



MAUI COUNTY OVERVIEW

VISITOR STATISTICS

MAUI ISLAND	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	3,995.4	NA	NA	NA	5,128.0	NA
VISITOR ARRIVALS	2,299,476	792,602	190.1%	792,602	3,059,905	-74.1%
PPPD SPENDING (\$)	200.1	NA	NA	NA	211.7	NA
AVERAGE DAILY CENSUS	54,715	20,637	165.1%	20,637	66,363	-68.9%

MOLOKA'I	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	25.0	NA	NA	NA	36.0	NA
VISITOR ARRIVALS	25,754	17,025	51.3%	17,025	63,035	-73.0%
PPPD SPENDING (\$)	136.0	NA	NA	NA	126.0	NA
AVERAGE DAILY CENSUS	505	322	56.6%	322	783	-58.9%

LĀNA'I	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
TOTAL EXPENDITURES (\$mil)	106.9	NA	NA	NA	128.9	NA
VISITOR ARRIVALS	47,740	17,924	166.3%	17,924	84,103	-78.7%
PPPD SPENDING (\$)	456.0	NA	NA	NA	478.8	NA
AVERAGE DAILY CENSUS	642	227	182.4%	227	738	-69.2%

P = Preliminary data.

*Year-to-date through December

NA= Annual 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	2,955,085	1,015,080	191.1%	1,015,080	2,672,036	-62.0%
INTERNATIONAL SEATS	65,303	87,086	-25.0%	87,086	223,644	-61.1%
TOTAL SEATS	3,020,388	1,102,166	174.0%	1,102,166	2,895,680	-61.9%
DOMESTIC FLIGHTS	15,373	5,246	193.0%	5,246	14,728	-64.4%
INTERNATIONAL FLIGHTS	260	397	-34.5%	397	1,138	-65.1%
TOTAL FLIGHTS	15,633	5,643	177.0%	5,643	15,866	-64.4%

Source: Diiio Mii schedules

*Year-to-date through December

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	60.2%	34.6%	25.6%	34.6%	77.7%	-43.8%
AVERAGE DAILY RATE	\$536.47	\$409.19	31.1%	\$409.19	\$401.10	3.3%
REVENUE PER AVAILABLE ROOM	\$322.70	\$141.55	128.0%	\$141.55	\$311.61	-54.9%

Source: STR, Inc.

*Year-to-date through December

VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2021P YTD*	2020 YTD*	YTD % change	2020	2019	% change 2020P/2019
UNIT SUPPLY	2,664,426	2,090,812	27.4%	2,090,812	3,126,890	-33.1%
UNIT OCCUPANCY	66.7%	42.4%	57.2%	42.4%	79.0%	-46.3%
UNIT AVERAGE DAILY RATE	\$278.71	\$292.68	-4.8%	\$292.68	\$343.07	-14.7%

Source: Transparent Intelligence, Inc.