

HAWAI'I HOTEL HUI

March 2026

Hawai'i Hotel Hui · Industry Intelligence Report

MAR VISITOR SPENDING \$1.96B -1.6% vs. Mar 2025	MAR TOTAL ARRIVALS 888,349 -1.7% vs. Mar 2025	STATEWIDE OCC. 74.5% -0.5 pts vs. Mar 2025	STATEWIDE REVPAR \$280 -0.7% vs. Mar 2025
O'AHU REVPAR \$212 -2.0% vs. Mar 2025	MAUI COUNTY REVPAR \$381 -2.4% vs. Mar 2025	HAWAI'I ISLAND REVPAR \$355 +3.5% vs. Mar 2025	KAUA'I REVPAR \$332 +3.6% vs. Mar 2025

EXECUTIVE SUMMARY

- **The Kona Low storms cost Hawai'i an estimated \$300 million in tourism revenue.** Arrivals fell 1.7% to 888,349 and spending dropped 1.6% to \$1.96 billion. But YTD through March, spending is still up 9.0% and arrivals up 3.8% — the underlying trend is intact.
- **U.S. East was the bright spot.** East arrivals rose 13.9% to 271,291 and spending jumped 12.4% to \$697 million. Many East visitors arrived early March before the storms hit. YTD, U.S. East arrivals are up 14.3% — the strongest market by a wide margin.
- **U.S. West took the hardest hit from the storms.** West arrivals fell 7.4% and spending dropped 5.3%. Spring break timing meant many West visitors were caught in the disruption window. Per-person daily spending actually rose 7.1% to \$270, suggesting those who did come spent well.
- **Canada is accelerating its decline.** Arrivals down 11.4% in March, down 8.4% YTD. Spending down 4.3%. Per-person daily spend slipped to \$218. This is the worst monthly performance of the year so far for Canada.
- **The island split is widening.** O'ahu and Maui RevPAR both fell. Hawai'i Island and Kaua'i both rose. The Neighbor Island outperformance is becoming a consistent pattern, not a one-month anomaly.
- **Maui's rate problem persists.** ADR fell 2.8% to \$561. YTD Maui ADR is down 4.9% against 2025. Occupancy is recovering but pricing confidence has not returned.
- **STR demand contracted sharply.** Statewide vacation rental demand fell 4.3% while ADR dropped 4.4%. The STR market is softening faster than hotels.

WHAT'S ACTUALLY HAPPENING

The Storm Effect: \$300 Million in Lost Revenue

Two Kona Low storms hit March 10-15 and March 19-24, directly overlapping spring break. The result: 888,349 total visitors, down 1.7% from 903,891 in March 2025, and \$1.96 billion in spending, down 1.6%. DBEDT estimated more than \$300 million in lost tourism revenue. Flight delays and cancellations, attraction closures, and cruise port cancellations all contributed. The average length of stay dropped to 8.14 days from 8.43, and the statewide daily census fell 5.1% to 233,203 visitors. Put simply: fewer visitors came and those who did left faster.

The YTD context, however, is important. Through March, spending is up 9.0% to \$6.12 billion and arrivals are up 3.8% to 2.55 million. The year's strong opening — particularly February's 10.3% spending surge — provides meaningful cushion. March was a disruption, not a trend reversal.

Visitor Markets: A Tale of Two Coasts

The storm split U.S. markets along timing lines. U.S. East visitors, many of whom arrived in early March before the storms, posted the strongest performance of any market: arrivals up 13.9% to 271,291 and spending up 12.4% to \$697 million. YTD, U.S. East arrivals are up 14.3% — by far the fastest-growing market. Per-person daily spend of \$296 is the highest of any domestic segment. East visitors are arriving in greater numbers, spending more, and proving resilient.

U.S. West bore the brunt of the disruption. Arrivals fell 7.4% to 424,581 and spending dropped 5.3% to \$882 million. Length of stay shortened to 7.71 days. Notably, per-person daily spending rose 7.1% to \$270, suggesting the visitors who did make it spent at a higher rate. Japan continued its steady recovery — arrivals up 8.8% to 67,014 and spending up 5.5% to \$97 million. Canada continued its retreat: arrivals down 11.4% to 47,490, spending down 4.3%, and per-person daily spend falling to \$218.

The Island Split Is Becoming a Pattern

O'ahu RevPAR fell 2.0% to \$212. Waikiki dropped 1.8% to \$198. Maui County fell 2.4% to \$381. Meanwhile Hawai'i Island rose 3.5% to \$355 and Kaua'i gained 3.6% to \$332. This is not a one-month anomaly — it tracks the YTD Q1 pattern: O'ahu down 2.5%, Maui County up 2.6%, Hawai'i Island up 5.4%, Kaua'i up 2.8%. The two islands historically regarded as secondary are consistently outperforming the two primary markets. That's a structural shift worth watching.

Maui: The Rate Problem Persists

Maui County occupancy ticked up 0.3 points to 68.0% — but ADR fell 2.8% to \$561 and RevPAR dropped 2.4% to \$381. The Lāhainā/Kā'anapali/Kapalua corridor is the weakest submarket: RevPAR of \$294, down 4.0%, ADR of \$453, down 3.4%. Wailea fared slightly better but still fell — RevPAR of \$594, down 3.3%, ADR of \$772, down 2.9%. YTD through Q1, Maui County ADR is \$556 versus \$584 in the same period of 2025. Operators are filling rooms at materially lower rates than a year ago, and meaningfully lower than pre-fire 2023 levels. With Q2 Kāhului air capacity up 16.9%, demand is not the constraint. Rate confidence is.

Hawai'i Island: Consistent Outperformance

Hawai'i Island delivered a strong March: ADR up 7.2% to \$485, RevPAR up 3.5% to \$355 on occupancy of 73.2%. The Kohala Coast is the standout submarket — ADR of \$689, up 10.4%, and RevPAR of \$505, up 5.6%. YTD through Q1, Kohala Coast RevPAR is up 8.5% and ADR is up 10.5%. These are not incremental gains. The island's luxury product is capturing rate at a pace that Wailea and Kā'anapali are not. Q2 Kona air capacity is up 9.4%, providing continued demand support.

Segment Performance: Luxury Holds, Middle Slides

The statewide segment story in March reinforces February's pattern. Luxury ADR rose 2.8% to \$745, though occupancy slipped 2.8 points to 69.3%, dragging RevPAR down 1.2% to \$517. Upper Upscale was the strongest performer: occupancy up 1.3 points, ADR up 0.2%, RevPAR up 1.9%. Upscale ADR fell 4.8% and RevPAR dropped 6.5%. Upper Midscale ADR fell 0.4% with RevPAR down 3.4%. Midscale and Economy was hit hardest: ADR down 5.4%, RevPAR down 4.6%. The market is rewarding the top and penalizing the middle. Properties positioned between Luxury and Upscale face the most pressure.

Vacation Rentals: Demand Softening, Supply Growing

Statewide STR demand fell 4.3% in March while supply contracted only 1.1%, pushing occupancy down 1.9 points to 55.6% and ADR down 4.4% to \$537. O'ahu was the weakest: STR demand down 8.1%, occupancy at 55.1%, ADR at \$422, down 4.3%. Maui County supply grew 1.7% while demand fell 5.9% — occupancy dropped 4.6 points to 56.3%. Kaua'i was the relative bright spot with a 0.3 point occupancy decline and more modest rate compression. The STR market's softening is accelerating. With hotel rates still well above STR rates in most markets, the gap is narrowing from the bottom up.

Hawaii vs. the World: Q1 2026 Context

Hawaii led all U.S. markets in both RevPAR (\$290) and ADR (\$380) for Q1 2026. Miami ranked second in RevPAR at \$260, San Francisco third at \$204. The global sun-and-sea comparison is equally compelling: Maui ranked fourth in the world in Q1 RevPAR at \$401, behind only the Maldives, Aruba, and Bahamas. Hawaii Island ranked sixth at \$372. O'ahu ranked 12th at \$218 — below Kaua'i, Puerto Rico, Costa Rica, and Cancun. Hawaii's premium positioning nationally is intact. The O'ahu submarket story is a different conversation.

WHAT THIS MEANS FOR HAWAII HOTELS

Don't let storm headlines mask the underlying trend. The YTD story through Q1 is positive: spending up 9.0%, arrivals up 3.8%. Statewide Q1 RevPAR was up 0.8% on essentially flat supply. March was weather, not a trend reversal.

Maui operators need to have a rate strategy conversation now. Q2 airlift is strong. Occupancy is recovering. The window to recapture rate is open and narrowing. Continuing to price below pre-fire levels while demand accelerates is a revenue management failure, not a market condition.

O'ahu's soft patch is not storm-related. The trend predates March. Waikiki RevPAR is down 3.2% YTD. Group and convention business continues to underperform. O'ahu GMs should be building the Q3 group pipeline aggressively, as leisure transient alone is not holding the market.

Hawaii Island and Kaua'i operators are in a strong position. Both islands are printing positive RevPAR growth. With Q2 airlift growth of 9.4% to Kona and 15.7% to Lihu'e, demand support is strong. This is the moment to push rate, not match the market.

Is the O'ahu STR market the canary in the coal mine? Demand down 8.1% in March with occupancy at 55% is a meaningful softening. If that trend holds through April and May, it will begin to affect hotel demand in lower-rated channels as STR operators cut rates further to compete.

STRATEGIC IMPLICATIONS

- **Q2 forward air is the key variable.** Domestic seats statewide up 8.8% vs. 2025. Kāhului +16.9%, Lihu'e +15.8%, Kona +9.6%. O'ahu only +4.4%. International drag continues: Japan down 4.9%, Canada down 2.2%, Australia down 18.9%. The supply of visitors is growing on the Neighbor Islands faster than O'ahu.
- **Watch the Canada situation closely through Q2.** YTD Canadian arrivals are down 8.4%. April-June seats from Canada are down 2.2% statewide, with Calgary down 36.7%. Properties with Canadian group or FIT business should have contingency plans.
- **The international competitive context is a selling tool.** Maui ranked 4th in global RevPAR among sun-and-sea destinations in Q1. Hawaii Island ranked 6th. These data points support rate integrity conversations with ownership and asset managers.
- **April visitor data will be the first clean read post-storms.** March numbers are distorted by the Kona Lows. April will show the true demand baseline heading into summer. Watch arrivals, length of stay, and per-person spend for signals on how quickly the market is rebounding.

KEY DATA POINTS

Hotel Performance: March 2026 vs. 2025

Market	Occ. Mar 2026	Occ. Chg (pts)	ADR Mar 2026	ADR Chg	RevPAR Mar 2026	RevPAR Chg
State of Hawai'i	74.5%	-0.5	\$376	-0.1%	\$280	-0.7%
O'ahu	77.2%	-0.3	\$274	-1.6%	\$212	-2.0%
Waikiki	77.4%	-0.4	\$256	-1.2%	\$198	-1.8%
Maui County	68.0%	+0.3	\$561	-2.8%	\$381	-2.4%
Wailea	76.9%	-0.4	\$772	-2.9%	\$594	-3.3%
Lāhainā/Kā'anapali/Kapalua	64.8%	-0.4	\$453	-3.4%	\$294	-4.0%
Hawai'i Island	73.2%	-2.6	\$485	+7.2%	\$355	+3.5%
Kohala Coast	73.2%	-3.4	\$689	+10.4%	\$505	+5.6%
Kaua'i	76.6%	-0.1	\$433	+3.7%	\$332	+3.6%

Source: DBEDT (STR, Inc.)

Hotel Performance by Segment: March 2026

Segment	Occ. Mar 2026	Occ. Chg (pts)	ADR Mar 2026	ADR Chg	RevPAR Mar 2026	RevPAR Chg
Luxury	69.3%	-2.8	\$745	+2.8%	\$517	-1.2%
Upper Upscale	78.0%	+1.3	\$342	+0.2%	\$267	+1.9%
Upscale	71.9%	-1.3	\$235	-4.8%	\$169	-6.5%
Upper Midscale	72.5%	-2.3	\$198	-0.4%	\$143	-3.4%
Midscale & Econ	78.1%	+0.7	\$225	-5.4%	\$176	-4.6%

Source: DBEDT (STR, Inc.) | Statewide, March 2026

Vacation Rental Performance: March 2026

Market	Occupancy	Occ. Chg (pts)	ADR	ADR Chg
State of Hawai'i	55.6%	-1.9	\$537	-4.4%
O'ahu	55.1%	-3.7	\$422	-4.3%
Maui County	56.3%	-4.6	\$691	-1.5%
Lāhainā/Kā'anapali/Nāpili/Kapalua	58.4%	-1.7	\$856	-5.8%
Hawai'i Island	55.6%	+2.3	\$421	-8.2%
Kaua'i	55.3%	-0.3	\$599	-6.5%

Source: DBEDT (Lighthouse Intelligence)

Visitor Arrivals and Spending by Market: March 2026

Market	Arrivals	YoY Chg	Spending	YoY Chg	Daily Spend/Person
U.S. West	424,581	-7.4%	\$882M	-5.3%	\$270
U.S. East	271,291	+13.9%	\$697M	+12.4%	\$296
Japan	67,014	+8.8%	\$97M	+5.5%	\$248
Canada	47,490	-11.4%	\$128M	-4.3%	\$218
Cruise Ships	19,286	+38.9%	\$7M	+10.1%	\$102

Source: DBEDT | Note: Limited air visitor detail due to data processing delay.

Forward Air Seats: April-June 2026 vs. 2025 (Selected Markets)

Origin	2026 Seats	2025 Seats	Change
Total (All Markets)	3,457,474	3,243,465	+6.6%
Domestic (Total)	2,866,173	2,634,444	+8.8%
U.S. West	2,594,190	2,359,393	+10.0%
U.S. East	271,983	275,051	-1.1%
Japan	305,748	321,342	-4.9%
Canada	67,399	68,930	-2.2%
Korea (Seoul)	75,368	69,601	+8.3%
Australia (Oceania)	54,769	67,429	-18.8%

Source: DBEDT | As of April 22, 2026. Subject to change.

Hawai'i vs. Top U.S. Markets: Q1 2026 YTD RevPAR

Rank	Market	RevPAR Q1 2026	YoY Change
1	Hawaiian Islands	\$290	+0.8%
2	Miami, FL	\$260	+12.1%
3	San Francisco, CA	\$204	+31.2%
4	New York, NY	\$189	+4.4%
5	Phoenix, AZ	\$182	+7.1%

Source: DBEDT (STR, Inc.) | YTD through March 2026

This report is produced for Hawai'i Hotel Hui members. Data sourced from DBEDT and HTA. All statistics are preliminary unless otherwise noted.