



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

April 2025 Hawai'i Hotel Performance Report

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

Statewide RevPAR in April 2025 was \$267 (+0.6%), with ADR at \$366 (-0.5%) and occupancy of 73.0 percent (+0.8 percentage points) compared to April 2024 (Figure 1). Compared with April 2019, RevPAR was 25.9 percent higher, driven by higher ADR (+34.4%) which offset lower occupancy (-4.9 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 April 2025, the survey included 170 properties representing 47,991 rooms, or 85.0 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 \$452.6 million (+1.5% vs. 2024, +31.3% vs. 2019) in April 2025. Room demand was 1.2 million room nights (+2.0% vs. 2024, -2.3% vs. 2019) and room supply was 1.7 million room nights (+0.9% vs. 2024, +4.3% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$567 (+10.8% vs. 2024, +34.9% vs. 2019), with ADR at \$839 (+3.8% vs. 2024, +52.1% vs. 2019) and occupancy of 67.6 percent (+4.3 percentage points vs. 2024, -8.6 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$172 (+0.2% vs. 2024, +32.1% vs. 2019) with ADR at \$219 (-2.7% vs. 2024, +35.9% vs. 2019) and occupancy of 78.6 percent (+2.3 percentage points vs. 2024, -2.3 percentage points vs. 2019).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires. Maui County hotels led the counties in April 2025 RevPAR at \$338 (-8.5% vs. 2024, +10.7% vs. 2019), with ADR at \$539 (-3.3% vs. 2024, +39.1% vs. 2019) and occupancy of 62.8 percent (-3.6 percentage points vs. 2024, -16.1 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$567 (0.0% vs. 2024, +1.2% vs. 2019), with ADR at \$764 (+2.3% vs. 2024, +26.1% vs. 2019) and occupancy of 74.2 percent (-1.7 percentage points vs. 2024, -18.2 percentage points vs. 2019). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$263 (-9.8% vs. 2024, +5.3% vs. 2019), ADR at \$438 (-5.6% vs. 2024, +37.1% vs. 2019) and occupancy of 60.2 percent (-2.8 percentage points vs. 2024, -18.1 percentage points vs. 2019).

Kaua'i hotels achieved RevPAR of \$323 (+6.7% vs. 2024, +81.5% vs. 2019), with ADR at \$419 (-0.4% vs. 2024, +57.2% vs. 2019) and occupancy of 76.9 percent (+5.1 percentage points vs. 2024, +10.3 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$302 (+5.0% vs. 2024, +55.7% vs. 2019), with ADR at \$444 (+0.4% vs. 2024, +70.9% vs. 2019), and occupancy of 68.0 percent (+2.9 percentage points vs. 2024, -6.7 percentage points vs. 2019). Kohala Coast hotels earned

RevPAR of \$421 (-4.7% vs. 2024, +47.2% vs. 2019), with ADR at \$593 (+1.4% vs. 2024, +58.7% vs. 2019), and occupancy of 71.0 percent (-4.6 percentage points vs. 2024, -5.5 percentage points vs. 2019).

O'ahu hotels reported RevPAR of \$219 (+4.6% vs. 2024, +20.4% vs. 2019) in April, ADR at \$282 (+2.6% vs. 2024, +23.5% vs. 2019) and occupancy of 77.9 percent (+1.5 percentage points vs. 2024, -2.0 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$206 (+4.6% vs. 2024, +15.8% vs. 2019), with ADR at \$263 (+2.2% vs. 2024, +18.1% vs. 2019) and occupancy of 78.4 percent (+1.8 percentage points vs. 2024, -1.6 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 April 2025, the survey included 170 properties representing 47,991 rooms, or 85.0 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The April survey included 84 properties on O'ahu, representing 29,526 rooms (95.2%); 41 properties in the County of Maui, representing 9,567 rooms (70.7%); 23 properties on the island of Hawai'i, representing 5,238 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 April 2025

	Occupancy %			Average Daily Rate			RevPAR		
	2025	2024	Percentage Pt. Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	73.0%	72.2%	0.8%	\$365.98	\$367.89	-0.5%	\$267.20	\$265.73	0.6%
Luxury Class	67.6%	63.4%	4.3%	\$838.67	\$807.85	3.8%	\$567.24	\$511.78	10.8%
Upper Upscale Class	74.8%	73.2%	1.6%	\$325.14	\$334.89	-2.9%	\$243.13	\$245.09	-0.8%
Upscale Class	71.5%	76.5%	-5.0%	\$231.52	\$245.99	-5.9%	\$165.51	\$188.20	-12.1%
Upper Midscale Class	69.4%	70.3%	-0.9%	\$200.34	\$236.53	-15.3%	\$139.02	\$166.35	-16.4%
Midscale & Economy Class	78.6%	76.3%	2.3%	\$219.39	\$225.47	-2.7%	\$172.44	\$172.05	0.2%
O'ahu	77.9%	76.4%	1.5%	\$281.72	\$274.59	2.6%	\$219.46	\$209.74	4.6%
Waikiki	78.4%	76.6%	1.8%	\$262.71	\$257.03	2.2%	\$205.99	\$196.93	4.6%
Other O'ahu	75.2%	75.2%	0.0%	\$386.87	\$368.48	5.0%	\$290.96	\$276.95	5.1%
O'ahu Luxury	61.4%	56.7%	4.6%	\$721.26	\$711.44	1.4%	\$442.66	\$403.59	9.7%
O'ahu Upper Upscale	79.2%	76.9%	2.4%	\$289.04	\$281.51	2.7%	\$229.01	\$216.40	5.8%
O'ahu Upscale	79.5%	84.3%	-4.8%	\$206.45	\$204.46	1.0%	\$164.19	\$172.37	-4.7%
O'ahu Upper Midscale	77.3%	73.9%	3.3%	\$168.34	\$170.93	-1.5%	\$130.07	\$126.38	2.9%
O'ahu Midscale & Economy	82.6%	80.2%	2.4%	\$146.88	\$146.90	0.0%	\$121.29	\$117.80	3.0%
Maui County	62.8%	66.4%	-3.6%	\$538.63	\$557.04	-3.3%	\$338.16	\$369.68	-8.5%
Wailea	74.2%	75.9%	-1.7%	\$764.11	\$746.59	2.3%	\$566.99	\$567.03	0.0%
Lahaina/Kā'anapali/Kapalua	60.2%	63.0%	-2.8%	\$437.63	\$463.46	-5.6%	\$263.25	\$291.81	-9.8%
Other Maui County	65.7%	70.4%	-4.7%	\$640.28	\$655.35	-2.3%	\$420.49	\$461.07	-8.8%
Maui County Luxury	67.4%	63.8%	3.6%	\$906.98	\$883.45	2.7%	\$611.58	\$563.74	8.5%
Maui County Upper Upscale & Upscale	61.8%	66.6%	-4.8%	\$401.43	\$452.08	-11.2%	\$248.02	\$301.05	-17.6%
Island of Hawai'i	68.0%	65.1%	2.9%	\$443.94	\$441.96	0.4%	\$302.00	\$287.63	5.0%
Kohala Coast	71.0%	75.5%	-4.6%	\$592.65	\$584.25	1.4%	\$420.53	\$441.27	-4.7%
Kaua'i	76.9%	71.9%	5.1%	\$419.34	\$420.96	-0.4%	\$322.67	\$302.53	6.7%

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 April 2025

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2025	2024	% Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	1,693.9	1,678.6	0.9%	1,236.7	1,212.5	2.0%	452.6	446.0	1.5%
O'ahu	930.9	923.5	0.8%	725.2	705.4	2.8%	204.3	193.7	5.5%
Waikiki	783.3	775.7	1.0%	614.2	594.3	3.3%	161.4	152.8	5.6%
Maui County	406.2	400.6	1.4%	255.0	265.8	-4.1%	137.4	148.1	-7.2%
Wailea	76.5	76.3	0.2%	56.8	58.0	-2.1%	43.4	43.3	0.2%
Lahaina/Kā'anapali/ Kapalua	212.7	216.3	-1.7%	127.9	136.2	-6.1%	56.0	63.1	-11.3%
Island of Hawai'i	202.3	199.9	1.2%	137.6	130.1	5.8%	61.1	57.5	6.3%
Kohala Coast	86.3	84.0	2.7%	61.2	63.4	-3.5%	36.3	37.1	-2.1%
Kaua'i	154.5	154.6	-0.1%	118.9	111.1	7.0%	49.9	46.8	6.6%

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

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

	Occupancy % Percentage			Average Daily Rate %			RevPAR %		
	2025	2019	Pt. Change	2025	2019	Change	2025	2019	Change
State of Hawai'i	73.0%	78.0%	-4.9%	\$365.98	\$272.33	34.4%	\$267.20	\$212.28	25.9%
Luxury Class	67.6%	76.3%	-8.6%	\$838.67	\$551.31	52.1%	\$567.24	\$420.42	34.9%
Upper Upscale Class	74.8%	78.8%	-4.0%	\$325.14	\$271.85	19.6%	\$243.13	\$214.14	13.5%
Upscale Class	71.5%	76.1%	-4.6%	\$231.52	\$198.57	16.6%	\$165.51	\$151.13	9.5%
Upper Midscale Class	69.4%	78.8%	-9.4%	\$200.34	\$152.81	31.1%	\$139.02	\$120.41	15.5%
Midscale & Economy Class	78.6%	80.9%	-2.3%	\$219.39	\$161.41	35.9%	\$172.44	\$130.55	32.1%
O'ahu	77.9%	79.9%	-2.0%	\$281.72	\$228.06	23.5%	\$219.46	\$182.27	20.4%
Waikiki	78.4%	80.0%	-1.6%	\$262.71	\$222.37	18.1%	\$205.99	\$177.85	15.8%
Other O'ahu	75.2%	79.6%	-4.4%	\$386.87	\$262.65	47.3%	\$290.96	\$208.99	39.2%
O'ahu Luxury	61.4%	68.9%	-7.5%	\$721.26	\$479.91	50.3%	\$442.66	\$330.66	33.9%
O'ahu Upper Upscale	79.2%	81.4%	-2.1%	\$289.04	\$253.05	14.2%	\$229.01	\$205.87	11.2%
O'ahu Upscale	79.5%	81.3%	-1.7%	\$206.45	\$186.12	10.9%	\$164.19	\$151.27	8.5%
O'ahu Upper Midscale	77.3%	78.9%	-1.6%	\$168.34	\$146.46	14.9%	\$130.07	\$115.50	12.6%
O'ahu Midscale & Economy	82.6%	84.2%	-1.6%	\$146.88	\$121.40	21.0%	\$121.29	\$102.20	18.7%
Maui County	62.8%	78.9%	-16.1%	\$538.63	\$387.16	39.1%	\$338.16	\$305.55	10.7%
Wailea	74.2%	92.4%	-18.2%	\$764.11	\$606.10	26.1%	\$566.99	\$560.29	1.2%
Lahaina/Kā'anapali/Kapalua	60.2%	78.3%	-18.1%	\$437.63	\$319.27	37.1%	\$263.25	\$249.92	5.3%
Other Maui County	65.7%	79.7%	-14.1%	\$640.28	\$472.21	35.6%	\$420.49	\$376.55	11.7%
Maui County Luxury	67.4%	83.1%	-15.7%	\$906.98	\$635.57	42.7%	\$611.58	\$528.22	15.8%
Maui County Upper Upscale & Upscale	61.8%	78.4%	-16.6%	\$401.43	\$304.50	31.8%	\$248.02	\$238.74	3.9%
Island of Hawai'i	68.0%	74.7%	-6.7%	\$443.94	\$259.70	70.9%	\$302.00	\$193.99	55.7%
Kohala Coast	71.0%	76.5%	-5.5%	\$592.65	\$373.55	58.7%	\$420.53	\$285.72	47.2%
Kaua'i	76.9%	66.6%	10.3%	\$419.34	\$266.81	57.2%	\$322.67	\$177.78	81.5%

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 April 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	1,693.9	1,623.8	4.3%	1,236.7	1,265.7	-2.3%	452.6	344.7	31.3%
O'ahu	930.9	912.1	2.1%	725.2	728.9	-0.5%	204.3	166.2	22.9%
Waikiki	783.3	782.7	0.1%	614.2	626.0	-1.9%	161.4	139.2	15.9%
Maui County	406.2	381.8	6.4%	255.0	301.3	-15.4%	137.4	116.7	17.8%
Wailea	76.5	65.8	16.2%	56.8	60.8	-6.7%	43.4	36.9	17.6%
Lahaina/Kā'anapali/ Kapalua	212.7	214.1	-0.6%	127.9	167.6	-23.6%	56.0	53.5	4.7%
Island of Hawai'i	202.3	194.2	4.2%	137.6	145.1	-5.1%	61.1	37.7	62.2%
Kohala Coast	86.3	90.0	-4.2%	61.2	68.8	-11.1%	36.3	25.7	41.0%
Kaua'i	154.5	135.7	13.8%	118.9	90.4	31.5%	49.9	24.1	106.6%

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

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

	Occupancy % Percentage Pt. Change			Average Daily Rate %			RevPAR %		
	2025	2024		2025	2024		2025	2024	
State of Hawai'i	75.2%	75.4%	-0.2%	\$377.79	\$375.75	0.5%	\$284.15	\$283.23	0.3%
Luxury Class	68.0%	63.0%	4.9%	\$882.73	\$834.61	5.8%	\$599.86	\$525.92	14.1%
Upper Upscale Class	77.0%	77.2%	-0.2%	\$331.39	\$344.56	-3.8%	\$255.24	\$266.07	-4.1%
Upscale Class	75.6%	80.2%	-4.6%	\$245.20	\$258.84	-5.3%	\$185.43	\$207.65	-10.7%
Upper Midscale Class	72.2%	73.5%	-1.4%	\$211.73	\$241.74	-12.4%	\$152.80	\$177.78	-14.1%
Midscale & Economy Class	79.8%	79.4%	0.4%	\$229.55	\$231.06	-0.7%	\$183.19	\$183.39	-0.1%
O'ahu	78.8%	79.4%	-0.7%	\$284.17	\$281.45	1.0%	\$223.81	\$223.58	0.1%
Waikiki	79.2%	79.9%	-0.7%	\$266.53	\$267.96	-0.5%	\$211.11	\$214.03	-1.4%
Other O'ahu	76.4%	77.1%	-0.8%	\$381.24	\$355.16	7.3%	\$291.23	\$273.98	6.3%
O'ahu Luxury	61.1%	59.2%	1.9%	\$749.37	\$709.42	5.6%	\$457.87	\$420.16	9.0%
O'ahu Upper Upscale	80.4%	79.9%	0.5%	\$287.90	\$291.46	-1.2%	\$231.33	\$232.81	-0.6%
O'ahu Upscale	81.2%	86.4%	-5.2%	\$209.37	\$210.38	-0.5%	\$170.05	\$181.83	-6.5%
O'ahu Upper Midscale	76.7%	81.3%	-4.6%	\$174.04	\$176.41	-1.3%	\$133.46	\$143.46	-7.0%
O'ahu Midscale & Economy	82.8%	82.5%	0.2%	\$151.23	\$154.86	-2.3%	\$125.16	\$127.81	-2.1%
Maui County	66.0%	70.3%	-4.4%	\$573.35	\$562.96	1.8%	\$378.31	\$396.03	-4.5%
Wailea	75.4%	71.2%	4.2%	\$807.04	\$773.51	4.3%	\$608.53	\$550.94	10.5%
Lahaina/Kā'anapali/Kapalua	63.6%	70.8%	-7.2%	\$458.93	\$470.64	-2.5%	\$291.93	\$333.34	-12.4%
Other Maui County	68.6%	69.8%	-1.2%	\$691.90	\$672.96	2.8%	\$474.86	\$469.61	1.1%
Maui County Luxury	68.2%	61.0%	7.2%	\$980.45	\$935.66	4.8%	\$668.28	\$570.56	17.1%
Maui County Upper Upscale & Upscale	65.4%	73.5%	-8.0%	\$425.97	\$458.02	-7.0%	\$278.69	\$336.45	-17.2%
Island of Hawai'i	75.4%	68.7%	6.7%	\$454.80	\$455.17	-0.1%	\$342.94	\$312.87	9.6%
Kohala Coast	76.9%	75.9%	1.0%	\$615.20	\$612.56	0.4%	\$473.07	\$464.91	1.8%
Kaua'i	77.7%	72.8%	4.9%	\$417.99	\$423.86	-1.4%	\$324.83	\$308.75	5.2%

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 April 2025

	Supply (thousands) %			Demand (thousands) %			Revenue (millions) %		
	2025	2024	Change	2025	2024	Change	2025	2024	Change
State of Hawai'i	6,764.8	6,733.1	0.5%	5,088.1	5,075.1	0.3%	1,922.2	1,907.0	0.8%
O'ahu	3,723.6	3,698.9	0.7%	2,932.7	2,938.3	-0.2%	833.4	827.0	0.8%
Waikiki	3,133.2	3,109.6	0.8%	2,481.7	2,483.7	-0.1%	661.4	665.5	-0.6%
Maui County	1,613.9	1,602.3	0.7%	1,064.9	1,127.2	-5.5%	610.5	634.6	-3.8%
Wailea	306.2	305.2	0.3%	230.9	217.4	6.2%	186.3	168.2	10.8%
Lahaina/Kā'anapali/Kapalua	851.8	865.2	-1.5%	541.9	612.8	-11.6%	248.7	288.4	-13.8%
Island of Hawai'i	809.3	813.5	-0.5%	610.2	559.2	9.1%	277.5	254.5	9.0%
Kohala Coast	345.0	349.8	-1.4%	265.3	265.5	-0.1%	163.2	162.6	0.3%
Kaua'i	618.0	618.4	-0.1%	480.3	450.4	6.6%	200.7	190.9	5.1%

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

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

	Occupancy %			Average Daily Rate			RevPAR		
	2025	2019	Percentage Pt. Change	2025	2019	% Change	2025	2019	% Change
State of Hawai'i	75.2%	80.0%	-4.7%	\$377.79	\$286.10	32.0%	\$284.15	\$228.76	24.2%
Luxury Class	68.0%	75.9%	-7.9%	\$882.73	\$583.35	51.3%	\$599.86	\$442.61	35.5%
Upper Upscale Class	77.0%	81.7%	-4.7%	\$331.39	\$281.03	17.9%	\$255.24	\$229.55	11.2%
Upscale Class	75.6%	77.2%	-1.6%	\$245.20	\$215.39	13.8%	\$185.43	\$166.26	11.5%
Upper Midscale Class	72.2%	82.7%	-10.6%	\$211.73	\$162.13	30.6%	\$152.80	\$134.12	13.9%
Midscale & Economy Class	79.8%	82.7%	-2.9%	\$229.55	\$180.85	26.9%	\$183.19	\$149.58	22.5%
O'ahu	78.8%	82.2%	-3.4%	\$284.17	\$232.89	22.0%	\$223.81	\$191.44	16.9%
Waikiki	79.2%	82.4%	-3.2%	\$266.53	\$227.67	17.1%	\$211.11	\$187.53	12.6%
Other O'ahu	76.4%	81.2%	-4.8%	\$381.24	\$264.97	43.9%	\$291.23	\$215.07	35.4%
O'ahu Luxury	61.1%	69.9%	-8.8%	\$749.37	\$493.32	51.9%	\$457.87	\$344.80	32.8%
O'ahu Upper Upscale	80.4%	83.7%	-3.4%	\$287.90	\$255.76	12.6%	\$231.33	\$214.12	8.0%
O'ahu Upscale	81.2%	82.0%	-0.8%	\$209.37	\$190.89	9.7%	\$170.05	\$156.62	8.6%
O'ahu Upper Midscale	76.7%	83.0%	-6.3%	\$174.04	\$153.93	13.1%	\$133.46	\$127.70	4.5%
O'ahu Midscale & Economy	82.8%	86.9%	-4.1%	\$151.23	\$130.04	16.3%	\$125.16	\$112.99	10.8%
Maui County	66.0%	78.5%	-12.6%	\$573.35	\$420.38	36.4%	\$378.31	\$330.19	14.6%
Wailea	75.4%	89.7%	-14.3%	\$807.04	\$636.66	26.8%	\$608.53	\$571.05	6.6%
Lahaina/Kā'anapali/Kapalua	63.6%	77.6%	-14.0%	\$458.93	\$351.34	30.6%	\$291.93	\$272.64	7.1%
Other Maui County	68.6%	79.8%	-11.1%	\$691.90	\$506.10	36.7%	\$474.86	\$403.64	17.6%
Maui County Luxury	68.2%	81.0%	-12.9%	\$980.45	\$686.03	42.9%	\$668.28	\$555.84	20.2%
Maui County Upper Upscale & Upscale	65.4%	78.4%	-13.0%	\$425.97	\$333.30	27.8%	\$278.69	\$261.27	6.7%
Island of Hawai'i	75.4%	77.9%	-2.5%	\$454.80	\$278.26	63.4%	\$342.94	\$216.84	58.2%
Kohala Coast	76.9%	78.6%	-1.7%	\$615.20	\$394.29	56.0%	\$473.07	\$309.91	52.6%
Kaua'i	77.7%	71.8%	5.9%	\$417.99	\$294.40	42.0%	\$324.83	\$211.34	53.7%

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

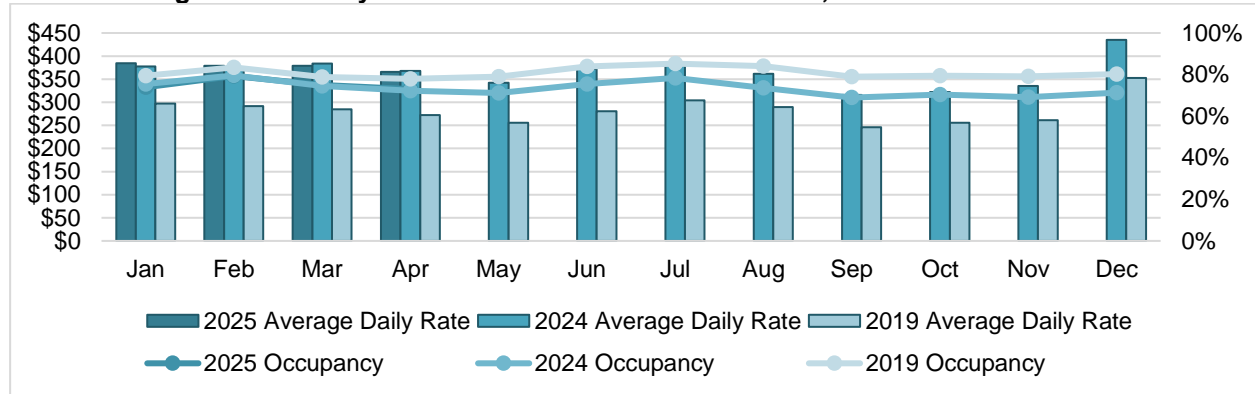
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

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	6,764.8	6,496.1	4.1%	5,088.1	5,194.1	-2.0%	1,922.2	1,486.0	29.4%
O'ahu	3,723.6	3,648.2	2.1%	2,932.7	2,998.8	-2.2%	833.4	698.4	19.3%
Waikiki	3,133.2	3,130.7	0.1%	2,481.7	2,578.7	-3.8%	661.4	587.1	12.7%
Maui County	1,613.9	1,527.1	5.7%	1,064.9	1,199.5	-11.2%	610.5	504.2	21.1%
Wailea	306.2	263.3	16.3%	230.9	236.1	-2.2%	186.3	150.3	23.9%
Lahaina/Kā'anapali/Kapalua	851.8	856.2	-0.5%	541.9	664.4	-18.4%	248.7	233.4	6.5%
Island of Hawai'i	809.3	776.8	4.2%	610.2	605.3	0.8%	277.5	168.4	64.8%
Kohala Coast	345.0	360.0	-4.2%	265.3	283.0	-6.2%	163.2	111.6	46.3%
Kaua'i	618.0	543.9	13.6%	480.3	390.5	23.0%	200.7	115.0	74.6%

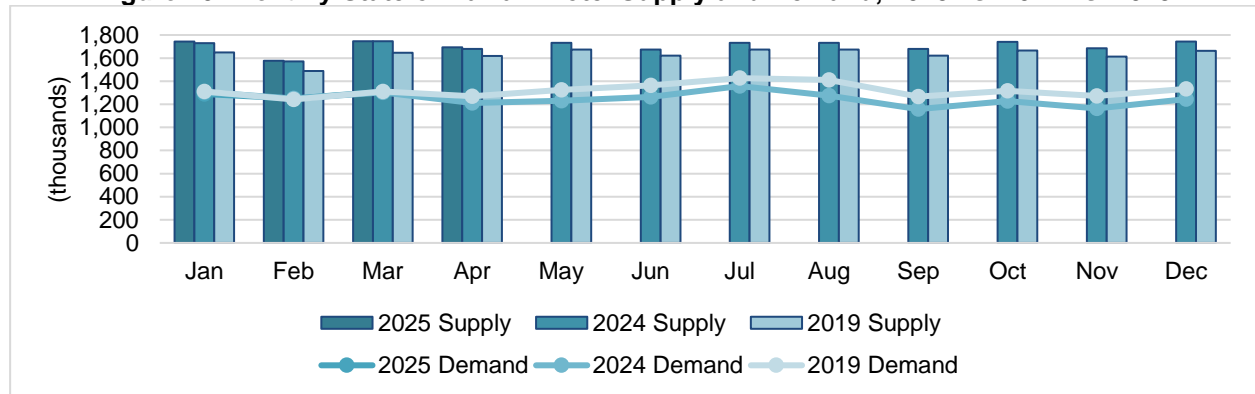
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

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



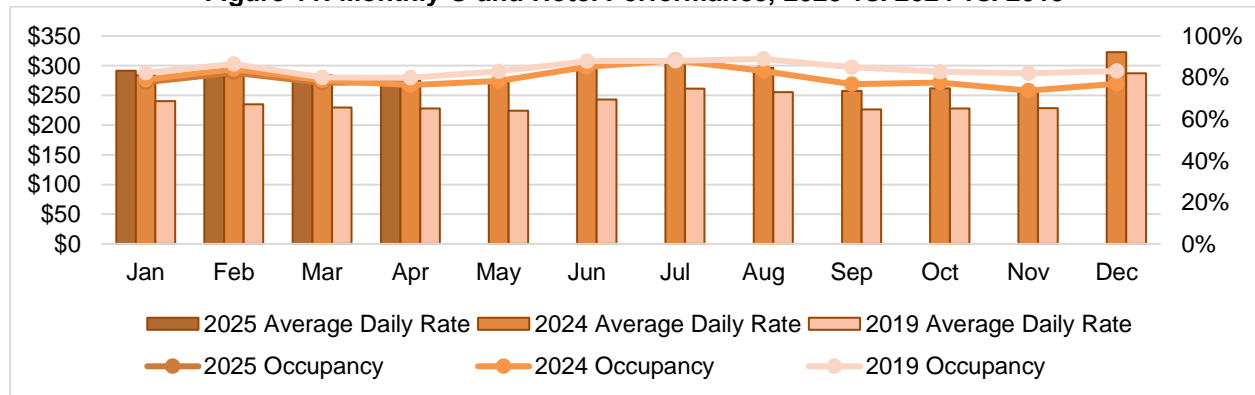
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

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



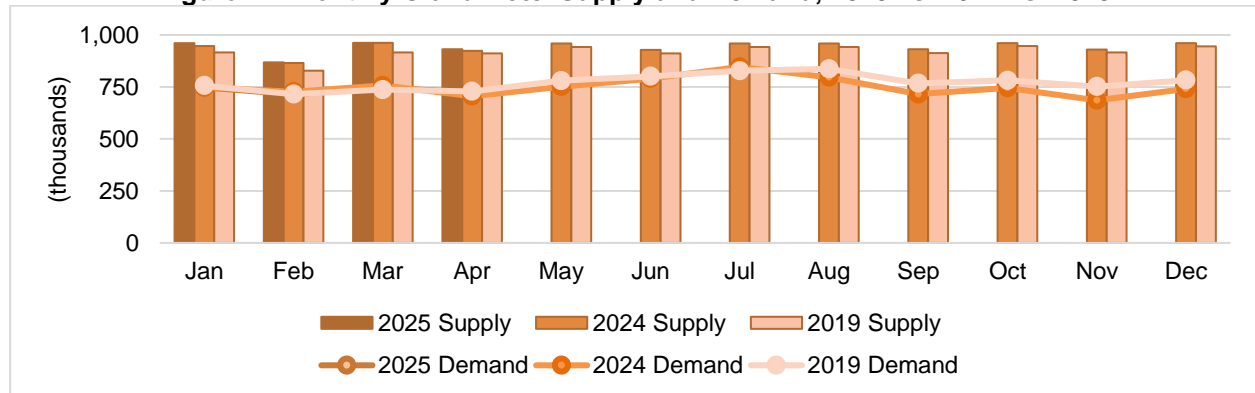
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

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



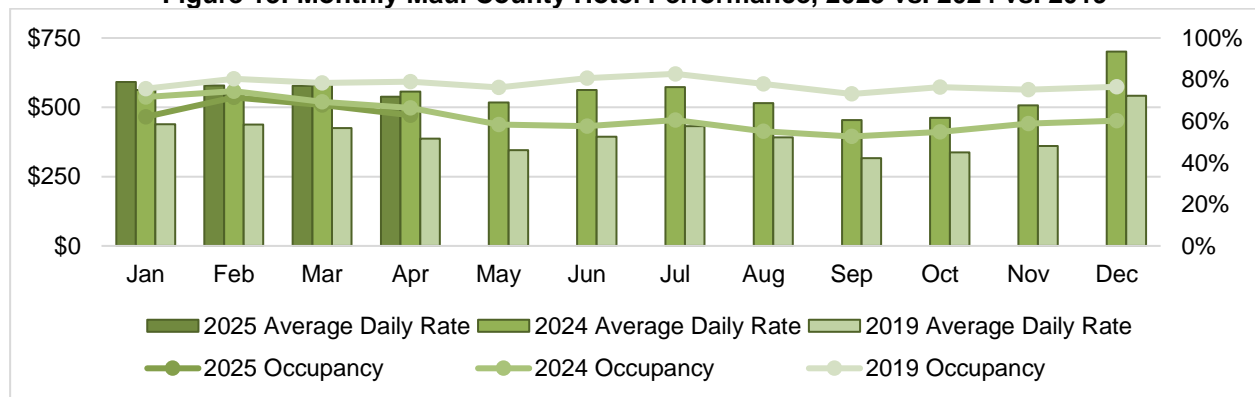
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

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



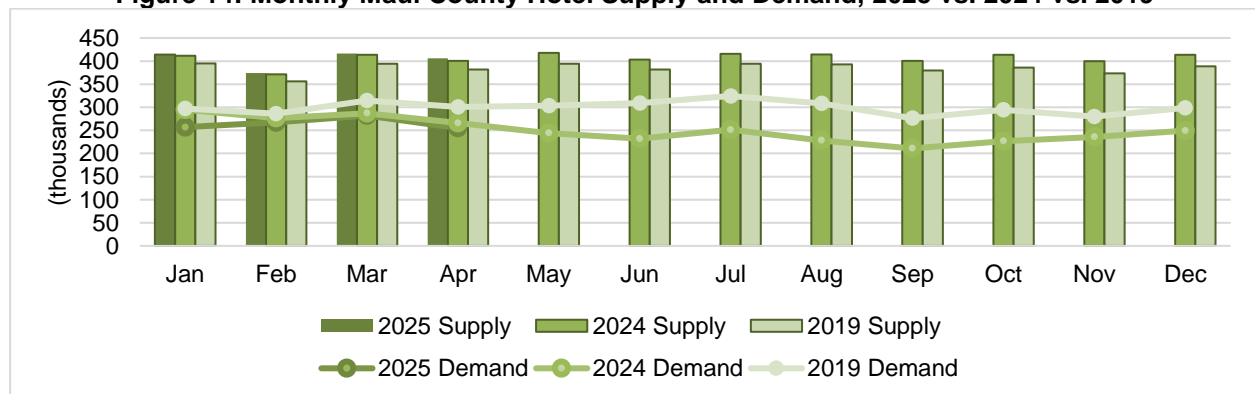
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

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



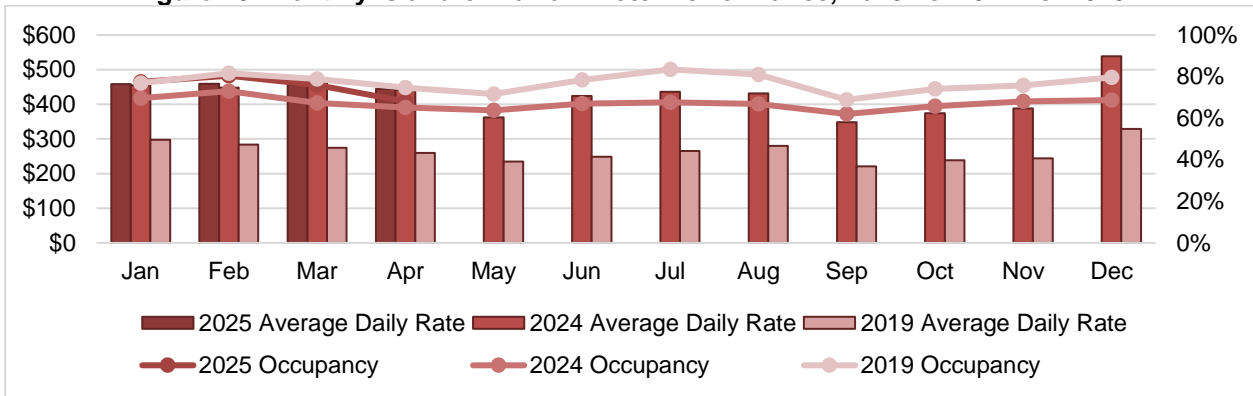
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

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



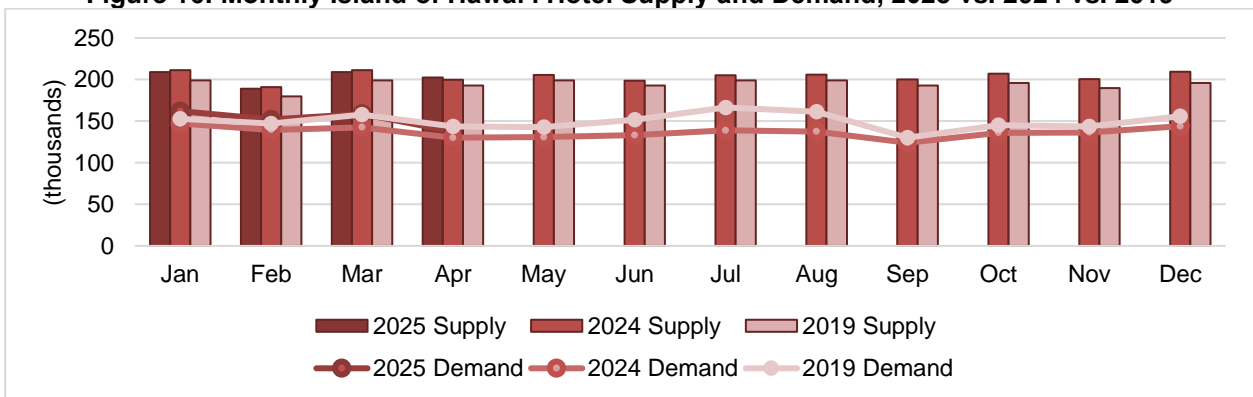
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

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



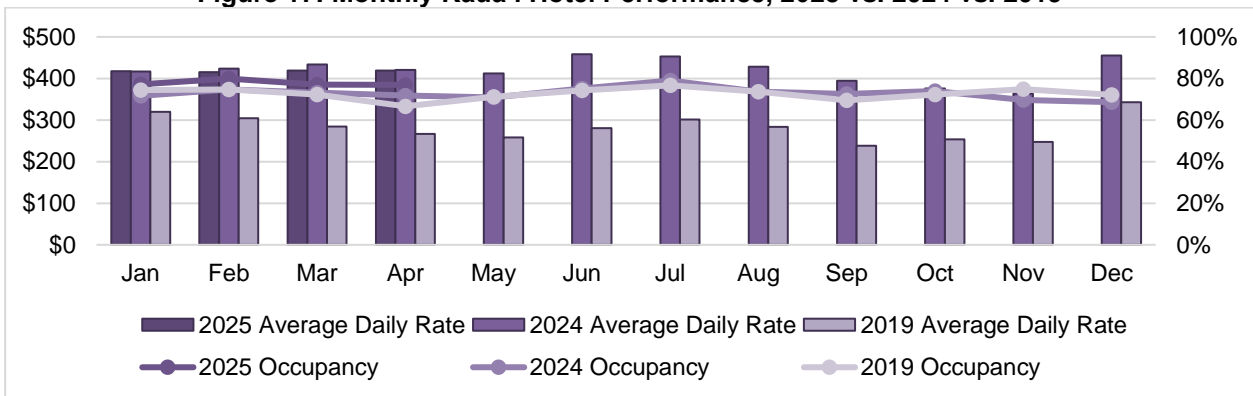
Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

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

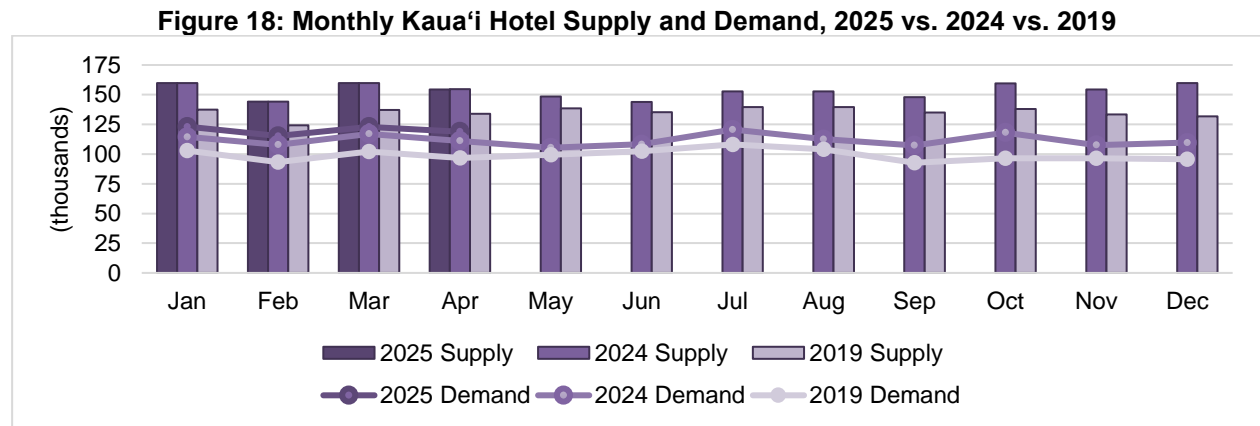


Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

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



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