



STATE OF HAWAII • DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT & TOURISM

## January 2025 Hawai'i Hotel Performance Report

Hawai'i hotels statewide reported lower occupancy and revenue per available room (RevPAR) but higher average daily rate (ADR) in January 2025 compared to January 2024. When compared to pre-pandemic January 2019, statewide ADR and RevPAR were higher in January 2025, but occupancy was lower.

Statewide RevPAR in January 2025 was \$284 (-0.2%), with ADR at \$384 (+1.8%) and occupancy of 73.9 percent (-1.5 percentage points) compared to January 2024 (Figure 1). Compared with January 2019, RevPAR was 20.2 percent higher, driven by higher ADR (+29.2%) which offset lower occupancy (-5.5 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 January 2025, the survey included 171 properties representing 48,361 rooms, or 86.0 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 \$495.8 million (+0.6% vs. 2024, +25.1% vs. 2019) in January 2025. Room demand was 1.3 million room nights (-1.1% vs. 2024, -3.2% vs. 2019) and room supply was 1.7 million room nights (+0.8% vs. 2024, +4.1% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$600 (+13.8% vs. 2024, +32.3% vs. 2019), with ADR at \$913 (+8.2% vs. 2024, +48.5% vs. 2019) and occupancy of 65.7 percent (+3.3 percentage points vs. 2024, -8.0 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$179 (+3.7% vs. 2024, +15.1% vs. 2019) with ADR at \$229 (+1.5% vs. 2024, +20.8% vs. 2019) and occupancy of 78.4 percent (+1.7 percentage points vs. 2024, -3.9 percentage points vs. 2019).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires. Maui County hotels led the counties in January 2025 RevPAR at \$367 (-8.8% vs. 2024, +10.6% vs. 2019), with ADR at \$592 (+5.3% vs. 2024, +34.8% vs. 2019) and occupancy of 62.1 percent (-9.6 percentage points vs. 2024, -13.6 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$589 (+6.4% vs. 2024, +5.3% vs. 2019), with ADR at \$833 (+7.2% vs. 2024, +27.9% vs. 2019) and occupancy of 70.6 percent (-0.6 percentage points vs. 2024, -15.1 percentage points vs. 2019). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$278 (-19.6% vs. 2024, +1.1% vs. 2019), ADR at \$465 (-1.2% vs. 2024, +25.4% vs. 2019) and occupancy of 59.7 percent (-13.6 percentage points vs. 2024, -14.4 percentage points vs. 2019).

Kaua'i hotels achieved RevPAR of \$322 (+7.8% vs. 2024, +35.0% vs. 2019), with ADR at \$417 (+0.1% vs. 2024, +30.4% vs. 2019) and occupancy of 77.1 percent (+5.5 percentage points vs. 2024, +2.7 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$355 (+12.1% vs. 2024, +55.0% vs. 2019), with ADR at \$458 (+0.7% vs. 2024, +53.8% vs. 2019), and occupancy of 77.4 percent (+7.8 percentage points vs. 2024, +0.6 percentage points vs. 2019). Kohala Coast hotels earned

RevPAR of \$488 (+6.5% vs. 2024, +51.0% vs. 2019), with ADR at \$615 (-0.2% vs. 2024, +45.2% vs. 2019), and occupancy of 79.3 percent (+5.0 percentage points vs. 2024, +3.0 percentage points vs. 2019).

O'ahu hotels reported RevPAR of \$227 (+1.1% vs. 2024, +14.7% vs. 2019) in January, ADR at \$292 (+2.7% vs. 2024, +21.5% vs. 2019) and occupancy of 77.8 percent (-1.2 percentage points vs. 2024, -4.6 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$217 (+0.3% vs. 2024, +11.1% vs. 2019), with ADR at \$277 (+1.3% vs. 2024, +17.5% vs. 2019) and occupancy of 78.3 percent (-0.8 percentage points vs. 2024, -4.5 percentage points vs. 2019).

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaii tourism authority.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 January 2025, the survey included 171 properties representing 48,361 rooms, or 86.0 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The January survey included 85 properties on O'ahu, representing 29,837 rooms (96.2%); 41 properties in the County of Maui, representing 9,622 rooms (72.0%); 23 properties on the island of Hawai'i, representing 5,242 rooms (77.7%); and 22 properties on Kaua'i, representing 3,660 rooms (71.1%).

### **About the State of Hawai'i Department of Business, Economic Development & Tourism**

The State of Hawai'i Department of Business, Economic Development & Tourism (DBEDT) is Hawai'i's resource center for economic and statistical data, business development opportunities, energy and conservation information, as well as foreign trade advantages. DBEDT's mission is to achieve a Hawai'i economy that embraces innovation and is globally competitive, dynamic and productive, providing opportunities for all Hawai'i's citizens. Through its attached agencies, the department fosters planned community development, creates affordable workforce housing units in high-quality living environments and promotes innovation sector job growth.

**Figure 1: Hawai'i Hotel Performance January 2025**

	Occupancy %			Average Daily Rate			RevPAR		
	2025	2024	Percentage Pt. Change	2025	2024	% Change	2025	2024	% Change
<b>State of Hawai'i</b>	73.9%	75.4%	-1.5%	\$384.39	\$377.67	1.8%	\$284.25	\$284.89	-0.2%
Luxury Class	65.7%	62.5%	3.3%	\$912.50	\$843.37	8.2%	\$599.87	\$526.96	13.8%
Upper Upscale Class	75.3%	77.4%	-2.0%	\$340.15	\$350.35	-2.9%	\$256.24	\$271.06	-5.5%
Upscale Class	76.5%	80.8%	-4.4%	\$249.26	\$264.18	-5.6%	\$190.61	\$213.55	-10.7%
Upper Midscale Class	70.8%	75.8%	-5.1%	\$215.36	\$245.07	-12.1%	\$152.42	\$185.87	-18.0%
Midscale & Economy Class	78.4%	76.7%	1.7%	\$228.87	\$225.57	1.5%	\$179.35	\$172.96	3.7%
<b>O'ahu</b>	77.8%	79.0%	-1.2%	\$291.73	\$283.93	2.7%	\$226.90	\$224.34	1.1%
Waikiki	78.3%	79.1%	-0.8%	\$276.56	\$273.03	1.3%	\$216.66	\$215.98	0.3%
Other O'ahu	74.8%	78.5%	-3.7%	\$375.97	\$343.71	9.4%	\$281.19	\$269.81	4.2%
O'ahu Luxury	60.8%	60.0%	0.8%	\$796.04	\$725.56	9.7%	\$483.64	\$435.01	11.2%
O'ahu Upper Upscale	79.0%	79.8%	-0.8%	\$297.44	\$297.45	0.0%	\$234.83	\$237.30	-1.0%
O'ahu Upscale	82.2%	85.4%	-3.2%	\$209.57	\$210.67	-0.5%	\$172.21	\$179.96	-4.3%
O'ahu Upper Midscale	74.7%	83.3%	-8.6%	\$174.78	\$176.17	-0.8%	\$130.58	\$146.69	-11.0%
O'ahu Midscale & Economy	81.0%	78.9%	2.2%	\$152.41	\$155.47	-2.0%	\$123.48	\$122.61	0.7%
<b>Maui County</b>	62.1%	71.7%	-9.6%	\$591.72	\$562.01	5.3%	\$367.27	\$402.72	-8.8%
Wailea	70.6%	71.2%	-0.6%	\$833.28	\$777.24	7.2%	\$588.59	\$553.39	6.4%
Lahaina/Kā'anapali/Kapalua	59.7%	73.3%	-13.6%	\$465.29	\$471.01	-1.2%	\$277.77	\$345.48	-19.6%
Other Maui County	64.8%	69.6%	-4.9%	\$725.28	\$676.05	7.3%	\$469.86	\$470.83	-0.2%
Maui County Luxury	62.8%	60.7%	2.1%	\$1,039.60	\$950.07	9.4%	\$653.27	\$576.87	13.2%
Maui County Upper Upscale & Upscale	61.6%	75.4%	-13.8%	\$435.99	\$458.66	-4.9%	\$268.79	\$346.00	-22.3%
<b>Island of Hawai'i</b>	77.4%	69.6%	7.8%	\$458.04	\$454.66	0.7%	\$354.75	\$316.45	12.1%
Kohala Coast	79.3%	74.4%	5.0%	\$614.91	\$616.06	-0.2%	\$487.88	\$458.09	6.5%
<b>Kauai</b>	77.1%	71.7%	5.5%	\$417.36	\$416.85	0.1%	\$321.91	\$298.73	7.8%

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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 January 2025**

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2025	2024	% Change	2025	2024	% Change	2025	2024	% Change
<b>State of Hawai'i</b>	1,744.2	1,729.8	0.8%	1,289.8	1,304.8	-1.1%	495.8	492.8	0.6%
<b>O'ahu</b>	961.3	947.2	1.5%	747.7	748.4	-0.1%	218.1	212.5	2.6%
Waikiki	808.8	800.1	1.1%	633.6	633.0	0.1%	175.2	172.8	1.4%
<b>Maui County</b>	414.1	411.3	0.7%	257.0	294.8	-12.8%	152.1	165.7	-8.2%
Wailea	76.2	76.3	-0.1%	53.8	54.3	-0.9%	44.8	42.2	6.3%
Lahaina/Kā'anapali/ Kapalua	221.2	223.5	-1.1%	132.0	163.9	-19.5%	61.4	77.2	-20.4%
<b>Island of Hawai'i</b>	209.2	211.5	-1.1%	162.0	147.2	10.1%	74.2	66.9	10.9%
Kohala Coast	89.1	91.6	-2.7%	70.7	68.1	3.8%	43.5	41.9	3.7%
<b>Kauai</b>	159.7	159.7	-0.1%	123.1	114.5	7.6%	51.4	47.7	7.7%

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**Figure 3: Hawai'i Hotel Performance January 2025 vs. 2019**

	Occupancy %			Average Daily Rate			RevPAR		
	2025	2019	Pt. Change	2025	2019	% Change	2025	2019	% Change
<b>State of Hawai'i</b>	73.9%	79.5%	-5.5%	\$384.39	\$297.56	29.2%	\$284.25	\$236.51	20.2%
Luxury Class	65.7%	73.8%	-8.0%	\$912.50	\$614.57	48.5%	\$599.87	\$453.28	32.3%
Upper Upscale Class	75.3%	82.0%	-6.7%	\$340.15	\$292.50	16.3%	\$256.24	\$239.95	6.8%
Upscale Class	76.5%	76.1%	0.4%	\$249.26	\$223.77	11.4%	\$190.61	\$170.21	12.0%
Upper Midscale Class	70.8%	82.8%	-12.0%	\$215.36	\$165.43	30.2%	\$152.42	\$136.97	11.3%
Midscale & Economy Class	78.4%	82.2%	-3.9%	\$228.87	\$189.52	20.8%	\$179.35	\$155.85	15.1%
<b>O'ahu</b>	77.8%	82.4%	-4.6%	\$291.73	\$240.10	21.5%	\$226.90	\$197.83	14.7%
Waikiki	78.3%	82.9%	-4.5%	\$276.56	\$235.39	17.5%	\$216.66	\$195.08	11.1%
Other O'ahu	74.8%	79.5%	-4.7%	\$375.97	\$269.85	39.3%	\$281.19	\$214.47	31.1%
O'ahu Luxury	60.8%	68.6%	-7.8%	\$796.04	\$527.69	50.9%	\$483.64	\$362.02	33.6%
O'ahu Upper Upscale	79.0%	84.8%	-5.9%	\$297.44	\$263.86	12.7%	\$234.83	\$223.86	4.9%
O'ahu Upscale	82.2%	81.4%	0.8%	\$209.57	\$192.15	9.1%	\$172.21	\$156.37	10.1%
O'ahu Upper Midscale	74.7%	82.9%	-8.2%	\$174.78	\$156.63	11.6%	\$130.58	\$129.90	0.5%
O'ahu Midscale & Economy	81.0%	86.2%	-5.2%	\$152.41	\$131.67	15.8%	\$123.48	\$113.48	8.8%
<b>Maui County</b>	62.1%	75.6%	-13.6%	\$591.72	\$438.99	34.8%	\$367.27	\$332.08	10.6%
Wailea	70.6%	85.7%	-15.1%	\$833.28	\$651.71	27.9%	\$588.59	\$558.72	5.3%
Lahaina/Kā'anapali/Kapalua	59.7%	74.1%	-14.4%	\$465.29	\$371.00	25.4%	\$277.77	\$274.73	1.1%
Other Maui County	64.8%	77.7%	-12.9%	\$725.28	\$521.70	39.0%	\$469.86	\$405.26	15.9%
Maui County Luxury	62.8%	77.0%	-14.2%	\$1,039.60	\$719.63	44.5%	\$653.27	\$554.43	17.8%
Maui County Upper Upscale & Upscale	61.6%	75.3%	-13.6%	\$435.99	\$349.31	24.8%	\$268.79	\$263.02	2.2%
<b>Island of Hawai'i</b>	77.4%	76.8%	0.6%	\$458.04	\$297.89	53.8%	\$354.75	\$228.89	55.0%
Kohala Coast	79.3%	76.3%	3.0%	\$614.91	\$423.40	45.2%	\$487.88	\$323.15	51.0%
<b>Kaua'i</b>	77.1%	74.5%	2.7%	\$417.36	\$320.18	30.4%	\$321.91	\$238.42	35.0%

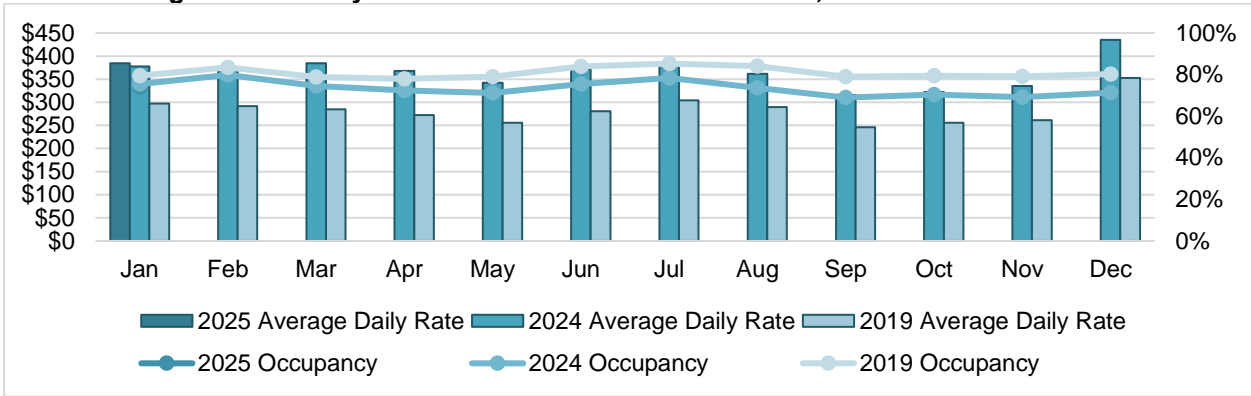
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Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

**Figure 4: Hawai'i Hotel Performance by Measure January 2025 vs. 2019**

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2025	2019	% Change	2025	2019	% Change	2025	2019	% Change
<b>State of Hawai'i</b>	1,744.2	1,676.2	4.1%	1,289.8	1,332.3	-3.2%	495.8	396.4	25.1%
<b>O'ahu</b>	961.3	942.5	2.0%	747.7	776.5	-3.7%	218.1	186.5	17.0%
Waikiki	808.8	808.8	0.0%	633.6	670.3	-5.5%	175.2	157.8	11.1%
<b>Maui County</b>	414.1	394.5	5.0%	257.0	298.4	-13.9%	152.1	131.0	16.1%
Wailea	76.2	68.0	12.0%	53.8	58.3	-7.7%	44.8	38.0	18.0%
Lahaina/Kā'anapali/ Kapalua	221.2	221.2	0.0%	132.0	163.8	-19.4%	61.4	60.8	1.1%
<b>Island of Hawai'i</b>	209.2	199.1	5.1%	162.0	153.0	5.9%	74.2	45.6	62.8%
Kohala Coast	89.1	93.0	-4.2%	70.7	71.0	-0.4%	43.5	30.1	44.7%
<b>Kaua'i</b>	159.7	140.2	13.9%	123.1	104.4	18.0%	51.4	33.4	53.8%

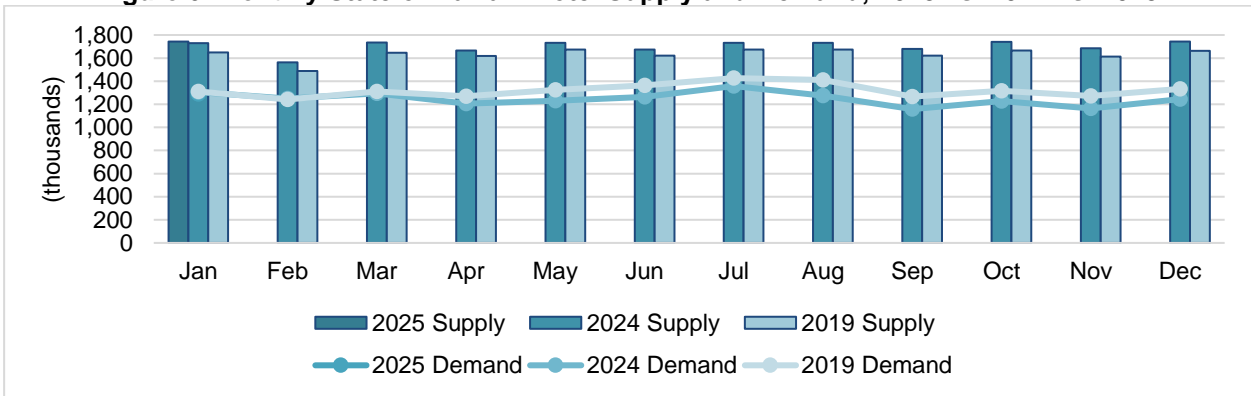
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**Figure 5: Monthly State of Hawai'i Hotel Performance, 2025 vs. 2024 vs. 2019**



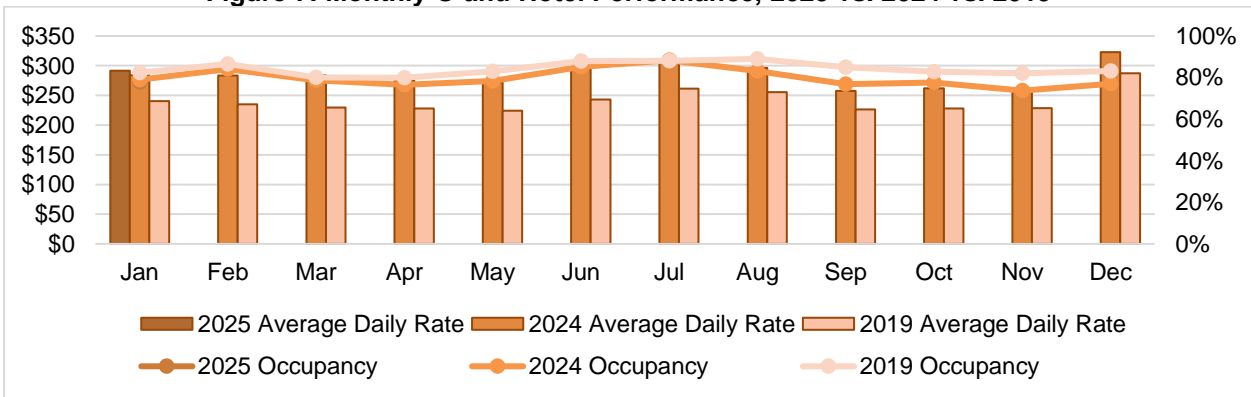
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**Figure 6: Monthly State of Hawai'i Hotel Supply and Demand, 2025 vs. 2024 vs. 2019**



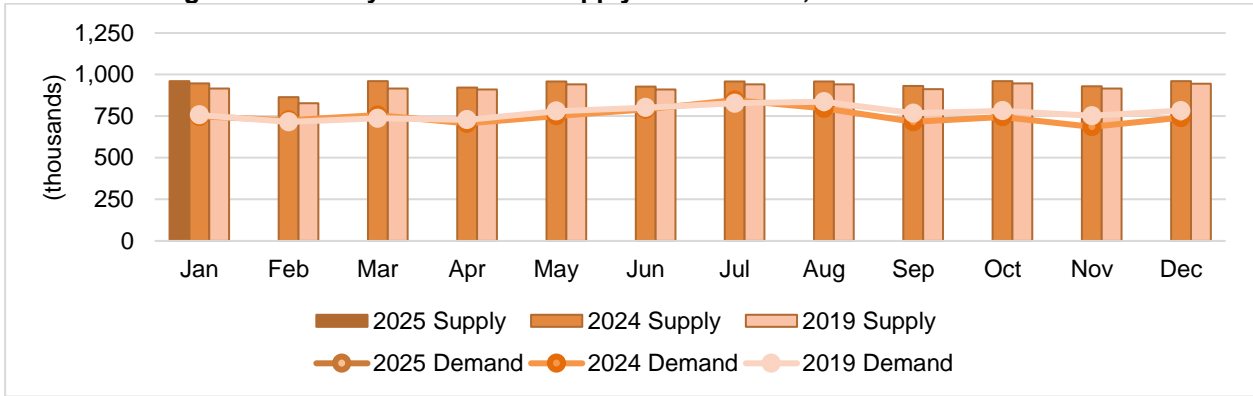
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**Figure 7: Monthly O'ahu Hotel Performance, 2025 vs. 2024 vs. 2019**



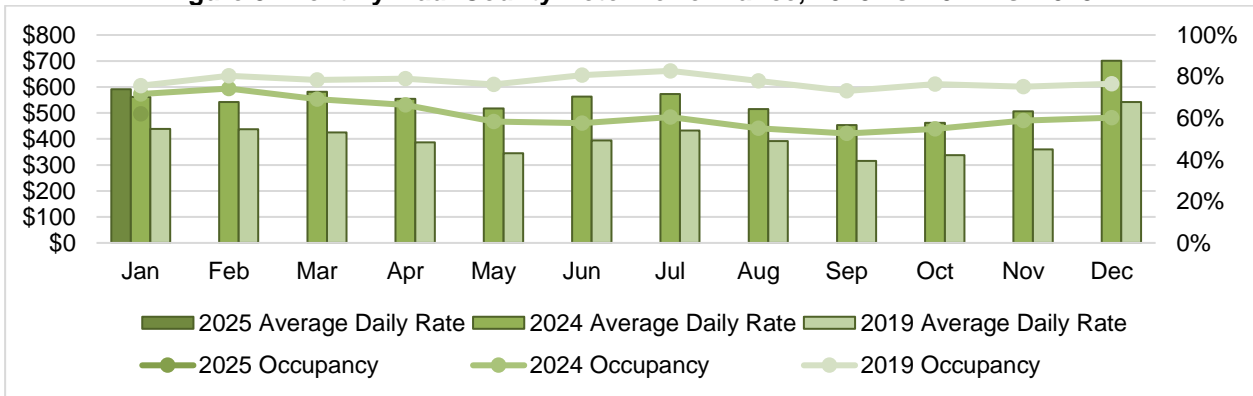
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**Figure 8: Monthly O'ahu Hotel Supply and Demand, 2025 vs. 2024 vs. 2019**



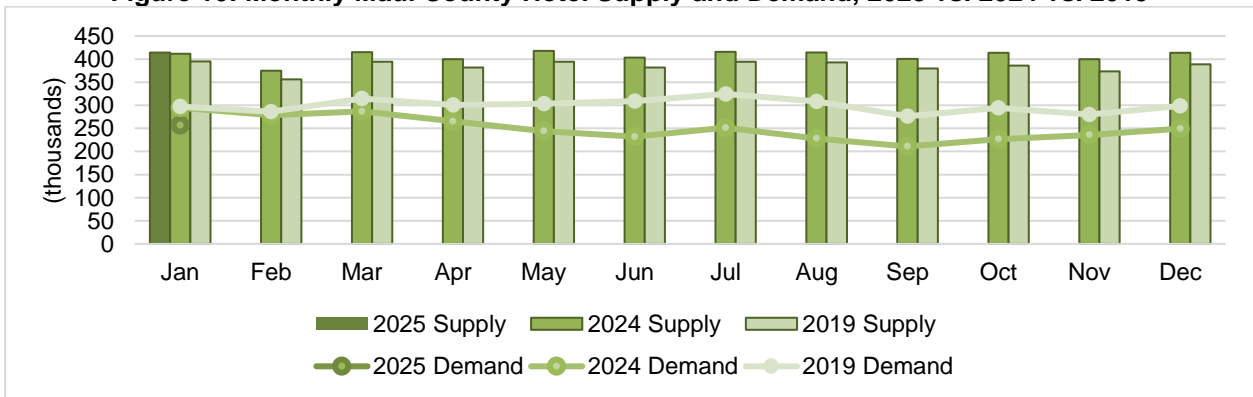
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**Figure 9: Monthly Maui County Hotel Performance, 2025 vs. 2024 vs. 2019**



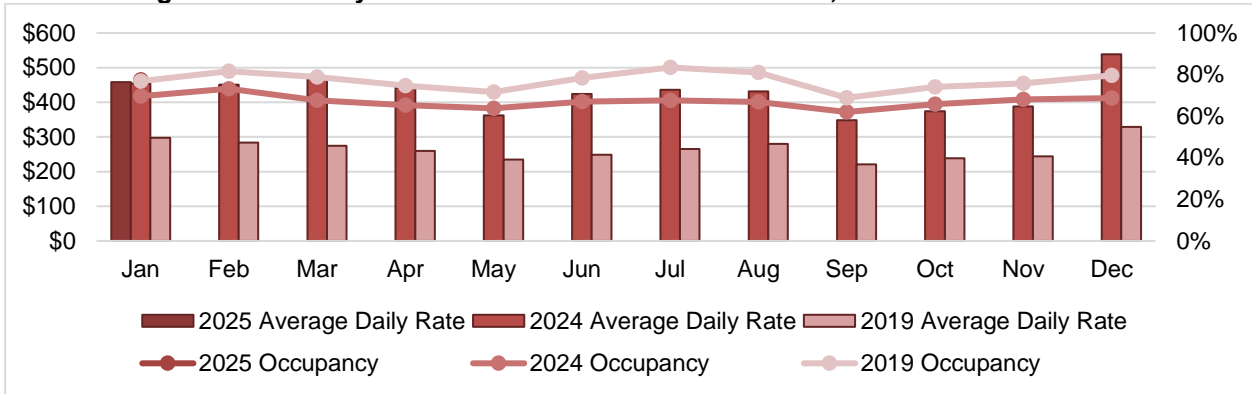
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**Figure 10: Monthly Maui County Hotel Supply and Demand, 2025 vs. 2024 vs. 2019**



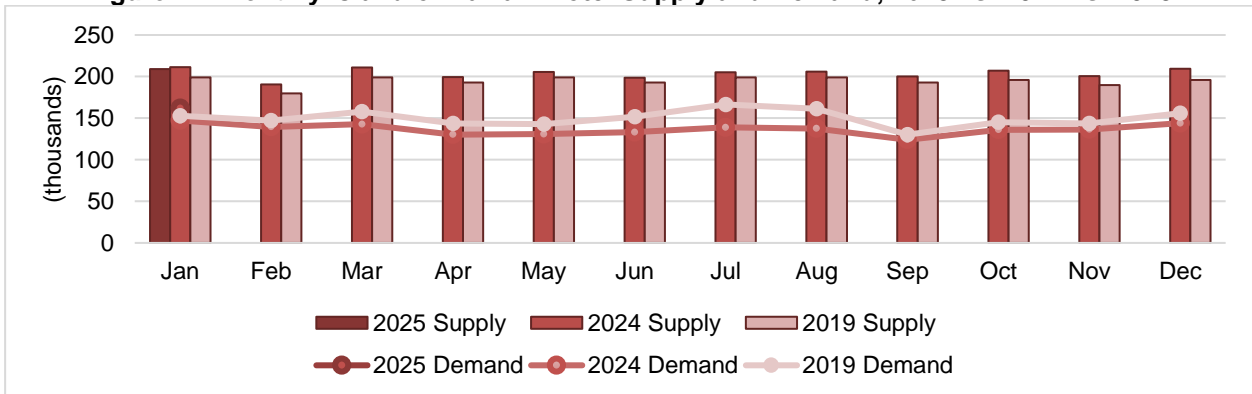
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**Figure 11: Monthly Island of Hawai'i Hotel Performance, 2025 vs. 2024 vs. 2019**



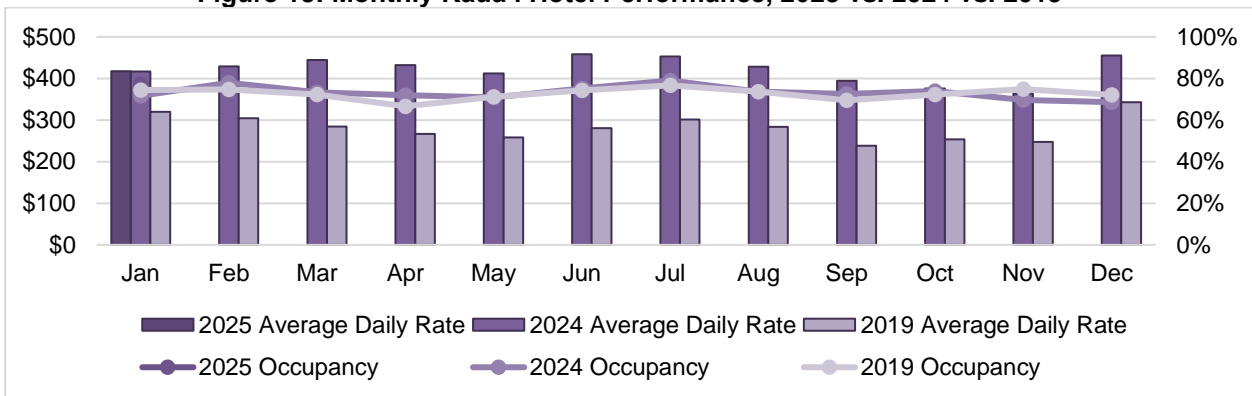
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**Figure 12: Monthly Island of Hawai'i Hotel Supply and Demand, 2025 vs. 2024 vs. 2019**



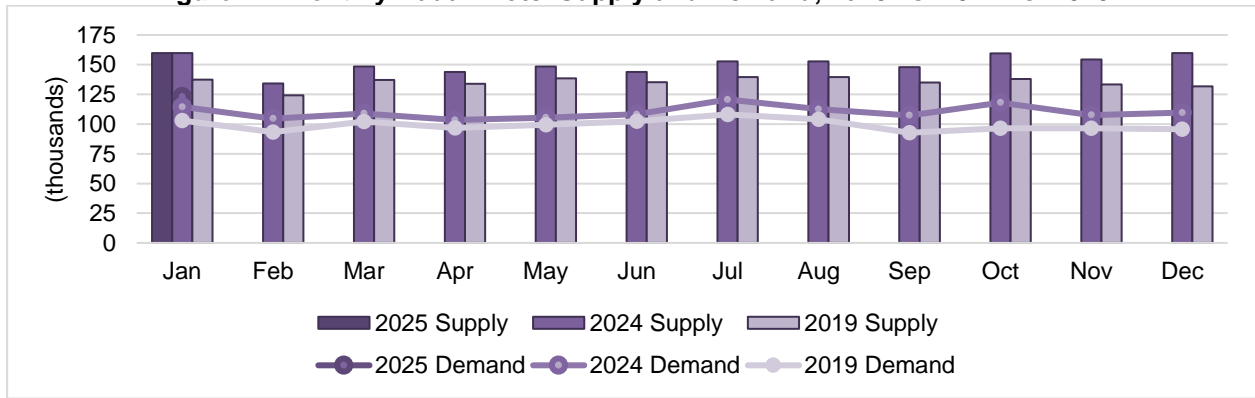
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**Figure 13: Monthly Kaua'i Hotel Performance, 2025 vs. 2024 vs. 2019**



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**Figure 14: Monthly Kaua'i Hotel Supply and Demand, 2025 vs. 2024 vs. 2019**



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