



MAUI COUNTY OVERVIEW

VISITOR STATISTICS

MAUI ISLAND	2021P YTD*	2020P YTD*	YTD % change	2020P	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	2,233.9 ^{1/}	NA	NA	NA	5,128.0	NA
VISITOR ARRIVALS	1,266,870	609,402	107.9%	791,660	3,059,905	-74.1%
PPPD SPENDING (\$)	199.7 ^{1/}	NA	NA	NA	211.7	NA
AVERAGE DAILY CENSUS	52,769	25,232	109.1%	20,591	66,363	-69.0%

MOLOKA'I	2021P YTD*	2020P YTD*	YTD % change	2020P	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	12.42 ^{2/}	NA	NA	NA	36.0	NA
VISITOR ARRIVALS	13,497	14,721	-8.3%	16,964	63,035	-73.1%
PPPD SPENDING (\$)	126.5 ^{2/}	NA	NA	NA	126.0	NA
AVERAGE DAILY CENSUS	463	409	13.1%	324	783	-58.6%

LĀNA'I	2021P YTD*	2020P YTD*	YTD % change	2020P	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	55.4 ^{2/}	NA	NA	NA	128.9	NA
VISITOR ARRIVALS	23,885	15,098	58.2%	17,970	84,103	-78.6%
PPPD SPENDING (\$)	455.4 ^{2/}	NA	NA	NA	478.8	NA
AVERAGE DAILY CENSUS	573	283	102.4%	227	738	-69.2%

P = Preliminary data.

*Year-to-date through July

^{1/} January-June 2021 visitor spending statistics have been revised.

NA= July year-to-date 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	2021P YTD*	2020P YTD*	YTD % change	2020P	2019	% change 2020P/2019
DOMESTIC SEATS	1,737,721	679,201	155.8%	1,015,080	2,672,036	-62.0%
INTERNATIONAL SEATS	7,742	79,210	-90.2%	87,086	223,644	-61.1%
TOTAL SEATS	1,745,463	758,411	130.1%	1,102,166	2,895,680	-61.9%
DOMESTIC FLIGHTS	9,020	3,453	161.2%	5,246	14,728	-64.4%
INTERNATIONAL FLIGHTS	33	367	-91.0%	397	1,138	-65.1%
TOTAL FLIGHTS	9,053	3,820	137.0%	5,643	15,866	-64.4%

Source: Dilo Mii schedules

*Year-to-date through July

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	2021P YTD*	2020P YTD*	YTD % change	2020	2019	% change 2020/2019
OCCUPANCY	56.4%	46.6%	9.7%	33.9%	77.7%	-43.8%
AVERAGE DAILY RATE	\$506.42	\$424.63	19.3%	\$414.26	\$401.10	3.3%
REVENUE PER AVAILABLE ROOM	\$285.39	\$198.01	44.1%	\$140.42	\$311.61	-54.9%

Source: STR, Inc.

*Year-to-date through July

VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2021P YTD*	2020P YTD*	YTD % change	2020	2019	% change 2020/2019
UNIT SUPPLY	1,647,421	1,235,901	33.3%	2,090,812	3,126,890	-33.1%
UNIT OCCUPANCY	66.5%	54.1%	22.9%	42.4%	79.0%	-46.3%
UNIT AVERAGE DAILY RATE	\$272.36	\$304.94	-10.7%	\$292.68	\$343.07	-14.7%

Source: Transparent Intelligence, Inc.