



For Immediate Release: December 21, 2017
HTA Release (17-49)

Revenue Per Available Room for Hawai'i Hotels Grew 5.5 Percent in November 2017

Hotel Occupancy and Average Daily Rate Also Increased Year-Over-Year

HONOLULU – Hotels in the Hawaiian Islands earned more revenue per available room (RevPAR) in November at \$190 (+5.5%) compared to a year ago, according to the *Hawai'i Hotel Performance Report* released today by the Hawai'i Tourism Authority (HTA). Additionally, both average daily rate (ADR) in November (+1.4% to \$243) and occupancy at 78.5 percent (+3 percentage points) grew year-over-year.

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, "November was a good month for hotel properties as a whole, as RevPAR increased statewide and for each island county, most notably on the neighbor islands. These across-the-board increases help support jobs and families in each county and generate increased state tax revenue, which ultimately helps to fund community needs statewide.

"The biggest eye-opener for November were the impressive results reported for Midscale and Economy Class hotels, with RevPAR jumping by 18.4 percent and occupancy by 10.1 percent. That kind of increase in occupancy is phenomenal considering that tourism in Hawai'i has been thriving in recent years. It's a sign the industry did an effective job in attracting price-conscious travelers, especially to O'ahu where the increase in occupancy was 12.9 percent.

"Year-to-date, hotel properties on the island of Hawai'i and Kaua'i continue to report the strongest rate of growth in both RevPAR and occupancy. Occupancy for Kaua'i hotels has risen to 76.8 percent and for hotels on the island of Hawai'i to 74.3 percent, meaning the gap between these islands with hotel occupancies on O'ahu and Maui has closed considerably this year."

As seen in the accompanying tables, all classes of hotel properties in Hawai'i earned more per available room in November compared to a year ago. Midscale and Economy Class hotels charted the highest RevPAR growth statewide for November to \$111 (+18.4%), boosted by growth in both occupancy at 79.1 percent (+10.1 percentage points) and ADR to \$140 (+3.3%).

Upper Upscale Class properties statewide achieved the highest occupancy rate at 83.6 percent (+1.2 percentage points) in November, however, ADR for this class of hotel properties remained unchanged from a year ago.

All four island counties in Hawai'i achieved higher RevPAR in November year-over-year. Hotels in Maui County recorded the highest RevPAR at \$236 (+6.5%), supported by growth in both ADR to \$314 (+4.7%) and occupancy at 75.2 percent (+1.2 percentage points).

Kaua'i hotels earned the largest gain in RevPAR to \$168 (+13%) in November, boosted by increases in ADR to \$232 (+4.2%) and occupancy at 72.5 percent (+5.6 percentage points).

Hotels on the island of Hawai'i achieved the highest rate of growth in occupancy at 73.2 percent, up 10.8 percentage points, in November. This drove the island's RevPAR growth to \$167 (+12.9%), despite ADR declining to \$228 (-3.8%).

O'ahu hotels reported a small increase in RevPAR to \$180 (+2.3%), with modest growth in occupancy at 82.1 percent (+1.5 percentage points) offsetting flat ADR of \$219 (+0.4%). Waikiki hotels performed similarly to last November.

Hotels in Hawai'i's luxury resort areas performed well in November compared to a year ago, with Wailea leading the state in RevPAR to \$409 (+13.2%), ADR to \$489 (+7.5%), and occupancy at 83.8 percent (+4.2 percentage points). The Lahaina-Kā'anapali-Kapalua resort area reported growth in RevPAR to \$194 (+4.4%) and ADR to \$258 (+2.6%), with occupancy at 75.1 percent (+1.3 percentage points).

The Kohala Coast resort area reported strong growth in RevPAR to \$231 (+8.5%), driven by an increase in occupancy at 69.6 percent (+6 percentage points), which offset a slight dip in ADR to \$333 (-0.9%).

Year-to-Date 2017

Year-to-date through November, Hawai'i hotels statewide reported growth in RevPAR to \$208 (+5.7%), ADR to \$259 (+4.2%), and occupancy at 80.2 percent (up 1.1 percentage points).

Through the first 11 months of the year, Luxury Class hotels achieved the strongest overall results of all hotel classes, with increases in RevPAR to \$384 (+7.3%), ADR to \$506 (+4.8%), and occupancy at 75.7 percent (+1.8 percentage points).

Midscale and Economy Class hotels also reported a strong increase in RevPAR to \$117 (+5.8%), supported by growth in ADR to \$151 (+3.2%) and occupancy at 77.6 percent (+1.9 percentage points).

###

Tables of hotel performance statistics, including data presented in the news release are available for viewing online at: <http://www.hawaiitourismauthority.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 November 2017, the survey included 165 properties representing 48,788 rooms, or 90.4 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](#) 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](#).

For more information, contact:

Charlene Chan
Director of Communications
Hawai'i Tourism Authority
(808) 973-2272
Charlene@gohta.net

Jennifer Chun
Director of Tourism Research
Hawai'i Tourism Authority
(808) 973-9446
Jennifer@gohta.net

Patrick Dugan
Anthology Marketing Group
(808) 539-3411/(808) 741-2712
Patrick.Dugan@AnthologyGroup.com

Erin Kinoshita
Anthology Marketing Group
(808) 539-3428/(808) 349-3746
Erin.Kinoshita@AnthologyGroup.com

Month of November 2017

	Occupancy %			Average Daily Rate			RevPAR		
	2017	2016	Percentage Pt. Change	2017	2016	% Change	2017	2016	% Change
State of Hawai'i	78.5%	75.5%	3.0%	\$242.56	\$239.20	1.4%	\$190.44	\$180.57	5.5%
Luxury Class	74.9%	72.0%	2.9%	\$466.90	\$454.68	2.7%	\$349.70	\$327.43	6.8%
Upper Upscale Class	83.6%	82.4%	1.2%	\$248.27	\$248.30	0.0%	\$207.63	\$204.59	1.5%
Upscale Class	73.2%	70.7%	2.6%	\$181.03	\$175.39	3.2%	\$132.61	\$123.98	7.0%
Upper Midscale Class	78.8%	74.2%	4.6%	\$147.31	\$144.56	1.9%	\$116.07	\$107.31	8.2%
Midscale & Economy Class	79.1%	69.0%	10.1%	\$140.23	\$135.81	3.3%	\$110.92	\$93.68	18.4%
O'ahu	82.1%	80.6%	1.5%	\$219.31	\$218.34	0.4%	\$179.97	\$175.94	2.3%
Waikiki	83.2%	82.7%	0.4%	\$215.62	\$216.12	-0.2%	\$179.31	\$178.79	0.3%
Other O'ahu	75.6%	68.2%	7.4%	\$243.41	\$233.86	4.1%	\$183.92	\$159.48	15.3%
O'ahu Luxury	72.8%	68.1%	4.7%	\$436.03	\$432.68	0.8%	\$317.63	\$294.71	7.8%
O'ahu Upper Upscale	88.3%	88.5%	-0.3%	\$244.08	\$248.22	-1.7%	\$215.50	\$219.78	-1.9%
O'ahu Upscale	74.8%	77.1%	-2.3%	\$185.12	\$178.91	3.5%	\$138.51	\$137.97	0.4%
O'ahu Upper Midscale	80.7%	77.7%	3.0%	\$140.46	\$139.46	0.7%	\$113.35	\$108.36	4.6%
O'ahu Midscale & Economy	84.9%	72.0%	12.9%	\$119.78	\$119.39	0.3%	\$101.74	\$85.97	18.3%
Maui County	75.2%	73.9%	1.2%	\$313.70	\$299.51	4.7%	\$235.77	\$221.47	6.5%
Wailea	83.8%	79.6%	4.2%	\$488.53	\$454.41	7.5%	\$409.49	\$361.61	13.2%
Lahaina/Kā'anapali/Kapalua	75.1%	73.8%	1.3%	\$257.85	\$251.27	2.6%	\$193.56	\$185.40	4.4%
Other Maui County	75.3%	74.1%	1.1%	\$384.18	\$357.45	7.5%	\$289.17	\$264.98	9.1%
Maui County Luxury	74.2%	74.9%	-0.7%	\$531.68	\$504.90	5.3%	\$394.35	\$377.99	4.3%
Maui County Upper Upscale & Upscale	76.3%	74.1%	2.2%	\$246.69	\$232.39	6.2%	\$188.32	\$172.28	9.3%
Island of Hawai'i	73.2%	62.4%	10.8%	\$228.45	\$237.50	-3.8%	\$167.33	\$148.26	12.9%
Kohala Coast	69.6%	63.6%	6.0%	\$332.59	\$335.72	-0.9%	\$231.41	\$213.37	8.5%
Kaua'i	72.5%	66.9%	5.6%	\$232.16	\$222.84	4.2%	\$168.34	\$149.02	13.0%

Source: STR, Inc. © Copyright 2017 Hawai'i Tourism Authority

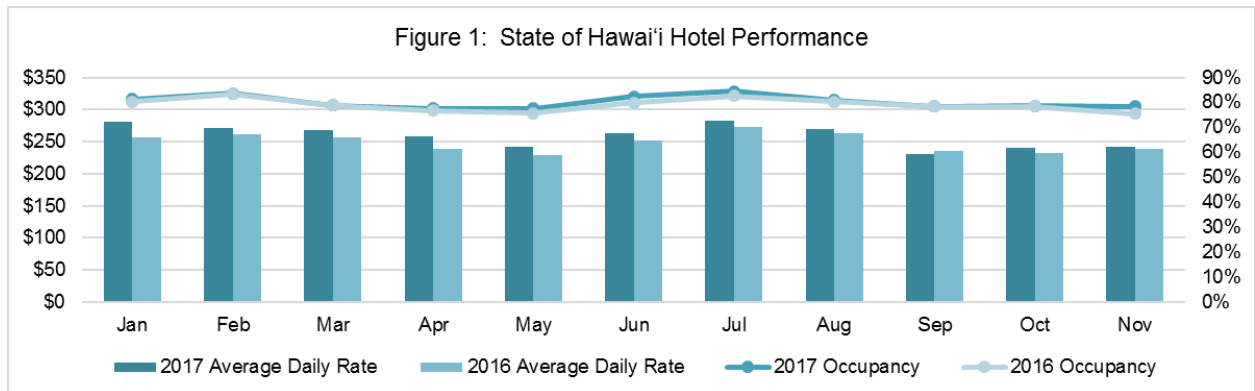
Note: Samples for Maui Upper Midscale, Midscale and Economy Classes were insufficient for reporting purposes, but these data are included in Maui and statewide totals.

Year to Date November 2017

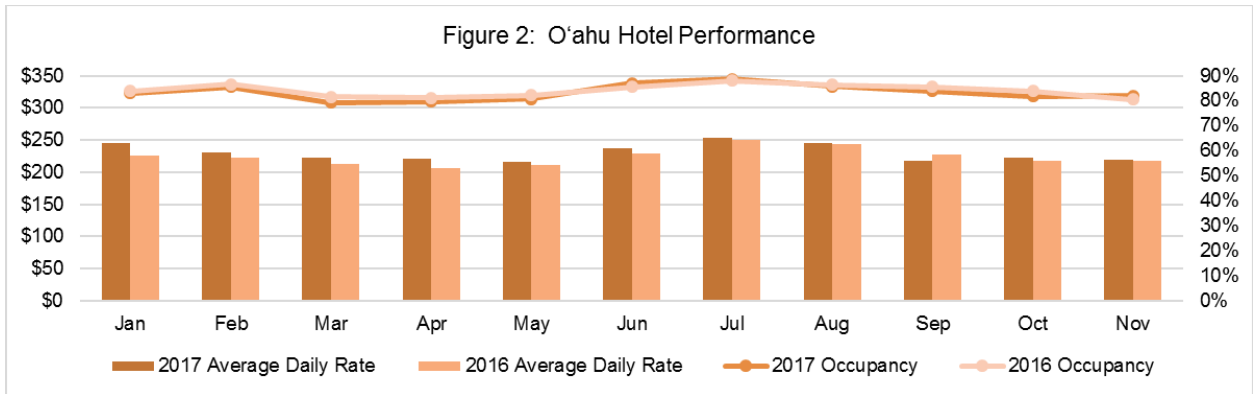
	Occupancy %			Average Daily Rate			RevPAR		
	2017	2016	Percentage Pt. Change	2017	2016	% Change	2017	2016	% Change
State of Hawai'i	80.2%	79.1%	1.1%	\$259.41	\$249.05	4.2%	\$208.12	\$196.97	5.7%
Luxury Class	75.7%	74.0%	1.8%	\$506.86	\$483.45	4.8%	\$383.85	\$357.64	7.3%
Upper Upscale Class	85.8%	85.2%	0.6%	\$263.86	\$256.01	3.1%	\$226.50	\$218.25	3.8%
Upscale Class	75.3%	73.8%	1.5%	\$193.33	\$186.87	3.5%	\$145.52	\$137.89	5.5%
Upper Midscale Class	81.3%	80.5%	0.8%	\$157.67	\$152.35	3.5%	\$128.15	\$122.62	4.5%
Midscale & Economy Class	77.6%	75.7%	1.9%	\$150.70	\$145.96	3.2%	\$116.91	\$110.53	5.8%
O'ahu	83.4%	84.1%	-0.7%	\$230.55	\$224.64	2.6%	\$192.28	\$188.85	1.8%
Waikīkī	84.6%	85.6%	-1.0%	\$226.39	\$223.53	1.3%	\$191.51	\$191.41	0.1%
Other O'ahu	76.3%	74.6%	1.7%	\$257.97	\$232.31	11.0%	\$196.85	\$173.38	13.5%
O'ahu Luxury	72.0%	72.1%	-0.1%	\$473.86	\$450.81	5.1%	\$341.17	\$325.13	4.9%
O'ahu Upper Upscale	89.3%	89.4%	-0.1%	\$255.52	\$253.94	0.6%	\$228.21	\$227.09	0.5%
O'ahu Upscale	77.9%	80.8%	-2.9%	\$192.14	\$190.34	0.9%	\$149.70	\$153.80	-2.7%
O'ahu Upper Midscale	83.5%	83.6%	0.0%	\$150.65	\$147.05	2.4%	\$125.80	\$122.87	2.4%
O'ahu Midscale & Economy	81.9%	80.1%	1.8%	\$131.77	\$131.98	-0.2%	\$107.88	\$105.73	2.0%
Maui County	77.3%	76.0%	1.3%	\$341.65	\$318.33	7.3%	\$264.00	\$241.84	9.2%
Wailea	84.9%	80.9%	4.0%	\$517.26	\$474.23	9.1%	\$439.15	\$383.55	14.5%
Lahaina/Kā'anapali/Kapalua	77.7%	76.9%	0.9%	\$289.49	\$274.15	5.6%	\$224.94	\$210.69	6.8%
Other Maui County	76.7%	74.9%	1.8%	\$407.76	\$372.63	9.4%	\$312.89	\$279.15	12.1%
Maui County Luxury	75.9%	75.1%	0.8%	\$575.14	\$537.45	7.0%	\$436.77	\$403.81	8.2%
Maui County Upper Upscale & Upscale	78.7%	76.7%	2.0%	\$271.79	\$251.12	8.2%	\$213.86	\$192.56	11.1%
Island of Hawai'i	74.3%	68.3%	6.0%	\$243.90	\$236.86	3.0%	\$181.14	\$161.74	12.0%
Kohala Coast	73.4%	70.2%	3.2%	\$338.51	\$322.87	4.8%	\$248.50	\$226.81	9.6%
Kaua'i	76.8%	72.8%	4.0%	\$259.84	\$249.19	4.3%	\$199.56	\$181.35	10.0%

Source: STR, Inc. © Copyright 2017 Hawai'i Tourism Authority

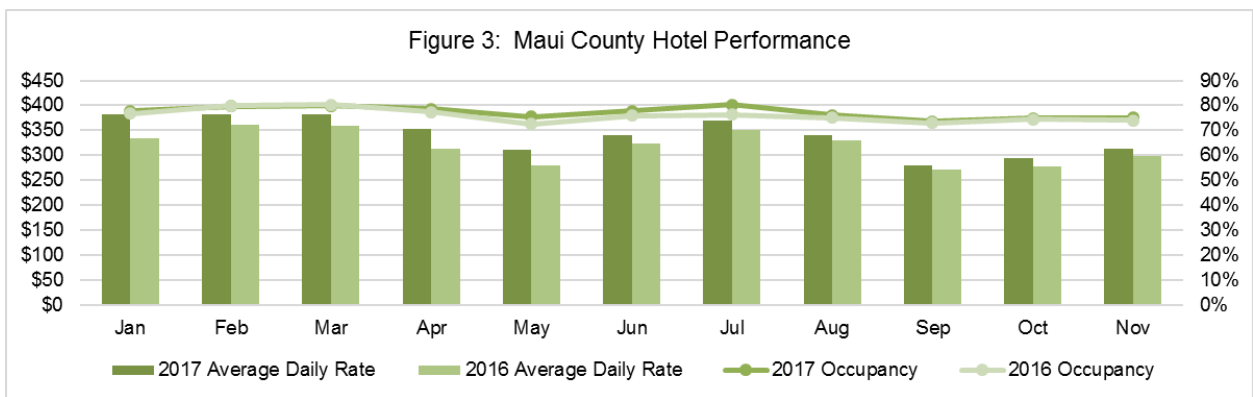
Note: Samples for Maui Upper Midscale, Midscale and Economy Classes were insufficient for reporting purposes, but these data are included in Maui and statewide totals.



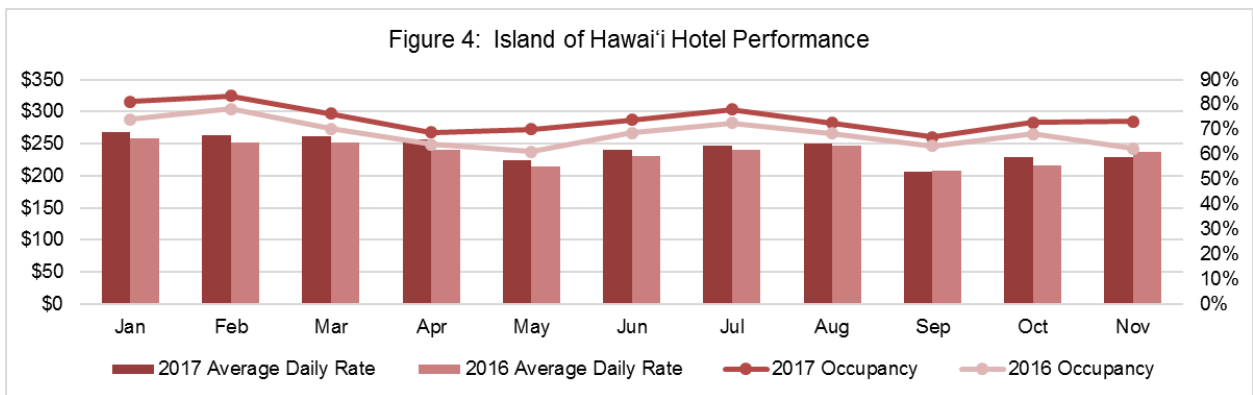
Source: STR, Inc. © Copyright 2017 Hawai'i Tourism Authority.
 January and February 2017 data courtesy of Hospitality Advisors LLC.



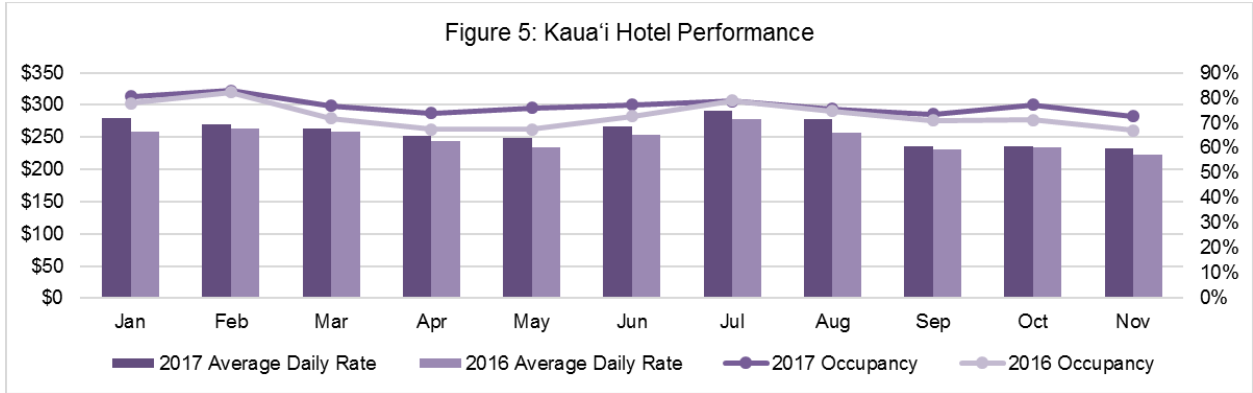
Source: STR, Inc. © Copyright 2017 Hawai'i Tourism Authority.
 January and February 2017 data courtesy of Hospitality Advisors LLC.



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



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



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