



## MAUI COUNTY OVERVIEW

### VISITOR STATISTICS

MAUI ISLAND	2024P YTD*	2023P YTD*	YTD % change	2023P	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	503.8	625.2	-19.4%	5,712.5	5,822.0	4,043.1	NA	5,128.0
VISITOR ARRIVALS	175,005	228,743	-23.5%	2,476,751	2,921,159	2,303,942	792,602	3,059,905
PPPD SPENDING (\$)	304.5	297.0	2.5%	286.2	244.3	201.9	NA	211.7
AVERAGE DAILY CENSUS	53,377	67,892	-21.4%	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)	5.6	4.5	23.8%	46.0	39.2	25.2	NA	36.0
VISITOR ARRIVALS	3,796	4,334	-12.4%	45,587	43,317	25,758	17,025	63,035
PPPD SPENDING (\$)	167.4	126.6	32.2%	178.6	152.8	138.0	NA	126.0
AVERAGE DAILY CENSUS	1,082	1,156	-6.4%	706	703	500	322	783

LĀNA'I	2024P YTD*	2023P YTD*	YTD % change	2023P	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	10.7	12.3	-12.9%	161.3	150.8	108.1	NA	128.9
VISITOR ARRIVALS	3,705	5,482	-32.4%	68,270	68,016	47,829	17,924	84,103
PPPD SPENDING (\$)	681.0	554.5	22.8%	625.2	539.5	460.2	NA	478.8
AVERAGE DAILY CENSUS	507	715	-29.1%	707	766	644	227	738

P = Preliminary data.

\* year-to-date through January.

Note: 2023 and 2024 visitor data are preliminary. 2019 - 2022 visitor data are the final numbers and reflect updated airfare statistics from DII O 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	188,128	245,941	-23.5%	2,625,759	3,065,230	2,955,085	1,015,080	2,672,036
INTERNATIONAL SEATS	21,727	28,234	-23.0%	193,419	225,512	65,303	87,086	223,644
TOTAL SEATS	209,855	274,175	-23.5%	2,819,178	3,290,742	3,020,388	1,102,166	2,895,680
DOMESTIC FLIGHTS	911	1,183	-23.0%	12,999	15,597	15,373	5,246	14,728
INTERNATIONAL FLIGHTS	112	148	-24.3%	1,040	1,077	260	397	1,138
TOTAL FLIGHTS	1,023	1,331	-23.1%	14,039	16,674	15,633	5,643	15,866

Source: Dii O Mii schedules

\* year-to-date through January.

### 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	71.4%	67.7%	3.7%	66.1%	67.6%	60.2%	34.6%	77.7%
AVERAGE DAILY RATE	\$560.31	\$633.42	-11.5%	\$591.09	\$606.92	\$536.47	\$409.19	\$401.10
REVENUE PER AVAILABLE ROOM	\$399.85	\$429.00	-6.8%	\$390.46	\$410.12	\$322.70	\$141.55	\$311.61

Source: STR, Inc.

\* year-to-date through January.

### VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2024P YTD*	2023P YTD*	YTD % change	2023P	2022	2021	2020	2019
UNIT SUPPLY	208,877	186,491	12.0%	2,535,742	2,496,164	2,664,426	2,090,812	3,126,890
UNIT OCCUPANCY	61.8%	67.3%	-5.5%	59.2%	70.0%	66.7%	42.4%	79.0%
UNIT AVERAGE DAILY RATE	\$426.15	\$426.48	-0.1%	\$367.77	\$351.63	\$278.71	\$292.68	\$343.07

Source: Transparent Intelligence, Inc.