HAWAIʻI HOTEL HUI

Market Intelligence Report

JUNE 2026
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RevPAR grew nine percent in June and 3.3 percent for the half, which is roughly inflation. Occupancy did most of the work in both, and airlines are moving third-quarter seats away from Honolulu.

VISITOR SPENDING	TOTAL ARRIVALS	STATEWIDE OCCUPANCY	STATEWIDE REVPAR
$1.98B	858,577	78.7%	$302
+0.6% vs. June 2025	+0.2% vs. June 2025	+4.4 pts vs. June 2025	+9.1% vs. June 2025

OʻAHU REVPAR	MAUI COUNTY REVPAR	HAWAIʻI ISLAND REVPAR	KAUAʻI REVPAR
$244	$404	$325	$360
+6.3% vs. June 2025	+14.3% vs. June 2025	+9.7% vs. June 2025	+7.1% vs. June 2025
ADR $292 (+1.3%)	ADR $563 (+0.9%)	ADR $475 (+11.0%)	ADR $450 (+3.5%)
Occ 83.6% (+4.0 pts)	Occ 71.8% (+8.4 pts)	Occ 68.4% (-0.8 pts)	Occ 80.0% (+2.7 pts)

EXECUTIVE SUMMARY

- **A nine percent RevPAR month, and occupancy did two thirds of it.** Statewide RevPAR hit $302 (+9.1%) on occupancy of 78.7 percent, up 4.4 points, with ADR up 3.0 percent to $384. Good month. Just understand which lever moved, because that one is nearly out of travel.
- **Trips got shorter, not richer.** Daily spend of $293 is up 13.2 percent and reads like a win. Per-trip spend of $2,301 is up 0.4 percent. Stays fell from 8.86 days to 7.86. Same wallet, fewer nights, bigger daily number.
- **Maui improved occupancy but still could not move ADR.** Occupancy jumped 8.4 points to 71.8 percent and RevPAR rose 14.3 percent, while ADR moved 0.9 percent. Meanwhile West Maui vacation rentals took $867 a night, up 29.7 percent, on the same stretch of coast. The rate power is there. Hotels are not the ones holding it.
- **The top of the market is pricing and the middle is discounting, second month running.** Luxury ADR up 5.2 percent and Upper Upscale up 4.5 percent, while Upscale cut 1.1 percent and Midscale and Economy cut 1.6 percent. The barbell from May did not close.
- **Hawaiʻi Island was the only island to take real rate.** ADR up 11.0 percent, Kohala Coast up 14.9 percent, and it cost 2.1 percent of room nights and 0.8 occupancy points. That is a trade most operators would make twice.
- **Kauaʻi is the mismatch to watch.** Arrivals fell 4.9 percent in June and are down 8.5 percent for the half, and Lihuʻe is getting 11.2 percent more seats this quarter, the largest increase in the state. More planes into the island with the fewest visitors.
- **Airlines are pulling seats off Oʻahu and pushing them at the Neighbor Islands.** Honolulu is flat for the quarter and goes negative in August and September, while Lihuʻe adds 11.2 percent, Kona 9.2 and Kahului 8.8. For once that is the good side of the trade for Waikīkī.

WHAT'S ACTUALLY HAPPENING

Occupancy Did the Work

Every island moved rate up in June, but only one moved it much. Oʻahu was up 1.3 percent, Maui County 0.9 percent, Kauaʻi 3.5 percent. Hawaiʻi Island was up 11.0 percent and carried the statewide average almost by itself. The softness sits below island level, in West Maui at -0.6 percent and in the Upscale and Midscale classes, which grew RevPAR while cutting price.

The half-year sharpens it. Six-month ADR is up 1.2 percent, flat in real terms, and Oʻahu is negative on both rate and RevPAR. Against competing sun and sea destinations, Oʻahu ranks third on first-half occupancy but tenth on RevPAR and twelfth on ADR. Full rooms, cheap rooms.

The play: stop budgeting the second half on volume. Occupancy is strong. Every point of RevPAR from here comes out of rate, which means holding on strong dates instead of protecting occupancy you were going to get anyway.

The Length-of-Stay Problem, Now Three Months Old

Arrivals were flat at 858,577. The average stay fell 11.3 percent, from 8.86 days to 7.86, and visitor days fell with it. More people through the door, fewer of them here on any given night.

That single fact explains the spending headline everyone will quote. Daily spend per person of $293 is up 13.2 percent. Per-trip spend of $2,301 is up 0.4 percent. Divide a flat trip budget across fewer days and the daily number rises on its own. After inflation the trip is worth less than it was a year ago.

It repeats everywhere. Kauaʻi posted the biggest daily spending jump in the state at 24.4 percent on stays 14.0 percent shorter. Maui daily spend rose 17.5 percent with per-trip spend exactly flat. Shorter stays have now shown up in every market except Japan since April, which makes three months running.

The play: two things. Make the shorter stay worth more through packages, dining and on-property spend, because the guest is watching trip total rather than nightly rate. And check the labor model, since the same room nights now arrive as more check-ins, more departures and more full cleans.

Maui: Occupancy Up, Rate Flat

Maui County led the state on RevPAR growth at 14.3 percent, and occupancy did nearly all of it. Occupancy rose 8.4 points to 71.8 percent while ADR moved 0.9 percent. West Maui gained 9.0 occupancy points and gave up 0.6 percent on rate to get them. For the half, county ADR is down 2.3 percent and Wailea down 3.8 percent.

Even after that jump, Maui is second lowest in the state on occupancy, ahead of only Hawaiʻi Island. The difference is that Hawaiʻi Island is running lower by choice, having traded occupancy for an 11 percent rate increase. Maui gave up nothing and got 0.9 percent.

The pre-fire comparison sharpens it. In June 2023, before the fires, Maui County ran 67.2 percent occupancy at an ADR of $623. Today the island is fuller, at 71.8 percent, and charging $563, nearly ten percent less per room. RevPAR is still 3.4 percent below pre-fire even with those extra nights sold. Maui is not short of guests. It is short of the rate it used to command from them.

The rate growth on that island went somewhere, just not to hotels. Vacation rentals in Lahaina, Kāʻanapali, Nāpili and Kapalua averaged $867 a night, up 29.7 percent, with demand up 29.6 percent. Guests are paying well above the hotel rate in the same neighborhoods, and paying it in volume.

Maui also carries the state's steepest drop in visitor days, down 14.1 percent, with stays down 14.9 percent to 6.49 days on arrivals up 1.0 percent. Same visitors, materially shorter trips, and 8.8 percent more Kahului seats arriving this quarter.

The play: when someone points at the 14.3 percent RevPAR increase and says Maui is back, be specific that it was occupancy, not rate. That matters most if it is about to become a budget number. And before you set fourth-quarter and holiday rates, look at what the rentals nearby are actually getting. Guests are paying $867 a night in Kāʻanapali. Your comp set is not showing you that.

Luxury Is Still Pulling Away

May's barbell did not close. Luxury grew ADR 5.2 percent to $719 and RevPAR 8.2 percent. Upper Upscale grew ADR 4.5 percent and posted the strongest RevPAR gain in the state at 10.7 percent. Below that line, Upscale cut rate 1.1 percent and Midscale and Economy cut 1.6 percent, both buying occupancy with price.

Hawaiʻi Island shows the same split geographically. Kohala Coast pushed ADR up 14.9 percent to $672, let 1.9 occupancy points go to do it, and still grew RevPAR 11.9 percent. That is a market with pricing power using it.

The play: this cuts two ways depending on where you sit. If you are luxury or upper upscale, the market is bearing your increases and the caution about occupancy-led growth is not aimed at you. If you are in the middle, you are two months into trading rate for heads, and class-level ADR is going backwards while you do it.

Oʻahu: A Good Month Inside a Flat Year

Oʻahu posted RevPAR of $244, up 6.3 percent, on 83.6 percent occupancy and ADR of $292. Waikīkī ran 84.4 percent, the fullest submarket in the state. Set against a first half that is negative on both RevPAR and ADR, that reads as one good month rather than a turn.

The competitive picture is unusually favorable, though, and it is worth naming. Oʻahu vacation rental supply fell 6.0 percent and demand 3.2 percent, so the alternative channel contracted while hotels filled. That may be permit enforcement and it may be the provider's methodology restatement; the data does not settle which, so read it as a flag rather than a verdict. Either way it is competitive pressure Maui operators are carrying and you are not.

The play: hold rate through August and September. Honolulu seats go negative in both months while arrivals hold, which is the setup for compression, and the year only closes its gap on rate. When you need to win a booking, add value rather than cut price, because the cut resets the anchor for the whole comp set.

Hawaiʻi Island: The One Market That Priced

ADR rose 11.0 percent to $475 and Kohala Coast 14.9 percent to $672. It cost 2.1 percent of room nights and 0.8 occupancy points, on supply that was itself down 1.0 percent. Two percent of volume for eleven points of rate is a deal most operators would take, and RevPAR grew 9.7 percent on it.

Whether it holds is the question. Island arrivals are down 8.6 percent for the half and visitor days down 13.3 percent, the steepest in the state. Hilo-side arrivals fell 22.4 percent in June against a flat Kona side. And Kona seats are up 9.2 percent this quarter, so the pressure to buy that volume back is coming.

The play: hold the line into September. The whole gain is rate and it disappears the moment you trade it back. Also do not plan the Hilo side off Kohala Coast numbers, because those two are running on completely different demand.

Kauaʻi: More Planes, Fewer People

Kauaʻi had a good month at $360 RevPAR, up 7.1 percent, on 80.0 percent occupancy and ADR up 3.5 percent. Underneath it, arrivals fell 4.9 percent in June and are down 8.5 percent for the half. Lihuʻe is getting 11.2 percent more seats this quarter, the biggest increase of any airport in the state.

The play: the air seats are already scheduled, so the visitors either show up or the fares come down to find them. Watch September pace weekly from here rather than monthly.

Where the Visitors Are Coming From

U.S. East is carrying the state. Arrivals up 9.4 percent, the only real growth anywhere, and the highest daily spend of any market at $337. Note that the published definition of U.S. East is everything east of the Rockies, so it takes in the Midwest and the South. U.S. West was up 0.7 percent with spending flat. Japan fell 4.2 percent on arrivals but was the only market whose visitors stayed longer.

Canada fell 15.0 percent on arrivals and 18.1 percent on spending. This is politics and currency rather than the travel cycle: trade tension, a weak loonie, and Canadians steering away from U.S. trips. Third-quarter seats are cut another 14.5 percent, Calgary is down 61.5 percent, and the cuts get deeper each month through September. Nothing reverses before winter at the earliest.

The play: if you carry real Canadian exposure, replace those room nights now rather than in September. U.S. East is the obvious backfill and the seats are already being added.

Vacation Rentals: Read the Islands Apart

Statewide rental demand rose 8.0 percent on roughly flat supply, with ADR up 14.5 percent to $534. Two islands moved for opposite reasons, and averaging them hides the point.

Maui County is real demand: unit demand up 20.9 percent on supply up 8.2 percent, with ADR up 22.3 percent. West Maui is stronger still at 29.6 percent more demand and 29.7 percent more rate. Oʻahu went the other way, with supply down 6.0 percent, demand down 3.2 percent, and Waikīkī unit occupancy down 1.2 points.

One caveat across all of it: DBEDT revised its cross-listing methodology in July 2026 and restated history back to January, so supply movements may reflect better measurement rather than real inventory change.

AIR CAPACITY IMPLICATIONS

- **Third-quarter seats are up 3.6 percent, and the growth is aimed at the Neighbor Islands.** Lihuʻe adds 11.2 percent, Kona 9.2 and Kahului 8.8, while Honolulu is flat for the quarter and negative in August (-0.9%) and September (-2.9%).
- **Seats are growing faster than people on three islands.** Kauaʻi arrivals are down 8.5 percent for the half and getting the most seats. Hawaiʻi Island is down 8.6 percent and getting the second most. Maui is up 1.3 percent against 8.8 percent more seats. When airlines add faster than passengers show up, fare promotions usually follow, which helps arrival counts and hurts rate.
- **The West Coast map is being redrawn.** Salt Lake City is up 49.8 percent, Portland 19.7, San Francisco 15.6, San Diego 13.9, Phoenix 10.1 and Los Angeles 9.9, with new Burbank service. Going the other way: Seattle -4.2 percent, Las Vegas -6.5, San Jose -7.6, Ontario -15.6.
- **The U.S. East build looks structural, not seasonal.** East seats are up 7.7 percent, with Dallas up 32.8 percent, Minneapolis 30.0 and Washington D.C. up sharply off a small base. That is the market with the highest daily spend and the only real arrivals growth in the state. Invest behind it.
- **International keeps getting worse, not better.** Down 9.0 percent overall, with Seoul -26.8 percent, Canada -14.5 and Japan -4.8, and the declines deepen through the quarter. Japan runs from +2.7 percent in July to -15.0 percent in September. Nothing in the schedules suggests a second-half return.
- **Oʻahu is the one place the seat map favors the hotel.** Fewer seats into a market that is holding arrivals is what lets you hold rate. It is the inverse of the Neighbor Island problem, and it does not last past this quarter.

KEY DATA POINTS

All figures compare June 2026 to June 2025 (year-over-year), except forward air seats, which reflect the July–September 2026 outlook.

Hotel Performance by Island and Submarket — June 2026 vs. June 2025

Market	Occ 2026	Occ Chg (pts)	ADR 2026	ADR Chg	RevPAR 2026	RevPAR Chg
State of Hawaiʻi	78.7%	+4.4	$384.09	+3.0%	$302.23	+9.1%
Oʻahu	83.6%	+4.0	$292.28	+1.3%	$244.30	+6.3%
Waikīkī	84.4%	+3.8	$275.12	+1.7%	$232.28	+6.5%
Other Oʻahu	79.4%	+5.1	$382.47	-2.1%	$303.65	+4.7%
Maui County	71.8%	+8.4	$562.93	+0.9%	$404.38	+14.3%
Wailea	82.4%	+8.0	$777.33	+3.2%	$640.34	+14.3%
Lahaina/Kāʻanapali/Kapalua	71.3%	+9.0	$463.84	-0.6%	$330.94	+13.7%
Other Maui County	72.4%	+7.8	$669.79	+2.2%	$484.70	+14.5%
Island of Hawaiʻi	68.4%	-0.8	$474.58	+11.0%	$324.57	+9.7%
Kohala Coast	70.2%	-1.9	$671.82	+14.9%	$471.71	+11.9%
Kauaʻi	80.0%	+2.7	$450.31	+3.5%	$360.27	+7.1%

Source: DBEDT. Sample coverage varies by island: Oʻahu 94.9% of qualifying rooms, Maui County 69.1%, Hawaiʻi Island 79.6%, Kauaʻi 64.5%. Property classification changes effective January 2026 mean 2025 figures may differ from previously published reports.

Hotel Performance by Class — June 2026 vs. June 2025

Class	Occ 2026	Occ Chg (pts)	ADR 2026	ADR Chg	RevPAR 2026	RevPAR Chg
Luxury	75.0%	+2.0	$718.90	+5.2%	$539.52	+8.2%
Upper Upscale	83.5%	+4.7	$360.94	+4.5%	$301.50	+10.7%
Upscale	73.9%	+5.3	$236.84	-1.1%	$174.99	+6.7%
Upper Midscale	76.4%	+5.4	$200.51	+2.3%	$153.10	+10.1%
Midscale & Economy	77.7%	+5.3	$231.70	-1.6%	$180.05	+5.5%

Source: DBEDT. Some class and region samples were insufficient for separate reporting but are included in island and statewide totals.

Hotel Supply, Demand and Revenue — June 2026 vs. June 2025

Market	Supply (000)	Supply Chg	Demand (000)	Demand Chg	Revenue ($M)	Rev Chg
State of Hawaiʻi	1,710.5	+0.1%	1,345.9	+6.1%	$517.0	+9.3%
Oʻahu	948.0	+0.7%	792.3	+5.8%	$231.6	+7.1%
Waikīkī	788.4	0.0%	665.6	+4.7%	$183.1	+6.5%
Maui County	404.6	-0.5%	290.6	+12.7%	$163.6	+13.7%
Lahaina/Kāʻanapali/Kapalua	211.4	-0.9%	150.8	+13.3%	$69.9	+12.7%
Island of Hawaiʻi	201.5	-1.0%	137.8	-2.1%	$65.4	+8.6%
Kohala Coast	86.6	+0.3%	60.8	-2.3%	$40.8	+12.3%
Kauaʻi	156.5	-0.1%	125.2	+3.3%	$56.4	+6.9%

Source: DBEDT. Supply is available room nights and demand is room nights sold, both in thousands.

Visitor Arrivals, Days and Spending by Island — June 2026 vs. June 2025

Island	Arrivals	Arr Chg	Visitor Days	Days Chg	Spend ($M)	Per-Trip Chg
Statewide	858,577	+0.2%	6,749,429	-11.2%	$1,975.3	+0.4%
Oʻahu	514,992	+0.5%	3,423,945	-6.7%	$934.5	+1.5%
Maui	229,197	+1.0%	1,487,874	-14.1%	$516.4	0.0%
Hawaiʻi Island	154,835	-0.2%	1,011,994	-12.2%	$253.8	-2.1%
Kauaʻi	128,883	-4.9%	825,616	-18.2%	$270.6	+7.0%

Source: DBEDT. Molokaʻi and Lānaʻi statistics for June 2026 were not available due to limited data and are excluded rather than estimated.

Visitor Arrivals and Spending by Market — June 2026 vs. June 2025

Market	Arrivals	Arr Chg	Days Chg	ALOS	Daily Spend	Trip Spend Chg
U.S. West	486,117	+0.7%	-12.1%	7.55	$275.30	-0.5%
U.S. East	243,360	+9.4%	-4.5%	8.51	$337.40	-0.7%
Japan	54,902	-4.2%	-1.5%	6.04	$247.00	+3.5%
Canada	12,211	-15.0%	-19.3%	9.34	$231.90	-3.7%
All Others	61,987	-21.3%	-27.0%	9.07	$280.10	+1.7%
Total	858,577	+0.2%	-11.2%	7.86	$292.70	+0.4%

Source: DBEDT. “U.S. East” is defined as all states east of the Rocky Mountains, including the Midwest and the South.

Vacation Rental Performance by Island — June 2026 vs. June 2025

Market	Supply Chg	Demand Chg	Unit Occ	Occ Chg (pts)	ADR 2026	ADR Chg
State of Hawaiʻi	+0.6%	+8.0%	49.8%	+3.4	$533.78	+14.5%
Oʻahu	-6.0%	-3.2%	53.7%	+1.6	$415.76	+1.4%
Waikīkī	+0.2%	-1.8%	58.2%	-1.2	$345.53	-0.5%
Maui County	+8.2%	+20.9%	50.2%	+5.3	$652.02	+22.3%
Lahaina/Kāʻanapali/Nāpili/Kapalua	+14.5%	+29.6%	53.6%	+6.2	$866.85	+29.7%
Wailea/Kīhei	+7.4%	+15.9%	48.2%	+3.5	$453.35	+6.9%
Island of Hawaiʻi	+0.4%	+7.9%	42.9%	+3.0	$420.48	+10.5%
Kauaʻi	-3.0%	+4.2%	53.5%	+3.7	$620.27	+13.6%

Source: DBEDT. A revised cross-listing and deduplication methodology took effect in July 2026 with historical data restated from January 2026; supply movements may reflect measurement precision rather than inventory change. Reservation system coverage represents approximately 37.3% of estimated statewide units.

Forward Scheduled Air Seats — July–September 2026 vs. July–September 2025

Airport / Market	Q3 2026 Seats	YoY Chg	July	August	September
Statewide	3,361,540	+3.6%	+7.5%	+2.1%	+0.5%
Honolulu	2,083,891	0.0%	+3.5%	-0.9%	-2.9%

Airport / Market	Q3 2026 Seats	YoY Chg	July	August	September
Kahului	638,101	+8.8%	+16.8%	+1.7%	+7.8%
Kona	326,237	+9.2%	+9.6%	+15.0%	+2.5%
Lihuʻe	309,111	+11.2%	+15.0%	+10.4%	+7.3%
Domestic total	2,804,400	+6.5%	+10.0%	+4.4%	+4.6%
U.S. West	2,545,599	+6.3%	+9.7%	+4.1%	+4.7%
U.S. East	258,801	+7.7%	+12.4%	+7.0%	+3.2%
International total	557,140	-9.0%	-4.2%	-7.5%	-15.4%
Japan	319,513	-4.8%	+2.7%	-1.7%	-15.0%
Canada	37,338	-14.5%	-7.3%	-13.9%	-22.1%
Seoul	64,419	-26.8%	-28.7%	-28.8%	-22.4%
Oceania	49,922	-23.3%	-14.5%	-29.0%	-26.3%

Source: DBEDT and HTA. Monthly columns show year-over-year percentage change in scheduled seats. Forward schedules are subject to change.

NOTES AND DATA GAPS

Data compiled from DBEDT and HTA monthly releases, with all vendor-level attribution consolidated to the publishing agencies. Flagged this month: (1) Molokaʻi and Lānaʻi June figures were suppressed by the publishing agency and are omitted rather than estimated; (2) hotel survey coverage is thinnest on Kauaʻi at 64.5 percent of qualifying rooms and in Maui County at 69.1 percent, so submarket movements on those islands carry a wider margin; (3) pre-fire Maui benchmarks are drawn from the DBEDT hotel series for June 2023, the last full June before the August 2023 wildfires; (4) travel status detail in the visitor statistics file did not reconcile to total arrivals and was excluded; (5) vacation rental history was restated from January 2026 under a revised provider methodology, so supply movements may reflect measurement rather than inventory. No figures were interpolated or carried forward to fill these gaps. All visitor statistics are preliminary and subject to revision.