



February 2019 Hawaii Hotel Performance Report

In February 2019, Hawaii hotels statewide reported decreases in both average daily rate (ADR) and occupancy, which resulted in lower revenue per available room (RevPAR) compared to February 2018.

According to the *Hawaii Hotel Performance Report* published by the Hawaii Tourism Authority (HTA), statewide RevPAR declined to \$242 (-4.2%), with ADR of \$290 (-1.2%) and occupancy of 83.4 percent (-2.6 percentage points) (Figure 1) in February.

HTA's Tourism Research Division issued the report's findings utilizing data compiled by STR, Inc., which conducts the largest and most comprehensive survey of hotel properties in the Hawaiian Islands.

In February, Hawaii hotel room revenues fell by 5.6 percent to \$360.0 million. There were more than 22,000 fewer available room nights (-1.5%) in February and approximately 58,000 fewer occupied room nights (-4.5%) compared to a year ago (Figure 2). Several hotel properties across the state were closed for renovation or had rooms out of service for renovation during February.

All classes of Hawaii hotel properties statewide reported RevPAR declines in February, except Upper Midscale Class properties (\$149, +2.5%). Luxury Class properties reported RevPAR of \$447 (-6.2%) with ADR of \$574 (-2.2%) and occupancy of 77.9 percent (-3.4 percentage points). At the other end of the price scale, Midscale & Economy Class hotels reported RevPAR of \$154 (-10.3%) with ADR of \$181 (-6.8%) and occupancy of 85.3 percent (-3.4 percentage points).

Among Hawaii's four island counties, only O'ahu hotels reported ADR growth for February (\$237, +1.2%). This increase was counter-balanced by a 1.0 percentage point decrease in occupancy to 86.4 percent, resulting in no RevPAR growth in February (\$205) compared to a year ago.

Maui County hotels reported a decline in RevPAR to \$337 (-4.5%) in February but led the state overall. Both ADR (\$420, -2.9%) and occupancy (80.3, -1.3 percentage points) decreased year-over-year.

Hotels on the island of Hawaii reported a drop in RevPAR to \$233 (-13.5%) in February, with lower ADR (\$285, -5.8%) and occupancy (81.8%, -7.3 percentage points) compared to February 2018.

Kauai hotels' RevPAR fell to \$230 (-12.3%) in February, with declines in both ADR to \$306 (-1.3%) and occupancy to 75.1 percent (-9.4 percentage points).

All of Hawaii's resort regions reported RevPAR and occupancy losses in February. Only Waikiki properties were able to raise ADR for the month (\$232, +1.0%) compared to a year ago.

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaii-tourismauthority.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 2019, the survey included 162 properties representing 47,794 rooms, or 89.9 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels.

Figure 1: Hawai'i Hotel Performance February 2019

| | Occupancy % | | | Average Daily Rate | | | RevPAR | | |
|-------------------------------------|-------------|-------|-----------------------|--------------------|----------|----------|----------|----------|----------|
| | 2019 | 2018 | Percentage Pt. Change | 2019 | 2018 | % Change | 2019 | 2018 | % Change |
| State of Hawai'i | 83.4% | 86.0% | -2.6% | \$289.92 | \$293.51 | -1.2% | \$241.92 | \$252.57 | -4.2% |
| Luxury Class | 77.9% | 81.3% | -3.4% | \$574.27 | \$586.91 | -2.2% | \$447.27 | \$476.90 | -6.2% |
| Upper Upscale Class | 85.4% | 89.2% | -3.8% | \$285.95 | \$285.56 | 0.1% | \$244.29 | \$254.69 | -4.1% |
| Upscale Class | 79.8% | 81.8% | -2.0% | \$226.33 | \$222.74 | 1.6% | \$180.62 | \$182.27 | -0.9% |
| Upper Midscale Class | 88.8% | 87.8% | 1.0% | \$167.28 | \$164.98 | 1.4% | \$148.55 | \$144.90 | 2.5% |
| Midscale & Economy Class | 85.3% | 88.7% | -3.4% | \$180.69 | \$193.78 | -6.8% | \$154.22 | \$171.91 | -10.3% |
| O'ahu | 86.4% | 87.5% | -1.0% | \$236.87 | \$234.16 | 1.2% | \$204.70 | \$204.78 | 0.0% |
| Waikiki | 86.6% | 88.1% | -1.5% | \$232.40 | \$230.14 | 1.0% | \$201.14 | \$202.73 | -0.8% |
| Other O'ahu | 85.6% | 83.7% | 2.0% | \$263.34 | \$259.23 | 1.6% | \$225.52 | \$216.92 | 4.0% |
| O'ahu Luxury | 73.1% | 73.4% | -0.4% | \$486.76 | \$487.14 | -0.1% | \$355.59 | \$357.59 | -0.6% |
| O'ahu Upper Upscale | 87.0% | 90.6% | -3.6% | \$255.84 | \$252.86 | 1.2% | \$222.46 | \$228.99 | -2.9% |
| O'ahu Upscale | 86.0% | 83.9% | 2.1% | \$195.34 | \$192.55 | 1.4% | \$168.03 | \$161.59 | 4.0% |
| O'ahu Upper Midscale | 90.1% | 88.1% | 2.1% | \$158.50 | \$155.27 | 2.1% | \$142.89 | \$136.75 | 4.5% |
| O'ahu Midscale & Economy | 91.7% | 92.5% | -0.8% | \$142.79 | \$141.23 | 1.1% | \$130.98 | \$130.65 | 0.3% |
| Maui County | 80.3% | 81.6% | -1.3% | \$419.97 | \$432.66 | -2.9% | \$337.14 | \$352.98 | -4.5% |
| Wailea | 87.8% | 90.8% | -3.0% | \$623.10 | \$651.74 | -4.4% | \$546.84 | \$591.82 | -7.6% |
| Lahaina/Kā'anapali/Kapalua | 79.0% | 80.6% | -1.6% | \$361.31 | \$366.71 | -1.5% | \$285.27 | \$295.53 | -3.5% |
| Other Maui County | 82.0% | 82.8% | -0.9% | \$492.09 | \$513.84 | -4.2% | \$403.33 | \$425.67 | -5.2% |
| Maui County Luxury | 81.0% | 81.5% | -0.5% | \$676.16 | \$697.93 | -3.1% | \$547.68 | \$568.95 | -3.7% |
| Maui County Upper Upscale & Upscale | 81.2% | 82.4% | -1.3% | \$345.82 | \$347.87 | -0.6% | \$280.71 | \$286.75 | -2.1% |
| Island of Hawai'i | 81.8% | 89.1% | -7.3% | \$284.69 | \$302.10 | -5.8% | \$232.96 | \$269.25 | -13.5% |
| Kohala Coast | 81.8% | 88.0% | -6.2% | \$394.65 | \$424.28 | -7.0% | \$322.97 | \$373.57 | -13.5% |
| Kaua'i | 75.1% | 84.5% | -9.4% | \$306.11 | \$310.12 | -1.3% | \$229.79 | \$261.96 | -12.3% |

Source: STR, Inc. © Copyright 2019 Hawai'i Tourism Authority

Note: Samples for Maui Upper Midscale, Midscale and Economy Classes were insufficient for reporting purposes, but these data are included in Maui and statewide totals.

Figure 2: Hawai'i Hotel Performance by Measure February 2019

| | Supply (thousands) | | | Demand (thousands) | | | Revenue (millions) | | |
|----------------------------|--------------------|---------|----------|--------------------|---------|----------|--------------------|-------|----------|
| | 2019 | 2018 | % Change | 2019 | 2018 | % Change | 2019 | 2018 | % Change |
| State of Hawai'i | 1,488.1 | 1,510.4 | -1.5% | 1,241.7 | 1,299.7 | -4.5% | 360.0 | 381.5 | -5.6% |
| O'ahu | 827.7 | 837.6 | -1.2% | 715.3 | 732.5 | -2.4% | 169.4 | 171.5 | -1.2% |
| Waikiki | 706.9 | 716.8 | -1.4% | 611.9 | 631.5 | -3.1% | 142.2 | 145.3 | -2.2% |
| Maui County | 356.4 | 354.6 | 0.5% | 286.1 | 289.3 | -1.1% | 120.1 | 125.2 | -4.0% |
| Wailea | 61.4 | 61.4 | 0.0% | 53.9 | 55.8 | -3.4% | 33.6 | 36.4 | -7.6% |
| Lahaina/Kā'anapali/Kapalua | 199.8 | 198.1 | 0.9% | 157.8 | 159.6 | -1.2% | 57.0 | 58.5 | -2.6% |
| Island of Hawai'i | 179.8 | 195.5 | -8.0% | 147.2 | 174.2 | -15.5% | 41.9 | 52.6 | -20.4% |
| Kohala Coast | 84.0 | 93.5 | -10.2% | 68.7 | 82.4 | -16.5% | 27.1 | 34.9 | -22.4% |
| Kaua'i | 124.2 | 122.7 | 1.2% | 93.2 | 103.6 | -10.1% | 28.5 | 32.1 | -11.2% |

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Figure 3: Hawai'i Hotel Performance Year-to-Date February 2019

| | Occupancy % | | | Average Daily Rate | | | RevPAR | | |
|-------------------------------------|-------------|-------|-----------------------|--------------------|----------|----------|----------|----------|----------|
| | 2019 | 2018 | Percentage Pt. Change | 2019 | 2018 | % Change | 2019 | 2018 | % Change |
| State of Hawai'i | 81.4% | 84.1% | -2.7% | \$294.42 | \$294.29 | 0.0% | \$239.51 | \$247.43 | -3.2% |
| Luxury Class | 75.5% | 79.2% | -3.7% | \$590.90 | \$599.86 | -1.5% | \$446.16 | \$475.22 | -6.1% |
| Upper Upscale Class | 83.8% | 86.8% | -3.0% | \$290.02 | \$285.52 | 1.6% | \$243.11 | \$247.91 | -1.9% |
| Upscale Class | 77.4% | 80.1% | -2.6% | \$226.06 | \$220.65 | 2.4% | \$175.02 | \$176.67 | -0.9% |
| Upper Midscale Class | 85.7% | 86.0% | -0.3% | \$165.66 | \$163.52 | 1.3% | \$141.89 | \$140.58 | 0.9% |
| Midscale & Economy Class | 83.7% | 88.1% | -4.3% | \$189.07 | \$191.29 | -1.2% | \$158.33 | \$168.45 | -6.0% |
| O'ahu | 84.4% | 85.2% | -0.8% | \$239.69 | \$236.87 | 1.2% | \$202.22 | \$201.75 | 0.2% |
| Waikiki | 84.7% | 85.9% | -1.2% | \$235.22 | \$232.91 | 1.0% | \$199.23 | \$200.19 | -0.5% |
| Other O'ahu | 82.4% | 80.6% | 1.8% | \$266.59 | \$261.96 | 1.8% | \$219.70 | \$211.04 | 4.1% |
| O'ahu Luxury | 70.7% | 71.6% | -0.9% | \$507.62 | \$506.38 | 0.2% | \$358.97 | \$362.67 | -1.0% |
| O'ahu Upper Upscale | 85.9% | 88.0% | -2.0% | \$259.88 | \$257.03 | 1.1% | \$223.31 | \$226.09 | -1.2% |
| O'ahu Upscale | 83.3% | 81.7% | 1.6% | \$192.93 | \$190.85 | 1.1% | \$160.77 | \$155.91 | 3.1% |
| O'ahu Upper Midscale | 86.6% | 86.1% | 0.6% | \$155.88 | \$153.81 | 1.3% | \$135.00 | \$132.36 | 2.0% |
| O'ahu Midscale & Economy | 88.8% | 90.9% | -2.1% | \$139.48 | \$138.79 | 0.5% | \$123.79 | \$126.16 | -1.9% |
| Maui County | 77.7% | 80.4% | -2.8% | \$427.22 | \$434.41 | -1.7% | \$331.83 | \$349.43 | -5.0% |
| Wailea | 85.8% | 88.5% | -2.7% | \$627.87 | \$657.01 | -4.4% | \$538.70 | \$581.16 | -7.3% |
| Lahaina/Kā'anapali/Kapalua | 76.4% | 80.0% | -3.6% | \$366.25 | \$361.83 | 1.2% | \$279.67 | \$289.44 | -3.4% |
| Other Maui County | 79.3% | 81.0% | -1.7% | \$502.14 | \$525.11 | -4.4% | \$398.41 | \$425.34 | -6.3% |
| Maui County Luxury | 78.3% | 80.0% | -1.7% | \$691.41 | \$720.28 | -4.0% | \$541.18 | \$575.93 | -6.0% |
| Maui County Upper Upscale & Upscale | 78.1% | 81.2% | -3.2% | \$346.59 | \$342.74 | 1.1% | \$270.65 | \$278.44 | -2.8% |
| Island of Hawai'i | 79.2% | 86.3% | -7.1% | \$291.62 | \$292.83 | -0.4% | \$230.86 | \$252.69 | -8.6% |
| Kohala Coast | 78.9% | 83.6% | -4.7% | \$409.26 | \$415.69 | -1.5% | \$323.07 | \$347.71 | -7.1% |
| Kaua'i | 75.0% | 83.6% | -8.6% | \$314.24 | \$306.36 | 2.6% | \$235.64 | \$256.11 | -8.0% |

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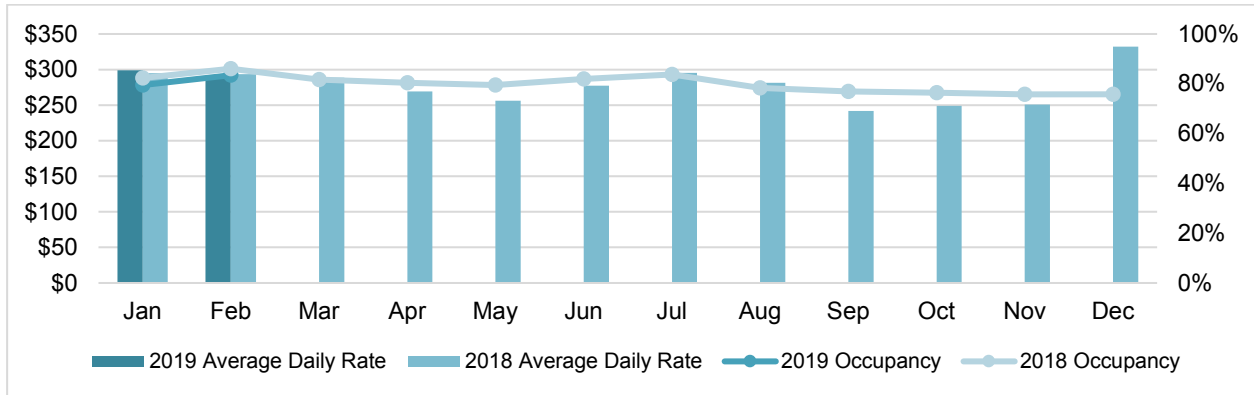
Note: Samples for Maui Upper Midscale, Midscale and Economy Classes were insufficient for reporting purposes, but these data are included in Maui and statewide totals.

Figure 4: Hawai'i Hotel Performance by Measure Year-to-Date February 2019

| | Supply (thousands) | | | Demand (thousands) | | | Revenue (millions) | | |
|----------------------------|--------------------|---------|----------|--------------------|---------|----------|--------------------|-------|----------|
| | 2019 | 2018 | % Change | 2019 | 2018 | % Change | 2019 | 2018 | % Change |
| State of Hawai'i | 3,135.6 | 3,182.7 | -1.5% | 2,550.9 | 2,676.0 | -4.7% | 751.0 | 787.5 | -4.6% |
| O'ahu | 1,744.0 | 1,764.9 | -1.2% | 1,471.4 | 1,503.2 | -2.1% | 352.7 | 356.1 | -1.0% |
| Waikiki | 1,489.6 | 1,510.5 | -1.4% | 1,261.7 | 1,298.2 | -2.8% | 296.8 | 302.4 | -1.9% |
| Maui County | 751.0 | 747.3 | 0.5% | 583.3 | 601.1 | -3.0% | 249.2 | 261.1 | -4.6% |
| Wailea | 129.4 | 129.4 | 0.0% | 111.1 | 114.5 | -3.0% | 69.7 | 75.2 | -7.3% |
| Lahaina/Kā'anapali/Kapalua | 421.1 | 417.4 | 0.9% | 321.5 | 333.9 | -3.7% | 117.8 | 120.8 | -2.5% |
| Island of Hawai'i | 379.0 | 411.9 | -8.0% | 300.0 | 355.5 | -15.6% | 87.5 | 104.1 | -16.0% |
| Kohala Coast | 177.0 | 197.1 | -10.2% | 139.7 | 164.9 | -15.3% | 57.2 | 68.5 | -16.6% |
| Kaua'i | 261.7 | 258.5 | 1.2% | 196.2 | 216.1 | -9.2% | 61.7 | 66.2 | -6.9% |

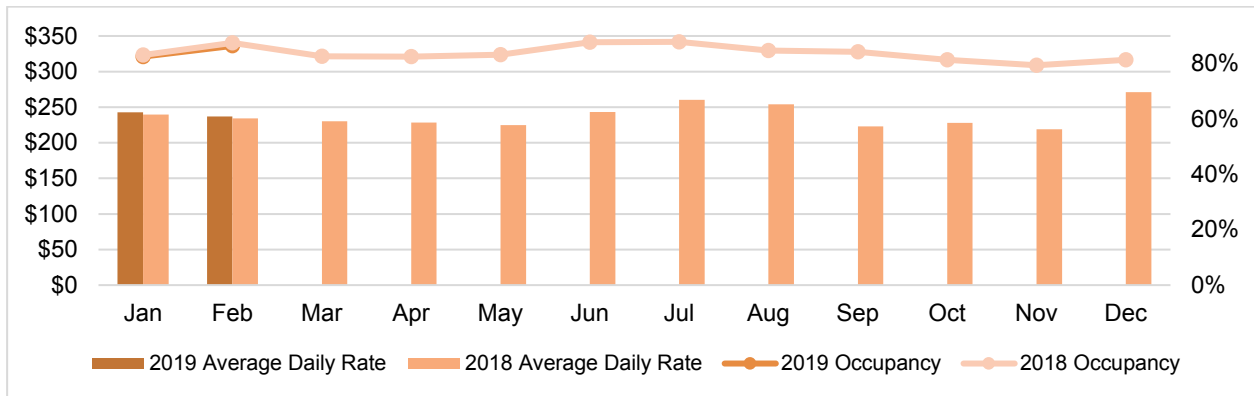
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Figure 5: Monthly State of Hawai'i Hotel Performance, 2019 vs. 2018



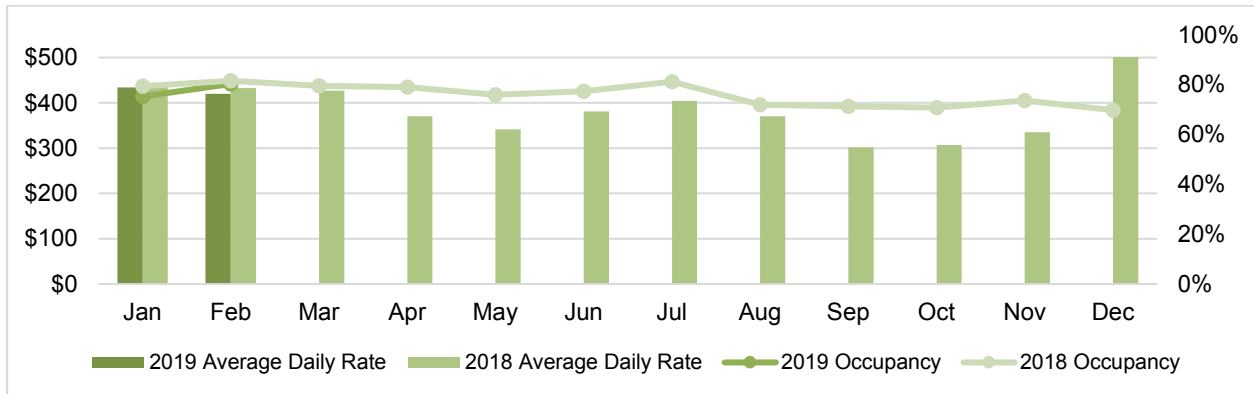
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Figure 6: Monthly O'ahu Hotel Performance, 2019 vs. 2018



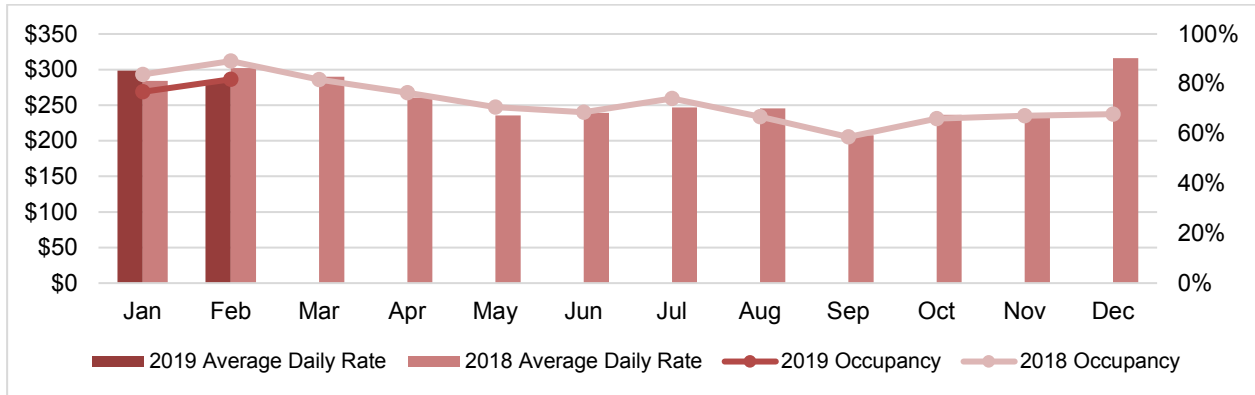
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Figure 7: Monthly Maui County Hotel Performance, 2019 vs. 2018



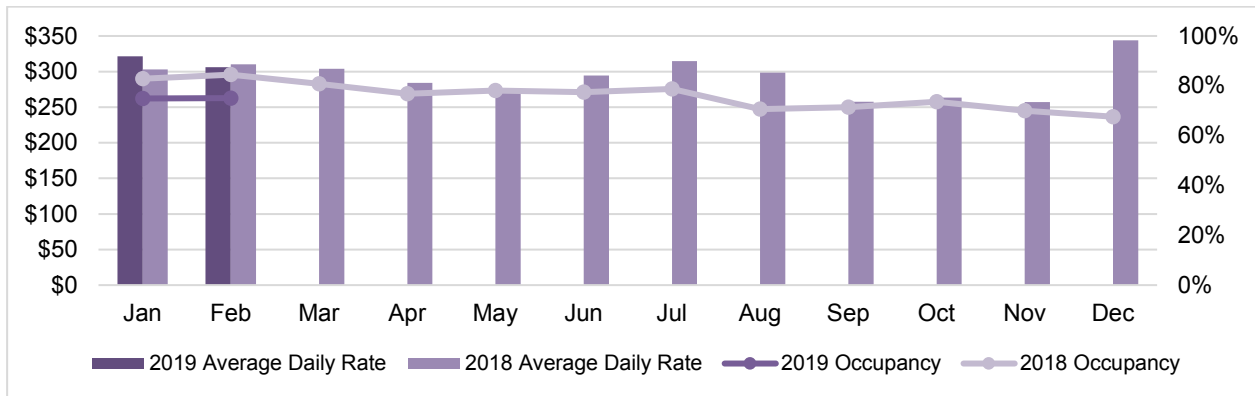
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Figure 8: Monthly Island of Hawai'i Hotel Performance, 2019 vs. 2018



Source: STR, Inc. © Copyright 2019 Hawai'i Tourism Authority.

Figure 9: Monthly Kaua'i Hotel Performance, 2019 vs. 2018



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