



MAUI COUNTY OVERVIEW

VISITOR STATISTICS

MAUI ISLAND	2023P YTD*	2022P YTD*	% change	2022P	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	1,785.2	1,286.0	38.8%	5,689.6	4,043.1	NA	5,128.0
VISITOR ARRIVALS	725,969	616,048	17.8%	2,910,782	2,303,942	792,602	3,059,905
PPPD SPENDING (\$)	291.0	234.4	24.1%	239.8	201.9	NA	211.7
AVERAGE DAILY CENSUS	68,171	60,962	11.8%	65,014	54,866	20,637	66,363

MOLOKA'I	2023P YTD*	2022P YTD*	% change	2022P	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	13.0	9.1	42.3%	39.1	25.2	NA	36.0
VISITOR ARRIVALS	11,990	9,493	26.3%	43,420	25,758	17,025	63,035
PPPD SPENDING (\$)	156.5	132.7	17.9%	146.4	138.0	NA	126.0
AVERAGE DAILY CENSUS	924	765	20.7%	731	500	322	783

LĀNA'I	2023P YTD*	2022P YTD*	% change	2022P	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	38.6	30.9	25.1%	148.3	108.1	NA	128.9
VISITOR ARRIVALS	16,954	14,028	20.9%	67,364	47,829	17,924	84,103
PPPD SPENDING (\$)	539.5	464.6	16.1%	524.9	460.2	NA	478.8
AVERAGE DAILY CENSUS	796	738	7.8%	774	644	227	738

P = Preliminary data.

* year-to-date through March.

Note: 2023 and 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	2023P YTD*	2022P YTD*	% change	2022P	2021	2020	2019
DOMESTIC SEATS	746,337	787,671	-5.2%	3,065,230	2,955,085	1,015,080	2,672,036
INTERNATIONAL SEATS	83,481	87,254	-4.3%	225,512	65,303	87,086	223,644
TOTAL SEATS	829,818	874,925	-5.2%	3,290,742	3,020,388	1,102,166	2,895,680
DOMESTIC FLIGHTS	3,588	4,030	-11.0%	15,597	15,373	5,246	14,728
INTERNATIONAL FLIGHTS	436	337	29.4%	1,077	260	397	1,138
TOTAL FLIGHTS	4,024	4,367	-7.9%	16,674	15,633	5,643	15,866

Source: DiiO Mii schedules

* year-to-date through March.

TRANSIENT ACCOMMODATIONS TAX (TAT) TO MAUI COUNTY

	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023
TAT (\$mill)	23.4	23.4	23.4	23.4	23.4	0	0

HOTEL PERFORMANCE

COUNTY OF MAUI	2023P YTD*	2022P YTD*	% change	2022P	2021	2020	2019
OCCUPANCY	69.7%	66.5%	3.2%	67.6%	60.2%	34.6%	77.7%
AVERAGE DAILY RATE	\$644.67	\$599.76	7.5%	\$606.92	\$536.47	\$409.19	\$401.10
REVENUE PER AVAILABLE ROOM	\$449.11	\$398.63	12.7%	\$410.12	\$322.70	\$141.55	\$311.61

Source: STR, Inc.

* year-to-date through March.

VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2023P YTD*	2022P YTD*	% change	2022P	2021	2020	2019
UNIT SUPPLY	545,127	517,060	5.4%	2,496,164	2,664,426	2,090,812	3,126,890
UNIT OCCUPANCY	69.1%	71.5%	-3.3%	70.0%	66.7%	42.4%	79.0%
UNIT AVERAGE DAILY RATE	\$432.87	\$368.46	17.5%	\$351.63	\$278.71	\$292.68	\$343.07

Source: Transparent Intelligence, Inc.