



August 2023 Hawai'i Hotel Performance Report

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

According to the Hawai'i Hotel Performance Report published by the Hawai'i Tourism Authority (HTA), statewide RevPAR in August 2023 was \$275 (-7.7%), with ADR at \$370 (-4.1%) and occupancy of 74.2 percent (-2.8 percentage points) compared to August 2022 (Figure 1). Compared with August 2019, RevPAR was 12.6 percent higher, driven by higher ADR (+27.6%) which offset lower occupancy (-9.9 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 August 2023, the survey included 154 properties representing 47,091 rooms, or 83.9 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 \$477.9 million (-7.3% vs. 2022, +17.0% vs. 2019) in August 2023. Room demand was 1.3 million room nights (-3.3% vs. 2022, -8.3% vs. 2019) and room supply was 1.7 million room nights (+0.4% vs. 2022, +4.0% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$489 (-10.8% vs. 2022, +4.0% vs. 2019), with ADR at \$847 (-9.3% vs. 2022, +46.6% vs. 2019) and occupancy of 57.8 percent (-1.0 percentage points vs. 2022, -23.7 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$187 (-5.9% vs. 2022, +31.4% vs. 2019) with ADR at \$232 (-9.2% vs. 2022, +35.8% vs. 2019) and occupancy of 80.3 percent (+2.8 percentage points vs. 2022, -2.7 percentage points vs. 2019).

Maui County hotels earned RevPAR of \$294 (-30.4% vs. 2022, -3.8% vs. 2019), with ADR at \$564 (-8.6% vs. 2022, +43.7% vs. 2019) and occupancy of 52.2 percent (-16.4 percentage points vs. 2022, -25.8 percentage points vs. 2019). Due to the wildfires on August 8, 2023, in Lahaina, hotels in the West Maui area experienced a drastic decrease in occupancy during the month. The situation has negatively impacted hotel occupancy, ADR, and RevPAR for all regions in Maui County. Maui's luxury resort region of Wailea had RevPAR of \$461 (-24.5% vs. 2022, -19.0% vs. 2019), with ADR at \$817 (-20.3% vs. 2022, +30.5% vs. 2019) and occupancy of 56.5 percent (-3.2 percentage points vs. 2022, -34.4 percentage points vs. 2019). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$234 (-39.4% vs. 2022, -5.9% vs. 2019), ADR at \$515 (-4.2% vs. 2022, +58.1% vs. 2019) and occupancy of 45.4 percent (-26.4 percentage points vs. 2022, -30.8 percentage points vs. 2019).

Kaua'i hotels led the counties in August 2023 and achieved RevPAR of \$357 (+9.2% vs. 2022, +70.7% vs. 2019), with ADR at \$444 (+6.4% vs. 2022, +56.5% vs. 2019) and occupancy of 80.4 percent (+2.1 percentage points vs. 2022, +6.7 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$302 (-2.2% vs. 2022, +33.3% vs. 2019), with ADR at \$436 (+2.8% vs. 2022, +55.7% vs. 2019), and occupancy of 69.3 percent (-3.6 percentage points vs. 2022, -11.6 percentage points vs. 2019). Kohala Coast hotels earned RevPAR of \$440

(-2.7% vs. 2022, +28.5% vs. 2019), with ADR at \$584 (-8.7% vs. 2022, +43.8% vs. 2019), and occupancy of 75.3 percent (+4.7 percentage points vs. 2022, -9.0 percentage points vs. 2019).

O'ahu hotels reported RevPAR of \$246 (+5.8% vs. 2022, +8.4% vs. 2019) in August, ADR at \$292 (+2.3% vs. 2022, +14.2% vs. 2019) and occupancy of 84.4 percent (+2.8 percentage points vs. 2022, -4.5 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$240 (+7.3% vs. 2022, +8.0% vs. 2019), with ADR at \$281 (+3.3% vs. 2022, +12.8% vs. 2019) and occupancy of 85.4 percent (+3.2 percentage points vs. 2022, -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.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 August 2023, the survey included 154 properties representing 47,091 rooms, or 83.9 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The August survey included 76 properties on O'ahu, representing 28,601 rooms (94.2%); 40 properties in the County of Maui, representing 9,642 rooms (69.3%); 18 properties on the island of Hawai'i, representing 5,140 rooms (73.4%); and 20 properties on Kaua'i, representing 3,708 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 August 2023

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2022	Percentage Pt. Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	74.2%	77.0%	-2.8%	\$370.05	\$385.99	-4.1%	\$274.60	\$297.37	-7.7%
Luxury Class	57.8%	58.7%	-1.0%	\$846.73	\$933.96	-9.3%	\$489.35	\$548.68	-10.8%
Upper Upscale Class	78.5%	81.2%	-2.7%	\$343.34	\$358.13	-4.1%	\$269.64	\$290.97	-7.3%
Upscale Class	76.7%	80.4%	-3.7%	\$264.16	\$268.39	-1.6%	\$202.65	\$215.83	-6.1%
Upper Midscale Class	71.1%	78.9%	-7.8%	\$234.26	\$237.02	-1.2%	\$166.66	\$187.02	-10.9%
Midscale & Economy Class	80.3%	77.5%	2.8%	\$232.34	\$255.81	-9.2%	\$186.54	\$198.18	-5.9%
O'ahu	84.4%	81.7%	2.8%	\$291.56	\$284.98	2.3%	\$246.16	\$232.76	5.8%
Waikiki	85.4%	82.3%	3.2%	\$281.03	\$272.00	3.3%	\$240.14	\$223.76	7.3%
Other O'ahu	78.7%	78.4%	0.3%	\$355.38	\$361.01	-1.6%	\$279.81	\$283.03	-1.1%
O'ahu Luxury	69.4%	59.3%	10.1%	\$748.54	\$729.89	2.6%	\$519.54	\$432.64	20.1%
O'ahu Upper Upscale	87.6%	84.2%	3.4%	\$296.03	\$293.97	0.7%	\$259.42	\$247.67	4.7%
O'ahu Upscale	86.8%	86.9%	-0.1%	\$213.64	\$216.80	-1.5%	\$185.42	\$188.43	-1.6%
O'ahu Upper Midscale	76.6%	79.4%	-2.8%	\$174.16	\$174.13	0.0%	\$133.41	\$138.29	-3.5%
O'ahu Midscale & Economy	83.6%	80.5%	3.1%	\$159.44	\$165.20	-3.5%	\$133.23	\$132.99	0.2%
Maui County	52.2%	68.6%	-16.4%	\$563.62	\$616.50	-8.6%	\$294.02	\$422.63	-30.4%
Wailea	56.5%	59.6%	-3.2%	\$816.62	\$1,024.77	-20.3%	\$461.11	\$611.00	-24.5%
Lahaina/Kā'anapali/Kapalua	45.4%	71.8%	-26.4%	\$515.13	\$537.82	-4.2%	\$233.90	\$386.11	-39.4%
Other Maui County	60.4%	64.6%	-4.2%	\$607.81	\$723.19	-16.0%	\$366.86	\$467.20	-21.5%
Maui County Luxury	39.7%	52.4%	-12.7%	\$961.58	\$1,167.93	-17.7%	\$382.10	\$611.87	-37.6%
Maui County Upper Upscale & Upscale	53.8%	74.7%	-20.9%	\$502.57	\$504.48	-0.4%	\$270.44	\$376.73	-28.2%
Island of Hawai'i	69.3%	72.9%	-3.6%	\$435.85	\$423.79	2.8%	\$302.10	\$309.05	-2.2%
Kohala Coast	75.3%	70.6%	4.7%	\$583.97	\$639.80	-8.7%	\$439.93	\$451.97	-2.7%
Kauai	80.4%	78.4%	2.1%	\$444.09	\$417.21	6.4%	\$357.18	\$326.94	9.2%

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 2: Hawai'i Hotel Performance by Measure August 2023

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	1,740.5	1,732.9	0.4%	1,291.5	1,335.0	-3.3%	477.9	515.3	-7.3%
O'ahu	941.7	941.7	0.0%	795.0	769.2	3.4%	231.8	219.2	5.7%
Waikiki	798.7	798.7	0.0%	682.5	657.0	3.9%	191.8	178.7	7.3%
Maui County	431.2	431.8	-0.1%	224.9	296.0	-24.0%	126.8	182.5	-30.5%
Wailea	92.0	91.7	0.3%	52.0	54.7	-5.0%	42.4	56.0	-24.3%
Lahaina/Kā'anapali/Kapalua	236.2	237.3	-0.5%	107.3	170.4	-37.0%	55.3	91.6	-39.7%
Island of Hawai'i	217.0	216.5	0.2%	150.4	157.9	-4.7%	65.6	66.9	-2.0%
Kohala Coast	91.5	91.9	-0.4%	69.0	64.9	6.2%	40.3	41.5	-3.1%
Kauai	150.7	142.8	5.5%	121.2	111.9	8.2%	53.8	46.7	15.2%

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

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

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2019	Pt. Change	2023	2019	% Change	2023	2019	% Change
State of Hawai'i	74.2%	84.1%	-9.9%	\$370.05	\$289.94	27.6%	\$274.60	\$243.93	12.6%
Luxury Class	57.8%	81.5%	-23.7%	\$846.73	\$577.45	46.6%	\$489.35	\$470.51	4.0%
Upper Upscale Class	78.5%	87.0%	-8.4%	\$343.34	\$291.99	17.6%	\$269.64	\$253.94	6.2%
Upscale Class	76.7%	79.5%	-2.7%	\$264.16	\$208.45	26.7%	\$202.65	\$165.62	22.4%
Upper Midscale Class	71.1%	87.8%	-16.7%	\$234.26	\$168.59	39.0%	\$166.66	\$148.06	12.6%
Midscale & Economy Class	80.3%	83.0%	-2.7%	\$232.34	\$171.09	35.8%	\$186.54	\$141.94	31.4%
O'ahu	84.4%	89.0%	-4.5%	\$291.56	\$255.26	14.2%	\$246.16	\$227.10	8.4%
Waikiki	85.4%	89.2%	-3.8%	\$281.03	\$249.20	12.8%	\$240.14	\$222.28	8.0%
Other O'ahu	78.7%	87.6%	-8.8%	\$355.38	\$292.69	21.4%	\$279.81	\$256.30	9.2%
O'ahu Luxury	69.4%	83.6%	-14.2%	\$748.54	\$530.79	41.0%	\$519.54	\$443.70	17.1%
O'ahu Upper Upscale	87.6%	90.4%	-2.7%	\$296.03	\$278.87	6.2%	\$259.42	\$251.98	3.0%
O'ahu Upscale	86.8%	88.0%	-1.2%	\$213.64	\$205.86	3.8%	\$185.42	\$181.18	2.3%
O'ahu Upper Midscale	76.6%	88.7%	-12.1%	\$174.16	\$164.82	5.7%	\$133.41	\$146.23	-8.8%
O'ahu Midscale & Economy	83.6%	90.4%	-6.9%	\$159.44	\$141.10	13.0%	\$133.23	\$127.61	4.4%
Maui County	52.2%	77.9%	-25.8%	\$563.62	\$392.12	43.7%	\$294.02	\$305.55	-3.8%
Wailea	56.5%	90.9%	-34.4%	\$816.62	\$625.88	30.5%	\$461.11	\$568.98	-19.0%
Lahaina/Kā'anapali/Kapalua	45.4%	76.3%	-30.8%	\$515.13	\$325.91	58.1%	\$233.90	\$248.52	-5.9%
Other Maui County	60.4%	80.1%	-19.7%	\$607.81	\$473.51	28.4%	\$366.86	\$379.17	-3.2%
Maui County Luxury	39.7%	83.1%	-43.4%	\$961.58	\$649.79	48.0%	\$382.10	\$540.13	-29.3%
Maui County Upper Upscale & Upscale	53.8%	77.2%	-23.3%	\$502.57	\$303.70	65.5%	\$270.44	\$234.32	15.4%
Island of Hawai'i	69.3%	80.9%	-11.6%	\$435.85	\$280.00	55.7%	\$302.10	\$226.58	33.3%
Kohala Coast	75.3%	84.3%	-9.0%	\$583.97	\$405.96	43.8%	\$439.93	\$342.35	28.5%
Kaua'i	80.4%	73.7%	6.7%	\$444.09	\$283.83	56.5%	\$357.18	\$209.23	70.7%

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 4: Hawai'i Hotel Performance by Measure August 2023 vs. 2019

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2019	% Change	2023	2019	% Change	2023	2019	% Change
State of Hawai'i	1,740.5	1,674.3	4.0%	1,291.5	1,408.6	-8.3%	477.9	408.4	17.0%
O'ahu	941.7	940.1	0.2%	795.0	836.4	-4.9%	231.8	213.5	8.6%
Waikiki	798.7	807.1	-1.0%	682.5	719.9	-5.2%	191.8	179.4	6.9%
Maui County	431.2	392.6	9.8%	224.9	305.9	-26.5%	126.8	119.9	5.7%
Wailea	92.0	68.0	35.3%	52.0	61.8	-16.0%	42.4	38.7	9.6%
Lahaina/Kā'anapali/Kapalua	236.2	221.2	6.8%	107.3	168.7	-36.4%	55.3	55.0	0.5%
Island of Hawai'i	217.0	200.7	8.1%	150.4	162.4	-7.4%	65.6	45.5	44.2%
Kohala Coast	91.5	93.0	-1.6%	69.0	78.4	-12.1%	40.3	31.8	26.5%
Kaua'i	150.7	141.0	6.9%	121.2	103.9	16.6%	53.8	29.5	82.4%

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

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

	Occupancy % Percentage Pt.			Average Daily Rate			RevPAR		
	2023	2022	Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	75.2%	74.4%	0.8%	\$382.09	\$375.41	1.8%	\$287.27	\$279.19	2.9%
Luxury Class	60.6%	60.2%	0.4%	\$855.80	\$875.59	-2.3%	\$518.21	\$526.96	-1.7%
Upper Upscale Class	79.3%	77.6%	1.7%	\$356.15	\$348.17	2.3%	\$282.39	\$270.31	4.5%
Upscale Class	77.8%	77.4%	0.5%	\$269.90	\$262.34	2.9%	\$210.10	\$203.01	3.5%
Upper Midscale Class	72.9%	74.5%	-1.6%	\$238.31	\$232.92	2.3%	\$173.62	\$173.51	0.1%
Midscale & Economy Class	77.2%	75.5%	1.7%	\$250.79	\$244.74	2.5%	\$193.58	\$184.67	4.8%
O'ahu	80.3%	76.2%	4.1%	\$280.61	\$263.69	6.4%	\$225.28	\$200.94	12.1%
Waikiki	80.7%	76.5%	4.1%	\$267.84	\$250.42	7.0%	\$216.06	\$191.70	12.7%
Other O'ahu	78.1%	74.3%	3.8%	\$354.39	\$340.62	4.0%	\$276.84	\$253.01	9.4%
O'ahu Luxury	62.7%	54.9%	7.8%	\$689.06	\$684.74	0.6%	\$431.86	\$375.77	14.9%
O'ahu Upper Upscale	82.9%	78.6%	4.2%	\$290.93	\$272.93	6.6%	\$241.06	\$214.61	12.3%
O'ahu Upscale	84.0%	81.9%	2.1%	\$209.81	\$202.44	3.6%	\$176.15	\$165.79	6.2%
O'ahu Upper Midscale	74.7%	71.5%	3.2%	\$171.04	\$162.14	5.5%	\$127.79	\$115.94	10.2%
O'ahu Midscale & Economy	80.8%	76.4%	4.4%	\$155.22	\$146.69	5.8%	\$125.41	\$112.11	11.9%
Maui County	65.7%	68.8%	-3.1%	\$616.58	\$614.59	0.3%	\$405.27	\$422.83	-4.2%
Wailea	61.7%	63.0%	-1.3%	\$948.38	\$972.11	-2.4%	\$585.34	\$612.42	-4.4%
Lahaina/Kā'anapali/Kapalua	67.3%	71.2%	-3.9%	\$550.11	\$541.91	1.5%	\$370.32	\$385.77	-4.0%
Other Maui County	63.8%	65.9%	-2.1%	\$701.70	\$709.96	-1.2%	\$447.70	\$467.86	-4.3%
Maui County Luxury	53.9%	56.8%	-2.8%	\$1,057.95	\$1,077.01	-1.8%	\$570.57	\$611.24	-6.7%
Maui County Upper Upscale & Upscale	70.1%	73.4%	-3.3%	\$520.59	\$513.17	1.4%	\$365.17	\$376.86	-3.1%
Island of Hawai'i	71.6%	75.0%	-3.4%	\$420.92	\$420.54	0.1%	\$301.43	\$315.31	-4.4%
Kohala Coast	74.9%	73.0%	1.9%	\$581.26	\$631.20	-7.9%	\$435.32	\$460.94	-5.6%
Kaua'i	75.4%	78.1%	-2.7%	\$421.72	\$397.90	6.0%	\$317.83	\$310.68	2.3%

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

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

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

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2022	% Change	2023	2022	% Change	2023	2022	% Change
State of Hawai'i	13,598.3	13,624.8	-0.2%	10,223.6	10,132.8	0.9%	3,906.4	3,803.9	2.7%
O'ahu	7,386.1	7,433.7	-0.6%	5,929.6	5,664.9	4.7%	1,663.9	1,493.8	11.4%
Waikiki	6,265.9	6,312.2	-0.7%	5,054.5	4,831.9	4.6%	1,353.8	1,210.0	11.9%
Maui County	3,377.0	3,378.1	0.0%	2,219.7	2,324.1	-4.5%	1,368.6	1,428.4	-4.2%
Wailea	719.2	720.1	-0.1%	443.9	453.6	-2.2%	421.0	441.0	-4.5%
Lahaina/Kā'anapali/ Kapalua	1,851.5	1,852.9	-0.1%	1,246.4	1,319.0	-5.5%	685.6	714.8	-4.1%
Island of Hawai'i	1,662.9	1,697.1	-2.0%	1,190.8	1,272.5	-6.4%	501.2	535.1	-6.3%
Kohala Coast	717.6	720.1	-0.4%	537.4	525.9	2.2%	312.4	331.9	-5.9%
Kaua'i	1,172.3	1,115.9	5.1%	883.5	871.3	1.4%	372.6	346.7	7.5%

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

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

	Occupancy %			Average Daily Rate			RevPAR		
	2023	2019	Percentage Pt. Change	2023	2019	% Change	2023	2019	% Change
State of Hawai'i	75.2%	81.5%	-6.3%	\$382.09	\$284.56	34.3%	\$287.27	\$232.01	23.8%
Luxury Class	60.6%	77.8%	-17.2%	\$855.80	\$570.05	50.1%	\$518.21	\$443.42	16.9%
Upper Upscale Class	79.3%	83.5%	-4.2%	\$356.15	\$283.54	25.6%	\$282.39	\$236.84	19.2%
Upscale Class	77.8%	78.6%	-0.7%	\$269.90	\$211.13	27.8%	\$210.10	\$165.90	26.6%
Upper Midscale Class	72.9%	84.4%	-11.6%	\$238.31	\$164.52	44.8%	\$173.62	\$138.89	25.0%
Midscale & Economy Class	77.2%	82.7%	-5.5%	\$250.79	\$175.29	43.1%	\$193.58	\$145.01	33.5%
O'ahu	80.3%	84.6%	-4.3%	\$280.61	\$239.97	16.9%	\$225.28	\$203.02	11.0%
Waikiki	80.7%	84.8%	-4.1%	\$267.84	\$234.53	14.2%	\$216.06	\$198.88	8.6%
Other O'ahu	78.1%	83.4%	-5.3%	\$354.39	\$273.51	29.6%	\$276.84	\$228.17	21.3%
O'ahu Luxury	62.7%	74.2%	-11.5%	\$689.06	\$496.70	38.7%	\$431.86	\$368.32	17.3%
O'ahu Upper Upscale	82.9%	86.0%	-3.2%	\$290.93	\$264.02	10.2%	\$241.06	\$227.12	6.1%
O'ahu Upscale	84.0%	84.9%	-0.9%	\$209.81	\$196.11	7.0%	\$176.15	\$166.49	5.8%
O'ahu Upper Midscale	74.7%	84.8%	-10.1%	\$171.04	\$158.41	8.0%	\$127.79	\$134.38	-4.9%
O'ahu Midscale & Economy	80.8%	87.8%	-7.0%	\$155.22	\$133.60	16.2%	\$125.41	\$117.34	6.9%
Maui County	65.7%	79.0%	-13.2%	\$616.58	\$405.86	51.9%	\$405.27	\$320.49	26.5%
Wailea	61.7%	90.1%	-28.4%	\$948.38	\$625.79	51.5%	\$585.34	\$563.73	3.8%
Lahaina/Kā'anapali/Kapalua	67.3%	78.2%	-10.9%	\$550.11	\$340.47	61.6%	\$370.32	\$266.21	39.1%
Other Maui County	63.8%	80.0%	-16.2%	\$701.70	\$487.70	43.9%	\$447.70	\$389.96	14.8%
Maui County Luxury	53.9%	82.0%	-28.1%	\$1,057.95	\$663.37	59.5%	\$570.57	\$544.26	4.8%
Maui County Upper Upscale & Upscale	70.1%	78.8%	-8.6%	\$520.59	\$321.52	61.9%	\$365.17	\$253.33	44.1%
Island of Hawai'i	71.6%	78.3%	-6.7%	\$420.92	\$268.01	57.1%	\$301.43	\$209.76	43.7%
Kohala Coast	74.9%	79.4%	-4.5%	\$581.26	\$380.77	52.7%	\$435.32	\$302.41	44.0%
Kauai	75.4%	72.8%	2.5%	\$421.72	\$288.03	46.4%	\$317.83	\$209.78	51.5%

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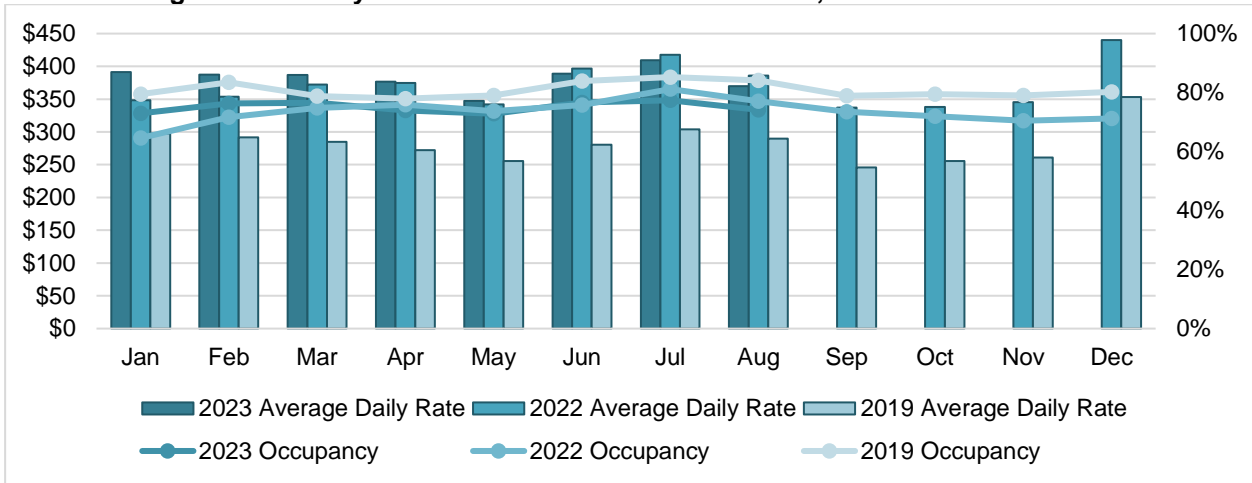
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

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

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2023	2019	% Change	2023	2019	% Change	2023	2019	% Change
State of Hawai'i	13,598.3	13,139.6	3.5%	10,223.6	10,713.0	-4.6%	3,906.4	3,048.5	28.1%
O'ahu	7,386.1	7,375.5	0.1%	5,929.6	6,240.0	-5.0%	1,663.9	1,497.4	11.1%
Waikiki	6,265.9	6,332.8	-1.1%	5,054.5	5,370.1	-5.9%	1,353.8	1,259.5	7.5%
Maui County	3,377.0	3,088.5	9.3%	2,219.7	2,438.9	-9.0%	1,368.6	989.8	38.3%
Wailea	719.2	533.1	34.9%	443.9	480.3	-7.6%	421.0	300.5	40.1%
Lahaina/Kā'anapali/Kapalua	1,851.5	1,733.8	6.8%	1,246.4	1,355.7	-8.1%	685.6	461.6	48.5%
Island of Hawai'i	1,662.9	1,572.9	5.7%	1,190.8	1,231.1	-3.3%	501.2	329.9	51.9%
Kohala Coast	717.6	729.0	-1.6%	537.4	579.0	-7.2%	312.4	220.5	41.7%
Kauai	1,172.3	1,102.6	6.3%	883.5	803.1	10.0%	372.6	231.3	61.1%

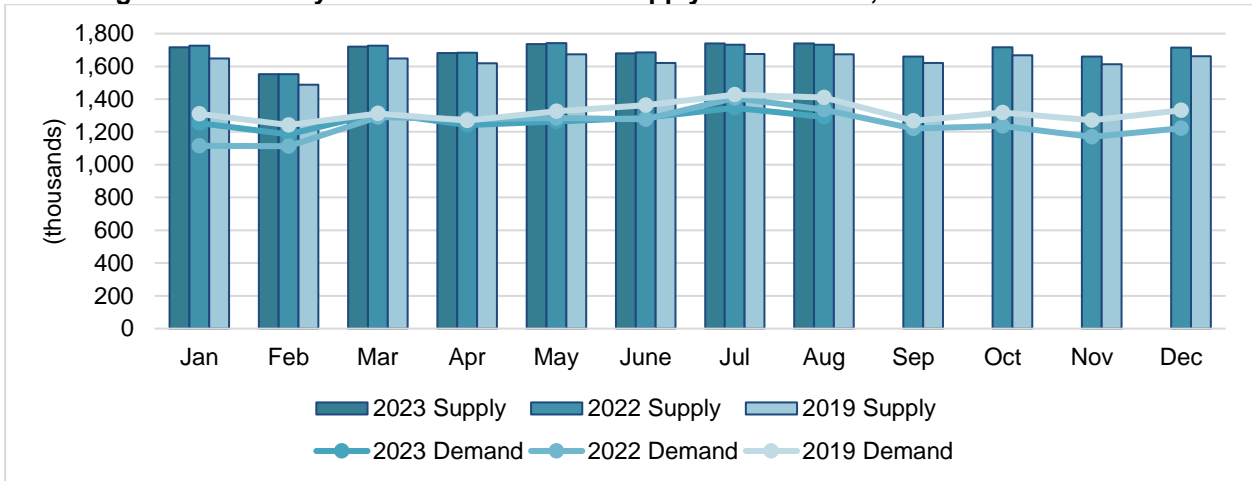
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Figure 9: Monthly State of Hawai'i Hotel Performance, 2023 vs. 2022 vs. 2019



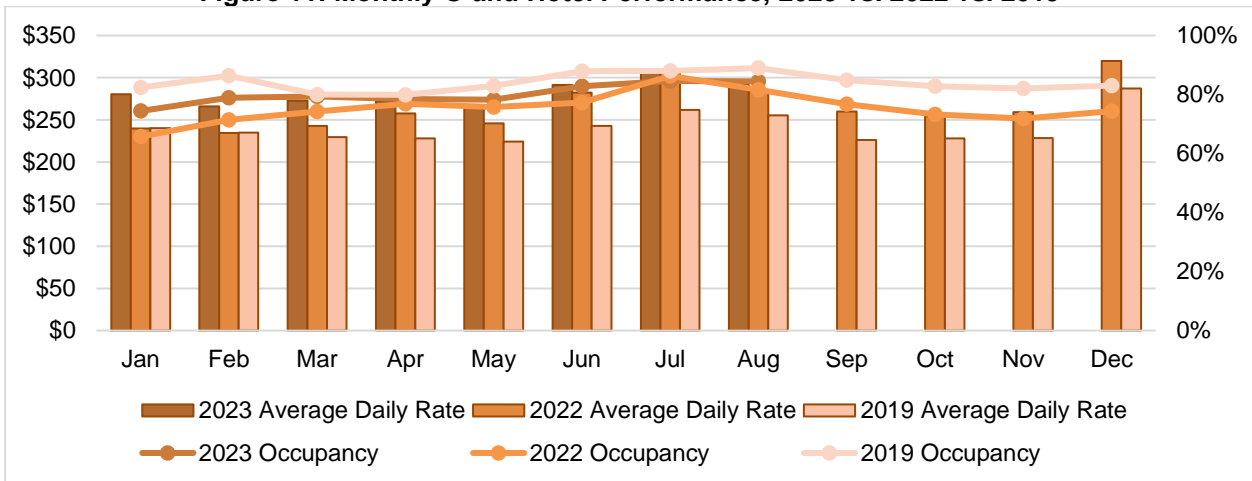
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Figure 10: Monthly State of Hawai'i Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



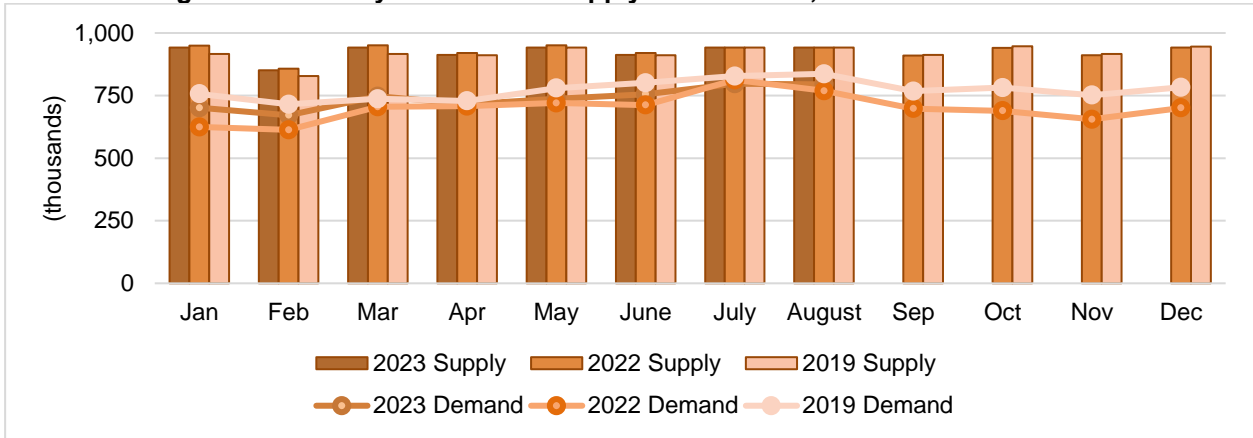
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Figure 11: Monthly O'ahu Hotel Performance, 2023 vs. 2022 vs. 2019



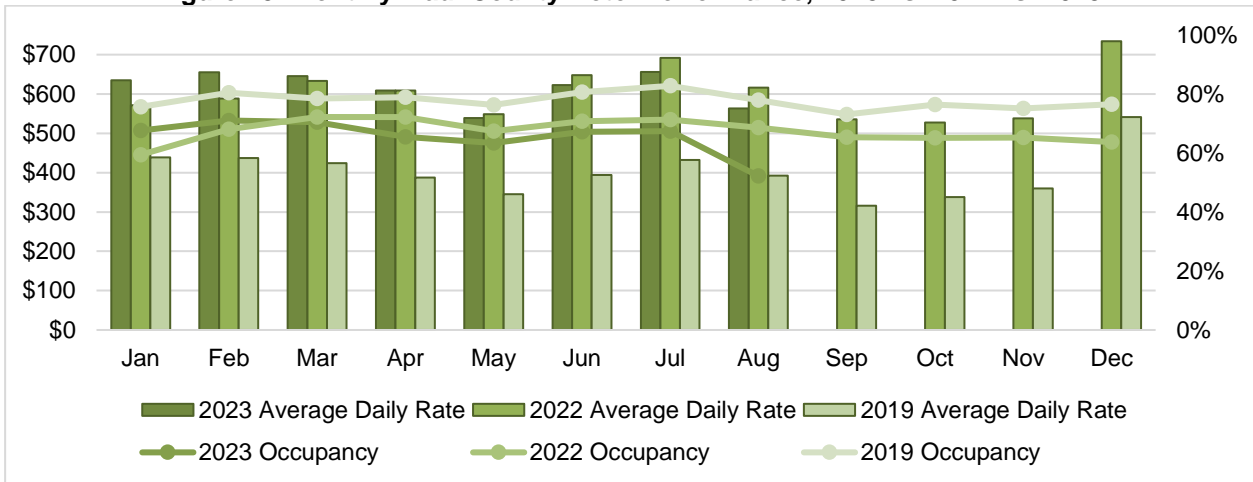
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Figure 12: Monthly O'ahu Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



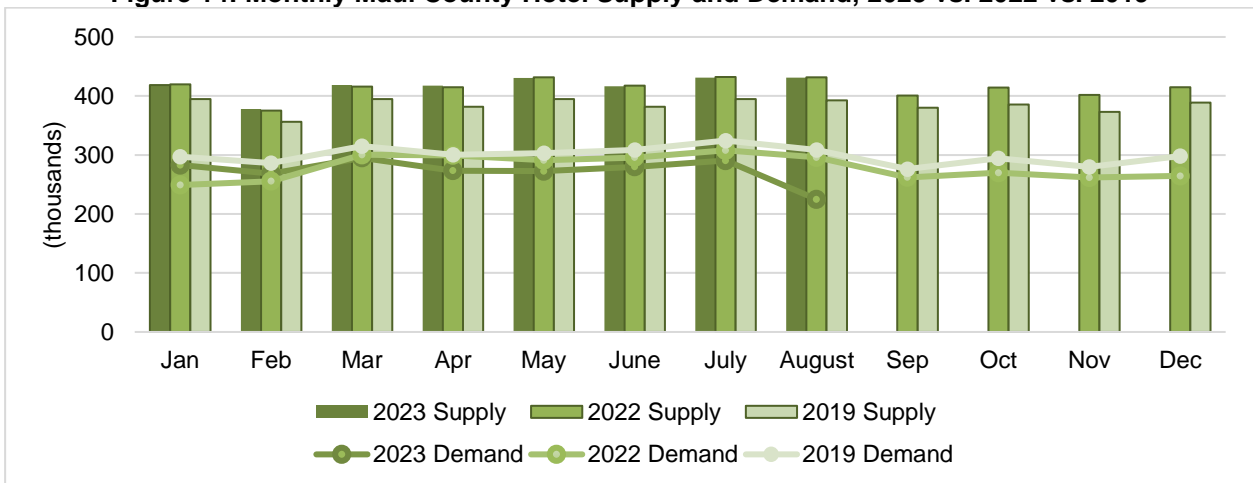
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Figure 13: Monthly Maui County Hotel Performance, 2023 vs. 2022 vs. 2019



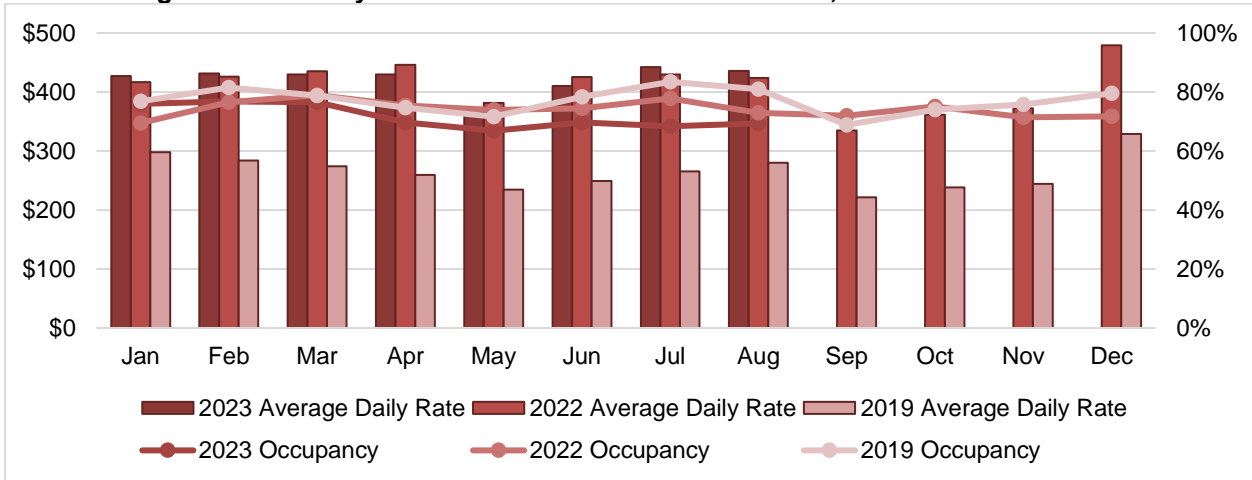
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Figure 14: Monthly Maui County Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



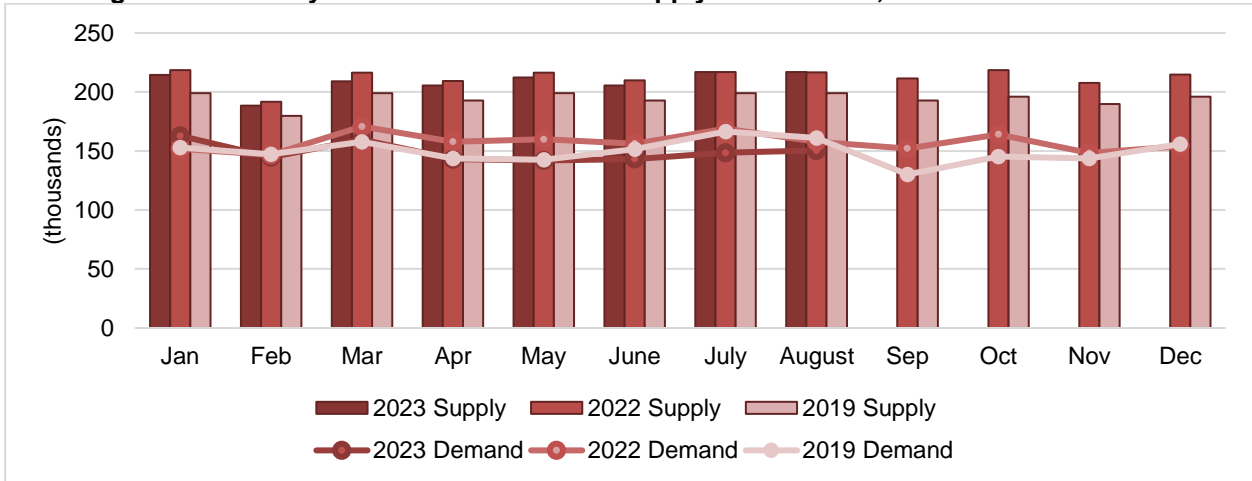
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Figure 15: Monthly Island of Hawai'i Hotel Performance, 2023 vs. 2022 vs. 2019



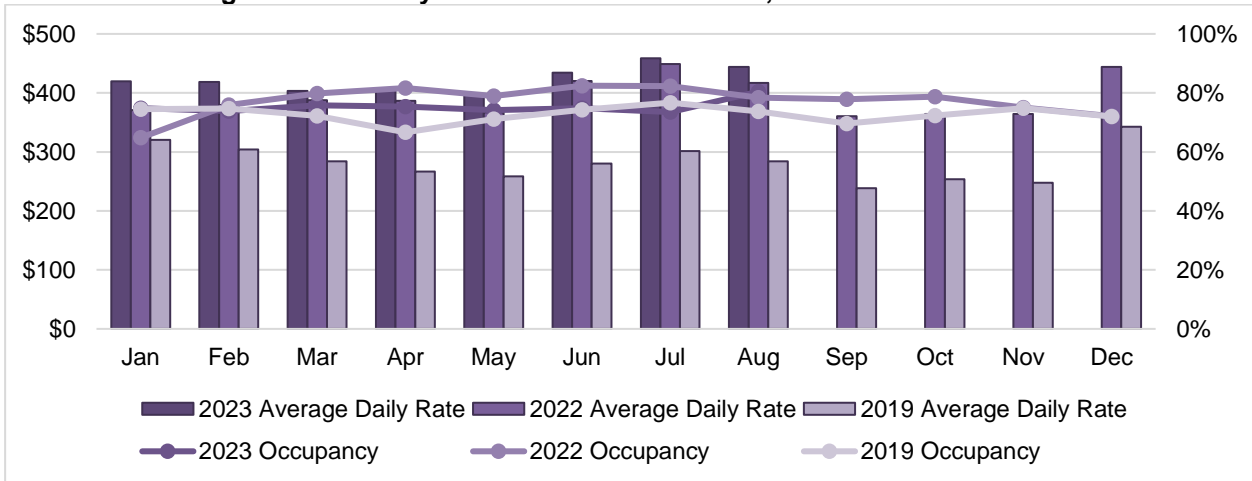
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Figure 16: Monthly Island of Hawai'i Hotel Supply and Demand, 2023 vs. 2022 vs. 2019



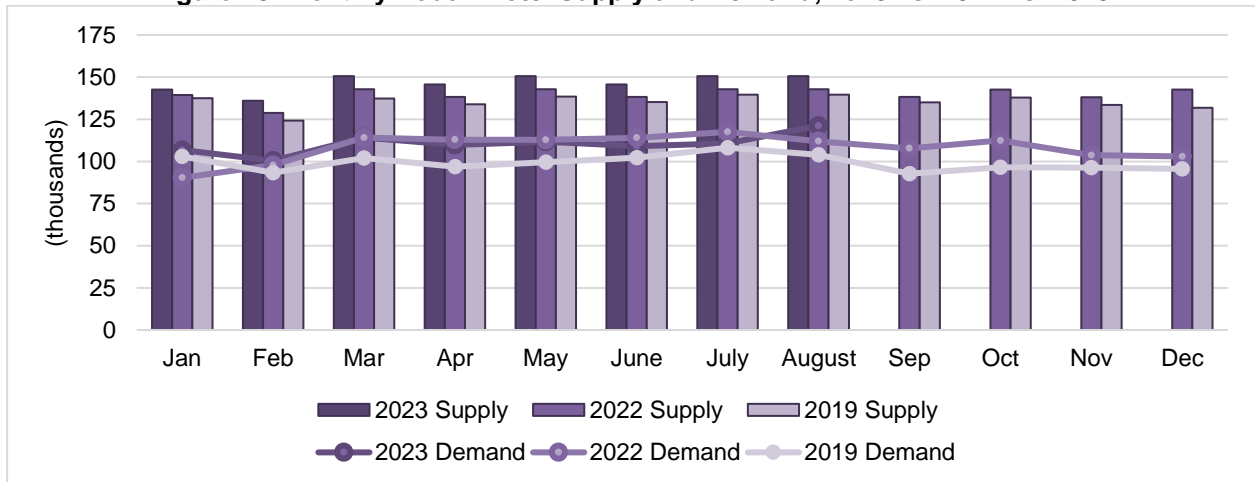
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Figure 17: Monthly Kaua'i Hotel Performance, 2023 vs. 2022 vs. 2019



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



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