



For Immediate Release: March 28, 2018
HTA Release (18-18)

Hawaii Hotels Statewide Averaged RevPAR of \$252, ADR of \$294 and Occupancy of 85.6% in February

RevPAR, ADR and Occupancy Increased for All Hotel Classes in All Counties

HONOLULU – Hawaii hotels statewide reported strong results in February 2018 compared to a year ago, highlighted by average revenue per available room (RevPAR) of \$252 (+10.5%), according to the *Hawaii Hotel Performance Report* released today by the Hawaii Tourism Authority (HTA).

Statewide average daily rate (ADR) grew to \$294 (+8.0%) in February, with occupancy also increasing to 85.6 percent (+1.9 percentage points).

HTA's Tourism Research Division issued the report's findings utilizing data compiled by STR, Inc., which conducts the largest and most comprehensive survey of hotel properties in the Hawaiian Islands.

Jennifer Chun, HTA director of tourism research, commented, "February was an excellent month for Hawaii's hotel industry across the board. All classes of hotel properties on all counties performed well and that's great news for the industry as a whole. Wailea and the Kohala Coast stood out with exceptional growth in RevPAR and ADR, complemented by high rates of occupancy."

All classes of hotel properties reported RevPAR growth in February. Luxury Class hotels led the market, growing both RevPAR to \$477 (+15.7%) and ADR to \$587 (+12.0%), with occupancy rising to 81.3 percent (+2.6 percentage points). Upper Class (+11.1%), Upper Midscale Class (+10.9%), and Midscale & Economy Class (+13.9%) hotels each posted double-digit RevPAR increases for February. Upper Upscale Class properties also did well in February with a 6.3 percent increase in RevPAR.

Among Hawaii's four island counties, hotel properties on the island of Hawaii led the state in RevPAR growth in February, increasing RevPAR to \$263 (+18.6%), which was boosted by increases in ADR to \$306 (+15.2%) and occupancy to 85.9 percent (+2.4 percentage points).

In February, Maui County hotel properties led the island counties in total RevPAR at \$355 (+16.2%), total ADR at \$430 (+12.2%), and growth of occupancy, increasing 2.9 percentage points to 82.7 percent.

Kauai hotel properties also recorded a strong increase in RevPAR to \$256 (+16.1%) in February, boosted by increases in ADR to \$311 (+15.7%) and occupancy of 82.2 percent (+0.3 percentage points).

O'ahu hotel properties recorded the highest occupancy at 87.4 percent (+1.7 percentage points) in February, along with modest increases in RevPAR to \$205 (+3.6%) and ADR to \$234 (+1.6%).

Of the state's resort regions, Wailea hotel properties on Maui earned the highest RevPAR at \$592 (+23.2%), highest ADR at \$652 (+19.4%) and highest rate of occupancy at 90.8 percent (+2.8 percentage points) in February.

Additionally, hotel properties in the Lahaina-Kā'anapali-Kapalua resort area reported growth in RevPAR to \$295 (+12.6%) and ADR to \$367 (+10.6%), with occupancy also increasing to 80.7 percent (+1.4 percentage points).

Hotel properties in the Kohala Coast resort area on the island of Hawai'i reported strong growth in RevPAR to \$373 (+23.1%) in February, driven by an increase in ADR to \$425 (+18.7%) and higher occupancy of 87.8 percent (+3.1 percentage points).

Waikīkī hotel properties also performed well in February with increases in both RevPAR to \$203 (+3.1%) and ADR to \$230 (+1.5%) and occupancy of 88.0 percent (+1.4 percentage points).

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Tables of hotel performance statistics, including data presented in the news release are available for viewing online at: <http://www.hawaii tourism authority.org/research/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 February 2018, the survey included 165 properties representing 48,587 rooms, or 89.9 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](http://www.hawaii tourism authority.org) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i'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.hawaii tourism authority.org. Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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Figure 1: Hawai'i Hotel Performance February 2018

	Occupancy %			Average Daily Rate			RevPAR		
	2018	2017	Percentage Pt. Change	2018	2017	% Change	2018	2017	% Change
State of Hawai'i	85.6%	83.7%	1.9%	\$293.98	\$272.14	8.0%	\$251.75	\$227.75	10.5%
Luxury Class	81.3%	78.7%	2.6%	\$587.07	\$523.98	12.0%	\$477.25	\$412.37	15.7%
Upper Upscale Class	89.6%	89.6%	0.0%	\$286.38	\$269.20	6.4%	\$256.62	\$241.30	6.3%
Upscale Class	81.4%	78.4%	3.0%	\$222.23	\$207.60	7.0%	\$180.90	\$162.78	11.1%
Upper Midscale Class	86.9%	82.8%	4.1%	\$175.46	\$166.04	5.7%	\$152.55	\$137.53	10.9%
Midscale & Economy Class	86.3%	83.3%	3.0%	\$178.93	\$162.79	9.9%	\$154.39	\$135.52	13.9%
O'ahu	87.4%	85.7%	1.7%	\$234.44	\$230.82	1.6%	\$204.80	\$197.70	3.6%
Waikiki	88.0%	86.6%	1.4%	\$230.28	\$226.87	1.5%	\$202.72	\$196.58	3.1%
Other O'ahu	83.3%	79.6%	3.8%	\$260.55	\$257.08	1.3%	\$217.10	\$204.54	6.1%
O'ahu Luxury	73.4%	72.5%	0.9%	\$487.66	\$474.00	2.9%	\$357.95	\$343.50	4.2%
O'ahu Upper Upscale	91.1%	90.6%	0.5%	\$252.65	\$252.25	0.2%	\$230.13	\$228.51	0.7%
O'ahu Upscale	84.6%	82.3%	2.3%	\$200.70	\$192.49	4.3%	\$169.84	\$158.38	7.2%
O'ahu Upper Midscale	87.3%	84.5%	2.8%	\$156.14	\$152.51	2.4%	\$136.32	\$128.93	5.7%
O'ahu Midscale & Economy	92.4%	87.6%	4.8%	\$137.87	\$132.64	3.9%	\$127.36	\$116.15	9.7%
Maui County	82.7%	79.8%	2.9%	\$429.65	\$383.02	12.2%	\$355.21	\$305.62	16.2%
Wailea	90.8%	88.0%	2.8%	\$651.74	\$546.01	19.4%	\$591.82	\$480.45	23.2%
Lahaina/Kā'anapali/Kapalua	80.7%	79.3%	1.4%	\$366.71	\$331.47	10.6%	\$295.88	\$262.72	12.6%
Other Maui County	85.2%	80.4%	4.7%	\$504.94	\$444.33	13.6%	\$430.15	\$357.41	20.4%
Maui County Luxury	81.6%	80.5%	1.1%	\$697.93	\$597.14	16.9%	\$569.65	\$480.82	18.5%
Maui County Upper Upscale & Upscale	83.0%	80.1%	2.9%	\$346.82	\$314.54	10.3%	\$287.89	\$252.00	14.2%
Island of Hawai'i	85.9%	83.4%	2.4%	\$305.98	\$265.49	15.2%	\$262.71	\$221.53	18.6%
Kohala Coast	87.8%	84.7%	3.1%	\$425.02	\$357.94	18.7%	\$373.09	\$303.19	23.1%
Kaua'i	82.2%	81.9%	0.3%	\$311.19	\$269.03	15.7%	\$255.71	\$220.33	16.1%

Source: STR, Inc. © Copyright 2018 Hawai'i Tourism Authority

Note: Samples for Maui Upper Midscale, Midscale and Economy Classes were insufficient for reporting purposes, but these data are included in Maui and statewide totals.

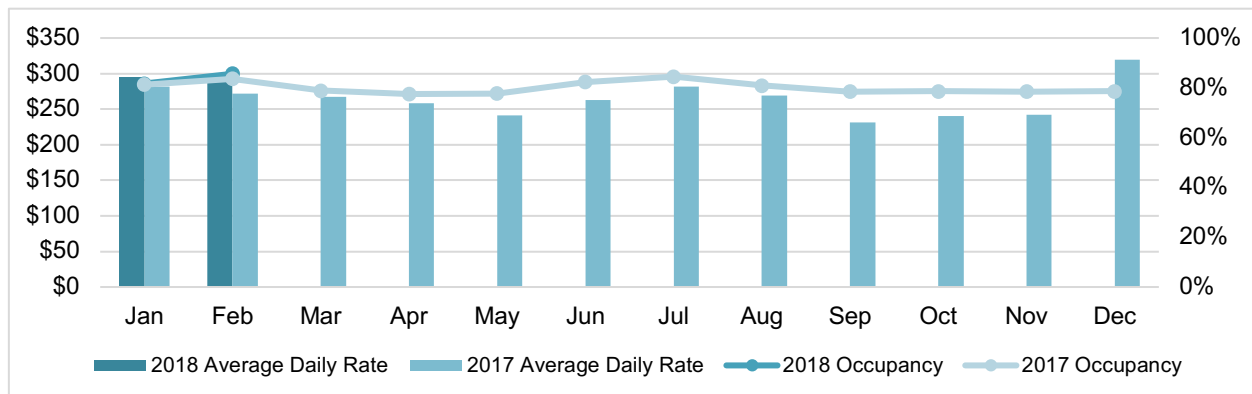
Figure 2: Hawai'i Hotel Performance Year-to-Date February 2018

	Occupancy %			Average Daily Rate			RevPAR		
	2018	2017	Percentage Pt. Change	2018	2017	% Change	2018	2017	% Change
State of Hawai'i	83.6%	82.6%	1.0%	\$294.78	\$276.93	6.4%	\$246.33	\$228.69	7.7%
Luxury Class	79.3%	78.2%	1.1%	\$599.94	\$536.34	11.9%	\$475.50	\$419.46	13.4%
Upper Upscale Class	87.5%	88.7%	-1.2%	\$286.37	\$274.51	4.3%	\$250.61	\$243.40	3.0%
Upscale Class	79.0%	77.0%	2.0%	\$219.70	\$208.00	5.6%	\$173.63	\$160.18	8.4%
Upper Midscale Class	84.9%	81.1%	3.8%	\$173.65	\$167.75	3.5%	\$147.42	\$136.11	8.3%
Midscale & Economy Class	85.4%	82.0%	3.4%	\$176.16	\$162.13	8.7%	\$150.44	\$133.00	13.1%
O'ahu	85.1%	84.5%	0.7%	\$237.01	\$238.44	-0.6%	\$201.74	\$201.39	0.2%
Waikiki	85.9%	85.5%	0.4%	\$232.97	\$234.49	-0.6%	\$200.16	\$200.42	-0.1%
Other O'ahu	80.4%	78.3%	2.1%	\$262.59	\$264.76	-0.8%	\$211.11	\$207.30	1.8%
O'ahu Luxury	71.6%	72.7%	-1.1%	\$506.63	\$496.88	2.0%	\$362.84	\$361.21	0.5%
O'ahu Upper Upscale	88.9%	89.6%	-0.7%	\$257.27	\$261.32	-1.6%	\$228.61	\$234.12	-2.4%
O'ahu Upscale	81.6%	80.8%	0.8%	\$198.65	\$195.69	1.5%	\$162.20	\$158.16	2.6%
O'ahu Upper Midscale	85.5%	82.6%	2.8%	\$154.50	\$154.90	-0.3%	\$132.06	\$127.99	3.2%
O'ahu Midscale & Economy	91.0%	86.1%	4.9%	\$134.41	\$132.34	1.6%	\$122.25	\$113.88	7.3%
Maui County	81.0%	79.0%	2.0%	\$432.70	\$382.71	13.1%	\$350.31	\$302.26	15.9%
Wailea	88.5%	86.5%	2.0%	\$657.01	\$544.86	20.6%	\$581.16	\$471.11	23.4%
Lahaina/Kā'anapali/Kapalua	80.1%	78.7%	1.4%	\$361.80	\$329.61	9.8%	\$289.77	\$259.40	11.7%
Other Maui County	82.1%	79.3%	2.7%	\$520.11	\$446.25	16.6%	\$426.78	\$353.94	20.6%
Maui County Luxury	80.1%	79.4%	0.7%	\$720.28	\$608.26	18.4%	\$576.65	\$482.84	19.4%
Maui County Upper Upscale & Upscale	81.5%	79.3%	2.1%	\$341.89	\$309.82	10.4%	\$278.53	\$245.78	13.3%
Island of Hawai'i	83.1%	82.1%	1.0%	\$296.50	\$265.87	11.5%	\$246.34	\$218.35	12.8%
Kohala Coast	83.4%	84.0%	-0.6%	\$416.44	\$359.19	15.9%	\$347.24	\$301.57	15.1%
Kaua'i	81.3%	80.8%	0.5%	\$307.75	\$274.15	12.3%	\$250.20	\$221.51	13.0%

Source: STR, Inc. © Copyright 2018 Hawai'i Tourism Authority

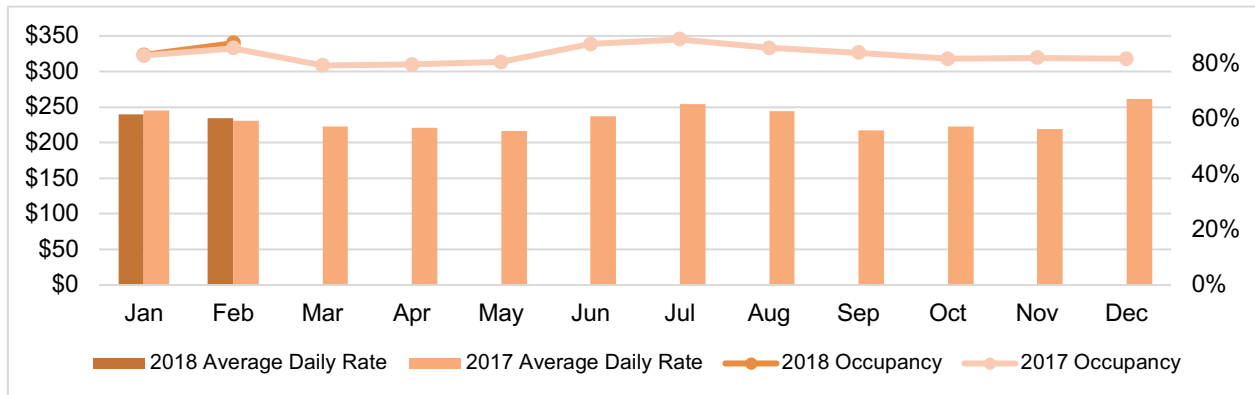
Note: Samples for Maui Upper Midscale, Midscale and Economy Classes were insufficient for reporting purposes, but these data are included in Maui and statewide totals.

Figure 3: Monthly State of Hawai'i Hotel Performance, 2018 vs. 2017



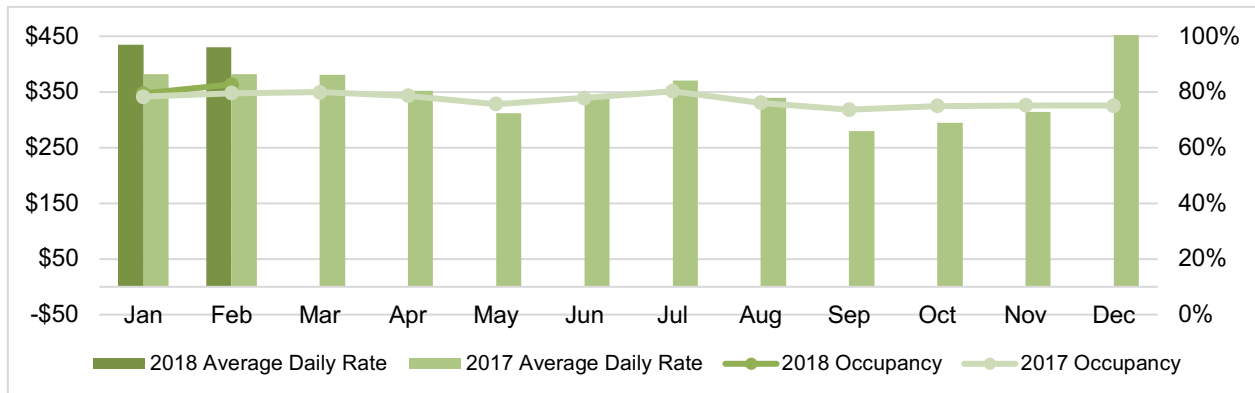
Source: STR, Inc. © Copyright 2018 Hawai'i Tourism Authority.
 January and February 2017 data courtesy of Hospitality Advisors LLC.

Figure 4: Monthly O'ahu Hotel Performance, 2018 vs. 2017



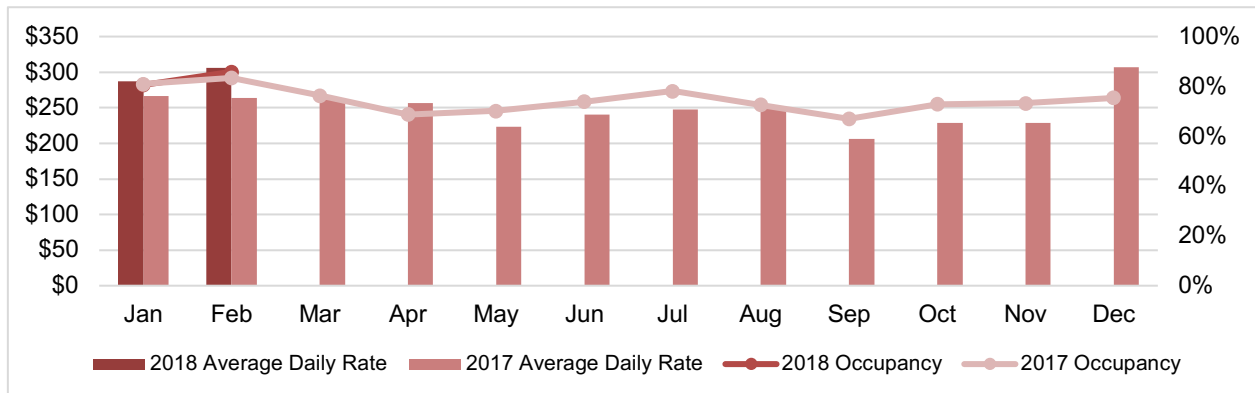
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Figure 5: Monthly Maui County Hotel Performance, 2018 vs. 2017



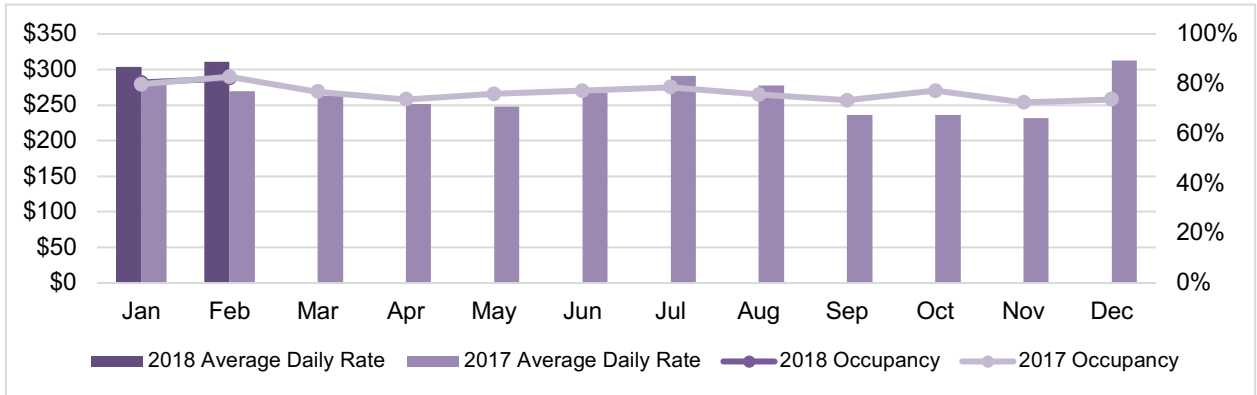
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Figure 6: Monthly Island of Hawai'i Hotel Performance, 2018 vs. 2017



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 January and February 2017 data courtesy of Hospitality Advisors LLC.

Figure 7: Monthly Kaua'i Hotel Performance, 2018 vs. 2017



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