

Real Property Tax Mayor proposed @ certified rates.
Fiscal Year 2018

PITT	CLASS	2019 Assessed Values	FY 2019 Rate	Revenue @ FY 2019 rate	Mayor's Proposed FY20 Rates with Certified Revenue			Council's Rates			Difference from Mayor's
					Rate	Revenue	Rev. reduction 19 vs 20 rate	Rate	Revenue	Rev. reduction 19 vs 20 rate	
0	TIME SHARE	\$2,242,683,630	\$15.41	\$34,559,755	\$13.93	\$31,240,583	\$3,319,172	\$15.41	\$34,559,755	\$0	\$3,319,172
1	RESIDENTIAL	\$7,721,679,610	\$5.52	\$42,623,671	\$5.52	\$42,623,671	\$0	\$5.24	\$40,461,601	(\$2,162,070)	(\$2,162,070)
2	APARTMENT	\$6,544,441,815	\$6.31	\$41,295,428	\$6.31	\$41,295,428	\$0	\$6.00	\$39,266,651	(\$2,028,777)	(\$2,028,777)
3	COMMERCIAL	\$2,911,448,390	\$7.25	\$21,108,001	\$7.39	\$21,515,604	\$407,603	\$7.39	\$21,515,604	\$407,603	\$0
4	INDUSTRIAL	\$2,132,863,105	\$7.45	\$15,889,830	\$7.48	\$15,953,816	\$63,986	\$7.48	\$15,953,816	\$63,986	\$0
5	AGRICULTURAL	\$4,330,328,125	\$6.00	\$25,981,969	\$6.00	\$25,981,969	\$0	\$5.94	\$25,722,149	(\$259,820)	(\$259,820)
6	CONSERVATION	\$438,828,200	\$6.35	\$2,786,559	\$6.35	\$2,786,559	\$0	\$6.35	\$2,786,559	\$0	\$0
7	HOTEL/RESORT	\$2,309,315,360	\$9.37	\$21,638,285	\$9.60	\$22,169,427	\$531,143	\$15.41	\$35,586,550	\$13,948,265	\$13,417,122
8	SHORT TERM	\$8,565,108,215	\$9.28	\$79,484,204	\$9.55	\$81,796,783	\$2,312,579	\$15.41	\$131,988,318	\$52,504,113	\$50,191,534
9	HOMEOWNER	\$11,454,863,300	\$2.85	\$32,646,360	\$2.85	\$32,646,360	\$0	\$2.66	\$30,469,936	(\$2,176,424)	(\$2,176,424)
10	COMM RESID	\$197,032,150	\$4.55	\$896,496	\$4.55	\$896,496	\$0	\$4.55	\$896,496	\$0	\$0
Total		\$48,848,591,900		\$318,910,559		\$318,906,697			\$379,207,434	\$60,296,876	\$60,300,737

Total RPT Revenue	\$318,906,697	\$379,207,434	\$60,300,737
Circuit breaker adj	(\$346,825)	(\$346,825)	
Minimum Tax adj	\$2,077,389	\$2,077,389	
Net RPT Revenue	\$320,637,261	\$380,937,998	
Open space fund adj	\$3,206,373	\$3,809,380	
Affordable housing Fund adj.	\$6,412,745	\$7,618,760	

10.1.2

**LENGTH OF STAY AND AVERAGE DAILY CENSUS
BY ISLAND, MAUI COUNTY**

Arrivals by air

	2012	2013	2014	2015	2016
Length of Stay (days)					
All Visitors					
Maui 8.17	8.08	8.17	8.25	8.19	8.14
Moloka'i 4.71	4.85	4.79	4.64	4.42	4.84
Lāna'i 3.35	3.62	3.49	3.32	2.79	3.51
Domestic					
Maui	8.22	8.49	8.55	8.42	8.32
Moloka'i	5.46	5.46	5.29	5.12	5.52
Lāna'i	3.94	3.95	3.65	3.18	3.96
International					
Maui	7.42	6.78	6.90	7.12	7.31
Moloka'i	2.67	2.54	2.16	2.06	2.79
Lāna'i	2.23	1.79	1.95	1.56	1.91
Average Daily Census					
All Visitors					
Maui 54,760	50,976	52,798	54,446	56,981	58,599
Moloka'i 750	707	725	758	784	779
Lāna'i 619.20	718	710	618	446	604
Domestic					
Maui	42,979	44,675	46,138	48,089	49,365
Moloka'i	623	638	685	699	667
Lāna'i	634	632	547	386	533
International					
Maui	7,997	8,124	8,308	8,893	9,234
Moloka'i	84	87	73	84	112
Lāna'i	84	78	71	60	71

TOTAL # OF VISITORS = 59,982

RECEIVED AT EDB MEETING ON 4/3/19
committee chair

SOURCE: HAWAII TOURISM AUTHORITY.

10.1.8

**HOTEL OCCUPANCY AND ROOM RATES
MAUI ISLAND**

Month, 2016	Occupancy	Average Daily Rate (\$)	Revenue per Available Room (\$)
January	76.8%	333.63	256.15
February	79.9%	360.62	288.07
March	80.1%	364.54	291.98
April	77.2%	316.30	244.09
May	72.3%	282.62	204.38
June	75.9%	327.57	248.74
July	76.3%	354.89	270.90
August	74.9%	334.58	250.77
September	72.8%	272.76	198.51
October	74.2%	278.46	206.73
November	73.5%	299.00	219.70
December	75.3%	455.49	343.02
Total	75.8%	\$332.52	\$251.90

↑16.26

↑16.29 - does this include resort fees?
(75.75%)

SOURCE: HAWAII TOURISM AUTHORITY.

10.2.1

CLASS OF VISITOR ACCOMMODATION UNITS BY ISLAND

	2013	2014	2015	2016	2017
Maui					
Budget (up to \$100)	3.1%	3.1%	1.9%	1.6%	1.5%
Standard (\$101 to \$250)	24.3%	22.3%	19.2%	18.7%	18.9%
Deluxe (\$251 to \$500)	26.4%	27.3%	25.2%	23.4%	25.9%
Luxury (over \$500 per night)	46.2%	47.3%	53.8%	56.3%	53.7%
Moloka'i					
Budget (up to \$100)	6.3%	2.9%	6.2%	6.7%	7.2%
Standard (\$101 to \$250)	89.4%	92.8%	85.6%	88.9%	88.0%
Deluxe (\$251 to \$500)	3.5%	3.6%	8.2%	4.4%	3.6%
Luxury (over \$500 per night)	0.7%	0.7%	0.0%	0.0%	1.2%
Lāna'i					
Budget (up to \$100)	0.0%	0.0%	0.0%	0.0%	0.0%
Standard (\$101 to \$250)	4.2%	4.2%	4.5%	4.5%	2.6%
Deluxe (\$251 to \$500)	43.3%	43.3%	26.3%	26.3%	3.9%
Luxury (over \$500 per night)	52.4%	52.4%	69.2%	69.2%	93.4%
Hawai'i Island					
Budget (up to \$100)	8.5%	8.3%	9.9%	8.9%	9.6%
Standard (\$101 to \$250)	29.8%	28.1%	32.9%	27.0%	19.7%
Deluxe (\$251 to \$500)	42.6%	44.0%	36.5%	43.5%	41.5%
Luxury (over \$500 per night)	19.1%	19.6%	20.6%	20.6%	29.2%
Kaua'i					
Budget (up to \$100)	6.3%	7.2%	2.7%	2.1%	4.2%
Standard (\$101 to \$250)	19.6%	19.6%	33.7%	31.8%	35.8%
Deluxe (\$251 to \$500)	47.8%	44.7%	26.6%	29.7%	20.5%
Luxury (over \$500 per night)	26.3%	28.6%	37.0%	36.4%	39.5%
O'ahu					
Budget (up to \$100)	6.6%	6.6%	3.1%	2.8%	2.3%
Standard (\$101 to \$250)	26.3%	24.0%	32.2%	28.6%	25.4%
Deluxe (\$251 to \$500)	43.2%	46.6%	36.1%	39.2%	42.9%
Luxury (over \$500 per night)	23.9%	22.8%	28.6%	29.4%	29.4%
Statewide					
Budget (up to \$100)	6.0%	6.1%	3.8%	3.5%	3.4%
Standard (\$101 to \$250)	25.7%	23.8%	29.4%	26.4%	25.1%
Deluxe (\$251 to \$500)	39.8%	41.7%	32.6%	35.4%	35.8%
Luxury (over \$500 per night)	28.5%	28.4%	34.1%	34.6%	35.7%

Note: Totals may not sum to 100% due to rounding.

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.3.1

DAILY EXPENDITURES PER PERSON BY ISLAND

Arrivals by air

2016	Maui	Moloka'i	Lāna'i	Hawai'i	Kaua'i	O'ahu
Total Spending	\$210.91	\$115.25	\$414.61	\$179.65	\$183.82	\$198.56
Lodging	103.69	45.00	255.56	74.13	80.66	88.25
Total Food and Beverage	42.72	21.05	90.74	36.32	38.94	38.21
Restaurants	27.44	7.89	80.31	24.18	24.33	25.84
Dinner shows and cruises	4.81	0.37	0.73	2.06	4.13	4.18
Groceries and snacks	10.47	12.80	9.71	10.07	10.48	8.19
Entertainment & Recreation	17.42	10.57	23.09	18.16	21.87	17.05
Total Transportation	22.37	24.91	23.60	30.53	22.12	14.50
Interisland airfare	3.51	7.80	11.35	9.87	4.60	1.90
Ground transportation	0.64	0.43	3.62	0.68	0.29	1.92
Rental vehicles	17.09	15.47	8.30	17.99	16.37	9.78
Gasoline, parking, etc.	1.13	1.21	0.33	1.99	0.86	0.89
Total Shopping	17.86	7.24	12.17	15.24	14.95	32.12
Fashion and clothing	7.33	1.93	9.68	5.63	5.77	12.04
Jewelry and watches	2.91	2.07	0.55	2.15	2.71	3.80
Cosmetics, perfume	0.50	0.01	0.05	0.26	0.25	1.54
Leather goods	0.90	0.01	0.41	0.28	0.16	4.11
Hawai'i food products	2.04	1.58	0.39	3.55	2.10	3.25
Souvenirs	4.18	1.63	1.10	3.37	3.96	7.38
All Other Expenses	6.85	6.48	9.46	5.27	5.29	8.43

Note: Sums may not add up to total due to rounding.

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.4.4

**VISITORS BY INCOME LEVEL AND MMA
MAUI COUNTY**

Income¹	US West	US East	Canada
Under \$40,000	4.8%	5.1%	6.6%
\$40,000 to \$59,999	9.0%	8.3%	11.8%
\$60,000 to \$79,999	11.1%	10.7%	12.1%
\$80,000 to \$99,999	12.9%	12.5%	12.9%
→ <u>\$100,000 to \$124,999</u>	17.2%	16.5%	16.2%
\$125,000 to \$149,999	11.2%	10.8%	9.9%
\$150,000 to \$174,999	8.8%	7.2%	8.6%
\$175,000 to \$199,999	4.9%	6.5%	6.0%
\$200,000 to \$249,999	8.8%	7.8%	5.7%
\$250,000 or more	11.2%	14.6%	10.1%

Income¹	Europe	Oceania
Under \$40,000	15.6%	11.5%
\$40,000 to \$59,999	13.8%	13.4%
\$60,000 to \$79,999	13.4%	14.8%
\$80,000 to \$99,999	13.8%	10.6%
→ <u>\$100,000 to \$124,999</u>	14.0%	16.0%
\$125,000 to \$149,999	6.1%	7.2%
\$150,000 to \$174,999	6.4%	6.7%
\$175,000 to \$199,999	5.1%	4.8%
\$200,000 to \$249,999	3.6%	7.1%
\$250,000 or more	8.1%	8.0%

1. All in U.S. dollars.

MMA: Major Market Area

SOURCE: HAWAII TOURISM AUTHORITY, 2016 VISITOR SATISFACTION AND ACTIVITY REPORT.

POSSIBLE IMPACT TO MAUI COUNTY VISITORS

	Rev increase FY19	Daily cost	Visitors/Day	Cost/Visitor/Day	Av daily spent/ %age of daily		
					Maui	Molokai	Lāna`i
15.41	13,948,265	382,144.26	59,982	0.64	0.3%	0.6%	0.2%
			29,991	1.27	0.6%	1.1%	0.3%

	Hotel room rate	Avail. Rev/Rm	%of room rate	%ofdaily revenue			
15.41	332.52	251.9	0.19%	0.25%			
			0.38%	0.50%			

RECEIVED AT EDB MEETING ON 4/3/19
 committee chair