



For Immediate Release: June 26, 2018
HTA Release (18-36)

Hawaii Hotels Statewide Report Continued Strong Growth in May

RevPAR Increased 8.1%, ADR 6.1% and Occupancy 1.5 Percentage Points Statewide

HONOLULU – Hawaii hotels statewide continued the strong growth in 2018 with May reporting increases in revenue per available room (RevPAR), average daily rate (ADR) and room occupancy, according to the Hawaii Hotel Performance Report issued today by the Hawaii Tourism Authority (HTA).

Hotels statewide averaged RevPAR of \$203 (+8.1%), ADR of \$256 (+6.1%), and occupancy of 79.5 percent (+1.5 percentage points) in May compared to a year ago (Figure 1).

Jennifer Chun, HTA tourism research director, said, “May was a good month for Hawaii’s hotel industry, as everything was up on a statewide basis with the four counties reporting growth in RevPAR and ADR and all classes of hotel properties performing well. The results for Waikīkī and Wailea were particularly notable, with both regions generating high occupancy along with solid growth in RevPAR and ADR, and hotels on the island of Hawaii did well overall during the month of May.”

Year-to-date through May, hotels statewide have averaged RevPAR of \$230 (+8.6%) and ADR of \$281 (+6.3%) with occupancy of 81.7% (+1.8 percentage points) versus the same period last year (Figure 2). All four counties reported year-over-year growth in all three categories, highlighted by increases in RevPAR for Kaua’i (+15.9% to \$234), the island of Hawaii (+13.3% to \$220), Maui (+12% to \$318) and O’ahu (+4.1% to \$194).

All classes of hotel properties reported RevPAR, ADR, and occupancy growth on a statewide basis. Midscale & Economy Class hotels led all classes of Hawaii hotel properties in growth of RevPAR (+14.7% to \$128) in May, bolstered by increases in ADR to \$156 (+10.1%) and occupancy of 81.8 percent (+3.3 percentage points). Upscale Class hotels grew RevPAR to \$147 (+14.1%), with increases in both ADR to \$197 (+8.7%) and occupancy of 74.9% (+3.5 percentage points).

All four counties reported RevPAR increases for May. Kaua’i hotels earned the state’s highest growth in RevPAR (+14.5% to \$214), boosted by ADR of \$273 (+10.2%) and occupancy of 78.1% (+2.9 percentage points).

Maui County hotels reported the highest RevPAR for May at \$259 (+9.9%), which was bolstered by a strong increase in ADR to \$341 (+9.5%) to offset flat occupancy of 75.9 percent (+0.3 percentage points). Wailea hotel properties led the state’s resort regions in RevPAR at \$438 (+11.7%), ADR at \$509 (+8.9%), and occupancy of 86.1 percent (+2.2 percentage points).

O’ahu hotels performed well in May, with increases in RevPAR to \$187 (+6.8%), ADR to \$225 (+3.9%), and occupancy of 83.3 percent (+2.2 percentage points). Waikīkī hotels earned RevPAR of \$186 (+6.7%), boosted by an increase in ADR to \$222 (+4.1%) and occupancy of 83.9 percent (+2.0 percentage points).

Hotel properties on the island of Hawaii reported growth in RevPAR to \$166 (+5.2%), which was driven by ADR of \$235 (+5.5%) to offset flat occupancy of 70.6% (-0.2 percentage points). The Kohala Coast resort region reported increases in RevPAR to \$215 (+2.2%) and ADR to \$337 (+12.2%), which offset a decline in occupancy to 63.8% (-6.2 percentage points).

Tables of hotel performance statistics, including data presented in the news release are available for viewing online at: <https://www.hawaiiitourismauthority.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 May 2018, the survey included 162 properties representing 48,519 rooms, or 89.8 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.hawaiiitourismauthority.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.hawaiiitourismauthority.org. Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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Figure 1: Hawai'i Hotel Performance May 2018

	Occupancy %			Average Daily Rate			RevPAR		
	2018	2017	Percentage Pt. Change	2018	2017	% Change	2018	2017	% Change
State of Hawai'i	79.5%	78.0%	1.5%	\$256.07	\$241.45	6.1%	\$203.54	\$188.22	8.1%
Luxury Class	74.0%	71.7%	2.3%	\$492.38	\$459.68	7.1%	\$364.28	\$329.39	10.6%
Upper Upscale Class	83.8%	83.5%	0.2%	\$256.11	\$246.58	3.9%	\$214.49	\$206.01	4.1%
Upscale Class	74.9%	71.4%	3.5%	\$196.82	\$181.00	8.7%	\$147.37	\$129.20	14.1%
Upper Midscale Class	80.6%	80.5%	0.1%	\$156.38	\$146.93	6.4%	\$126.04	\$118.22	6.6%
Midscale & Economy Class	81.8%	78.5%	3.3%	\$156.24	\$141.95	10.1%	\$127.86	\$111.45	14.7%
O'ahu	83.3%	81.1%	2.2%	\$224.83	\$216.29	3.9%	\$187.23	\$175.35	6.8%
Waikiki	83.9%	81.9%	2.0%	\$221.50	\$212.81	4.1%	\$185.87	\$174.28	6.7%
Other O'ahu	79.5%	76.0%	3.5%	\$245.64	\$239.46	2.6%	\$195.32	\$182.01	7.3%
O'ahu Luxury	66.7%	64.0%	2.7%	\$461.59	\$446.29	3.4%	\$307.83	\$285.77	7.7%
O'ahu Upper Upscale	88.7%	86.5%	2.2%	\$243.66	\$240.55	1.3%	\$216.15	\$208.00	3.9%
O'ahu Upscale	79.2%	74.3%	5.0%	\$201.81	\$185.11	9.0%	\$159.89	\$137.44	16.3%
O'ahu Upper Midscale	81.8%	82.7%	-0.9%	\$147.10	\$140.40	4.8%	\$120.36	\$116.15	3.6%
O'ahu Midscale & Economy	88.4%	86.9%	1.5%	\$129.19	\$120.33	7.4%	\$114.20	\$104.56	9.2%
Maui County	75.9%	75.6%	0.3%	\$341.44	\$311.81	9.5%	\$259.15	\$235.87	9.9%
Wailea	86.1%	84.0%	2.2%	\$508.75	\$467.22	8.9%	\$438.27	\$392.28	11.7%
Lahaina/Kā'anapali/Kapalua	74.0%	75.9%	-1.8%	\$284.42	\$270.74	5.1%	\$210.50	\$205.37	2.5%
Other Maui County	78.3%	75.4%	2.9%	\$409.58	\$364.21	12.5%	\$320.64	\$274.53	16.8%
Maui County Luxury	78.8%	75.9%	2.9%	\$557.53	\$503.99	10.6%	\$439.31	\$382.48	14.9%
Maui County Upper Upscale & Upscale	75.6%	76.5%	-0.9%	\$267.20	\$251.30	6.3%	\$202.09	\$192.32	5.1%
Island of Hawai'i	70.6%	70.8%	-0.2%	\$235.42	\$223.16	5.5%	\$166.18	\$157.95	5.2%
Kohala Coast	63.8%	70.0%	-6.2%	\$337.08	\$300.50	12.2%	\$214.90	\$210.32	2.2%
Kaua'i	78.1%	75.2%	2.9%	\$273.25	\$248.01	10.2%	\$213.50	\$186.51	14.5%

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.

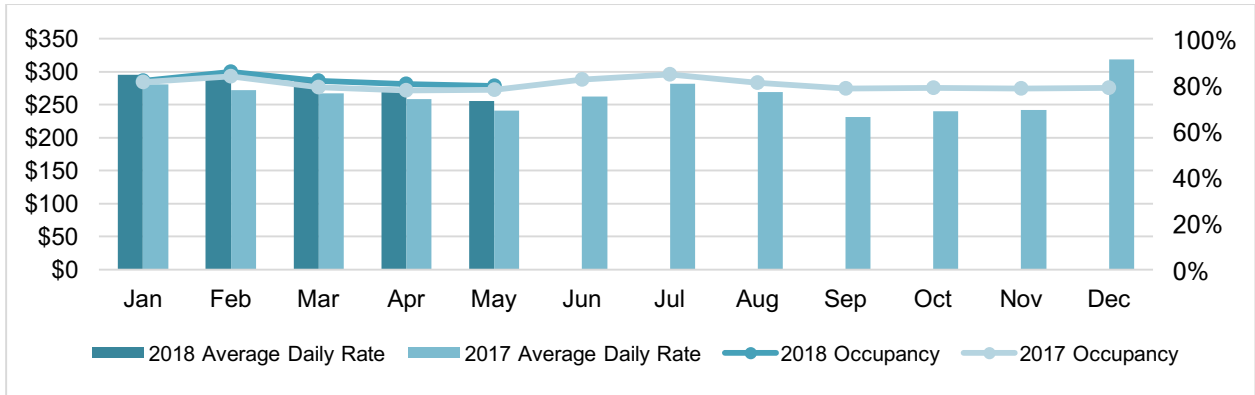
Figure 2: Hawai'i Hotel Performance Year-to-Date May 2018

	Occupancy %			Average Daily Rate			RevPAR		
	2018	2017	Percentage Pt. Change	2018	2017	% Change	2018	2017	% Change
State of Hawai'i	81.7%	79.9%	1.8%	\$280.86	\$264.34	6.3%	\$229.51	\$211.24	8.6%
Luxury Class	77.5%	75.4%	2.2%	\$567.68	\$522.45	8.7%	\$440.15	\$393.80	11.8%
Upper Upscale Class	86.1%	85.6%	0.5%	\$273.81	\$261.33	4.8%	\$235.70	\$223.77	5.3%
Upscale Class	76.6%	73.9%	2.7%	\$212.05	\$198.28	6.9%	\$162.43	\$146.45	10.9%
Upper Midscale Class	82.2%	79.8%	2.5%	\$164.96	\$158.30	4.2%	\$135.65	\$126.26	7.4%
Midscale & Economy Class	83.5%	79.7%	3.8%	\$166.17	\$152.43	9.0%	\$138.77	\$121.52	14.2%
O'ahu	83.7%	81.9%	1.8%	\$231.32	\$227.31	1.8%	\$193.71	\$186.16	4.1%
Waikiki	84.4%	82.6%	1.8%	\$226.60	\$222.91	1.7%	\$191.32	\$184.14	3.9%
Other O'ahu	79.6%	77.5%	2.1%	\$261.02	\$256.16	1.9%	\$207.88	\$198.58	4.7%
O'ahu Luxury	69.7%	68.3%	1.4%	\$491.03	\$475.49	3.3%	\$342.34	\$324.66	5.4%
O'ahu Upper Upscale	88.7%	87.3%	1.4%	\$249.67	\$249.06	0.2%	\$221.37	\$217.38	1.8%
O'ahu Upscale	78.7%	76.5%	2.2%	\$202.67	\$192.62	5.2%	\$159.59	\$147.45	8.2%
O'ahu Upper Midscale	83.1%	81.3%	1.8%	\$150.63	\$148.61	1.4%	\$125.19	\$120.85	3.6%
O'ahu Midscale & Economy	89.1%	85.2%	3.9%	\$129.90	\$126.02	3.1%	\$115.74	\$107.34	7.8%
Maui County	79.1%	78.4%	0.6%	\$402.03	\$361.88	11.1%	\$317.86	\$283.80	12.0%
Wailea	88.2%	86.3%	2.0%	\$612.37	\$539.37	13.5%	\$540.27	\$465.25	16.1%
Lahaina/Kā'anapali/Kapalua	78.2%	78.3%	-0.1%	\$333.26	\$305.63	9.0%	\$260.63	\$239.32	8.9%
Other Maui County	80.1%	78.6%	1.6%	\$486.85	\$431.01	13.0%	\$390.20	\$338.67	15.2%
Maui County Luxury	80.1%	78.9%	1.3%	\$669.85	\$595.82	12.4%	\$536.83	\$469.91	14.2%
Maui County Upper Upscale & Upscale	79.2%	79.0%	0.2%	\$314.16	\$286.43	9.7%	\$248.88	\$226.42	9.9%
Island of Hawai'i	79.2%	76.1%	3.2%	\$277.14	\$254.84	8.7%	\$219.63	\$193.82	13.3%
Kohala Coast	76.7%	76.2%	0.5%	\$395.51	\$350.36	12.9%	\$303.27	\$267.05	13.6%
Kaua'i	79.5%	77.1%	2.4%	\$294.66	\$262.27	12.4%	\$234.34	\$202.19	15.9%

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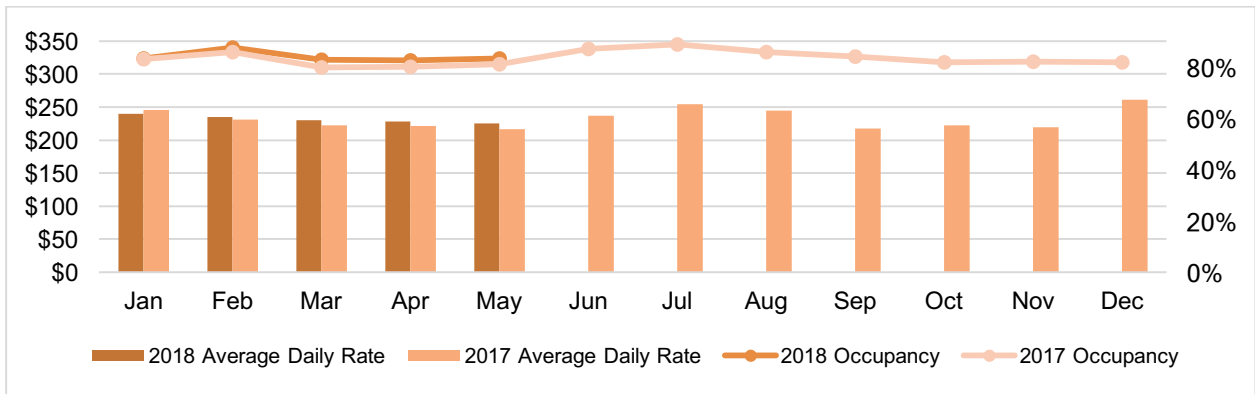
Note: Samples for Maui Upper Midscale, Midscale and Economy Classes were insufficient for reporting purposes, but these data are included in Maui and statewide totals.

Figure 3: Monthly State of Hawai'i Hotel Performance, 2018 vs. 2017



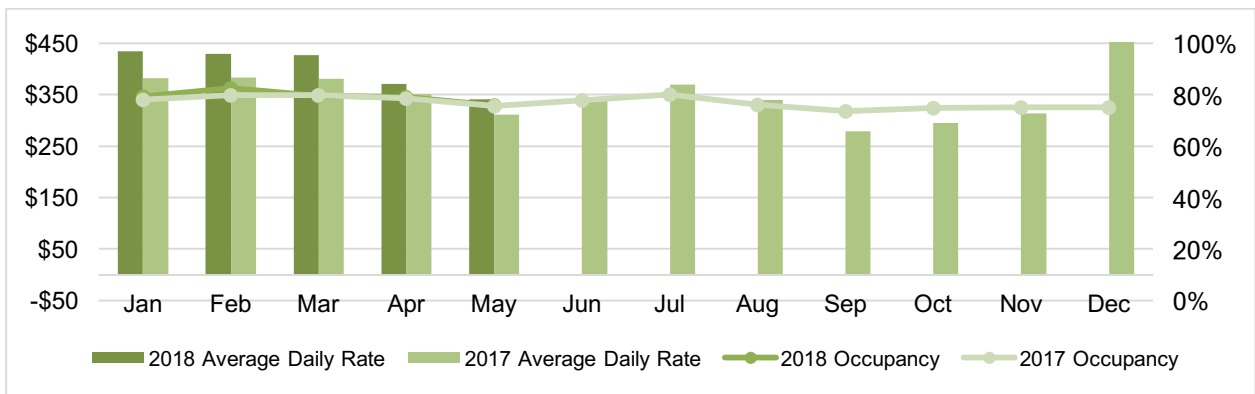
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 January and February 2017 data courtesy of Hospitality Advisors LLC.

Figure 4: Monthly O'ahu Hotel Performance, 2018 vs. 2017



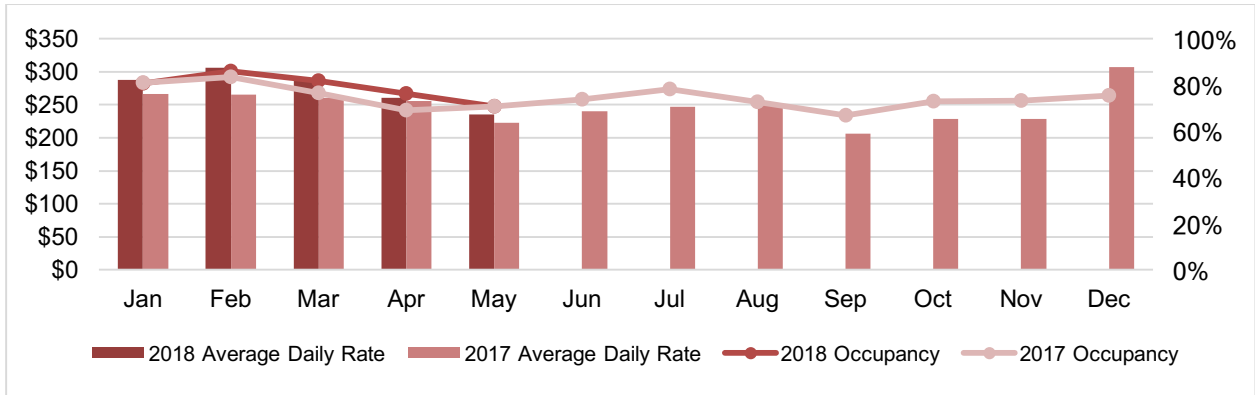
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Figure 5: Monthly Maui County Hotel Performance, 2018 vs. 2017



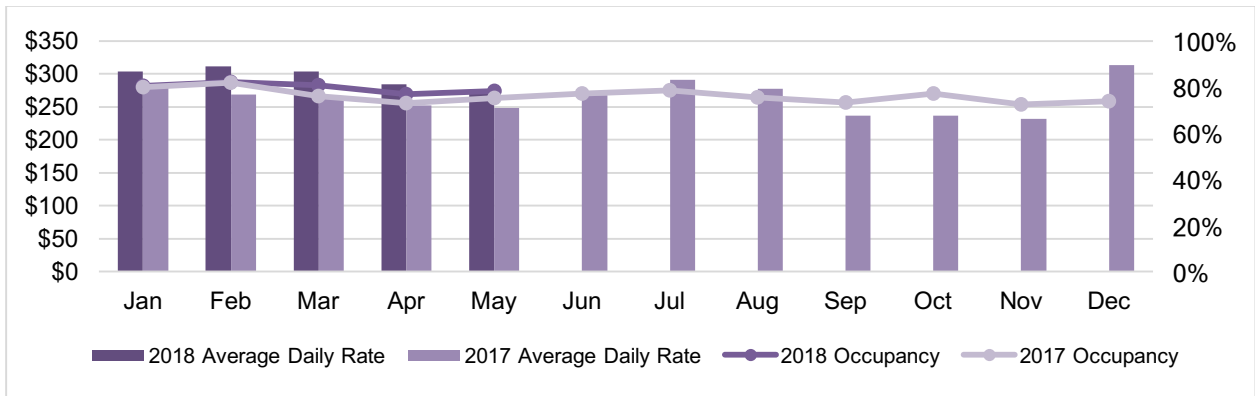
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Figure 6: Monthly Island of Hawai'i Hotel Performance, 2018 vs. 2017



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Figure 7: Monthly Kaua'i Hotel Performance, 2018 vs. 2017



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