



For Immediate Release: November 28, 2017  
HTA Release (17-46)

## Revenue Per Available Room for Hawai'i Hotels Rose 3.8 Percent in October 2017

### Hawai'i Hotel Performance Year-to-Date Outpacing 2016

**HONOLULU** – Hotels in the Hawaiian Islands earned more revenue per available room (RevPAR) in October at \$189 (+3.8%) compared to a year ago, according to the *Hawai'i Hotel Performance Report* released today by the Hawai'i Tourism Authority (HTA). The growth in RevPAR was driven by a higher average daily rate (ADR) in October of \$240 (+3.6%) by hotel properties statewide, as occupancies remained virtually unchanged from last year.

HTA's Tourism Research Division issued the report's findings utilizing data compiled by STR, Inc., which conducts the largest and most comprehensive survey of hotel properties in the Hawaiian Islands.

As seen in the accompanying tables, Luxury Class hotels achieved the best overall results on a statewide level in October of all hotel classes covered in the report compared to a year ago. Luxury Class hotels reported increases in RevPAR to \$323 (+5.7%), ADR to \$438 (+4.3%), and occupancy to 73.6 percent (+1.0 percentage points).

Midscale and Economy Class hotels also realized year-over-year growth in all three categories in October, with increases reported in RevPAR to \$110 (+4.8%), ADR to \$144 (+1.4%), and occupancy to 76.4 percent (+2.5 percentage points).

The other hotel classes covered by HTA's *Hawai'i Hotel Performance Report* – Upper Upscale Class, Upscale Class, and Upper Midscale Class – all reported growth in ADR compared to last October.

Jennifer Chun of HTA commented, "October was a solid month in what has been a good year overall for hotel properties statewide that reflects the tourism industry's ability to attract travelers at different price points, particularly visitors seeking high-end accommodations. This is especially true for neighbor island hotel properties, which are largely realizing excellent year-over-year growth in revenues generated on a per room basis."

Chun was recently appointed as Director of Tourism Research for HTA, a position that takes effect on December 1. She has analyzed tourism data for more than 20 years and worked in HTA's Tourism Research Division since 2014.

Among Hawai'i's four island counties, hotels in Maui County recorded the highest RevPAR in October at \$221 (+7.0%), driven by a strong increase in ADR to \$295 (+6.4%) year-over-year.

Hotels on the island of Hawai'i earned the largest gain in RevPAR to \$167 (+13%), boosted by increases in ADR to \$229 (+5.6%) and occupancies to 72.9 percent (+4.7 percentage points).

Kaua'i hotels achieved the highest rate of growth in occupancy, up 6.0 percentage points in October year-over-year, completing the month at 77.1 percent occupancy.

O'ahu hotels reported a slight decline in RevPAR at \$182 (-0.5%) with an increase in ADR to \$223 (+2%) offset by lower occupancy at 81.8 percent (-2.0 percentage points).

Hotels in Hawai'i's luxury resort areas produced good results in October compared to a year ago, with Wailea leading the state in growth of RevPAR to \$350 (+17.3%) and ADR to \$448 (+15.7%), with occupancy recording a small increase to 78.2 percent (+1.1 percentage points).

The Lahaina-Kā'anapali-Kapalua resort area reported growth in RevPAR to \$194 (+3.4%) and ADR to \$252 (+2.1%) in October, with occupancy increasing slightly to 76.9 percent (+0.9 percentage points).

The Kohala Coast resort area reported strong growth in RevPAR to \$214 (+13.9%) and ADR to \$307 (+11.1%), with occupancy also increasing to 69.6 percent (+1.7 percentage points) in October.

### Year-to-Date 2017

Year-to-date through October 2017, Hawai'i hotels collectively reported increases in RevPAR to \$210 (+5.6%) and ADR to \$261 (+4.4%), with occupancy at 80.3 percent (+0.9 percentage points) compared to the same period in 2016.

For the first 10 months of 2017, Luxury Class hotels reported overall increases in RevPAR to \$387 (+7.3%) and ADR to \$511 (+5.0%), with occupancy at 75.8 percent (+1.6 percentage points).

On the other end of the price spectrum, Midscale and Economy Class hotels earned increases in RevPAR to \$117 (+3.9%) and ADR to \$152 (+3.3%), but no growth in occupancy (76.8 percent) year-over-year.

On a monthly basis in 2017, hotels statewide generally outperformed 2016 numbers (Fig. 1) highlighted by a strong summer travel season with July producing peak ADR totals at \$282 (+3.4%) and occupancy at 84.5 percent (+2.0%). These results were consistent with increases realized in visitor spending and visitor days for July.

In September, despite increased visitor volumes, hotels statewide averaged a lower ADR (-1.7%) and flat occupancy compared to September 2016. There was also a 38.0 percent drop in meetings, conventions and incentive visitors, a market that typically has a strong preference for hotels. A significant factor for this decrease was the Hawai'i Convention Center's hosting of the IUCN World Conservation Congress (10,000 delegates) and an insurance underwriter convention (11,000 delegates) in September 2016.

### **Island Highlights:**

- **O'ahu:** Year-to-date through October, O'ahu hotels reported the highest occupancy among the four island counties at 83.4 percent (-1.0 percentage points). Hotels reported an average increase in RevPAR to \$193 (+1.7%) and ADR to \$232 (+2.8%) through the first 10 months of 2017. On a monthly basis thus far in 2017, hotels have generally reported higher ADRs in 2017, while occupancies remained similar, compared to 2016 (Fig. 2). Hotels in Waikīkī reported an ADR of \$277 (+1.4%) and occupancy of 84.7 (-1.2 percentage points) year-to-date through October.
- **Maui County:** Hotels in Maui County led the state in ADR at \$344, an increase of 7.6 percent, for the first 10 months of 2017. On a monthly basis, hotels have had higher ADRs and achieved generally higher occupancies than in 2016 (Fig. 3). Properties in the luxury resort area of Wailea led the state in both ADR at \$520 (+9.2%) and occupancy at 85.0% (+4.0 percentage points).
- **Island of Hawai'i:** Year-to-date through October, hotels on the island of Hawai'i reported the largest average growth in occupancy statewide, increasing 5.5 percentage points to 74.4 percent occupancy. The growth was in line with increased visitor volumes reported through September, due largely to the new nonstop flights from Japan and the U.S. mainland added within the past year. However, despite this growth, average hotel occupancy was the lowest of the four island counties. On a monthly basis,

hotels achieved significantly higher occupancies through October than in 2016 (Fig. 4). During this period, hotels collectively increased ADR to \$245 (+3.6%). ADRs were also higher each month in 2017, year-over-year, with the exception of September.

- **Kaua'i:** Through the first 10 months of 2017, hotels on Kaua'i had a higher ADR at \$262 (+4.3%) and experienced higher occupancy at 77.2 percent (+3.9 percentage points) compared to the same period in 2016. Hotels achieved a higher ADR in each month of 2017 (Fig. 5) and, except for July, recorded higher occupancy year-over-year compared to 2016.

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Tables of hotel performance statistics for March through October 2017, including data presented in the news release are available for viewing online at:

<http://www.hawaiitourismauthority.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 October 2017, the survey included 166 properties representing 48,989 rooms, or 90.5 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.hawaiitourismauthority.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.hawaiitourismauthority.org](http://www.hawaiitourismauthority.org). Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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## Month of October 2017

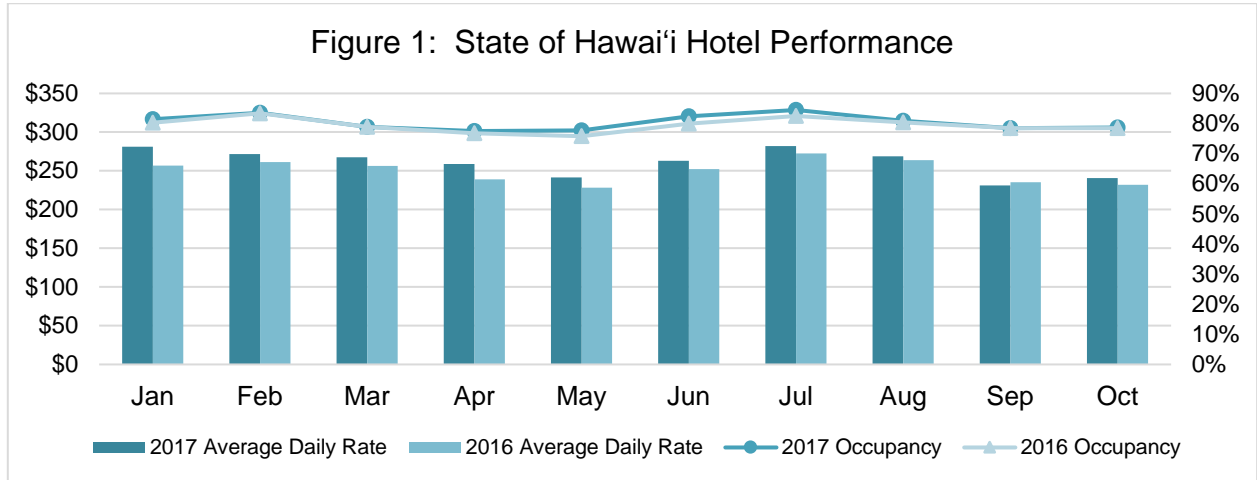
	Occupancy			Average Daily Rate			RevPAR		
	2017	2016	Percentage Pt. Change	2017	2016	% Change	2017	2016	% Change
<b>State of Hawai'i</b>	78.6%	78.5%	0.1%	\$240.48	\$232.06	3.6%	\$189.10	\$182.17	3.8%
Luxury Class	73.6%	72.6%	1.0%	\$438.38	\$420.44	4.3%	\$322.76	\$305.24	5.7%
Upper Upscale Class	85.1%	85.2%	-0.1%	\$252.67	\$244.06	3.5%	\$214.98	\$207.94	3.4%
Upscale Class	72.5%	74.0%	-1.5%	\$183.10	\$176.57	3.7%	\$132.66	\$130.61	1.6%
Upper Midscale Class	80.2%	79.1%	1.1%	\$148.32	\$147.50	0.5%	\$118.97	\$116.63	2.0%
Midscale & Economy Class	76.4%	73.9%	2.5%	\$143.53	\$141.51	1.4%	\$109.60	\$104.56	4.8%
<b>O'ahu</b>	81.8%	83.8%	-2.0%	\$222.59	\$218.21	2.0%	\$182.00	\$182.84	-0.5%
Waikīkī	83.6%	85.7%	-2.1%	\$219.73	\$217.19	1.2%	\$183.68	\$186.11	-1.3%
Other O'ahu	71.3%	72.8%	-1.5%	\$241.73	\$225.15	7.4%	\$172.38	\$164.01	5.1%
O'ahu Luxury	72.7%	71.4%	1.3%	\$445.69	\$429.14	3.9%	\$324.14	\$306.48	5.8%
O'ahu Upper Upscale	89.3%	90.2%	-0.9%	\$248.86	\$247.53	0.5%	\$222.30	\$223.37	-0.5%
O'ahu Upscale	73.0%	80.6%	-7.6%	\$184.59	\$179.28	3.0%	\$134.72	\$144.47	-6.7%
O'ahu Upper Midscale	81.6%	82.6%	-1.0%	\$141.14	\$143.07	-1.3%	\$115.19	\$118.19	-2.5%
O'ahu Midscale & Economy	78.6%	78.1%	0.6%	\$122.00	\$126.04	-3.2%	\$95.92	\$98.38	-2.5%
<b>Maui County</b>	74.9%	74.5%	0.5%	\$294.58	\$276.99	6.4%	\$220.74	\$206.26	7.0%
Wailea	78.2%	77.1%	1.1%	\$448.09	\$387.37	15.7%	\$350.33	\$298.57	17.3%
Lahaina/Kā'anapali/Kapalua	76.9%	76.0%	0.9%	\$252.10	\$246.85	2.1%	\$193.92	\$187.58	3.4%
Other Maui County	72.4%	72.6%	-0.2%	\$351.67	\$315.03	11.6%	\$254.66	\$228.81	11.3%
Maui County Luxury	69.3%	72.9%	-3.6%	\$477.92	\$439.44	8.8%	\$331.28	\$320.36	3.4%
Maui County Upper Upscale & Upscale	77.6%	75.6%	2.0%	\$244.77	\$227.37	7.7%	\$190.01	\$171.89	10.5%
<b>Island of Hawai'i</b>	72.9%	68.1%	4.7%	\$228.90	\$216.68	5.6%	\$166.76	\$147.64	13.0%
Kohala Coast	69.6%	67.9%	1.7%	\$307.46	\$276.82	11.1%	\$214.08	\$187.96	13.9%
<b>Kaua'i</b>	77.1%	71.2%	6.0%	\$236.50	\$233.51	1.3%	\$182.45	\$166.17	9.8%

## Year-To-Date October 2017

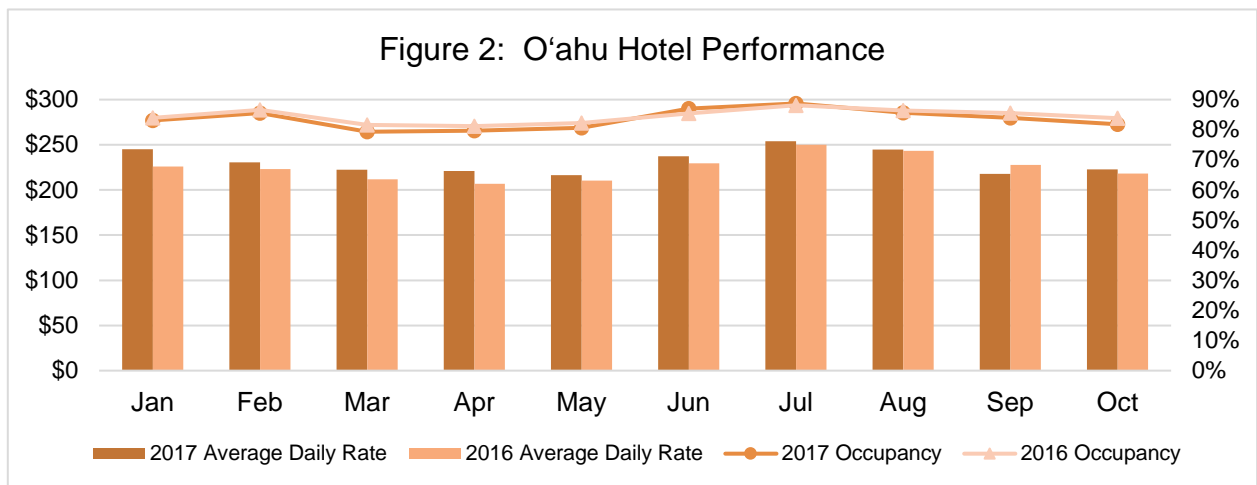
	Occupancy			Average Daily Rate			RevPAR		
	2017	2016	Percentage Pt. Change	2017	2016	% Change	2017	2016	% Change
<b>State of Hawai'i</b>	80.3%	79.4%	0.9%	\$261.03	\$249.98	4.4%	\$209.73	\$198.61	5.6%
Luxury Class	75.8%	74.2%	1.6%	\$510.75	\$486.32	5.0%	\$387.22	\$360.75	7.3%
Upper Upscale Class	86.1%	85.5%	0.5%	\$265.36	\$256.74	3.4%	\$228.37	\$219.58	4.0%
Upscale Class	75.5%	74.1%	1.4%	\$194.49	\$187.98	3.5%	\$146.77	\$139.31	5.4%
Upper Midscale Class	81.5%	81.1%	0.4%	\$158.66	\$153.06	3.7%	\$129.34	\$124.16	4.2%
Midscale & Economy Class	76.8%	76.4%	0.4%	\$151.72	\$146.86	3.3%	\$116.52	\$112.18	3.9%
<b>O'ahu</b>	83.4%	84.4%	-1.0%	\$231.64	\$225.25	2.8%	\$193.29	\$190.15	1.7%
Waikīkī	84.7%	85.9%	-1.2%	\$227.43	\$224.25	1.4%	\$192.72	\$192.67	0.0%
Other O'ahu	75.8%	75.3%	0.5%	\$259.39	\$232.16	11.7%	\$196.65	\$174.85	12.5%
O'ahu Luxury	71.9%	72.6%	-0.7%	\$477.65	\$452.72	5.5%	\$343.49	\$328.54	4.6%
O'ahu Upper Upscale	89.4%	89.5%	-0.1%	\$256.65	\$254.50	0.8%	\$229.49	\$227.81	0.7%
O'ahu Upscale	78.2%	81.2%	-3.0%	\$192.80	\$191.45	0.7%	\$150.81	\$155.43	-3.0%
O'ahu Upper Midscale	83.8%	84.1%	-0.4%	\$151.62	\$147.76	2.6%	\$127.03	\$124.34	2.2%
O'ahu Midscale & Economy	80.4%	80.9%	-0.5%	\$132.93	\$133.06	-0.1%	\$106.90	\$107.64	-0.7%
<b>Maui County</b>	77.5%	76.2%	1.3%	\$344.34	\$320.13	7.6%	\$266.80	\$243.84	9.4%
Wailea	85.0%	81.0%	4.0%	\$520.05	\$476.15	9.2%	\$442.08	\$385.72	14.6%
Lahaina/Kā'anapali/Kapalua	78.0%	77.2%	0.8%	\$292.54	\$276.31	5.9%	\$228.08	\$213.19	7.0%
Other Maui County	76.9%	75.0%	1.9%	\$410.04	\$374.10	9.6%	\$315.23	\$280.54	12.4%
Maui County Luxury	76.1%	75.2%	1.0%	\$579.31	\$540.67	7.1%	\$440.96	\$406.38	8.5%
Maui County Upper Upscale & Upscale	78.9%	76.9%	2.0%	\$274.21	\$252.88	8.4%	\$216.41	\$194.54	11.2%
<b>Island of Hawai'i</b>	74.4%	68.9%	5.5%	\$245.38	\$236.80	3.6%	\$182.44	\$163.06	11.9%
Kohala Coast	73.8%	70.9%	2.9%	\$339.03	\$321.76	5.4%	\$250.09	\$228.11	9.6%
<b>Kaua'i</b>	77.2%	73.4%	3.9%	\$262.34	\$251.62	4.3%	\$202.60	\$184.63	9.7%

Source: STR, Inc. © Copyright 2017 Hawai'i Tourism Authority

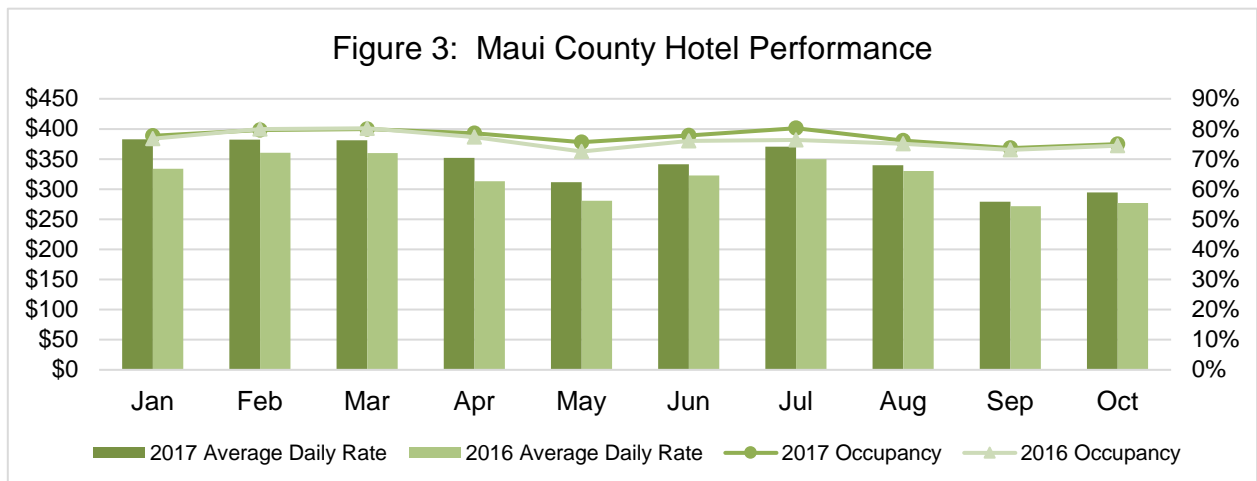
Note: Samples for Maui Upper Midscale, Midscale and Economy Classes were insufficient for reporting purposes, but these data are included in Maui and statewide totals.



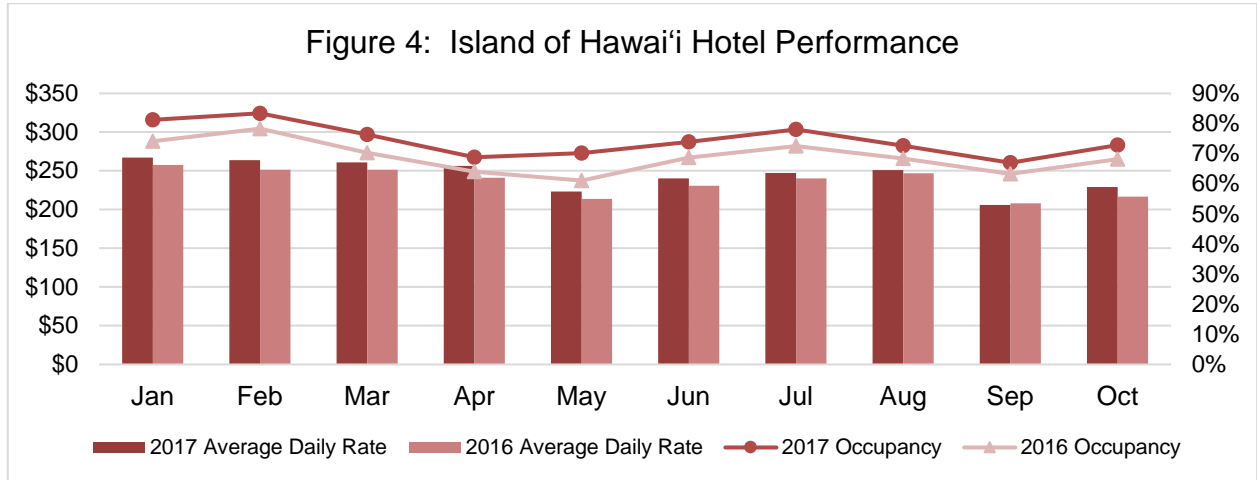
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 January and February 2017 data courtesy of Hospitality Advisors LLC.



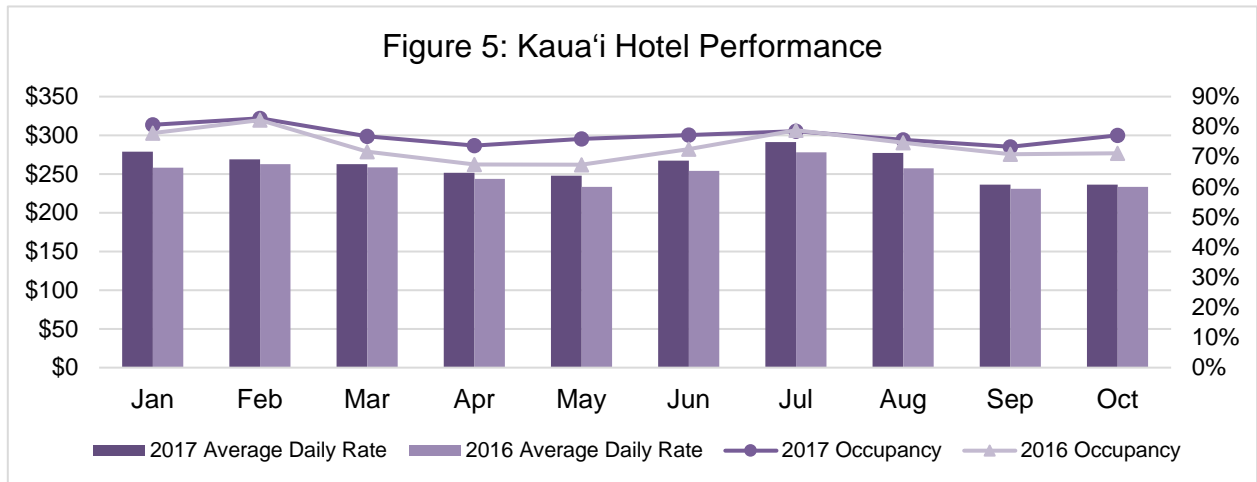
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