



## MAUI COUNTY OVERVIEW

### VISITOR STATISTICS

MAUI ISLAND	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
TOTAL EXPENDITURES (\$mil)	1,782.7	807.0	120.9%	3,995.4	NA	5,128.0
VISITOR ARRIVALS	870,445	508,388	71.2%	2,299,476	792,602	3,059,905
PPPD SPENDING (\$)	236.9	169.1	40.1%	200.1	NA	211.7
AVERAGE DAILY CENSUS	62,707	39,770	57.7%	54,715	20,637	66,363

MOLOKA'I	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
TOTAL EXPENDITURES (\$mil)	13.0	5.5	134.6%	25.0	NA	36.0
VISITOR ARRIVALS	13,186	5,066	160.3%	25,754	17,025	63,035
PPPD SPENDING (\$)	147.6	124.3	18.8%	136.0	NA	126.0
AVERAGE DAILY CENSUS	732	371	97.6%	505	322	783

LĀNA'I	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
TOTAL EXPENDITURES (\$mil)	43.5	18.1	140.3%	106.9	NA	128.9
VISITOR ARRIVALS	20,712	8,530	142.8%	47,740	17,924	84,103
PPPD SPENDING (\$)	450.3	367.5	22.5%	456.0	NA	478.8
AVERAGE DAILY CENSUS	805	410	96.1%	642	227	738

P = Preliminary data.

\* year-to-date through April

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	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
DOMESTIC SEATS	1,051,337	769,255	36.7%	2,955,085	1,015,080	2,672,036
INTERNATIONAL SEATS	115,024	7,262	1483.9%	65,303	87,086	223,644
TOTAL SEATS	1,166,361	776,517	50.2%	3,020,388	1,102,166	2,895,680
DOMESTIC FLIGHTS	5,397	3,959	36.3%	15,373	5,246	14,728
INTERNATIONAL FLIGHTS	457	30	1423.3%	260	397	1,138
TOTAL FLIGHTS	5,854	3,989	46.8%	15,633	5,643	15,866

Source: Diiio Mii schedules

\* year-to-date through April

### 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	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
OCCUPANCY	68.8%	41.3%	27.6%	60.2%	34.6%	77.7%
AVERAGE DAILY RATE	\$610.13	\$465.19	31.2%	\$536.47	\$409.19	\$401.10
REVENUE PER AVAILABLE ROOM	\$419.84	\$191.93	118.7%	\$322.70	\$141.55	\$311.61

Source: STR, Inc.

\* year-to-date through April

### VACATION RENTAL PERFORMANCE

COUNTY OF MAUI	2022P YTD*	2021P YTD*	YTD % change	2021P	2020	2019
UNIT SUPPLY	736,656	962,685	-23.5%	2,664,426	2,090,812	3,126,890
UNIT OCCUPANCY	73.0%	57.1%	27.8%	66.7%	42.4%	79.0%
UNIT AVERAGE DAILY RATE	\$360.97	\$275.97	30.8%	\$278.71	\$292.68	\$343.07

Source: Transparent Intelligence, Inc.