



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

May 2026 Hawai'i Hotel Performance Report

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

Statewide RevPAR in May 2026 was \$253 (+5.3%), with ADR at \$345 (+2.2%) and occupancy of 73.5 percent (+2.1 percentage points) compared to May 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 May 2026, the survey included 167 properties representing 48,009 rooms, or 84.2 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 \$447.8 million (+5.4%) in May 2026. Room demand was 1.30 million room nights (+3.1%) and room supply was 1.77 million room nights (+0.1%) (Figure 2).

Luxury Class properties earned RevPAR of \$454 (+6.7%), with ADR at \$645 (+6.3%) and occupancy of 70.4 percent (+0.3 percentage points). Midscale & Economy Class properties earned RevPAR of \$159 (-1.8%) with ADR at \$212 (-2.0%) and occupancy of 75.1 percent (+0.2 percentage points).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires but still led the counties in May 2026 RevPAR due to comparatively higher ADR. Maui County hotels achieved RevPAR of \$326 (+12.0%), with ADR at \$494 (-0.1%) and occupancy of 66.1 percent (+7.2 percentage points). Maui's luxury resort region of Wailea had RevPAR of \$498 (+4.4%), with ADR at \$665 (+0.5%) and occupancy of 74.8 percent (+2.8 percentage points). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$265 (+18.8%), ADR at \$412 (+2.0%) and occupancy of 64.3 percent (+9.1 percentage points).

Kaua'i hotels earned RevPAR at \$316 (+9.2%), with ADR at \$409 (+5.1%) and occupancy of 77.2 percent (+2.8 percentage points).

Hotels on the island of Hawai'i reported RevPAR at \$287 (+7.0%), with ADR at \$427 (+11.4%), and occupancy of 67.2 percent (-2.7 percentage points). Kohala Coast hotels earned RevPAR of \$401 (+8.4%), with ADR at \$597 (+18.4%), and occupancy of 67.2 percent (-6.2 percentage points).

O'ahu hotels reported RevPAR of \$205 (+0.1%) in May, ADR at \$264 (-1.0%) and occupancy of 77.4 percent (+0.8 percentage points). Waikīkī hotels earned RevPAR of \$197 (+1.0%), with ADR at \$251 (-1.0%) and occupancy of 78.6 percent (+1.5 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 May 2026, the survey included 167 properties representing 48,009 rooms, or 84.2 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The May survey included 86 properties on O'ahu, representing 29,984 rooms (94.9%); 38 properties in the County of Maui, representing 9,314 rooms (69.1%); 22 properties on the island of Hawai'i, representing 5,347 rooms (79.6%); and 21 properties on Kaua'i, representing 3,364 rooms (64.5%).

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 May 2026

	Occupancy %			Average Daily Rate			RevPAR		
	2026	2025	Percentage Pt. Change	2026	2025	% Change	2026	2025	% Change
State of Hawai'i	73.5%	71.4%	2.1%	\$344.61	\$337.11	2.2%	\$253.37	\$240.64	5.3%
Luxury Class	70.4%	70.1%	0.3%	\$645.08	\$607.10	6.3%	\$454.03	\$425.55	6.7%
Upper Upscale Class	77.3%	72.8%	4.4%	\$318.62	\$316.25	0.7%	\$246.16	\$230.26	6.9%
Upscale Class	68.5%	68.5%	0.0%	\$219.72	\$223.27	-1.6%	\$150.52	\$152.88	-1.5%
Upper Midscale Class	73.4%	71.4%	2.0%	\$189.24	\$185.54	2.0%	\$138.96	\$132.47	4.9%
Midscale & Economy Class	75.1%	74.9%	0.2%	\$211.78	\$216.20	-2.0%	\$159.08	\$162.00	-1.8%
O'ahu	77.4%	76.6%	0.8%	\$264.37	\$267.13	-1.0%	\$204.75	\$204.62	0.1%
Waikīkī	78.6%	77.1%	1.5%	\$250.83	\$253.35	-1.0%	\$197.28	\$195.34	1.0%
Other O'ahu	71.5%	74.0%	-2.5%	\$337.98	\$341.08	-0.9%	\$241.65	\$252.42	-4.3%
O'ahu Luxury	71.1%	71.7%	-0.6%	\$437.38	\$427.34	2.3%	\$310.95	\$306.59	1.4%
O'ahu Upper Upscale	80.7%	76.2%	4.5%	\$273.46	\$278.03	-1.6%	\$220.58	\$211.74	4.2%
O'ahu Upscale	74.4%	79.4%	-5.0%	\$197.24	\$205.67	-4.1%	\$146.80	\$163.26	-10.1%
O'ahu Upper Midscale	78.5%	79.5%	-1.0%	\$158.61	\$165.40	-4.1%	\$124.54	\$131.49	-5.3%
O'ahu Midscale & Economy	78.9%	80.7%	-1.8%	\$127.70	\$137.61	-7.2%	\$100.79	\$111.09	-9.3%
Maui County	66.1%	58.9%	7.2%	\$493.86	\$494.59	-0.1%	\$326.29	\$291.26	12.0%
Wailea	74.8%	72.0%	2.8%	\$665.01	\$661.57	0.5%	\$497.65	\$476.64	4.4%
Lahaina/Kā'anapali/Kapalua	64.3%	55.2%	9.1%	\$412.00	\$403.85	2.0%	\$264.73	\$222.81	18.8%
Other Maui County	68.1%	63.0%	5.1%	\$578.41	\$582.29	-0.7%	\$393.62	\$366.80	7.3%
Maui County Luxury	66.8%	66.2%	0.5%	\$853.22	\$807.27	5.7%	\$569.62	\$534.54	6.6%
Maui County Upper Upscale & Upscale	67.0%	57.5%	9.5%	\$378.28	\$380.76	-0.6%	\$253.29	\$218.82	15.8%
Island of Hawai'i	67.2%	69.9%	-2.7%	\$427.24	\$383.62	11.4%	\$286.97	\$268.19	7.0%
Kohala Coast	67.2%	73.3%	-6.2%	\$597.10	\$504.48	18.4%	\$401.05	\$369.96	8.4%
Kaua'i	77.2%	74.4%	2.8%	\$409.40	\$389.36	5.1%	\$316.15	\$289.60	9.2%

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.

Please note that STR changed categories for some properties starting January 2026. 2025 data may differ from previously published reports.

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

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2026	2025	% Change	2026	2025	% Change	2026	2025	% Change
State of Hawai'i	1,767.5	1,765.2	0.1%	1,299.5	1,260.0	3.1%	447.8	424.8	5.4%
O'ahu	979.5	972.3	0.7%	758.6	744.8	1.9%	200.6	199.0	0.8%
Waikīkī	814.6	814.2	0.0%	640.7	627.8	2.1%	160.7	159.0	1.0%
Maui County	418.1	420.3	-0.5%	276.2	247.5	11.6%	136.4	122.4	11.4%
Wailea	79.2	79.1	0.2%	59.3	57.0	4.1%	39.4	37.7	4.7%
Lahaina/Kā'anapali/ Kapalua	218.4	220.5	-0.9%	140.3	121.6	15.4%	57.8	49.1	17.7%
Island of Hawai'i	208.2	210.3	-1.0%	139.8	147.0	-4.9%	59.7	56.4	5.9%
Kohala Coast	89.4	89.1	0.3%	60.1	65.4	-8.1%	35.9	33.0	8.8%
Kaua'i	161.7	162.3	-0.4%	124.9	120.7	3.4%	51.1	47.0	8.7%

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

	Occupancy % Percentage Pt.			Average Daily Rate			RevPAR		
	2026	2025	Change	2026	2025	% Change	2026	2025	% Change
State of Hawai'i	75.3%	74.4%	0.9%	\$370.94	\$367.79	0.9%	\$279.29	\$273.59	2.1%
Luxury Class	71.5%	71.8%	-0.3%	\$711.93	\$684.34	4.0%	\$509.17	\$491.17	3.7%
Upper Upscale Class	78.3%	75.7%	2.6%	\$338.71	\$338.17	0.2%	\$265.16	\$256.09	3.5%
Upscale Class	73.0%	73.4%	-0.4%	\$233.89	\$245.46	-4.7%	\$170.66	\$180.15	-5.3%
Upper Midscale Class	73.5%	74.1%	-0.6%	\$200.42	\$199.17	0.6%	\$147.25	\$147.51	-0.2%
Midscale & Economy Class	77.8%	77.4%	0.4%	\$227.17	\$232.89	-2.5%	\$176.83	\$180.33	-1.9%
O'ahu	77.8%	78.3%	-0.5%	\$274.44	\$279.22	-1.7%	\$213.42	\$218.60	-2.4%
Waikiki	78.0%	78.8%	-0.7%	\$258.30	\$263.30	-1.9%	\$201.58	\$207.37	-2.8%
Other O'ahu	76.4%	75.9%	0.5%	\$358.94	\$364.33	-1.5%	\$274.13	\$276.45	-0.8%
O'ahu Luxury	70.4%	72.7%	-2.2%	\$470.94	\$462.37	1.9%	\$331.75	\$335.95	-1.3%
O'ahu Upper Upscale	80.3%	78.7%	1.6%	\$281.49	\$289.10	-2.6%	\$226.13	\$227.50	-0.6%
O'ahu Upscale	78.0%	81.3%	-3.3%	\$200.41	\$208.59	-3.9%	\$156.23	\$169.51	-7.8%
O'ahu Upper Midscale	77.1%	79.3%	-2.1%	\$160.45	\$166.79	-3.8%	\$123.79	\$132.25	-6.4%
O'ahu Midscale & Economy	80.4%	81.5%	-1.1%	\$131.10	\$138.36	-5.2%	\$105.37	\$112.70	-6.5%
Maui County	70.3%	64.4%	5.9%	\$541.66	\$558.00	-2.9%	\$380.87	\$359.52	5.9%
Wailea	78.3%	74.7%	3.5%	\$737.99	\$778.80	-5.2%	\$577.55	\$581.87	-0.7%
Lahaina/Kā'anapali/Kapalua	68.5%	61.7%	6.8%	\$442.18	\$448.84	-1.5%	\$302.87	\$277.01	9.3%
Other Maui County	72.3%	67.5%	4.8%	\$644.70	\$669.69	-3.7%	\$466.15	\$451.81	3.2%
Maui County Luxury	71.2%	68.1%	3.1%	\$948.88	\$944.14	0.5%	\$676.05	\$643.07	5.1%
Maui County Upper Upscale & Upscale	70.5%	63.5%	7.0%	\$410.78	\$426.97	-3.8%	\$289.53	\$270.91	6.9%
Island of Hawai'i	72.6%	74.2%	-1.6%	\$475.61	\$437.52	8.7%	\$345.51	\$324.78	6.4%
Kohala Coast	73.4%	76.2%	-2.7%	\$667.90	\$593.31	12.6%	\$490.40	\$451.90	8.5%
Kauai	76.7%	76.9%	-0.2%	\$427.61	\$410.32	4.2%	\$327.85	\$315.34	4.0%

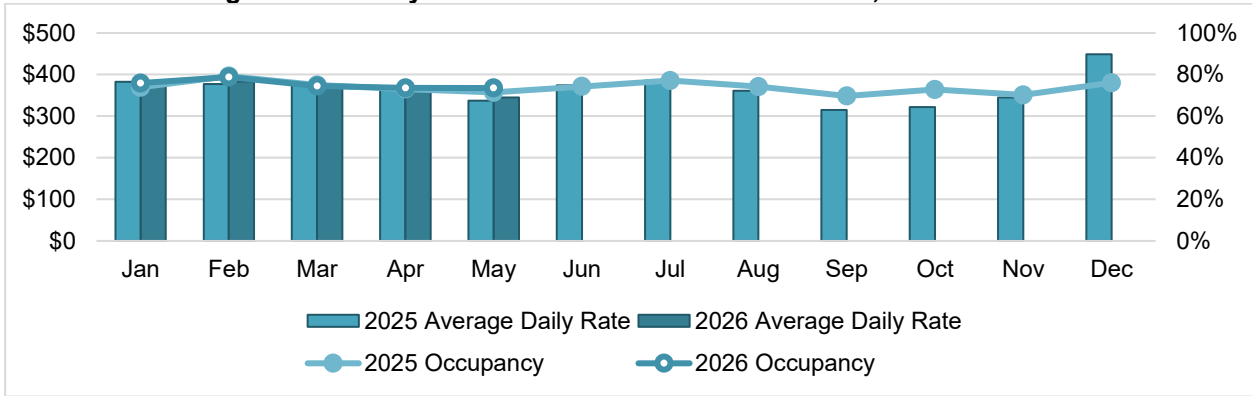
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Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.
Please note that STR changed categories for some properties starting January 2026. 2025 data may differ from previously published reports.

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

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2026	2025	% Change	2026	2025	% Change	2026	2025	% Change
State of Hawai'i	8,582.6	8,587.5	-0.1%	6,462.1	6,388.0	1.2%	2,397.0	2,349.5	2.0%
O'ahu	4,742.5	4,736.1	0.1%	3,688.1	3,707.9	-0.5%	1,012.2	1,035.3	-2.2%
Waikiki	3,968.0	3,966.0	0.1%	3,096.6	3,123.5	-0.9%	799.9	822.4	-2.7%
Maui County	2,035.7	2,036.2	0.0%	1,431.4	1,311.9	9.1%	775.3	732.1	5.9%
Wailea	385.8	385.2	0.1%	301.9	287.8	4.9%	222.8	224.2	-0.6%
Lahaina/Kā'anapali/ Kapalua	1,063.3	1,075.1	-1.1%	728.3	663.5	9.8%	322.0	297.8	8.1%
Island of Hawai'i	1,016.1	1,024.4	-0.8%	738.1	760.4	-2.9%	351.1	332.7	5.5%
Kohala Coast	435.6	434.1	0.3%	319.9	330.7	-3.3%	213.6	196.2	8.9%
Kauai	788.4	790.8	-0.3%	604.4	607.7	-0.5%	258.5	249.4	3.6%

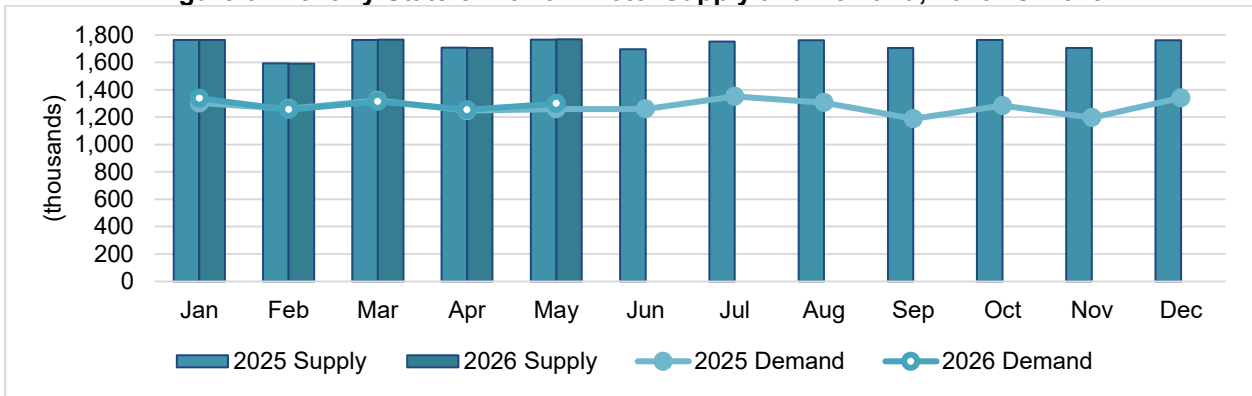
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Figure 5: Monthly State of Hawai'i Hotel Performance, 2026 vs. 2025



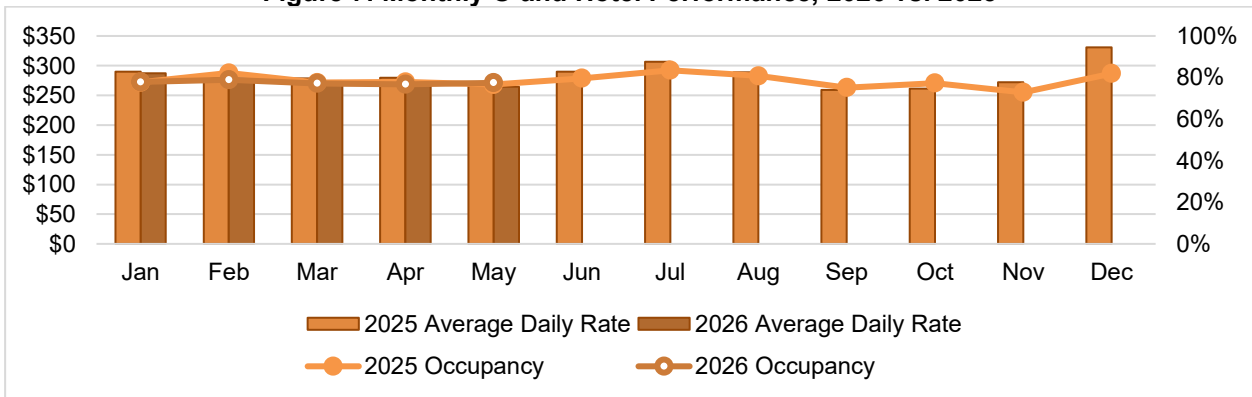
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Figure 6: Monthly State of Hawai'i Hotel Supply and Demand, 2026 vs. 2025



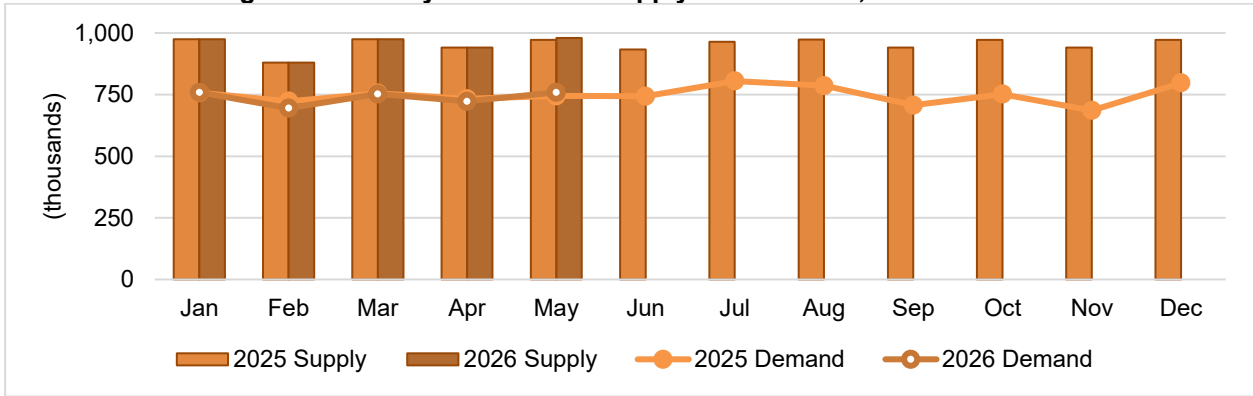
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Figure 7: Monthly O'ahu Hotel Performance, 2026 vs. 2025



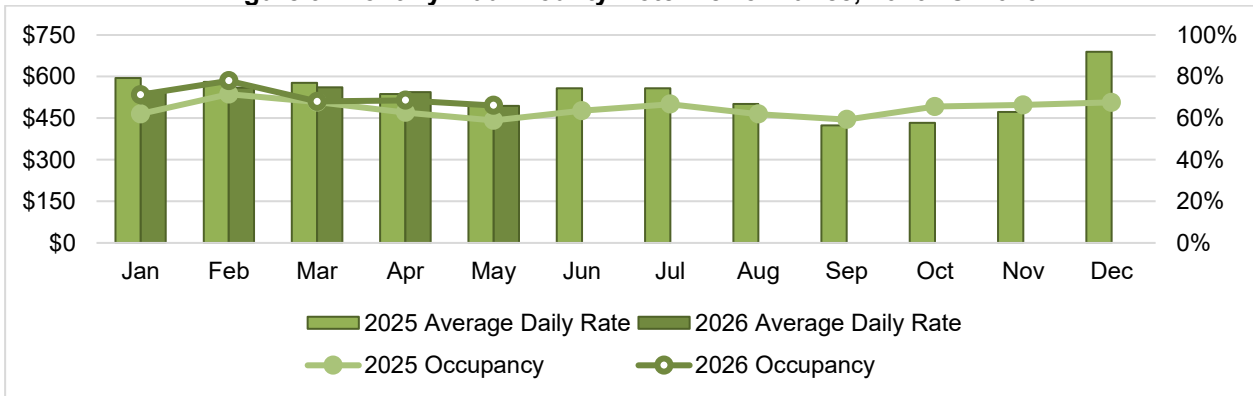
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Figure 8: Monthly O'ahu Hotel Supply and Demand, 2026 vs. 2025



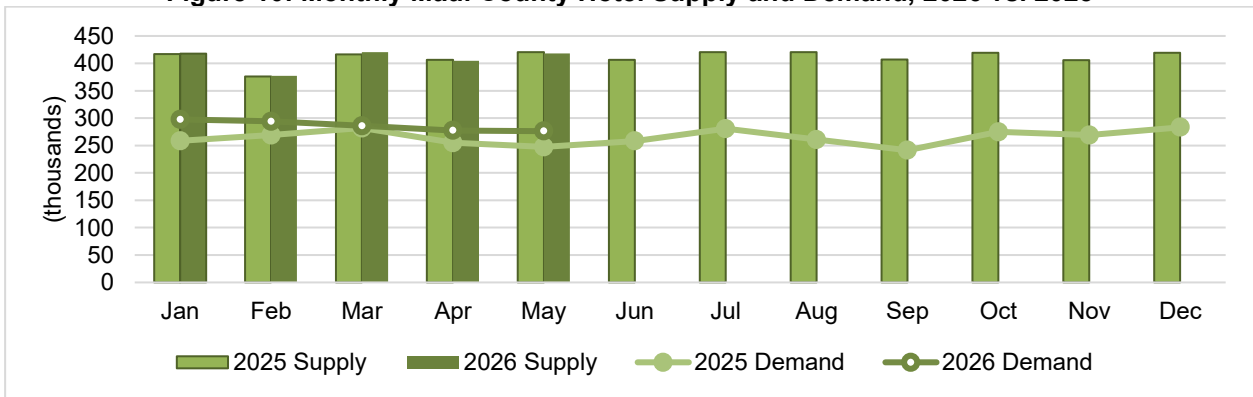
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Figure 9: Monthly Maui County Hotel Performance, 2026 vs. 2025



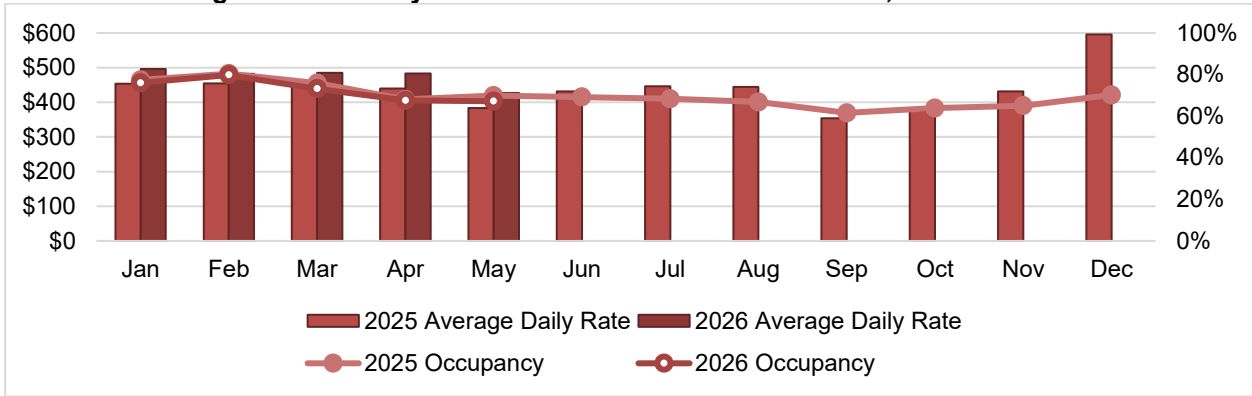
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Figure 10: Monthly Maui County Hotel Supply and Demand, 2026 vs. 2025



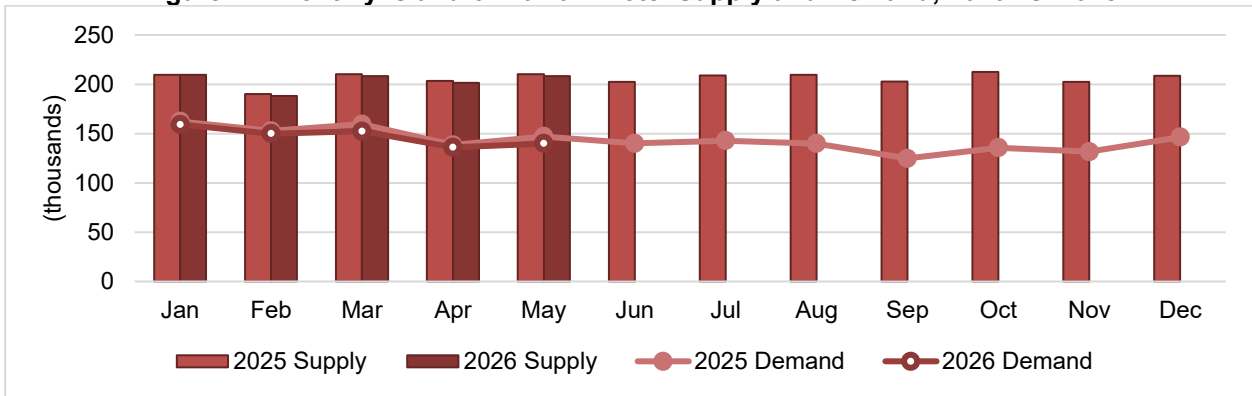
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Figure 11: Monthly Island of Hawai'i Hotel Performance, 2026 vs. 2025



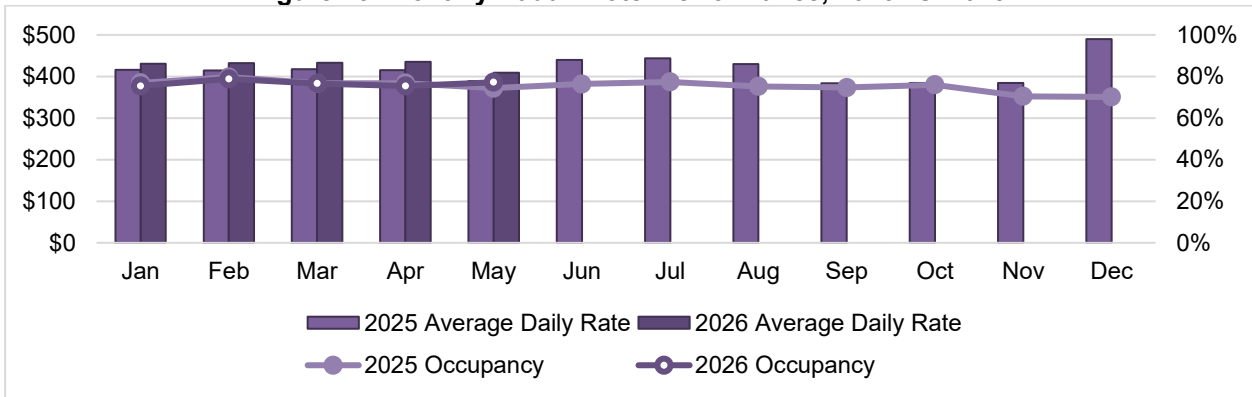
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Figure 12: Monthly Island of Hawai'i Hotel Supply and Demand, 2026 vs. 2025



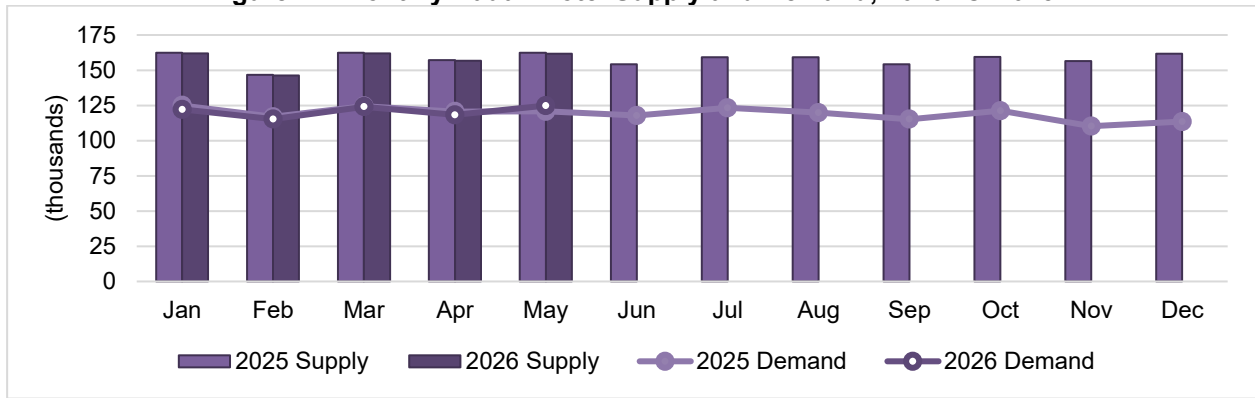
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Figure 13: Monthly Kaua'i Hotel Performance, 2026 vs. 2025



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



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