



MAUI COUNTY OVERVIEW

VISITOR STATISTICS

MAUI ISLAND	2022P YTD*	2021 YTD*	YTD % change	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	3,378.0	2,118.5	59.4%	4,043.1	NA	5,128.0
VISITOR ARRIVALS	1,710,936	1,269,180	34.8%	2,303,942	792,602	3,059,905
PPPD SPENDING (\$)	239.1	189.0	26.5%	201.9	NA	211.7
AVERAGE DAILY CENSUS	66,639	52,862	26.1%	54,866	20,637	66,363

MOLOKA'I	2022P YTD*	2021 YTD*	YTD % change	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	22.1	12.9	71.8%	25.2	NA	36.0
VISITOR ARRIVALS	23,974	13,513	77.4%	25,758	17,025	63,035
PPPD SPENDING (\$)	152.6	131.5	16.1%	138.0	NA	126.0
AVERAGE DAILY CENSUS	682	461	47.9%	500	322	783

LĀNA'I	2022P YTD*	2021 YTD*	YTD % change	2021	2020	2019
TOTAL EXPENDITURES (\$mil)	84.4	52.4	61.0%	108.1	NA	128.9
VISITOR ARRIVALS	38,638	23,967	61.2%	47,829	17,924	84,103
PPPD SPENDING (\$)	499.2	429.6	16.2%	460.2	NA	478.8
AVERAGE DAILY CENSUS	798	576	38.5%	644	227	738

P = Preliminary data. * year-to-date through July.

Note: 2022 visitor data are preliminary. 2021, 2020 and 2019 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office and final passenger counts from Airline Traffic Summary reports.

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*	2021 YTD*	YTD % change	2021	2020	2019
DOMESTIC SEATS	1,872,865	1,636,912	14.4%	2,955,085	1,015,080	2,672,036
INTERNATIONAL SEATS	145,014	7,742	1773.1%	65,303	87,086	223,644
TOTAL SEATS	2,017,879	1,644,654	22.7%	3,020,388	1,102,166	2,895,680
DOMESTIC FLIGHTS	9,587	8,479	13.1%	15,373	5,246	14,728
INTERNATIONAL FLIGHTS	632	33	1815.2%	260	397	1,138
TOTAL FLIGHTS	10,219	8,512	20.1%	15,633	5,643	15,866

* year-to-date through July.

Source: DiiO Mii schedules

TRANSIENT ACCOMMODATIONS TAX (TAT) TO MAUI COUNTY

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
TAT (\$mil)	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*	2021 YTD*	YTD % change	2021P	2020	2019
OCCUPANCY	69.0%	56.5%	12.6%	60.2%	34.6%	77.7%
AVERAGE DAILY RATE	\$619.22	\$511.37	21.1%	\$536.47	\$409.19	\$401.10
REVENUE PER AVAILABLE ROOM	\$427.54	\$288.69	48.1%	\$322.70	\$141.55	\$311.61

* year-to-date through July.

Source: STR, Inc.

VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2022P YTD*	2021 YTD*	YTD % change	2021P	2020	2019
UNIT SUPPLY	1,421,571	1,647,427	-13.7%	2,664,426	2,090,812	3,126,890
UNIT OCCUPANCY	73.9%	66.5%	11.1%	66.7%	42.4%	79.0%
UNIT AVERAGE DAILY RATE	\$350.49	\$272.36	28.7%	\$278.71	\$292.68	\$343.07

* year-to-date through July.