



MAUI COUNTY OVERVIEW

VISITOR STATISTICS

MAUI ISLAND	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	3,495.7	NA	NA	NA	5,128.0	NA
VISITOR ARRIVALS	2,064,043	701,430	194.3%	792,602	3,059,905	-74.1%
PPPD SPENDING (\$)	196.4	NA	NA	NA	211.7	NA
AVERAGE DAILY CENSUS	53,289	19,577	172.2%	20,637	66,363	-68.9%

MOLOKA'I	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	21.3	NA	NA	NA	36.0	NA
VISITOR ARRIVALS	22,395	15,975	40.2%	17,025	63,035	-73.0%
PPPD SPENDING (\$)	135.5	NA	NA	NA	126.0	NA
AVERAGE DAILY CENSUS	471	317	48.3%	322	783	-58.9%

LĀNA'I	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	92.6	NA	NA	NA	128.9	NA
VISITOR ARRIVALS	42,181	16,667	153.1%	17,924	84,103	-78.7%
PPPD SPENDING (\$)	448.4	NA	NA	NA	478.8	NA
AVERAGE DAILY CENSUS	618	223	177.0%	227	738	-69.2%

P = Preliminary data.

*Year-to-date through November

NA= November 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	2,723,650	846,247	221.9%	1,015,080	2,672,036	-62.0%
INTERNATIONAL SEATS	42,781	79,210	-46.0%	87,086	223,644	-61.1%
TOTAL SEATS	2,766,431	925,457	198.9%	1,102,166	2,895,680	-61.9%
DOMESTIC FLIGHTS	14,161	4,370	224.1%	5,246	14,728	-64.4%
INTERNATIONAL FLIGHTS	182	367	-50.4%	397	1,138	-65.1%
TOTAL FLIGHTS	14,343	4,737	202.8%	5,643	15,866	-64.4%

Source: Diio Mii schedules

*Year-to-date through November

TRANSIENT ACCOMMODATIONS TAX (TAT) TO MAUI COUNTY

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
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	59.5%	35.5%	23.9%	33.9%	77.7%	-43.8%
AVERAGE DAILY RATE	\$516.04	\$402.75	28.1%	\$414.26	\$401.10	3.3%
REVENUE PER AVAILABLE ROOM	\$306.91	\$143.15	114.4%	\$140.42	\$311.61	-54.9%

Source: STR, Inc.

*Year-to-date through November

VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
UNIT SUPPLY	2,492,746	1,840,033	35.5%	2,090,812	3,126,890	-33.1%
UNIT OCCUPANCY	66.6%	42.5%	56.7%	42.4%	79.0%	-46.3%
UNIT AVERAGE DAILY RATE	\$274.60	\$294.72	-6.8%	\$292.68	\$343.07	-14.7%

Source: Transparent Intelligence, Inc.