



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

June 2026 Hawai'i Hotel Performance Report

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

Statewide RevPAR in June 2026 was \$302 (+9.1%), with ADR at \$384 (+3.0%) and occupancy of 78.7 percent (+4.4 percentage points) compared to June 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 June 2026, the survey included 167 properties representing 48,010 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 \$517.0 million (+9.3%) in June 2026. Room demand was 1.35 million room nights (+6.1%) and room supply was 1.71 million room nights (+0.1%) (Figure 2).

Luxury Class properties earned RevPAR of \$540 (+8.2%), with ADR at \$719 (+5.2%) and occupancy of 75.0 percent (+2.0 percentage points). Midscale & Economy Class properties earned RevPAR of \$180 (+5.5%) with ADR at \$232 (-1.6%) and occupancy of 77.7 percent (+5.3 percentage points).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires but still led the counties in June 2026 RevPAR due to comparatively higher ADR. Maui County hotels achieved RevPAR of \$404 (+14.3%), with ADR at \$563 (+0.9%) and occupancy of 71.8 percent (+8.4 percentage points). Maui's luxury resort region of Wailea had RevPAR of \$640 (+14.3%), with ADR at \$777 (+3.2%) and occupancy of 82.4 percent (+8.0 percentage points). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$331 (+13.7%), ADR at \$464 (-0.6%) and occupancy of 71.3 percent (+9.0 percentage points).

Kaua'i hotels earned RevPAR at \$360 (+7.1%), with ADR at \$450 (+3.5%) and occupancy of 80.0 percent (+2.7 percentage points).

Hotels on the island of Hawai'i reported RevPAR at \$325 (+9.7%), with ADR at \$475 (+11.0%), and occupancy of 68.4 percent (-0.8 percentage points). Kohala Coast hotels earned RevPAR of \$472 (+11.9%), with ADR at \$672 (+14.9%), and occupancy of 70.2 percent (-1.9 percentage points).

O'ahu hotels reported RevPAR of \$244 (+6.3%) in June, ADR at \$292 (+1.3%) and occupancy of 83.6 percent (+4.0 percentage points). Waikīkī hotels earned RevPAR of \$232 (+6.5%), with ADR at \$275 (+1.7%) and occupancy of 84.4 percent (+3.8 percentage points).

First Half 2026

In the first half of 2026, Hawai'i's hotels earned \$283 in RevPAR (+3.3%), with ADR at \$373 (+1.2%) and occupancy of 75.9 percent (+1.5 percentage points) (Figure 3).

Total statewide hotel revenues for the first half of 2026 were \$2.9 billion (+3.2%). Room supply was 10.3 million room nights (0.0%), and room demand was 7.8 million room nights (+2.0%) (Figure 4).

Comparison to Top U.S. Markets

In comparison to the top U.S. markets, the Hawaiian Islands earned the highest first half 2026 RevPAR at \$283 (+3.3%), followed by New York, New York at \$247 (+4.4%) and Miami, Florida at \$219 (+11.3%) (Figure 15).

The Hawaiian Islands led the U.S. markets in first half 2026 ADR at \$373 (+1.2%), followed by New York, New York at \$307 (+5.4%) and Miami, Florida at \$283 (+12.7%) (Figure 16).

New York, New York topped the country in occupancy at 80.4 percent (-0.8 percentage points), followed by Miami, Florida at 77.5 percent (-1.0 percentage points) and Las Vegas, Nevada at 76.2% (+0.8 percentage points) (Figure 17). The Hawaiian Islands ranked fourth at 75.9 percent (+1.5 percentage points).

Comparison to International Markets

Hotels in French Polynesia ranked highest for first half 2026 RevPAR for international "sun and sea" destinations at \$476 (+4.5%), followed by the Maldives (\$455, +0.8%). Maui County (\$385, +7.3%), Hawai'i Island (\$342, +6.9%), Kaua'i (\$333, +4.5%), and O'ahu (\$219, -0.9%) ranked fifth, sixth, seventh, and tenth, respectively (Figure 18).

Hotels in French Polynesia led in first half 2026 ADR at \$780 (+9.3%), followed by the Maldives (\$715, +6.4%) and Cabo San Lucas (\$551, +7.9%). Maui County (\$545, -2.3%), Hawai'i Island (\$475, +9.0%), Kaua'i (\$432, +4.1%), and O'ahu (\$277, -1.2%) ranked fourth, seventh, eighth, and twelfth, respectively (Figure 19).

The Bahamas led in occupancy for "sun and sea" destinations at 82.8 percent (+3.8 percentage points), followed by Puerto Rico (80.5%, +5.2 percentage points) and O'ahu (78.8%, +0.3 percentage points). Kaua'i (77.2%, +0.3 percentage points), Hawai'i Island (72.0%, -1.4 percentage points) and Maui County (70.6%, +6.3 percentage points) ranked fifth, seventh, and ninth, respectively (Figure 20).

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 June 2026, the survey included 167 properties representing 48,010 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 June survey included 86 properties on O'ahu, representing 29,985 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 June 2026

	Occupancy % Percentage			Average Daily Rate %			RevPAR %		
	2026	2025	Pt. Change	2026	2025	Change	2026	2025	Change
State of Hawai'i	78.7%	74.3%	4.4%	\$384.09	\$372.76	3.0%	\$302.23	\$276.97	9.1%
Luxury Class	75.0%	73.0%	2.0%	\$718.90	\$683.05	5.2%	\$539.52	\$498.67	8.2%
Upper Upscale Class	83.5%	78.9%	4.7%	\$360.94	\$345.26	4.5%	\$301.50	\$272.24	10.7%
Upscale Class	73.9%	68.5%	5.3%	\$236.84	\$239.37	-1.1%	\$174.99	\$164.06	6.7%
Upper Midscale Class	76.4%	70.9%	5.4%	\$200.51	\$196.01	2.3%	\$153.10	\$139.05	10.1%
Midscale & Economy Class	77.7%	72.4%	5.3%	\$231.70	\$235.53	-1.6%	\$180.05	\$170.62	5.5%
O'ahu	83.6%	79.6%	4.0%	\$292.28	\$288.65	1.3%	\$244.30	\$229.79	6.3%
Waikiki	84.4%	80.6%	3.8%	\$275.12	\$270.45	1.7%	\$232.28	\$218.11	6.5%
Other O'ahu	79.4%	74.3%	5.1%	\$382.47	\$390.51	-2.1%	\$303.65	\$289.96	4.7%
O'ahu Luxury	75.0%	73.3%	1.7%	\$472.39	\$463.73	1.9%	\$354.46	\$340.08	4.2%
O'ahu Upper Upscale	87.8%	83.1%	4.8%	\$309.32	\$300.98	2.8%	\$271.72	\$249.99	8.7%
O'ahu Upscale	82.4%	79.4%	2.9%	\$218.12	\$218.27	-0.1%	\$179.68	\$173.38	3.6%
O'ahu Upper Midscale	83.7%	78.6%	5.1%	\$169.97	\$167.93	1.2%	\$142.32	\$131.99	7.8%
O'ahu Midscale & Economy	81.7%	76.4%	5.3%	\$133.45	\$139.75	-4.5%	\$108.98	\$106.70	2.1%
Maui County	71.8%	63.4%	8.4%	\$562.93	\$557.85	0.9%	\$404.38	\$353.82	14.3%
Wailea	82.4%	74.4%	8.0%	\$777.33	\$753.11	3.2%	\$640.34	\$560.16	14.3%
Lahaina/Kā'anapali/Kapalua	71.3%	62.4%	9.0%	\$463.84	\$466.42	-0.6%	\$330.94	\$290.96	13.7%
Other Maui County	72.4%	64.6%	7.8%	\$669.79	\$655.31	2.2%	\$484.70	\$423.18	14.5%
Maui County Luxury	74.8%	71.9%	2.9%	\$981.94	\$921.86	6.5%	\$734.84	\$662.95	10.8%
Maui County Upper Upscale & Upscale	72.4%	62.1%	10.2%	\$423.39	\$423.23	0.0%	\$306.46	\$263.02	16.5%
Island of Hawai'i	68.4%	69.2%	-0.8%	\$474.58	\$427.52	11.0%	\$324.57	\$295.78	9.7%
Kohala Coast	70.2%	72.1%	-1.9%	\$671.82	\$584.55	14.9%	\$471.71	\$421.57	11.9%
Kaua'i	80.0%	77.3%	2.7%	\$450.31	\$435.05	3.5%	\$360.27	\$336.43	7.1%

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 June 2026

	Supply (room nights, thousands) %			Demand (room nights, thousands) %			Revenue (\$millions) %		
	2026	2025	Change	2026	2025	Change	2026	2025	Change
State of Hawai'i	1,710.5	1,708.0	0.1%	1,345.9	1,269.1	6.1%	517.0	473.1	9.3%
O'ahu	948.0	941.0	0.7%	792.3	749.1	5.8%	231.6	216.2	7.1%
Waikiki	788.4	788.1	0.0%	665.6	635.6	4.7%	183.1	171.9	6.5%
Maui County	404.6	406.7	-0.5%	290.6	258.0	12.7%	163.6	143.9	13.7%
Wailea	76.7	76.5	0.2%	63.2	56.9	11.0%	49.1	42.9	14.6%
Lahaina/Kā'anapali/ Kapalua	211.4	213.4	-0.9%	150.8	133.1	13.3%	69.9	62.1	12.7%
Island of Hawai'i	201.5	203.5	-1.0%	137.8	140.8	-2.1%	65.4	60.2	8.6%
Kohala Coast	86.6	86.3	0.3%	60.8	62.2	-2.3%	40.8	36.4	12.3%
Kaua'i	156.5	156.7	-0.1%	125.2	121.2	3.3%	56.4	52.7	6.9%

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

	Occupancy % Percentage Pt.			Average Daily Rate			RevPAR		
	2026	2025	Change	2026	2025	% Change	2026	2025	% Change
State of Hawai'i	75.9%	74.4%	1.5%	\$373.07	\$368.62	1.2%	\$283.11	\$274.15	3.3%
Luxury Class	72.1%	72.0%	0.1%	\$713.12	\$684.13	4.2%	\$514.20	\$492.41	4.4%
Upper Upscale Class	79.2%	76.2%	2.9%	\$342.59	\$339.38	0.9%	\$271.18	\$258.76	4.8%
Upscale Class	73.1%	72.6%	0.5%	\$234.42	\$244.51	-4.1%	\$171.42	\$177.49	-3.4%
Upper Midscale Class	74.2%	73.5%	0.7%	\$199.80	\$198.65	0.6%	\$148.27	\$146.09	1.5%
Midscale & Economy Class	77.8%	76.6%	1.2%	\$227.90	\$233.30	-2.3%	\$177.35	\$178.72	-0.8%
O'ahu	78.8%	78.5%	0.3%	\$277.44	\$280.81	-1.2%	\$218.58	\$220.46	-0.9%
Waikiki	79.2%	79.1%	0.1%	\$261.10	\$264.51	-1.3%	\$206.68	\$209.15	-1.2%
Other O'ahu	76.9%	75.6%	1.3%	\$363.09	\$368.59	-1.5%	\$279.18	\$278.69	0.2%
O'ahu Luxury	71.2%	72.8%	-1.6%	\$471.19	\$462.59	1.9%	\$335.51	\$336.64	-0.3%
O'ahu Upper Upscale	81.6%	79.4%	2.2%	\$286.45	\$291.16	-1.6%	\$233.68	\$231.22	1.1%
O'ahu Upscale	78.7%	81.0%	-2.3%	\$203.57	\$210.16	-3.1%	\$160.24	\$170.15	-5.8%
O'ahu Upper Midscale	78.7%	79.2%	-0.5%	\$161.29	\$166.98	-3.4%	\$126.95	\$132.21	-4.0%
O'ahu Midscale & Economy	80.6%	80.6%	0.0%	\$131.47	\$138.57	-5.1%	\$105.95	\$111.71	-5.2%
Maui County	70.6%	64.3%	6.3%	\$545.28	\$557.97	-2.3%	\$384.79	\$358.57	7.3%
Wailea	78.9%	74.7%	4.3%	\$744.90	\$774.56	-3.8%	\$588.04	\$578.28	1.7%
Lahaina/Kā'anapali/Kapalua	69.0%	61.8%	7.1%	\$445.88	\$451.78	-1.3%	\$307.52	\$279.32	10.1%
Other Maui County	72.3%	67.0%	5.3%	\$648.94	\$667.37	-2.8%	\$469.28	\$447.02	5.0%
Maui County Luxury	71.8%	68.7%	3.1%	\$954.54	\$940.28	1.5%	\$685.80	\$646.37	6.1%
Maui County Upper Upscale & Upscale	70.8%	63.2%	7.6%	\$412.98	\$426.36	-3.1%	\$292.39	\$269.61	8.4%
Island of Hawai'i	72.0%	73.4%	-1.4%	\$475.32	\$435.96	9.0%	\$342.01	\$319.98	6.9%
Kohala Coast	72.9%	75.5%	-2.6%	\$668.31	\$591.93	12.9%	\$487.19	\$446.87	9.0%
Kaua'i	77.2%	76.9%	0.3%	\$431.51	\$414.43	4.1%	\$333.22	\$318.83	4.5%

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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.

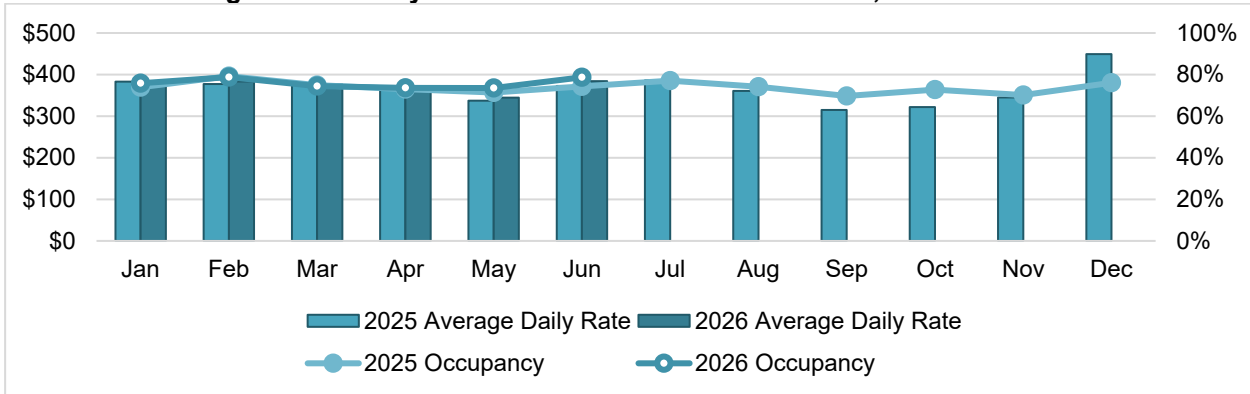
Please note that STR changed categories for some properties starting January 2026. 2025 data may differ from previously published reports.

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

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2026	2025	% Change	2026	2025	% Change	2026	2025	% Change
State of Hawai'i	10,293.2	10,295.4	0.0%	7,810.9	7,657.0	2.0%	2,914.1	2,822.5	3.2%
O'ahu	5,690.5	5,677.1	0.2%	4,483.2	4,457.0	0.6%	1,243.8	1,251.6	-0.6%
Waikiki	4,756.4	4,754.1	0.0%	3,765.0	3,759.1	0.2%	983.0	994.3	-1.1%
Maui County	2,440.3	2,442.9	-0.1%	1,722.0	1,569.9	9.7%	939.0	876.0	7.2%
Wailea	462.5	461.7	0.2%	365.1	344.7	5.9%	271.9	267.0	1.8%
Lahaina/Kā'anapali/Kapalua	1,274.6	1,288.4	-1.1%	879.1	796.6	10.4%	392.0	359.9	8.9%
Island of Hawai'i	1,217.6	1,227.9	-0.8%	876.1	901.2	-2.8%	416.4	392.9	6.0%
Kohala Coast	522.2	520.4	0.3%	380.7	392.9	-3.1%	254.4	232.5	9.4%
Kaua'i	944.8	947.5	-0.3%	729.6	728.9	0.1%	314.8	302.1	4.2%

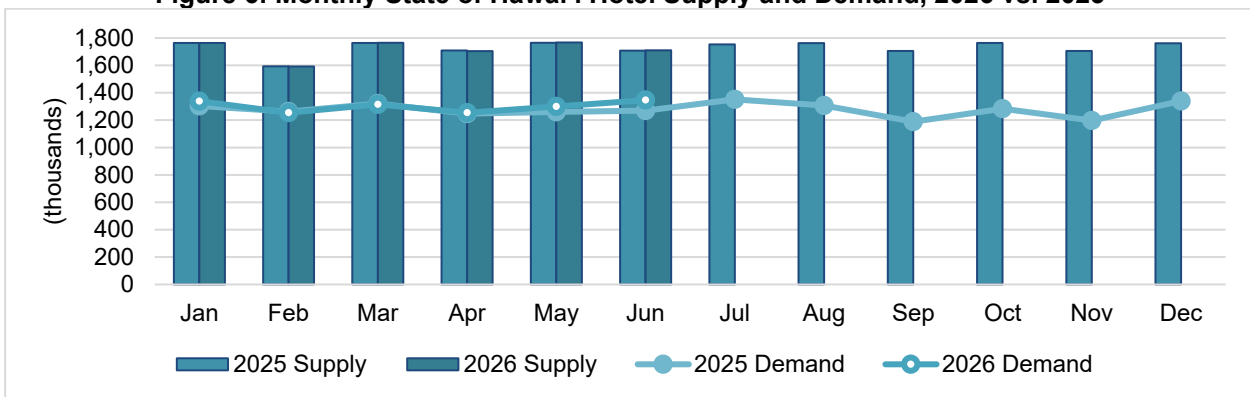
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Figure 5: Monthly State of Hawai'i Hotel Performance, 2026 vs. 2025



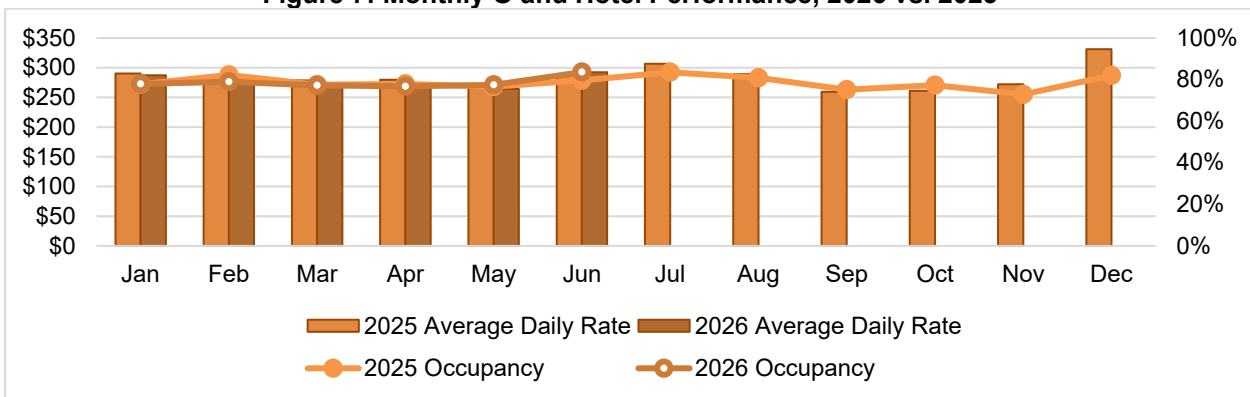
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Figure 6: Monthly State of Hawai'i Hotel Supply and Demand, 2026 vs. 2025



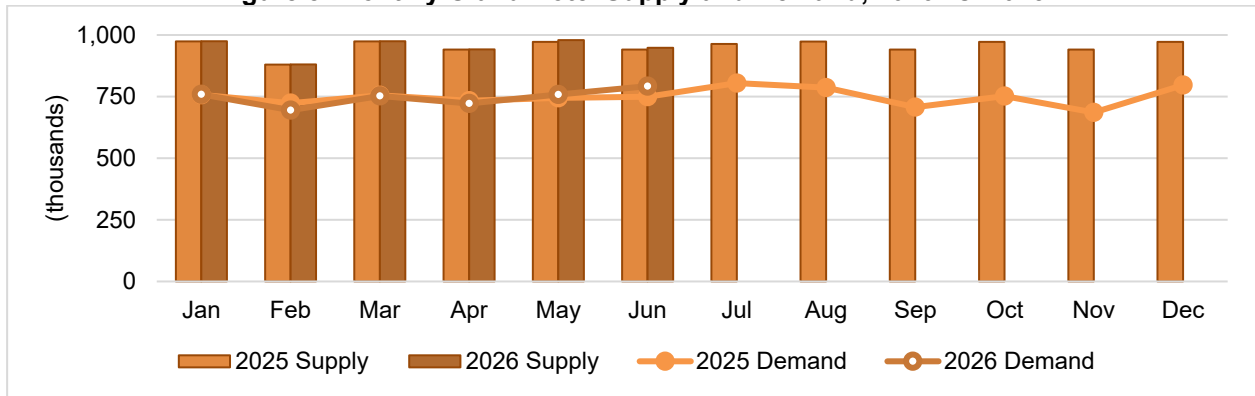
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Figure 7: Monthly O'ahu Hotel Performance, 2026 vs. 2025



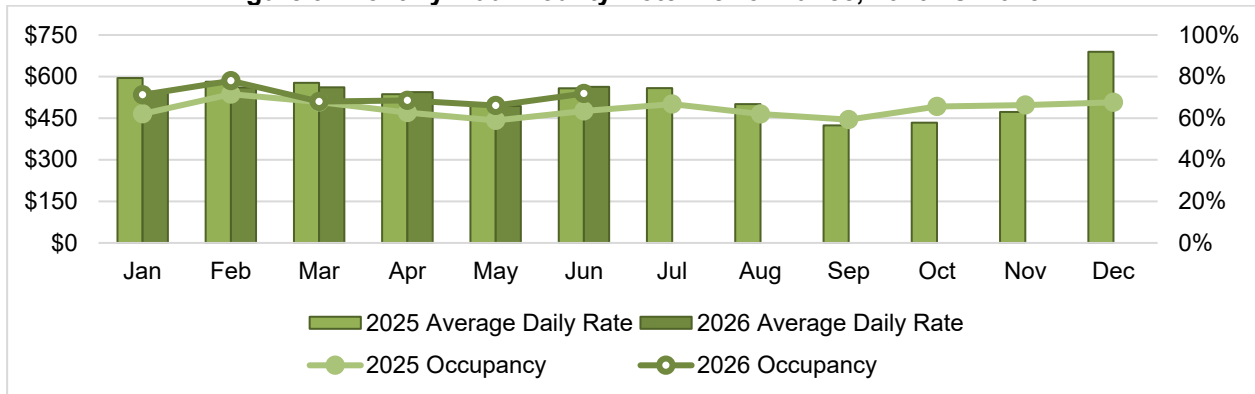
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Figure 8: Monthly O'ahu Hotel Supply and Demand, 2026 vs. 2025



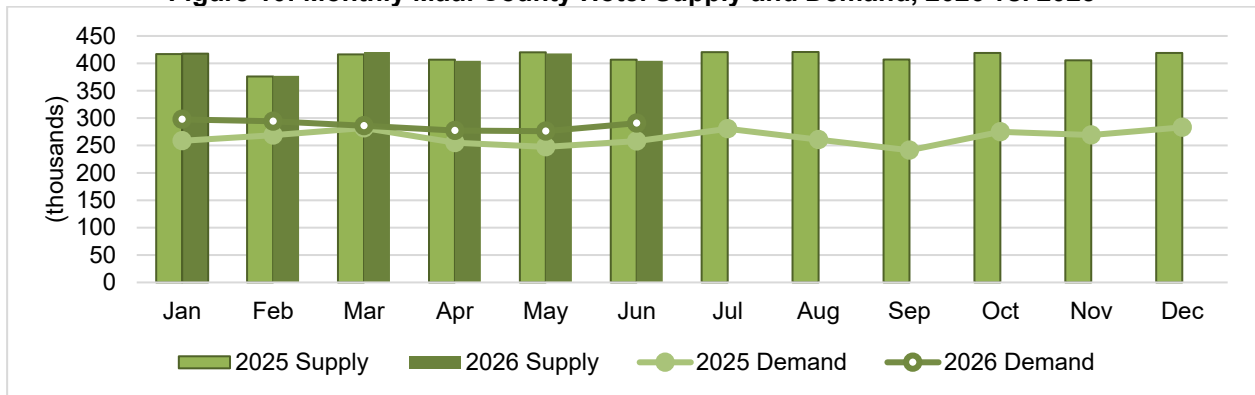
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Figure 9: Monthly Maui County Hotel Performance, 2026 vs. 2025



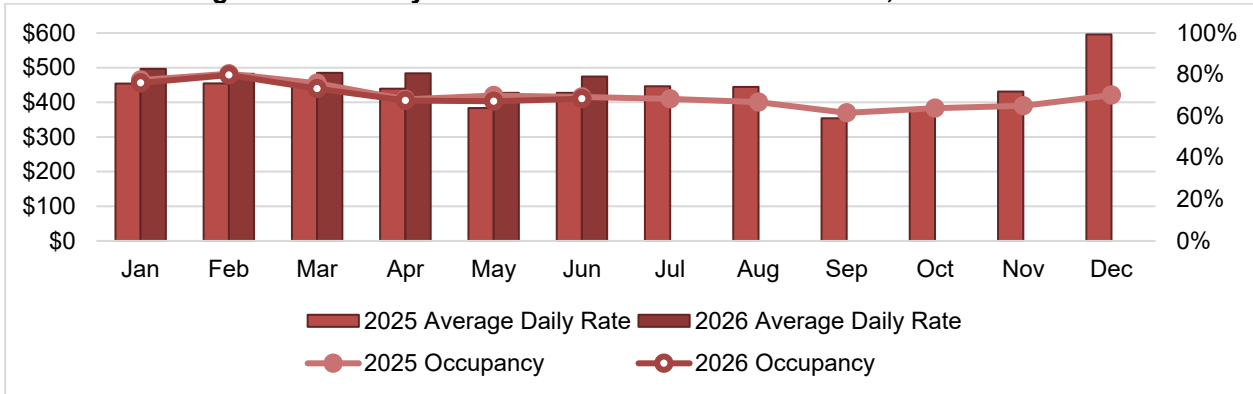
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Figure 10: Monthly Maui County Hotel Supply and Demand, 2026 vs. 2025



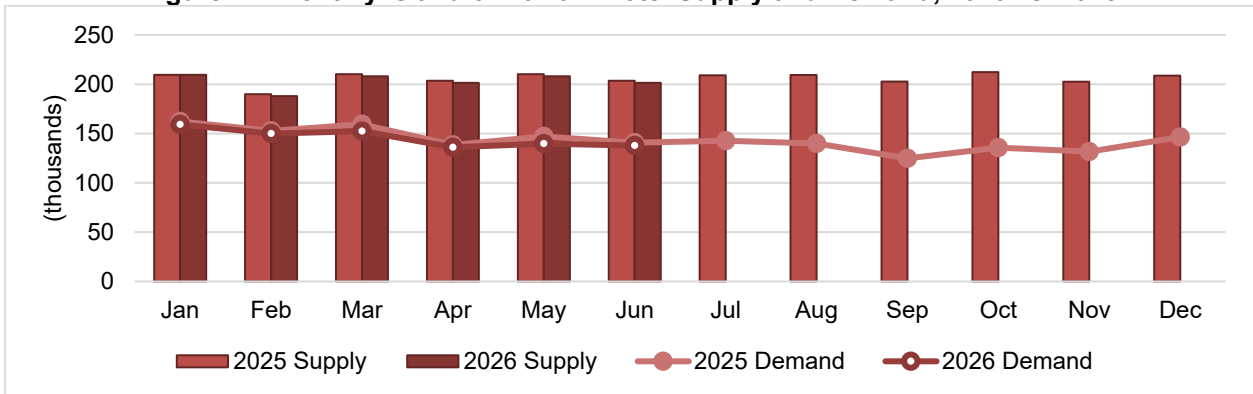
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Figure 11: Monthly Island of Hawai'i Hotel Performance, 2026 vs. 2025



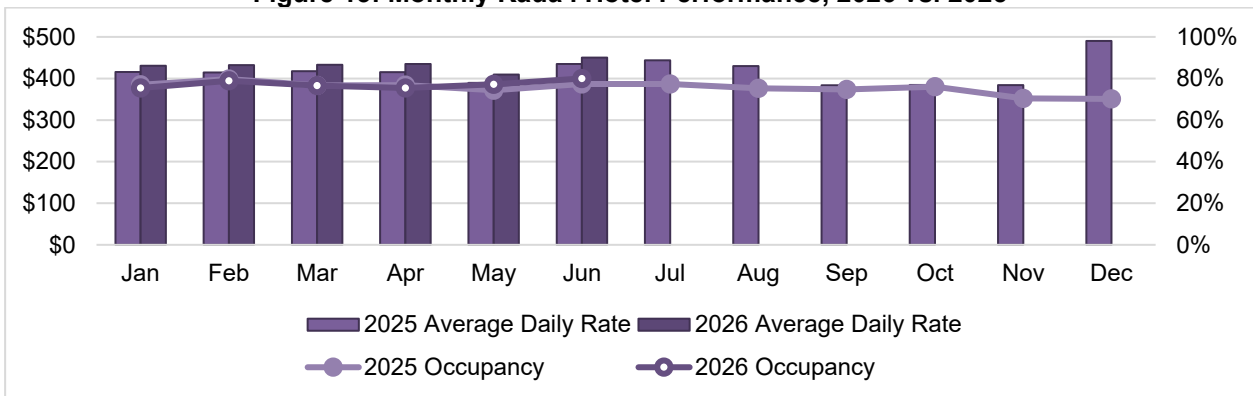
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Figure 12: Monthly Island of Hawai'i Hotel Supply and Demand, 2026 vs. 2025



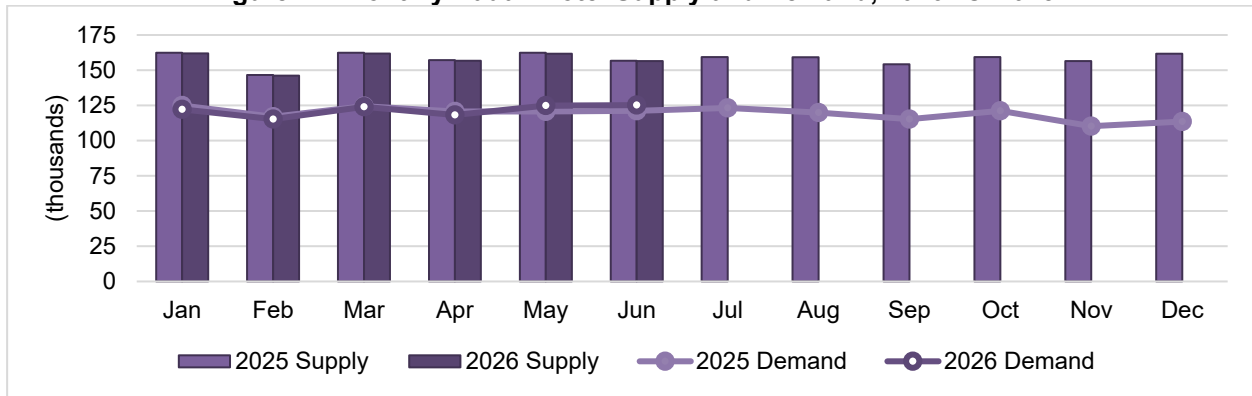
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Figure 13: Monthly Kaua'i Hotel Performance, 2026 vs. 2025



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



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Figure 15: Top 5 U.S. Markets – Revenue Per Available Room – YTD June 2026

Rank	Destination	Revenue Per Available Room	% Change
1	Hawaiian Islands	\$283.11	3.3%
2	New York, NY	\$247.24	4.4%
3	Miami, FL	\$219.44	11.3%
4	San Francisco/San Mateo, CA	\$191.38	21.9%
5	Orlando, FL	\$168.25	5.5%

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

Figure 16: Top 5 U.S. Markets – Average Daily Rate – YTD June 2026

Rank	Destination	Average Daily Rate	% Change
1	Hawaiian Islands	\$373.07	1.2%
2	New York, NY	\$307.32	5.4%
3	Miami, FL	\$283.32	12.7%
4	San Francisco/San Mateo, CA	\$262.68	13.1%
5	Boston, MA	\$232.21	4.0%

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

Figure 17: Top 5 U.S. Markets – Occupancy – YTD June 2026

Rank	Destination	Occupancy	Percentage Pt. Change
1	New York, NY	80.4%	-0.8%
2	Miami, FL	77.5%	-1.0%
3	Las Vegas, NV	76.2%	0.8%
4	Hawaiian Islands	75.9%	1.5%
5	San Diego, CA	75.7%	3.0%

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 June 2026

Rank	Destination	Revenue Per Available Room	% Change
1	French Polynesia	\$476.21	4.5%
2	Maldives	\$454.57	0.8%
3	Aruba	\$426.78	19.7%
4	Bahamas	\$418.80	13.4%
5	Maui County	\$384.79	7.3%
6	Hawai'i Island	\$342.01	6.9%
7	Kaua'i	\$333.22	4.5%
8	Cabo San Lucas+	\$313.75	3.1%
9	Puerto Rico	\$266.19	9.2%
10	O'ahu	\$218.58	-0.9%
11	Costa Rica	\$211.57	3.0%
12	Cancun+	\$209.94	-3.7%
13	Fiji	\$200.10	17.7%
14	Puerto Vallarta+	\$146.11	-9.3%
15	Phuket	\$128.95	5.0%

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 June 2026

Rank	Destination	Average Daily Rate	% Change
1	French Polynesia	\$780.01	9.3%
2	Maldives	\$714.72	6.4%
3	Cabo San Lucas+	\$551.22	7.9%
4	Maui County	\$545.28	-2.3%
5	Aruba	\$542.84	10.5%
6	Bahamas	\$505.94	8.3%
7	Hawai'i Island	\$475.32	9.0%
8	Kaua'i	\$431.51	4.1%
9	Puerto Rico	\$330.77	2.1%
10	Costa Rica	\$307.71	3.1%
11	Cancun+	\$295.85	3.1%
12	O'ahu	\$277.44	-1.2%
13	Fiji	\$269.49	8.5%
14	Puerto Vallarta+	\$215.35	-0.7%
15	Phuket	\$190.47	7.0%

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Figure 20: Competitive Sun and Sea Destinations – Occupancy – YTD June 2026

Rank	Destination	Occupancy	Percentage Pt. Change
1	Bahamas	82.8%	3.8%
2	Puerto Rico	80.5%	5.2%
3	O'ahu	78.8%	0.3%
4	Aruba	78.6%	6.0%
5	Kaua'i	77.2%	0.3%
6	Fiji	74.3%	5.8%
7	Hawai'i Island	72.0%	-1.4%
8	Cancun+	71.0%	-5.0%
9	Maui County	70.6%	6.3%
10	Costa Rica	68.8%	-0.1%
11	Puerto Vallarta+	67.8%	-6.4%
12	Phuket	67.7%	-1.3%
13	Maldives	63.6%	-3.5%
14	Bali	62.6%	-3.2%
15	French Polynesia	61.1%	-2.8%

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