

## MAUI COUNTY OVERVIEW

### VISITOR STATISTICS

MAUI ISLAND	2020P YTD*	2019 YTD*	YTD % change	2019	2018	% change 2019/2018
TOTAL EXPENDITURES (\$mil)	N/A	5,128.0	N/A	5,128.0	5,002.3	2.5%
VISITOR ARRIVALS	791,660	3,059,905	-74.1%	3,059,905	2,914,912	5.0%
PPPD SPENDING (\$)	N/A	211.7	N/A	211.7	212.6	-0.4%
AVERAGE DAILY CENSUS	20,591	66,363	-69.0%	66,363	64,473	2.9%

MOLOKA'I	2020P YTD*	2019 YTD*	YTD % change	2019	2018	% change 2019/2018
TOTAL EXPENDITURES (\$mil)	N/A	36.0	N/A	36.0	40.8	-11.6%
VISITOR ARRIVALS	16,964	63,035	-73.1%	63,035	58,885	7.0%
PPPD SPENDING (\$)	N/A	126.0	N/A	126.0	143.3	-12.1%
AVERAGE DAILY CENSUS	324	783	-58.6%	783	780	0.5%

LĀNA'I	2020P YTD*	2019 YTD*	YTD % change	2019	2018	% change 2019/2018
TOTAL EXPENDITURES (\$mil)	N/A	128.9	N/A	128.9	109.2	18.1%
VISITOR ARRIVALS	17,970	84,103	-78.6%	84,103	75,010	12.1%
PPPD SPENDING (\$)	N/A	478.8	N/A	478.8	426.5	12.2%
AVERAGE DAILY CENSUS	227	738	-69.2%	738	701	5.2%

P = Preliminary data. N/A = Not Available.

\*YTD through December 2020.

Source: Hawai'i Tourism Authority

### AIR SEATS

KAHULUI	2020P YTD*	2019 YTD*	YTD % change	2019	2018	% change 2019/2018
DOMESTIC SEATS	1,015,080	2,672,036	-62.0%	2,672,036	2,407,806	11.0%
INTERNATIONAL SEATS	87,086	223,644	-61.1%	223,644	218,419	2.4%
TOTAL SEATS	1,102,166	2,895,680	-61.9%	2,895,680	2,626,225	10.3%

Source: Diio Mii schedules

P = Preliminary data. N/A = Not Available.

### TRANSIENT ACCOMMODATIONS TAX (TAT) TO MAUI COUNTY

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
TAT (\$mill)	23.4	23.4	23.4	23.4	23.4	23.4

Note: Maui County receives 22.8% of the TAT revenues distributed to the counties.

### HOTEL PERFORMANCE

COUNTY OF MAUI	2020P YTD*	2019 YTD*	YTD % change	2019P	2018	% change 2019P/2018
OCCUPANCY	33.9%	77.7%	-43.8%	77.7%	75.9%	1.7%
AVERAGE DAILY RATE	\$414.26	\$401.10	3.3%	\$399.43	\$386.14	3.4%
REVENUE PER AVAILABLE ROOM	\$140.42	\$311.61	-54.9%	\$310.19	\$293.22	5.8%

Source: STR, Inc.

### VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2020P YTD*	2019 YTD*	YTD % change	2019P	2018	% change 2019P/2018
UNIT SUPPLY	2,090,812	3,126,890	-33.1%	3,249,187	N/A	N/A
UNIT OCCUPANCY	42.4%	79.0%	-46.3%	78.7%	N/A	N/A
UNIT AVERAGE DAILY RATE	\$292.68	\$343.07	-14.7%	\$248.01	N/A	N/A

Source: Transparent Intelligence, Inc.