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## **Hawai'i Hotel ADR Up 20.4 Percent in October 2021 Compared to October 2019; RevPAR Down Due to Lower Occupancy**

**HONOLULU** – Hawai'i hotels statewide reported substantially higher revenue per available room (RevPAR), average daily rate (ADR), and occupancy in October 2021 compared to October 2020 when the State's quarantine order for travelers due to the COVID-19 pandemic resulted in dramatic declines for the hotel industry. When compared to October 2019, statewide ADR was higher in October 2021 but RevPAR was lower due to less occupancy.

According to the Hawai'i Hotel Performance Report published by the Hawai'i Tourism Authority (HTA), statewide RevPAR in October 2021 was \$169 (+367.0%), with ADR at \$308 (+67.2%) and occupancy of 54.9 percent (+35.3 percentage points) compared to October 2020 (Figure 1). Compared with October 2019, RevPAR was 16.8 percent lower, driven by lower occupancy (-24.5 percentage points) which could not be offset by increased ADR (+20.4%) (Figure 5).

"Leisure travel demand continued to fuel room rate growth for Hawai'i's hotel sector statewide in October," said John De Fries, HTA president and CEO. "Though we still have a ways to go as we continue to reopen, the strong demand and high average daily rates are promising signs of a recovery that will continue to support the kama'āina families who work in the hospitality industry."

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 October, the survey included 144 properties representing 46,385 rooms, or 85.8 percent of all lodging properties<sup>1</sup> and 86.3 percent of operating 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.

In October 2021, passengers arriving from out-of-state could bypass the State's mandatory 10-day self-quarantine if they were fully vaccinated in the United States or with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner prior to their departure through the Safe Travels program.

Hawai'i hotel room revenues statewide rose to \$283.0 million (+613.7% vs. 2020, -16.2% vs. 2019) in October. Room demand was 920,200 room nights (+326.8% vs. 2020, -30.4% vs. 2019) and room supply was nearly 1.7 million room nights (+52.8% vs. 2020, +0.7% vs. 2019) (Figure 2). Many properties closed or reduced operations starting in April 2020 due to the COVID-19 pandemic.

Luxury Class properties earned RevPAR of \$309 (+418.1% vs. 2020, -12.0% vs. 2019), with ADR at \$656 (+106.1% vs. 2020, +37.9% vs. 2019) and occupancy of 47.1 percent (+28.4 percentage points vs. 2020, -26.8 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$169 (+290% vs. 2020, +29.6% vs. 2019) with ADR at \$276 (+80.6% vs. 2020,

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<sup>1</sup> Based on 2019 census rooms.

+71.6% vs. 2019) and occupancy of 61.3 percent (+32.9 percentage points vs. 2020, -19.9 percentage points vs. 2019).

Maui County hotels led the counties in October and achieved RevPAR that surpassed October 2019. RevPAR was \$289 (+650.2% vs. 2020, +12.2% vs. 2019), with ADR at \$480 (+75.3% vs. 2020, +42.1% vs. 2019) and occupancy of 60.3 percent (+46.2 percentage points vs. 2020, -16.1 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$339 (+284.9% vs. 2020, -23.4% vs. 2019), with ADR at \$621 (+130.4% vs. 2020, +24.2% vs. 2019) and occupancy of 54.5 percent (+21.9 percentage points vs. 2020, -33.9 percentage points vs. 2019). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$261 (+1,070.9% vs. 2020, +22.1% vs. 2019), ADR at \$422 (+28.8% vs. 2020, +45.8% vs. 2019) and occupancy of 62.0 percent (+55.1 percentage points vs. 2020, -12.0 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$213 (+660.6% vs. 2020, +20.7% vs. 2019), with ADR at \$331 (+136.3% vs. 2020, +39.0% vs. 2019), and occupancy of 64.3 percent (+44.3 percentage points vs. 2020, -9.7 percentage points vs. 2019). Kohala Coast hotels earned RevPAR of \$326 (+7,462.2% vs. 2020, +39.1% vs. 2019), with ADR at \$524 (+265.1% vs. 2020, +63.5% vs. 2019), and occupancy of 62.2 percent (+59.2 percentage points vs. 2020, -10.9 percentage points vs. 2019).

Kaua'i hotels earned RevPAR of \$211 (+362.7% vs. 2020, +15.1% vs. 2019), with ADR at \$311 (+45.2% vs. 2020, +22.6% vs. 2019) and occupancy of 67.9 percent (+46.6 percentage points vs. 2020, -4.4 percentage points vs. 2019).

O'ahu hotels reported RevPAR of \$103 (+195.3% vs. 2020, -45.4% vs. 2019) in October, ADR at \$211 (+33.5% vs. 2020, -7.5% vs. 2019) and occupancy of 48.9 percent (+26.8 percentage points vs. 2020, -33.9 percentage points vs. 2019). Waikiki hotels earned \$95 (+215.5% vs. 2020, -49.4% vs. 2019) in RevPAR with ADR at \$197 (+26.7% vs. 2020, -13.1% vs. 2019) and occupancy of 48.5 percent (+29.0 percentage points vs. 2020, -34.8 percentage points vs. 2019).

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 October, the survey included 144 properties<sup>1</sup> representing 46,385 rooms, or 85.8 percent of all lodging properties and 86.3 percent of operating lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The October survey included 76 properties on O'ahu representing 29,092 rooms (95.2% of operating properties); 38 properties in the County of Maui, representing 9,386 rooms (73.2% of operating properties); 15 properties on the island of Hawai'i, representing 4,760 rooms (71.4% of operating properties); and 15 properties on Kaua'i, representing 3,147 rooms (78.8% of operating properties).

**About the Hawai'i Tourism Authority**

The [Hawai'i Tourism Authority](#) is the State of Hawai'i agency responsible for strategically managing its support of the tourism industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure tourism's sustainability and the benefits it brings to residents and communities statewide.

For more information about HTA, please visit [www.hawaii tourism authority.org](http://www.hawaii tourism authority.org). Follow updates from HTA (@HawaiiHTA) on [Facebook](#), [Instagram](#), [Twitter](#) and its new [YouTube Channel](#). For more information, contact:

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**Figure 1: Hawai'i Hotel Performance October 2021**

	Occupancy % Percentage Pt. Change			Average Daily Rate %			RevPAR %		
	2021	2020	Change	2021	2020	Change	2021	2020	Change
<b>State of Hawai'i</b>	54.9%	19.7%	35.3%	\$307.50	\$183.90	67.2%	\$168.90	\$36.17	367.0%
Luxury Class	47.1%	18.8%	28.4%	\$656.31	\$318.45	106.1%	\$309.41	\$59.72	418.1%
Upper Upscale Class	53.2%	16.0%	37.2%	\$285.93	\$185.47	54.2%	\$151.98	\$29.62	413.1%
Upscale Class	61.8%	17.1%	44.7%	\$229.80	\$173.87	32.2%	\$141.98	\$29.70	378.0%
Upper Midscale Class	53.2%	28.3%	24.9%	\$170.08	\$142.75	19.1%	\$90.42	\$40.34	124.1%
Midscale & Economy Class	61.3%	28.4%	32.9%	\$276.41	\$153.04	80.6%	\$169.38	\$43.43	290.0%
<b>O'ahu</b>	48.9%	22.1%	26.8%	\$210.96	\$157.97	33.5%	\$103.21	\$34.95	195.3%
Waikiki	48.5%	19.5%	29.0%	\$196.74	\$155.34	26.7%	\$95.45	\$30.25	215.5%
Other O'ahu	51.3%	35.4%	15.8%	\$288.41	\$165.23	74.5%	\$147.88	\$58.55	152.6%
O'ahu Luxury	32.4%	NA	NA	\$555.59	NA	NA	\$180.03	NA	NA
O'ahu Upper Upscale	47.1%	16.0%	31.1%	\$223.64	\$174.15	28.4%	\$105.30	\$27.85	278.1%
O'ahu Upscale	59.2%	23.3%	35.9%	\$181.99	\$169.58	7.3%	\$107.78	\$39.59	172.2%
O'ahu Upper Midscale	51.1%	27.7%	23.3%	\$148.13	\$139.54	6.2%	\$75.63	\$38.69	95.5%
O'ahu Midscale & Economy	48.6%	34.2%	14.4%	\$107.41	\$97.37	10.3%	\$52.25	\$33.35	56.7%
<b>Maui County</b>	60.3%	14.1%	46.2%	\$479.70	\$273.59	75.3%	\$289.26	\$38.56	650.2%
Wailea	54.5%	32.6%	21.9%	\$621.38	\$269.68	130.4%	\$338.79	\$88.01	284.9%
Lahaina/Kā'anapali/Kapalua	62.0%	6.8%	55.1%	\$421.99	\$327.54	28.8%	\$261.47	\$22.33	1070.9%
Other Maui County	58.4%	24.5%	33.9%	\$551.34	\$252.14	118.7%	\$321.74	\$61.74	421.1%
Maui County Luxury	49.2%	18.6%	30.6%	\$714.61	\$333.44	114.3%	\$351.76	\$61.95	467.8%
Maui County Upper Upscale & Upscale	63.5%	10.7%	52.8%	\$384.27	\$238.71	61.0%	\$243.88	\$25.48	857.1%
<b>Island of Hawai'i</b>	64.3%	20.0%	44.3%	\$331.18	\$140.18	136.3%	\$213.05	\$28.01	660.6%
Kohala Coast	62.2%	3.0%	59.2%	\$524.17	\$143.56	265.1%	\$325.93	\$4.31	7462.2%
<b>Kaua'i</b>	67.9%	21.3%	46.6%	\$310.90	\$214.14	45.2%	\$211.03	\$45.61	362.7%

Source: STR, Inc. © Copyright 2021 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 October 2021**

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
<b>State of Hawai'i</b>	1,675.3	1,096.1	52.8%	920.2	215.6	326.8%	283.0	39.6	613.7%
<b>O'ahu</b>	947.1	563.2	68.1%	463.4	124.6	271.8%	97.7	19.7	396.6%
Waikiki	806.9	469.8	71.8%	391.5	91.5	327.8%	77.0	14.2	441.9%
<b>Maui County</b>	397.7	288.7	37.8%	239.8	40.7	489.4%	115.0	11.1	933.4%
Wailea	89.9	29.2	207.7%	49.0	9.5	414.2%	30.4	2.6	1084.7%
Lahaina/Kā'anapali/ Kapalua	214.4	169.8	26.3%	132.8	11.6	1047.8%	56.1	3.8	1378.8%
<b>Island of Hawai'i</b>	206.7	131.1	57.7%	133.0	26.2	407.6%	44.0	3.7	1099.3%
Kohala Coast	86.7	22.6	283.5%	53.9	0.7	7837.4%	28.3	0.1	28881.8%
<b>Kaua'i</b>	123.8	113.1	9.5%	84.1	24.1	248.9%	26.1	5.2	406.5%

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**Figure 3: Hawai'i Hotel Performance Year-to-Date October 2021**

	Occupancy % Percentage Pt. Change			Average Daily Rate %			RevPAR %		
	2021	2020	Change	2021	2020	Change	2021	2020	Change
<b>State of Hawai'i</b>	55.8%	41.3%	14.5%	\$315.91	\$267.91	17.9%	\$176.31	\$110.75	59.2%
Luxury Class	49.3%	45.0%	4.3%	\$745.57	\$595.59	25.2%	\$367.80	\$268.31	37.1%
Upper Upscale Class	54.2%	43.5%	10.7%	\$297.14	\$274.63	8.2%	\$161.02	\$119.36	34.9%
Upscale Class	60.3%	33.7%	26.6%	\$227.16	\$213.31	6.5%	\$137.02	\$71.95	90.4%
Upper Midscale Class	57.7%	44.0%	13.8%	\$167.13	\$164.31	1.7%	\$96.52	\$72.28	33.5%
Midscale & Economy Class	59.5%	47.6%	11.9%	\$242.80	\$164.26	47.8%	\$144.47	\$78.25	84.6%
<b>O'ahu</b>	53.7%	43.2%	10.5%	\$216.74	\$220.87	-1.9%	\$116.38	\$95.44	21.9%
Waikiki	53.2%	41.8%	11.5%	\$204.94	\$220.11	-6.9%	\$109.12	\$91.97	18.6%
Other O'ahu	56.5%	50.5%	6.0%	\$285.70	\$224.13	27.5%	\$161.37	\$113.23	42.5%
O'ahu Luxury	41.2%	NA	NA	\$581.56	NA	NA	\$239.34	NA	NA
O'ahu Upper Upscale	50.4%	42.9%	7.5%	\$235.36	\$247.67	-5.0%	\$118.59	\$106.23	11.6%
O'ahu Upscale	61.9%	40.6%	21.3%	\$184.96	\$193.17	-4.2%	\$114.57	\$78.42	46.1%
O'ahu Upper Midscale	56.4%	43.4%	13.0%	\$150.26	\$157.50	-4.6%	\$84.79	\$68.38	24.0%
O'ahu Midscale & Economy	57.6%	53.8%	3.8%	\$117.45	\$127.52	-7.9%	\$67.70	\$68.59	-1.3%
<b>Maui County</b>	58.8%	37.7%	21.1%	\$513.29	\$404.59	26.9%	\$302.00	\$152.58	97.9%
Wailea	54.7%	NA	NA	\$790.70	NA	NA	\$432.27	NA	NA
Lahaina/Kā'anapali/Kapalua	59.5%	32.4%	27.1%	\$434.84	\$369.34	17.7%	\$258.57	\$119.69	116.0%
Other Maui County	58.1%	44.4%	13.7%	\$607.57	\$436.92	39.1%	\$352.99	\$193.92	82.0%
Maui County Luxury	50.5%	NA	NA	\$876.85	NA	NA	\$442.65	NA	NA
Maui County Upper Upscale & Upscale	61.7%	33.9%	27.8%	\$394.08	\$346.02	13.9%	\$243.26	\$117.26	107.5%
<b>Island of Hawai'i</b>	59.0%	43.8%	15.2%	\$336.00	\$248.95	35.0%	\$198.29	\$108.99	81.9%
Kohala Coast	59.9%	NA	NA	\$518.39	NA	NA	\$310.58	NA	NA
<b>Kaua'i</b>	56.3%	36.2%	20.0%	\$308.55	\$269.89	14.3%	\$173.58	\$97.75	77.6%

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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 4: Hawai'i Hotel Performance by Measure Year-to-Date October 2021**

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2021	2020	% Change	2021	2020	% Change	2021	2020	% Change
<b>State of Hawai'i</b>	15,809.0	11,084.5	42.6%	8,822.8	4,582.3	92.5%	2,787.3	1,227.6	127.0%
<b>O'ahu</b>	8,804.9	6,089.9	44.6%	4,727.8	2,631.4	79.7%	1,024.7	581.2	76.3%
Waikiki	7,582.1	5,096.2	48.8%	4,037.1	2,129.4	89.6%	827.4	468.7	76.5%
<b>Maui County</b>	3,875.3	2,606.1	48.7%	2,280.1	982.8	132.0%	1,170.3	397.6	194.3%
Wailea	865.6	NA	NA	473.2	NA	NA	374.2	NA	NA
Lahaina/Kā'anapali/ Kapalua	2,092.8	1,451.2	44.2%	1,244.5	470.2	164.6%	541.1	173.7	211.6%
<b>Island of Hawai'i</b>	1,988.9	1,362.1	46.0%	1,173.7	596.3	96.8%	394.4	148.5	165.7%
Kohala Coast	849.6	NA	NA	509.0	NA	NA	263.9	NA	NA
<b>Kaua'i</b>	1,139.9	1,026.4	11.1%	641.3	371.8	72.5%	197.9	100.3	97.2%

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**Figure 5: Hawai'i Hotel Performance October 2021 vs. 2019**

	Occupancy %			Average Daily Rate			RevPAR		
	2021	2019	Percentage Pt. Change	2021	2019	% Change	2021	2019	% Change
<b>State of Hawai'i</b>	54.9%	79.4%	-24.5%	\$307.50	\$255.49	20.4%	\$168.90	\$202.96	-16.8%
Luxury Class	47.1%	73.9%	-26.8%	\$656.31	\$475.84	37.9%	\$309.41	\$351.64	-12.0%
Upper Upscale Class	53.2%	80.0%	-26.9%	\$285.93	\$259.91	10.0%	\$151.98	\$207.94	-26.9%
Upscale Class	61.8%	80.9%	-19.1%	\$229.80	\$199.28	15.3%	\$141.98	\$161.14	-11.9%
Upper Midscale Class	53.2%	80.7%	-27.5%	\$170.08	\$155.67	9.3%	\$90.42	\$125.61	-28.0%
Midscale & Economy Class	61.3%	81.2%	-19.9%	\$276.41	\$161.09	71.6%	\$169.38	\$130.72	29.6%
<b>O'ahu</b>	48.9%	82.8%	-33.9%	\$210.96	\$228.10	-7.5%	\$103.21	\$188.90	-45.4%
Waikiki	48.5%	83.3%	-34.8%	\$196.74	\$226.52	-13.1%	\$95.45	\$188.64	-49.4%
Other O'ahu	51.3%	80.1%	-28.8%	\$288.41	\$237.70	21.3%	\$147.88	\$190.43	-22.3%
O'ahu Luxury	32.4%	72.9%	-40.5%	\$555.59	\$454.58	22.2%	\$180.03	\$331.53	-45.7%
O'ahu Upper Upscale	47.1%	83.3%	-36.3%	\$223.64	\$249.92	-10.5%	\$105.30	\$208.31	-49.5%
O'ahu Upscale	59.2%	87.5%	-28.3%	\$181.99	\$194.15	-6.3%	\$107.78	\$169.86	-36.5%
O'ahu Upper Midscale	51.1%	80.6%	-29.5%	\$148.13	\$150.89	-1.8%	\$75.63	\$121.57	-37.8%
O'ahu Midscale & Economy	48.6%	85.6%	-37.0%	\$107.41	\$125.90	-14.7%	\$52.25	\$107.81	-51.5%
<b>Maui County</b>	60.3%	76.4%	-16.1%	\$479.70	\$337.55	42.1%	\$289.26	\$257.82	12.2%
Wailea	54.5%	88.4%	-33.9%	\$621.38	\$500.13	24.2%	\$338.79	\$442.31	-23.4%
Lahaina/Kā'anapali/Kapalua	62.0%	74.0%	-12.0%	\$421.99	\$289.47	45.8%	\$261.47	\$214.15	22.1%
Other Maui County	58.4%	79.4%	-21.0%	\$551.34	\$393.92	40.0%	\$321.74	\$312.78	2.9%
Maui County Luxury	49.2%	78.7%	-29.5%	\$714.61	\$512.30	39.5%	\$351.76	\$403.06	-12.7%
Maui County Upper Upscale & Upscale	63.5%	75.9%	-12.4%	\$384.27	\$278.67	37.9%	\$243.88	\$211.47	15.3%
<b>Island of Hawai'i</b>	64.3%	74.0%	-9.7%	\$331.18	\$238.34	39.0%	\$213.05	\$176.49	20.7%
Kohala Coast	62.2%	73.1%	-10.9%	\$524.17	\$320.62	63.5%	\$325.93	\$234.36	39.1%
<b>Kauai</b>	67.9%	72.3%	-4.4%	\$310.90	\$253.58	22.6%	\$211.03	\$183.30	15.1%

Source: STR, Inc. © Copyright 2021 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 October 2021 vs. 2019**

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2021	2019	% Change	2021	2019	% Change	2021	2019	% Change
<b>State of Hawai'i</b>	1,675.3	1,663.2	0.7%	920.2	1,321.2	-30.4%	283.0	337.6	-16.2%
<b>O'ahu</b>	947.1	946.8	0.0%	463.4	784.1	-40.9%	97.7	178.9	-45.3%
Waikiki	806.9	808.9	-0.2%	391.5	673.6	-41.9%	77.0	152.6	-49.5%
<b>Maui County</b>	397.7	385.7	3.1%	239.8	294.6	-18.6%	115.0	99.4	15.7%
Wailea	89.9	68.0	32.1%	49.0	60.2	-18.5%	30.4	30.1	1.2%
Lahaina/Kā'anapali/ Kapalua	214.4	214.9	-0.3%	132.8	159.0	-16.5%	56.1	46.0	21.8%
<b>Island of Hawai'i</b>	206.7	197.5	4.6%	133.0	146.3	-9.1%	44.0	34.9	26.3%
Kohala Coast	86.7	91.1	-4.9%	53.9	66.6	-19.1%	28.3	21.4	32.3%
<b>Kauai</b>	123.8	133.1	-7.0%	84.1	96.2	-12.6%	26.1	24.4	7.1%

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**Figure 7: Hawai'i Hotel Performance Year-to-Date October 2021 vs. 2019**

	Occupancy %			Average Daily Rate			RevPAR		
	2021	2019	Percentage Pt. Change	2021	2019	% Change	2021	2019	% Change
<b>State of Hawai'i</b>	55.8%	81.1%	-25.3%	\$315.91	\$278.03	13.6%	\$176.31	\$225.43	-21.8%
Luxury Class	49.3%	76.7%	-27.4%	\$745.57	\$550.39	35.5%	\$367.80	\$422.36	-12.9%
Upper Upscale Class	54.2%	82.9%	-28.7%	\$297.14	\$277.47	7.1%	\$161.02	\$229.91	-30.0%
Upscale Class	60.3%	78.9%	-18.6%	\$227.16	\$208.11	9.2%	\$137.02	\$164.18	-16.5%
Upper Midscale Class	57.7%	83.9%	-26.2%	\$167.13	\$162.84	2.6%	\$96.52	\$136.67	-29.4%
Midscale & Economy Class	59.5%	82.4%	-22.9%	\$242.80	\$172.28	40.9%	\$144.47	\$141.91	1.8%
<b>O'ahu</b>	53.7%	84.5%	-30.8%	\$216.74	\$237.42	-8.7%	\$116.38	\$200.51	-42.0%
Waikiki	53.2%	84.7%	-31.5%	\$204.94	\$232.69	-11.9%	\$109.12	\$197.17	-44.7%
Other O'ahu	56.5%	82.7%	-26.3%	\$285.70	\$266.74	7.1%	\$161.37	\$220.69	-26.9%
O'ahu Luxury	41.2%	74.0%	-32.9%	\$581.56	\$487.84	19.2%	\$239.34	\$361.16	-33.7%
O'ahu Upper Upscale	50.4%	85.7%	-35.3%	\$235.36	\$260.83	-9.8%	\$118.59	\$223.58	-47.0%
O'ahu Upscale	61.9%	85.5%	-23.5%	\$184.96	\$195.57	-5.4%	\$114.57	\$167.12	-31.4%
O'ahu Upper Midscale	56.4%	84.3%	-27.9%	\$150.26	\$157.18	-4.4%	\$84.79	\$132.50	-36.0%
O'ahu Midscale & Economy	57.6%	87.7%	-30.0%	\$117.45	\$132.60	-11.4%	\$67.70	\$116.26	-41.8%
<b>Maui County</b>	58.8%	78.1%	-19.3%	\$513.29	\$391.01	31.3%	\$302.00	\$305.51	-1.1%
Wailea	54.7%	89.2%	-34.5%	\$790.70	\$598.01	32.2%	\$432.27	\$533.18	-18.9%
Lahaina/Kā'anapali/Kapalua	59.5%	77.2%	-17.7%	\$434.84	\$329.81	31.8%	\$258.57	\$254.47	1.6%
Other Maui County	58.1%	79.4%	-21.3%	\$607.57	\$466.90	30.1%	\$352.99	\$370.62	-4.8%
Maui County Luxury	50.5%	80.9%	-30.4%	\$876.85	\$630.64	39.0%	\$442.65	\$510.16	-13.2%
Maui County Upper Upscale & Upscale	61.7%	77.9%	-16.2%	\$394.08	\$310.04	27.1%	\$243.26	\$241.63	0.7%
<b>Island of Hawai'i</b>	59.0%	76.9%	-17.9%	\$336.00	\$261.05	28.7%	\$198.29	\$200.81	-1.3%
Kohala Coast	59.9%	77.5%	-17.6%	\$518.39	\$369.10	40.4%	\$310.58	\$286.21	8.5%
<b>Kaua'i</b>	56.3%	72.6%	-16.4%	\$308.55	\$280.28	10.1%	\$173.58	\$203.57	-14.7%

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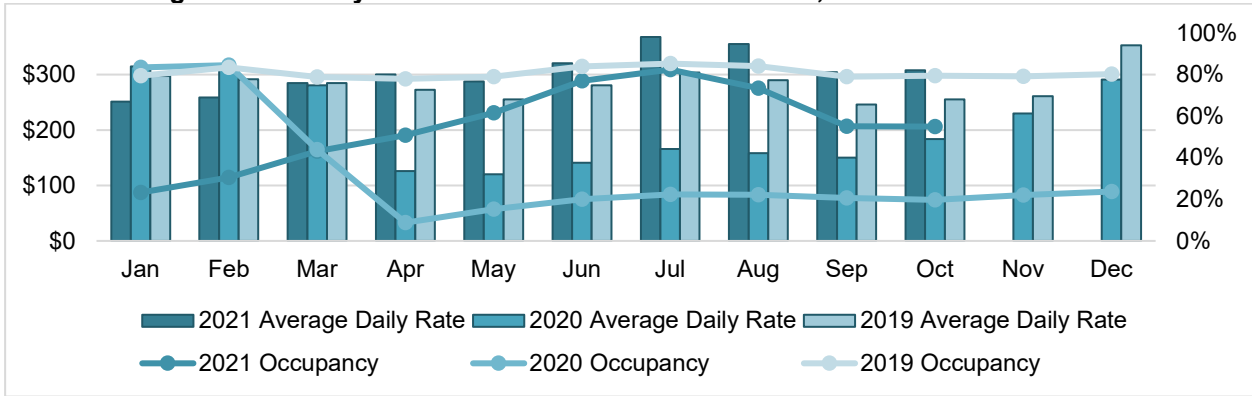
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

**Figure 8: Hawai'i Hotel Performance by Measure Year-to-Date October 2021 vs. 2019**

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2021	2019	% Change	2021	2019	% Change	2021	2019	% Change
<b>State of Hawai'i</b>	15,809.0	16,404.1	-3.6%	8,822.8	13,300.7	-33.7%	2,787.3	3,697.9	-24.6%
<b>O'ahu</b>	8,804.9	9,224.5	-4.5%	4,727.8	7,790.2	-39.3%	1,024.7	1,849.6	-44.6%
Waikiki	7,582.1	7,915.9	-4.2%	4,037.1	6,707.5	-39.8%	827.4	1,560.8	-47.0%
<b>Maui County</b>	3,875.3	3,847.5	0.7%	2,280.1	3,006.2	-24.2%	1,170.3	1,175.5	-0.4%
Wailea	865.6	667.0	29.8%	473.2	594.7	-20.4%	374.2	355.6	5.2%
Lahaina/Kā'anapali/ Kapalua	2,092.8	2,156.7	-3.0%	1,244.5	1,664.1	-25.2%	541.1	548.8	-1.4%
<b>Island of Hawai'i</b>	1,988.9	1,961.6	1.4%	1,173.7	1,508.9	-22.2%	394.4	393.9	0.1%
Kohala Coast	849.6	908.3	-6.5%	509.0	704.4	-27.7%	263.9	260.0	1.5%
<b>Kaua'i</b>	1,139.9	1,370.5	-16.8%	641.3	995.4	-35.6%	197.9	279.0	-29.1%

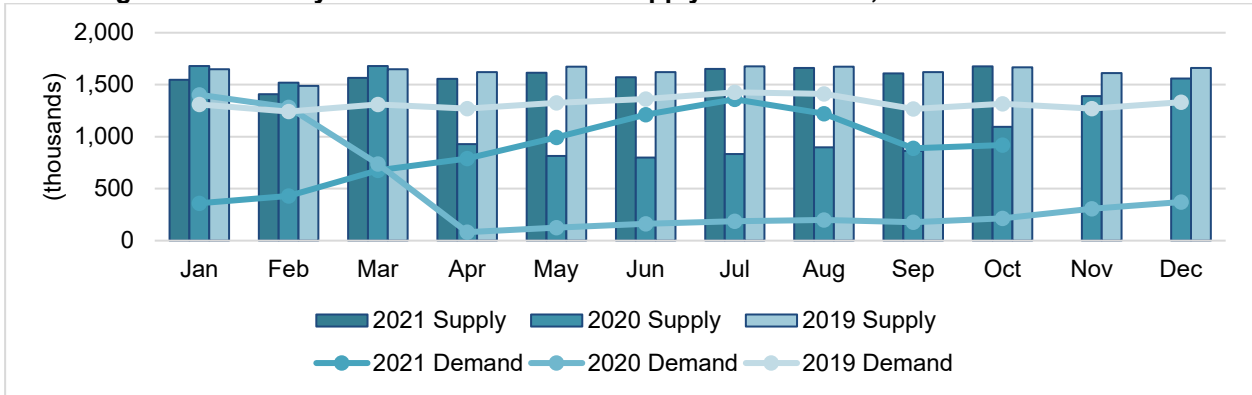
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**Figure 9: Monthly State of Hawai'i Hotel Performance, 2021 vs. 2020 vs. 2019**



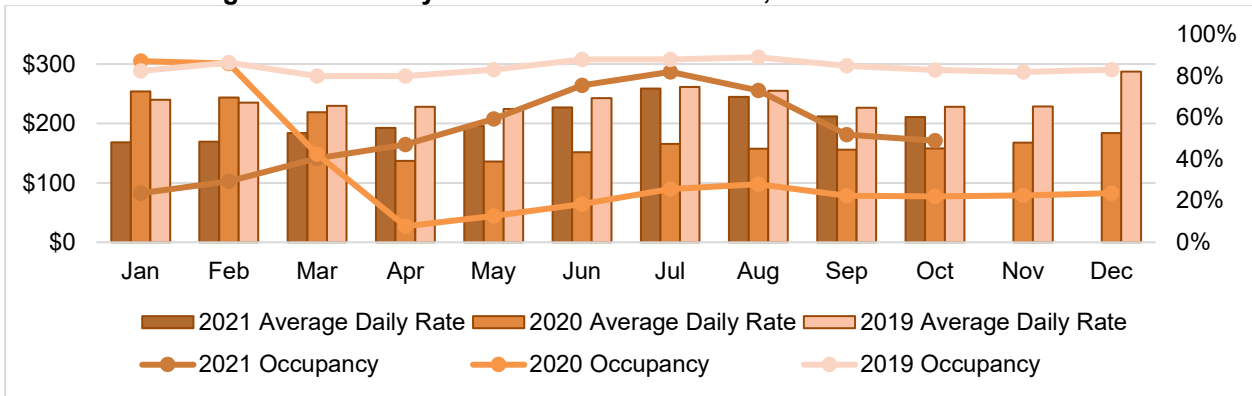
Source: STR, Inc. © Copyright 2021 Hawai'i Tourism Authority.

**Figure 10: Monthly State of Hawai'i Hotel Supply and Demand, 2021 vs. 2020 vs. 2019**



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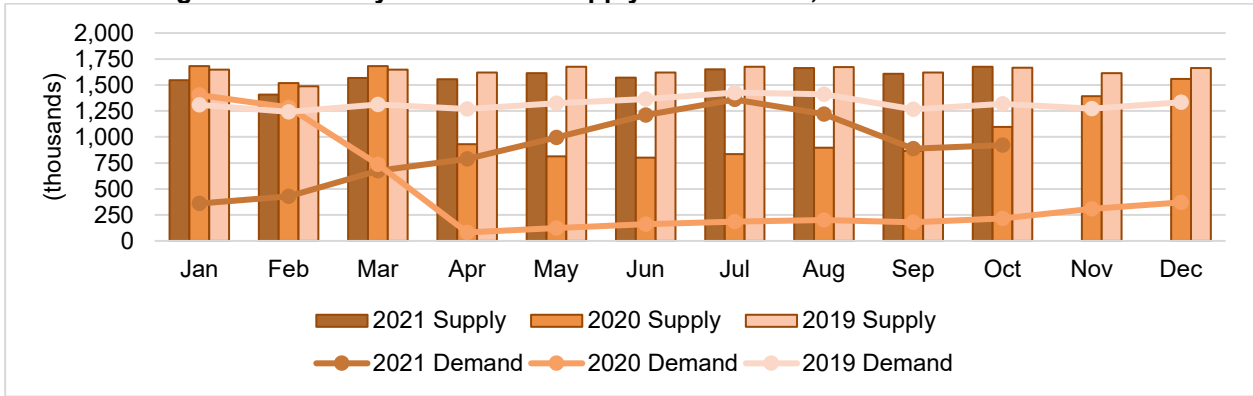
**Figure 11: Monthly O'ahu Hotel Performance, 2021 vs. 2020 vs. 2019**



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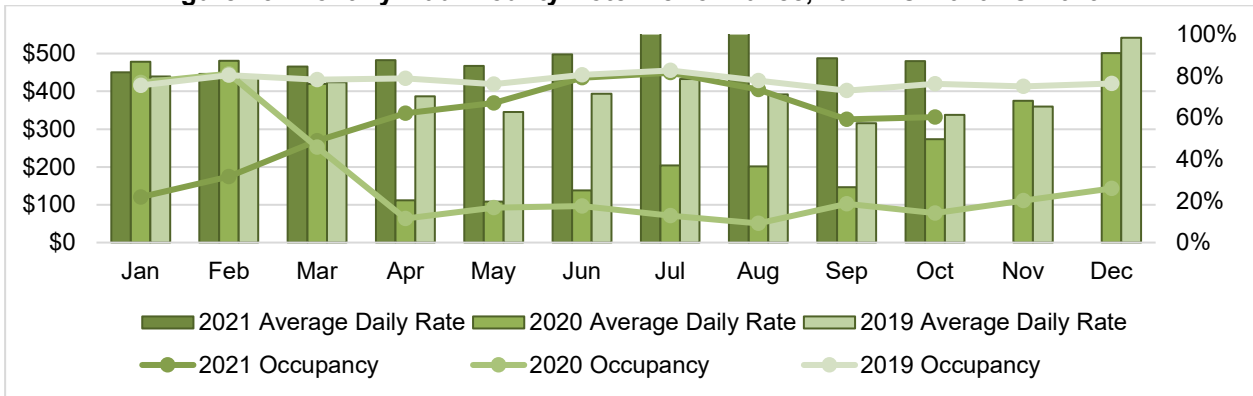


**Figure 12: Monthly O'ahu Hotel Supply and Demand, 2021 vs. 2020 vs. 2019**



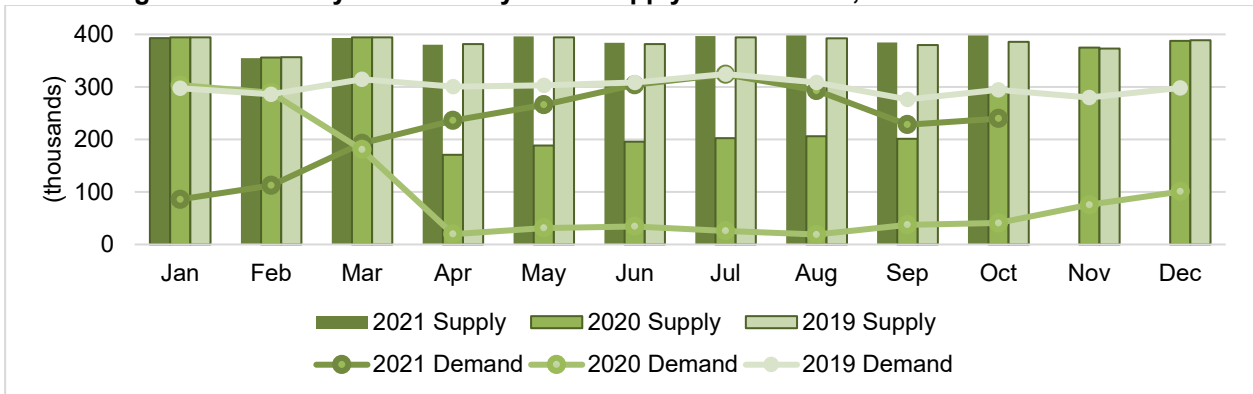
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**Figure 13: Monthly Maui County Hotel Performance, 2021 vs. 2020 vs. 2019**



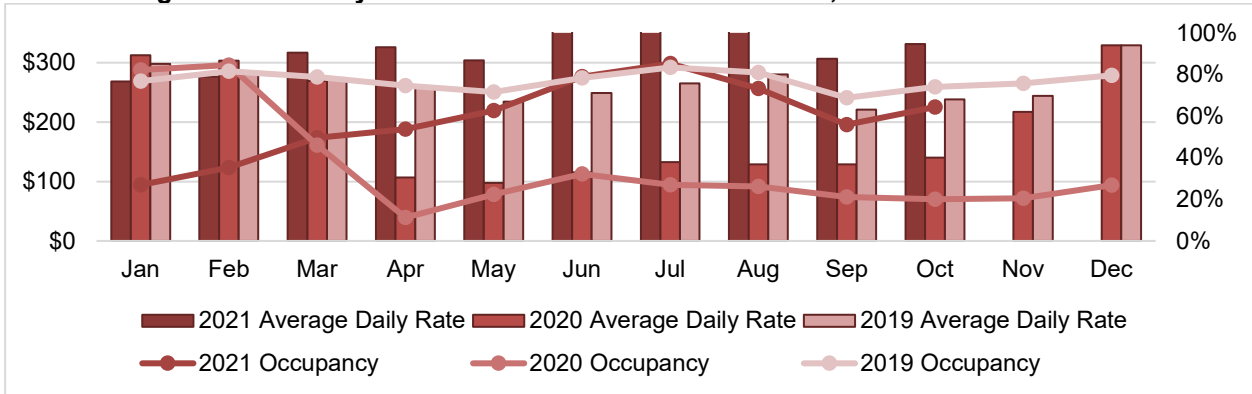
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**Figure 14: Monthly Maui County Hotel Supply and Demand, 2021 vs. 2020 vs. 2019**



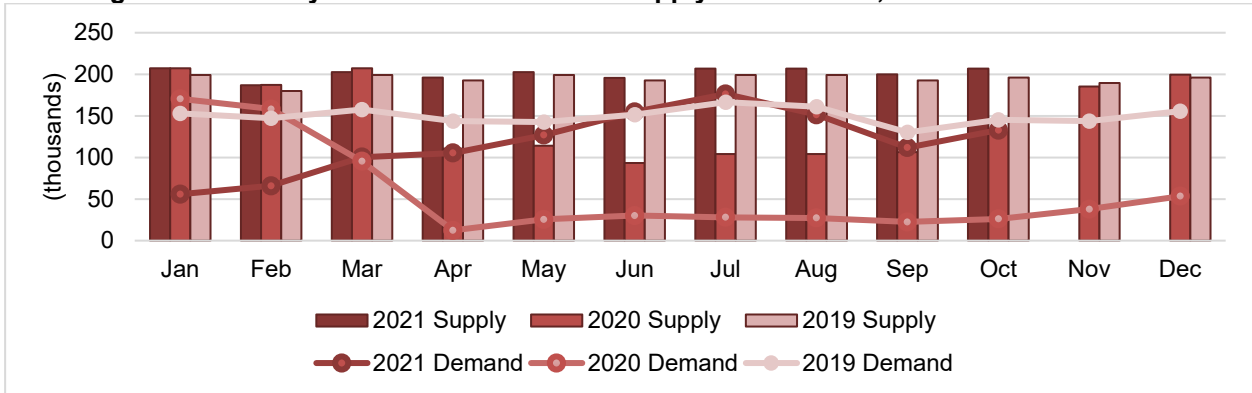
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**Figure 15: Monthly Island of Hawai'i Hotel Performance, 2021 vs. 2020 vs. 2019**



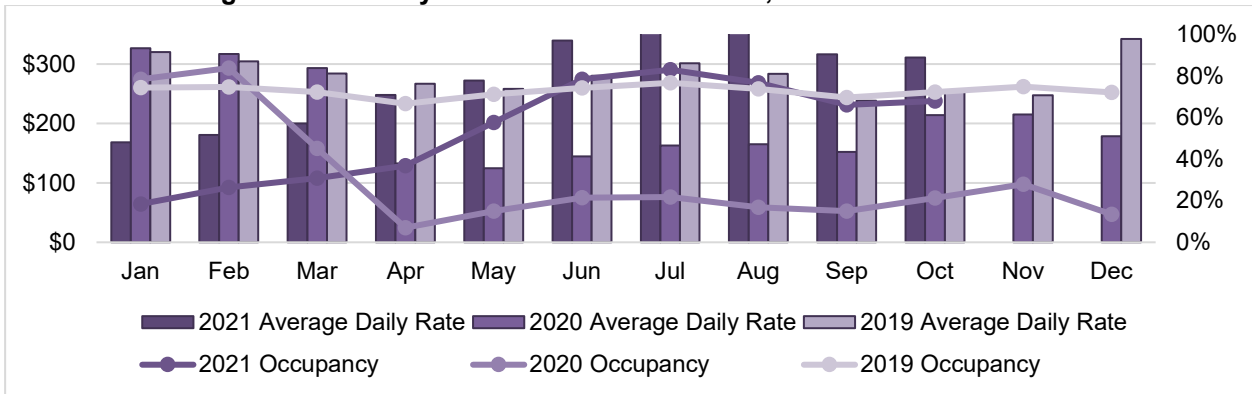
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**Figure 16: Monthly Island of Hawai'i Hotel Supply and Demand, 2021 vs. 2020 vs. 2019**



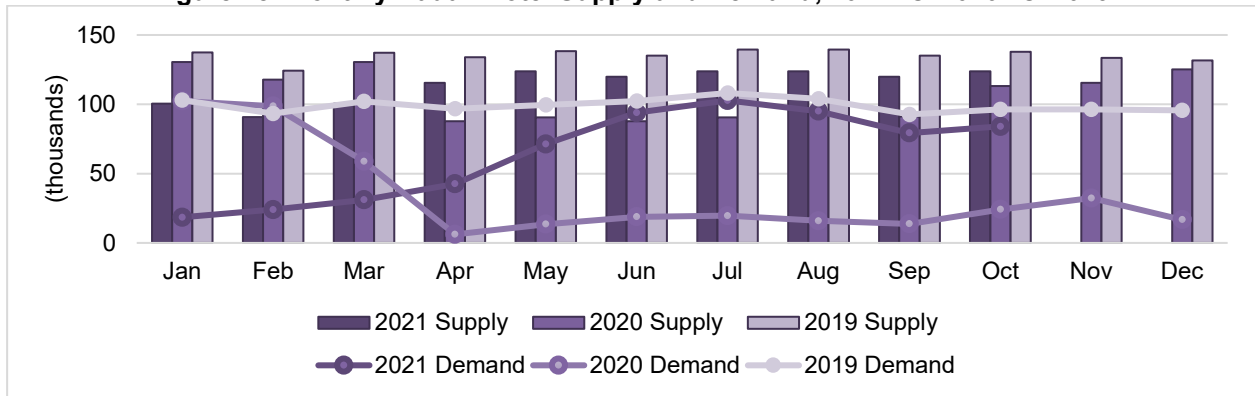
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**Figure 17: Monthly Kaua'i Hotel Performance, 2021 vs. 2020 vs. 2019**



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**Figure 18: Monthly Kaua'i Hotel Supply and Demand, 2021 vs. 2020 vs. 2019**



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