



## First Quarter 2019 Hawaii Hotel Performance Report

For the first three months of 2019, Hawaii hotels statewide reported flat average daily rate (ADR) and lower occupancy, which resulted in lower revenue per available room (RevPAR) compared to the first quarter of 2018.

According to the *Hawaii Hotel Performance Report* published by the Hawaii Tourism Authority (HTA), statewide RevPAR declined to \$236 (-3.3%), with ADR of \$292 and occupancy of 80.8 percent (-2.7 percentage points) (Figure 1) in the first quarter of 2019.

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.

For the first quarter, Hawaii hotel room revenues fell by 4.7 percent to \$1.13 billion compared to the \$1.18 billion earned in the first quarter of 2018. There were more than 74,300 fewer available room nights (-1.5%) in the first quarter and approximately 190,500 fewer occupied room nights (-4.7%) compared to a year ago (Figure 2). Several hotel properties across the state were closed for renovation or had rooms out of service for renovation during the first quarter.

All classes of Hawaii hotel properties statewide reported RevPAR declines in the first quarter of 2019 except Upper Midscale Class properties (\$134, +0.6%). Luxury Class properties reported RevPAR of \$452 (-5.4%) with ADR of \$594 (-1.2%) and occupancy of 76.1 percent (-3.3 percentage points). At the other end of the price scale, Midscale & Economy Class hotels reported RevPAR of \$155 (-5.0%) with ADR of \$187 (-0.5%) and occupancy of 83.1 percent (-3.9 percentage points).

### Comparison to Top U.S. Markets

In comparison to top U.S. markets, the Hawaiian Islands earned the highest RevPAR at \$236 in the first quarter, followed by the San Francisco/San Mateo market at \$210 (+15.9%) and the Miami/Hialeah market at \$208 (-3.5%) (Figure 3). Hawaii also led the U.S. markets in ADR at \$292 followed by San Francisco/San Mateo and Miami/Hialeah (Figure 4). The Hawaiian Islands ranked fifth for occupancy at 80.8 percent, with Miami/Hialeah topping the list at 83.0 percent (-2.1 percentage points) (Figure 5).

### Hotel Results for Hawaii's Four Counties

Hotel properties in Hawaii's four island counties all reported RevPAR decreases in the first quarter of 2019. Maui County hotels led the state overall in RevPAR at \$337 (-2.7%), with ADR at \$428 (-0.9%) and occupancy at 78.6 percent (-1.5 percentage points).

Kauai hotels earned RevPAR of \$228 (-10.2%), with flat ADR at \$305 (+0.2%) and lower occupancy of 74.8 percent (-8.7 percentage points).

Hotels on the island of Hawai'i reported a decline in RevPAR to \$225 (-9.7%), due to a combination of decreases in both ADR (\$285, -2.0%) and occupancy (79.1%, -6.7 percentage points).

O'ahu hotels earned slightly lower RevPAR at \$196 (-0.9%), with ADR at \$236 (+0.8%) and occupancy of 83.0 percent (-1.4 percentage points).

### Comparison to International Markets

When compared to international "sun and sea" destinations, Hawai'i's counties were in the middle of the pack for RevPAR in the first quarter of 2019. Hotels in the Maldives ranked highest in RevPAR at \$575 (+4.5%) followed by Aruba at \$351 (+11.2%). Maui County ranked third, with Kaua'i, the island of Hawai'i, and O'ahu ranking sixth, seventh and eighth, respectively (Figure 7).

The Maldives also led in ADR at \$737 (+5.2%) in the first quarter, followed by French Polynesia at \$497 (-1.1%). Maui County ranked fifth, followed by Kaua'i and the island of Hawai'i. O'ahu ranked ninth (Figure 7).

O'ahu trailed Phuket (84.5%, -6.3 percentage points) in occupancy for sun and sea destinations in the first quarter. The island of Hawai'i, Maui County and Kaua'i ranked fourth, fifth and ninth, respectively (Figure 8).

### March 2019 Hotel Performance

In March 2019, RevPAR for Hawai'i hotels statewide declined to \$227 (-4.3%), with ADR of \$285 (-1.1%) and occupancy of 79.6 percent (-2.7 percentage points) (Figure 9).

In March, Hawai'i hotel room revenues fell by 5.9 percent to \$373.3 million. There were more than 27,200 fewer available room nights (-1.6%) in March and approximately 66,850 fewer occupied room nights (-4.9%) compared to a year ago (Figure 10). Several hotel properties across the state were closed for renovation or had rooms out of service for renovation during March. However, the number of rooms out of service may be under-reported.

All classes of Hawai'i hotel properties statewide reported RevPAR declines in March. Luxury Class properties reported RevPAR of \$443 (-7.2%) with ADR of \$583 (-3.1%) and occupancy of 75.9 percent (-3.4 percentage points). Midscale & Economy Class hotels reported RevPAR of \$150 (-2.9%) with ADR of \$182 (+0.8%) and occupancy of 82.0 percent (-3.1 percentage points).

Hotel properties in Hawai'i's four island counties all reported lower RevPAR for March. Maui County hotels reported the highest RevPAR in March at \$336 (-1.4%) with ADR of \$421 (-1.6%) and flat occupancy (79.8%, +0.2 percentage points).

O'ahu hotels reported lower occupancy (80.4%, -2.3 percentage points) and flat ADR (\$230, -0.2%) for March.

Hotels on the island of Hawai'i continued to face challenges in March, with RevPAR dropping 11.2 percent to \$216, ADR to \$272 (-4.9%) and occupancy to 79.2 percent (-5.7 percentage points).

RevPAR for Kaua'i hotels fell to \$213 (-14.6%) in March, with declines in both ADR to \$286 (-4.5%) and occupancy to 74.4 percent (-8.8 percentage points).

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Tables of hotel performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaiitourismauthority.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 March 2019, the survey included 163 properties representing 47,876 rooms, or 90.0 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels.

**Figure 1: Hawai'i Hotel Performance Year-to-Date March 2019**

	Occupancy %			Average Daily Rate			RevPAR		
	2019	2018	Percentage Pt. Change	2019	2018	% Change	2019	2018	% Change
<b>State of Hawai'i</b>	80.8%	83.5%	-2.7%	\$292.07	\$292.16	0.0%	\$235.94	\$243.87	-3.3%
Luxury Class	76.1%	79.4%	-3.3%	\$594.20	\$601.67	-1.2%	\$452.09	\$477.72	-5.4%
Upper Upscale Class	83.0%	86.2%	-3.2%	\$285.71	\$281.76	1.4%	\$237.10	\$242.96	-2.4%
Upscale Class	76.9%	79.5%	-2.6%	\$221.57	\$217.35	1.9%	\$170.28	\$172.76	-1.4%
Upper Midscale Class	84.5%	84.4%	0.2%	\$159.58	\$159.00	0.4%	\$134.87	\$134.13	0.6%
Midscale & Economy Class	83.1%	87.1%	-3.9%	\$186.81	\$187.80	-0.5%	\$155.33	\$163.48	-5.0%
<b>O'ahu</b>	83.0%	84.3%	-1.4%	\$236.31	\$234.52	0.8%	\$196.09	\$197.78	-0.9%
Waikiki	83.2%	85.1%	-1.9%	\$231.40	\$229.69	0.7%	\$192.51	\$195.47	-1.5%
Other O'ahu	81.7%	79.8%	1.9%	\$265.59	\$265.09	0.2%	\$217.05	\$211.49	2.6%
O'ahu Luxury	70.2%	71.3%	-1.1%	\$497.69	\$503.49	-1.2%	\$349.50	\$358.96	-2.6%
O'ahu Upper Upscale	84.5%	87.5%	-3.0%	\$256.50	\$254.11	0.9%	\$216.78	\$222.30	-2.5%
O'ahu Upscale	81.7%	80.4%	1.3%	\$191.16	\$189.43	0.9%	\$156.15	\$152.31	2.5%
O'ahu Upper Midscale	85.0%	84.6%	0.4%	\$152.85	\$151.07	1.2%	\$129.94	\$127.84	1.6%
O'ahu Midscale & Economy	87.4%	89.6%	-2.2%	\$136.61	\$136.16	0.3%	\$119.44	\$122.04	-2.1%
<b>Maui County</b>	78.6%	80.1%	-1.5%	\$428.29	\$432.04	-0.9%	\$336.74	\$346.26	-2.7%
Wailea	88.8%	88.6%	0.2%	\$647.26	\$659.77	-1.9%	\$574.63	\$584.28	-1.7%
Lahaina/Kā'anapali/Kapalua	77.3%	79.8%	-2.5%	\$359.98	\$357.18	0.8%	\$278.36	\$285.13	-2.4%
Other Maui County	80.3%	80.5%	-0.3%	\$512.26	\$525.93	-2.6%	\$411.25	\$423.61	-2.9%
Maui County Luxury	81.1%	81.1%	0.0%	\$709.79	\$728.61	-2.6%	\$575.47	\$590.70	-2.6%
Maui County Upper Upscale & Upscale	78.6%	80.5%	-2.0%	\$341.06	\$338.52	0.8%	\$267.93	\$272.68	-1.7%
<b>Island of Hawai'i</b>	79.1%	85.8%	-6.7%	\$284.70	\$290.52	-2.0%	\$225.17	\$249.29	-9.7%
Kohala Coast	79.3%	82.9%	-3.6%	\$400.98	\$414.98	-3.4%	\$318.04	\$344.01	-7.5%
<b>Kaua'i</b>	74.8%	83.5%	-8.7%	\$304.72	\$304.14	0.2%	\$227.91	\$253.82	-10.2%

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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 2: Hawai'i Hotel Performance by Measure Year-to-Date March 2019**

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2019	2018	% Change	2019	2018	% Change	2019	2018	% Change
<b>State of Hawai'i</b>	4,782.9	4,857.2	-1.5%	3,863.8	4,054.3	-4.7%	1,128.5	1,184.5	-4.7%
<b>O'ahu</b>	2,660.4	2,692.0	-1.2%	2,207.6	2,270.3	-2.8%	521.7	532.4	-2.0%
Waikiki	2,272.2	2,303.9	-1.4%	1,890.4	1,960.7	-3.6%	437.4	450.3	-2.9%
<b>Maui County</b>	1,145.5	1,139.9	0.5%	900.6	913.6	-1.4%	385.7	394.7	-2.3%
Wailea	197.5	197.5	0.0%	175.3	174.9	0.2%	113.5	115.4	-1.7%
Lahaina/Kā'anapali/Kapalua	642.3	636.8	0.9%	496.7	508.3	-2.3%	178.8	181.6	-1.5%
<b>Island of Hawai'i</b>	578.1	628.4	-8.0%	457.2	539.2	-15.2%	130.2	156.7	-16.9%
Kohala Coast	270.0	300.7	-10.2%	214.2	249.3	-14.1%	85.9	103.4	-17.0%
<b>Kaua'i</b>	398.9	396.8	0.5%	298.3	331.2	-9.9%	90.9	100.7	-9.7%

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**Figure 3: Top 5 U.S. Markets – Revenue Per Available Room – YTD March 2019**

<b>Rank</b>	<b>Destination</b>	<b>Revenue Per Available Room</b>	<b>% Change</b>
1	Hawaiian Islands	\$235.94	-3.2%
2	San Francisco/San Mateo, CA	\$209.51	15.9%
3	Miami/Hialeah, FL	\$207.66	-3.5%
4	New York, NY	\$152.01	-7.1%
5	Phoenix, AZ	\$143.17	5.5%

**Figure 4: Top 5 U.S. Markets – Average Daily Rate – YTD March 2019**

<b>Rank</b>	<b>Destination</b>	<b>Average Daily Rate</b>	<b>% Change</b>
1	Hawaiian Islands	\$292.07	0.0%
2	San Francisco/San Mateo, CA	\$270.23	15.9%
3	Miami/Hialeah, FL	\$250.11	-1.0%
4	New York, NY	\$196.25	-3.8%
5	Los Angeles/Long Beach, CA	\$176.22	-1.0%

**Figure 5: Top 5 U.S. Markets – Occupancy – YTD March 2019**

<b>Rank</b>	<b>Destination</b>	<b>Occupancy</b>	<b>Percentage Pt. Change</b>
1	Miami/Hialeah, FL	83.0%	-2.1%
2	Orlando, FL	82.3%	-1.9%
3	Phoenix, AZ	81.6%	1.2%
4	Tampa/St Petersburg, FL	81.2%	1.9%
5	Hawaiian Islands	80.8%	-2.7%

**Figure 6: Competitive Sun and Sea Destinations – Revenue per Available Room – YTD March 2019**

Rank	Destination	Revenue Per Available Room	% Change
1	Maldives	\$574.51	4.5%
2	Aruba	\$350.82	11.2%
3	Maui	\$336.74	-2.7%
4	French Polynesia	\$288.77	2.2%
5	Cabo San Lucas+	\$236.06	-12.7%
6	Kaua'i	\$227.91	-10.2%
7	Island of Hawai'i	\$225.17	-9.7%
8	O'ahu	\$196.09	-0.9%
9	Puerto Rico	\$179.60	0.4%
10	Cancun+	\$168.99	-9.0%
11	Costa Rica	\$159.91	2.5%
12	Phuket	\$136.90	-12.6%
13	Puerto Vallarta+	\$84.44	-6.1%
14	Fiji	\$85.71	146.2%
15	Bali	\$61.92	-6.5%

**Figure 7: Competitive Sun and Sea Destinations – Average Daily Rate – YTD March 2019**

Rank	Destination	Average Daily Rate	% Change
1	Maldives	\$736.98	5.2%
2	French Polynesia	\$496.64	-1.1%
3	Aruba	\$447.91	6.9%
4	Cabo San Lucas+	\$444.35	5.6%
5	Maui	\$428.29	-0.9%
6	Kaua'i	\$304.72	0.2%
7	Island of Hawai'i	\$284.70	-2.0%
8	Puerto Rico	\$254.38	11.6%
9	O'ahu	\$236.31	0.8%
10	Cancun+	\$234.24	-1.1%
11	Costa Rica	\$204.90	6.8%
12	Phuket	\$161.94	-6.1%
13	Fiji	\$135.30	-6.5%
14	Puerto Vallarta+	\$105.42	-3.9%
15	Bali	\$101.94	10.2%

**Figure 8: Competitive Sun and Sea Destinations – Occupancy – YTD March 2019**

<b>Rank</b>	<b>Destination</b>	<b>Occupancy</b>	<b>Percentage Pt. Change</b>
1	Phuket	84.5%	-6.3%
2	O'ahu	83.0%	-1.4%
3	Puerto Vallarta+	80.1%	-1.9%
4	Island of Hawai'i	79.1%	-6.7%
5	Maui	78.6%	-1.5%
6	Aruba	78.3%	3.0%
7	Costa Rica	78.0%	-3.3%
8	Maldives	78.0%	-0.5%
9	Kaua'i	74.8%	-8.7%
10	Cancun+	72.1%	-6.2%
11	Puerto Rico	70.6%	-7.9%
12	Bali	60.6%	0.1%
13	Fiji	59.8%	-1.0%
14	French Polynesia	58.1%	1.8%
15	Cabo San Lucas+	53.1%	-11.1%

**Figure 9: Hawai'i Hotel Performance March 2019**

	Occupancy %			Average Daily Rate			RevPAR		
	2019	2018	Percentage Pt. Change	2019	2018	% Change	2019	2018	% Change
<b>State of Hawai'i</b>	79.6%	82.3%	-2.7%	\$284.90	\$288.03	-1.1%	\$226.83	\$237.09	-4.3%
Luxury Class	75.9%	79.3%	-3.4%	\$583.10	\$601.67	-3.1%	\$442.82	\$477.31	-7.2%
Upper Upscale Class	81.9%	85.2%	-3.3%	\$278.05	\$276.58	0.5%	\$227.63	\$235.63	-3.4%
Upscale Class	75.9%	78.4%	-2.5%	\$211.68	\$209.99	0.8%	\$160.70	\$164.64	-2.4%
Upper Midscale Class	81.5%	81.8%	-0.3%	\$154.33	\$153.94	0.3%	\$125.73	\$125.89	-0.1%
Midscale & Economy Class	82.0%	85.1%	-3.1%	\$182.43	\$180.93	0.8%	\$149.63	\$154.03	-2.9%
<b>O'ahu</b>	80.4%	82.7%	-2.3%	\$229.50	\$229.90	-0.2%	\$184.57	\$190.22	-3.0%
Waikiki	80.4%	83.5%	-3.1%	\$223.67	\$223.37	0.1%	\$179.88	\$186.49	-3.5%
Other O'ahu	80.4%	78.3%	2.1%	\$263.63	\$271.23	-2.8%	\$212.02	\$212.35	-0.2%
O'ahu Luxury	69.3%	70.7%	-1.4%	\$478.42	\$497.92	-3.9%	\$331.49	\$351.90	-5.8%
O'ahu Upper Upscale	82.0%	86.6%	-4.6%	\$249.58	\$248.48	0.4%	\$204.63	\$215.07	-4.9%
O'ahu Upscale	78.8%	78.0%	0.8%	\$185.76	\$184.95	0.4%	\$146.40	\$144.23	1.5%
O'ahu Upper Midscale	81.8%	82.0%	-0.1%	\$147.30	\$146.10	0.8%	\$120.54	\$119.74	0.7%
O'ahu Midscale & Economy	84.9%	87.2%	-2.3%	\$130.90	\$130.95	0.0%	\$111.15	\$114.20	-2.7%
<b>Maui County</b>	79.8%	79.6%	0.2%	\$420.52	\$427.49	-1.6%	\$335.50	\$340.22	-1.4%
Wailea	90.6%	88.8%	1.9%	\$641.76	\$665.01	-3.5%	\$581.66	\$590.22	-1.5%
Lahaina/Kā'anapali/Kapalua	79.2%	79.5%	-0.3%	\$348.48	\$348.28	0.1%	\$275.88	\$276.92	-0.4%
Other Maui County	80.6%	79.7%	0.9%	\$510.88	\$527.52	-3.2%	\$411.59	\$420.32	-2.1%
Maui County Luxury	82.5%	82.1%	0.5%	\$702.38	\$730.23	-3.8%	\$579.77	\$599.27	-3.3%
Maui County Upper Upscale & Upscale	79.9%	79.7%	0.2%	\$330.05	\$329.61	0.1%	\$263.73	\$262.71	0.4%
<b>Island of Hawai'i</b>	79.2%	84.9%	-5.7%	\$272.14	\$286.06	-4.9%	\$215.54	\$242.83	-11.2%
Kohala Coast	80.0%	81.5%	-1.4%	\$385.43	\$413.59	-6.8%	\$308.48	\$336.97	-8.5%
<b>Kaua'i</b>	74.4%	83.2%	-8.8%	\$286.42	\$299.96	-4.5%	\$213.06	\$249.55	-14.6%

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.

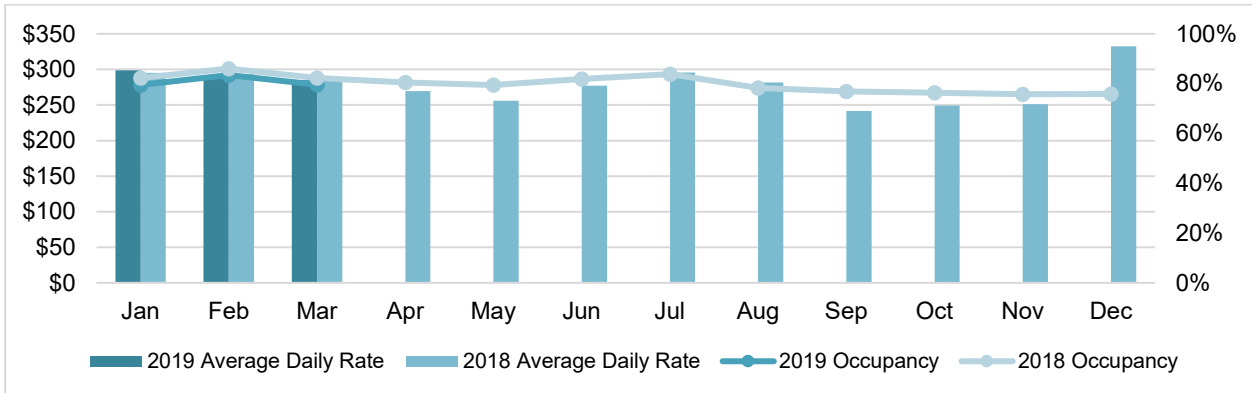
**Figure 10: Hawai'i Hotel Performance by Measure March 2019**

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2019	2018	% Change	2019	2018	% Change	2019	2018	% Change
<b>State of Hawai'i</b>	1,647.2	1,674.5	-1.6%	1,311.5	1,378.4	-4.9%	373.7	397.0	-5.9%
<b>O'ahu</b>	916.4	927.1	-1.2%	737.0	767.1	-3.9%	169.1	176.4	-4.1%
Waikiki	782.7	793.4	-1.4%	629.4	662.4	-5.0%	140.8	148.0	-4.9%
<b>Maui County</b>	394.5	392.6	0.5%	314.8	312.5	0.7%	132.4	133.6	-0.9%
Wailea	68.0	68.0	0.0%	61.6	60.4	2.1%	39.6	40.1	-1.5%
Lahaina/Kā'anapali/Kapalua	221.2	219.3	0.9%	175.1	174.4	0.4%	61.0	60.7	0.5%
<b>Island of Hawai'i</b>	199.1	216.4	-8.0%	157.7	183.7	-14.2%	42.9	52.6	-18.3%
Kohala Coast	93.0	103.6	-10.2%	74.4	84.4	-11.8%	28.7	34.9	-17.8%
<b>Kaua'i</b>									

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

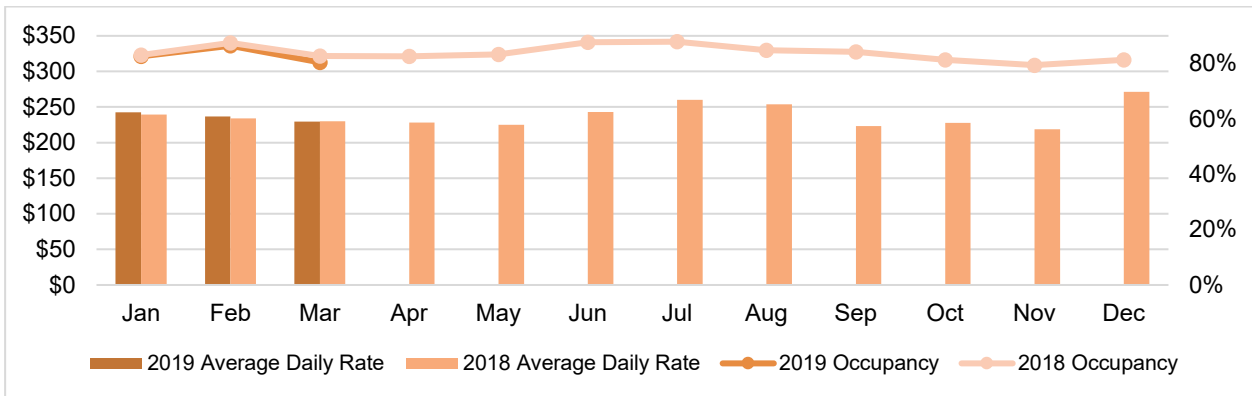


**Figure 11: Monthly State of Hawai'i Hotel Performance, 2019 vs. 2018**



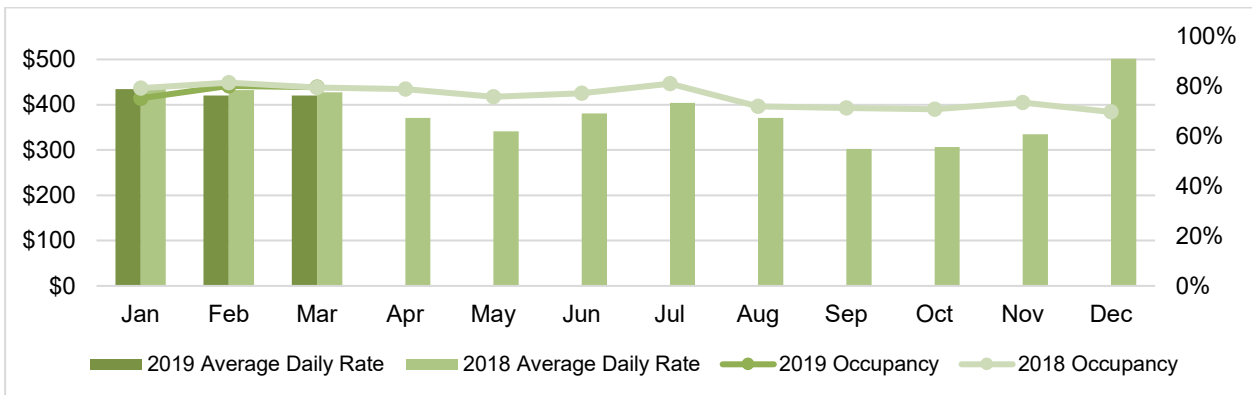
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**Figure 12: Monthly O'ahu Hotel Performance, 2019 vs. 2018**



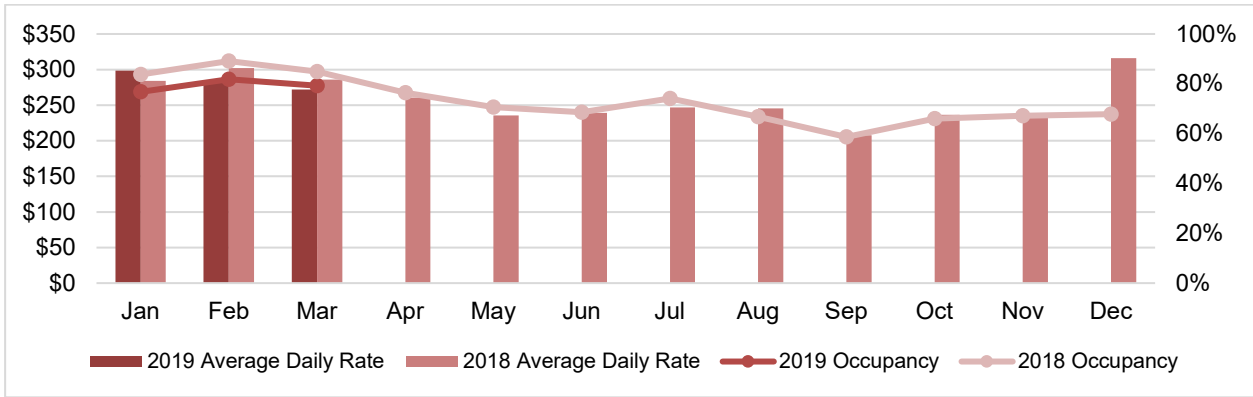
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**Figure 13: Monthly Maui County Hotel Performance, 2019 vs. 2018**



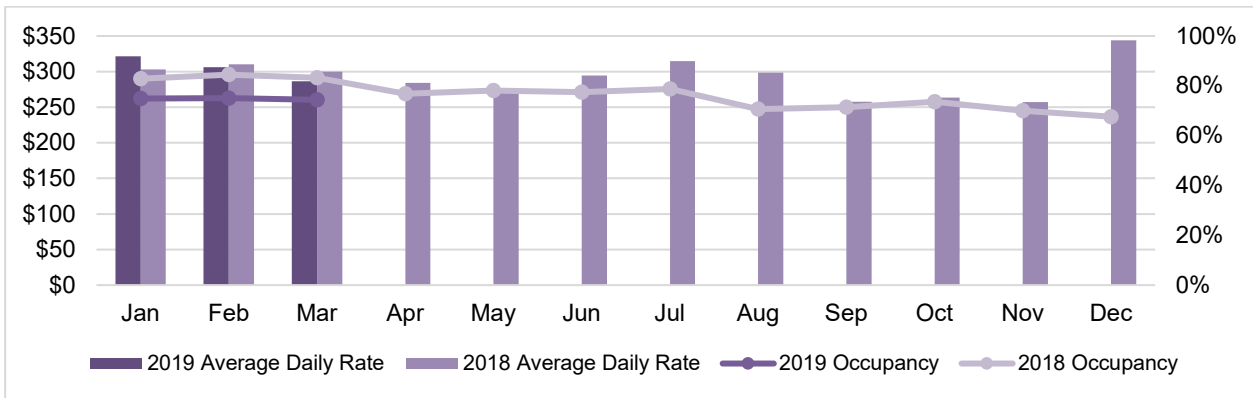
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**Figure 14: Monthly Island of Hawai'i Hotel Performance, 2019 vs. 2018**



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**Figure 15: Monthly Kaua'i Hotel Performance, 2019 vs. 2018**



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