



Hawai'i Hotel Performance Report through Third Quarter 2019

Through the first nine months of 2019, Hawai'i hotels statewide reported slight growth in both revenue per available room (RevPAR) and average daily rate (ADR) compared to the same period in 2018. In fact, Hawai'i hotels had the highest RevPAR and ADR through the first three quarters of 2019 when compared to other top U.S. markets.

According to the *Hawai'i Hotel Performance Report* published by the Hawai'i Tourism Authority (HTA), statewide RevPAR rose to \$228 (+1.5%), with ADR at \$281 (+1.9%) and occupancy of 81.3 percent (-0.3 percentage points) (Figure 1) year-to-date through September 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.

Year-to-date through September 2019, statewide hotel room revenues of \$3.37 billion were similar to the same period in 2018. There were nearly 230,000 fewer available room nights (-1.5%) and slightly more than 226,000 fewer occupied room nights (-1.9%) 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 three quarters of 2019.

Luxury Class properties reported RevPAR of \$433 (+3.2%), with ADR at \$560 (+1.0%) and occupancy of 77.4 percent (+1.6 percentage points). Midscale & Economy Class hotels reported RevPAR of \$144 (-2.6%), with ADR at \$176 (-0.7%) and occupancy of 81.8 percent (-1.6 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 \$228 for the first nine months of 2019, followed by San Francisco/San Mateo at \$211 (+3.4%) and New York City at \$207 (-3.2%) (Figure 3). Hawai'i also led the U.S. markets in ADR at \$281, followed by San Francisco/San Mateo at \$254 (+4.3%) and New York City at \$243 (-1.9%) (Figure 4). The Hawaiian Islands ranked third for occupancy at 81.3 percent, with New York City topping the list at 85.4 percent (-1.1 percentage points) (Figure 5).

Hotel Results by County

Through the first nine months of 2019, Maui County hotels led Hawai'i's four island counties in RevPAR at \$311 (+4.0%), with ADR at \$397 (+2.6%) and occupancy of 78.4 percent (+1.1 percentage points).

O'ahu hotels earned slightly higher RevPAR of \$201 (+0.9%), with ADR at \$238 (+1.2%) and occupancy of 84.5 percent (-0.3 percentage points).

Hotels on the island of Hawai'i reported RevPAR growth to \$204 (+3.7%), with increases in both ADR to \$264 (+2.7%) and occupancy of 77.1 percent (+0.8 percentage points).

Kaua'i hotels' RevPAR decreased to \$209 (-8.9%), with declines in both ADR to \$284 (-1.8%) and occupancy of 73.6 percent (-5.7 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 RevPAR¹ in the first nine months of 2019. Hotels in French Polynesia ranked highest in RevPAR at \$395 (+7.9%), followed by Maldives at \$351 (+1.7%). Maui County ranked third, with Kaua'i, the island of Hawai'i, and O'ahu ranked fifth, sixth, and seventh, respectively (Figure 7).

French Polynesia also led in ADR at \$566 (+2.1%), followed by Maldives at \$528 (+0.7%). Maui County ranked third, with 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, followed by Maui County, the island of Hawai'i, Aruba (76.2%, +0.8 percentage points), and Kaua'i (Figure 8).

September 2019 Hotel Performance

For the month of September, RevPAR statewide grew to \$193 (+4.4%), with ADR at \$247 (+3.2%) and occupancy of 78.2 percent (+0.9 percentage points) (Figure 9).

Hawai'i hotel room revenues statewide increased 3.3 percent to \$313.1 million in September. There were approximately 800 more occupied room nights (+0.1%) and nearly 18,000 fewer available room nights (-1.1%) 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 September. However, the number of rooms out of service may be under-reported.

Luxury Class properties led in growth of RevPAR at \$329 (+9.7%) in September, which was driven by increases in occupancy to 72.1 percent (+3.8 percentage points) and ADR to \$456 (+3.9%). Midscale & Economy Class hotels reported RevPAR of \$131 (+3.5%) with ADR at \$164 (+1.4%) and occupancy of 79.8 percent (+1.6 percentage points).

In September, Maui County hotels reported the highest RevPAR of all four counties at \$232 (+7.5%), which was supported by increases in both ADR to \$319 (+4.9%) and occupancy of 72.7 percent (+1.7 percentage points). Maui's luxury resort region of Wailea reported RevPAR of \$380 (+4.4%), with ADR growth (\$461, +7.5%) offsetting lower occupancy (82.4%, -2.4 percentage points).

O'ahu hotels earned 2.4 percent RevPAR growth to \$191, driven by higher ADR (\$227, +2.4%) and no change in occupancy of 84.1 percent. Waikīkī hotels reported growth in RevPAR, ADR, and occupancy for September.

Hotels on the island of Hawai'i saw increases in RevPAR to \$150 (+20.9%), ADR to \$222 (+8.6%), and occupancy to 67.5 percent (+6.8 percentage points) in September 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.

¹ Revenue per available room and average daily rates for international destinations are reported in U.S. dollars.

RevPAR for Kaua'i hotels fell to \$165 (-9.9%) in September, with declines in both ADR to \$241 (-4.0%) and occupancy to 68.6 percent (-4.5 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.hawaiiitourismauthority.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 September 2019, the survey included 162 properties representing 48,212 rooms, or 89.3 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 September 2019

	Occupancy %			Average Daily Rate			RevPAR		
	2019	2018	Percentage Pt. Change	2019	2018	% Change	2019	2018	% Change
State of Hawai'i	81.3%	81.5%	-0.3%	\$280.81	\$275.66	1.9%	\$228.22	\$224.77	1.5%
Luxury Class	77.4%	75.7%	1.6%	\$559.72	\$554.36	1.0%	\$432.96	\$419.70	3.2%
Upper Upscale Class	83.3%	84.7%	-1.4%	\$280.83	\$273.43	2.7%	\$233.85	\$231.63	1.0%
Upscale Class	77.0%	77.5%	-0.5%	\$208.98	\$206.15	1.4%	\$160.90	\$159.73	0.7%
Upper Midscale Class	85.7%	83.9%	1.8%	\$161.90	\$159.05	1.8%	\$138.80	\$133.47	4.0%
Midscale & Economy Class	81.8%	83.4%	-1.6%	\$175.84	\$177.09	-0.7%	\$143.84	\$147.61	-2.6%
O'ahu	84.5%	84.8%	-0.3%	\$238.41	\$235.55	1.2%	\$201.43	\$199.72	0.9%
Waikiki	84.7%	85.3%	-0.5%	\$233.39	\$231.00	1.0%	\$197.76	\$196.98	0.4%
Other O'ahu	83.0%	81.8%	1.2%	\$269.39	\$264.62	1.8%	\$223.63	\$216.48	3.3%
O'ahu Luxury	74.2%	71.5%	2.7%	\$491.54	\$493.24	-0.3%	\$364.51	\$352.58	3.4%
O'ahu Upper Upscale	85.8%	88.2%	-2.5%	\$261.90	\$258.82	1.2%	\$224.61	\$228.34	-1.6%
O'ahu Upscale	83.2%	82.0%	1.2%	\$192.89	\$193.34	-0.2%	\$160.45	\$158.52	1.2%
O'ahu Upper Midscale	86.3%	84.4%	1.9%	\$157.63	\$154.32	2.1%	\$136.04	\$130.19	4.5%
O'ahu Midscale & Economy	87.1%	87.7%	-0.5%	\$138.52	\$140.77	-1.6%	\$120.67	\$123.39	-2.2%
Maui County	78.4%	77.3%	1.1%	\$397.31	\$387.27	2.6%	\$311.44	\$299.33	4.0%
Wailea	89.2%	87.9%	1.3%	\$609.03	\$586.82	3.8%	\$543.50	\$516.00	5.3%
Lahaina/Kā'anapali/Kapalua	77.2%	76.8%	0.4%	\$333.06	\$324.46	2.7%	\$256.98	\$249.20	3.1%
Other Maui County	80.0%	77.9%	2.1%	\$476.73	\$465.77	2.4%	\$381.20	\$362.87	5.1%
Maui County Luxury	82.5%	79.5%	3.0%	\$652.83	\$648.10	0.7%	\$538.27	\$515.19	4.5%
Maui County Upper Upscale & Upscale	78.0%	77.6%	0.4%	\$315.89	\$303.30	4.2%	\$246.40	\$235.35	4.7%
Island of Hawai'i	77.1%	76.3%	0.8%	\$264.47	\$257.51	2.7%	\$203.95	\$196.58	3.7%
Kohala Coast	77.9%	70.8%	7.1%	\$374.21	\$368.36	1.6%	\$291.39	\$260.63	11.8%
Kaua'i	73.6%	79.3%	-5.7%	\$283.82	\$289.08	-1.8%	\$208.97	\$229.30	-8.9%

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

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2019	2018	% Change	2019	2018	% Change	2019	2018	% Change
State of Hawai'i	14,752.4	14,982.1	-1.5%	11,989.6	12,215.8	-1.9%	3,366.8	3,367.5	0.0%
O'ahu	8,300.2	8,390.8	-1.1%	7,012.7	7,114.4	-1.4%	1,671.9	1,675.8	-0.2%
Waikiki	7,122.7	7,213.3	-1.3%	6,035.3	6,151.1	-1.9%	1,408.6	1,420.9	-0.9%
Maui County	3,468.4	3,461.2	0.2%	2,718.7	2,675.2	1.6%	1,080.2	1,036.0	4.3%
Wailea	599.0	599.0	0.0%	534.5	526.7	1.5%	325.5	309.1	5.3%
Lahaina/Kā'anapali/Kapalua	1,947.9	1,934.9	0.7%	1,502.9	1,486.1	1.1%	500.6	482.2	3.8%
Island of Hawai'i	1,753.5	1,898.0	-7.6%	1,352.2	1,448.9	-6.7%	357.6	373.1	-4.2%
Kohala Coast	819.0	912.1	-10.2%	637.7	645.4	-1.2%	238.6	237.7	0.4%
Kaua'i	1,230.4	1,232.1	-0.1%	905.9	977.3	-7.3%	257.1	282.5	-9.0%

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

Rank	Destination	Revenue Per Available Room	% Change
1	Hawaiian Islands	\$228.22	1.5%
2	San Francisco/San Mateo, CA	\$210.57	3.4%
3	New York, NY	\$207.38	-3.2%
4	Boston, MA	\$151.47	1.0%
5	Miami/Hialeah, FL	\$149.29	-3.0%

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

Rank	Destination	Average Daily Rate	% Change
1	Hawaiian Islands	\$280.81	1.9%
2	San Francisco/San Mateo, CA	\$253.77	4.3%
3	New York, NY	\$242.72	-1.9%
4	Boston, MA	\$201.27	1.9%
5	Miami/Hialeah, FL	\$196.01	-1.1%

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

Rank	Destination	Occupancy	Percentage Pt. Change
1	New York, NY	85.4%	-1.1%
2	San Francisco/San Mateo, CA	83.0%	-0.7%
3	Hawaiian Islands	81.3%	-0.3%
4	Los Angeles/Long Beach, CA	80.8%	0.1%
5	San Diego, CA	79.1%	-1.4%

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

Rank	Destination	Revenue Per Available Room	% Change
1	French Polynesia	\$394.66	7.9%
2	Maldives	\$350.63	1.7%
3	Maui	\$311.44	4.0%
4	Aruba	\$262.58	9.3%
5	Kaua'i	\$208.97	-8.9%
6	Hawai'i Island	\$203.95	3.7%
7	O'ahu	\$201.43	0.9%
8	Cabo San Lucas+	\$177.13	-6.7%
9	Puerto Rico	\$138.93	-5.4%
10	Cancun+	\$131.63	-10.9%
11	Costa Rica	\$118.63	3.9%
12	Fiji	\$114.66	-2.4%
13	Phuket	\$84.90	-9.9%
14	Bali	\$78.11	9.4%
15	Puerto Vallarta+	\$59.99	-1.0%

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

Rank	Destination	Average Daily Rate	% Change
1	French Polynesia	\$565.51	2.1%
2	Maldives	\$527.91	0.7%
3	Maui	\$397.31	2.6%
4	Cabo San Lucas+	\$349.90	-6.2%
5	Aruba	\$344.77	8.2%
6	Kaua'i	\$283.82	-1.8%
7	Hawai'i Island	\$264.47	2.7%
8	O'ahu	\$238.41	1.2%
9	Puerto Rico	\$213.89	5.4%
10	Cancun+	\$192.87	-4.5%
11	Costa Rica	\$176.75	8.4%
12	Fiji	\$158.06	-1.3%
13	Phuket	\$120.87	-4.8%
14	Bali	\$112.25	10.7%
15	Puerto Vallarta+	\$88.24	-5.0%

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

Rank	Destination	Occupancy	Percentage Pt. Change
1	O'ahu	84.5%	-0.3%
2	Maui	78.4%	1.1%
3	Hawai'i Island	77.1%	0.8%
4	Aruba	76.2%	0.8%
5	Kaua'i	73.6%	-5.7%
6	Fiji	72.5%	-0.8%
7	Phuket	70.2%	-4.0%
8	French Polynesia	69.8%	3.7%
9	Bali	69.6%	-0.8%
10	Cancun+	68.2%	-4.9%
11	Puerto Vallarta+	68.0%	2.8%
12	Costa Rica	67.1%	-2.9%
13	Maldives	66.4%	0.7%
14	Puerto Rico	65.0%	-7.4%
15	Cabo San Lucas+	50.6%	-0.3%

Figure 9: Hawai'i Hotel Performance September 2019

	Occupancy %			Average Daily Rate			RevPAR		
	2019	2018	Percentage Pt. Change	2019	2018	% Change	2019	2018	% Change
State of Hawai'i	78.2%	77.3%	0.9%	\$247.17	\$239.52	3.2%	\$193.25	\$185.11	4.4%
Luxury Class	72.1%	68.3%	3.8%	\$456.11	\$438.80	3.9%	\$329.03	\$299.84	9.7%
Upper Upscale Class	79.9%	80.0%	-0.1%	\$253.02	\$246.70	2.6%	\$202.09	\$197.37	2.4%
Upscale Class	73.8%	74.2%	-0.5%	\$190.04	\$187.22	1.5%	\$140.17	\$139.00	0.8%
Upper Midscale Class	85.5%	83.4%	2.1%	\$157.11	\$148.86	5.5%	\$134.35	\$124.21	8.2%
Midscale & Economy Class	79.8%	78.2%	1.6%	\$164.39	\$162.06	1.4%	\$131.18	\$126.71	3.5%
O'ahu	84.1%	84.1%	0.0%	\$226.51	\$221.18	2.4%	\$190.56	\$186.11	2.4%
Waikiki	84.9%	84.7%	0.2%	\$224.41	\$219.29	2.3%	\$190.50	\$185.82	2.5%
Other O'ahu	79.5%	80.6%	-1.0%	\$240.07	\$233.30	2.9%	\$190.88	\$187.92	1.6%
O'ahu Luxury	74.2%	70.9%	3.3%	\$449.85	\$444.77	1.1%	\$333.82	\$315.29	5.9%
O'ahu Upper Upscale	85.3%	87.2%	-1.9%	\$246.69	\$243.32	1.4%	\$210.39	\$212.26	-0.9%
O'ahu Upscale	82.1%	82.2%	-0.1%	\$188.99	\$186.32	1.4%	\$155.25	\$153.24	1.3%
O'ahu Upper Midscale	86.3%	84.3%	2.0%	\$154.60	\$146.20	5.8%	\$133.46	\$123.28	8.3%
O'ahu Midscale & Economy	87.3%	84.9%	2.4%	\$137.54	\$135.20	1.7%	\$120.05	\$114.75	4.6%
Maui County	72.7%	71.0%	1.7%	\$318.62	\$303.61	4.9%	\$231.65	\$215.54	7.5%
Wailea	82.4%	84.8%	-2.4%	\$460.63	\$428.64	7.5%	\$379.64	\$363.50	4.4%
Lahaina/Kā'anapali/Kapalua	69.6%	70.3%	-0.7%	\$276.21	\$265.38	4.1%	\$192.26	\$186.50	3.1%
Other Maui County	76.7%	71.9%	4.8%	\$368.30	\$351.26	4.8%	\$282.50	\$252.59	11.8%
Maui County Luxury	77.7%	74.0%	3.6%	\$485.95	\$464.80	4.5%	\$377.47	\$344.15	9.7%
Maui County Upper Upscale & Upscale	71.2%	71.1%	0.1%	\$262.81	\$249.48	5.3%	\$187.04	\$177.38	5.4%
Island of Hawai'i	67.5%	60.7%	6.8%	\$221.97	\$204.32	8.6%	\$149.91	\$124.01	20.9%
Kohala Coast	65.2%	51.1%	14.1%	\$309.11	\$277.76	11.3%	\$201.63	\$142.03	42.0%
Kaua'i	68.6%	73.2%	-4.5%	\$240.73	\$250.73	-4.0%	\$165.23	\$183.44	-9.9%

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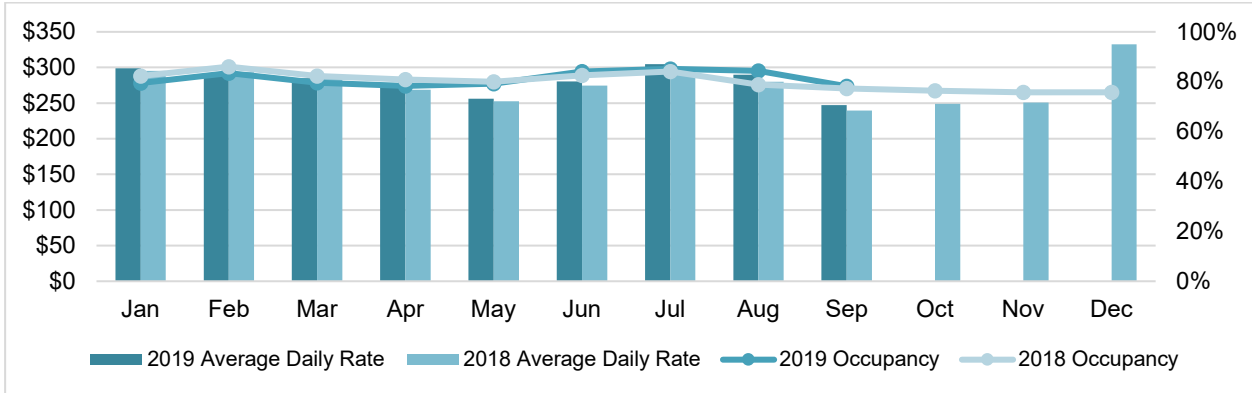
Note: Samples for Maui Upper Midscale, Midscale and Economy Classes were insufficient for reporting purposes, but these data are included in Maui and statewide totals.

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

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2019	2018	% Change	2019	2018	% Change	2019	2018	% Change
State of Hawai'i	1,620.1	1,637.9	-1.1%	1,266.6	1,265.8	0.1%	313.1	303.2	3.3%
O'ahu	912.4	918.8	-0.7%	767.6	773.1	-0.7%	173.9	171.0	1.7%
Waikiki	783.0	789.4	-0.8%	664.7	668.9	-0.6%	149.2	146.7	1.7%
Maui County	379.9	381.7	-0.5%	276.2	271.0	1.9%	88.0	82.3	7.0%
Wailea	65.8	65.8	0.0%	54.2	55.8	-2.8%	25.0	23.9	4.4%
Lahaina/Kā'anapali/Kapalua	214.1	213.9	0.1%	149.0	150.3	-0.9%	41.2	39.9	3.1%
Island of Hawai'i	192.7	201.4	-4.3%	130.1	122.2	6.5%	28.9	25.0	15.6%
Kohala Coast	90.0	100.2	-10.2%	58.7	51.3	14.5%	18.1	14.2	27.5%
Kaua'i	135.1	136.0	-0.7%	92.7	99.5	-6.8%	22.3	24.9	-10.5%

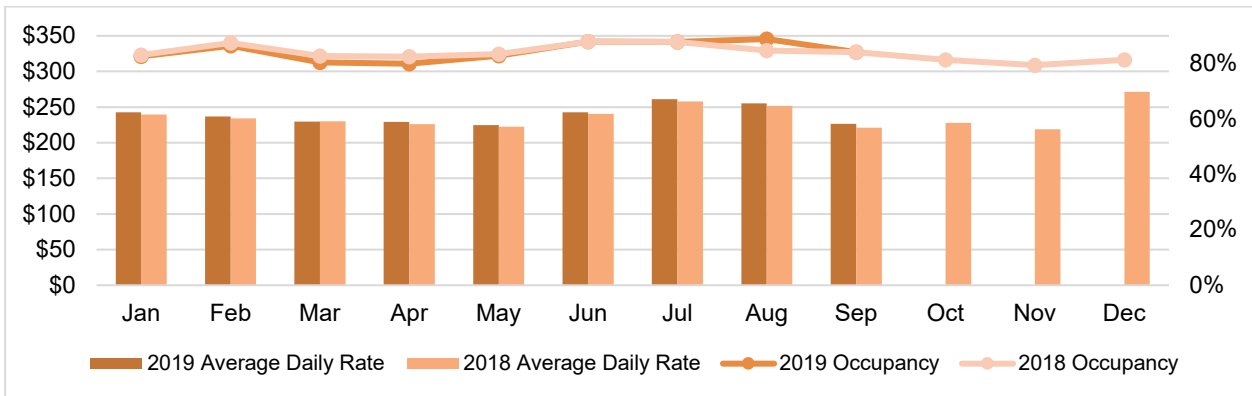
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Figure 11: Monthly State of Hawai'i Hotel Performance, 2019 vs. 2018



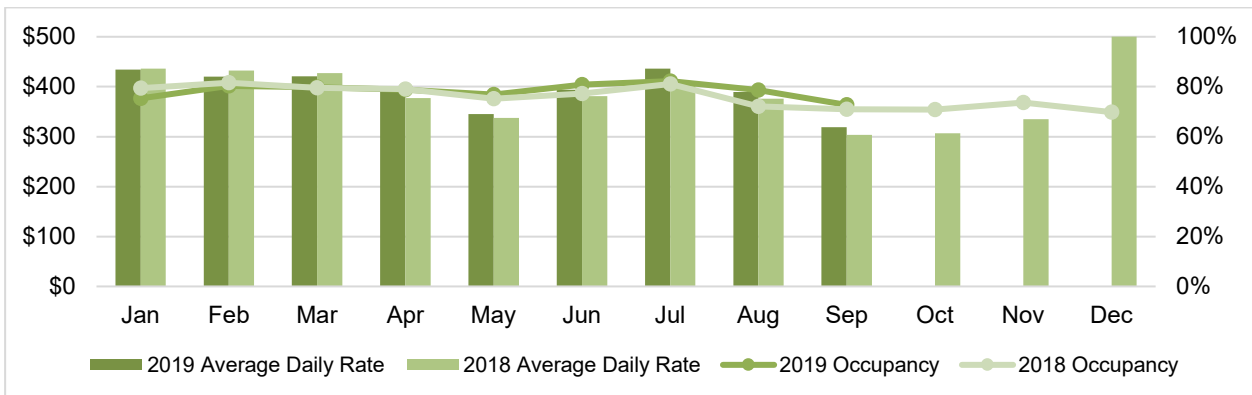
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Figure 12: Monthly O'ahu Hotel Performance, 2019 vs. 2018



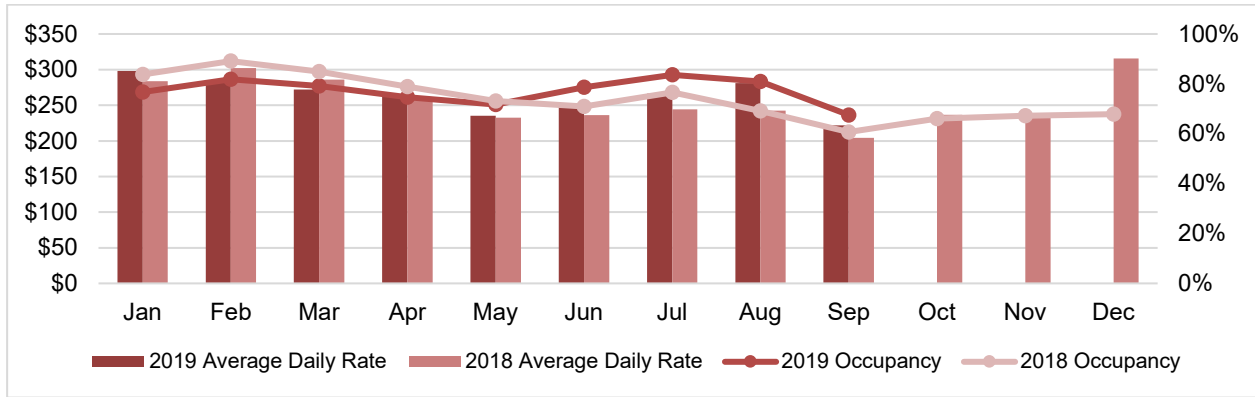
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Figure 13: Monthly Maui County Hotel Performance, 2019 vs. 2018



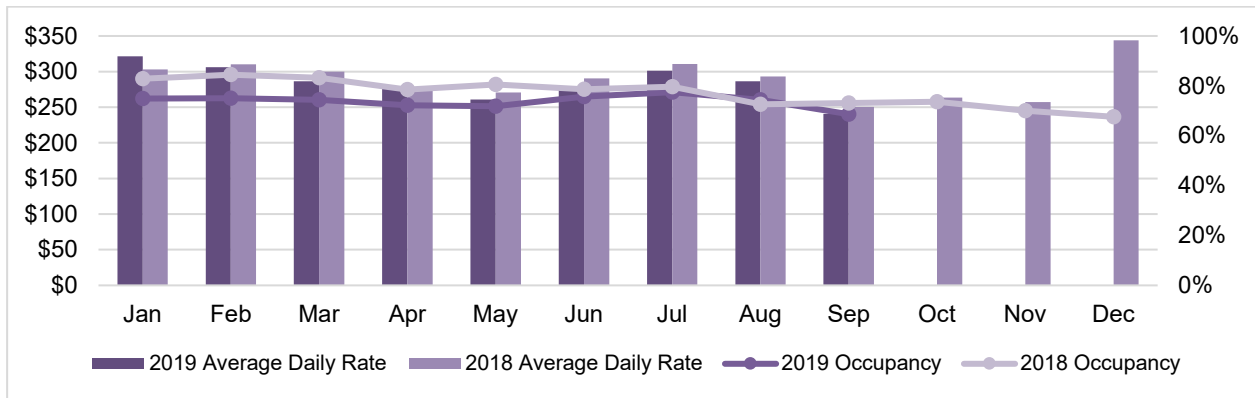
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Figure 14: Monthly Island of Hawai'i Hotel Performance, 2019 vs. 2018



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

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



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