

Hawai'i Convention Center 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815

kelepona tel 808 973 2255 **kelepa'i** fax 808 973 2253

kahua pa'a web hawaiitourismauthority.org

David Y. Ige Governor

John De Fries

President and Chief Executive Officer

July 2022 Hawai'i Hotel Performance Report

Hawai'i hotels statewide reported stronger revenue per available room (RevPAR) and average daily rate (ADR) in July 2022 compared to July 2021. When compared to pre-pandemic July 2019, statewide ADR and RevPAR were also higher in July 2022.

According to the Hawai'i Hotel Performance Report published by the Hawai'i Tourism Authority (HTA), statewide RevPAR in July 2022 was \$337 (+11.6%), with ADR at \$414 (+12.6%) and occupancy of 81.5 percent (-0.7 percentage points) compared to July 2021 (Figure 1). Compared with July 2019, RevPAR was 30.0 percent higher, driven by higher ADR (+36.1%) which offset lower occupancy (-3.8 percentage points) (Figure 3).

The report's findings utilized data compiled by STR, Inc., which conducts the largest and most comprehensive survey of hotel properties in the Hawaiian Islands. For July, the survey included 146 properties representing 45,770 rooms, or 82.2 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including those offering full service, limited service, and condominium hotels. Vacation rental and timeshare properties were not included in this survey.

Hawai'i hotel room revenues statewide totaled \$581.4 million (+13.7% vs. 2021, +33.9% vs. 2019) in July. Room demand was 1.4 million room nights (+1.0% vs. 2021, -1.6% vs. 2019) and room supply was 1.7 million room nights (+1.8% vs. 2021, +3.0% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$599 (+2.2% vs. 2021, +19.3% vs. 2019), with ADR at \$949 (+16.5% vs. 2021, +56.8% vs. 2019) and occupancy of 63.1 percent (-8.8 percentage points vs. 2021, -19.8 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$213 (+12.9% vs. 2021, +41.4% vs. 2019) with ADR at \$246 (+8.4% vs. 2021, +38.3% vs. 2019) and occupancy of 86.4 percent (+3.5 percentage points vs. 2021, +1.9 percentage points vs. 2019).

Maui County hotels led the counties in July and achieved RevPAR of \$488 (-3.0% vs. 2021, +36.3% vs. 2019), with ADR at \$688 (+11.9% vs. 2021, +59.0% vs. 2019) and occupancy of 70.9 percent (-10.9 percentage points vs. 2021, -11.8 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$719 (-1.8% vs. 2021, +12.4% vs. 2019), with ADR at \$1,136 (+23.1% vs. 2021, +62.9% vs. 2019) and occupancy of 63.3 percent (-16.1 percentage points vs. 2021, -28.4 percentage points vs. 2019). The Lahaina/Kāʻanapali/Kapalua region had RevPAR of \$453 (+1.7% vs. 2021, +50.7% vs. 2019), ADR at \$621 (+17.8% vs. 2021, +70.0% vs. 2019) and occupancy of 72.9 percent (-11.5 percentage points vs. 2021, -9.3 percentage points vs. 2019).

Kaua'i hotels earned RevPAR of \$385 (+30.1% vs. 2021, +66.6% vs. 2019), with ADR at \$452 (+24.2% vs. 2021, +50.0% vs. 2019) and occupancy of 85.2 percent (+3.9 percentage points vs. 2021, +8.5 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$328 (+5.4% vs. 2021, +48.1% vs. 2019), with ADR at \$419 (+14.0% vs. 2021, +57.8% vs. 2019), and occupancy of 78.3 percent (-6.4 percentage points vs. 2021, -5.1 percentage points vs. 2019). Kohala Coast hotels earned RevPAR of \$475 (-1.3% vs. 2021, +46.8% vs. 2019), with ADR at \$645 (+13.0% vs. 2021, +71.4% vs. 2019), and occupancy of 73.6 percent (-10.7 percentage points vs. 2021, -12.3 percentage points vs. 2019).

Oʻahu hotels reported RevPAR of \$266 (+26.0% vs. 2021, +15.6% vs. 2019) in July, ADR at \$308 (+19.5% vs. 2021, +17.9% vs. 2019) and occupancy of 86.3 percent (+4.4 percentage points vs. 2021, -1.7 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$256 (+27.0% vs. 2021, +14.6% vs. 2019), with ADR at \$294 (+21.0% vs. 2021, +15.7% vs. 2019) and occupancy of 87.0 percent (+4.1 percentage points vs. 2021, -0.8 percentage points vs. 2019).

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: https://www.hawaiitourismauthority.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 July, the survey included 146 properties representing 45,770 rooms, or 82.2 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The July survey included 74 properties on Oʻahu representing 27,985 rooms (91.3%); 40 properties in the County of Maui, representing 9,707 rooms (72.6%); 16 properties on the island of Hawaiʻi, representing 4,889 rooms (69.5%); and 16 properties on Kauaʻi, representing 3,189 rooms (69.2%).

About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for holistically managing tourism in a sustainable manner consistent with community desires, economic goals, cultural values, preservation of natural resources, and visitor industry needs. HTA works with the community and industry to *Mālama Ku'u Home* – care for our beloved home. For more information about HTA, visit www.hawaiitourismauthority.org or follow @HawaiiHTA on Facebook, <a href="https://linkingram.google.goog

Figure 1: Hawai'i Hotel Performance July 2022

	Occupancy % Percentage			Average Daily Rate			RevPAR		
	2022	2021	Pt. Change	2022	2021	% Change	2022	2021	% Change
State of Hawai'i	81.5%	82.2%	-0.7%	\$413.57	\$367.42	12.6%	\$337.01	\$301.86	11.6%
Luxury Class	63.1%	72.0%	-8.8%	\$949.08	\$814.50	16.5%	\$599.23	\$586.25	2.2%
Upper Upscale Class	85.7%	86.1%	-0.4%	\$395.36	\$341.40	15.8%	\$338.73	\$293.81	15.3%
Upscale Class	84.3%	84.1%	0.2%	\$292.62	\$247.98	18.0%	\$246.67	\$208.65	18.2%
Upper Midscale Class	83.0%	77.0%	6.0%	\$257.19	\$249.85	2.9%	\$213.35	\$192.29	11.0%
Midscale & Economy Class	86.4%	83.0%	3.5%	\$245.94	\$226.93	8.4%	\$212.56	\$188.29	12.9%
Oʻahu	86.3%	81.8%	4.4%	\$308.42	\$258.09	19.5%	\$266.01	\$211.20	26.0%
Waikīkī	87.0%	82.9%	4.1%	\$294.24	\$243.16	21.0%	\$255.98	\$201.62	27.0%
Other Oʻahu	82.1%	75.9%	6.2%	\$393.15	\$347.35	13.2%	\$322.58	\$263.56	22.4%
Oʻahu Luxury	64.8%	63.0%	1.8%	\$716.48	\$619.55	15.6%	\$464.60	\$390.38	19.0%
Oʻahu Upper Upscale	88.2%	85.6%	2.6%	\$319.25	\$268.22	19.0%	\$281.56	\$229.52	22.7%
Oʻahu Upscale	91.7%	86.1%	5.6%	\$242.83	\$200.96	20.8%	\$222.79	\$173.06	28.7%
Oʻahu Upper Midscale	85.2%	73.0%	12.2%	\$206.49	\$169.15	22.1%	\$175.93	\$123.55	42.4%
Oʻahu Midscale & Economy	89.8%	82.5%	7.2%	\$192.04	\$158.89	20.9%	\$172.37	\$131.10	31.5%
Maui County	70.9%	81.8%	-10.9%	\$687.74	\$614.86	11.9%	\$487.94	\$503.00	-3.0%
Wailea	63.3%	79.4%	-16.1%	\$1,136.05	\$922.75	23.1%	\$719.13	\$732.50	-1.8%
Lahaina/Kāʻanapali/Kapalua	72.9%	84.5%	-11.5%	\$621.31	\$527.42	17.8%	\$453.21	\$445.59	1.7%
Other Maui County	68.6%	78.7%	-10.1%	\$770.91	\$725.02	6.3%	\$528.85	\$570.36	-7.3%
Maui County Luxury	54.4%	73.2%	-18.7%	\$1,277.70	\$1,016.91	25.6%	\$695.60	\$744.19	-6.5%
Maui County Upper	77.5%	85.8%	-8.4%	\$567.21	\$483.16	17.4%	\$439.38	\$414.66	6.0%
Upscale & Upscale									
Island of Hawaiʻi	78.3%	84.8%	-6.4%	\$418.69	\$367.33	14.0%	\$327.99	\$311.32	5.4%
Kohala Coast	73.6%	84.3%	-10.7%	\$645.08	\$570.68	13.0%	\$474.81	\$481.08	-1.3%
Kaua'i	85.2%	81.3%	3.9%	\$451.82	\$363.85	24.2%	\$384.93	\$295.82	30.19

Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority

Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 2: Hawai'i Hotel Performance by Measure July 2022

	Supply (thousands)				Demand (thousands)	%	Revenue (millions)		
	2022	2021	Change	2022	2021	Change	2022	2021	% Change
State of Hawaiʻi	1,725.3	1,694.0	1.8%	1,405.9	1,391.7	1.0%	581.4	511.3	13.7%
Oʻahu	949.9	925.4	2.6%	819.3	757.3	8.2%	252.7	195.4	29.3%
Waikīkī	806.7	782.4	3.1%	701.8	648.8	8.2%	206.5	157.8	30.9%
Maui County	414.4	411.1	0.8%	294.0	336.3	-12.6%	202.2	206.8	-2.2%
Wailea Lahaina/Kāʻanapali/	90.6	90.6	0.0%	57.3	71.9	-20.2%	65.1	66.3	-1.8%
Kapalua	224.1	221.9	1.0%	163.5	187.5	-12.8%	101.6	98.9	2.7%
Island of Hawaiʻi	218.1	218.3	-0.1%	170.8	185.0	-7.7%	71.5	68.0	5.2%
Kohala Coast	92.3	91.7	0.6%	67.9	77.3	-12.2%	43.8	44.1	-0.7%
Kauaʻi	142.9	139.1	2.7%	121.8	113.1	7.7%	55.0	41.1	33.7%

Figure 3: Hawai'i Hotel Performance July 2022 vs. 2019

			THOUGHT CH		j				
		Occupan	су %	Aver	age Daily R	ate		RevPAR	
			Percentage			%			%
	2022	2019	Pt. Change	2022	2019	Change	2022	2019	Change
State of Hawai'i	81.5%	85.3%	-3.8%	\$413.57	\$303.93	36.1%	\$337.01	\$259.16	30.0%
Luxury Class	63.1%	83.0%	-19.8%	\$949.08	\$605.23	56.8%	\$599.23	\$502.22	19.3%
Upper Upscale Class	85.7%	87.7%	-2.0%	\$395.36	\$305.15	29.6%	\$338.73	\$267.66	26.6%
Upscale Class	84.3%	82.2%	2.1%	\$292.62	\$219.22	33.5%	\$246.67	\$180.22	36.9%
Upper Midscale Class	83.0%	86.3%	-3.4%	\$257.19	\$178.40	44.2%	\$213.35	\$153.98	38.6%
Midscale & Economy Class	86.4%	84.5%	1.9%	\$245.94	\$177.81	38.3%	\$212.56	\$150.33	41.4%
Oʻahu	86.3%	88.0%	-1.7%	\$308.42	\$261.62	17.9%	\$266.01	\$230.20	15.6%
Waikīkī	87.0%	87.8%	-0.8%	\$294.24	\$254.40	15.7%	\$255.98	\$233.42	14.6%
Other Oʻahu	82.1%	89.0%	-0.6 <i>%</i>	\$393.15	\$304.63	29.1%	\$322.58	\$271.13	19.0%
Oʻiahu Luxury	64.8%	87.9%	-23.0%	\$716.48	\$529.34	35.4%	\$464.60	\$465.07	-0.1%
Oʻanu Luxury Oʻahu Upper Upscale	88.2%	89.1%	-0.9%	\$319.25	\$286.80	11.3%	\$281.56	\$255.51	10.2%
Oʻahu Upscale	91.7%	89.2%	2.5%	\$242.83	\$210.78	15.2%	\$201.30	\$188.03	18.5%
•	85.2%	86.4%	-1.2%	\$242.03	\$174.37	18.4%	\$175.93	\$150.69	16.7%
Oʻahu Upper Midscale	89.8%	90.6%	-0.8%	\$192.04	\$174.37	27.0%	\$173.93	\$130.09	25.8%
Oʻahu Midscale & Economy	09.070	90.076	-0.070	φ192.04	φ131.23	27.070	Φ172.37	φ137.00	23.6%
Maui County	70.9%	82.8%	-11.8%	\$687.74	\$432.51	59.0%	\$487.94	\$357.93	36.3%
Wailea	63.3%	91.7%	-28.4%	\$1,136.05	\$697.21	62.9%	\$719.13	\$639.54	12.4%
Lahaina/Kāʻanapali/Kapalua	72.9%	82.3%	-9.3%	\$621.31	\$365.48	70.0%	\$453.21	\$300.76	50.7%
Other Maui County	68.6%	83.4%	-14.8%	\$770.91	\$517.92	48.8%	\$528.85	\$431.72	22.5%
Maui County Luxury	54.4%	88.0%	-33.5%	\$1,277.70	\$633.17	101.8%	\$695.60	\$556.96	24.9%
Maui County Upper Upscale & Upscale	77.5%	82.9%	-5.4%	\$567.21	\$341.98	65.9%	\$439.38	\$283.52	55.0%
Island of Hawaiʻi	78.3%	83.4%	-5.1%	\$418.69	\$265.38	57.8%	\$327.99	\$221.42	48.1%
Kohala Coast	73.6%	85.9%	-12.3%	\$645.08	\$376.33	71.4%	\$474.81	\$323.39	46.8%
Kauaʻi	85.2%	76.7%	8.5%	\$451.82	\$301.26	50.0%	\$384.93	\$231.07	66.6%

Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority

Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 4: Hawai'i Hotel Performance by Measure July 2022 vs. 2019

		Supply (thousands)	%		Demand (thousands)	%		Revenue (millions)	%
	2022	2019	Change	2022	2019	Change	2022	2019	Change
State of Hawaiʻi	1,725.3	1,675.0	3.0%	1,405.9	1,428.2	-1.6%	581.4	434.1	33.9%
Oʻahu	949.9	940.8	1.0%	819.3	827.8	-1.0%	252.7	216.6	16.7%
Waikīkī	806.7	807.1	0.0%	701.8	708.8	-1.0%	206.5	180.3	14.5%
Maui County	414.4	392.6	5.6%	294.0	324.9	-9.5%	202.2	140.5	43.9%
Wailea Lahaina/Kāʻanapali/	90.6	68.0	33.2%	57.3	62.4	-8.1%	65.1	43.5	49.8%
Kapalua	224.1	221.2	1.3%	163.5	182.0	-10.2%	101.6	66.5	52.7%
Island of Hawaiʻi	218.1	200.7	8.7%	170.8	167.4	2.0%	71.5	44.4	61.0%
Kohala Coast	92.3	93.0	-0.8%	67.9	79.9	-15.0%	43.8	30.1	45.6%
Kaua'i	142.9	141.0	1.4%	121.8	108.1	12.6%	55.0	32.6	68.9%

Figure 5: Hawai'i Hotel Performance Year-to-Date July 2022

			iotei Ferit				2022					
		Occupancy	y %	Aver	age Daily Ra	ate		RevPAR				
			Percentage			%			%			
	2022	2024	Pt.	2022	2024		2022	2024				
	2022	2021	Change	2022	2021	Change	2022	2021	Change			
Otata afillawaiii	74.2%	53.2%	21.0%	\$372.82	\$312.32	19.4%	\$276.68	\$166.14	66.5%			
State of Hawai'i	60.1%	47.9%	12.2%	\$852.11	\$751.75	13.4%	\$512.11	\$360.05	42.2%			
Luxury Class Upper Upscale Class	77.1%	52.5%	24.6%	\$348.41	\$290.54	19.9%	\$268.68	\$152.66	76.0%			
· · · ·	77.1%	56.0%	24.6%	\$263.17	\$290.34	27.7%	\$200.00	\$132.00	77.0%			
Upscale Class	72.8%	54.6%	18.2%	\$238.24	\$200.13	16.4%	\$173.47	\$111.85	55.1%			
Upper Midscale Class	81.1%	57.5%	23.6%	\$236.24	\$204.72 \$188.64	20.2%	\$173.47	\$108.47	69.7%			
Midscale & Economy Class	01.1%	57.5%	23.0%	\$220.02	ф100.04	20.2%	φ104.00	\$100.4 <i>1</i>	69.7%			
Otabu	75.3%	51.7%	23.5%	\$261.61	\$211.77	23.5%	\$196.89	\$109.56	79.7%			
Oʻahu	75.6%	51.7%	23.5%	\$247.48	\$211.77 \$201.46	23.5%	\$190.09	\$109.50	81.8%			
Waikīkī	73.0%	55.6%	17.5%	\$344.04	\$201.40	26.8%	\$251.36	\$102.99	66.6%			
Other Oʻahu	54.0%	41.2%	17.5%	\$646.40	\$566.63	14.1%	\$349.05	\$233.41	49.5%			
Oʻahu Luxury	77.4%	49.0%	28.4%	\$269.07	\$229.20	14.1%	\$349.05	\$233.41 \$112.31	49.5% 85.4%			
Oʻahu Upper Upscale	82.0%	59.0%	23.0%	\$208.32	\$229.20 \$169.77	22.7%	\$170.86	\$100.20	70.5%			
Oʻahu Upscale	70.9%	51.9%	19.0%	\$206.32 \$167.37	\$109.77 \$136.31	22.7%	\$170.80	\$70.77	67.7%			
Oʻahu Upper Midscale	80.5%	61.2%	19.0%	\$159.33	\$127.00	25.5%	\$118.70	\$70.77 \$77.68	65.2%			
Oʻahu Midscale & Economy	60.5%	01.270	19.470	φ109.33	Φ127.00	23.5%	Φ120.32	Φ11.00	03.270			
Maui County	69.0%	56.5%	12.6%	\$619.22	\$511.37	21.1%	\$427.54	\$288.69	48.1%			
Wailea	63.6%	52.5%	11.1%	\$962.82	\$808.36	19.1%	\$612.36	\$424.66	44.2%			
Lahaina/Kāʻanapali/Kapalua	70.8%	56.7%	14.2%	\$549.99	\$431.81	27.4%	\$389.64	\$244.75	59.2%			
Other Maui County	66.9%	56.2%	10.7%	\$705.15	\$606.70	16.2%	\$471.98	\$340.88	38.5%			
Maui County Luxury	57.2%	49.4%	7.8%	\$1,068.51	\$887.94	20.3%	\$611.41	\$438.62	39.4%			
Maui County Upper	73.5%	58.9%	14.6%	\$504.24	\$390.79	29.0%	\$370.50	\$230.05	61.1%			
Upscale & Upscale												
Island of Hawai'i	76.5%	55.9%	20.6%	\$406.58	\$324.70	25.2%	\$310.91	\$181.36	71.4%			
Kohala Coast	73.2%	58.5%	14.7%	\$635.35	\$490.65	29.5%	\$464.81	\$287.00	62.0%			
Kauaʻi	78.8%	48.5%	30.3%	\$404.51	\$287.77	40.6%	\$318.69	\$139.46	128.5%			

Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority

Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 6: Hawai'i Hotel Performance by Measure Year-to-Date July 2022

	Supply (thousands)				Demand (thousands)		Revenue (millions)			
	2022	2021	% Change	2022	2021	% Change	2022	2021	% Change	
State of Hawai'i	11,782.7	11,164.7	5.5%	8,744.3	5,939.3	47.2%	3,260.1	1,854.9	75.8%	
Oʻahu	6,494.1	6,035.9	7.6%	4,887.5	3,122.6	56.5%	1,278.6	661.3	93.4%	
Waikīkī	5,515.3	5,208.6	5.9%	4,172.3	2,662.6	56.7%	1,032.6	536.4	92.5%	
Maui County	2,826.3	2,797.2	1.0%	1,951.4	1,579.2	23.6%	1,208.3	807.5	49.6%	
Wailea Lahaina/Kāʻanapali/	619.5	603.8	2.6%	394.0	317.2	24.2%	379.3	256.4	47.9%	
Kapalua	1,525.4	1,518.7	0.4%	1,080.7	860.8	25.5%	594.4	371.7	59.9%	
Island of Hawaiʻi	1,489.1	1,454.9	2.4%	1,138.7	812.6	40.1%	463.0	263.9	75.5%	
Kohala Coast	628.2	626.7	0.2%	459.6	366.6	25.4%	292.0	179.9	62.3%	
Kauaʻi	973.2	876.7	11.0%	766.7	424.9	80.5%	310.1	122.3	153.7%	

Figure 7: Hawai'i Hotel Performance Year-to-Date July 2022 vs. 2019

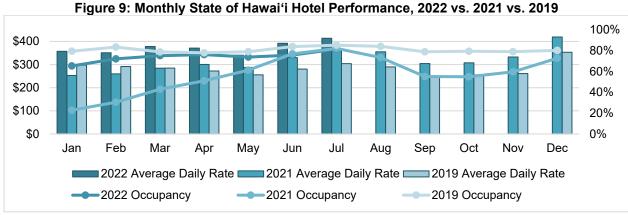
		Occupan	cv %	Δvei	rage Daily R	ate		RevPAR	
		Occupan	Percentage		ago Dany It	%		110117111	%
	2022	2019	Pt. Change	2022	2019	Change	2022	2019	Change
State of Hawaiʻi	74.2%	81.2%	-6.9%	\$372.82	\$283.66	31.4%	\$276.68	\$230.22	20.2%
Luxury Class	60.1%	77.2%	-17.1%	\$852.11	\$568.91	49.8%	\$512.11	\$439.46	16.5%
Upper Upscale Class	77.1%	83.0%	-5.9%	\$348.41	\$282.18	23.5%	\$268.68	\$234.33	14.7%
Upscale Class	77.6%	78.4%	-0.9%	\$263.17	\$211.53	24.4%	\$204.19	\$165.94	23.1%
Upper Midscale Class	72.8%	83.9%	-11.1%	\$238.24	\$163.90	45.4%	\$173.47	\$137.55	26.1%
Midscale & Economy Class	81.1%	82.7%	-1.6%	\$226.82	\$175.79	29.0%	\$184.06	\$145.38	26.6%
Oʻahu	75.3%	84.0%	-8.7%	\$261.61	\$237.53	10.1%	\$196.89	\$199.45	-1.3%
Waikīkī	75.6%	84.2%	-8.5%	\$247.48	\$232.26	6.6%	\$187.22	\$195.46	-4.2%
Other Oʻahu	73.1%	82.8%	-9.8%	\$344.04	\$269.91	27.5%	\$251.36	\$223.57	12.4%
Oʻahu Luxury	54.0%	72.8%	-18.8%	\$646.40	\$490.93	31.7%	\$349.05	\$357.25	-2.3%
Oʻahu Upper Upscale	77.4%	85.4%	-8.0%	\$269.07	\$261.73	2.8%	\$208.26	\$223.50	-6.8%
Oʻahu Upscale	82.0%	84.4%	-2.4%	\$208.32	\$194.63	7.0%	\$170.86	\$164.34	4.0%
Oʻahu Upper Midscale	70.9%	84.3%	-13.3%	\$167.37	\$157.42	6.3%	\$118.70	\$132.64	-10.5%
Oʻahu Midscale & Economy	80.5%	87.4%	-6.9%	\$159.33	\$132.64	20.1%	\$128.32	\$115.96	10.7%
Maui County	69.0%	79.1%	-10.1%	\$619.22	\$407.83	51.8%	\$427.54	\$322.66	32.5%
Wailea	63.6%	90.0%	-26.4%	\$962.82	\$625.77	53.9%	\$612.36	\$562.96	8.8%
Lahaina/Kāʻanapali/Kapalua	70.8%	78.5%	-7.6%	\$549.99	\$342.54	60.6%	\$389.64	\$268.80	45.0%
Other Maui County	66.9%	79.9%	-13.0%	\$705.15	\$489.76	44.0%	\$471.98	\$391.52	20.6%
Maui County Luxury	57.2%	82.9%	-25.6%	\$1,068.51	\$670.14	59.4%	\$611.41	\$555.28	10.1%
Maui County Upper Upscale & Upscale	73.5%	79.0%	-5.6%	\$504.24	\$324.05	55.6%	\$370.50	\$256.09	44.7%
Island of Hawaiʻi	76.5%	77.9%	-1.4%	\$406.58	\$266.19	52.7%	\$310.91	\$207.30	50.0%
Kohala Coast	73.2%	78.7%	-5.5%	\$635.35	\$376.82	68.6%	\$464.81	\$296.57	56.7%
Kaua'i	78.8%	72.8%	6.0%	\$404.51	\$288.31	40.3%	\$318.69	\$209.81	51.9%

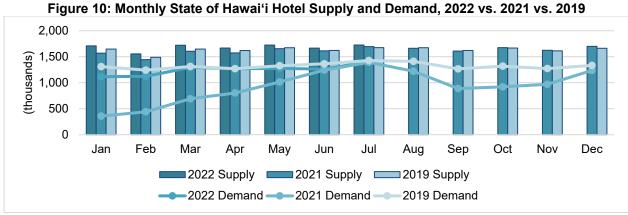
Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority

Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

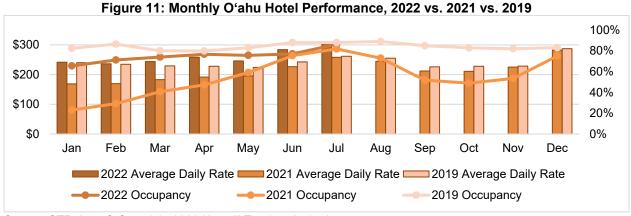
Figure 8: Hawai'i Hotel Performance by Measure Year-to-Date July 2022 vs. 2019

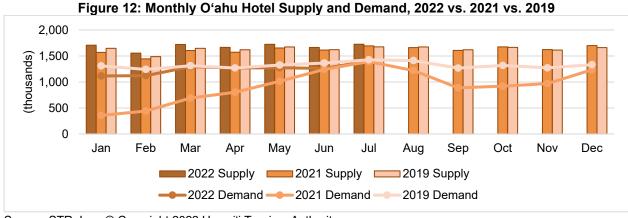
	Supply (thousands)				Demand (thousands)	%	Revenue (millions)			
	2022	2019	Change	2022	2019	Change	2022	2019	Change	
State of Hawaiʻi	11,782.7	11,470.0	2.7%	8,744.3	9,309.1	-6.1%	3,260.1	2,640.6	23.5%	
Oʻahu	6,494.1	6,440.1	0.8%	4,887.5	5,407.6	-9.6%	1,278.6	1,284.5	-0.5%	
Waikīkī	5,515.3	5,525.8	-0.2%	4,172.3	4,650.2	-10.3%	1,032.6	1,080.1	-4.4%	
Maui County	2,826.3	2,696.0	4.8%	1,951.4	2,133.0	-8.5%	1,208.3	869.9	38.9%	
Wailea	619.5	465.1	33.2%	394.0	418.4	-5.8%	379.3	261.8	44.9%	
Lahaina/Kāʻanapali/ Kapalua	1,525.4	1,512.6	0.8%	1,080.7	1,187.0	-9.0%	594.4	406.6	46.2%	
Island of Hawai'i	1,489.1	1,372.3	8.5%	1,138.7	1,068.7	6.6%	463.0	284.5	62.7%	
Kohala Coast	628.2	636.0	-1.2%	459.6	500.6	-8.2%	292.0	188.6	54.8%	
Kauaʻi	973.2	961.6	1.2%	766.7	699.8	9.6%	310.1	201.8	53.7%	

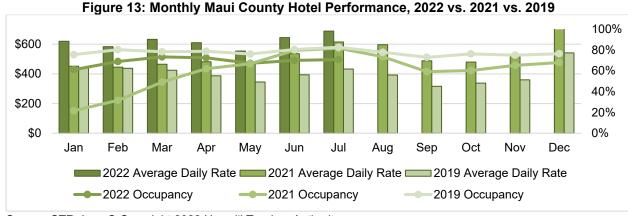




Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority.







Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority.



