



July 2023 Hawai'i Hotel Performance Report

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

According to the Hawai'i Hotel Performance Report published by the Hawai'i Tourism Authority (HTA), statewide RevPAR in July 2023 was \$317 (-6.6%), with ADR at \$409 (-2.0%) and occupancy of 77.4 percent (-3.8 percentage points) compared to July 2022 (Figure 1). Compared with July 2019, RevPAR was 22.2 percent higher, driven by higher ADR (+34.6%) which offset lower occupancy (-7.9 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 July 2023, the survey included 155 properties representing 47,489 rooms, or 84.6 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including those offering full service, limited service, and condominium hotels. Vacation rental and timeshare properties were not included in this survey.

Statewide Hawai'i hotel room revenues totaled \$551.2 million (-6.2% vs. 2022, +27.0% vs. 2019) in July 2023. Room demand was 1.3 million room nights (-4.3% vs. 2022, -5.7% vs. 2019) and room supply was 1.7 million room nights (+0.4% vs. 2022, +3.9% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$586 (-3.9% vs. 2022, +16.7% vs. 2019), with ADR at \$918 (-5.5% vs. 2022, +51.7% vs. 2019) and occupancy of 63.8 percent (+1.1 percentage points vs. 2022, -19.2 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$207 (-10.0% vs. 2022, +37.9% vs. 2019) with ADR at \$265 (-4.1% vs. 2022, +48.9% vs. 2019) and occupancy of 78.3 percent (-5.2 percentage points vs. 2022, -6.2 percentage points vs. 2019).

Maui County hotels led the counties in July 2023 and achieved RevPAR of \$442 (-10.3% vs. 2022, +23.6% vs. 2019), with ADR at \$656 (-5.1% vs. 2022, +51.7% vs. 2019) and occupancy of 67.4 percent (-3.9 percentage points vs. 2022, -15.3 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$656 (-8.8% vs. 2022, +2.5% vs. 2019), with ADR at \$1,022 (-10.2% vs. 2022, +46.5% vs. 2019) and occupancy of 64.2 percent (+1.0 percentage points vs. 2022, -27.6 percentage points vs. 2019). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$409 (-11.0% vs. 2022, +36.0% vs. 2019), ADR at \$582 (-5.8% vs. 2022, +59.1% vs. 2019) and occupancy of 70.3 percent (-4.1 percentage points vs. 2022, -12.0 percentage points vs. 2019).

Kaua'i hotels earned RevPAR of \$337 (-8.7% vs. 2022, +45.9% vs. 2019), with ADR at \$459 (+2.2% vs. 2022, +52.3% vs. 2019) and occupancy of 73.5 percent (-8.8 percentage points vs. 2022, -3.2 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$303 (-9.6% vs. 2022, +36.7% vs. 2019), with ADR at \$442 (+2.9% vs. 2022, +66.7% vs. 2019), and occupancy of 68.4 percent (-9.4 percentage points vs. 2022, -15.0 percentage points vs. 2019). Kohala Coast hotels earned RevPAR of \$444 (-6.3% vs. 2022, +37.4% vs. 2019), with ADR at \$590 (-8.0% vs. 2022, +56.9% vs. 2019), and occupancy of 75.3 percent (+1.4 percentage points vs. 2022, -10.7 percentage points vs. 2019).

O'ahu hotels reported RevPAR of \$259 (-2.2% vs. 2022, +12.6% vs. 2019) in July, ADR at \$306 (-0.2% vs. 2022, +17.1% vs. 2019) and occupancy of 84.6 percent (-1.7 percentage points vs. 2022, -3.4 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$249 (-2.4% vs. 2022, +11.5% vs. 2019), with ADR at \$291 (-0.7% vs. 2022, +14.5% vs. 2019) and occupancy of 85.5 percent (-1.4 percentage points vs. 2022, -2.3 percentage points vs. 2019).

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaiiitourismauthority.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 July 2023, the survey included 155 properties representing 47,489 rooms, or 84.6 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The July survey included 77 properties on O'ahu, representing 28,940 rooms (95.2%); 40 properties in the County of Maui, representing 9,705 rooms (69.8%); 18 properties on the island of Hawai'i, representing 5,140 rooms (73.4%); and 20 properties on Kaua'i, representing 3,704 rooms (76.3%).

About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to *Mālama Ku'u Home* – care for our beloved home. For more information about HTA, visit www.hawaiiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), and [Twitter](#).

Figure 1: Hawai'i Hotel Performance July 2023

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2022	Percentage Pt. Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	77.4%	81.2%	-3.8%	\$409.24	\$417.67	-2.0%	\$316.66	\$339.08	-6.6%
Luxury Class	63.8%	62.8%	1.1%	\$918.01	\$971.74	-5.5%	\$585.92	\$609.77	-3.9%
Upper Upscale Class	82.7%	85.4%	-2.8%	\$383.89	\$393.85	-2.5%	\$317.39	\$336.51	-5.7%
Upscale Class	79.2%	84.3%	-5.1%	\$274.30	\$292.30	-6.2%	\$217.25	\$246.26	-11.8%
Upper Midscale Class	70.9%	82.2%	-11.3%	\$238.67	\$257.93	-7.5%	\$169.23	\$211.94	-20.2%
Midscale & Economy Class	78.3%	83.5%	-5.2%	\$264.74	\$275.98	-4.1%	\$207.36	\$230.46	-10.0%
O'ahu	84.6%	86.3%	-1.7%	\$306.26	\$306.91	-0.2%	\$259.15	\$264.94	-2.2%
Waikiki	85.5%	87.0%	-1.4%	\$291.26	\$293.37	-0.7%	\$249.16	\$255.16	-2.4%
Other O'ahu	79.4%	82.7%	-3.3%	\$396.71	\$386.41	2.7%	\$314.97	\$319.50	-1.4%
O'ahu Luxury	66.2%	63.1%	3.2%	\$742.57	\$767.10	-3.2%	\$491.67	\$483.72	1.6%
O'ahu Upper Upscale	88.4%	88.8%	-0.4%	\$318.37	\$316.98	0.4%	\$281.31	\$281.36	0.0%
O'ahu Upscale	86.9%	91.1%	-4.2%	\$228.21	\$237.29	-3.8%	\$198.28	\$216.23	-8.3%
O'ahu Upper Midscale	76.6%	84.0%	-7.4%	\$183.11	\$189.39	-3.3%	\$140.30	\$159.04	-11.8%
O'ahu Midscale & Economy	84.2%	87.7%	-3.5%	\$167.16	\$179.51	-6.9%	\$140.75	\$157.49	-10.6%
Maui County	67.4%	71.3%	-3.9%	\$656.16	\$691.44	-5.1%	\$442.33	\$492.87	-10.3%
Wailea	64.2%	63.2%	1.0%	\$1,021.75	\$1,138.40	-10.2%	\$655.55	\$719.12	-8.8%
Lahaina/Kā'anapali/Kapalua	70.3%	74.4%	-4.1%	\$581.51	\$617.52	-5.8%	\$408.91	\$459.53	-11.0%
Other Maui County	63.9%	67.5%	-3.6%	\$755.90	\$790.85	-4.4%	\$482.90	\$533.51	-9.5%
Maui County Luxury	59.7%	55.2%	4.5%	\$1,134.43	\$1,257.52	-9.8%	\$677.67	\$694.21	-2.4%
Maui County Upper Upscale & Upscale	71.1%	77.6%	-6.5%	\$532.91	\$574.13	-7.2%	\$379.07	\$445.50	-14.9%
Island of Hawai'i	68.4%	77.9%	-9.4%	\$442.29	\$429.84	2.9%	\$302.59	\$334.67	-9.6%
Kohala Coast	75.3%	73.8%	1.4%	\$590.49	\$642.05	-8.0%	\$444.48	\$474.14	-6.3%
Kauai	73.5%	82.3%	-8.8%	\$458.72	\$448.74	2.2%	\$337.21	\$369.18	-8.7%

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 July 2023

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	1,740.6	1,733.0	0.4%	1,346.8	1,406.9	-4.3%	551.2	587.6	-6.2%
O'ahu	942.2	941.3	0.1%	797.3	812.6	-1.9%	244.2	249.4	-2.1%
Waikiki	799.3	798.3	0.1%	683.8	694.3	-1.5%	199.2	203.7	-2.2%
Maui County	430.8	432.0	-0.3%	290.4	307.9	-5.7%	190.6	212.9	-10.5%
Wailea	91.7	91.9	-0.2%	58.8	58.0	1.4%	60.1	66.1	-9.0%
Lahaina/Kā'anapali/Kapalua	236.2	237.3	-0.5%	166.1	176.6	-5.9%	96.6	109.0	-11.4%
Island of Hawai'i	217.0	216.8	0.1%	148.5	168.8	-12.1%	65.7	72.6	-9.5%
Kohala Coast	91.5	92.3	-0.8%	68.9	68.1	1.1%	40.7	43.7	-7.0%
Kauai	150.5	142.8	5.4%	110.7	117.5	-5.8%	50.8	52.7	-3.7%

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

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

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2019	Pt. Change	2023	2019	% Change	2023	2019	% Change
State of Hawai'i	77.4%	85.3%	-7.9%	\$409.24	\$303.93	34.6%	\$316.66	\$259.16	22.2%
Luxury Class	63.8%	83.0%	-19.2%	\$918.01	\$605.23	51.7%	\$585.92	\$502.22	16.7%
Upper Upscale Class	82.7%	87.7%	-5.0%	\$383.89	\$305.15	25.8%	\$317.39	\$267.66	18.6%
Upscale Class	79.2%	82.2%	-3.0%	\$274.30	\$219.22	25.1%	\$217.25	\$180.22	20.5%
Upper Midscale Class	70.9%	86.3%	-15.4%	\$238.67	\$178.40	33.8%	\$169.23	\$153.98	9.9%
Midscale & Economy Class	78.3%	84.5%	-6.2%	\$264.74	\$177.81	48.9%	\$207.36	\$150.33	37.9%
O'ahu	84.6%	88.0%	-3.4%	\$306.26	\$261.62	17.1%	\$259.15	\$230.20	12.6%
Waikiki	85.5%	87.8%	-2.3%	\$291.26	\$254.40	14.5%	\$249.16	\$223.42	11.5%
Other O'ahu	79.4%	89.0%	-9.6%	\$396.71	\$304.63	30.2%	\$314.97	\$271.13	16.2%
O'ahu Luxury	66.2%	87.9%	-21.6%	\$742.57	\$529.34	40.3%	\$491.67	\$465.07	5.7%
O'ahu Upper Upscale	88.4%	89.1%	-0.7%	\$318.37	\$286.80	11.0%	\$281.31	\$255.51	10.1%
O'ahu Upscale	86.9%	89.2%	-2.3%	\$228.21	\$210.78	8.3%	\$198.28	\$188.03	5.5%
O'ahu Upper Midscale	76.6%	86.4%	-9.8%	\$183.11	\$174.37	5.0%	\$140.30	\$150.69	-6.9%
O'ahu Midscale & Economy	84.2%	90.6%	-6.4%	\$167.16	\$151.23	10.5%	\$140.75	\$137.00	2.7%
Maui County	67.4%	82.8%	-15.3%	\$656.16	\$432.51	51.7%	\$442.33	\$357.93	23.6%
Wailea	64.2%	91.7%	-27.6%	\$1,021.75	\$697.21	46.5%	\$655.55	\$639.54	2.5%
Lahaina/Kā'anapali/Kapalua	70.3%	82.3%	-12.0%	\$581.51	\$365.48	59.1%	\$408.91	\$300.76	36.0%
Other Maui County	63.9%	83.4%	-19.5%	\$755.90	\$517.92	45.9%	\$482.90	\$431.72	11.9%
Maui County Luxury	59.7%	88.0%	-28.2%	\$1,134.43	\$633.17	79.2%	\$677.67	\$556.96	21.7%
Maui County Upper Upscale & Upscale	71.1%	82.9%	-11.8%	\$532.91	\$341.98	55.8%	\$379.07	\$283.52	33.7%
Island of Hawai'i	68.4%	83.4%	-15.0%	\$442.29	\$265.38	66.7%	\$302.59	\$221.42	36.7%
Kohala Coast	75.3%	85.9%	-10.7%	\$590.49	\$376.33	56.9%	\$444.48	\$323.39	37.4%
Kaua'i	73.5%	76.7%	-3.2%	\$458.72	\$301.26	52.3%	\$337.21	\$231.07	45.9%

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 July 2023 vs. 2019

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2019	% Change	2023	2019	% Change	2023	2019	% Change
State of Hawai'i	1,740.6	1,675.0	3.9%	1,346.8	1,428.2	-5.7%	551.2	434.1	27.0%
O'ahu	942.2	940.8	0.2%	797.3	827.8	-3.7%	244.2	216.6	12.7%
Waikiki	799.3	807.1	-1.0%	683.8	708.8	-3.5%	199.2	180.3	10.5%
Maui County	430.8	392.6	9.8%	290.4	324.9	-10.6%	190.6	140.5	35.6%
Wailea	91.7	68.0	34.8%	58.8	62.4	-5.7%	60.1	43.5	38.2%
Lahaina/Kā'anapali/Kapalua	236.2	221.2	6.8%	166.1	182.0	-8.7%	96.6	66.5	45.2%
Island of Hawai'i	217.0	200.7	8.1%	148.5	167.4	-11.3%	65.7	44.4	47.8%
Kohala Coast	91.5	93.0	-1.6%	68.9	79.9	-13.8%	40.7	30.1	35.3%
Kaua'i	150.5	141.0	6.8%	110.7	108.1	2.3%	50.8	32.6	55.8%

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

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

	Occupancy % Percentage Pt.			Average Daily Rate			RevPAR		
	2023	2022	Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	75.3%	74.0%	1.4%	\$383.96	\$373.78	2.7%	\$289.23	\$276.51	4.6%
Luxury Class	61.0%	60.4%	0.6%	\$857.87	\$867.30	-1.1%	\$523.35	\$523.79	-0.1%
Upper Upscale Class	79.3%	77.1%	2.2%	\$358.48	\$346.77	3.4%	\$284.36	\$267.47	6.3%
Upscale Class	78.1%	76.9%	1.2%	\$270.78	\$261.77	3.4%	\$211.41	\$201.19	5.1%
Upper Midscale Class	73.1%	73.8%	-0.7%	\$238.89	\$232.28	2.8%	\$174.65	\$171.53	1.8%
Midscale & Economy Class	76.9%	75.1%	1.8%	\$251.91	\$241.86	4.2%	\$193.76	\$181.71	6.6%
O'ahu	79.7%	75.4%	4.3%	\$278.92	\$260.34	7.1%	\$222.23	\$196.33	13.2%
Waikiki	80.0%	75.7%	4.2%	\$265.78	\$247.03	7.6%	\$212.54	\$187.05	13.6%
Other O'ahu	78.0%	73.7%	4.3%	\$354.24	\$337.44	5.0%	\$276.40	\$248.62	11.2%
O'ahu Luxury	61.7%	54.2%	7.5%	\$679.27	\$677.52	0.3%	\$419.03	\$367.46	14.0%
O'ahu Upper Upscale	82.2%	77.8%	4.3%	\$290.13	\$269.60	7.6%	\$238.37	\$209.78	13.6%
O'ahu Upscale	83.5%	81.2%	2.4%	\$209.23	\$200.19	4.5%	\$174.80	\$162.48	7.6%
O'ahu Upper Midscale	74.4%	70.3%	4.1%	\$170.57	\$160.16	6.5%	\$126.97	\$112.67	12.7%
O'ahu Midscale & Economy	80.4%	75.9%	4.5%	\$154.58	\$144.04	7.3%	\$124.27	\$109.30	13.7%
Maui County	67.7%	68.8%	-1.1%	\$623.11	\$614.27	1.4%	\$421.97	\$422.70	-0.2%
Wailea	62.5%	63.5%	-1.0%	\$965.84	\$964.89	0.1%	\$603.57	\$612.63	-1.5%
Lahaina/Kā'anapali/Kapalua	70.5%	71.1%	-0.6%	\$553.40	\$542.52	2.0%	\$390.27	\$385.72	1.2%
Other Maui County	64.3%	66.0%	-1.7%	\$715.89	\$708.04	1.1%	\$460.46	\$467.61	-1.5%
Maui County Luxury	56.1%	57.4%	-1.3%	\$1,069.68	\$1,064.90	0.4%	\$600.28	\$611.15	-1.8%
Maui County Upper Upscale & Upscale	72.5%	73.3%	-0.8%	\$517.41	\$508.73	1.7%	\$375.09	\$372.83	0.6%
Island of Hawai'i	72.0%	75.3%	-3.3%	\$418.76	\$420.08	-0.3%	\$301.33	\$316.23	-4.7%
Kohala Coast	74.8%	73.4%	1.5%	\$580.87	\$629.99	-7.8%	\$434.65	\$462.26	-6.0%
Kaua'i	74.6%	78.0%	-3.4%	\$418.16	\$395.06	5.8%	\$312.03	\$308.30	1.2%

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 July 2023

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	11,857.8	11,891.9	-0.3%	8,932.3	8,797.2	1.5%	3,429.7	3,288.2	4.3%
O'ahu	6,444.4	6,491.9	-0.7%	5,134.5	4,895.7	4.9%	1,432.1	1,274.6	12.4%
Waikiki	5,467.1	5,513.5	-0.8%	4,372.0	4,174.9	4.7%	1,162.0	1,031.3	12.7%
Maui County	2,945.9	2,946.3	0.0%	1,994.9	2,027.5	-1.6%	1,243.1	1,245.4	-0.2%
Wailea	627.2	628.4	-0.2%	391.9	399.0	-1.8%	378.5	385.0	-1.7%
Lahaina/Kā'anapali/ Kapalua	1,615.3	1,615.6	0.0%	1,139.1	1,148.6	-0.8%	630.4	623.2	1.2%
Island of Hawai'i	1,445.9	1,480.6	-2.3%	1,040.4	1,114.6	-6.7%	435.7	468.2	-6.9%
Kohala Coast	626.0	628.2	-0.3%	468.5	460.9	1.6%	272.1	290.4	-6.3%
Kaua'i	1,021.7	973.0	5.0%	762.4	759.3	0.4%	318.8	300.0	6.3%

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

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

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2019	Percentage Pt. Change	2023	2019	% Change	2023	2019	% Change
State of Hawai'i	75.3%	81.2%	-5.8%	\$383.96	\$283.66	35.4%	\$289.23	\$230.22	25.6%
Luxury Class	61.0%	77.2%	-16.2%	\$857.87	\$568.91	50.8%	\$523.35	\$439.46	19.1%
Upper Upscale Class	79.3%	83.0%	-3.7%	\$358.48	\$282.18	27.0%	\$284.36	\$234.33	21.4%
Upscale Class	78.1%	78.4%	-0.4%	\$270.78	\$211.53	28.0%	\$211.41	\$165.94	27.4%
Upper Midscale Class	73.1%	83.9%	-10.8%	\$238.89	\$163.90	45.8%	\$174.65	\$137.55	27.0%
Midscale & Economy Class	76.9%	82.7%	-5.8%	\$251.91	\$175.79	43.3%	\$193.76	\$145.38	33.3%
O'ahu	79.7%	84.0%	-4.3%	\$278.92	\$237.53	17.4%	\$222.23	\$199.45	11.4%
Waikiki	80.0%	84.2%	-4.2%	\$265.78	\$232.26	14.4%	\$212.54	\$195.46	8.7%
Other O'ahu	78.0%	82.8%	-4.8%	\$354.24	\$269.91	31.2%	\$276.40	\$223.57	23.6%
O'ahu Luxury	61.7%	72.8%	-11.1%	\$679.27	\$490.93	38.4%	\$419.03	\$357.25	17.3%
O'ahu Upper Upscale	82.2%	85.4%	-3.2%	\$290.13	\$261.73	10.9%	\$238.37	\$223.50	6.7%
O'ahu Upscale	83.5%	84.4%	-0.9%	\$209.23	\$194.63	7.5%	\$174.80	\$164.34	6.4%
O'ahu Upper Midscale	74.4%	84.3%	-9.8%	\$170.57	\$157.42	8.4%	\$126.97	\$132.64	-4.3%
O'ahu Midscale & Economy	80.4%	87.4%	-7.0%	\$154.58	\$132.64	16.5%	\$124.27	\$115.96	7.2%
Maui County	67.7%	79.1%	-11.4%	\$623.11	\$407.83	52.8%	\$421.97	\$322.66	30.8%
Wailea	62.5%	90.0%	-27.5%	\$965.84	\$625.77	54.3%	\$603.57	\$562.96	7.2%
Lahaina/Kā'anapali/Kapalua	70.5%	78.5%	-8.0%	\$553.40	\$342.54	61.6%	\$390.27	\$268.80	45.2%
Other Maui County	64.3%	79.9%	-15.6%	\$715.89	\$489.76	46.2%	\$460.46	\$391.52	17.6%
Maui County Luxury	56.1%	82.9%	-26.7%	\$1,069.68	\$670.14	59.6%	\$600.28	\$555.28	8.1%
Maui County Upper Upscale & Upscale	72.5%	79.0%	-6.5%	\$517.41	\$324.05	59.7%	\$375.09	\$256.09	46.5%
Island of Hawai'i	72.0%	77.9%	-5.9%	\$418.76	\$266.19	57.3%	\$301.33	\$207.30	45.4%
Kohala Coast	74.8%	78.7%	-3.9%	\$580.87	\$376.82	54.1%	\$434.65	\$296.57	46.6%
Kauai	74.6%	72.8%	1.8%	\$418.16	\$288.31	45.0%	\$312.03	\$209.81	48.7%

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

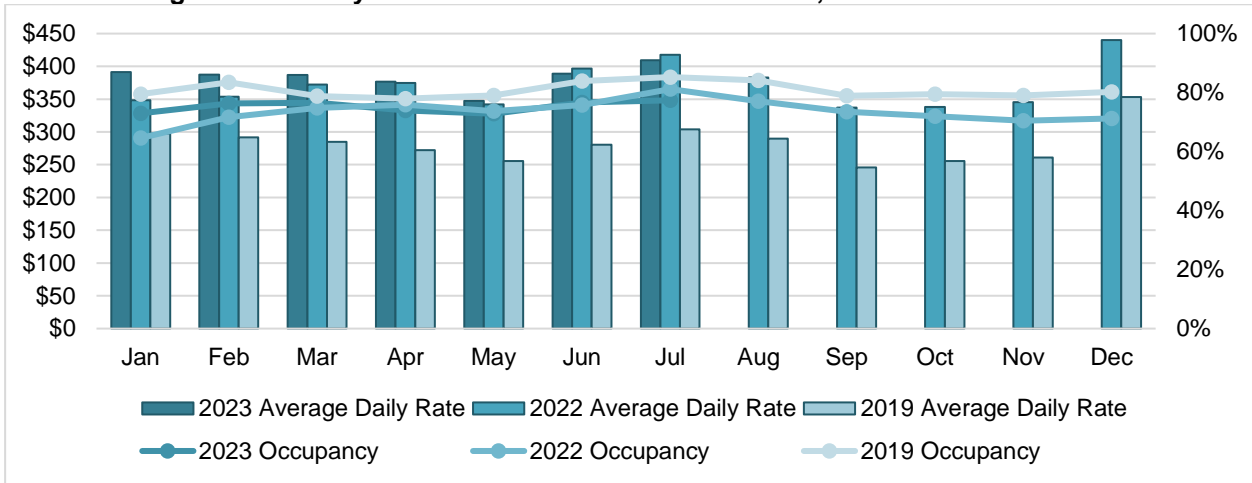
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

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

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2019	% Change	2023	2019	% Change	2023	2019	% Change
State of Hawai'i	11,857.8	11,470.0	3.4%	8,932.3	9,309.1	-4.0%	3,429.7	2,640.6	29.9%
O'ahu	6,444.4	6,440.1	0.1%	5,134.5	5,407.6	-5.0%	1,432.1	1,284.5	11.5%
Waikiki	5,467.1	5,525.8	-1.1%	4,372.0	4,650.2	-6.0%	1,162.0	1,080.1	7.6%
Maui County	2,945.9	2,696.0	9.3%	1,994.9	2,133.0	-6.5%	1,243.1	869.9	42.9%
Wailea	627.2	465.1	34.8%	391.9	418.4	-6.3%	378.5	261.8	44.6%
Lahaina/Kā'anapali/Kapalua	1,615.3	1,512.6	6.8%	1,139.1	1,187.0	-4.0%	630.4	406.6	55.0%
Island of Hawai'i	1,445.9	1,372.3	5.4%	1,040.4	1,068.7	-2.6%	435.7	284.5	53.2%
Kohala Coast	626.0	636.0	-1.6%	468.5	500.6	-6.4%	272.1	188.6	44.3%
Kauai	1,021.7	961.6	6.2%	762.4	699.8	8.9%	318.8	201.8	58.0%

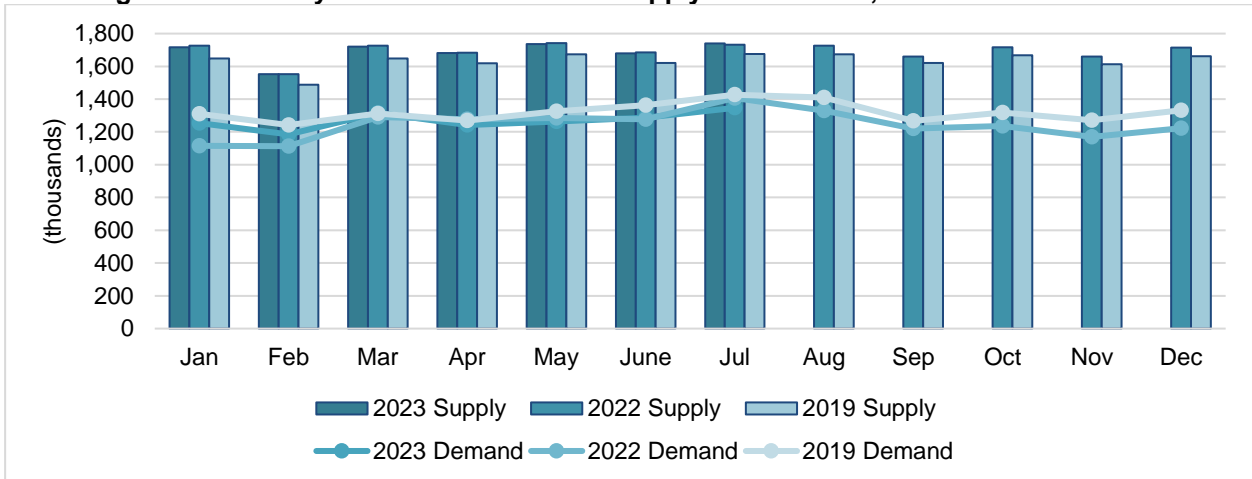
Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority

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



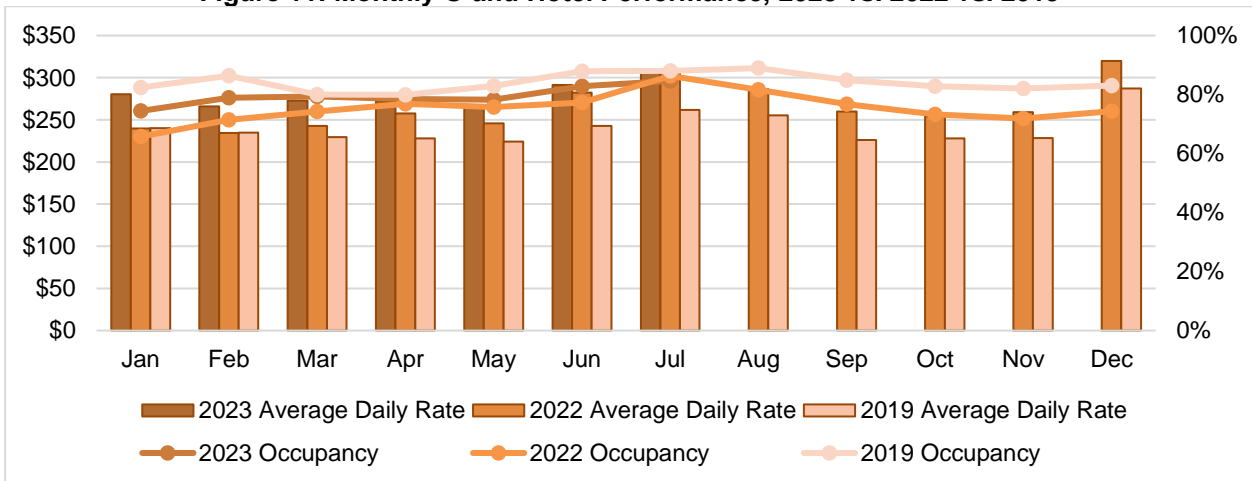
Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority.

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



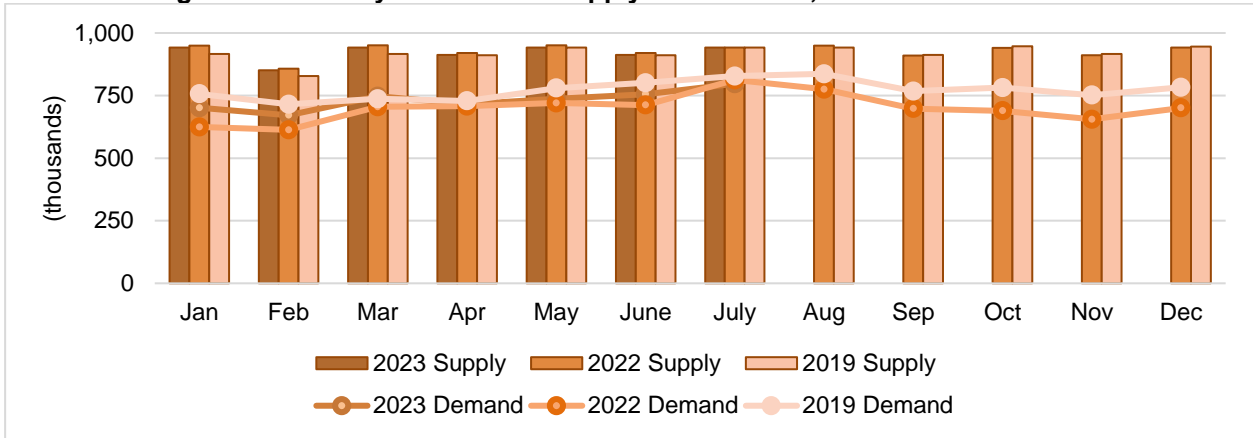
Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority.

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



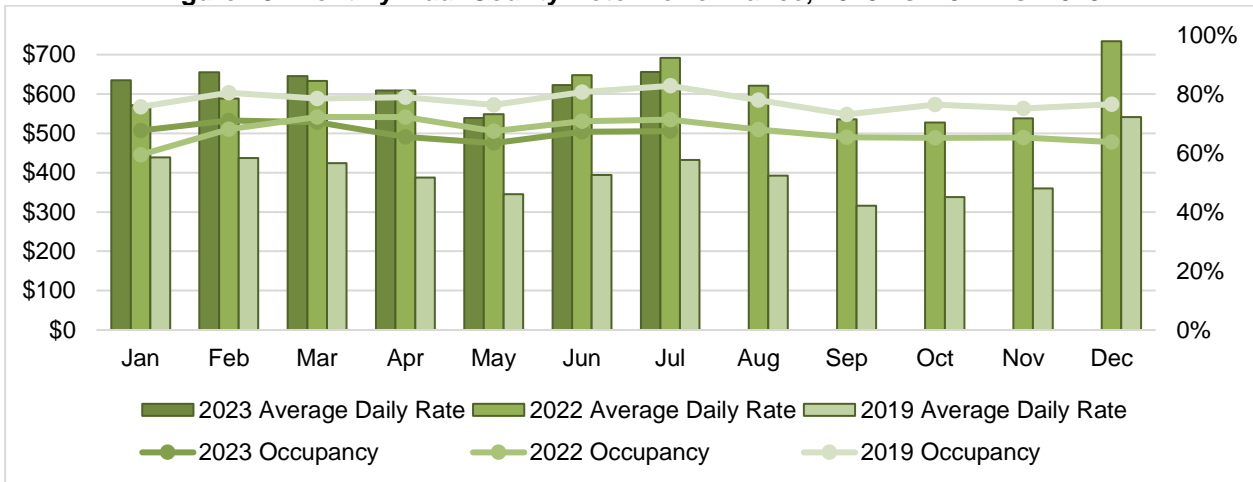
Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority.

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



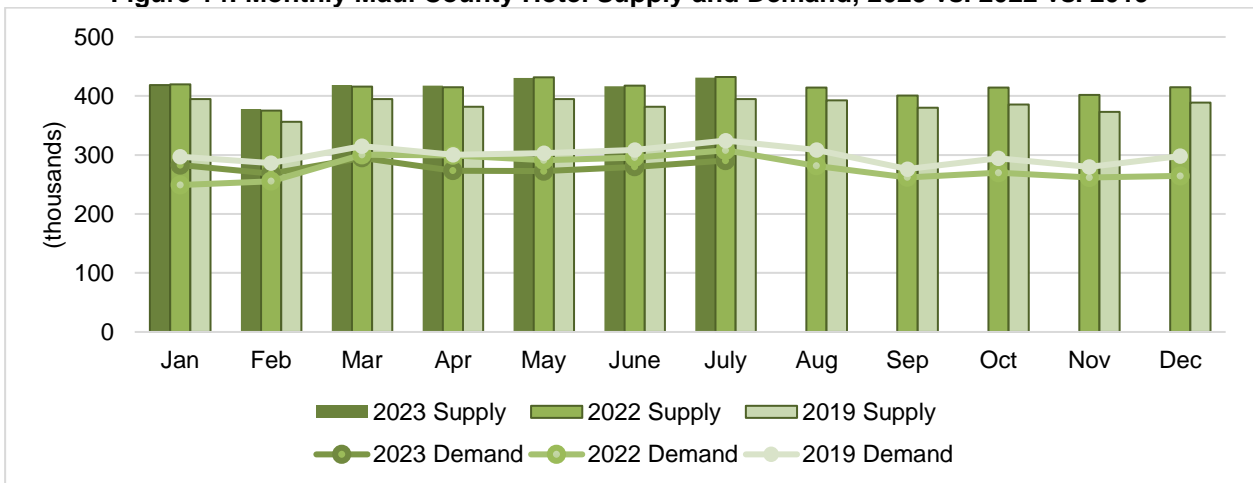
Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority.

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



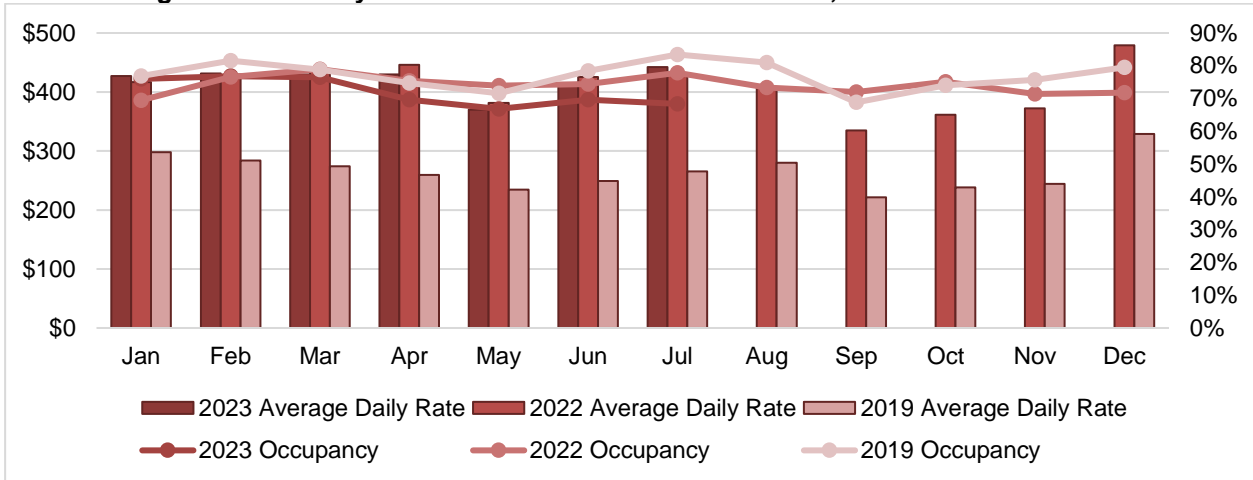
Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority.

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



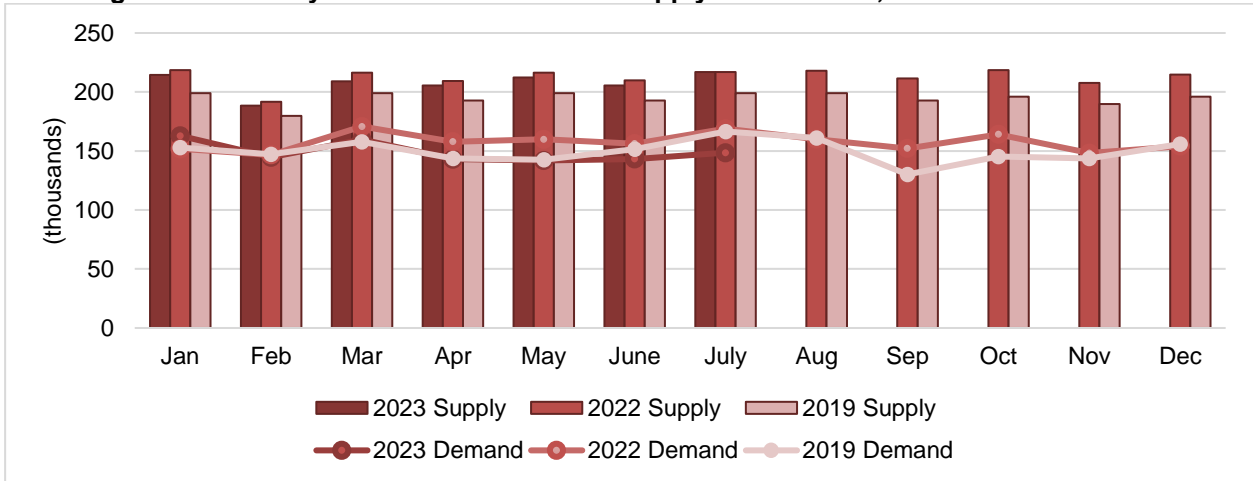
Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority.

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



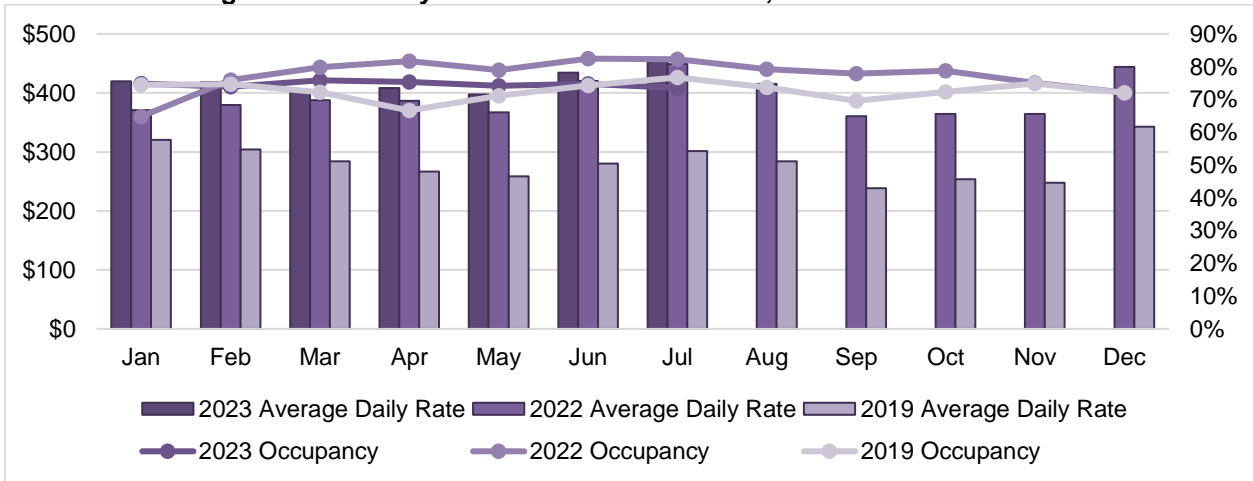
Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority.

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



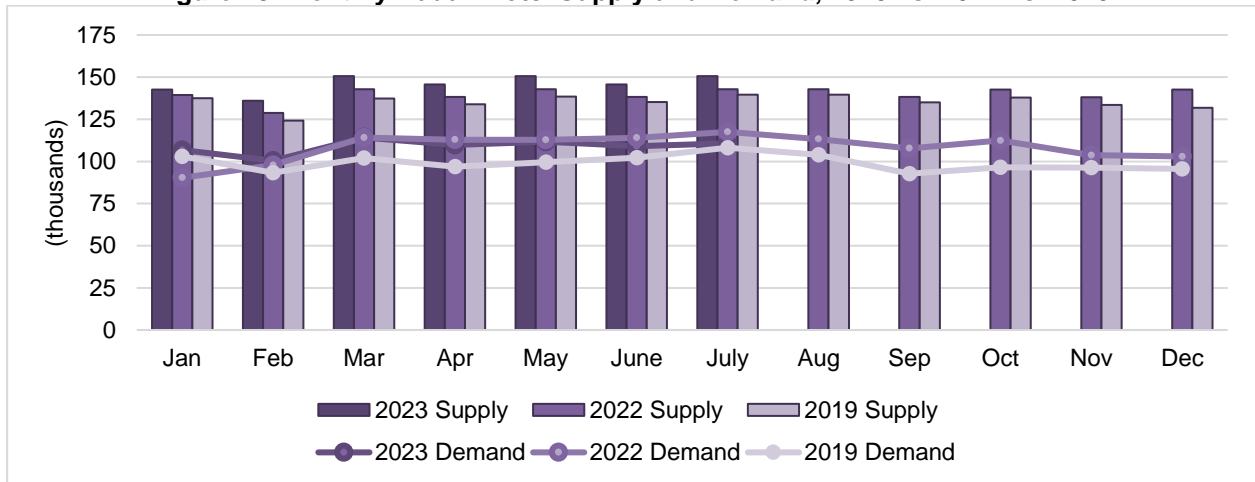
Source: STR, Inc. © Copyright 2023 Hawai'i Tourism Authority.

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



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

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



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