



MAUI COUNTY OVERVIEW

VISITOR STATISTICS

MAUI ISLAND	2024P YTD*	2023P YTD*	YTD % change	2023P	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	1,416.3	1,785.2	-20.7%	5,712.5	5,822.0	4,043.1	NA	5,128.0
VISITOR ARRIVALS	562,354	725,969	-22.5%	2,476,751	2,921,159	2,303,942	792,602	3,059,905
PPPD SPENDING (\$)	293.4	291.0	0.8%	286.2	244.3	201.9	NA	211.7
AVERAGE DAILY CENSUS	53,043	68,171	-22.2%	54,693	65,287	54,866	20,637	66,363

MOLOKA'I	2024P YTD*	2023P YTD*	YTD % change	2023P	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	11.5	13.0	-11.7%	46.0	39.2	25.2	NA	36.0
VISITOR ARRIVALS	10,048	11,990	-16.2%	45,587	43,317	25,758	17,025	63,035
PPPD SPENDING (\$)	160.9	156.5	2.8%	178.6	152.8	138.0	NA	126.0
AVERAGE DAILY CENSUS	785	924	-15.0%	706	703	500	322	783

LĀNA'I	2024P YTD*	2023P YTD*	YTD % change	2023P	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	30.5	40.7	-25.1%	161.3	150.8	108.1	NA	128.9
VISITOR ARRIVALS	11,273	16,954	-33.5%	68,270	68,016	47,829	17,924	84,103
PPPD SPENDING (\$)	639.6	568.2	12.6%	625.2	539.5	460.2	NA	478.8
AVERAGE DAILY CENSUS	523	796	-34.2%	707	766	644	227	738

P = Preliminary data.

* year-to-date through March.

Note: 2023 and 2024 visitor data are preliminary. 2019 - 2022 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office and final passenger counts from Airline Traffic Summary reports.

NA= Annual 2020 visitor spending statistics were not available, as there was no Departure Survey fielding between April through October 2020 due to COVID19 restrictions.

Source: Department of Business, Economic Development and Tourism

AIR LIFT

KAHULUI	2024P YTD*	2023P YTD*	YTD % change	2023P	2022	2021	2020	2019
DOMESTIC SEATS	579,187	746,337	-22.4%	2,625,759	3,065,230	2,955,085	1,015,080	2,672,036
INTERNATIONAL SEATS	63,649	83,481	-23.8%	193,419	225,512	65,303	87,086	223,644
TOTAL SEATS	642,836	829,818	-22.5%	2,819,178	3,290,742	3,020,388	1,102,166	2,895,680
DOMESTIC FLIGHTS	2,822	3,588	-21.3%	12,999	15,597	15,373	5,246	14,728
INTERNATIONAL FLIGHTS	338	436	-22.5%	1,040	1,077	260	397	1,138
TOTAL FLIGHTS	3,160	4,024	-21.5%	14,039	16,674	15,633	5,643	15,866

Source: Diiio Mii schedules

* year-to-date through March.

TRANSIENT ACCOMMODATIONS TAX (TAT) TO MAUI COUNTY

	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023	FY 2024
TAT (\$mill)	23.4	23.4	23.4	23.4	23.4	0	0	0

HOTEL PERFORMANCE

COUNTY OF MAUI	2024P YTD*	2023P YTD*	YTD % change	2023P	2022	2021	2020	2019
OCCUPANCY	71.5%	69.7%	1.8%	66.1%	67.6%	60.2%	34.6%	77.7%
AVERAGE DAILY RATE	\$561.44	\$644.11	-12.8%	\$591.09	\$606.92	\$536.47	\$409.19	\$401.10
REVENUE PER AVAILABLE ROOM	\$401.49	\$448.81	-10.5%	\$390.46	\$410.12	\$322.70	\$141.55	\$311.61

Source: STR, Inc.

* year-to-date through March.

VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2024P YTD*	2023P YTD*	YTD % change	2023P	2022	2021	2020	2019
UNIT SUPPLY	620,454	545,127	13.8%	2,535,742	2,496,164	2,664,426	2,090,812	3,126,890
UNIT OCCUPANCY	62.7%	69.1%	-9.3%	59.2%	70.0%	66.7%	42.4%	79.0%
UNIT AVERAGE DAILY RATE	\$429.62	\$432.87	-0.8%	\$367.77	\$351.63	\$278.71	\$292.68	\$343.07

Source: Transparent Intelligence, Inc.