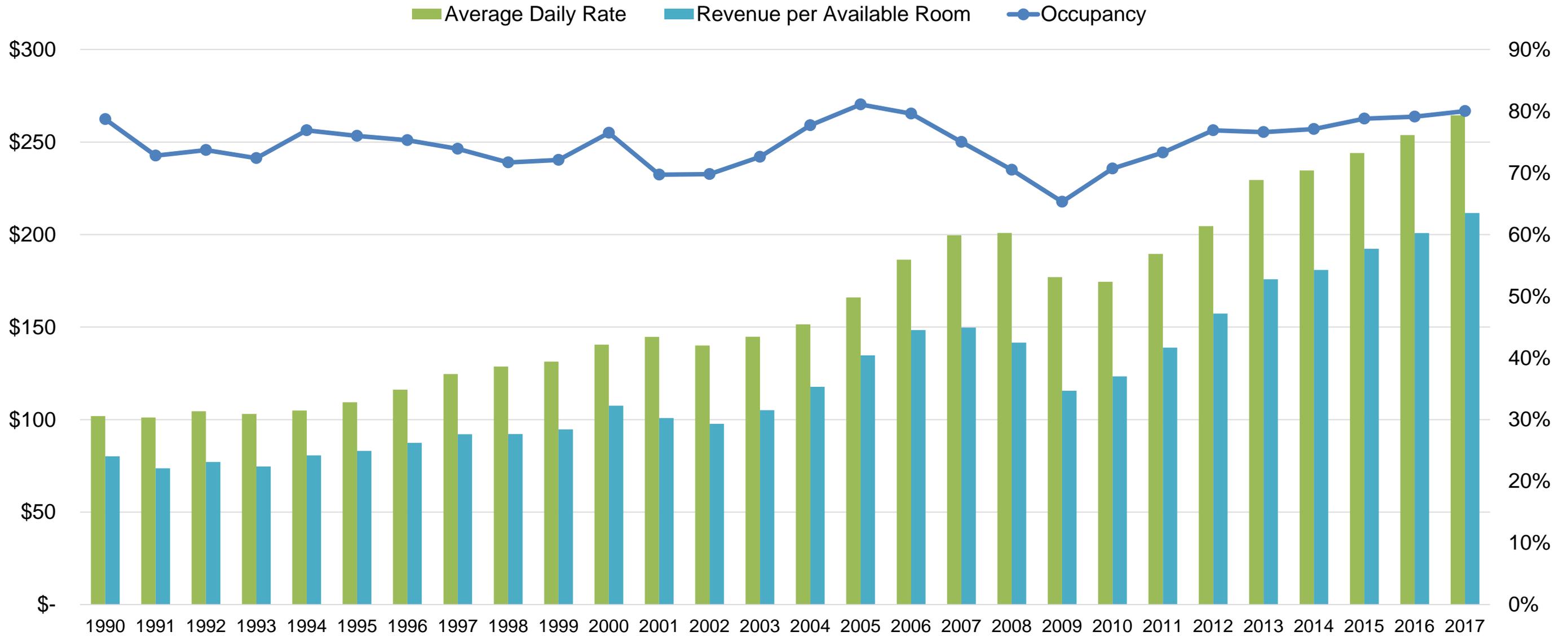


HAWAII HOTEL PERFORMANCE

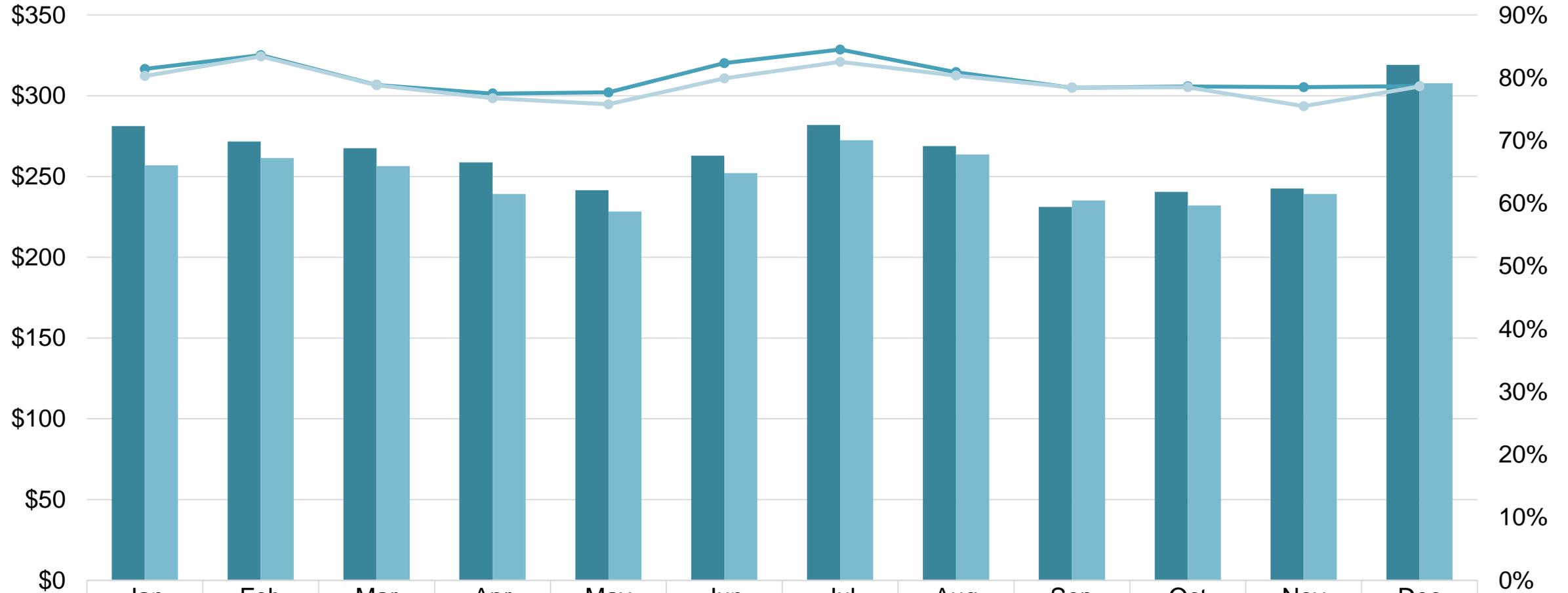
Presented to PATA TTRA
February 8, 2018
Jennifer Chun



Hawai'i Hotel Performance

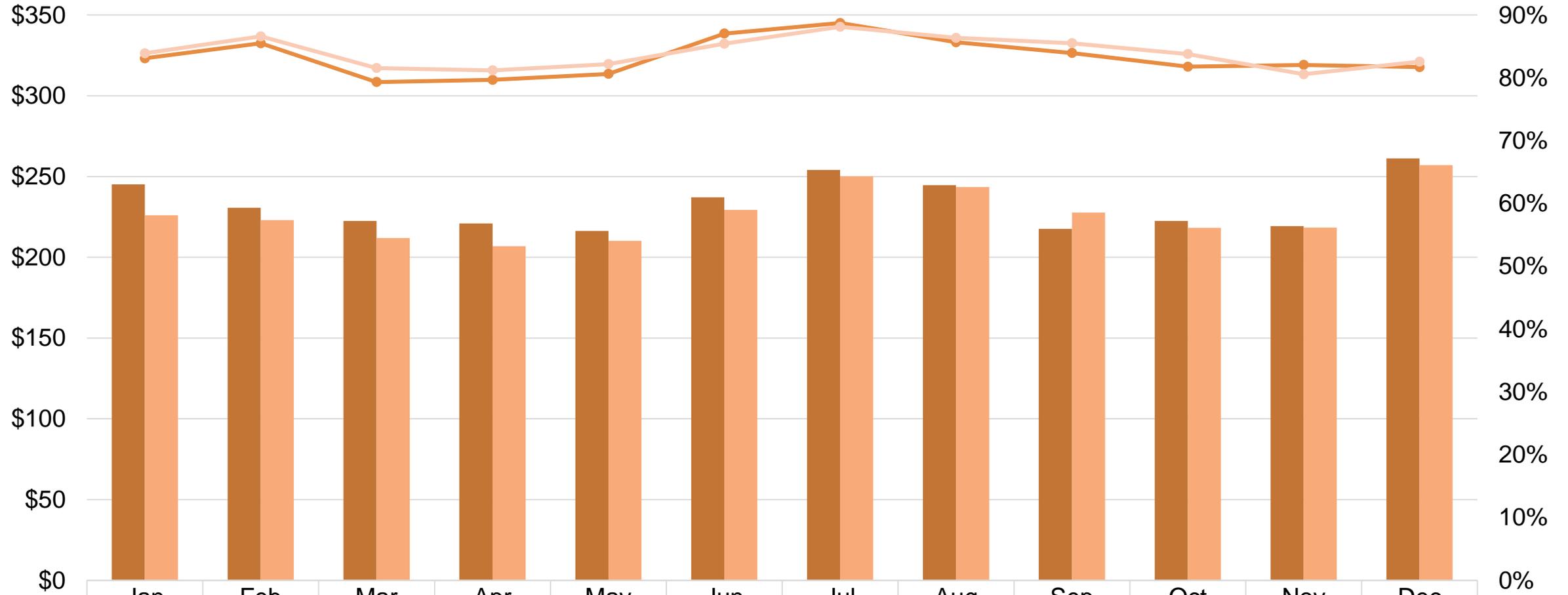


Monthly Hotel Performance - Statewide



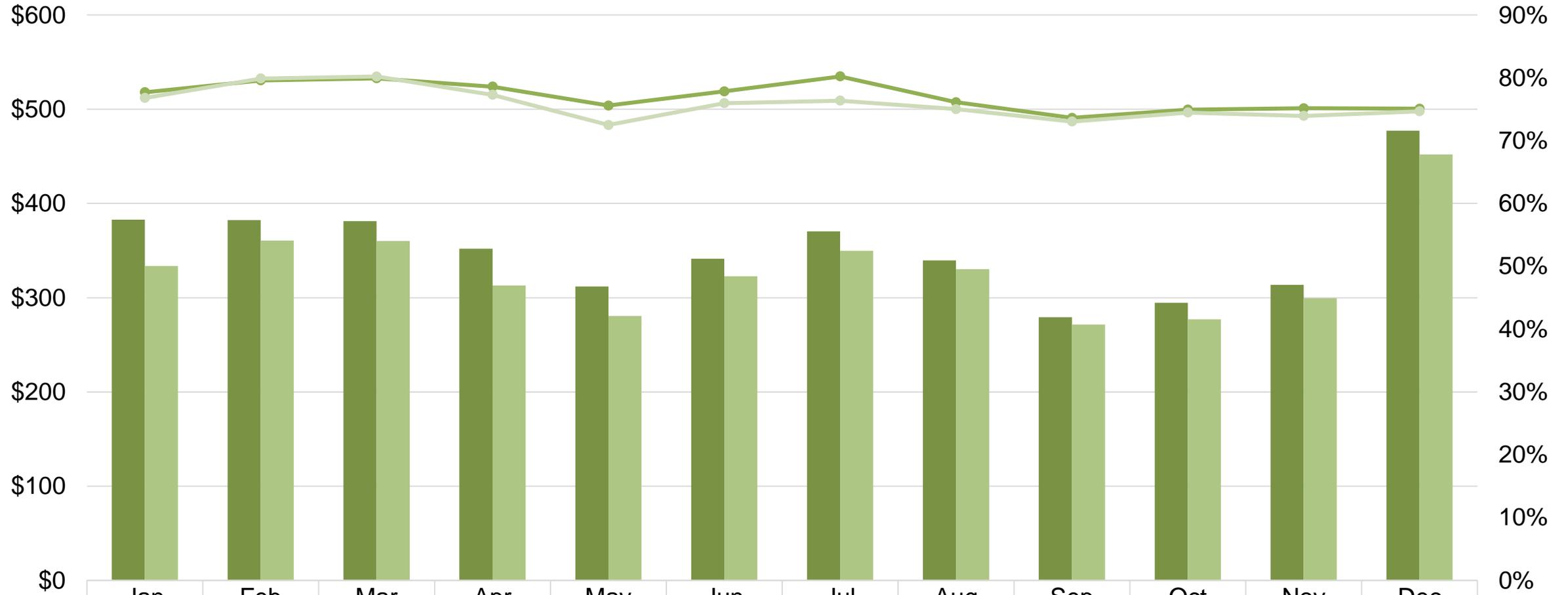
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2017 Average Daily Rate	\$281.23	\$271.63	\$267.57	\$258.71	\$241.48	\$262.86	\$281.85	\$268.82	\$231.23	\$240.48	\$242.56	\$319.20
2016 Average Daily Rate	\$256.97	\$261.51	\$256.46	\$239.15	\$228.35	\$252.19	\$272.49	\$263.67	\$235.18	\$232.06	\$239.20	\$307.78
2017 Occupancy	81.4%	83.6%	78.9%	77.5%	77.7%	82.3%	84.5%	80.9%	78.4%	78.6%	78.5%	78.7%
2016 Occupancy	80.3%	83.4%	78.8%	76.8%	75.8%	79.9%	82.5%	80.4%	78.5%	78.5%	75.5%	78.6%

Monthly Hotel Performance – O’ahu



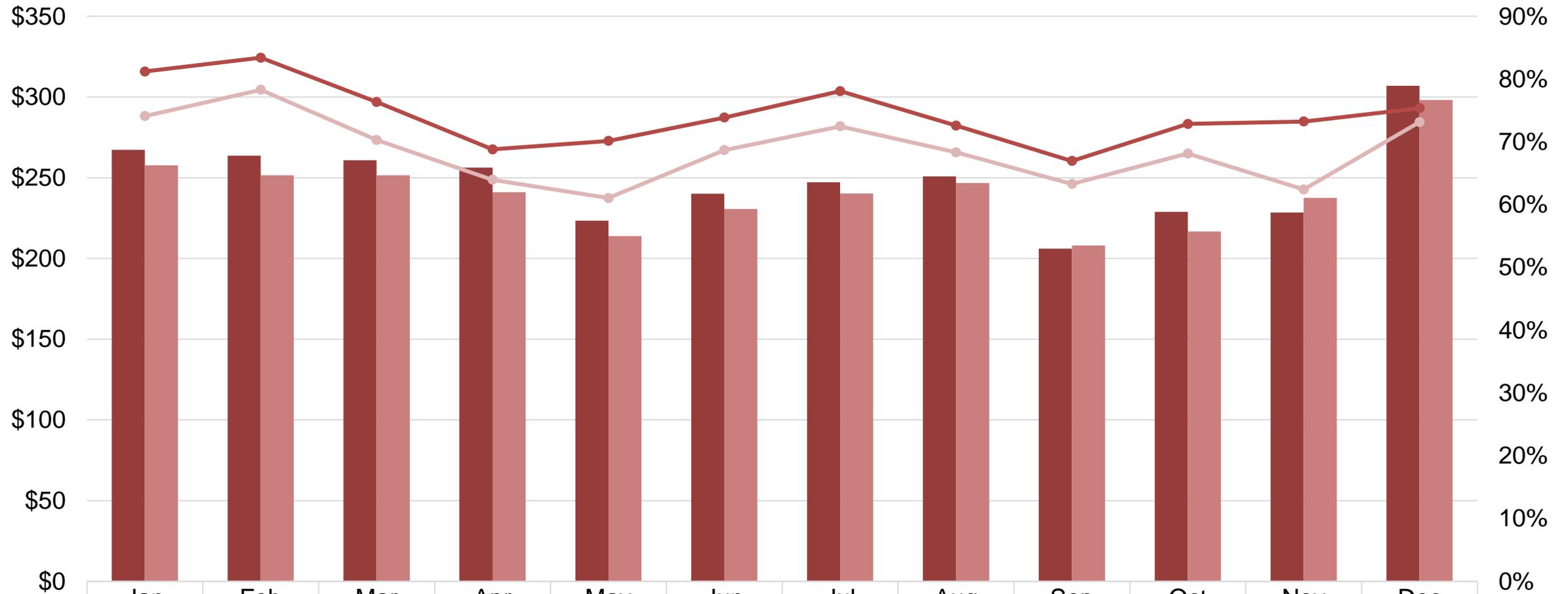
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2017 Average Daily Rate	\$245.22	\$230.70	\$222.56	\$220.98	\$216.38	\$237.11	\$254.04	\$244.68	\$217.64	\$222.59	\$219.31	\$261.23
2016 Average Daily Rate	\$225.98	\$223.08	\$211.93	\$206.91	\$210.28	\$229.38	\$250.08	\$243.45	\$227.64	\$218.21	\$218.34	\$257.06
2017 Occupancy	83.1%	85.5%	79.3%	79.7%	80.6%	87.0%	88.7%	85.7%	84.0%	81.8%	82.1%	81.7%
2016 Occupancy	83.9%	86.6%	81.6%	81.2%	82.2%	85.4%	88.1%	86.4%	85.5%	83.8%	80.6%	82.6%

Monthly Hotel Performance – Maui County



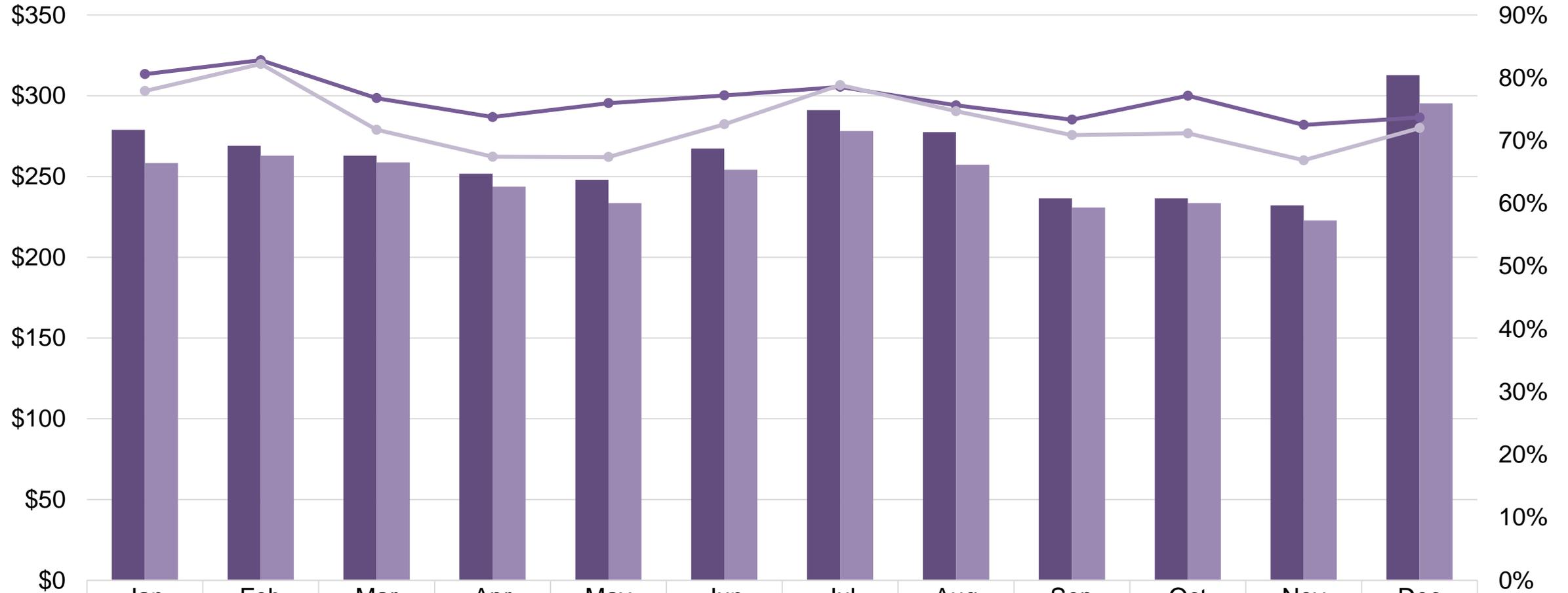
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2017 Average Daily Rate	\$382.72	\$382.27	\$381.22	\$352.00	\$311.80	\$341.39	\$370.32	\$339.68	\$279.25	\$294.58	\$313.70	\$477.22
2016 Average Daily Rate	\$333.63	\$360.62	\$360.15	\$313.05	\$280.62	\$322.77	\$349.83	\$330.17	\$271.47	\$276.99	\$299.51	\$452.01
2017 Occupancy	77.7%	79.6%	79.9%	78.6%	75.6%	77.8%	80.2%	76.1%	73.6%	74.9%	75.2%	75.1%
2016 Occupancy	76.8%	79.9%	80.2%	77.3%	72.5%	76.0%	76.4%	75.0%	73.0%	74.5%	73.9%	74.7%

Monthly Hotel Performance – Island of Hawai'i



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2017 Average Daily Rate	\$267.27	\$263.66	\$260.77	\$256.35	\$223.40	\$240.09	\$247.24	\$250.87	\$206.13	\$228.90	\$228.45	\$306.96
2016 Average Daily Rate	\$257.74	\$251.55	\$251.53	\$240.98	\$213.91	\$230.65	\$240.22	\$246.75	\$208.05	\$216.68	\$237.50	\$298.17
2017 Occupancy	81.2%	83.4%	76.4%	68.8%	70.2%	73.9%	78.1%	72.6%	67.0%	72.9%	73.2%	75.4%
2016 Occupancy	74.1%	78.3%	70.3%	64.0%	61.1%	68.7%	72.5%	68.3%	63.3%	68.1%	62.4%	73.2%

Monthly Hotel Performance – Kaua'i



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2017 Average Daily Rate	\$278.91	\$269.06	\$262.89	\$251.77	\$248.07	\$267.27	\$291.08	\$277.44	\$236.47	\$236.50	\$232.16	\$312.84
2016 Average Daily Rate	\$258.40	\$262.91	\$258.78	\$243.76	\$233.55	\$254.18	\$278.12	\$257.31	\$230.81	\$233.51	\$222.84	\$295.32
2017 Occupancy	80.6%	82.8%	76.8%	73.8%	76.0%	77.2%	78.6%	75.6%	73.3%	77.1%	72.5%	73.7%
2016 Occupancy	77.9%	82.2%	71.7%	67.4%	67.4%	72.6%	78.8%	74.7%	70.9%	71.2%	66.9%	72.0%

Competitive Destinations

Destination	Occupancy			Average Daily Rate (USD)			RevPAR (USD)		
	2017	2016	% Pt. Δ	2017	2016	% Δ	2017	2016	% Δ
State of Hawai'i	80.0%	79.0%	1.0%	\$264.43	\$254.03	4.1%	\$211.60	\$200.80	5.4%
O'ahu	83.3%	83.9%	-0.7%	\$233.11	\$227.42	2.5%	\$194.08	\$190.89	1.7%
Maui	77.1%	75.9%	1.2%	\$353.04	\$329.58	7.1%	\$272.15	\$250.02	8.9%
Kaua'i	75.7%	72.7%	3.0%	\$263.97	\$253.16	4.3%	\$199.83	\$184.07	8.6%
Hawai'i Island	74.4%	68.7%	5.7%	\$249.26	\$241.65	3.1%	\$185.35	\$165.98	11.7%
Miami/Hialeah, FL	76.7%	75.6%	1.1%	\$ 188.81	\$ 189.98	-0.6%	\$ 144.78	\$ 143.59	0.8%
Caribbean	66.4%	67.2%	-0.8%	\$ 204.64	\$ 200.92	1.9%	\$ 135.85	\$ 134.95	0.7%
French Polynesia	70.1%	71.2%	-1.1%	\$ 497.67	\$ 445.08	11.8%	\$ 349.07	\$ 316.87	10.2%
Maldives	64.8%	64.7%	0.2%	\$ 633.25	\$ 603.36	5.0%	\$ 410.64	\$ 390.12	5.3%
New Zealand	80.2%	79.4%	0.8%	\$ 134.97	\$ 119.27	13.2%	\$ 108.26	\$ 94.67	14.4%
Philippines	68.3%	67.5%	0.8%	\$ 105.63	\$ 108.63	-2.8%	\$ 72.13	\$ 73.30	-1.6%
Bangkok	78.8%	77.4%	1.4%	\$ 100.59	\$ 93.71	7.3%	\$ 79.27	\$ 72.54	9.3%
Phuket	77.8%	76.1%	1.7%	\$ 114.83	\$ 106.37	8.0%	\$ 89.31	\$ 80.97	10.3%
Bali	68.1%	66.2%	1.9%	\$ 113.53	\$ 114.97	-1.3%	\$ 77.37	\$ 76.13	1.6%
Cabo San Lucas+	58.1%	51.1%	7.1%	\$ 355.00	\$ 323.13	9.9%	\$ 206.34	\$ 165.01	25.0%
Puerto Vallarta+	67.3%	66.8%	0.5%	\$ 112.85	\$ 66.85	68.8%	\$ 75.96	\$ 44.68	70.0%
Cancun+	72.6%	73.5%	-0.9%	\$ 217.67	\$ 73.51	196.1%	\$ 158.05	\$ 54.03	192.5%
Fiji	72.6%	72.4%	0.2%	\$ 149.79	\$ 72.41	106.9%	\$ 108.75	\$ 52.43	107.4%

STR Forecast – 2018 (updated 2/9/18)

	Occupancy			ADR			RevPAR		
	%	% Change		\$	% Change		\$	% Change	
State of Hawai'i	79.9%	-0.2%	▼	\$ 275.06	4.0%	▲	\$ 219.68	3.8%	▲
O'ahu	83.7%	0.5%	▲	\$ 237.78	2.0%	▲	\$ 199.06	2.5%	▲
Maui County	76.9%	-0.2%	▼	\$ 372.35	5.5%	▲	\$ 286.37	5.2%	▲
Hawai'i Island	74.0%	-0.5%	▼	\$ 259.74	4.2%	▲	\$ 192.18	3.7%	▲
Kaua'i	75.3%	-0.5%	▼	\$ 275.51	4.4%	▲	\$ 207.45	3.8%	▲