



## May 2023 Hawai'i Hotel Performance Report

Hawai'i hotels statewide reported slightly higher revenue per available room (RevPAR) but slightly lower occupancy in May 2023 compared to May 2022. Average daily rate (ADR) was higher than last year. When compared to pre-pandemic May 2019, statewide ADR and RevPAR were higher in May 2023 but occupancy was lower.

According to the Hawai'i Hotel Performance Report published by the Hawai'i Tourism Authority (HTA), statewide RevPAR in May 2023 was \$253 (+0.3%), with ADR at \$347 (+1.5%) and occupancy of 72.8 percent (-0.9 percentage points) compared to May 2022 (Figure 1). Compared with May 2019, RevPAR was 25.2 percent higher, driven by higher ADR (+35.9%) which offset lower occupancy (-6.2 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 May 2023, the survey included 152 properties representing 46,042 rooms, or 82.2 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.

Statewide Hawai'i hotel room revenues totaled \$438.9 million (-0.1% vs. 2022, +29.7% vs. 2019) in May 2023. Room demand was 1.3 million room nights (-1.6% vs. 2022, -4.6% vs. 2019) and room supply was 1.7 million room nights (-0.3% vs. 2022, +3.6% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$436 (-5.8% vs. 2022, +20.8% vs. 2019), with ADR at \$746 (-1.8% vs. 2022, +53.2% vs. 2019) and occupancy of 58.5 percent (-2.5 percentage points vs. 2022, -15.7 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$173 (+3.9% vs. 2022, +32.1% vs. 2019) with ADR at \$229 (+3.0% vs. 2022, +42.9% vs. 2019) and occupancy of 75.5 percent (+0.6 percentage points vs. 2022, -6.2 percentage points vs. 2019).

Maui County hotels led the counties in May 2023 and achieved RevPAR of \$341 (-7.7% vs. 2022, +29.7% vs. 2019), with ADR at \$539 (-1.8% vs. 2022, +56.1% vs. 2019) and occupancy of 63.3 percent (-4.1 percentage points vs. 2022, -12.9 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$469 (-8.6% vs. 2022, +6.6% vs. 2019), with ADR at \$788 (-5.5% vs. 2022, +55.5% vs. 2019) and occupancy of 59.5 percent (-2.0 percentage points vs. 2022, -27.3 percentage points vs. 2019). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$321 (-6.1% vs. 2022, +45.3% vs. 2019), ADR at \$491 (+0.7% vs. 2022, +67.6% vs. 2019) and occupancy of 65.4 percent (-4.8 percentage points vs. 2022, -10.0 percentage points vs. 2019).

Kaua'i hotels earned RevPAR of \$295 (+1.7% vs. 2022, +60.3% vs. 2019), with ADR at \$397 (+8.2% vs. 2022, +53.8% vs. 2019) and occupancy of 74.2 percent (-4.8 percentage points vs. 2022, +3.0 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$247 (-12.3% vs. 2022, +47.2% vs. 2019), with ADR at \$370 (-3.1% vs. 2022, +57.8% vs. 2019), and occupancy of 66.9 percent (-7.0 percentage points vs. 2022, -4.8 percentage points vs. 2019). Kohala Coast hotels earned

RevPAR of \$354 (-11.8% vs. 2022, +50.5% vs. 2019), with ADR at \$505 (-10.8% vs. 2022, +52.8% vs. 2019), and occupancy of 70.2 percent (-0.8 percentage points vs. 2022, -1.1 percentage points vs. 2019).

O'ahu hotels reported RevPAR of \$207 (+11.2% vs. 2022, +11.3% vs. 2019) in May, ADR at \$264 (+7.5% vs. 2022, +17.9% vs. 2019) and occupancy of 78.3 percent (+2.5 percentage points vs. 2022, -4.7 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$198 (+11.2% vs. 2022, +7.0% vs. 2019), with ADR at \$252 (+7.9% vs. 2022, +14.0% vs. 2019) and occupancy of 78.3 percent (+2.3 percentage points vs. 2022, -5.2 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 May 2023, the survey included 152 properties representing 46,042 rooms, or 82.2 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The May survey included 75 properties on O'ahu, representing 27,803 rooms (91.5%); 41 properties in the County of Maui, representing 9,798 rooms (70.6%); 17 properties on the island of Hawai'i, representing 4,990 rooms (72.8%); and 19 properties on Kaua'i, representing 3,451 rooms (71.1%).

### **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](http://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 May 2023**

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2022	Percentage Pt. Change	2023	2022	% Change	2023	2022	% Change
<b>State of Hawai'i</b>	72.8%	73.7%	-0.9%	\$347.26	\$342.10	1.5%	\$252.89	\$252.21	0.3%
Luxury Class	58.5%	61.0%	-2.5%	\$745.86	\$759.70	-1.8%	\$436.23	\$463.18	-5.8%
Upper Upscale Class	77.0%	77.1%	-0.2%	\$331.59	\$319.21	3.9%	\$255.18	\$246.18	3.7%
Upscale Class	75.9%	75.8%	0.1%	\$249.71	\$250.69	-0.4%	\$189.48	\$190.02	-0.3%
Upper Midscale Class	68.7%	73.0%	-4.2%	\$218.55	\$219.81	-0.6%	\$150.25	\$160.35	-6.3%
Midscale & Economy Class	75.5%	74.9%	0.6%	\$229.27	\$222.49	3.0%	\$173.03	\$166.59	3.9%
<b>O'ahu</b>	78.3%	75.7%	2.5%	\$264.43	\$245.87	7.5%	\$207.01	\$186.23	11.2%
Waikiki	78.3%	76.0%	2.3%	\$252.37	\$233.91	7.9%	\$197.68	\$177.80	11.2%
Other O'ahu	78.0%	74.2%	3.8%	\$332.12	\$315.03	5.4%	\$259.21	\$233.87	10.8%
O'ahu Luxury	61.1%	56.2%	4.9%	\$619.50	\$609.98	1.6%	\$378.61	\$342.82	10.4%
O'ahu Upper Upscale	80.8%	78.4%	2.4%	\$276.88	\$255.89	8.2%	\$223.84	\$200.64	11.6%
O'ahu Upscale	82.3%	79.6%	2.7%	\$198.93	\$191.85	3.7%	\$163.71	\$152.77	7.2%
O'ahu Upper Midscale	69.7%	71.2%	-1.5%	\$162.28	\$150.67	7.7%	\$113.10	\$107.27	5.4%
O'ahu Midscale & Economy	80.9%	76.1%	4.7%	\$148.59	\$135.80	9.4%	\$120.16	\$103.39	16.2%
<b>Maui County</b>	63.3%	67.4%	-4.1%	\$539.11	\$548.75	-1.8%	\$341.47	\$370.13	-7.7%
Wailea	59.5%	61.5%	-2.0%	\$787.79	\$833.81	-5.5%	\$468.76	\$512.88	-8.6%
Lahaina/Kā'anapali/Kapalua	65.4%	70.1%	-4.8%	\$490.86	\$487.21	0.7%	\$320.82	\$341.69	-6.1%
Other Maui County	60.9%	64.2%	-3.3%	\$602.13	\$630.92	-4.6%	\$366.60	\$404.89	-9.5%
Maui County Luxury	53.2%	57.5%	-4.3%	\$872.93	\$912.59	-4.3%	\$464.61	\$524.77	-11.5%
Maui County Upper Upscale & Upscale	67.6%	71.3%	-3.6%	\$461.37	\$460.82	0.1%	\$312.06	\$328.46	-5.0%
<b>Island of Hawai'i</b>	66.9%	73.9%	-7.0%	\$369.89	\$381.75	-3.1%	\$247.29	\$282.13	-12.3%
Kohala Coast	70.2%	71.0%	-0.8%	\$504.62	\$565.96	-10.8%	\$354.43	\$401.96	-11.8%
<b>Kauai</b>	74.2%	79.0%	-4.8%	\$397.41	\$367.19	8.2%	\$294.78	\$289.92	1.7%

Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

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 May 2023**

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
<b>State of Hawai'i</b>	1,735.7	1,741.6	-0.3%	1,264.0	1,284.0	-1.6%	438.9	439.2	-0.1%
<b>O'ahu</b>	942.5	951.0	-0.9%	737.8	720.3	2.4%	195.1	177.1	10.2%
Waikiki	799.6	807.9	-1.0%	626.3	614.1	2.0%	158.1	143.6	10.0%
<b>Maui County</b>	430.3	431.5	-0.3%	272.6	291.0	-6.3%	146.9	159.7	-8.0%
Wailea	91.7	91.9	-0.2%	54.6	56.5	-3.5%	43.0	47.1	-8.8%
Lahaina/Kā'anapali/Kapalua	236.2	237.3	-0.5%	154.4	166.4	-7.2%	75.8	81.1	-6.5%
<b>Island of Hawai'i</b>	212.4	216.3	-1.8%	142.0	159.8	-11.2%	52.5	61.0	-13.9%
Kohala Coast	91.5	91.7	-0.2%	64.3	65.1	-1.3%	32.4	36.9	-12.0%
<b>Kauai</b>	150.5	142.8	5.4%	111.7	112.8	-1.0%	44.4	41.4	7.1%

Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

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

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2019	Percentage Pt. Change	2023	2019	% Change	2023	2019	% Change
<b>State of Hawai'i</b>	72.8%	79.0%	-6.2%	\$347.26	\$255.47	35.9%	\$252.89	\$201.91	25.2%
Luxury Class	58.5%	74.2%	-15.7%	\$745.86	\$486.75	53.2%	\$436.23	\$360.98	20.8%
Upper Upscale Class	77.0%	80.2%	-3.2%	\$331.59	\$261.91	26.6%	\$255.18	\$209.98	21.5%
Upscale Class	75.9%	76.9%	-1.0%	\$249.71	\$193.20	29.3%	\$189.48	\$148.58	27.5%
Upper Midscale Class	68.7%	83.7%	-15.0%	\$218.55	\$152.87	43.0%	\$150.25	\$127.96	17.4%
Midscale & Economy Class	75.5%	81.6%	-6.2%	\$229.27	\$160.48	42.9%	\$173.03	\$130.99	32.1%
<b>O'ahu</b>	78.3%	82.9%	-4.7%	\$264.43	\$224.32	17.9%	\$207.01	\$186.07	11.3%
Waikiki	78.3%	83.5%	-5.2%	\$252.37	\$221.36	14.0%	\$197.68	\$184.81	7.0%
Other O'ahu	78.0%	79.7%	-1.6%	\$332.12	\$243.07	36.6%	\$259.21	\$193.65	33.9%
O'ahu Luxury	61.1%	82.8%	-21.7%	\$619.50	\$449.07	38.0%	\$378.61	\$371.96	1.8%
O'ahu Upper Upscale	80.8%	84.4%	-3.5%	\$276.88	\$251.51	10.1%	\$223.84	\$212.24	5.5%
O'ahu Upscale	82.3%	84.2%	-1.9%	\$198.93	\$187.40	6.2%	\$163.71	\$157.80	3.7%
O'ahu Upper Midscale	69.7%	84.3%	-14.6%	\$162.28	\$148.01	9.6%	\$113.10	\$124.71	-9.3%
O'ahu Midscale & Economy	80.9%	86.8%	-5.9%	\$148.59	\$125.20	18.7%	\$120.16	\$108.69	10.6%
<b>Maui County</b>	63.3%	76.3%	-12.9%	\$539.11	\$345.33	56.1%	\$341.47	\$263.37	29.7%
Wailea	59.5%	86.8%	-27.3%	\$787.79	\$506.51	55.5%	\$468.76	\$439.76	6.6%
Lahaina/Kā'anapali/Kapalua	65.4%	75.4%	-10.0%	\$490.86	\$292.96	67.6%	\$320.82	\$220.77	45.3%
Other Maui County	60.9%	77.4%	-16.5%	\$602.13	\$410.38	46.7%	\$366.60	\$317.74	15.4%
Maui County Luxury	53.2%	81.7%	-28.5%	\$872.93	\$438.35	99.1%	\$464.61	\$358.29	29.7%
Maui County Upper Upscale & Upscale	67.6%	75.7%	-8.1%	\$461.37	\$280.28	64.6%	\$312.06	\$212.26	47.0%
<b>Island of Hawai'i</b>	66.9%	71.6%	-4.8%	\$369.89	\$234.44	57.8%	\$247.29	\$167.94	47.2%
Kohala Coast	70.2%	71.3%	-1.1%	\$504.62	\$330.19	52.8%	\$354.43	\$235.44	50.5%
<b>Kaua'i</b>	74.2%	71.2%	3.0%	\$397.41	\$258.39	53.8%	\$294.78	\$183.87	60.3%

Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

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 May 2023 vs. 2019**

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2019	% Change	2023	2019	% Change	2023	2019	% Change
<b>State of Hawai'i</b>	1,735.7	1,676.1	3.6%	1,264.0	1,324.7	-4.6%	438.9	338.4	29.7%
<b>O'ahu</b>	942.5	940.7	0.2%	737.8	780.3	-5.4%	195.1	175.0	11.5%
Waikiki	799.6	807.0	-0.9%	626.3	673.8	-7.1%	158.1	149.1	6.0%
<b>Maui County</b>	430.3	394.5	9.1%	272.6	300.9	-9.4%	146.9	103.9	41.4%
Wailea	91.7	68.0	34.8%	54.6	60.0	-9.0%	43.0	31.0	38.5%
Lahaina/Kā'anapali/ Kapalua	236.2	221.2	6.8%	154.4	166.7	-7.4%	75.8	48.8	55.2%
<b>Island of Hawai'i</b>	212.4	200.7	5.8%	142.0	143.7	-1.2%	52.5	33.7	55.8%
Kohala Coast	91.5	93.0	-1.6%	64.3	66.3	-3.0%	32.4	21.9	48.2%
<b>Kaua'i</b>	150.5	140.2	7.3%	111.7	99.8	11.9%	44.4	25.8	72.1%

Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

**Figure 5: Hawai'i Hotel Performance Year-to-Date May 2023**

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2022	Percentage Pt. Change	2023	2022	% Change	2023	2022	% Change
<b>State of Hawai'i</b>	74.6%	72.1%	2.5%	\$378.18	\$358.80	5.4%	\$282.12	\$258.85	9.0%
Luxury Class	60.2%	59.7%	0.6%	\$846.55	\$837.19	1.1%	\$509.93	\$499.58	2.1%
Upper Upscale Class	78.2%	74.7%	3.5%	\$350.24	\$329.57	6.3%	\$273.85	\$246.27	11.2%
Upscale Class	77.5%	75.3%	2.2%	\$275.48	\$255.37	7.9%	\$213.39	\$192.19	11.0%
Upper Midscale Class	73.8%	71.8%	2.0%	\$239.66	\$223.77	7.1%	\$176.85	\$160.64	10.1%
Midscale & Economy Class	76.5%	74.0%	2.4%	\$250.14	\$232.07	7.8%	\$191.25	\$171.76	11.3%
<b>O'ahu</b>	78.0%	72.8%	5.1%	\$270.88	\$244.45	10.8%	\$211.16	\$177.98	18.6%
Waikiki	78.1%	73.1%	5.0%	\$258.09	\$231.21	11.6%	\$201.46	\$168.98	19.2%
Other O'ahu	77.4%	71.3%	6.1%	\$343.05	\$321.03	6.9%	\$265.47	\$228.83	16.0%
O'ahu Luxury	60.7%	51.8%	8.9%	\$663.89	\$647.01	2.6%	\$403.31	\$335.22	20.3%
O'ahu Upper Upscale	80.1%	75.0%	5.1%	\$280.96	\$252.79	11.1%	\$225.01	\$189.63	18.7%
O'ahu Upscale	82.0%	78.8%	3.2%	\$203.16	\$188.40	7.8%	\$166.50	\$148.40	12.2%
O'ahu Upper Midscale	73.4%	66.9%	6.4%	\$166.90	\$150.87	10.6%	\$122.48	\$101.01	21.3%
O'ahu Midscale & Economy	79.1%	74.5%	4.6%	\$150.88	\$134.64	12.1%	\$119.32	\$100.33	18.9%
<b>Maui County</b>	67.9%	67.9%	0.0%	\$616.87	\$590.68	4.4%	\$418.63	\$401.06	4.4%
Wailea	61.4%	63.5%	-2.1%	\$959.60	\$916.86	4.7%	\$588.84	\$581.78	1.2%
Lahaina/Kā'anapali/Kapalua	70.8%	69.8%	1.0%	\$546.14	\$517.43	5.5%	\$386.60	\$361.34	7.0%
Other Maui County	64.3%	65.5%	-1.2%	\$711.61	\$685.49	3.8%	\$457.61	\$449.33	1.8%
Maui County Luxury	54.8%	57.7%	-2.9%	\$1,062.35	\$1,014.80	4.7%	\$582.16	\$585.89	-0.6%
Maui County Upper Upscale & Upscale	73.0%	71.9%	1.1%	\$514.09	\$486.45	5.7%	\$375.32	\$349.72	7.3%
<b>Island of Hawai'i</b>	73.2%	74.9%	-1.7%	\$415.69	\$416.95	-0.3%	\$304.15	\$312.36	-2.6%
Kohala Coast	75.1%	73.7%	1.4%	\$580.67	\$625.61	-7.2%	\$436.35	\$461.27	-5.4%
<b>Kauai</b>	74.8%	76.3%	-1.4%	\$408.49	\$377.67	8.2%	\$305.71	\$288.10	6.1%

Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

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

**Figure 6: Hawai'i Hotel Performance by Measure Year-to-Date May 2023**

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
<b>State of Hawai'i</b>	8,435.4	8,470.2	-0.4%	6,292.7	6,110.6	3.0%	2,379.8	2,192.5	8.5%
<b>O'ahu</b>	4,590.7	4,630.3	-0.9%	3,578.7	3,371.4	6.1%	969.4	824.1	17.6%
Waikiki	3,894.6	3,933.5	-1.0%	3,040.0	2,874.7	5.8%	784.6	664.7	18.0%
<b>Maui County</b>	2,095.9	2,094.0	0.1%	1,422.3	1,421.8	0.0%	877.4	839.8	4.5%
Wailea	446.7	447.6	-0.2%	274.1	284.0	-3.5%	263.0	260.4	1.0%
Lahaina/Kā'anapali/Kapalua	1,150.5	1,148.7	0.2%	814.4	802.1	1.5%	444.8	415.1	7.2%
<b>Island of Hawai'i</b>	1,023.4	1,053.9	-2.9%	748.8	789.6	-5.2%	311.3	329.2	-5.5%
Kohala Coast	445.9	446.7	-0.2%	335.1	329.3	1.7%	194.6	206.0	-5.6%
<b>Kauai</b>	725.4	692.0	4.8%	542.9	527.8	2.9%	221.8	199.4	11.2%

Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

**Figure 7: Hawai'i Hotel Performance Year-to-Date May 2023 vs. 2019**

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2019	Percentage Pt. Change	2023	2019	% Change	2023	2019	% Change
<b>State of Hawai'i</b>	74.6%	79.8%	-5.2%	\$378.18	\$279.88	35.1%	\$282.12	\$223.25	26.4%
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Upper Upscale Class	78.2%	81.4%	-3.2%	\$350.24	\$277.17	26.4%	\$273.85	\$225.54	21.4%
Upscale Class	77.5%	77.1%	0.3%	\$275.48	\$210.85	30.7%	\$213.39	\$162.63	31.2%
Upper Midscale Class	73.8%	82.9%	-9.1%	\$239.66	\$160.21	49.6%	\$176.85	\$132.85	33.1%
Midscale & Economy Class	76.5%	82.5%	-6.0%	\$250.14	\$176.71	41.6%	\$191.25	\$145.76	31.2%
<b>O'ahu</b>	78.0%	82.4%	-4.4%	\$270.88	\$231.12	17.2%	\$211.16	\$190.34	10.9%
Waikiki	78.1%	82.6%	-4.5%	\$258.09	\$226.36	14.0%	\$201.46	\$186.97	7.7%
Other O'ahu	77.4%	80.9%	-3.5%	\$343.05	\$260.54	31.7%	\$265.47	\$210.67	26.0%
O'ahu Luxury	60.7%	69.4%	-8.7%	\$663.89	\$484.46	37.0%	\$403.31	\$336.43	19.9%
O'ahu Upper Upscale	80.1%	83.9%	-3.8%	\$280.96	\$254.88	10.2%	\$225.01	\$213.73	5.3%
O'ahu Upscale	82.0%	82.5%	-0.5%	\$203.16	\$190.16	6.8%	\$166.50	\$156.86	6.1%
O'ahu Upper Midscale	73.4%	83.2%	-9.8%	\$166.90	\$152.70	9.3%	\$122.48	\$127.09	-3.6%
O'ahu Midscale & Economy	79.1%	86.9%	-7.8%	\$150.88	\$129.05	16.9%	\$119.32	\$112.11	6.4%
<b>Maui County</b>	67.9%	78.1%	-10.2%	\$616.87	\$405.33	52.2%	\$418.63	\$316.47	32.3%
Wailea	61.4%	89.1%	-27.7%	\$959.60	\$610.62	57.2%	\$588.84	\$544.09	8.2%
Lahaina/Kā'anapali/Kapalua	70.8%	77.1%	-6.4%	\$546.14	\$339.63	60.8%	\$386.60	\$261.99	47.6%
Other Maui County	64.3%	79.3%	-15.0%	\$711.61	\$486.91	46.1%	\$457.61	\$386.00	18.6%
Maui County Luxury	54.8%	82.2%	-27.4%	\$1,062.35	\$660.02	61.0%	\$582.16	\$542.24	7.4%
Maui County Upper Upscale & Upscale	73.0%	77.8%	-4.8%	\$514.09	\$322.71	59.3%	\$375.32	\$251.21	49.4%
<b>Island of Hawai'i</b>	73.2%	76.6%	-3.5%	\$415.69	\$269.85	54.0%	\$304.15	\$206.80	47.1%
Kohala Coast	75.1%	77.1%	-2.0%	\$580.67	\$382.19	51.9%	\$436.35	\$294.70	48.1%
<b>Kauai</b>	74.8%	71.7%	3.2%	\$408.49	\$287.07	42.3%	\$305.71	\$205.71	48.6%

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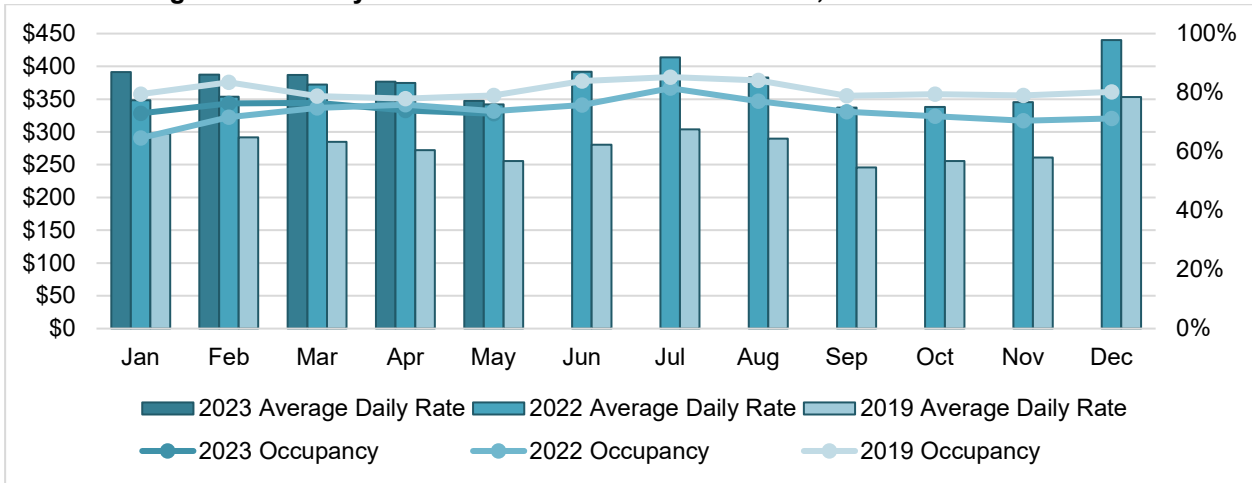
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

**Figure 8: Hawai'i Hotel Performance by Measure Year-to-Date May 2023 vs. 2019**

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2019	% Change	2023	2019	% Change	2023	2019	% Change
<b>State of Hawai'i</b>	8,435.4	8,172.2	3.2%	6,292.7	6,518.8	-3.5%	2,379.8	1,824.5	30.4%
<b>O'ahu</b>	4,590.7	4,589.0	0.0%	3,578.7	3,779.1	-5.3%	969.4	873.4	11.0%
Waikiki	3,894.6	3,937.7	-1.1%	3,040.0	3,252.5	-6.5%	784.6	736.2	6.6%
<b>Maui County</b>	2,095.9	1,921.6	9.1%	1,422.3	1,500.4	-5.2%	877.4	608.1	44.3%
Wailea	446.7	331.3	34.8%	274.1	296.1	-7.4%	263.0	181.4	45.0%
Lahaina/Kā'anapali/Kapalua	1,150.5	1,077.4	6.8%	814.4	831.1	-2.0%	444.8	282.3	57.6%
<b>Island of Hawai'i</b>	1,023.4	977.4	4.7%	748.8	749.0	0.0%	311.3	202.1	54.0%
Kohala Coast	445.9	453.0	-1.6%	335.1	349.3	-4.1%	194.6	133.5	45.8%
<b>Kauai</b>	725.4	684.2	6.0%	542.9	490.3	10.7%	221.8	140.7	57.6%

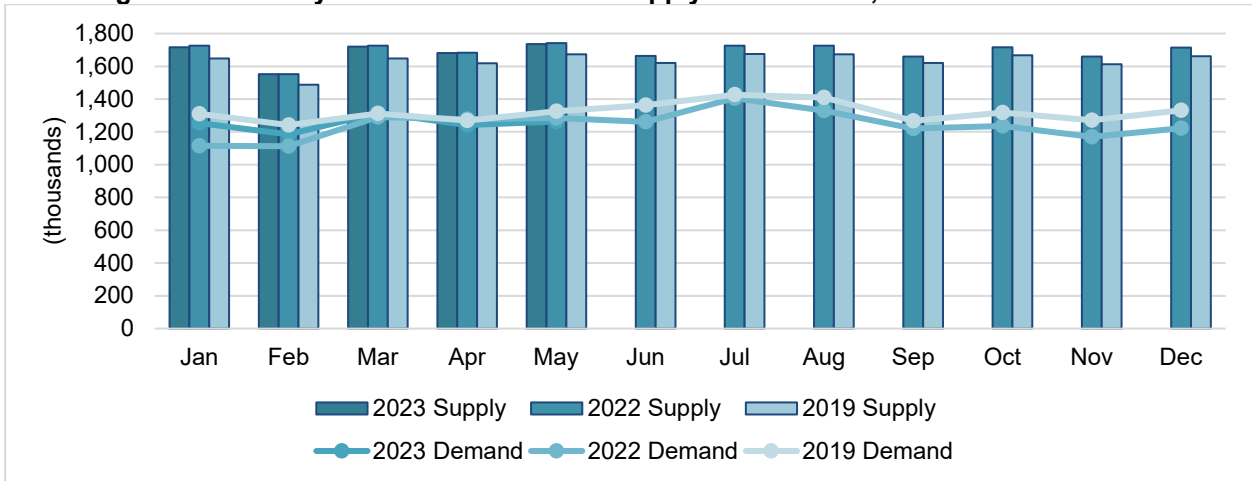
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**Figure 9: Monthly State of Hawai'i Hotel Performance, 2023 vs. 2022 vs. 2019**



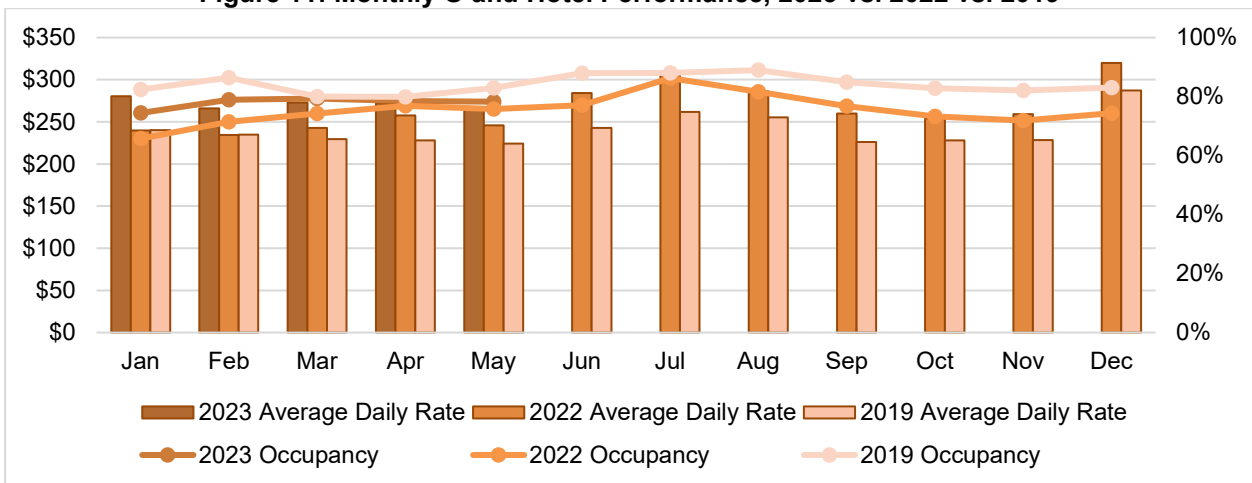
Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority.

**Figure 10: Monthly State of Hawai'i Hotel Supply and Demand, 2023 vs. 2022 vs. 2019**



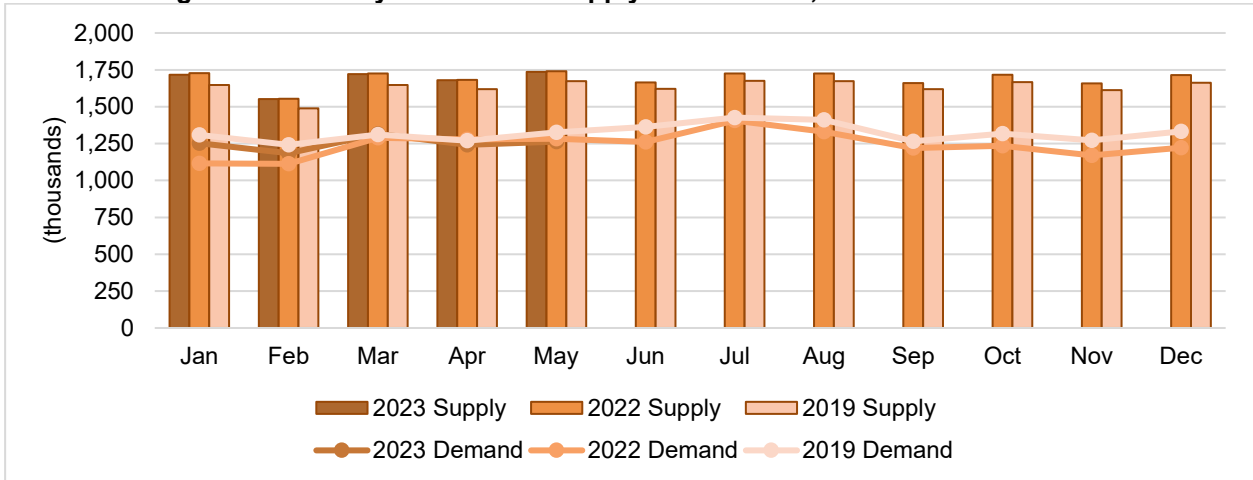
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**Figure 11: Monthly O'ahu Hotel Performance, 2023 vs. 2022 vs. 2019**



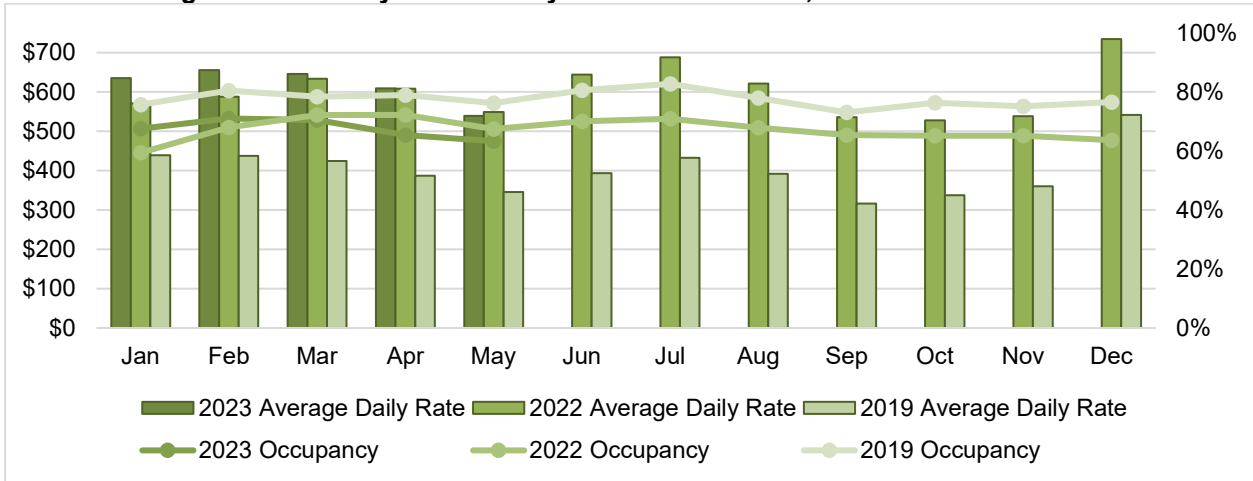
Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority.

**Figure 12: Monthly O'ahu Hotel Supply and Demand, 2023 vs. 2022 vs. 2019**



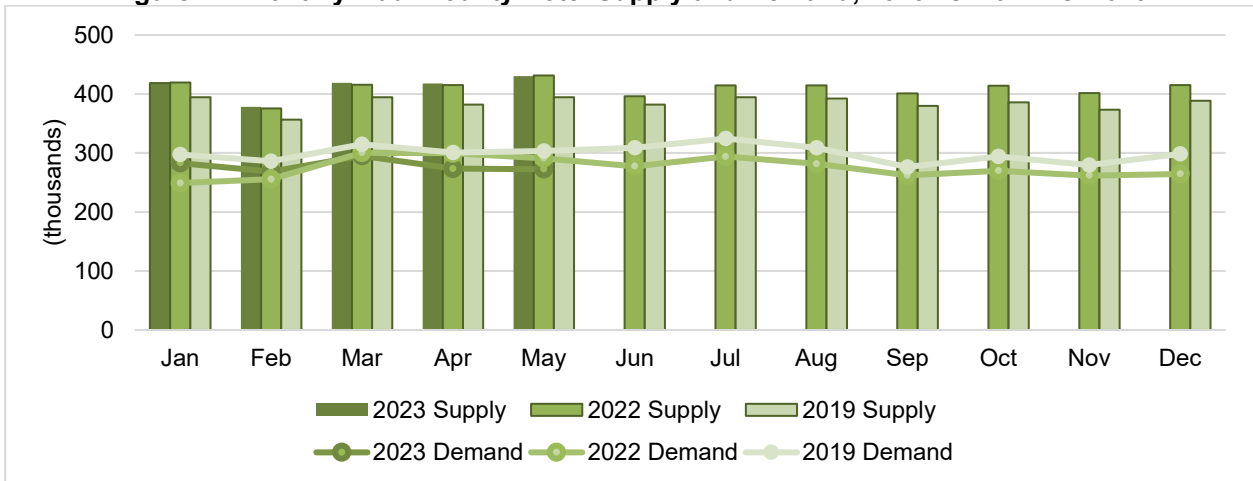
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**Figure 13: Monthly Maui County Hotel Performance, 2023 vs. 2022 vs. 2019**



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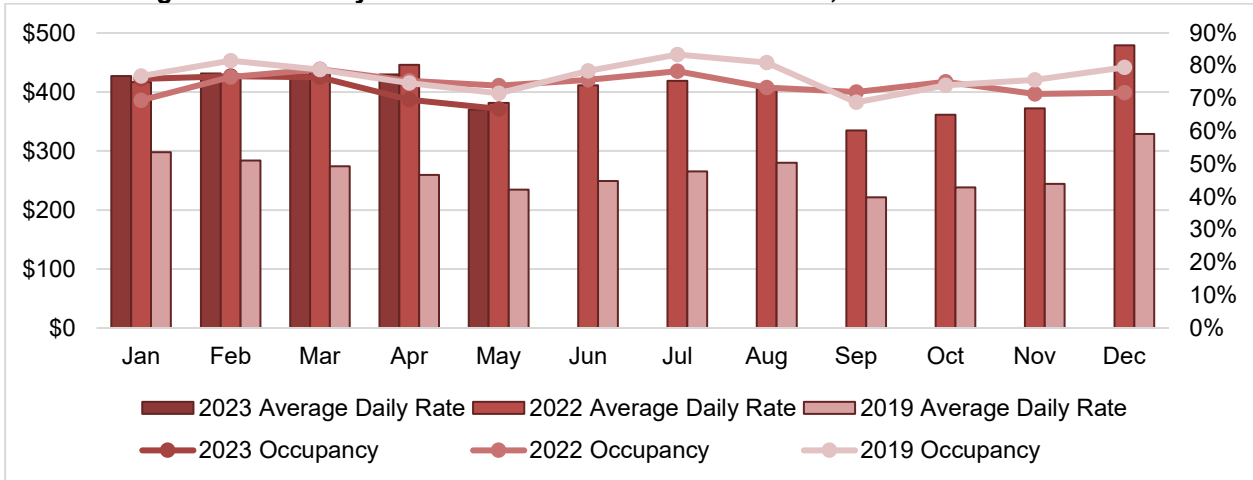
**Figure 14: Monthly Maui County Hotel Supply and Demand, 2023 vs. 2022 vs. 2019**



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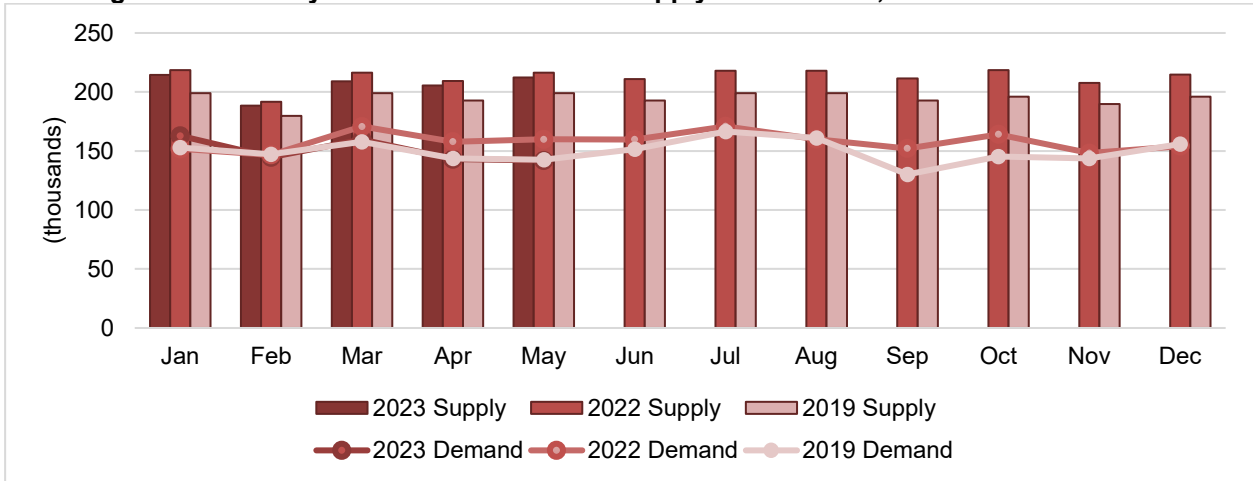


**Figure 15: Monthly Island of Hawai'i Hotel Performance, 2023 vs. 2022 vs. 2019**



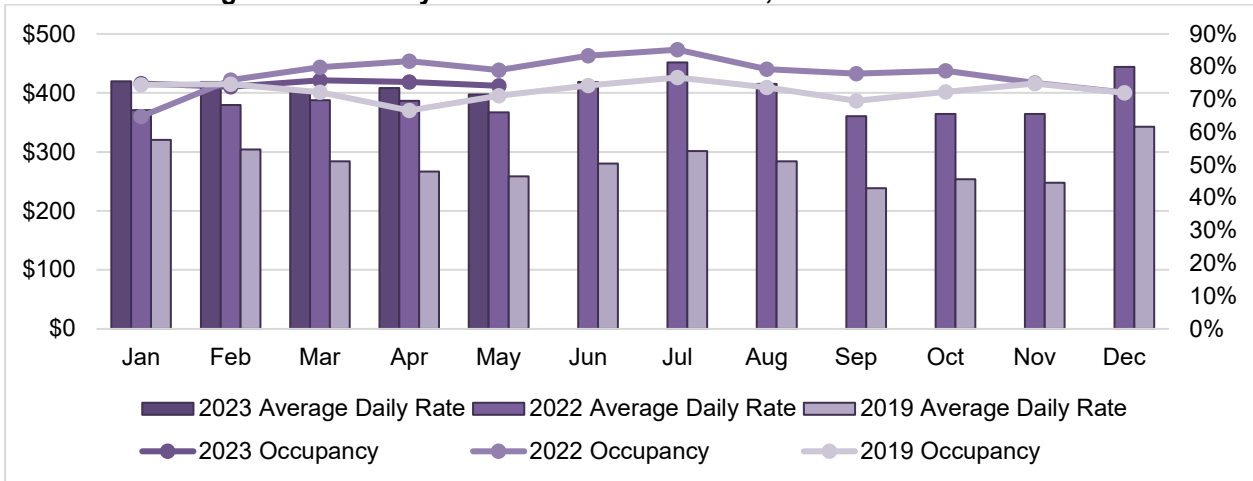
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**Figure 16: Monthly Island of Hawai'i Hotel Supply and Demand, 2023 vs. 2022 vs. 2019**



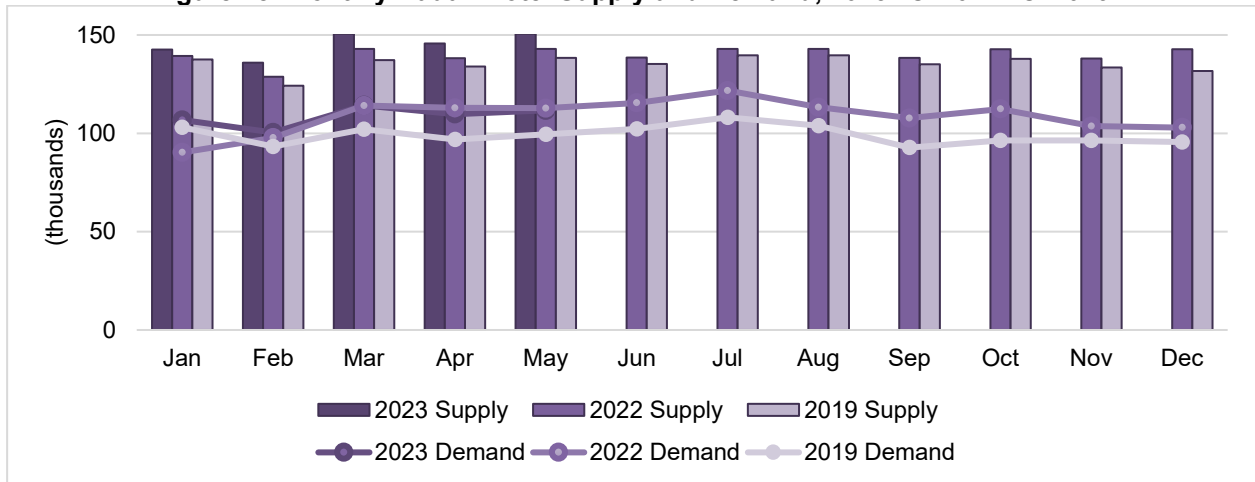
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**Figure 17: Monthly Kaua'i Hotel Performance, 2023 vs. 2022 vs. 2019**



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**Figure 18: Monthly Kaua'i Hotel Supply and Demand, 2023 vs. 2022 vs. 2019**



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