



## MAUI COUNTY OVERVIEW

### VISITOR STATISTICS

MAUI ISLAND	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
TOTAL EXPENDITURES (\$mil)	2,786.9	1,605.9	73.5%	3,995.4	NA	5,128.0
VISITOR ARRIVALS	1,406,058	984,154	42.9%	2,299,476	792,602	3,059,905
PPPD SPENDING (\$)	237.8	182.0	30.7%	200.1	NA	211.7
AVERAGE DAILY CENSUS	64,741	48,757	32.8%	54,715	20,637	66,363

MOLOKA'I	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
TOTAL EXPENDITURES (\$mil)	19.0	10.3	84.4%	25.0	NA	36.0
VISITOR ARRIVALS	19,899	10,295	93.3%	25,754	17,025	63,035
PPPD SPENDING (\$)	152.6	128.7	18.6%	136.0	NA	126.0
AVERAGE DAILY CENSUS	688	442	55.6%	505	322	783

LĀNA'I	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
TOTAL EXPENDITURES (\$mil)	68.5	37.4	83.1%	106.9	NA	128.9
VISITOR ARRIVALS	32,482	17,843	82.0%	47,740	17,924	84,103
PPPD SPENDING (\$)	471.5	398.7	18.2%	456.0	NA	478.8
AVERAGE DAILY CENSUS	803	519	54.8%	642	227	738

P = Preliminary data.

\* year-to-date through June

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	1,585,551	1,293,801	22.5%	2,955,085	1,015,080	2,672,036
INTERNATIONAL SEATS	134,381	7,394	1717.4%	65,303	87,086	223,644
TOTAL SEATS	1,719,932	1,301,195	32.2%	3,020,388	1,102,166	2,895,680
DOMESTIC FLIGHTS	8,146	6,680	21.9%	15,373	5,246	14,728
INTERNATIONAL FLIGHTS	570	31	1738.7%	260	397	1,138
TOTAL FLIGHTS	8,716	6,711	29.9%	15,633	5,643	15,866

Source: Diiio Mii schedules

\* year-to-date through June

### 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	68.7%	52.1%	16.6%	60.2%	34.6%	77.7%
AVERAGE DAILY RATE	\$606.36	\$483.36	25.4%	\$536.47	\$409.19	\$401.10
REVENUE PER AVAILABLE ROOM	\$416.78	\$251.77	65.5%	\$322.70	\$141.55	\$311.61

Source: STR, Inc.

\* year-to-date through June

### VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
UNIT SUPPLY	1,192,139	1,424,355	-16.3%	2,664,426	2,090,812	3,126,890
UNIT OCCUPANCY	73.7%	63.9%	15.4%	66.7%	42.4%	79.0%
UNIT AVERAGE DAILY RATE	\$350.19	\$270.42	29.5%	\$278.71	\$292.68	\$343.07

Source: Transparent Intelligence, Inc.