



## MAUI COUNTY OVERVIEW

### VISITOR STATISTICS

MAUI ISLAND	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	2,483.6 <sup>1/</sup>	NA	NA	NA	5,128.0	NA
VISITOR ARRIVALS	1,499,078	612,025	144.9%	792,602	3,059,905	-74.1%
PPPD SPENDING (\$)	190.3 <sup>1/</sup>	NA	NA	NA	211.7	NA
AVERAGE DAILY CENSUS	53,716	22,318	140.7%	20,637	66,363	-68.9%

MOLOKA'I	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	14.3 <sup>1/</sup>	NA	NA	NA	36.0	NA
VISITOR ARRIVALS	16,093	14,884	8.1%	17,025	63,035	-73.0%
PPPD SPENDING (\$)	127.9 <sup>1/</sup>	NA	NA	NA	126.0	NA
AVERAGE DAILY CENSUS	460	361	27.5%	322	783	-58.9%

LĀNA'I	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	64.8 <sup>1/</sup>	NA	NA	NA	128.9	NA
VISITOR ARRIVALS	29,500	15,128	95.0%	17,924	84,103	-78.7%
PPPD SPENDING (\$)	437.6 <sup>1/</sup>	NA	NA	NA	478.8	NA
AVERAGE DAILY CENSUS	610	251	142.4%	227	738	-69.2%

P = Preliminary data.

\*Year-to-date through August

<sup>1/</sup> January-July 2021 visitor spending statistics have been revised.

NA= August year-to-date 2020 visitor spending statistics were not available, as there was no Departure Survey fielding between April through October 2020 due to COVID19 restrictions.

Source: Department of Business, Economic Development and Tourism

### AIR LIFT

KAHULUI	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
DOMESTIC SEATS	1,945,020	691,960	181.1%	1,015,080	2,672,036	-62.0%
INTERNATIONAL SEATS	11,679	79,210	-85.3%	87,086	223,644	-61.1%
TOTAL SEATS	1,956,699	771,170	153.7%	1,102,166	2,895,680	-61.9%
DOMESTIC FLIGHTS	10,092	3,528	186.1%	5,246	14,728	-64.4%
INTERNATIONAL FLIGHTS	56	367	-84.7%	397	1,138	-65.1%
TOTAL FLIGHTS	10,148	3,895	160.5%	5,643	15,866	-64.4%

Source: Dilo Mii schedules

\*Year-to-date through August

### 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*	2020 YTD*	YTD % change	2020	2019	% change 2020/2019
OCCUPANCY	58.6%	42.9%	15.6%	33.9%	77.7%	-43.8%
AVERAGE DAILY RATE	\$520.82	\$421.34	23.6%	\$414.26	\$401.10	3.3%
REVENUE PER AVAILABLE ROOM	\$305.00	\$180.87	68.6%	\$140.42	\$311.61	-54.9%

Source: STR, Inc.

\*Year-to-date through August

### VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020/2019
UNIT SUPPLY	1,878,408	1,359,030	38.2%	2,090,812	3,126,890	-33.1%
UNIT OCCUPANCY	67.7%	50.1%	35.0%	42.4%	79.0%	-46.3%
UNIT AVERAGE DAILY RATE	\$273.71	\$303.60	-9.8%	\$292.68	\$343.07	-14.7%

Source: Transparent Intelligence, Inc.