



MAUI COUNTY OVERVIEW

VISITOR STATISTICS

MAUI ISLAND	2025P YTD*	2024P YTD*	YTD % change	2024P	2023	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	1,064.8	946.9	12.5%	5,269.6	5,795.2	5,822.0	4,043.1	NA	5,128.0
VISITOR ARRIVALS	402,583	356,305	13.0%	2,345,288	2,495,038	2,921,159	2,303,942	792,602	3,059,905
PPPD SPENDING (\$)	309.6	299.5	3.4%	283.5	287.1	244.3	201.9	NA	211.7
AVERAGE DAILY CENSUS	58,303	52,700	10.6%	50,794	55,300	65,287	54,866	20,637	66,363

MOLOKA'I	2025P YTD*	2024P YTD*	YTD % change	2024P	2023	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	6.7	9.2	-26.5%	30.1	34.1	39.2	25.2	NA	36.0
VISITOR ARRIVALS	5,172	7,367	-29.8%	29,844	33,224	43,317	25,758	17,025	63,035
PPPD SPENDING (\$)	201.7	159.1	26.8%	175.7	188.3	152.8	138.0	NA	126.0
AVERAGE DAILY CENSUS	566	961	-41.1%	468	496	703	500	322	783

LĀNA'I	2025P YTD*	2024P YTD*	YTD % change	2024P	2023	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	17.5	21.8	-19.9%	117.8	120.8	150.8	108.1	NA	128.9
VISITOR ARRIVALS	7,735	7,877	-1.8%	45,874	53,870	68,016	47,829	17,924	84,103
PPPD SPENDING (\$)	627.3	637.4	-1.6%	667.6	626.2	539.5	460.2	NA	478.8
AVERAGE DAILY CENSUS	472	570	-17.2%	482	529	766	644	227	738

P = Preliminary data.

*year-to-date through February.

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	2025P YTD*	2024P YTD*	YTD % change	2024P	2023	2022	2021	2020	2019
DOMESTIC SEATS	362,375	369,917	-2.0%	2,321,302	2,625,759	3,065,230	2,955,085	1,015,080	2,672,036
INTERNATIONAL SEATS	32,069	41,458	-22.6%	140,779	193,419	225,512	65,303	87,086	223,644
TOTAL SEATS	394,444	411,375	-4.1%	2,462,081	2,819,178	3,290,742	3,020,388	1,102,166	2,895,680
DOMESTIC FLIGHTS	1,792	1,795	-0.2%	11,474	12,999	15,597	15,373	5,246	14,728
INTERNATIONAL FLIGHTS	186	217	-14.3%	779	1,040	1,077	260	397	1,138
TOTAL FLIGHTS	1,978	2,012	-1.7%	12,253	14,039	16,674	15,633	5,643	15,866

Source: DIIO MI schedules

*year-to-date through February.

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	2025P YTD*	2024P YTD*	YTD % change	2024P	2023	2022	2021	2020	2019
OCCUPANCY	66.5%	73.0%	-6.5%	61.6%	73.0%	67.6%	60.2%	34.6%	77.7%
AVERAGE DAILY RATE	\$584.95	\$554.20	5.5%	\$547.31	\$554.20	\$606.92	\$536.47	\$409.19	\$401.10
REVENUE PER AVAILABLE ROOM	\$388.88	\$404.42	-3.8%	\$337.05	\$404.42	\$410.12	\$322.70	\$141.55	\$311.61

Source: STR, Inc.

*year-to-date through February.

VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2025P YTD*	2024P YTD*	YTD % change	2024P	2023	2022	2021	2020	2019
UNIT SUPPLY	411,973	394,513	4.4%	2,941,309	2,535,742	2,496,164	2,664,426	2,090,812	3,126,890
UNIT OCCUPANCY	62.0%	62.9%	-1.4%	53.0%	59.2%	70.0%	66.7%	42.4%	79.0%
UNIT AVERAGE DAILY RATE	\$481.33	\$432.85	11.2%	\$389.66	\$367.77	\$351.63	\$278.71	\$292.68	\$343.07

Source: Transparent Intelligence, Inc.

*year-to-date through February.