



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

February 2025 Hawai'i Hotel Performance Report

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

Statewide RevPAR in February 2025 was \$301 (+1.7%), with ADR at \$379 (+2.0%) and occupancy of 79.3 percent (-0.3 percentage points) compared to February 2024 (Figure 1). Compared with February 2019, RevPAR was 23.5 percent higher, driven by higher ADR (+30.0%) which offset lower occupancy (-4.2 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 February 2025, the survey included 171 properties representing 48,131 rooms, or 85.5 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 \$473.8 million (+1.9% vs. 2024, +28.5% vs. 2019) in February 2025. Room demand was 1.2 million room nights (-0.1% vs. 2024, -1.2% vs. 2019) and room supply was 1.6 million room nights (+0.2% vs. 2024, +4.1% vs. 2019) (Figure 2). Please note that there were 29 days in February 2024 whereas 2025 and 2019 had 28 days.

Luxury Class properties earned RevPAR of \$617 (+20.7% vs. 2024, +35.0% vs. 2019), with ADR at \$876 (+9.9% vs. 2024, +50.0% vs. 2019) and occupancy of 70.4 percent (+6.3 percentage points vs. 2024, -7.8 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$192 (-3.0% vs. 2024, +13.7% vs. 2019) with ADR at \$231 (-1.0% vs. 2024, +18.6% vs. 2019) and occupancy of 83.1 percent (-1.7 percentage points vs. 2024, -3.6 percentage points vs. 2019).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires. Maui County hotels led the counties in February 2025 RevPAR at \$413 (+1.7% vs. 2024, +17.4% vs. 2019), with ADR at \$578 (+6.0% vs. 2024, +32.3% vs. 2019) and occupancy of 71.4 percent (-3.0 percentage points vs. 2024, -9.0 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$664 (+24.9% vs. 2024, +13.5% vs. 2019), with ADR at \$824 (+11.3% vs. 2024, +27.0% vs. 2019) and occupancy of 80.6 percent (+8.8 percentage points vs. 2024, -9.5 percentage points vs. 2019). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$319 (-10.4% vs. 2024, +9.5% vs. 2019), ADR at \$463 (-1.0% vs. 2024, +25.7% vs. 2019) and occupancy of 69.1 percent (-7.3 percentage points vs. 2024, -10.2 percentage points vs. 2019).

Kaua'i hotels achieved RevPAR of \$332 (+4.8% vs. 2024, +46.0% vs. 2019), with ADR at \$415 (-1.9% vs. 2024, +36.4% vs. 2019) and occupancy of 79.9 percent (+5.2 percentage points vs. 2024, +5.2 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$369 (+12.8% vs. 2024, +59.5% vs. 2019), with ADR at \$459 (+2.4% vs. 2024, +61.8% vs. 2019), and occupancy of 80.4 percent (+7.4

percentage points vs. 2024, -1.2 percentage points vs. 2019). Kohala Coast hotels earned RevPAR of \$507 (+7.0% vs. 2024, +57.1% vs. 2019), with ADR at \$627 (+4.6% vs. 2024, +58.9% vs. 2019), and occupancy of 80.9 percent (+1.8 percentage points vs. 2024, -0.9 percentage points vs. 2019).

O'ahu hotels reported RevPAR of \$232 (-2.4% vs. 2024, +14.3% vs. 2019) in February, ADR at \$282 (-0.4% vs. 2024, +20.1% vs. 2019) and occupancy of 82.3 percent (-1.7 percentage points vs. 2024, -4.1 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$220 (-5.1% vs. 2024, +10.4% vs. 2019), with ADR at \$266 (-2.6% vs. 2024, +15.6% vs. 2019) and occupancy of 82.7 percent (-2.2 percentage points vs. 2024, -3.9 percentage points vs. 2019).

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaiitourismauthority.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 February 2025, the survey included 171 properties representing 48,131 rooms, or 85.5 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The February survey included 85 properties on O'ahu, representing 29,597 rooms (95.4%); 41 properties in the County of Maui, representing 9,632 rooms (72.1%); 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 February 2025

	Occupancy %			Average Daily Rate			RevPAR		
	2025	2024	Percentage Pt. Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	79.3%	79.6%	-0.3%	\$379.26	\$371.74	2.0%	\$300.69	\$295.77	1.7%
Luxury Class	70.4%	64.1%	6.3%	\$876.03	\$797.03	9.9%	\$616.71	\$511.01	20.7%
Upper Upscale Class	81.1%	82.2%	-1.0%	\$336.19	\$349.06	-3.7%	\$272.77	\$286.83	-4.9%
Upscale Class	80.7%	85.2%	-4.5%	\$255.96	\$268.31	-4.6%	\$206.45	\$228.54	-9.7%
Upper Midscale Class	77.9%	75.6%	2.3%	\$220.77	\$243.50	-9.3%	\$171.99	\$184.14	-6.6%
Midscale & Economy Class	83.1%	84.7%	-1.7%	\$231.28	\$233.58	-1.0%	\$192.08	\$197.93	-3.0%
O'ahu	82.3%	84.0%	-1.7%	\$282.00	\$283.13	-0.4%	\$232.14	\$237.87	-2.4%
Waikiki	82.7%	84.9%	-2.2%	\$266.07	\$273.08	-2.6%	\$220.10	\$231.85	-5.1%
Other O'ahu	80.2%	79.4%	0.8%	\$369.15	\$339.75	8.7%	\$296.02	\$269.61	9.8%
O'ahu Luxury	63.2%	61.6%	1.6%	\$729.97	\$682.61	6.9%	\$461.01	\$420.32	9.7%
O'ahu Upper Upscale	84.1%	84.8%	-0.7%	\$287.14	\$296.47	-3.1%	\$241.44	\$251.26	-3.9%
O'ahu Upscale	85.4%	90.7%	-5.3%	\$213.19	\$215.90	-1.3%	\$182.04	\$195.73	-7.0%
O'ahu Upper Midscale	81.8%	88.4%	-6.6%	\$178.27	\$183.04	-2.6%	\$145.76	\$161.76	-9.9%
O'ahu Midscale & Economy	85.1%	86.7%	-1.6%	\$156.00	\$163.69	-4.7%	\$132.75	\$141.95	-6.5%
Maui County	71.4%	74.4%	-3.0%	\$578.44	\$545.89	6.0%	\$413.11	\$406.31	1.7%
Wailea	80.6%	71.8%	8.8%	\$823.56	\$740.25	11.3%	\$663.60	\$531.18	24.9%
Lahaina/Kā'anapali/Kapalua	69.1%	76.3%	-7.3%	\$462.53	\$467.05	-1.0%	\$319.39	\$356.57	-10.4%
Other Maui County	74.1%	72.2%	2.0%	\$702.02	\$645.16	8.8%	\$520.38	\$465.51	11.8%
Maui County Luxury	71.9%	60.3%	11.6%	\$982.49	\$889.98	10.4%	\$706.20	\$536.76	31.6%
Maui County Upper Upscale & Upscale	71.1%	78.9%	-7.7%	\$439.05	\$459.90	-4.5%	\$312.36	\$362.78	-13.9%
Island of Hawai'i	80.4%	73.0%	7.4%	\$459.08	\$448.35	2.4%	\$369.10	\$327.25	12.8%
Kohala Coast	80.9%	79.1%	1.8%	\$627.17	\$599.34	4.6%	\$507.38	\$474.04	7.0%
Kauai	79.9%	74.8%	5.2%	\$415.31	\$423.52	-1.9%	\$332.01	\$316.70	4.8%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism
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 February 2025

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2025	2024	% Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	1,575.7	1,572.1	0.2%	1,249.2	1,250.8	-0.1%	473.8	465.0	1.9%
O'ahu	868.3	865.3	0.3%	714.8	727.0	-1.7%	201.6	205.8	-2.1%
Waikiki	730.5	727.2	0.5%	604.3	617.4	-2.1%	160.8	168.6	-4.6%
Maui County	374.3	371.5	0.7%	267.3	276.5	-3.3%	154.6	150.9	2.4%
Wailea	69.1	68.9	0.4%	55.7	49.4	12.7%	45.9	36.6	25.4%
Lahaina/Kā'anapali/ Kapalua	199.8	201.9	-1.1%	137.9	154.1	-10.5%	63.8	72.0	-11.4%
Island of Hawai'i	188.9	191.0	-1.1%	151.9	139.4	9.0%	69.7	62.5	11.6%
Kohala Coast	80.5	82.7	-2.7%	65.1	65.4	-0.5%	40.8	39.2	4.2%
Kauai	144.2	144.3	-0.1%	115.3	107.9	6.8%	47.9	45.7	4.8%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

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

	Occupancy %			Average Daily Rate			RevPAR		
	2025	2019	Pt. Change	2025	2019	% Change	2025	2019	% Change
State of Hawai'i	79.3%	83.5%	-4.2%	\$379.26	\$291.66	30.0%	\$300.69	\$243.46	23.5%
Luxury Class	70.4%	78.2%	-7.8%	\$876.03	\$584.03	50.0%	\$616.71	\$456.82	35.0%
Upper Upscale Class	81.1%	85.0%	-3.9%	\$336.19	\$284.37	18.2%	\$272.77	\$241.68	12.9%
Upscale Class	80.7%	80.3%	0.3%	\$255.96	\$227.03	12.7%	\$206.45	\$182.40	13.2%
Upper Midscale Class	77.9%	88.9%	-11.0%	\$220.77	\$170.40	29.6%	\$171.99	\$151.56	13.5%
Midscale & Economy Class	83.1%	86.6%	-3.6%	\$231.28	\$194.99	18.6%	\$192.08	\$168.91	13.7%
O'ahu	82.3%	86.5%	-4.1%	\$282.00	\$234.87	20.1%	\$232.14	\$203.06	14.3%
Waikiki	82.7%	86.6%	-3.9%	\$266.07	\$230.19	15.6%	\$220.10	\$199.33	10.4%
Other O'ahu	80.2%	85.6%	-5.4%	\$369.15	\$263.52	40.1%	\$296.02	\$225.62	31.2%
O'ahu Luxury	63.2%	73.1%	-9.9%	\$729.97	\$486.80	50.0%	\$461.01	\$355.62	29.6%
O'ahu Upper Upscale	84.1%	86.9%	-2.8%	\$287.14	\$256.01	12.2%	\$241.44	\$222.52	8.5%
O'ahu Upscale	85.4%	86.6%	-1.2%	\$213.19	\$195.74	8.9%	\$182.04	\$169.59	7.3%
O'ahu Upper Midscale	81.8%	89.6%	-7.8%	\$178.27	\$161.42	10.4%	\$145.76	\$144.58	0.8%
O'ahu Midscale & Economy	85.1%	92.2%	-7.1%	\$156.00	\$139.32	12.0%	\$132.75	\$128.43	3.4%
Maui County	71.4%	80.4%	-9.0%	\$578.44	\$437.36	32.3%	\$413.11	\$351.75	17.4%
Wailea	80.6%	90.1%	-9.5%	\$823.56	\$648.71	27.0%	\$663.60	\$584.47	13.5%
Lahaina/Kā'anapali/Kapalua	69.1%	79.3%	-10.2%	\$462.53	\$367.86	25.7%	\$319.39	\$291.63	9.5%
Other Maui County	74.1%	81.9%	-7.8%	\$702.02	\$523.21	34.2%	\$520.38	\$428.49	21.4%
Maui County Luxury	71.9%	82.6%	-10.7%	\$982.49	\$694.14	41.5%	\$706.20	\$573.44	23.2%
Maui County Upper Upscale & Upscale	71.1%	80.2%	-9.1%	\$439.05	\$352.62	24.5%	\$312.36	\$282.91	10.4%
Island of Hawai'i	80.4%	81.6%	-1.2%	\$459.08	\$283.74	61.8%	\$369.10	\$231.40	59.5%
Kohala Coast	80.9%	81.8%	-0.9%	\$627.17	\$394.63	58.9%	\$507.38	\$322.92	57.1%
Kaua'i	79.9%	74.7%	5.2%	\$415.31	\$304.37	36.4%	\$332.01	\$227.38	46.0%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism
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 February 2025 vs. 2019

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2025	2019	% Change	2025	2019	% Change	2025	2019	% Change
State of Hawai'i	1,575.7	1,514.0	4.1%	1,249.2	1,263.8	-1.2%	473.8	368.6	28.5%
O'ahu	868.3	851.3	2.0%	714.8	736.0	-2.9%	201.6	172.9	16.6%
Waikiki	730.5	730.5	0.0%	604.3	632.6	-4.5%	160.8	145.6	10.4%
Maui County	374.3	356.3	5.0%	267.3	286.6	-6.7%	154.6	125.3	23.4%
Wailea	69.1	61.4	12.5%	55.7	55.3	0.6%	45.9	35.9	27.7%
Lahaina/Kā'anapali/ Kapalua	199.8	199.8	0.0%	137.9	158.4	-12.9%	63.8	58.3	9.5%
Island of Hawai'i	188.9	179.8	5.1%	151.9	146.7	3.6%	69.7	41.6	67.6%
Kohala Coast	80.5	84.0	-4.2%	65.1	68.7	-5.3%	40.8	27.1	50.6%
Kaua'i	144.2	126.6	13.9%	115.3	94.6	21.9%	47.9	28.8	66.3%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 5: Hawai'i Hotel Performance Year-to-Date February 2025

	Occupancy %			Average Daily Rate			RevPAR		
	2025	2024	Percentage Pt. Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	76.5%	77.4%	-0.9%	\$381.95	\$374.77	1.9%	\$292.02	\$290.07	0.7%
Luxury Class	67.9%	63.3%	4.6%	\$894.56	\$820.87	9.0%	\$607.51	\$519.32	17.0%
Upper Upscale Class	78.1%	79.6%	-1.6%	\$338.28	\$349.60	-3.2%	\$264.15	\$278.43	-5.1%
Upscale Class	78.5%	82.9%	-4.4%	\$252.53	\$266.19	-5.1%	\$198.13	\$220.66	-10.2%
Upper Midscale Class	73.9%	75.7%	-1.8%	\$218.65	\$244.33	-10.5%	\$161.57	\$185.05	-12.7%
Midscale & Economy Class	80.6%	80.6%	0.0%	\$229.16	\$229.71	-0.2%	\$184.68	\$185.07	-0.2%
O'ahu	79.9%	81.4%	-1.5%	\$287.08	\$283.54	1.2%	\$229.37	\$230.80	-0.6%
Waikiki	80.4%	81.9%	-1.5%	\$271.56	\$273.06	-0.5%	\$218.27	\$223.54	-2.4%
Other O'ahu	77.4%	78.9%	-1.6%	\$372.61	\$341.78	9.0%	\$288.23	\$269.71	6.9%
O'ahu Luxury	61.9%	60.7%	1.1%	\$764.04	\$704.28	8.5%	\$472.90	\$427.83	10.5%
O'ahu Upper Upscale	81.4%	82.2%	-0.8%	\$292.39	\$296.97	-1.5%	\$237.97	\$243.97	-2.5%
O'ahu Upscale	83.7%	87.9%	-4.2%	\$211.32	\$213.23	-0.9%	\$176.88	\$187.44	-5.6%
O'ahu Upper Midscale	77.4%	85.7%	-8.3%	\$177.50	\$179.53	-1.1%	\$137.45	\$153.84	-10.7%
O'ahu Midscale & Economy	83.0%	82.6%	0.4%	\$154.16	\$159.56	-3.4%	\$127.88	\$131.78	-3.0%
Maui County	66.5%	73.0%	-6.5%	\$584.95	\$554.20	5.5%	\$388.88	\$404.42	-3.8%
Wailea	75.2%	71.5%	3.7%	\$828.34	\$759.62	9.0%	\$622.94	\$542.85	14.8%
Lahaina/Kā'anapali/Kapalua	64.1%	74.8%	-10.6%	\$463.88	\$469.09	-1.1%	\$297.52	\$350.74	-15.2%
Other Maui County	69.2%	70.8%	-1.7%	\$713.45	\$661.12	7.9%	\$493.44	\$468.31	5.4%
Maui County Luxury	67.0%	60.5%	6.5%	\$1,010.54	\$921.66	9.6%	\$677.39	\$557.84	21.4%
Maui County Upper Upscale & Upscale	66.2%	77.1%	-10.9%	\$437.55	\$459.26	-4.7%	\$289.47	\$353.97	-18.2%
Island of Hawai'i	78.8%	71.2%	7.6%	\$458.54	\$451.59	1.5%	\$361.56	\$321.58	12.4%
Kohala Coast	80.1%	76.6%	3.5%	\$620.79	\$607.87	2.1%	\$497.13	\$465.66	6.8%
Kaua'i	78.5%	73.1%	5.3%	\$416.37	\$420.09	-0.9%	\$326.70	\$307.26	6.3%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism
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 February 2025

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2025	2024	% Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	3,320.2	3,301.9	0.6%	2,538.4	2,555.6	-0.7%	969.5	957.8	1.2%
O'ahu	1,829.5	1,812.5	0.9%	1,461.7	1,475.4	-0.9%	419.6	418.3	0.3%
Waikiki	1,539.3	1,527.4	0.8%	1,237.2	1,250.4	-1.1%	336.0	341.4	-1.6%
Maui County	788.7	782.8	0.7%	524.3	571.3	-8.2%	306.7	316.6	-3.1%
Wailea	145.6	145.1	0.3%	109.5	103.7	5.6%	90.7	78.8	15.1%
Lahaina/Kā'anapali/Kapalua	420.9	425.4	-1.1%	270.0	318.1	-15.1%	125.2	149.2	-16.1%
Island of Hawai'i	398.1	402.5	-1.1%	313.9	286.6	9.5%	143.9	129.4	11.2%
Kohala Coast	169.6	174.3	-2.7%	135.8	133.5	1.7%	84.3	81.2	3.9%
Kaua'i	303.9	304.0	-0.1%	238.4	222.4	7.2%	99.3	93.4	6.3%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 7: Hawai'i Hotel Performance Year-To-Date February 2025 vs. 2019

	Occupancy %			Average Daily Rate			RevPAR		
	2025	2019	Percentage Pt. Change	2025	2019	% Change	2025	2019	% Change
State of Hawai'i	76.5%	81.4%	-4.9%	\$381.95	\$294.69	29.6%	\$292.02	\$239.81	21.8%
Luxury Class	67.9%	75.9%	-8.0%	\$894.56	\$599.63	49.2%	\$607.51	\$454.96	33.5%
Upper Upscale Class	78.1%	83.4%	-5.3%	\$338.28	\$288.57	17.2%	\$264.15	\$240.77	9.7%
Upscale Class	78.5%	78.1%	0.4%	\$252.53	\$225.36	12.1%	\$198.13	\$176.00	12.6%
Upper Midscale Class	73.9%	85.7%	-11.8%	\$218.65	\$167.88	30.2%	\$161.57	\$143.90	12.3%
Midscale & Economy Class	80.6%	84.3%	-3.7%	\$229.16	\$192.19	19.2%	\$184.68	\$162.05	14.0%
O'ahu	79.9%	84.3%	-4.4%	\$287.08	\$237.56	20.8%	\$229.37	\$200.32	14.5%
Waikiki	80.4%	84.6%	-4.3%	\$271.56	\$232.86	16.6%	\$218.27	\$197.10	10.7%
Other O'ahu	77.4%	82.4%	-5.0%	\$372.61	\$266.73	39.7%	\$288.23	\$219.76	31.2%
O'ahu Luxury	61.9%	70.7%	-8.8%	\$764.04	\$507.64	50.5%	\$472.90	\$358.98	31.7%
O'ahu Upper Upscale	81.4%	85.8%	-4.4%	\$292.39	\$260.09	12.4%	\$237.97	\$223.22	6.6%
O'ahu Upscale	83.7%	83.9%	-0.2%	\$211.32	\$193.91	9.0%	\$176.88	\$162.64	8.8%
O'ahu Upper Midscale	77.4%	86.1%	-8.6%	\$177.50	\$158.99	11.6%	\$137.45	\$136.87	0.4%
O'ahu Midscale & Economy	83.0%	89.0%	-6.1%	\$154.16	\$135.43	13.8%	\$127.88	\$120.57	6.1%
Maui County	66.5%	77.9%	-11.4%	\$584.95	\$438.19	33.5%	\$388.88	\$341.42	13.9%
Wailea	75.2%	87.8%	-12.6%	\$828.34	\$650.25	27.4%	\$622.94	\$570.94	9.1%
Lahaina/Kā'anapali/Kapalua	64.1%	76.5%	-12.4%	\$463.88	\$369.46	25.6%	\$297.52	\$282.75	5.2%
Other Maui County	69.2%	79.7%	-10.5%	\$713.45	\$522.44	36.6%	\$493.44	\$416.28	18.5%
Maui County Luxury	67.0%	79.7%	-12.7%	\$1,010.54	\$707.09	42.9%	\$677.39	\$563.45	20.2%
Maui County Upper Upscale & Upscale	66.2%	77.6%	-11.5%	\$437.55	\$350.93	24.7%	\$289.47	\$272.46	6.2%
Island of Hawai'i	78.8%	79.1%	-0.2%	\$458.54	\$290.96	57.6%	\$361.56	\$230.08	57.1%
Kohala Coast	80.1%	78.9%	1.1%	\$620.79	\$409.25	51.7%	\$497.13	\$323.04	53.9%
Kauai	78.5%	74.6%	3.9%	\$416.37	\$312.67	33.2%	\$326.70	\$233.18	40.1%

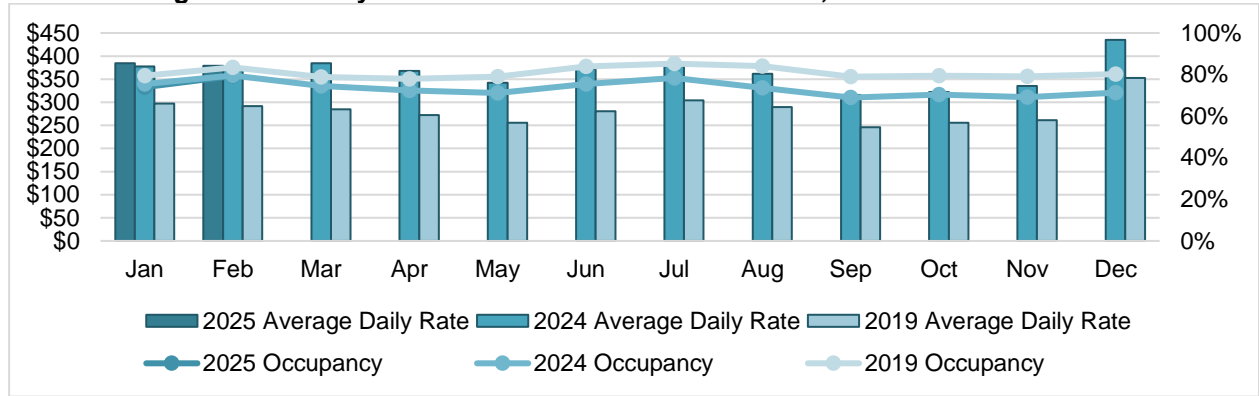
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 8: Hawai'i Hotel Performance by Measure Year-to-Date 2025 vs. 2019

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2025	2019	% Change	2025	2019	% Change	2025	2019	% Change
State of Hawai'i	3,320.2	3,190.2	4.1%	2,538.4	2,596.1	-2.2%	969.5	765.0	26.7%
O'ahu	1,829.5	1,793.7	2.0%	1,461.7	1,512.5	-3.4%	419.6	359.3	16.8%
Waikiki	1,539.3	1,539.3	0.0%	1,237.2	1,302.9	-5.0%	336.0	303.4	10.7%
Maui County	788.7	750.8	5.0%	524.3	585.0	-10.4%	306.7	256.3	19.6%
Wailea	145.6	129.4	12.5%	109.5	113.7	-3.7%	90.7	73.9	22.7%
Lahaina/Kā'anapali/Kapalua	420.9	421.0	0.0%	270.0	322.2	-16.2%	125.2	119.0	5.2%
Island of Hawai'i	398.1	379.0	5.1%	313.9	299.7	4.8%	143.9	87.2	65.1%
Kohala Coast	169.6	177.0	-4.2%	135.8	139.7	-2.8%	84.3	57.2	47.5%
Kauai	303.9	266.7	13.9%	238.4	198.9	19.8%	99.3	62.2	59.6%

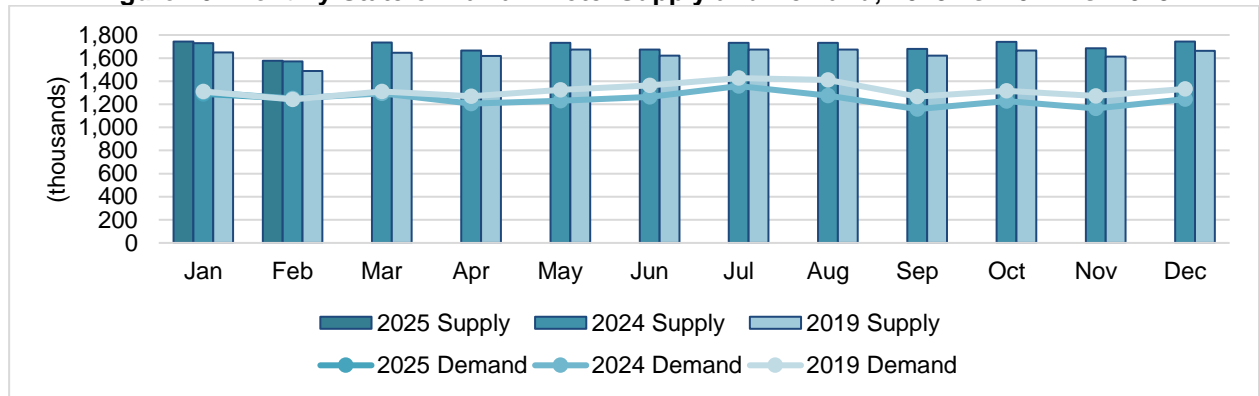
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 9: Monthly State of Hawai'i Hotel Performance, 2025 vs. 2024 vs. 2019



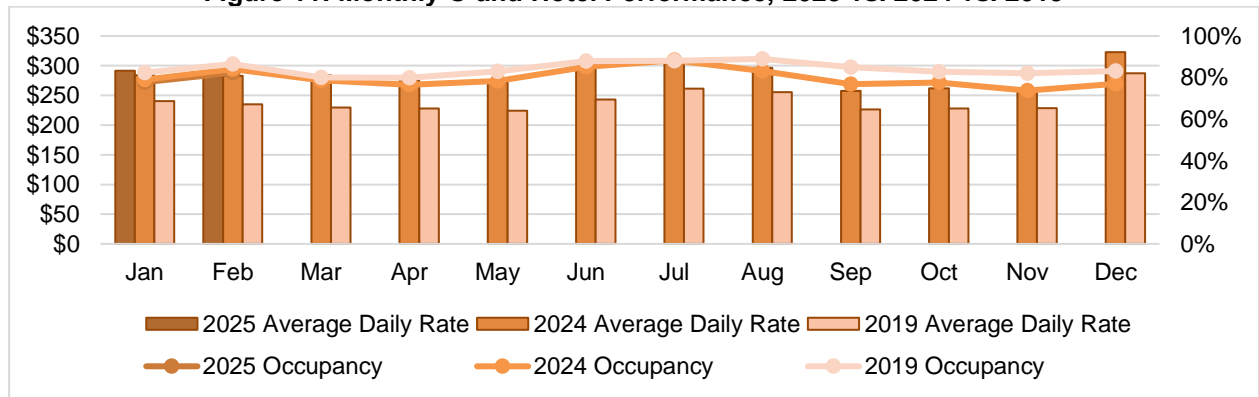
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 10: Monthly State of Hawai'i Hotel Supply and Demand, 2025 vs. 2024 vs. 2019



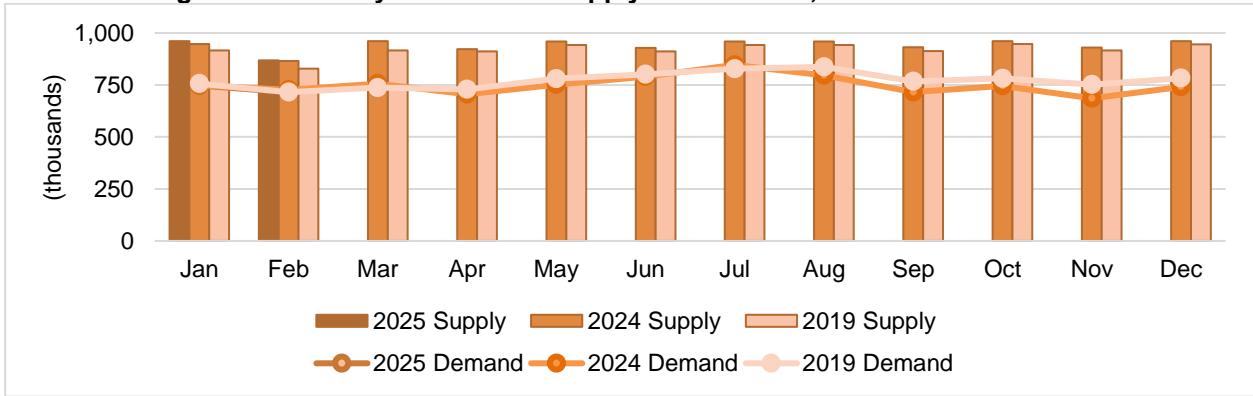
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 11: Monthly O'ahu Hotel Performance, 2025 vs. 2024 vs. 2019



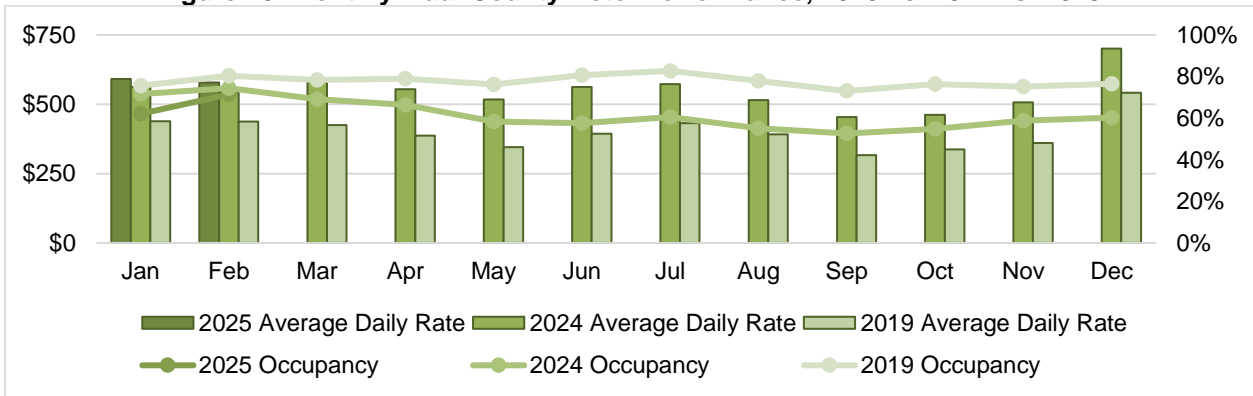
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 12: Monthly O'ahu Hotel Supply and Demand, 2025 vs. 2024 vs. 2019



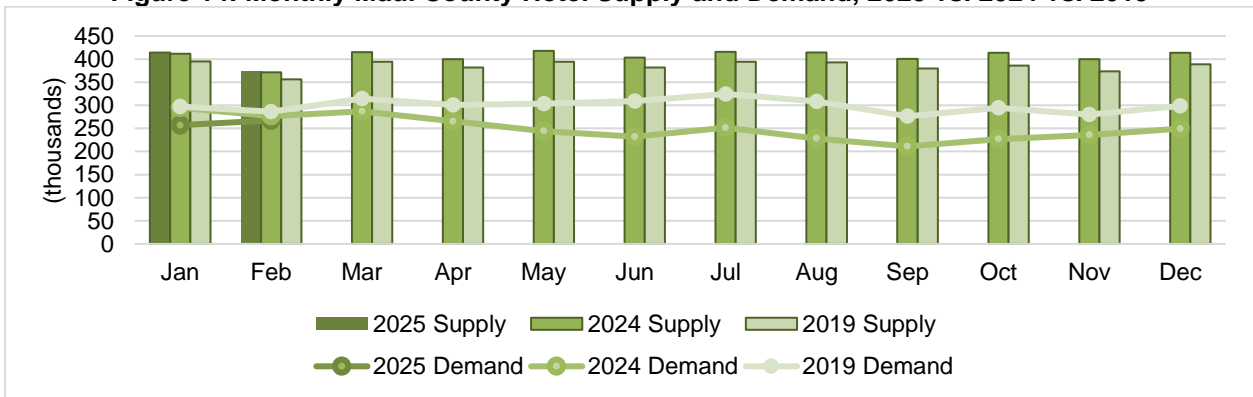
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 13: Monthly Maui County Hotel Performance, 2025 vs. 2024 vs. 2019



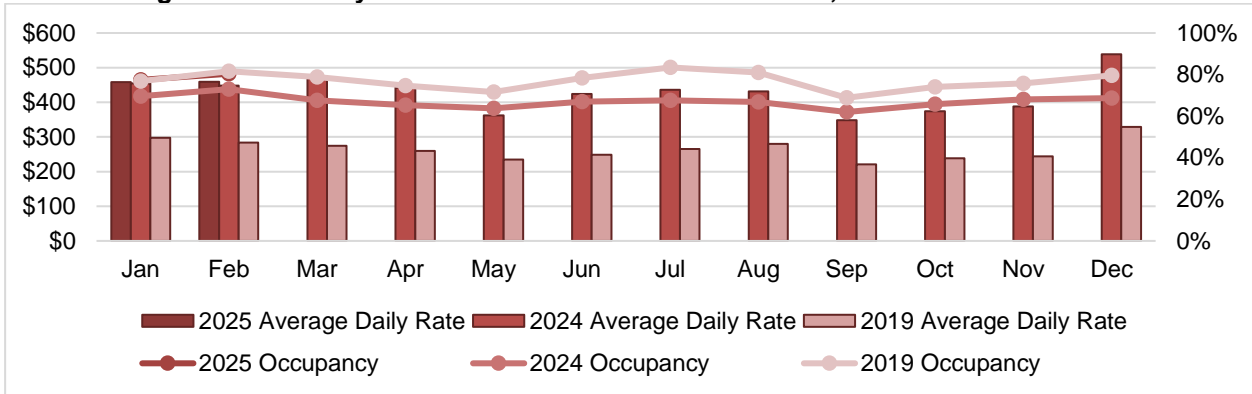
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 14: Monthly Maui County Hotel Supply and Demand, 2025 vs. 2024 vs. 2019



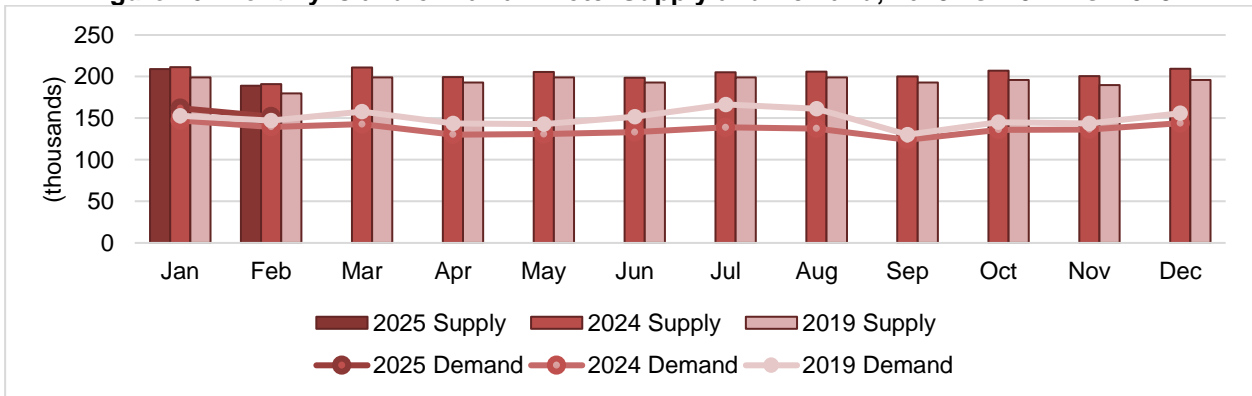
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 15: Monthly Island of Hawai'i Hotel Performance, 2025 vs. 2024 vs. 2019



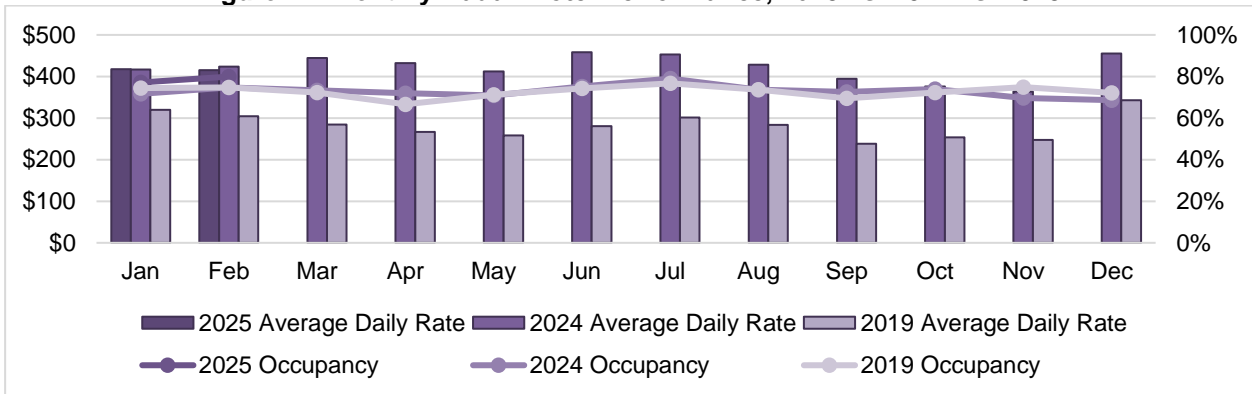
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 16: Monthly Island of Hawai'i Hotel Supply and Demand, 2025 vs. 2024 vs. 2019



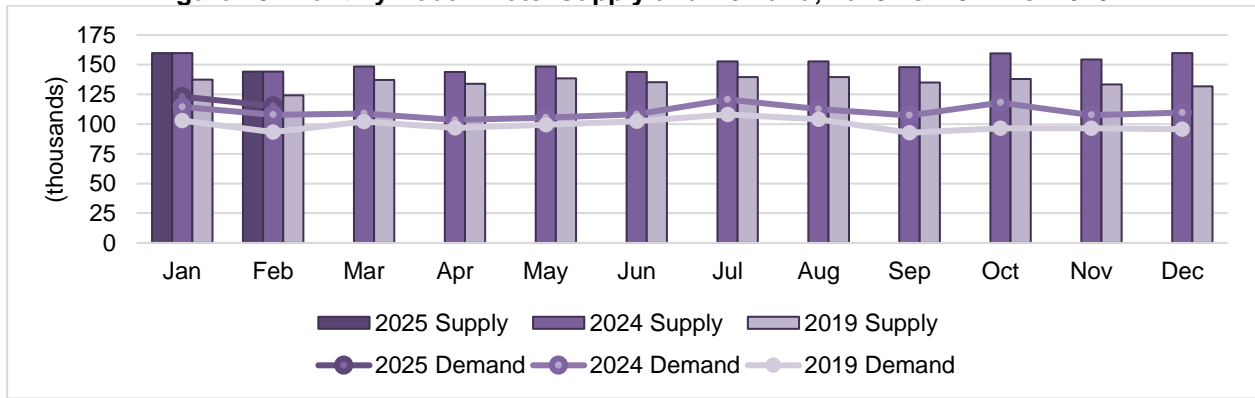
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 17: Monthly Kaua'i Hotel Performance, 2025 vs. 2024 vs. 2019



Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 18: Monthly Kaua'i Hotel Supply and Demand, 2025 vs. 2024 vs. 2019



Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism