



STATE OF HAWAII • DEPARTMENT OF BUSINESS,  
ECONOMIC DEVELOPMENT & TOURISM

## July 2024 Hawai'i Hotel Performance Report

Hawai'i hotels statewide reported slightly higher occupancy but lower average daily rate (ADR) and revenue per available room (RevPAR) in July 2024 compared to July 2023. When compared to pre-pandemic July 2019, statewide ADR and RevPAR were higher in July 2024 but occupancy was lower.

Statewide RevPAR in July 2024 was \$301 (-4.1%), with ADR at \$385 (-5.5%) and occupancy of 78.4 percent (+1.2 percentage points) compared to July 2023 (Figure 1). Compared with July 2019, RevPAR was 16.3 percent higher, driven by higher ADR (+26.5%) which offset lower occupancy (-6.9 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 2024, the survey included 171 properties representing 48,181 rooms, or 86.2 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.

Statewide Hawai'i hotel room revenues totaled \$522.1 million (-4.3% vs. 2023, +20.3% vs. 2019) in July 2024. Room demand was 1.4 million room nights (+1.3% vs. 2023, -4.9% vs. 2019) and room supply was 1.7 million room nights (-0.2% vs. 2023, +3.5% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$554 (-2.8% vs. 2023, +10.3% vs. 2019), with ADR at \$867 (-4.4% vs. 2023, +43.2% vs. 2019) and occupancy of 63.9 percent (+1.1 percentage points vs. 2023, -19.1 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$201 (+4.2% vs. 2023, +33.6% vs. 2019) with ADR at \$251 (+2.7% vs. 2023, +41.2% vs. 2019) and occupancy of 80.0 percent (+1.2 percentage points vs. 2023, -4.6 percentage points vs. 2019).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires. Maui County hotels achieved RevPAR of \$346 (-20.6% vs. 2023, -3.3% vs. 2019), with ADR at \$573 (-12.4% vs. 2023, +32.4% vs. 2019) and occupancy of 60.5 percent (-6.3 percentage points vs. 2023, -22.3 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$560 (-2.8% vs. 2023, -12.4% vs. 2019), with ADR at \$812 (-9.3% vs. 2023, +16.4% vs. 2019) and occupancy of 69.0 percent (+4.6 percentage points vs. 2023, -22.7 percentage points vs. 2019). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$270 (-34.0% vs. 2023, -10.3% vs. 2019), ADR at \$466 (-19.8% vs. 2023, +27.4% vs. 2019) and occupancy of 57.9 percent (-12.4 percentage points vs. 2023, -24.4 percentage points vs. 2019).

Kaua'i hotels led the counties in July 2024 RevPAR at \$358 (+7.4% vs. 2023, +55.0% vs. 2019), with ADR at \$453 (-0.1% vs. 2023, +50.5% vs. 2019) and occupancy of 79.0 percent (+5.5 percentage points vs. 2023, +2.3 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$295 (-1.4% vs. 2023, +33.2% vs. 2019), with ADR at \$436 (-0.3% vs. 2023, +64.4% vs. 2019), and occupancy of 67.6 percent (-0.8 percentage points vs. 2023, -15.8 percentage points vs. 2019). Kohala Coast hotels earned RevPAR of \$419

(-5.4% vs. 2023, +29.6% vs. 2019), with ADR at \$561 (-4.7% vs. 2023, +49.1% vs. 2019), and occupancy of 74.7 percent (-0.5 percentage points vs. 2023, -11.2 percentage points vs. 2019). O'ahu hotels reported RevPAR of \$274 (+5.9% vs. 2023, +19.1% vs. 2019) in July, ADR at \$310 (+1.4% vs. 2023, +18.7% vs. 2019) and occupancy of 88.3 percent (+3.8 percentage points vs. 2023, +0.3 percentage points vs. 2019). Waikiki hotels earned RevPAR of \$261 (+4.9% vs. 2023, +16.9% vs. 2019), with ADR at \$293 (+0.7% vs. 2023, +15.3% vs. 2019) and occupancy of 89.0 percent (+3.6 percentage points vs. 2023, +1.2 percentage points vs. 2019).

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaii tourism authority.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 2024, the survey included 171 properties representing 48,181 rooms, or 86.2 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 83 properties on O'ahu, representing 29,645 rooms (95.8%); 43 properties in the County of Maui, representing 9,795 rooms (73.0%); 23 properties on the island of Hawai'i, representing 5,078 rooms (76.7%); and 22 properties on Kaua'i, representing 3,663 rooms (74.3%).

### **About the State of Hawai'i Department of Business, Economic Development & Tourism**

The State of Hawai'i Department of Business, Economic Development & Tourism (DBEDT) is Hawai'i's resource center for economic and statistical data, business development opportunities, energy and conservation information, as well as foreign trade advantages. DBEDT's mission is to achieve a Hawai'i economy that embraces innovation and is globally competitive, dynamic and productive, providing opportunities for all Hawai'i's citizens. Through its attached agencies, the department fosters planned community development, creates affordable workforce housing units in high-quality living environments and promotes innovation sector job growth.

**Figure 1: Hawai'i Hotel Performance July 2024**

	Occupancy %			Average Daily Rate			RevPAR		
	2024	2023	Percentage Pt. Change	2024	2023	% Change	2024	2023	% Change
<b>State of Hawai'i</b>	78.4%	77.2%	1.2%	\$384.54	\$407.04	-5.5%	\$301.29	\$314.18	-4.1%
Luxury Class	63.9%	62.8%	1.1%	\$866.75	\$906.80	-4.4%	\$553.85	\$569.59	-2.8%
Upper Upscale Class	85.0%	83.6%	1.4%	\$357.67	\$386.42	-7.4%	\$304.11	\$323.02	-5.9%
Upscale Class	77.3%	76.5%	0.8%	\$258.24	\$275.03	-6.1%	\$199.67	\$210.48	-5.1%
Upper Midscale Class	71.9%	71.9%	0.0%	\$220.38	\$233.40	-5.6%	\$158.47	\$167.92	-5.6%
Midscale & Economy Class	80.0%	78.8%	1.2%	\$251.13	\$244.58	2.7%	\$200.85	\$192.71	4.2%
<b>O'ahu</b>	88.3%	84.5%	3.8%	\$310.46	\$306.26	1.4%	\$274.13	\$258.86	5.9%
Waikiki	89.0%	85.4%	3.6%	\$293.35	\$291.23	0.7%	\$261.11	\$248.84	4.9%
Other O'ahu	84.5%	79.3%	5.2%	\$406.01	\$396.83	2.3%	\$343.19	\$314.88	9.0%
O'ahu Luxury	67.8%	66.2%	1.5%	\$755.74	\$742.57	1.8%	\$512.10	\$491.67	4.2%
O'ahu Upper Upscale	92.6%	88.4%	4.2%	\$319.55	\$321.46	-0.6%	\$296.05	\$284.32	4.1%
O'ahu Upscale	90.7%	87.8%	2.9%	\$236.39	\$230.43	2.6%	\$214.42	\$202.38	5.9%
O'ahu Upper Midscale	82.9%	74.6%	8.3%	\$196.62	\$185.69	5.9%	\$162.99	\$138.45	17.7%
O'ahu Midscale & Economy	85.6%	83.7%	1.9%	\$179.72	\$165.16	8.8%	\$153.80	\$138.17	11.3%
<b>Maui County</b>	60.5%	66.7%	-6.3%	\$572.51	\$653.27	-12.4%	\$346.14	\$436.02	-20.6%
Wailea	69.0%	64.4%	4.6%	\$811.76	\$895.07	-9.3%	\$560.29	\$576.19	-2.8%
Lahaina/Kā'anapali/Kapalua	57.9%	70.3%	-12.4%	\$465.64	\$580.70	-19.8%	\$269.65	\$408.29	-34.0%
Other Maui County	63.4%	62.4%	1.0%	\$685.19	\$753.14	-9.0%	\$434.43	\$469.88	-7.5%
Maui County Luxury	57.7%	59.0%	-1.3%	\$1,005.37	\$1,124.20	-10.6%	\$580.49	\$663.67	-12.5%
Maui County Upper Upscale & Upscale	62.1%	70.0%	-8.0%	\$431.52	\$524.86	-17.8%	\$267.77	\$367.49	-27.1%
<b>Island of Hawai'i</b>	67.6%	68.4%	-0.8%	\$436.19	\$437.39	-0.3%	\$295.02	\$299.17	-1.4%
Kohala Coast	74.7%	75.2%	-0.5%	\$560.98	\$588.83	-4.7%	\$419.23	\$443.02	-5.4%
<b>Kauai</b>	79.0%	73.5%	5.5%	\$453.25	\$453.67	-0.1%	\$358.11	\$333.40	7.4%

Source: STR, Inc. © Copyright 2024 Department of Business, Economic Development & Tourism

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 2024**

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
<b>State of Hawai'i</b>	1,732.9	1,737.1	-0.2%	1,357.7	1,340.8	1.3%	522.1	545.8	-4.3%
<b>O'ahu</b>	959.0	942.4	1.8%	846.7	796.5	6.3%	262.9	243.9	7.8%
Waikiki	806.8	799.5	0.9%	718.2	683.1	5.1%	210.7	198.9	5.9%
<b>Maui County</b>	415.9	429.7	-3.2%	251.4	286.8	-12.3%	143.9	187.3	-23.2%
Wailea	76.3	76.0	0.4%	52.6	48.9	7.7%	42.7	43.8	-2.4%
Lahaina/Kā'anapali/ Kapalua	222.8	236.2	-5.7%	129.0	166.1	-22.3%	60.1	96.4	-37.7%
<b>Island of Hawai'i</b>	205.3	211.2	-2.8%	138.9	144.5	-3.9%	60.6	63.2	-4.1%
Kohala Coast	86.7	91.5	-5.2%	64.8	68.9	-5.9%	36.4	40.6	-10.3%
<b>Kauai</b>	152.7	153.9	-0.7%	120.7	113.1	6.7%	54.7	51.3	6.6%

Source: STR, Inc. © Copyright 2024 Department of Business, Economic Development & Tourism

**Figure 3: Hawai'i Hotel Performance July 2024 vs. 2019**

	Occupancy %			Average Daily Rate			RevPAR		
	2024	2019	Percentage Pt. Change	2024	2019	% Change	2024	2019	% Change
<b>State of Hawai'i</b>	78.4%	85.3%	-6.9%	\$384.54	\$303.93	26.5%	\$301.29	\$259.16	16.3%
Luxury Class	63.9%	83.0%	-19.1%	\$866.75	\$605.23	43.2%	\$553.85	\$502.22	10.3%
Upper Upscale Class	85.0%	87.7%	-2.7%	\$357.67	\$305.15	17.2%	\$304.11	\$267.66	13.6%
Upscale Class	77.3%	82.2%	-4.9%	\$258.24	\$219.22	17.8%	\$199.67	\$180.22	10.8%
Upper Midscale Class	71.9%	86.3%	-14.4%	\$220.38	\$178.40	23.5%	\$158.47	\$153.98	2.9%
Midscale & Economy Class	80.0%	84.5%	-4.6%	\$251.13	\$177.81	41.2%	\$200.85	\$150.33	33.6%
<b>O'ahu</b>	88.3%	88.0%	0.3%	\$310.46	\$261.62	18.7%	\$274.13	\$230.20	19.1%
Waikiki	89.0%	87.8%	1.2%	\$293.35	\$254.40	15.3%	\$261.11	\$223.42	16.9%
Other O'ahu	84.5%	89.0%	-4.5%	\$406.01	\$304.63	33.3%	\$343.19	\$271.13	26.6%
O'ahu Luxury	67.8%	87.9%	-20.1%	\$755.74	\$529.34	42.8%	\$512.10	\$465.07	10.1%
O'ahu Upper Upscale	92.6%	89.1%	3.6%	\$319.55	\$286.80	11.4%	\$296.05	\$255.51	15.9%
O'ahu Upscale	90.7%	89.2%	1.5%	\$236.39	\$210.78	12.2%	\$214.42	\$188.03	14.0%
O'ahu Upper Midscale	82.9%	86.4%	-3.5%	\$196.62	\$174.37	12.8%	\$162.99	\$150.69	8.2%
O'ahu Midscale & Economy	85.6%	90.6%	-5.0%	\$179.72	\$151.23	18.8%	\$153.80	\$137.00	12.3%
<b>Maui County</b>	60.5%	82.8%	-22.3%	\$572.51	\$432.51	32.4%	\$346.14	\$357.93	-3.3%
Wailea	69.0%	91.7%	-22.7%	\$811.76	\$697.21	16.4%	\$560.29	\$639.54	-12.4%
Lahaina/Kā'anapali/Kapalua	57.9%	82.3%	-24.4%	\$465.64	\$365.48	27.4%	\$269.65	\$300.76	-10.3%
Other Maui County	63.4%	83.4%	-20.0%	\$685.19	\$517.92	32.3%	\$434.43	\$431.72	0.6%
Maui County Luxury	57.7%	88.0%	-30.2%	\$1,005.37	\$633.17	58.8%	\$580.49	\$556.96	4.2%
Maui County Upper Upscale & Upscale	62.1%	82.9%	-20.9%	\$431.52	\$341.98	26.2%	\$267.77	\$283.52	-5.6%
<b>Island of Hawai'i</b>	67.6%	83.4%	-15.8%	\$436.19	\$265.38	64.4%	\$295.02	\$221.42	33.2%
Kohala Coast	74.7%	85.9%	-11.2%	\$560.98	\$376.33	49.1%	\$419.23	\$323.39	29.6%
<b>Kaua'i</b>	79.0%	76.7%	2.3%	\$453.25	\$301.26	50.5%	\$358.11	\$231.07	55.0%

Source: STR, Inc. © Copyright 2024 Department of Business, Economic Development & Tourism

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 2024 vs. 2019**

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2024	2019	% Change	2024	2019	% Change	2024	2019	% Change
<b>State of Hawai'i</b>	1,732.9	1,675.0	3.5%	1,357.7	1,428.2	-4.9%	522.1	434.1	20.3%
<b>O'ahu</b>	959.0	940.8	1.9%	846.7	827.8	2.3%	262.9	216.6	21.4%
Waikiki	806.8	807.1	0.0%	718.2	708.8	1.3%	210.7	180.3	16.8%
<b>Maui County</b>	415.9	392.6	5.9%	251.4	324.9	-22.6%	143.9	140.5	2.4%
Wailea	76.3	68.0	12.1%	52.6	62.4	-15.6%	42.7	43.5	-1.8%
Lahaina/Kā'anapali/ Kapalua	222.8	221.2	0.7%	129.0	182.0	-29.1%	60.1	66.5	-9.7%
<b>Island of Hawai'i</b>	205.3	200.7	2.3%	138.9	167.4	-17.0%	60.6	44.4	36.3%
Kohala Coast	86.7	93.0	-6.7%	64.8	79.9	-18.9%	36.4	30.1	20.9%
<b>Kaua'i</b>	152.7	141.0	8.3%	120.7	108.1	11.6%	54.7	32.6	67.9%

Source: STR, Inc. © Copyright 2024 Department of Business, Economic Development & Tourism

**Figure 5: Hawai'i Hotel Performance Year-to-Date July 2024**

	Occupancy %			Average Daily Rate			RevPAR		
	2024	2023	Percentage Pt. Change	2024	2023	% Change	2024	2023	% Change
<b>State of Hawai'i</b>	75.3%	75.0%	0.3%	\$371.72	\$382.96	-2.9%	\$279.81	\$287.26	-2.6%
Luxury Class	61.6%	60.2%	1.4%	\$822.59	\$851.71	-3.4%	\$506.77	\$512.83	-1.2%
Upper Upscale Class	79.3%	80.5%	-1.2%	\$346.15	\$359.47	-3.7%	\$274.43	\$289.29	-5.1%
Upscale Class	78.3%	75.6%	2.7%	\$263.21	\$273.35	-3.7%	\$206.09	\$206.63	-0.3%
Upper Midscale Class	71.3%	72.5%	-1.2%	\$224.27	\$232.41	-3.5%	\$159.87	\$168.57	-5.2%
Midscale & Economy Class	77.0%	75.9%	1.1%	\$234.89	\$235.67	-0.3%	\$180.89	\$178.87	1.1%
<b>O'ahu</b>	81.3%	79.6%	1.7%	\$287.17	\$278.92	3.0%	\$233.53	\$222.04	5.2%
Waikiki	81.9%	79.9%	2.0%	\$273.13	\$265.77	2.8%	\$223.69	\$212.33	5.4%
Other O'ahu	78.3%	78.0%	0.2%	\$365.03	\$354.25	3.0%	\$285.69	\$276.41	3.4%
O'ahu Luxury	60.1%	61.7%	-1.5%	\$707.94	\$679.27	4.2%	\$425.80	\$419.03	1.6%
O'ahu Upper Upscale	84.0%	82.7%	1.4%	\$301.23	\$292.01	3.2%	\$253.16	\$241.46	4.8%
O'ahu Upscale	87.1%	84.0%	3.1%	\$215.70	\$210.96	2.2%	\$187.85	\$177.15	6.0%
O'ahu Upper Midscale	76.8%	72.8%	4.0%	\$178.59	\$173.80	2.8%	\$137.14	\$126.58	8.3%
O'ahu Midscale & Economy	80.8%	78.3%	2.5%	\$160.78	\$154.02	4.4%	\$129.98	\$120.64	7.7%
<b>Maui County</b>	65.4%	67.2%	-1.8%	\$556.32	\$623.49	-10.8%	\$363.85	\$418.80	-13.1%
Wailea	68.2%	62.7%	5.5%	\$772.16	\$843.18	-8.4%	\$526.90	\$528.66	-0.3%
Lahaina/Kā'anapali/Kapalua	65.2%	70.4%	-5.2%	\$462.63	\$553.27	-16.4%	\$301.46	\$389.54	-22.6%
Other Maui County	65.7%	63.2%	2.5%	\$665.49	\$719.01	-7.4%	\$437.15	\$454.54	-3.8%
Maui County Luxury	58.0%	56.0%	1.9%	\$940.69	\$1,067.98	-11.9%	\$545.23	\$598.23	-8.9%
Maui County Upper Upscale & Upscale	68.2%	71.4%	-3.2%	\$443.04	\$510.55	-13.2%	\$302.06	\$364.58	-17.1%
<b>Island of Hawai'i</b>	67.8%	70.7%	-2.9%	\$435.73	\$418.15	4.2%	\$295.22	\$295.45	-0.1%
Kohala Coast	74.5%	74.7%	-0.2%	\$578.22	\$579.81	-0.3%	\$430.64	\$433.22	-0.6%
<b>Kaua'i</b>	74.3%	74.6%	-0.2%	\$431.97	\$414.08	4.3%	\$321.13	\$308.73	4.0%

Source: STR, Inc. © Copyright 2024 Department of Business, Economic Development & Tourism

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 2024**

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
<b>State of Hawai'i</b>	11,832.2	11,834.3	0.0%	8,906.7	8,877.0	0.3%	3,310.8	3,399.5	-2.6%
<b>O'ahu</b>	6,541.1	6,445.5	1.5%	5,319.4	5,131.2	3.7%	1,527.6	1,431.2	6.7%
Waikiki	5,502.8	5,468.2	0.6%	4,506.8	4,368.6	3.2%	1,230.9	1,161.0	6.0%
<b>Maui County</b>	2,828.5	2,937.8	-3.7%	1,849.9	1,973.3	-6.3%	1,029.1	1,230.4	-16.4%
Wailea	521.5	519.5	0.4%	355.8	325.7	9.3%	274.8	274.6	0.1%
Lahaina/Kā'anapali/Kapalua	1,527.8	1,615.3	-5.4%	995.6	1,137.2	-12.5%	460.6	629.2	-26.8%
<b>Island of Hawai'i</b>	1,418.2	1,406.4	0.8%	960.9	993.7	-3.3%	418.7	415.5	0.8%
Kohala Coast	607.3	626.0	-3.0%	452.3	467.8	-3.3%	261.5	271.2	-3.6%
<b>Kaua'i</b>	1,044.5	1,044.6	0.0%	776.5	778.8	-0.3%	335.4	322.5	4.0%

Source: STR, Inc. © Copyright 2024 Department of Business, Economic Development & Tourism

**Figure 7: Hawai'i Hotel Performance Year-to-Date July 2024 vs. 2019**

	Occupancy %			Average Daily Rate			RevPAR		
	2024	2019	Percentage Pt. Change	2024	2019	% Change	2024	2019	% Change
<b>State of Hawai'i</b>	75.3%	81.2%	-5.9%	\$371.72	\$283.66	31.0%	\$279.81	\$230.22	21.5%
Luxury Class	61.6%	77.2%	-15.6%	\$822.59	\$568.91	44.6%	\$506.77	\$439.46	15.3%
Upper Upscale Class	79.3%	83.0%	-3.8%	\$346.15	\$282.18	22.7%	\$274.43	\$234.33	17.1%
Upscale Class	78.3%	78.4%	-0.1%	\$263.21	\$211.53	24.4%	\$206.09	\$165.94	24.2%
Upper Midscale Class	71.3%	83.9%	-12.6%	\$224.27	\$163.90	36.8%	\$159.87	\$137.55	16.2%
Midscale & Economy Class	77.0%	82.7%	-5.7%	\$234.89	\$175.79	33.6%	\$180.89	\$145.38	24.4%
<b>O'ahu</b>	81.3%	84.0%	-2.6%	\$287.17	\$237.53	20.9%	\$233.53	\$199.45	17.1%
Waikiki	81.9%	84.2%	-2.3%	\$273.13	\$232.26	17.6%	\$223.69	\$195.46	14.4%
Other O'ahu	78.3%	82.8%	-4.6%	\$365.03	\$269.91	35.2%	\$285.69	\$223.57	27.8%
O'ahu Luxury	60.1%	72.8%	-12.6%	\$707.94	\$490.93	44.2%	\$425.80	\$357.25	19.2%
O'ahu Upper Upscale	84.0%	85.4%	-1.4%	\$301.23	\$261.73	15.1%	\$253.16	\$223.50	13.3%
O'ahu Upscale	87.1%	84.4%	2.6%	\$215.70	\$194.63	10.8%	\$187.85	\$164.34	14.3%
O'ahu Upper Midscale	76.8%	84.3%	-7.5%	\$178.59	\$157.42	13.4%	\$137.14	\$132.64	3.4%
O'ahu Midscale & Economy	80.8%	87.4%	-6.6%	\$160.78	\$132.64	21.2%	\$129.98	\$115.96	12.1%
<b>Maui County</b>	65.4%	79.1%	-13.7%	\$556.32	\$407.83	36.4%	\$363.85	\$322.66	12.8%
Wailea	68.2%	90.0%	-21.7%	\$772.16	\$625.77	23.4%	\$526.90	\$562.96	-6.4%
Lahaina/Kā'anapali/Kapalua	65.2%	78.5%	-13.3%	\$462.63	\$342.54	35.1%	\$301.46	\$268.80	12.2%
Other Maui County	65.7%	79.9%	-14.3%	\$665.49	\$489.76	35.9%	\$437.15	\$391.52	11.7%
Maui County Luxury	58.0%	82.9%	-24.9%	\$940.69	\$670.14	40.4%	\$545.23	\$555.28	-1.8%
Maui County Upper Upscale & Upscale	68.2%	79.0%	-10.8%	\$443.04	\$324.05	36.7%	\$302.06	\$256.09	18.0%
<b>Island of Hawai'i</b>	67.8%	77.9%	-10.1%	\$435.73	\$266.19	63.7%	\$295.22	\$207.30	42.4%
Kohala Coast	74.5%	78.7%	-4.2%	\$578.22	\$376.82	53.4%	\$430.64	\$296.57	45.2%
<b>Kauai</b>	74.3%	72.8%	1.6%	\$431.97	\$288.31	49.8%	\$321.13	\$209.81	53.1%

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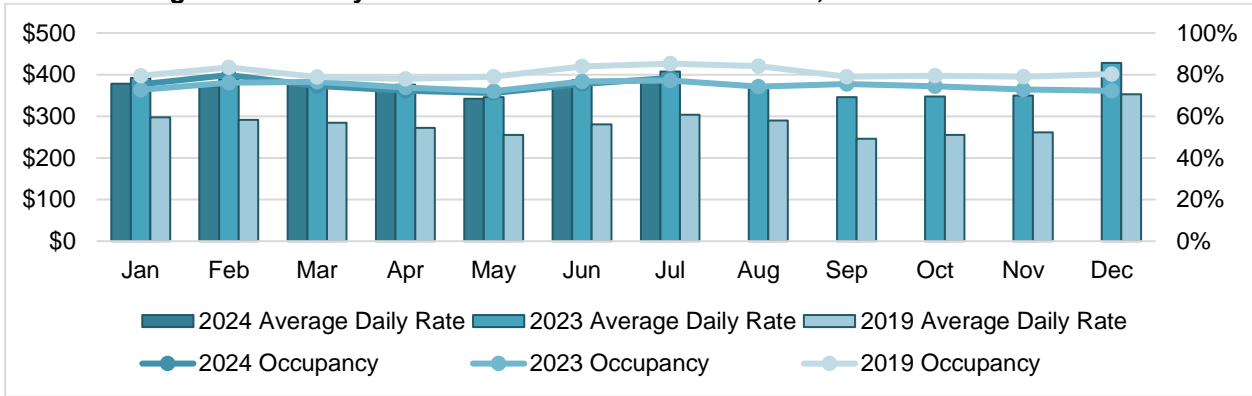
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

**Figure 8: Hawai'i Hotel Performance by Measure Year-to-Date 2024 vs. 2019**

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2024	2019	% Change	2024	2019	% Change	2024	2019	% Change
<b>State of Hawai'i</b>	11,832.2	11,470.0	3.2%	8,906.7	9,309.1	-4.3%	3,310.8	2,640.6	25.4%
<b>O'ahu</b>	6,541.1	6,440.1	1.6%	5,319.4	5,407.6	-1.6%	1,527.6	1,284.5	18.9%
Waikiki	5,502.8	5,525.8	-0.4%	4,506.8	4,650.2	-3.1%	1,230.9	1,080.1	14.0%
<b>Maui County</b>	2,828.5	2,696.0	4.9%	1,849.9	2,133.0	-13.3%	1,029.1	869.9	18.3%
Wailea	521.5	465.1	12.1%	355.8	418.4	-15.0%	274.8	261.8	4.9%
Lahaina/Kā'anapali/Kapalua	1,527.8	1,512.6	1.0%	995.6	1,187.0	-16.1%	460.6	406.6	13.3%
<b>Island of Hawai'i</b>	1,418.2	1,372.3	3.3%	960.9	1,068.7	-10.1%	418.7	284.5	47.2%
Kohala Coast	607.3	636.0	-4.5%	452.3	500.6	-9.6%	261.5	188.6	38.7%
<b>Kauai</b>	1,044.5	961.6	8.6%	776.5	699.8	11.0%	335.4	201.8	66.2%

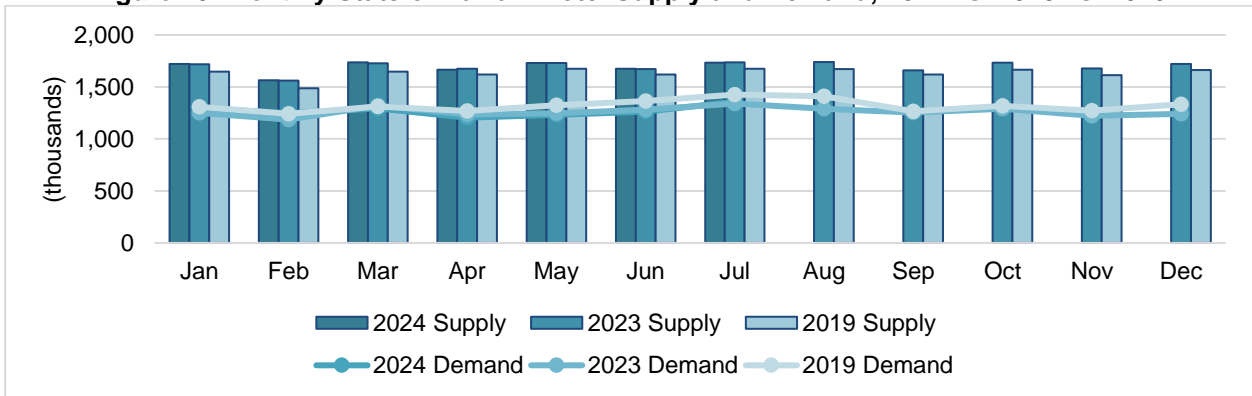
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**Figure 9: Monthly State of Hawai'i Hotel Performance, 2024 vs. 2023 vs. 2019**



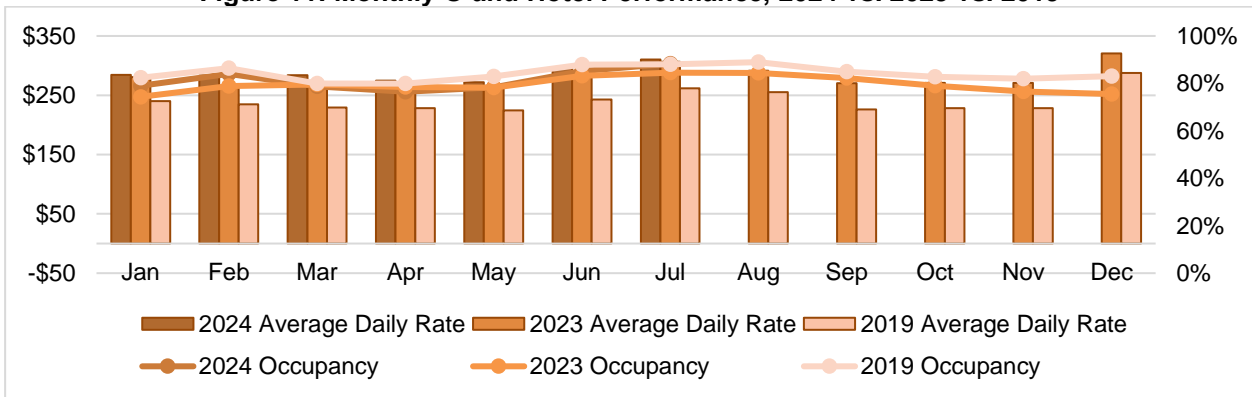
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**Figure 10: Monthly State of Hawai'i Hotel Supply and Demand, 2024 vs. 2023 vs. 2019**



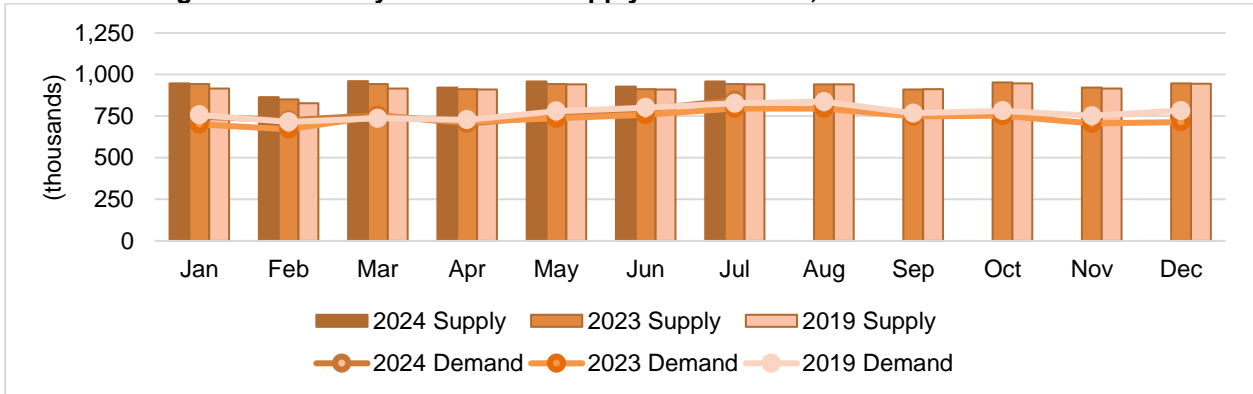
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**Figure 11: Monthly O'ahu Hotel Performance, 2024 vs. 2023 vs. 2019**



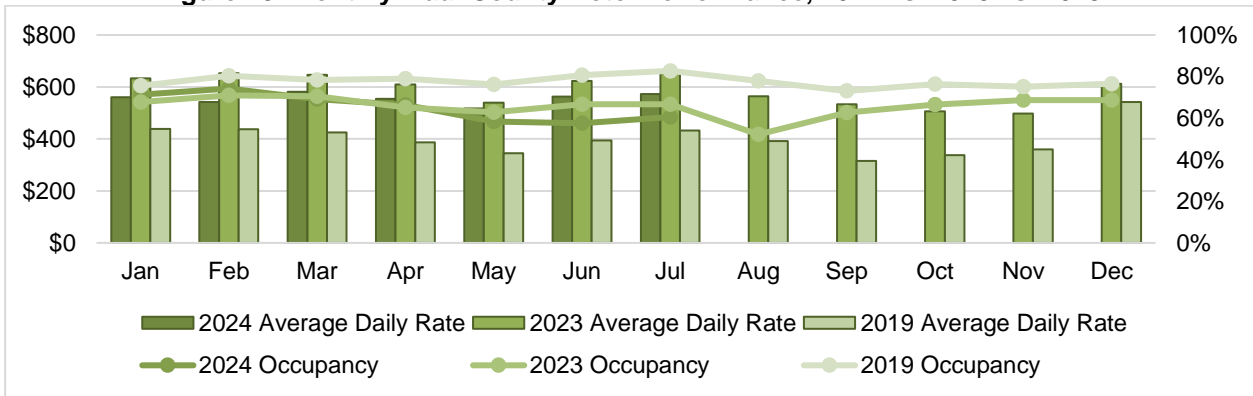
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**Figure 12: Monthly O'ahu Hotel Supply and Demand, 2024 vs. 2023 vs. 2019**



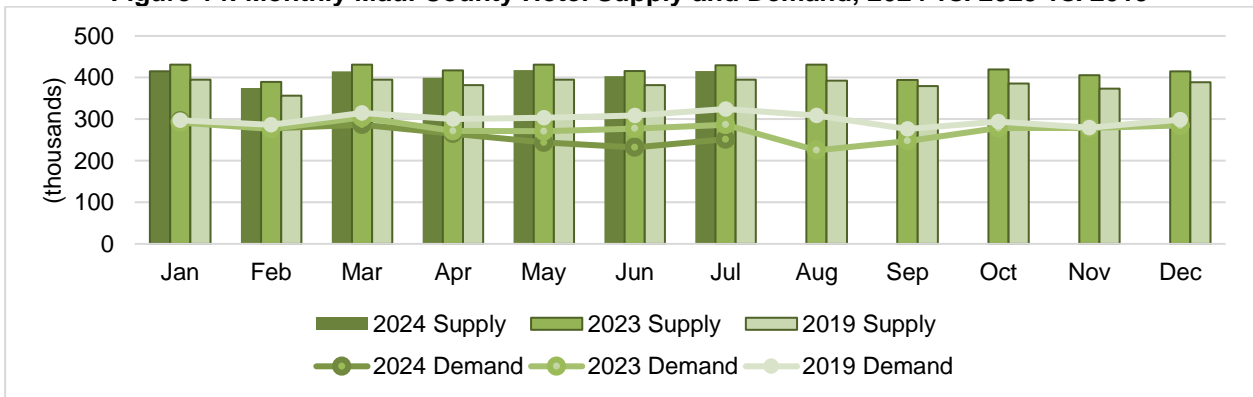
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**Figure 13: Monthly Maui County Hotel Performance, 2024 vs. 2023 vs. 2019**



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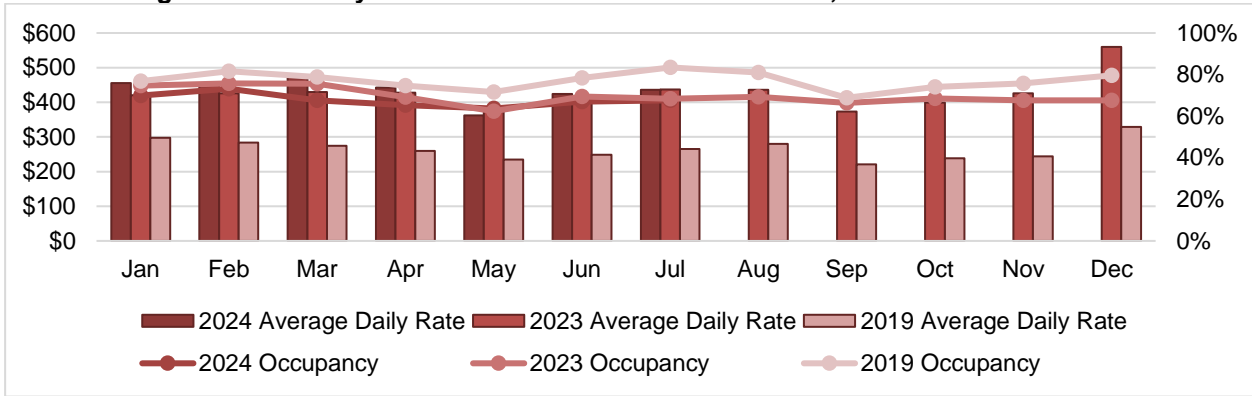
**Figure 14: Monthly Maui County Hotel Supply and Demand, 2024 vs. 2023 vs. 2019**



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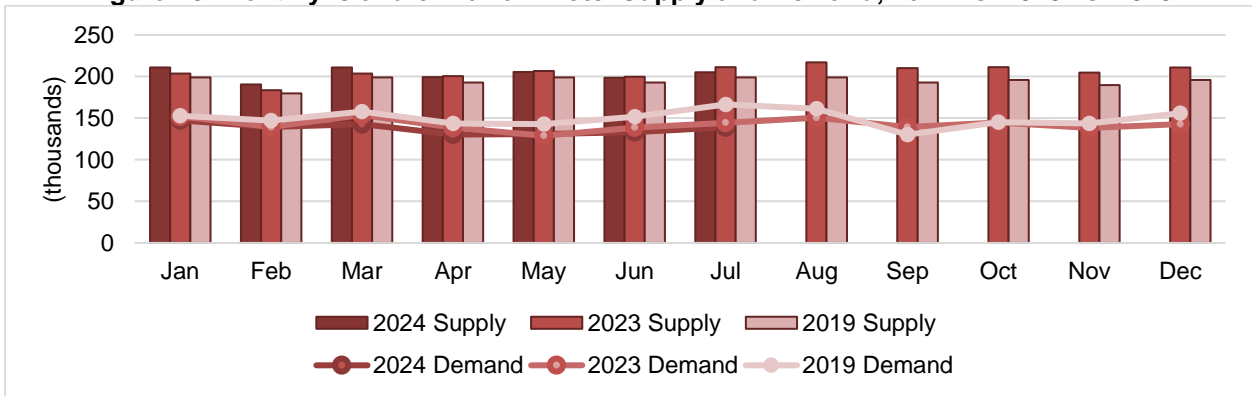


**Figure 15: Monthly Island of Hawai'i Hotel Performance, 2024 vs. 2023 vs. 2019**



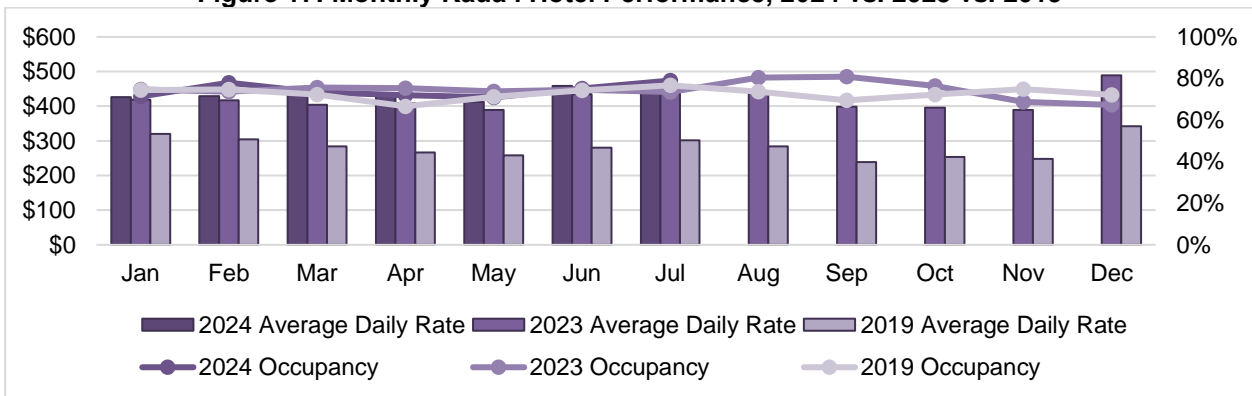
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**Figure 16: Monthly Island of Hawai'i Hotel Supply and Demand, 2024 vs. 2023 vs. 2019**



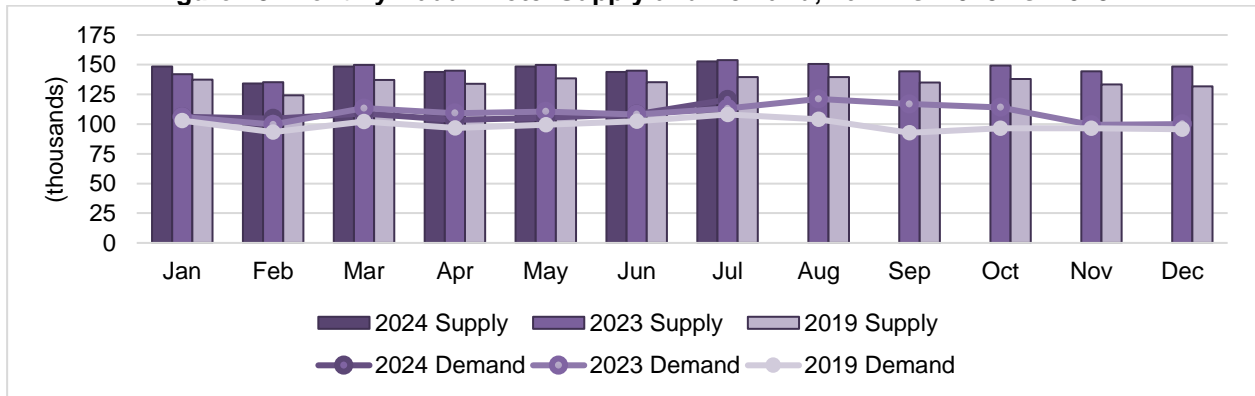
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**Figure 17: Monthly Kaua'i Hotel Performance, 2024 vs. 2023 vs. 2019**



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**Figure 18: Monthly Kaua'i Hotel Supply and Demand, 2024 vs. 2023 vs. 2019**



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