



Hawaii Hotel Performance Report for First Half of 2019

Through the first six 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 half of 2018. However, hotels in the Hawaiian Islands recorded the highest average RevPAR and ADR of the top U.S. markets during this timeframe.

According to the *Hawaii Hotel Performance Report* published by the Hawaii Tourism Authority (HTA), statewide RevPAR declined to \$226 (-1.1%), with ADR at \$280 (+0.9%) and occupancy of 80.7 percent (-1.6 percentage points) (Figure 1) in the first half 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 half of 2019, Hawaii hotel room revenues decreased by 2.6 percent to \$2.21 billion. There were about 150,000 fewer available room nights (-1.5%) and more than 284,000 fewer occupied room nights (-3.5%) compared to the first half of 2018 (Figure 2). Several hotel properties across the state were closed for renovation or had rooms out of service for renovation during the first half of 2019.

Luxury Class properties reported RevPAR of \$429 (-1.1%), with ADR at \$560 (-0.7%) and occupancy of 76.6 percent (-0.3 percentage points). Midscale & Economy Class hotels reported RevPAR of \$145 (-5.8%), with ADR at \$176 (-1.7%) and occupancy of 82.0 percent (-3.6 percentage points).

Comparison to Top U.S. Markets

In comparison to other top U.S. markets, hotels in the Hawaiian Islands earned the highest RevPAR at \$226 for the first half of 2019, followed by San Francisco/San Mateo at \$208 (+8.1%) and New York City at \$197 (-3.8%) (Figure 3). Hawaii also led the U.S. markets in ADR at \$280, followed by San Francisco/San Mateo at \$256 (+8.7%) and New York City at \$237 (-1.8%) (Figure 4). The Hawaiian Islands ranked third for occupancy at 80.7 percent, with New York City topping the list at 83.4 percent (-1.7 percentage points) (Figure 5).

Hotel Results by County

Through the first six months of 2019, Maui County hotels led Hawaii's four island counties in RevPAR at \$316 (+0.8%), with ADR at \$402 (+0.8%) and no change in occupancy at 78.6 percent.

O'ahu hotels earned slightly lower RevPAR of \$194 (-0.5%), with ADR at \$233 (+0.9%) and occupancy of 83.3 percent (-1.2 percentage points).

Kauai hotels' RevPAR decreased to \$213 (-10.0%), with declines in both ADR to \$288 (-1.0%) and occupancy of 74.1 percent (-7.4 percentage points).

Hotels on the island of Hawai'i reported a decline in RevPAR to \$206 (-4.1%), with decreases in both ADR to \$267 (-0.4%) and occupancy of 77.0 percent (-3.0 percentage points).

Comparison to International Markets

When compared to international "sun and sea" destinations, Hawai'i's counties ranked among the top 10 markets for RevPAR in the first half of 2019. Hotels in the Maldives ranked highest in RevPAR at \$414 (+5.0%), followed by French Polynesia at \$351 (+9.1%). Maui County ranked third, with Kaua'i, the island of Hawai'i, and O'ahu ranking fifth, seventh and eighth, respectively (Figure 7).

The Maldives also led in ADR at \$590 (+0.8%), followed by French Polynesia at \$539 (+2.4%). Maui County ranked third. Kaua'i, the island of Hawai'i, and O'ahu ranked sixth, seventh, and eighth, respectively (Figure 7).

O'ahu led in occupancy for sun and sea destinations in the first half of the year, followed by Maui County, Aruba (78.5%, +2.4 percentage points), the island of Hawai'i, and Kaua'i (Figure 8).

June 2019 Hotel Performance

For the month of June, RevPAR statewide grew to \$236 (+4.2%), with ADR at \$280 (+2.2%) and occupancy of 84.1 percent (+1.6 percentage points) (Figure 9). Contributing to this growth, hotels on the island of Hawai'i reported significant gains in RevPAR, ADR and occupancy.

In June, Hawai'i hotel room revenues statewide increased 2.5 percent to \$382.4 million. There were approximately 3,800 more occupied room nights (+0.3%) and nearly 27,000 fewer available room nights (-1.6%) 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 June. However, the number of rooms out of service may be under-reported.

Luxury Class properties led in growth of RevPAR at \$443 (+10.4%) in June, which was driven by increases in occupancy to 80.9 percent (+6.6 percentage points) and ADR to \$548 (+1.5%). Midscale & Economy Class hotels reported RevPAR of \$142 (-3.2%) with ADR at \$174 (-1.0%) and occupancy of 81.8 percent (-1.8 percentage points).

In June, Maui County hotels reported the highest RevPAR of all four counties at \$318 (+8.1%), which was supported by increases in ADR to \$394 (+3.3%) and occupancy of 80.9 percent (+3.6 percentage points).

The performance of O'ahu hotels in June was similar to a year ago, with RevPAR of \$213 (+0.9%), ADR at \$243 (+0.9%), and no change in occupancy of 87.9 percent.

Hotels on the island of Hawai'i saw increases in RevPAR to \$196 (+17.2%), ADR to \$250 (+5.7%), and occupancy to 78.7 percent (+7.7 percentage points) in June compared to a year ago. In May 2018, Kīlauea volcano started erupting in lower Puna, which contributed to a downturn in visitors to the island of Hawai'i in succeeding months.

RevPAR for Kaua'i hotels fell to \$211 (-7.5%) in June, with declines in both ADR to \$279 (-3.9%) and occupancy to 75.7 percent (-3.0 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.hawaii tourism authority.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 2019, the survey included 159 properties representing 48,173 rooms, or 89.2% 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 June 2019

	Occupancy %			Average Daily Rate			RevPAR		
	2019	2018	Percentage Pt. Change	2019	2018	% Change	2019	2018	% Change
State of Hawai'i	80.7%	82.3%	-1.6%	\$279.92	\$277.43	0.9%	\$225.80	\$228.34	-1.1%
Luxury Class	76.6%	76.9%	-0.3%	\$560.47	\$564.37	-0.7%	\$429.34	\$434.19	-1.1%
Upper Upscale Class	82.7%	85.4%	-2.7%	\$280.25	\$274.10	2.2%	\$231.64	\$234.08	-1.0%
Upscale Class	76.6%	78.3%	-1.8%	\$209.13	\$207.00	1.0%	\$160.12	\$162.18	-1.3%
Upper Midscale Class	84.8%	83.7%	1.1%	\$159.37	\$157.31	1.3%	\$135.18	\$131.66	2.7%
Midscale & Economy Class	82.0%	85.6%	-3.6%	\$176.27	\$179.27	-1.7%	\$144.52	\$153.45	-5.8%
O'ahu	83.3%	84.5%	-1.2%	\$233.22	\$231.15	0.9%	\$194.26	\$195.29	-0.5%
Waikiki	83.5%	85.1%	-1.6%	\$228.33	\$226.36	0.9%	\$190.76	\$192.67	-1.0%
Other O'ahu	81.8%	80.6%	1.2%	\$263.39	\$262.09	0.5%	\$215.41	\$211.28	2.0%
O'ahu Luxury	71.1%	70.2%	0.9%	\$483.31	\$487.48	-0.9%	\$343.77	\$342.27	0.4%
O'ahu Upper Upscale	84.6%	88.1%	-3.5%	\$257.08	\$253.87	1.3%	\$217.56	\$223.68	-2.7%
O'ahu Upscale	82.2%	81.1%	1.1%	\$188.46	\$189.99	-0.8%	\$154.90	\$154.10	0.5%
O'ahu Upper Midscale	85.3%	84.0%	1.4%	\$154.52	\$151.70	1.9%	\$131.86	\$127.40	3.5%
O'ahu Midscale & Economy	86.9%	89.3%	-2.4%	\$134.92	\$137.47	-1.9%	\$117.30	\$122.75	-4.4%
Maui County	78.6%	78.6%	0.0%	\$401.72	\$398.43	0.8%	\$315.71	\$313.09	0.8%
Wailea	89.7%	88.4%	1.2%	\$613.26	\$606.71	1.1%	\$549.84	\$536.64	2.5%
Lahaina/Kā'anapali/Kapalua	77.7%	77.9%	-0.2%	\$335.96	\$331.89	1.2%	\$261.14	\$258.64	1.0%
Other Maui County	79.7%	79.4%	0.3%	\$483.60	\$481.06	0.5%	\$385.35	\$382.00	0.9%
Maui County Luxury	82.0%	80.1%	1.9%	\$661.02	\$670.30	-1.4%	\$541.94	\$536.84	1.0%
Maui County Upper Upscale & Upscale	78.4%	78.9%	-0.5%	\$320.61	\$311.77	2.8%	\$251.48	\$246.07	2.2%
Island of Hawai'i	77.0%	80.0%	-3.0%	\$267.38	\$268.35	-0.4%	\$205.90	\$214.74	-4.1%
Kohala Coast	77.6%	74.8%	2.8%	\$376.85	\$386.17	-2.4%	\$292.28	\$288.87	1.2%
Kaua'i	74.1%	81.5%	-7.4%	\$287.52	\$290.50	-1.0%	\$212.92	\$236.64	-10.0%

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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 June 2019

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2019	2018	% Change	2019	2018	% Change	2019	2018	% Change
State of Hawai'i	9,781.5	9,931.7	-1.5%	7,890.4	8,174.5	-3.5%	2,208.7	2,267.8	-2.6%
O'ahu	5,498.4	5,561.6	-1.1%	4,579.8	4,698.7	-2.5%	1,068.1	1,086.1	-1.7%
Waikiki	4,717.8	4,781.0	-1.3%	3,941.4	4,069.4	-3.1%	899.9	921.2	-2.3%
Maui County	2,303.6	2,292.5	0.5%	1,810.4	1,801.5	0.5%	727.3	717.8	1.3%
Wailea	397.1	397.1	0.0%	356.1	351.2	1.4%	218.4	213.1	2.5%
Lahaina/Kā'anapali/Kapalua	1,291.7	1,280.6	0.9%	1,004.0	997.9	0.6%	337.3	331.2	1.8%
Island of Hawai'i	1,162.6	1,263.7	-8.0%	895.2	1,011.3	-11.5%	239.4	271.4	-11.8%
Kohala Coast	543.0	604.7	-10.2%	421.1	452.4	-6.9%	158.7	174.7	-9.1%
Kaua'i	816.8	813.8	0.4%	604.9	662.9	-8.8%	173.9	192.6	-9.7%

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

Rank	Destination	Revenue Per Available Room	% Change
1	Hawaiian Islands	\$225.80	-1.1%
2	San Francisco/San Mateo, CA	\$207.85	8.1%
3	New York, NY	\$197.35	-3.8%
4	Miami/Hialeah, FL	\$174.27	-2.4%
5	Los Angeles/Long Beach, CA	\$142.28	0.0%

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

Rank	Destination	Average Daily Rate	% Change
1	Hawaiian Islands	\$279.92	0.9%
2	San Francisco/San Mateo, CA	\$256.34	8.7%
3	New York, NY	\$236.75	-1.8%
4	Miami/Hialeah, FL	\$218.26	-0.8%
5	Boston, MA	\$194.08	2.5%

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

Rank	Destination	Occupancy	Percentage Pt. Change
1	New York, NY	83.4%	-1.7%
2	San Francisco/San Mateo, CA	81.1%	-0.5%
3	Hawaiian Islands	80.7%	-1.6%
4	Miami/Hialeah, FL	79.8%	-1.3%
5	Orlando, FL	79.6%	-2.2%

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

Rank	Destination	Revenue Per Available Room	% Change
1	Maldives	\$414.14	5.0%
2	French Polynesia	\$350.84	9.1%
3	Maui	\$315.71	0.8%
4	Aruba	\$295.89	12.4%
5	Kaua'i	\$212.92	-10.0%
6	Cabo San Lucas	\$212.09	-4.4%
7	Hawai'i Island	\$205.90	-4.1%
8	O'ahu	\$194.26	-0.5%
9	Puerto Rico	\$158.18	-3.3%
10	Cancun	\$149.28	-7.9%
11	Costa Rica	\$135.18	4.5%
12	Fiji	\$98.80	-3.8%
13	Phuket	\$97.71	-12.1%
14	Bali	\$69.63	8.5%
15	Puerto Vallarta	\$67.95	-0.2%

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

Rank	Destination	Average Daily Rate	% Change
1	Maldives	\$589.81	0.8%
2	French Polynesia	\$539.18	2.4%
3	Maui	\$401.72	0.8%
4	Cabo San Lucas	\$387.51	-3.5%
5	Aruba	\$376.78	9.0%
6	Kaua'i	\$287.52	-1.0%
7	Hawai'i Island	\$267.38	-0.4%
8	O'ahu	\$233.22	0.9%
9	Puerto Rico	\$231.46	7.7%
10	Cancun	\$217.19	0.2%
11	Costa Rica	\$189.90	9.6%
12	Fiji	\$146.70	-2.8%
13	Phuket	\$133.15	-4.9%
14	Bali	\$108.20	11.2%
15	Puerto Vallarta	\$94.94	-2.8%

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

Rank	Destination	Occupancy	Percentage Pt. Change
1	O'ahu	83.3%	-1.2%
2	Maui	78.6%	0.0%
3	Aruba	78.5%	2.4%
4	Hawai'i Island	77.0%	-3.0%
5	Kaua'i	74.1%	-7.4%
6	Phuket	73.4%	-6.0%
7	Puerto Vallarta	71.6%	1.9%
8	Costa Rica	71.2%	-3.5%
9	Maldives	70.2%	2.8%
10	Cancun	68.7%	-6.1%
11	Puerto Rico	68.3%	-7.8%
12	Fiji	67.3%	-0.7%
13	French Polynesia	65.1%	4.0%
14	Bali	64.3%	-1.6%
15	Cabo San Lucas	54.7%	-0.5%

Figure 9: Hawai'i Hotel Performance June 2019

	Occupancy %			Average Daily Rate			RevPAR		
	2019	2018	Percentage Pt. Change	2019	2018	% Change	2019	2018	% Change
State of Hawai'i	84.1%	82.5%	1.6%	\$280.43	\$274.43	2.2%	\$235.91	\$226.46	4.2%
Luxury Class	80.9%	74.3%	6.6%	\$547.72	\$539.88	1.5%	\$442.99	\$401.20	10.4%
Upper Upscale Class	86.6%	86.5%	0.2%	\$284.38	\$278.29	2.2%	\$246.38	\$240.62	2.4%
Upscale Class	80.0%	78.6%	1.4%	\$203.16	\$202.71	0.2%	\$162.46	\$159.25	2.0%
Upper Midscale Class	88.0%	85.9%	2.1%	\$166.69	\$166.65	0.0%	\$146.76	\$143.14	2.5%
Midscale & Economy Class	81.8%	83.6%	-1.8%	\$174.20	\$175.97	-1.0%	\$142.43	\$147.10	-3.2%
O'ahu	87.9%	87.9%	0.0%	\$242.76	\$240.63	0.9%	\$213.40	\$211.48	0.9%
Waikiki	88.2%	88.3%	-0.2%	\$237.19	\$236.41	0.3%	\$209.11	\$208.83	0.1%
Other O'ahu	86.4%	85.1%	1.2%	\$277.12	\$267.47	3.6%	\$239.34	\$227.71	5.1%
O'ahu Luxury	79.6%	72.7%	6.9%	\$478.26	\$470.69	1.6%	\$380.74	\$342.17	11.3%
O'ahu Upper Upscale	88.9%	91.4%	-2.4%	\$268.21	\$266.55	0.6%	\$238.50	\$243.55	-2.1%
O'ahu Upscale	88.2%	86.8%	1.4%	\$193.33	\$198.31	-2.5%	\$170.60	\$172.12	-0.9%
O'ahu Upper Midscale	88.8%	86.7%	2.1%	\$163.24	\$163.39	-0.1%	\$144.92	\$141.67	2.3%
O'ahu Midscale & Economy	88.8%	91.5%	-2.6%	\$142.58	\$150.42	-5.2%	\$126.64	\$137.56	-7.9%
Maui County	80.9%	77.3%	3.6%	\$393.58	\$381.06	3.3%	\$318.22	\$294.42	8.1%
Wailea	91.1%	89.6%	1.5%	\$616.71	\$578.70	6.6%	\$561.61	\$518.33	8.3%
Lahaina/Kā'anapali/Kapalua	81.5%	77.1%	4.4%	\$327.43	\$323.95	1.1%	\$266.81	\$249.74	6.8%
Other Maui County	80.0%	77.5%	2.6%	\$479.53	\$452.98	5.9%	\$383.84	\$350.96	9.4%
Maui County Luxury	85.1%	80.5%	4.6%	\$646.00	\$639.63	1.0%	\$549.93	\$514.83	6.8%
Maui County Upper Upscale & Upscale	80.9%	77.5%	3.4%	\$313.16	\$297.54	5.2%	\$253.39	\$230.50	9.9%
Island of Hawai'i	78.7%	71.0%	7.7%	\$249.78	\$236.28	5.7%	\$196.49	\$167.71	17.2%
Kohala Coast	79.8%	64.1%	15.7%	\$350.89	\$334.18	5.0%	\$280.11	\$214.16	30.8%
Kaua'i	75.7%	78.6%	-3.0%	\$279.40	\$290.65	-3.9%	\$211.36	\$228.53	-7.5%

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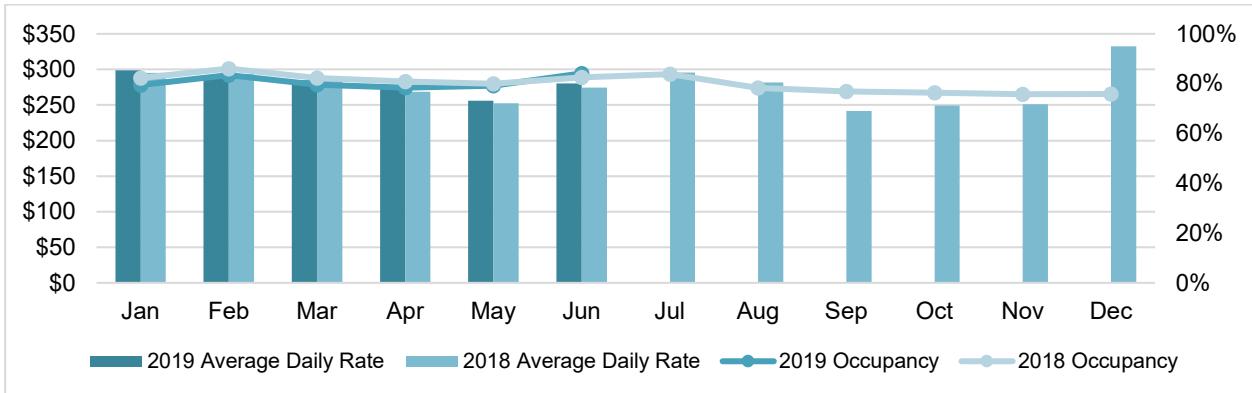
Note: Samples for Maui Upper Midscale, Midscale and Economy Classes were insufficient for reporting purposes, but these data are included in Maui and statewide totals.

Figure 10: Hawai'i Hotel Performance by Measure June 2019

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2019	2018	% Change	2019	2018	% Change	2019	2018	% Change
State of Hawai'i	1,621.1	1,648.0	-1.6%	1,363.7	1,359.9	0.3%	382.4	373.2	2.5%
O'ahu	911.3	921.8	-1.1%	801.1	810.1	-1.1%	194.5	194.9	-0.2%
Waikiki	782.0	792.4	-1.3%	689.4	699.9	-1.5%	163.5	165.5	-1.2%
Maui County	214.1	212.3	0.9%	174.4	163.6	6.6%	57.1	53.0	7.8%
Wailea	381.8	380.0	0.5%	308.7	293.6	5.2%	121.5	111.9	8.6%
Lahaina/Kā'anapali/Kapalua	65.8	65.8	0.0%	59.9	59.0	1.7%	37.0	34.1	8.3%
Island of Hawai'i	192.7	209.5	-8.0%	151.6	148.7	2.0%	37.9	35.1	7.8%
Kohala Coast	90.0	100.2	-10.2%	71.8	64.2	11.9%	25.2	21.5	17.4%

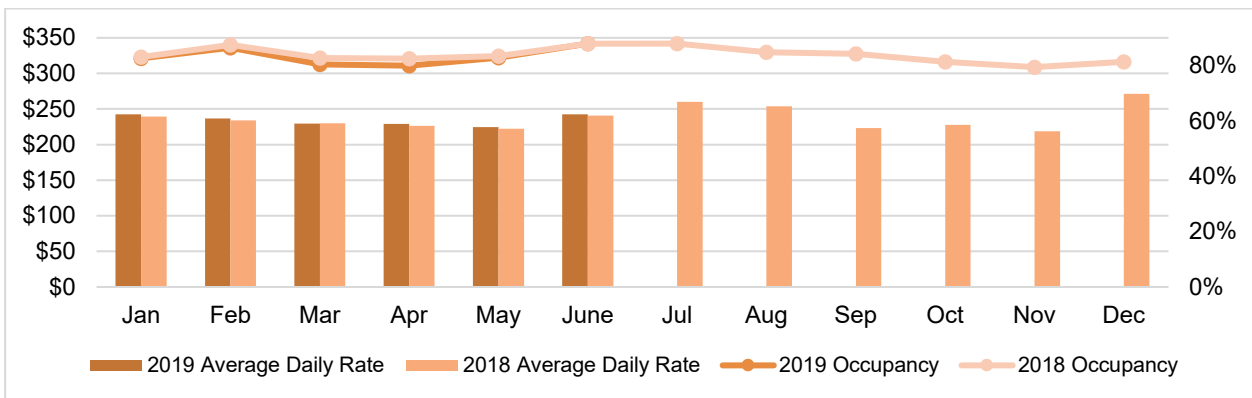
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Figure 11: Monthly State of Hawai'i Hotel Performance, 2019 vs. 2018



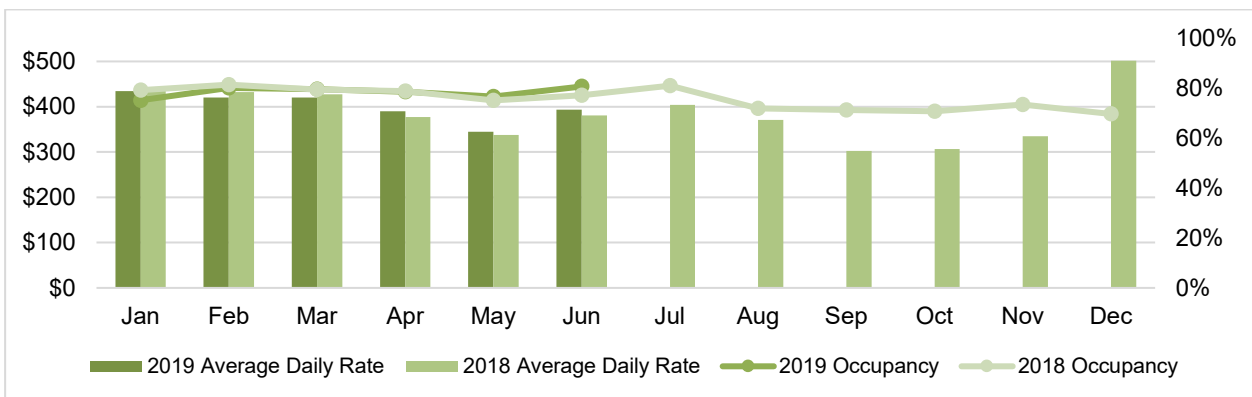
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Figure 12: Monthly O'ahu Hotel Performance, 2019 vs. 2018



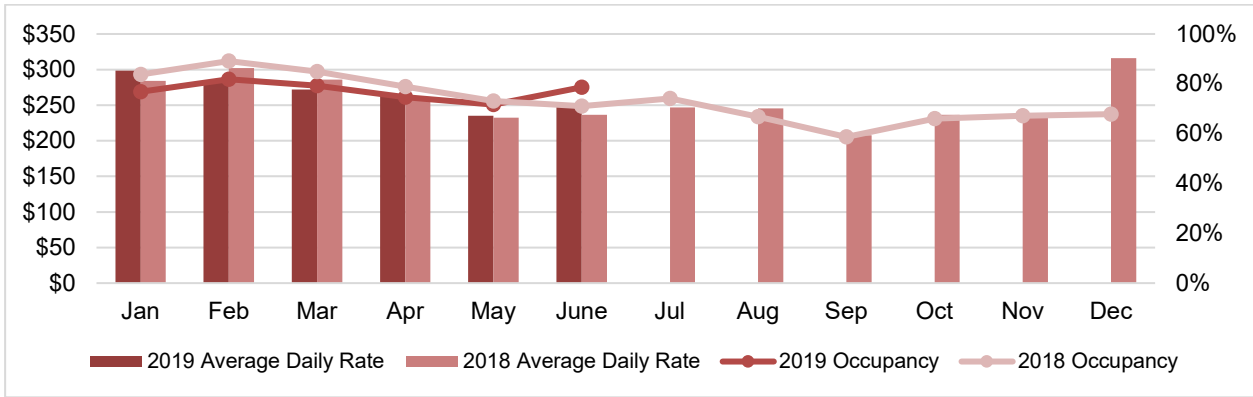
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Figure 13: Monthly Maui County Hotel Performance, 2019 vs. 2018



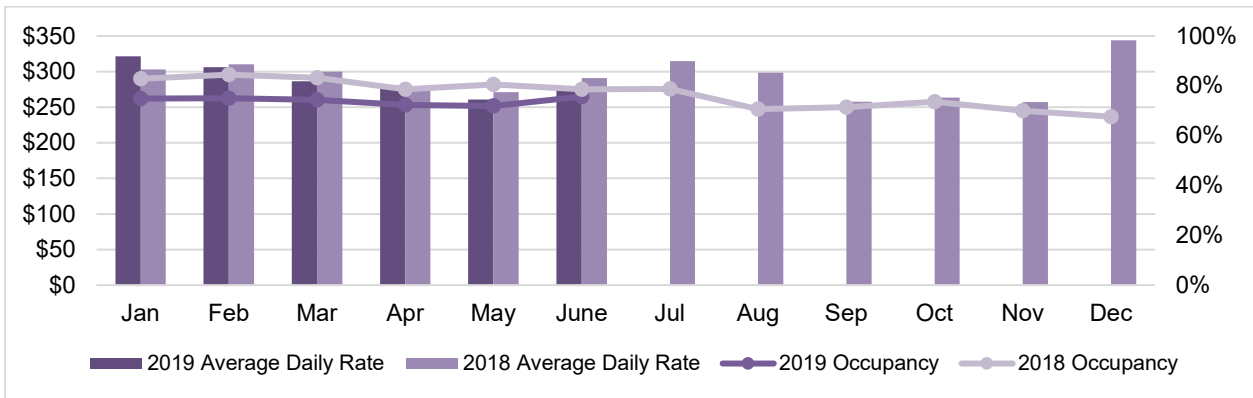
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Figure 14: Monthly Island of Hawai'i Hotel Performance, 2019 vs. 2018



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

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



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