



January 2021 Hawaii Hotel Performance Report

In January 2021, Hawaii hotels statewide reported continued declines in revenue per available room (RevPAR), average daily rate (ADR), and occupancy compared to January 2020 as tourism continued to be impacted significantly by the COVID-19 pandemic.

According to the *Hawaii Hotel Performance Report* published by the Hawaii Tourism Authority's (HTA) Research Division, statewide RevPAR decreased to \$58 (-77.8%), ADR fell to \$251 (-20.2%), and occupancy declined to 23.3 percent (-60.2 percentage points) (Figure 1) in January 2021. The report's findings utilized data compiled by STR, Inc., which conducts the largest and most comprehensive survey of hotel properties in the Hawaiian Islands. For January, the survey included 145 properties representing 42,614 rooms, or 80.2 percent of all lodging properties and 85.5 percent of operating lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. Vacation rental properties were not included in this survey.

During January, most passengers arriving from out-of-state and traveling inter-county could bypass the State's mandatory 10-day self-quarantine with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner through the state's Safe Travels program. All trans-Pacific travelers participating in the pre-travel testing program were required to have a negative test result before their departure to Hawaii. On December 2, Kauai County temporarily suspended its participation in the state's Safe Travels program, making it mandatory for all travelers to Kauai to quarantine upon arrival. However, starting January 5, Kauai County rejoined the Safe Travels program for inter-island arrivals, allowing inter-island travelers who have been in Hawaii for more than three days to bypass the quarantine with a valid test result. Also starting January 5 on Kauai, trans-Pacific travelers were given the option of participating in a pre- and post-travel testing program at a "resort bubble" property as a way to shorten their time in quarantine. The counties of Hawaii, Maui and Kalawao (Molokai) also had a partial quarantine in place in January.

Hawaii hotel room revenues statewide fell to \$90.4 million (-79.5%) in January. Room demand was 359,700 room nights (-74.4%) and room supply was 1.5 million room nights (-8.0%) (Figure 2). Many properties closed or reduced operations starting in April 2020. If occupancy for January 2021 was calculated based on the pre-pandemic room supply from January 2019, occupancy would be 21.5 percent for the month (Figure 5).

All classes of Hawaii hotel properties statewide reported RevPAR losses in January compared to a year ago. Luxury Class properties earned RevPAR of \$135 (-72.6%), with higher ADR at \$788 (+22.3%) counterbalanced by an occupancy of 17.1 percent (-59.4 percentage points). Midscale & Economy Class properties earned RevPAR of \$52 (-71.0%) with ADR at \$167 (-20.2%) and occupancy of 31.3 percent (-54.8 percentage points).

All of Hawaii's four island counties reported lower RevPAR, ADR and occupancy compared to a year ago. Maui County hotels led the counties in January RevPAR of \$99 (-73.2%), with ADR at \$451 (-5.8%) and occupancy of 21.9 percent (-55.1 percentage points). Maui County's January supply was 392,900 room nights (-0.3%). Maui's luxury resort region of Wailea had RevPAR of

\$153 (-75.0%), with ADR at \$807 (+12.5%) and occupancy of 18.9 percent (-66.3 percentage points). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$69 (-77.3%), ADR at \$367 (-7.4%) and occupancy of 18.7 percent (-57.6 percentage points).

O'ahu hotels earned RevPAR of \$40 (-82.0%) in January, with ADR at \$168 (-33.7%) and occupancy of 23.6 percent (-63.6 percentage points). O'ahu's January supply was 844,900 room nights (-11.0%). Waikīkī hotels earned \$36 (-83.4%) in RevPAR with ADR at \$164 (-34.2%) and occupancy of 21.9 percent (-64.9 percentage points).

Hotels on the island of Hawai'i reported RevPAR of \$72 (-71.9%), with ADR at \$268 (-14.1%) and occupancy of 26.9 percent (-55.4 percentage points). The island of Hawai'i's January supply was 207,300 room nights, which was practically unchanged from last year. Kohala Coast hotels earned RevPAR of \$109 (-71.7%), ADR at \$442 (-7.7%) and occupancy of 24.6 percent (-55.6 percentage points).

Kaua'i hotels earned RevPAR of \$31 (-87.9%), with ADR at \$168 (-48.5%) and occupancy of 18.4 percent (-60.1 percentage points). Kaua'i's January supply was 100,600 room nights, 22.9 percent lower than last January.

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaii tourism authority.org/research/infrastructure-research/>

About the Hawai'i Hotel Performance Report

The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i. The survey generally excludes properties with under 20 lodging units, such as small bed and breakfasts, youth hostels, single-family vacation rentals, cottages, individually rented vacation condominiums and sold timeshare units no longer available for hotel use. The data has been weighted both geographically and by class of property to compensate for any over and/or under representation of hotel survey participants by location and type. For January, the survey included 145 properties representing 42,614 rooms, or 80.2 percent of all lodging properties and 85.5 percent of operating lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels.

Figure 1: Hawai'i Hotel Performance January 2021

	Occupancy % Percentage Pt. Change			Average Daily Rate %			RevPAR %		
	2021	2020	Change	2021	2020	Change	2021	2020	Change
State of Hawai'i	23.3%	83.5%	-60.2%	\$251.30	\$314.77	-20.2%	\$58.47	\$262.81	-77.8%
Luxury Class	17.1%	76.5%	-59.4%	\$787.77	\$644.02	22.3%	\$134.85	\$492.89	-72.6%
Upper Upscale Class	18.3%	84.8%	-66.5%	\$242.30	\$303.76	-20.2%	\$44.25	\$257.55	-82.8%
Upscale Class	28.0%	82.8%	-54.8%	\$183.56	\$236.14	-22.3%	\$51.34	\$195.55	-73.7%
Upper Midscale Class	31.8%	87.8%	-56.0%	\$134.74	\$181.84	-25.9%	\$42.89	\$159.63	-73.1%
Midscale & Economy Class	31.3%	86.1%	-54.8%	\$167.48	\$209.94	-20.2%	\$52.46	\$180.72	-71.0%
O'ahu	23.6%	87.2%	-63.6%	\$168.32	\$253.77	-33.7%	\$39.72	\$221.16	-82.0%
Waikiki	21.9%	86.8%	-64.9%	\$163.73	\$248.98	-34.2%	\$35.82	\$215.99	-83.4%
Other O'ahu	35.9%	89.5%	-53.6%	\$188.27	\$281.10	-33.0%	\$67.55	\$251.59	-73.2%
O'ahu Luxury	12.9%	79.8%	-67.0%	\$499.75	\$547.07	-8.7%	\$64.26	\$436.76	-85.3%
O'ahu Upper Upscale	15.6%	86.8%	-71.2%	\$200.88	\$270.74	-25.8%	\$31.41	\$234.97	-86.6%
O'ahu Upscale	32.9%	88.9%	-56.0%	\$162.42	\$207.92	-21.9%	\$53.38	\$184.75	-71.1%
O'ahu Upper Midscale	31.0%	88.0%	-57.0%	\$124.44	\$171.93	-27.6%	\$38.57	\$151.25	-74.5%
O'ahu Midscale & Economy	38.8%	92.0%	-53.2%	\$100.86	\$147.43	-31.6%	\$39.11	\$135.67	-71.2%
Maui County	21.9%	77.0%	-55.1%	\$450.56	\$478.25	-5.8%	\$98.55	\$368.16	-73.2%
Wailea	18.9%	85.2%	-66.3%	\$807.01	\$717.29	12.5%	\$152.68	\$611.47	-75.0%
Lahaina/Kā'anapali/Kapalua	18.7%	76.3%	-57.6%	\$367.46	\$396.85	-7.4%	\$68.60	\$302.77	-77.3%
Other Maui County	25.7%	77.8%	-52.1%	\$522.47	\$574.00	-9.0%	\$134.19	\$446.60	-70.0%
Maui County Luxury	19.4%	75.1%	-55.7%	\$898.34	\$768.68	16.9%	\$174.31	\$577.12	-69.8%
Maui County Upper Upscale & Upscale	22.1%	78.1%	-56.0%	\$306.12	\$376.11	-18.6%	\$67.59	\$293.60	-77.0%
Island of Hawai'i	26.9%	82.3%	-55.4%	\$268.48	\$312.63	-14.1%	\$72.28	\$257.24	-71.9%
Kohala Coast	24.6%	80.2%	-55.6%	\$442.40	\$479.43	-7.7%	\$108.88	\$384.45	-71.7%
Kaua'i	18.4%	78.5%	-60.1%	\$168.44	\$326.81	-48.5%	\$30.98	\$256.39	-87.9%

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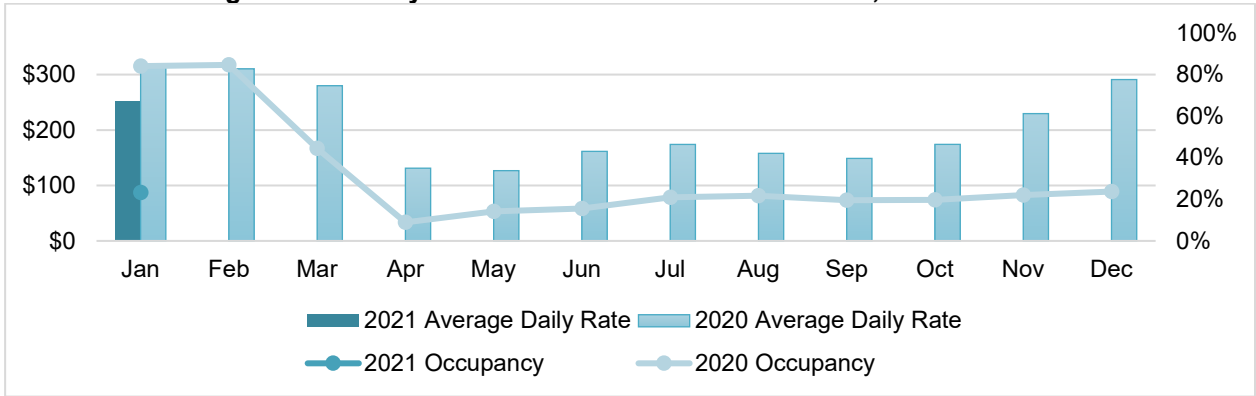
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 2: Hawai'i Hotel Performance by Measure January 2021

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
State of Hawai'i	1,545.7	1,680.9	-8.0%	359.7	1,403.4	-74.4%	90.4	441.7	-79.5%
O'ahu	844.9	949.1	-11.0%	199.4	827.2	-75.9%	33.6	209.9	-84.0%
Waikiki	741.0	811.2	-8.7%	162.1	703.7	-77.0%	26.5	175.2	-84.9%
Maui County	392.9	394.1	-0.3%	85.9	303.4	-71.7%	38.7	145.1	-73.3%
Wailea	68.0	68.0	0.0%	12.9	58.0	-77.8%	10.4	41.6	-75.0%
Lahaina/Kā'anapali/ Kapalua	213.5	214.9	-0.7%	39.9	164.0	-75.7%	14.6	65.1	-77.5%
Island of Hawai'i	207.3	207.2	0.0%	55.8	170.5	-67.3%	15.0	53.3	-71.9%
Kohala Coast	87.0	87.0	0.0%	21.4	69.8	-69.3%	9.5	33.5	-71.7%
Kaua'i	100.6	130.4	-22.9%	18.5	102.3	-81.9%	3.1	33.4	-90.7%

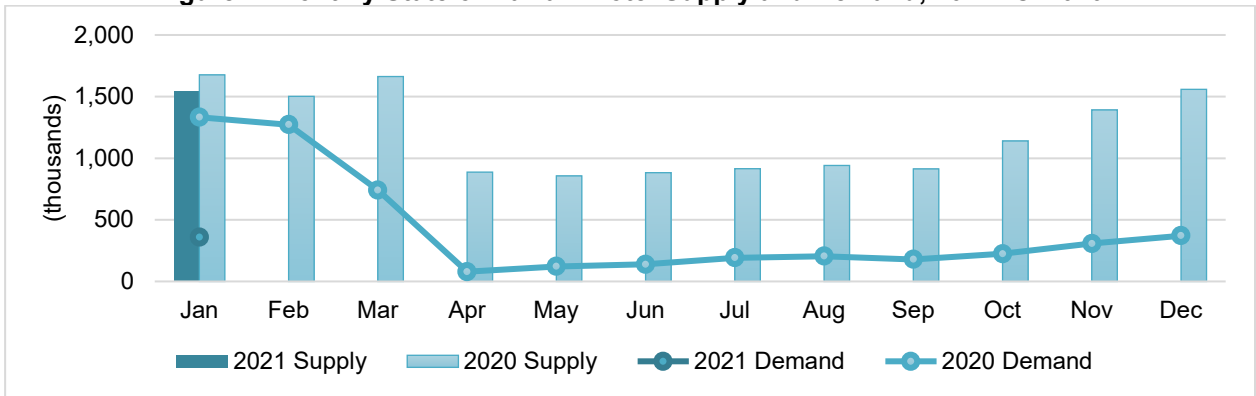
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Figure 3: Monthly State of Hawai'i Hotel Performance, 2021 vs. 2020



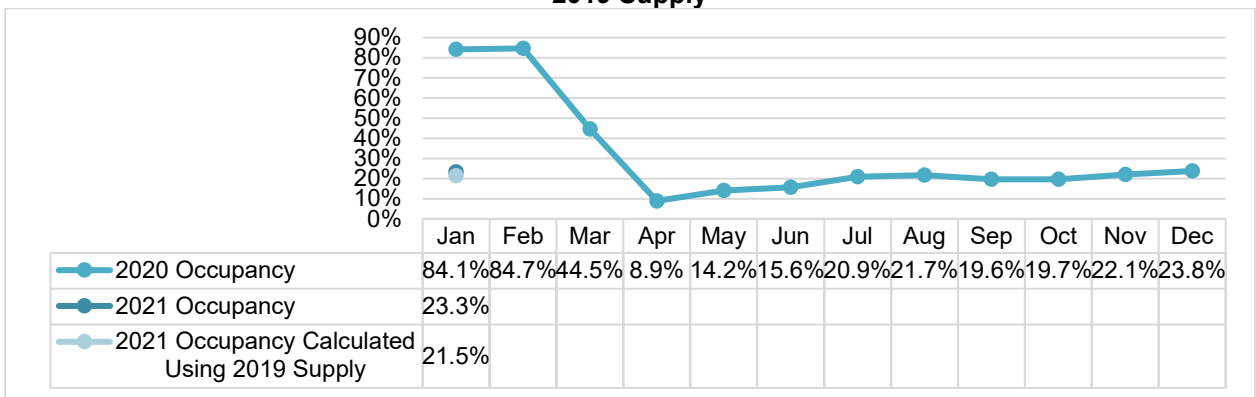
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Figure 4: Monthly State of Hawai'i Hotel Supply and Demand, 2021 vs. 2020



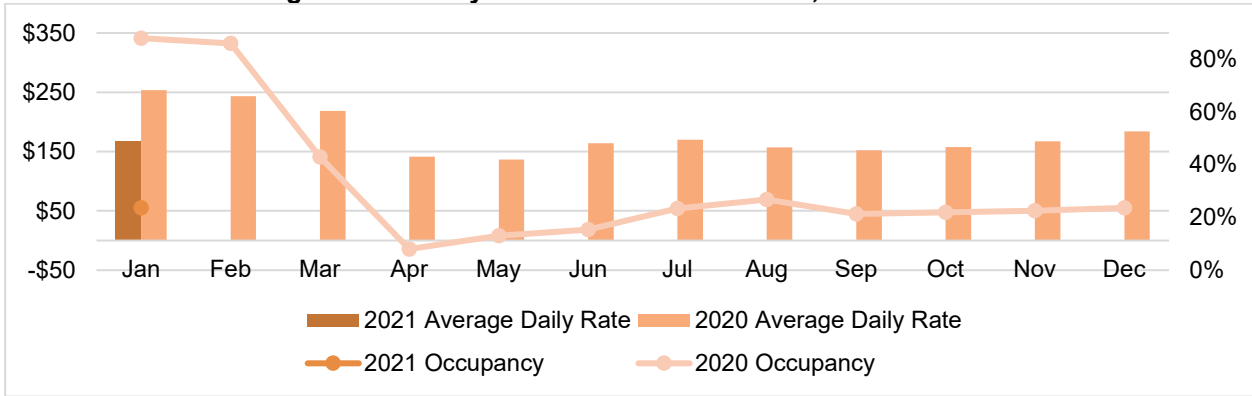
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Figure 5: Monthly State of Hawai'i Hotel Occupancy, 2021 vs. 2020 and 2020 Calculated with 2019 Supply



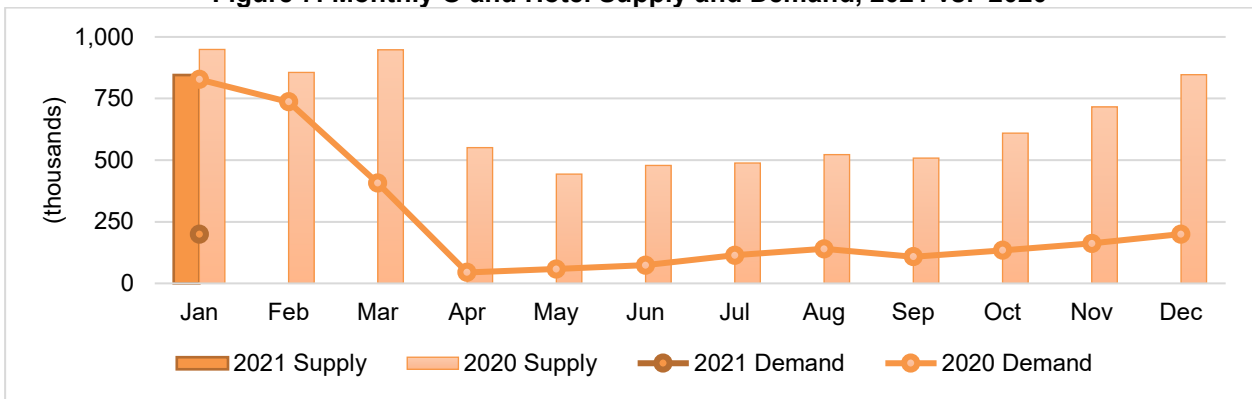
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Figure 6: Monthly O'ahu Hotel Performance, 2021 vs. 2020



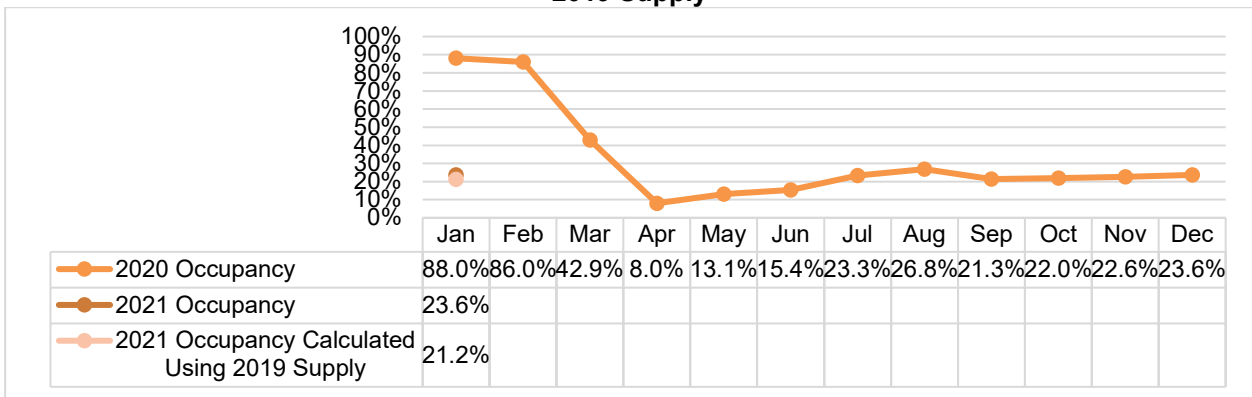
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Figure 7: Monthly O'ahu Hotel Supply and Demand, 2021 vs. 2020



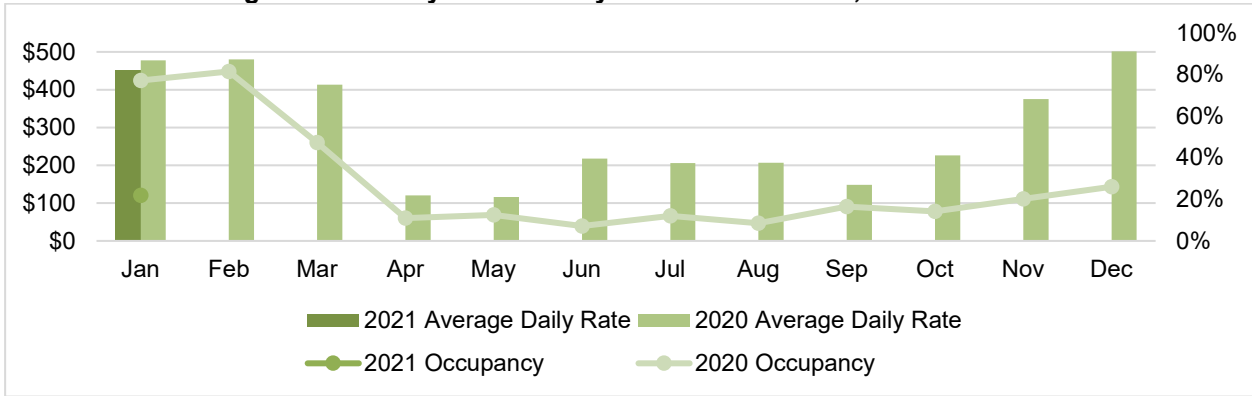
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Figure 8: Monthly O'ahu Hotel Occupancy, 2020, 2021, and Calculated 2021 Occupancy using 2019 Supply



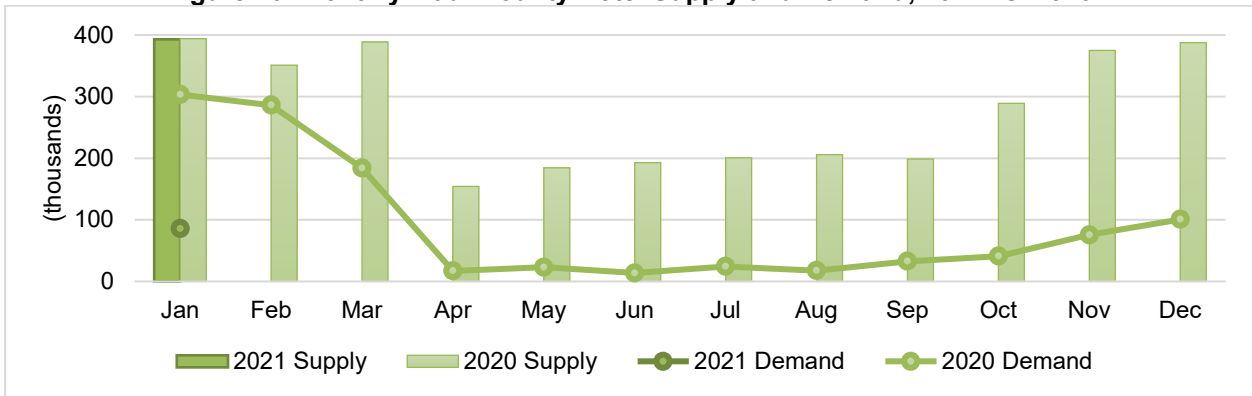
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Figure 9: Monthly Maui County Hotel Performance, 2021 vs. 2020



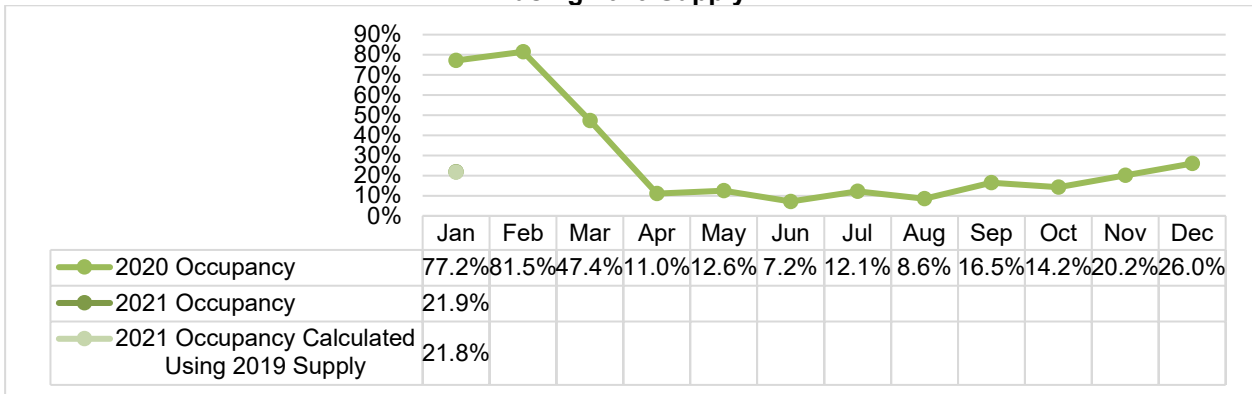
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Figure 10: Monthly Maui County Hotel Supply and Demand, 2021 vs. 2020



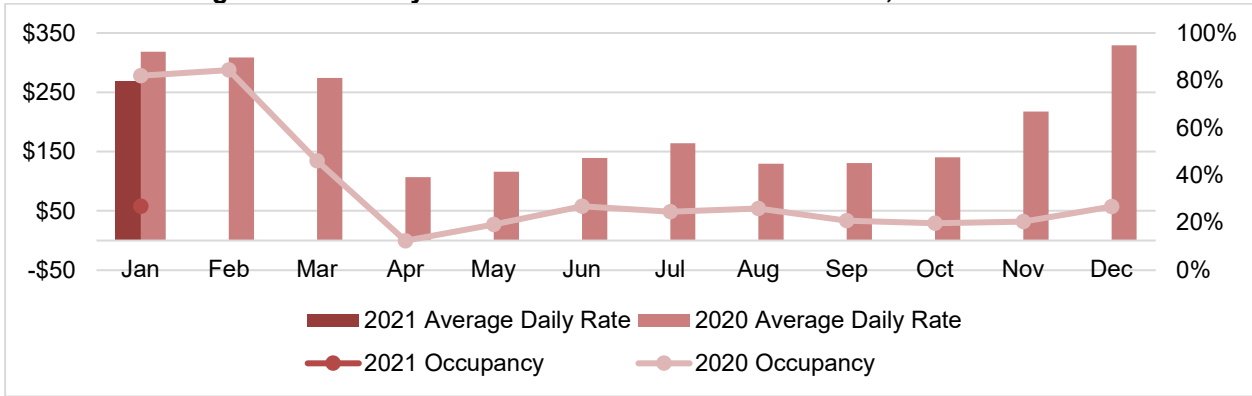
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Figure 11: Monthly Maui County Hotel Occupancy, 2020, 2021, and Calculated 2021 Occupancy using 2019 Supply



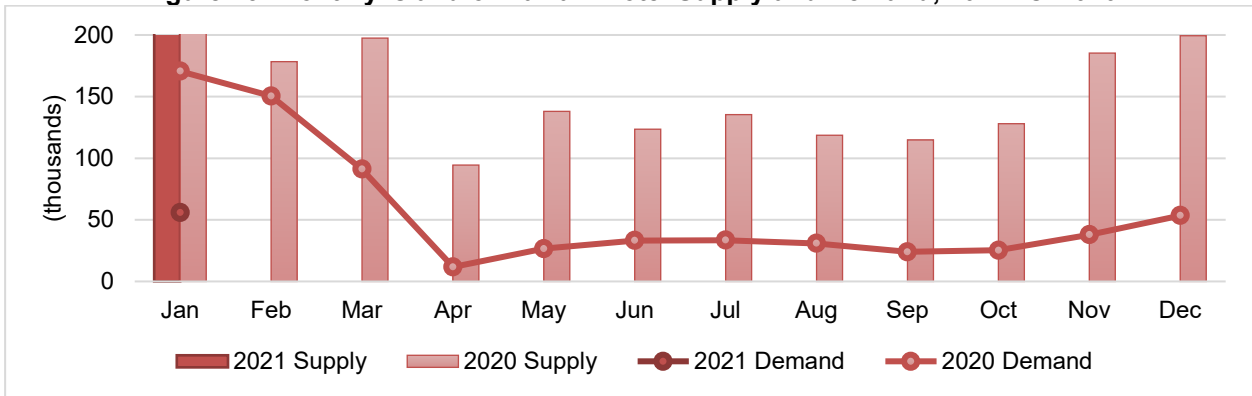
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Figure 12: Monthly Island of Hawai'i Hotel Performance, 2021 vs. 2020



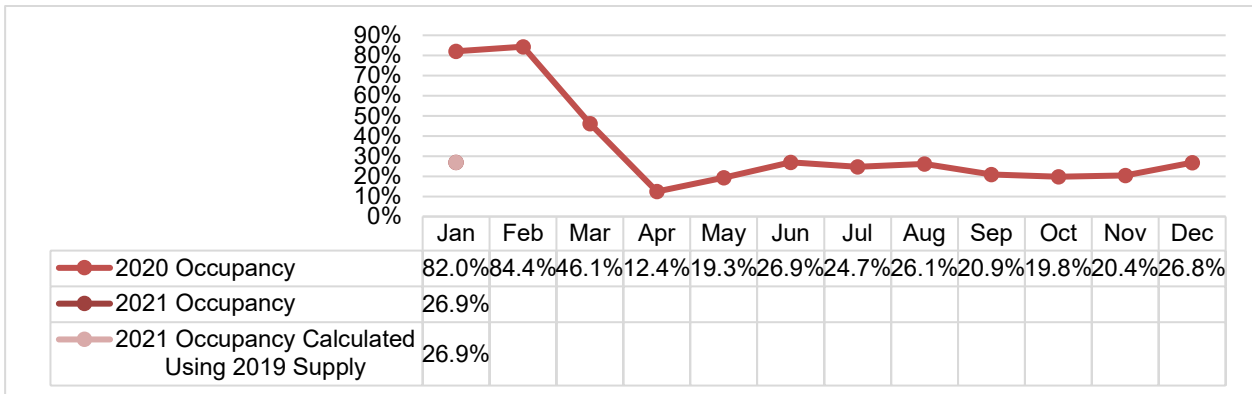
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Figure 13: Monthly Island of Hawai'i Hotel Supply and Demand, 2021 vs. 2020



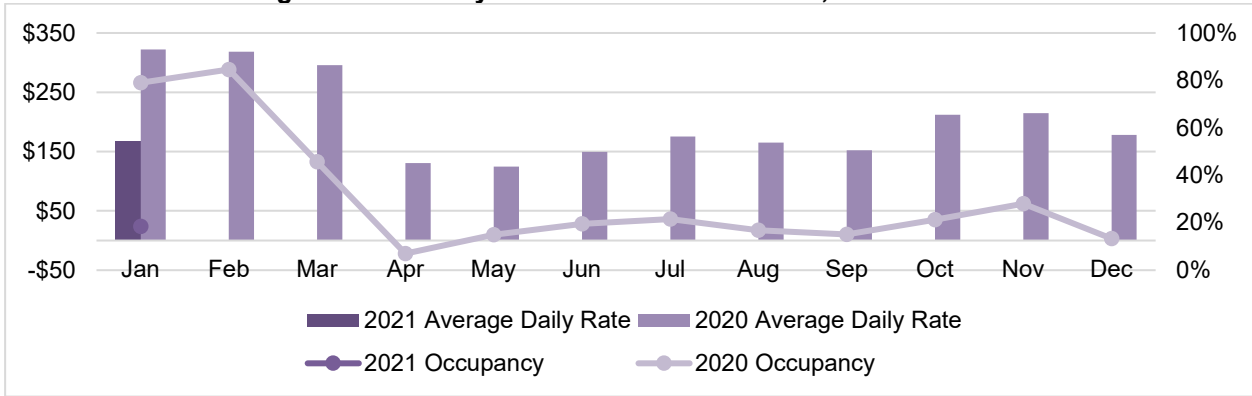
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Figure 14: Monthly Island of Hawai'i Hotel Occupancy, 2020, 2021, and Calculated 2021 Occupancy using 2019 Supply



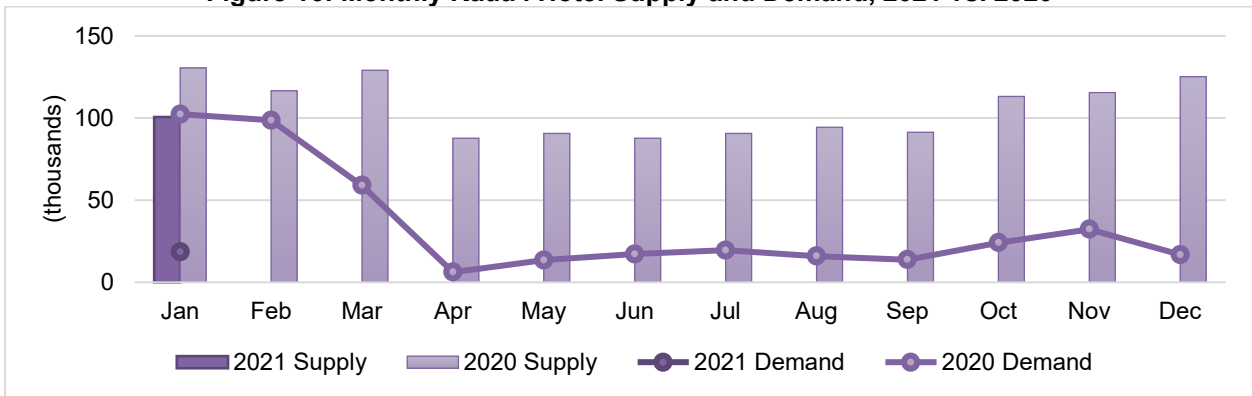
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Figure 15: Monthly Kaua'i Hotel Performance, 2021 vs. 2020



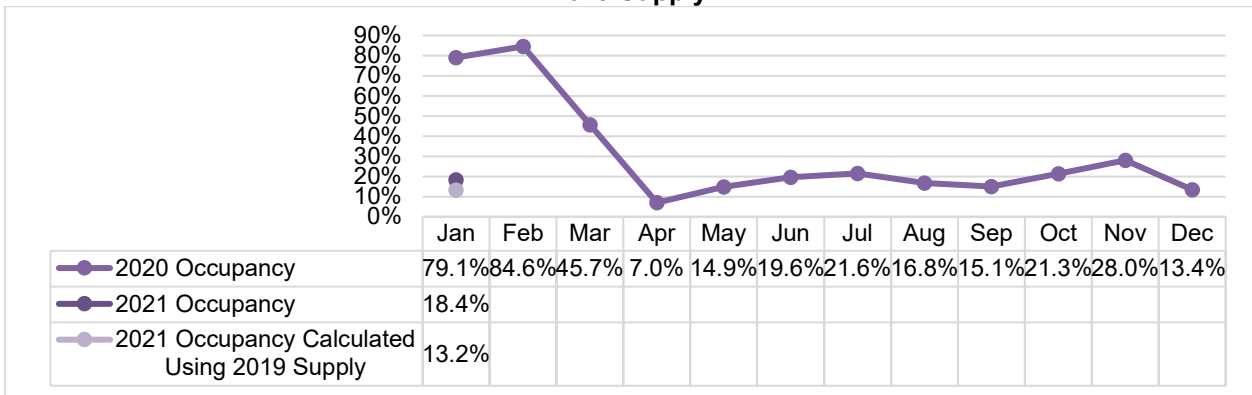
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Figure 16: Monthly Kaua'i Hotel Supply and Demand, 2021 vs. 2020



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Figure 17: Monthly Kauai Hotel Occupancy, 2020, 2021, and Calculated 2021 Occupancy using 2019 Supply



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