



February 2023 Hawaii'i Hotel Performance Report

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

According to the Hawaii'i Hotel Performance Report published by the Hawaii'i Tourism Authority (HTA), statewide RevPAR in February 2023 was \$296 (+16.7%), with ADR at \$387 (+9.6%) and occupancy of 76.3 percent (+4.6 percentage points) compared to February 2022 (Figure 1). Compared with February 2019, RevPAR was 21.4 percent higher, driven by higher ADR (+32.8%) which offset lower occupancy (-7.2 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 February 2023, the survey included 155 properties representing 47,466 rooms, or 85.6 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.

Hawaii'i hotel room revenues statewide totaled \$459.0 million (+16.6% vs. 2022, +24.5% vs. 2019) in February 2023. Room demand was 1.2 million room nights (+6.5% vs. 2022, -6.3% vs. 2019) and room supply was 1.6 million room nights (0.0% vs. 2022, +2.6% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$524 (+7.8% vs. 2022, +14.7% vs. 2019), with ADR at \$863 (+5.6% vs. 2022, +47.8% vs. 2019) and occupancy of 60.7 percent (+1.3 percentage points vs. 2022, -17.5 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$216 (+17.9% vs. 2022, +27.7% vs. 2019) with ADR at \$266 (+9.8% vs. 2022, +36.4% vs. 2019) and occupancy of 81.1 percent (+5.6 percentage points vs. 2022, -5.5 percentage points vs. 2019).

Maui County hotels led the counties in February 2023 and achieved RevPAR of \$465 (+16.2% vs. 2022, +32.3% vs. 2019), with ADR at \$655 (+11.3% vs. 2022, +49.8% vs. 2019) and occupancy of 71.0 percent (+3.0 percentage points vs. 2022, -9.4 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$658 (+13.4% vs. 2022, +12.6% vs. 2019), with ADR at \$1,004 (+17.2% vs. 2022, +54.8% vs. 2019) and occupancy of 65.5 percent (-2.2 percentage points vs. 2022, -24.6 percentage points vs. 2019). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$423 (+19.4% vs. 2022, +44.9% vs. 2019), ADR at \$575 (+10.8% vs. 2022, +56.2% vs. 2019) and occupancy of 73.5 percent (+5.3 percentage points vs. 2022, -5.8 percentage points vs. 2019).

Kaua'i hotels earned RevPAR of \$309 (+7.4% vs. 2022, +36.0% vs. 2019), with ADR at \$418 (+10.3% vs. 2022, +37.5% vs. 2019) and occupancy of 73.9 percent (-2.0 percentage points vs. 2022, -0.8 percentage points vs. 2019).

Hotels on the island of Hawaii'i reported RevPAR at \$332 (+1.7% vs. 2022, +43.3% vs. 2019), with ADR at \$432 (+1.3% vs. 2022, +52.1% vs. 2019), and occupancy of 76.8 percent (+0.3 percentage points vs. 2022, -4.7 percentage points vs. 2019). Kohala Coast hotels earned

RevPAR of \$455 (-2.7% vs. 2022, +41.0% vs. 2019), with ADR at \$602 (-2.3% vs. 2022, +52.6% vs. 2019), and occupancy of 75.6 percent (-0.4 percentage points vs. 2022, -6.2 percentage points vs. 2019).

O'ahu hotels reported RevPAR of \$210 (+25.3% vs. 2022, +3.4% vs. 2019) in February, ADR at \$266 (+13.5% vs. 2022, +13.3% vs. 2019) and occupancy of 78.9 percent (+7.4 percentage points vs. 2022, -7.6 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$202 (+27.7% vs. 2022, +1.6% vs. 2019), with ADR at \$255 (+14.9% vs. 2022, +11.0% vs. 2019) and occupancy of 79.2 percent (+7.9 percentage points vs. 2022, -7.4 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 February, the survey included 155 properties representing 47,466 rooms, or 85.6 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The February survey included 78 properties on O'ahu representing 29,056 rooms (95.6%); 41 properties in the County of Maui, representing 9,829 rooms (72.8%); 16 properties on the island of Hawai'i, representing 4,879 rooms (72.5%); and 20 properties on Kaua'i, representing 3,702 rooms (76.3%).

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 February 2023

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2022	Percentage Pt. Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	76.3%	71.6%	4.6%	\$387.39	\$353.62	9.6%	\$295.54	\$253.34	16.7%
Luxury Class	60.7%	59.4%	1.3%	\$863.28	\$817.83	5.6%	\$524.13	\$486.06	7.8%
Upper Upscale Class	78.9%	73.2%	5.7%	\$351.85	\$319.31	10.2%	\$277.64	\$233.70	18.8%
Upscale Class	79.5%	75.4%	4.1%	\$294.09	\$258.26	13.9%	\$233.80	\$194.61	20.1%
Upper Midscale Class	79.0%	72.7%	6.3%	\$258.82	\$226.37	14.3%	\$204.46	\$164.54	24.3%
Midscale & Economy Class	81.1%	75.5%	5.6%	\$265.98	\$242.20	9.8%	\$215.65	\$182.91	17.9%
O'ahu	78.9%	71.5%	7.4%	\$266.12	\$234.42	13.5%	\$209.97	\$167.57	25.3%
Waikiki	79.2%	71.3%	7.9%	\$255.50	\$222.29	14.9%	\$202.42	\$158.56	27.7%
Other O'ahu	77.1%	72.3%	4.8%	\$327.10	\$301.82	8.4%	\$252.21	\$218.35	15.5%
O'ahu Luxury	59.2%	46.2%	13.0%	\$649.08	\$628.22	3.3%	\$384.23	\$289.95	32.5%
O'ahu Upper Upscale	79.8%	73.2%	6.6%	\$275.56	\$242.98	13.4%	\$219.99	\$177.98	23.6%
O'ahu Upscale	83.3%	78.8%	4.4%	\$206.33	\$185.95	11.0%	\$171.79	\$146.55	17.2%
O'ahu Upper Midscale	78.8%	66.5%	12.3%	\$172.19	\$149.61	15.1%	\$135.62	\$99.46	36.4%
O'ahu Midscale & Economy	84.3%	76.1%	8.2%	\$155.70	\$136.48	14.1%	\$131.21	\$103.85	26.3%
Maui County	71.0%	68.0%	3.0%	\$655.19	\$588.43	11.3%	\$465.29	\$400.37	16.2%
Wailea	65.5%	67.8%	-2.2%	\$1,003.94	\$856.36	17.2%	\$657.98	\$580.24	13.4%
Lahaina/Kā'anapali/Kapalua	73.5%	68.2%	5.3%	\$574.76	\$518.56	10.8%	\$422.56	\$353.81	19.4%
Other Maui County	68.1%	67.8%	0.3%	\$755.60	\$668.79	13.0%	\$514.72	\$453.59	13.5%
Maui County Luxury	57.9%	59.9%	-2.1%	\$1,101.90	\$982.30	12.2%	\$637.46	\$588.79	8.3%
Maui County Upper Upscale & Upscale	76.1%	71.0%	5.0%	\$546.06	\$480.09	13.7%	\$415.50	\$341.10	21.8%
Island of Hawai'i	76.8%	76.6%	0.3%	\$431.57	\$425.95	1.3%	\$331.54	\$326.13	1.7%
Kohala Coast	75.6%	76.0%	-0.4%	\$602.05	\$616.14	-2.3%	\$455.37	\$468.24	-2.7%
Kauai	73.9%	75.9%	-2.0%	\$418.48	\$379.27	10.3%	\$309.18	\$287.87	7.4%

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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 February 2023

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	1,553.0	1,553.4	0.0%	1,184.8	1,112.9	6.5%	459.0	393.5	16.6%
O'ahu	850.7	857.7	-0.8%	671.2	613.1	9.5%	178.6	143.7	24.3%
Waikiki	721.6	728.5	-0.9%	571.7	519.6	10.0%	146.1	115.5	26.5%
Maui County	378.0	375.3	0.7%	268.4	255.4	5.1%	175.9	150.3	17.0%
Wailea	82.8	83.0	-0.2%	54.3	56.2	-3.5%	54.5	48.2	13.2%
Lahaina/Kā'anapali/Kapalua	202.7	200.2	1.3%	149.0	136.6	9.1%	85.7	70.8	20.9%
Island of Hawai'i	188.4	191.6	-1.7%	144.7	146.7	-1.3%	62.5	62.5	0.0%
Kohala Coast	83.0	82.8	0.2%	62.8	62.9	-0.3%	37.8	38.8	-2.6%
Kauai	135.9	128.8	5.5%	100.4	97.8	2.7%	42.0	37.1	13.3%

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

	Occupancy % Percentage			Average Daily Rate %			RevPAR %		
	2023	2019	Pt. Change	2023	2019	Change	2023	2019	Change
State of Hawai'i	76.3%	83.5%	-7.2%	\$387.39	\$291.66	32.8%	\$295.54	\$243.46	21.4%
Luxury Class	60.7%	78.2%	-17.5%	\$863.28	\$584.03	47.8%	\$524.13	\$456.82	14.7%
Upper Upscale Class	78.9%	85.0%	-6.1%	\$351.85	\$284.37	23.7%	\$277.64	\$241.68	14.9%
Upscale Class	79.5%	80.3%	-0.8%	\$294.09	\$227.03	29.5%	\$233.80	\$182.40	28.2%
Upper Midscale Class	79.0%	88.9%	-9.9%	\$258.82	\$170.40	51.9%	\$204.46	\$151.56	34.9%
Midscale & Economy Class	81.1%	86.6%	-5.5%	\$265.98	\$194.99	36.4%	\$215.65	\$168.91	27.7%
O'ahu	78.9%	86.5%	-7.6%	\$266.12	\$234.87	13.3%	\$209.97	\$203.06	3.4%
Waikiki	79.2%	86.6%	-7.4%	\$255.50	\$230.19	11.0%	\$202.42	\$199.33	1.6%
Other O'ahu	77.1%	85.6%	-8.5%	\$327.10	\$263.52	24.1%	\$252.21	\$225.62	11.8%
O'ahu Luxury	59.2%	73.1%	-13.9%	\$649.08	\$486.80	33.3%	\$384.23	\$355.62	8.0%
O'ahu Upper Upscale	79.8%	86.9%	-7.1%	\$275.56	\$256.01	7.6%	\$219.99	\$222.52	-1.1%
O'ahu Upscale	83.3%	86.6%	-3.4%	\$206.33	\$195.74	5.4%	\$171.79	\$169.59	1.3%
O'ahu Upper Midscale	78.8%	89.6%	-10.8%	\$172.19	\$161.42	6.7%	\$135.62	\$144.58	-6.2%
O'ahu Midscale & Economy	84.3%	92.2%	-7.9%	\$155.70	\$139.32	11.8%	\$131.21	\$128.43	2.2%
Maui County	71.0%	80.4%	-9.4%	\$655.19	\$437.36	49.8%	\$465.29	\$351.75	32.3%
Wailea	65.5%	90.1%	-24.6%	\$1,003.94	\$648.71	54.8%	\$657.98	\$584.47	12.6%
Lahaina/Kā'anapali/Kapalua	73.5%	79.3%	-5.8%	\$574.76	\$367.86	56.2%	\$422.56	\$291.63	44.9%
Other Maui County	68.1%	81.9%	-13.8%	\$755.60	\$523.21	44.4%	\$514.72	\$428.49	20.1%
Maui County Luxury	57.9%	82.6%	-24.8%	\$1,101.90	\$694.14	58.7%	\$637.46	\$573.44	11.2%
Maui County Upper Upscale & Upscale	76.1%	80.2%	-4.1%	\$546.06	\$352.62	54.9%	\$415.50	\$282.91	46.9%
Island of Hawai'i	76.8%	81.6%	-4.7%	\$431.57	\$283.74	52.1%	\$331.54	\$231.40	43.3%
Kohala Coast	75.6%	81.8%	-6.2%	\$602.05	\$394.63	52.6%	\$455.37	\$322.92	41.0%
Kauai	73.9%	74.7%	-0.8%	\$418.48	\$304.37	37.5%	\$309.18	\$227.38	36.0%

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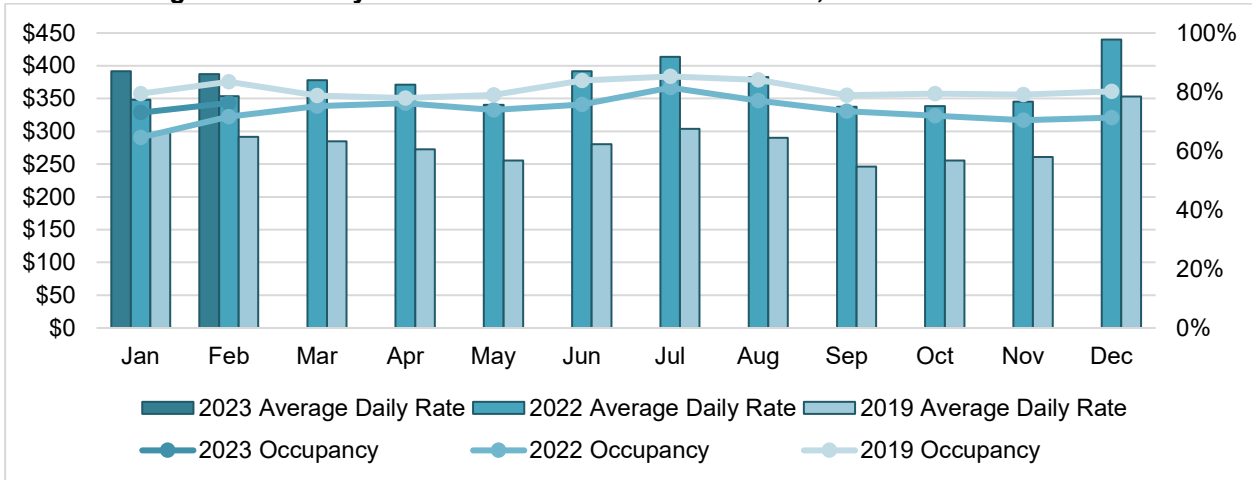
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

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

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2019	% Change	2023	2019	% Change	2023	2019	% Change
State of Hawai'i	1,553.0	1,514.0	2.6%	1,184.8	1,263.8	-6.3%	459.0	368.6	24.5%
O'ahu	850.7	851.3	-0.1%	671.2	736.0	-8.8%	178.6	172.9	3.3%
Waikiki	721.6	730.5	-1.2%	571.7	632.6	-9.6%	146.1	145.6	0.3%
Maui County	378.0	356.3	6.1%	268.4	286.6	-6.3%	175.9	125.3	40.3%
Wailea	82.8	61.4	34.8%	54.3	55.3	-1.9%	54.5	35.9	51.8%
Lahaina/Kā'anapali/ Kapalua	202.7	199.8	1.5%	149.0	158.4	-5.9%	85.7	58.3	47.0%
Island of Hawai'i	188.4	179.8	4.7%	144.7	146.7	-1.3%	62.5	41.6	50.1%
Kohala Coast	83.0	84.0	-1.2%	62.8	68.7	-8.7%	37.8	27.1	39.3%
Kauai	135.9	126.6	7.4%	100.4	94.6	6.2%	42.0	28.8	46.0%

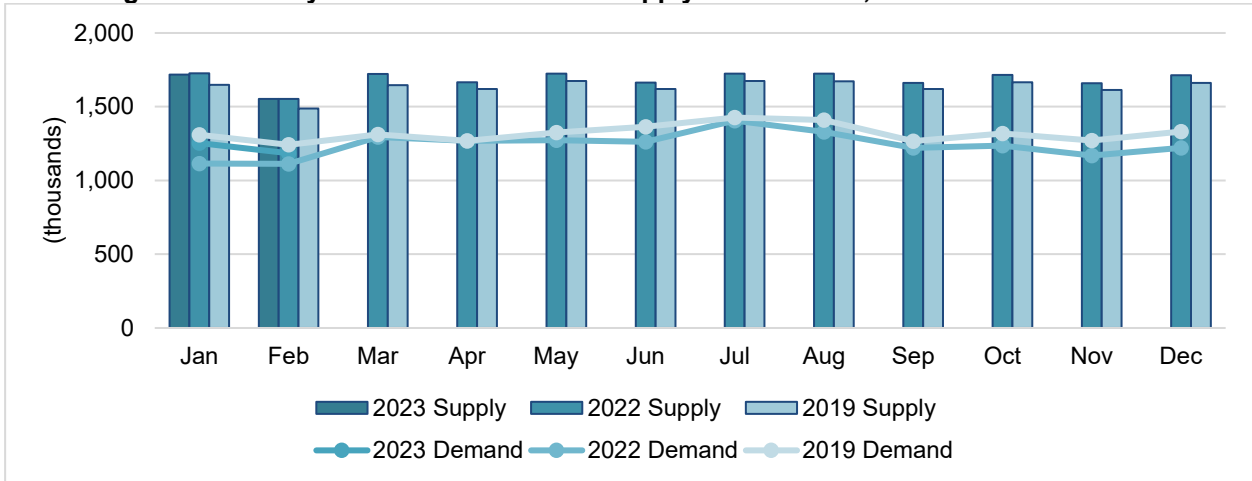
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Figure 5: Monthly State of Hawai'i Hotel Performance, 2023 vs. 2022 vs. 2019



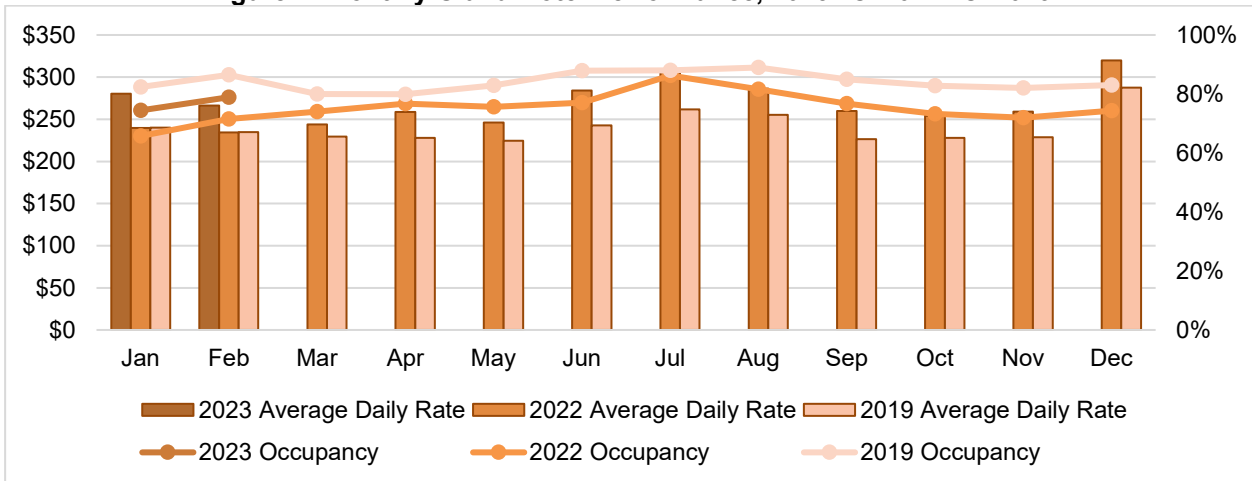
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Figure 6: Monthly State of Hawai'i Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



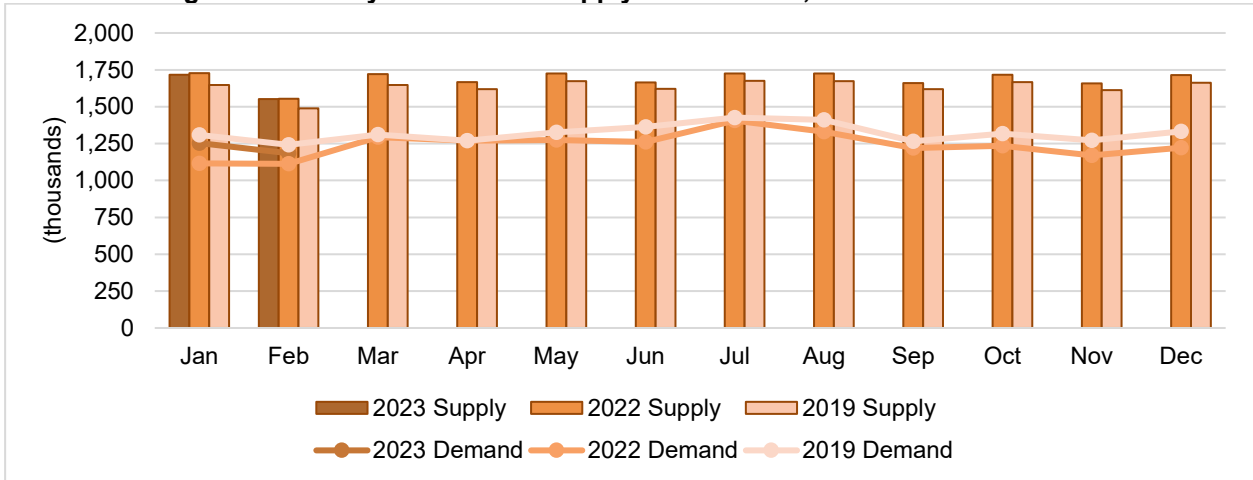
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Figure 7: Monthly O'ahu Hotel Performance, 2023 vs. 2022 vs. 2019



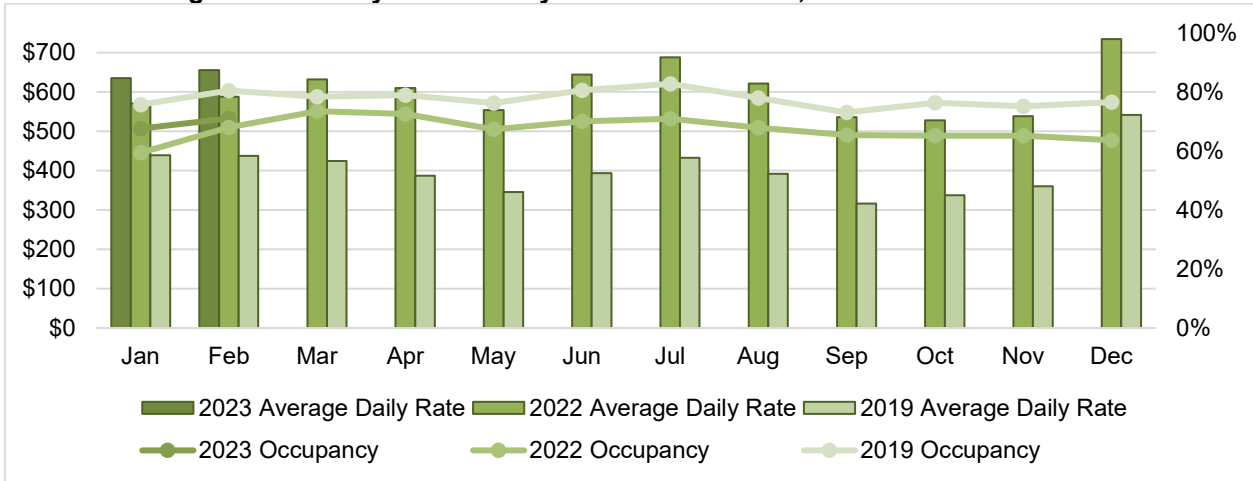
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Figure 8: Monthly O'ahu Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



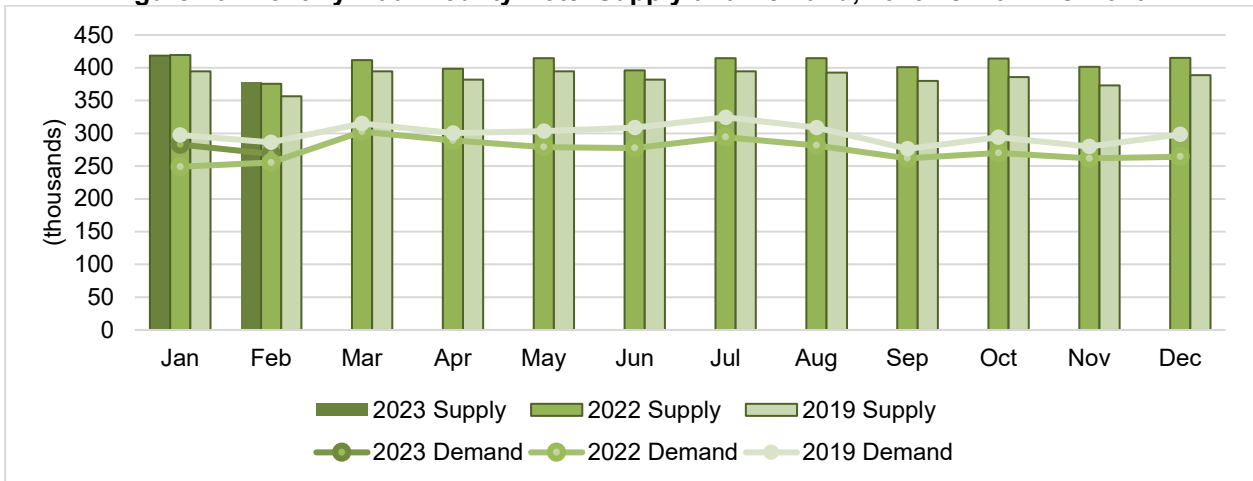
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Figure 9: Monthly Maui County Hotel Performance, 2023 vs. 2022 vs. 2019



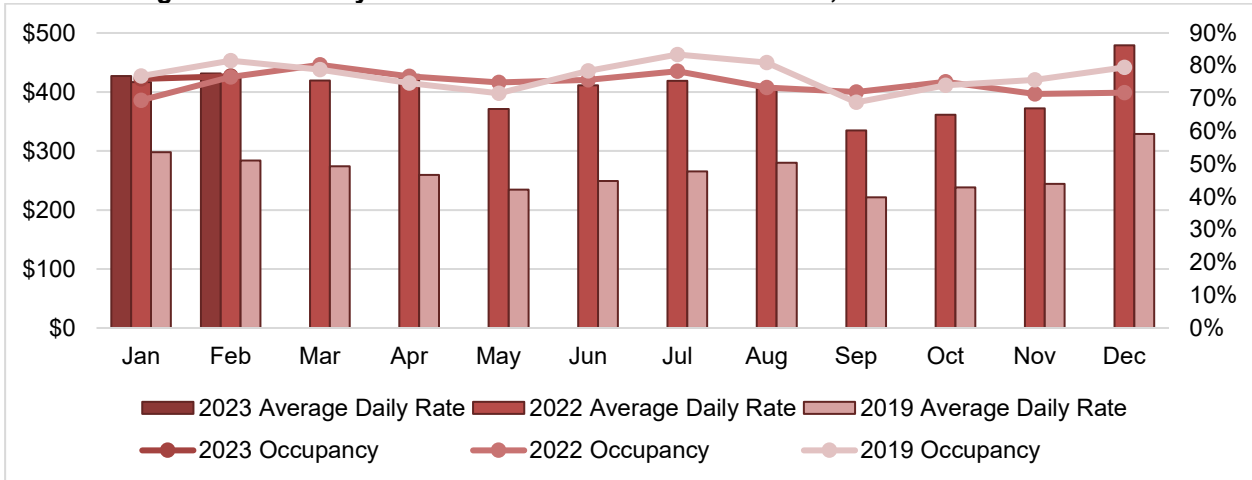
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Figure 10: Monthly Maui County Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



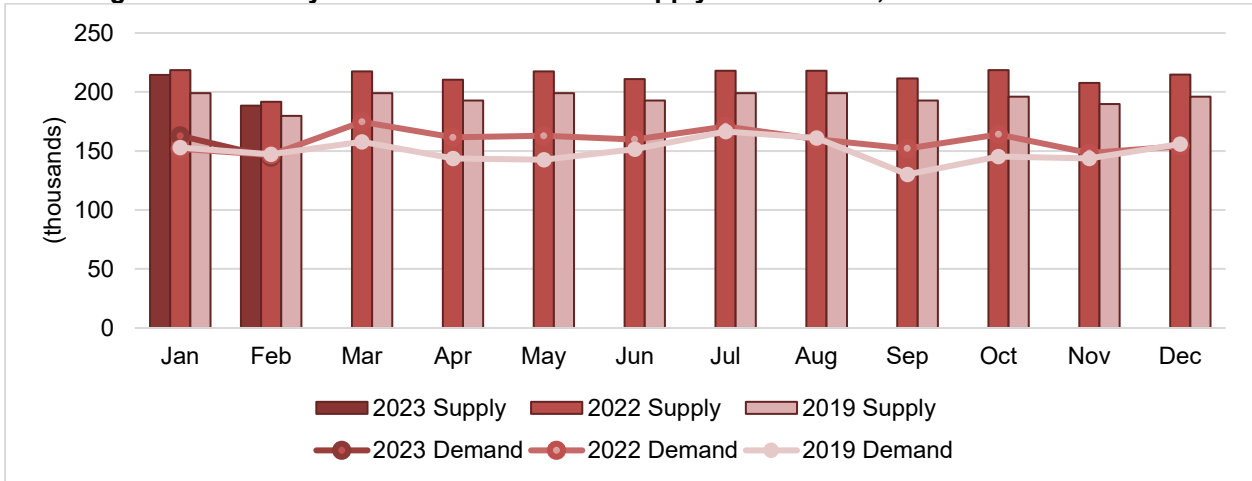
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Figure 11: Monthly Island of Hawai'i Hotel Performance, 2023 vs. 2022 vs. 2019



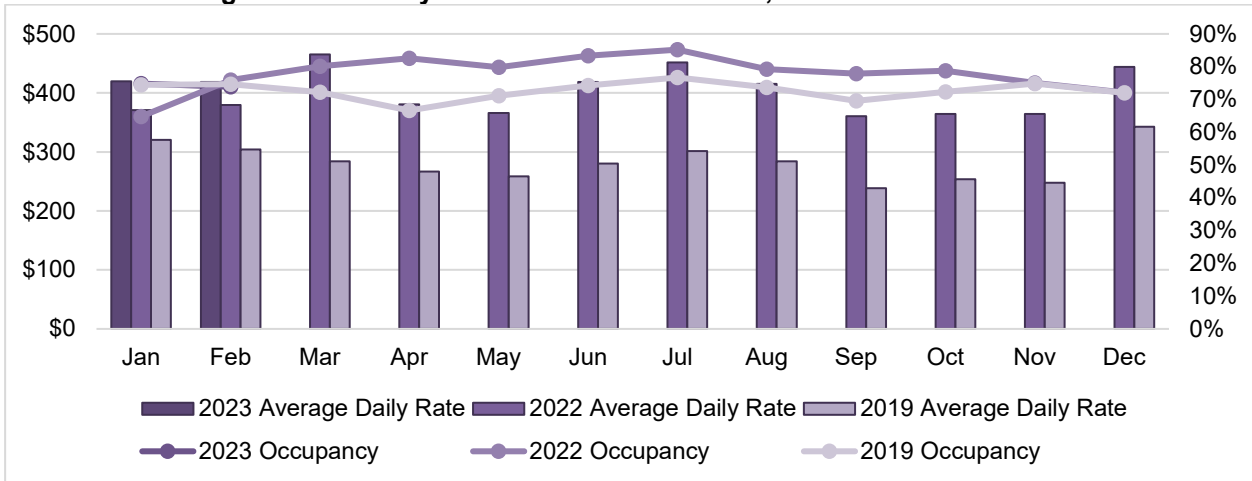
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Figure 12: Monthly Island of Hawai'i Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



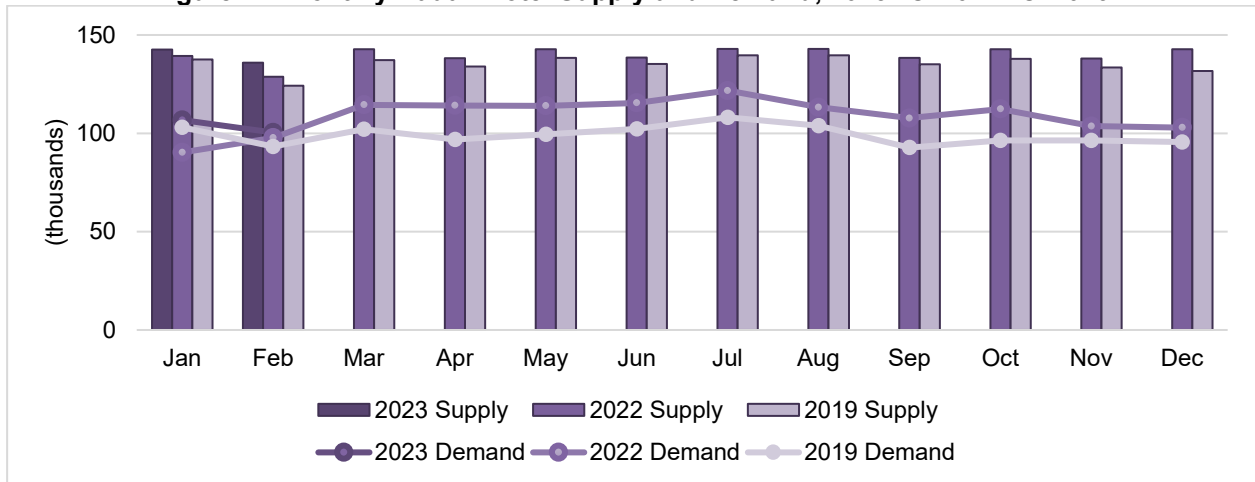
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Figure 13: Monthly Kaua'i Hotel Performance, 2023 vs. 2022 vs. 2019



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Figure 14: Monthly Kaua'i Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



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