



MAUI COUNTY OVERVIEW

VISITOR STATISTICS

MAUI ISLAND	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	2,799.3	NA	NA	NA	5,128.0	NA
VISITOR ARRIVALS	1,671,848	614,505	172.1%	792,602	3,059,905	-74.1%
PPPD SPENDING (\$)	193.7	NA	NA	NA	211.7	NA
AVERAGE DAILY CENSUS	52,949	20,195	162.2%	20,637	66,363	-68.9%

MOLOKA'I	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	15.6	NA	NA	NA	36.0	NA
VISITOR ARRIVALS	17,790	14,960	18.9%	17,025	63,035	-73.0%
PPPD SPENDING (\$)	129.1	NA	NA	NA	126.0	NA
AVERAGE DAILY CENSUS	442	331	33.6%	322	783	-58.9%

LĀNA'I	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	73.1	NA	NA	NA	128.9	NA
VISITOR ARRIVALS	33,424	15,167	120.4%	17,924	84,103	-78.7%
PPPD SPENDING (\$)	442.9	NA	NA	NA	478.8	NA
AVERAGE DAILY CENSUS	605	227	167.0%	227	738	-69.2%

P = Preliminary data.

*Year-to-date through September

NA= September 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	2,197,841	705,321	211.6%	1,015,080	2,672,036	-62.0%
INTERNATIONAL SEATS	12,186	79,210	-84.6%	87,086	223,644	-61.1%
TOTAL SEATS	2,210,027	784,531	181.7%	1,102,166	2,895,680	-61.9%
DOMESTIC FLIGHTS	11,414	3,606	216.5%	5,246	14,728	-64.4%
INTERNATIONAL FLIGHTS	59	367	-83.9%	397	1,138	-65.1%
TOTAL FLIGHTS	11,473	3,973	188.8%	5,643	15,866	-64.4%

Source: Diiio Mii schedules

*Year-to-date through September

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 2020P/2019
OCCUPANCY	58.7%	40.7%	18.0%	33.9%	77.7%	-43.8%
AVERAGE DAILY RATE	\$517.12	\$410.25	26.1%	\$414.26	\$401.10	3.3%
REVENUE PER AVAILABLE ROOM	\$303.46	\$166.79	81.9%	\$140.42	\$311.61	-54.9%

Source: STR, Inc.

*Year-to-date through September

VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
UNIT SUPPLY	2,097,605	1,510,551	38.9%	2,090,812	3,126,890	-33.1%
UNIT OCCUPANCY	67.2%	45.6%	47.2%	42.4%	79.0%	-46.3%
UNIT AVERAGE DAILY RATE	\$273.86	\$302.81	-9.6%	\$292.68	\$343.07	-14.7%

Source: Transparent Intelligence, Inc.