



STATE OF HAWAII • DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM

July 2025 Hawai'i Hotel Performance Report

Hawai'i hotels statewide reported lower occupancy and revenue per available room (RevPAR) but slightly higher average daily rate (ADR) in July 2025 compared to July 2024. When compared to pre-pandemic July 2019, statewide ADR and RevPAR were higher in July 2025, but occupancy was lower.

Statewide RevPAR in July 2025 was \$298 (-1.2%), with ADR at \$386 (+0.4%) and occupancy of 77.1 percent (-1.3 percentage points) compared to July 2024 (Figure 1). Compared with July 2019, RevPAR was 14.9 percent higher, driven by higher ADR (+27.0%) which offset lower occupancy (-8.2 percentage points) (Figure 3).

The report's findings utilized data compiled by STR, Inc., which conducts the largest and most comprehensive survey of hotel properties in the Hawaiian Islands. For July 2025, the survey included 167 properties representing 48,106 rooms, or 85.1 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including those offering full service, limited service, and condominium hotels. Vacation rental and timeshare properties were not included in this survey.

Statewide Hawai'i hotel room revenues totaled \$521.7 million (-0.8% vs. 2024, +20.2% vs. 2019) in July 2025. Room demand was 1.4 million room nights (-1.2% vs. 2024, -5.4% vs. 2019) and room supply was 1.8 million room nights (+0.4% vs. 2024, +4.6% vs. 2019) (Figure 2).

Luxury Class properties earned RevPAR of \$616 (+9.2% vs. 2024, +22.6% vs. 2019), with ADR at \$896 (+2.0% vs. 2024, +48.0% vs. 2019) and occupancy of 68.8 percent (+4.6 percentage points vs. 2024, -14.2 percentage points vs. 2019). Midscale & Economy Class properties earned RevPAR of \$188 (-6.9% vs. 2024, +25.3% vs. 2019) with ADR at \$237 (-5.1% vs. 2024, +33.5% vs. 2019) and occupancy of 79.4 percent (-1.5 percentage points vs. 2024, -5.2 percentage points vs. 2019).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires. Despite this, Maui County hotels led the counties in July 2025 RevPAR at \$372 (+7.1% vs. 2024, +4.1% vs. 2019), with ADR at \$558 (-3.0% vs. 2024, +29.1% vs. 2019) and occupancy of 66.7 percent (+6.3 percentage points vs. 2024, -16.0 percentage points vs. 2019). Maui's luxury resort region of Wailea had RevPAR of \$591 (+4.9% vs. 2024, -7.6% vs. 2019), with ADR at \$777 (-5.1% vs. 2024, +11.4% vs. 2019) and occupancy of 76.0 percent (+7.3 percentage points vs. 2024, -15.7 percentage points vs. 2019). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$308 (+14.4% vs. 2024, +2.6% vs. 2019), ADR at \$466 (0.0% vs. 2024, +27.4% vs. 2019) and occupancy of 66.2 percent (+8.3 percentage points vs. 2024, -16.0 percentage points vs. 2019).

Kaua'i hotels achieved RevPAR of \$343 (-2.9% vs. 2024, +48.5% vs. 2019), with ADR at \$444 (-0.8% vs. 2024, +47.2% vs. 2019) and occupancy of 77.4 percent (-1.7 percentage points vs. 2024, +0.7 percentage points vs. 2019).

Hotels on the island of Hawai'i reported RevPAR at \$305 (+3.9% vs. 2024, +37.7% vs. 2019), with ADR at \$446 (+3.1% vs. 2024, +68.2% vs. 2019), and occupancy of 68.3 percent (+0.5 percentage points vs. 2024, -15.1 percentage points vs. 2019). Kohala Coast hotels earned

RevPAR of \$427 (+2.0% vs. 2024, +32.1% vs. 2019), with ADR at \$595 (+6.0% vs. 2024, +58.0% vs. 2019), and occupancy of 71.9 percent (-2.9 percentage points vs. 2024, -14.1 percentage points vs. 2019).

O'ahu hotels reported RevPAR of \$256 (-6.5% vs. 2024, +11.2% vs. 2019) in July, ADR at \$307 (-1.2% vs. 2024, +17.2% vs. 2019) and occupancy of 83.5 percent (-4.8 percentage points vs. 2024, -4.5 percentage points vs. 2019). Waikīkī hotels earned RevPAR of \$242 (-7.2% vs. 2024, +8.4% vs. 2019), with ADR at \$286 (-2.6% vs. 2024, +12.3% vs. 2019) and occupancy of 84.8 percent (-4.2 percentage points vs. 2024, -3.0 percentage points vs. 2019).

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaii tourism authority.org/research/infrastructure-research/>

About the Hawai'i Hotel Performance Report

The Hawai'i Hotel Performance Report is produced using hotel survey data compiled by STR, Inc., the largest survey of its kind in Hawai'i. The survey generally excludes properties with under 20 lodging units, such as small bed and breakfasts, youth hostels, single-family vacation rentals, cottages, individually rented vacation condominiums and sold timeshare units no longer available for hotel use. The data has been weighted both geographically and by class of property to compensate for any over and/or under representation of hotel survey participants by location and type.

For July 2025, the survey included 167 properties representing 48,106 rooms, or 85.1 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The July survey included 85 properties on O'ahu, representing 29,865 rooms (96.0%); 39 properties in the County of Maui, representing 9,433 rooms (69.5%); 22 properties on the island of Hawai'i, representing 5,199 rooms (77.1%); and 21 properties on Kaua'i, representing 3,609 rooms (70.2%).

About the State of Hawai'i Department of Business, Economic Development & Tourism

The State of Hawai'i Department of Business, Economic Development & Tourism (DBEDT) is Hawai'i's resource center for economic and statistical data, business development opportunities, energy and conservation information, as well as foreign trade advantages. DBEDT's mission is to achieve a Hawai'i economy that embraces innovation and is globally competitive, dynamic and productive, providing opportunities for all Hawai'i's citizens. Through its attached agencies, the department fosters planned community development, creates affordable workforce housing units in high-quality living environments and promotes innovation sector job growth.

Figure 1: Hawai'i Hotel Performance July 2025

	Occupancy %			Average Daily Rate			RevPAR		
	2025	2024	Percentage Pt. Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	77.1%	78.4%	-1.3%	\$386.09	\$384.42	0.4%	\$297.68	\$301.21	-1.2%
Luxury Class	68.8%	64.2%	4.6%	\$895.64	\$878.34	2.0%	\$615.94	\$564.05	9.2%
Upper Upscale Class	81.9%	82.4%	-0.5%	\$347.08	\$349.79	-0.8%	\$284.15	\$288.29	-1.4%
Upscale Class	72.1%	80.5%	-8.4%	\$240.21	\$263.81	-8.9%	\$173.19	\$212.39	-18.5%
Upper Midscale Class	72.3%	73.8%	-1.5%	\$202.90	\$224.13	-9.5%	\$146.63	\$165.43	-11.4%
Midscale & Economy Class	79.4%	80.9%	-1.5%	\$237.29	\$249.94	-5.1%	\$188.35	\$202.25	-6.9%
O'ahu	83.5%	88.3%	-4.8%	\$306.59	\$310.23	-1.2%	\$255.98	\$273.92	-6.5%
Waikiki	84.8%	89.0%	-4.2%	\$285.66	\$293.21	-2.6%	\$242.29	\$261.00	-7.2%
Other O'ahu	76.4%	84.5%	-8.0%	\$430.15	\$405.19	6.2%	\$328.85	\$342.32	-3.9%
O'ahu Luxury	63.2%	67.7%	-4.6%	\$805.35	\$761.55	5.8%	\$508.61	\$515.80	-1.4%
O'ahu Upper Upscale	87.7%	91.6%	-3.9%	\$313.19	\$314.33	-0.4%	\$274.71	\$287.98	-4.6%
O'ahu Upscale	80.1%	90.7%	-10.6%	\$222.25	\$237.13	-6.3%	\$177.95	\$214.97	-17.2%
O'ahu Upper Midscale	84.2%	85.8%	-1.6%	\$172.61	\$196.81	-12.3%	\$145.38	\$168.83	-13.9%
O'ahu Midscale & Economy	83.8%	87.3%	-3.5%	\$160.55	\$178.44	-10.0%	\$134.52	\$155.69	-13.6%
Maui County	66.7%	60.5%	6.3%	\$558.25	\$575.39	-3.0%	\$372.47	\$347.90	7.1%
Wailea	76.0%	68.8%	7.3%	\$776.97	\$818.78	-5.1%	\$590.80	\$562.94	4.9%
Lahaina/Kā'anapali/Kapalua	66.2%	57.9%	8.3%	\$465.62	\$465.64	0.0%	\$308.45	\$269.65	14.4%
Other Maui County	67.2%	63.4%	3.9%	\$658.87	\$689.72	-4.5%	\$443.05	\$437.11	1.4%
Maui County Luxury	71.3%	57.6%	13.7%	\$957.15	\$1,017.62	-5.9%	\$682.41	\$586.36	16.4%
Maui County Upper Upscale & Upscale	66.2%	62.0%	4.2%	\$419.00	\$440.61	-4.9%	\$277.45	\$273.31	1.5%
Island of Hawai'i	68.3%	67.8%	0.5%	\$446.31	\$432.89	3.1%	\$304.82	\$293.36	3.9%
Kohala Coast	71.9%	74.7%	-2.9%	\$594.71	\$560.84	6.0%	\$427.32	\$419.13	2.0%
Kauai	77.4%	79.1%	-1.7%	\$443.54	\$446.94	-0.8%	\$343.19	\$353.31	-2.9%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 2: Hawai'i Hotel Performance by Measure July 2025

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2025	2024	% Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	1,752.7	1,746.0	0.4%	1,351.4	1,368.1	-1.2%	521.7	525.9	-0.8%
O'ahu	963.9	961.4	0.3%	804.8	848.9	-5.2%	246.7	263.4	-6.3%
Waikiki	811.4	808.7	0.3%	688.2	719.8	-4.4%	196.6	211.1	-6.9%
Maui County	420.5	418.3	0.5%	280.5	252.9	10.9%	156.6	145.5	7.6%
Wailea	79.1	78.9	0.2%	60.1	54.2	10.9%	46.7	44.4	5.2%
Lahaina/Kā'anapali/ Kapalua	220.5	222.8	-1.1%	146.1	129.0	13.2%	68.0	60.1	13.2%
Island of Hawai'i	209.1	206.6	1.2%	142.8	140.0	2.0%	63.7	60.6	5.2%
Kohala Coast	89.1	86.7	2.8%	64.0	64.8	-1.2%	38.1	36.4	4.8%
Kauai	159.3	159.7	-0.3%	123.2	126.3	-2.4%	54.7	56.4	-3.1%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 3: Hawai'i Hotel Performance July 2025 vs. 2019

	Occupancy %			Average Daily Rate			RevPAR		
	2025	2019	Percentage Pt. Change	2025	2019	% Change	2025	2019	% Change
State of Hawai'i	77.1%	85.3%	-8.2%	\$386.09	\$303.93	27.0%	\$297.68	\$259.16	14.9%
Luxury Class	68.8%	83.0%	-14.2%	\$895.64	\$605.23	48.0%	\$615.94	\$502.22	22.6%
Upper Upscale Class	81.9%	87.7%	-5.8%	\$347.08	\$305.15	13.7%	\$284.15	\$267.66	6.2%
Upscale Class	72.1%	82.2%	-10.1%	\$240.21	\$219.22	9.6%	\$173.19	\$180.22	-3.9%
Upper Midscale Class	72.3%	86.3%	-14.0%	\$202.90	\$178.40	13.7%	\$146.63	\$153.98	-4.8%
Midscale & Economy Class	79.4%	84.5%	-5.2%	\$237.29	\$177.81	33.5%	\$188.35	\$150.33	25.3%
O'ahu	83.5%	88.0%	-4.5%	\$306.59	\$261.62	17.2%	\$255.98	\$230.20	11.2%
Waikiki	84.8%	87.8%	-3.0%	\$285.66	\$254.40	12.3%	\$242.29	\$223.42	8.4%
Other O'ahu	76.4%	89.0%	-12.6%	\$430.15	\$304.63	41.2%	\$328.85	\$271.13	21.3%
O'ahu Luxury	63.2%	87.9%	-24.7%	\$805.35	\$529.34	52.1%	\$508.61	\$465.07	9.4%
O'ahu Upper Upscale	87.7%	89.1%	-1.4%	\$313.19	\$286.80	9.2%	\$274.71	\$255.51	7.5%
O'ahu Upscale	80.1%	89.2%	-9.1%	\$222.25	\$210.78	5.4%	\$177.95	\$188.03	-5.4%
O'ahu Upper Midscale	84.2%	86.4%	-2.2%	\$172.61	\$174.37	-1.0%	\$145.38	\$150.69	-3.5%
O'ahu Midscale & Economy	83.8%	90.6%	-6.8%	\$160.55	\$151.23	6.2%	\$134.52	\$137.00	-1.8%
Maui County	66.7%	82.8%	-16.0%	\$558.25	\$432.51	29.1%	\$372.47	\$357.93	4.1%
Wailea	76.0%	91.7%	-15.7%	\$776.97	\$697.21	11.4%	\$590.80	\$639.54	-7.6%
Lahaina/Kā'anapali/Kapalua	66.2%	82.3%	-16.0%	\$465.62	\$365.48	27.4%	\$308.45	\$300.76	2.6%
Other Maui County	67.2%	83.4%	-16.1%	\$658.87	\$517.92	27.2%	\$443.05	\$431.72	2.6%
Maui County Luxury	71.3%	88.0%	-16.7%	\$957.15	\$633.17	51.2%	\$682.41	\$556.96	22.5%
Maui County Upper Upscale & Upscale	66.2%	82.9%	-16.7%	\$419.00	\$341.98	22.5%	\$277.45	\$283.52	-2.1%
Island of Hawai'i	68.3%	83.4%	-15.1%	\$446.31	\$265.38	68.2%	\$304.82	\$221.42	37.7%
Kohala Coast	71.9%	85.9%	-14.1%	\$594.71	\$376.33	58.0%	\$427.32	\$323.39	32.1%
Kaua'i	77.4%	76.7%	0.7%	\$443.54	\$301.26	47.2%	\$343.19	\$231.07	48.5%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 4: Hawai'i Hotel Performance by Measure July 2025 vs. 2019

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2025	2019	% Change	2025	2019	% Change	2025	2019	% Change
State of Hawai'i	1,752.7	1,675.0	4.6%	1,351.4	1,428.2	-5.4%	521.7	434.1	20.2%
O'ahu	963.9	940.8	2.5%	804.8	827.8	-2.8%	246.7	216.6	13.9%
Waikiki	811.4	807.1	0.5%	688.2	708.8	-2.9%	196.6	180.3	9.0%
Maui County	420.5	392.6	7.1%	280.5	324.9	-13.6%	156.6	140.5	11.5%
Wailea	79.1	68.0	16.2%	60.1	62.4	-3.7%	46.7	43.5	7.4%
Lahaina/Kā'anapali/ Kapalua	220.5	221.2	-0.3%	146.1	182.0	-19.8%	68.0	66.5	2.2%
Island of Hawai'i	209.1	200.7	4.2%	142.8	167.4	-14.7%	63.7	44.4	43.4%
Kohala Coast	89.1	93.0	-4.2%	64.0	79.9	-19.9%	38.1	30.1	26.6%
Kaua'i	159.3	141.0	13.0%	123.2	108.1	14.0%	54.7	32.6	67.8%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 5: Hawai'i Hotel Performance Year-to-Date July 2025

	Occupancy % Percentage Pt.			Average Daily Rate			RevPAR		
	2025	2024	Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	74.8%	75.2%	-0.4%	\$372.68	\$371.86	0.2%	\$278.71	\$279.64	-0.3%
Luxury Class	67.9%	62.0%	5.9%	\$858.90	\$831.49	3.3%	\$582.93	\$515.18	13.2%
Upper Upscale Class	77.5%	77.8%	-0.3%	\$330.60	\$341.34	-3.1%	\$256.09	\$265.42	-3.5%
Upscale Class	73.0%	79.0%	-6.0%	\$244.24	\$260.74	-6.3%	\$178.21	\$205.94	-13.5%
Upper Midscale Class	71.8%	72.9%	-1.1%	\$201.66	\$231.02	-12.7%	\$144.76	\$168.48	-14.1%
Midscale & Economy Class	78.4%	79.3%	-0.9%	\$232.02	\$234.08	-0.9%	\$181.96	\$185.58	-2.0%
O'ahu	79.3%	81.3%	-2.1%	\$285.65	\$286.78	-0.4%	\$226.42	\$233.24	-2.9%
Waikiki	79.9%	81.9%	-2.0%	\$268.17	\$272.80	-1.7%	\$214.34	\$223.42	-4.1%
Other O'ahu	75.7%	78.3%	-2.6%	\$383.76	\$364.10	5.4%	\$290.70	\$285.18	1.9%
O'ahu Luxury	60.9%	60.1%	0.8%	\$737.13	\$712.72	3.4%	\$449.01	\$428.49	4.8%
O'ahu Upper Upscale	81.6%	82.8%	-1.2%	\$291.33	\$296.24	-1.7%	\$237.59	\$245.20	-3.1%
O'ahu Upscale	80.3%	87.0%	-6.7%	\$211.93	\$216.37	-2.1%	\$170.12	\$188.26	-9.6%
O'ahu Upper Midscale	78.9%	80.5%	-1.6%	\$169.16	\$180.65	-6.4%	\$133.51	\$145.41	-8.2%
O'ahu Midscale & Economy	81.9%	84.1%	-2.2%	\$153.11	\$159.54	-4.0%	\$125.36	\$134.18	-6.6%
Maui County	64.6%	65.3%	-0.7%	\$558.16	\$559.48	-0.2%	\$360.72	\$365.28	-1.2%
Wailea	74.9%	67.9%	6.9%	\$774.92	\$778.62	-0.5%	\$580.11	\$529.00	9.7%
Lahaina/Kā'anapali/Kapalua	62.5%	65.0%	-2.5%	\$453.91	\$463.78	-2.1%	\$283.57	\$301.32	-5.9%
Other Maui County	67.0%	65.7%	1.4%	\$666.33	\$669.32	-0.4%	\$446.59	\$439.47	1.6%
Maui County Luxury	69.1%	57.9%	11.2%	\$942.77	\$948.82	-0.6%	\$651.61	\$549.58	18.6%
Maui County Upper Upscale & Upscale	63.7%	67.8%	-4.1%	\$421.00	\$451.67	-6.8%	\$268.14	\$306.31	-12.5%
Island of Hawai'i	72.7%	67.5%	5.2%	\$441.07	\$434.86	1.4%	\$320.59	\$293.59	9.2%
Kohala Coast	75.0%	74.5%	0.5%	\$592.32	\$578.26	2.4%	\$444.01	\$430.57	3.1%
Kauai	77.2%	74.2%	2.9%	\$420.47	\$427.01	-1.5%	\$324.44	\$317.01	2.3%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 6: Hawai'i Hotel Performance by Measure Year-to-Date July 2025

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2025	2024	% Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	11,976.7	11,923.8	0.4%	8,957.0	8,966.8	-0.1%	3,338.0	3,334.4	0.1%
O'ahu	6,591.4	6,559.7	0.5%	5,224.7	5,335.1	-2.1%	1,492.5	1,530.0	-2.5%
Waikiki	5,548.5	5,517.0	0.6%	4,434.7	4,518.4	-1.9%	1,189.3	1,232.6	-3.5%
Maui County	2,864.5	2,845.0	0.7%	1,851.2	1,857.5	-0.3%	1,033.3	1,039.2	-0.6%
Wailea	540.8	539.3	0.3%	404.8	366.4	10.5%	313.7	285.3	10.0%
Lahaina/Kā'anapali/ Kapalua	1,508.9	1,527.8	-1.2%	942.7	992.6	-5.0%	427.9	460.4	-7.1%
Island of Hawai'i	1,429.7	1,426.7	0.2%	1,039.2	963.2	7.9%	458.4	418.9	9.4%
Kohala Coast	609.5	607.3	0.4%	456.9	452.2	1.0%	270.6	261.5	3.5%
Kauai	1,091.1	1,092.4	-0.1%	841.9	811.0	3.8%	354.0	346.3	2.2%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 7: Hawai'i Hotel Performance Year-To-Date July 2025 vs. 2019

	Occupancy %			Average Daily Rate			RevPAR		
	2025	2019	Percentage Pt. Change	2025	2019	% Change	2025	2019	% Change
State of Hawai'i	74.8%	81.2%	-6.4%	\$372.68	\$283.66	31.4%	\$278.71	\$230.22	21.1%
Luxury Class	67.9%	77.2%	-9.4%	\$858.90	\$568.91	51.0%	\$582.93	\$439.46	32.6%
Upper Upscale Class	77.5%	83.0%	-5.6%	\$330.60	\$282.18	17.2%	\$256.09	\$234.33	9.3%
Upscale Class	73.0%	78.4%	-5.5%	\$244.24	\$211.53	15.5%	\$178.21	\$165.94	7.4%
Upper Midscale Class	71.8%	83.9%	-12.1%	\$201.66	\$163.90	23.0%	\$144.76	\$137.55	5.2%
Midscale & Economy Class	78.4%	82.7%	-4.3%	\$232.02	\$175.79	32.0%	\$181.96	\$145.38	25.2%
O'ahu	79.3%	84.0%	-4.7%	\$285.65	\$237.53	20.3%	\$226.42	\$199.45	13.5%
Waikiki	79.9%	84.2%	-4.2%	\$268.17	\$232.26	15.5%	\$214.34	\$195.46	9.7%
Other O'ahu	75.7%	82.8%	-7.1%	\$383.76	\$269.91	42.2%	\$290.70	\$223.57	30.0%
O'ahu Luxury	60.9%	72.8%	-11.9%	\$737.13	\$490.93	50.2%	\$449.01	\$357.25	25.7%
O'ahu Upper Upscale	81.6%	85.4%	-3.8%	\$291.33	\$261.73	11.3%	\$237.59	\$223.50	6.3%
O'ahu Upscale	80.3%	84.4%	-4.2%	\$211.93	\$194.63	8.9%	\$170.12	\$164.34	3.5%
O'ahu Upper Midscale	78.9%	84.3%	-5.3%	\$169.16	\$157.42	7.5%	\$133.51	\$132.64	0.7%
O'ahu Midscale & Economy	81.9%	87.4%	-5.6%	\$153.11	\$132.64	15.4%	\$125.36	\$115.96	8.1%
Maui County	64.6%	79.1%	-14.5%	\$558.16	\$407.83	36.9%	\$360.72	\$322.66	11.8%
Wailea	74.9%	90.0%	-15.1%	\$774.92	\$625.77	23.8%	\$580.11	\$562.96	3.0%
Lahaina/Kā'anapali/Kapalua	62.5%	78.5%	-16.0%	\$453.91	\$342.54	32.5%	\$283.57	\$268.80	5.5%
Other Maui County	67.0%	79.9%	-12.9%	\$666.33	\$489.76	36.1%	\$446.59	\$391.52	14.1%
Maui County Luxury	69.1%	82.9%	-13.7%	\$942.77	\$670.14	40.7%	\$651.61	\$555.28	17.3%
Maui County Upper Upscale & Upscale	63.7%	79.0%	-15.3%	\$421.00	\$324.05	29.9%	\$268.14	\$256.09	4.7%
Island of Hawai'i	72.7%	77.9%	-5.2%	\$441.07	\$266.19	65.7%	\$320.59	\$207.30	54.7%
Kohala Coast	75.0%	78.7%	-3.7%	\$592.32	\$376.82	57.2%	\$444.01	\$296.57	49.7%
Kauai	77.2%	72.8%	4.4%	\$420.47	\$288.31	45.8%	\$324.44	\$209.81	54.6%

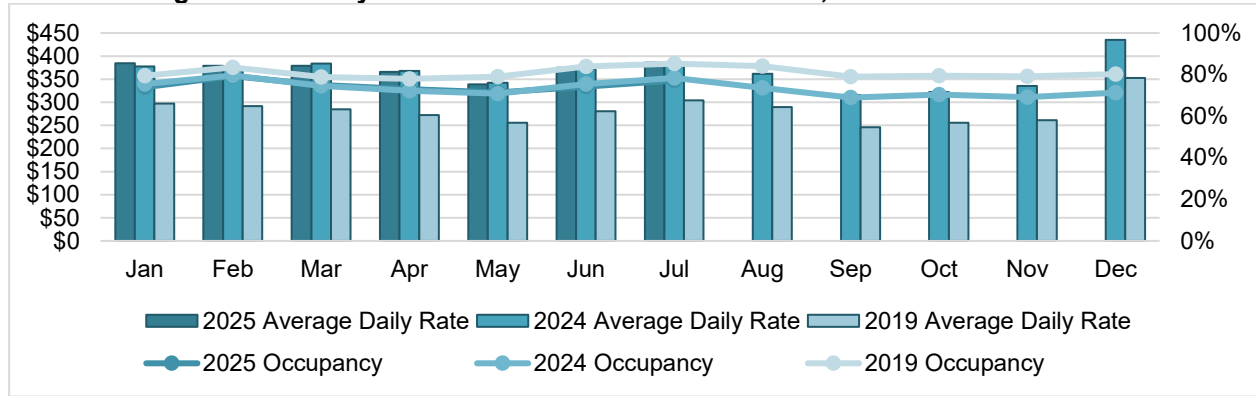
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Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 8: Hawai'i Hotel Performance by Measure Year-to-Date July 2025 vs. 2019

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2025	2019	% Change	2025	2019	% Change	2025	2019	% Change
State of Hawai'i	11,976.7	11,470.0	4.4%	8,957.0	9,309.1	-3.8%	3,338.0	2,640.6	26.4%
O'ahu	6,591.4	6,440.1	2.3%	5,224.7	5,407.6	-3.4%	1,492.5	1,284.5	16.2%
Waikiki	5,548.5	5,525.8	0.4%	4,434.7	4,650.2	-4.6%	1,189.3	1,080.1	10.1%
Maui County	2,864.5	2,696.0	6.2%	1,851.2	2,133.0	-13.2%	1,033.3	869.9	18.8%
Wailea	540.8	465.1	16.3%	404.8	418.4	-3.3%	313.7	261.8	19.8%
Lahaina/Kā'anapali/Kapalua	1,508.9	1,512.6	-0.2%	942.7	1,187.0	-20.6%	427.9	406.6	5.2%
Island of Hawai'i	1,429.7	1,372.3	4.2%	1,039.2	1,068.7	-2.8%	458.4	284.5	61.1%
Kohala Coast	609.5	636.0	-4.2%	456.9	500.6	-8.7%	270.6	188.6	43.5%
Kauai	1,091.1	961.6	13.5%	841.9	699.8	20.3%	354.0	201.8	75.5%

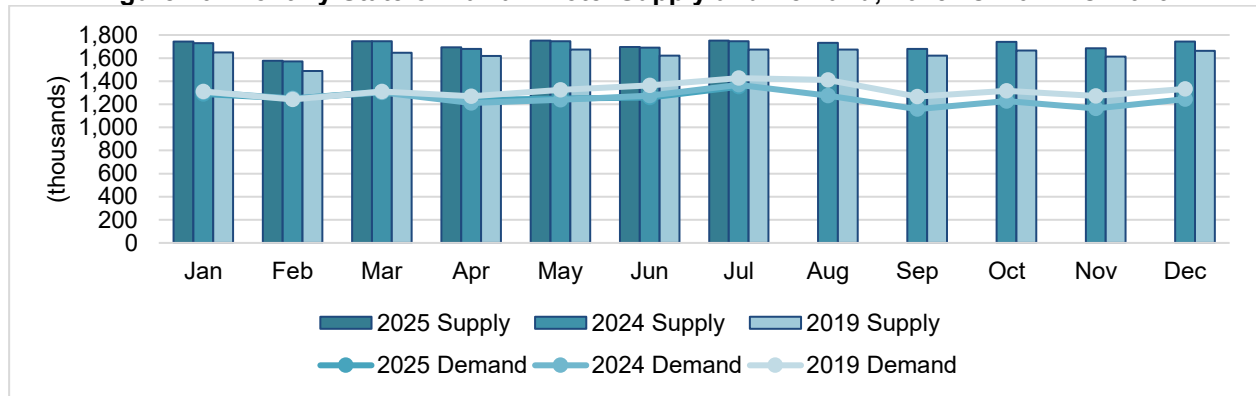
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Figure 9: Monthly State of Hawai'i Hotel Performance, 2025 vs. 2024 vs. 2019



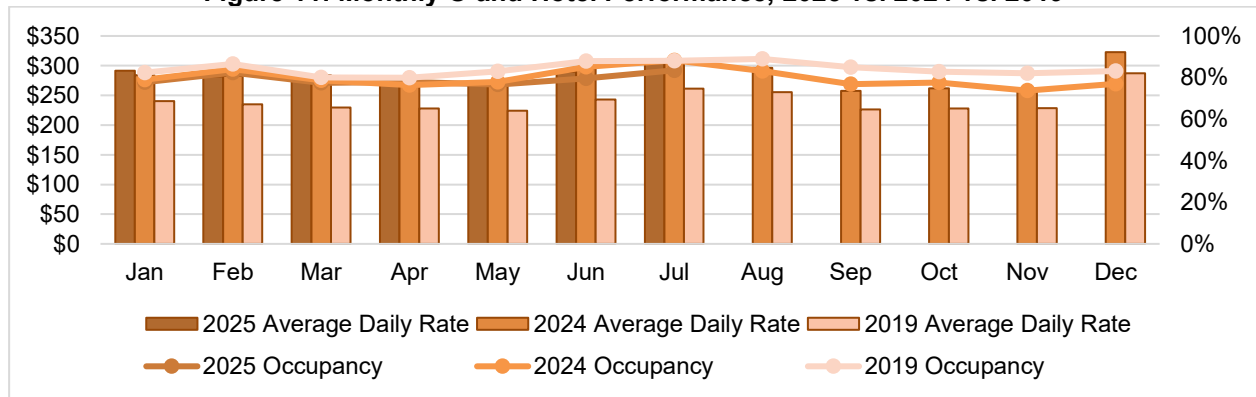
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Figure 10: Monthly State of Hawai'i Hotel Supply and Demand, 2025 vs. 2024 vs. 2019



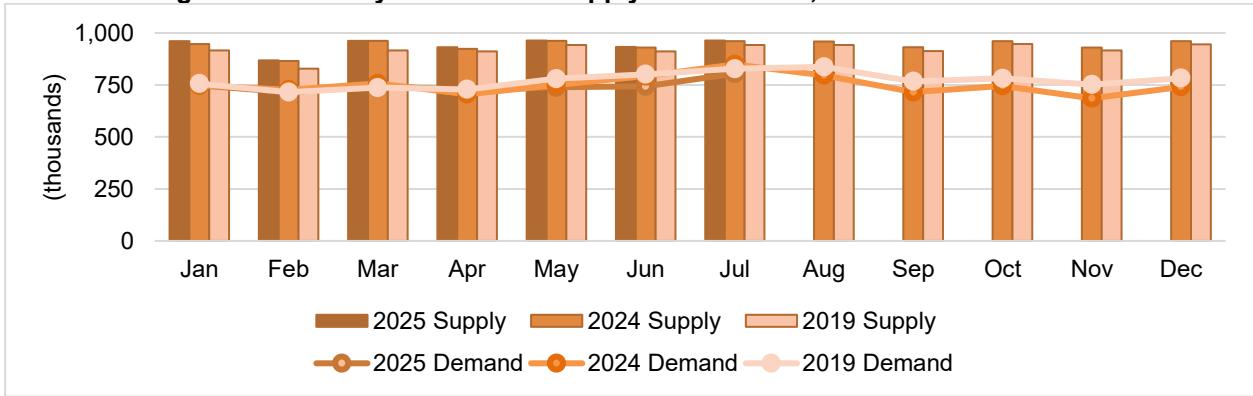
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Figure 11: Monthly O'ahu Hotel Performance, 2025 vs. 2024 vs. 2019



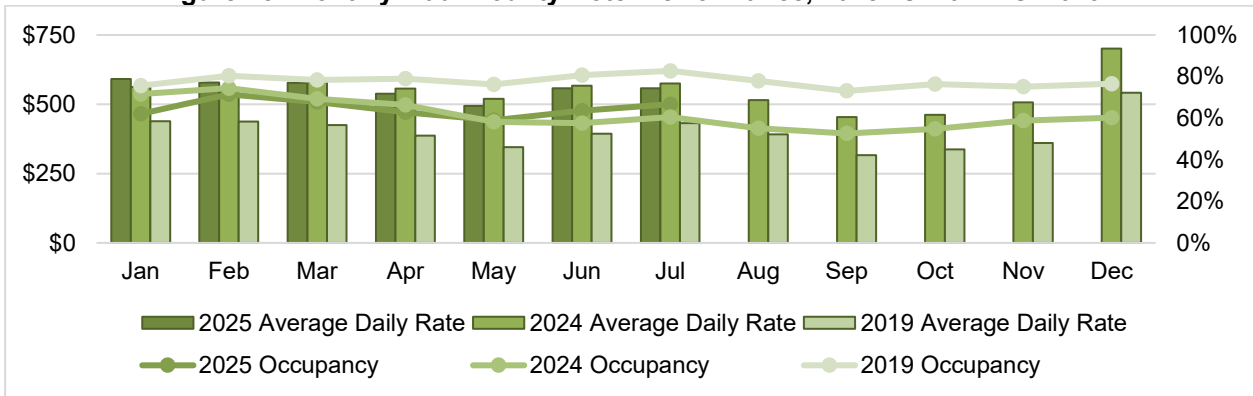
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Figure 12: Monthly O'ahu Hotel Supply and Demand, 2025 vs. 2024 vs. 2019



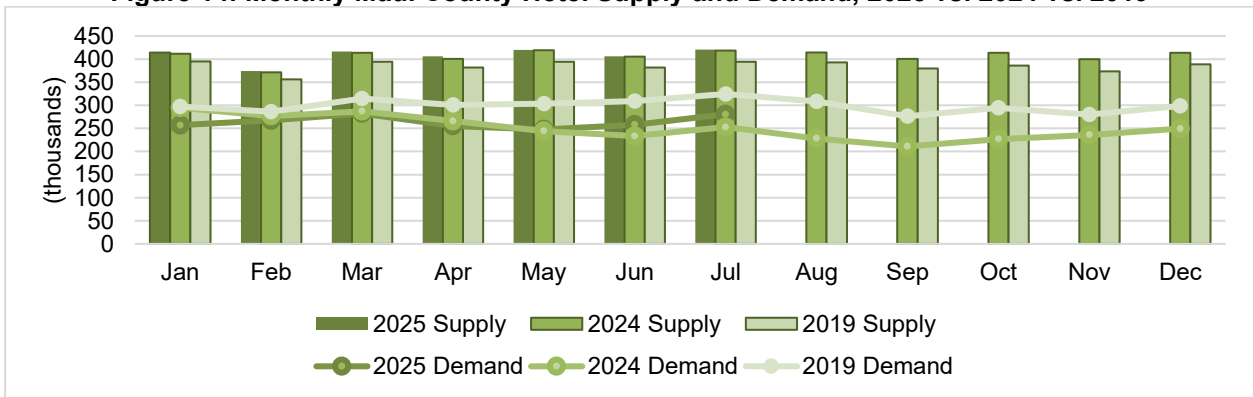
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Figure 13: Monthly Maui County Hotel Performance, 2025 vs. 2024 vs. 2019



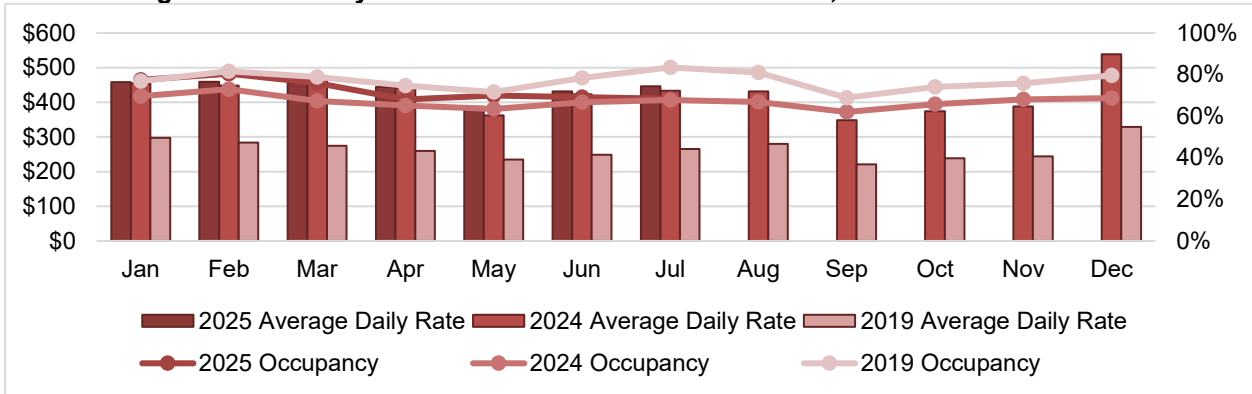
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Figure 14: Monthly Maui County Hotel Supply and Demand, 2025 vs. 2024 vs. 2019



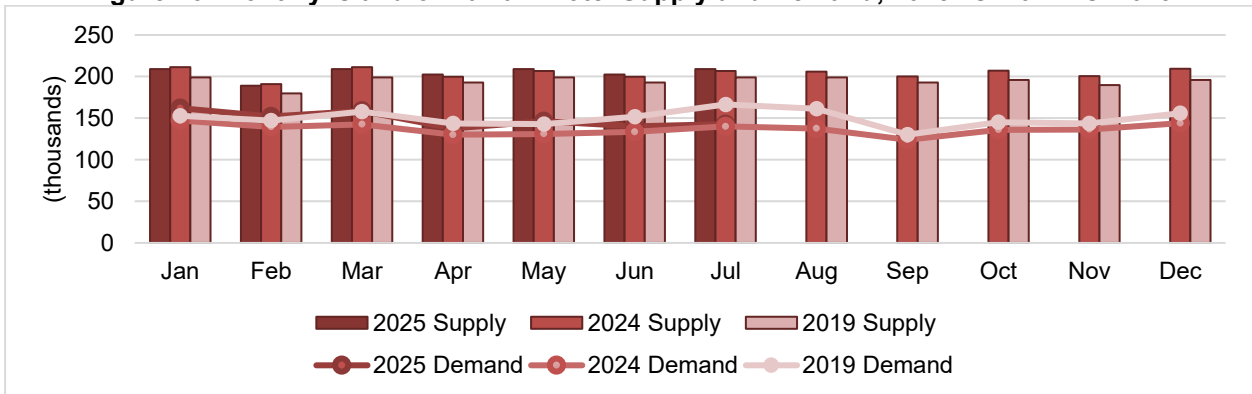
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Figure 15: Monthly Island of Hawai'i Hotel Performance, 2025 vs. 2024 vs. 2019



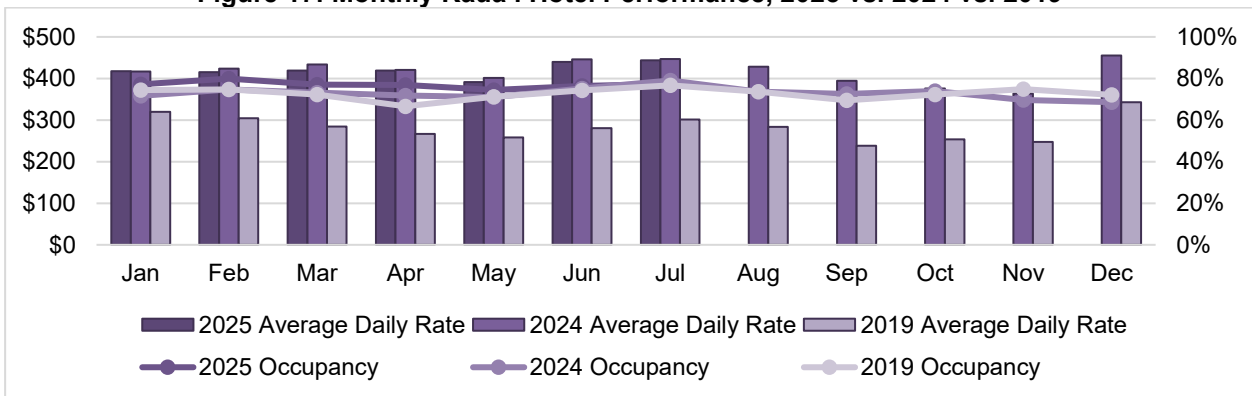
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Figure 16: Monthly Island of Hawai'i Hotel Supply and Demand, 2025 vs. 2024 vs. 2019



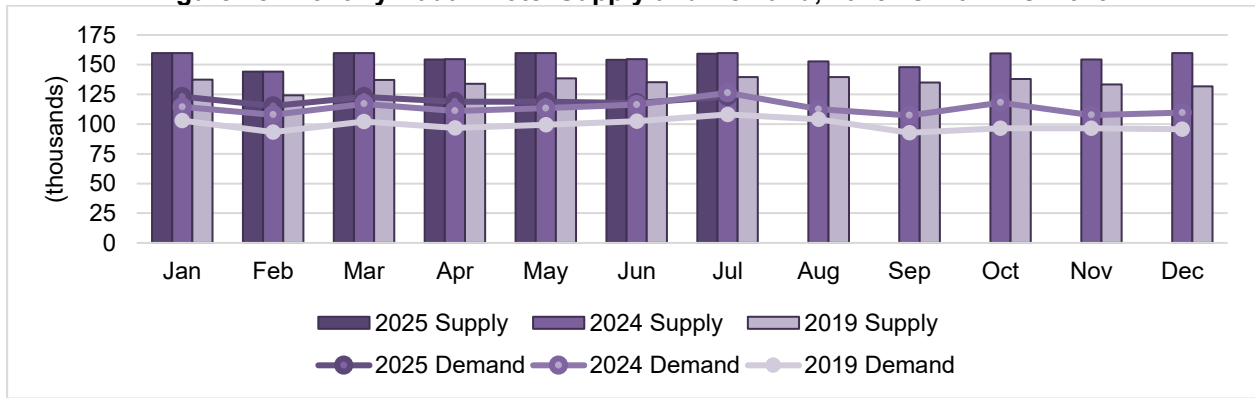
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Figure 17: Monthly Kaua'i Hotel Performance, 2025 vs. 2024 vs. 2019



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Figure 18: Monthly Kaua'i Hotel Supply and Demand, 2025 vs. 2024 vs. 2019



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