



January 2024 Hawai'i Hotel Performance Report

Hawai'i hotels statewide reported slightly higher occupancy and revenue per available room (RevPAR) but lower average daily rate (ADR) in January 2024 compared to January 2023. When compared to pre-pandemic January 2019, statewide ADR and RevPAR were higher in January 2024 but occupancy was lower.

Statewide RevPAR in January 2024 was \$285 (+0.1%), with ADR at \$378 (-3.4%) and occupancy of 75.4 percent (+2.6 percentage points) compared to January 2023 (Figure 1). Compared with January 2019, RevPAR was 20.6 percent higher, driven by higher ADR (+27.1%) which offset lower occupancy (-4.1 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 2024, the survey included 171 properties representing 48,025 rooms, or 86.5 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 \$490.8 million (+0.2% vs. 2023, +23.8% vs. 2019) in January 2024. Room demand was 1.3 million room nights (+3.7% vs. 2023, -2.6% vs. 2019) and room supply was 1.7 million room nights (+0.1% vs. 2023, +2.7% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$515 (-2.1% vs. 2023, +13.7% vs. 2019), with ADR at \$835 (-3.8% vs. 2023, +35.8% vs. 2019) and occupancy of 61.7 percent (+1.0 percentage points vs. 2023, -12.0 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$172 (-2.9% vs. 2023, +10.6% vs. 2019) with ADR at \$227 (-4.1% vs. 2023, +19.7% vs. 2019) and occupancy of 76.0 percent (+1.0 percentage points vs. 2023, -6.2 percentage points vs. 2019).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires, but still led the counties in January 2024 RevPAR due to comparatively higher ADR. Maui County hotels achieved RevPAR of \$400 (-6.8% vs. 2023, +20.4% vs. 2019), with ADR at \$560 (-11.5% vs. 2023, +27.6% vs. 2019) and occupancy of 71.4 percent (+3.6 percentage points vs. 2023, -4.3 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$597 (-0.4% vs. 2023, +6.9% vs. 2019), with ADR at \$868 (-14.8% vs. 2023, +33.2% vs. 2019) and occupancy of 68.8 percent (+9.9 percentage points vs. 2023, -16.9 percentage points vs. 2019). In January, hotels in the Lahaina/Kā'anapali/Kapalua region were occupied by a mix of displaced Lahaina residents impacted by the fires, relief workers, and visitors. The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$344 (-14.0% vs. 2023, +25.1% vs. 2019), ADR at \$468 (-15.4% vs. 2023, +26.1% vs. 2019) and occupancy of 73.5 percent (+1.2 percentage points vs. 2023, -0.6 percentage points vs. 2019).

Kaua'i hotels earned RevPAR of \$305 (-2.6% vs. 2023, +27.8% vs. 2019), with ADR at \$426 (+1.8% vs. 2023, +33.2% vs. 2019) and occupancy of 71.4 percent (-3.2 percentage points vs. 2023, -3.0 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$318 (+1.2% vs. 2023, +39.0% vs. 2019), with ADR at \$455 (+8.2% vs. 2023, +52.8% vs. 2019), and occupancy of 69.9 percent (-4.8 percentage points vs. 2023, -6.9 percentage points vs. 2019). Kohala Coast hotels earned

RevPAR of \$458 (+3.3% vs. 2023, +41.8% vs. 2019), with ADR at \$616 (+6.4% vs. 2023, +45.5% vs. 2019), and occupancy of 74.4 percent (-2.2 percentage points vs. 2023, -2.0 percentage points vs. 2019).

O'ahu hotels reported RevPAR of \$224 (+7.6% vs. 2023, +13.5% vs. 2019) in January, ADR at \$284 (+1.3% vs. 2023, +18.4% vs. 2019) and occupancy of 79.0 percent (+4.6 percentage points vs. 2023, -3.4 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$216 (+8.2% vs. 2023, +10.7% vs. 2019), with ADR at \$273 (+1.5% vs. 2023, +16.1% vs. 2019) and occupancy of 79.1 percent (+4.9 percentage points vs. 2023, -3.8 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 2024, the survey included 171 properties representing 48,025 rooms, or 86.5 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 81 properties on O'ahu, representing 29,100 rooms (95.3%); 44 properties in the County of Maui, representing 9,744 rooms (72.8%); 24 properties on the island of Hawai'i, representing 5,518 rooms (81.1%); and 22 properties on Kaua'i, representing 3,663 rooms (76.4%).

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 2024

	Occupancy % Percentage			Average Daily Rate			RevPAR		
	2024	2023	Pt. Change	2024	2023	% Change	2024	2023	% Change
State of Hawai'i	75.4%	72.8%	2.6%	\$378.29	\$391.68	-3.4%	\$285.14	\$284.98	0.1%
Luxury Class	61.7%	60.7%	1.0%	\$834.85	\$867.54	-3.8%	\$515.46	\$526.77	-2.1%
Upper Upscale Class	77.5%	75.9%	1.6%	\$352.08	\$361.95	-2.7%	\$272.92	\$274.86	-0.7%
Upscale Class	81.2%	74.3%	6.8%	\$276.28	\$288.72	-4.3%	\$224.25	\$214.63	4.5%
Upper Midscale Class	75.7%	72.5%	3.3%	\$239.13	\$250.17	-4.4%	\$181.05	\$181.28	-0.1%
Midscale & Economy Class	76.0%	75.0%	1.0%	\$226.86	\$236.66	-4.1%	\$172.38	\$177.50	-2.9%
O'ahu	79.0%	74.3%	4.6%	\$284.19	\$280.52	1.3%	\$224.44	\$208.57	7.6%
Waikiki	79.1%	74.1%	4.9%	\$273.26	\$269.32	1.5%	\$216.02	\$199.69	8.2%
Other O'ahu	78.5%	75.5%	3.1%	\$344.30	\$342.12	0.6%	\$270.44	\$258.26	4.7%
O'ahu Luxury	60.1%	61.6%	-1.5%	\$721.68	\$697.95	3.4%	\$433.37	\$429.75	0.8%
O'ahu Upper Upscale	80.1%	75.0%	5.1%	\$301.10	\$292.35	3.0%	\$241.16	\$219.14	10.0%
O'ahu Upscale	85.6%	80.3%	5.3%	\$210.00	\$208.79	0.6%	\$179.70	\$167.64	7.2%
O'ahu Upper Midscale	80.1%	70.6%	9.5%	\$173.62	\$172.92	0.4%	\$138.98	\$122.01	13.9%
O'ahu Midscale & Economy	78.2%	75.9%	2.3%	\$155.61	\$153.30	1.5%	\$121.67	\$116.28	4.6%
Maui County	71.4%	67.7%	3.6%	\$560.31	\$633.42	-11.5%	\$399.85	\$429.00	-6.8%
Wailea	68.8%	58.9%	9.9%	\$867.78	\$1,018.35	-14.8%	\$597.13	\$599.50	-0.4%
Lahaina/Kā'anapali/Kapalua	73.5%	72.3%	1.2%	\$467.69	\$553.02	-15.4%	\$343.55	\$399.60	-14.0%
Other Maui County	68.9%	62.2%	6.7%	\$675.49	\$746.53	-9.5%	\$465.55	\$464.63	0.2%
Maui County Luxury	60.0%	54.0%	6.0%	\$939.55	\$1,120.66	-16.2%	\$563.82	\$604.97	-6.8%
Maui County Upper Upscale & Upscale	75.4%	72.8%	2.6%	\$455.40	\$512.69	-11.2%	\$343.26	\$373.33	-8.1%
Island of Hawai'i	69.9%	74.7%	-4.8%	\$455.18	\$420.79	8.2%	\$318.16	\$314.44	1.2%
Kohala Coast	74.4%	76.6%	-2.2%	\$616.06	\$578.99	6.4%	\$458.09	\$443.35	3.3%
Kauai	71.4%	74.7%	-3.2%	\$426.49	\$418.90	1.8%	\$304.61	\$312.76	-2.6%

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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 2: Hawai'i Hotel Performance by Measure January 2024

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
State of Hawai'i	1,721.2	1,719.0	0.1%	1,297.3	1,250.8	3.7%	490.8	489.9	0.2%
O'ahu	946.7	942.6	0.4%	747.7	700.8	6.7%	212.5	196.6	8.1%
Waikiki	800.3	799.6	0.1%	632.7	592.9	6.7%	172.9	159.7	8.3%
Maui County	415.0	431.1	-3.7%	296.2	292.0	1.4%	166.0	184.9	-10.3%
Wailea	92.0	91.7	0.3%	63.3	54.0	17.2%	54.9	55.0	-0.1%
Lahaina/Kā'anapali/ Kapalua	223.5	236.2	-5.4%	164.2	170.7	-3.8%	76.8	94.4	-18.7%
Island of Hawai'i	210.8	203.5	3.6%	147.3	152.1	-3.1%	67.1	64.0	4.8%
Kohala Coast	91.6	91.5	0.0%	68.1	70.1	-2.9%	41.9	40.6	3.4%
Kauai	148.6	141.9	4.7%	106.1	106.0	0.2%	45.3	44.4	2.0%

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Figure 3: Hawai'i Hotel Performance January 2024 vs. 2019

	Occupancy %			Average Daily Rate			RevPAR		
	2024	2019	Pt. Change	2024	2019	% Change	2024	2019	% Change
State of Hawai'i	75.4%	79.5%	-4.1%	\$378.29	\$297.56	27.1%	\$285.14	\$236.51	20.6%
Luxury Class	61.7%	73.8%	-12.0%	\$834.85	\$614.57	35.8%	\$515.46	\$453.28	13.7%
Upper Upscale Class	77.5%	82.0%	-4.5%	\$352.08	\$292.50	20.4%	\$272.92	\$239.95	13.7%
Upscale Class	81.2%	76.1%	5.1%	\$276.28	\$223.77	23.5%	\$224.25	\$170.21	31.7%
Upper Midscale Class	75.7%	82.8%	-7.1%	\$239.13	\$165.43	44.6%	\$181.05	\$136.97	32.2%
Midscale & Economy Class	76.0%	82.2%	-6.2%	\$226.86	\$189.52	19.7%	\$172.38	\$155.85	10.6%
O'ahu	79.0%	82.4%	-3.4%	\$284.19	\$240.10	18.4%	\$224.44	\$197.83	13.5%
Waikiki	79.1%	82.9%	-3.8%	\$273.26	\$235.39	16.1%	\$216.02	\$195.08	10.7%
Other O'ahu	78.5%	79.5%	-0.9%	\$344.30	\$269.85	27.6%	\$270.44	\$214.47	26.1%
O'ahu Luxury	60.1%	68.6%	-8.6%	\$721.68	\$527.69	36.8%	\$433.37	\$362.02	19.7%
O'ahu Upper Upscale	80.1%	84.8%	-4.8%	\$301.10	\$263.86	14.1%	\$241.16	\$223.86	7.7%
O'ahu Upscale	85.6%	81.4%	4.2%	\$210.00	\$192.15	9.3%	\$179.70	\$156.37	14.9%
O'ahu Upper Midscale	80.1%	82.9%	-2.9%	\$173.62	\$156.63	10.8%	\$138.98	\$129.90	7.0%
O'ahu Midscale & Economy	78.2%	86.2%	-8.0%	\$155.61	\$131.67	18.2%	\$121.67	\$113.48	7.2%
Maui County	71.4%	75.6%	-4.3%	\$560.31	\$438.99	27.6%	\$399.85	\$332.08	20.4%
Wailea	68.8%	85.7%	-16.9%	\$867.78	\$651.71	33.2%	\$597.13	\$558.72	6.9%
Lahaina/Kā'anapali/Kapalua	73.5%	74.1%	-0.6%	\$467.69	\$371.00	26.1%	\$343.55	\$274.73	25.1%
Other Maui County	68.9%	77.7%	-8.8%	\$675.49	\$521.70	29.5%	\$465.55	\$405.26	14.9%
Maui County Luxury	60.0%	77.0%	-17.0%	\$939.55	\$719.63	30.6%	\$563.82	\$554.43	1.7%
Maui County Upper Upscale & Upscale	75.4%	75.3%	0.1%	\$455.40	\$349.31	30.4%	\$343.26	\$263.02	30.5%
Island of Hawai'i	69.9%	76.8%	-6.9%	\$455.18	\$297.89	52.8%	\$318.16	\$228.89	39.0%
Kohala Coast	74.4%	76.3%	-2.0%	\$616.06	\$423.40	45.5%	\$458.09	\$323.15	41.8%
Kaua'i	71.4%	74.5%	-3.0%	\$426.49	\$320.18	33.2%	\$304.61	\$238.42	27.8%

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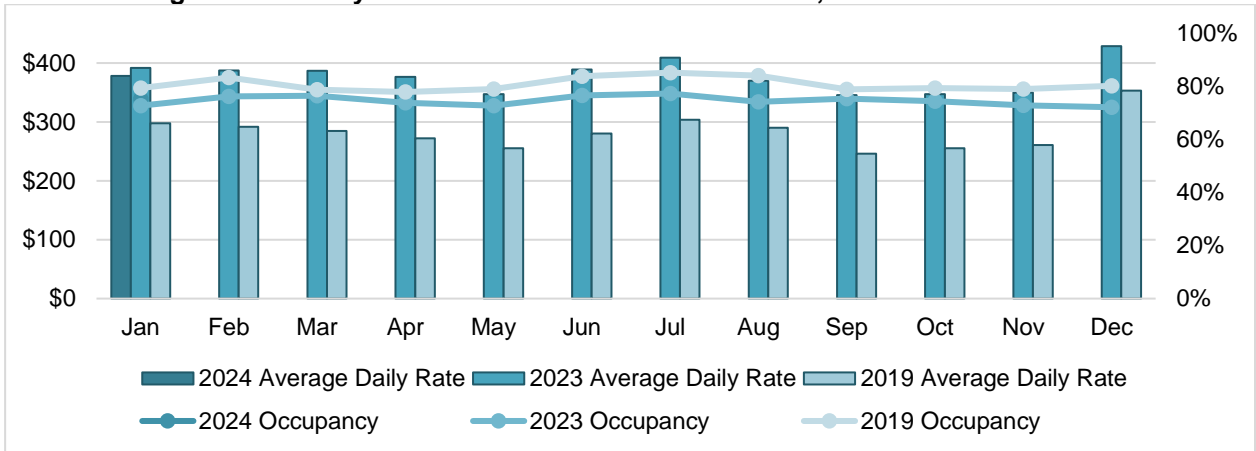
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 4: Hawai'i Hotel Performance by Measure January 2024 vs. 2019

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2024	2019	% Change	2024	2019	% Change	2024	2019	% Change
State of Hawai'i	1,721.2	1,676.2	2.7%	1,297.3	1,332.3	-2.6%	490.8	396.4	23.8%
O'ahu	946.7	942.5	0.5%	747.7	776.5	-3.7%	212.5	186.5	14.0%
Waikiki	800.3	808.8	-1.0%	632.7	670.3	-5.6%	172.9	157.8	9.6%
Maui County	415.0	394.5	5.2%	296.2	298.4	-0.8%	166.0	131.0	26.7%
Wailea	92.0	68.0	35.3%	63.3	58.3	8.6%	54.9	38.0	44.6%
Lahaina/Kā'anapali/ Kapalua	223.5	221.2	1.0%	164.2	163.8	0.2%	76.8	60.8	26.3%
Island of Hawai'i	210.8	199.1	5.9%	147.3	153.0	-3.7%	67.1	45.6	47.2%
Kohala Coast	91.6	93.0	-1.5%	68.1	71.0	-4.1%	41.9	30.1	39.6%
Kaua'i	148.6	140.2	6.0%	106.1	104.4	1.7%	45.3	33.4	35.4%

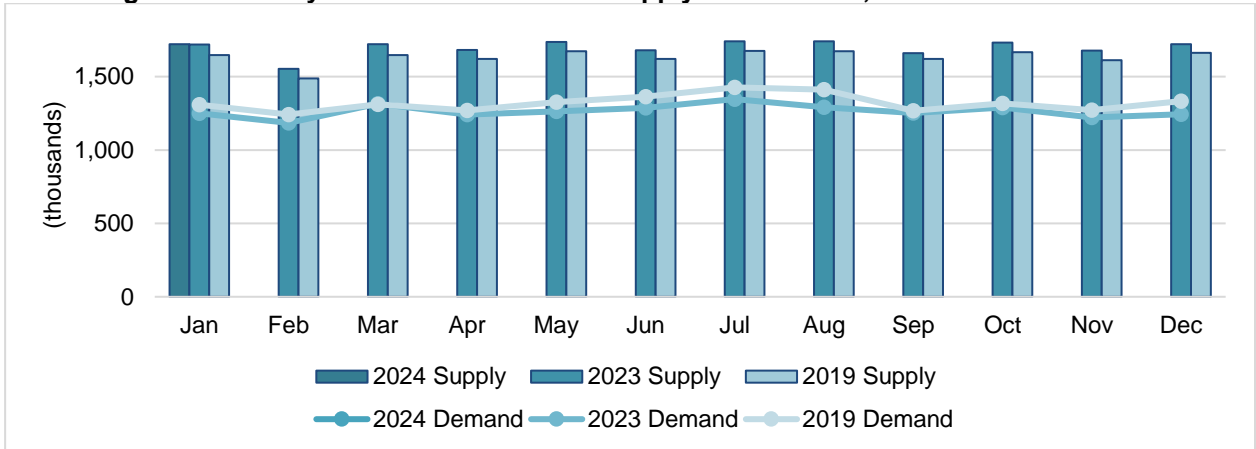
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Figure 5: Monthly State of Hawai'i Hotel Performance, 2024 vs. 2023 vs. 2019



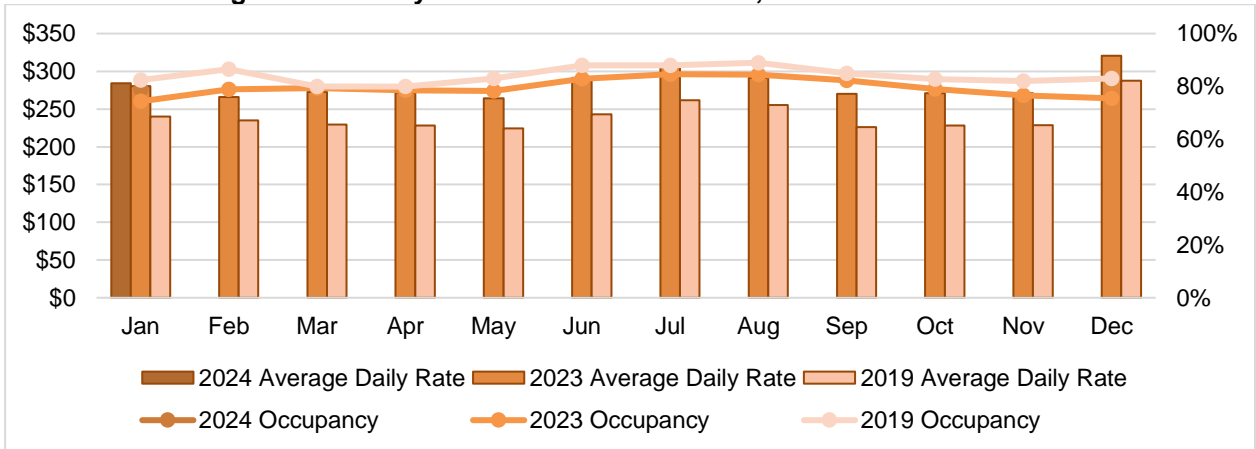
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Figure 6: Monthly State of Hawai'i Hotel Supply and Demand, 2024 vs. 2023 vs. 2019



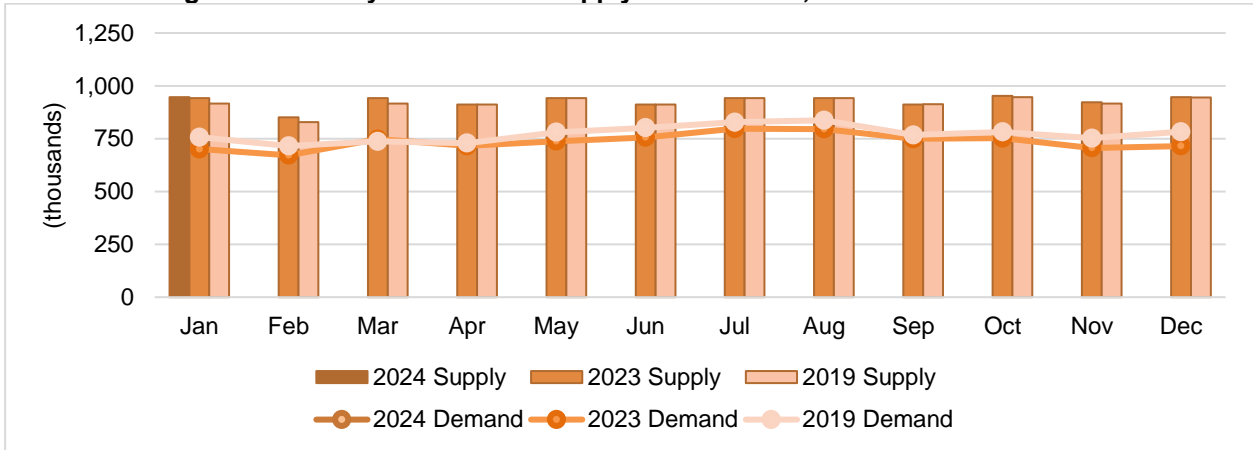
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Figure 7: Monthly O'ahu Hotel Performance, 2024 vs. 2023 vs. 2019



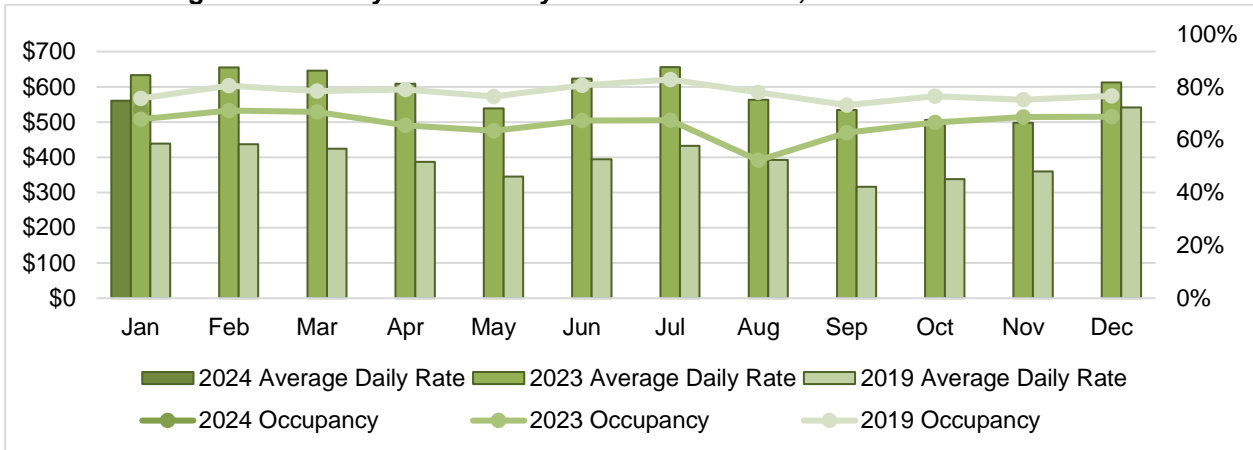
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Figure 8: Monthly O'ahu Hotel Supply and Demand, 2024 vs. 2023 vs. 2019



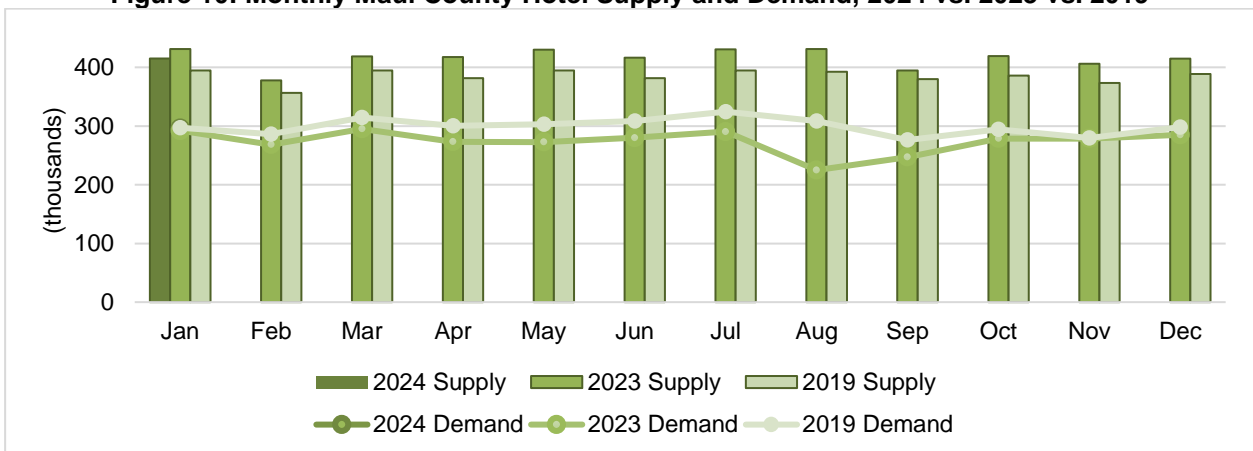
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Figure 9: Monthly Maui County Hotel Performance, 2024 vs. 2023 vs. 2019



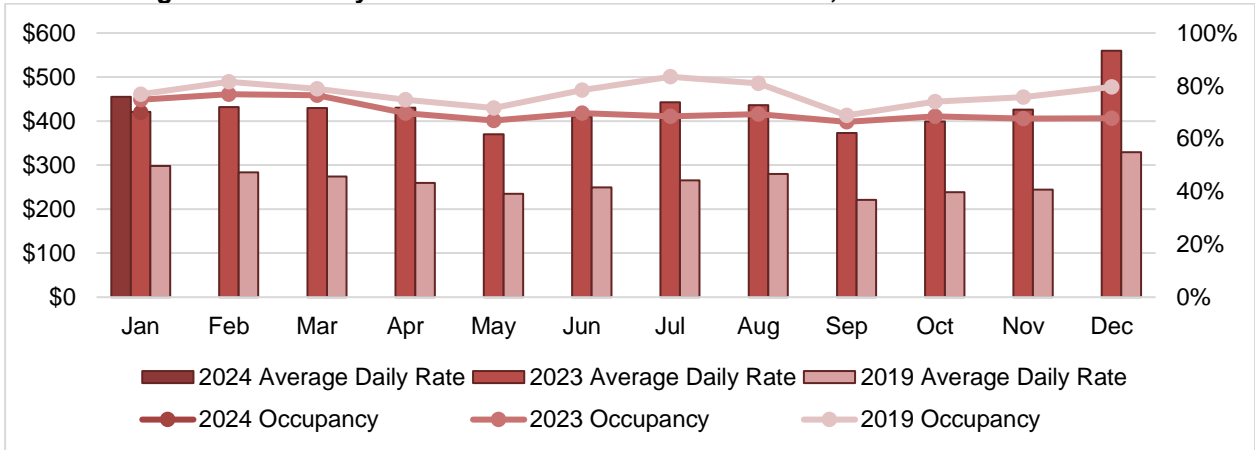
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Figure 10: Monthly Maui County Hotel Supply and Demand, 2024 vs. 2023 vs. 2019



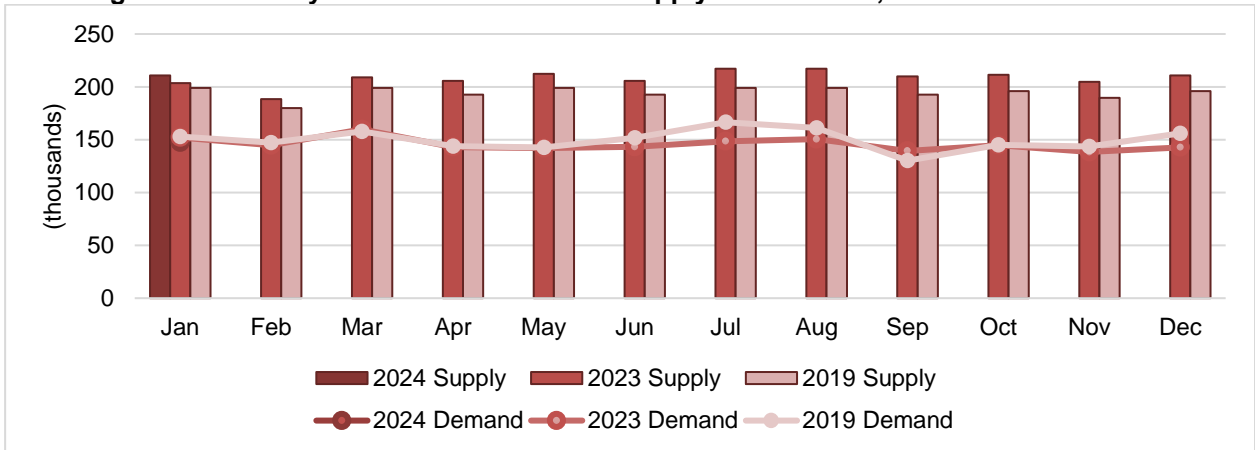
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Figure 11: Monthly Island of Hawai'i Hotel Performance, 2024 vs. 2023 vs. 2019



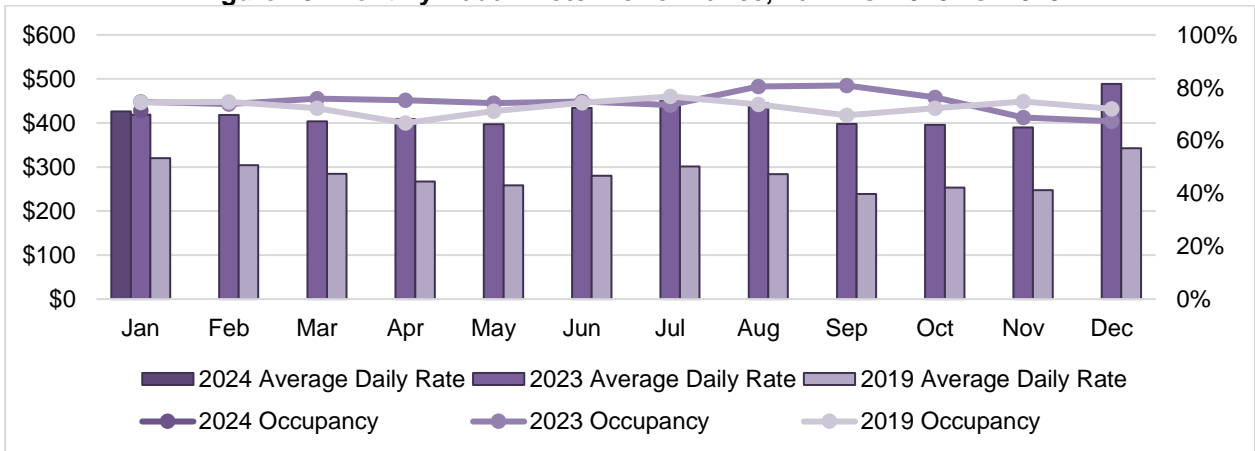
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Figure 12: Monthly Island of Hawai'i Hotel Supply and Demand, 2024 vs. 2023 vs. 2019



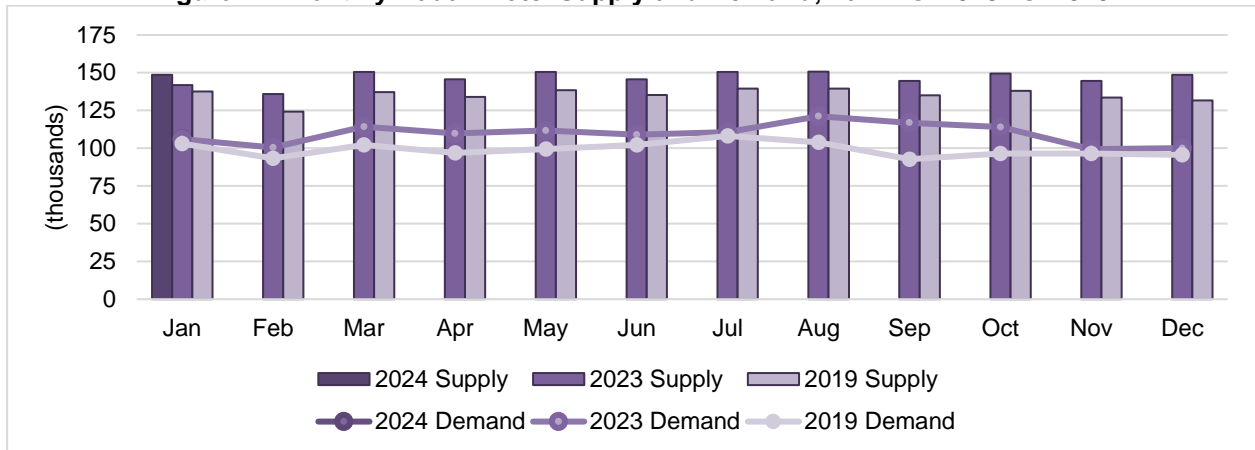
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Figure 13: Monthly Kaua'i Hotel Performance, 2024 vs. 2023 vs. 2019



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Figure 14: Monthly Kaua'i Hotel Supply and Demand, 2024 vs. 2023 vs. 2019



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