
FOR THE EXCLUSIVE USE OF SGLASSCO@OBSIDIANHAWAII.COM

From the Pacific Business News:

<https://www.bizjournals.com/pacific/news/2023/04/21/hawaii-hotel-occupancy-report-march.html>

SUBSCRIBER CONTENT:

Hawaii hotel occupancy nearly reached 2019 levels last month

Apr 21, 2023, 2:41pm HST



EUGENE TANNER | PBN

Waikiki Beach in March 2023

Hawaii hotels reached an occupancy rate last month that was nearly on par with pre-pandemic levels.

According to the Hawaii Tourism Authority's monthly Hawaii Hotel Performance Report, which was released Thursday and features

data compiled by analytics company STR, hotels throughout the state were 76.5% occupied in March. The report noted that the month's occupancy rate was just 2.3 percentage points lower than it had been in March 2019, when hotels were 78.8% occupied.

Compared to last March, when hotels were 74.8% occupied, it marks a 1.7 percentage-point increase.

Other key metrics also saw substantial increases compared to 2019 levels, according to the report. Average daily rate, or ADR, jumped 36% to \$387, and revenue per available room, RevPAR, was up 32% to \$296.

Total room revenue for March was \$509.1 million, up 35% from \$376 million in March 2019. Supply was up 2.7% to more than 1.7 million room nights, but demand remained mostly flat at 1.3 million room nights.

HTA noted that the March report "included 153 properties representing 46,640 rooms, or 84 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels."

Among the different islands, Oahu reported the highest overall occupancy rate of 79%. This occupancy rate is about the same as in March 2019, and reverses trends in recent months where Oahu occupancies had been trailing those on the Neighbor Islands. Hawaii Island and Kauai followed close behind with occupancy rates of about 77% and 76%, respectively. Maui County, however, trailed with an occupancy rate of 70.5%.

Maui also had the largest decline in occupancy compared to 2019 levels, down 8 percentage points. Notably, Kauai's occupancy rate was up 3.6 percentage points, making it the only county to report an occupancy rate higher than in March 2019.

Looking at other key metrics for the four counties, Maui County reported the highest figures for both ADR and RevPAR, \$646 and \$455, respectively.

The other three counties all also reported increases in ADR and RevPAR, with Hawaii Island seeing the largest growth in both categories, up 57% and 52%.

Compared to the Neighbor Islands, Oahu saw more modest growth in both categories — as well as comparatively lower figures. Oahu had an ADR of \$273 in March, up 19% from March 2019, and a RevPAR of \$216, up 18%.

As for the different classes of properties, luxury class — the highest end property tier in the report — had the lowest occupancy rate at 60%, which at 15 percentage points lower than March 2019, was also the sharpest drop. All of the other property classes had occupancy rates ranging from 77-80%. The upscale class — the mid-level property tier — was the only to report an increase in occupancy compared to March 2019, up 5 percentage points.

All property classes also reported increases in ADR and RevPAR.

Year-to-date in March, hotel occupancy statewide was 75%, a dip of 5 percentage points compared to the same period in 2019, when hotels were 80.5% occupied. ADR jumped 33% to \$388, and RevPAR was up 24% to \$292.

Year-to-date supply was up 2.5%, while demand fell 4.2%. Total room revenue year-to-date grew 27.5% compared to 2019, to more than \$1.45 billion.



Christina O'Connor

Senior Digital Editor - *Pacific Business News*

[Back to Top](#) ▲

PACIFIC BUSINESS NEWS

[User Agreement](#) | [Privacy Policy](#) | [Ad Choices](#) |  [Your Privacy Choices](#)

© 2023 American City Business Journals. All rights reserved. Use of and/or registration on any portion of this site constitutes acceptance of our [User Agreement](#) (updated April 18, 2023) and [Privacy Policy](#) (updated January 24, 2023). The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of American City Business Journals.