



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

September 2024 Hawai'i Hotel Performance Report

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

Statewide RevPAR in September 2024 was \$218 (-15.9%), with ADR at \$316 (-8.2%) and occupancy of 68.9 percent (-6.3 percentage points) compared to September 2023 (Figure 1). Compared with September 2019, RevPAR was 12.1 percent higher, driven by higher ADR (+28.4%) which offset lower occupancy (-10.0 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 September 2024, the survey included 170 properties representing 47,703 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.

Statewide Hawai'i hotel room revenues totaled \$365.7 million (-14.8% vs. 2023, +17.6% vs. 2019) in September 2024. Room demand was 1.16 million room nights (-7.2% vs. 2023, -8.4% vs. 2019) and room supply was 1.68 million room nights (+1.2% vs. 2023, +4.9% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$374 (-0.2% vs. 2023, +15.7% vs. 2019), with ADR at \$685 (+2.2% vs. 2023, +50.3% vs. 2019) and occupancy of 54.5 percent (-1.3 percentage points vs. 2023, -16.3 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$144 (-14.2% vs. 2023, +12.1% vs. 2019) with ADR at \$201 (-9.0% vs. 2023, +26.6% vs. 2019) and occupancy of 71.5 percent (-4.3 percentage points vs. 2023, -9.2 percentage points vs. 2019).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires. Maui County hotels achieved RevPAR of \$239 (-28.2% vs. 2023, +3.3% vs. 2019), with ADR at \$453 (-15.6% vs. 2023, +43.5% vs. 2019) and occupancy of 52.6 percent (-9.2 percentage points vs. 2023, -20.4 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$353 (+11.5% vs. 2023, -7.0% vs. 2019), with ADR at \$623 (+3.3% vs. 2023, +35.2% vs. 2019) and occupancy of 56.7 percent (+4.1 percentage points vs. 2023, -25.7 percentage points vs. 2019). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$189 (-46.7% vs. 2023, -4.7% vs. 2019), ADR at \$380 (-29.5% vs. 2023, +37.5% vs. 2019) and occupancy of 49.8 percent (-16.1 percentage points vs. 2023, -22.1 percentage points vs. 2019).

Kaua'i hotels led the counties in September 2024 RevPAR of \$286 (-9.3% vs. 2023, +72.5% vs. 2019), with ADR at \$394 (-0.1% vs. 2023, +65.3% vs. 2019) and occupancy of 72.6 percent (-7.3 percentage points vs. 2023, +3.0 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$216 (-11.1% vs. 2023, +41.8% vs. 2019), with ADR at \$348 (-5.0% vs. 2023, +57.4% vs. 2019), and occupancy of 62.0 percent (-4.2 percentage points vs. 2023, -6.8 percentage points vs. 2019). Kohala Coast hotels earned

RevPAR of \$280 (-16.6% vs. 2023, +35.9% vs. 2019), with ADR at \$449 (-6.3% vs. 2023, +45.2% vs. 2019), and occupancy of 62.4 percent (-7.7 percentage points vs. 2023, -4.2 percentage points vs. 2019).

O'ahu hotels reported RevPAR of \$198 (-10.5% vs. 2023, +3.2% vs. 2019) in September, ADR at \$258 (-4.2% vs. 2023, +14.0% vs. 2019) and occupancy of 76.9 percent (-5.4 percentage points vs. 2023, -8.0 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$197 (-8.2% vs. 2023, +2.7% vs. 2019), with ADR at \$252 (-2.7% vs. 2023, +12.5% vs. 2019) and occupancy of 78.3 percent (-4.7 percentage points vs. 2023, -7.4 percentage points vs. 2019).

First Nine Months of 2024

In the first nine months of 2024, Hawai'i's hotels earned \$271 in RevPAR (-4.1% vs. 2023, +19.0% vs. 2019), with ADR at \$365 (-3.3% vs. 2023, +30.1% vs. 2019) and occupancy of 74.4 percent (-0.6 percentage points vs. 2023, -6.9 percentage points vs. 2019).

Total statewide hotel revenues for the first nine months of 2024 were \$4.1 billion (-4.0% vs. 2023, +23.2% vs. 2019). Room supply was 15.3 million room nights (+0.1% vs. 2023, +3.5% vs. 2019), and room demand was 11.3 million room nights (-0.7% vs. 2023, -5.3% vs. 2019).

Comparison to Top U.S. Markets

In comparison to the top U.S. markets, the Hawaiian Islands earned the highest RevPAR for the first nine months of 2024 at \$271 (-4.1%). New York, New York was second at \$242 (+8.2%), followed by Boston, Massachusetts at \$174 (+7.6%) (Figure 19).

The Hawaiian Islands also led the U.S. markets in the first nine months of 2024 with ADR at \$365 (-3.3%), followed by New York, New York at \$292 (+4.8%) and Boston, Massachusetts at \$232 (+4.2%) (Figure 20).

New York, New York topped the country in occupancy at 82.9 percent (+2.6 percentage points), followed by Las Vegas, Nevada at 78.9 percent (-0.9 percentage points) and San Diego, California at 76.0% (+0.3 percentage points). The Hawaiian Islands ranked fifth at 74.4 percent (-0.6 percentage points) (Figure 21).

Comparison to International Markets

Hotels in French Polynesia ranked highest in the first nine months of 2024 with RevPAR for international "sun and sea" destinations at \$615 (-3.1%), followed by The Maldives (\$351, 0.0%). Maui County (\$341, -13.8%), Kaua'i (\$317, +0.7%), Hawai'i Island (\$284, -1.8%), and O'ahu (\$231, +2.6%) ranked third, fifth, sixth, and eighth, respectively (Figure 22).

Hotels in French Polynesia ranked highest in the first nine months of 2024 with ADR at \$883 (+5.0%), followed by The Maldives (\$557, -2.7%) and Maui County (\$543, -11.0%). Kaua'i (\$427, +3.0%), Hawai'i Island (\$426, +2.9%), and O'ahu (\$285, +1.9%) ranked fifth, sixth, and ninth, respectively (Figure 23).

O'ahu led in occupancy for "sun and sea" destinations at 81.0 percent (+0.6 percentage points), followed by Fiji (75.5%, -1.6 percentage points) and Kaua'i (74.1%, -1.7 percentage points). Hawai'i Island (66.8%, -3.2 percentage points) and Maui County (62.8%, -2.1 percentage points) ranked twelfth and fourteenth, respectively (Figure 24).

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaiitourismauthority.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 September 2024, the survey included 170 properties representing 47,703 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 September survey included 83 properties on O'ahu, representing 29,336 rooms (94.5%); 43 properties in the County of Maui, representing 9,795 rooms (73.3%); 23 properties on the island of Hawai'i, representing 5,162 rooms (77.4%); and 21 properties on Kaua'i, representing 3,410 rooms (69.2%).

About the State of Hawai'i Department of Business, Economic Development & Tourism

The State of Hawai'i Department of Business, Economic Development & Tourism (DBEDT) is Hawai'i's resource center for economic and statistical data, business development opportunities, energy and conservation information, as well as foreign trade advantages. DBEDT's mission is to achieve a Hawai'i economy that embraces innovation and is globally competitive, dynamic and productive, providing opportunities for all Hawai'i's citizens. Through its attached agencies, the department fosters planned community development, creates affordable workforce housing units in high-quality living environments and promotes innovation sector job growth.

Figure 1: Hawai'i Hotel Performance September 2024

| | Occupancy % | | | Average Daily Rate | | | RevPAR | | |
|-------------------------------------|-------------|-------|-----------------------|--------------------|----------|----------|----------|----------|----------|
| | 2024 | 2023 | Percentage Pt. Change | 2024 | 2023 | % Change | 2024 | 2023 | % Change |
| State of Hawai'i | 68.9% | 75.2% | -6.3% | \$315.76 | \$343.96 | -8.2% | \$217.68 | \$258.72 | -15.9% |
| Luxury Class | 54.5% | 55.8% | -1.3% | \$685.38 | \$670.82 | 2.2% | \$373.72 | \$374.41 | -0.2% |
| Upper Upscale Class | 73.4% | 81.9% | -8.5% | \$297.06 | \$335.83 | -11.5% | \$218.14 | \$275.06 | -20.7% |
| Upscale Class | 70.4% | 77.0% | -6.6% | \$227.25 | \$273.05 | -16.8% | \$159.91 | \$210.30 | -24.0% |
| Upper Midscale Class | 66.0% | 69.7% | -3.7% | \$193.76 | \$246.79 | -21.5% | \$127.94 | \$172.14 | -25.7% |
| Midscale & Economy Class | 71.5% | 75.9% | -4.3% | \$201.27 | \$221.15 | -9.0% | \$143.98 | \$167.77 | -14.2% |
| O'ahu | 76.9% | 82.2% | -5.4% | \$257.83 | \$269.18 | -4.2% | \$198.22 | \$221.36 | -10.5% |
| Waikiki | 78.3% | 83.0% | -4.7% | \$252.05 | \$259.15 | -2.7% | \$197.34 | \$215.06 | -8.2% |
| Other O'ahu | 69.4% | 78.1% | -8.7% | \$292.39 | \$328.49 | -11.0% | \$202.90 | \$256.46 | -20.9% |
| O'ahu Luxury | 54.4% | 66.8% | -12.4% | \$623.61 | \$614.53 | 1.5% | \$339.40 | \$410.58 | -17.3% |
| O'ahu Upper Upscale | 80.1% | 86.2% | -6.1% | \$267.00 | \$279.68 | -4.5% | \$213.80 | \$241.00 | -11.3% |
| O'ahu Upscale | 81.0% | 86.7% | -5.7% | \$200.45 | \$202.39 | -1.0% | \$162.28 | \$175.43 | -7.5% |
| O'ahu Upper Midscale | 73.7% | 67.3% | 6.4% | \$165.38 | \$169.57 | -2.5% | \$121.91 | \$114.10 | 6.8% |
| O'ahu Midscale & Economy | 76.0% | 79.0% | -3.0% | \$147.10 | \$150.71 | -2.4% | \$111.81 | \$119.01 | -6.0% |
| Maui County | 52.6% | 61.9% | -9.2% | \$453.42 | \$536.99 | -15.6% | \$238.59 | \$332.22 | -28.2% |
| Wailea | 56.7% | 52.6% | 4.1% | \$622.62 | \$602.52 | 3.3% | \$353.07 | \$316.71 | 11.5% |
| Lahaina/Kā'anapali/Kapalua | 49.8% | 65.8% | -16.1% | \$379.68 | \$538.76 | -29.5% | \$188.90 | \$354.57 | -46.7% |
| Other Maui County | 55.9% | 57.5% | -1.6% | \$528.53 | \$534.77 | -1.2% | \$295.46 | \$307.73 | -4.0% |
| Maui County Luxury | 49.3% | 40.8% | 8.5% | \$739.30 | \$755.31 | -2.1% | \$364.21 | \$308.10 | 18.2% |
| Maui County Upper Upscale & Upscale | 53.9% | 68.3% | -14.4% | \$362.34 | \$503.17 | -28.0% | \$195.39 | \$343.82 | -43.2% |
| Island of Hawai'i | 62.0% | 66.2% | -4.2% | \$348.18 | \$366.69 | -5.0% | \$215.84 | \$242.78 | -11.1% |
| Kohala Coast | 62.4% | 70.1% | -7.7% | \$448.78 | \$478.98 | -6.3% | \$279.90 | \$335.79 | -16.6% |
| Kauai | 72.6% | 79.9% | -7.3% | \$394.20 | \$394.65 | -0.1% | \$286.06 | \$315.30 | -9.3% |

Source: STR, Inc. © Copyright 2024 State of Hawai'i Department of Business, Economic Development & Tourism
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 September 2024

| | Supply (room nights, thousands) | | | Demand (room nights, thousands) | | | Revenue (\$millions) | | |
|--------------------------------|------------------------------------|---------|----------|------------------------------------|---------|----------|-------------------------|-------|----------|
| | 2024 | 2023 | % Change | 2024 | 2023 | % Change | 2024 | 2023 | % Change |
| State of Hawai'i | 1,679.8 | 1,659.3 | 1.2% | 1,158.0 | 1,248.1 | -7.2% | 365.7 | 429.3 | -14.8% |
| O'ahu | 931.1 | 912.1 | 2.1% | 715.9 | 750.0 | -4.6% | 184.6 | 201.9 | -8.6% |
| Waikiki | 783.3 | 773.1 | 1.3% | 613.3 | 641.6 | -4.4% | 154.6 | 166.3 | -7.0% |
| Maui County | 400.8 | 393.3 | 1.9% | 210.9 | 243.3 | -13.3% | 95.6 | 130.7 | -26.8% |
| Wailea | 73.8 | 73.8 | 0.0% | 41.9 | 38.8 | 7.9% | 26.1 | 23.4 | 11.5% |
| Lahaina/Kā'anapali/ Kapalua | 213.9 | 205.7 | 4.0% | 106.4 | 135.3 | -21.4% | 40.4 | 72.9 | -44.6% |
| Island of Hawai'i | 200.0 | 204.9 | -2.4% | 124.0 | 135.7 | -8.6% | 43.2 | 49.7 | -13.2% |
| Kohala Coast | 83.9 | 88.6 | -5.2% | 52.4 | 62.1 | -15.7% | 23.5 | 29.7 | -21.0% |
| Kauai | 147.8 | 149.0 | -0.8% | 107.3 | 119.1 | -9.9% | 42.3 | 47.0 | -10.0% |

Source: STR, Inc. © Copyright 2024 State of Hawai'i Department of Business, Economic Development & Tourism

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

| | Occupancy % | | | Average Daily Rate | | | RevPAR | | |
|-------------------------------------|-------------|-------|----------|--------------------|----------|----------|----------|----------|----------|
| | 2024 | 2019 | % Change | 2024 | 2019 | % Change | 2024 | 2019 | % Change |
| State of Hawai'i | 68.9% | 78.9% | -10.0% | \$315.76 | \$246.00 | 28.4% | \$217.68 | \$194.20 | 12.1% |
| Luxury Class | 54.5% | 70.9% | -16.3% | \$685.38 | \$456.01 | 50.3% | \$373.72 | \$323.13 | 15.7% |
| Upper Upscale Class | 73.4% | 80.0% | -6.6% | \$297.06 | \$251.66 | 18.0% | \$218.14 | \$201.29 | 8.4% |
| Upscale Class | 70.4% | 79.5% | -9.2% | \$227.25 | \$191.96 | 18.4% | \$159.91 | \$152.66 | 4.7% |
| Upper Midscale Class | 66.0% | 83.3% | -17.3% | \$193.76 | \$156.24 | 24.0% | \$127.94 | \$130.15 | -1.7% |
| Midscale & Economy Class | 71.5% | 80.8% | -9.2% | \$201.27 | \$158.95 | 26.6% | \$143.98 | \$128.40 | 12.1% |
| O'ahu | 76.9% | 84.9% | -8.0% | \$257.83 | \$226.26 | 14.0% | \$198.22 | \$192.15 | 3.2% |
| Waikiki | 78.3% | 85.7% | -7.4% | \$252.05 | \$224.05 | 12.5% | \$197.34 | \$192.11 | 2.7% |
| Other O'ahu | 69.4% | 80.0% | -10.6% | \$292.39 | \$240.61 | 21.5% | \$202.90 | \$192.39 | 5.5% |
| O'ahu Luxury | 54.4% | 74.2% | -19.8% | \$623.61 | \$450.07 | 38.6% | \$339.40 | \$333.99 | 1.6% |
| O'ahu Upper Upscale | 80.1% | 85.7% | -5.7% | \$267.00 | \$246.01 | 8.5% | \$213.80 | \$210.91 | 1.4% |
| O'ahu Upscale | 81.0% | 88.0% | -7.0% | \$200.45 | \$192.64 | 4.0% | \$162.28 | \$169.53 | -4.3% |
| O'ahu Upper Midscale | 73.7% | 83.9% | -10.2% | \$165.38 | \$153.33 | 7.9% | \$121.91 | \$128.61 | -5.2% |
| O'ahu Midscale & Economy | 76.0% | 88.5% | -12.5% | \$147.10 | \$131.31 | 12.0% | \$111.81 | \$116.23 | -3.8% |
| Maui County | 52.6% | 73.1% | -20.4% | \$453.42 | \$316.01 | 43.5% | \$238.59 | \$230.88 | 3.3% |
| Wailea | 56.7% | 82.4% | -25.7% | \$622.62 | \$460.63 | 35.2% | \$353.07 | \$379.64 | -7.0% |
| Lahaina/Kā'anapali/Kapalua | 49.8% | 71.8% | -22.1% | \$379.68 | \$276.04 | 37.5% | \$188.90 | \$198.29 | -4.7% |
| Other Maui County | 55.9% | 74.6% | -18.7% | \$528.53 | \$364.45 | 45.0% | \$295.46 | \$271.90 | 8.7% |
| Maui County Luxury | 49.3% | 73.8% | -24.6% | \$739.30 | \$483.79 | 52.8% | \$364.21 | \$357.22 | 2.0% |
| Maui County Upper Upscale & Upscale | 53.9% | 73.2% | -19.2% | \$362.34 | \$261.97 | 38.3% | \$195.39 | \$191.64 | 2.0% |
| Island of Hawai'i | 62.0% | 68.8% | -6.8% | \$348.18 | \$221.21 | 57.4% | \$215.84 | \$152.25 | 41.8% |
| Kohala Coast | 62.4% | 66.6% | -4.2% | \$448.78 | \$309.06 | 45.2% | \$279.90 | \$205.89 | 35.9% |
| Kaua'i | 72.6% | 69.6% | 3.0% | \$394.20 | \$238.41 | 65.3% | \$286.06 | \$165.86 | 72.5% |

Source: STR, Inc. © Copyright 2024 State of Hawai'i Department of Business, Economic Development & Tourism
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 September 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 | 1,679.8 | 1,601.4 | 4.9% | 1,158.0 | 1,264.2 | -8.4% | 365.7 | 311.0 | 17.6% |
| O'ahu | 931.1 | 902.1 | 3.2% | 715.9 | 766.1 | -6.6% | 184.6 | 173.3 | 6.5% |
| Waikiki | 783.3 | 774.2 | 1.2% | 613.3 | 663.8 | -7.6% | 154.6 | 148.7 | 3.9% |
| Maui County | 400.8 | 373.3 | 7.4% | 210.9 | 272.7 | -22.7% | 95.6 | 86.2 | 11.0% |
| Wailea | 73.8 | 65.8 | 12.1% | 41.9 | 54.2 | -22.9% | 26.1 | 25.0 | 4.3% |
| Lahaina/Kā'anapali/ Kapalua | 213.9 | 208.0 | 2.8% | 106.4 | 149.4 | -28.8% | 40.4 | 41.2 | -2.0% |
| Island of Hawai'i | 200.0 | 191.2 | 4.6% | 124.0 | 131.6 | -5.7% | 43.2 | 29.1 | 48.4% |
| Kohala Coast | 83.9 | 88.2 | -4.8% | 52.4 | 58.8 | -10.9% | 23.5 | 18.2 | 29.4% |
| Kaua'i | 147.8 | 134.8 | 9.6% | 107.3 | 93.8 | 14.4% | 42.3 | 22.4 | 89.1% |

Source: STR, Inc. © Copyright 2024 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 5: Hawai'i Hotel Performance Year-to-Date September 2024

| | Occupancy % Percentage | | | Average Daily Rate | | | RevPAR | | |
|-------------------------------------|---------------------------|-------|------------|--------------------|------------|----------|----------|----------|----------|
| | 2024 | 2023 | Pt. Change | 2024 | 2023 | % Change | 2024 | 2023 | % Change |
| State of Hawai'i | 74.4% | 75.0% | -0.6% | \$364.82 | \$377.37 | -3.3% | \$271.28 | \$282.84 | -4.1% |
| Luxury Class | 60.6% | 59.5% | 1.1% | \$810.25 | \$832.92 | -2.7% | \$491.35 | \$495.85 | -0.9% |
| Upper Upscale Class | 78.3% | 80.6% | -2.3% | \$337.84 | \$352.48 | -4.2% | \$264.38 | \$283.94 | -6.9% |
| Upscale Class | 76.7% | 75.6% | 1.1% | \$258.17 | \$272.61 | -5.3% | \$198.04 | \$206.16 | -3.9% |
| Upper Midscale Class | 71.7% | 71.1% | 0.6% | \$222.80 | \$240.52 | -7.4% | \$159.75 | \$171.13 | -6.6% |
| Midscale & Economy Class | 76.4% | 76.4% | 0.0% | \$228.00 | \$230.57 | -1.1% | \$174.25 | \$176.23 | -1.1% |
| O'ahu | 81.0% | 80.5% | 0.6% | \$285.05 | \$279.65 | 1.9% | \$231.02 | \$225.07 | 2.6% |
| Waikiki | 81.7% | 80.9% | 0.9% | \$271.91 | \$266.71 | 1.9% | \$222.27 | \$215.73 | 3.0% |
| Other O'ahu | 77.4% | 78.2% | -0.9% | \$358.36 | \$354.10 | 1.2% | \$277.20 | \$277.08 | 0.0% |
| O'ahu Luxury | 59.8% | 63.1% | -3.3% | \$703.97 | \$680.39 | 3.5% | \$421.03 | \$429.52 | -2.0% |
| O'ahu Upper Upscale | 83.4% | 83.7% | -0.3% | \$296.06 | \$288.97 | 2.5% | \$246.89 | \$241.81 | 2.1% |
| O'ahu Upscale | 86.2% | 84.8% | 1.4% | \$214.70 | \$210.44 | 2.0% | \$184.99 | \$178.38 | 3.7% |
| O'ahu Upper Midscale | 80.0% | 70.6% | 9.4% | \$179.21 | \$177.08 | 1.2% | \$143.36 | \$125.01 | 14.7% |
| O'ahu Midscale & Economy | 80.5% | 79.1% | 1.4% | \$158.47 | \$153.55 | 3.2% | \$127.51 | \$121.47 | 5.0% |
| Maui County | 62.8% | 64.9% | -2.1% | \$543.32 | \$610.39 | -11.0% | \$341.15 | \$395.86 | -13.8% |
| Wailea | 66.4% | 60.9% | 5.5% | \$752.47 | \$810.14 | -7.1% | \$499.87 | \$493.75 | 1.2% |
| Lahaina/Kā'anapali/Kapalua | 61.8% | 67.1% | -5.3% | \$451.01 | \$550.22 | -18.0% | \$278.58 | \$369.25 | -24.6% |
| Other Maui County | 64.0% | 62.1% | 1.9% | \$647.40 | \$688.84 | -6.0% | \$414.23 | \$427.98 | -3.2% |
| Maui County Luxury | 56.5% | 53.0% | 3.5% | \$918.70 | \$1,036.31 | -11.3% | \$518.67 | \$549.29 | -5.6% |
| Maui County Upper Upscale & Upscale | 65.1% | 69.0% | -3.9% | \$430.87 | \$507.11 | -15.0% | \$280.66 | \$349.95 | -19.8% |
| Island of Hawai'i | 66.8% | 70.0% | -3.2% | \$425.61 | \$413.68 | 2.9% | \$284.32 | \$289.44 | -1.8% |
| Kohala Coast | 72.7% | 74.3% | -1.5% | \$565.13 | \$569.67 | -0.8% | \$410.98 | \$423.10 | -2.9% |
| Kauai | 74.1% | 75.8% | -1.7% | \$427.42 | \$414.92 | 3.0% | \$316.66 | \$314.43 | 0.7% |

Source: STR, Inc. © Copyright 2024 State of Hawai'i Department of Business, Economic Development & Tourism
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 September 2024

| | Supply (thousands) | | | Demand (thousands) | | | Revenue (millions) | | |
|----------------------------|-----------------------|----------|----------|-----------------------|----------|----------|-----------------------|---------|----------|
| | 2024 | 2023 | % Change | 2024 | 2023 | % Change | 2024 | 2023 | % Change |
| State of Hawai'i | 15,256.5 | 15,239.6 | 0.1% | 11,344.8 | 11,422.1 | -0.7% | 4,138.8 | 4,310.3 | -4.0% |
| O'ahu | 8,433.8 | 8,304.5 | 1.6% | 6,835.3 | 6,683.8 | 2.3% | 1,948.4 | 1,869.1 | 4.2% |
| Waikiki | 7,090.5 | 7,040.2 | 0.7% | 5,796.2 | 5,694.5 | 1.8% | 1,576.0 | 1,518.8 | 3.8% |
| Maui County | 3,643.4 | 3,761.1 | -3.1% | 2,287.7 | 2,439.2 | -6.2% | 1,242.9 | 1,488.9 | -16.5% |
| Wailea | 671.5 | 669.5 | 0.3% | 446.1 | 408.0 | 9.3% | 335.7 | 330.6 | 1.5% |
| Lahaina/Kā'anapali/Kapalua | 1,962.7 | 2,057.1 | -4.6% | 1,212.3 | 1,380.5 | -12.2% | 546.8 | 759.6 | -28.0% |
| Island of Hawai'i | 1,834.3 | 1,826.5 | 0.4% | 1,225.3 | 1,277.9 | -4.1% | 521.5 | 528.7 | -1.3% |
| Kohala Coast | 778.0 | 806.2 | -3.5% | 565.8 | 598.7 | -5.5% | 319.7 | 341.1 | -6.3% |
| Kauai | 1,345.1 | 1,347.6 | -0.2% | 996.5 | 1,021.2 | -2.4% | 425.9 | 423.7 | 0.5% |

Source: STR, Inc. © Copyright 2024 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 7: Hawai'i Hotel Performance Year-to-Date September 2024 vs. 2019

| | Occupancy % | | | Average Daily Rate | | | RevPAR | | |
|-------------------------------------|-------------|-------|-----------------------|--------------------|----------|----------|----------|----------|----------|
| | 2024 | 2019 | Percentage Pt. Change | 2024 | 2019 | % Change | 2024 | 2019 | % Change |
| State of Hawai'i | 74.4% | 81.3% | -6.9% | \$364.82 | \$280.51 | 30.1% | \$271.28 | \$227.96 | 19.0% |
| Luxury Class | 60.6% | 77.0% | -16.4% | \$810.25 | \$558.51 | 45.1% | \$491.35 | \$430.19 | 14.2% |
| Upper Upscale Class | 78.3% | 83.2% | -4.9% | \$337.84 | \$280.22 | 20.6% | \$264.38 | \$233.09 | 13.4% |
| Upscale Class | 76.7% | 78.7% | -2.0% | \$258.17 | \$209.10 | 23.5% | \$198.04 | \$164.52 | 20.4% |
| Upper Midscale Class | 71.7% | 84.3% | -12.6% | \$222.80 | \$163.62 | 36.2% | \$159.75 | \$137.93 | 15.8% |
| Midscale & Economy Class | 76.4% | 82.5% | -6.1% | \$228.00 | \$173.54 | 31.4% | \$174.25 | \$143.18 | 21.7% |
| O'ahu | 81.0% | 84.6% | -3.6% | \$285.05 | \$238.47 | 19.5% | \$231.02 | \$201.83 | 14.5% |
| Waikiki | 81.7% | 84.9% | -3.2% | \$271.91 | \$233.38 | 16.5% | \$222.27 | \$198.14 | 12.2% |
| Other O'ahu | 77.4% | 83.0% | -5.7% | \$358.36 | \$270.05 | 32.7% | \$277.20 | \$224.26 | 23.6% |
| O'ahu Luxury | 59.8% | 74.2% | -14.4% | \$703.97 | \$491.56 | 43.2% | \$421.03 | \$364.53 | 15.5% |
| O'ahu Upper Upscale | 83.4% | 86.0% | -2.6% | \$296.06 | \$262.05 | 13.0% | \$246.89 | \$225.35 | 9.6% |
| O'ahu Upscale | 86.2% | 85.2% | 0.9% | \$214.70 | \$195.73 | 9.7% | \$184.99 | \$166.81 | 10.9% |
| O'ahu Upper Midscale | 80.0% | 84.7% | -4.7% | \$179.21 | \$157.86 | 13.5% | \$143.36 | \$133.74 | 7.2% |
| O'ahu Midscale & Economy | 80.5% | 87.9% | -7.4% | \$158.47 | \$133.34 | 18.8% | \$127.51 | \$117.21 | 8.8% |
| Maui County | 62.8% | 78.3% | -15.5% | \$543.32 | \$396.82 | 36.9% | \$341.15 | \$310.83 | 9.8% |
| Wailea | 66.4% | 89.2% | -22.8% | \$752.47 | \$609.03 | 23.6% | \$499.87 | \$543.50 | -8.0% |
| Lahaina/Kā'anapali/Kapalua | 61.8% | 77.5% | -15.7% | \$451.01 | \$334.07 | 35.0% | \$278.58 | \$258.94 | 7.6% |
| Other Maui County | 64.0% | 79.4% | -15.4% | \$647.40 | \$475.11 | 36.3% | \$414.23 | \$377.12 | 9.8% |
| Maui County Luxury | 56.5% | 81.1% | -24.7% | \$918.70 | \$645.42 | 42.3% | \$518.67 | \$523.71 | -1.0% |
| Maui County Upper Upscale & Upscale | 65.1% | 78.2% | -13.1% | \$430.87 | \$315.58 | 36.5% | \$280.66 | \$246.75 | 13.7% |
| Island of Hawai'i | 66.8% | 77.2% | -10.4% | \$425.61 | \$263.49 | 61.5% | \$284.32 | \$203.53 | 39.7% |
| Kohala Coast | 72.7% | 78.0% | -5.3% | \$565.13 | \$374.16 | 51.0% | \$410.98 | \$292.00 | 40.7% |
| Kauai | 74.1% | 72.7% | 1.4% | \$427.42 | \$283.14 | 51.0% | \$316.66 | \$205.75 | 53.9% |

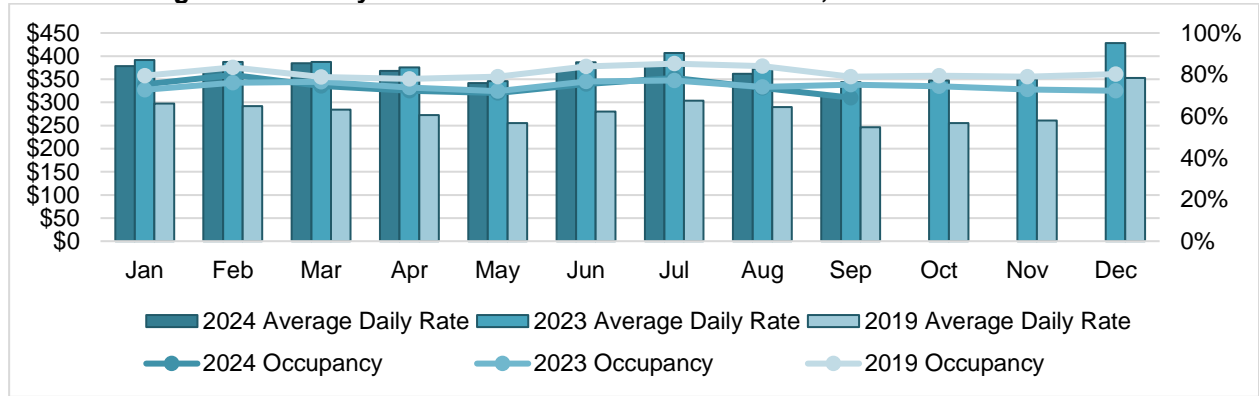
Source: STR, Inc. © Copyright 2024 State of Hawai'i Department of Business, Economic Development & Tourism
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 8: Hawai'i Hotel Performance by Measure Year-to-Date 2024 vs. 2019

| | Supply (thousands) | | | Demand (thousands) | | | Revenue (millions) | | |
|----------------------------|--------------------|----------|----------|--------------------|----------|----------|--------------------|---------|----------|
| | 2024 | 2019 | % Change | 2024 | 2019 | % Change | 2024 | 2019 | % Change |
| State of Hawai'i | 15,256.5 | 14,741.0 | 3.5% | 11,344.8 | 11,979.5 | -5.3% | 4,138.8 | 3,360.4 | 23.2% |
| O'ahu | 8,433.8 | 8,277.7 | 1.9% | 6,835.3 | 7,006.1 | -2.4% | 1,948.4 | 1,670.7 | 16.6% |
| Waikiki | 7,090.5 | 7,107.0 | -0.2% | 5,796.2 | 6,033.9 | -3.9% | 1,576.0 | 1,408.2 | 11.9% |
| Maui County | 3,643.4 | 3,461.8 | 5.2% | 2,287.7 | 2,711.6 | -15.6% | 1,242.9 | 1,076.0 | 15.5% |
| Wailea | 671.5 | 599.0 | 12.1% | 446.1 | 534.5 | -16.5% | 335.7 | 325.5 | 3.1% |
| Lahaina/Kā'anapali/Kapalua | 1,962.7 | 1,941.8 | 1.1% | 1,212.3 | 1,505.1 | -19.5% | 546.8 | 502.8 | 8.7% |
| Island of Hawai'i | 1,834.3 | 1,764.1 | 4.0% | 1,225.3 | 1,362.7 | -10.1% | 521.5 | 359.1 | 45.2% |
| Kohala Coast | 778.0 | 817.2 | -4.8% | 565.8 | 637.7 | -11.3% | 319.7 | 238.6 | 34.0% |
| Kauai | 1,345.1 | 1,237.4 | 8.7% | 996.5 | 899.2 | 10.8% | 425.9 | 254.6 | 67.3% |

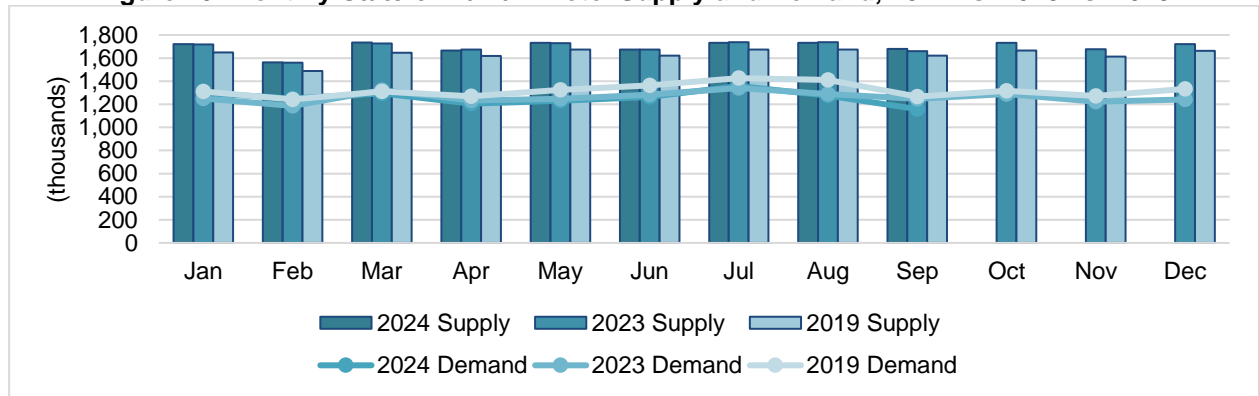
Source: STR, Inc. © Copyright 2024 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 9: Monthly State of Hawai'i Hotel Performance, 2024 vs. 2023 vs. 2019



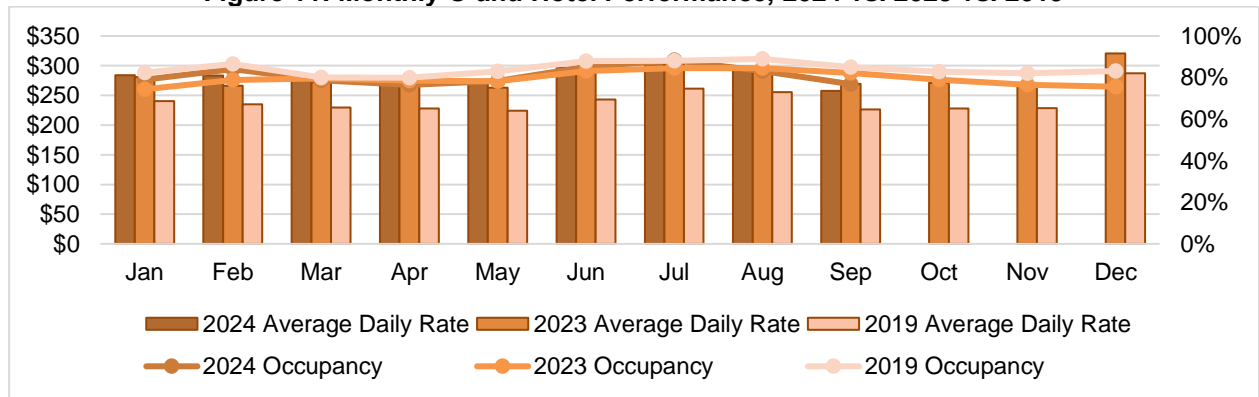
Source: STR, Inc. © Copyright 2024 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 10: Monthly State of Hawai'i Hotel Supply and Demand, 2024 vs. 2023 vs. 2019



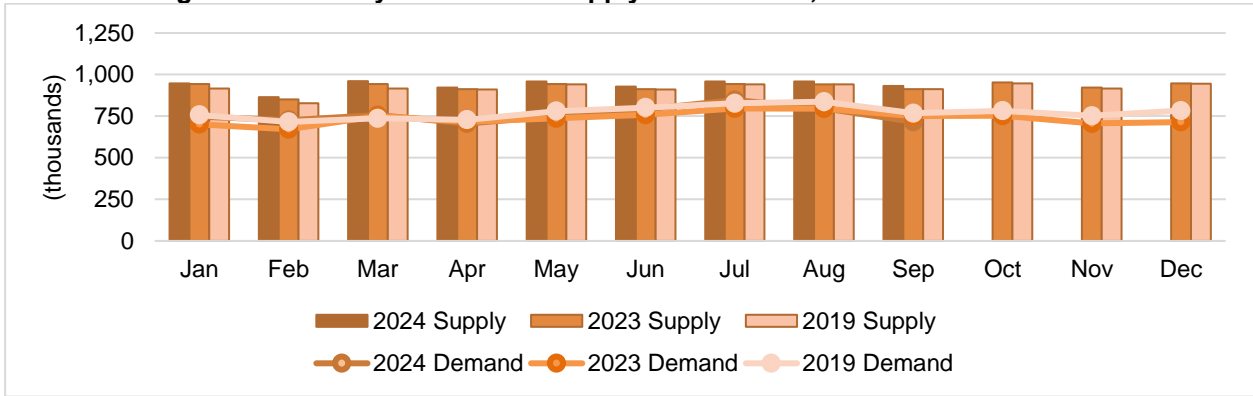
Source: STR, Inc. © Copyright 2024 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 11: Monthly O'ahu Hotel Performance, 2024 vs. 2023 vs. 2019



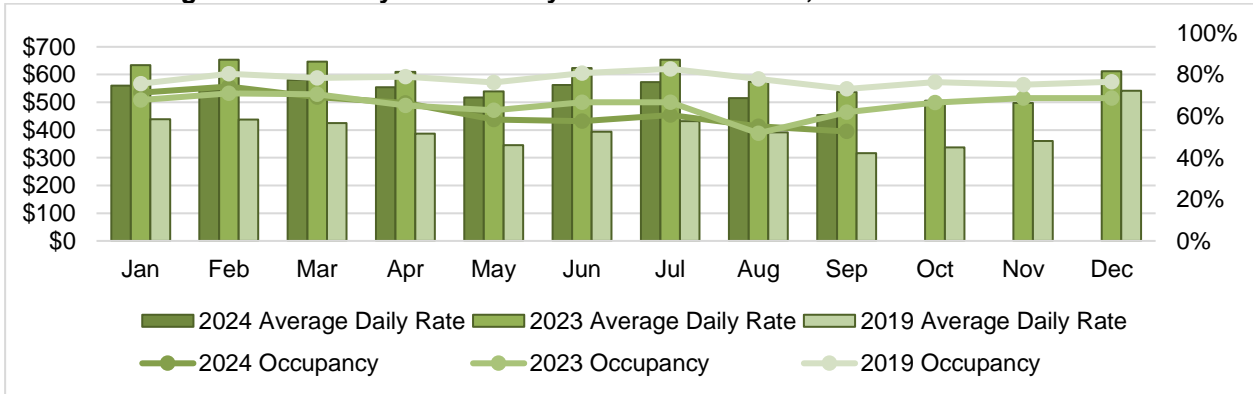
Source: STR, Inc. © Copyright 2024 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 12: Monthly O'ahu Hotel Supply and Demand, 2024 vs. 2023 vs. 2019



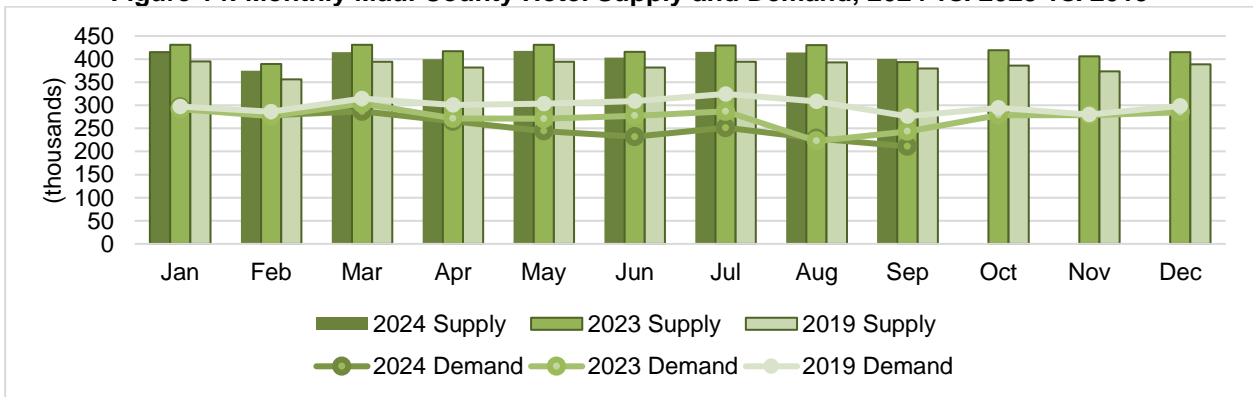
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Figure 13: Monthly Maui County Hotel Performance, 2024 vs. 2023 vs. 2019



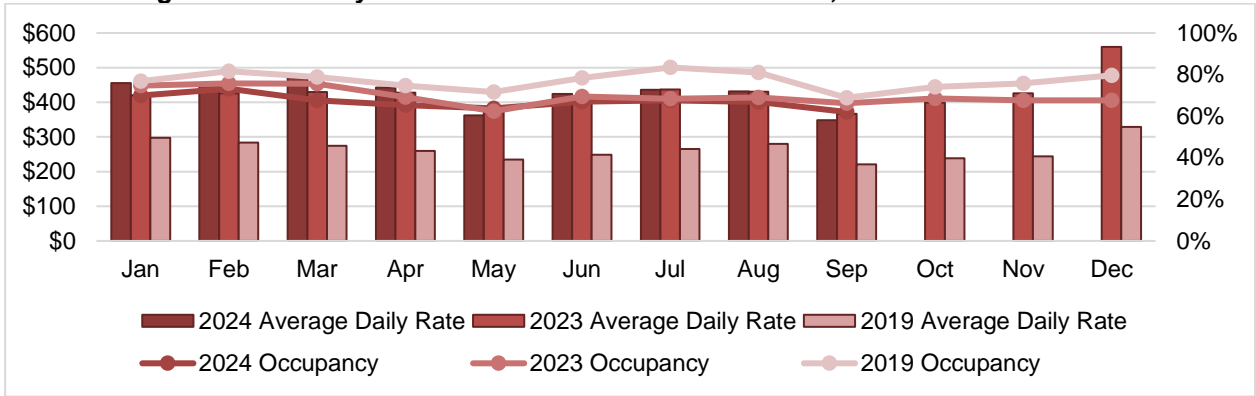
Source: STR, Inc. © Copyright 2024 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 14: Monthly Maui County Hotel Supply and Demand, 2024 vs. 2023 vs. 2019



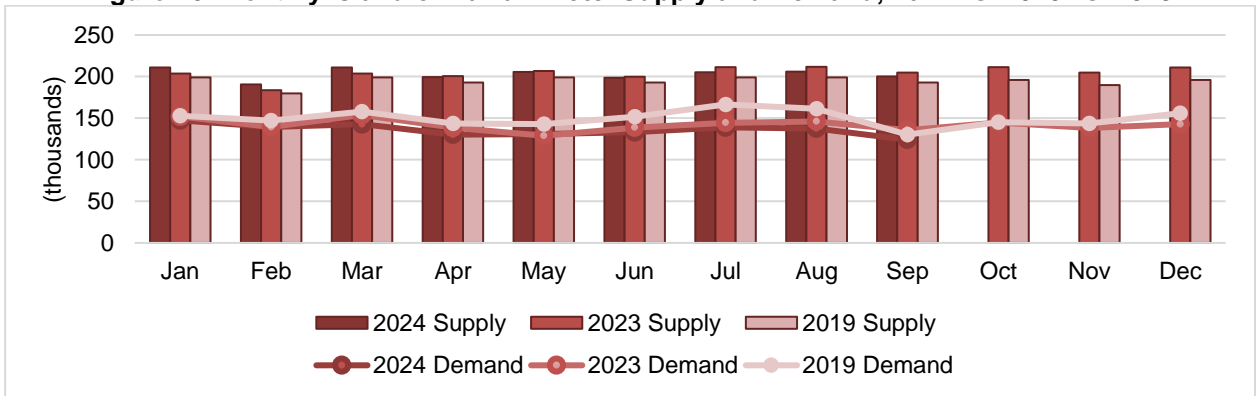
Source: STR, Inc. © Copyright 2024 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 15: Monthly Island of Hawai'i Hotel Performance, 2024 vs. 2023 vs. 2019



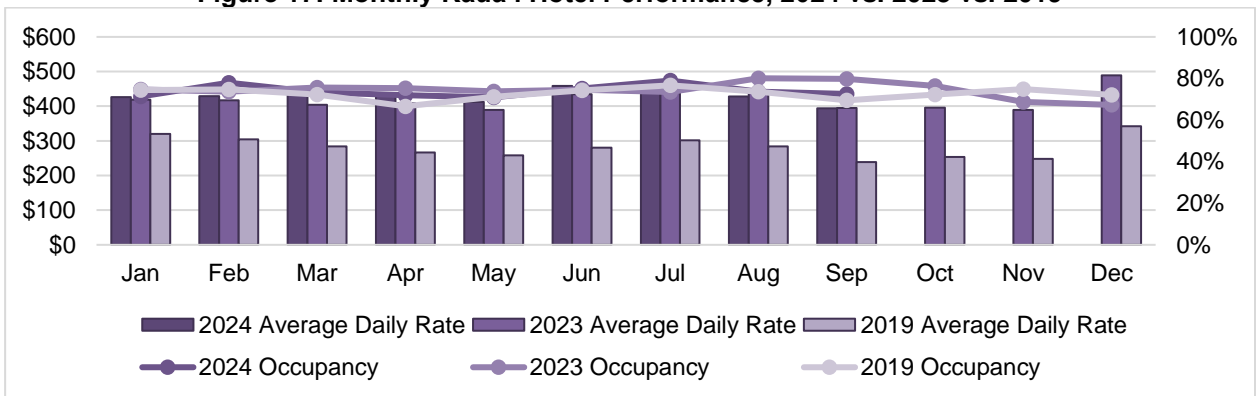
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Figure 16: Monthly Island of Hawai'i Hotel Supply and Demand, 2024 vs. 2023 vs. 2019



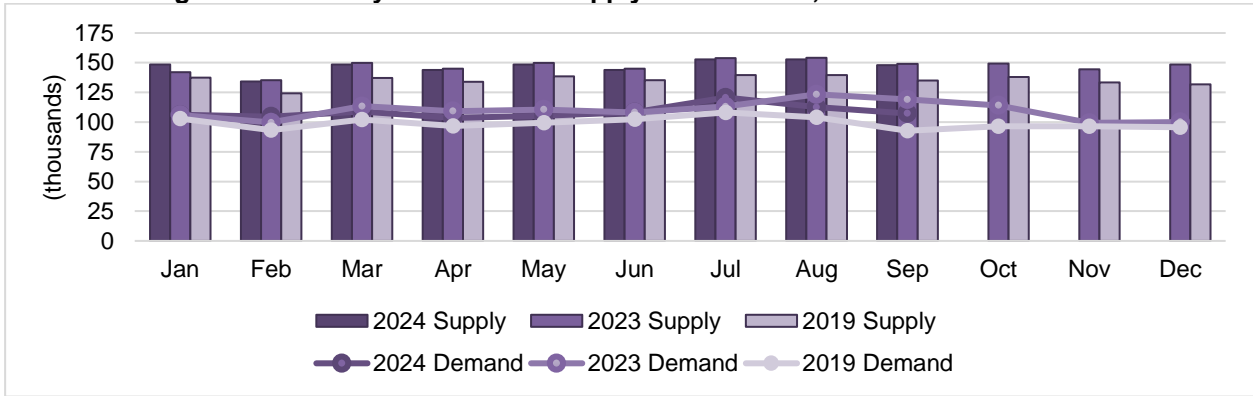
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Figure 17: Monthly Kaua'i Hotel Performance, 2024 vs. 2023 vs. 2019



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Figure 18: Monthly Kaua'i Hotel Supply and Demand, 2024 vs. 2023 vs. 2019



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Figure 19: Top 5 U.S. Markets – Revenue Per Available Room – YTD September 2024

| Rank | Destination | Revenue Per Available Room | % Change |
|------|------------------|----------------------------|----------|
| 1 | Hawaiian Islands | \$271.28 | -4.1% |
| 2 | New York, NY | \$241.99 | 8.2% |
| 3 | Boston, MA | \$174.09 | 7.6% |
| 4 | San Diego, CA | \$164.93 | 1.3% |
| 5 | Miami, FL | \$163.30 | 2.1% |

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Figure 20: Top 5 U.S. Markets – Average Daily Rate – YTD September 2024

| Rank | Destination | Average Daily Rate | % Change |
|------|-----------------------------|--------------------|----------|
| 1 | Hawaiian Islands | \$364.82 | -3.3% |
| 2 | New York, NY | \$291.99 | 4.8% |
| 3 | Boston, MA | \$232.19 | 4.2% |
| 4 | Miami, FL | \$220.20 | -0.9% |
| 5 | San Francisco/San Mateo, CA | \$218.09 | -3.2% |

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Figure 21: Top 5 U.S. Markets – Occupancy – YTD September 2024

| Rank | Destination | Occupancy | Percentage Pt. Change |
|------|------------------|-----------|-----------------------|
| 1 | New York, NY | 82.9% | 2.6% |
| 2 | Las Vegas, NV | 78.9% | -0.9% |
| 3 | San Diego, CA | 76.0% | 0.3% |
| 4 | Boston, MA | 75.0% | 2.4% |
| 5 | Hawaiian Islands | 74.4% | -0.6% |

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Figure 22: Competitive Sun and Sea Destinations – Revenue Per Available Room – YTD September 2024

| Rank | Destination | Revenue Per Available Room | % Change |
|------|------------------|----------------------------|----------|
| 1 | French Polynesia | \$615.32 | -3.1% |
| 2 | Maldives | \$351.39 | 0.0% |
| 3 | Maui County | \$341.15 | -13.8% |
| 4 | Aruba | \$319.57 | 20.9% |
| 5 | Kaua'i | \$316.66 | 0.7% |
| 6 | Hawai'i Island | \$284.32 | -1.8% |
| 7 | Cabo San Lucas+ | \$231.25 | 6.3% |
| 8 | O'ahu | \$231.02 | 2.6% |
| 9 | Puerto Rico | \$214.38 | -0.6% |
| 10 | Fiji | \$203.92 | 5.9% |
| 11 | Cancun+ | \$196.35 | -1.0% |
| 12 | Costa Rica | \$164.70 | 12.5% |
| 13 | Puerto Vallarta+ | \$138.24 | 2.1% |
| 14 | Bali | \$109.59 | 14.8% |
| 15 | Phuket | \$96.97 | 8.8% |

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Figure 23: Competitive Sun and Sea Destinations – Average Daily Rate – YTD September 2024

| Rank | Destination | Average Daily Rate | % Change |
|------|------------------|--------------------|----------|
| 1 | French Polynesia | \$882.73 | 5.0% |
| 2 | Maldives | \$556.88 | -2.7% |
| 3 | Maui County | \$543.32 | -11.0% |
| 4 | Aruba | \$439.20 | 9.9% |
| 5 | Kaua'i | \$427.42 | 3.0% |
| 6 | Hawai'i Island | \$425.61 | 2.9% |
| 7 | Cabo San Lucas+ | \$413.71 | 8.6% |
| 8 | Puerto Rico | \$296.52 | 3.0% |
| 9 | O'ahu | \$285.05 | 1.9% |
| 10 | Cancun+ | \$272.84 | 2.8% |
| 11 | Fiji | \$270.19 | 8.1% |
| 12 | Costa Rica | \$246.38 | 8.9% |
| 13 | Puerto Vallarta+ | \$192.35 | 6.1% |
| 14 | Bali | \$148.84 | 9.8% |
| 15 | Phuket | \$140.46 | 4.0% |

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Figure 24: Competitive Sun and Sea Destinations – Occupancy – YTD September 2024

| Rank | Destination | Occupancy | Percentage Pt. Change |
|-------------|--------------------|------------------|------------------------------|
| 1 | O'ahu | 81.0% | 0.6% |
| 2 | Fiji | 75.5% | -1.6% |
| 3 | Kaua'i | 74.1% | -1.7% |
| 4 | Bali | 73.6% | 3.2% |
| 5 | Aruba | 72.8% | 6.6% |
| 6 | Puerto Rico | 72.3% | -2.6% |
| 7 | Cancun+ | 72.0% | -2.7% |
| 8 | Puerto Vallarta+ | 71.9% | -2.8% |
| 9 | French Polynesia | 69.7% | -5.8% |
| 10 | Phuket | 69.0% | 3.0% |
| 11 | Costa Rica | 66.8% | 2.1% |
| 12 | Hawai'i Island | 66.8% | -3.2% |
| 13 | Maldives | 63.1% | 1.7% |
| 14 | Maui County | 62.8% | -2.1% |
| 15 | Cabo San Lucas+ | 55.9% | -1.2% |

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