2023	2019	Pt. Change	2023	2019	Change	2023	2019	Change
State of Hawai'i	73.0%	79.5%	-6.5%	\$391.43	\$297.56	31.5%	\$285.70	\$236.51	20.8%
Luxury Class	61.4%	73.8%	-12.3%	\$872.37	\$614.57	41.9%	\$535.95	\$453.28	18.2%
Upper Upscale Class	75.0%	82.0%	-7.0%	\$355.68	\$292.50	21.6%	\$266.83	\$239.95	11.2%
Upscale Class	75.9%	76.1%	-0.1%	\$289.51	\$223.77	29.4%	\$219.81	\$170.21	29.1%
Upper Midscale Class	74.2%	82.8%	-8.6%	\$251.36	\$165.43	51.9%	\$186.54	\$136.97	36.2%
Midscale & Economy Class	74.8%	82.2%	-7.4%	\$275.86	\$189.52	45.6%	\$206.39	\$155.85	32.4%
O'ahu	74.4%	82.4%	-8.0%	\$280.49	\$240.10	16.8%	\$208.76	\$197.83	5.5%
Waikiki	74.2%	82.9%	-8.6%	\$269.28	\$235.39	14.4%	\$199.91	\$195.08	2.5%
Other O'ahu	75.5%	79.5%	-4.0%	\$342.12	\$269.85	26.8%	\$258.26	\$214.47	20.4%
O'ahu Luxury	61.8%	68.6%	-6.8%	\$697.95	\$527.69	32.3%	\$431.17	\$362.02	19.1%
O'ahu Upper Upscale	75.0%	84.8%	-9.8%	\$289.30	\$263.86	9.6%	\$217.06	\$223.86	-3.0%
O'ahu Upscale	80.2%	81.4%	-1.2%	\$206.97	\$192.15	7.7%	\$165.93	\$156.37	6.1%
O'ahu Upper Midscale	71.6%	82.9%	-11.3%	\$171.10	\$156.63	9.2%	\$122.57	\$129.90	-5.6%
O'ahu Midscale & Economy	74.9%	86.2%	-11.2%	\$152.73	\$131.67	16.0%	\$114.46	\$113.48	0.9%
Maui County	67.6%	75.6%	-8.0%	\$635.21	\$438.99	44.7%	\$429.38	\$332.08	29.3%
Wailea	58.4%	85.7%	-27.3%	\$1,017.48	\$651.71	56.1%	\$594.20	\$558.72	6.4%
Lahaina/Kā'anapali/Kapalua	71.7%	74.1%	-2.4%	\$553.28	\$371.00	49.1%	\$396.64	\$274.73	44.4%
Other Maui County	62.9%	77.7%	-14.8%	\$743.29	\$521.70	42.5%	\$467.26	\$405.26	15.3%
Maui County Luxury	53.7%	77.0%	-23.3%	\$1,120.64	\$719.63	55.7%	\$601.99	\$554.43	8.6%
Maui County Upper Upscale & Upscale	72.9%	75.3%	-2.4%	\$517.65	\$349.31	48.2%	\$377.27	\$263.02	43.4%
Island of Hawai'i	76.0%	76.8%	-0.9%	\$426.90	\$297.89	43.3%	\$324.35	\$228.89	41.7%
Kohala Coast	76.3%	76.3%	0.0%	\$580.37	\$423.40	37.1%	\$443.07	\$323.15	37.1%
Kaua'i	74.8%	74.5%	0.4%	\$419.80	\$320.18	31.1%	\$314.13	\$238.42	31.8%

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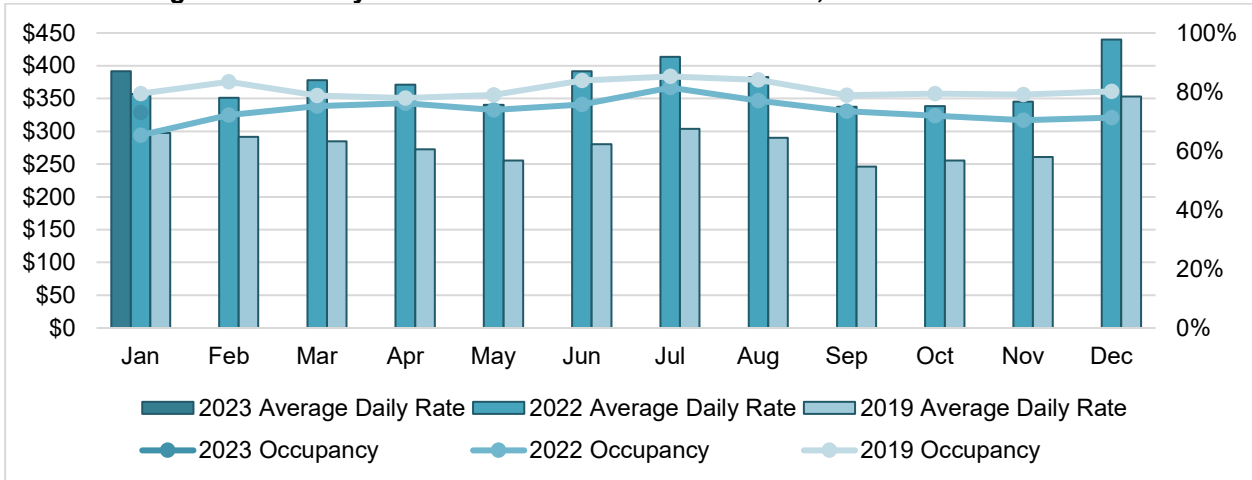
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 4: Hawai'i Hotel Performance by Measure January 2023 vs. 2019

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2019	% Change	2023	2019	% Change	2023	2019	% Change
State of Hawai'i	1,717.3	1,676.2	2.5%	1,253.5	1,332.3	-5.9%	490.6	396.4	23.8%
O'ahu	941.8	942.5	-0.1%	701.0	776.5	-9.7%	196.6	186.5	5.5%
Waikiki	798.9	808.8	-1.2%	593.1	670.3	-11.5%	159.7	157.8	1.2%
Maui County	418.5	394.5	6.1%	282.9	298.4	-5.2%	179.7	131.0	37.2%
Wailea	91.7	68.0	34.8%	53.6	58.3	-8.2%	54.5	38.0	43.4%
Lahaina/Kā'anapali/ Kapalua	224.4	221.2	1.5%	160.9	163.8	-1.8%	89.0	60.8	46.5%
Island of Hawai'i	214.4	199.1	7.7%	162.9	153.0	6.5%	69.5	45.6	52.6%
Kohala Coast	91.9	93.0	-1.2%	70.1	71.0	-1.2%	40.7	30.1	35.5%
Kaua'i	142.7	140.2	1.8%	106.8	104.4	2.3%	44.8	33.4	34.1%

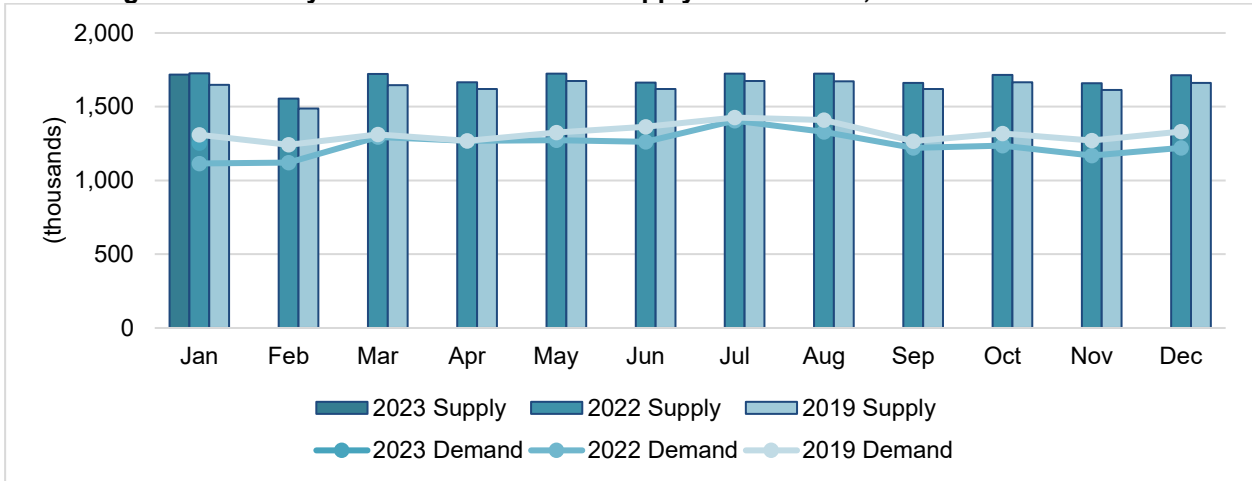
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Figure 5: Monthly State of Hawai'i Hotel Performance, 2023 vs. 2022 vs. 2019



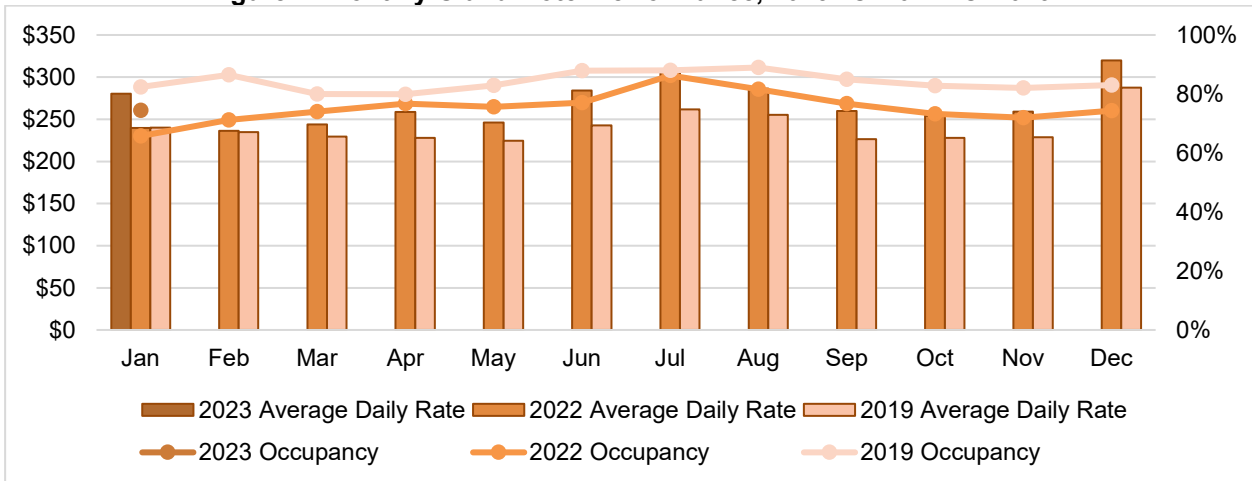
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Figure 6: Monthly State of Hawai'i Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



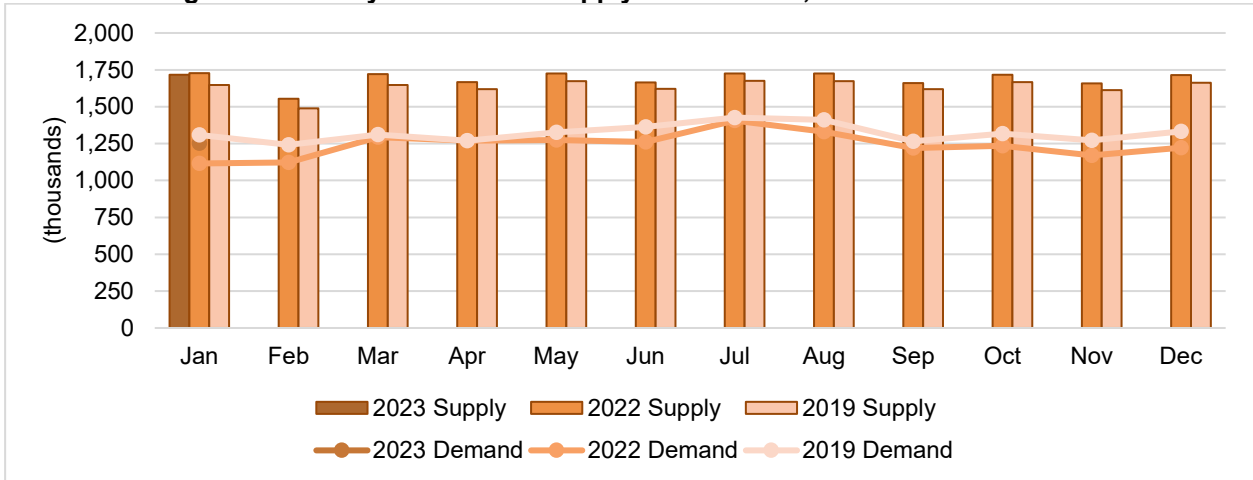
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Figure 7: Monthly O'ahu Hotel Performance, 2023 vs. 2022 vs. 2019



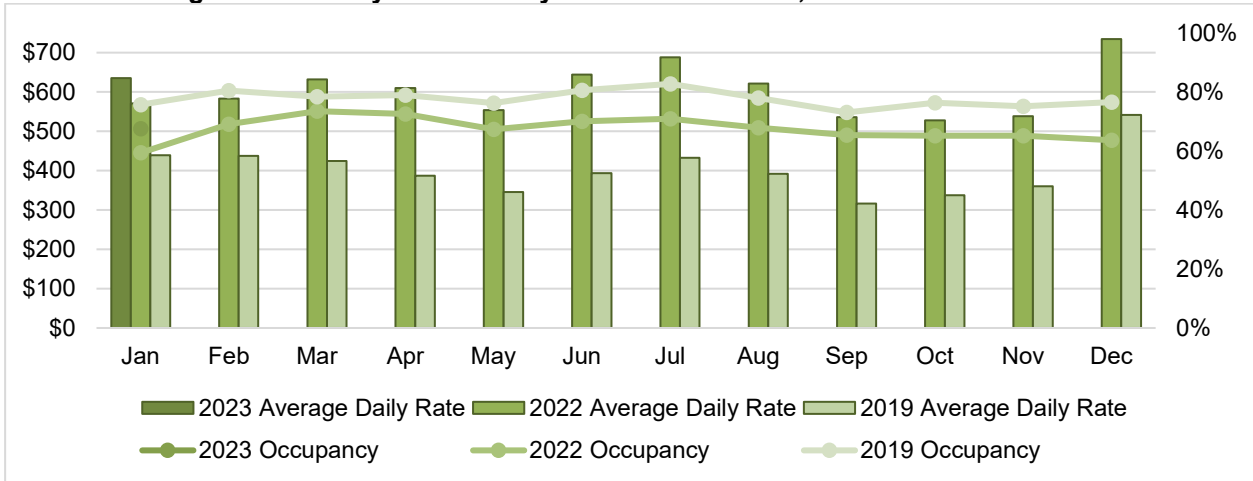
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Figure 8: Monthly O'ahu Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



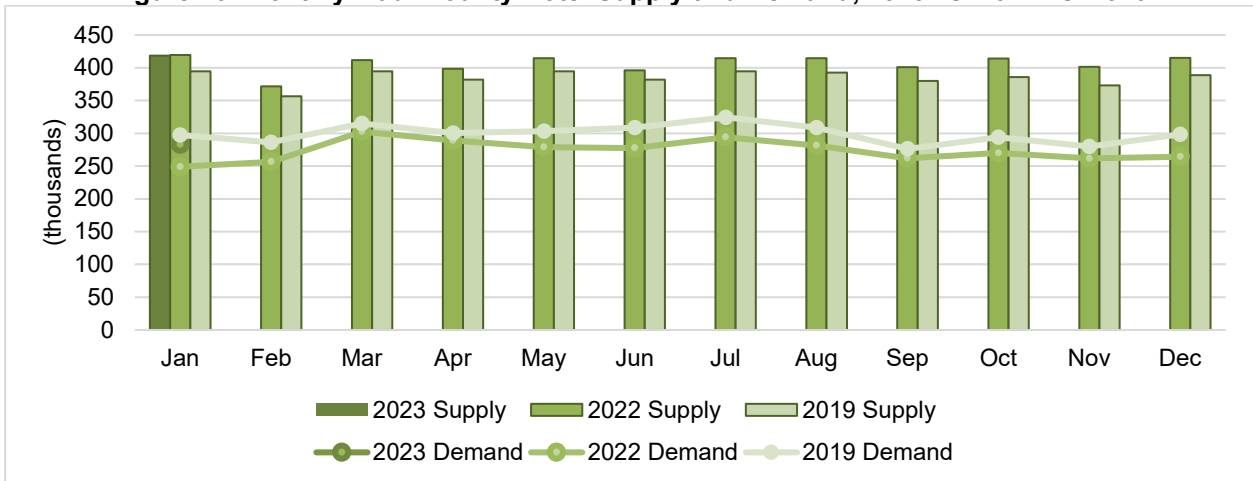
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Figure 9: Monthly Maui County Hotel Performance, 2023 vs. 2022 vs. 2019



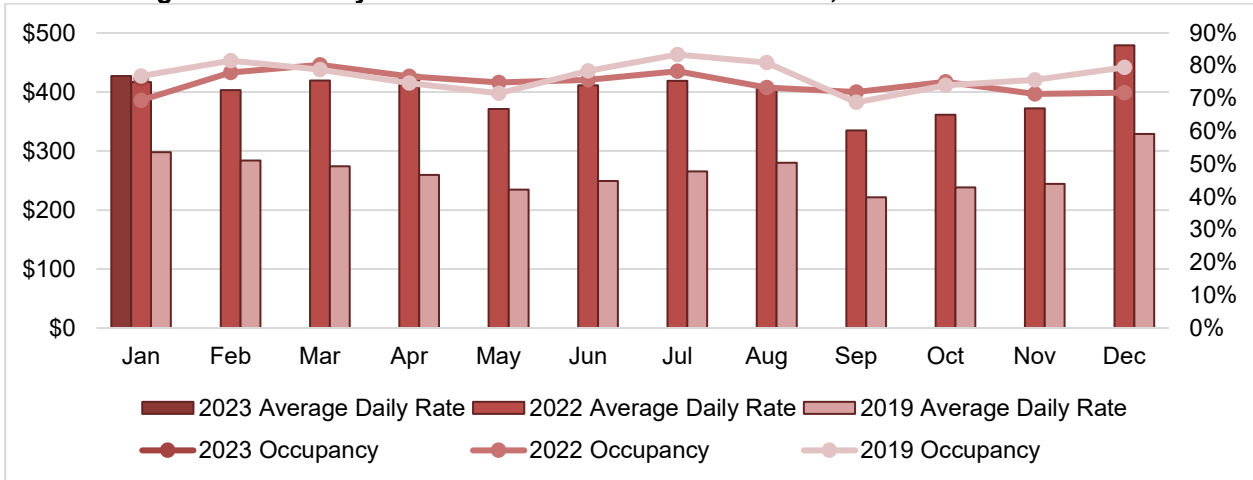
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Figure 10: Monthly Maui County Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



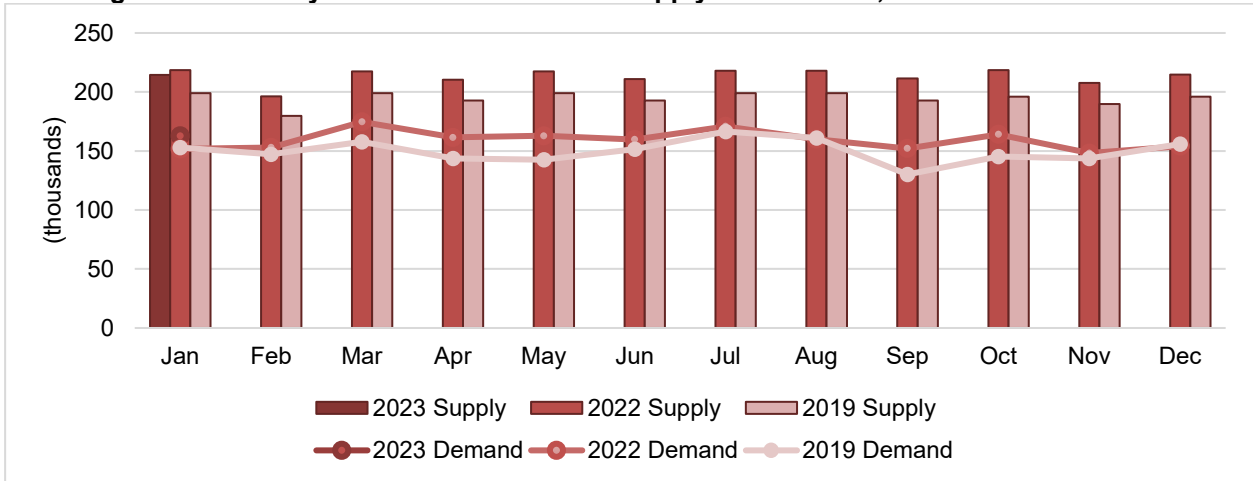
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Figure 11: Monthly Island of Hawai'i Hotel Performance, 2022 vs. 2022 vs. 2019



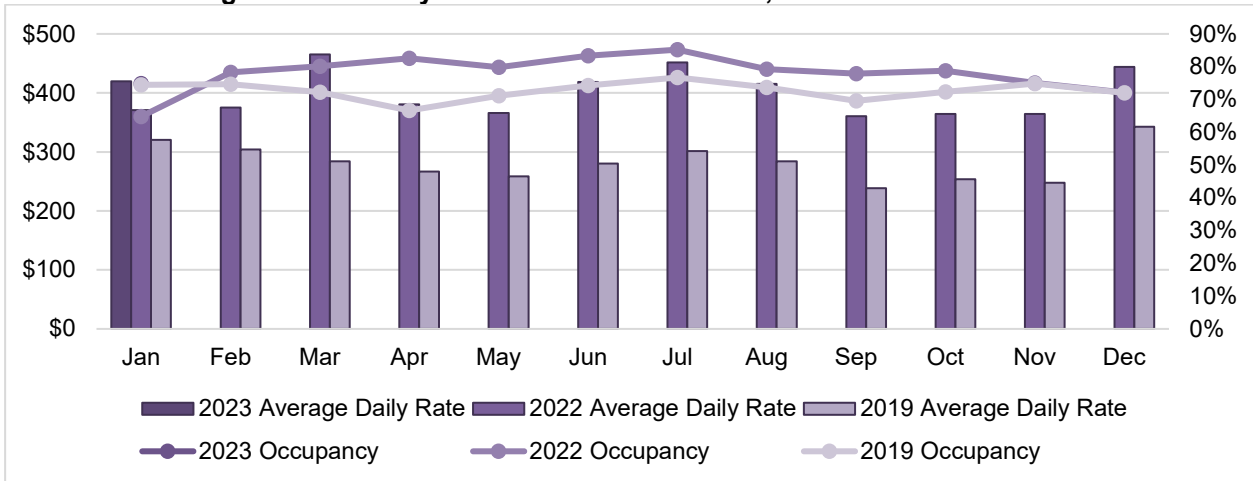
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Figure 12: Monthly Island of Hawai'i Hotel Supply and Demand, 2022 vs. 2022 vs. 2019



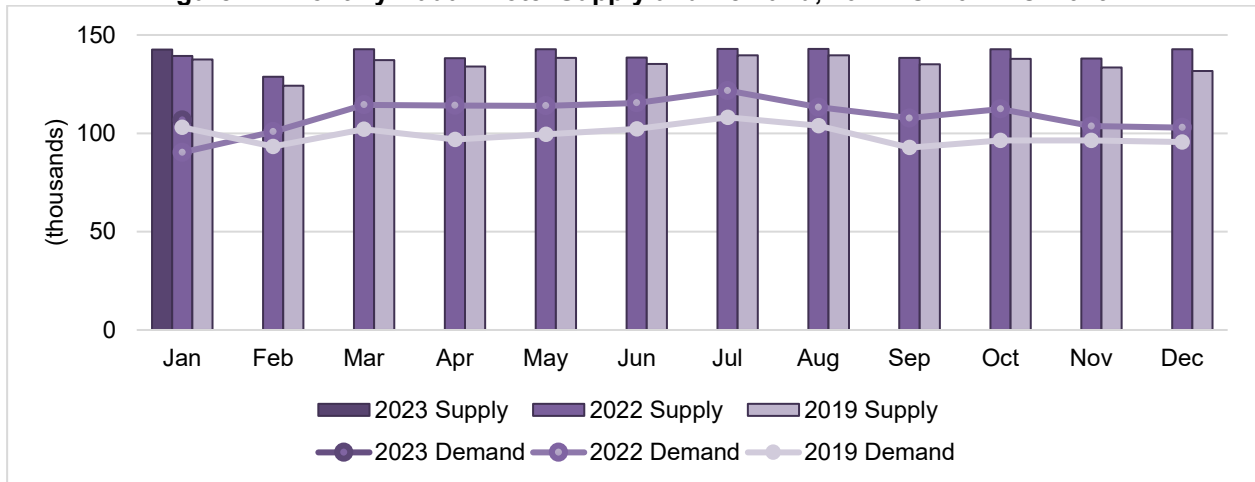
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Figure 13: Monthly Kaua'i Hotel Performance, 2022 vs. 2022 vs. 2019



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Figure 14: Monthly Kaua'i Hotel Supply and Demand, 2022 vs. 2022 vs. 2019



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