

Hawai'i Convention Center 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815

kelepona tel 808 973 2255 **kelepa'i** fax 808 973 2253

kahua pa'a web hawaiitourismauthority.org

David Y. Ige Governor

John De Fries

President and Chief Executive Officer

October 2022 Hawai'i Hotel Performance Report

Hawai'i hotels statewide reported stronger revenue per available room (RevPAR) and average daily rate (ADR) and occupancy rate in October 2022 compared to October 2021. When compared to pre-pandemic October 2019, statewide ADR and RevPAR were also higher but occupancy rate was lower in October 2022.

According to the Hawai'i Hotel Performance Report published by the Hawai'i Tourism Authority (HTA), statewide RevPAR in October 2022 was \$243 (+43.8%), with ADR at \$338 (+9.6%) and occupancy of 72.0 percent (+17.2 percentage points) compared to October 2021 (Figure 1). Compared with October 2019, RevPAR was 20.0 percent higher, driven by higher ADR (+32.4%) which offset lower occupancy (-7.5 percentage points) (Figure 3).

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 154 properties representing 46,546 rooms, or 84.1 percent of all 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.

Hawai'i hotel room revenues statewide totaled \$417.9 million (+43.6% vs. 2021, +23.8% vs. 2019) in October. Room demand was 1.2 million room nights (+31.0% vs. 2021, -6.5% vs. 2019) and room supply was 1.7 million room nights (-0.2% vs. 2021, +3.2% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$401 (+31.9% vs. 2021, +14.1% vs. 2019), with ADR at \$728 (+9.4% vs. 2021, +53.0% vs. 2019) and occupancy of 55.1 percent (+9.4 percentage points vs. 2021, -18.8 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$168 (+27.1% vs. 2021, +28.1% vs. 2019) with ADR at \$214 (+0.0% vs. 2021, +32.8% vs. 2019) and occupancy of 78.3 percent (+16.7 percentage points vs. 2021, -2.9 percentage points vs. 2019).

Maui County hotels led the counties in October and achieved RevPAR of \$344 (+15.5% vs. 2021, +33.4% vs. 2019), with ADR at \$528 (+7.8% vs. 2021, +56.4% vs. 2019) and occupancy of 65.1 percent (+4.4 percentage points vs. 2021, -11.2 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$448 (+18.7% vs. 2021, +1.2% vs. 2019), with ADR at \$830 (+24.6% vs. 2021, +65.9% vs. 2019) and occupancy of 53.9 percent (-2.7 percentage points vs. 2021, -34.5 percentage points vs. 2019). The Lahaina/Kāʻanapali/Kapalua region had RevPAR of \$324 (+23.8% vs. 2021, +51.5% vs. 2019), ADR at \$472 (+12.4% vs. 2021, +63.1% vs. 2019) and occupancy of 68.7 percent (+6.3 percentage points vs. 2021, -5.3 percentage points vs. 2019).

Kaua'i hotels earned RevPAR of \$287 (+41.4% vs. 2021, +56.4% vs. 2019), with ADR at \$364 (+18.8% vs. 2021, +43.6% vs. 2019) and occupancy of 78.7 percent (+12.6 percentage points vs. 2021, +6.4 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$271 (+41.9% vs. 2021, +53.8% vs. 2019), with ADR at \$361 (+16.8% vs. 2021, +51.6% vs. 2019), and occupancy of 75.1 percent (+13.3 percentage points vs. 2021, +1.1 percentage points vs. 2019). Kohala Coast hotels earned RevPAR of \$360 (+27.9% vs. 2021, +53.5% vs. 2019), with ADR at \$535 (+10% vs. 2021, +66.9% vs. 2021, +66.9% vs. 2021, +66.9% vs. 2021, +66.9%

vs. 2019), and occupancy of 67.2 percent (+9.4 percentage points vs. 2021, -5.9 percentage points vs. 2019).

Oʻahu hotels reported RevPAR of \$186 (+80.1% vs. 2021, -1.4% vs. 2019) in October, ADR at \$254 (+20.3% vs. 2021, +11.5% vs. 2019) and occupancy of 73.2 percent (+24.3 percentage points vs. 2021, -9.6 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$179 (+87.6% vs. 2021, -5.3% vs. 2019), with ADR at \$244 (+24.2% vs. 2021, +7.7% vs. 2019) and occupancy of 73.3 percent (+24.8 percentage points vs. 2021, -10.0 percentage points vs. 2019).

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: https://www.hawaiitourismauthority.org/research/infrastructure-research/

About the Hawaiii 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 154 properties representing 46,546 rooms, or 84.1 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The October survey included 77 properties on Oʻahu representing 28,211 rooms (92.9%); 42 properties in the County of Maui, representing 9,994 rooms (74.8%); 16 properties on the island of Hawaiʻi, representing 4,889 rooms (69.4%); and 19 properties on Kauaʻi, representing 3,452 rooms (75.0%).

About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to *Mālama Ku'u Home* – care for our beloved home. For more information about HTA, visit www.hawaiitourismauthority.org or follow @HawaiiHTA on Facebook, Instagram, and Twitter.

Figure 1: Hawai'i Hotel Performance October 2022

	94.0	,avi	<u>u </u>	. 01101111a	ICE OCIOL	, o			
		Occupanc	•	Ave	erage Daily Ra	ite		RevPAR	
			Percentage Pt.			%			%
	2022	2021	Pt. Change	2022	2021	Change	2022	2021	Change
			<u> </u>						
State of Hawaiʻi	72.0%	54.8%	17.2%	\$338.24	\$308.75	9.6%	\$243.46	\$169.25	43.8%
Luxury Class	55.1%	45.7%	9.4%	\$728.05	\$665.42	9.4%	\$401.31	\$304.34	31.9%
Upper Upscale Class	75.2%	55.4%	19.8%	\$324.53	\$287.04	13.1%	\$244.19	\$159.08	53.5%
Upscale Class	76.6%	59.7%	16.8%	\$253.89	\$214.28	18.5%	\$194.44	\$128.01	51.9%
Upper Midscale Class	71.1%	52.9%	18.2%	\$221.90	\$226.20	-1.9%	\$157.77	\$119.56	32.0%
Midscale & Economy Class	78.3%	61.6%	16.7%	\$213.98	\$213.98	0.0%	\$167.51	\$131.79	27.1%
Oʻahu	73.2%	48.9%	24.3%	\$254.25	\$211.28	20.3%	\$186.20	\$103.40	80.1%
Waikīkī	73.3%	48.5%	24.8%	\$243.85	\$196.34	24.2%	\$178.73	\$95.28	87.6%
Other Oʻahu	72.9%	51.2%	21.7%	\$312.52	\$290.93	7.4%	\$227.83	\$149.10	52.8%
Oʻahu Luxury	55.7%	31.0%	24.7%	\$583.74	\$537.45	8.6%	\$325.25	\$166.71	95.1%
Oʻahu Upper Upscale	74.6%	49.4%	25.2%	\$263.47	\$222.96	18.2%	\$196.63	\$110.18	78.5%
Oʻahu Upscale	80.1%	58.1%	22.0%	\$203.87	\$171.85	18.6%	\$163.31	\$99.90	63.5%
Oʻahu Upper Midscale	68.6%	44.8%	23.8%	\$158.89	\$128.32	23.8%	\$109.02	\$57.48	89.7%
Oʻahu Midscale & Economy	78.1%	54.5%	23.7%	\$155.24	\$122.67	26.6%	\$121.31	\$66.82	81.5%
Maui County	65.1%	60.8%	4.4%	\$527.81	\$489.73	7.8%	\$343.84	\$297.70	15.5%
Wailea	53.9%	56.6%	-2.7%	\$829.87	\$665.86	24.6%	\$447.56	\$377.09	18.7%
Lahaina/Kāʻanapali/Kapalua	68.7%	62.4%	6.3%	\$472.20	\$419.98	12.4%	\$324.41	\$262.02	23.8%
Other Maui County	61.0%	58.9%	2.0%	\$601.71	\$576.97	4.3%	\$366.74	\$339.85	7.9%
Maui County Luxury	48.6%	51.2%	-2.5%	\$895.79	\$752.34	19.1%	\$435.70	\$385.08	13.1%
Maui County Upper Upscale & Upscale	71.7%	64.0%	7.7%	\$451.44	\$392.15	15.1%	\$323.61	\$250.94	29.0%
Island of Hawaiʻi	75.1%	61.9%	13.3%	\$361.44	\$309.32	16.8%	\$271.48	\$191.32	41.9%
Kohala Coast	67.2%	57.8%	9.4%	\$535.05	\$486.28	10.0%	\$359.63	\$281.29	27.9%
Kauaʻi	78.7%	66.1%	12.6%	\$364.18	\$306.59	18.8%	\$286.71	\$202.75	41.4%

Source: STR, Inc. © Copyright 2022 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 2022

		Supply (thousands)	%	Demand (thousands)			Revenue (millions)		
	2022	2021	70 Change	2022	2021	% Change	2022	2021	% Change
State of Hawai'i	1,716.4	1,719.8	-0.2%	1,235.4	942.8	31.0%	417.9	291.1	43.6%
Oʻahu	940.9	949.1	-0.9%	689.1	464.5	48.3%	175.2	98.1	78.5%
Waikīkī	797.8	806.0	-1.0%	584.7	391.2	49.5%	142.6	76.8	85.7%
Maui County	414.3	412.6	0.4%	269.9	250.8	7.6%	142.4	122.8	15.9%
Wailea	90.4	90.6	-0.2%	48.8	51.3	-5.0%	40.5	34.2	18.4%
Lahaina/Kāʻanapali/ Kapalua	224.1	223.4	0.3%	154.0	139.4	10.5%	72.7	58.5	24.2%
Island of Hawai'i	218.5	218.7	-0.1%	164.1	135.3	21.3%	59.3	41.8	41.7%
Kohala Coast	92.3	91.7	0.6%	62.0	53.0	16.9%	33.2	25.8	28.6%
Kauaʻi	142.7	139.3	2.4%	112.4	92.1	22.0%	40.9	28.2	44.9%

Figure 3: Hawai'i Hotel Performance October 2022 vs. 2019

-			0.0011 01101						
		Occupan	су %	Ave	rage Daily Ra	ate		RevPAR	
			Percentage			%			%
	2022	2019	Pt. Change	2022	2019	Change	2022	2019	Change
State of Hawai'i	72.0%	79.4%	-7.5%	\$338.24	\$255.49	32.4%	\$243.46	\$202.96	20.0%
Luxury Class	55.1%	73.9%	-18.8%	\$728.05	\$475.84	53.0%	\$401.31	\$351.64	14.1%
Upper Upscale Class	75.2%	80.0%	-4.8%	\$324.53	\$259.91	24.9%	\$244.19	\$207.94	17.4%
Upscale Class	76.6%	80.9%	-4.3%	\$253.89	\$199.28	27.4%	\$194.44	\$161.14	20.7%
Upper Midscale Class	71.1%	80.7%	-9.6%	\$221.90	\$155.67	42.5%	\$157.77	\$125.61	25.6%
Midscale & Economy Class	78.3%	81.2%	-2.9%	\$213.98	\$161.09	32.8%	\$167.51	\$130.72	28.1%
Oʻahu	73.2%	82.8%	-9.6%	\$254.25	\$228.10	11.5%	\$186.20	\$188.90	-1.4%
Waikīkī	73.3%	83.3%	-10.0%	\$243.85	\$226.52	7.7%	\$178.73	\$188.64	-5.3%
Other Oʻahu	72.9%	80.1%	-7.2%	\$312.52	\$237.70	31.5%	\$227.83	\$190.43	19.6%
Oʻahu Luxury	55.7%	72.9%	-17.2%	\$583.74	\$454.58	28.4%	\$325.25	\$331.53	-1.9%
Oʻahu Upper Upscale	74.6%	83.3%	-8.7%	\$263.47	\$249.92	5.4%	\$196.63	\$208.31	-5.6%
Oʻahu Upscale	80.1%	87.5%	-7.4%	\$203.87	\$194.15	5.0%	\$163.31	\$169.86	-3.9%
Oʻahu Upper Midscale	68.6%	80.6%	-12.0%	\$158.89	\$150.89	5.3%	\$109.02	\$121.57	-10.3%
Oʻahu Midscale & Economy	78.1%	85.6%	-7.5%	\$155.24	\$125.90	23.3%	\$121.31	\$107.81	12.5%
Maui County	65.1%	76.4%	-11.2%	\$527.81	\$337.55	56.4%	\$343.84	\$257.82	33.4%
Wailea	53.9%	88.4%	-34.5%	\$829.87	\$500.13	65.9%	\$447.56	\$442.31	1.2%
Lahaina/Kāʻanapali/Kapalua	68.7%	74.0%	-5.3%	\$472.20	\$289.47	63.1%	\$324.41	\$214.15	51.5%
Other Maui County	61.0%	79.4%	-18.5%	\$601.71	\$393.92	52.8%	\$366.74	\$312.78	17.3%
Maui County Luxury	48.6%	78.7%	-30.0%	\$895.79	\$512.30	74.9%	\$435.70	\$403.06	8.1%
Maui County Upper Upscale & Upscale	71.7%	75.9%	-4.2%	\$451.44	\$278.67	62.0%	\$323.61	\$211.47	53.0%
S. Opodaio									
Island of Hawaiʻi	75.1%	74.0%	1.1%	\$361.44	\$238.34	51.6%	\$271.48	\$176.49	53.8%
Kohala Coast	67.2%	73.1%	-5.9%	\$535.05	\$320.62	66.9%	\$359.63	\$234.36	53.5%
Kauaʻi	78.7%	72.3%	6.4%	\$364.18	\$253.58	43.6%	\$286.71	\$183.30	56.4%

Source: STR, Inc. © Copyright 2022 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 4: Hawai'i Hotel Performance by Measure October 2022 vs. 2019

		Supply (thousands)	%		Demand (thousands)	%		Revenue (millions)	%
	2022	2019	Change	2022	2019	Change	2022	2019	Change
State of Hawaiʻi	1,716.4	1,663.2	3.2%	1,235.4	1,321.2	-6.5%	417.9	337.6	23.8%
Oʻahu	940.9	946.8	-0.6%	689.1	784.1	-12.1%	175.2	178.9	-2.0%
Waikīkī	797.8	808.9	-1.4%	584.7	673.6	-13.2%	142.6	152.6	-6.6%
Maui County	414.3	385.7	7.4%	269.9	294.6	-8.4%	142.4	99.4	43.2%
Wailea	90.4	68.0	32.9%	48.8	60.2	-19.0%	40.5	30.1	34.5%
Lahaina/Kāʻanapali/ Kapalua	224.1	214.9	4.3%	154.0	159.0	-3.2%	72.7	46.0	58.0%
Island of Hawaiʻi	218.5	197.5	10.6%	164.1	146.3	12.2%	59.3	34.9	70.1%
Kohala Coast	92.3	91.1	1.2%	62.0	66.6	-6.9%	33.2	21.4	55.3%
Kauaʻi	142.7	133.1	7.2%	112.4	96.2	16.8%	40.9	24.4	67.7%

Figure 5: Hawai'i Hotel Performance Year-to-Date October 2022

_		Occupanc			rage Daily Ra	ate	RevPAR		
			Percentage Pt.	%				%	
	2022	2021	Change	2022	2021	Change	2022	2021	Change
	= 4 00/	0/	40 =04	*****	***	4 = 00/	40-00-	*	- 4 00/
State of Hawaiʻi	74.2%	55.7%	18.5%	\$366.81	\$317.19	15.6%	\$272.07	\$176.64	54.0%
Luxury Class	59.1%	49.2%	9.9%	\$831.53	\$742.12	12.0%	\$491.20	\$365.13	34.5%
Upper Upscale Class	77.3%	55.8%	21.5%	\$344.75	\$293.77	17.4%	\$266.52	\$163.88	62.6%
Upscale Class	77.7%	59.0%	18.7%	\$261.40	\$212.11	23.2%	\$203.05	\$125.13	62.3%
Upper Midscale Class	73.3%	55.2%	18.1%	\$235.95	\$216.00	9.2%	\$172.93	\$119.22	45.1%
Midscale & Economy Class	80.7%	59.8%	20.9%	\$223.68	\$199.31	12.2%	\$180.52	\$119.28	51.3%
Oʻahu	75.8%	53.7%	22.1%	\$263.53	\$216.58	21.7%	\$199.80	\$116.27	71.8%
Waikīkī	76.2%	53.3%	22.9%	\$250.09	\$204.56	22.3%	\$190.60	\$108.97	74.9%
Other Oʻahu	73.6%	56.2%	17.4%	\$341.60	\$285.52	19.6%	\$251.41	\$160.42	56.7%
Oʻahu Luxury	55.2%	40.8%	14.4%	\$639.02	\$564.70	13.2%	\$352.47	\$230.12	53.2%
Oʻahu Upper Upscale	77.9%	52.3%	25.6%	\$271.53	\$231.92	17.1%	\$211.46	\$121.24	74.4%
Oʻahu Upscale	82.4%	61.1%	21.3%	\$209.19	\$173.27	20.7%	\$172.43	\$105.85	62.9%
Oʻahu Upper Midscale	71.7%	51.5%	20.2%	\$168.15	\$138.75	21.2%	\$120.50	\$71.47	68.6%
Oʻahu Midscale & Economy	80.6%	61.2%	19.4%	\$161.05	\$130.10	23.8%	\$129.81	\$79.65	63.0%
Maui County	68.2%	59.0%	9.2%	\$600.87	\$517.47	16.1%	\$409.77	\$305.15	34.3%
Wailea	61.2%	54.9%	6.3%	\$944.21	\$795.59	18.7%	\$577.93	\$436.47	32.4%
Lahaina/Kāʻanapali/Kapalua	70.5%	59.9%	10.6%	\$532.64	\$435.85	22.2%	\$375.60	\$261.22	43.8%
Other Maui County	65.5%	57.8%	7.6%	\$687.20	\$617.77	11.2%	\$449.91	\$357.23	25.9%
Maui County Luxury	55.0%	50.9%	4.1%	\$1,043.81	\$881.29	18.4%	\$573.67	\$448.31	28.0%
Maui County Upper	73.2%	62.0%	11.2%	\$493.71	\$398.61	23.9%	\$361.32	\$247.25	46.1%
Upscale & Upscale				,	,		,	•	
Island of Hawai'i	75.6%	58.3%	17.2%	\$395.14	\$326.97	20.8%	\$298.59	\$190.71	56.6%
Kohala Coast	71.6%	59.3%	12.3%	\$612.81	\$499.26	22.7%	\$438.84	\$296.02	48.2%
Kaua'i	78.5%	54.9%	23.6%	\$396.97	\$302.52	31.2%	\$311.53	\$166.00	87.7%

Source: STR, Inc. © Copyright 2022 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 Year-to-Date October 2022

		Supply (thousands)		(Demand (thousands)		Revenue (millions)			
		%				%			%	
	2022	2021	Change	2022	2021	Change	2022	2021	Change	
State of Hawai'i	16,868.4	16,243.2	3.8%	12,511.9	9,045.6	38.3%	4,589.4	2,869.1	60.0%	
Oʻahu	9,275.6	8,825.0	5.1%	7,032.5	4,737.5	48.4%	1,853.3	1,026.0	80.6%	
Waikīkī	7,872.0	7,573.0	3.9%	5,999.5	4,034.0	48.7%	1,500.4	825.2	81.8%	
Maui County	4,055.7	4,021.9	0.8%	2,765.8	2,371.7	16.6%	1,661.9	1,227.3	35.4%	
Wailea	887.7	872.6	1.7%	543.4	478.7	13.5%	513.1	380.9	34.7%	
Lahaina/Kāʻanapali/ Kapalua	2,190.6	2,181.9	0.4%	1,544.8	1,307.7	18.1%	822.8	569.9	44.4%	
Island of Hawaiʻi	2,140.0	2,106.5	1.6%	1,617.1	1,228.7	31.6%	639.0	401.7	59.1%	
Kohala Coast	902.0	898.9	0.3%	645.9	533.0	21.2%	395.8	266.1	48.8%	
Kauaʻi	1,397.1	1,289.9	8.3%	1,096.4	707.8	54.9%	435.2	214.1	103.3%	

Figure 7: Hawai'i Hotel Performance Year-to-Date October 2022 vs. 2019

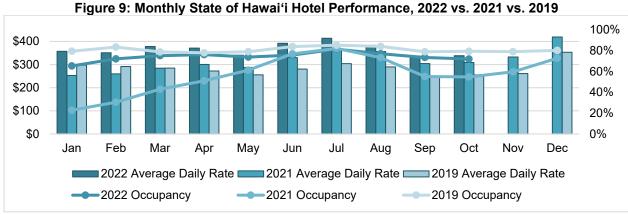
		Occupan	су %	Ave	rage Daily Ra			RevPAR		
			Percentage			%			%	
	2022	2019	Pt. Change	2022	2019	Change	2022	2019	Change	
	74.00/	04.40/	0.00/	*****	***	0.4.00/	4070.07	****	00.70/	
State of Hawaiʻi	74.2%	81.1%	-6.9%	\$366.81	\$278.03	31.9%	\$272.07	\$225.43	20.7%	
Luxury Class	59.1%	76.7%	-17.7%	\$831.53	\$550.39	51.1%	\$491.20	\$422.36	16.3%	
Upper Upscale Class	77.3%	82.9%	-5.6%	\$344.75	\$277.47	24.2%	\$266.52	\$229.91	15.9%	
Upscale Class	77.7%	78.9%	-1.2%	\$261.40	\$208.11	25.6%	\$203.05	\$164.18	23.7%	
Upper Midscale Class	73.3%	83.9%	-10.6%	\$235.95	\$162.84	44.9%	\$172.93	\$136.67	26.5%	
Midscale & Economy Class	80.7%	82.4%	-1.7%	\$223.68	\$172.28	29.8%	\$180.52	\$141.91	27.2%	
Oʻahu	75.8%	84.5%	-8.6%	\$263.53	\$237.42	11.0%	\$199.80	\$200.51	-0.4%	
Waikīkī	76.2%	84.7%	-8.5%	\$250.09	\$232.69	7.5%	\$199.60	\$197.17	-3.3%	
	73.6%	82.7%	-0.5% -9.1%	\$250.09	\$266.74	28.1%	\$251.41	\$220.69	-3.3% 13.9%	
Other Oʻahu	55.2%	74.0%	-9.1% -18.9%	\$639.02	\$487.84	31.0%	\$352.47	\$361.16	-2.4%	
Oʻahu Luxury		85.7%	-7.8%							
Oʻahu Upper Upscale	77.9%			\$271.53	\$260.83	4.1%	\$211.46	\$223.58	-5.4%	
Oʻahu Upscale	82.4%	85.5%	-3.0%	\$209.19	\$195.57	7.0%	\$172.43	\$167.12	3.2%	
Oʻahu Upper Midscale	71.7%	84.3%	-12.6%	\$168.15	\$157.18	7.0%	\$120.50	\$132.50	-9.1%	
Oʻahu Midscale & Economy	80.6%	87.7%	-7.1%	\$161.05	\$132.60	21.5%	\$129.81	\$116.26	11.7%	
Maui County	68.2%	78.1%	-9.9%	\$600.87	\$391.01	53.7%	\$409.77	\$305.51	34.1%	
Wailea	61.2%	89.2%	-28.0%	\$944.21	\$598.01	57.9%	\$577.93	\$533.18	8.4%	
Lahaina/Kāʻanapali/Kapalua	70.5%	77.2%	-6.6%	\$532.64	\$329.81	61.5%	\$375.60	\$254.47	47.6%	
Other Maui County	65.5%	79.4%	-13.9%	\$687.20	\$466.90	47.2%	\$449.91	\$370.62	21.4%	
Maui County Luxury	55.0%	80.9%	-25.9%	\$1,043.81	\$630.64	65.5%	\$573.67	\$510.16	12.4%	
Maui County Upper Upscale & Upscale	73.2%	77.9%	-4.8%	\$493.71	\$310.04	59.2%	\$361.32	\$241.63	49.5%	
Island of Hawaiʻi	75.6%	76.9%	-1.4%	\$395.14	\$261.05	51.4%	\$298.59	\$200.81	48.7%	
Kohala Coast	71.6%	77.5%	-5.9%	\$612.81	\$369.10	66.0%	\$438.84	\$286.21	53.3%	
Kauaʻi	78.5%	72.6%	5.8%	\$396.97	\$280.28	41.6%	\$311.53	\$203.57	53.0%	

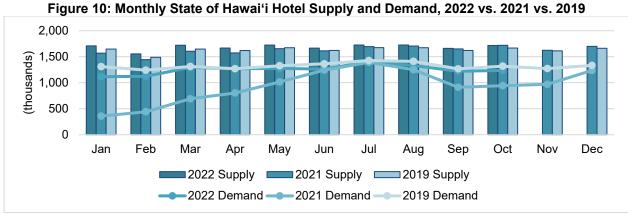
Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority

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

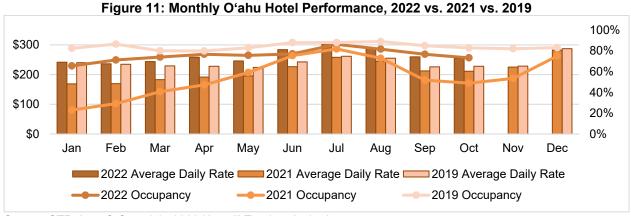
Figure 8: Hawai'i Hotel Performance by Measure Year-to-Date October 2022 vs. 2019

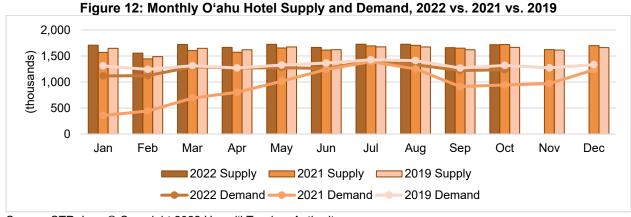
		Supply (thousands)	%		Demand (thousands)	%		Revenue (millions)	%
	2022	2019	Change	2022	2019	Change	2022	2019	Change
State of Hawaiʻi	16,868.4	16,404.1	2.8%	12,511.9	13,300.7	-5.9%	4,589.4	3,697.9	24.1%
Oʻahu	9,275.6	9,224.5	0.6%	7,032.5	7,790.2	-9.7%	1,853.3	1,849.6	0.2%
Waikīkī	7,872.0	7,915.9	-0.6%	5,999.5	6,707.5	-10.6%	1,500.4	1,560.8	-3.9%
Maui County	4,055.7	3,847.5	5.4%	2,765.8	3,006.2	-8.0%	1,661.9	1,175.5	41.4%
Wailea	887.7	667.0	33.1%	543.4	594.7	-8.6%	513.1	355.6	44.3%
Lahaina/Kāʻanapali/ Kapalua	2,190.6	2,156.7	1.6%	1,544.8	1,664.1	-7.2%	822.8	548.8	49.9%
Island of Hawaiʻi	2,140.0	1,961.6	9.1%	1,617.1	1,508.9	7.2%	639.0	393.9	62.2%
Kohala Coast	902.0	908.3	-0.7%	645.9	704.4	-8.3%	395.8	260.0	52.3%
Kauaʻi	1,397.1	1,370.5	1.9%	1,096.4	995.4	10.1%	435.2	279.0	56.0%

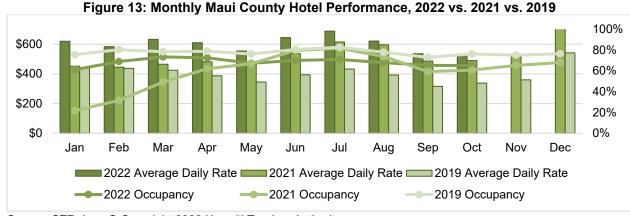




Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority.

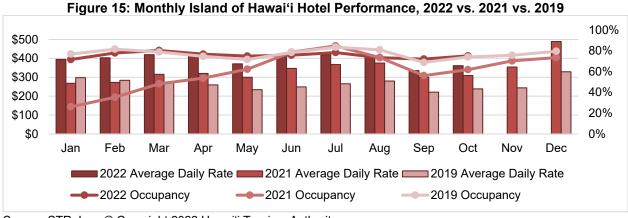


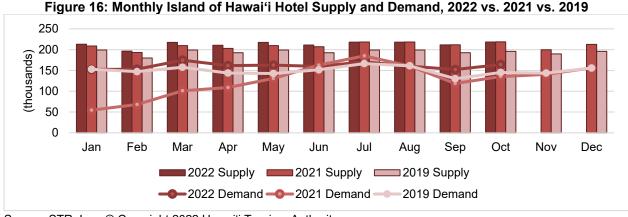




Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority.







Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority.

