



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

September 2025 Hawai'i Hotel Performance Report

Hawai'i hotels statewide reported slightly lower average daily rate (ADR) but slightly higher occupancy and revenue per available room (RevPAR) in September 2025 compared to September 2024.

Statewide RevPAR in September 2025 was \$219 (+0.8%), with ADR at \$315 (-0.1%) and occupancy of 69.7 percent (+0.6 percentage points) compared to September 2024 (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 September 2025, the survey included 163 properties representing 47,807 rooms, or 84.1 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 \$374.0 million (+1.1%) in September 2025. Room demand was 1.19 million room nights (+1.2%) and room supply was 1.70 million room nights (+0.3%) (Figure 2).

Luxury Class properties earned RevPAR of \$405 (+9.2%), with ADR at \$704 (+3.0%) and occupancy of 57.5 percent (+3.3 percentage points). Midscale & Economy Class properties earned RevPAR of \$144 (0.0%) with ADR at \$195 (-2.4%) and occupancy of 74.2 percent (+1.8 percentage points).

Maui County hotels continued to be impacted by the August 8, 2023, wildfires. Maui County hotels achieved RevPAR of \$251 (+4.9%), with ADR at \$424 (-6.9%) and occupancy of 59.3 percent (+6.7 percentage points). Maui's luxury resort region of Wailea had RevPAR of \$363 (+2.3%), with ADR at \$599 (-4.5%) and occupancy of 60.5 percent (+4.0 percentage points). The Lahaina/Kā'anapali/Kapalua region had RevPAR of \$211 (+11.8%), ADR at \$346 (-8.9%) and occupancy of 61.1 percent (+11.3 percentage points).

Kaua'i hotels led the counties in September 2025 RevPAR at \$287 (+7.4%), with ADR at \$384 (+3.3%) and occupancy of 74.7 percent (+2.8 percentage points).

Hotels on the island of Hawai'i reported RevPAR at \$218 (+0.9%), with ADR at \$354 (+1.6%), and occupancy of 61.6 percent (-0.4 percentage points). Kohala Coast hotels earned RevPAR of \$271 (-3.3%), with ADR at \$480 (+7.0%), and occupancy of 56.4 percent (-6.0 percentage points).

O'ahu hotels reported RevPAR of \$195 (-2.8%) in September, ADR at \$259 (-0.2%) and occupancy of 75.1 percent (-2.0 percentage points). Waikīkī hotels earned RevPAR of \$190 (-3.9%), with ADR at \$248 (-1.5%) and occupancy of 76.5 percent (-1.9 percentage points).

First Nine Months of 2025

In the first nine months of 2025, Hawai'i's hotels earned \$270 in RevPAR (-0.1%), with ADR at \$364 (+0.1%) and occupancy of 74.2 percent (-0.2 percentage points) (Figure 3).

Total statewide hotel revenues for the first nine months of 2025 were \$4.2 billion (+0.4%). Room supply was 15.5 million room nights (+0.5%), and room demand was 11.5 million room nights (+0.3%) (Figure 4).

Comparison to Top U.S. Markets

In comparison to the top U.S. markets, the Hawaiian Islands earned the highest RevPAR for the first nine months of 2025 at \$270 (-0.1%). New York, New York was second at \$253 (+4.5%), followed by Boston, Massachusetts at \$171 (-1.7%) (Figure 15).

The Hawaiian Islands also led the U.S. markets in the first nine months of 2025 with ADR at \$364 (+0.1%), followed by New York, New York at \$306 (+4.7%) and Boston, Massachusetts at \$232 (-0.2%) (Figure 16).

New York, New York topped the country in occupancy at 82.8 percent (-0.1 percentage points), followed by Las Vegas, Nevada at 74.7 percent (-5.6 percentage points) and Miami, Florida at 74.2% (0.0 percentage points). The Hawaiian Islands ranked fifth at 74.2 percent (-0.2 percentage points) (Figure 17).

Comparison to International Markets

Hotels in French Polynesia ranked highest in the first nine months of 2025 with RevPAR for international “sun and sea” destinations at \$517 (+0.5%), followed by the Maldives (\$383, +8.3%). Maui County (\$343, +0.1%), Kaua'i (\$320, +3.0%), Hawai'i Island (\$307, +7.8%), and O'ahu (\$223, -3.1%) ranked third, fifth, sixth, and eighth, respectively (Figure 18).

Hotels in French Polynesia led in the first nine months of 2025 with ADR at \$762 (+2.5%), followed by the Maldives (\$582, +3.9%) and Maui County (\$538, -1.4%). Hawai'i Island (\$433, +1.7%), Kaua'i (\$418, -0.7%), and O'ahu (\$282, -0.6%) ranked sixth, seventh, and ninth, respectively (Figure 19).

O'ahu led in occupancy for “sun and sea” destinations at 79.0 percent (-2.1 percentage points), followed by Kaua'i (76.7%, +2.7 percentage points) and Fiji (74.1%, -2.1 percentage points). Hawai'i Island (70.8%, +4.0 percentage points) and Maui County (63.7%, +1.0 percentage points) ranked seventh and fourteenth, respectively (Figure 20).

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 September 2025, the survey included 163 properties representing 47,807 rooms, or 84.1 percent of all lodging properties with 20 rooms or more in the Hawaiian Islands, including full service, limited service, and condominium hotels. The September survey included 84 properties

on O'ahu, representing 29,866 rooms (95.2%); 38 properties in the County of Maui, representing 9,388 rooms (69.2%); 22 properties on the island of Hawai'i, representing 5,211 rooms (77.1%); and 19 properties on Kaua'i, representing 3,342 rooms (65.0%).

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 September 2025

	Occupancy %			Average Daily Rate			RevPAR		
	2025	2024	Percentage Pt. Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	69.7%	69.1%	0.6%	\$314.75	\$315.09	-0.1%	\$219.41	\$217.70	0.8%
Luxury Class	57.5%	54.2%	3.3%	\$704.09	\$683.73	3.0%	\$405.00	\$370.88	9.2%
Upper Upscale Class	73.3%	72.5%	0.9%	\$294.33	\$296.98	-0.9%	\$215.77	\$215.17	0.3%
Upscale Class	69.5%	72.3%	-2.7%	\$211.04	\$227.62	-7.3%	\$146.76	\$164.47	-10.8%
Upper Midscale Class	66.7%	67.1%	-0.4%	\$183.45	\$196.88	-6.8%	\$122.39	\$132.15	-7.4%
Midscale & Economy Class	74.2%	72.4%	1.8%	\$194.57	\$199.43	-2.4%	\$144.36	\$144.35	0.0%
O'ahu	75.1%	77.2%	-2.0%	\$259.47	\$259.95	-0.2%	\$194.97	\$200.64	-2.8%
Waikiki	76.5%	78.4%	-1.9%	\$247.77	\$251.57	-1.5%	\$189.51	\$197.21	-3.9%
Other O'ahu	68.3%	71.0%	-2.8%	\$326.47	\$307.18	6.3%	\$222.89	\$218.17	2.2%
O'ahu Luxury	52.8%	54.4%	-1.5%	\$655.72	\$626.46	4.7%	\$346.40	\$340.50	1.7%
O'ahu Upper Upscale	78.9%	80.4%	-1.5%	\$269.66	\$270.45	-0.3%	\$212.73	\$217.32	-2.1%
O'ahu Upscale	73.0%	80.7%	-7.8%	\$196.94	\$201.01	-2.0%	\$143.69	\$162.30	-11.5%
O'ahu Upper Midscale	74.1%	74.3%	-0.2%	\$157.89	\$164.86	-4.2%	\$116.93	\$122.48	-4.5%
O'ahu Midscale & Economy	78.5%	77.2%	1.3%	\$140.44	\$146.80	-4.3%	\$110.18	\$113.32	-2.8%
Maui County	59.3%	52.6%	6.7%	\$423.67	\$455.28	-6.9%	\$251.22	\$239.53	4.9%
Wailea	60.5%	56.5%	4.0%	\$599.22	\$627.14	-4.5%	\$362.52	\$354.45	2.3%
Lahaina/Kā'anapali/Kapalua	61.1%	49.8%	11.3%	\$345.76	\$379.68	-8.9%	\$211.14	\$188.90	11.8%
Other Maui County	57.3%	55.8%	1.5%	\$515.10	\$531.41	-3.1%	\$295.40	\$296.74	-0.5%
Maui County Luxury	55.9%	48.8%	7.1%	\$736.91	\$751.46	-1.9%	\$412.13	\$366.63	12.4%
Maui County Upper Upscale & Upscale	61.3%	54.0%	7.3%	\$331.36	\$367.12	-9.7%	\$203.17	\$198.37	2.4%
Island of Hawai'i	61.6%	62.0%	-0.4%	\$353.83	\$348.18	1.6%	\$217.90	\$215.97	0.9%
Kohala Coast	56.4%	62.4%	-6.0%	\$480.18	\$448.78	7.0%	\$270.75	\$279.90	-3.3%
Kaua'i	74.7%	71.9%	2.8%	\$383.51	\$371.18	3.3%	\$286.56	\$266.92	7.4%

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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.

Figure 2: Hawai'i Hotel Performance by Measure September 2025

	Supply (room nights, thousands)			Demand (room nights, thousands)			Revenue (\$millions)		
	2025	2024	% Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	1,704.8	1,699.3	0.3%	1,188.4	1,174.0	1.2%	374.0	369.9	1.1%
O'ahu	940.9	941.5	-0.1%	707.0	726.7	-2.7%	183.5	188.9	-2.9%
Waikiki	787.0	787.4	0.0%	602.0	617.2	-2.5%	149.1	155.3	-3.9%
Maui County	407.0	403.1	1.0%	241.3	212.1	13.8%	102.2	96.6	5.9%
Wailea	76.6	76.3	0.4%	46.4	43.1	7.5%	27.8	27.1	2.7%
Lahaina/Kā'anapali/ Kapalua	213.4	213.9	-0.2%	130.3	106.4	22.4%	45.0	40.4	11.5%
Island of Hawai'i	202.7	199.9	1.4%	124.8	124.0	0.7%	44.2	43.2	2.3%
Kohala Coast	86.5	83.9	3.0%	48.8	52.4	-6.8%	23.4	23.5	-0.3%
Kaua'i	154.2	154.7	-0.3%	115.2	111.3	3.6%	44.2	41.3	7.0%

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Figure 3: Hawai'i Hotel Performance Year-to-Date September 2025

	Occupancy % Percentage Pt.			Average Daily Rate			RevPAR		
	2025	2024	Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	74.2%	74.4%	-0.2%	\$364.41	\$364.03	0.1%	\$270.39	\$270.77	-0.1%
Luxury Class	66.6%	60.9%	5.7%	\$843.97	\$818.59	3.1%	\$562.45	\$498.63	12.8%
Upper Upscale Class	76.9%	77.0%	-0.1%	\$325.77	\$335.08	-2.8%	\$250.58	\$258.10	-2.9%
Upscale Class	72.6%	78.0%	-5.4%	\$238.48	\$256.18	-6.9%	\$173.16	\$199.84	-13.4%
Upper Midscale Class	71.1%	72.2%	-1.1%	\$198.23	\$225.31	-12.0%	\$140.88	\$162.57	-13.3%
Midscale & Economy Class	78.2%	78.5%	-0.4%	\$223.18	\$226.55	-1.5%	\$174.51	\$177.94	-1.9%
O'ahu	79.0%	81.1%	-2.1%	\$282.33	\$284.11	-0.6%	\$223.14	\$230.37	-3.1%
Waikiki	79.8%	81.7%	-1.9%	\$266.23	\$271.34	-1.9%	\$212.57	\$221.82	-4.2%
Other O'ahu	74.9%	77.7%	-2.8%	\$369.89	\$352.95	4.8%	\$277.08	\$274.25	1.0%
O'ahu Luxury	60.0%	59.8%	0.3%	\$734.67	\$708.68	3.7%	\$441.05	\$423.63	4.1%
O'ahu Upper Upscale	81.5%	82.9%	-1.3%	\$289.47	\$294.07	-1.6%	\$236.03	\$243.68	-3.1%
O'ahu Upscale	79.4%	86.1%	-6.7%	\$210.08	\$215.16	-2.4%	\$166.84	\$185.20	-9.9%
O'ahu Upper Midscale	78.6%	80.1%	-1.5%	\$167.24	\$179.31	-6.7%	\$131.51	\$143.60	-8.4%
O'ahu Midscale & Economy	81.8%	83.3%	-1.5%	\$151.76	\$159.18	-4.7%	\$124.12	\$132.60	-6.4%
Maui County	63.7%	62.8%	1.0%	\$538.03	\$545.65	-1.4%	\$342.92	\$342.41	0.1%
Wailea	72.7%	66.2%	6.6%	\$750.92	\$758.81	-1.0%	\$546.02	\$502.00	8.8%
Lahaina/Kā'anapali/Kapalua	62.2%	61.7%	0.5%	\$435.62	\$450.83	-3.4%	\$270.84	\$278.25	-2.7%
Other Maui County	65.5%	63.9%	1.5%	\$646.03	\$651.20	-0.8%	\$422.97	\$416.40	1.6%
Maui County Luxury	67.4%	56.4%	11.0%	\$917.79	\$927.51	-1.0%	\$618.60	\$522.92	18.3%
Maui County Upper Upscale & Upscale	63.1%	65.0%	-1.8%	\$404.93	\$437.64	-7.5%	\$255.59	\$284.29	-10.1%
Island of Hawai'i	70.8%	66.8%	4.0%	\$433.04	\$425.64	1.7%	\$306.59	\$284.44	7.8%
Kohala Coast	71.9%	72.7%	-0.8%	\$583.79	\$565.13	3.3%	\$419.71	\$411.03	2.1%
Kaua'i	76.7%	73.9%	2.7%	\$417.79	\$420.59	-0.7%	\$320.32	\$310.93	3.0%

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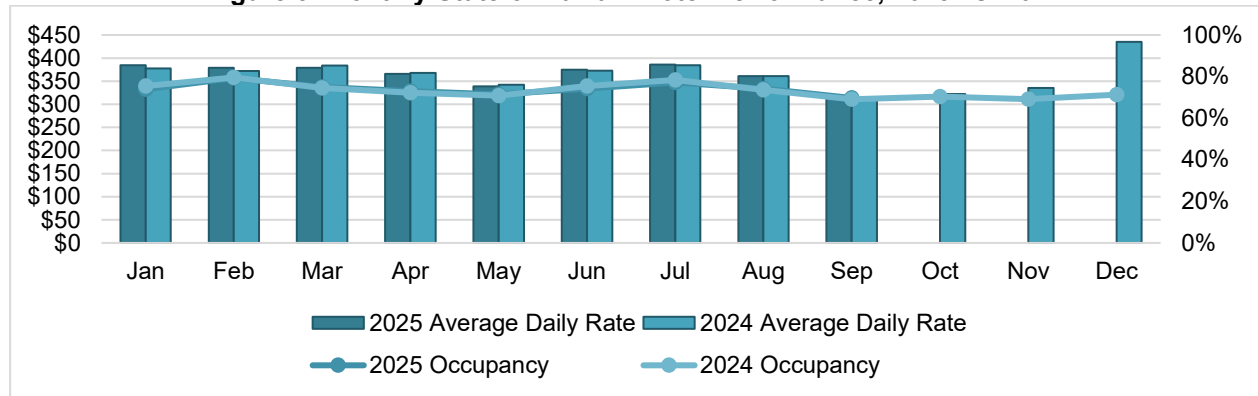
Note: Samples for some classes and regions were insufficient for reporting purposes, but these data were included in island and statewide totals.

Figure 4: Hawai'i Hotel Performance by Measure Year-to-Date September 2025

	Supply (thousands)			Demand (thousands)			Revenue (millions)		
	2025	2024	% Change	2025	2024	% Change	2025	2024	% Change
State of Hawai'i	15,504.3	15,423.2	0.5%	11,504.0	11,472.1	0.3%	4,192.1	4,176.2	0.4%
O'ahu	8,565.1	8,517.5	0.6%	6,769.4	6,906.7	-2.0%	1,911.2	1,962.2	-2.6%
Waikiki	7,161.3	7,127.4	0.5%	5,717.8	5,826.5	-1.9%	1,522.3	1,581.0	-3.7%
Maui County	3,692.0	3,664.7	0.7%	2,353.2	2,299.6	2.3%	1,266.1	1,254.8	0.9%
Wailea	696.6	694.5	0.3%	506.5	459.4	10.3%	380.4	348.6	9.1%
Lahaina/Kā'anapali/ Kapalua	1,942.7	1,962.7	-1.0%	1,207.9	1,211.4	-0.3%	526.2	546.1	-3.7%
Island of Hawai'i	1,841.8	1,833.2	0.5%	1,304.0	1,225.0	6.4%	564.7	521.4	8.3%
Kohala Coast	785.4	778.0	0.9%	564.6	565.8	-0.2%	329.6	319.8	3.1%
Kaua'i	1,405.3	1,407.9	-0.2%	1,077.5	1,040.8	3.5%	450.2	437.7	2.8%

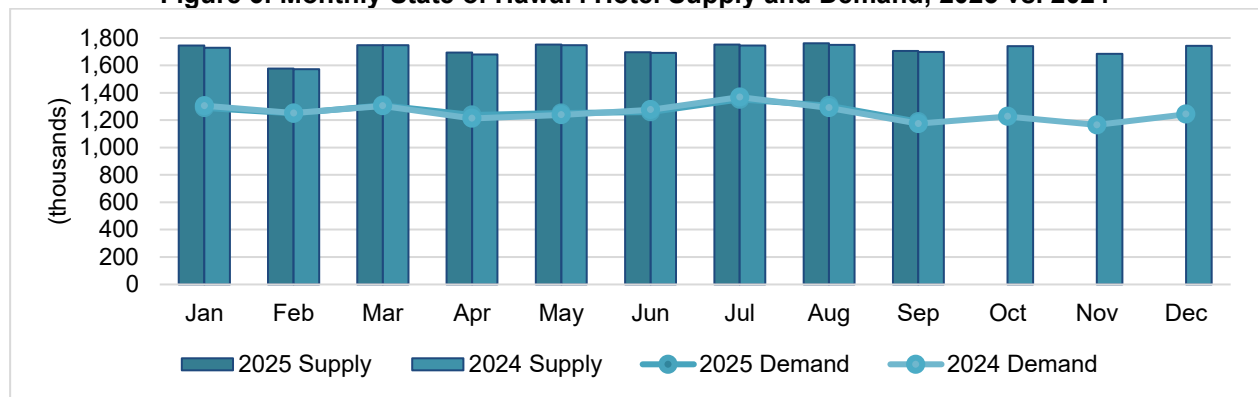
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Figure 5: Monthly State of Hawai'i Hotel Performance, 2025 vs. 2024



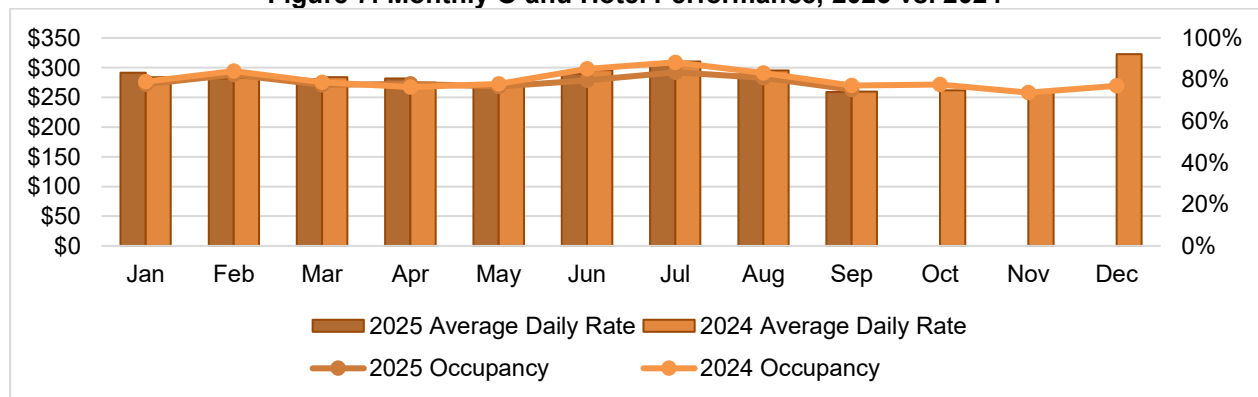
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Figure 6: Monthly State of Hawai'i Hotel Supply and Demand, 2025 vs. 2024



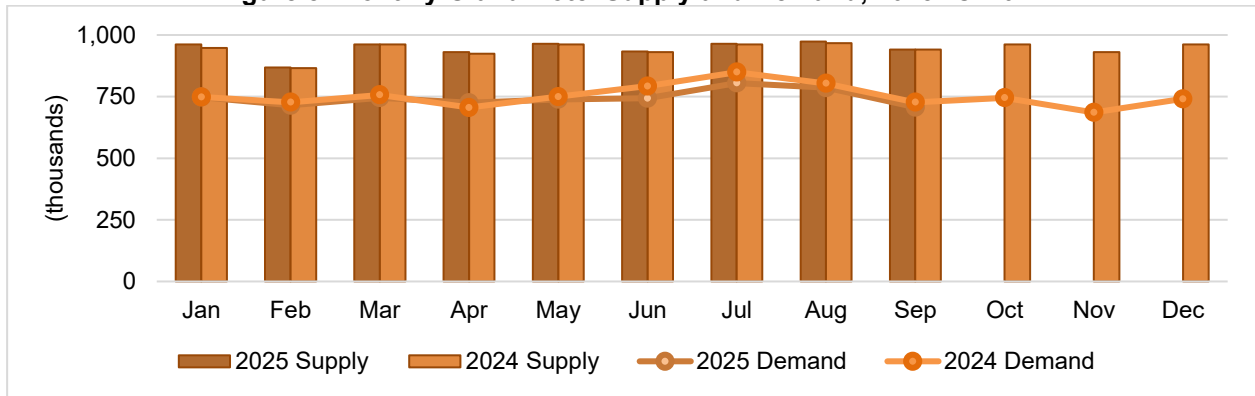
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Figure 7: Monthly O'ahu Hotel Performance, 2025 vs. 2024



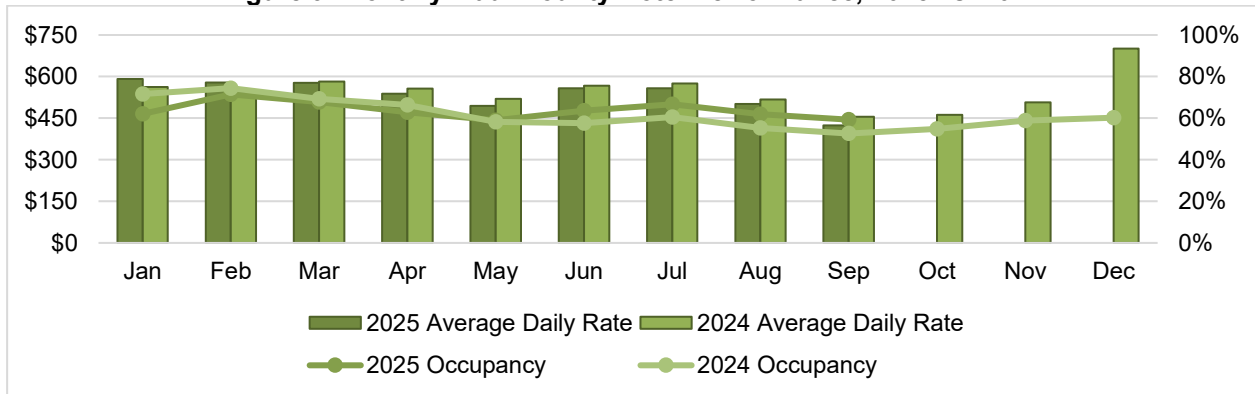
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Figure 8: Monthly O'ahu Hotel Supply and Demand, 2025 vs. 2024



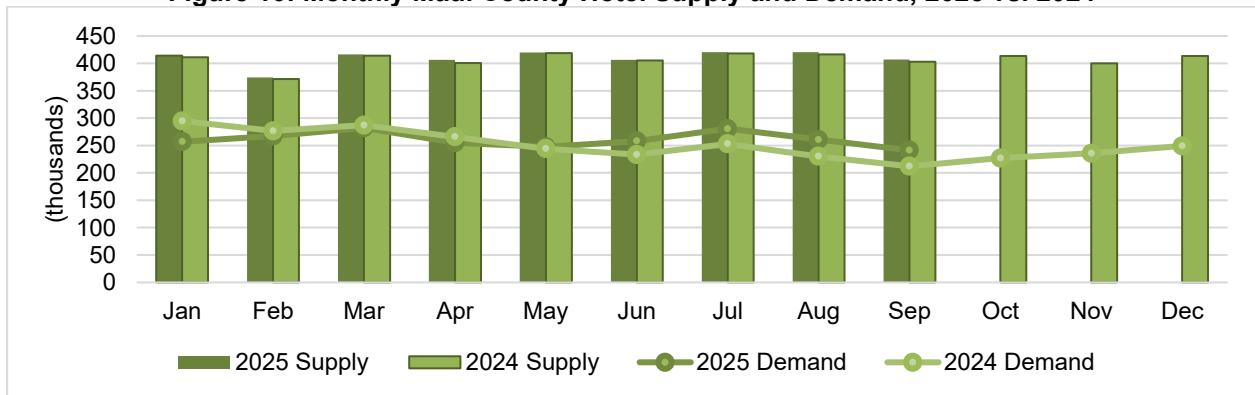
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Figure 9: Monthly Maui County Hotel Performance, 2025 vs. 2024



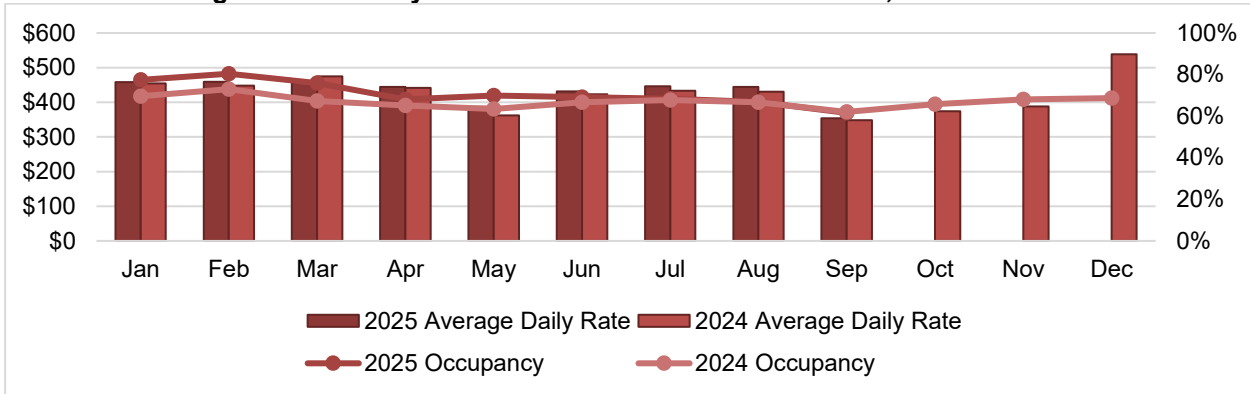
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Figure 10: Monthly Maui County Hotel Supply and Demand, 2025 vs. 2024



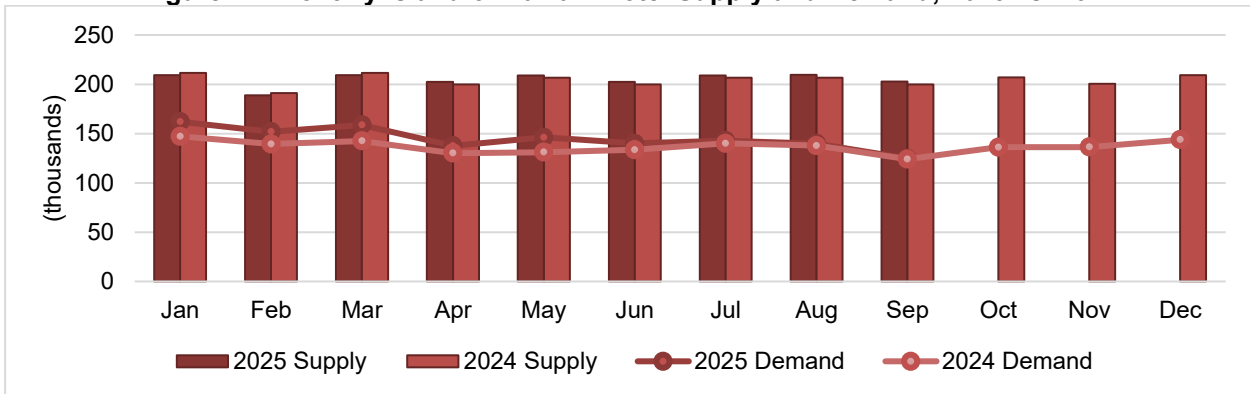
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Figure 11: Monthly Island of Hawai'i Hotel Performance, 2025 vs. 2024



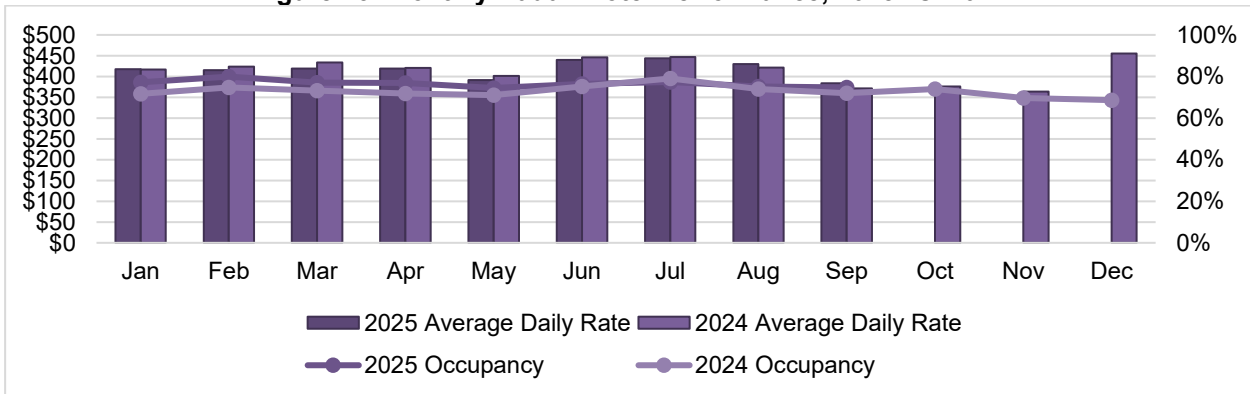
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Figure 12: Monthly Island of Hawai'i Hotel Supply and Demand, 2025 vs. 2024



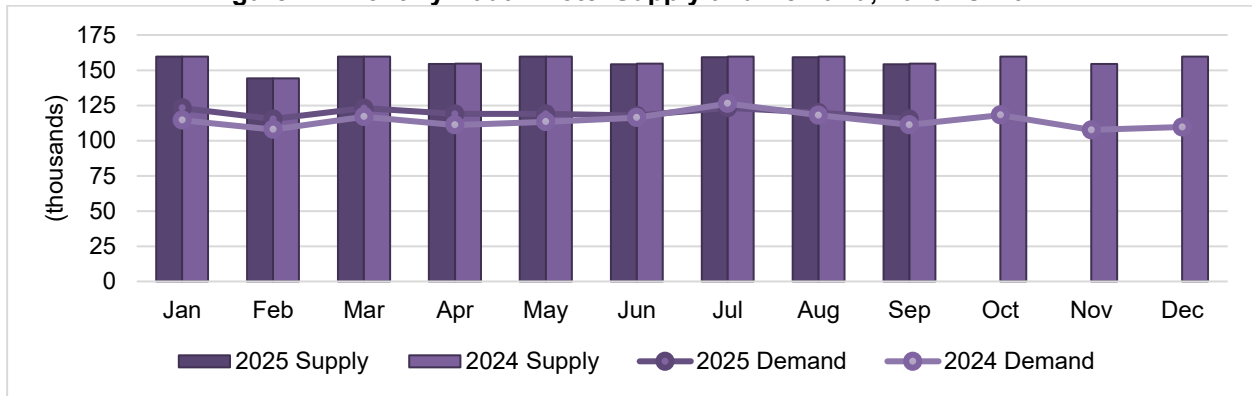
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Figure 13: Monthly Kaua'i Hotel Performance, 2025 vs. 2024



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Figure 14: Monthly Kaua'i Hotel Supply and Demand, 2025 vs. 2024



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Figure 15: Top 5 U.S. Markets – Revenue Per Available Room – YTD September 2025

Rank	Destination	Revenue Per Available Room	% Change
1	Hawaiian Islands	\$270.39	-0.1%
2	New York, NY	\$253.12	4.5%
3	Boston, MA	\$171.08	-1.7%
4	Miami, FL	\$166.40	1.9%
5	San Diego, CA	\$161.86	-1.7%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 16: Top 5 U.S. Markets – Average Daily Rate – YTD September 2025

Rank	Destination	Average Daily Rate	% Change
1	Hawaiian Islands	\$364.41	0.1%
2	New York, NY	\$305.85	4.7%
3	Boston, MA	\$231.73	-0.2%
4	San Francisco/San Mateo, CA	\$224.96	3.3%
5	Miami, FL	\$224.19	1.9%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 17: Top 5 U.S. Markets – Occupancy – YTD September 2025

Rank	Destination	Occupancy	Percentage Pt. Change
1	New York, NY	82.8%	-0.1%
2	Las Vegas, NV	74.7%	-5.6%
3	Miami, FL	74.2%	0.0%
4	San Diego, CA	74.2%	-1.7%
5	Hawaiian Islands	74.2%	-0.2%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 18: Competitive Sun and Sea Destinations – Revenue Per Available Room – YTD September 2025

Rank	Destination	Revenue Per Available Room	% Change
1	French Polynesia	\$517.34	0.5%
2	Maldives	\$383.31	8.3%
3	Maui County	\$342.92	0.1%
4	Aruba	\$322.24	1.8%
5	Kaua'i	\$320.32	3.0%
6	Hawai'i Island	\$306.59	7.8%
7	Cabo San Lucas+	\$248.29	8.5%
8	O'ahu	\$223.14	-3.1%
9	Puerto Rico	\$218.57	2.6%
10	Fiji	\$201.03	-1.9%
11	Cancun+	\$195.72	-1.0%
12	Costa Rica	\$166.35	0.9%
13	Puerto Vallarta+	\$144.51	3.9%
14	Bali	\$108.76	0.3%
15	Phuket	\$101.65	5.0%

Source: STR, Inc. © Copyright 2025 State of Hawai'i Department of Business, Economic Development & Tourism

Figure 19: Competitive Sun and Sea Destinations – Average Daily Rate – YTD September 2025

Rank	Destination	Average Daily Rate	% Change
1	French Polynesia	\$761.76	2.5%
2	Maldives	\$581.78	3.9%
3	Maui County	\$538.03	-1.4%
4	Aruba	\$458.37	5.4%
5	Cabo San Lucas+	\$458.28	9.5%
6	Hawai'i Island	\$433.04	1.7%
7	Kaua'i	\$417.79	-0.7%
8	Puerto Rico	\$300.63	2.0%
9	O'ahu	\$282.33	-0.6%
10	Cancun+	\$276.71	0.7%
11	Fiji	\$271.20	0.8%
12	Costa Rica	\$258.93	5.2%
13	Puerto Vallarta+	\$203.32	3.5%
14	Phuket	\$159.46	14.4%
15	Bali	\$153.47	4.1%

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Figure 20: Competitive Sun and Sea Destinations – Occupancy – YTD September 2025

Rank	Destination	Occupancy	Percentage Pt. Change
1	O'ahu	79.0%	-2.1%
2	Kaua'i	76.7%	2.7%
3	Fiji	74.1%	-2.1%
4	Puerto Rico	72.7%	0.4%
5	Puerto Vallarta+	71.1%	0.3%
6	Bali	70.9%	-2.6%
7	Hawai'i Island	70.8%	4.0%
8	Cancun+	70.7%	-1.2%
9	Aruba	70.3%	-2.5%
10	French Polynesia	67.9%	-1.4%
11	Maldives	65.9%	2.6%
12	Costa Rica	64.2%	-2.7%
13	Phuket	63.7%	-5.7%
14	Maui County	63.7%	1.0%
15	Cabo San Lucas+	54.2%	-0.5%

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