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HTA Release (18-22)

Robust First Quarter Realized by Hawai'i Hotel Properties Statewide

Hawai'i Hotel Performance Ranks Favorably Compared to Other Destinations

HONOLULU – Hawai'i hotels statewide enjoyed a robust first quarter to begin 2018, reporting solid increases in revenue per available room (RevPAR), average daily rate (ADR) and room occupancy. According to the *Hawai'i Hotel Performance Report* released today by the Hawai'i Tourism Authority (HTA), RevPAR grew to \$243 (+8.9%) and ADR to \$293 (+6.9%) with occupancy of 82.9 percent (+1.5 percentage points) in the first quarter compared to a year ago (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's hotel properties reported RevPAR growth in the first quarter, with hotels on opposite ends of the spectrum, Luxury Class and Midscale & Economy Class, both achieving double-digit increases. Luxury Class hotels earned RevPAR of \$475 (+13.9%), driven by increases in both ADR at \$600 (+10.8%) and occupancy of 79.2 percent (+2.2 percentage points). Midscale & Economy Class hotels reported RevPAR of \$146 (+13.1%), fueled by increases in ADR at \$173 (+8.8%) and occupancy of 84.4 percent (+3.2 percentage points).

Jennifer Chun, HTA director of tourism research, commented, "The first quarter was also the first three-month period in which we realized the full impact of new trans-Pacific air service that was added last year. The strength of Hawai'i's hotel performance in all island counties was supported by the expansion of air seat capacity to accommodate travel demand."

All Island Counties Report First Quarter Growth in RevPAR, ADR and Occupancy

Each of the four island counties enjoyed a strong performance by their respective hotel properties in the first quarter. Kaua'i's hotels led the state in RevPAR growth to \$249 (+16.2%), boosted by increases in ADR to \$306 (+13.4%) and occupancy of 81.1 percent (+2.0 percentage points).

Maui County hotels led the state in both total RevPAR at \$346 (+14.2%) and total ADR at \$432 (+12.9%) in the first quarter, while occupancy rose slightly to 80.2 percent (+0.9 percentage points).

O'ahu hotels led the state in occupancy of 84.3 percent (+1.5 percentage points) in the first quarter, with RevPAR rising to \$198 (+2.4%) and ADR of \$235 (+0.6%) being similar to a year ago.

Hotels on the island of Hawai'i produced great results in the first quarter, with increases in RevPAR to \$243 (+14.7%), ADR to \$294 (+11.4%) and occupancy of 82.6 percent (+2.4 percentage points).

Among Hawai'i's resort regions, hotels in Wailea, Maui, led the state with growth in RevPAR to \$584 (+20.2%) and ADR to \$660 (+17.7%) in the first quarter. Wailea also recorded the state's highest regional occupancy at 88.6 percent (+1.8 percentage points). Also, on Maui, hotels in the Lahaina-Kā'anapali-Kapalua resort area reported growth in RevPAR to \$285 (+11.6%), ADR to \$357 (+10.7%), and occupancy of 79.9 percent (+0.6 percentage points).

The Kohala Coast resort area on the island of Hawai'i recorded strong increases in RevPAR at \$344 (+17.6%) and ADR at \$416 (+15.0%), along with growth in occupancy to 82.6 percent (+1.9 percentage points) in the first quarter.

Waikīkī hotels also realized growth in the first quarter with RevPAR at \$195 (+2.1%) and occupancy of 85.1 percent (+1.5 percentage points), while ADR was similar at \$230 (+0.3%) to a year ago.

Hawai'i Hotels Compare Favorably to Domestic and International Destinations

In comparison to top U.S. markets, the Hawaiian Islands ranked number one in RevPAR at \$243 for the first quarter, followed by Miami/Hialeah at \$216, and San Francisco/San Mateo at \$181 (Figure 2). Hawai'i also led the U.S. markets in ADR at \$292 (Figure 3) and ranked third for occupancy at 82.9 percent, finishing behind two popular Florida destinations in Miami/Hialeah at 85.3 percent and Orlando at 84.0 percent (Figure 4).

When compared to international "sun and sea" destinations, Hawai'i's hotels performed well in the first quarter (Figure 5). Hotels in the Maldives ranked highest in RevPAR at \$620 (+8.9%), with Maui County hotels coming in a distant second at \$346 (+14.2%), followed by Aruba at \$324 (+17.4%), French Polynesia at \$292 (+23.0%), and Cabo San Lucas at \$283 (+11.1%). Kaua'i at \$249 (+16.2%), the island of Hawai'i at \$243 (+14.7%), and O'ahu at \$198 (+2.4%) ranked sixth, seventh, and eighth, respectively.

The Maldives also led in ADR at \$809 (+1.2%) in the first quarter, followed by French Polynesia at \$508 (+25.2%), Cabo San Lucas at \$447 (+23.6%), Maui County at \$432 (+12.9%), Aruba at \$419 (+13.0%), Kaua'i at \$306 (+13.4%), the island of Hawai'i at \$294 (+11.4%), Cancun at \$246 (+216.0%), and O'ahu at \$235 (+0.6%). There were several less expensive competitive destinations as well (Figure 6).

Hotels in Phuket recorded the highest average occupancy for sun and sea destinations in the first quarter at 91 percent (+3.5 percentage points). O'ahu was next at 84.3 percent (+1.5 percentage points), followed by the island of Hawai'i at 82.6 percent (+2.4 percentage points), Puerto Vallarta at 82.4 percent (-0.6 percentage points), Costa Rica at 81.6 percent (+2.8 percentage points), Kaua'i at 81.1 percent (+2.0 percentage points) and Maui County at 80.2 percent (+0.9 percentage points). (Figure 7)

Chun noted, "Hawai'i's hotels compete very well against other exotic, tropical destinations. The Hawaiian Islands stands out as a premier, aspirational destination with hotel rates that are in line with similar types of destinations around the world. However, an advantage offered by Hawai'i is the diversity of hotel products and range of price points to match travelers' spending capabilities."

March 2018 Hotel Performance

Hawai'i hotels statewide continued their strong start to 2018 with very good results in March, reporting increases in RevPAR to \$236 (+11.5%) and ADR to \$289 (+7.9%), with occupancy of 81.7 percent (+2.6 percentage points) compared to a year ago. All classes of hotel properties and all island counties reported increases in RevPAR that ranged from solid to exceptional.

Luxury Class hotels led in growth of RevPAR to \$475 (+15.1%) in March, bolstered by increases in ADR to \$600 (8.9%) and occupancy of 79.1 percent (+4.3 percentage points). Upper Upscale Class hotels recorded the highest occupancy in March at 86.2 percent (+2.2 percentage points).

"Hotel properties in all four island counties performed very well in March, which helps to strengthen the base of tourism's benefits across the state," said Chun. "The results for Kaua'i and the island of Hawai'i are particularly notable. RevPAR was exceptional and ADR was strong in March, but the occupancy rate for both islands far exceeded what was reported the first two months. The impact of new air service being added is reflected in the significant increase in occupancy."

Maui County hotels reported the highest RevPAR at \$340 (+11.4%) in March, with strong ADR growth to \$427 (+11.9%), which offset flat occupancy of 79.6 percent (-0.4 percentage points). Wailea hotel properties led the state's resort regions in all three categories in March, recording increases in RevPAR to \$590 (+14.6%), ADR to \$665 (+12.8%), and occupancy of 88.8 percent (+1.4 percentage points).

Kaua'i hotels earned the state's highest RevPAR growth in March, increasing to \$245 (+22.8%), which was boosted by ADR of \$304 (+15.7%) and occupancy of 80.7 percent (+4.7 percentage points).

Hotels on the island of Hawai'i also realized a strong March with RevPAR rising to \$237 (+18.8%), bolstered by increases in ADR to \$290 (+11.3%) and occupancy of 81.7 percent (+5.1 percentage points). Kohala Coast hotels had an impressive month, with RevPAR increasing to \$337 (+22.7%), growth in ADR to \$414 (+12.9%) and occupancy of 81.2 percent (+6.5 percentage points).

O'ahu hotels enjoyed a solid March, with increases in RevPAR to \$190 (+7.2%), ADR to \$230 (+3.4%), and occupancy of 82.7 percent (+3.0 percentage points). Waikiki hotels earned RevPAR of \$186 (+7.0%), supported by an increase in ADR to \$223 (+2.5%), and growth in occupancy to 83.5 percent (+3.5 percentage points).

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Tables of hotel performance statistics, including data presented in the news release are available for viewing online at: <http://www.hawaii tourism authority.org/research/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 2018, the survey included 166 properties representing 48,836 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](http://www.hawaii tourism authority.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.hawaii tourism authority.org. Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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Figure 1: Hawai'i Hotel Performance Year-to-Date March 2018

	Occupancy %			Average Daily Rate			RevPAR		
	2018	2017	Percentage Pt. Change	2018	2017	% Change	2018	2017	% Change
State of Hawai'i	82.9%	81.4%	1.5%	\$292.80	\$273.79	6.9%	\$242.59	\$222.74	8.9%
Luxury Class	79.2%	77.1%	2.2%	\$599.95	\$541.24	10.8%	\$475.41	\$417.21	13.9%
Upper Upscale Class	87.1%	87.0%	0.0%	\$283.10	\$268.89	5.3%	\$246.47	\$234.06	5.3%
Upscale Class	78.0%	76.2%	1.8%	\$217.15	\$204.76	6.1%	\$169.32	\$155.93	8.6%
Upper Midscale Class	83.3%	80.0%	3.4%	\$170.65	\$164.40	3.8%	\$142.22	\$131.48	8.2%
Midscale & Economy Class	84.4%	81.2%	3.2%	\$172.62	\$158.73	8.8%	\$145.73	\$128.85	13.1%
O'ahu	84.3%	82.8%	1.5%	\$234.60	\$233.13	0.6%	\$197.73	\$193.05	2.4%
Waikiki	85.1%	83.6%	1.5%	\$229.72	\$228.97	0.3%	\$195.42	\$191.32	2.1%
Other O'ahu	79.6%	78.2%	1.4%	\$265.57	\$260.38	2.0%	\$211.45	\$203.67	3.8%
O'ahu Luxury	71.3%	70.2%	1.1%	\$503.71	\$488.87	3.0%	\$359.13	\$343.40	4.6%
O'ahu Upper Upscale	88.5%	87.9%	0.6%	\$253.31	\$254.52	-0.5%	\$224.22	\$223.66	0.3%
O'ahu Upscale	80.2%	79.1%	1.1%	\$198.46	\$193.55	2.5%	\$159.20	\$153.06	4.0%
O'ahu Upper Midscale	84.1%	81.3%	2.7%	\$151.74	\$151.51	0.2%	\$127.54	\$123.23	3.5%
O'ahu Midscale & Economy	89.8%	85.1%	4.7%	\$131.51	\$129.60	1.5%	\$118.10	\$110.28	7.1%
Maui County	80.2%	79.3%	0.9%	\$431.61	\$382.24	12.9%	\$346.26	\$303.23	14.2%
Wailea	88.6%	86.8%	1.8%	\$659.77	\$560.39	17.7%	\$584.28	\$486.19	20.2%
Lahaina/Kā'anapali/Kapalua	79.9%	79.3%	0.6%	\$357.16	\$322.54	10.7%	\$285.46	\$255.88	11.6%
Other Maui County	80.6%	79.3%	1.3%	\$524.92	\$454.29	15.5%	\$423.11	\$360.37	17.4%
Maui County Luxury	80.6%	79.8%	0.8%	\$721.32	\$620.76	16.2%	\$581.48	\$495.55	17.3%
Maui County Upper Upscale & Upscale	80.5%	79.8%	0.6%	\$338.13	\$304.21	11.1%	\$272.13	\$242.87	12.0%
Island of Hawai'i	82.6%	80.2%	2.4%	\$294.22	\$264.04	11.4%	\$243.05	\$211.81	14.7%
Kohala Coast	82.6%	80.8%	1.9%	\$415.74	\$361.66	15.0%	\$343.55	\$292.16	17.6%
Kaua'i	81.1%	79.1%	2.0%	\$306.48	\$270.28	13.4%	\$248.56	\$213.88	16.2%

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: Top 5 U.S. Markets – Revenue Per Available Room – YTD March 2018

Rank	Destination	Revenue Per Available Room	% Change
1	Hawaiian Islands	\$242.59	8.9%
2	Miami/Hialeah, FL	\$216.42	16.6%
3	San Francisco/San Mateo, CA	\$180.87	-2.3%
4	New York, NY	\$164.11	7.1%
5	Los Angeles/Long Beach, CA	\$138.77	2.7%

Figure 3: Top 5 U.S. Markets – Average Daily Rate – YTD March 2018

Rank	Destination	Average Daily Rate	% Change
1	Hawaiian Islands	\$292.80	6.9%
2	Miami/Hialeah, FL	\$253.66	11.8%
3	San Francisco/San Mateo, CA	\$233.42	-0.4%
4	New York, NY	\$204.04	3.5%
5	Los Angeles/Long Beach, CA	\$177.19	4.0%

Figure 4: Top 5 U.S. Markets – Occupancy – YTD March 2018

Rank	Destination	Occupancy	Percentage Pt. Change
1	Miami/Hialeah, FL	85.3%	3.5%
2	Orlando, FL	84.0%	7.3%
3	Hawaiian Islands	82.9%	1.5%
4	Phoenix, AZ	80.6%	1.3%
5	New York, NY	80.4%	2.7%

Figure 5: Competitive Sun and Sea Destinations – Revenue per Available Room – YTD March 2018

Rank	Destination	Revenue Per Available Room	% Change
1	Maldives	\$620.47	8.9%
2	Maui County	\$346.26	14.2%
3	Aruba	\$323.98	17.4%
4	French Polynesia	\$291.50	23.0%
5	Cabo San Lucas	\$282.79	11.1%
6	Kaua'i	\$248.56	16.2%
7	Island of Hawai'i	\$243.05	14.7%
8	O'ahu	\$197.73	2.4%
9	Cancun	\$191.22	215.4%
10	Puerto Rico	\$179.87	18.7%
11	Phuket	\$158.29	26.4%
12	Costa Rica	\$147.42	9.1%
13	Puerto Vallarta	\$99.24	44.1%
14	Fiji	\$85.71	146.2%
15	Bali	\$61.92	-6.5%

Figure 6: Competitive Sun and Sea Destinations – Average Daily Rate – YTD March 2018

Rank	Destination	Average Daily Rate	% Change
1	Maldives	\$809.22	1.2%
2	French Polynesia	\$507.50	25.2%
3	Cabo San Lucas	\$446.77	23.6%
4	Maui County	\$431.61	12.9%
5	Aruba	\$419.05	13.0%
6	Kaua'i	\$306.48	13.4%
7	Island of Hawai'i	\$294.22	11.4%
8	Cancun	\$246.02	216.0%
9	O'ahu	\$234.60	0.6%
10	Puerto Rico	\$228.69	8.2%
11	Costa Rica	\$180.63	5.3%
12	Phuket	\$173.91	21.6%
13	Fiji	\$141.24	139.4%
14	Puerto Vallarta	\$120.39	45.1%
15	Bali	\$101.39	-2.7%

Figure 7: Competitive Sun and Sea Destinations – Occupancy – YTD March 2018

Rank	Destination	Occupancy	Percentage Pt. Change
1	Phuket	91.0%	3.5%
2	O'ahu	84.3%	1.5%
3	Island of Hawai'i	82.6%	2.4%
4	Puerto Vallarta	82.4%	-0.6%
5	Costa Rica	81.6%	2.8%
6	Kaua'i	81.1%	2.0%
7	Maui County	80.2%	0.9%
8	Puerto Rico	78.7%	7.0%
9	Cancun	77.7%	-0.1%
10	Aruba	77.3%	2.9%
11	Maldives	76.7%	5.4%
12	Cabo San Lucas	63.3%	-7.1%
13	Bali	61.1%	-2.4%
14	Fiji	60.7%	1.7%
15	French Polynesia	57.4%	-1.0%

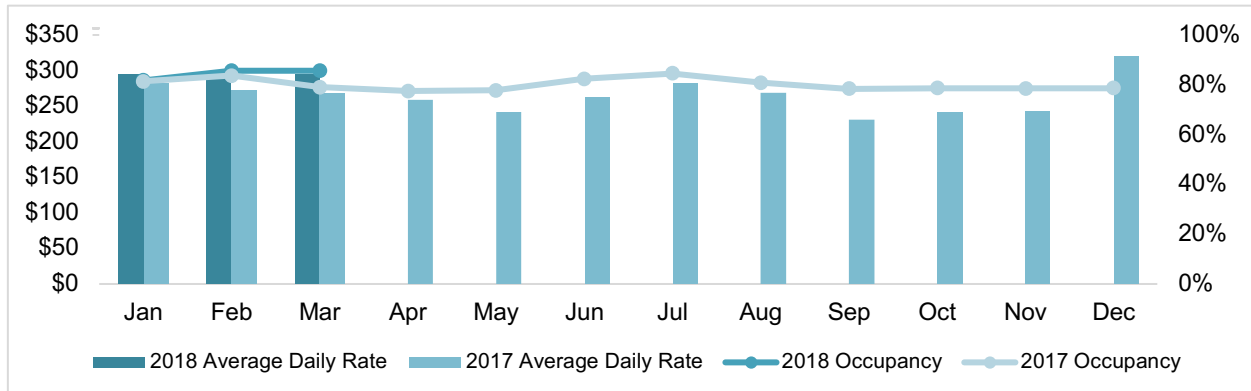
Figure 8: Hawai'i Hotel Performance March 2018

	Occupancy %			Average Daily Rate			RevPAR		
	2018	2017	Percentage Pt. Change	2018	2017	% Change	2018	2017	% Change
State of Hawai'i	81.7%	79.0%	2.6%	\$288.65	\$267.58	7.9%	\$235.72	\$211.47	11.5%
Luxury Class	79.1%	74.9%	4.3%	\$599.97	\$550.98	8.9%	\$474.80	\$412.55	15.1%
Upper Upscale Class	86.2%	84.0%	2.2%	\$276.51	\$257.81	7.3%	\$238.45	\$216.57	10.1%
Upscale Class	76.6%	74.5%	2.1%	\$211.81	\$198.39	6.8%	\$162.34	\$147.84	9.8%
Upper Midscale Class	80.4%	77.8%	2.6%	\$164.64	\$157.74	4.4%	\$132.32	\$122.66	7.9%
Midscale & Economy Class	82.4%	79.5%	2.9%	\$166.24	\$152.07	9.3%	\$137.06	\$120.96	13.3%
O'ahu	82.7%	79.7%	3.0%	\$229.97	\$222.51	3.4%	\$190.13	\$177.32	7.2%
Waikiki	83.5%	80.0%	3.5%	\$223.34	\$217.84	2.5%	\$186.39	\$174.17	7.0%
Other O'ahu	78.1%	78.1%	0.0%	\$272.04	\$252.03	7.9%	\$212.34	\$196.77	7.9%
O'ahu Luxury	70.7%	65.6%	5.1%	\$498.08	\$471.96	5.5%	\$352.05	\$309.48	13.8%
O'ahu Upper Upscale	87.9%	84.7%	3.2%	\$245.69	\$241.09	1.9%	\$215.88	\$204.13	5.8%
O'ahu Upscale	77.5%	75.8%	1.7%	\$198.09	\$189.21	4.7%	\$153.49	\$143.36	7.1%
O'ahu Upper Midscale	81.4%	78.9%	2.5%	\$146.23	\$144.74	1.0%	\$118.96	\$114.16	4.2%
O'ahu Midscale & Economy	87.4%	83.3%	4.1%	\$126.71	\$124.23	2.0%	\$110.73	\$103.43	7.1%
Maui County	79.6%	80.0%	-0.4%	\$426.65	\$381.34	11.9%	\$339.50	\$304.89	11.4%
Wailea	88.8%	87.3%	1.4%	\$665.01	\$589.70	12.8%	\$590.22	\$514.95	14.6%
Lahaina/Kā'anapali/Kapalua	79.6%	80.5%	-0.9%	\$348.28	\$309.40	12.6%	\$277.25	\$249.20	11.3%
Other Maui County	79.5%	79.2%	0.3%	\$525.80	\$469.64	12.0%	\$418.18	\$372.15	12.4%
Maui County Luxury	81.5%	80.5%	1.0%	\$723.26	\$644.29	12.3%	\$589.31	\$518.65	13.6%
Maui County Upper Upscale & Upscale	79.9%	80.8%	-0.9%	\$327.79	\$293.73	11.6%	\$261.79	\$237.34	10.3%
Island of Hawai'i	81.7%	76.6%	5.1%	\$289.81	\$260.32	11.3%	\$236.78	\$199.36	18.8%
Kohala Coast	81.2%	74.7%	6.5%	\$414.37	\$366.95	12.9%	\$336.53	\$274.24	22.7%
Kaua'i	80.7%	76.0%	4.7%	\$303.77	\$262.64	15.7%	\$245.26	\$199.70	22.8%

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.

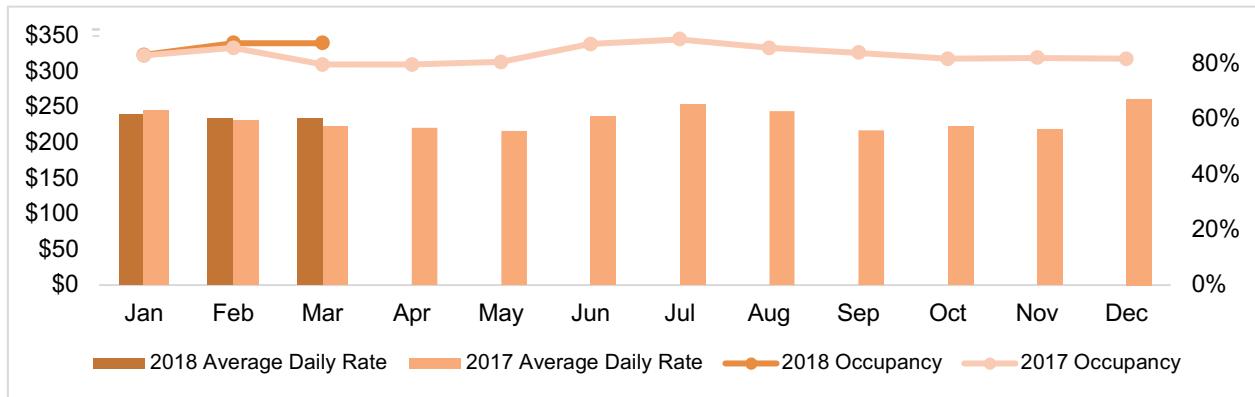
Figure 9: Monthly State of Hawai'i Hotel Performance, 2018 vs. 2017



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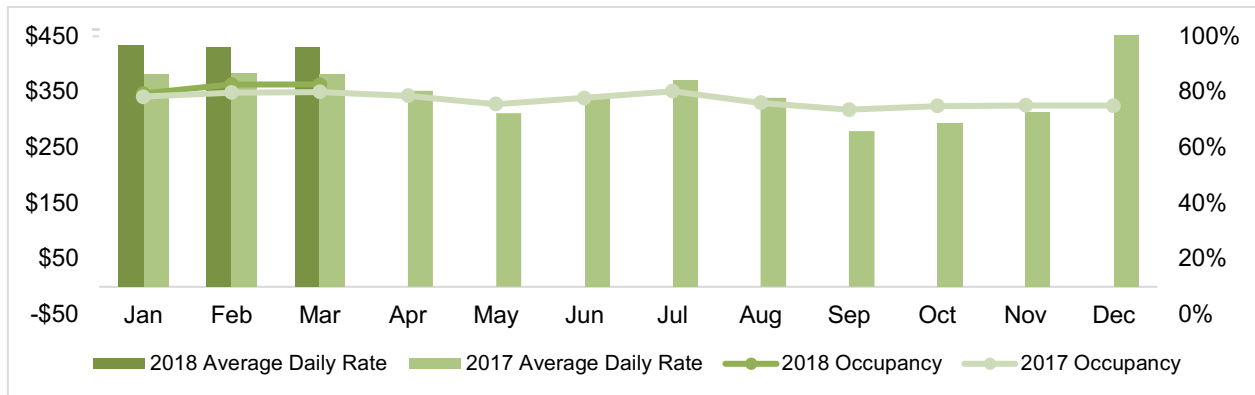
January and February 2017 data courtesy of Hospitality Advisors LLC.

Figure 10: Monthly O'ahu Hotel Performance, 2018 vs. 2017



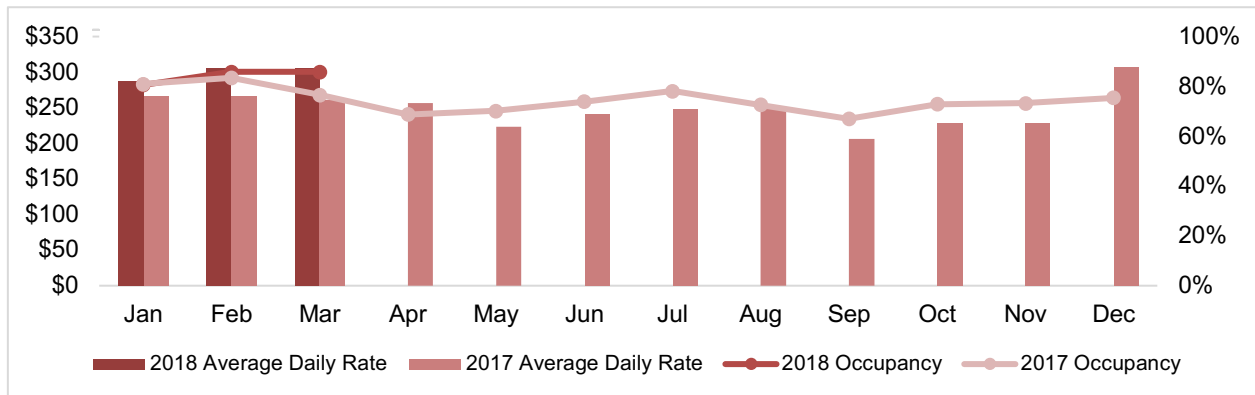
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 January and February 2017 data courtesy of Hospitality Advisors LLC.

Figure 11: Monthly Maui County Hotel Performance, 2018 vs. 2017



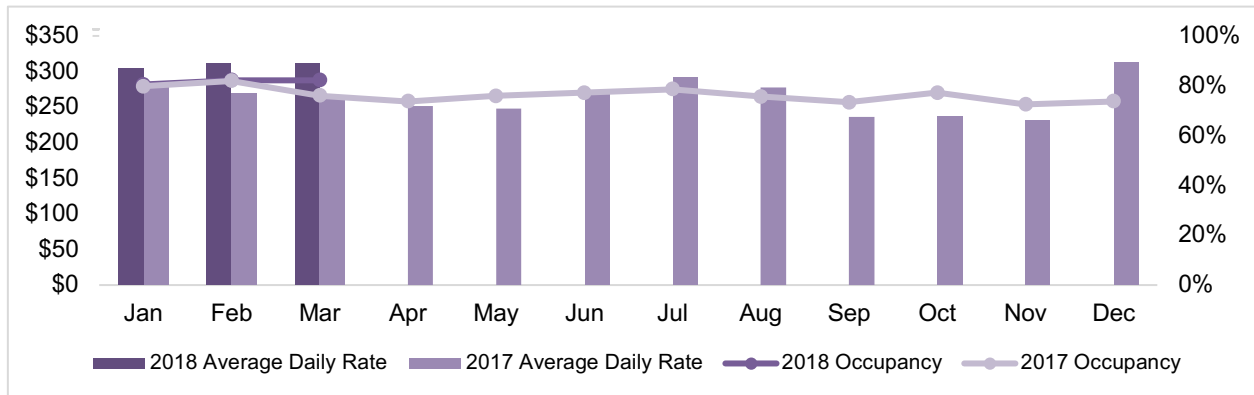
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 January and February 2017 data courtesy of Hospitality Advisors LLC.

Figure 12: Monthly Island 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 13: Monthly Kaua'i Hotel Performance, 2018 vs. 2017



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