



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

January 2026 Hawai'i Hotel Performance Report

Hawai'i hotels statewide reported slightly lower average daily rate (ADR), but higher occupancy and revenue per available room (RevPAR) in January 2026 compared to January 2025.

Statewide RevPAR in January 2026 was \$290 (+2.5%), with ADR at \$383 (-0.1%) and occupancy of 75.9 percent (+1.9 percentage points) compared to January 2025 (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 January 2026, the survey included 161 properties representing 47,721 rooms, or 83.9 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 \$512.0 million (+2.6%) in January 2026. Room demand was 1.34 million room nights (+2.7%) and room supply was 1.76 million room nights (0.0%) (Figure 2).

Luxury Class properties earned RevPAR of \$538 (+4.4%), with ADR at \$750 (+1.9%) and occupancy of 71.8 percent (+1.7 percentage points). Midscale & Economy Class properties earned RevPAR of \$184 (-0.6%) with ADR at \$235 (-1.6%) and occupancy of 78.4 percent (+0.8 percentage points).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires but still led the counties in January 2026 RevPAR due to comparatively higher ADR. Maui County hotels achieved RevPAR of \$389 (+5.4%), with ADR at \$546 (-8.2%) and occupancy of 71.2 percent (+9.2 percentage points). Maui's luxury resort region of Wailea had RevPAR of \$589 (-0.1%), with ADR at \$756 (-10.1%) and occupancy of 78.0 percent (+7.8 percentage points). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$304 (+9.6%), ADR at \$437 (-6.2%) and occupancy of 69.7 percent (+10.0 percentage points).

Kaua'i hotels earned RevPAR at \$325 (+1.6%), with ADR at \$431 (+3.6%) and occupancy of 75.4 percent (-1.5 percentage points).

Hotels on the island of Hawai'i reported RevPAR at \$377 (+7.4%), with ADR at \$497 (+9.4%), and occupancy of 76.0 percent (-1.4 percentage points). Kohala Coast hotels earned RevPAR of \$538 (+10.2%), with ADR at \$681 (+10.8%), and occupancy of 78.9 percent (-0.4 percentage points).

O'ahu hotels reported RevPAR of \$224 (-0.9%) in January, ADR at \$287 (-1.0%) and occupancy of 77.9 percent (+0.1 percentage points). Waikīkī hotels earned RevPAR of \$212 (-1.7%), with ADR at \$272 (-1.2%) and occupancy of 77.8 percent (-0.4 percentage points).

Tables of hotel performance statistics, including data presented in the report are available for viewing online at: <https://www.hawaiiitourismauthority.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 January 2026, the survey included 161 properties representing 47,721 rooms, or 83.9 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The January survey included 84 properties on O'ahu, representing 29,765 rooms (94.7%); 38 properties in the County of Maui, representing 9,303 rooms (69.0%); 20 properties on the island of Hawai'i, representing 5,302 rooms (78.5%); 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 January 2026

	Occupancy %			Average Daily Rate			RevPAR		
	2026	2025	Percentage Pt. Change	2026	2025	% Change	2026	2025	% Change
State of Hawai'i	75.9%	73.9%	1.9%	\$382.67	\$383.00	-0.1%	\$290.28	\$283.07	2.5%
Luxury Class	71.8%	70.1%	1.7%	\$749.62	\$735.80	1.9%	\$538.18	\$515.71	4.4%
Upper Upscale Class	77.8%	74.7%	3.1%	\$349.89	\$349.95	0.0%	\$272.13	\$261.33	4.1%
Upscale Class	75.9%	75.1%	0.8%	\$239.21	\$256.67	-6.8%	\$181.57	\$192.82	-5.8%
Upper Midscale Class	74.2%	73.4%	0.8%	\$207.66	\$205.91	0.9%	\$154.00	\$151.04	2.0%
Midscale & Economy Class	78.4%	77.5%	0.8%	\$235.34	\$239.21	-1.6%	\$184.47	\$185.50	-0.6%
O'ahu	77.9%	77.7%	0.1%	\$287.11	\$290.11	-1.0%	\$223.57	\$225.53	-0.9%
Waikiki	77.8%	78.2%	-0.4%	\$272.39	\$275.82	-1.2%	\$211.95	\$215.72	-1.7%
Other O'ahu	78.2%	75.3%	2.8%	\$362.29	\$366.18	-1.1%	\$283.15	\$275.82	2.7%
O'ahu Luxury	70.7%	72.0%	-1.3%	\$512.21	\$508.28	0.8%	\$362.30	\$366.04	-1.0%
O'ahu Upper Upscale	78.8%	77.7%	1.0%	\$294.23	\$298.12	-1.3%	\$231.77	\$231.73	0.0%
O'ahu Upscale	81.9%	82.3%	-0.3%	\$205.15	\$209.72	-2.2%	\$168.12	\$172.52	-2.6%
O'ahu Upper Midscale	77.4%	77.2%	0.2%	\$167.98	\$168.95	-0.6%	\$130.04	\$130.39	-0.3%
O'ahu Midscale & Economy	80.4%	81.4%	-0.9%	\$145.02	\$150.21	-3.5%	\$116.63	\$122.20	-4.6%
Maui County	71.2%	62.0%	9.2%	\$545.68	\$594.71	-8.2%	\$388.78	\$368.89	5.4%
Wailea	78.0%	70.2%	7.8%	\$755.95	\$840.66	-10.1%	\$589.40	\$590.21	-0.1%
Lahaina/Kā'anapali/Kapalua	69.7%	59.7%	10.0%	\$436.66	\$465.29	-6.2%	\$304.19	\$277.62	9.6%
Other Maui County	73.0%	64.7%	8.3%	\$659.39	\$729.71	-9.6%	\$481.21	\$472.11	1.9%
Maui County Luxury	71.2%	63.0%	8.2%	\$978.53	\$1,039.46	-5.9%	\$697.01	\$654.70	6.5%
Maui County Upper Upscale & Upscale	71.4%	61.4%	10.1%	\$408.72	\$450.03	-9.2%	\$291.97	\$276.19	5.7%
Island of Hawai'i	76.0%	77.4%	-1.4%	\$496.54	\$453.95	9.4%	\$377.43	\$351.29	7.4%
Kohala Coast	78.9%	79.3%	-0.4%	\$681.05	\$614.91	10.8%	\$537.63	\$487.88	10.2%
Kauai	75.4%	76.9%	-1.5%	\$430.78	\$415.78	3.6%	\$324.94	\$319.92	1.6%

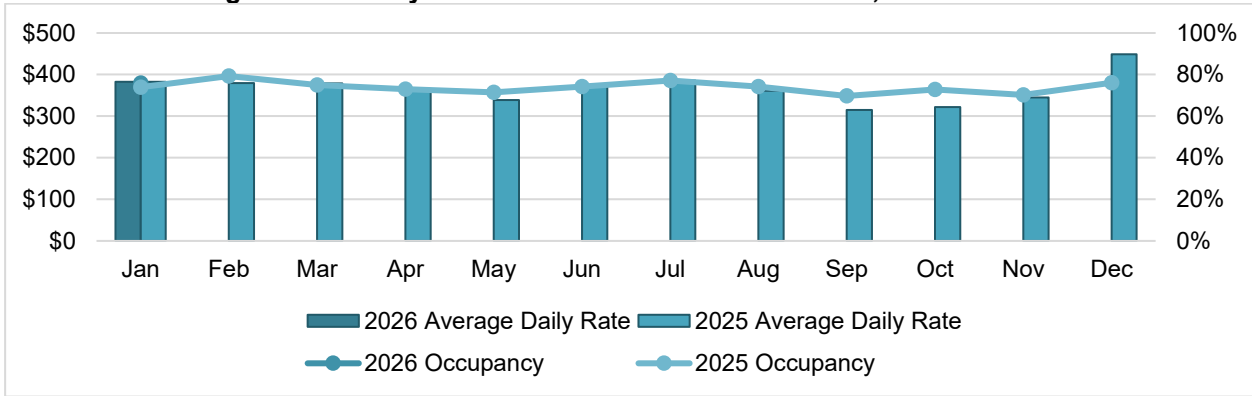
Source: STR, Inc. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 2: Hawai'i Hotel Performance by Measure January 2026

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2026	2025	% Change	2026	2025	% Change	2026	2025	% Change
State of Hawai'i	1,763.8	1,763.1	0.0%	1,338.0	1,303.1	2.7%	512.0	499.1	2.6%
O'ahu	974.7	974.2	0.0%	759.0	757.4	0.2%	217.9	219.7	-0.8%
Waikiki	815.6	815.2	0.1%	634.7	637.6	-0.5%	172.9	175.9	-1.7%
Maui County	417.7	416.9	0.2%	297.6	258.6	15.1%	162.4	153.8	5.6%
Wailea	79.2	79.1	0.1%	61.7	55.5	11.1%	46.7	46.7	-0.1%
Lahaina/Kā'anapali/ Kapalua	218.1	221.3	-1.4%	151.9	132.0	15.1%	66.3	61.4	8.0%
Island of Hawai'i	209.5	209.6	-0.1%	159.2	162.2	-1.8%	79.1	73.6	7.4%
Kohala Coast	89.4	89.1	0.3%	70.6	70.7	-0.2%	48.1	43.5	10.6%
Kauai	161.9	162.3	-0.3%	122.1	124.9	-2.2%	52.6	51.9	1.3%

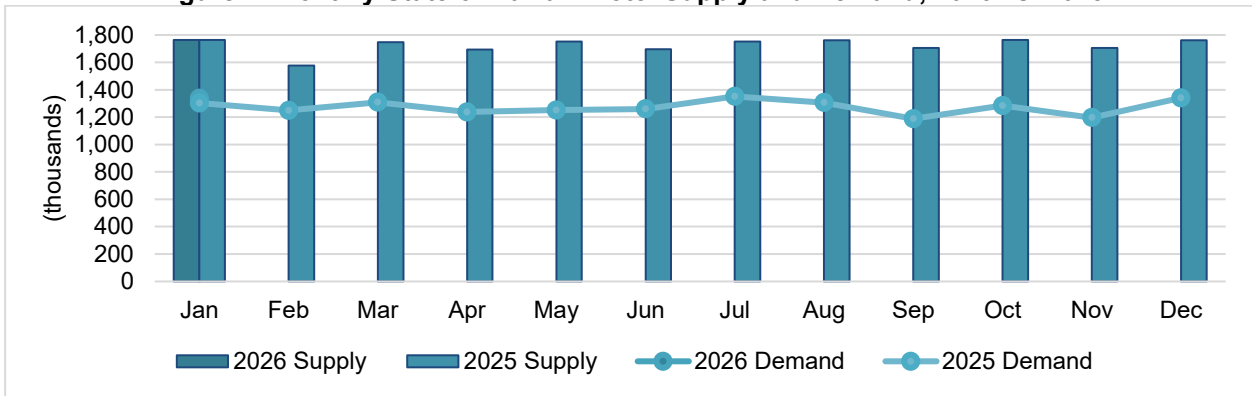
Source: STR, Inc. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 3: Monthly State of Hawai'i Hotel Performance, 2026 vs. 2025



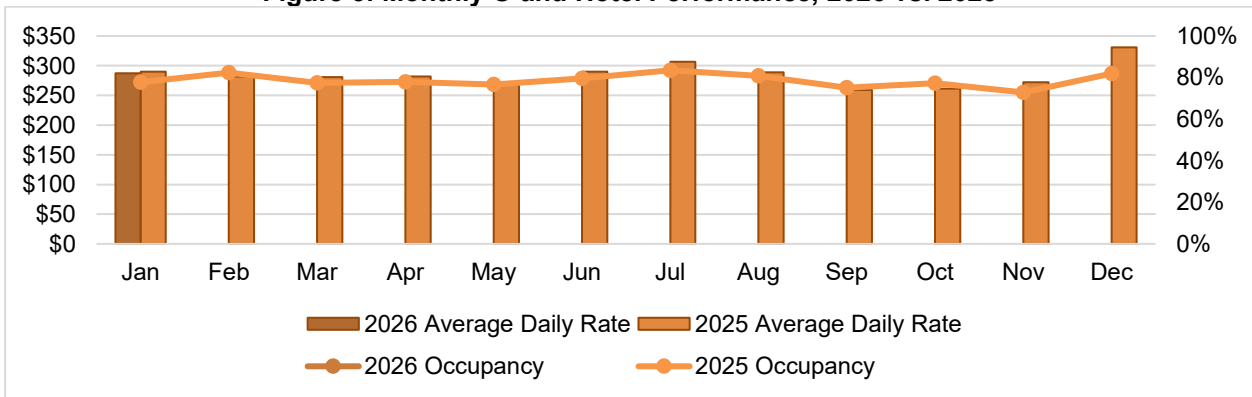
Source: STR, Inc. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 4: Monthly State of Hawai'i Hotel Supply and Demand, 2026 vs. 2025



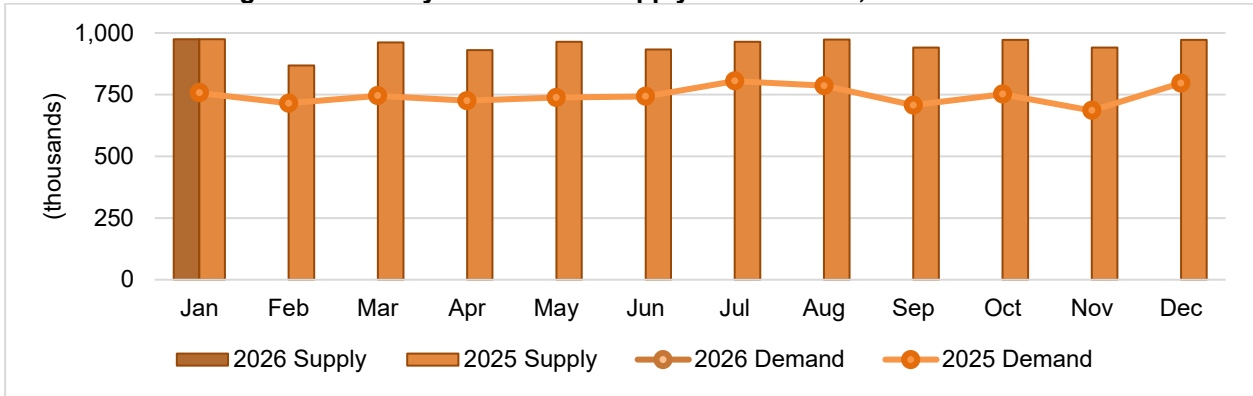
Source: STR, Inc. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 5: Monthly O'ahu Hotel Performance, 2026 vs. 2025



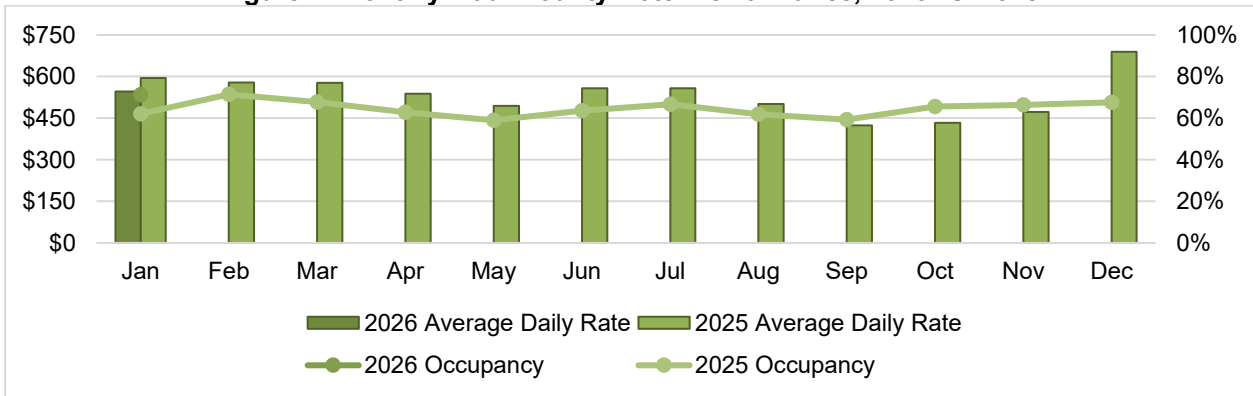
Source: STR, Inc. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 6: Monthly O'ahu Hotel Supply and Demand, 2026 vs. 2025



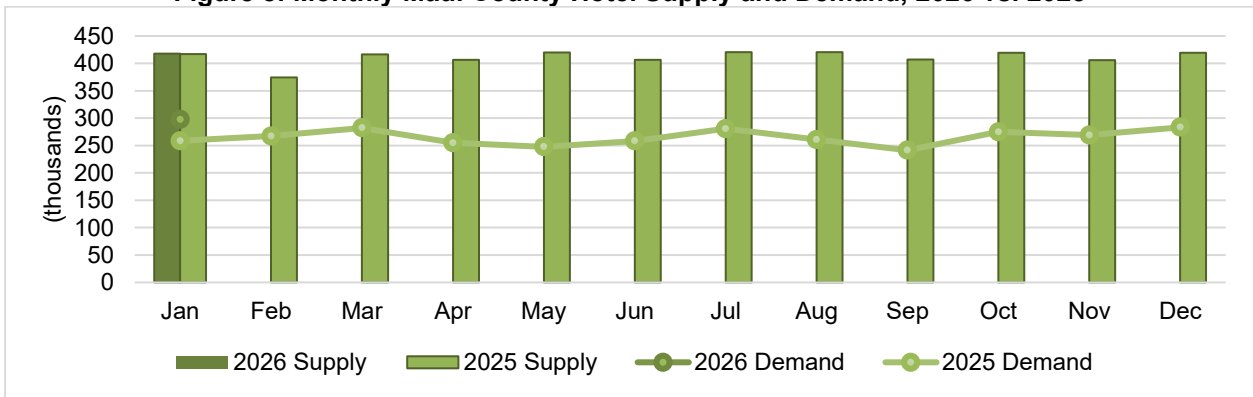
Source: STR, Inc. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 7: Monthly Maui County Hotel Performance, 2026 vs. 2025



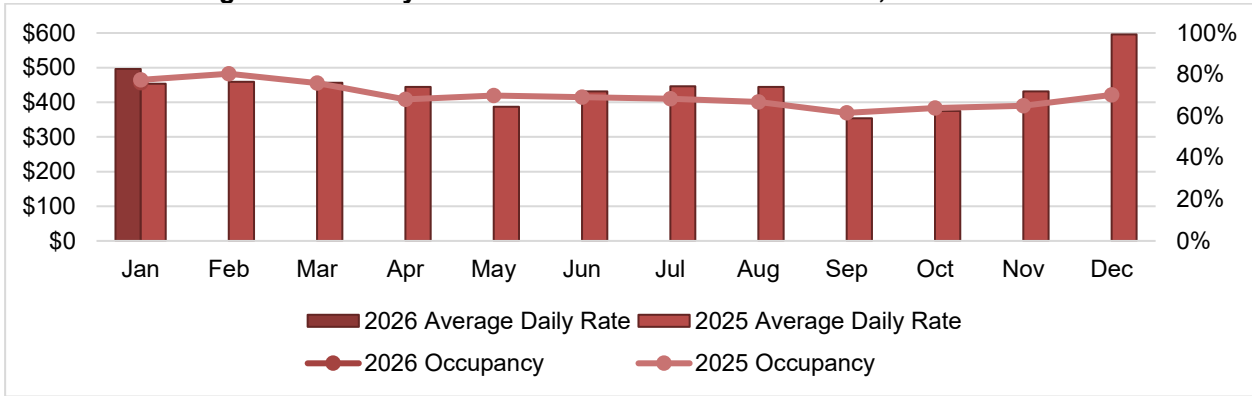
Source: STR, Inc. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 8: Monthly Maui County Hotel Supply and Demand, 2026 vs. 2025



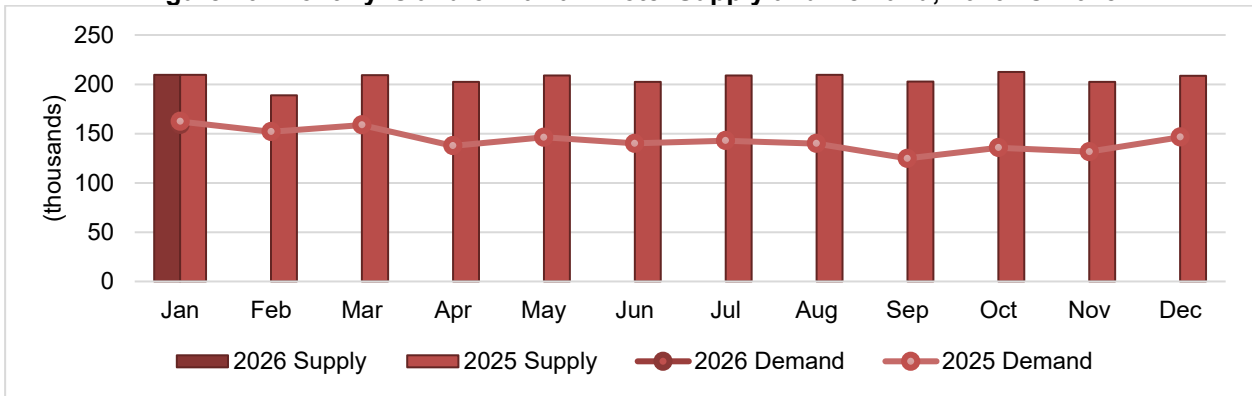
Source: STR, Inc. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 9: Monthly Island of Hawai'i Hotel Performance, 2026 vs. 2025



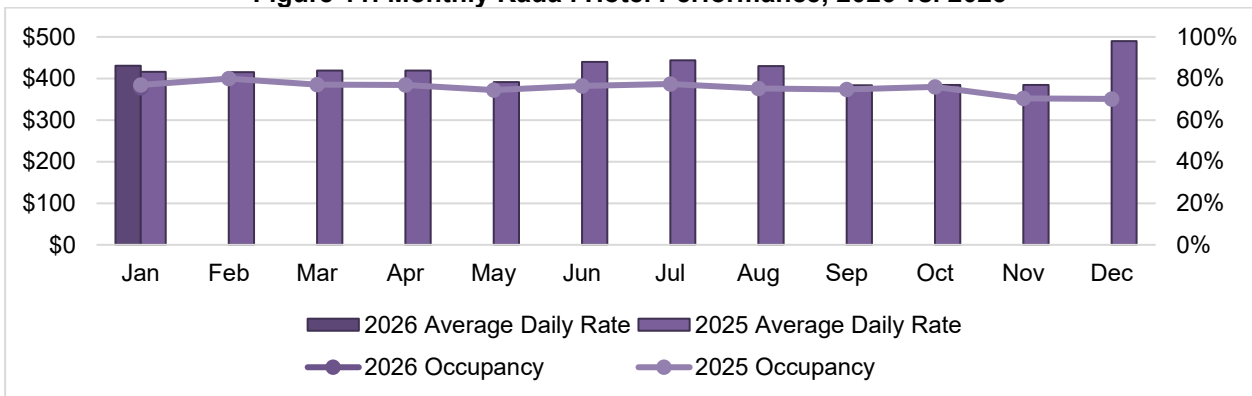
Source: STR, Inc. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 10: Monthly Island of Hawai'i Hotel Supply and Demand, 2026 vs. 2025



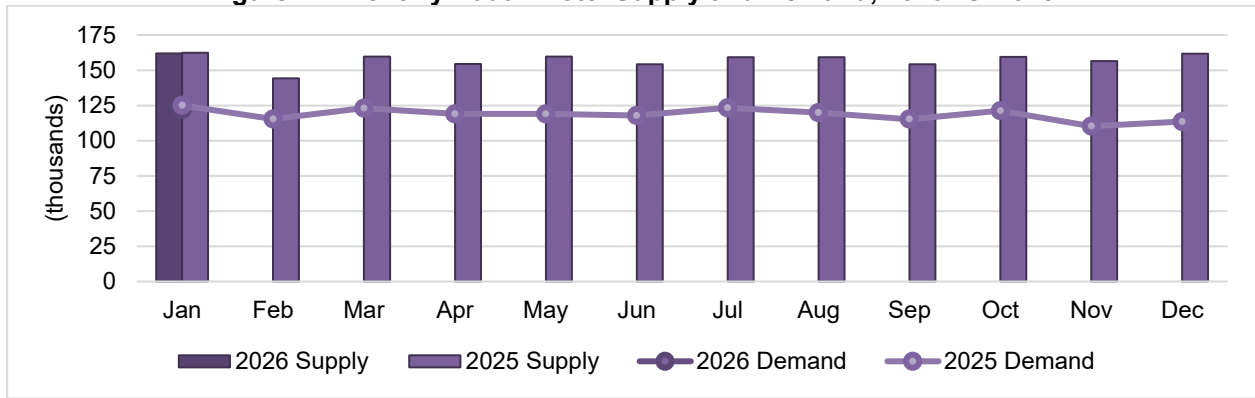
Source: STR, Inc. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 11: Monthly Kaua'i Hotel Performance, 2026 vs. 2025



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

Figure 12: Monthly Kaua'i Hotel Supply and Demand, 2026 vs. 2025



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