



April 2024 Hawai'i Hotel Performance Report

Hawai'i hotels statewide reported slightly lower occupancy, average daily rate (ADR) and revenue per available room (RevPAR) in April 2024 compared to April 2023. When compared to pre-pandemic April 2019, statewide ADR and RevPAR were higher in April 2024 but occupancy was lower.

Statewide RevPAR in April 2024 was \$266 (-4.0%), with ADR at \$368 (-2.1%) and occupancy of 72.3 percent (-1.4 percentage points) compared to April 2023 (Figure 1). Compared with April 2019, RevPAR was 25.4 percent higher, driven by higher ADR (+35.1%) which offset lower occupancy (-5.6 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 April 2024, the survey included 171 properties representing 47,965 rooms, or 86.4 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.

Statewide Hawai'i hotel room revenues totaled \$443.2 million (-4.5% vs. 2023, +28.6% vs. 2019) in April 2024. Room demand was 1.2 million room nights (-2.5% vs. 2023, -4.8% vs. 2019) and room supply was 1.7 million room nights (-0.6% vs. 2023, +2.6% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$502 (-1.0% vs. 2023, +19.5% vs. 2019), with ADR at \$798 (-6.5% vs. 2023, +44.7% vs. 2019) and occupancy of 63.0 percent (+3.5 percentage points vs. 2023, -13.3 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$174 (+3.1% vs. 2023, +33.0% vs. 2019) with ADR at \$235 (+1.3% vs. 2023, +45.4% vs. 2019) and occupancy of 74.0 percent (+1.3 percentage points vs. 2023, -6.9 percentage points vs. 2019).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires, but still led the counties in April 2024 RevPAR due to comparatively higher ADR. Maui County hotels achieved RevPAR of \$368 (-7.3% vs. 2023, +20.4% vs. 2019), with ADR at \$555 (-9.1% vs. 2023, +43.2% vs. 2019) and occupancy of 66.3 percent (+1.3 percentage points vs. 2023, -12.6 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$565 (+8.0% vs. 2023, +0.8% vs. 2019), with ADR at \$742 (-12.5% vs. 2023, +22.3% vs. 2019) and occupancy of 76.2 percent (+14.5 percentage points vs. 2023, -16.3 percentage points vs. 2019). In April, hotels in the Lahaina/Kā'anapali/Kapalua region were occupied by a mix of displaced Lahaina residents impacted by the fires, relief workers, and visitors. The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$291 (-19.7% vs. 2023, +16.5% vs. 2019), ADR at \$463 (-14.0% vs. 2023, +44.9% vs. 2019) and occupancy of 62.9 percent (-4.5 percentage points vs. 2023, -15.4 percentage points vs. 2019).

Kaua'i hotels earned RevPAR of \$311 (+1.1% vs. 2023, +74.9% vs. 2019), with ADR at \$432 (+5.8% vs. 2023, +62.0% vs. 2019) and occupancy of 72.0 percent (-3.4 percentage points vs. 2023, +5.3 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$289 (-2.1% vs. 2023, +49.0% vs. 2019), with ADR at \$442 (+3.5% vs. 2023, +70.4% vs. 2019), and occupancy of 65.3 percent (-3.7 percentage points vs. 2023, -9.4 percentage points vs. 2019). Kohala Coast hotels earned RevPAR of \$441

(-2.2% vs. 2023, +54.4% vs. 2019), with ADR at \$584 (-2.9% vs. 2023, +56.4% vs. 2019), and occupancy of 75.5 percent (+0.5 percentage points vs. 2023, -1.0 percentage points vs. 2019).

O'ahu hotels reported RevPAR of \$210 (-1.6% vs. 2023, +15.3% vs. 2019) in April, ADR at \$275 (+1.0% vs. 2023, +20.5% vs. 2019) and occupancy of 76.5 percent (-2.0 percentage points vs. 2023, -3.4 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$197 (-1.8% vs. 2023, +10.9% vs. 2019), with ADR at \$257 (+0.6% vs. 2023, +15.6% vs. 2019) and occupancy of 76.7 percent (-1.9 percentage points vs. 2023, -3.2 percentage points vs. 2019).

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaiiitourismauthority.org/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 April 2024, the survey included 171 properties representing 47,965 rooms, or 86.4 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The April survey included 82 properties on O'ahu, representing 29,419 rooms (95.7%); 43 properties in the County of Maui, representing 9,520 rooms (71.4%); 24 properties on the island of Hawai'i, representing 5,363 rooms (80.7%); and 22 properties on Kaua'i, representing 3,663 rooms (76.4%).

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.hawaiiitourismauthority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), and [Twitter](#).

Figure 1: Hawai'i Hotel Performance April 2024

	Occupancy %			Average Daily Rate			RevPAR		
	2024	2023	Percentage Pt. Change	2024	2023	% Change	2024	2023	% Change
State of Hawai'i	72.3%	73.7%	-1.4%	\$367.96	\$375.88	-2.1%	\$266.11	\$277.10	-4.0%
Luxury Class	63.0%	59.5%	3.5%	\$797.52	\$852.72	-6.5%	\$502.29	\$507.58	-1.0%
Upper Upscale Class	74.1%	79.7%	-5.6%	\$338.22	\$349.60	-3.3%	\$250.79	\$278.65	-10.0%
Upscale Class	76.6%	74.2%	2.4%	\$257.37	\$261.45	-1.6%	\$197.09	\$193.94	1.6%
Upper Midscale Class	68.8%	70.0%	-1.2%	\$226.23	\$225.36	0.4%	\$155.60	\$157.68	-1.3%
Midscale & Economy Class	74.0%	72.6%	1.3%	\$234.74	\$231.81	1.3%	\$173.62	\$168.33	3.1%
O'ahu	76.5%	78.4%	-2.0%	\$274.70	\$272.08	1.0%	\$210.10	\$213.43	-1.6%
Waikiki	76.7%	78.6%	-1.9%	\$257.09	\$255.63	0.6%	\$197.30	\$200.96	-1.8%
Other O'ahu	75.1%	77.5%	-2.4%	\$369.50	\$365.36	1.1%	\$277.49	\$283.23	-2.0%
O'ahu Luxury	56.7%	61.7%	-5.0%	\$707.39	\$685.77	3.2%	\$401.30	\$423.08	-5.1%
O'ahu Upper Upscale	78.4%	82.6%	-4.2%	\$285.67	\$282.55	1.1%	\$223.86	\$233.39	-4.1%
O'ahu Upscale	84.4%	81.5%	2.9%	\$203.90	\$201.76	1.1%	\$172.05	\$164.35	4.7%
O'ahu Upper Midscale	69.9%	70.1%	-0.1%	\$167.25	\$164.95	1.4%	\$116.94	\$115.57	1.2%
O'ahu Midscale & Economy	77.2%	74.6%	2.6%	\$148.67	\$144.53	2.9%	\$114.75	\$107.76	6.5%
Maui County	66.3%	65.1%	1.3%	\$554.51	\$610.00	-9.1%	\$367.75	\$396.89	-7.3%
Wailea	76.2%	61.7%	14.5%	\$741.56	\$847.88	-12.5%	\$564.93	\$522.91	8.0%
Lahaina/Kā'anapali/Kapalua	62.9%	67.4%	-4.5%	\$462.55	\$537.70	-14.0%	\$291.04	\$362.55	-19.7%
Other Maui County	70.3%	62.2%	8.1%	\$651.50	\$704.96	-7.6%	\$458.18	\$438.48	4.5%
Maui County Luxury	63.8%	54.3%	9.5%	\$873.78	\$1,053.13	-17.0%	\$557.16	\$571.42	-2.5%
Maui County Upper Upscale & Upscale	66.4%	69.1%	-2.6%	\$450.19	\$497.60	-9.5%	\$299.13	\$343.61	-12.9%
Island of Hawai'i	65.3%	69.1%	-3.7%	\$442.43	\$427.64	3.5%	\$289.08	\$295.42	-2.1%
Kohala Coast	75.5%	75.0%	0.5%	\$584.25	\$601.95	-2.9%	\$441.27	\$451.34	-2.2%
Kauai	72.0%	75.3%	-3.4%	\$432.16	\$408.35	5.8%	\$311.01	\$307.63	1.1%

Source: STR, Inc. © Copyright 2024 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 April 2024

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
State of Hawai'i	1,665.5	1,674.9	-0.6%	1,204.5	1,234.7	-2.5%	443.2	464.1	-4.5%
O'ahu	922.6	912.2	1.1%	705.6	715.5	-1.4%	193.8	194.7	-0.4%
Waikiki	775.4	773.9	0.2%	595.1	608.3	-2.2%	153.0	155.5	-1.6%
Maui County	399.8	417.2	-4.2%	265.1	271.5	-2.3%	147.0	165.6	-11.2%
Wailea	73.8	73.5	0.4%	56.2	45.3	24.0%	41.7	38.4	8.5%
Lahaina/Kā'anapali/ Kapalua	216.3	228.6	-5.4%	136.1	154.1	-11.7%	63.0	82.9	-24.0%
Island of Hawai'i	199.4	200.6	-0.6%	130.3	138.6	-6.0%	57.6	59.3	-2.7%
Kohala Coast	84.0	88.6	-5.2%	63.4	66.4	-4.5%	37.1	40.0	-7.3%
Kauai	143.8	144.9	-0.8%	103.5	109.2	-5.2%	44.7	44.6	0.3%

Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority

Figure 3: Hawai'i Hotel Performance April 2024 vs. 2019

	Occupancy %			Average Daily Rate			RevPAR		
	2024	2019	Percentage Pt. Change	2024	2019	% Change	2024	2019	% Change
State of Hawai'i	72.3%	78.0%	-5.6%	\$367.96	\$272.33	35.1%	\$266.11	\$212.28	25.4%
Luxury Class	63.0%	76.3%	-13.3%	\$797.52	\$551.31	44.7%	\$502.29	\$420.42	19.5%
Upper Upscale Class	74.1%	78.8%	-4.6%	\$338.22	\$271.85	24.4%	\$250.79	\$214.14	17.1%
Upscale Class	76.6%	76.1%	0.5%	\$257.37	\$198.57	29.6%	\$197.09	\$151.13	30.4%
Upper Midscale Class	68.8%	78.8%	-10.0%	\$226.23	\$152.81	48.1%	\$155.60	\$120.41	29.2%
Midscale & Economy Class	74.0%	80.9%	-6.9%	\$234.74	\$161.41	45.4%	\$173.62	\$130.55	33.0%
O'ahu	76.5%	79.9%	-3.4%	\$274.70	\$228.06	20.5%	\$210.10	\$182.27	15.3%
Waikiki	76.7%	80.0%	-3.2%	\$257.09	\$222.37	15.6%	\$197.30	\$177.85	10.9%
Other O'ahu	75.1%	79.6%	-4.5%	\$369.50	\$262.65	40.7%	\$277.49	\$208.99	32.8%
O'ahu Luxury	56.7%	68.9%	-12.2%	\$707.39	\$479.91	47.4%	\$401.30	\$330.66	21.4%
O'ahu Upper Upscale	78.4%	81.4%	-3.0%	\$285.67	\$253.05	12.9%	\$223.86	\$205.87	8.7%
O'ahu Upscale	84.4%	81.3%	3.1%	\$203.90	\$186.12	9.6%	\$172.05	\$151.27	13.7%
O'ahu Upper Midscale	69.9%	78.9%	-8.9%	\$167.25	\$146.46	14.2%	\$116.94	\$115.50	1.2%
O'ahu Midscale & Economy	77.2%	84.2%	-7.0%	\$148.67	\$121.40	22.5%	\$114.75	\$102.20	12.3%
Maui County	66.3%	78.9%	-12.6%	\$554.51	\$387.16	43.2%	\$367.75	\$305.55	20.4%
Wailea	76.2%	92.4%	-16.3%	\$741.56	\$606.10	22.3%	\$564.93	\$560.29	0.8%
Lahaina/Kā'anapali/Kapalua	62.9%	78.3%	-15.4%	\$462.55	\$319.27	44.9%	\$291.04	\$249.92	16.5%
Other Maui County	70.3%	79.7%	-9.4%	\$651.50	\$472.21	38.0%	\$458.18	\$376.55	21.7%
Maui County Luxury	63.8%	83.1%	-19.3%	\$873.78	\$635.57	37.5%	\$557.16	\$528.22	5.5%
Maui County Upper Upscale & Upscale	66.4%	78.4%	-12.0%	\$450.19	\$304.50	47.8%	\$299.13	\$238.74	25.3%
Island of Hawai'i	65.3%	74.7%	-9.4%	\$442.43	\$259.70	70.4%	\$289.08	\$193.99	49.0%
Kohala Coast	75.5%	76.5%	-1.0%	\$584.25	\$373.55	56.4%	\$441.27	\$285.72	54.4%
Kauai	72.0%	66.6%	5.3%	\$432.16	\$266.81	62.0%	\$311.01	\$177.78	74.9%

Source: STR, Inc. © Copyright 2024 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 April 2024 vs. 2019

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2024	2019	% Change	2024	2019	% Change	2024	2019	% Change
State of Hawai'i	1,665.5	1,623.8	2.6%	1,204.5	1,265.7	-4.8%	443.2	344.7	28.6%
O'ahu	922.6	912.1	1.2%	705.6	728.9	-3.2%	193.8	166.2	16.6%
Waikiki	775.4	782.7	-0.9%	595.1	626.0	-4.9%	153.0	139.2	9.9%
Maui County	399.8	381.8	4.7%	265.1	301.3	-12.0%	147.0	116.7	26.0%
Wailea	73.8	65.8	12.1%	56.2	60.8	-7.6%	41.7	36.9	13.1%
Lahaina/Kā'anapali/ Kapalua	216.3	214.1	1.1%	136.1	167.6	-18.8%	63.0	53.5	17.7%
Island of Hawai'i	199.4	194.2	2.7%	130.3	145.1	-10.2%	57.6	37.7	53.0%
Kohala Coast	84.0	90.0	-6.7%	63.4	68.8	-7.9%	37.1	25.7	44.1%
Kauai	143.8	135.7	5.9%	103.5	90.4	14.4%	44.7	24.1	85.3%

Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority

Figure 5: Hawai'i Hotel Performance Year-to-Date April 2024

	Occupancy % Percentage Pt.			Average Daily Rate			RevPAR		
	2024	2023	Change	2024	2023	% Change	2024	2023	% Change
State of Hawai'i	75.6%	74.8%	0.8%	\$375.64	\$385.68	-2.6%	\$283.83	\$288.32	-1.6%
Luxury Class	62.6%	59.9%	2.7%	\$825.34	\$866.74	-4.8%	\$516.82	\$519.44	-0.5%
Upper Upscale Class	78.2%	79.7%	-1.5%	\$347.93	\$356.44	-2.4%	\$272.13	\$284.00	-4.2%
Upscale Class	80.5%	75.9%	4.6%	\$270.46	\$281.26	-3.8%	\$217.73	\$213.54	2.0%
Upper Midscale Class	73.6%	73.8%	-0.2%	\$231.26	\$238.33	-3.0%	\$170.31	\$175.92	-3.2%
Midscale & Economy Class	76.5%	75.3%	1.1%	\$237.08	\$241.89	-2.0%	\$181.29	\$182.23	-0.5%
O'ahu	79.5%	77.8%	1.7%	\$281.66	\$272.62	3.3%	\$223.86	\$212.11	5.5%
Waikiki	79.9%	77.9%	2.0%	\$268.14	\$259.64	3.3%	\$214.33	\$202.27	6.0%
Other O'ahu	77.1%	77.2%	-0.1%	\$355.91	\$345.87	2.9%	\$274.35	\$267.13	2.7%
O'ahu Luxury	59.3%	60.7%	-1.4%	\$704.85	\$675.45	4.4%	\$417.70	\$409.69	2.0%
O'ahu Upper Upscale	81.2%	80.4%	0.8%	\$296.33	\$283.78	4.4%	\$240.68	\$228.30	5.4%
O'ahu Upscale	86.5%	82.1%	4.5%	\$209.70	\$205.96	1.8%	\$181.44	\$169.04	7.3%
O'ahu Upper Midscale	77.2%	72.9%	4.3%	\$173.17	\$171.08	1.2%	\$133.76	\$124.75	7.2%
O'ahu Midscale & Economy	79.1%	76.6%	2.5%	\$155.80	\$151.58	2.8%	\$123.26	\$116.09	6.2%
Maui County	70.5%	68.5%	2.0%	\$559.13	\$636.01	-12.1%	\$394.26	\$435.83	-9.5%
Wailea	71.6%	62.2%	9.4%	\$767.19	\$865.73	-11.4%	\$548.96	\$538.23	2.0%
Lahaina/Kā'anapali/Kapalua	71.2%	72.1%	-0.9%	\$468.02	\$558.58	-16.2%	\$333.06	\$402.67	-17.3%
Other Maui County	69.7%	64.2%	5.5%	\$668.74	\$741.37	-9.8%	\$466.41	\$476.01	-2.0%
Maui County Luxury	60.9%	55.2%	5.7%	\$927.75	\$1,109.57	-16.4%	\$565.35	\$612.55	-7.7%
Maui County Upper Upscale & Upscale	73.8%	73.4%	0.4%	\$454.26	\$519.66	-12.6%	\$335.14	\$381.54	-12.2%
Island of Hawai'i	69.0%	73.8%	-4.8%	\$455.60	\$425.93	7.0%	\$314.29	\$314.13	0.1%
Kohala Coast	75.9%	76.3%	-0.4%	\$612.49	\$597.74	2.5%	\$464.97	\$456.07	2.0%
Kaua'i	73.7%	74.9%	-1.2%	\$433.04	\$411.90	5.1%	\$319.15	\$308.39	3.5%

Source: STR, Inc. © Copyright 2024 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 April 2024

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
State of Hawai'i	6,680.8	6,680.5	0.0%	5,048.0	4,994.0	1.1%	1,896.2	1,926.1	-1.6%
O'ahu	3,695.2	3,648.6	1.3%	2,936.9	2,838.7	3.5%	827.2	773.9	6.9%
Waikiki	3,108.4	3,095.4	0.4%	2,484.5	2,411.5	3.0%	666.2	626.1	6.4%
Maui County	1,599.1	1,668.7	-4.2%	1,127.5	1,143.5	-1.4%	630.4	727.3	-13.3%
Wailea	295.1	294.1	0.4%	211.2	182.8	15.5%	162.0	158.3	2.4%
Lahaina/Kā'anapali/Kapalua	865.2	914.3	-5.4%	615.7	659.1	-6.6%	288.2	368.2	-21.7%
Island of Hawai'i	811.4	791.3	2.5%	559.7	583.6	-4.1%	255.0	248.6	2.6%
Kohala Coast	349.8	354.4	-1.3%	265.6	270.4	-1.8%	162.7	161.6	0.6%
Kaua'i	575.2	571.8	0.6%	423.9	428.1	-1.0%	183.6	176.3	4.1%

Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority

Figure 7: Hawai'i Hotel Performance Year-to-Date April 2024 vs. 2019

	Occupancy %			Average Daily Rate			RevPAR		
	2024	2019	Percentage Pt. Change	2024	2019	% Change	2024	2019	% Change
State of Hawai'i	75.6%	80.0%	-4.4%	\$375.64	\$286.10	31.3%	\$283.83	\$228.76	24.1%
Luxury Class	62.6%	75.9%	-13.3%	\$825.34	\$583.35	41.5%	\$516.82	\$442.61	16.8%
Upper Upscale Class	78.2%	81.7%	-3.5%	\$347.93	\$281.03	23.8%	\$272.13	\$229.55	18.5%
Upscale Class	80.5%	77.2%	3.3%	\$270.46	\$215.39	25.6%	\$217.73	\$166.26	31.0%
Upper Midscale Class	73.6%	82.7%	-9.1%	\$231.26	\$162.13	42.6%	\$170.31	\$134.12	27.0%
Midscale & Economy Class	76.5%	82.7%	-6.2%	\$237.08	\$180.85	31.1%	\$181.29	\$149.58	21.2%
O'ahu	79.5%	82.2%	-2.7%	\$281.66	\$232.89	20.9%	\$223.86	\$191.44	16.9%
Waikiki	79.9%	82.4%	-2.4%	\$268.14	\$227.67	17.8%	\$214.33	\$187.53	14.3%
Other O'ahu	77.1%	81.2%	-4.1%	\$355.91	\$264.97	34.3%	\$274.35	\$215.07	27.6%
O'ahu Luxury	59.3%	69.9%	-10.6%	\$704.85	\$493.32	42.9%	\$417.70	\$344.80	21.1%
O'ahu Upper Upscale	81.2%	83.7%	-2.5%	\$296.33	\$255.76	15.9%	\$240.68	\$214.12	12.4%
O'ahu Upscale	86.5%	82.0%	4.5%	\$209.70	\$190.89	9.9%	\$181.44	\$156.62	15.8%
O'ahu Upper Midscale	77.2%	83.0%	-5.7%	\$173.17	\$153.93	12.5%	\$133.76	\$127.70	4.7%
O'ahu Midscale & Economy	79.1%	86.9%	-7.8%	\$155.80	\$130.04	19.8%	\$123.26	\$112.99	9.1%
Maui County	70.5%	78.5%	-8.0%	\$559.13	\$420.38	33.0%	\$394.26	\$330.19	19.4%
Wailea	71.6%	89.7%	-18.1%	\$767.19	\$636.66	20.5%	\$548.96	\$571.05	-3.9%
Lahaina/Kā'anapali/Kapalua	71.2%	77.6%	-6.4%	\$468.02	\$351.34	33.2%	\$333.06	\$272.64	22.2%
Other Maui County	69.7%	79.8%	-10.0%	\$668.74	\$506.10	32.1%	\$466.41	\$403.64	15.6%
Maui County Luxury	60.9%	81.0%	-20.1%	\$927.75	\$686.03	35.2%	\$565.35	\$555.84	1.7%
Maui County Upper Upscale & Upscale	73.8%	78.4%	-4.6%	\$454.26	\$333.30	36.3%	\$335.14	\$261.27	28.3%
Island of Hawai'i	69.0%	77.9%	-8.9%	\$455.60	\$278.26	63.7%	\$314.29	\$216.84	44.9%
Kohala Coast	75.9%	78.6%	-2.7%	\$612.49	\$394.29	55.3%	\$464.97	\$309.91	50.0%
Kauai	73.7%	71.8%	1.9%	\$433.04	\$294.40	47.1%	\$319.15	\$211.34	51.0%

Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority

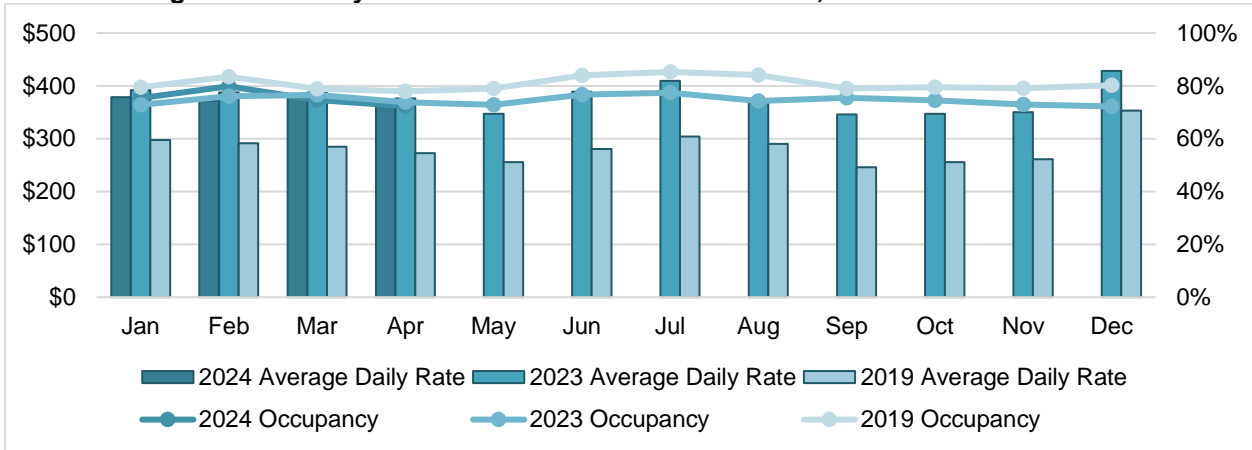
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 8: Hawai'i Hotel Performance by Measure Year-to-Date 2024 vs. 2019

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2024	2019	% Change	2024	2019	% Change	2024	2019	% Change
State of Hawai'i	6,680.8	6,496.1	2.8%	5,048.0	5,194.1	-2.8%	1,896.2	1,486.0	27.6%
O'ahu	3,695.2	3,648.2	1.3%	2,936.9	2,998.8	-2.1%	827.2	698.4	18.4%
Waikiki	3,108.4	3,130.7	-0.7%	2,484.5	2,578.7	-3.7%	666.2	587.1	13.5%
Maui County	1,599.1	1,527.1	4.7%	1,127.5	1,199.5	-6.0%	630.4	504.2	25.0%
Wailea	295.1	263.3	12.1%	211.2	236.1	-10.6%	162.0	150.3	7.8%
Lahaina/Kā'anapali/Kapalua	865.2	856.2	1.1%	615.7	664.4	-7.3%	288.2	233.4	23.4%
Island of Hawai'i	811.4	776.8	4.5%	559.7	605.3	-7.5%	255.0	168.4	51.4%
Kohala Coast	349.8	360.0	-2.8%	265.6	283.0	-6.1%	162.7	111.6	45.8%
Kauai	575.2	543.9	5.7%	423.9	390.5	8.6%	183.6	115.0	59.7%

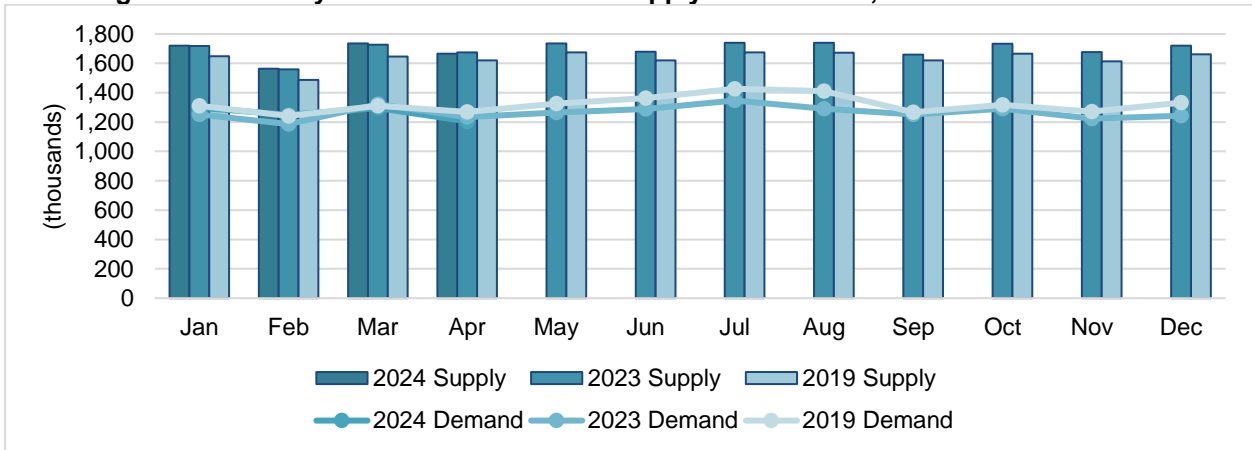
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority

Figure 9: Monthly State of Hawai'i Hotel Performance, 2024 vs. 2023 vs. 2019



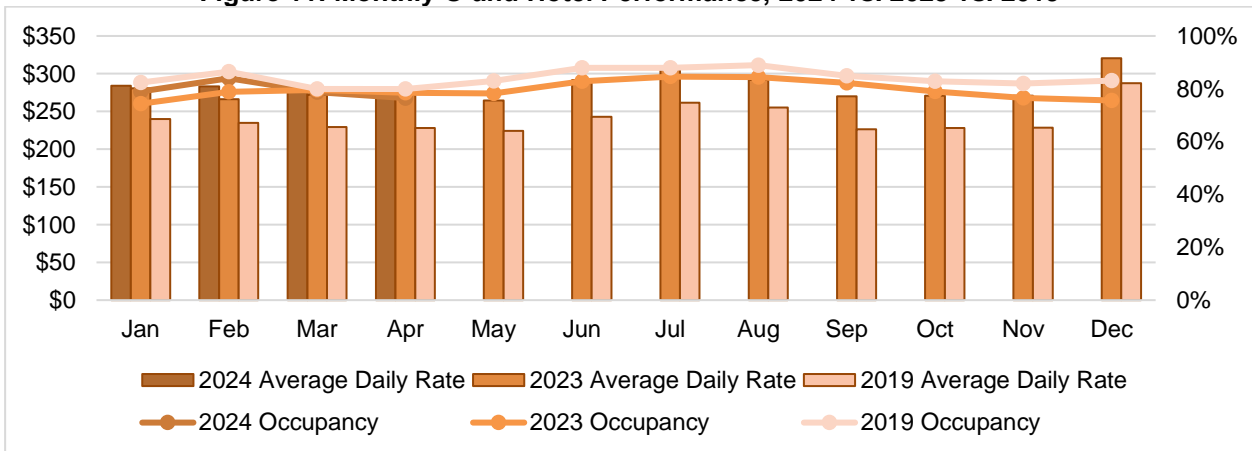
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

Figure 10: Monthly State of Hawai'i Hotel Supply and Demand, 2024 vs. 2023 vs. 2019



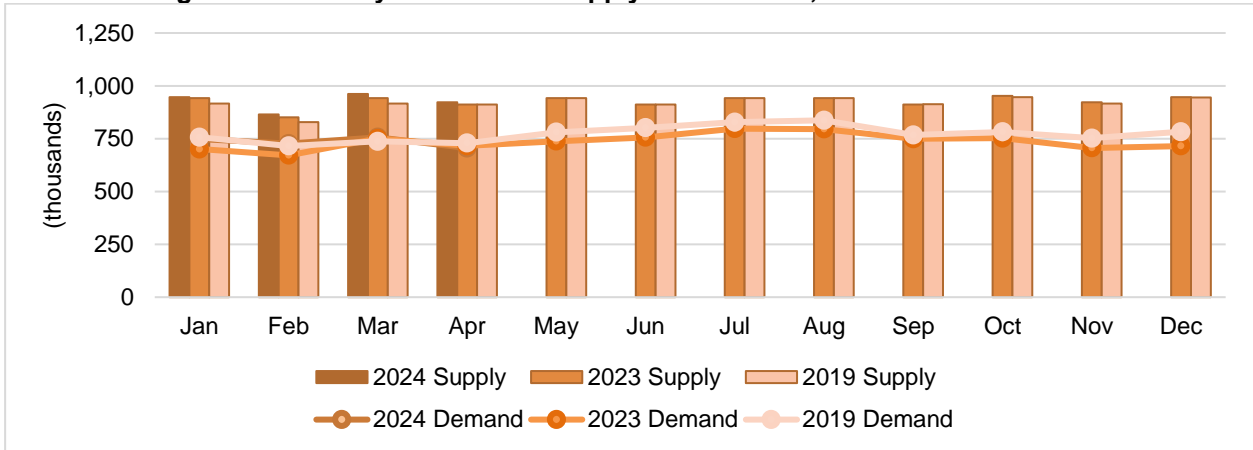
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

Figure 11: Monthly O'ahu Hotel Performance, 2024 vs. 2023 vs. 2019



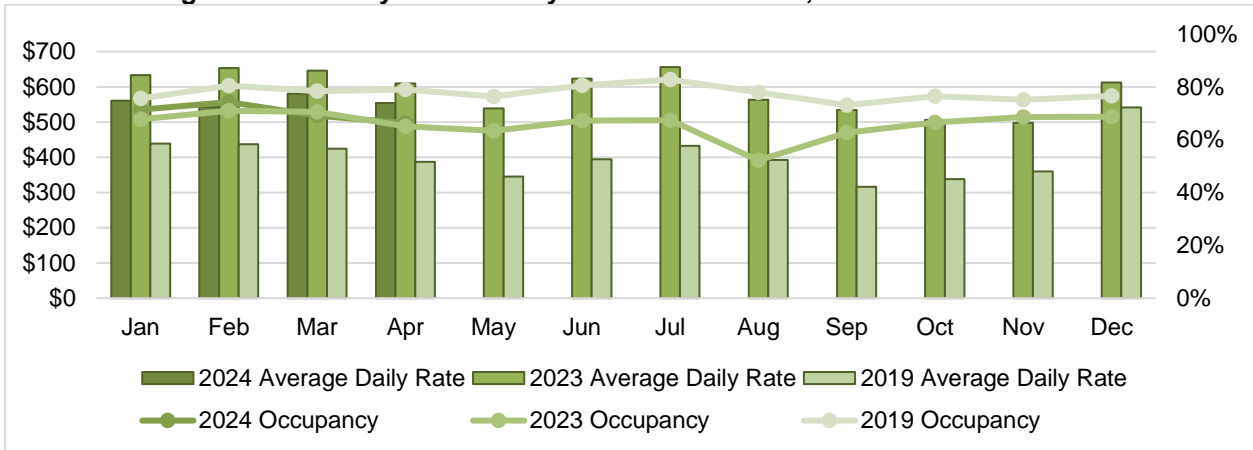
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

Figure 12: Monthly O'ahu Hotel Supply and Demand, 2024 vs. 2023 vs. 2019



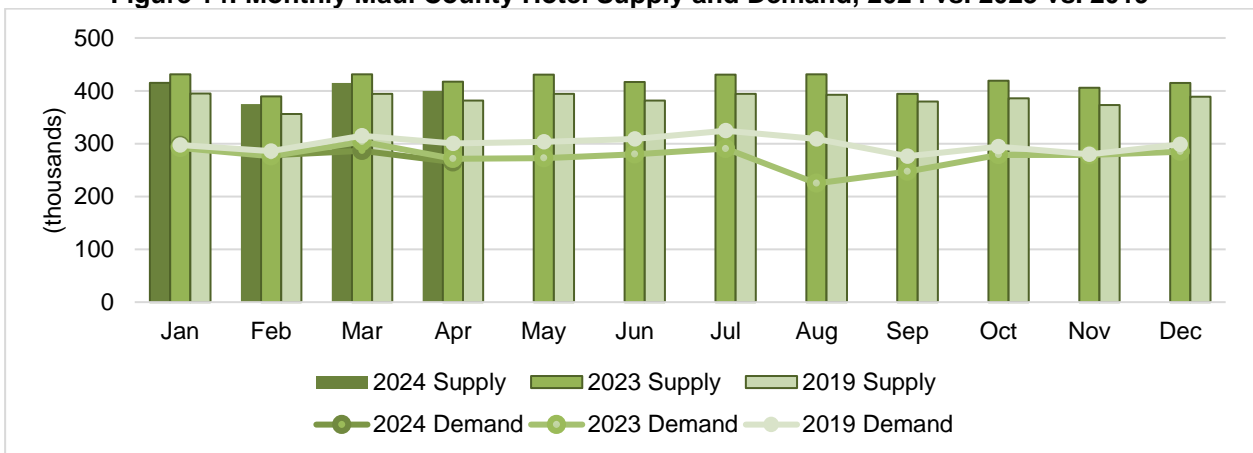
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

Figure 13: Monthly Maui County Hotel Performance, 2024 vs. 2023 vs. 2019



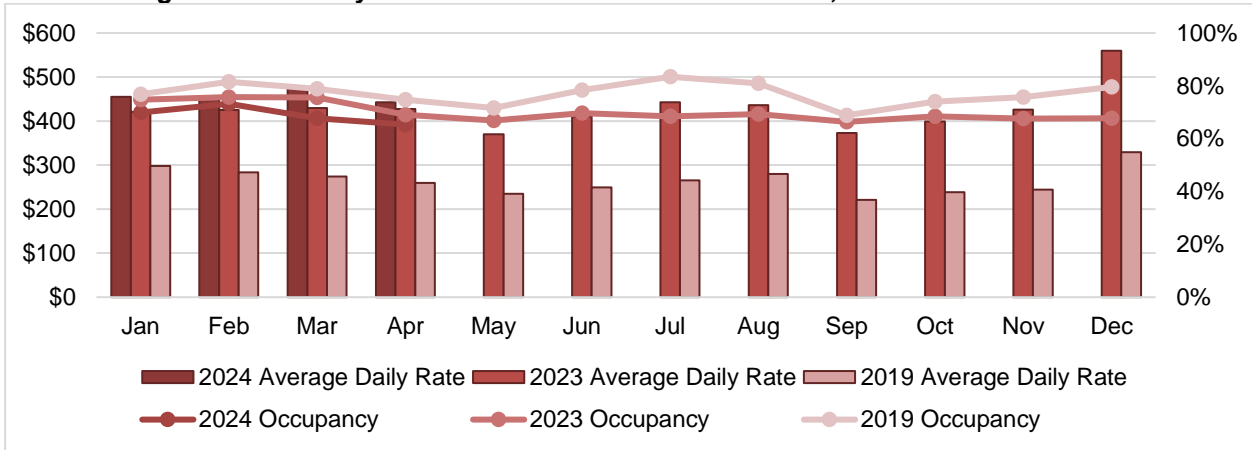
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

Figure 14: Monthly Maui County Hotel Supply and Demand, 2024 vs. 2023 vs. 2019



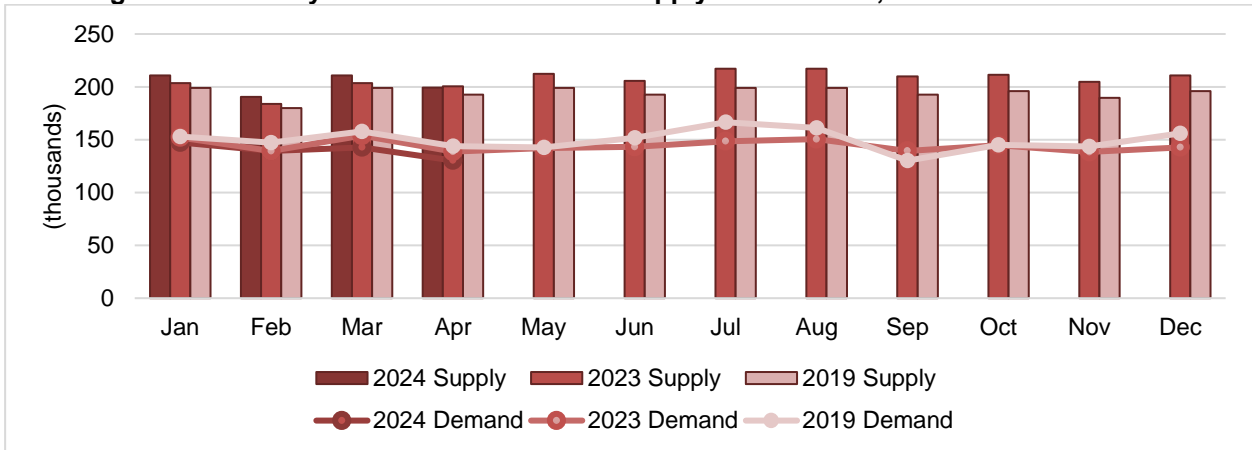
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

Figure 15: Monthly Island of Hawai'i Hotel Performance, 2024 vs. 2023 vs. 2019



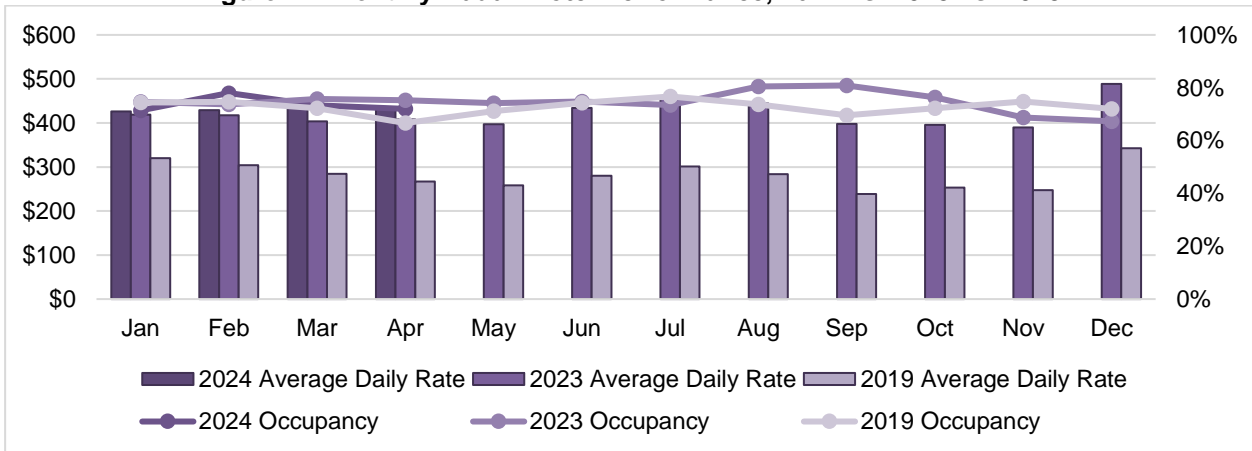
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

Figure 16: Monthly Island of Hawai'i Hotel Supply and Demand, 2024 vs. 2023 vs. 2019



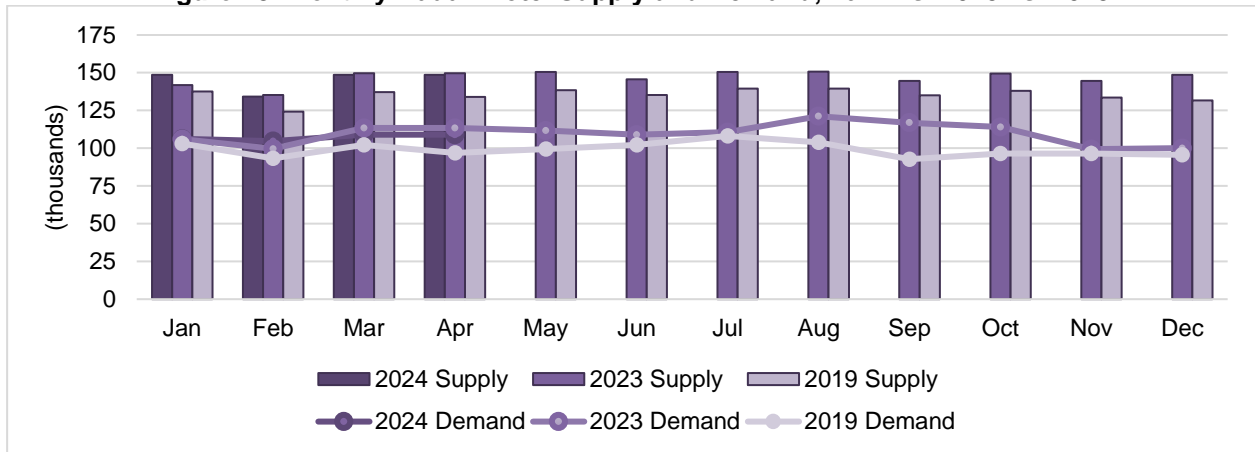
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

Figure 17: Monthly Kaua'i Hotel Performance, 2024 vs. 2023 vs. 2019



Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

Figure 18: Monthly Kaua'i Hotel Supply and Demand, 2024 vs. 2023 vs. 2019



Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.