



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

December 2025 Hawai'i Hotel Performance Report

Hawai'i hotels statewide reported higher average daily rate (ADR), occupancy and revenue per available room (RevPAR) in December 2025 compared to December 2024.

Statewide RevPAR in December 2025 was \$342 (+10.2%), with ADR at \$449 (+3.4%) and occupancy of 76.1 percent (+4.7 percentage points) compared to December 2024 (Figure 1).

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 December 2025, the survey included 162 properties representing 47,767 rooms, or 84.0 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 \$601.8 million (+10.5%) in December 2025. Room demand was 1.34 million room nights (+6.9%) and room supply was 1.76 million room nights (+0.3%) (Figure 2).

Luxury Class properties earned RevPAR of \$795 (+12.9%), with ADR at \$1,221 (+7.1%) and occupancy of 65.2 percent (+3.3 percentage points). Midscale & Economy Class properties earned RevPAR of \$205 (+7.5%) with ADR at \$255 (+2.2%) and occupancy of 80.3 percent (+3.9 percentage points).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires but still led the counties in December 2025 RevPAR due to comparatively higher ADR. Maui County hotels achieved RevPAR of \$466 (+9.4%), with ADR at \$689 (-2.4%) and occupancy of 67.6 percent (+7.3 percentage points). Maui's luxury resort region of Wailea had RevPAR of \$767 (+3.8%), with ADR at \$1,059 (-0.5%) and occupancy of 72.4 percent (+3.0 percentage points). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$353 (+15.7%), ADR at \$526 (+1.1%) and occupancy of 67.2 percent (+8.5 percentage points).

Kaua'i hotels earned RevPAR at \$344 (+10.8%), with ADR at \$490 (+8.0%) and occupancy of 70.2 percent (+1.7 percentage points).

Hotels on the island of Hawai'i reported RevPAR at \$418 (+12.7%), with ADR at \$596 (+10.5%), and occupancy of 70.1 percent (+1.4 percentage points). Kohala Coast hotels earned RevPAR of \$579 (+12.9%), with ADR at \$826 (+12.0%), and occupancy of 70.1 percent (+0.5 percentage points).

O'ahu hotels reported RevPAR of \$271 (+9.6%) in December, ADR at \$331 (+3.1%) and occupancy of 82.0 percent (+4.8 percentage points). Waikīkī hotels earned RevPAR of \$257 (+8.0%), with ADR at \$312 (+1.8%) and occupancy of 82.4 percent (+4.7 percentage points).

Year End 2025

In 2025, Hawai'i's hotels earned \$271 in RevPAR (+1.5%), with ADR at \$367 (+0.8%) and occupancy of 73.9 percent (+0.5 percentage points) (Figure 3).

Total statewide hotel revenues for 2025 were \$5.6 billion (+2.0%). Room supply was 20.7 million room nights (+0.5%), and room demand was 15.3 million room nights (+1.2%) (Figure 4).

Comparison to Top U.S. Markets

In comparison to the top U.S. markets, New York, New York earned the highest annual 2025 RevPAR at \$281 (+4.5%). The Hawaiian Islands was second at \$271 (+1.5%), followed by Boston, Massachusetts at \$169 (-2.0%) (Figure 15).

The Hawaiian Islands led the U.S. markets in 2025 ADR at \$367 (+0.8%), followed by New York, New York at \$334 (+4.7%) and Boston, Massachusetts at \$233 (0.0%) (Figure 16).

New York, New York topped the country in occupancy at 84.1 percent (-0.2 percentage points), followed by Las Vegas, Nevada at 74.6 percent (-5.5 percentage points) and Miami, Florida at 73.9% (0.0 percentage points). The Hawaiian Islands ranked fourth at 73.9 percent (+0.5 percentage points) (Figure 17).

Comparison to International Markets

Hotels in French Polynesia ranked highest for 2025 RevPAR for international "sun and sea" destinations at \$528 (+3.7%), followed by the Maldives (\$400, +8.5%). Maui County (\$346, +2.2%), Kaua'i (\$314, +4.1%), Hawai'i Island (\$308, +7.5%), and O'ahu (\$223, -1.3%) ranked third, fifth, sixth, and eighth, respectively (Figure 18).

Hotels in French Polynesia led in 2025 ADR at \$783 (+5.9%), followed by the Maldives (\$597, +4.0%) and Maui County (\$537, -2.4%). Hawai'i Island (\$444, +3.6%), Kaua'i (\$417, +0.8%), and O'ahu (\$284, +0.3%) ranked sixth, seventh, and ninth, respectively (Figure 19).

O'ahu led in occupancy for "sun and sea" destinations at 78.6 percent (-1.2 percentage points), followed by Kaua'i (75.4%, +2.4 percentage points) and Fiji (75.1%, -1.0 percentage points). Hawai'i Island (69.5%, +2.6 percentage points) and Maui County (64.4%, +2.9 percentage points) ranked ninth and thirteenth, respectively (Figure 20).

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaiiourismauthority.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 December 2025, the survey included 162 properties representing 47,767 rooms, or 84.0 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The December survey included 84 properties on O'ahu, representing 29,755 rooms (94.9%); 38 properties in the County of Maui, representing 9,347 rooms (69.1%); 21 properties on the island of Hawai'i, representing 5,314 rooms (78.9%); and 19 properties on Kaua'i, representing 3,351 rooms (64.2%).

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 December 2025

	Occupancy %			Average Daily Rate			RevPAR		
	2025	2024	Percentage Pt. Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	76.1%	71.4%	4.7%	\$449.12	\$434.43	3.4%	\$341.58	\$310.01	10.2%
Luxury Class	65.2%	61.8%	3.3%	\$1,220.62	\$1,139.41	7.1%	\$795.25	\$704.41	12.9%
Upper Upscale Class	79.3%	73.4%	5.9%	\$386.66	\$369.64	4.6%	\$306.79	\$271.46	13.0%
Upscale Class	76.3%	72.8%	3.5%	\$254.08	\$273.32	-7.0%	\$193.85	\$198.92	-2.5%
Upper Midscale Class	72.4%	68.8%	3.6%	\$215.84	\$228.82	-5.7%	\$156.23	\$157.46	-0.8%
Midscale & Economy Class	80.3%	76.4%	3.9%	\$255.40	\$249.79	2.2%	\$205.08	\$190.82	7.5%
O'ahu	82.0%	77.1%	4.8%	\$331.07	\$321.05	3.1%	\$271.34	\$247.61	9.6%
Waikiki	82.4%	77.7%	4.7%	\$311.95	\$306.54	1.8%	\$257.14	\$238.13	8.0%
Other O'ahu	79.6%	74.3%	5.3%	\$432.37	\$398.65	8.5%	\$343.99	\$296.10	16.2%
O'ahu Luxury	61.0%	61.6%	-0.7%	\$992.89	\$915.47	8.5%	\$605.29	\$564.16	7.3%
O'ahu Upper Upscale	85.0%	78.0%	6.9%	\$333.10	\$321.63	3.6%	\$282.98	\$250.89	12.8%
O'ahu Upscale	82.9%	81.7%	1.2%	\$230.34	\$227.20	1.4%	\$190.85	\$185.63	2.8%
O'ahu Upper Midscale	80.8%	75.4%	5.4%	\$176.15	\$183.85	-4.2%	\$142.36	\$138.71	2.6%
O'ahu Midscale & Economy	83.8%	80.0%	3.8%	\$169.86	\$168.13	1.0%	\$142.34	\$134.43	5.9%
Maui County	67.6%	60.3%	7.3%	\$689.08	\$705.89	-2.4%	\$465.60	\$425.64	9.4%
Wailea	72.4%	69.4%	3.0%	\$1,059.00	\$1,064.71	-0.5%	\$766.65	\$738.51	3.8%
Lahaina/Kā'anapali/Kapalua	67.2%	58.7%	8.5%	\$525.60	\$519.87	1.1%	\$353.21	\$305.37	15.7%
Other Maui County	68.0%	62.1%	5.9%	\$866.79	\$904.53	-4.2%	\$589.18	\$561.29	5.0%
Maui County Luxury	66.4%	60.2%	6.2%	\$1,387.10	\$1,336.49	3.8%	\$921.11	\$804.30	14.5%
Maui County Upper Upscale & Upscale	68.1%	60.7%	7.5%	\$468.89	\$497.02	-5.7%	\$319.51	\$301.50	6.0%
Island of Hawai'i	70.1%	68.8%	1.4%	\$595.72	\$538.95	10.5%	\$417.86	\$370.65	12.7%
Kohala Coast	70.1%	69.6%	0.5%	\$825.79	\$737.12	12.0%	\$578.86	\$512.88	12.9%
Kauai	70.2%	68.5%	1.7%	\$490.13	\$453.66	8.0%	\$343.97	\$310.56	10.8%

Source: STR, Inc. © Copyright 2026 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 December 2025

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2025	2024	% Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	1,761.9	1,756.2	0.3%	1,340.0	1,253.2	6.9%	601.8	544.4	10.5%
O'ahu	972.3	972.2	0.0%	796.9	749.8	6.3%	263.8	240.7	9.6%
Waikiki	813.3	813.1	0.0%	670.4	631.7	6.1%	209.1	193.6	8.0%
Maui County	419.1	415.8	0.8%	283.2	250.7	12.9%	195.1	177.0	10.3%
Wailea	79.2	78.8	0.5%	57.3	54.7	4.9%	60.7	58.2	4.3%
Lahaina/Kā'anapali/ Kapalua	219.5	220.4	-0.4%	147.5	129.5	13.9%	77.5	67.3	15.2%
Island of Hawai'i	208.8	206.0	1.3%	146.4	141.7	3.3%	87.2	76.4	14.2%
Kohala Coast	92.3	89.1	3.6%	64.7	62.0	4.4%	53.5	45.7	16.9%
Kauai	161.7	162.2	-0.3%	113.5	111.0	2.2%	55.6	50.4	10.5%

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Figure 3: Hawai'i Hotel Performance Year-to-Date December 2025

	Occupancy % Percentage Pt.			Average Daily Rate			RevPAR		
	2025	2024	Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	73.9%	73.4%	0.5%	\$366.66	\$363.92	0.8%	\$270.85	\$266.97	1.5%
Luxury Class	66.1%	60.8%	5.2%	\$862.82	\$833.00	3.6%	\$569.92	\$506.71	12.5%
Upper Upscale Class	77.0%	76.0%	1.0%	\$328.06	\$331.76	-1.1%	\$252.48	\$251.98	0.2%
Upscale Class	72.0%	76.1%	-4.1%	\$237.43	\$257.72	-7.9%	\$171.00	\$196.24	-12.9%
Upper Midscale Class	70.7%	71.2%	-0.5%	\$201.00	\$223.50	-10.1%	\$142.03	\$159.11	-10.7%
Midscale & Economy Class	77.5%	77.8%	-0.3%	\$215.87	\$218.78	-1.3%	\$167.28	\$170.23	-1.7%
O'ahu	78.6%	79.8%	-1.2%	\$284.12	\$283.32	0.3%	\$223.33	\$226.18	-1.3%
Waikiki	79.4%	80.4%	-1.0%	\$268.08	\$270.60	-0.9%	\$212.87	\$217.56	-2.2%
Other O'ahu	74.5%	76.9%	-2.4%	\$371.34	\$351.42	5.7%	\$276.72	\$270.38	2.3%
O'ahu Luxury	59.4%	59.6%	-0.2%	\$750.53	\$716.65	4.7%	\$445.84	\$426.91	4.4%
O'ahu Upper Upscale	81.6%	81.5%	0.1%	\$290.94	\$292.25	-0.4%	\$237.27	\$238.09	-0.3%
O'ahu Upscale	78.5%	84.8%	-6.3%	\$209.60	\$213.15	-1.7%	\$164.57	\$180.82	-9.0%
O'ahu Upper Midscale	77.3%	78.6%	-1.3%	\$165.72	\$177.16	-6.5%	\$128.05	\$139.24	-8.0%
O'ahu Midscale & Economy	80.7%	82.0%	-1.4%	\$150.43	\$157.32	-4.4%	\$121.34	\$129.03	-6.0%
Maui County	64.4%	61.6%	2.9%	\$536.80	\$549.94	-2.4%	\$345.95	\$338.64	2.2%
Wailea	72.9%	66.0%	6.9%	\$758.30	\$772.92	-1.9%	\$552.60	\$509.91	8.4%
Lahaina/Kā'anapali/Kapalua	63.2%	60.2%	3.0%	\$430.77	\$448.08	-3.9%	\$272.24	\$269.88	0.9%
Other Maui County	65.8%	63.1%	2.7%	\$649.56	\$661.47	-1.8%	\$427.61	\$417.55	2.4%
Maui County Luxury	67.3%	57.0%	10.3%	\$937.03	\$946.14	-1.0%	\$630.91	\$539.64	16.9%
Maui County Upper Upscale & Upscale	64.1%	63.2%	0.9%	\$399.70	\$433.22	-7.7%	\$256.03	\$273.59	-6.4%
Island of Hawai'i	69.5%	67.0%	2.6%	\$443.56	\$428.29	3.6%	\$308.43	\$286.80	7.5%
Kohala Coast	69.9%	71.8%	-1.9%	\$600.93	\$569.17	5.6%	\$420.29	\$408.63	2.9%
Kaua'i	75.4%	73.0%	2.4%	\$416.69	\$413.24	0.8%	\$313.99	\$301.68	4.1%

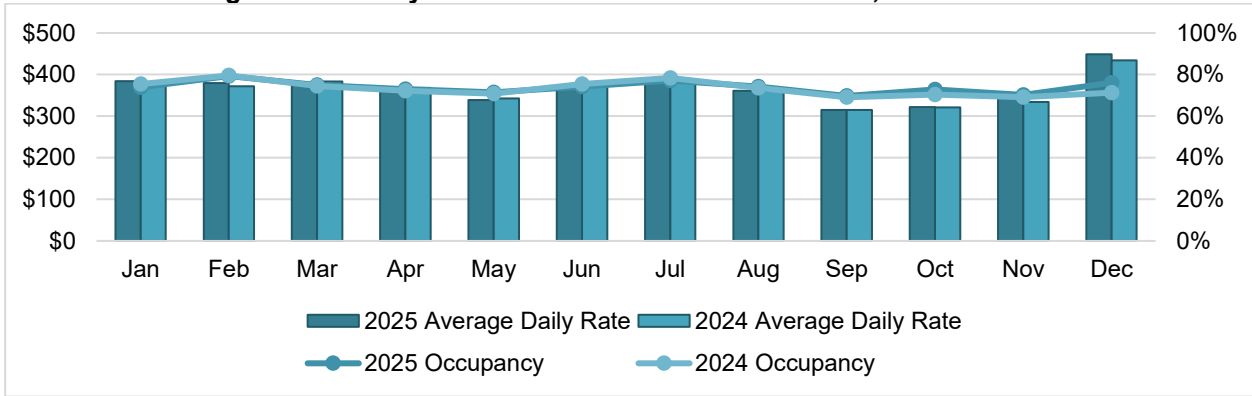
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Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 4: Hawai'i Hotel Performance by Measure Year-to-Date December 2025

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2025	2024	% Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	20,724.5	20,622.4	0.5%	15,309.5	15,128.6	1.2%	5,613.3	5,505.6	2.0%
O'ahu	11,450.6	11,402.3	0.4%	9,000.9	9,102.9	-1.1%	2,557.3	2,579.0	-0.8%
Waikiki	9,574.8	9,540.2	0.4%	7,603.0	7,670.2	-0.9%	2,038.2	2,075.5	-1.8%
Maui County	4,932.4	4,897.0	0.7%	3,178.8	3,015.5	5.4%	1,706.4	1,658.3	2.9%
Wailea	931.6	928.3	0.4%	678.9	612.4	10.8%	514.8	473.4	8.8%
Lahaina/Kā'anapali/ Kapalua	2,592.3	2,616.8	-0.9%	1,638.3	1,576.1	3.9%	705.7	706.2	-0.1%
Island of Hawai'i	2,435.2	2,413.0	0.9%	1,693.3	1,615.8	4.8%	751.1	692.0	8.5%
Kohala Coast	1,059.4	1,038.2	2.0%	741.0	745.3	-0.6%	445.3	424.2	5.0%
Kaua'i	1,906.3	1,910.1	-0.2%	1,436.5	1,394.4	3.0%	598.6	576.2	3.9%

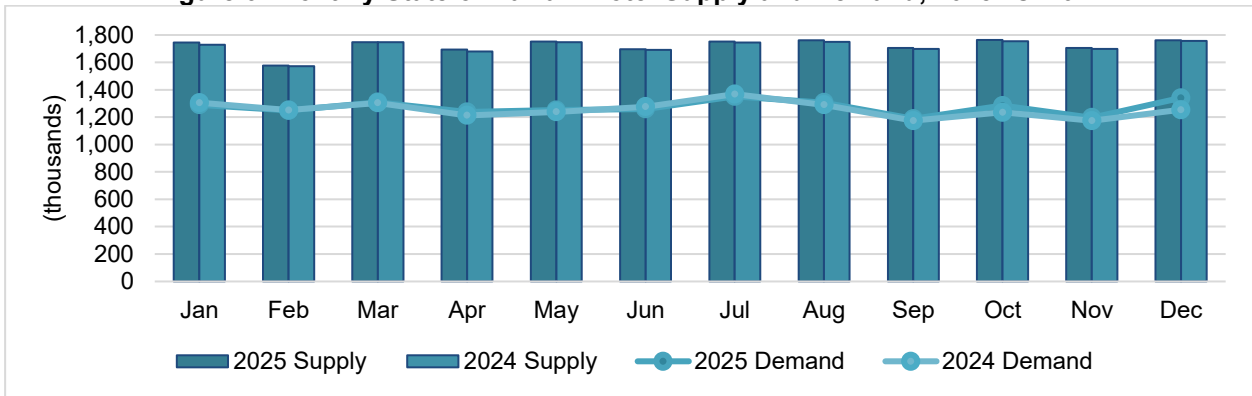
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Figure 5: Monthly State of Hawai'i Hotel Performance, 2025 vs. 2024



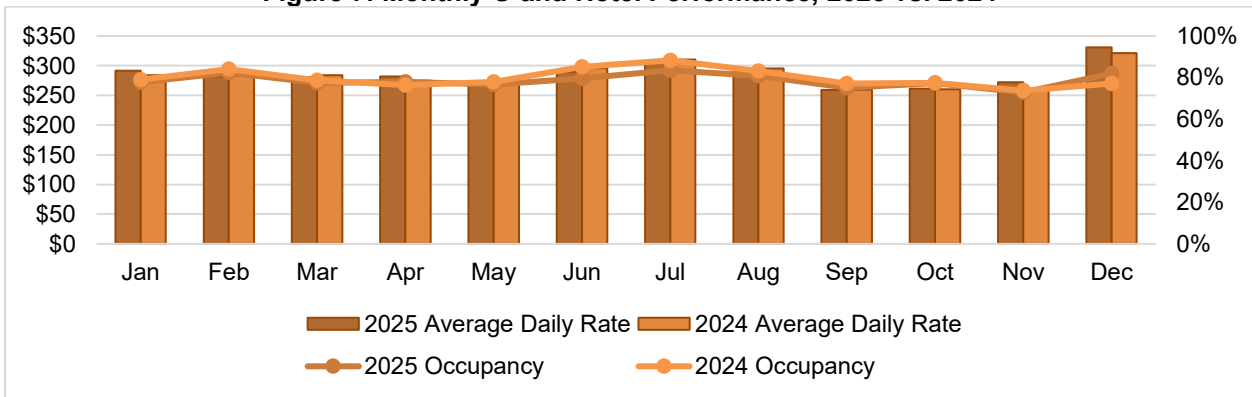
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Figure 6: Monthly State of Hawai'i Hotel Supply and Demand, 2025 vs. 2024



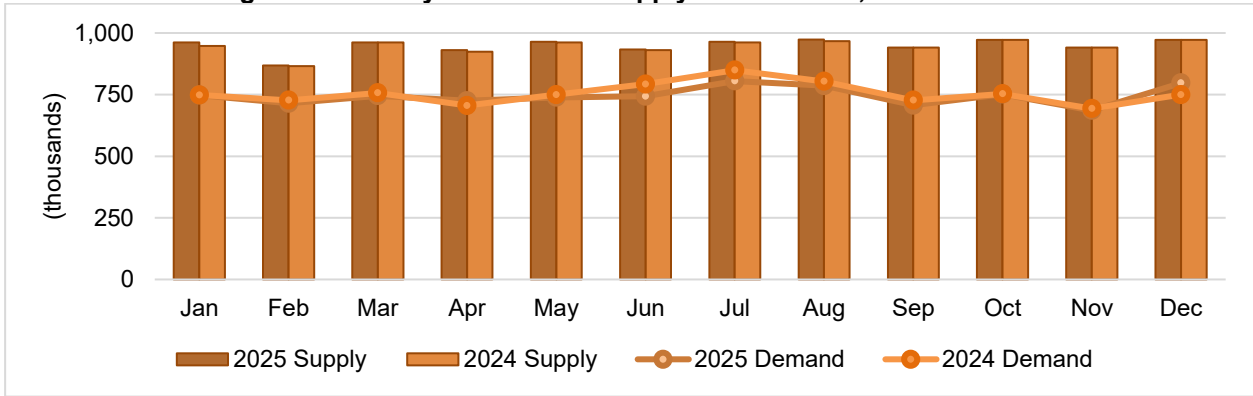
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Figure 7: Monthly O'ahu Hotel Performance, 2025 vs. 2024



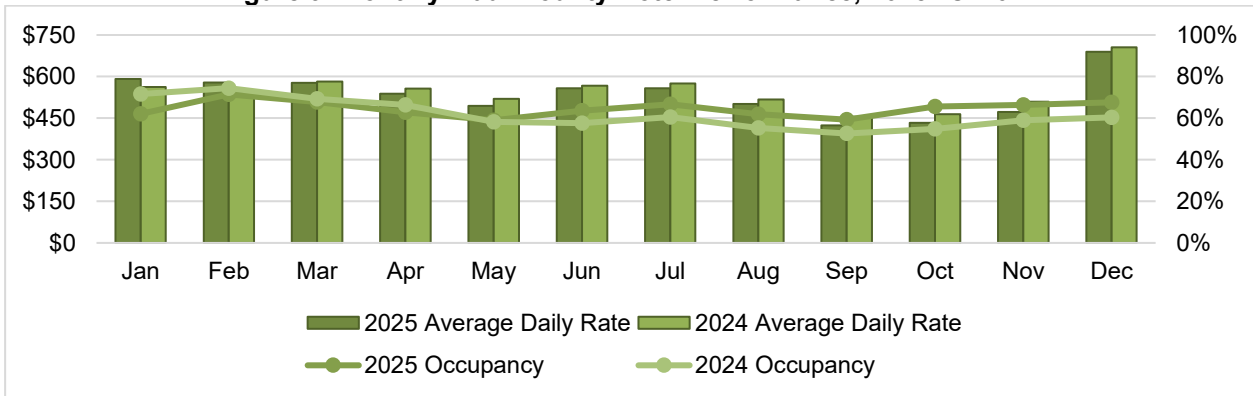
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Figure 8: Monthly O'ahu Hotel Supply and Demand, 2025 vs. 2024



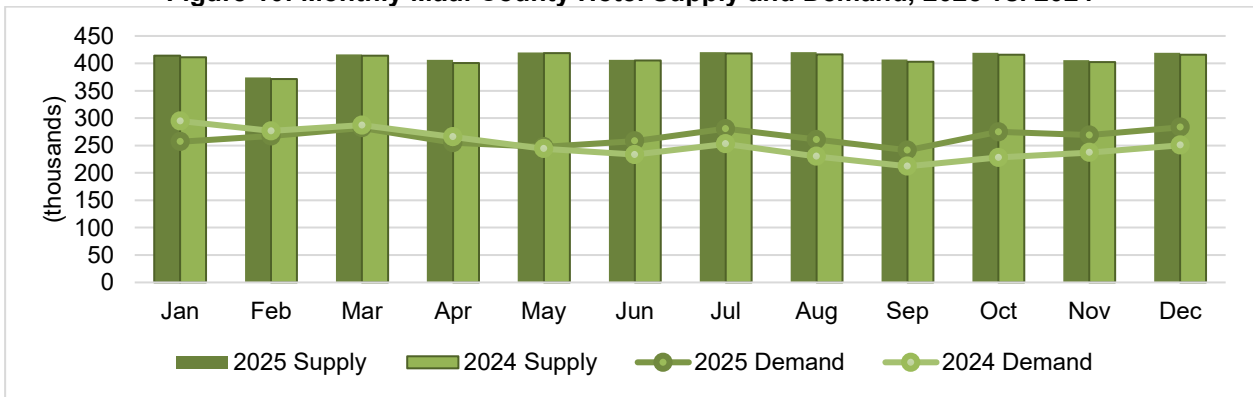
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Figure 9: Monthly Maui County Hotel Performance, 2025 vs. 2024



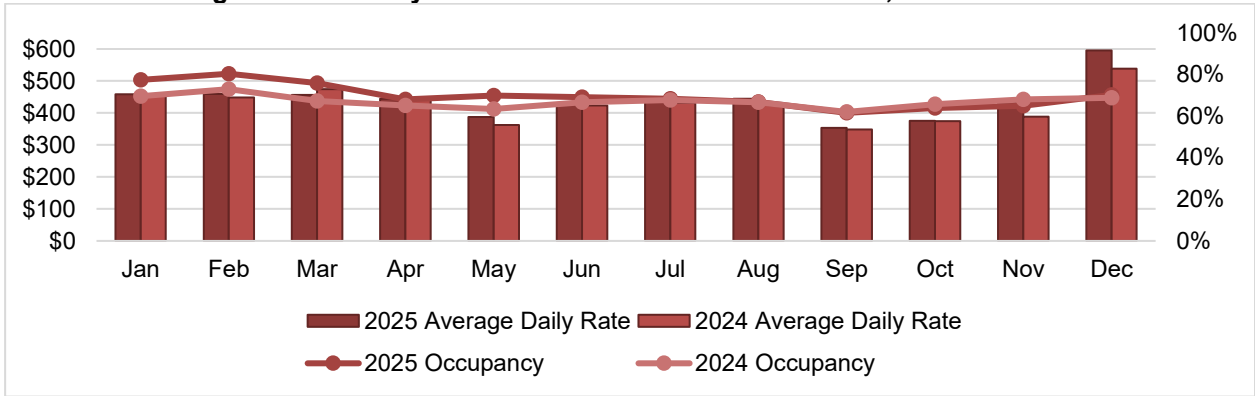
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Figure 10: Monthly Maui County Hotel Supply and Demand, 2025 vs. 2024



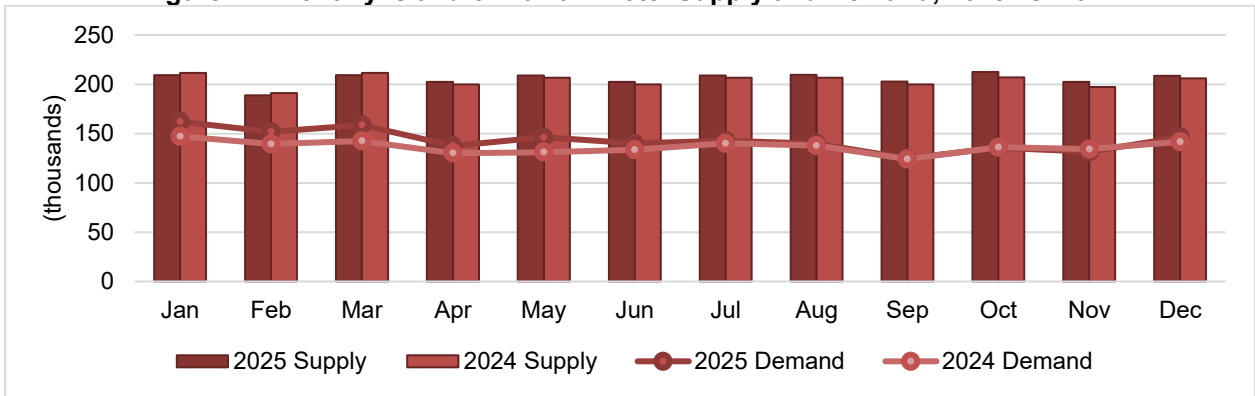
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Figure 11: Monthly Island of Hawai'i Hotel Performance, 2025 vs. 2024



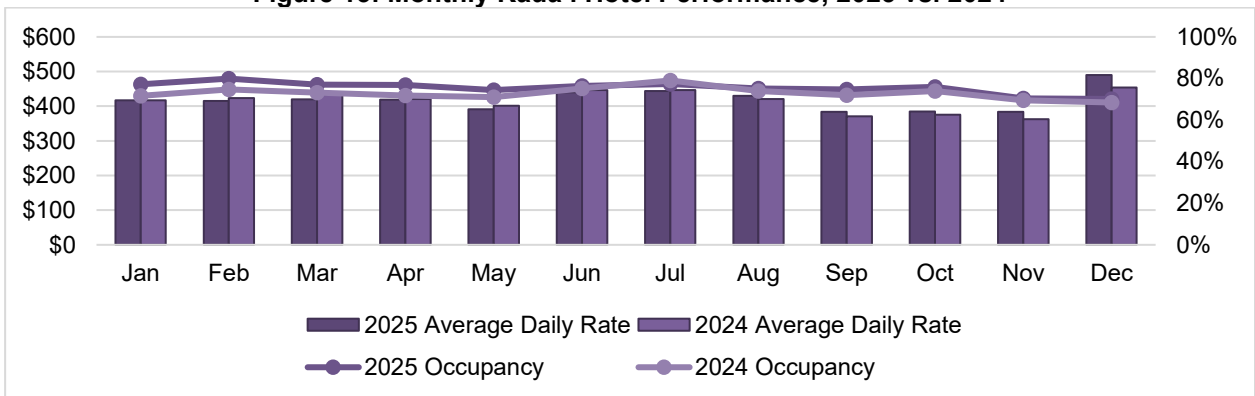
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Figure 12: Monthly Island of Hawai'i Hotel Supply and Demand, 2025 vs. 2024



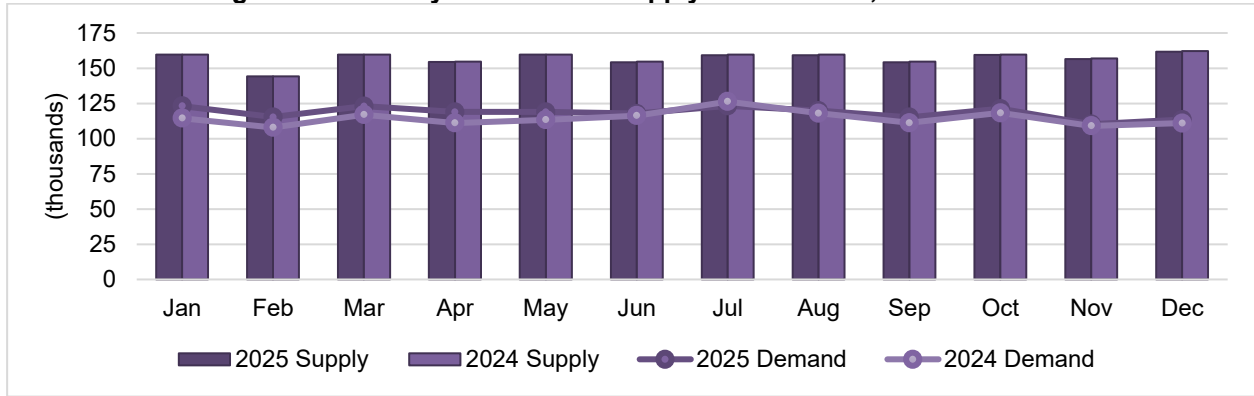
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Figure 13: Monthly Kaua'i Hotel Performance, 2025 vs. 2024



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Figure 14: Monthly Kaua'i Hotel Supply and Demand, 2025 vs. 2024



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Figure 15: Top 5 U.S. Markets – Revenue Per Available Room – YTD December 2025

Rank	Destination	Revenue Per Available Room	% Change
1	New York, NY	\$280.71	4.5%
2	Hawaiian Islands	\$270.85	1.5%
3	Boston, MA	\$168.60	-2.0%
4	Miami, FL	\$165.73	1.1%
5	San Francisco/San Mateo, CA	\$155.84	11.8%

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Figure 16: Top 5 U.S. Markets – Average Daily Rate – YTD December 2025

Rank	Destination	Average Daily Rate	% Change
1	Hawaiian Islands	\$366.66	0.8%
2	New York, NY	\$333.71	4.7%
3	Boston, MA	\$232.51	0.0%
4	San Francisco/San Mateo, CA	\$225.82	6.0%
5	Miami, FL	\$224.24	1.2%

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Figure 17: Top 5 U.S. Markets – Occupancy – YTD December 2025

Rank	Destination	Occupancy	Percentage Pt. Change
1	New York, NY	84.1%	-0.2%
2	Las Vegas, NV	74.6%	-5.5%
3	Miami, FL	73.9%	0.0%
4	Hawaiian Islands	73.9%	0.5%
5	Boston, MA	72.5%	-1.5%

Source: STR, Inc. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 18: Competitive Sun and Sea Destinations – Revenue Per Available Room – YTD December 2025

Rank	Destination	Revenue Per Available Room	% Change
1	French Polynesia	\$528.14	3.7%
2	Maldives	\$400.22	8.5%
3	Maui County	\$345.95	2.2%
4	Aruba	\$324.00	3.1%
5	Kaua'i	\$313.99	4.1%
6	Hawai'i Island	\$308.43	7.5%
7	Cabo San Lucas+	\$264.35	9.5%
8	O'ahu	\$223.33	-1.3%
9	Puerto Rico	\$213.38	2.1%
10	Fiji	\$201.89	-0.2%
11	Cancun+	\$181.82	-1.3%
12	Costa Rica	\$167.60	2.6%
13	Puerto Vallarta+	\$147.63	5.0%
14	Phuket	\$109.01	6.1%
15	Bali	\$106.50	-0.4%

Source: STR, Inc. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 19: Competitive Sun and Sea Destinations – Average Daily Rate – YTD December 2025

Rank	Destination	Average Daily Rate	% Change
1	French Polynesia	\$783.08	5.9%
2	Maldives	\$597.18	4.0%
3	Maui County	\$536.80	-2.4%
4	Cabo San Lucas+	\$486.41	11.3%
5	Aruba	\$462.62	6.0%
6	Hawai'i Island	\$443.56	3.6%
7	Kaua'i	\$416.69	0.8%
8	Puerto Rico	\$296.88	-0.4%
9	O'ahu	\$284.12	0.3%
10	Fiji	\$268.99	1.1%
11	Costa Rica	\$262.66	5.2%
12	Cancun+	\$256.00	-1.0%
13	Puerto Vallarta+	\$208.19	6.8%
14	Phuket	\$165.79	12.3%
15	Bali	\$152.68	4.1%

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Figure 20: Competitive Sun and Sea Destinations – Occupancy – YTD December 2025

Rank	Destination	Occupancy	Percentage Pt. Change
1	O'ahu	78.6%	-1.2%
2	Kaua'i	75.4%	2.4%
3	Fiji	75.1%	-1.0%
4	Puerto Rico	71.9%	1.8%
5	Cancun+	71.0%	-0.2%
6	Puerto Vallarta+	70.9%	-1.2%
7	Aruba	70.0%	-2.0%
8	Bali	69.8%	-3.2%
9	Hawai'i Island	69.5%	2.6%
10	French Polynesia	67.4%	-1.5%
11	Maldives	67.0%	2.8%
12	Phuket	65.7%	-3.9%
13	Maui County	64.4%	2.9%
14	Costa Rica	63.8%	-1.7%
15	Cabo San Lucas+	54.3%	-0.9%

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