



June 2024 Hawai'i Hotel Performance Report

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

Statewide RevPAR in June 2024 was \$281 (-5.1%), with ADR at \$373 (-3.7%) and occupancy of 75.5 percent (-1.2 percentage points) compared to June 2023 (Figure 1). Compared with June 2019, RevPAR was 19.5 percent higher, driven by higher ADR (+32.8%) which offset lower occupancy (-8.4 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 June 2024, the survey included 172 properties representing 48,420 rooms, or 86.8 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 \$470.8 million (-5.1% vs. 2023, +23.2% vs. 2019) in June 2024. Room demand was 1.26 million room nights (-1.5% vs. 2023, -7.2% vs. 2019) and room supply was 1.67 million room nights (+0.1% vs. 2023, +3.1% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$508 (-2.0% vs. 2023, +14.7% vs. 2019), with ADR at \$837 (-1.2% vs. 2023, +51.1% vs. 2019) and occupancy of 60.7 percent (-0.5 percentage points vs. 2023, -19.3 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$185 (+2.1% vs. 2023, +33.7% vs. 2019) with ADR at \$240 (+2.5% vs. 2023, +41.9% vs. 2019) and occupancy of 77.2 percent (-0.3 percentage points vs. 2023, -4.7 percentage points vs. 2019).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires, but still led the counties in June 2024 RevPAR due to comparatively higher ADR. Maui County hotels achieved RevPAR of \$324 (-22.1% vs. 2023, +2.0% vs. 2019), with ADR at \$563 (-9.7% vs. 2023, +42.9% vs. 2019) and occupancy of 57.5 percent (-9.2 percentage points vs. 2023, -23.1 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$499 (-11.2% vs. 2023, -11.1% vs. 2019), with ADR at \$811 (-3.7% vs. 2023, +31.4% vs. 2019) and occupancy of 61.6 percent (-5.2 percentage points vs. 2023, -29.4 percentage points vs. 2019). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$257 (-34.2% vs. 2023, -4.8% vs. 2019), ADR at \$459 (-18.5% vs. 2023, +38.2% vs. 2019) and occupancy of 55.9 percent (-13.3 percentage points vs. 2023, -25.3 percentage points vs. 2019).

Kaua'i hotels earned RevPAR of \$345 (+6.4% vs. 2023, +65.6% vs. 2019), with ADR at \$459 (+5.5% vs. 2023, +63.5% vs. 2019) and occupancy of 75.3 percent (+0.6 percentage points vs. 2023, +1.0 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$284 (+0.7% vs. 2023, +45.5% vs. 2019), with ADR at \$424 (+4.3% vs. 2023, +70.2% vs. 2019), and occupancy of 67.0 percent (-2.4 percentage points vs. 2023, -11.4 percentage points vs. 2019). Kohala Coast hotels earned RevPAR of \$411 (-0.8% vs. 2023, +46.8% vs. 2019), with ADR at \$550 (-3.5% vs. 2023, +56.9%

vs. 2019), and occupancy of 74.7 percent (+2.1 percentage points vs. 2023, -5.1 percentage points vs. 2019).

O'ahu hotels reported RevPAR of \$252 (+4.7% vs. 2023, +18.1% vs. 2019) in June, ADR at \$296 (+2.3% vs. 2023, +22.0% vs. 2019) and occupancy of 85.2 percent (+2.0 percentage points vs. 2023, -2.8 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$242 (+4.2% vs. 2023, +15.4% vs. 2019), with ADR at \$281 (+1.6% vs. 2023, +18.4% vs. 2019) and occupancy of 85.9 percent (+2.2 percentage points vs. 2023, -2.3 percentage points vs. 2019).

First Half 2024

In the first half of 2024, Hawai'i's hotels earned \$276 in RevPAR (-2.3% vs. 2023, +22.7% vs. 2019), with ADR at \$370 (-2.5% vs. 2023, +32.0% vs. 2019) and occupancy of 74.7 percent (+0.1 percentage points vs. 2023, -5.7 percentage points vs. 2019).

Total statewide hotel revenues for the first half of 2024 were \$2.8 billion (-2.3% vs. 2023, +26.2% vs. 2019). Room supply was 10 million room nights (0.0% vs. 2023, +2.9% vs. 2019), and room demand was 7.5 million room nights (+0.2% vs. 2023, -4.4% vs. 2019).

Comparison to Top U.S. Markets

In comparison to the top U.S. markets, the Hawaiian Islands earned the highest first half of 2024 RevPAR at \$276 (-2.3%). New York, New York was second at \$225 (+10.1%), followed by Miami, Florida at \$191 (+2.6%) (Figure 19).

The Hawaiian Islands also led the U.S. markets in the first half of 2024 ADR at \$370 (-2.5%), followed by New York, New York at \$278 (+5.6%) and Miami, Florida at \$245 (-1.2%) (Figure 20).

New York, New York topped the country in occupancy at 81.0 percent (+3.3 percentage points), followed by Las Vegas, Nevada at 80.6 percent (+0.7 percentage points) and Miami, Florida at 77.9% (+2.9 percentage points). The Hawaiian Islands ranked fourth at 74.7 percent (+0.1 percentage points) (Figure 21).

Comparison to International Markets

Hotels in French Polynesia ranked highest for first half of 2024 RevPAR for international "sun and sea" destinations at \$551 (-5.7%), followed by The Maldives (\$414, -1.3%). Maui County (\$367, -11.8%), Kaua'i (\$319, +3.7%), Hawai'i Island (\$295, +0.2%), and O'ahu (\$227, +5.0%) ranked third, fifth, sixth, and ninth, respectively (Figure 22).

Hotels in French Polynesia ranked highest for first half of 2024 ADR at \$818 (+3.3%), followed by The Maldives (\$638, -1.9%) and Maui County (\$554, -10.5%). Hawai'i Island (\$436, +5.0%), Kaua'i (\$434, +5.3%), and O'ahu (\$283, +3.2%) ranked sixth, seventh, and tenth, respectively (Figure 23).

O'ahu led in occupancy for "sun and sea" destinations at 80.1 percent (+1.4 percentage points), followed by Aruba (76.9%, +9.4 percentage points) and Puerto Rico (76.9%, -0.4 percentage points). Kaua'i (73.5%, -1.2 percentage points), Hawai'i Island (67.8%, -3.3 percentage points) and Maui County (66.2%, -1.0 percentage points), ranked sixth, eleventh, and thirteenth, respectively (Figure 24).

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaiiourismauthority.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 June 2024, the survey included 172 properties representing 48,420 rooms, or 86.8 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The June survey included 84 properties on O'ahu, representing 29,743 rooms (96.1%); 42 properties in the County of Maui, representing 9,649 rooms (71.8%); 24 properties on the island of Hawai'i, representing 5,365 rooms (81.0%); and 22 properties on Kaua'i, representing 3,663 rooms (76.4%).

About the Hawai'i Tourism Authority

The Hawai'i Tourism Authority is the state agency responsible for representing The Hawaiian Islands around the world, and 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 Hawai'i – care for our beloved home. For more information about HTA, visit hawaii-tourism-authority.org or follow @HawaiiHTA on [Facebook](#), [Instagram](#), [Threads](#) and [X](#).

Figure 1: Hawai'i Hotel Performance June 2024

	Occupancy %			Average Daily Rate			RevPAR		
	2024	2023	Percentage Pt. Change	2024	2023	% Change	2024	2023	% Change
State of Hawai'i	75.5%	76.7%	-1.2%	\$372.53	\$386.69	-3.7%	\$281.28	\$296.54	-5.1%
Luxury Class	60.7%	61.3%	-0.5%	\$836.92	\$846.93	-1.2%	\$508.37	\$518.89	-2.0%
Upper Upscale Class	82.2%	82.8%	-0.6%	\$346.41	\$371.30	-6.7%	\$284.75	\$307.50	-7.4%
Upscale Class	74.7%	76.8%	-2.1%	\$255.91	\$268.08	-4.5%	\$191.05	\$205.84	-7.2%
Upper Midscale Class	69.1%	73.4%	-4.3%	\$217.02	\$229.10	-5.3%	\$149.90	\$168.13	-10.8%
Midscale & Economy Class	77.2%	77.4%	-0.3%	\$239.68	\$233.91	2.5%	\$184.92	\$181.14	2.1%
O'ahu	85.2%	83.2%	2.0%	\$296.24	\$289.65	2.3%	\$252.28	\$240.85	4.7%
Waikiki	85.9%	83.7%	2.2%	\$281.10	\$276.78	1.6%	\$241.53	\$231.76	4.2%
Other O'ahu	81.1%	79.9%	1.2%	\$381.30	\$365.08	4.4%	\$309.26	\$291.70	6.0%
O'ahu Luxury	62.1%	61.7%	0.4%	\$705.16	\$685.27	2.9%	\$437.98	\$423.13	3.5%
O'ahu Upper Upscale	89.9%	86.6%	3.3%	\$309.81	\$308.41	0.5%	\$278.61	\$267.02	4.3%
O'ahu Upscale	88.0%	88.5%	-0.5%	\$225.55	\$220.11	2.5%	\$198.42	\$194.80	1.9%
O'ahu Upper Midscale	78.5%	76.5%	2.0%	\$188.53	\$179.15	5.2%	\$148.09	\$137.08	8.0%
O'ahu Midscale & Economy	82.8%	81.5%	1.3%	\$169.32	\$157.09	7.8%	\$140.15	\$127.97	9.5%
Maui County	57.5%	66.7%	-9.2%	\$562.89	\$623.39	-9.7%	\$323.93	\$415.91	-22.1%
Wailea	61.6%	66.8%	-5.2%	\$810.50	\$841.54	-3.7%	\$499.45	\$562.17	-11.2%
Lahaina/Kā'anapali/Kapalua	55.9%	69.2%	-13.3%	\$459.31	\$563.88	-18.5%	\$256.97	\$390.32	-34.2%
Other Maui County	59.4%	63.7%	-4.3%	\$675.85	\$702.39	-3.8%	\$401.46	\$447.15	-10.2%
Maui County Luxury	52.7%	59.0%	-6.3%	\$995.80	\$1,036.17	-3.9%	\$525.26	\$611.46	-14.1%
Maui County Upper Upscale & Upscale	59.8%	69.9%	-10.1%	\$428.02	\$512.09	-16.4%	\$256.10	\$357.87	-28.4%
Island of Hawai'i	67.0%	69.4%	-2.4%	\$423.77	\$406.47	4.3%	\$284.00	\$282.14	0.7%
Kohala Coast	74.7%	72.7%	2.1%	\$550.40	\$570.44	-3.5%	\$411.19	\$414.45	-0.8%
Kauai	75.3%	74.6%	0.6%	\$458.61	\$434.66	5.5%	\$345.15	\$324.42	6.4%

Source: STR, Inc. © Copyright 2024 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 June 2024

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
State of Hawai'i	1,673.7	1,672.6	0.1%	1,263.7	1,282.7	-1.5%	470.8	496.0	-5.1%
O'ahu	928.0	912.0	1.8%	790.3	758.3	4.2%	234.1	219.6	6.6%
Waikiki	780.8	773.7	0.9%	670.9	647.8	3.6%	188.6	179.3	5.2%
Maui County	403.1	415.8	-3.0%	232.0	277.4	-16.4%	130.6	172.9	-24.5%
Wailea	73.8	73.5	0.4%	45.5	49.1	-7.4%	36.9	41.3	-10.8%
Lahaina/Kā'anapali/Kapalua	216.3	228.6	-5.4%	121.0	158.2	-23.5%	55.6	89.2	-37.7%
Island of Hawai'i	198.8	199.9	-0.6%	133.2	138.8	-4.0%	56.4	56.4	0.1%
Kohala Coast	84.0	88.6	-5.2%	62.7	64.4	-2.5%	34.5	36.7	-6.0%
Kauai	143.8	144.9	-0.8%	108.2	108.2	0.1%	49.6	47.0	5.6%

Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority

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

	Occupancy %			Average Daily Rate			RevPAR		
	2024	2019	Pt. Change	2024	2019	% Change	2024	2019	% Change
State of Hawai'i	75.5%	83.9%	-8.4%	\$372.53	\$280.51	32.8%	\$281.28	\$235.44	19.5%
Luxury Class	60.7%	80.0%	-19.3%	\$836.92	\$553.86	51.1%	\$508.37	\$443.10	14.7%
Upper Upscale Class	82.2%	86.6%	-4.4%	\$346.41	\$281.87	22.9%	\$284.75	\$244.19	16.6%
Upscale Class	74.7%	81.2%	-6.6%	\$255.91	\$206.74	23.8%	\$191.05	\$167.94	13.8%
Upper Midscale Class	69.1%	86.5%	-17.4%	\$217.02	\$166.74	30.2%	\$149.90	\$144.23	3.9%
Midscale & Economy Class	77.2%	81.9%	-4.7%	\$239.68	\$168.95	41.9%	\$184.92	\$138.34	33.7%
O'ahu	85.2%	87.9%	-2.8%	\$296.24	\$242.90	22.0%	\$252.28	\$213.63	18.1%
Waikiki	85.9%	88.2%	-2.3%	\$281.10	\$237.35	18.4%	\$241.53	\$209.37	15.4%
Other O'ahu	81.1%	86.4%	-5.3%	\$381.30	\$277.10	37.6%	\$309.26	\$239.33	29.2%
O'ahu Luxury	62.1%	79.6%	-17.5%	\$705.16	\$478.26	47.4%	\$437.98	\$380.74	15.0%
O'ahu Upper Upscale	89.9%	89.3%	0.6%	\$309.81	\$268.33	15.5%	\$278.61	\$239.72	16.2%
O'ahu Upscale	88.0%	89.3%	-1.3%	\$225.55	\$198.72	13.5%	\$198.42	\$177.48	11.8%
O'ahu Upper Midscale	78.5%	87.2%	-8.7%	\$188.53	\$162.77	15.8%	\$148.09	\$141.95	4.3%
O'ahu Midscale & Economy	82.8%	88.8%	-6.0%	\$169.32	\$142.58	18.8%	\$140.15	\$126.64	10.7%
Maui County	57.5%	80.6%	-23.1%	\$562.89	\$393.97	42.9%	\$323.93	\$317.57	2.0%
Wailea	61.6%	91.1%	-29.4%	\$810.50	\$616.71	31.4%	\$499.45	\$561.61	-11.1%
Lahaina/Kā'anapali/Kapalua	55.9%	81.2%	-25.3%	\$459.31	\$332.40	38.2%	\$256.97	\$270.05	-4.8%
Other Maui County	59.4%	79.8%	-20.4%	\$675.85	\$473.97	42.6%	\$401.46	\$378.22	6.1%
Maui County Luxury	52.7%	85.1%	-32.4%	\$995.80	\$549.93	81.1%	\$525.26	\$468.15	12.2%
Maui County Upper Upscale & Upscale	59.8%	81.0%	-21.2%	\$428.02	\$311.71	37.3%	\$256.10	\$252.50	1.4%
Island of Hawai'i	67.0%	78.4%	-11.4%	\$423.77	\$249.05	70.2%	\$284.00	\$195.25	45.5%
Kohala Coast	74.7%	79.8%	-5.1%	\$550.40	\$350.89	56.9%	\$411.19	\$280.11	46.8%
Kaua'i	75.3%	74.3%	1.0%	\$458.61	\$280.48	63.5%	\$345.15	\$208.42	65.6%

Source: STR, Inc. © Copyright 2024 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 June 2024 vs. 2019

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2024	2019	% Change	2024	2019	% Change	2024	2019	% Change
State of Hawai'i	1,673.7	1,622.8	3.1%	1,263.7	1,362.1	-7.2%	470.8	382.1	23.2%
O'ahu	928.0	910.4	1.9%	790.3	800.7	-1.3%	234.1	194.5	20.4%
Waikiki	780.8	781.0	0.0%	670.9	688.9	-2.6%	188.6	163.5	15.3%
Maui County	403.1	381.8	5.6%	232.0	307.7	-24.6%	130.6	121.2	7.7%
Wailea	73.8	65.8	12.1%	45.5	59.9	-24.1%	36.9	37.0	-0.3%
Lahaina/Kā'anapali/ Kapalua	216.3	214.1	1.1%	121.0	173.9	-30.4%	55.6	57.8	-3.8%
Island of Hawai'i	198.8	194.2	2.3%	133.2	152.2	-12.5%	56.4	37.9	48.9%
Kohala Coast	84.0	90.0	-6.7%	62.7	71.4	-12.1%	34.5	25.1	37.7%
Kaua'i	143.8	136.4	5.4%	108.2	101.4	6.7%	49.6	28.4	74.5%

Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority

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

	Occupancy % Percentage			Average Daily Rate %			RevPAR %		
	2024	2023	Pt. Change	2024	2023	Change	2024	2023	Change
State of Hawai'i	74.7%	74.6%	0.1%	\$369.68	\$379.03	-2.5%	\$276.32	\$282.83	-2.3%
Luxury Class	61.2%	59.8%	1.5%	\$814.35	\$841.57	-3.2%	\$498.53	\$502.90	-0.9%
Upper Upscale Class	78.3%	79.9%	-1.6%	\$343.91	\$354.73	-3.1%	\$269.28	\$283.51	-5.0%
Upscale Class	78.5%	75.4%	3.1%	\$264.45	\$273.27	-3.2%	\$207.61	\$206.05	0.8%
Upper Midscale Class	71.2%	72.6%	-1.5%	\$224.94	\$232.24	-3.1%	\$160.09	\$168.68	-5.1%
Midscale & Economy Class	76.5%	75.4%	1.1%	\$232.01	\$234.08	-0.9%	\$177.44	\$176.51	0.5%
O'ahu	80.1%	78.8%	1.4%	\$282.74	\$273.95	3.2%	\$226.57	\$215.74	5.0%
Waikiki	80.7%	78.9%	1.8%	\$269.28	\$261.11	3.1%	\$217.28	\$206.07	5.4%
Other O'ahu	77.2%	77.8%	-0.6%	\$357.34	\$346.81	3.0%	\$275.81	\$269.82	2.2%
O'ahu Luxury	58.8%	60.9%	-2.1%	\$698.42	\$667.49	4.6%	\$410.87	\$406.59	1.1%
O'ahu Upper Upscale	82.6%	81.7%	0.9%	\$297.63	\$286.65	3.8%	\$245.78	\$234.11	5.0%
O'ahu Upscale	86.5%	83.3%	3.2%	\$212.02	\$207.45	2.2%	\$183.35	\$172.83	6.1%
O'ahu Upper Midscale	75.7%	72.5%	3.2%	\$175.21	\$171.71	2.0%	\$132.70	\$124.54	6.6%
O'ahu Midscale & Economy	80.0%	77.4%	2.6%	\$157.38	\$151.96	3.6%	\$125.92	\$117.65	7.0%
Maui County	66.2%	67.2%	-1.0%	\$553.53	\$618.43	-10.5%	\$366.66	\$415.85	-11.8%
Wailea	68.1%	62.4%	5.7%	\$765.29	\$834.01	-8.2%	\$521.18	\$520.52	0.1%
Lahaina/Kā'anapali/Kapalua	66.4%	70.4%	-4.1%	\$462.03	\$548.58	-15.8%	\$306.65	\$386.33	-20.6%
Other Maui County	66.1%	63.4%	2.7%	\$661.79	\$713.26	-7.2%	\$437.36	\$451.91	-3.2%
Maui County Luxury	58.0%	55.5%	2.5%	\$928.73	\$1,057.74	-12.2%	\$538.82	\$587.02	-8.2%
Maui County Upper Upscale & Upscale	69.2%	71.6%	-2.4%	\$444.69	\$508.16	-12.5%	\$307.79	\$364.08	-15.5%
Island of Hawai'i	67.8%	71.1%	-3.3%	\$435.65	\$414.88	5.0%	\$295.23	\$294.79	0.1%
Kohala Coast	74.4%	74.6%	-0.2%	\$581.12	\$578.26	0.5%	\$432.52	\$431.54	0.2%
Kauai	73.5%	74.7%	-1.2%	\$433.79	\$411.80	5.3%	\$318.78	\$307.44	3.7%

Source: STR, Inc. © Copyright 2024 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 June 2024

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
State of Hawai'i	10,075.1	10,072.9	0.0%	7,530.7	7,516.4	0.2%	2,784.0	2,848.9	-2.3%
O'ahu	5,582.1	5,503.1	1.4%	4,473.1	4,333.8	3.2%	1,264.7	1,187.2	6.5%
Waikiki	4,696.0	4,668.7	0.6%	3,789.2	3,684.6	2.8%	1,020.3	962.1	6.1%
Maui County	2,412.6	2,508.1	-3.8%	1,598.1	1,686.6	-5.2%	884.6	1,043.0	-15.2%
Wailea	445.2	443.5	0.4%	303.2	276.8	9.5%	232.0	230.9	0.5%
Lahaina/Kā'anapali/Kapalua	1,305.0	1,379.0	-5.4%	866.1	971.2	-10.8%	400.2	532.8	-24.9%
Island of Hawai'i	1,212.8	1,195.2	1.5%	821.9	849.2	-3.2%	358.1	352.3	1.6%
Kohala Coast	520.6	534.5	-2.6%	387.5	398.9	-2.9%	225.2	230.7	-2.4%
Kauai	867.5	866.4	0.1%	637.5	646.8	-1.4%	276.6	266.4	3.8%

Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority

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

	Occupancy %			Average Daily Rate			RevPAR		
	2024	2019	Percentage Pt. Change	2024	2019	% Change	2024	2019	% Change
State of Hawai'i	74.7%	80.5%	-5.7%	\$369.68	\$279.99	32.0%	\$276.32	\$225.27	22.7%
Luxury Class	61.2%	76.3%	-15.0%	\$814.35	\$562.14	44.9%	\$498.53	\$428.71	16.3%
Upper Upscale Class	78.3%	82.2%	-3.9%	\$343.91	\$277.99	23.7%	\$269.28	\$228.63	17.8%
Upscale Class	78.5%	77.8%	0.7%	\$264.45	\$210.14	25.8%	\$207.61	\$163.51	27.0%
Upper Midscale Class	71.2%	83.5%	-12.3%	\$224.94	\$161.33	39.4%	\$160.09	\$134.74	18.8%
Midscale & Economy Class	76.5%	82.4%	-5.9%	\$232.01	\$175.43	32.2%	\$177.44	\$144.53	22.8%
O'ahu	80.1%	83.3%	-3.1%	\$282.74	\$233.18	21.3%	\$226.57	\$194.19	16.7%
Waikiki	80.7%	83.5%	-2.8%	\$269.28	\$228.28	18.0%	\$217.28	\$190.68	14.0%
Other O'ahu	77.2%	81.8%	-4.6%	\$357.34	\$263.44	35.6%	\$275.81	\$215.42	28.0%
O'ahu Luxury	58.8%	71.1%	-12.3%	\$698.42	\$483.31	44.5%	\$410.87	\$343.77	19.5%
O'ahu Upper Upscale	82.6%	84.8%	-2.2%	\$297.63	\$257.23	15.7%	\$245.78	\$218.03	12.7%
O'ahu Upscale	86.5%	83.6%	2.9%	\$212.02	\$191.67	10.6%	\$183.35	\$160.28	14.4%
O'ahu Upper Midscale	75.7%	83.9%	-8.1%	\$175.21	\$154.43	13.5%	\$132.70	\$129.55	2.4%
O'ahu Midscale & Economy	80.0%	87.1%	-7.1%	\$157.38	\$130.47	20.6%	\$125.92	\$113.67	10.8%
Maui County	66.2%	78.5%	-12.3%	\$553.53	\$403.40	37.2%	\$366.66	\$316.65	15.8%
Wailea	68.1%	89.7%	-21.6%	\$765.29	\$613.26	24.8%	\$521.18	\$549.84	-5.2%
Lahaina/Kā'anapali/Kapalua	66.4%	77.8%	-11.4%	\$462.03	\$338.38	36.5%	\$306.65	\$263.32	16.5%
Other Maui County	66.1%	79.4%	-13.3%	\$661.79	\$484.75	36.5%	\$437.36	\$384.71	13.7%
Maui County Luxury	58.0%	82.0%	-24.0%	\$928.73	\$661.02	40.5%	\$538.82	\$541.94	-0.6%
Maui County Upper Upscale & Upscale	69.2%	78.4%	-9.2%	\$444.69	\$320.82	38.6%	\$307.79	\$251.42	22.4%
Island of Hawai'i	67.8%	76.9%	-9.2%	\$435.65	\$266.34	63.6%	\$295.23	\$204.89	44.1%
Kohala Coast	74.4%	77.6%	-3.1%	\$581.12	\$376.85	54.2%	\$432.52	\$292.28	48.0%
Kaua'i	73.5%	72.1%	1.4%	\$433.79	\$285.94	51.7%	\$318.78	\$206.16	54.6%

Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority

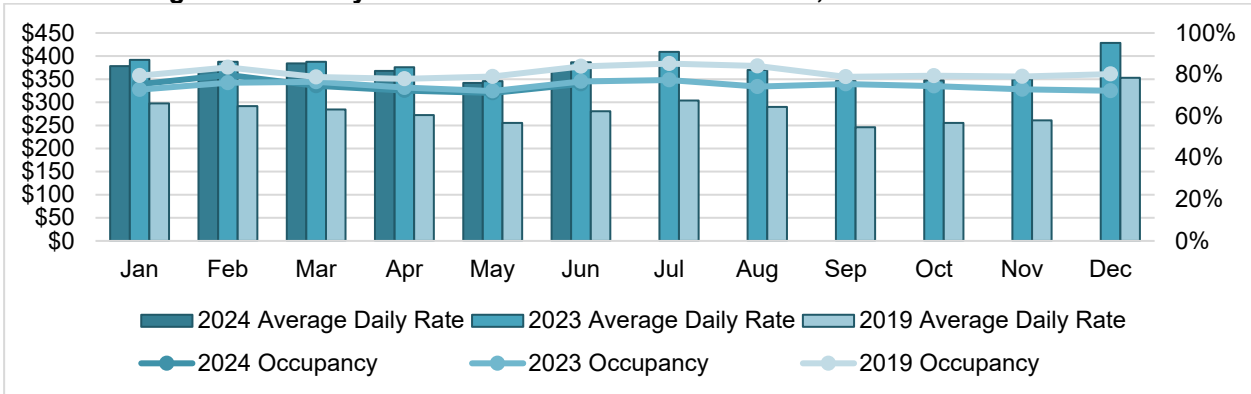
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

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

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2024	2019	% Change	2024	2019	% Change	2024	2019	% Change
State of Hawai'i	10,075.1	9,795.0	2.9%	7,530.7	7,880.9	-4.4%	2,784.0	2,206.5	26.2%
O'ahu	5,582.1	5,499.4	1.5%	4,473.1	4,579.8	-2.3%	1,264.7	1,067.9	18.4%
Waikiki	4,696.0	4,718.7	-0.5%	3,789.2	3,941.5	-3.9%	1,020.3	899.8	13.4%
Maui County	2,412.6	2,303.4	4.7%	1,598.1	1,808.1	-11.6%	884.6	729.4	21.3%
Wailea	445.2	397.1	12.1%	303.2	356.1	-14.8%	232.0	218.4	6.3%
Lahaina/Kā'anapali/Kapalua	1,305.0	1,291.4	1.1%	866.1	1,005.0	-13.8%	400.2	340.1	17.7%
Island of Hawai'i	1,212.8	1,171.6	3.5%	821.9	901.3	-8.8%	358.1	240.0	49.2%
Kohala Coast	520.6	543.0	-4.1%	387.5	420.6	-7.9%	225.2	158.5	42.0%
Kaua'i	867.5	820.6	5.7%	637.5	591.7	7.8%	276.6	169.2	63.5%

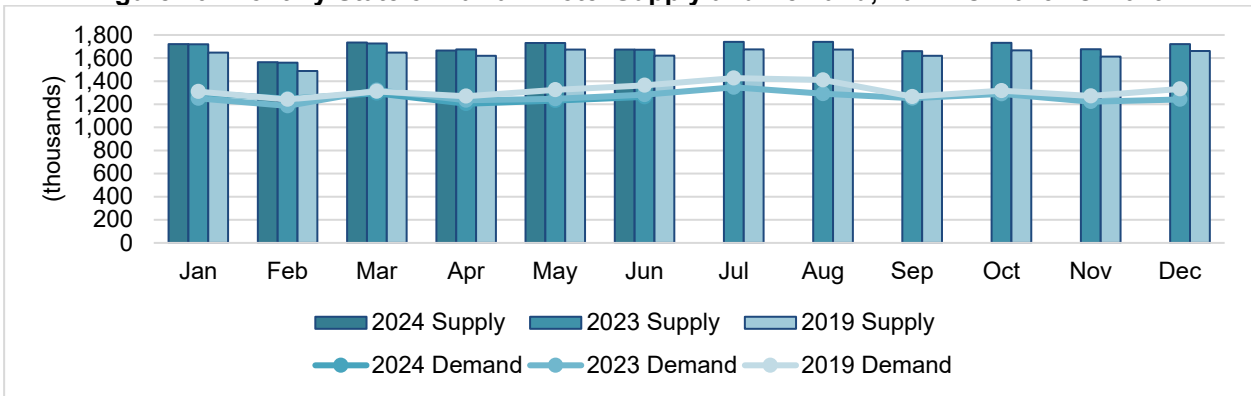
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority

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



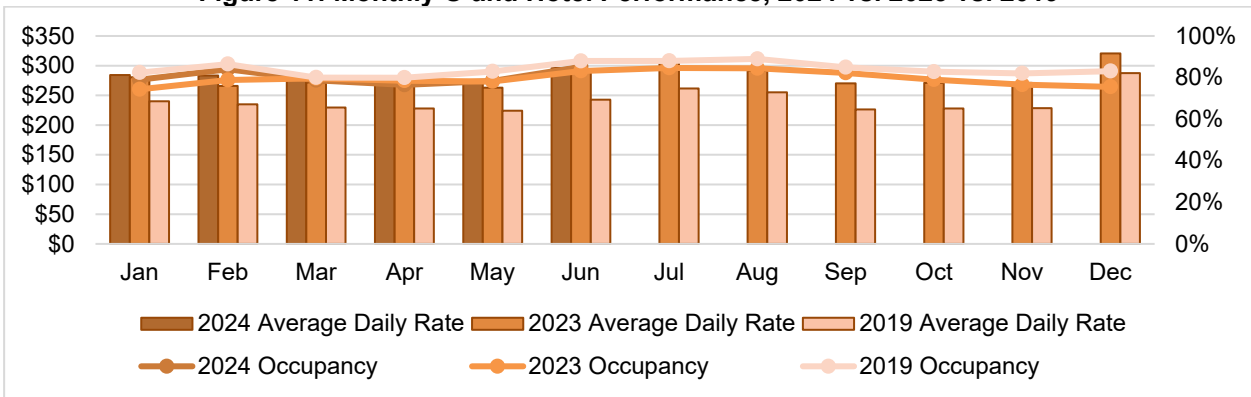
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

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



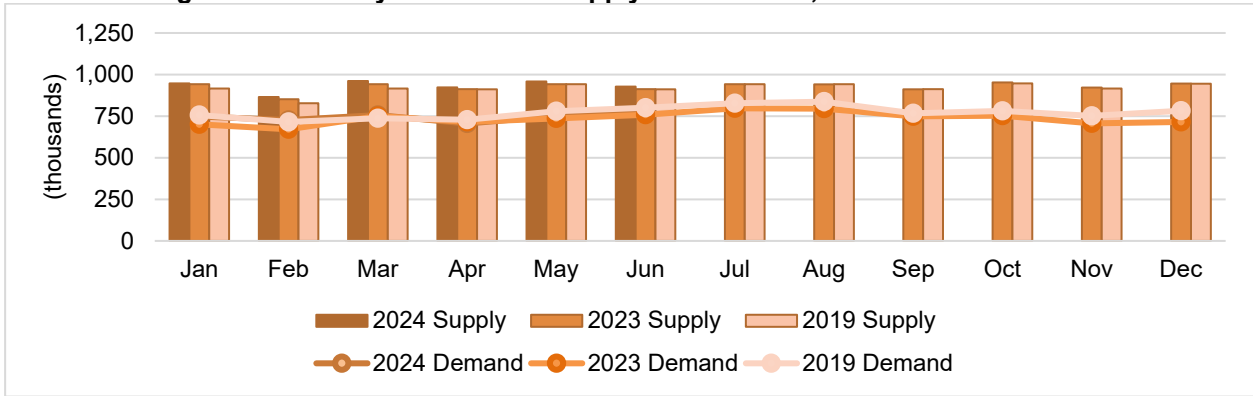
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

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



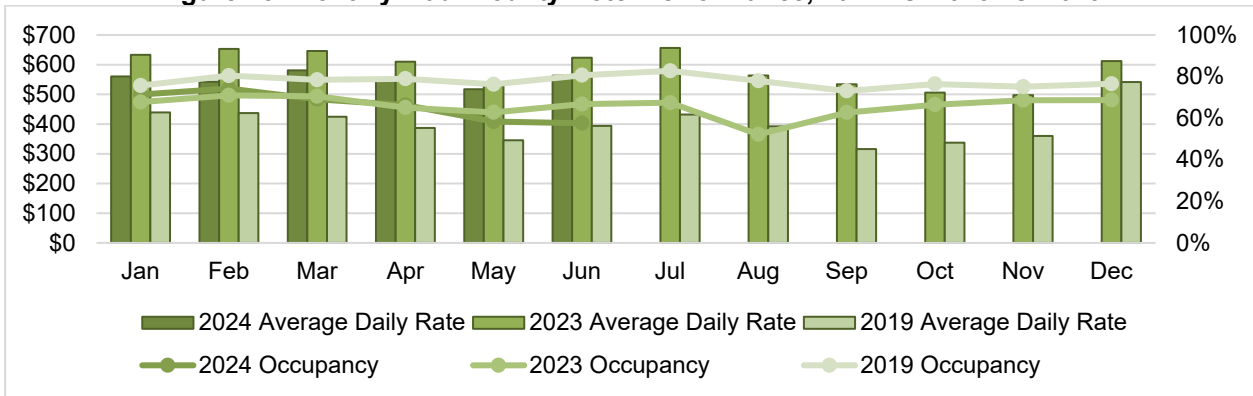
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

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



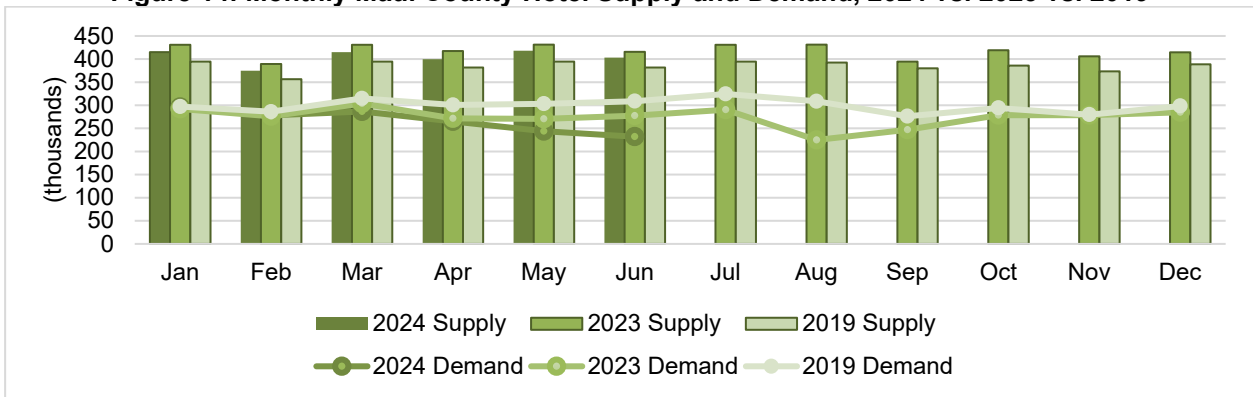
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

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



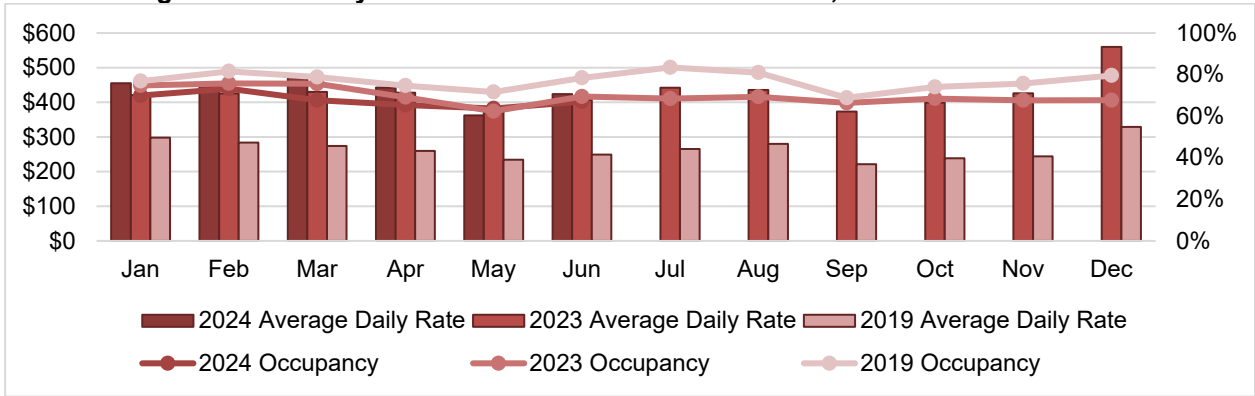
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

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



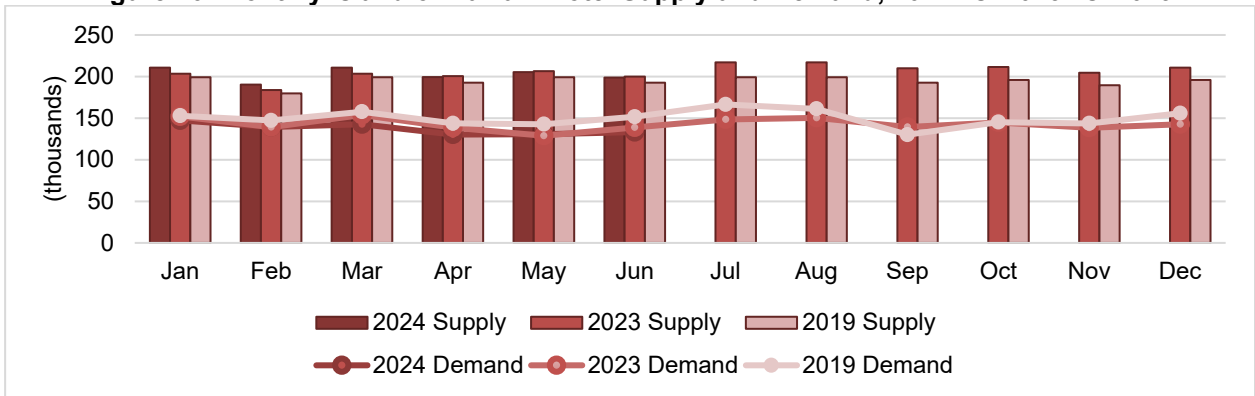
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

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



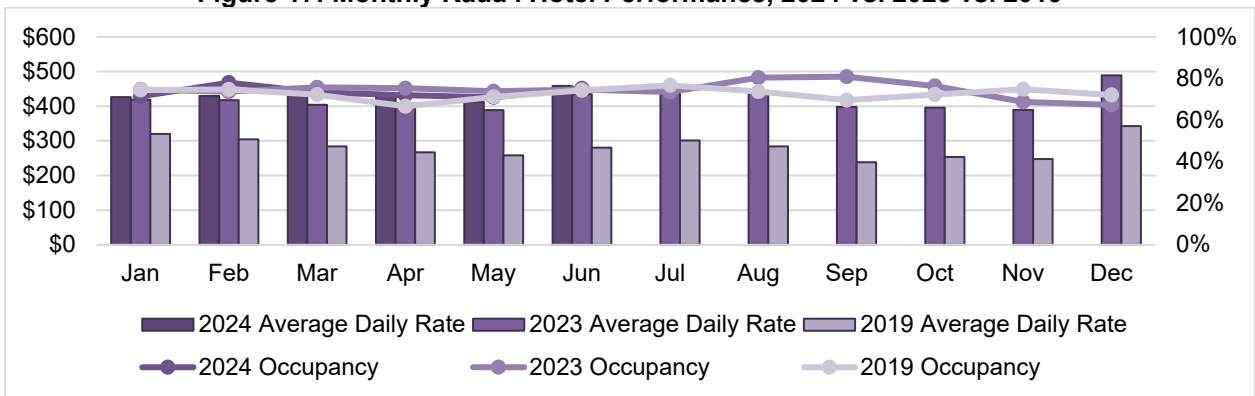
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

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



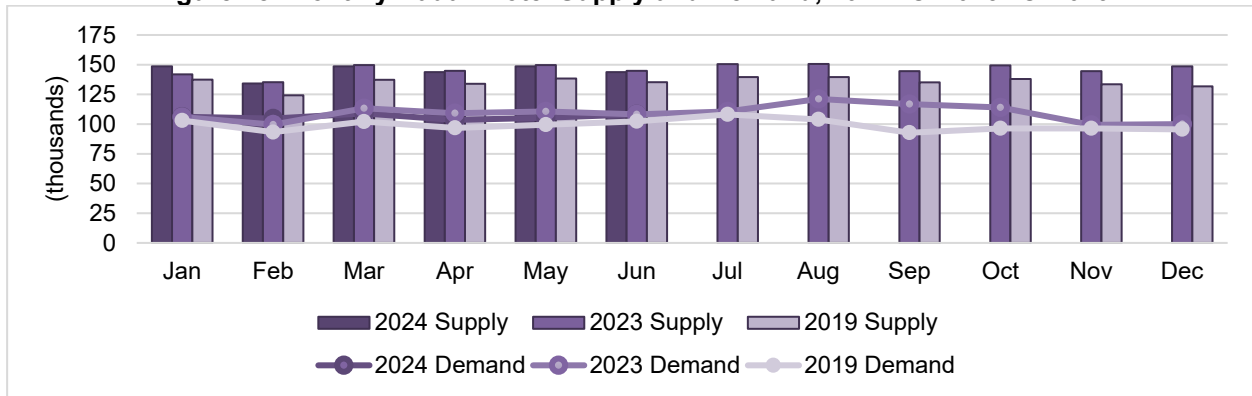
Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

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



Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

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



Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority.

Figure 19: Top 5 U.S. Markets – Revenue Per Available Room – YTD June 2024

Rank	Destination	Revenue Per Available Room	% Change
1	Hawaiian Islands	\$276.32	-2.3%
2	New York, NY	\$225.27	10.1%
3	Miami, FL	\$190.87	2.6%
4	Las Vegas, NV	\$163.68	7.5%
5	Boston, MA	\$155.80	8.4%

Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority

Figure 20: Top 5 U.S. Markets – Average Daily Rate – YTD June 2024

Rank	Destination	Average Daily Rate	% Change
1	Hawaiian Islands	\$369.68	-2.5%
2	New York, NY	\$278.28	5.6%
3	Miami, FL	\$245.05	-1.2%
4	San Francisco/San Mateo, CA	\$222.55	-1.3%
5	Boston, MA	\$218.64	3.3%

Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority

Figure 21: Top 5 U.S. Markets – Occupancy – YTD June 2024

Rank	Destination	Occupancy	Percentage Pt. Change
1	New York, NY	81.0%	3.3%
2	Las Vegas, NV	80.6%	0.7%
3	Miami, FL	77.9%	2.9%
4	Hawaiian Islands	74.7%	0.1%
5	Orlando, FL	74.3%	-2.0%

Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority

Figure 22: Competitive Sun and Sea Destinations – Revenue Per Available Room – YTD June 2024

Rank	Destination	Revenue Per Available Room	% Change
1	French Polynesia	\$550.54	-5.7%
2	Maldives	\$414.12	-1.3%
3	Maui County	\$366.66	-11.8%
4	Aruba	\$355.70	24.6%
5	Kaua'i	\$318.78	3.7%
6	Hawai'i Island	\$295.23	0.2%
7	Cabo San Lucas+	\$270.18	11.9%
8	Puerto Rico	\$243.31	2.7%
9	O'ahu	\$226.57	5.0%
10	Cancun+	\$218.14	3.8%
11	Costa Rica	\$188.22	14.2%
12	Fiji	\$176.69	4.4%
13	Puerto Vallarta+	\$153.58	6.5%
14	Phuket	\$107.77	8.6%
15	Bali	\$93.69	14.2%

Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority

Figure 23: Competitive Sun and Sea Destinations – Average Daily Rate – YTD June 2024

Rank	Destination	Average Daily Rate	% Change
1	French Polynesia	\$818.35	3.3%
2	Maldives	\$637.79	-1.9%
3	Maui County	\$553.53	-10.5%
4	Aruba	\$462.60	9.4%
5	Cabo San Lucas+	\$438.12	7.1%
6	Hawai'i Island	\$435.65	5.0%
7	Kaua'i	\$433.79	5.3%
8	Puerto Rico	\$316.56	3.2%
9	Cancun+	\$287.46	4.5%
10	O'ahu	\$282.74	3.2%
11	Costa Rica	\$261.58	8.3%
12	Fiji	\$244.51	6.6%
13	Puerto Vallarta+	\$202.84	11.5%
14	Phuket	\$149.59	3.0%
15	Bali	\$135.03	7.5%

Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority

Figure 24: Competitive Sun and Sea Destinations – Occupancy – YTD June 2024

Rank	Destination	Occupancy	Percentage Pt. Change
1	O'ahu	80.1%	1.4%
2	Aruba	76.9%	9.4%
3	Puerto Rico	76.9%	-0.4%
4	Cancun+	75.9%	-0.5%
5	Puerto Vallarta+	75.7%	-3.5%
6	Kaua'i	73.5%	-1.2%
7	Fiji	72.3%	-1.5%
8	Phuket	72.0%	3.7%
9	Costa Rica	72.0%	3.8%
10	Bali	69.4%	4.1%
11	Hawai'i Island	67.8%	-3.3%
12	French Polynesia	67.3%	-6.4%
13	Maui County	66.2%	-1.0%
14	Maldives	64.9%	0.4%
15	Cabo San Lucas+	61.7%	2.6%

Source: STR, Inc. © Copyright 2024 Hawai'i Tourism Authority