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Hawaii Tourism Authority to Publish Monthly Hawaii Hotel Performance Report

HONOLULU – Starting next week, the Hawaii Tourism Authority's (HTA) Tourism Research Division will begin publishing monthly the Hawaii Hotel Performance Report, a compilation of key statistical data and analysis for hotel stays statewide and in the four island counties.

"We are pleased to assume this important responsibility and provide Hawaii's tourism stakeholders with up-to-date hotel performance information and analysis on a consistent, monthly basis," said George D. Szigeti, HTA president and CEO. "We see this as a service that will help industry partners to better understand the interests and trends of guests seeking hotel accommodations in Hawaii."

HTA recently secured the rights to publish Hawaii hotel information gathered by STR, a leading provider of global data benchmarking, analytics and marketplace insights for the hospitality industry.

On Tuesday, November 28, HTA will publish Hawaii hotel performance data and analysis for the months of March through October 2017 and year-to-date, including a comparison to figures compiled from the previous year. Each month thereafter, HTA will publish Hawaii hotel performance data for the immediate month prior and year-to-date.

HTA will provide comprehensive statistical data on Hawaii hotel occupancy, average daily rate (ADR) and revenue per available room (RevPar), both on a statewide level and for O'ahu, Maui County, Kaua'i and the island of Hawaii.

Hotel performance data will also be reported for the resort regions of Waikiki on O'ahu, Wailea and Lahaina-Kā'anapali-Kapalua on Maui, and Kohala Coast on the island of Hawaii.

The Hawaii Hotel Performance Report will be issued via news release to HTA's distribution list and also posted on HTA's website. Anyone wanting to receive the report free of charge can have their email address added to the distribution list by visiting HTA's website and signing up.

About the Hawaii Tourism Authority

The [Hawaii Tourism Authority](http://www.hawaiiitourismauthority.org) is responsible for strategically managing the State of Hawaii's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawaii, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawaii's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaiiitourismauthority.org. Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

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