

MAUI COUNTY OVERVIEW

VISITOR STATISTICS

MAUI ISLAND	2021P YTD*	2020P YTD*	YTD % change	2020P	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	1,394.6 ^{1/}	N/A	N/A	1502.7 ^{3/}	5,128.0	N/A
VISITOR ARRIVALS	723,536	604,888	19.6%	791,660	3,059,905	-74.1%
PPPD SPENDING (\$)	211.9 ^{1/}	N/A	N/A	217.3 ^{3/}	211.7	N/A
AVERAGE DAILY CENSUS	43,597	34,599	26.0%	20,591	66,363	-69.0%

MOLOKA'I	2021P YTD*	2020P YTD*	YTD % change	2020P	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	N/A ^{2/}	N/A	N/A	10.8 ^{3/}	36.0	N/A
VISITOR ARRIVALS	7,319	14,387	-49.1%	16,964	63,035	-73.1%
PPPD SPENDING (\$)	N/A ^{2/}	N/A	N/A	108.6 ^{3/}	126.0	N/A
AVERAGE DAILY CENSUS	405	532	-23.9%	324	783	-58.6%

LĀNA'I	2021P YTD*	2020P YTD*	YTD % change	2020P	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	N/A ^{2/}	N/A	N/A	18.7 ^{3/}	128.9	N/A
VISITOR ARRIVALS	12,827	14,916	-14.0%	17,970	84,103	-78.6%
PPPD SPENDING (\$)	N/A ^{2/}	N/A	N/A	256.2 ^{3/}	478.8	N/A
AVERAGE DAILY CENSUS	465	381	22.0%	227	738	-69.2%

P = Preliminary data. N/A = Not Available.

*Year-to-date through May

^{1/} Year-to-date May 2021 visitor spending statistics for Maui were from U.S. West, U.S. East, Japan, and Canada (Canada data were only available for January and February). Spending data for visitors from the other markets were not available due to limited samples.

^{2/} Year-to-date May 2021 visitor spending statistics for Molokai and Lanai were not available due to limited samples.

^{3/} For 2020P visitor spending statistics for Maui, Molokai and Lanai: U.S. West and U.S. East data were from January – March, November and December 2020. Visitor surveys were not conducted from April-October 2020 due to COVID-19 restrictions. For Japan, Canada, Other Asia, Oceania, Europe and Latin America: Visitor spending data were only available from January-March 2020; data for November and December were not available due to limited samples.

Source: Hawaii Tourism Authority

AIR LIFT

KAHULUI	2021P YTD*	2020P YTD*	YTD % change	2020P	2019	% change 2020P/2019
DOMESTIC SEATS	1,012,825	649,766	55.9%	1,015,080	2,672,036	-62.0%
INTERNATIONAL SEATS	7,394	79,210	-90.7%	87,086	223,644	-61.1%
TOTAL SEATS	1,020,219	728,976	40.0%	1,102,166	2,895,680	-61.9%
DOMESTIC FLIGHTS	2,506	1,654	51.5%	5,246	14,728	-64.4%
INTERNATIONAL FLIGHTS	5	187	-97.3%	397	1,138	-65.1%
TOTAL FLIGHTS	2,511	1,841	36.4%	5,643	15,866	-64.4%

Source: Diiio Mii schedules

*Year-to-date through May

TRANSIENT ACCOMMODATIONS TAX (TAT) TO MAUI COUNTY

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020
TAT (\$mill)	23.4	23.4	23.4	23.4	23.4	23.4

Note: Maui County receives 22.8% of the TAT revenues distributed to the counties.

HOTEL PERFORMANCE

COUNTY OF MAUI	2021P YTD*	2020P YTD*	YTD % change	2020	2019	% change 2020/2019
OCCUPANCY	46.6%	55.0%	-8.4%	33.9%	77.7%	-43.8%
AVERAGE DAILY RATE	\$467.62	\$443.49	5.4%	\$414.26	\$401.10	3.3%
REVENUE PER AVAILABLE ROOM	\$217.69	\$243.71	-10.7%	\$140.42	\$311.61	-54.9%

Source: STR, Inc.

*Year-to-date through May

VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2021P YTD*	2020P YTD*	YTD % change	2020	2019	% change 2020/2019
UNIT SUPPLY	1,197,090	986,989	21.3%	2,090,812	3,126,890	-33.1%
UNIT OCCUPANCY	60.6%	65.3%	-7.2%	42.4%	79.0%	-46.3%
UNIT AVERAGE DAILY RATE	\$271.34	\$307.60	-11.8%	\$292.68	\$343.07	-14.7%

Source: Transparent Intelligence, Inc.