



For Immediate Release: May 23, 2018
HTA Release (18-29)

All Counties and All Classes of Hawai'i Hotel Properties Reported Solid RevPAR and ADR Increases in April

Kaua'i Led the State in RevPAR Growth in Spite of Record-Setting Rainfall and Flooding on the North Shore in Mid-April

HONOLULU – April is a traditionally off-peak travel month, however, Hawai'i hotels statewide reported solid increases in revenue per available room (RevPAR), average daily rate (ADR) and room occupancy, according to the Hawai'i Hotel Performance Report issued today by the Hawai'i Tourism Authority (HTA).

In April, hotels statewide averaged RevPAR of \$217 (+7.9%) and ADR of \$269 (+4.2%), with occupancy increasing to 80.5 percent (+2.8 percentage points) compared to a year ago (Figure 1).

Midscale & Economy Class hotels led all classes of Hawai'i hotel properties in growth of RevPAR (+18.7% to \$130) in April, bolstered by increases in ADR to \$159 (+10.5%) and occupancy of 82.2 percent (+5.7 percentage points). Upper Upscale Class hotels recorded the highest occupancy in April at 85.7 percent (+2.0 percentage points), along with RevPAR of \$226 (+6.4%) and ADR of \$263 (+3.9%).

Jennifer Chun, HTA director of tourism research, said, "All classes of properties on the four island counties recorded increases in RevPAR and ADR. The industry continues to benefit from the additional air seat capacity serving the state, which helped to bolster what is typically a slower month for visitor travel to the Hawaiian Islands."

Year-to-date through April, hotels statewide averaged RevPAR of \$236 (+8.7%) and ADR of \$287 (+6.3%), with occupancy at 82.3 percent (+1.8 percentage points) compared to last year (Figure 2). Each of the four island counties reported year-over-year growth in all three categories, highlighted by Kaua'i, the island of Hawai'i and Maui County all recording double-digit increases in RevPAR.

In April, Kaua'i hotels earned the state's highest RevPAR growth (+18.7% to \$218), boosted by ADR of \$284 (+12.8%) and occupancy of 76.9 percent (+3.8 percentage points).

"It's satisfying to see that Kaua'i did so well in April considering the inundation of rainfall and flooding the north shore suffered in mid-April and the images of devastation that were shown by media outlets worldwide," said Chun. "We are thankful that travelers continued to come to Kaua'i throughout April to support the island's leading industry."

O'ahu hotels performed well in April, with increases in RevPAR to \$189 (+6.6%), ADR to \$228 (+3.4%), and occupancy of 82.6 percent (+2.5 percentage points). Waikīkī hotels earned RevPAR of \$185 (+6.8%), boosted by a 3.5 percent increase in ADR to \$222 and occupancy to 83.1 percent (+2.6 percentage points).

Chun commented, "Waikīkī's positive performance in April is both notable and encouraging. With Waikīkī having the bulk of the state's hotel room inventory, the state's tourism industry is lifted up whenever Waikīkī has a good month."

In April, Maui County hotels reported the highest RevPAR at \$293 (+5.9%), with modest increases in ADR at \$371 (+5.4%) and flat occupancy of 79.0 percent (+0.4 percentage points). Wailea hotel

properties led the state's resort regions in RevPAR at \$514 (+7.5%), ADR at \$575 (+4.8%), and occupancy of 89.4 percent (+2.3 percentage points).

Hotels on the island of Hawai'i reported the highest occupancy growth in April (+7.4 percentage points to 76.4%). RevPAR rose to \$199 (+12.8%), supported by an increase in ADR to \$261 (+1.9%). Kohala Coast hotels enjoyed a good April, with RevPAR increasing to \$274 (+9.6%), supported by growth in ADR to \$379 (+4.7%) and occupancy of 72.2 percent (+3.2 percentage points).

###

Tables of hotel performance statistics, including data presented in the news release are available for viewing online at: <http://www.hawaii tourism authority.org/research/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 April 2018, the survey included 164 properties representing 48,667 rooms, or 90.0 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](http://www.hawaii tourism authority.org) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaii tourism authority.org. Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

For more information, contact:

Charlene Chan
Director of Communications
Hawai'i Tourism Authority
(808) 973-2272
Charlene@gohta.net

Jennifer Chun
Director of Tourism Research
Hawai'i Tourism Authority
(808) 973-9446
Jennifer@gohta.net

Patrick Dugan
Anthology Marketing Group
(808) 539-3411/(808) 741-2712
Patrick.Dugan@AnthologyGroup.com

Erin Kinoshita
Anthology Marketing Group
(808) 539-3428/(808) 349-3746
Erin.Kinoshita@AnthologyGroup.com

Figure 1: Hawai'i Hotel Performance April 2018

	Occupancy %			Average Daily Rate			RevPAR		
	2018	2017	Percentage Pt. Change	2018	2017	% Change	2018	2017	% Change
State of Hawai'i	80.5%	77.7%	2.8%	\$269.45	\$258.65	4.2%	\$216.80	\$200.84	7.9%
Luxury Class	76.4%	74.1%	2.3%	\$541.75	\$526.41	2.9%	\$413.66	\$389.99	6.1%
Upper Upscale Class	85.7%	83.6%	2.0%	\$263.44	\$253.57	3.9%	\$225.65	\$212.10	6.4%
Upscale Class	75.3%	71.2%	4.1%	\$200.24	\$187.29	6.9%	\$150.74	\$133.27	13.1%
Upper Midscale Class	79.0%	77.0%	2.0%	\$158.60	\$149.92	5.8%	\$125.25	\$115.47	8.5%
Midscale & Economy Class	82.2%	76.6%	5.7%	\$158.58	\$143.52	10.5%	\$130.42	\$109.91	18.7%
O'ahu	82.6%	80.0%	2.5%	\$228.33	\$220.91	3.4%	\$188.51	\$176.77	6.6%
Waikiki	83.1%	80.5%	2.6%	\$222.29	\$214.80	3.5%	\$184.64	\$172.94	6.8%
Other O'ahu	79.6%	77.0%	2.6%	\$265.70	\$260.32	2.1%	\$211.48	\$200.44	5.5%
O'ahu Luxury	68.1%	66.8%	1.3%	\$481.69	\$462.22	4.2%	\$328.14	\$308.64	6.3%
O'ahu Upper Upscale	89.0%	86.4%	2.7%	\$245.02	\$241.42	1.5%	\$218.15	\$208.47	4.6%
O'ahu Upscale	77.0%	73.6%	3.4%	\$198.84	\$185.13	7.4%	\$153.07	\$136.25	12.3%
O'ahu Upper Midscale	79.9%	78.7%	1.2%	\$145.99	\$141.10	3.5%	\$116.69	\$111.07	5.1%
O'ahu Midscale & Economy	87.2%	83.7%	3.5%	\$129.13	\$121.19	6.6%	\$112.59	\$101.39	11.0%
Maui County	79.0%	78.7%	0.4%	\$370.68	\$351.70	5.4%	\$292.91	\$276.62	5.9%
Wailea	89.4%	87.1%	2.3%	\$574.64	\$548.37	4.8%	\$513.64	\$477.74	7.5%
Lahaina/Kā'anapali/Kapalua	77.4%	77.9%	-0.5%	\$307.47	\$291.63	5.4%	\$237.96	\$227.16	4.8%
Other Maui County	81.1%	79.6%	1.5%	\$446.95	\$426.76	4.7%	\$362.38	\$339.81	6.6%
Maui County Luxury	80.8%	79.1%	1.8%	\$625.42	\$611.25	2.3%	\$505.54	\$483.23	4.6%
Maui County Upper Upscale & Upscale	79.1%	79.4%	-0.3%	\$285.73	\$270.13	5.8%	\$226.05	\$214.46	5.4%
Island of Hawai'i	76.4%	69.0%	7.4%	\$260.77	\$255.97	1.9%	\$199.18	\$176.50	12.8%
Kohala Coast	72.2%	68.9%	3.2%	\$379.34	\$362.43	4.7%	\$273.75	\$249.81	9.6%
Kaua'i	76.9%	73.0%	3.8%	\$283.96	\$251.79	12.8%	\$218.24	\$183.85	18.7%

Source: STR, Inc. © Copyright 2018 Hawai'i Tourism Authority

Note: Samples for Maui Upper Midscale, Midscale and Economy Classes were insufficient for reporting purposes, but these data are included in Maui and statewide totals.

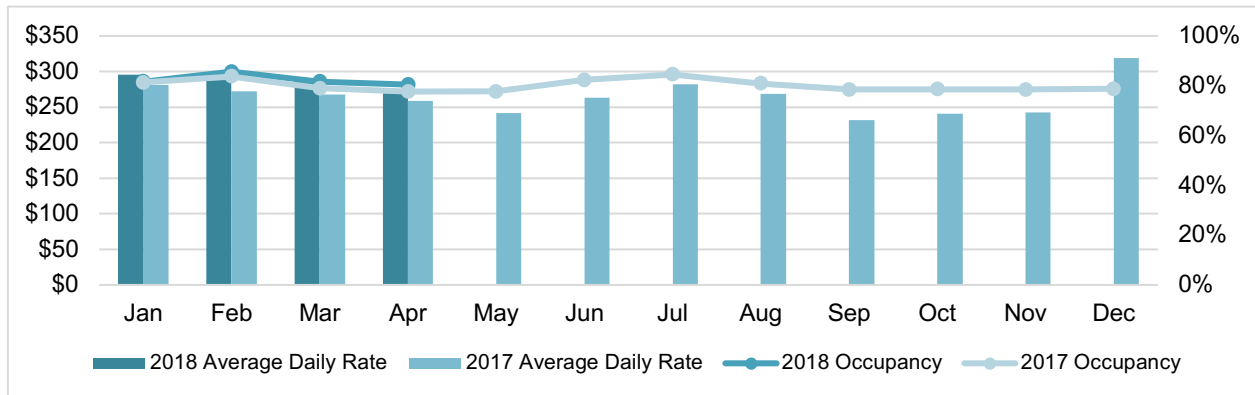
Figure 2: Hawai'i Hotel Performance Year-to-Date April 2018

	Occupancy %			Average Daily Rate			RevPAR		
	2018	2017	Percentage Pt. Change	2018	2017	% Change	2018	2017	% Change
State of Hawai'i	82.3%	80.4%	1.8%	\$287.07	\$270.10	6.3%	\$236.12	\$217.22	8.7%
Luxury Class	78.5%	76.3%	2.2%	\$585.75	\$537.64	8.9%	\$459.93	\$410.41	12.1%
Upper Upscale Class	86.7%	86.2%	0.5%	\$278.25	\$265.09	5.0%	\$241.26	\$228.44	5.6%
Upscale Class	77.3%	74.9%	2.4%	\$212.97	\$200.61	6.2%	\$164.63	\$150.26	9.6%
Upper Midscale Class	82.2%	79.2%	3.0%	\$167.76	\$160.88	4.3%	\$137.98	\$127.47	8.2%
Midscale & Economy Class	83.9%	80.0%	3.8%	\$169.18	\$155.09	9.1%	\$141.90	\$124.12	14.3%
O'ahu	83.9%	82.1%	1.7%	\$233.05	\$230.14	1.3%	\$195.42	\$188.96	3.4%
Waikiki	84.6%	82.8%	1.8%	\$227.90	\$225.51	1.1%	\$192.73	\$186.70	3.2%
Other O'ahu	79.6%	77.9%	1.7%	\$265.50	\$260.37	2.0%	\$211.38	\$202.87	4.2%
O'ahu Luxury	70.5%	69.4%	1.1%	\$498.22	\$482.46	3.3%	\$351.26	\$334.71	4.9%
O'ahu Upper Upscale	88.6%	87.5%	1.2%	\$251.23	\$251.25	0.0%	\$222.71	\$219.83	1.3%
O'ahu Upscale	79.4%	77.7%	1.7%	\$198.59	\$191.56	3.7%	\$157.69	\$148.86	5.9%
O'ahu Upper Midscale	83.0%	80.7%	2.3%	\$150.36	\$148.97	0.9%	\$124.83	\$120.19	3.9%
O'ahu Midscale & Economy	89.1%	84.7%	4.4%	\$130.93	\$127.53	2.7%	\$116.72	\$108.06	8.0%
Maui County	79.9%	79.2%	0.8%	\$416.56	\$374.47	11.2%	\$332.92	\$296.42	12.3%
Wailea	88.8%	86.9%	1.9%	\$638.34	\$557.38	14.5%	\$566.62	\$484.08	17.1%
Lahaina/Kā'anapali/Kapalua	79.3%	79.0%	0.3%	\$345.04	\$314.59	9.7%	\$273.58	\$248.40	10.1%
Other Maui County	80.7%	79.4%	1.3%	\$505.35	\$447.39	13.0%	\$407.93	\$355.23	14.8%
Maui County Luxury	80.7%	79.6%	1.0%	\$697.30	\$618.40	12.8%	\$562.49	\$492.48	14.2%
Maui County Upper Upscale & Upscale	80.1%	79.7%	0.4%	\$325.20	\$295.40	10.1%	\$260.61	\$235.50	10.7%
Island of Hawai'i	81.1%	77.4%	3.7%	\$286.34	\$262.24	9.2%	\$232.08	\$202.98	14.3%
Kohala Coast	80.0%	77.8%	2.2%	\$407.53	\$361.83	12.6%	\$326.10	\$281.56	15.8%
Kaua'i	80.0%	77.6%	2.5%	\$300.85	\$265.88	13.2%	\$240.80	\$206.28	16.7%

Source: STR, Inc. © Copyright 2018 Hawai'i Tourism Authority

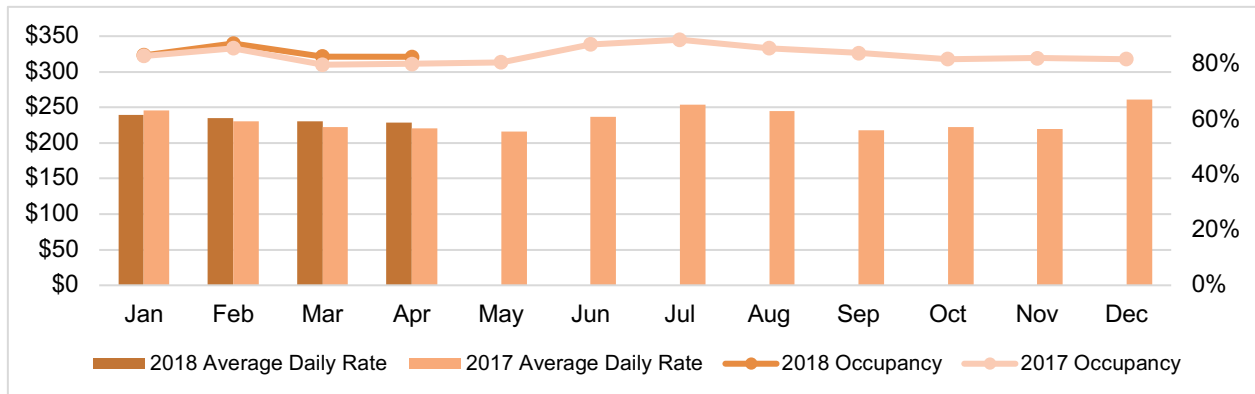
Note: Samples for Maui Upper Midscale, Midscale and Economy Classes were insufficient for reporting purposes, but these data are included in Maui and statewide totals.

Figure 3: Monthly State of Hawai'i Hotel Performance, 2018 vs. 2017



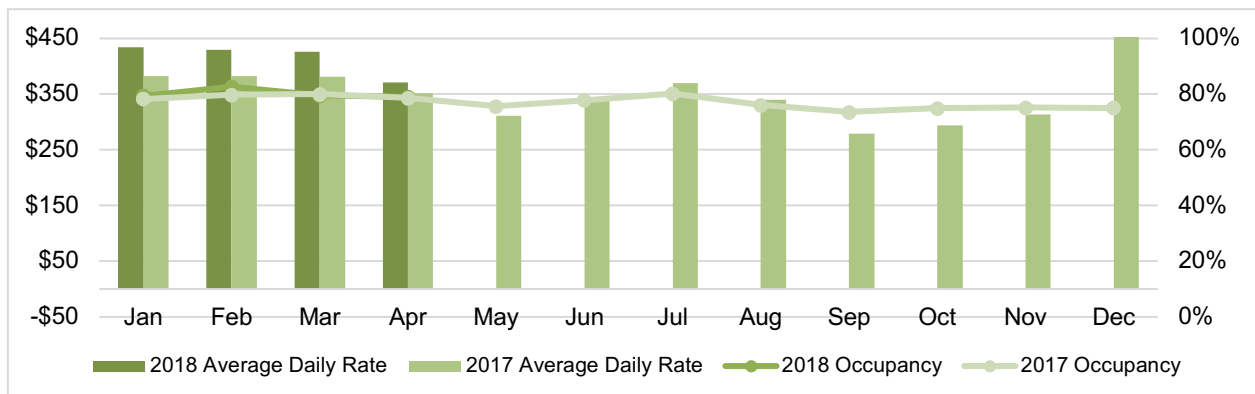
Source: STR, Inc. © Copyright 2018 Hawai'i Tourism Authority.
 January and February 2017 data courtesy of Hospitality Advisors LLC.

Figure 4: Monthly O'ahu Hotel Performance, 2018 vs. 2017



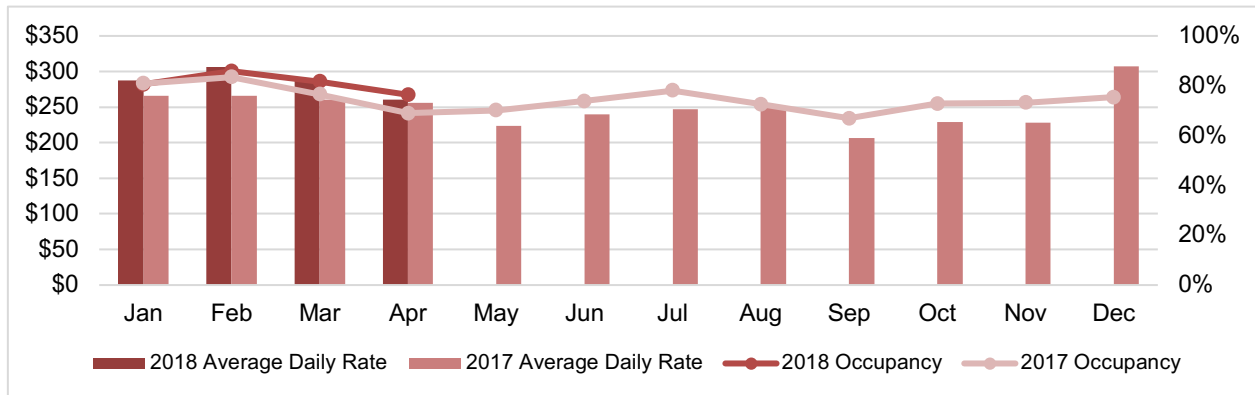
Source: STR, Inc. © Copyright 2018 Hawai'i Tourism Authority.
 January and February 2017 data courtesy of Hospitality Advisors LLC.

Figure 5: Monthly Maui County Hotel Performance, 2018 vs. 2017



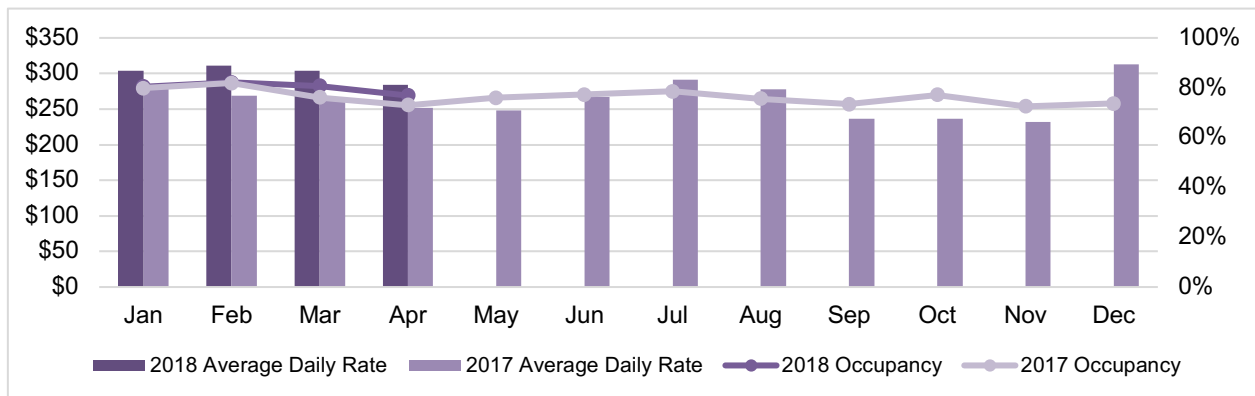
Source: STR, Inc. © Copyright 2018 Hawai'i Tourism Authority.
 January and February 2017 data courtesy of Hospitality Advisors LLC.

Figure 6: Monthly Island of Hawai'i Hotel Performance, 2018 vs. 2017



Source: STR, Inc. © Copyright 2018 Hawai'i Tourism Authority.
 January and February 2017 data courtesy of Hospitality Advisors LLC.

Figure 7: Monthly Kaua'i Hotel Performance, 2018 vs. 2017



Source: STR, Inc. © Copyright 2018 Hawai'i Tourism Authority.
 January and February 2017 data courtesy of Hospitality Advisors LLC.