



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

## December 2024 Hawai'i Hotel Performance Report

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

Statewide RevPAR in December 2024 was \$310 (+0.6%), with ADR at \$435 (+2.5%) and occupancy of 71.3 percent (-1.3 percentage points) compared to December 2023 (Figure 1). Compared with December 2019, RevPAR was 9.5 percent higher, driven by higher ADR (+23.2%) which offset lower occupancy (-8.9 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 December 2024, the survey included 171 properties representing 48,341 rooms, or 85.9 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 \$540.9 million (+1.5% vs. 2023, +14.4% vs. 2019) in December 2024. Room demand was 1.24 million room nights (-0.9% vs. 2023, -7.1% vs. 2019) and room supply was 1.74 million room nights (+0.9% vs. 2023, +4.5% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$688 (+13.8% vs. 2023, +17.9% vs. 2019), with ADR at \$1,122 (+3.7% vs. 2023, +41.2% vs. 2019) and occupancy of 61.3 percent (+5.4 percentage points vs. 2023, -12.1 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$195 (+5.1% vs. 2023, +12.6% vs. 2019) with ADR at \$259 (+2.2% vs. 2023, +23.4% vs. 2019) and occupancy of 75.2 percent (+2.0 percentage points vs. 2023, -7.2 percentage points vs. 2019).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires but still led the counties in December 2024 RevPAR due to comparatively higher ADR. Maui County hotels achieved RevPAR of \$423 (+0.4% vs. 2023, +2.0% vs. 2019), with ADR at \$701 (+14.4% vs. 2023, +29.5% vs. 2019) and occupancy of 60.3 percent (-8.4 percentage points vs. 2023, -16.2 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$733 (+23.2% vs. 2023, -3.5% vs. 2019), with ADR at \$1,054 (+4.9% vs. 2023, +18.5% vs. 2019) and occupancy of 69.6 percent (+10.3 percentage points vs. 2023, -15.8 percentage points vs. 2019). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$305 (-11.8% vs. 2023, -4.4% vs. 2019), ADR at \$519 (+8.9% vs. 2023, +22.3% vs. 2019) and occupancy of 58.7 percent (-13.7 percentage points vs. 2023, -16.4 percentage points vs. 2019).

Kaua'i hotels earned RevPAR of \$312 (-3.4% vs. 2023, +26.6% vs. 2019), with ADR at \$455 (-4.5% vs. 2023, +32.9% vs. 2019) and occupancy of 68.6 percent (+0.8 percentage points vs. 2023, -3.4 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$370 (+0.7% vs. 2023, +41.3% vs. 2019), with ADR at \$538 (-1.5% vs. 2023, +63.6% vs. 2019), and occupancy of 68.7 percent (+1.5

percentage points vs. 2023, -10.8 percentage points vs. 2019). Kohala Coast hotels earned RevPAR of \$513 (-4.4% vs. 2023, +31.7% vs. 2019), with ADR at \$737 (-2.9% vs. 2023, +49.7% vs. 2019), and occupancy of 69.6 percent (-1.1 percentage points vs. 2023, -9.5 percentage points vs. 2019).

O'ahu hotels reported RevPAR of \$249 (+2.0% vs. 2023, +4.1% vs. 2019) in December, ADR at \$323 (+1.0% vs. 2023, +12.2% vs. 2019) and occupancy of 77.1 percent (+0.8 percentage points vs. 2023, -6.0 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$238 (+2.1% vs. 2023, +1.9% vs. 2019), with ADR at \$307 (+1.4% vs. 2023, +9.6% vs. 2019) and occupancy of 77.6 percent (+0.6 percentage points vs. 2023, -5.9 percentage points vs. 2019).

## **Year End 2024**

In 2024, Hawai'i's hotels earned \$267 in RevPAR (-4.5% vs. 2023, +16.9% vs. 2019), with ADR at \$365 (-3.0% vs. 2023, +28.8% vs. 2019) and occupancy of 73.3 percent (-1.1 percentage points vs. 2023, -7.5 percentage points vs. 2019).

Total statewide hotel revenues for 2024 were \$5.5 billion (-4.4% vs. 2023, +21.5% vs. 2019). Room supply was 20.5 million room nights (+0.2% vs. 2023, +3.9% vs. 2019), and room demand was 15.0 million room nights (-1.4% vs. 2023, -5.7% vs. 2019).

## **Comparison to Top U.S. Markets**

In comparison to the top U.S. markets, New York, New York earned the highest annual 2024 RevPAR at \$269 (+9.2%). The Hawaiian Islands was second at \$267 (-4.5%), followed by Boston, Massachusetts at \$172 (+6.2%) (Figure 19).

The Hawaiian Islands led the U.S. markets in 2024 ADR at \$365 (-3.0%), followed by New York, New York at \$319 (+5.7%) and Boston, Massachusetts at \$232 (+3.5%) (Figure 20).

New York, New York topped the country in occupancy at 84.3 percent (+2.7 percentage points), followed by Las Vegas, Nevada at 77.6 percent (-1.4 percentage points) and San Diego, California at 74.3% (+0.8 percentage points). The Hawaiian Islands ranked sixth at 73.3 percent (-1.1 percentage points) (Figure 21).

## **Comparison to International Markets**

Hotels in French Polynesia ranked highest for 2024 RevPAR for international "sun and sea" destinations at \$610 (-3.6%), followed by The Maldives (\$367, +2.0%). Maui County (\$337, -13.2%), Kaua'i (\$304, -0.7%), Hawai'i Island (\$287, -2.2%), and O'ahu (\$227, +1.3%) ranked third, fifth, sixth, and eighth, respectively (Figure 22).

Hotels in French Polynesia led in 2024 ADR at \$882 (+4.9%), followed by The Maldives (\$572, -1.0%) and Maui County (\$547, -7.6%). Hawai'i Island (\$428, +1.3%), Kaua'i (\$415, +0.5%), and O'ahu (\$285, +1.1%) ranked fifth, seventh, and ninth, respectively (Figure 23).

O'ahu led in occupancy for "sun and sea" destinations at 79.8 percent (+0.2 percentage points), followed by Fiji (75.7%, -0.5 percentage points) and Kaua'i (73.2%, -0.8 percentage points). Hawai'i Island (67.0%, -2.4 percentage points) and Maui County (61.6%, -4.0 percentage points) ranked eleventh and fourteenth, respectively (Figure 24).

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 December 2024, the survey included 171 properties representing 48,341 rooms, or 85.9 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The December survey included 85 properties on O'ahu, representing 29,837 rooms (96.2%); 41 properties in the County of Maui, representing 9,600 rooms (72.0%); 23 properties on the island of Hawai'i, representing 5,244 rooms (77.7%); and 22 properties on Kaua'i, representing 3,660 rooms (71.1%).

### **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 December 2024**

	Occupancy %			Average Daily Rate			RevPAR		
	2024	2023	Percentage Pt. Change	2024	2023	% Change	2024	2023	% Change
<b>State of Hawai'i</b>	71.3%	72.6%	-1.3%	\$435.02	\$424.60	2.5%	\$310.20	\$308.26	0.6%
Luxury Class	61.3%	55.9%	5.4%	\$1,121.95	\$1,081.62	3.7%	\$688.07	\$604.89	13.8%
Upper Upscale Class	74.5%	75.4%	-1.0%	\$375.63	\$381.52	-1.5%	\$279.68	\$287.75	-2.8%
Upscale Class	71.6%	78.4%	-6.7%	\$267.43	\$285.06	-6.2%	\$191.61	\$223.38	-14.2%
Upper Midscale Class	68.3%	74.7%	-6.4%	\$225.99	\$259.71	-13.0%	\$154.41	\$193.99	-20.4%
Midscale & Economy Class	75.2%	73.1%	2.0%	\$259.24	\$253.61	2.2%	\$194.86	\$185.49	5.1%
<b>O'ahu</b>	77.1%	76.3%	0.8%	\$322.53	\$319.49	1.0%	\$248.53	\$243.76	2.0%
Waikiki	77.6%	77.1%	0.6%	\$306.79	\$302.61	1.4%	\$238.21	\$233.29	2.1%
Other O'ahu	73.9%	72.0%	2.0%	\$410.20	\$418.06	-1.9%	\$303.26	\$300.82	0.8%
O'ahu Luxury	61.2%	61.7%	-0.5%	\$903.99	\$877.21	3.1%	\$553.54	\$541.49	2.2%
O'ahu Upper Upscale	78.2%	78.0%	0.2%	\$326.11	\$329.04	-0.9%	\$255.03	\$256.60	-0.6%
O'ahu Upscale	81.9%	79.2%	2.7%	\$226.93	\$222.12	2.2%	\$185.92	\$175.91	5.7%
O'ahu Upper Midscale	74.3%	77.1%	-2.8%	\$184.58	\$180.57	2.2%	\$137.17	\$139.18	-1.4%
O'ahu Midscale & Economy	78.8%	75.0%	3.8%	\$166.37	\$165.42	0.6%	\$131.07	\$124.06	5.7%
<b>Maui County</b>	60.3%	68.6%	-8.4%	\$700.93	\$612.77	14.4%	\$422.53	\$420.66	0.4%
Wailea	69.6%	59.2%	10.3%	\$1,053.96	\$1,004.52	4.9%	\$733.34	\$595.07	23.2%
Lahaina/Kā'anapali/Kapalua	58.7%	72.5%	-13.7%	\$519.38	\$477.15	8.9%	\$305.08	\$345.84	-11.8%
Other Maui County	62.0%	64.1%	-2.1%	\$897.25	\$794.93	12.9%	\$556.68	\$509.52	9.3%
Maui County Luxury	60.4%	48.4%	12.0%	\$1,312.07	\$1,293.01	1.5%	\$793.02	\$626.37	26.6%
Maui County Upper Upscale & Upscale	60.5%	75.3%	-14.8%	\$485.52	\$462.28	5.0%	\$293.90	\$348.15	-15.6%
<b>Island of Hawai'i</b>	68.7%	67.3%	1.5%	\$538.32	\$546.26	-1.5%	\$369.95	\$367.43	0.7%
Kohala Coast	69.6%	70.7%	-1.1%	\$737.12	\$759.05	-2.9%	\$512.88	\$536.45	-4.4%
<b>Kauai</b>	68.6%	67.9%	0.8%	\$455.14	\$476.54	-4.5%	\$312.39	\$323.43	-3.4%

Source: STR, Inc. © Copyright 2025 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 December 2024**

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
<b>State of Hawai'i</b>	1,743.6	1,728.4	0.9%	1,243.3	1,254.8	-0.9%	540.9	532.8	1.5%
<b>O'ahu</b>	961.3	947.1	1.5%	740.7	722.6	2.5%	238.9	230.8	3.5%
Waikiki	808.8	800.3	1.1%	628.0	617.0	1.8%	192.7	186.7	3.2%
<b>Maui County</b>	413.4	411.0	0.6%	249.2	282.1	-11.7%	174.7	172.9	1.0%
Wailea	76.2	76.3	-0.1%	53.0	45.2	17.4%	55.9	45.4	23.1%
Lahaina/Kā'anapali/ Kapalua	220.4	223.1	-1.2%	129.5	161.7	-20.0%	67.2	77.2	-12.9%
<b>Island of Hawai'i</b>	209.3	210.6	-0.6%	143.8	141.7	1.5%	77.4	77.4	0.0%
Kohala Coast	89.1	91.6	-2.7%	62.0	64.7	-4.2%	45.7	49.1	-7.0%
<b>Kauai</b>	159.7	159.7	-0.1%	109.6	108.4	1.1%	49.9	51.7	-3.5%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

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

	Occupancy %			Average Daily Rate			RevPAR		
	2024	2019	Percentage Pt. Change	2024	2019	% Change	2024	2019	% Change
<b>State of Hawai'i</b>	71.3%	80.2%	-8.9%	\$435.02	\$353.00	23.2%	\$310.20	\$283.22	9.5%
Luxury Class	61.3%	73.4%	-12.1%	\$1,121.95	\$794.47	41.2%	\$688.07	\$583.37	17.9%
Upper Upscale Class	74.5%	81.6%	-7.1%	\$375.63	\$334.21	12.4%	\$279.68	\$272.70	2.6%
Upscale Class	71.6%	81.4%	-9.8%	\$267.43	\$239.93	11.5%	\$191.61	\$195.39	-1.9%
Upper Midscale Class	68.3%	80.6%	-12.3%	\$225.99	\$202.83	11.4%	\$154.41	\$163.51	-5.6%
Midscale & Economy Class	75.2%	82.4%	-7.2%	\$259.24	\$210.05	23.4%	\$194.86	\$173.04	12.6%
<b>O'ahu</b>	77.1%	83.1%	-6.0%	\$322.53	\$287.38	12.2%	\$248.53	\$238.71	4.1%
Waikiki	77.6%	83.5%	-5.9%	\$306.79	\$279.92	9.6%	\$238.21	\$233.74	1.9%
Other O'ahu	73.9%	80.5%	-6.6%	\$410.20	\$332.73	23.3%	\$303.26	\$267.84	13.2%
O'ahu Luxury	61.2%	75.3%	-14.0%	\$903.99	\$651.17	38.8%	\$553.54	\$490.15	12.9%
O'ahu Upper Upscale	78.2%	83.0%	-4.8%	\$326.11	\$302.62	7.8%	\$255.03	\$251.16	1.5%
O'ahu Upscale	81.9%	87.8%	-5.9%	\$226.93	\$226.03	0.4%	\$185.92	\$198.43	-6.3%
O'ahu Upper Midscale	74.3%	80.0%	-5.7%	\$184.58	\$194.98	-5.3%	\$137.17	\$155.97	-12.1%
O'ahu Midscale & Economy	78.8%	88.4%	-9.6%	\$166.37	\$161.20	3.2%	\$131.07	\$142.51	-8.0%
<b>Maui County</b>	60.3%	76.5%	-16.2%	\$700.93	\$541.45	29.5%	\$422.53	\$414.31	2.0%
Wailea	69.6%	85.4%	-15.8%	\$1,053.96	\$889.53	18.5%	\$733.34	\$759.78	-3.5%
Lahaina/Kā'anapali/Kapalua	58.7%	75.1%	-16.4%	\$519.38	\$424.66	22.3%	\$305.08	\$319.04	-4.4%
Other Maui County	62.0%	78.2%	-16.2%	\$897.25	\$678.42	32.3%	\$556.68	\$530.61	4.9%
Maui County Luxury	60.4%	74.3%	-13.9%	\$1,312.07	\$983.19	33.5%	\$793.02	\$730.54	8.6%
Maui County Upper Upscale & Upscale	60.5%	77.5%	-17.0%	\$485.52	\$388.27	25.0%	\$293.90	\$301.07	-2.4%
<b>Island of Hawai'i</b>	68.7%	79.5%	-10.8%	\$538.32	\$329.07	63.6%	\$369.95	\$261.73	41.3%
Kohala Coast	69.6%	79.1%	-9.5%	\$737.12	\$492.37	49.7%	\$512.88	\$389.38	31.7%
<b>Kaua'i</b>	68.6%	72.1%	-3.4%	\$455.14	\$342.53	32.9%	\$312.39	\$246.80	26.6%

Source: STR, Inc. © Copyright 2025 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 December 2024 vs. 2019**

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2024	2019	% Change	2024	2019	% Change	2024	2019	% Change
<b>State of Hawai'i</b>	1,743.6	1,668.8	4.5%	1,243.3	1,338.9	-7.1%	540.9	472.6	14.4%
<b>O'ahu</b>	961.3	946.8	1.5%	740.7	786.5	-5.8%	238.9	226.0	5.7%
Waikiki	808.8	808.9	0.0%	628.0	675.4	-7.0%	192.7	189.1	1.9%
<b>Maui County</b>	413.4	391.0	5.7%	249.2	299.2	-16.7%	174.7	162.0	7.8%
Wailea	76.2	68.0	12.0%	53.0	58.1	-8.7%	55.9	51.7	8.1%
Lahaina/Kā'anapali/ Kapalua	220.4	214.9	2.6%	129.5	161.5	-19.8%	67.2	68.6	-1.9%
<b>Island of Hawai'i</b>	209.3	197.9	5.7%	143.8	157.4	-8.6%	77.4	51.8	49.5%
Kohala Coast	89.1	91.1	-2.2%	62.0	72.1	-14.0%	45.7	35.5	28.8%
<b>Kaua'i</b>	159.7	133.1	19.9%	109.6	95.9	14.3%	49.9	32.9	51.8%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

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

	Occupancy % Percentage			Average Daily Rate			RevPAR		
	2024	2023	Pt. Change	2024	2023	% Change	2024	2023	% Change
<b>State of Hawai'i</b>	73.3%	74.5%	-1.1%	\$364.67	\$376.05	-3.0%	\$267.44	\$280.07	-4.5%
Luxury Class	60.4%	59.1%	1.4%	\$822.96	\$833.97	-1.3%	\$497.40	\$492.51	1.0%
Upper Upscale Class	77.0%	79.8%	-2.8%	\$336.01	\$350.80	-4.2%	\$258.67	\$280.06	-7.6%
Upscale Class	75.5%	76.3%	-0.8%	\$254.34	\$271.62	-6.4%	\$192.11	\$207.28	-7.3%
Upper Midscale Class	70.7%	70.1%	0.6%	\$221.84	\$245.91	-9.8%	\$156.86	\$172.41	-9.0%
Midscale & Economy Class	75.6%	75.1%	0.5%	\$226.92	\$230.74	-1.7%	\$171.55	\$173.23	-1.0%
<b>O'ahu</b>	79.8%	79.7%	0.2%	\$284.66	\$281.48	1.1%	\$227.20	\$224.24	1.3%
Waikiki	80.4%	80.1%	0.3%	\$271.17	\$268.54	1.0%	\$217.99	\$215.16	1.3%
Other O'ahu	76.8%	77.1%	-0.3%	\$359.37	\$356.38	0.8%	\$275.87	\$274.79	0.4%
O'ahu Luxury	59.6%	63.1%	-3.5%	\$711.51	\$690.17	3.1%	\$423.90	\$435.33	-2.6%
O'ahu Upper Upscale	82.0%	82.9%	-0.9%	\$295.04	\$291.16	1.3%	\$241.83	\$241.34	0.2%
O'ahu Upscale	84.7%	83.7%	0.9%	\$212.27	\$209.10	1.5%	\$179.75	\$175.08	2.7%
O'ahu Upper Midscale	78.8%	70.1%	8.7%	\$177.54	\$175.69	1.1%	\$139.85	\$123.19	13.5%
O'ahu Midscale & Economy	79.5%	77.3%	2.3%	\$156.33	\$153.53	1.8%	\$124.34	\$118.61	4.8%
<b>Maui County</b>	61.6%	65.6%	-4.0%	\$547.31	\$592.25	-7.6%	\$337.05	\$388.52	-13.2%
Wailea	66.2%	60.9%	5.3%	\$766.39	\$805.86	-4.9%	\$507.47	\$490.55	3.4%
Lahaina/Kā'anapali/Kapalua	60.3%	67.9%	-7.6%	\$448.18	\$525.67	-14.7%	\$270.10	\$356.83	-24.3%
Other Maui County	63.1%	62.9%	0.3%	\$657.31	\$678.90	-3.2%	\$414.86	\$426.71	-2.8%
Maui County Luxury	56.9%	52.2%	4.8%	\$936.77	\$1,020.87	-8.2%	\$533.21	\$532.56	0.1%
Maui County Upper Upscale & Upscale	63.3%	70.2%	-6.9%	\$426.35	\$490.58	-13.1%	\$269.94	\$344.47	-21.6%
<b>Island of Hawai'i</b>	67.0%	69.3%	-2.4%	\$428.08	\$422.76	1.3%	\$286.71	\$293.13	-2.2%
Kohala Coast	71.8%	74.0%	-2.2%	\$569.17	\$577.12	-1.4%	\$408.60	\$427.20	-4.4%
<b>Kauai</b>	73.2%	74.0%	-0.8%	\$414.80	\$412.83	0.5%	\$303.65	\$305.67	-0.7%

Source: STR, Inc. © Copyright 2025 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 December 2024**

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
<b>State of Hawai'i</b>	20,486.7	20,452.9	0.2%	15,024.7	15,232.8	-1.4%	5,479.0	5,728.3	-4.4%
<b>O'ahu</b>	11,286.6	11,127.1	1.4%	9,008.3	8,864.2	1.6%	2,564.3	2,495.1	2.8%
Waikiki	9,490.7	9,433.6	0.6%	7,629.6	7,558.4	0.9%	2,068.9	2,029.8	1.9%
<b>Maui County</b>	4,868.5	4,988.2	-2.4%	2,998.2	3,272.3	-8.4%	1,641.0	1,938.0	-15.3%
Wailea	897.7	895.8	0.2%	594.4	545.3	9.0%	455.5	439.5	3.7%
Lahaina/Kā'anapali/Kapalua	2,616.8	2,726.1	-4.0%	1,577.1	1,850.5	-14.8%	706.8	972.8	-27.3%
<b>Island of Hawai'i</b>	2,450.9	2,452.7	-0.1%	1,641.5	1,700.7	-3.5%	702.7	719.0	-2.3%
Kohala Coast	1,038.2	1,077.9	-3.7%	745.3	797.9	-6.6%	424.2	460.5	-7.9%
<b>Kauai</b>	1,880.6	1,884.9	-0.2%	1,376.6	1,395.6	-1.4%	571.0	576.2	-0.9%

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

	Occupancy %			Average Daily Rate			RevPAR		
	2024	2019	Percentage Pt. Change	2024	2019	% Change	2024	2019	% Change
<b>State of Hawai'i</b>	73.3%	80.8%	-7.5%	\$364.67	\$283.05	28.8%	\$267.44	\$228.78	16.9%
Luxury Class	60.4%	76.2%	-15.8%	\$822.96	\$563.35	46.1%	\$497.40	\$429.39	15.8%
Upper Upscale Class	77.0%	82.6%	-5.6%	\$336.01	\$278.87	20.5%	\$258.67	\$230.38	12.3%
Upscale Class	75.5%	79.1%	-3.6%	\$254.34	\$209.86	21.2%	\$192.11	\$166.04	15.7%
Upper Midscale Class	70.7%	83.1%	-12.4%	\$221.84	\$166.67	33.1%	\$156.86	\$138.53	13.2%
Midscale & Economy Class	75.6%	82.1%	-6.5%	\$226.92	\$177.05	28.2%	\$171.55	\$145.32	18.0%
<b>O'ahu</b>	79.8%	84.1%	-4.3%	\$284.66	\$240.92	18.2%	\$227.20	\$202.69	12.1%
Waikiki	80.4%	84.5%	-4.1%	\$271.17	\$236.15	14.8%	\$217.99	\$199.53	9.3%
Other O'ahu	76.8%	82.0%	-5.2%	\$359.37	\$270.47	32.9%	\$275.87	\$221.68	24.4%
O'ahu Luxury	59.6%	74.1%	-14.5%	\$711.51	\$499.67	42.4%	\$423.90	\$370.14	14.5%
O'ahu Upper Upscale	82.0%	85.3%	-3.3%	\$295.04	\$260.79	13.1%	\$241.83	\$222.44	8.7%
O'ahu Upscale	84.7%	85.6%	-0.9%	\$212.27	\$198.07	7.2%	\$179.75	\$169.60	6.0%
O'ahu Upper Midscale	78.8%	83.3%	-4.5%	\$177.54	\$160.64	10.5%	\$139.85	\$133.85	4.5%
O'ahu Midscale & Economy	79.5%	87.6%	-8.1%	\$156.33	\$134.55	16.2%	\$124.34	\$117.87	5.5%
<b>Maui County</b>	61.6%	77.7%	-16.1%	\$547.31	\$401.10	36.5%	\$337.05	\$311.61	8.2%
Wailea	66.2%	88.4%	-22.2%	\$766.39	\$618.32	23.9%	\$507.47	\$546.83	-7.2%
Lahaina/Kā'anapali/Kapalua	60.3%	76.6%	-16.3%	\$448.18	\$335.19	33.7%	\$270.10	\$256.68	5.2%
Other Maui County	63.1%	79.1%	-16.0%	\$657.31	\$481.04	36.6%	\$414.86	\$380.40	9.1%
Maui County Luxury	56.9%	79.9%	-23.0%	\$936.77	\$642.69	45.8%	\$533.21	\$513.64	3.8%
Maui County Upper Upscale & Upscale	63.3%	77.6%	-14.3%	\$426.35	\$315.67	35.1%	\$269.94	\$244.89	10.2%
<b>Island of Hawai'i</b>	67.0%	77.0%	-10.1%	\$428.08	\$265.44	61.3%	\$286.71	\$204.50	40.2%
Kohala Coast	71.8%	77.7%	-5.9%	\$569.17	\$377.94	50.6%	\$408.60	\$293.64	39.1%
<b>Kauai</b>	73.2%	72.8%	0.4%	\$414.80	\$282.67	46.7%	\$303.65	\$205.65	47.7%

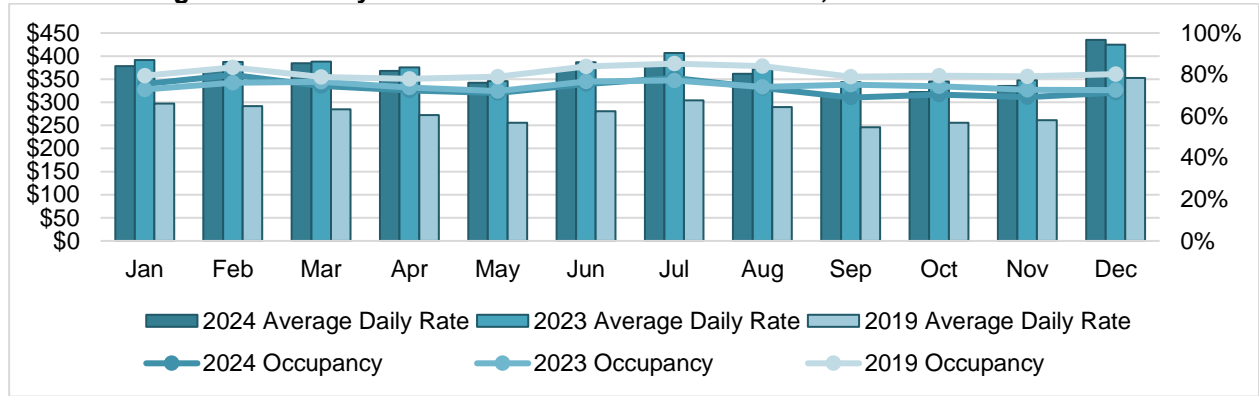
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism  
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

**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
<b>State of Hawai'i</b>	20,486.7	19,714.0	3.9%	15,024.7	15,934.0	-5.7%	5,479.0	4,510.2	21.5%
<b>O'ahu</b>	11,286.6	11,087.5	1.8%	9,008.3	9,328.1	-3.4%	2,564.3	2,247.3	14.1%
Waikiki	9,490.7	9,507.5	-0.2%	7,629.6	8,033.1	-5.0%	2,068.9	1,897.0	9.1%
<b>Maui County</b>	4,868.5	4,639.3	4.9%	2,998.2	3,604.2	-16.8%	1,641.0	1,445.6	13.5%
Wailea	897.7	800.8	12.1%	594.4	708.2	-16.1%	455.5	437.9	4.0%
Lahaina/Kā'anapali/Kapalua	2,616.8	2,579.6	1.4%	1,577.1	1,975.4	-20.2%	706.8	662.1	6.7%
<b>Island of Hawai'i</b>	2,450.9	2,354.7	4.1%	1,641.5	1,814.1	-9.5%	702.7	481.5	45.9%
Kohala Coast	1,038.2	1,087.7	-4.6%	745.3	845.1	-11.8%	424.2	319.4	32.8%
<b>Kauai</b>	1,880.6	1,632.5	15.2%	1,376.6	1,187.7	15.9%	571.0	335.7	70.1%

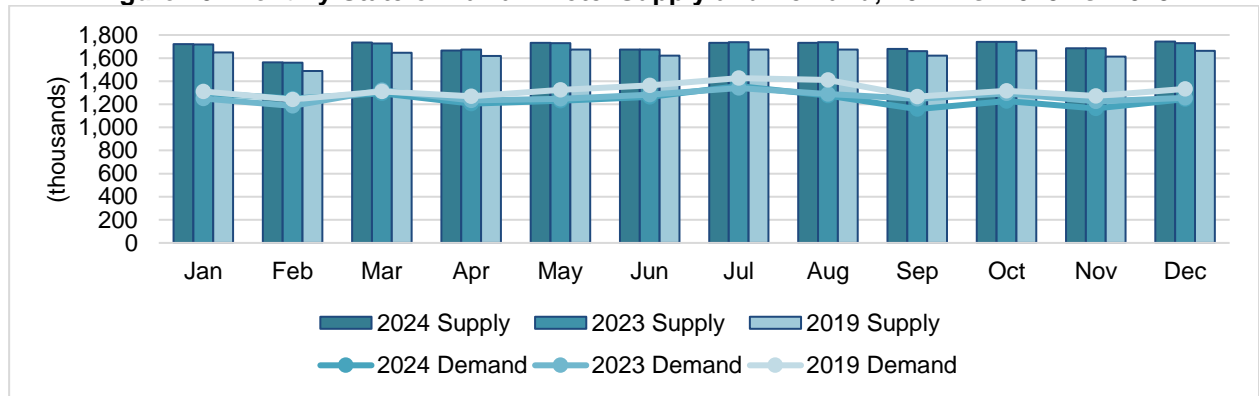
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**Figure 9: Monthly State of Hawai'i Hotel Performance, 2024 vs. 2023 vs. 2019**



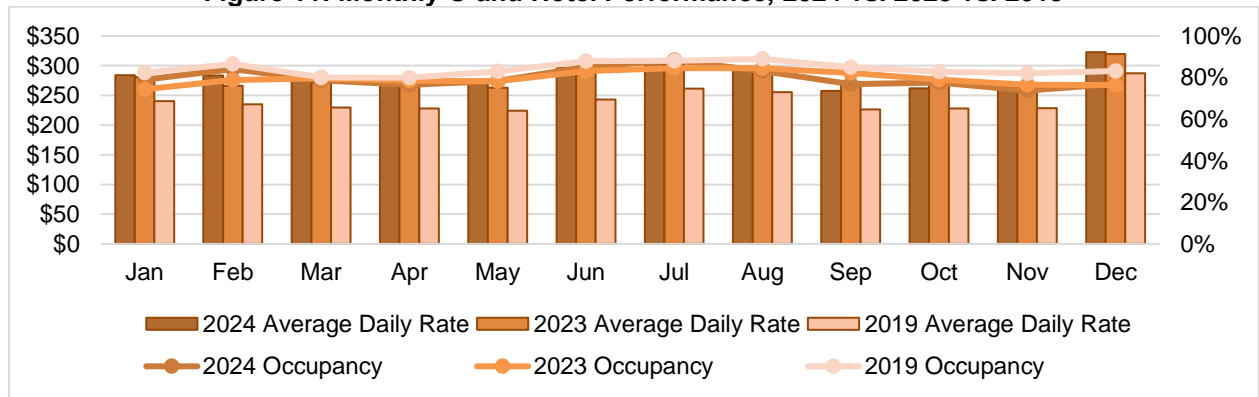
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**Figure 10: Monthly State of Hawai'i Hotel Supply and Demand, 2024 vs. 2023 vs. 2019**



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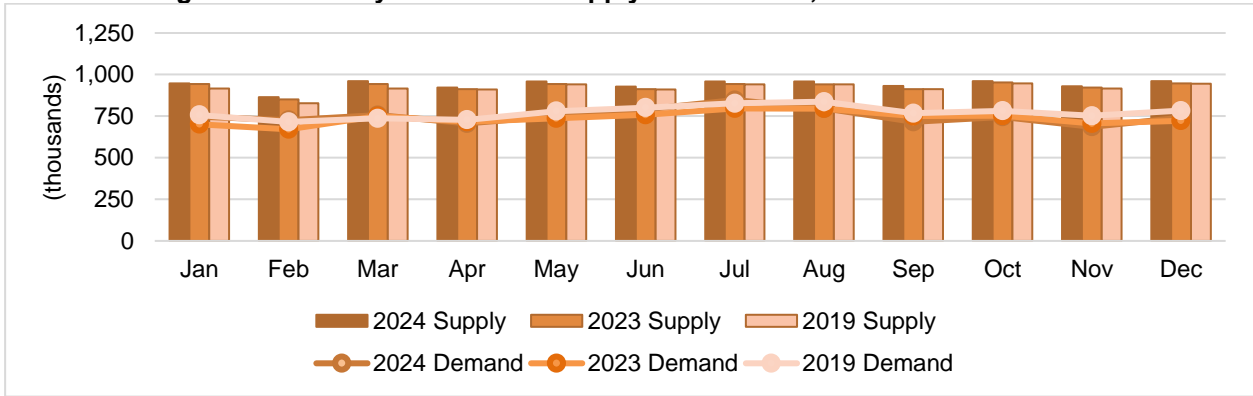
**Figure 11: Monthly O'ahu Hotel Performance, 2024 vs. 2023 vs. 2019**



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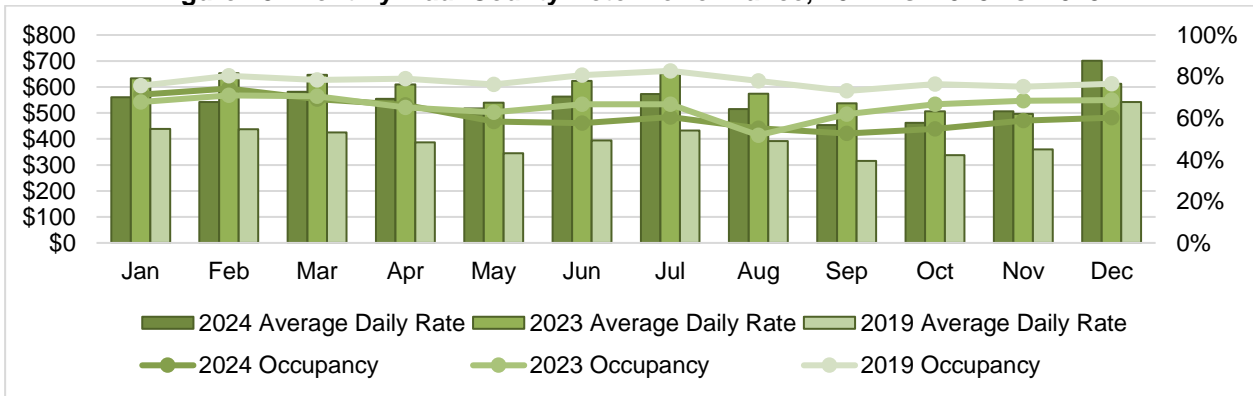


**Figure 12: Monthly O'ahu Hotel Supply and Demand, 2024 vs. 2023 vs. 2019**



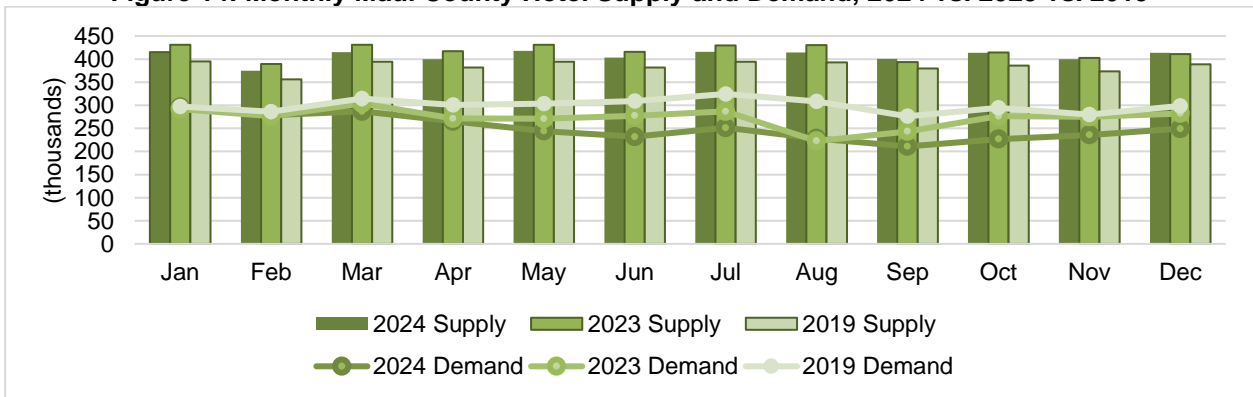
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**Figure 13: Monthly Maui County Hotel Performance, 2024 vs. 2023 vs. 2019**



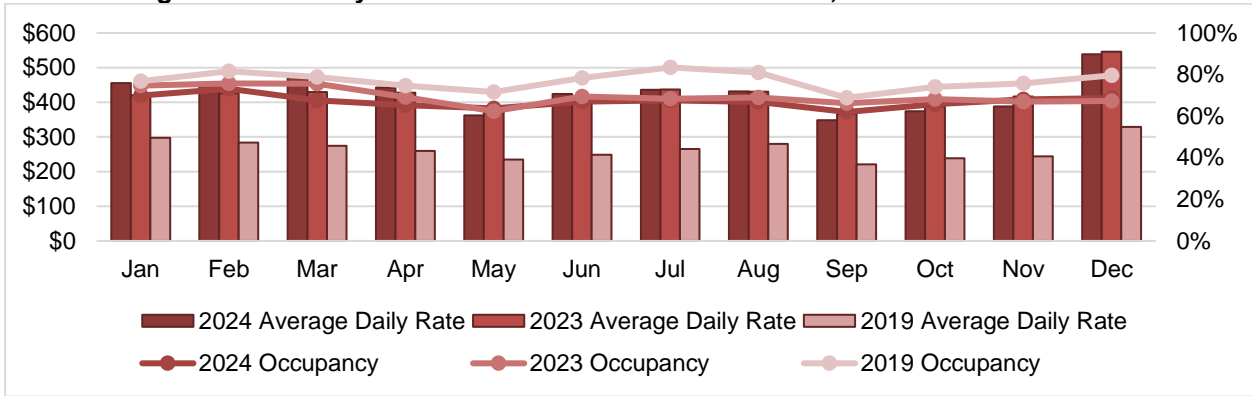
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**Figure 14: Monthly Maui County Hotel Supply and Demand, 2024 vs. 2023 vs. 2019**



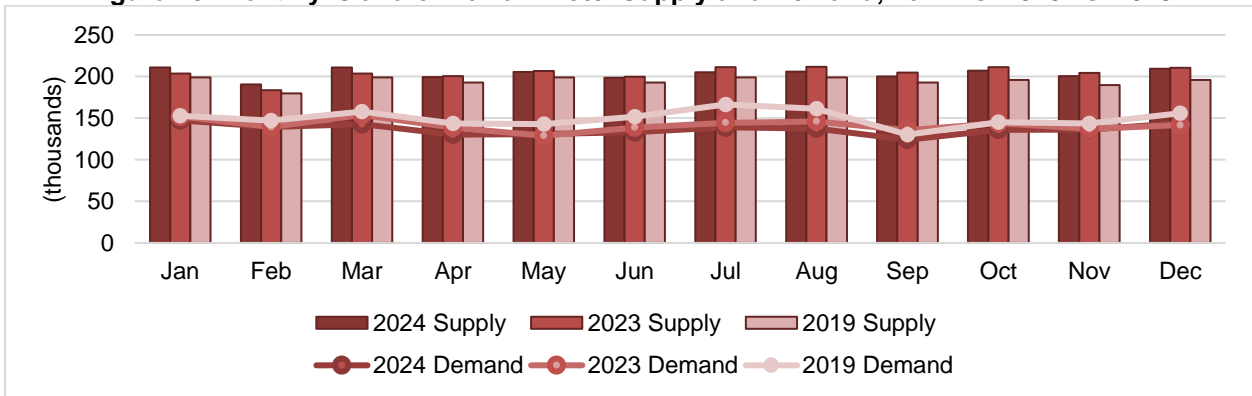
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**Figure 15: Monthly Island of Hawai'i Hotel Performance, 2024 vs. 2023 vs. 2019**



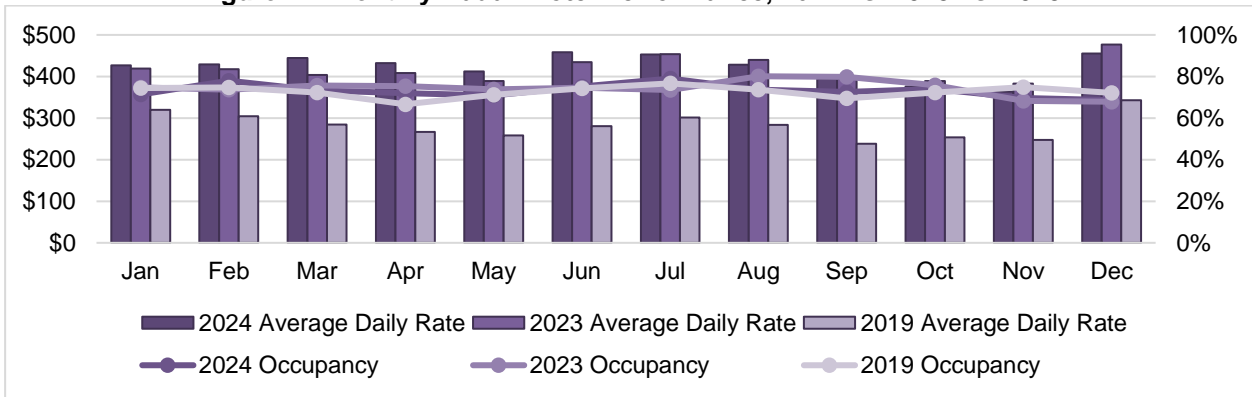
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**Figure 16: Monthly Island of Hawai'i Hotel Supply and Demand, 2024 vs. 2023 vs. 2019**



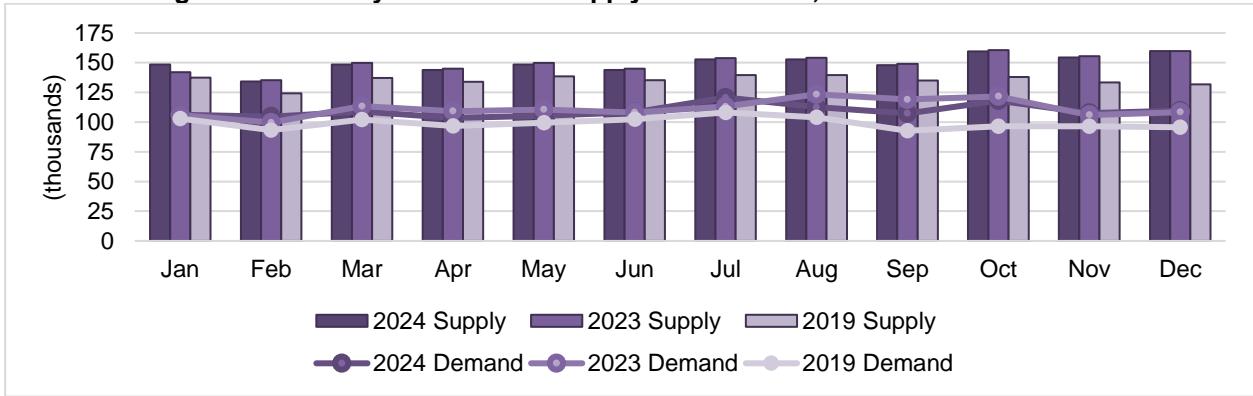
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**Figure 17: Monthly Kaua'i Hotel Performance, 2024 vs. 2023 vs. 2019**



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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 December 2024**

Rank	Destination	Revenue Per Available Room	% Change
1	New York, NY	\$268.72	9.2%
2	Hawaiian Islands	\$267.44	-4.5%
3	Boston, MA	\$172.20	6.2%
4	Miami, FL	\$163.98	2.9%
5	San Diego, CA	\$157.90	2.4%

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

Rank	Destination	Average Daily Rate	% Change
1	Hawaiian Islands	\$364.67	-3.0%
2	New York, NY	\$318.58	5.7%
3	Boston, MA	\$232.44	3.5%
4	Miami, FL	\$222.15	0.3%
5	San Francisco/San Mateo, CA	\$212.83	-4.6%

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**Figure 21: Top 6 U.S. Markets – Occupancy – YTD December 2024**

Rank	Destination	Occupancy	Percentage Pt. Change
1	New York, NY	84.3%	2.7%
2	Las Vegas, NV	77.6%	-1.4%
3	San Diego, CA	74.3%	0.8%
4	Boston, MA	74.1%	1.9%
5	Miami, FL	73.8%	1.9%
6	Hawaiian Islands	73.3%	-1.1%

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

Rank	Destination	Revenue Per Available Room	% Change
1	French Polynesia	\$609.94	-3.6%
2	Maldives	\$367.24	2.0%
3	Maui County	\$337.05	-13.2%
4	Aruba	\$317.38	18.6%
5	Kaua'i	\$303.65	-0.7%
6	Hawai'i Island	\$286.71	-2.2%
7	Cabo San Lucas+	\$237.22	7.4%
8	O'ahu	\$227.20	1.3%
9	Puerto Rico	\$210.23	0.8%
10	Fiji	\$202.76	6.6%
11	Cancun+	\$187.70	-2.6%
12	Costa Rica	\$163.12	10.7%
13	Puerto Vallarta+	\$134.96	-1.3%
14	Bali	\$107.34	13.7%
15	Phuket	\$103.13	11.9%

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

Rank	Destination	Average Daily Rate	% Change
1	French Polynesia	\$881.83	4.9%
2	Maldives	\$572.20	-1.0%
3	Maui County	\$547.31	-7.6%
4	Aruba	\$440.49	10.6%
5	Hawai'i Island	\$428.08	1.3%
6	Cabo San Lucas+	\$421.08	9.0%
7	Kaua'i	\$414.80	0.5%
8	Puerto Rico	\$299.65	4.7%
9	O'ahu	\$284.66	1.1%
10	Fiji	\$267.85	7.4%
11	Cancun+	\$262.66	2.0%
12	Costa Rica	\$249.27	8.5%
13	Puerto Vallarta+	\$186.08	1.1%
14	Phuket	\$148.82	6.8%
15	Bali	\$147.14	9.8%

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

<b>Rank</b>	<b>Destination</b>	<b>Occupancy</b>	<b>Percentage Pt. Change</b>
1	O'ahu	79.8%	0.2%
2	Fiji	75.7%	-0.5%
3	Kaua'i	73.2%	-0.8%
4	Bali	72.9%	2.5%
5	Puerto Vallarta+	72.5%	-1.7%
6	Aruba	72.1%	4.9%
7	Cancun+	71.5%	-3.4%
8	Puerto Rico	70.2%	-2.7%
9	Phuket	69.3%	3.1%
10	French Polynesia	69.2%	-6.1%
11	Hawai'i Island	67.0%	-2.4%
12	Costa Rica	65.4%	1.3%
13	Maldives	64.2%	1.9%
14	Maui County	61.6%	-4.0%
15	Cabo San Lucas+	56.3%	-0.8%

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