



For Immediate Release: September 20, 2018  
HTA Release (18-65)

## **RevPAR (\$220) and ADR (\$282) Increased for Hawai'i Hotels Statewide in August, But Occupancy Decreased (78.3%) Due to Hurricane Lane**

### **Peak Summer Travel Season Generated Increased RevPAR (\$232) and ADR (\$285) to Offset Decline in Occupancy (81.3%) for Hawai'i Hotels Statewide**

**HONOLULU** – Hawai'i hotels statewide and in Maui County, Kaua'i and O'ahu reported increases in revenue per available room (RevPAR) and average daily rate (ADR) in August, even as Hurricane Lane's approach to the Hawaiian Islands increased cancellations to reduce occupancy.

Hotels on the island of Hawai'i reported declines or flat results in RevPAR, ADR and occupancy for the third straight month, with Lane contributing to the downturn caused by the Kīlauea volcano eruption.

The *Hawai'i Hotel Performance Report* released today by the Hawai'i Tourism Authority (HTA) for August 2018 and year-to-date includes a summary of the results for the peak summer travel season. 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.

Hawai'i hotels statewide reported RevPAR of \$220 (+0.7%) and ADR of \$282 (+4.4%) in August, which offset a 2.8 percentage point decline in occupancy to 78.3 percent. All classes of properties reported year-over-year ADR gains for August. Luxury Class and Upper Upscale Class hotels reported RevPAR losses this month, with drops in occupancy offsetting ADR growth (Figure 1).

Year-to-date through August, Hawai'i hotels statewide and for all four island counties continued to report good results in RevPAR and ADR. However the strength of these figures is largely built on the first five months of the year. Occupancy rates statewide and for each island county through the first eight months are similar to a year ago (Figure 2).

Jennifer Chun, HTA tourism research director, noted, "August is typically a strong month for the hotel industry, but news coverage about Hurricane Lane heading straight at Hawai'i, and travelers being able to utilize airline cancellation fee waivers likely impacted results in the latter half of the month. Occupancy was down across the state in August compared to a year ago. However, the occupancy in August 2017 was 81.1 percent, which was the highest occupancy for any August since 2006."

Despite the decline in August occupancy for all four island counties, O'ahu, Maui County, and Kaua'i hotel properties all reported RevPAR and ADR increases for the month.

Kaua'i hotels led the counties in RevPAR growth in August, earning a 2.4 percent increase to \$211, which was boosted by ADR of \$299 (+8.4%), offsetting occupancy of 70.7 percent (-4.1 percentage points).

Maui County hotels reported the highest RevPAR at \$267 (+1.7%) in August, driven by growth in ADR to \$371 (+7.6%). Occupancy for Maui County hotels averaged 72.0 percent (-4.1 percentage points).

O'ahu hotels reported growth in RevPAR to \$215 (+2.2%) in August due to an increase in ADR to \$254 (+3.8%), which offset a 1.3 percentage point decrease in occupancy to 84.8 percent.

Island of Hawai'i hotels experienced a 10.5 percent drop in RevPAR to \$164 in August, and was the only county to report a decrease in ADR (\$246, -2.0%). Occupancy also declined by 6.3 percentage points to 66.8 percent.

Of the state's resort regions, Wailea properties led in RevPAR at \$470 (-1.3%), ADR at \$564 (+5.0%), and occupancy of 83.3 percent (-5.3 percentage points) in August.

The Lahaina/Kā'anapali/Kapalua region reported growth in RevPAR (+2.5% to \$222) and ADR (+8.7% to \$310) in August. Occupancy declined by 4.3 percentage points to 71.7 percent.

Waikīkī hotels grew RevPAR by 2.0 percent to \$212, with an increase in ADR to \$250 (+3.9%) offsetting lower occupancy (84.9%, -1.6 percentage points).

Kohala Coast hotels reported a 14.9 percent declines in RevPAR to \$221 in August, a result of decreases in both ADR (\$350, -2.1%) and occupancy (63.1%, -9.5 percentage points).

### **Maui County and Kaua'i Properties Led Summer Hotel Performance**

The summer months of June, July and August are historically a peak travel season for the Hawaiian Islands. However, the performance of hotels on the island of Hawai'i were affected by the Kīlauea volcano eruption throughout the summer, as were all the islands due to Hurricane Lane in August.

Despite the challenges of these natural disasters, hotels statewide grew RevPAR to \$232 (+3.0%) in summer, uplifted by an increase in ADR to \$285 (+4.9%), which offset a decline in occupancy to 81.3 percent (-1.5 percentage points) (Figure 8).

Chun commented, "All things considered, it was a good summer overall for the hotel industry on a statewide level and especially for hotel properties in Maui County and Kaua'i, as well as O'ahu. Hotels on the island of Hawai'i suffered a downturn throughout summer because of the dampening effect that Kīlauea's eruption had on travel bookings."

Hotel properties in Maui County and Kaua'i generated the best overall results in the summer. Maui County hotels saw increases in RevPAR to \$297 (+7.6%) and ADR to \$386 (+9.3%), which compensated for a decline in occupancy to 76.8 percent (-1.2 percentage points).

Kaua'i hotels reported growth in RevPAR to \$229 (+7.9%) and ADR to \$303 (+8.9%) in summer, while realizing a small decline in occupancy to 75.6 percent (-0.7 percentage points).

O'ahu hotels also reported solid results for the summer, earning RevPAR of \$219 (+2.0%) and ADR of \$252 (+2.9%) to overcome a small dip in occupancy to 86.8 percent (-0.8 percentage points).

Island of Hawai'i hotel properties recorded decreases in RevPAR to \$170 (-8.2%), ADR to \$244 (-0.7%) and occupancy to 69.9 percent (-5.7 percentage points).

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Tables of hotel performance statistics, including data presented in the news release 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 August 2018, the survey included 165 properties representing 48,749 rooms, or 90.3 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](#) 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.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org). Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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Figure 1: Hawai'i Hotel Performance August 2018

	Occupancy %			Average Daily Rate			RevPAR		
	2018	2017	Percentage Pt. Change	2018	2017	% Change	2018	2017	% Change
<b>State of Hawai'i</b>	78.3%	81.1%	-2.8%	\$281.54	\$269.80	4.4%	\$220.46	\$218.89	0.7%
Luxury Class	72.4%	77.6%	-5.2%	\$562.57	\$547.98	2.7%	\$407.45	\$425.40	-4.2%
Upper Upscale Class	82.2%	87.2%	-5.0%	\$280.65	\$267.79	4.8%	\$230.66	\$233.52	-1.2%
Upscale Class	74.8%	74.1%	0.8%	\$211.12	\$191.53	10.2%	\$157.97	\$141.84	11.4%
Upper Midscale Class	81.0%	80.9%	0.1%	\$168.66	\$158.41	6.5%	\$136.62	\$128.11	6.6%
Midscale & Economy Class	76.3%	79.7%	-3.4%	\$161.68	\$146.14	10.6%	\$123.33	\$116.51	5.9%
<b>O'ahu</b>	84.8%	86.1%	-1.3%	\$253.96	\$244.77	3.8%	\$215.34	\$210.76	2.2%
Waikiki	84.9%	86.5%	-1.6%	\$249.77	\$240.30	3.9%	\$212.08	\$207.94	2.0%
Other O'ahu	84.1%	83.5%	0.6%	\$279.11	\$273.43	2.1%	\$234.73	\$228.20	2.9%
O'ahu Luxury	75.0%	78.4%	-3.4%	\$538.93	\$516.60	4.3%	\$403.99	\$404.82	-0.2%
O'ahu Upper Upscale	87.9%	92.5%	-4.6%	\$273.12	\$267.09	2.3%	\$240.14	\$247.17	-2.8%
O'ahu Upscale	82.6%	78.0%	4.6%	\$222.89	\$203.14	9.7%	\$184.02	\$158.43	16.2%
O'ahu Upper Midscale	84.6%	83.4%	1.2%	\$161.20	\$153.01	5.4%	\$136.34	\$127.57	6.9%
O'ahu Midscale & Economy	85.9%	89.7%	-3.8%	\$140.78	\$130.19	8.1%	\$120.94	\$116.72	3.6%
<b>Maui County</b>	72.0%	76.1%	-4.1%	\$370.75	\$344.62	7.6%	\$266.91	\$262.38	1.7%
Wailea	83.3%	88.7%	-5.3%	\$563.89	\$536.92	5.0%	\$470.00	\$476.19	-1.3%
Lahaina/Kā'anapali/Kapalua	71.7%	76.0%	-4.3%	\$310.07	\$285.36	8.7%	\$222.22	\$216.74	2.5%
Other Maui County	72.4%	76.4%	-4.0%	\$446.67	\$419.06	6.6%	\$323.39	\$320.02	1.1%
Maui County Luxury	74.4%	75.5%	-1.1%	\$628.41	\$614.43	2.3%	\$467.77	\$464.10	0.8%
Maui County Upper Upscale & Upscale	72.5%	77.8%	-5.3%	\$284.00	\$259.30	9.5%	\$205.90	\$201.67	2.1%
<b>Island of Hawai'i</b>	66.8%	73.2%	-6.3%	\$245.62	\$250.57	-2.0%	\$164.18	\$183.37	-10.5%
Kohala Coast	63.1%	72.6%	-9.5%	\$350.42	\$358.08	-2.1%	\$221.20	\$259.88	-14.9%
<b>Kaua'i</b>	70.7%	74.8%	-4.1%	\$298.61	\$275.54	8.4%	\$211.08	\$206.09	2.4%

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.

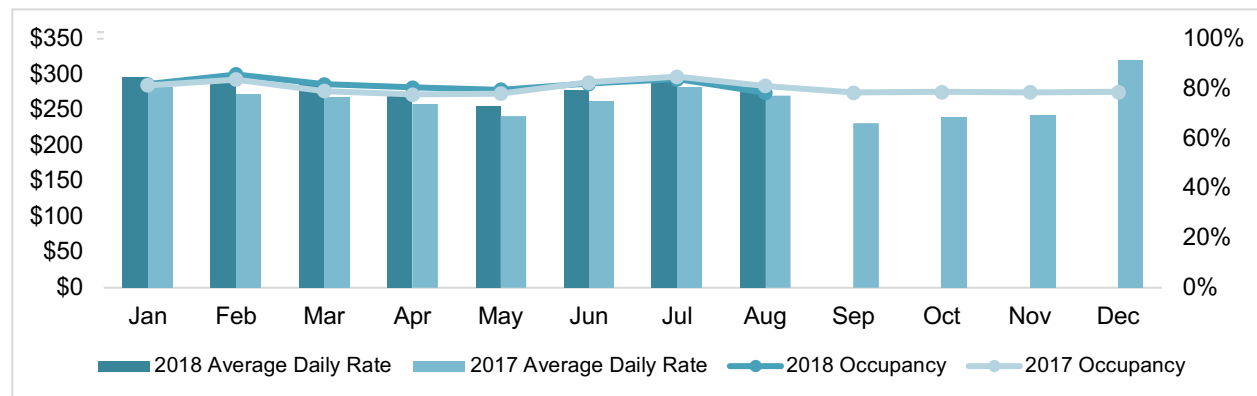
**Figure 2: Hawai'i Hotel Performance Year-to-Date August 2018**

	Occupancy %			Average Daily Rate			RevPAR		
	2018	2017	Percentage Pt. Change	2018	2017	% Change	2018	2017	% Change
<b>State of Hawai'i</b>	81.5%	81.0%	0.5%	\$282.40	\$267.26	5.7%	\$230.26	\$216.52	6.3%
Luxury Class	76.5%	76.3%	0.2%	\$564.54	\$528.72	6.8%	\$431.93	\$403.65	7.0%
Upper Upscale Class	86.2%	86.6%	-0.5%	\$277.62	\$265.79	4.5%	\$239.18	\$230.23	3.9%
Upscale Class	76.6%	75.0%	1.6%	\$213.52	\$198.33	7.7%	\$163.59	\$148.77	10.0%
Upper Midscale Class	82.5%	81.3%	1.2%	\$168.54	\$160.06	5.3%	\$139.08	\$130.13	6.9%
Midscale & Economy Class	82.1%	80.5%	1.6%	\$166.87	\$152.17	9.7%	\$137.02	\$122.45	11.9%
<b>O'ahu</b>	84.9%	84.0%	0.9%	\$239.58	\$234.47	2.2%	\$203.40	\$197.06	3.2%
Waikiki	85.4%	84.7%	0.7%	\$234.92	\$229.82	2.2%	\$200.63	\$194.66	3.1%
Other O'ahu	81.9%	80.0%	1.9%	\$268.42	\$264.80	1.4%	\$219.83	\$211.87	3.8%
O'ahu Luxury	71.6%	71.7%	-0.1%	\$499.17	\$487.73	2.3%	\$357.18	\$349.47	2.2%
O'ahu Upper Upscale	89.6%	89.3%	0.3%	\$258.02	\$256.65	0.5%	\$231.16	\$229.24	0.8%
O'ahu Upscale	80.5%	78.4%	2.1%	\$211.71	\$199.11	6.3%	\$170.40	\$156.03	9.2%
O'ahu Upper Midscale	84.2%	83.3%	0.9%	\$157.09	\$152.16	3.2%	\$132.30	\$126.83	4.3%
O'ahu Midscale & Economy	89.3%	87.8%	1.4%	\$135.16	\$129.51	4.4%	\$120.64	\$113.76	6.0%
<b>Maui County</b>	78.1%	78.3%	-0.1%	\$395.69	\$358.65	10.3%	\$309.18	\$280.75	10.1%
Wailea	88.1%	86.6%	1.4%	\$603.45	\$540.18	11.7%	\$531.46	\$467.99	13.6%
Lahaina/Kā'anapali/Kapalua	77.7%	78.4%	-0.7%	\$331.06	\$303.64	9.0%	\$257.37	\$238.19	8.1%
Other Maui County	78.6%	78.1%	0.6%	\$476.44	\$427.47	11.5%	\$374.66	\$333.76	12.3%
Maui County Luxury	79.6%	78.3%	1.3%	\$659.49	\$600.79	9.8%	\$524.91	\$470.53	11.6%
Maui County Upper Upscale & Upscale	78.5%	79.3%	-0.8%	\$309.00	\$281.71	9.7%	\$242.56	\$223.40	8.6%
<b>Island of Hawai'i</b>	75.7%	75.9%	-0.2%	\$265.54	\$251.43	5.6%	\$200.98	\$190.75	5.4%
Kohala Coast	72.9%	75.8%	-2.8%	\$376.87	\$348.10	8.3%	\$274.86	\$263.76	4.2%
<b>Kaua'i</b>	77.8%	76.8%	1.0%	\$298.37	\$268.28	11.2%	\$232.22	\$206.04	12.7%

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.

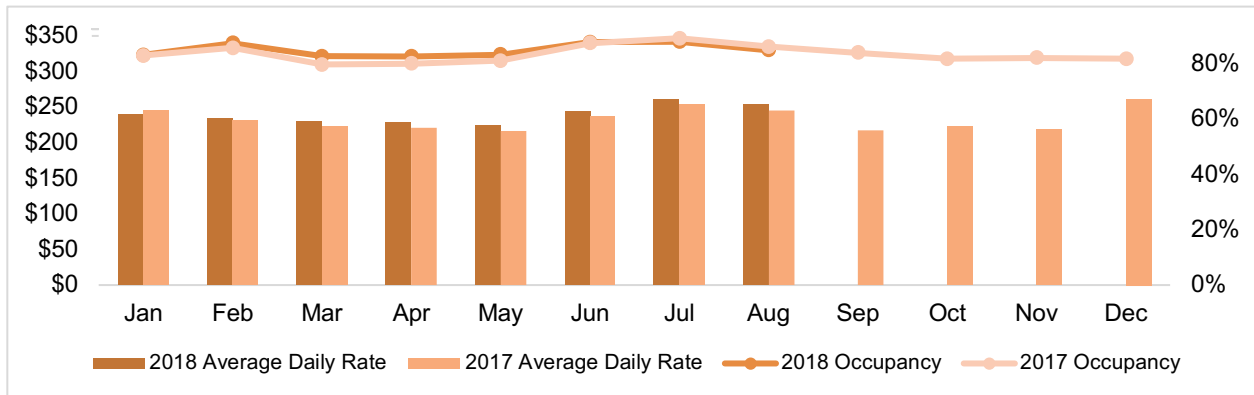
**Figure 3: Monthly State of Hawai'i Hotel Performance, 2018 vs. 2017**



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

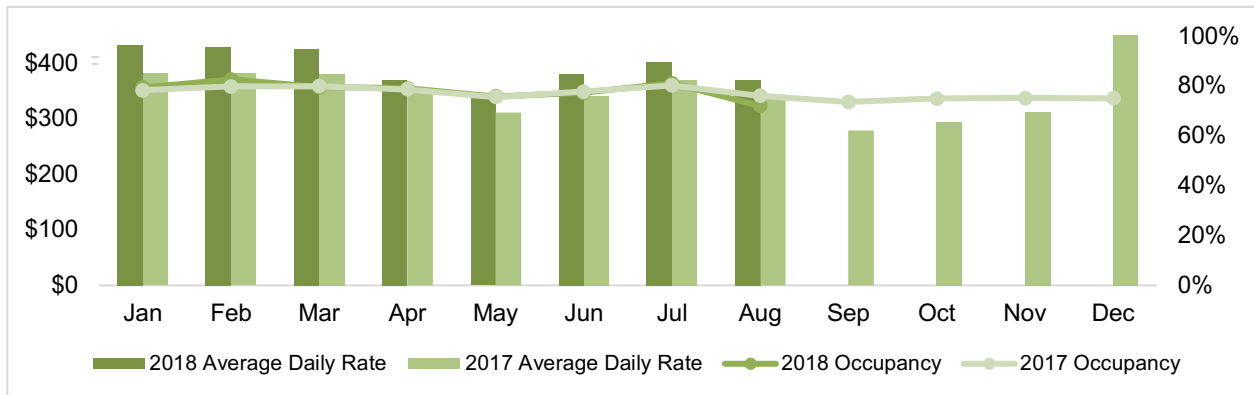
January and February 2017 data courtesy of Hospitality Advisors LLC.

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



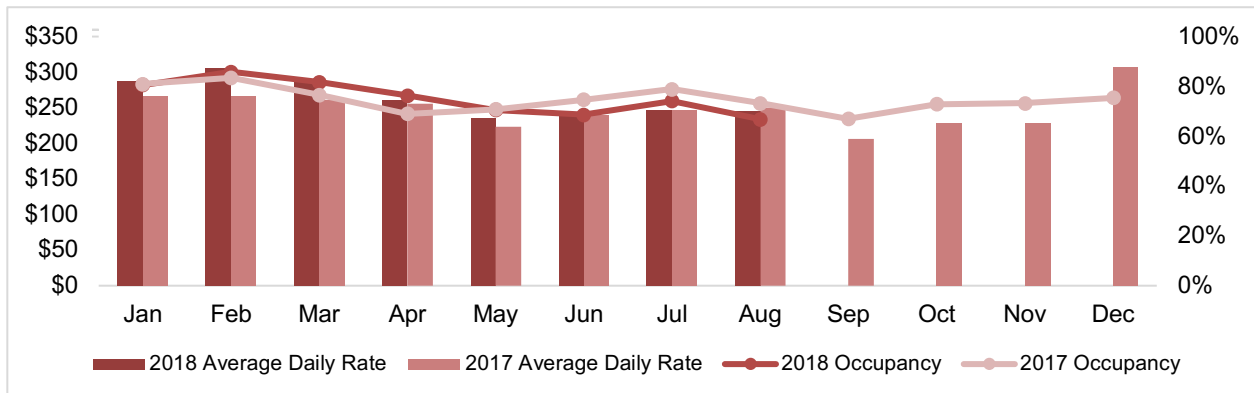
Source: STR, Inc. © Copyright 2018 Hawai'i Tourism Authority.  
January and February 2017 data courtesy of Hospitality Advisors LLC.

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



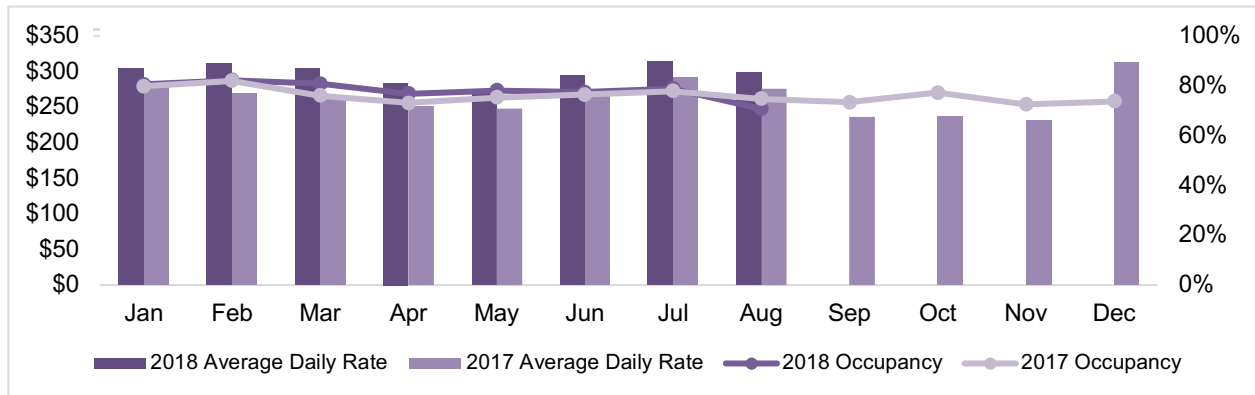
Source: STR, Inc. © Copyright 2018 Hawai'i Tourism Authority.  
January and February 2017 data courtesy of Hospitality Advisors LLC.

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



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January and February 2017 data courtesy of Hospitality Advisors LLC.

**Figure 7: Monthly Kaua'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 8: Summer 2018**

	Occupancy %			Average Daily Rate			RevPAR		
	2018	2017	Percentage Pt. Change	2018	2017	% Change	2018	2017	% Change
State of Hawai'i	81.3%	82.8%	-1.5%	\$284.95	\$271.74	4.9%	\$231.79	\$225.03	3.0%
O'ahu	86.8%	87.5%	-0.8%	\$252.49	\$245.33	2.9%	\$219.13	\$214.78	2.0%
Waikiki	87.0%	88.1%	-1.1%	\$247.97	\$240.31	3.2%	\$215.69	\$211.73	1.9%
Maui County	76.8%	78.0%	-1.2%	\$385.98	\$353.13	9.3%	\$296.52	\$275.61	7.6%
Island of Hawai'i	69.9%	75.6%	-5.7%	\$243.91	\$245.74	-0.7%	\$170.43	\$185.66	-8.2%
Kaua'i	75.6%	76.3%	-0.7%	\$302.84	\$278.15	8.9%	\$228.99	\$212.31	7.9%

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