



MAUI COUNTY OVERVIEW

VISITOR STATISTICS

MAUI ISLAND	2022P YTD*	2021 YTD*	YTD % change	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	5,132.6	3,523.5	45.7%	4,043.1	NA	5,128.0
VISITOR ARRIVALS	2,651,688	2,068,062	28.2%	2,303,942	792,602	3,059,905
PPPD SPENDING (\$)	238.6	197.5	20.8%	201.9	NA	211.7
AVERAGE DAILY CENSUS	64,416	53,408	20.6%	54,866	20,637	66,363

MOLOKA'I	2022P YTD*	2021 YTD*	YTD % change	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	34.6	21.3	62.1%	25.2	NA	36.0
VISITOR ARRIVALS	39,095	22,404	74.5%	25,758	17,025	63,035
PPPD SPENDING (\$)	147.2	137.1	7.4%	138.0	NA	126.0
AVERAGE DAILY CENSUS	704	466	50.9%	500	322	783

LĀNA'I	2022P YTD*	2021 YTD*	YTD % change	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	132.7	93.3	42.2%	108.1	NA	128.9
VISITOR ARRIVALS	61,127	42,267	44.6%	47,829	17,924	84,103
PPPD SPENDING (\$)	520.0	450.6	15.4%	460.2	NA	478.8
AVERAGE DAILY CENSUS	764	620	23.3%	644	227	738

P = Preliminary data. * year-to-date through November.

Note: 2022 visitor data are preliminary. 2021, 2020 and 2019 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	2022P YTD*	2021 YTD*	YTD % change	2021	2020	2019
DOMESTIC SEATS	2,810,653	2,723,650	3.2%	2,955,085	1,015,080	2,672,036
INTERNATIONAL SEATS	198,093	42,781	363.0%	65,303	87,086	223,644
TOTAL SEATS	3,008,746	2,766,431	8.8%	3,020,388	1,102,166	2,895,680
DOMESTIC FLIGHTS	14,370	14,161	1.5%	15,373	5,246	14,728
INTERNATIONAL FLIGHTS	933	182	412.6%	260	397	1,138
TOTAL FLIGHTS	15,303	14,343	6.7%	15,633	5,643	15,866

* year-to-date through November.

Source: Diiio Mii schedules

TRANSIENT ACCOMMODATIONS TAX (TAT) TO MAUI COUNTY

	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022
TAT (\$mil)	23.4	23.4	23.4	23.4	23.4	0

HOTEL PERFORMANCE

COUNTY OF MAUI	2022P YTD*	2021 YTD*	YTD % change	2021P	2020	2019
OCCUPANCY	68.0%	59.6%	8.4%	60.2%	34.6%	77.7%
AVERAGE DAILY RATE	\$595.27	\$519.21	14.6%	\$536.47	\$409.19	\$401.10
REVENUE PER AVAILABLE ROOM	\$404.52	\$309.25	30.8%	\$322.70	\$141.55	\$311.61

* year-to-date through November.

Source: STR, Inc.

VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2022P YTD*	2021 YTD*	YTD % change	2021P	2020	2019
UNIT SUPPLY	2,286,586	2,492,746	-8.3%	2,664,426	2,090,812	3,126,890
UNIT OCCUPANCY	70.7%	66.6%	6.1%	66.7%	42.4%	79.0%
UNIT AVERAGE DAILY RATE	\$348.47	\$274.60	26.9%	\$278.71	\$292.68	\$343.07

* year-to-date through November.