



## MAUI COUNTY OVERVIEW

### VISITOR STATISTICS

MAUI ISLAND	2025P YTD*	2024RP YTD*	YTD % change	2024RP	2023	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	2,042.8	1,824.7	12.0%	5,287.4	5,795.2	5,822.0	4,043.1	NA	5,128.0
VISITOR ARRIVALS	845,475	745,009	13.5%	2,353,360	2,495,038	2,921,159	2,303,942	792,602	3,059,905
PPPD SPENDING (\$)	299.3	292.7	2.2%	283.5	287.1	244.3	201.9	NA	211.7
AVERAGE DAILY CENSUS	56,881	51,520	10.4%	50,965	55,300	65,287	54,866	20,637	66,363

MOLOKA'I	2025P YTD*	2024RP YTD*	YTD % change	2024RP	2023	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	11.4	12.9	-12.1%	30.2	34.1	39.2	25.2	NA	36.0
VISITOR ARRIVALS	9,765	11,790	-17.2%	29,951	33,224	43,317	25,758	17,025	63,035
PPPD SPENDING (\$)	194.9	162.8	19.7%	175.7	188.3	152.8	138.0	NA	126.0
AVERAGE DAILY CENSUS	486	657	-26.0%	470	496	703	500	322	783

LĀNA'I	2025P YTD*	2024RP YTD*	YTD % change	2024RP	2023	2022	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	32.8	38.4	-14.5%	118.2	120.8	150.8	108.1	NA	128.9
VISITOR ARRIVALS	15,332	14,205	7.9%	46,032	53,870	68,016	47,829	17,924	84,103
PPPD SPENDING (\$)	600.0	651.0	-7.8%	667.6	626.2	539.5	460.2	NA	478.8
AVERAGE DAILY CENSUS	456	488	-6.5%	484	529	766	644	227	738

P = Preliminary data.

\*year-to-date through April

P= 2024P and 2025P visitor data are preliminary. RP=March and April 2024 data were revised.

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	766,400	767,312	-0.1%	2,321,302	2,625,759	3,065,230	2,955,085	1,015,080	2,672,036
INTERNATIONAL SEATS	59,580	82,123	-27.5%	140,779	193,419	225,512	65,303	87,086	223,644
TOTAL SEATS	825,980	849,435	-2.8%	2,462,081	2,819,178	3,290,742	3,020,388	1,102,166	2,895,680
DOMESTIC FLIGHTS	3,799	3,748	1.4%	11,474	12,999	15,597	15,373	5,246	14,728
INTERNATIONAL FLIGHTS	345	440	-21.6%	779	1,040	1,077	260	397	1,138
TOTAL FLIGHTS	4,144	4,188	-1.1%	12,253	14,039	16,674	15,633	5,643	15,866

Source: DIIO Mi schedules

\*year-to-date through April

### 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	66.0%	70.3%	-4.4%	61.6%	70.3%	67.6%	60.2%	34.6%	77.7%
AVERAGE DAILY RATE	\$573.35	\$562.96	1.8%	\$547.31	\$562.96	\$606.92	\$536.47	\$409.19	\$401.10
REVENUE PER AVAILABLE ROOM	\$378.31	\$396.03	-4.5%	\$337.05	\$396.03	\$410.12	\$322.70	\$141.55	\$311.61

Source: STR, Inc.

\*year-to-date through April

### VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2025P YTD*	2024P YTD*	YTD % change	2024P	2023	2022	2021	2020	2019
UNIT SUPPLY	918,830	866,954	6.0%	2,941,309	2,535,742	2,496,164	2,664,426	2,090,812	3,126,890
UNIT OCCUPANCY	58.8%	60.1%	-2.2%	53.0%	59.2%	70.0%	66.7%	42.4%	79.0%
UNIT AVERAGE DAILY RATE	\$463.12	\$416.21	11.3%	\$389.66	\$367.77	\$351.63	\$278.71	\$292.68	\$343.07

Source: Transparent Intelligence, Inc.

\*year-to-date through April