HTA REGULAR BOARD MEETING Thursday, September 2, 2021

Hō 'ike 'Ikepili Noi 'i 'Oihana Ho 'omāka 'ika 'i Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets, including the United States, Japan, Canada, Oceania, and Cruise

Jennifer Chun Director of Tourism Research



AUTHORITY



EXPENDITURES (\$mil.)	2021P	2020P	2019	PPPD SPENDING (\$)	2021P	2020P	2019
TOTAL (AIR)	1,580.7	N/A	1,695.2	TOTAL (AIR)	192.1	N/A	190.9
U.S. Total	1,519.8	N/A	1,180.5	U.S. Total	192.7	N/A	184.0
U.S. West	961.0	N/A	669.8	U.S. West	185.7	N/A	165.2
U.S. East	558.8	N/A	510.7	U.S. East	206.0	N/A	216.4
Japan	11.2	N/A	186.5	Japan	220.2	N/A	233.7
Canada	44.1	N/A	50.1	Canada	177.4	N/A	157.9

VISITOR ARRIVALS	2021P	2020P	2019	AVERAGE DAILY CENSUS	2021P	2020P	2019
TOTAL (AIR)	879,551	22,562	995,210	TOTAL (AIR)	265,392	17,970	286,419
U.S. Total	851,450	20,406	706,174	U.S. Total	254,478	16,211	206,916
U.S. West	578,629	12,890	462,676	U.S. West	166,976	9,545	130,793
U.S. East	272,821	7,516	243,498	U.S. East	87,502	6,666	76,123
Japan	2,817	54	134,587	Japan	1,645	70	25,740
Canada	1,999	94	26,939	Canada	1,008	107	10,226

Note: 2020 and 2021 figures are preliminary.



EXPENDITURES (\$mil.)	2021P	2020P	2019	PPPD SPENDING (\$)	2021P	2020P	2019
Oʻahu	666.3	N/A	749.4	Oʻahu	187.8	N/A	178.5
Maui	487.9	N/A	506.0	Maui	206.6	N/A	213.1
Molokaʻi	2.4	N/A	2.9	Moloka'i	134.7	N/A	119.8
Lāna'i	14.3	N/A	14.3	Lāna'i	518.0	N/A	554.6
Kauaʻi	189.5	N/A	201.3	Kauaʻi	193.3	N/A	194.8
Hawai'i Island	220.3	N/A	221.3	Hawai'i Island	170.5	N/A	181.0

VISITOR ARRIVALS	2021P	2020P	2019	AVERAGE DAILY CENSUS	2021P	2020P	2019
Oʻahu	453,654	15,776	598,986	Oʻahu	114,424	10,940	135,456
Maui	282,715	2,585	307,834	Maui	76,195	2,029	76,577
Moloka'i	3,202	224	6,665	Molokaʻi	584	119	781
Lānaʻi	6,042	121	9,190	Lānaʻi	891	44	829
Kaua'i	115,946	1,397	139,157	Kauaʻi	31,628	1,333	33,336
Hawai'i Island	149,372	3,700	173,899	Hawai'i Island	41,670	3,506	39,439

Note: 2020 and 2021 figures are preliminary.

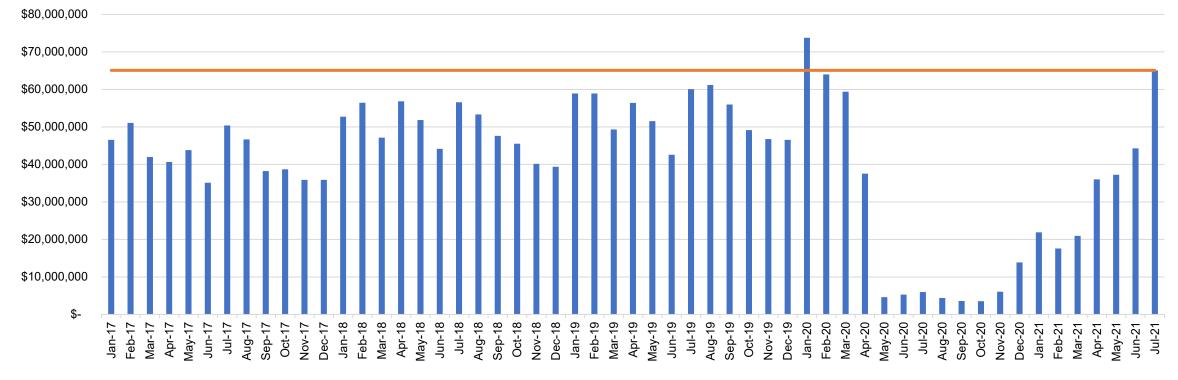


Air Visitor Arrival Recovery From Same Month in 2019 (%)

Island	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21
State	21.3	30.8	48.0	58.7	75.3	83.6	88.4
Oahu	16.2	23.2	39.5	45.8	61.2	70.1	75.7
Kauai	3.8	7.0	12.3	39.5	65.1	77.4	83.3
Maui Island	28.7	41.8	62.8	71.8	85.5	88.1	91.8
Molokai	14.7	17.9	33.6	36.1	45.0	51.5	48.0
Lanai	14.8	25.8	28.9	62.7	65.3	55.6	65.7
Hawaii Island	23.3	33.6	51.3	62.9	74.2	83.6	85.9



- Preliminary July TAT Collections: \$64.1 million
- Preliminary Fiscal 22 YTD TAT Collections: \$64.1 million (+1,031%)
- Fiscal 21 YTD TAT Collections: \$5.7 million (+58.4 million)



Source: Department of Taxation



State of Hawai'i Hotel Performance

State of Hawai'i Vacation Rental Performance

2020

14.1%

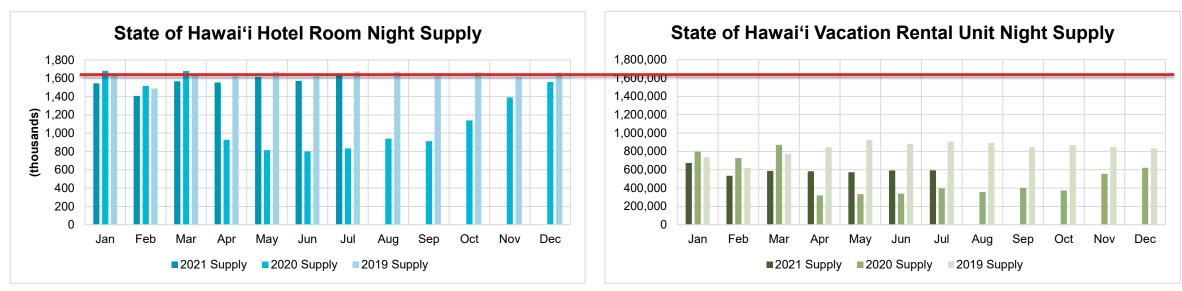
\$197

2019

77.8%

\$207

	2021	2020	2019		2021	
Occupancy	82.4%	22.3%	85.3%	Occupancy	81.8%	
ADR	\$368	\$166	\$304	ADR	\$251	
RevPAR	\$303	\$37	\$259			



Source: STR, Inc., Transparent Intelligence, Inc. © Copyright 2021 Hawai'i Tourism Authority



ACCOMMODATIONS - % Total	Total by Air	US West	US East	Japan	Canada
Plan to stay in Hotel	55.4%	53.4%	60.3%	12.5%	48.0%
Plan to stay in Condo	18.5%	19.6%	16.2%	59.1%	24.2%
Plan to stay in Timeshare	9.8%	10.6%	8.3%	3.2%	6.1%
Cruise Ship	0.0%	0.0%	0.0%	0.0%	0.1%
Friends/Relatives	11.2%	10.7%	11.9%	25.0%	14.1%
Bed & Breakfast	0.8%	0.7%	1.0%	0.3%	1.2%
Rental House	11.1%	11.1%	11.6%	1.2%	11.4%
Hostel	0.5%	0.4%	0.6%	0.1%	1.8%
Camp Site, Beach	0.4%	0.4%	0.6%	0.0%	1.4%
Private Room in Private Home**	0.7%	0.7%	0.8%	0.2%	2.8%
Shared Room/Space in Private Home**	0.2%	0.2%	0.2%	0.6%	0.2%
Other	1.4%	1.2%	1.4%	0.5%	2.9%

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of August 23, 2021, subject to change

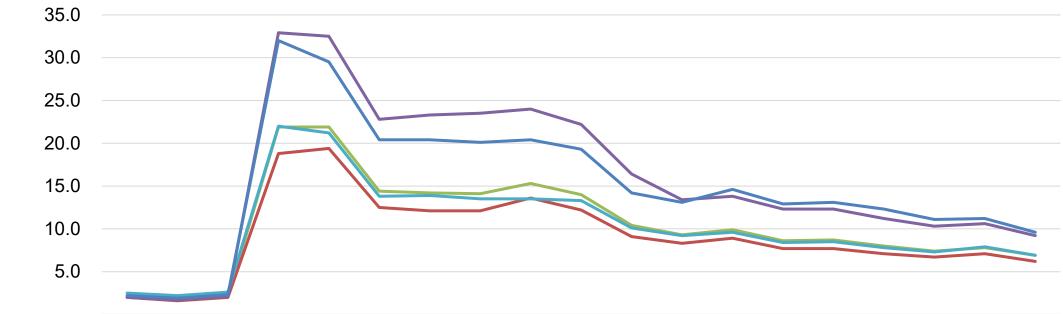


PURPOSE OF TRIP - % Total	Total by Air	US West	US East	Japan	Canada
Pleasure (Net)	88.7%	89.9%	87.2%	77.1%	82.6%
Honeymoon/Get Married	3.3%	2.6%	4.8%	1.3%	6.4%
Honeymoon	2.8%	2.1%	4.3%	0.8%	4.5%
Get Married	0.6%	0.5%	0.7%	0.5%	2.2%
Pleasure/Vacation	86.1%	87.9%	83.2%	76.0%	76.6%
Mtgs/Conventions/Incentive	1.0%	0.8%	1.3%	1.8%	1.3%
Conventions	0.4%	0.4%	0.5%	0.4%	0.7%
Corporate Meetings	0.3%	0.2%	0.3%	1.4%	0.5%
Incentive	0.3%	0.2%	0.5%	0.0%	0.1%
Other Business	1.5%	1.5%	1.6%	2.7%	3.1%
Visit Friends/Rel.	11.2%	10.7%	11.8%	15.6%	15.6%
Gov't/Military	0.8%	0.4%	1.5%	0.3%	0.6%
Attend School	0.1%	0.1%	0.1%	2.4%	0.2%
Sport Events	0.2%	0.2%	0.2%	0.3%	0.1%
Other	1.7%	1.5%	1.9%	2.4%	2.4%



Percent Unemployment

Unemployment Rate, Civilian



-	2020	2020	2020	2020	2020	2020	2020	2020	2020	2020	2020	2020	2021	2021	2021	2021	2021	2021	2021
	-01	-02	-03	-04	-05	-06	-07	-08	-09	-10	-11	-12	-01	-02	-03	-04	-05	-06	-07
—State of Hawai'i	2.1	1.7	2.1	21.9	21.9	14.4	14.2	14.1	15.3	14.0	10.4	9.3	9.9	8.6	8.7	8.0	7.4	7.8	6.9
—Honolulu County	2.0	1.6	2.0	18.8	19.4	12.5	12.1	12.1	13.6	12.2	9.1	8.3	8.9	7.7	7.7	7.1	6.7	7.1	6.2
Hawai'i County	2.5	2.2	2.6	22.0	21.2	13.8	13.9	13.5	13.5	13.3	10.1	9.2	9.6	8.4	8.5	7.8	7.3	7.9	6.9
—Maui County	2.0	1.7	2.1	32.9	32.5	22.8	23.3	23.5	24.0	22.2	16.4	13.4	13.8	12.3	12.3	11.2	10.3	10.6	9.2
—Kauaʻi County	2.2	1.9	2.3	32.0	29.5	20.4	20.4	20.1	20.4	19.3	14.2	13.1	14.6	12.9	13.1	12.3	11.1	11.2	9.6

Compiled by Research & Economic Analysis Division, State of Hawaii Department of Business, Economic Development and Tourism. Source: State of Hawai'i Dep. of Labor & Industrial Relations



July Payroll Jobs Recovery From Pre-COVID (% of Jan. 2020 level)

Industry	State	Honolulu County	Hawaii County	Maui County	Kauai County
Total	87.2	89.3	86.9	79.1	76.6
Number of payroll jobs still lost	84,200	50,600	9,300	16,900	7,800
Construction	103.8	105.7	97.2	100.0	100.0
Manufacturing	85.4	84.1	100.0	75.0	80.0
Wholesale trade	99.4	102.8	88.9	81.3	80.0
Retail trade	82.3	80.5	92.8	81.0	82.9
Transportation & utilities	76.2	78.2	78.1	67.3	62.5
Information	76.7	74.0	100.0	80.0	100.0
Financial activities	91.9	96.5	81.5	70.0	75.0
Professional & business services	94.1	98.3	83.8	74.3	84.4
Educational services	81.0	80.0	92.3	75.0	66.7
Health care	93.8	94.3	89.9	93.9	93.1
Hospitality	76.0	81.9	72.7	70.2	52.8
Other services	82.2	80.4	100.0	79.4	90.9
Federal government	97.4	97.2	100.0	100.0	100.0



Source: DLIR

DBEDT Tourism Forecast

ACTUAL AND FORECAST OF KEY ECONOMIC INDICATORS FOR HAWAII: 2019 TO 2024

Economic Indicators	2019 2020 1/ 2021			2022	2023	2024
	Act	ual		Fore	ecast	
Visitor arrivals (thousands) 3/	10,387	2,716	6,637	8,553	9,543	10,138
Visitor days (thousands) 3/	90,361	28,702	60,386	76,473	84,499	88,857
Visitor expenditures (million dollars) 3/	17,844	5,111	11,132	14,911	16,833	18,048
	Annual P	ercentage	Change			
Visitor arrivals	5.0	-73.9	144.4	28.9	11.6	6.2
Visitor days	2.4	-68.2	110.4	26.6	10.5	5.2
Visitor expenditures	1.1	-71.4	117.8	34.0	12.9	7.2



Travel Sentiment



Source: Destination Analysts

Source: Longwoods International

SYMPHONY TOURISM ECONOMICS

COVID-19 Impact on U.S. Avid Travelers

An HVCB analysis of YouGov data provided by HTA as of August 8, 2021 Reported on August 18, 2021

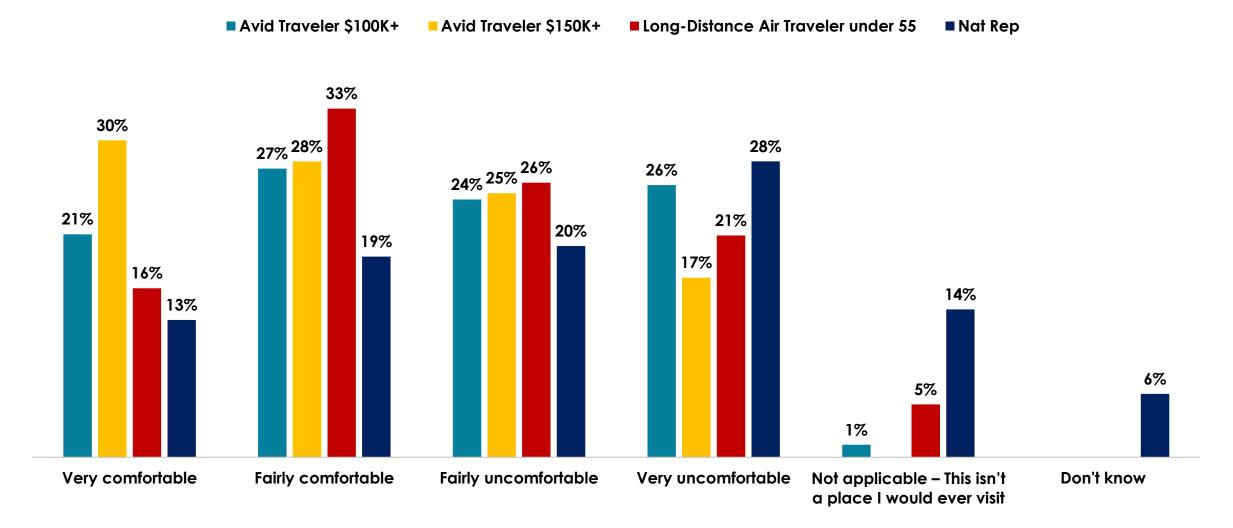






Travelers' Pandemic Outlook

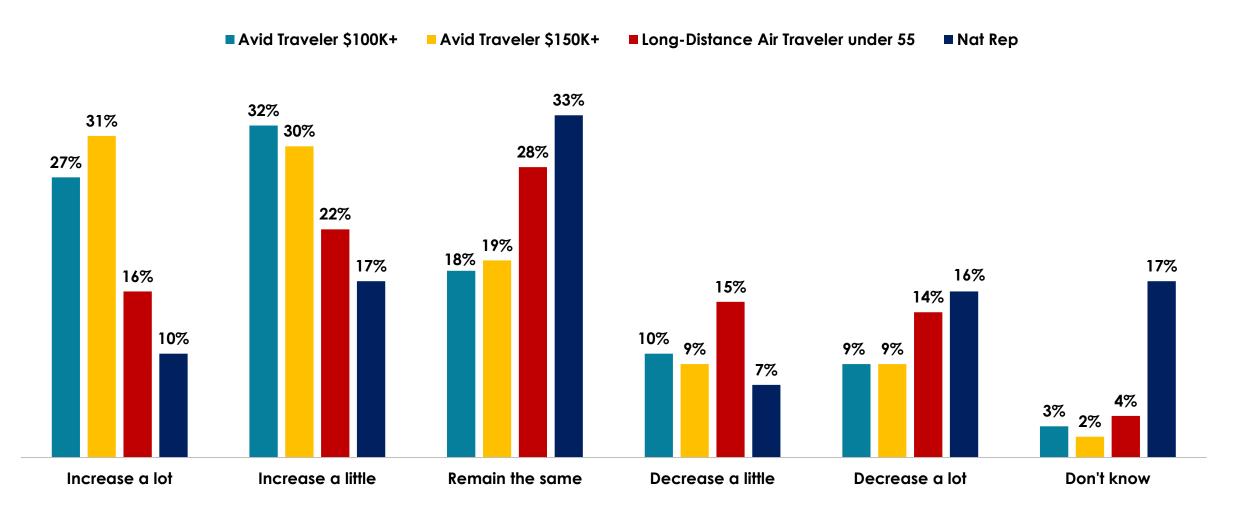
Level of comfort visiting an airport right now





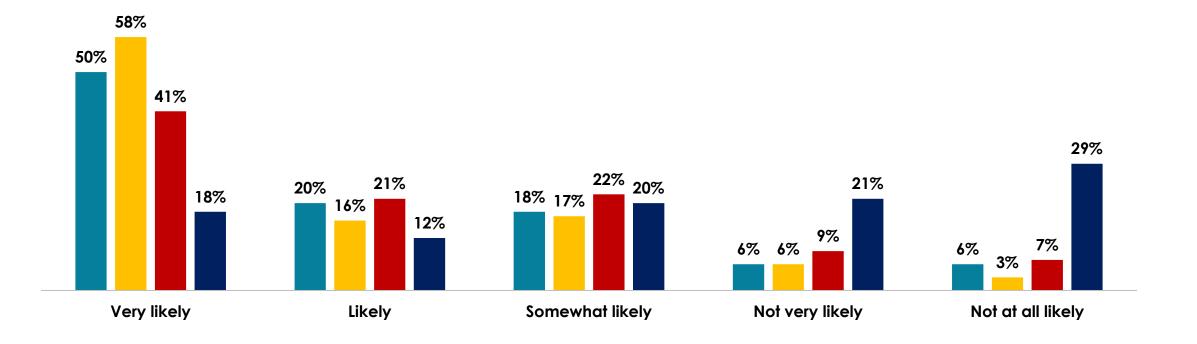
Future Travel Plans

Future Travel – Expected change to air travel in the next 12 months



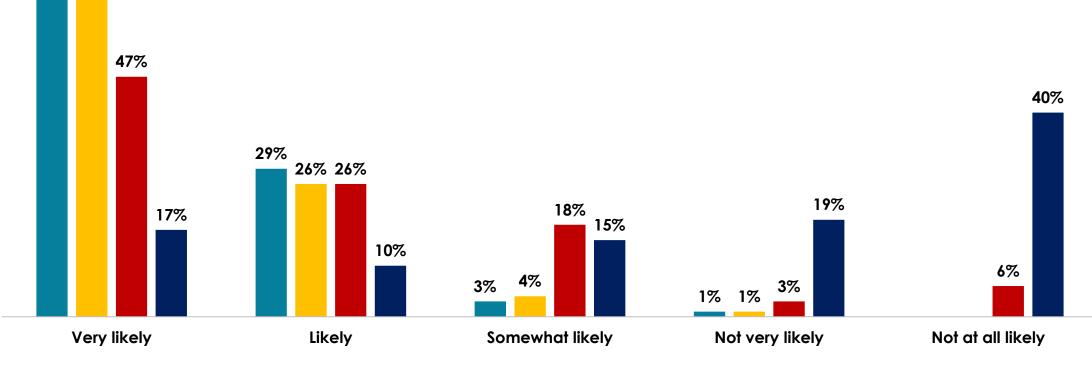
Future Travel – Likelihood of purchasing travel or leisure services in the next 12 months

Avid Traveler \$100K+ Avid Traveler \$150K+ Long-Distance Air Traveler under 55 Nat Rep



Future Travel – Likelihood of booking a flight in the next 12 months





Scheduled Nonstop Seats to Hawai'i by Port Entry

August		Total			Domestic		lr.	iternation	al
	2021	2020	2019	2021	2020	2019	2021	2020	2019
STATE	1,172,897	177,923	1,203,531	1,136,856	165,463	891,415	36,041	12,460	312,116
HONOLULU	584,396	152,033	746,985	552,118	139,573	453,028	32,278	12,460	293,957
KAHULUI	338,709	12,373	257,291	334,946	12,373	248,915	3,763	0	8,376
KONA	138,535	9,657	108,231	138,535	9,657	98,448	0	0	9,783
HILO	5,549	0	4,804	5,549	0	4,804			
LIHU'E	105,708	3,860	86,220	105,708	3,860	86,220	0	0	0
September		Total		L. L.	Domestic		Ir	nternation	al
	2021	2020	2019	2021	2020	2019	2021	2020	2019
STATE	1,008,729	155,255	1,006,682	969,215	143,709	711,856	39,514	11,546	294,826
HONOLULU	507,506	129,049	660,257	473,823	117,503	382,095	33,683	11,546	278,162
KAHULUI	277,108	13,195	204,791	271,277	13,195	197,711	5,831	0	7,080
KONA	119,681	9,453	74,540	119,681	9,453	64,956	0	0	9,584
HILO	4,117	0	3,486	4,117	0	3,486	0	0	0
LIHU'E	100,317	3,558	63,608	100,317	3,558	63,608	0	0	0

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of August 31, 2021, subject to change



Scheduled Nonstop Seats to Hawai'i by Port Entry

October	Total			Domestic			International		
	2021	2020	2019	2021	2020	2019	2021	2020	2019
STATE	1,103,861	221,716	1,057,045	984,385	207,560	760,985	119,476	14,156	296,060
HONOLULU	581,842	154,259	673,909	474,413	140,103	399,574	107,429	14,156	274,335
KAHULUI	285,283	31,068	222,366	277,397	31,068	211,816	7,886	0	10,550
KONA	129,452	23,045	83,243	125,465	23,045	72,590	3,987	0	10,653
HILO	3,938	0	4,648	3,938	0	4,648	0	0	0
LIHU'E	103,346	13,344	72,879	103,172	13,344	72,357	174	0	522
November	Total			Domestic			International		
	2021	2020	2019	2021	2020	2019	2021	2020	2019
STATE	1,221,067	437,024	1,066,503	984,959	421,726	764,288	236,108	15,298	302,215
HONOLULU	673,087	234,788	656,979	477,853	219,490	395,176	195,234	15,298	261,803
KAHULUI	297,189	107,560	231,519	274,495	107,560	209,739	22,694	0	21,780
KONA	139,439	45,458	93,017	124,913	45,458	78,213	14,526	0	14,804
HILO	4,319	0	3,818	4,319	0	3,818	0	0	0
LIHU'E	107,033	49,218	81,170	103,379	49,218	77,342	3,654	0	3,828

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of August 31, 2021, subject to change



YouGov Destination Index Trends

August 30, 2021





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YouGov Syndicated Survey

- HTA subscribes to YouGov's BrandIndex and Profiles databases for the U.S., Japan, and Canada
- YouGov has a global consumer panel with over 6 million participants in 42 countries who take over 20 million surveys each year
- 10,000 consumers are surveyed each day
- HTA receives access to new data each week
- YouGov has daily brand tracking metrics media-focused, brand health, purchase/intent, consumer status





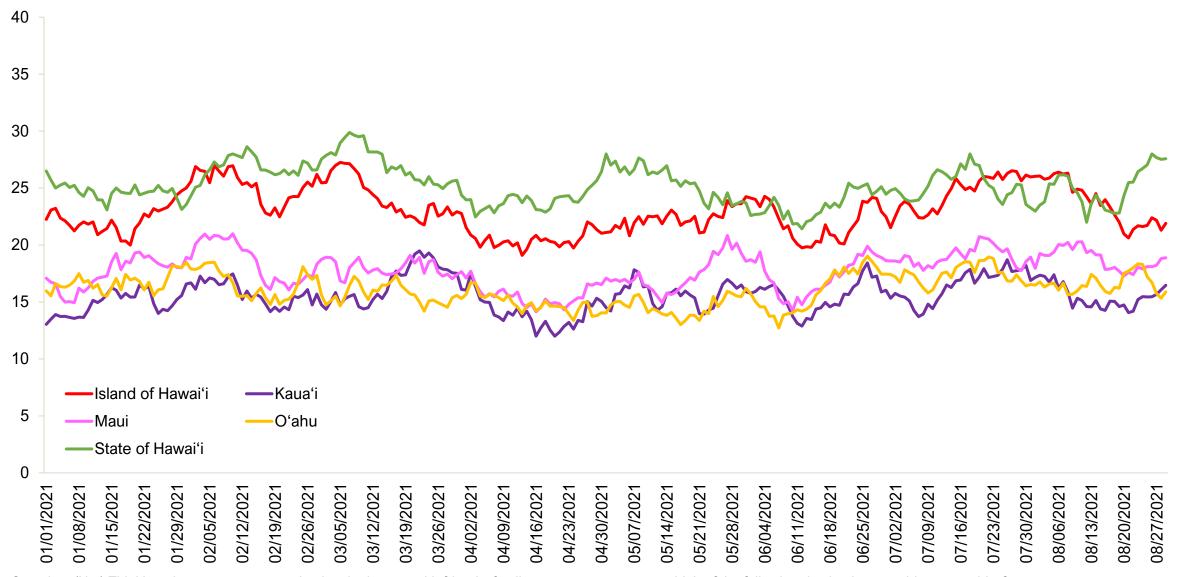
Destination Index

- Metrics
 - Buzz
 - Net % of people that heard something positive about the brand in past two weeks minus % of people heard something negative about brand in past two weeks
 - Recommend
 - Net % would recommend to others minus % would tell to avoid
 - Word of Mouth Exposure
 - Yes% talked with someone about the brand (in-person, online or through social media)
 - Consideration
 - Yes% would consider purchasing a brand when next in market
 - Purchase Intent
 - Yes % most likely to visit the brand in question, of all brands considered
- Indexing
 - U.S. and Japan data are indexed to January 1, 2020, as a pre-COVID-19 baseline to compare magnitude in shifts across markets. Canada data began on September 18, 2020, well into the pandemic, and thus cannot be indexed to a pre-pandemic date.



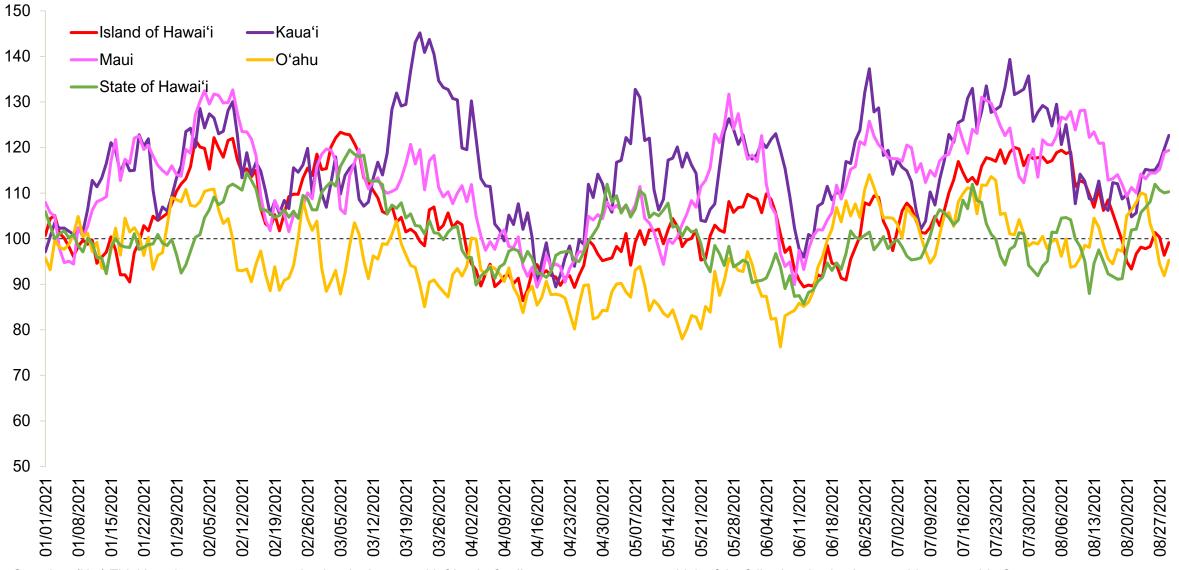


U.S. Consideration (% Yes) Two-Week Moving Average



Question: (Net) Thinking about your next vacation by air alone or with friends, family, a partner or spouse, which of the following destinations would you consider?

Index of U.S. Consideration (% Yes) Two-Week Moving Average



Question: (Net) Thinking about your next vacation by air alone or with friends, family, a partner or spouse, which of the following destinations would you consider?

YouGov Consideration

- Trigger questions for people considering Hawai'i for their next vacation
 - Impact of Delta variant
 - Impact of Governor Ige announcement



TRAVEL AGENCY BOOKING TRENDS

AUGUST 30, 2021





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Travel Agency Bookings to Hawaii for Future Arrivals

Travel Agency Bookings to Hawaii for Future Arrivals* Based on a 7-day Moving Average as of August 29, 2021 U.S.



*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.

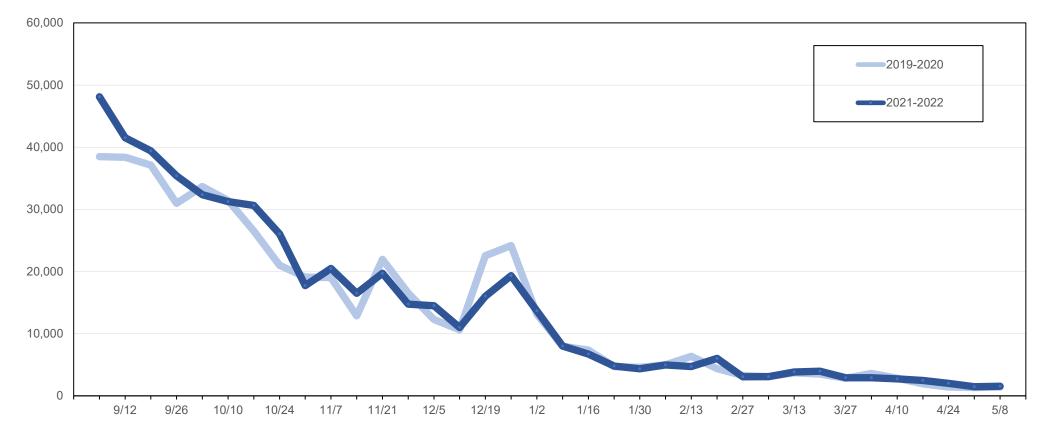
Update: Aug 29, 2021



Source: Global Agency Pro

Travel Agency Bookings to Hawai'i for Future Arrivals





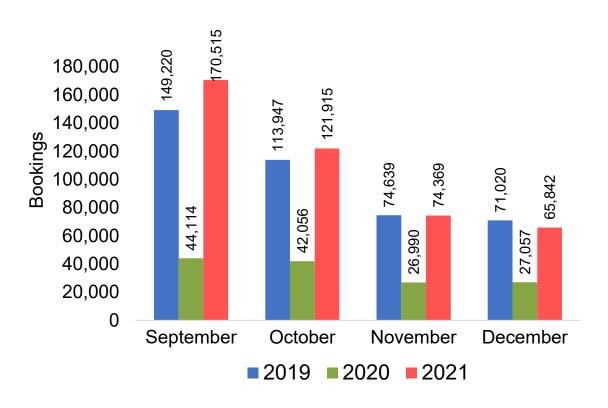
Source: Global Agency Pro, as of August 29, 2021

Source: Global Agency Pro

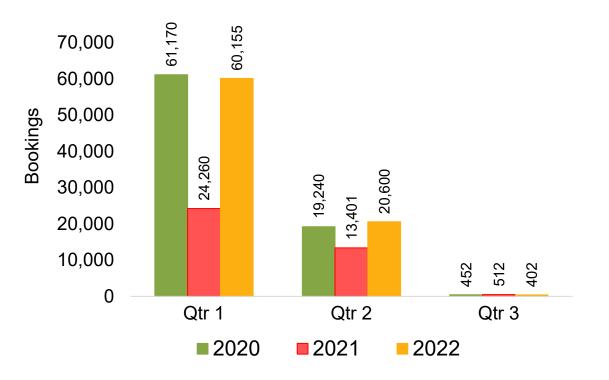


US

Travel Agency Booking Pace for Future Arrivals, by Month



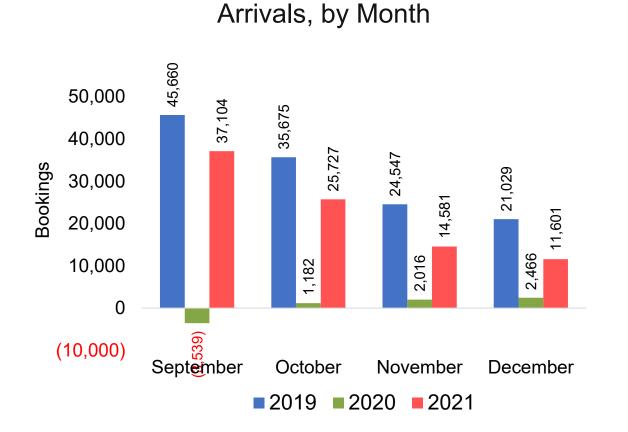
Travel Agency Booking Pace for Future Arrivals, by Quarter



Source: Global Agency Pro as of 08/28/21

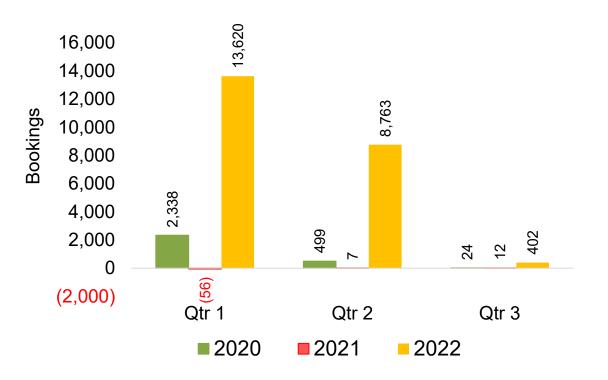
31 8/30/2021

US



Travel Agency Booking Pickup for Future

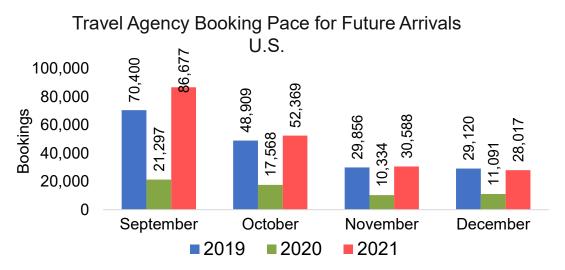
Travel Agency Booking Pickup for Future Arrivals, by Quarter

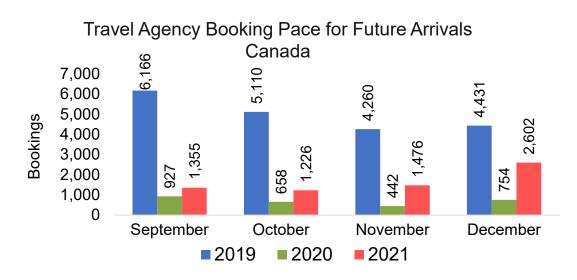


Source: Global Agency Pro as of 08/28/21

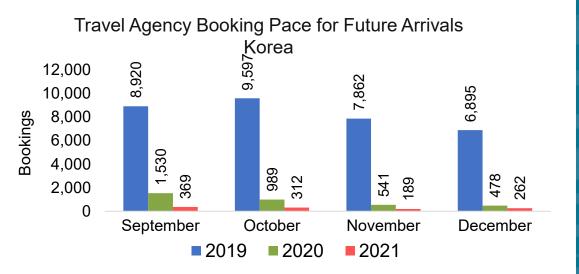
32 8/30/2021

O'ahu by Month 2021

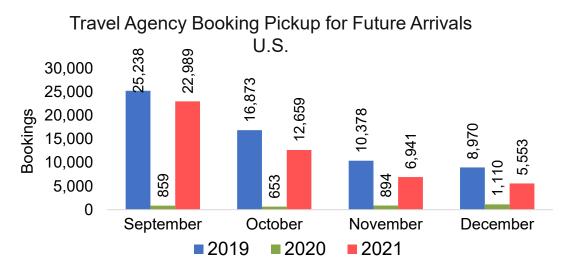


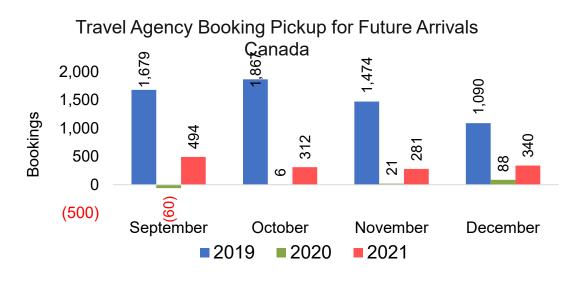


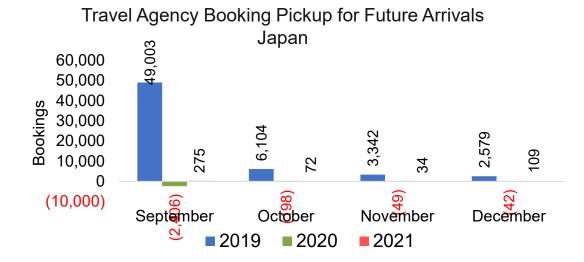
Travel Agency Booking Pace for Future Arrivals Japan 76,849 100,000 80,000 Bookings 60,000 23,578 16,415 13,341 40,000 ,324 1,295 1,597 ,034 20,000 435 416 981 615 ຕົ 0 September October November December 2019 2020 2021

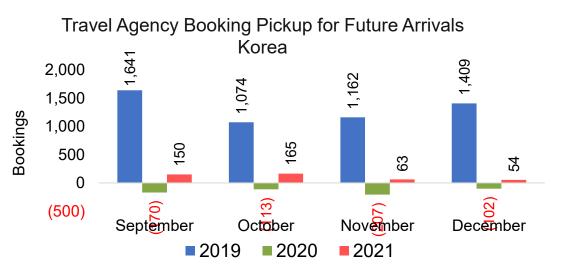


O'ahu by Month 2021

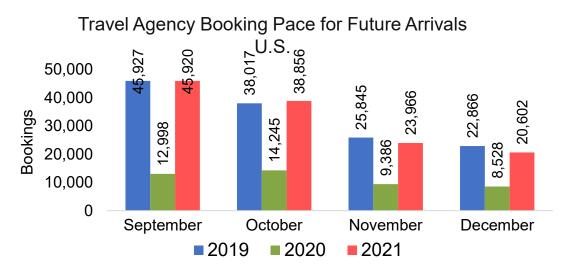


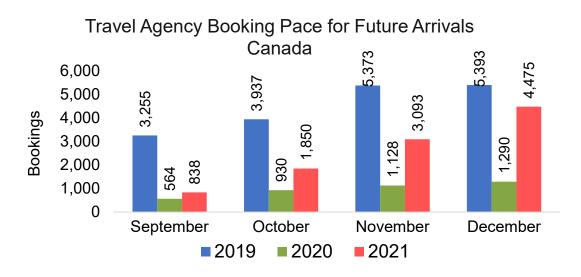


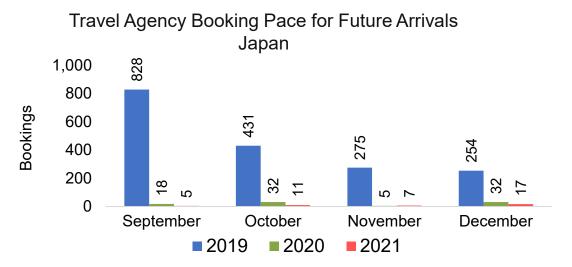




Maui by Month 2021

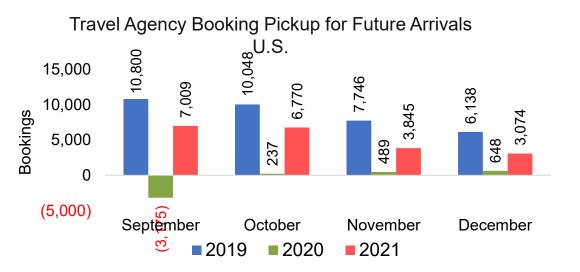


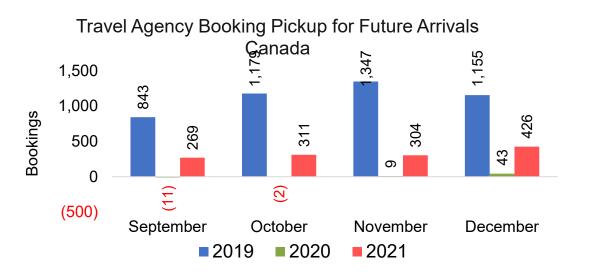


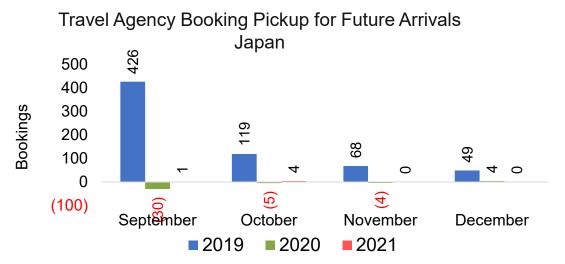


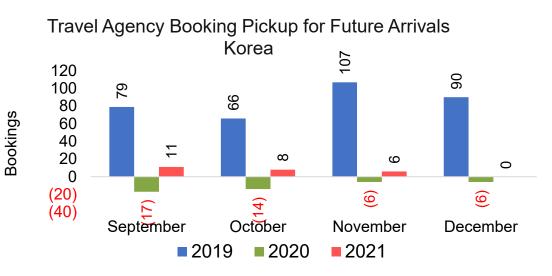


Maui by Month 2021

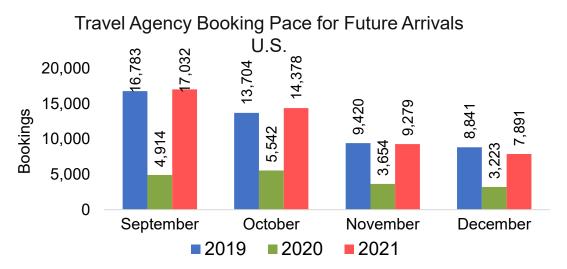


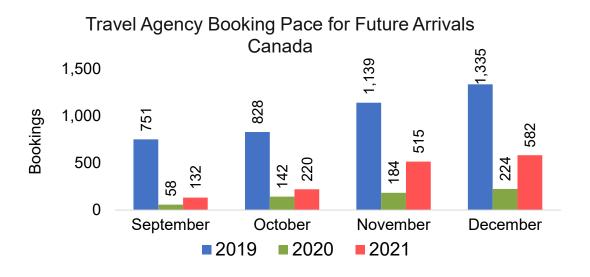






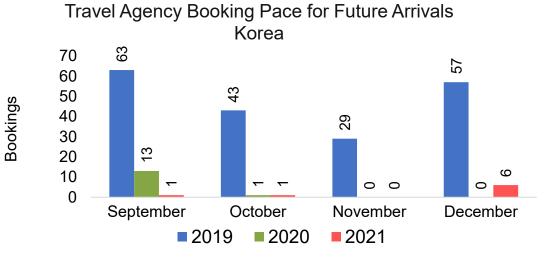
Kaua'i by Month 2021



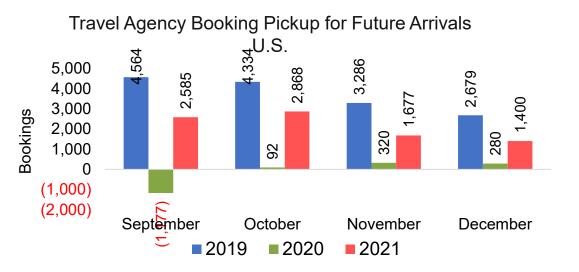


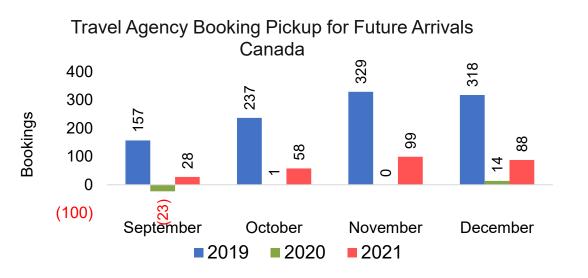
Travel Agency Booking Pace for Future Arrivals Japan 300 241 250 200 106 150 69 100 00 26 50 ဖ ω Э 0 0 September October November December 2019 2020 2021

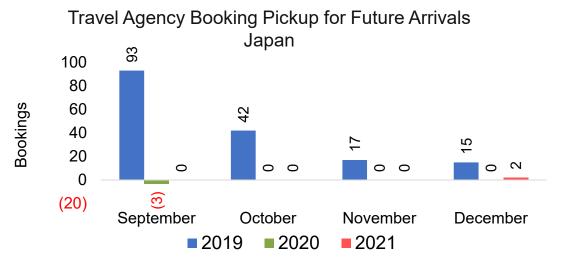
Bookings

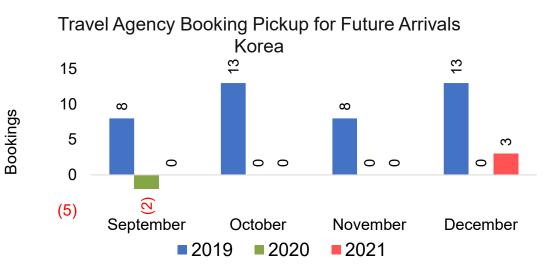


Kaua'i by Month 2021

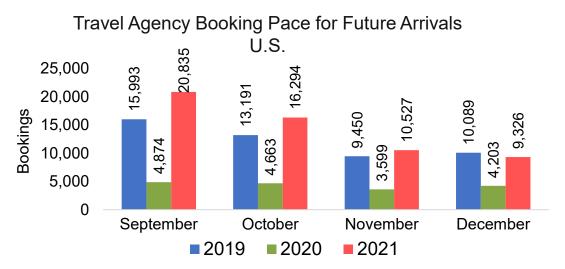


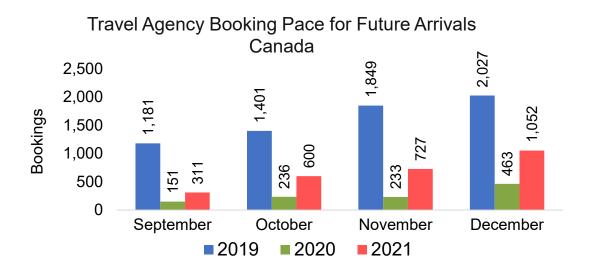


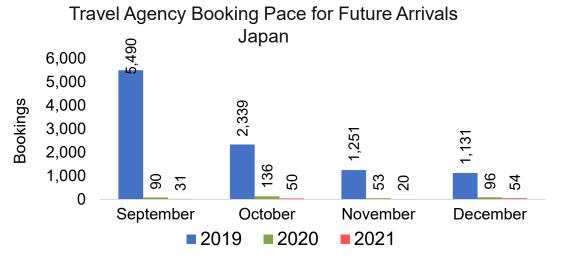


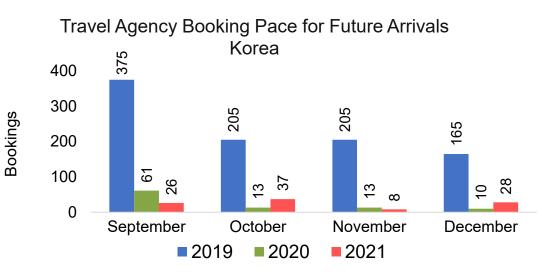


Hawai'i Island by Month 2021

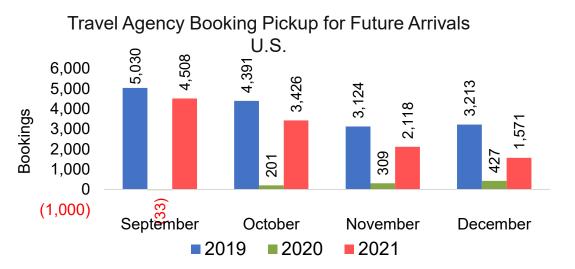


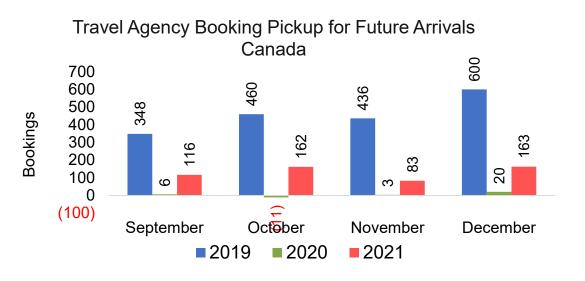


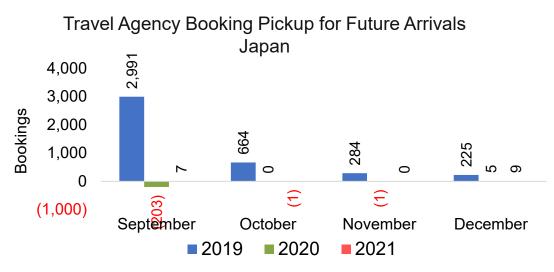


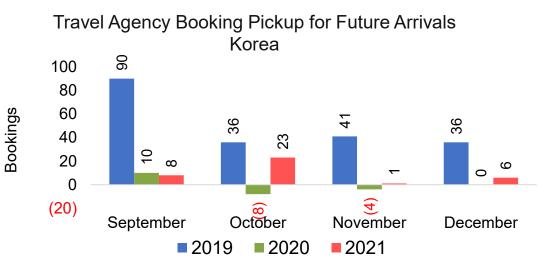


Hawai'i Island by Month 2021









STR HOTEL FORECAST





STR Hotel Forecast – State of Hawai'i

	Oc	cupancy	У		ADR	R		R	RevPAR	
Year	%	Pct Point Change		\$	% Change			\$	% Change	
2017	80.2%	1.1%		\$ 264.49	4.1%		\$	212.07	5.6%	
2018	80.3%	0.1%		\$ 275.75	4.3%		\$	221.34	4.4%	
2019	80.8%	0.6%		\$ 283.05	2.6%		\$	228.78	3.4%	
2020	37.1%	-43.7%		\$ 267.39	-5.5%		\$	99.24	-56.6%	
2021F	59.2%	22.1%		\$ 310.98	16.3%		\$	184.24	85.7%	
2022F	77.0%	17.8%		\$ 293.18	-5.7%		\$	225.85	22.6%	



STR Hotel Forecast – Oʻahu

	Oc	cupancy	y		ADR		RevPAR			
Year	%	Pct Point Change		\$	% Change			\$	% Change	
2017	83.5%	-0.5%		\$ 233.02	2.5%		\$	194.51	1.9%	
2018	83.7%	0.3%		\$ 236.06	1.3%		\$	197.65	1.6%	
2019	84.1%	0.4%		\$ 240.92	2.1%		\$	202.69	2.5%	
2020	39.0%	-45.1%		\$ 215.57	-10.5%		\$	84.04	-58.5%	
2021F	60.8%	21.8%		\$ 217.01	0.7%		\$	131.91	57.0%	
2022F	75.1%	14.3%		\$ 219.96	1.4%		\$	165.22	25.3%	



STR Hotel Forecast – Maui County

	Oc	cupancy	y	ļ	ADR		RevPAR		evPAR	
Year	%	Pct Point Change		\$	% Change			\$	% Change	
2017	77.0%	1.2%		\$ 353.64	7.3%		\$	272.35	8.9%	
2018	75.9%	-1.1%		\$ 386.14	9.2%		\$	293.22	7.7%	
2019	77.7%	1.8%		\$ 401.10	3.9%		\$	311.61	6.3%	
2020	33.9%	-43.8%		\$ 414.26	3.3%		\$	140.42	-54.9%	
2021F	61.4%	27.5%		\$ 493.30	19.1%		\$	302.96	115.8%	
2022F	72.3%	10.9%		\$ 435.75	-11.7%		\$	314.97	4.0%	



STR Hotel Forecast – Island of Hawai'i

	Oc	cupancy	У	4	ADR		RevF		evPAR	
Year	%	Pct Point Change		\$	% Change			\$	% Change	
2017	74.8%	6.1%		\$ 249.04	3.1%		\$	186.34	12.3%	
2018	74.6%	-0.2%		\$ 258.26	3.7%		\$	192.66	3.4%	
2019	77.0%	2.4%		\$ 265.44	2.8%		\$	204.50	6.1%	
2020	38.0%	-39.0%		\$ 254.27	-4.2%		\$	96.71	-52.7%	
2021F	60.1%	22.0%		\$ 335.20	31.8%		\$	201.36	108.2%	
2022F	72.1%	12.0%		\$ 296.11	-11.7%		\$	213.44	6.0%	



STR Hotel Forecast – Kaua'i

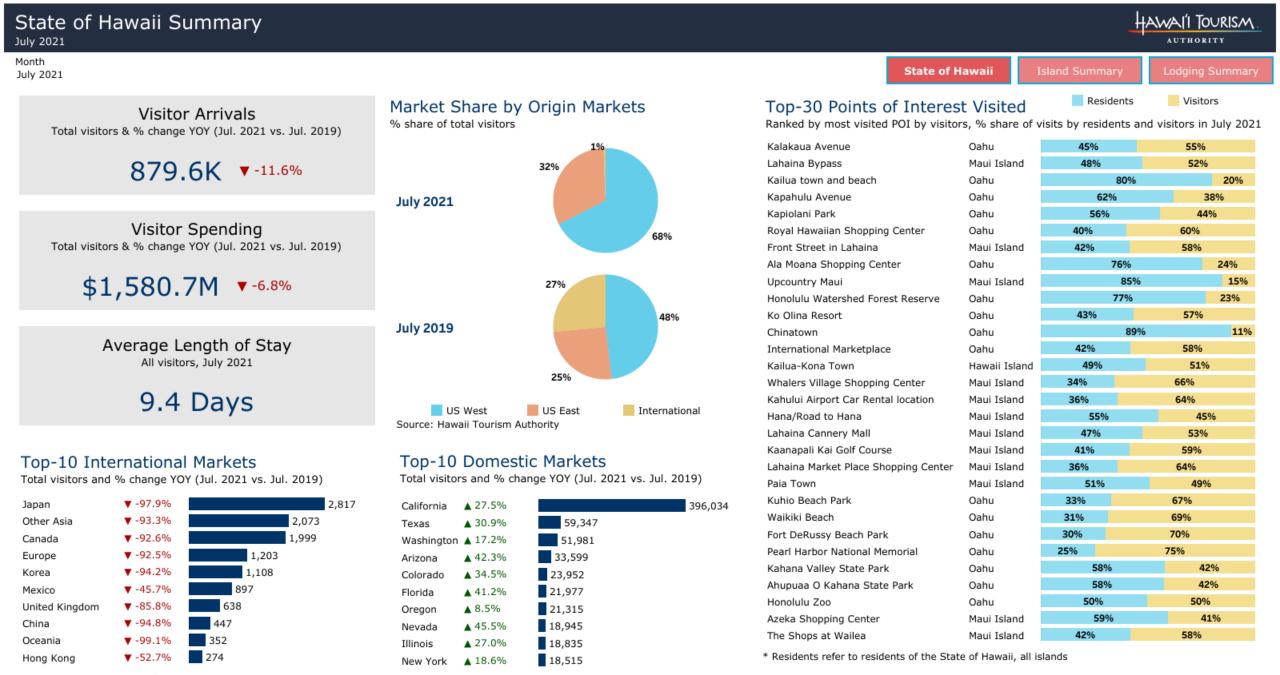
	Oc	cupancy	y	ļ	ADR	DR		RevPAR		
Year	%	Pct Point Change		\$	% Change			\$	% Change	
2017	75.7%	3.0%		\$ 263.87	4.2%		\$	199.78	8.5%	
2018	77.5%	1.8%		\$ 288.02	9.2%		\$	223.36	11.8%	
2019	72.8%	-4.8%		\$ 282.67	-1.9%		\$	205.65	-7.9%	
2020	33.0%	-39.7%		\$ 261.98	-7.3%		\$	86.50	-57.9%	
2021F	54.8%	21.7%		\$ 302.39	15.4%		\$	165.56	91.4%	
2022F	73.8%	19.1%		\$ 288.12	-4.7%		\$	212.67	28.5%	



SYMPHONY DASHBOARD





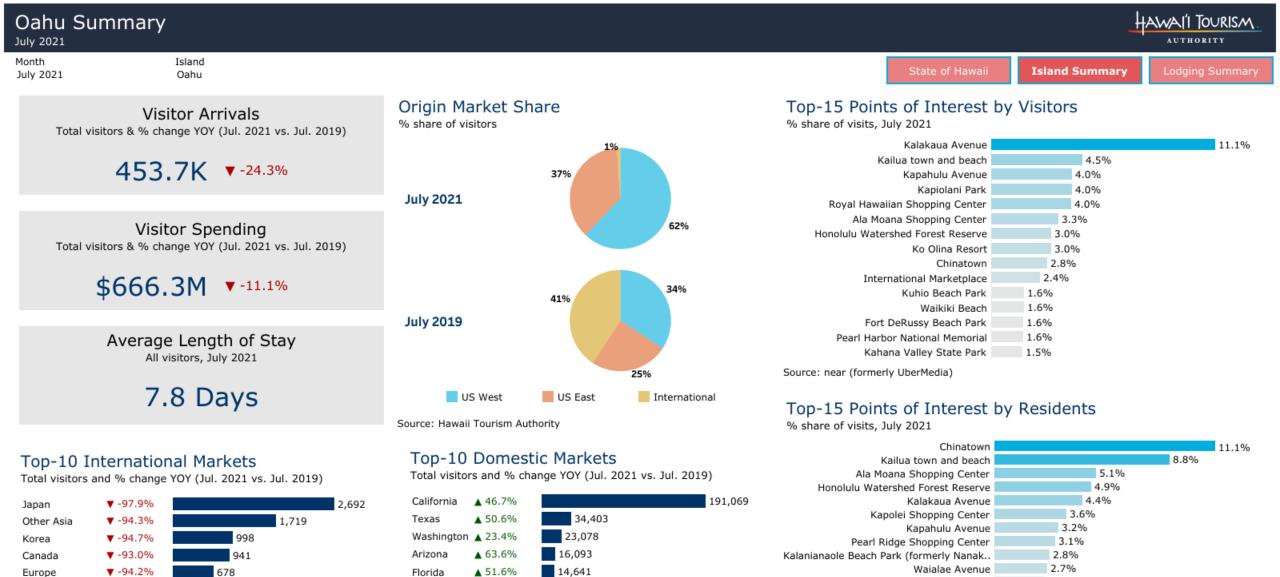


Source: near (formerly UberMedia)

Source: Hawaii Tourism Authority

Source: Hawaii Tourism Authority

SYMPHONY TOURISM ECONOMICS



China

Oceania

Taiwan

Australia

New Zealand

▼ -95.5%

▼ -99.5%

▼ -98.8%

-95.6%

-99.7%

377

192

124

100

68

Source: Hawaii Tourism Authority

▲ 13.2%

▲ 59.0%

▲ 36.0%

▲ 33.8%

▲ 34.4%

New York

Nevada

Illinois

Utah

Colorado

11,249

11,037

10,071

9,024

8,566

Source: near (formerly UberMedia)

SYMPHONY TOURISM ECONOMICS

2.5%

1.6%

1.4%

1.4%

1.3%

Kapiolani Park

Kahala Mall Shopping Center

Windward Mall Shopping Center

Royal Hawaiian Shopping Center

Ala Moana Regional Park

* Residents refer to residents of the State of Hawaii, all islands

Oahu Visit Date Range: 01-Jul	ation Insights for	Visitors				AWAI'I TOURISM.
Island Oahu	From Date 01-Jul-21	To Date 31-Jul-21	Origin Country All	Origin State Name All	Visitors	Residents

Top-30 Points of Interest on Oahu

% share of visits by visitors to Oahu Date range: 01-Jul-21 to 31-Jul-21

	Kalakaua Avenue
4.1%	Kapahulu Avenue
4.1%	Royal Hawaiian Shopping Center
4.0%	Kapiolani Park
3.8%	Kailua town and beach
3.4%	Ala Moana Shopping Center
3.0%	Ko Olina Resort
2.7%	Honolulu Watershed Forest Reserve
2.6%	Chinatown
2.4%	International Marketplace
1.6%	Kuhio Beach Park
1.6%	Waikiki Beach
1.6%	Fort DeRussy Beach Park
1.6%	Pearl Harbor National Memorial
1.6%	Kahana Valley State Park
1.6%	Ahupuaa O Kahana State Park
1.4%	Honolulu Zoo
1.3%	Dole Plantation
1.3%	Makapuu Beach Park
1.2%	Ala Moana Regional Park
1.2%	Diamond Head State Monument
1.2%	Waimanalo Beach Park
1.1%	Queens Surf Beach Park
1.1%	Waimea Bay Beach Park
0.9%	Kailua Beach Park
0.9%	USS Arizona Memorial
0.9%	Aloha Stadium
0.8%	Waikiki Shopping Plaza Shopping Cent
0.8%	Halona Blowhole
0.8%	Honolulu Intl Airport Car Rental Center

Source: Near (formerly UberMedia)

Cross Visitation on Oahu

11.3%

% share of visitors to Oahu going to Kalakaua Avenue that also visited other POIs Date range: 01-Jul-21 to 31-Jul-21

Royal Hawaiian Shopping Center	53.0%
Kapiolani Park	52.9%
Kapahulu Avenue	52.2%
Ala Moana Shopping Center	39.8%
International Marketplace	38.7%
Pearl Harbor National Memorial	36.3%
Honolulu Watershed Forest Reserve	34.9%
Kahana Valley State Park	30.0%
Ahupuaa O Kahana State Park	29.9%
Dole Plantation	29.7%
Chinatown	29.5%
Kailua town and beach	28.6%
Makapuu Beach Park	28.0%
Diamond Head State Monument	27.8%
Kuhio Beach Park	27.1%
Waikiki Beach	26.6%
Waimanalo Beach Park	26.3%
USS Arizona Memorial	22.8%
Ala Moana Regional Park	21.2%
Halona Blowhole	21.2%
Queens Surf Beach Park	21.1%
Fort DeRussy Beach Park	21.0%
Waimea Bay Beach Park	20.8%
Honolulu Zoo	20.6%
Waikiki Shopping Plaza Shopping Center	18.8%
Diamond Head Summit Trail	18.2%
Honolulu Intl Airport Car Rental Center	18.2%
Kailua Beach Park	17.8%
Kaiwi State Scenic Shoreline	17.3%
Kaiona Beach Park	16.5%

Cross Visitation on Other Islands

% share of visitors to Oahu who went to Kalakaua Avenue that also visited other islands Date range: 01-Jul-21 to 31-Jul-21

Lahaina Bypass	Maui Island				45.2%	
Front Street in Lahaina	Maui Island				37.6%	
Kahului Airport Car Rental location	Maui Island				35.6%	
Hana/Road to Hana	Maui Island				34.5%	
Paia Town	Maui Island			31	L.2%	
Upcountry Maui	Maui Island			28.	5%	
Whalers Village Shopping Center	Maui Island			24.7%	/o	
Lahaina Market Place Shopping Center	Maui Island			24.4%	/o	
Haleakala National Park	Maui Island		2	3.1%	D	
H.A. Baldwin Beach Park	Maui Island		2	2.0 %		
Lahaina Cannery Mall	Maui Island		21	L.5%		
Hawaii Volcanoes National Park	Hawaii Island		21	L.4%		
Kaanapali Kai Golf Course	Maui Island		20	. 9 %		
Kailua-Kona Town	Hawaii Island		20	.4%		
Kaanapali Beach	Maui Island		16.3	%		
Wharf Cinema Center	Maui Island		15.69	%		
Kona Airport Car Rental location	Hawaii Island		14.89	/o		
Lahaina Banyan Tree Park	Maui Island		14.89	/o		
Lihue Airport Car Rental location	Kauai	1	13.8%	o		
Azeka Shopping Center	Maui Island	1	3.5%	D		
The Shops at Wailea	Maui Island	1	3.3%	D		
The Bay Course at Kapalua Resort	Maui Island	1	1.9%			
Costco	Maui Island	1	1.6%			
Queens MarketPlace	Hawaii Island	1:	1.6%			
Wailea Golf Club - Old Blue Course	Maui Island	1:	1.4%			
Maalaea Small Boat Harbor	Maui Island	10	.9 %			
Hookipa Beach Park	Maui Island	10	.9 %			
Wailua River State Park	Kauai	10	.6%			
Hana Bay Beach Park	Maui Island	10	.4%			
Highway 30 between Honolua Bay and	Maui Island	10	.2%			
	Front Street in Lahaina Kahului Airport Car Rental location Hana/Road to Hana Paia Town Upcountry Maui Whalers Village Shopping Center Lahaina Market Place Shopping Center Haleakala National Park H.A. Baldwin Beach Park Lahaina Cannery Mall Hawaii Volcanoes National Park Kaanapali Kai Golf Course Kailua-Kona Town Kaanapali Beach Wharf Cinema Center Kona Airport Car Rental location Lahaina Banyan Tree Park Lihue Airport Car Rental location Lahaina Banyan Tree Park Lihue Airport Car Rental location Costco Queens MarketPlace Wailea Golf Club - Old Blue Course Maalaea Small Boat Harbor Hookipa Beach Park Wailua River State Park Hana Bay Beach Park	Front Street in LahainaMaui IslandKahului Airport Car Rental locationMaui IslandHana/Road to HanaMaui IslandPaia TownMaui IslandUpcountry MauiMaui IslandWhalers Village Shopping CenterMaui IslandLahaina Market Place Shopping CenterMaui IslandHaleakala National ParkMaui IslandHawaii Volcanoes National ParkMaui IslandHawaii Volcanoes National ParkHawaii IslandKaanapali Kai Golf CourseMaui IslandKaanapali BeachMaui IslandKaanapali BeachMaui IslandKaanapali BeachMaui IslandKona Airport Car Rental locationHawaii IslandLihue Airport Car Rental locationKauaiLahaina Banyan Tree ParkMaui IslandLihue Airport Car Rental locationMaui IslandThe Shops at WaileaMaui IslandCostcoMaui IslandQueens MarketPlaceMaui IslandWailea Golf Club - Old Blue CourseMaui IslandMaalaea Small Boat HarborMaui IslandHookipa Beach ParkMaui IslandWailua River State ParkKauai	Front Street in LahainaMaui IslandKahului Airport Car Rental locationMaui IslandHana/Road to HanaMaui IslandPaia TownMaui IslandUpcountry MauiMaui IslandWhalers Village Shopping CenterMaui IslandLahaina Market Place Shopping CenterMaui IslandHaleakala National ParkMaui IslandH.A. 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Baldwin Beach ParkMaui IslandLahaina Cannery MallMaui IslandHawaii Volcanoes National ParkHawaii IslandKaanapali Kai Golf CourseMaui IslandKaanapali Kai Golf CourseMaui IslandKaanapali BeachMaui IslandMarf Cinema CenterMaui IslandLahaina Banyan Tree ParkMaui IslandLihue Airport Car Rental locationKauaiLahaina Banyan Tree ParkMaui IslandLihue Airport Car Rental locationKauaiLahaina Banyan Tree ParkMaui IslandLihue Airport Car Rental locationKauaiLahaina Banyan Tree ParkMaui IslandLihue Airport Car Rental locationKauaiThe Shops at WaileaMaui IslandThe Shops at Kapalua ResortMaui IslandMaui Island11.6%Wailea Golf Club - Old Blue CourseMaui IslandMaui Island11.6%Wailea Small Boat HarborMaui IslandHookipa Beach ParkMaui IslandHana Bay Beach ParkMaui IslandHana Bay Beach ParkMaui IslandHana Bay Beach ParkMaui Island <td>Front Street in LahainaMaui Island37.6%Kahului Airport Car Rental locationMaui Island35.6%Hana/Road to HanaMaui Island34.5%Paia TownMaui Island31.2%Upcountry MauiMaui Island28.5%Whalers Village Shopping CenterMaui Island24.7%Lahaina Market Place Shopping CenterMaui Island23.1%HA. Baldwin Beach ParkMaui Island21.5%Hawaii Volcanoes National ParkMaui Island21.5%Hawaii Volcanoes National ParkHawaii Island21.5%Kailua-Kona TownHawaii Island20.9%Kailua-Kona TownHawaii Island20.9%Kailua-Kona TownHawaii Island16.3%Wharf Cinema CenterMaui Island16.3%Kona Airport Car Rental locationHawaii Island13.5%Ihue Airport Car Rental locationKauai13.8%Azeka Shopping CenterMaui Island13.3%The Shops at WalleaMaui Island13.3%The Shops at Kapalua ResortMaui Island11.6%Queens MarketPlaceHawaii Island11.6%Queens MarketPlaceHawaii Island11.6%Wailea Golf Club - Old Blue CourseMaui Island10.9%Haua Bay Beach ParkMaui Island10.9%Waila River State ParkMaui Island10.9%Haua Bay Beach ParkMaui Island10.6%Haua Bay Beach ParkMaui Island10.6%Waila River State ParkKauai10.6%Wailua R</td>	Front Street in LahainaMaui Island37.6%Kahului Airport Car Rental locationMaui Island35.6%Hana/Road to HanaMaui Island34.5%Paia TownMaui Island31.2%Upcountry MauiMaui Island28.5%Whalers Village Shopping CenterMaui Island24.7%Lahaina Market Place Shopping CenterMaui Island23.1%HA. Baldwin Beach ParkMaui Island21.5%Hawaii Volcanoes National ParkMaui Island21.5%Hawaii Volcanoes National ParkHawaii Island21.5%Kailua-Kona TownHawaii Island20.9%Kailua-Kona TownHawaii Island20.9%Kailua-Kona TownHawaii Island16.3%Wharf Cinema CenterMaui Island16.3%Kona Airport Car Rental locationHawaii Island13.5%Ihue Airport Car Rental locationKauai13.8%Azeka Shopping CenterMaui Island13.3%The Shops at WalleaMaui Island13.3%The Shops at Kapalua ResortMaui Island11.6%Queens MarketPlaceHawaii Island11.6%Queens MarketPlaceHawaii Island11.6%Wailea Golf Club - Old Blue CourseMaui Island10.9%Haua Bay Beach ParkMaui Island10.9%Waila River State ParkMaui Island10.9%Haua Bay Beach ParkMaui Island10.6%Haua Bay Beach ParkMaui Island10.6%Waila River State ParkKauai10.6%Wailua R

Source: Near (formerly UberMedia)

Source: Near (formerly UberMedia)

POI Visitation Summary

Date Range: 01-Jul-21 to 31-Jul-21

From	То
01-Jul-21	31-Jul-21

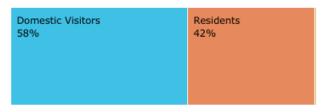
Island Oahu

POI Category All POI Name Laniakea Beach

33.3%

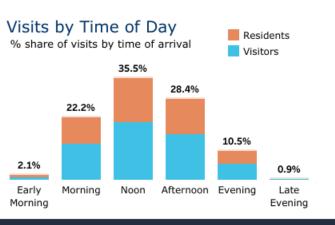
Visitors by Origin

Unique visitors



Visits by Day of Week % share of visits by DOW

Residents Visitors

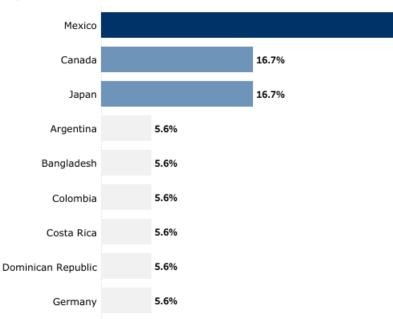


State Residents

Unique visitors, % share of total residents

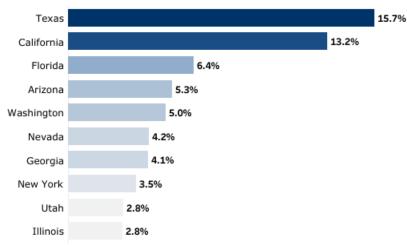


Top-10 Origin Countries for International Visitors Unique visitors, % share of total international



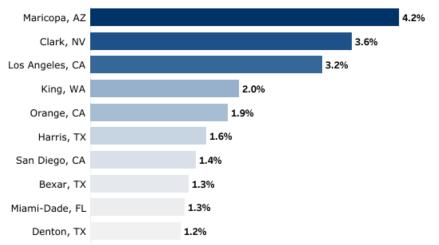
Top-10 Origin States for Domestic Visitors

Unique visitors, % share of total domestic



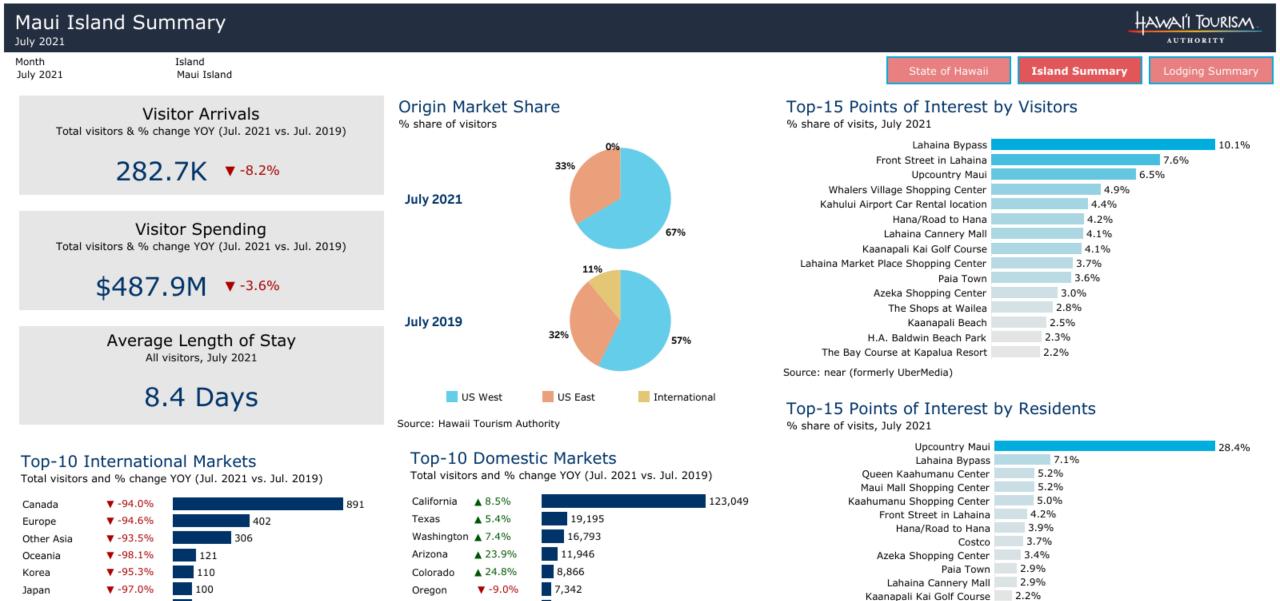
Top-10 Origin Counties for Domestic Visitors

Unique visitors, % share of total domestic



HAWAI'I TOURISM

AUTHORITY



Source: near (formerly UberMedia)

H.A. Baldwin Beach Park

* Residents refer to residents of the State of Hawaii, all islands

Whalers Village Shopping Center

Kahului Airport Car Rental location

SYMPHONY TOURISM ECONOMICS

2.0%

2.0%

1.9%

Source: Hawaii Tourism Authority

New Zealand

China

Taiwan

Australia

▼ -95.6%

▼ -95.2%

▼ -92.2%

▼ -99.5%

100

91

23

22

▲ 31.5% Source: Hawaii Tourism Authority

▲ 2.3%

▲ 14.7%

▲ 23.0%

Illinois

Florida

Nevada

New York

7,164

6,963

6,950

5,492

Maui Island Visitation Insights for Visitors HAWAI'I TOURISM Date Range: 01-Jul-21 to 31-Jul-21 AUTHORITY Origin State Name From Date Island To Date Origin Country Maui Island 01-Jul-21 31-Jul-21 All All Visitors

Top-30 Points of Interest on Maui Island

% share of visits by visitors to Maui Island Date range: 01-Jul-21 to 31-Jul-21

Lahaina Bypass	10.2%
Front Street in Lahaina	7.7%
Upcountry Maui	5.4%
Whalers Village Shopping Center	5.0%
Kahului Airport Car Rental location	4.4%
Hana/Road to Hana	4.2%
Lahaina Cannery Mall	4.2%
Kaanapali Kai Golf Course	4.1%
Lahaina Market Place Shopping Center	3.7%
Paia Town	3.6%
Azeka Shopping Center	3.0%
The Shops at Wailea	2.8%
Kaanapali Beach	2.5%
H.A. Baldwin Beach Park	2.3%
The Bay Course at Kapalua Resort	2.2%
Wharf Cinema Center	2.2%
Haleakala National Park	2.1%
Costco	1.9%
Wailea Golf Club - Old Blue Course	1.9%
Lahaina Banyan Tree Park	1.8%
Highway 30 between Honolua Bay and	1.2%
The Market Place at Lahaina	1.2%
Maalaea Small Boat Harbor	1.2%
Maui Ocean Center	1.2%
Lahaina Small Boat Harbor	1.1%
Big Beach	1.0%
Maui Mall Shopping Center	1.0%
Makena Beach State Park	1.0%
Hookipa Beach Park	0.9%
Wailea Beach Park	0.9%

Source: Near (formerly UberMedia)

Cross Visitation on Maui Island

visited other POIs Date range: 01-Jul-21 to 31-Jul-21

Front Street in Lahaina	77.4%	
Kahului Airport Car Rental location	62.3%	
Hana/Road to Hana	57.4%	
Paia Town		
Lahaina Market Place Shopping Center	53.5%	
Whalers Village Shopping Center	51.2%	
Lahaina Cannery Mall	49.7%	
Upcountry Maui	47.1%	
Kaanapali Kai Golf Course	44.5%	
H.A. Baldwin Beach Park	37.6%	
Kaanapali Beach	33.7%	
Haleakala National Park	33.5%	
Wharf Cinema Center	33.5%	
Lahaina Banyan Tree Park	32.6%	
The Bay Course at Kapalua Resort	28.9%	
Azeka Shopping Center	27.0%	
Costco	26.4%	
The Shops at Wailea	23.9%	
Highway 30 between Honolua Bay and Kah	23.1%	
The Market Place at Lahaina	21.9%	
Lahaina Small Boat Harbor	19.6%	
Maui Ocean Center	19.5%	
Maalaea Small Boat Harbor	19.4%	
Wailea Golf Club - Old Blue Course	19.3%	
Hookipa Beach Park	17.1%	
Big Beach	16.3%	
Makena Beach State Park	15.9%	
Hana Bay Beach Park	14.1%	
Maui Mall Shopping Center	12.5%	
Molokini Crater Reserve and Sanctuary	12.3%	
Courses Name (Courses by UlbertMadia)		

Source: Near (formerly UberMedia)

% share of visitors to Maui Island going to Lahaina Bypass that also

Cross Visitation on Other Islands

% share of visitors to Maui Island who went to Lahaina Bypass that also visited other islands Date range: 01-Jul-21 to 31-Jul-21

Kalakaua Avenue	Oahu		49.6%
Pearl Harbor National Memorial	Oahu		35.1%
Kapahulu Avenue	Oahu		30.7%
Royal Hawaiian Shopping Center	Oahu		29.1%
Kapiolani Park	Oahu		28.3%
USS Arizona Memorial	Oahu		25.4%
Diamond Head State Monument	Oahu		20.3%
International Marketplace	Oahu		19.9%
Ala Moana Shopping Center	Oahu		19.5%
Honolulu Watershed Forest Reserve	Oahu		18.3%
Ahupuaa O Kahana State Park	Oahu		16.0%
Kahana Valley State Park	Oahu		16.0%
Honolulu Intl Airport Car Rental Center	Oahu		15.7%
Dole Plantation	Oahu		15.6%
Waikiki Beach	Oahu		14.9%
Kailua town and beach	Oahu		14.4%
Chinatown	Oahu		13.5%
Diamond Head Summit Trail	Oahu		13.4%
Makapuu Beach Park	Oahu		13.2%
Kuhio Beach Park	Oahu		13.1%
Hawaii Volcanoes National Park	Hawaii Island		12.9%
Kailua-Kona Town	Hawaii Island		12.4%
Manele-Hulopoe Marine Life Conservat	Lanai		12.4%
Waimanalo Beach Park	Oahu		12.2%
Lihue Airport Car Rental location	Kauai		11.7%
Ko Olina Resort	Oahu		11.7%
Waimea Bay Beach Park	Oahu		10.9%
Kona Airport Car Rental location	Hawaii Island		10.6%
USS Bowfin Submarine Museum and P	Oahu	1	9.8%
Kailua Beach Park	Oahu		9.7%

POI Visitation Summary

Date Range: 01-Jul-21 to 31-Jul-21

Visitors by Origin

Unique visitors

From

01-Jul-21



То

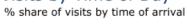
31-Jul-21

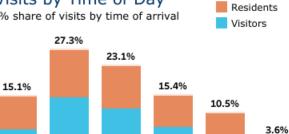
Visits by Day of Week % share of visits by DOW

Residents Visitors









Afternoon Evening

Late

Evening

Noon

State Residents

Island

Maui Island

Unique visitors, % share of total residents



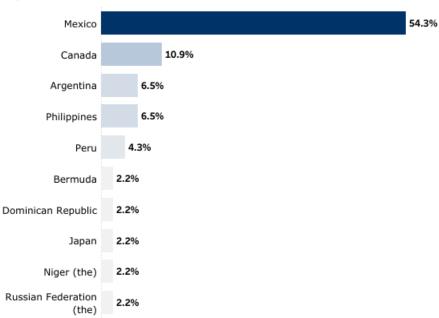
POI Name

Hana/Road to Hana

Top-10 Origin Countries for International Visitors Unique visitors, % share of total international

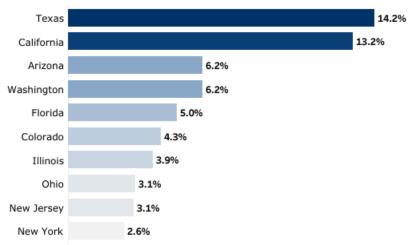
POI Category

All



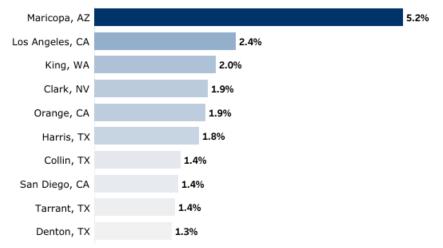
Top-10 Origin States for Domestic Visitors

Unique visitors, % share of total domestic



Top-10 Origin Counties for Domestic Visitors

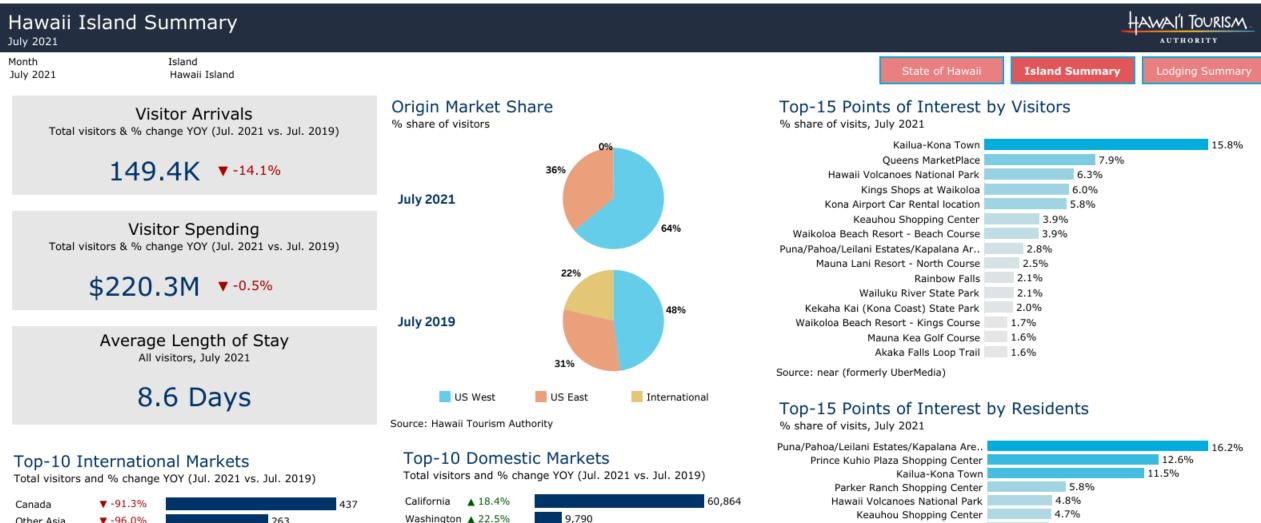
Unique visitors, % share of total domestic



Morning

Early

Morning



Other Asia	▼ -96.0%	263
Europe	▼ -95.3%	248
China	▼ -97.2%	106
Japan	▼ -99.5%	81
Korea	▼ -95.9%	69
Oceania	▼ -98.5%	66
New Zealand	▼-96.1%	51
Australia	▼ -99.5%	15
Taiwan	▼ -98.5%	14

Source: Hawaii Tourism Authority

Source: Hawaii Tourism Authority

New Jersey 18.3%

▲ 13.5%

▲ 33.7%

▲ 20.7%

▲ 39.6%

▲ 21.6%

▲ 19.0%

▲ 17.7%

Texas

Colorado

Arizona

Oregon

Florida

Illinois

New York

9,388

5,184

4,837

4,805

4,523

4,085

3,361

2,506

Source: near (formerly UberMedia)

Oueens MarketPlace

Hilo Shopping Center

Kings Shops at Waikoloa

Imiloa Astronomy Center

Mauna Kea Golf Course

* Residents refer to residents of the State of Hawaii, all islands

Wailoa River State Recreation Area

Waikoloa Beach Resort - Beach Course

Kona Airport Car Rental location

Mauna Lani Resort - North Course

SYMPHONY TOURISM ECONOMICS

4.5%

3.4%

2.8%

2.4%

2.3%

1.6%

1.6%

1.4%

1.4%

Hawaii Island Visitation Insights for Visitors Date Range: 01-Jul-21 to 31-Jul-21 Juthority Island From Date 01-Jul-21 To Date 31-Jul-21 Origin Country All Origin State Name All Origin State Name All Visitors Residents

Top-30 Points of Interest on Hawaii Island

% share of visits by visitors to Hawaii Island Date range: 01-Jul-21 to 31-Jul-21

Kailua-Kona Town				15.9%
Queens MarketPlace			7.9%	
Hawaii Volcanoes National Park			6.3%	
Kings Shops at Waikoloa			6.0%	
Kona Airport Car Rental location			5.9%	
Keauhou Shopping Center		3.9	9%	
Waikoloa Beach Resort - Beach Course		3.9	9%	
Mauna Lani Resort - North Course		2.5%	D	
Puna/Pahoa/Leilani Estates/Kapalana		2.5%	D	
Rainbow Falls		2.1%		
Wailuku River State Park		2.1%		
Kekaha Kai (Kona Coast) State Park		2.0%		
Waikoloa Beach Resort - Kings Course		1.7%		
Mauna Kea Golf Course		1.6%		
Akaka Falls Loop Trail		1.6%		
Hawaiian Volcano Observatory		1.6%		
Akaka Falls State Park		1.6%		
Parker Ranch Shopping Center		1.6%		
Kealakekua Bay State Historical Park		1.5%		
Keauhou Bay		1.5%		
Kilauea Iki Trail		1.4%		
Hapuna Golf Course		1.3%		
Anaehoomalu Beach		1.3%		
Kua Bay		1.3%		
Prince Kuhio Plaza Shopping Center		1.2%		
Puuhonua O Honaunau National Histor		1.2%		
Mauna Lani Resort - South Course		1.2%		
Kilauea Overlook		1.2%		
Waialea Bay Beach	•).9 %		
Waipio Valley	(0.8%		

Source: Near (formerly UberMedia)

Cross Visitation on Hawaii Island

% share of visitors to Hawaii Island going to Kailua-Kona Town that also visited other POIs Date range: 01-Jul-21 to 31-Jul-21

Hawaii Volcanoes National Park	56.3%
Kona Airport Car Rental location	53.4%
Queens MarketPlace	40.4%
Kings Shops at Waikoloa	35.3%
Keauhou Shopping Center	28.7%
Rainbow Falls	28.2%
Wailuku River State Park	28.1%
Kekaha Kai (Kona Coast) State Park	22.7%
Hawaiian Volcano Observatory	21.8%
Akaka Falls Loop Trail	21.4%
Akaka Falls State Park	20.7%
Kealakekua Bay State Historical Park	20.6%
Keauhou Bay	20.1%
Kilauea Iki Trail	19.0%
Waikoloa Beach Resort - Beach Course	18.7%
Puuhonua O Honaunau National Historical	16.8%
Kilauea Overlook	15.2%
Kua Bay	14.7%
Parker Ranch Shopping Center	14.6%
Kailua Pier	12.0%
Alii Gardens Marketplace	11.7%
Mauna Lani Resort - North Course	11.7%
Waipio Valley	11.6%
Anaehoomalu Beach	11.3%
Waipio Scenic Overlook	11.2%
Mauna Kea Golf Course	11.2%
Waialea Bay Beach	10.2%
Thurston Lava Tube	8.7%
Puna/Pahoa/Leilani Estates/Kapalana Area	8.3%
Prince Kuhio Plaza Shopping Center	8.2%
Source: Near (formerly UberMedia)	

Cross Visitation on Other Islands

% share of visitors to Hawaii Island who went to Kailua-Kona Town that also visited other islands Date range: 01-Jul-21 to 31-Jul-21

Kalakaua Avenue	Oahu	46.7%
Pearl Harbor National Memorial	Oahu	34.9%
Kapahulu Avenue	Oahu	29.9%
Kapiolani Park	Oahu	28.1%
Royal Hawaiian Shopping Center	r Oahu	27.8%
Lahaina Bypass	Maui Island	26.9%
USS Arizona Memorial	Oahu	23.2%
Front Street in Lahaina	Maui Island	22.7%
Ala Moana Shopping Center	Oahu	21.7%
Kahului Airport Car Rental locati	on Maui Island	20.9%
Hana/Road to Hana	Maui Island	20.0%
International Marketplace	Oahu	19.2%
Diamond Head State Monument	Oahu	19.1%
Honolulu Watershed Forest Rese	erve Oahu	19.1%
Upcountry Maui	Maui Island	18.9%
Dole Plantation	Oahu	18.1%
Paia Town	Maui Island	17.8%
Chinatown	Oahu	16.5%
Kailua town and beach	Oahu	15.7%
Ahupuaa O Kahana State Park	Oahu	15.6%
Kahana Valley State Park	Oahu	15.6%
Haleakala National Park	Maui Island	15.0%
Lahaina Market Place Shopping	Center Maui Island	14.6%
Waikiki Beach	Oahu	14.0%
Honolulu Intl Airport Car Rental	Center Oahu	13.3%
Diamond Head Summit Trail	Oahu	13.0%
H.A. Baldwin Beach Park	Maui Island	13.0%
Whalers Village Shopping Center	r Maui Island	12.8%
Makapuu Beach Park	Oahu	12.8%
Waimanalo Beach Park	Oahu	12.4%

Source: Near (formerly UberMedia)

POI Visitation Summary

Date Range: 01-Jul-21 to 31-Jul-21

Visitors by Origin

Unique visitors

From

01-Jul-21



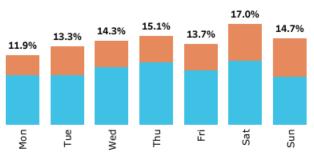
То

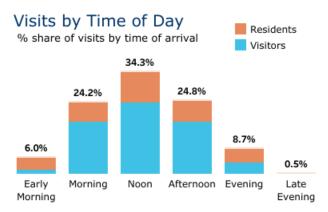
31-Jul-21

Visits by Day of Week

% share of visits by DOW

Residents Visitors





State Residents

Island

Hawaii Island

Unique visitors, % share of total residents



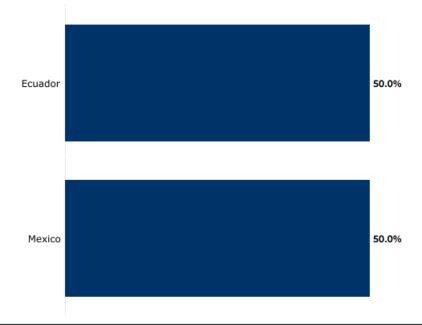
POI Name

Waipio Valley

Top-10 Origin Countries for International Visitors Unique visitors, % share of total international

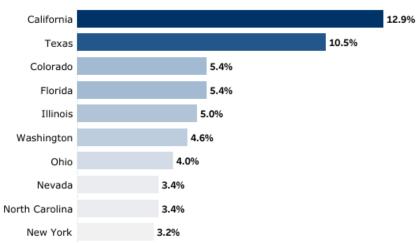
POI Category

All



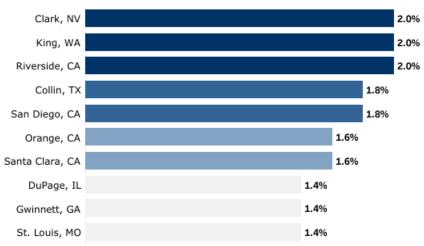
Top-10 Origin States for Domestic Visitors

Unique visitors, % share of total domestic

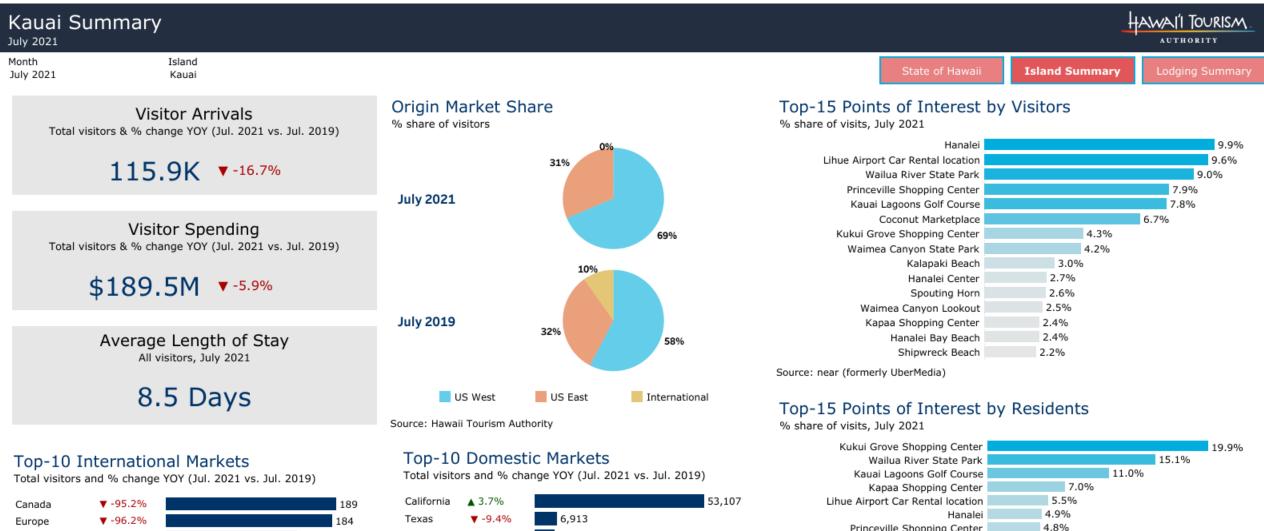


Top-10 Origin Counties for Domestic Visitors

Unique visitors, % share of total domestic



SYMPHONY TOURISM ECONOMICS



Canada	▼-95.2%		
Europe	▼ -96.2%		
Other Asia	▼ -85.9%		145
Japan	▼ -95.0%	61	
Oceania	▼ -98.5%	47	
Korea	▼ -91.9%	44	
New Zealand	▼ -91.2%	43	
China	▼ -91.7%	25	
Taiwan	▼ -89.1%	10	
Australia	▼ -99.8%	4	

Source: Hawaii Tourism Authority

▼ -11.8% 2,765 New York 2,395 Illinois -13.0%

Washington ▲ 1.4%

Colorado

Arizona

Oregon

Florida

Utah

Source: Hawaii Tourism Authority

▲ 18.4%

▲ 12.7%

▲ 7.5%

▼ -3.9%

▼ -2.1%

6,341

4,446

4,398

2,855

2,841

2,810

Source: near (formerly UberMedia)

Princeville Shopping Center

Waimea Canyon State Park

Nounou Forest Reserve

Lihue Helicopter Tours Heliport Area

Waimea Canyon Plaza Shopping Center

Coconut Marketplace

Kalapaki Beach

Kapaa Beach Park

Port Allen Small Boat Harbor 1.2%

* Residents refer to residents of the State of Hawaii, all islands

SYMPHONY TOURISM ECONOMICS

4.5%

2.5%

2.2%

2.0%

1.4%

1.3%

1.2%

Kauai Visitation Insights for Visitors

Date Range: 01-Jul-21 to 31-Jul-21

Island	From Date	To Date
Kauai	01-Jul-21	31-Jul-21

Top-30 Points of Interest on Kauai

% share of visits by visitors to Kauai Date range: 01-Jul-21 to 31-Jul-21

Hanalei	9.9%
Lihue Airport Car Rental location	9.6%
Wailua River State Park	9.0%
Princeville Shopping Center	7.9%
Kauai Lagoons Golf Course	7.8%
Coconut Marketplace	6.6%
Kukui Grove Shopping Center	4.3%
Waimea Canyon State Park	4.2%
Kalapaki Beach	3.0%
Hanalei Center	2.7%
Spouting Horn	2.6%
Waimea Canyon Lookout	2.5%
Kapaa Shopping Center	2.4%
Hanalei Bay Beach	2.4%
Shipwreck Beach	2.2%
Poipu Beach Park	2.2%
Kokee State Park	1.9%
Port Allen Small Boat Harbor	1.6%
Lihue Helicopter Tours Heliport Area	1.4%
Wailua Falls	1.4%
Kapaa Beach Park	1.4%
Waipoo Falls	0.9%
Lumahai Beach Park	0.9%
Lydgate Beach Park	0.7%
Nounou Forest Reserve	0.7%
Mahaulepu Beach	0.6%
Iliau Nature Loop	0.6%
Salt Pond Beach Park	0.6%
Puuhinahina Lookout	0.5%
Sleeping Giant hiking trail (including b	0.5%

Source: Near (formerly UberMedia)

Cross Visitation on Kauai

All

Source: Near (formerly UberMedia)

Origin Country

% share of visitors to Kauai going to Hanalei that also visited other POIs Date range: 01-Jul-21 to 31-Jul-21

Origin State Name

All

Lihue Airport Car Rental location	66.9%
Wailua River State Park	60.4%
Princeville Shopping Center	58.6%
Waimea Canyon State Park	44.6%
Coconut Marketplace	38.5%
Hanalei Center	36.9%
Hanalei Bay Beach	34.0%
Kauai Lagoons Golf Course	32.2%
Waimea Canyon Lookout	28.4%
Spouting Horn	28.0%
Kukui Grove Shopping Center	26.7%
Kapaa Shopping Center	22.6%
Kokee State Park	21.3%
Shipwreck Beach	17.7%
Kalapaki Beach	17.3%
Poipu Beach Park	17.3%
Wailua Falls	16.8%
Port Allen Small Boat Harbor	16.5%
Lumahai Beach Park	13.1%
Lihue Helicopter Tours Heliport Area	12.5%
Waipoo Falls	10.8%
Kapaa Beach Park	9.3%
Makua (Tunnels) Beach	8.1%
Tunnels Beach	8.1%
Lydgate Beach Park	7.2%
Queens Bath	7.0%
Mahaulepu Beach	6.7%
Nounou Forest Reserve	6.6%
Iliau Nature Loop	6.6%
Haena State Park	6.4%

Cross Visitation on Other Islands

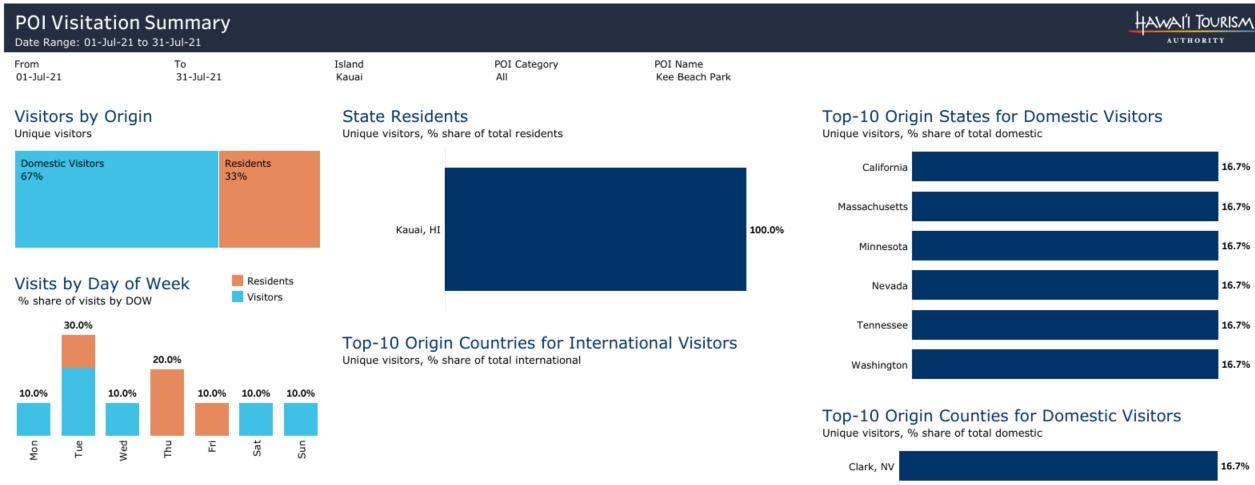
% share of visitors to Kauai who went to Hanalei that also visited other islands Date range: 01-Jul-21 to 31-Jul-21

Kalakaua Avenue	Oahu		38.8%
Lahaina Bypass	Maui Island		33.6%
Pearl Harbor National Memorial	Oahu		26.0%
Kapiolani Park	Oahu		25.6%
Front Street in Lahaina	Maui Island		25.3%
Kahului Airport Car Rental location	Maui Island		25.3%
Hana/Road to Hana	Maui Island		24.8%
Upcountry Maui	Maui Island	-	23.1%
Royal Hawaiian Shopping Center	Oahu		22.4%
Paia Town	Maui Island		22.2%
Kapahulu Avenue	Oahu		21.8%
Haleakala National Park	Maui Island		19.0%
Lahaina Market Place Shopping Center		-	8.6%
Hawaii Volcanoes National Park	Hawaii Island		8.1%
	Maui Island		8.1%
Lahaina Cannery Mall Honolulu Watershed Forest Reserve	Maul Island Oahu		8.0%
	00110	-	8.0%
Kailua-Kona Town	Hawaii Island	_	
H.A. Baldwin Beach Park	Maui Island		7.2%
USS Arizona Memorial	Oahu	-	5.9%
Diamond Head State Monument	Oahu		.3%
Whalers Village Shopping Center	Maui Island		.2%
International Marketplace	Oahu		9%
Kaanapali Kai Golf Course	Maui Island	14.	6%
Ala Moana Shopping Center	Oahu	14.	2%
Kona Airport Car Rental location	Hawaii Island	14.	2%
Kailua town and beach	Oahu	13.9	9%
Ahupuaa O Kahana State Park	Oahu	13.7	7%
Kahana Valley State Park	Oahu	13.7	7%
Dole Plantation	Oahu	13.1	.%
Lahaina Banyan Tree Park	Maui Island	12.6	%

Source: Near (formerly UberMedia)

HAWAI'I TOURISM

AUTHORITY



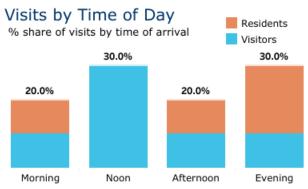
Crow Wing, MN

Essex, MA

King, WA

Rutherford, TN

Solano, CA



SYMPHONY TOURISM ECONOMICS

16.7%

16.7%

16.7%

16.7%

16.7%

MAHALO!





AUTHORITY