



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

## February 2026 Hawai'i Hotel Performance Report

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

Statewide RevPAR in February 2026 was \$302 (+1.0%), with ADR at \$383 (+1.6%) and occupancy of 78.8 percent (-0.4 percentage points) compared to February 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 February 2026, the survey included 160 properties representing 46,697 rooms, or 82.1 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 \$480.8 million (+1.0%) in February 2026. Room demand was 1.25 million room nights (-0.6%) and room supply was 1.59 million room nights (0.0%) (Figure 2).

Luxury Class properties earned RevPAR of \$549 (+4.2%), with ADR at \$757 (+6.8%) and occupancy of 72.5 percent (-1.8 percentage points). Midscale & Economy Class properties earned RevPAR of \$192 (-4.3%) with ADR at \$235 (-4.2%) and occupancy of 82.0 percent (-0.1 percentage points).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires. Despite this, Maui County hotels led the counties in February 2026 RevPAR at \$437 (+5.1%), with ADR at \$560 (-3.6%) and occupancy of 78.0 percent (+6.4 percentage points). Maui's luxury resort region of Wailea had RevPAR of \$643 (-3.6%), with ADR at \$756 (-8.9%) and occupancy of 85.1 percent (+4.7 percentage points). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$355 (+10.8%), ADR at \$465 (+0.5%) and occupancy of 76.3 percent (+7.1 percentage points).

Kaua'i hotels achieved RevPAR at \$341 (+3.1%), with ADR at \$432 (+4.2%) and occupancy of 78.9 percent (-0.9 percentage points).

Hotels on the island of Hawai'i reported RevPAR at \$385 (+5.3%), with ADR at \$482 (+6.1%), and occupancy of 79.8 percent (-0.6 percentage points). Kohala Coast hotels earned RevPAR of \$557 (+9.9%), with ADR at \$692 (+10.3%), and occupancy of 80.6 percent (-0.3 percentage points).

O'ahu hotels reported RevPAR of \$220 (-4.1%) in February 2026, ADR at \$279 (-0.1%) and occupancy of 78.9 percent (-3.3 percentage points). Waikīkī hotels earned RevPAR of \$208 (-5.2%), with ADR at \$264 (-0.3%) and occupancy of 78.6 percent (-4.1 percentage points).

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 February 2026, the survey included 160 properties representing 46,697 rooms, or 82.1 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The February survey included 81 properties on O'ahu, representing 28,710 rooms (91.3%); 38 properties in the County of Maui, representing 9,303 rooms (69.0%); 21 properties on the island of Hawai'i, representing 5,335 rooms (79.4%); and 20 properties on Kaua'i, representing 3,349 rooms (64.1%).

### **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 February 2026**

|                                     | Occupancy % |       |                       | Average Daily Rate |          |          | RevPAR   |          |          |
|-------------------------------------|-------------|-------|-----------------------|--------------------|----------|----------|----------|----------|----------|
|                                     | 2026        | 2025  | Percentage Pt. Change | 2026               | 2025     | % Change | 2026     | 2025     | % Change |
| <b>State of Hawai'i</b>             | 78.8%       | 79.2% | -0.4%                 | \$383.31           | \$377.38 | 1.6%     | \$302.01 | \$299.00 | 1.0%     |
| Luxury Class                        | 72.5%       | 74.3% | -1.8%                 | \$757.41           | \$709.11 | 6.8%     | \$548.83 | \$526.83 | 4.2%     |
| Upper Upscale Class                 | 81.9%       | 80.5% | 1.3%                  | \$348.95           | \$345.29 | 1.1%     | \$285.63 | \$278.10 | 2.7%     |
| Upscale Class                       | 78.4%       | 80.2% | -1.8%                 | \$247.46           | \$263.72 | -6.2%    | \$193.96 | \$211.47 | -8.3%    |
| Upper Midscale Class                | 77.4%       | 79.8% | -2.4%                 | \$208.45           | \$211.24 | -1.3%    | \$161.29 | \$168.56 | -4.3%    |
| Midscale & Economy Class            | 82.0%       | 82.1% | -0.1%                 | \$234.51           | \$244.75 | -4.2%    | \$192.30 | \$200.98 | -4.3%    |
| <b>O'ahu</b>                        | 78.9%       | 82.2% | -3.3%                 | \$278.85           | \$279.25 | -0.1%    | \$220.11 | \$229.52 | -4.1%    |
| Waikiki                             | 78.6%       | 82.7% | -4.1%                 | \$264.35           | \$265.15 | -0.3%    | \$207.87 | \$219.25 | -5.2%    |
| Other O'ahu                         | 80.5%       | 79.7% | 0.8%                  | \$351.54           | \$354.25 | -0.8%    | \$282.88 | \$282.19 | 0.2%     |
| O'ahu Luxury                        | 67.5%       | 74.5% | -7.0%                 | \$525.34           | \$469.85 | 11.8%    | \$354.62 | \$349.95 | 1.3%     |
| O'ahu Upper Upscale                 | 81.7%       | 83.1% | -1.5%                 | \$280.54           | \$287.04 | -2.3%    | \$229.13 | \$238.61 | -4.0%    |
| O'ahu Upscale                       | 81.7%       | 85.8% | -4.1%                 | \$201.81           | \$212.86 | -5.2%    | \$164.98 | \$182.74 | -9.7%    |
| O'ahu Upper Midscale                | 78.7%       | 83.4% | -4.7%                 | \$160.50           | \$172.11 | -6.7%    | \$126.28 | \$143.53 | -12.0%   |
| O'ahu Midscale & Economy            | 82.8%       | 84.7% | -1.9%                 | \$141.31           | \$153.27 | -7.8%    | \$116.94 | \$129.75 | -9.9%    |
| <b>Maui County</b>                  | 78.0%       | 71.5% | 6.4%                  | \$560.42           | \$581.16 | -3.6%    | \$436.86 | \$415.67 | 5.1%     |
| Wailea                              | 85.1%       | 80.4% | 4.7%                  | \$755.53           | \$829.55 | -8.9%    | \$642.70 | \$666.87 | -3.6%    |
| Lahaina/Kā'anapali/Kapalua          | 76.3%       | 69.2% | 7.1%                  | \$464.79           | \$462.56 | 0.5%     | \$354.65 | \$320.13 | 10.8%    |
| Other Maui County                   | 79.8%       | 74.1% | 5.6%                  | \$660.40           | \$706.03 | -6.5%    | \$526.70 | \$523.43 | 0.6%     |
| Maui County Luxury                  | 77.7%       | 72.3% | 5.4%                  | \$963.36           | \$982.29 | -1.9%    | \$748.56 | \$709.78 | 5.5%     |
| Maui County Upper Upscale & Upscale | 78.2%       | 71.0% | 7.2%                  | \$435.19           | \$452.10 | -3.7%    | \$340.19 | \$321.02 | 6.0%     |
| <b>Island of Hawai'i</b>            | 79.8%       | 80.4% | -0.6%                 | \$482.48           | \$454.73 | 6.1%     | \$384.84 | \$365.60 | 5.3%     |
| Kohala Coast                        | 80.6%       | 80.9% | -0.3%                 | \$691.74           | \$627.17 | 10.3%    | \$557.44 | \$507.38 | 9.9%     |
| <b>Kauai</b>                        | 78.9%       | 79.7% | -0.9%                 | \$431.98           | \$414.64 | 4.2%     | \$340.65 | \$330.53 | 3.1%     |

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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 2: Hawai'i Hotel Performance by Measure February 2026**

|                                | Supply<br>(room nights, thousands) |         |          | Demand<br>(room nights, thousands) |         |          | Revenue<br>(\$millions) |       |          |
|--------------------------------|------------------------------------|---------|----------|------------------------------------|---------|----------|-------------------------|-------|----------|
|                                | 2026                               | 2025    | % Change | 2026                               | 2025    | % Change | 2026                    | 2025  | % Change |
| <b>State of Hawai'i</b>        | 1,591.9                            | 1,592.6 | 0.0%     | 1,254.3                            | 1,261.8 | -0.6%    | 480.8                   | 476.2 | 1.0%     |
| <b>O'ahu</b>                   | 880.3                              | 880.0   | 0.0%     | 694.9                              | 723.3   | -3.9%    | 193.8                   | 202.0 | -4.1%    |
| Waikiki                        | 736.7                              | 736.3   | 0.1%     | 579.3                              | 608.8   | -4.9%    | 153.1                   | 161.4 | -5.1%    |
| <b>Maui County</b>             | 377.3                              | 376.0   | 0.3%     | 294.1                              | 268.9   | 9.4%     | 164.8                   | 156.3 | 5.5%     |
| Wailea                         | 71.5                               | 71.5    | 0.1%     | 60.8                               | 57.4    | 5.9%     | 46.0                    | 47.7  | -3.5%    |
| Lahaina/Kā'anapali/<br>Kapalua | 197.0                              | 199.3   | -1.2%    | 150.3                              | 137.9   | 9.0%     | 69.9                    | 63.8  | 9.5%     |
| <b>Island of Hawai'i</b>       | 188.0                              | 190.0   | -1.0%    | 150.0                              | 152.7   | -1.8%    | 72.4                    | 69.4  | 4.2%     |
| Kohala Coast                   | 80.8                               | 80.5    | 0.3%     | 65.1                               | 65.1    | 0.0%     | 45.0                    | 40.8  | 10.2%    |
| <b>Kauai</b>                   | 146.2                              | 146.6   | -0.3%    | 115.3                              | 116.9   | -1.4%    | 49.8                    | 48.5  | 2.7%     |

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**Figure 3: Hawai'i Hotel Performance Year-to-Date February 2026**

|                                        | Occupancy %<br>Percentage<br>Pt. |       |        | Average Daily Rate |            |             | RevPAR   |          |             |
|----------------------------------------|----------------------------------|-------|--------|--------------------|------------|-------------|----------|----------|-------------|
|                                        | 2026                             | 2025  | Change | 2026               | 2025       | %<br>Change | 2026     | 2025     | %<br>Change |
| <b>State of Hawai'i</b>                | 77.2%                            | 76.4% | 0.8%   | \$383.23           | \$380.26   | 0.8%        | \$295.87 | \$290.64 | 1.8%        |
| Luxury Class                           | 71.9%                            | 72.1% | -0.2%  | \$755.49           | \$722.74   | 4.5%        | \$543.32 | \$520.99 | 4.3%        |
| Upper Upscale Class                    | 79.7%                            | 77.4% | 2.3%   | \$349.43           | \$347.69   | 0.5%        | \$278.53 | \$269.28 | 3.4%        |
| Upscale Class                          | 77.1%                            | 77.5% | -0.4%  | \$243.16           | \$260.13   | -6.5%       | \$187.47 | \$201.67 | -7.0%       |
| Upper Midscale Class                   | 75.6%                            | 76.4% | -0.8%  | \$208.15           | \$208.55   | -0.2%       | \$157.39 | \$159.36 | -1.2%       |
| Midscale & Economy Class               | 80.1%                            | 79.7% | 0.4%   | \$235.51           | \$242.41   | -2.8%       | \$188.60 | \$193.23 | -2.4%       |
| <b>O'ahu</b>                           | 78.4%                            | 79.9% | -1.5%  | \$283.24           | \$284.80   | -0.5%       | \$221.93 | \$227.42 | -2.4%       |
| Waikiki                                | 78.2%                            | 80.3% | -2.1%  | \$268.56           | \$270.60   | -0.8%       | \$210.02 | \$217.39 | -3.4%       |
| Other O'ahu                            | 79.1%                            | 77.4% | 1.8%   | \$357.68           | \$360.36   | -0.7%       | \$283.05 | \$278.84 | 1.5%        |
| O'ahu Luxury                           | 69.2%                            | 73.2% | -4.0%  | \$518.54           | \$489.71   | 5.9%        | \$358.83 | \$358.40 | 0.1%        |
| O'ahu Upper Upscale                    | 80.2%                            | 80.3% | -0.1%  | \$287.61           | \$292.68   | -1.7%       | \$230.52 | \$234.99 | -1.9%       |
| O'ahu Upscale                          | 81.9%                            | 84.0% | -2.1%  | \$203.58           | \$211.24   | -3.6%       | \$166.64 | \$177.37 | -6.0%       |
| O'ahu Upper Midscale                   | 77.8%                            | 80.1% | -2.3%  | \$164.46           | \$170.51   | -3.5%       | \$127.99 | \$136.63 | -6.3%       |
| O'ahu Midscale & Economy               | 81.5%                            | 82.9% | -1.4%  | \$143.24           | \$151.68   | -5.6%       | \$116.78 | \$125.77 | -7.1%       |
| <b>Maui County</b>                     | 74.3%                            | 66.5% | 7.7%   | \$554.26           | \$587.80   | -5.7%       | \$411.60 | \$391.07 | 5.2%        |
| Wailea                                 | 81.3%                            | 75.0% | 6.3%   | \$755.74           | \$835.01   | -9.5%       | \$614.70 | \$626.59 | -1.9%       |
| Lahaina/Kā'anapali/Kapalua             | 72.5%                            | 64.2% | 8.3%   | \$452.66           | \$463.90   | -2.4%       | \$328.13 | \$297.76 | 10.2%       |
| Other Maui County                      | 76.2%                            | 69.2% | 7.0%   | \$659.89           | \$717.66   | -8.1%       | \$502.80 | \$496.46 | 1.3%        |
| Maui County Luxury                     | 73.6%                            | 67.4% | 6.2%   | \$979.91           | \$1,010.37 | -3.0%       | \$721.47 | \$680.84 | 6.0%        |
| Maui County Upper<br>Upscale & Upscale | 74.6%                            | 65.9% | 8.7%   | \$421.88           | \$451.09   | -6.5%       | \$314.85 | \$297.44 | 5.9%        |
| <b>Island of Hawai'i</b>               | 77.8%                            | 78.8% | -1.0%  | \$489.57           | \$454.47   | 7.7%        | \$380.85 | \$358.05 | 6.4%        |
| Kohala Coast                           | 79.7%                            | 80.1% | -0.4%  | \$686.18           | \$620.79   | 10.5%       | \$547.03 | \$497.13 | 10.0%       |
| <b>Kauai</b>                           | 77.1%                            | 78.3% | -1.1%  | \$431.26           | \$415.21   | 3.9%        | \$332.58 | \$324.94 | 2.4%        |

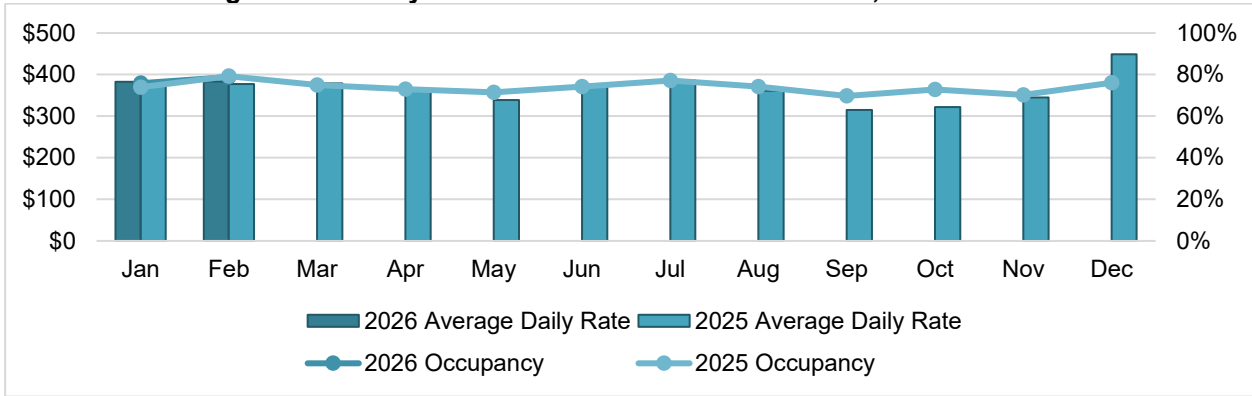
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Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

**Figure 4: Hawai'i Hotel Performance by Measure Year-to-Date February 2026**

|                                | Supply<br>(thousands) |         |             | Demand<br>(thousands) |         |             | Revenue<br>(millions) |       |             |
|--------------------------------|-----------------------|---------|-------------|-----------------------|---------|-------------|-----------------------|-------|-------------|
|                                | 2026                  | 2025    | %<br>Change | 2026                  | 2025    | %<br>Change | 2026                  | 2025  | %<br>Change |
| <b>State of Hawai'i</b>        | 3,356.3               | 3,356.4 | 0.0%        | 2,591.2               | 2,565.3 | 1.0%        | 993.0                 | 975.5 | 1.8%        |
| <b>O'ahu</b>                   | 1,855.0               | 1,854.2 | 0.0%        | 1,453.5               | 1,480.6 | -1.8%       | 411.7                 | 421.7 | -2.4%       |
| Waikiki                        | 1,552.3               | 1,551.5 | 0.1%        | 1,214.0               | 1,246.4 | -2.6%       | 326.0                 | 337.3 | -3.3%       |
| <b>Maui County</b>             | 795.0                 | 792.9   | 0.3%        | 590.4                 | 527.5   | 11.9%       | 327.2                 | 310.1 | 5.5%        |
| Wailea                         | 150.7                 | 150.6   | 0.1%        | 122.6                 | 113.0   | 8.5%        | 92.6                  | 94.3  | -1.8%       |
| Lahaina/Kā'anapali/<br>Kapalua | 415.1                 | 420.6   | -1.3%       | 300.9                 | 270.0   | 11.5%       | 136.2                 | 125.2 | 8.8%        |
| <b>Island of Hawai'i</b>       | 398.2                 | 400.3   | -0.5%       | 309.8                 | 315.3   | -1.8%       | 151.7                 | 143.3 | 5.8%        |
| Kohala Coast                   | 170.2                 | 169.6   | 0.3%        | 135.7                 | 135.8   | -0.1%       | 93.1                  | 84.3  | 10.4%       |
| <b>Kauai</b>                   | 308.0                 | 309.0   | -0.3%       | 237.5                 | 241.8   | -1.8%       | 102.4                 | 100.4 | 2.0%        |

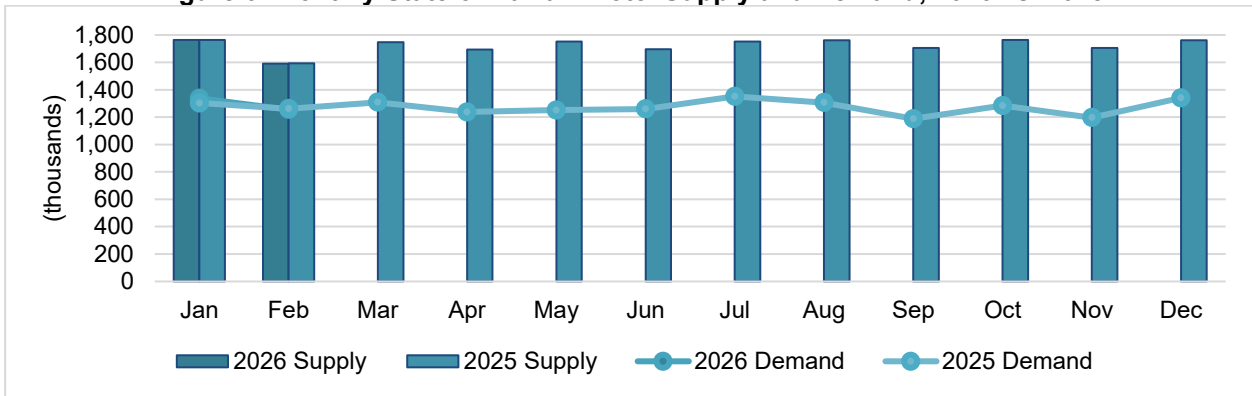
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**Figure 5: Monthly State of Hawai'i Hotel Performance, 2026 vs. 2025**



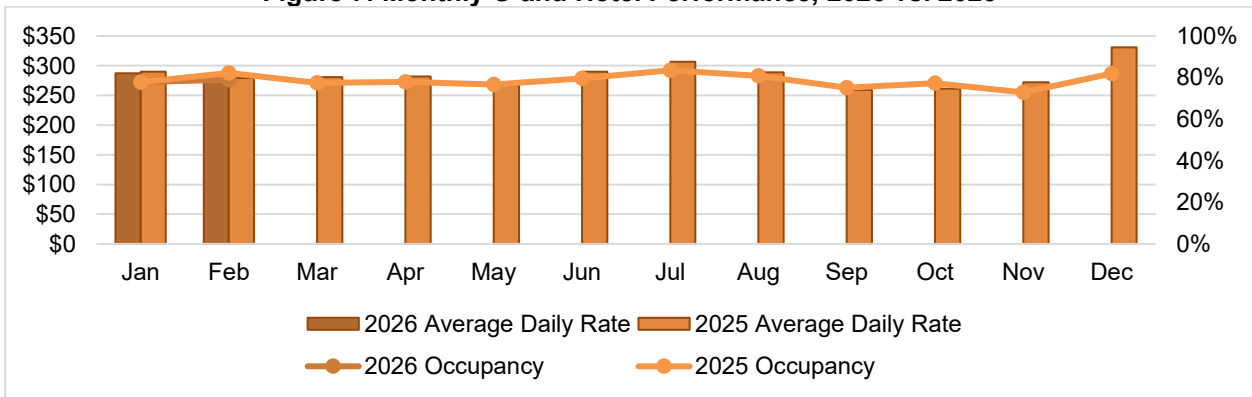
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**Figure 6: Monthly State of Hawai'i Hotel Supply and Demand, 2026 vs. 2025**



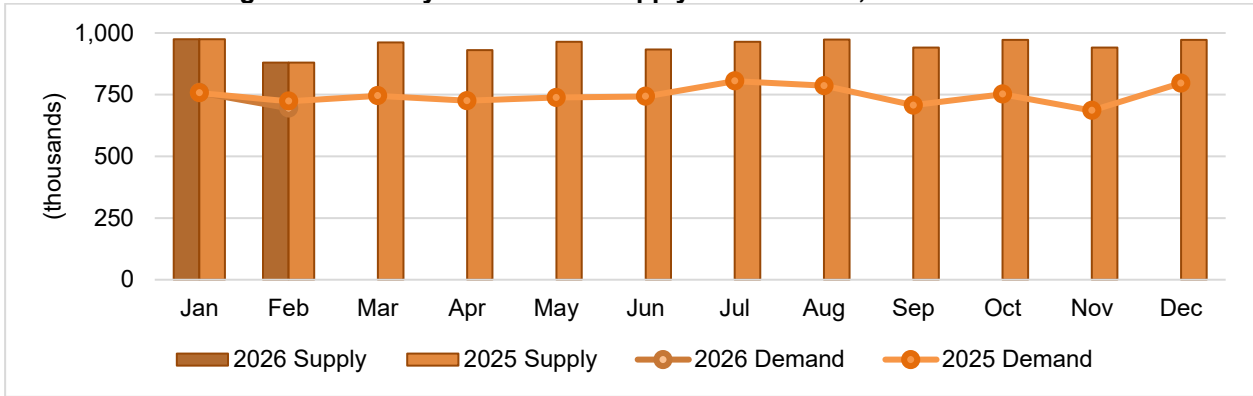
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**Figure 7: Monthly O'ahu Hotel Performance, 2026 vs. 2025**



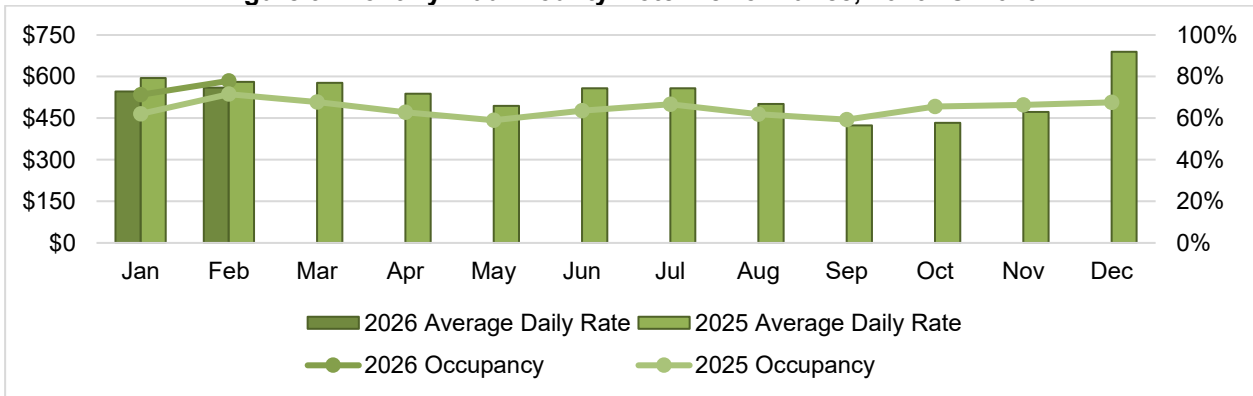
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**Figure 8: Monthly O'ahu Hotel Supply and Demand, 2026 vs. 2025**



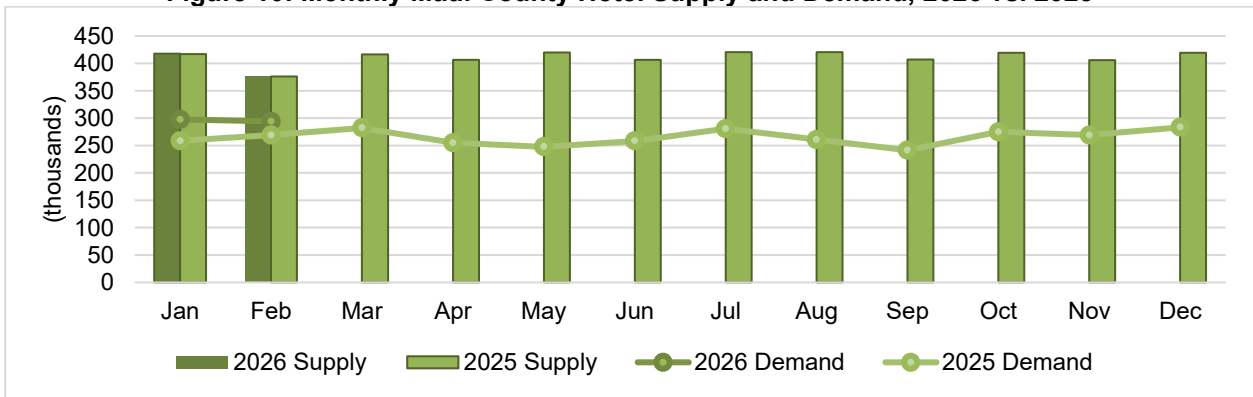
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**Figure 9: Monthly Maui County Hotel Performance, 2026 vs. 2025**



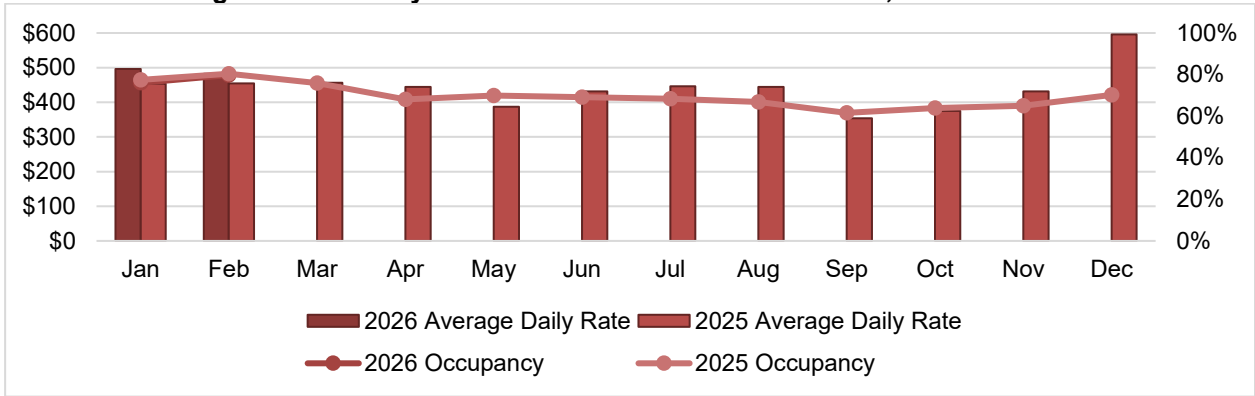
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**Figure 10: Monthly Maui County Hotel Supply and Demand, 2026 vs. 2025**



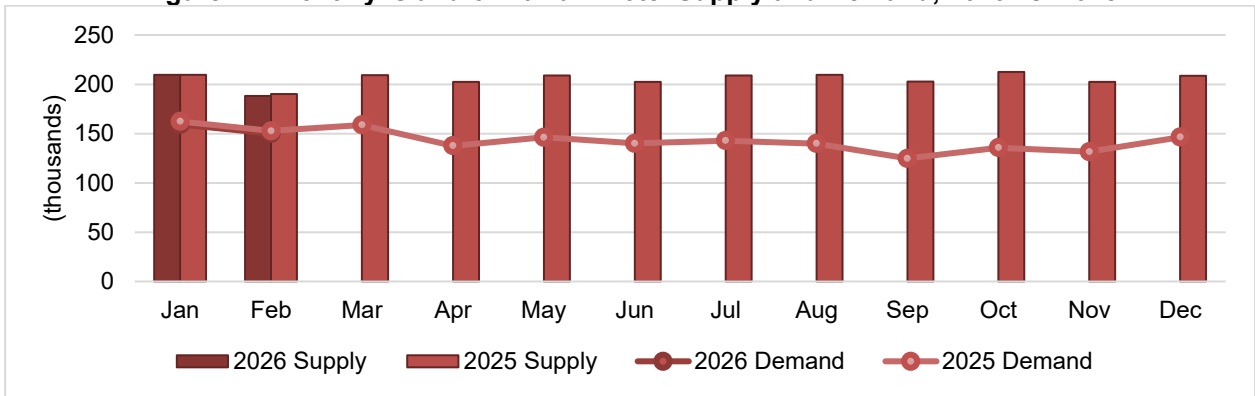
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**Figure 11: Monthly Island of Hawai'i Hotel Performance, 2026 vs. 2025**



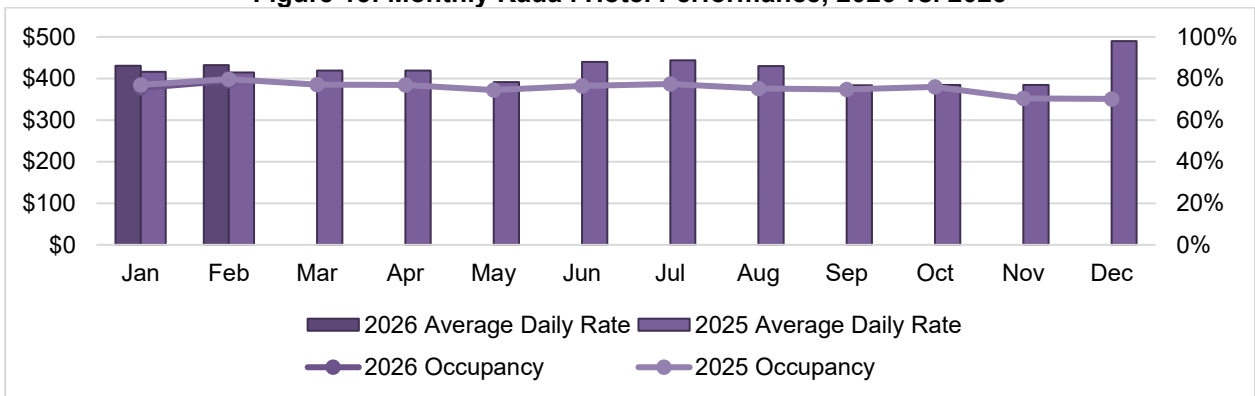
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**Figure 12: Monthly Island of Hawai'i Hotel Supply and Demand, 2026 vs. 2025**



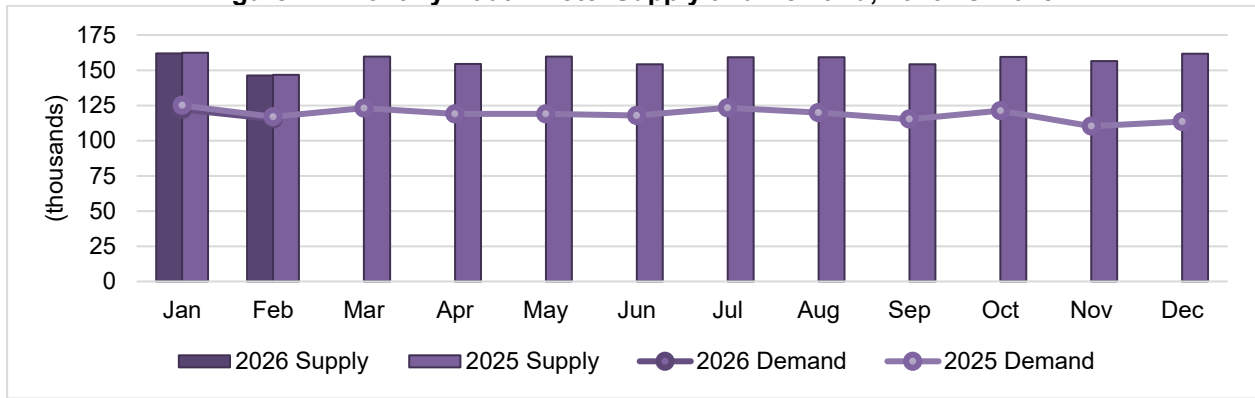
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**Figure 13: Monthly Kaua'i Hotel Performance, 2026 vs. 2025**



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**Figure 14: Monthly Kaua'i Hotel Supply and Demand, 2026 vs. 2025**



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