



MAUI COUNTY OVERVIEW

VISITOR STATISTICS

MAUI ISLAND	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
TOTAL EXPENDITURES (\$mil)	1,286.0	523.6	145.6%	3,995.4	NA	5,128.0
VISITOR ARRIVALS	616,048	330,283	86.5%	2,299,476	792,602	3,059,905
PPPD SPENDING (\$)	234.4	161.9	44.8%	200.1	NA	211.7
AVERAGE DAILY CENSUS	60,962	35,938	69.6%	54,715	20,637	66,363

MOLOKA'I	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
TOTAL EXPENDITURES (\$mil)	9.1	3.5	162.3%	25.0	NA	36.0
VISITOR ARRIVALS	9,493	3,477	173.0%	25,754	17,025	63,035
PPPD SPENDING (\$)	132.7	109.5	21.2%	136.0	NA	126.0
AVERAGE DAILY CENSUS	765	354	116.5%	505	322	783

LĀNA'I	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
TOTAL EXPENDITURES (\$mil)	30.9	11.7	163.8%	106.9	NA	128.9
VISITOR ARRIVALS	14,028	5,148	172.5%	47,740	17,924	84,103
PPPD SPENDING (\$)	464.6	378.8	22.7%	456.0	NA	478.8
AVERAGE DAILY CENSUS	738	343	115.1%	642	227	738

P = Preliminary data.

* year-to-date through March

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	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
DOMESTIC SEATS	787,671	541,750	45.4%	2,955,085	1,015,080	2,672,036
INTERNATIONAL SEATS	87,254	6,546	1232.9%	65,303	87,086	223,644
TOTAL SEATS	874,925	548,296	59.6%	3,020,388	1,102,166	2,895,680
DOMESTIC FLIGHTS	4,030	2,792	44.3%	15,373	5,246	14,728
INTERNATIONAL FLIGHTS	337	26	1196.2%	260	397	1,138
TOTAL FLIGHTS	4,367	2,818	55.0%	15,633	5,643	15,866

Source: Diiio Mii schedules

* year-to-date through March

TRANSIENT ACCOMMODATIONS TAX (TAT) TO MAUI COUNTY

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
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	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
OCCUPANCY	67.7%	34.3%	33.4%	60.2%	34.6%	77.7%
AVERAGE DAILY RATE	\$609.73	\$455.43	33.9%	\$536.47	\$409.19	\$401.10
REVENUE PER AVAILABLE ROOM	\$412.86	\$156.29	164.2%	\$322.70	\$141.55	\$311.61

Source: STR, Inc.

* year-to-date through March

VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
UNIT SUPPLY	517,510	722,918	-28.4%	2,664,426	2,090,812	3,126,890
UNIT OCCUPANCY	71.4%	52.7%	35.4%	66.7%	42.4%	79.0%
UNIT AVERAGE DAILY RATE	\$368.46	\$281.76	30.8%	\$278.71	\$292.68	\$343.07

Source: Transparent Intelligence, Inc.