



2018 Hawai'i Hotel Performance Report

Hawai'i hotels statewide concluded 2018 with modest increases in revenue per available room (RevPAR) and average daily rate (ADR), and a small decrease in occupancy. According to the *Hawai'i Hotel Performance Report* released today by the Hawai'i Tourism Authority (HTA), statewide RevPAR grew to \$222 (+4.6%), ADR rose to \$278 (+5.1%), and occupancy of 79.8 percent (-0.4 percentage points) was similar in 2018 to 2017 (Figure 1).

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.

All classes of Hawai'i hotel properties statewide reported RevPAR growth in 2018. Luxury Class hotels earned higher RevPAR of \$415 (+5.3%) and ADR increased to \$556 (+6.0%), while occupancy decreased slightly to 74.6 percent (-0.5 percentage points). At the other end of the price spectrum, Midscale & Economy Class properties earned growth in RevPAR to \$131 (+8.2%) and ADR to \$164 (+8.9%), with occupancy decreasing slightly to 79.6 percent (-0.6 percentage points) (Figure 2).

Fewer Available Hotel Room Nights in 2018

There were 6,800 fewer available hotel room nights statewide in 2018 (19.648 million room nights available) compared to 2017 (19.655 million room nights available). Contributing to the decrease in 2018 were the closing of Volcano House and other properties temporarily taking rooms offline for renovations. Rooms out of service for 30 days or more are considered to be closed by STR. Total room demand for 2018 was down 0.5 percent to 15.676 million room nights sold. Total room revenues statewide was \$4.36 billion in 2018, up 4.6 percent from 2017 (Figure 3).

Comparison to Top U.S. Markets

In comparison to top U.S. markets, the Hawaiian Islands ranked number two in RevPAR at \$222, following New York City at \$229 (+3.4%). The San Francisco/San Mateo market ranked third at \$198 (+4.3%) (Figure 4). Hawai'i led the U.S. markets in ADR at \$278 followed by New York City and San Francisco/San Mateo (Figure 5). The Hawaiian Islands ranked third for occupancy at 79.8 percent, trailing New York City and San Francisco/San Mateo (Figure 6).

Hotel Results for Hawai'i's Four Counties

Hotel properties in Hawai'i's four island counties all reported RevPAR increases for 2018. Maui County hotels led the state overall in RevPAR at \$292 (+7.3%), driven by an increase in ADR to \$385 (+9.0%), which offset a decrease in occupancy of 75.9 percent (-1.2 percentage points).

Kaua'i's hotels led the state in RevPAR growth to \$220 (+10.0%), boosted by increases in ADR to \$291 (+10.5%), which offset slightly lower occupancy of 75.4 percent (-0.3 percentage points).

O'ahu hotels earned an increase in RevPAR to \$200 (+2.7%), which was supported by growth in both ADR to \$238 (+2.2%) and occupancy of 83.9 percent (+0.4 percentage points).

Hotels on the island of Hawai'i reported growth in RevPAR to \$189 (+1.3%), driven by an increase in ADR to \$261 (+5.0%), which offset decreased occupancy of 72.2 percent (-2.6 percentage points).

Among Hawai'i's resort regions, Wailea led the state in 2018 in RevPAR of \$509 (+11.8%), ADR of \$585 (+8.7%), and occupancy of 87.1 percent (+2.5 percentage points). Also, on Maui, hotels in the Lahaina-Kā'anapali-Kapalua resort area reported growth in RevPAR to \$241 (+5.1%), driven by increases in ADR to \$322 (+8.6%). Waikīkī hotels earned growth in RevPAR to \$197 (+2.3%) in 2018 bolstered by a modest increase in ADR to \$233 (+2.3%) while occupancy remained flat at 84.3 percent. The Kohala Coast region earned a modest increase in RevPAR to \$258 (+0.9%) in 2018, with an increase in ADR to \$371 (+6.3%) offsetting a decline in occupancy to 69.6 percent (-3.7 percentage points).

Comparison to International Markets

When compared to international "sun and sea" destinations, Hawai'i's counties were strong competitors in 2018. Hotels in the Maldives ranked highest in RevPAR at \$388 (-3.1%) followed by French Polynesia at \$371 (+6.9%). Maui County ranked third, with Aruba and Kaua'i rounding out the top 5 (Figure 7).

The Maldives also led in ADR at \$596 (-2.7%), followed by French Polynesia at \$556 (+11.9%) and Maui County at \$385 (+9.0%). Kaua'i, the island of Hawai'i and O'ahu ranked sixth, seventh and eighth, respectively (Figure 8).

O'ahu led in occupancy for sun and sea destinations at 83.9 percent followed by Maui, Kaua'i, and Aruba. The island of Hawai'i ranked seventh (Figure 9).

Month of December 2018

In December 2018, hotel properties statewide reported no growth in RevPAR at \$252 (+0.3%), with growth in ADR to \$332 (+4.1%) overshadowing a decline in occupancy of 75.8 (-2.9 percentage points).

Luxury Class hotels earned RevPAR of \$526 (-1.3%), with ADR of \$759 (+4.3%) and occupancy at 69.3 percent (-4.0 percentage points). Midscale & Economy Class hotels saw an increase in RevPAR to \$143 (+3.0%), with strong growth in ADR to \$188 (+9.0%) offsetting lower occupancy of 76 percent (-4.4 percentage points) (Figure 10).

Among the four counties, O'ahu hotels led the state in December in the rate of RevPAR growth at 3.5 percent (\$221), with a 3.9 percent increase in ADR (\$271) overbalancing flat occupancy of 81.4 percent (-0.3 percentage points). Kaua'i hotels also reported positive growth in RevPAR to \$233 (+0.9%).

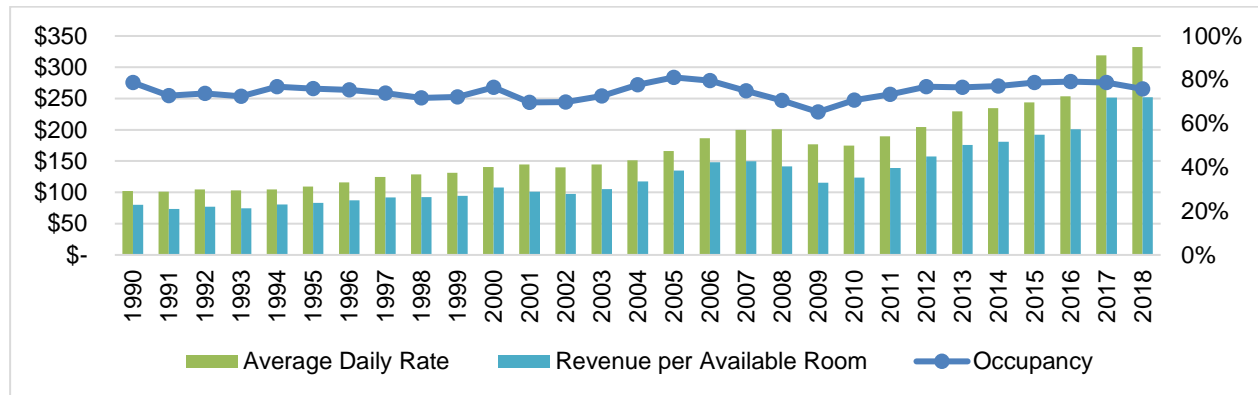
Maui County and island of Hawai'i hotels both reported declines in RevPAR for December. Maui County hotels declined to \$350 (-2.4%), with the drop in occupancy to 69.8 percent (-5.2 percentage points) overshadowing growth in ADR to \$501 (+4.9%). Properties on the island of Hawai'i reported a decrease in RevPAR to \$214 (-8.0%), with the loss in occupancy to 67.9 percent (-8.0 percentage points) offsetting a modest increase in ADR to \$316 (+2.9%).

Among the resort regions, Waikīkī and Wailea reported RevPAR growth for December 2018. The Kohala Coast and Lahaina/Kā'anapali/Kapalua regions reported RevPAR losses in December.

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 December 2018, the survey included 165 properties representing 47,908 rooms, or 90.1 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels.

Figure 1: State of Hawai'i Hotel Performance 1990 – 2018



Source: STR, Inc. © Copyright 2019 Hawai'i Tourism Authority
1990 – 2016 data courtesy of Hospitality Advisors LLC.

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

	Occupancy %			Average Daily Rate			RevPAR		
	2018	2017	Percentage Pt. Change	2018	2017	% Change	2018	2017	% Change
State of Hawai'i	79.8%	80.2%	-0.4%	\$278.07	\$264.49	5.1%	\$221.85	\$212.07	4.6%
Luxury Class	74.6%	75.1%	-0.5%	\$556.24	\$524.81	6.0%	\$414.99	\$394.09	5.3%
Upper Upscale Class	84.0%	85.8%	-1.8%	\$274.08	\$263.56	4.0%	\$230.32	\$226.15	1.8%
Upscale Class	75.4%	74.2%	1.2%	\$210.44	\$195.85	7.4%	\$158.66	\$145.23	9.2%
Upper Midscale Class	81.2%	80.7%	0.6%	\$166.63	\$158.34	5.2%	\$135.36	\$127.74	6.0%
Midscale & Economy Class	79.6%	80.2%	-0.6%	\$164.39	\$150.93	8.9%	\$130.87	\$120.99	8.2%
O'ahu	83.9%	83.5%	0.4%	\$238.16	\$233.02	2.2%	\$199.70	\$194.51	2.7%
Waikīkī	84.3%	84.3%	0.0%	\$233.76	\$228.45	2.3%	\$197.06	\$192.63	2.3%
Other O'ahu	81.2%	78.3%	2.9%	\$265.11	\$262.96	0.8%	\$215.31	\$205.97	4.5%
O'ahu Luxury	71.1%	71.9%	-0.8%	\$496.66	\$484.74	2.5%	\$353.24	\$348.43	1.4%
O'ahu Upper Upscale	88.1%	89.0%	-0.9%	\$255.82	\$254.78	0.4%	\$225.47	\$226.80	-0.6%
O'ahu Upscale	80.4%	77.0%	3.4%	\$210.99	\$198.21	6.5%	\$169.64	\$152.68	11.1%
O'ahu Upper Midscale	83.2%	82.6%	0.6%	\$155.91	\$150.31	3.7%	\$129.71	\$124.12	4.5%
O'ahu Midscale & Economy	86.6%	87.2%	-0.6%	\$134.30	\$127.25	5.5%	\$116.33	\$111.01	4.8%
Maui County	75.9%	77.0%	-1.2%	\$385.39	\$353.64	9.0%	\$292.35	\$272.35	7.3%
Wailea	87.1%	84.6%	2.5%	\$584.79	\$538.22	8.7%	\$509.34	\$455.52	11.8%
Lahaina/Kā'anapali/Kapalua	74.9%	77.4%	-2.5%	\$322.01	\$296.53	8.6%	\$241.18	\$229.43	5.1%
Other Maui County	77.1%	76.6%	0.5%	\$463.61	\$425.91	8.9%	\$357.35	\$326.10	9.6%
Maui County Luxury	77.7%	75.7%	2.0%	\$643.34	\$601.01	7.0%	\$499.97	\$454.86	9.9%
Maui County Upper Upscale & Upscale	76.0%	78.4%	-2.4%	\$299.93	\$276.23	8.6%	\$228.04	\$216.69	5.2%
Island of Hawai'i	72.2%	74.8%	-2.6%	\$261.43	\$249.04	5.0%	\$188.76	\$186.34	1.3%
Kohala Coast	69.6%	73.3%	-3.7%	\$370.66	\$348.82	6.3%	\$257.90	\$255.62	0.9%
Kaua'i	75.4%	75.7%	-0.3%	\$291.45	\$263.87	10.5%	\$219.82	\$199.78	10.0%

Source: STR, Inc. © Copyright 2019 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 3: Hawai'i Hotel Performance by Measure Year-to-Date December 2018

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2018	2017	% Change	2018	2017	% Change	2018	2017	% Change
State of Hawai'i	19,647.9	19,654.7	0.0%	15,675.8	15,759.7	-0.5%	4,359.0	4,168.3	4.6%
O'ahu	10,874.3	10,845.3	0.3%	9,118.4	9,053.1	0.7%	2,171.6	2,109.5	2.9%
Waikiki	9,300.1	9,314.8	-0.2%	7,839.8	7,854.2	-0.2%	1,832.7	1,794.3	2.1%
Maui County	4,632.8	4,596.7	0.8%	3,514.4	3,540.1	-0.7%	1,354.4	1,251.9	8.2%
Wailea	800.8	800.9	0.0%	697.5	677.8	2.9%	407.9	364.8	11.8%
Lahaina/Kā'anapali/ Kapalua	2,592.0	2,556.0	1.4%	1,941.4	1,977.6	-1.8%	625.2	586.4	6.6%
Island of Hawai'i	2,488.9	2,588.2	-3.8%	1,797.0	1,936.6	-7.2%	469.8	482.3	-2.6%
Kohala Coast	1,188.1	1,278.2	-7.1%	826.7	936.7	-11.7%	306.4	326.7	-6.2%
Kaua'i	1,651.9	1,624.6	1.7%	1,245.9	1,230.0	1.3%	363.1	324.6	11.9%

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Figure 4: Top 5 U.S. Markets – Revenue Per Available Room – YTD December 2018

Rank	Destination	Revenue Per Available Room	% Change
1	New York, NY	\$228.96	3.4%
2	Hawaiian Islands	\$221.85	4.6%
3	San Francisco/San Mateo, CA	\$197.72	4.3%
4	Miami/Hialeah, FL	\$152.81	6.3%
5	Boston, MA	\$150.72	3.9%

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Figure 5: Top 5 U.S. Markets – Average Daily Rate – YTD December 2018

Rank	Destination	Average Daily Rate	% Change
1	Hawaiian Islands	\$278.07	5.1%
2	New York, NY	\$262.31	2.7%
3	San Francisco/San Mateo, CA	\$241.33	5.4%
4	Miami/Hialeah, FL	\$199.35	6.1%
5	Boston, MA	\$199.04	1.6%

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Figure 6: Top 5 U.S. Markets – Occupancy – YTD December 2018

Rank	Destination	Occupancy	Percentage Pt. Change
1	New York, NY	87.3%	0.7%
2	San Francisco/San Mateo, CA	81.9%	-0.8%
3	Hawaiian Islands	79.8%	-0.4%
4	Los Angeles/Long Beach, CA	79.6%	-0.2%
5	San Diego, CA	78.7%	1.6%

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Figure 7: Competitive Sun and Sea Destinations – Revenue per Available Room – YTD December 2018

Rank	Destination	Revenue Per Available Room	% Change
1	Maldives	\$388.30	-3.1%
2	French Polynesia	\$370.94	6.9%
3	Maui	\$292.35	7.3%
4	Aruba	\$239.28	12.1%
5	Kaua'i	\$219.82	10.0%
6	O'ahu	\$199.70	2.7%
7	Island of Hawai'i	\$188.76	1.3%
8	Cabo San Lucas+	\$177.23	-9.9%
9	Cancun+	\$151.49	-3.9%
10	Puerto Rico	\$138.16	4.5%
11	Fiji	\$114.13	4.6%
12	Costa Rica	\$111.73	6.3%
13	Phuket	\$92.95	5.9%
14	Bali	\$72.88	5.5%
15	Puerto Vallarta+	\$63.34	-16.9%

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Figure 8: Competitive Sun and Sea Destinations – Average Daily Rate – YTD December 2018

Rank	Destination	Average Daily Rate	% Change
1	Maldives	\$595.52	-2.7%
2	French Polynesia	\$556.30	11.9%
3	Maui	\$385.39	9.0%
4	Cabo San Lucas+	\$383.64	9.9%
5	Aruba	\$318.25	12.2%
6	Kaua'i	\$291.45	10.5%
7	Island of Hawai'i	\$261.43	5.0%
8	O'ahu	\$238.16	2.2%
9	Cancun+	\$213.93	-1.5%
10	Puerto Rico	\$199.22	7.2%
11	Costa Rica	\$163.71	7.6%
12	Fiji	\$154.22	2.6%
13	Phuket	\$126.34	10.2%
14	Bali	\$104.78	2.7%
15	Puerto Vallarta+	\$102.37	-9.5%

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Figure 9: Competitive Sun and Sea Destinations – Occupancy – YTD December 2018

Rank	Destination	Occupancy	Percentage Pt. Change
1	O'ahu	83.9%	0.4%
2	Maui	75.9%	-1.2%
3	Kaua'i	75.4%	-0.3%
4	Aruba	75.2%	-0.1%
5	Fiji	74.0%	1.4%
6	Phuket	73.6%	-3.0%
7	Island of Hawai'i	72.2%	-2.6%
8	Cancun+	70.8%	-1.8%
9	Bali	69.5%	1.9%
10	Puerto Rico	69.3%	-1.8%
11	Costa Rica	68.2%	-0.9%
12	French Polynesia	66.7%	-3.1%
13	Maldives	65.2%	-0.3%
14	Puerto Vallarta+	61.9%	-5.5%
15	Cabo San Lucas+	46.2%	-10.2%

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Figure 10: Hawai'i Hotel Performance December 2018

	Occupancy %			Average Daily Rate			RevPAR		
	2018	2017	Percentage Pt. Change	2018	2017	% Change	2018	2017	% Change
State of Hawai'i	75.8%	78.7%	-2.9%	\$332.33	\$319.25	4.1%	\$251.94	\$251.29	0.3%
Luxury Class	69.3%	73.3%	-4.0%	\$758.79	\$727.42	4.3%	\$525.78	\$532.95	-1.3%
Upper Upscale Class	79.3%	83.4%	-4.1%	\$315.32	\$302.29	4.3%	\$250.17	\$252.17	-0.8%
Upscale Class	72.6%	73.7%	-1.1%	\$235.36	\$220.11	6.9%	\$170.86	\$162.24	5.3%
Upper Midscale Class	78.1%	79.5%	-1.4%	\$190.11	\$178.52	6.5%	\$148.55	\$141.99	4.6%
Midscale & Economy Class	76.0%	80.4%	-4.4%	\$187.85	\$172.39	9.0%	\$142.75	\$138.62	3.0%
O'ahu	81.4%	81.7%	-0.3%	\$271.24	\$261.07	3.9%	\$220.74	\$213.23	3.5%
Waikiki	81.6%	82.5%	-0.9%	\$263.62	\$252.24	4.5%	\$215.10	\$208.19	3.3%
Other O'ahu	80.1%	76.6%	3.6%	\$316.59	\$317.59	-0.3%	\$253.65	\$243.13	4.3%
O'ahu Luxury	69.9%	70.6%	-0.8%	\$627.85	\$604.19	3.9%	\$438.65	\$426.67	2.8%
O'ahu Upper Upscale	84.3%	86.4%	-2.0%	\$282.61	\$276.66	2.1%	\$238.35	\$238.94	-0.2%
O'ahu Upscale	80.7%	76.0%	4.8%	\$235.96	\$222.19	6.2%	\$190.53	\$168.81	12.9%
O'ahu Upper Midscale	80.5%	81.0%	-0.6%	\$176.24	\$166.30	6.0%	\$141.81	\$134.75	5.2%
O'ahu Midscale & Economy	83.0%	86.8%	-3.8%	\$147.66	\$138.51	6.6%	\$122.50	\$120.24	1.9%
Maui County	69.8%	75.0%	-5.2%	\$501.31	\$478.00	4.9%	\$350.00	\$358.64	-2.4%
Wailea	81.8%	81.8%	0.0%	\$782.17	\$772.65	1.2%	\$640.09	\$631.92	1.3%
Lahaina/Kā'anapali/Kapalua	67.2%	74.8%	-7.7%	\$397.48	\$373.73	6.4%	\$267.00	\$279.73	-4.6%
Other Maui County	73.2%	75.3%	-2.1%	\$623.06	\$609.11	2.3%	\$456.03	\$458.40	-0.5%
Maui County Luxury	71.6%	72.8%	-1.2%	\$925.63	\$920.27	0.6%	\$663.17	\$669.94	-1.0%
Maui County Upper Upscale & Upscale	69.1%	76.6%	-7.5%	\$358.11	\$338.73	5.7%	\$247.34	\$259.34	-4.6%
Island of Hawai'i	67.9%	75.9%	-8.0%	\$315.86	\$306.81	2.9%	\$214.40	\$232.96	-8.0%
Kohala Coast	67.5%	71.6%	-4.1%	\$469.24	\$469.44	0.0%	\$316.94	\$336.31	-5.8%
Kaua'i	67.6%	73.7%	-6.1%	\$344.04	\$312.70	10.0%	\$232.59	\$230.44	0.9%

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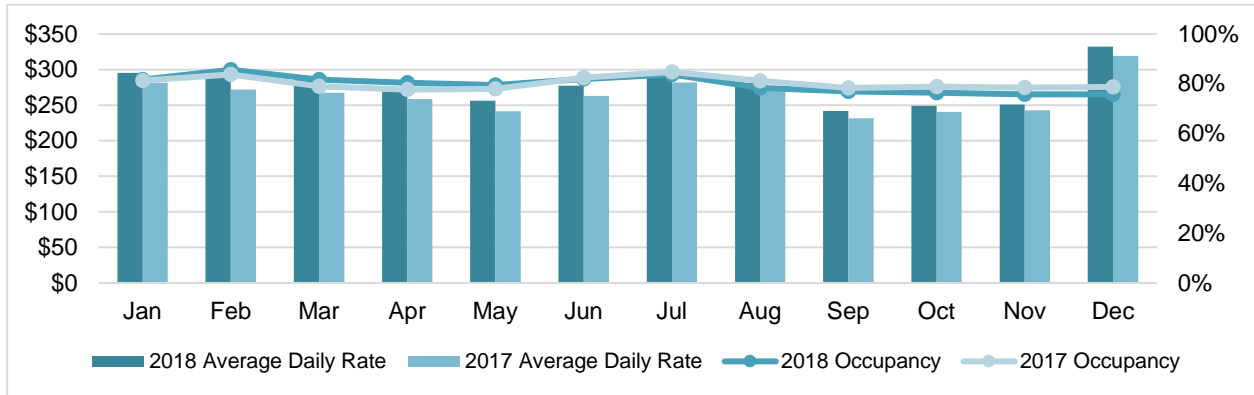
Note: Samples for Maui Upper Midscale, Midscale and Economy Classes were insufficient for reporting purposes, but these data are included in Maui and statewide totals.

Figure 11: Hawai'i Hotel Performance by Measure December 2018

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2018	2017	% Change	2018	2017	% Change	2018	2017	% Change
State of Hawai'i	1,648.3	1,674.4	-1.6%	1,249.6	1,318.0	-5.2%	415.3	420.8	-1.3%
O'ahu	914.3	926.9	-1.4%	744.0	757.1	-1.7%	201.8	197.6	2.1%
Waikiki	780.5	793.2	-1.6%	636.9	654.7	-2.7%	167.9	165.1	1.7%
Maui County	394.8	392.5	0.6%	275.6	294.5	-6.4%	138.2	140.8	-1.9%
Wailea	68.0	68.0	0.0%	55.7	55.6	0.1%	43.5	43.0	1.3%
Lahaina/Kā'anapali/Kapalua	221.4	219.2	1.0%	148.7	164.0	-9.3%	59.1	61.3	-3.6%
Island of Hawai'i	199.1	216.4	-8.0%	135.2	164.3	-17.8%	42.7	50.4	-15.3%
Kohala Coast	93.0	103.6	-10.2%	62.8	74.2	-15.3%	29.5	34.8	-15.4%
Kaua'i	140.2	138.5	1.2%	94.8	102.1	-7.2%	32.6	31.9	2.2%

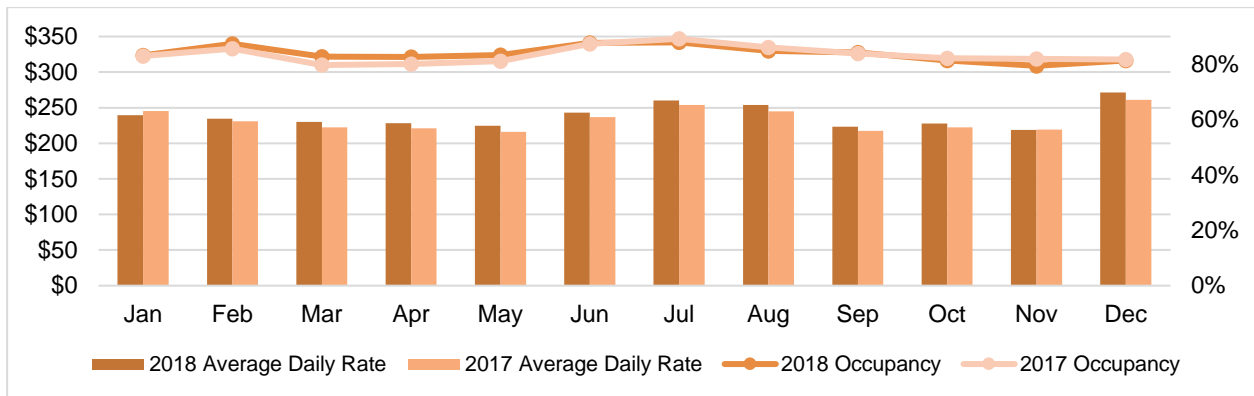
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Figure 12: Monthly State of Hawai'i Hotel Performance, 2018 vs. 2017



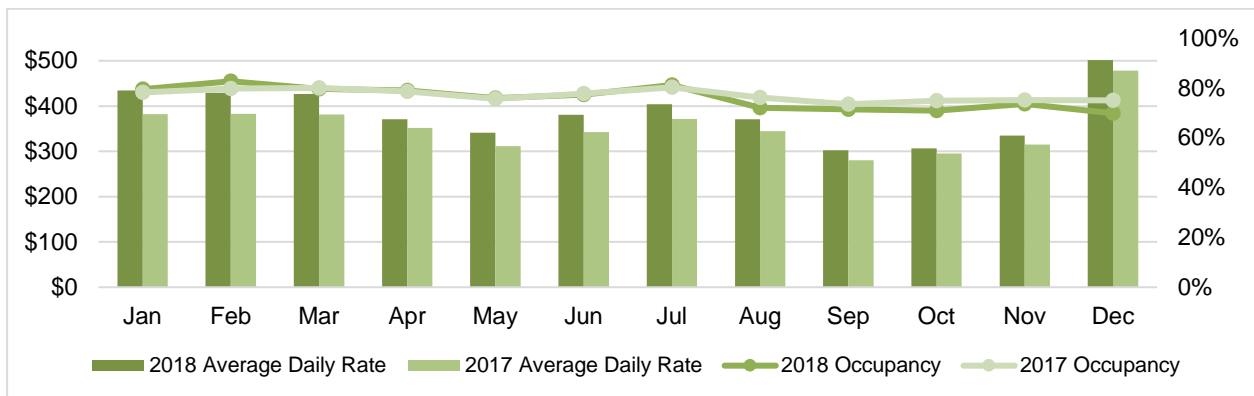
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Figure 13: Monthly O'ahu Hotel Performance, 2018 vs. 2017



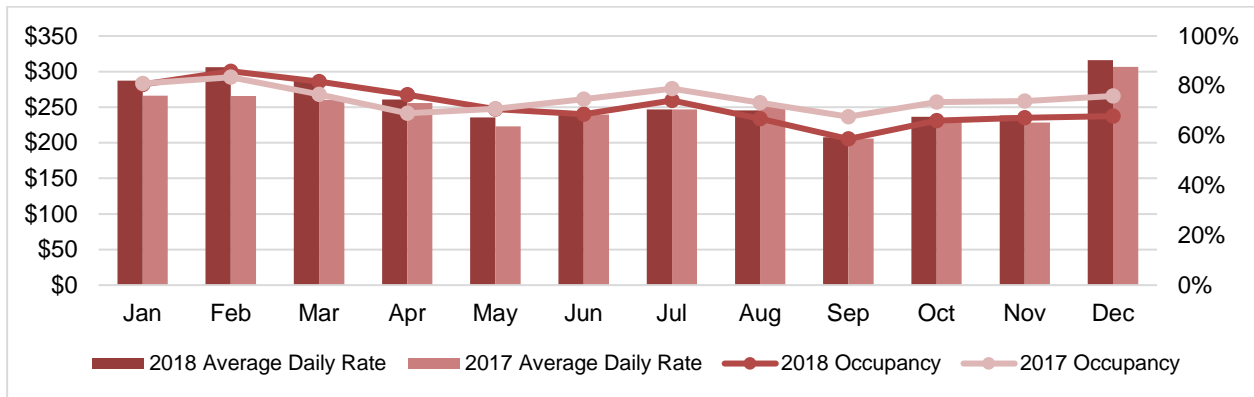
Source: STR, Inc. © Copyright 2019 Hawai'i Tourism Authority.

Figure 14: Monthly Maui County Hotel Performance, 2018 vs. 2017



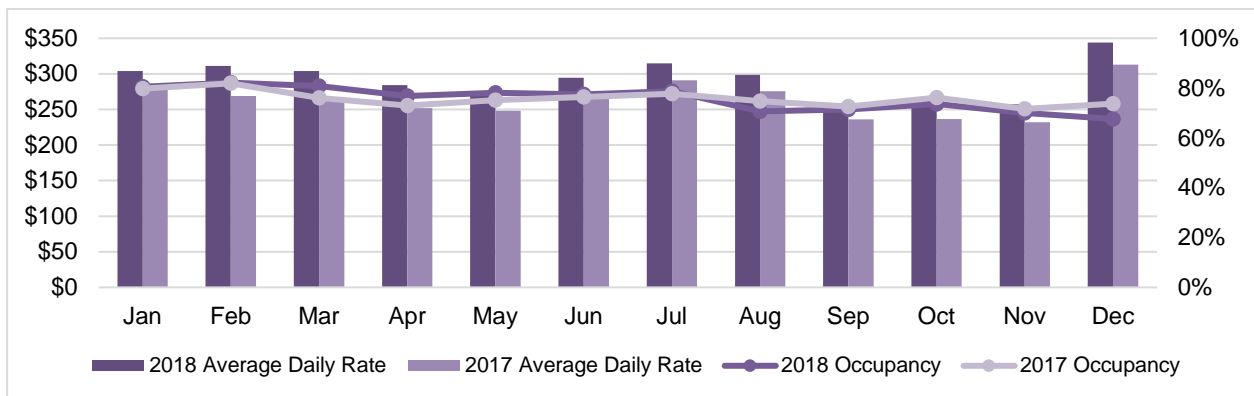
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Figure 15: Monthly Island of Hawai'i Hotel Performance, 2018 vs. 2017



Source: STR, Inc. © Copyright 2019 Hawai'i Tourism Authority.

Figure 16: Monthly Kaua'i Hotel Performance, 2018 vs. 2017



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