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HTA Release (18-13)

## **Hawai'i Hotels Statewide Begin 2018 with Strong January**

### **Maui County Led the State with RevPAR of \$345 (+15.3%), ADR of \$434 (+13.5%)**

**HONOLULU** – Hawai'i hotels began 2018 with a strong showing statewide, reporting average revenue per available room (RevPAR) of \$241 (+5.4%) in January, according to the *Hawai'i Hotel Performance Report* released today by the Hawai'i Tourism Authority (HTA).

Statewide average daily rate (ADR) grew to \$295 (+4.9%) in January, while occupancy was similar at 81.7 percent (+0.4 percentage points) compared to a year ago.

HTA's Tourism Research Division issued the report's findings utilizing data compiled by STR, Inc., which conducts the largest and most comprehensive survey of hotel properties in the Hawaiian Islands.

"We anticipated January would be a good month for Hawai'i's hotels statewide given the additional airlift coming into the state," said Jennifer Chun, HTA director of tourism research. "Maui County's results, particularly the Wailea region, were phenomenal in January. Additionally, the growth in RevPAR and ADR for the other neighbor islands helped to elevate the overall averages statewide."

Luxury Class and Midscale and Economy Class properties led the state in RevPAR growth in January. Luxury Class hotels grew RevPAR to \$475 (+11.5%), with growth in ADR to \$612 (+11.8%) offsetting flat occupancy of 77.6 percent (-0.2 percentage points). At the other end of the price spectrum, Midscale and Economy Class hotels saw RevPAR grow to \$147 (+17.4), supported by strong increases in both ADR to \$174 (+7.5%) and occupancy of 84.6 percent (+7.1 percentage points).

Maui County hotels led the island counties in both total RevPAR at \$345 and the rate of RevPAR growth (+15.3%) in January, driven by the rise in ADR to \$434 (+13.5%) and a modest increase in occupancy to 79.5 percent (+1.2 percentage points).

Wailea, on the island of Maui, topped the state's resort regions in overall performance, with RevPAR soaring to \$572 (+23.5% or \$109), and ADR also jumping to \$662 (+21.7% or \$118) in January. Occupancy also rose to 86.3 percent (+1.2 percentage points), the state's highest regional occupancy.

Additionally, the Lahaina-Kā'anapali-Kapalua resort area reported growth in RevPAR to \$284 (+10.6%) and ADR to \$356 (+8.5%) in January, with occupancy also increasing to 79.7 percent (+1.5 percentage points).

Kaua'i hotels recorded a strong increase in RevPAR to \$245 (+9.9%) to begin 2018, boosted by increases in ADR to \$304 (+8.9%) and occupancy of 80.5 percent (+0.7 percentage points).

Hotel properties on the island of Hawai'i also posted a good January with RevPAR increasing to \$232 (+7.5%), boosted by an increase in ADR to \$287 (+7.9%). Occupancy in January was similar to last year at 80.6 percent.

The Kohala Coast resort area reported growth in RevPAR to \$324 (+7.9%) in January 2018, driven by a strong increase in ADR to \$408 (+13.2%), which offset a decrease in occupancy to 79.4 percent (-3.9 percentage points).

O'ahu hotel properties reported declines in RevPAR to \$199 (-2.2%) and ADR to \$239 (-2.5%) in January, while occupancy remained stable at 83.1 percent.

January proved to be a soft month for Waikīkī hotel properties with RevPAR of \$198 (-2.9%), ADR of \$236 (-2.5%), and occupancy of 84.0% (-0.4 percentage points) at lower levels than a year ago.

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Tables of hotel performance statistics, including data presented in the news release are available for viewing online at: <http://www.hawaii tourism authority.org/research/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 January 2018, the survey included 166 properties representing 48,783 rooms, or 90.2 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels.

### **About the Hawai'i Tourism Authority**

The [Hawai'i Tourism Authority](http://www.hawaii tourism authority.org) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit [www.hawaii tourism authority.org](http://www.hawaii tourism authority.org). Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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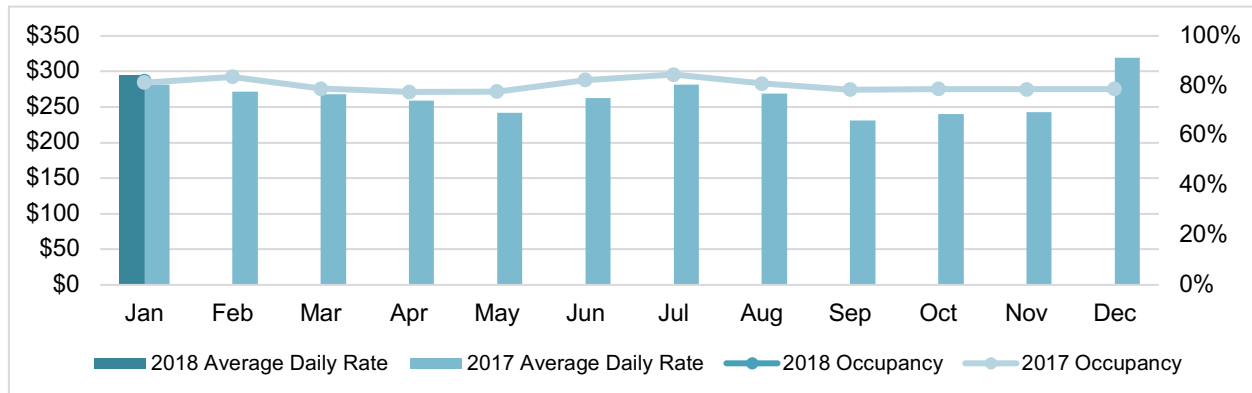
**Figure 1: Hawai'i Hotel Performance January 2018**

	Occupancy %			Average Daily Rate			RevPAR		
	2018	2017	Percentage Pt. Change	2018	2017	% Change	2018	2017	% Change
<b>State of Hawai'i</b>	81.7%	81.3%	0.4%	\$295.16	\$281.38	4.9%	\$241.23	\$228.84	5.4%
Luxury Class	77.6%	77.8%	-0.2%	\$612.05	\$547.63	11.8%	\$474.69	\$425.86	11.5%
Upper Upscale Class	85.7%	87.8%	-2.1%	\$285.66	\$279.39	2.2%	\$244.68	\$245.31	-0.3%
Upscale Class	76.9%	75.7%	1.1%	\$217.01	\$208.37	4.1%	\$166.84	\$157.83	5.7%
Upper Midscale Class	83.0%	79.6%	3.4%	\$171.94	\$169.35	1.5%	\$142.79	\$134.83	5.9%
Midscale & Economy Class	84.6%	77.5%	7.1%	\$173.61	\$161.51	7.5%	\$146.87	\$125.09	17.4%
<b>O'ahu</b>	83.1%	82.9%	0.2%	\$239.42	\$245.51	-2.5%	\$199.05	\$203.61	-2.2%
Waikiki	84.0%	84.4%	-0.4%	\$235.53	\$241.56	-2.5%	\$197.95	\$203.89	-2.9%
Other O'ahu	77.7%	74.3%	3.5%	\$264.38	\$271.91	-2.8%	\$205.55	\$201.92	1.8%
O'ahu Luxury	70.4%	72.9%	-2.5%	\$524.27	\$517.44	1.3%	\$369.02	\$377.21	-2.2%
O'ahu Upper Upscale	86.9%	88.7%	-1.8%	\$261.63	\$269.69	-3.0%	\$227.24	\$239.19	-5.0%
O'ahu Upscale	79.0%	79.5%	-0.5%	\$196.67	\$198.69	-1.0%	\$155.27	\$157.95	-1.7%
O'ahu Upper Midscale	83.8%	80.9%	2.9%	\$152.98	\$157.16	-2.7%	\$128.21	\$127.15	0.8%
O'ahu Midscale & Economy	89.7%	78.1%	11.6%	\$131.19	\$132.05	-0.7%	\$117.64	\$103.16	14.0%
<b>Maui County</b>	79.5%	78.2%	1.2%	\$434.22	\$382.43	13.5%	\$345.06	\$299.22	15.3%
Wailea	86.3%	85.1%	1.2%	\$662.03	\$543.79	21.7%	\$571.53	\$462.72	23.5%
Lahaina/Kā'anapali/Kapalua	79.7%	78.2%	1.5%	\$355.75	\$327.91	8.5%	\$283.54	\$256.39	10.6%
Other Maui County	79.2%	78.3%	0.9%	\$534.04	\$448.02	19.2%	\$422.81	\$350.81	20.5%
Maui County Luxury	78.6%	78.4%	0.3%	\$741.23	\$618.56	19.8%	\$582.97	\$484.66	20.3%
Maui County Upper Upscale & Upscale	80.2%	78.6%	1.6%	\$335.21	\$305.47	9.7%	\$268.74	\$240.16	11.9%
<b>Island of Hawai'i</b>	80.6%	80.9%	-0.4%	\$287.37	\$266.21	7.9%	\$231.56	\$215.48	7.5%
Kohala Coast	79.4%	83.3%	-3.9%	\$407.88	\$360.33	13.2%	\$323.89	\$300.10	7.9%
<b>Kaua'i</b>	80.5%	79.8%	0.7%	\$303.78	\$278.90	8.9%	\$244.59	\$222.57	9.9%

Source: STR, Inc. © Copyright 2018 Hawai'i Tourism Authority

Note: Samples for Maui Upper Midscale, Midscale and Economy Classes were insufficient for reporting purposes, but these data are included in Maui and statewide totals.

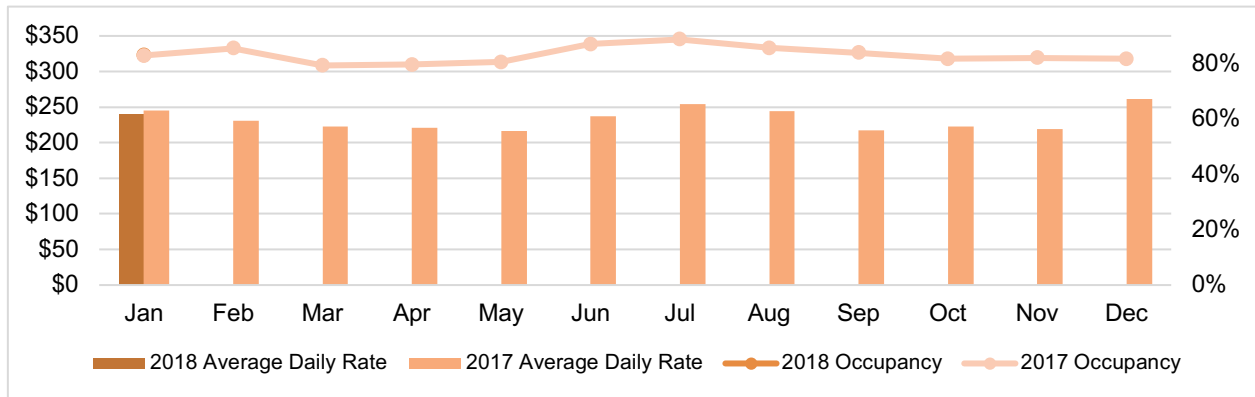
**Figure 2: Monthly State of Hawai'i Hotel Performance, 2018 vs. 2017**



Source: STR, Inc. © Copyright 2018 Hawai'i Tourism Authority.

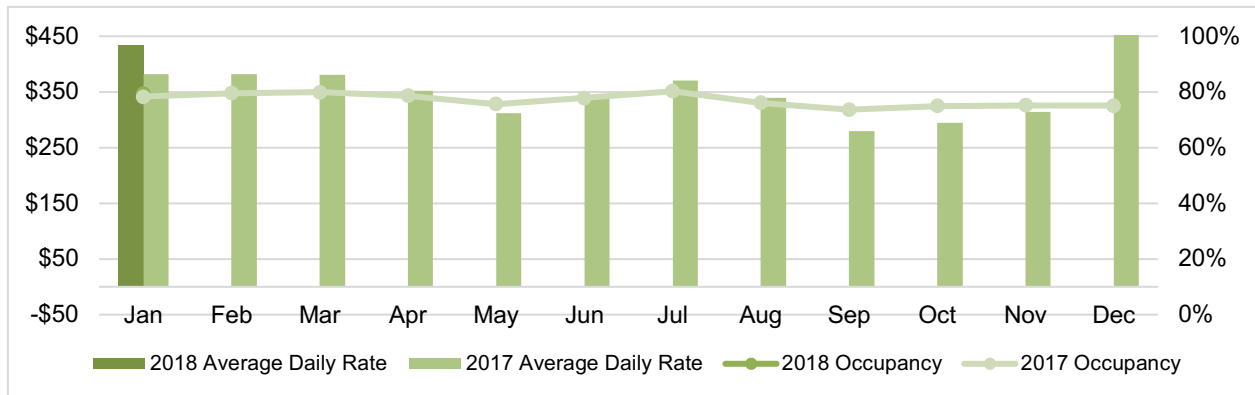
January and February 2017 data courtesy of Hospitality Advisors LLC.

**Figure 3: Monthly O'ahu Hotel Performance, 2018 vs. 2017**



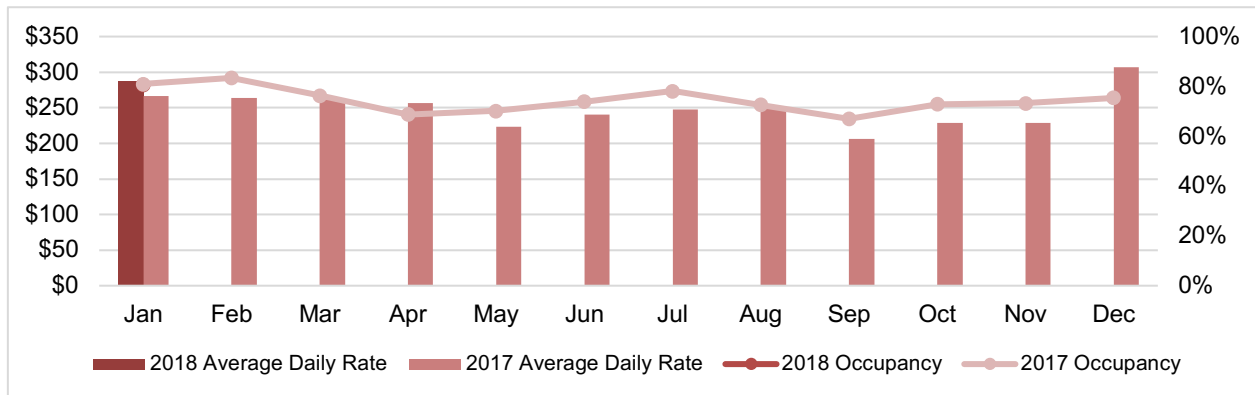
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**Figure 4: Monthly Maui County Hotel Performance, 2018 vs. 2017**



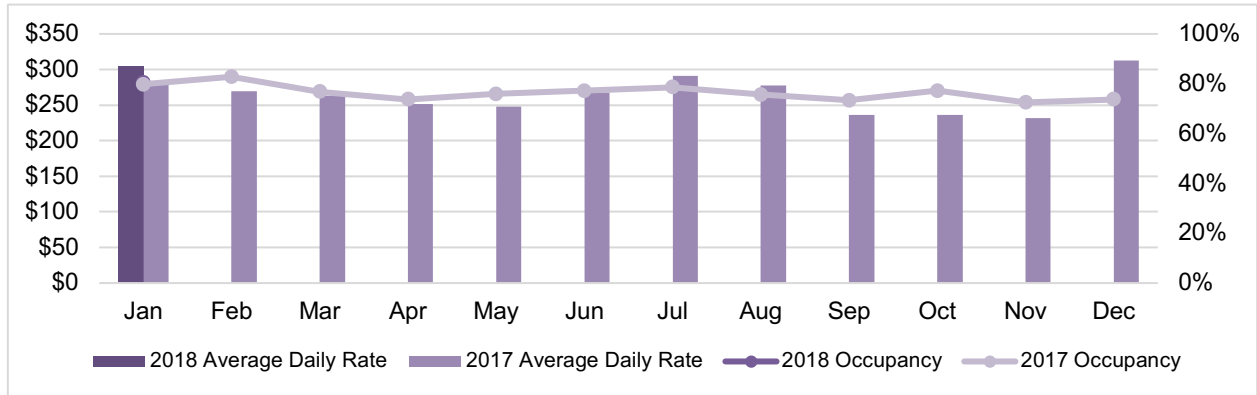
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**Figure 5: Monthly Island of Hawai'i Hotel Performance, 2018 vs. 2017**



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**Figure 6: Monthly Kaua'i Hotel Performance, 2018 vs. 2017**



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