



MAUI COUNTY OVERVIEW

VISITOR STATISTICS

MAUI ISLAND	January 2025P	January 2024P	YTD % change	2024P	2023	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	531.1	503.8	5.4%	5,269.6	5,795.2	5,822.0	4,043.1	NA	5,128.0
VISITOR ARRIVALS	202,738	175,005	15.8%	2,345,288	2,495,038	2,921,159	2,303,942	792,602	3,059,905
PPPD SPENDING (\$)	296.5	304.5	-2.6%	283.5	287.1	244.3	201.9	NA	211.7
AVERAGE DAILY CENSUS	57,778	53,377	8.2%	50,794	55,300	65,287	54,866	20,637	66,363

MOLOKA'I	January 2025P	January 2024P	YTD % change	2024P	2023	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	4.1	5.6	-27.1%	30.1	34.1	39.2	25.2	NA	36.0
VISITOR ARRIVALS	2,843	3,796	-25.1%	29,844	33,224	43,317	25,758	17,025	63,035
PPPD SPENDING (\$)	213.0	167.4	27.3%	175.7	188.3	152.8	138.0	NA	126.0
AVERAGE DAILY CENSUS	620	1,082	-42.7%	468	496	703	500	322	783

LĀNA'I	January 2025P	January 2024P	YTD % change	2024P	2023	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	10.3	10.7	-4.0%	117.8	120.8	150.8	108.1	NA	128.9
VISITOR ARRIVALS	3,523	3,705	-4.9%	45,874	53,870	68,016	47,829	17,924	84,103
PPPD SPENDING (\$)	749.6	681.0	10.1%	667.6	626.2	539.5	460.2	NA	478.8
AVERAGE DAILY CENSUS	443	507	-12.8%	482	529	766	644	227	738

P = Preliminary data.

Note: 2024P and 2025P visitor data are preliminary. 2019 - 2023 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi 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	January 2025P	January 2024P	YTD % change	2024P	2023	2022	2021	2020	2019
DOMESTIC SEATS	191,657	188,324	1.8%	2,321,302	2,625,759	3,065,230	2,955,085	1,015,080	2,672,036
INTERNATIONAL SEATS	16,723	21,081	-20.7%	140,779	193,419	225,512	65,303	87,086	223,644
TOTAL SEATS	208,380	209,405	-0.5%	2,462,081	2,819,178	3,290,742	3,020,388	1,102,166	2,895,680
DOMESTIC FLIGHTS	951	912	4.3%	11,474	12,999	15,597	15,373	5,246	14,728
INTERNATIONAL FLIGHTS	97	109	-11.0%	779	1,040	1,077	260	397	1,138
TOTAL FLIGHTS	1,048	1,021	2.6%	12,253	14,039	16,674	15,633	5,643	15,866

Source: DiiO Mi schedules

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	January 2025P	January 2024P	YTD % change	2024P	2023	2022	2021	2020	2019
OCCUPANCY	62.1%	71.7%	-9.6%	61.6%	71.7%	67.6%	60.2%	34.6%	77.7%
AVERAGE DAILY RATE	\$591.72	\$562.01	5.3%	\$547.31	\$562.01	\$606.92	\$536.47	\$409.19	\$401.10
REVENUE PER AVAILABLE ROOM	\$367.27	\$402.72	-8.8%	\$337.05	\$402.72	\$410.12	\$322.70	\$141.55	\$311.61

Source: STR, Inc.

VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	January 2025P	January 2024P	YTD % change	2024P	2023	2022	2021	2020	2019
UNIT SUPPLY	224,102	208,877	7.3%	2,941,309	2,535,742	2,496,164	2,664,426	2,090,812	3,126,890
UNIT OCCUPANCY	60.2%	61.8%	-1.6%	53.0%	59.2%	70.0%	66.7%	42.4%	79.0%
UNIT AVERAGE DAILY RATE	\$473.98	\$426.15	11.2%	\$389.66	\$367.77	\$351.63	\$278.71	\$292.68	\$343.07

Source: Transparent Intelligence, Inc.