



MAUI COUNTY OVERVIEW

VISITOR STATISTICS

MAUI ISLAND	2024P YTD*	2023 YTD*	YTD % change	2023	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	4,270.2	4,948.6	-13.7%	5,795.2	5,822.0	4,043.1	NA	5,128.0
VISITOR ARRIVALS	1,919,866	2,135,048	-10.1%	2,495,038	2,921,159	2,303,942	792,602	3,059,905
PPPD SPENDING (\$)	282.5	289.9	-2.5%	287.1	244.3	201.9	NA	211.7
AVERAGE DAILY CENSUS	49,566	56,161	-11.7%	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)	25.0	26.2	-4.4%	34.1	39.2	25.2	NA	36.0
VISITOR ARRIVALS	25,861	26,966	-4.1%	33,224	43,317	25,758	17,025	63,035
PPPD SPENDING (\$)	172.9	180.0	-3.9%	188.3	152.8	138.0	NA	126.0
AVERAGE DAILY CENSUS	475	479	-0.8%	496	703	500	322	783

LĀNA'I	2024P YTD*	2023 YTD*	YTD % change	2023	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	90.7	95.1	-4.6%	120.8	150.8	108.1	NA	128.9
VISITOR ARRIVALS	38,692	45,385	-14.7%	53,870	68,016	47,829	17,924	84,103
PPPD SPENDING (\$)	628.6	590.4	6.5%	626.2	539.5	460.2	NA	478.8
AVERAGE DAILY CENSUS	473	530	-10.7%	529	766	644	227	738

P = Preliminary data.

* year-to-date through October.

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	1,935,370	2,259,942	-14.4%	2,625,759	3,065,230	2,955,085	1,015,080	2,672,036
INTERNATIONAL SEATS	107,676	153,280	-29.8%	193,419	225,512	65,303	87,086	223,644
TOTAL SEATS	2,043,046	2,413,222	-15.3%	2,819,178	3,290,742	3,020,388	1,102,166	2,895,680
DOMESTIC FLIGHTS	9,535	11,181	-14.7%	12,999	15,597	15,373	5,246	14,728
INTERNATIONAL FLIGHTS	587	829	-29.2%	1,040	1,077	260	397	1,138
TOTAL FLIGHTS	10,122	12,010	-15.7%	14,039	16,674	15,633	5,643	15,866

Source: Diiio Mii schedules

* year-to-date through October.

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	62.0%	65.0%	-3.1%	66.1%	67.6%	60.2%	34.6%	77.7%
AVERAGE DAILY RATE	\$535.99	\$599.79	-10.6%	\$591.09	\$606.92	\$536.47	\$409.19	\$401.10
REVENUE PER AVAILABLE ROOM	\$332.23	\$390.07	-14.8%	\$390.46	\$410.12	\$322.70	\$141.55	\$311.61

Source: STR, Inc.

* year-to-date through October.

VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2024P YTD*	2023 YTD*	YTD % change	2023	2022	2021	2020	2019
UNIT SUPPLY	2,454,110	2,067,043	18.7%	2,535,742	2,496,164	2,664,426	2,090,812	3,126,890
UNIT OCCUPANCY	53.0%	60.4%	-12.4%	59.2%	70.0%	66.7%	42.4%	79.0%
UNIT AVERAGE DAILY RATE	\$387.92	\$365.87	6.0%	\$367.77	\$351.63	\$278.71	\$292.68	\$343.07

Source: Transparent Intelligence, Inc.