



MAUI COUNTY OVERVIEW

VISITOR STATISTICS

| MAUI ISLAND | 2024P YTD* | 2023 YTD* | YTD % change | 2023 | 2022 | 2021 | 2020 | 2019 |
|----------------------------|------------|-----------|--------------|-----------|-----------|-----------|---------|-----------|
| TOTAL EXPENDITURES (\$mil) | 3,517.2 | 4,411.8 | -20.3% | 5,795.2 | 5,822.0 | 4,043.1 | NA | 5,128.0 |
| VISITOR ARRIVALS | 1,574,325 | 1,907,527 | -17.5% | 2,495,038 | 2,921,159 | 2,303,942 | 792,602 | 3,059,905 |
| PPPD SPENDING (\$) | 282.1 | 289.3 | -2.5% | 287.1 | 244.3 | 201.9 | NA | 211.7 |
| AVERAGE DAILY CENSUS | 51,105 | 62,496 | -18.2% | 55,300 | 65,287 | 54,866 | 20,637 | 66,363 |

| MOLOKA'I | 2024P YTD* | 2023 YTD* | YTD % change | 2023 | 2022 | 2021 | 2020 | 2019 |
|----------------------------|------------|-----------|--------------|--------|--------|--------|--------|--------|
| TOTAL EXPENDITURES (\$mil) | 21.4 | 22.6 | -5.3% | 34.1 | 39.2 | 25.2 | NA | 36.0 |
| VISITOR ARRIVALS | 22,300 | 22,889 | -2.6% | 33,224 | 43,317 | 25,758 | 17,025 | 63,035 |
| PPPD SPENDING (\$) | 170.9 | 179.8 | -4.9% | 188.3 | 152.8 | 138.0 | NA | 126.0 |
| AVERAGE DAILY CENSUS | 514 | 516 | -0.4% | 496 | 703 | 500 | 322 | 783 |

| LĀNA'I | 2024P YTD* | 2023 YTD* | YTD % change | 2023 | 2022 | 2021 | 2020 | 2019 |
|----------------------------|------------|-----------|--------------|--------|--------|--------|--------|--------|
| TOTAL EXPENDITURES (\$mil) | 78.4 | 84.7 | -7.4% | 120.8 | 150.8 | 108.1 | NA | 128.9 |
| VISITOR ARRIVALS | 32,238 | 39,211 | -17.8% | 53,870 | 68,016 | 47,829 | 17,924 | 84,103 |
| PPPD SPENDING (\$) | 647.3 | 620.5 | 4.3% | 626.2 | 539.5 | 460.2 | NA | 478.8 |
| AVERAGE DAILY CENSUS | 497 | 559 | -11.2% | 529 | 766 | 644 | 227 | 738 |

P = Preliminary data.

* year-to-date through August.

Note: 2024P visitor data are preliminary. 2019 - 2023 visitor data are the final numbers and reflect updated airfare statistics from DIO Mii 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 | 2024P YTD* | 2023 YTD* | YTD % change | 2023 | 2022 | 2021 | 2020 | 2019 |
|-----------------------|------------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|
| DOMESTIC SEATS | 1,579,486 | 1,945,585 | -18.8% | 2,625,759 | 3,065,230 | 2,955,085 | 1,015,080 | 2,672,036 |
| INTERNATIONAL SEATS | 98,479 | 141,563 | -30.4% | 193,419 | 225,512 | 65,303 | 87,086 | 223,644 |
| TOTAL SEATS | 1,677,965 | 2,087,148 | -19.6% | 2,819,178 | 3,290,742 | 3,020,388 | 1,102,166 | 2,895,680 |
| DOMESTIC FLIGHTS | 7,780 | 9,608 | -19.0% | 12,999 | 15,597 | 15,373 | 5,246 | 14,728 |
| INTERNATIONAL FLIGHTS | 534 | 761 | -29.8% | 1,040 | 1,077 | 260 | 397 | 1,138 |
| TOTAL FLIGHTS | 8,314 | 10,369 | -19.8% | 14,039 | 16,674 | 15,633 | 5,643 | 15,866 |

Source: Diiio Mii schedules

* year-to-date through August.

TRANSIENT ACCOMMODATIONS TAX (TAT) TO MAUI COUNTY

| | FY 2017 | FY 2018 | FY 2019 | FY 2020 | FY 2021 | FY 2022 | FY 2023 | FY 2024 |
|--------------|---------|---------|---------|---------|---------|---------|---------|---------|
| TAT (\$mill) | 23.4 | 23.4 | 23.4 | 23.4 | 23.4 | 0 | 0 | 0 |

HOTEL PERFORMANCE

| COUNTY OF MAUI | 2024P YTD* | 2023 YTD* | YTD % change | 2023 | 2022 | 2021 | 2020 | 2019 |
|----------------------------|------------|-----------|--------------|----------|----------|----------|----------|----------|
| OCCUPANCY | 64.0% | 65.2% | -1.2% | 66.1% | 67.6% | 60.2% | 34.6% | 77.7% |
| AVERAGE DAILY RATE | \$552.37 | \$618.52 | -10.7% | \$591.09 | \$606.92 | \$536.47 | \$409.19 | \$401.10 |
| REVENUE PER AVAILABLE ROOM | \$353.75 | \$403.29 | -12.3% | \$390.46 | \$410.12 | \$322.70 | \$141.55 | \$311.61 |

Source: STR, Inc.

* year-to-date through August.

VACATION RENTAL PERFORMANCE

| COUNTY OF MAUI | 2024P YTD* | 2023 YTD* | YTD % change | 2023 | 2022 | 2021 | 2020 | 2019 |
|-------------------------|------------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|
| UNIT SUPPLY | 1,930,695 | 1,724,831 | 11.9% | 2,535,742 | 2,496,164 | 2,664,426 | 2,090,812 | 3,126,890 |
| UNIT OCCUPANCY | 54.5% | 62.6% | -12.9% | 59.2% | 70.0% | 66.7% | 42.4% | 79.0% |
| UNIT AVERAGE DAILY RATE | \$395.42 | \$380.43 | 3.9% | \$367.77 | \$351.63 | \$278.71 | \$292.68 | \$343.07 |

Source: Transparent Intelligence, Inc.