



2015 VISITOR PLANT INVENTORY

TABLE OF CONTENTS

Executive Summary.....	2
Overview of Methodology.....	4
Visitor Plant Inventory & Individually Advertised Units in Hawai'i Reports	4
Data Collection.....	4
Terminology for Vacation Rental Units.....	4
When to Use VPI vs. Individually Advertised Unit data.....	4
VISITOR PLANT INVENTORY	5
State of Hawai'i.....	5
Inventory by Island.....	7
Hawai'i Island.....	7
Kaua'i.....	8
Maui.....	9
Moloka'i	10
Lāna'i	11
O'ahu.....	12
Inventory by Type.....	13
Hotels.....	13
Condominium Hotels.....	13
Timeshares.....	14
Bed & Breakfasts.....	14
Vacation Rental Units.....	15
Apartment/Hotels	16
Hostels.....	16
Other	17
Visitor Plant Inventory Tables	18
Table 1: Available Units by County, 1965 to 2015.....	18
Table 2: Inventory by Island and Property Type	19
Table 3: Inventory by Island and Unit Type.....	21
Table 4: Inventory by Area and Property Type	23
Table 5: Inventory by Area and Unit Type.....	29
Table 6: Class of Units by Island.....	35
Table 7: Class of Units by Type.....	36
Table 8: Timeshare Properties by Island and Area	38
Table 9: Planned Additions and New Developments – County of Hawai'i	41
Table 10: Planned Additions and New Developments – County of Kaua'i	42
Table 11: Planned Additions and New Developments – County of Maui.....	43
Table 12: Planned Additions and New Developments – City & County of Honolulu.....	44
Table 13: Visitor Plant Inventory Reduction	45
2015 Visitor Plant Inventory: List of Properties.....	47
Methods and Procedures.....	48
Definitions.....	51
Type of Units.....	51

Class of Units	52
APPENDIX A: Survey Forms.....	53
Cover Letter Sample.....	53
Repeat Participant Survey Form	54
Vacation Rental Units, Bed & Breakfast, Hostel, and Other Survey Form	55
AOUO Survey.....	56
Management Company Survey Spreadsheet	57
Definition Sheet.....	58
APPENDIX B: Supplemental Report: Individually Advertised Units in Hawai'i.....	59
Introduction	59
Individually Advertised Vacation Rentals Trends.....	60
Table 14: Individually Advertised Units by Island.....	60
Table 15: Estimated Number of Bedrooms by Island.....	60
Table 16: Individually Advertised Units by Type.....	61
Table 17: Individually Advertised Units by Island and Class of Unit.....	62
Table 18: Individually Advertised Units by Type and Class of Unit.....	63
Table 19: Individually Advertised Units by Island and Type.....	64
Individually Advertised Vacation Rental Units and Housing Units	65
Table 20: Hawai'i Island: Individually Advertised Units by Zip Code.....	65
Table 21: Kaua'i Individually Advertised Units by Zip Code.....	66
Table 22: Maui Individually Advertised Units by Zip Code.....	66
Table 23: Moloka'i and Lāna'i Individually Advertised Units by Zip Code.....	66
Table 24: O'ahu Individually Advertised Units by Zip Code	67
Estimate of Total Number of Individually Advertised Vacation Rentals.....	72
Table 25: Number of Lodging Units in the State of Hawai'i by Type	72
Methods and Procedures.....	73
Data Extraction	73
Housing Data	73
Data Processing.....	73
Data Cleaning.....	74
Definitions.....	75

TABLE OF FIGURES

Figure 1: State of Hawai‘i - Inventory by Island (Units).....	5
Figure 2: State of Hawai‘i - Inventory by Unit Type.....	6
Figure 3: State of Hawai‘i - Inventory by Island (Properties).....	6
Figure 4: State of Hawai‘i - Inventory by Property Type	6
Figure 5: State of Hawai‘i - Inventory by Price Class.....	6
Figure 6: Hawai‘i Island - Inventory by Unit Type	7
Figure 7: Hawai‘i Island - Inventory by Property Type.....	7
Figure 8: Hawai‘i Island – Inventory by Price Class.....	7
Figure 9: Kaua‘i – Inventory by Unit Type.....	8
Figure 10: Kaua‘i – Inventory by Property Type.....	8
Figure 11: Kaua‘i – Inventory by Price Class	8
Figure 12: Maui – Inventory by Unit Type.....	9
Figure 13: Maui – Inventory by Property Type	9
Figure 14: Maui – Inventory by Price Class.....	9
Figure 15: Moloka‘i – Inventory by Unit Type	10
Figure 16: Moloka‘i – Inventory by Property Type.....	10
Figure 17: Moloka‘i – Inventory by Price Class	10
Figure 18: Lāna‘i – Inventory by Unit Type	11
Figure 19: Lāna‘i – Inventory by Property Type.....	11
Figure 20: Lāna‘i – Inventory by Price Class.....	11
Figure 21: O‘ahu - Inventory by Unit Type.....	12
Figure 22: O‘ahu - Inventory by Property Type	12
Figure 23: O‘ahu – Inventory by Price Class.....	12
Figure 24: Hotel – Inventory by Island (Units).....	13
Figure 26: Condo Hotel – Inventory by Island (Units).....	13
Figure 25: Hotel – Inventory by Island (Properties).....	13
Figure 27: Condo Hotel – Inventory by Island (Properties).....	13
Figure 28: Timeshare – Inventory by Island (Units).....	14
Figure 30: B&B – Inventory by Island (Units).....	14
Figure 29: Timeshare – Inventory by Island (Properties)	14
Figure 31: B&B – Inventory by Island (Properties).....	14
Figure 32: Vacation Rentals – Inventory by Island (Units).....	15
Figure 34: Vacation Rentals – Units by Type.....	15
Figure 33: Vacation Rentals – Inventory by Island (Properties).....	15
Figure 35: Apartment/Hotel – Inventory by Island (Units)	16
Figure 37: Hostel – Inventory by Island (Units).....	16
Figure 36: Apartment/Hotel – Inventory by Island (Properties).....	16
Figure 38: Hostel – Inventory by Island (Properties).....	16
Figure 39: Other – Inventory by Island (Units).....	17
Figure 40: Other – Inventory by Island (Properties)	17
Figure 41: Hawai‘i Island Number of Individually Advertised Units by Zip Code	68
Figure 42: Hawai‘i Island Individually Advertised Units Density by Zip Code	68
Figure 43: Kaua‘i Number of Individually Advertised Units by Zip Code	69
Figure 44: Kaua‘i Individually Advertised Units Density by Zip Code.....	69
Figure 45: Maui County Number of Individually Advertised Units by Zip Code	70
Figure 46: Maui County Individually Advertised Units Density by Zip Code.....	70
Figure 47: O‘ahu Number of Individually Advertised Units by Zip Code	71
Figure 48: O‘ahu Individually Advertised Units Density by Zip Code.....	71

PREFACE

The 2015 Visitor Plant Inventory (VPI) report was produced by Kloninger & Sims Consulting LLC for the Hawai'i Tourism Authority (HTA).

As part of the Tourism Research program, HTA conducted a survey on statewide visitor accommodations in 2015. This report provides the results of this survey presenting statistics on the number of visitor units, island distribution, type of property and class of rooms. As in previous reports, island and district names were written in proper Hawaiian language orthography. However, individual property names were not written in the same manner unless the words were easily identifiable (i.e., island names).

The Hawai'i Visitors and Convention Bureau (HVCB) first published the Visitor Plant Inventory in 1964 and every year thereafter, except 1995 and 1998. HVCB did not conduct a survey in 1995 and did not publish hard copies of the report in 1998. The Department of Business, Economic Development and Tourism (DBEDT) published the VPI reports annually from 1999 through 2008.

The 2015 Visitor Plant Inventory report is posted on the HTA website: www.hawaiitourismauthority.org/research.

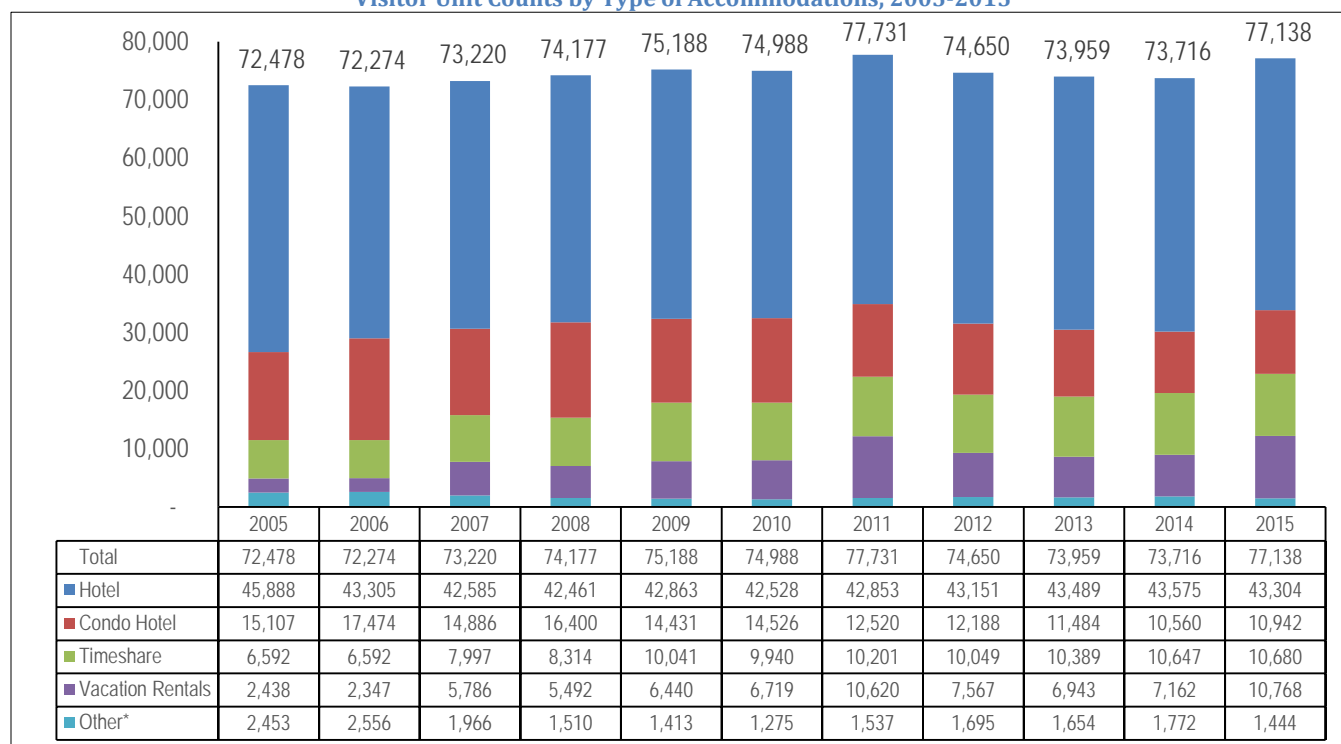
For further information, contact HTA at (808) 973-2255, www.hawaiitourismauthority.org.

Executive Summary

After several years of declining counts, the 2015 Visitor Plant Inventory (“VPI”) reported a 4.6 percent increase in the total number of statewide visitor accommodation units to 77,138.

Nearly half (46.7 percent) of the State’s visitor units were located on O’ahu, with the majority of units located in Waikīkī. Maui had the second most visitor units (27.2 percent) followed by Hawai’i Island (14.4 percent) and Kaua’i (11.1 percent). Moloka’i and Lāna’i had the fewest lodging units and combined totaled less than one percent of all Hawai’i lodging units.

Visitor Unit Counts by Type of Accommodations, 2005-2015



*Other includes Apartment Hotels, B&Bs, Hostels, and Other units.

The large majority of the lodging supply in the State was made up by hotel units (56.1 percent) with 43,304 units. This count is slightly lower than 2014 (-0.6 percent) due to hotel properties closing for renovation or redevelopment. Nearly 60 percent of all hotel rooms were located on O’ahu (25,684).

Condo Hotels were the second largest property type in 2015 (14.2 percent), accounting for 10,942 visitor units. Condo Hotels consist of individually deeded condominium units but provide hotel-like services such as a front desk and often daily housekeeping service. The overall number of Condo Hotel units increased by 3.6 percent. Most of the State’s Condo Hotel supply was located on Maui (4,534 units) and O’ahu (4,328).

There were 10,680 timeshare units in 2015, representing 13.8 percent of the State’s lodging units and a decrease of 0.3 percent from 2014’s count. The Island of Maui had the largest share of the state’s timeshare units, representing 30.2 percent of the State’s timeshare supply.

Vacation Rental units¹ accounted for 14.0 percent of all lodging units in 2015 (10,768 units), growing by 50.3 percent over 2014. Vacation Rental include condominium units, houses, villas, cottages, and private and shared rooms. While many new Vacation Rental² properties and units were identified in 2015, the increase in Vacation Rental units was mainly due to a greater effort in surveying Association of Unit Owners (“AOUO”) managers located in resort areas. The increase in Vacation Rental units was also impacted by a change in classification of units that were formerly part of Condo Hotel rental pools and now operated as a Vacation Rental Condo (“VR-Condo”) in 2015.

Additional Observations on Vacation Rentals

Vacation Rentals have long been part of the mix of visitor accommodations available in Hawai‘i. However, due to the nature of these products and the way they are marketed, information about Vacation Rentals has been limited.

In 2014, HTA launched an independent study to more accurately identify and count Vacation Rentals across the State. This study, “Individually Advertised Units in Hawai‘i,” offered different methodology than the VPI study and the update is incorporated as Appendix B of the 2015 VPI report. Through this research, HTA discovered that not all of the units advertised on “vacation rental” booking sites are Vacation Rentals. Operators of traditional accommodations such as Hotels and Condo Hotels are also using these booking sites as a marketing channel.

Based on data extracted from the four booking websites, there were 27,177 Individually Advertised Units listed in the State of Hawai‘i in 2015, a 22 percent increase from the number of units identified in the 2014 analysis of the same four booking websites.

O‘ahu reported the largest increase in number of units that are advertised individually, with a 54 percent increase. Maui continued to have the largest number of Individually Advertised Units in 2015, with 9,422 units. Among the main four islands, Maui reported the smallest percentage increase of 7 percent. With the largest number of units and lowest growth among the main islands, this suggests that Maui’s Individually Advertised Units market is more mature than other islands.

Technology is driving the growth of Individually Advertised Units by connecting individual condominium units and houses with visitors. Based on the pricing and geographical location data, it appears that Individually Advertised Units may also be fulfilling segments of market demand that have been underserved by Hawai‘i’s traditional visitor accommodations. These include the market for lower-priced accommodations and demand for accommodations in parts of the islands that appeal to visitors but do not have hotels.

While it is likely that that the VPI tends to under-count the true number of Vacation Rental properties, the data for Individually Advertised Units does not clarify the issue.

¹ Vacation Rental Units were referred to as Individual Vacation Units (“IVU”) prior to the 2014 VPI.

² The VPI’s definition of Vacation Rental is presented on page 50. VPI Vacation Rentals should not be equated with other definitions of transient vacation rental units as described by county-level ordinances.

Overview of Methodology

Visitor Plant Inventory & Individually Advertised Units in Hawai'i Reports

Data Collection

The VPI data were gathered by surveying properties in the VPI database as well as properties that were not previously in the VPI database but were identified using a variety of data sources.

The supplemental Individually Advertised Units data were based on a point-in-time data extraction from four vacation rental booking sites. The number of properties listed on these booking sites is highly fluid because a property can be listed or unlisted based on market changes or changes in ownership. In addition, this data collection method likely over-counts the number of Individually Advertised Units due to the practice of listing rentals on multiple booking sites and the use of these booking sites as a marketing channel for traditional visitor units such as hotel rooms and timeshare stays. An estimate of the number of Individually Advertised Vacation Rentals, net of duplication is provided on page 72. It should be noted that this is only an estimate.

Terminology for Vacation Rental Units

There are different terms used in Hawai'i to identify vacation rentals, including TVRs, TVUs, IVUs and VRUs. Several of these terms are defined by county-level ordinance. The VPI uses the term "Vacation Rental Units," which is comprised of three different types of properties (VR-Condo, VR-House, and VR-Other) and should not be used interchangeably with other legally defined terms.

When to Use VPI vs. Individually Advertised Unit data

The VPI provides data on the supply of visitor accommodations in the State of Hawai'i **across all property types**, in a time series that dates back to 1965.

The Individually Advertised Unit data provide supplemental information primarily on the evolving segment of vacation rentals, including important data on pricing and the geographical location of the vacation rental supply.

VISITOR PLANT INVENTORY

State of Hawai'i

The total number of units in the State of Hawai'i visitor plant inventory for 2015 increased to 77,138 visitor units, 4.6 percent higher than in 2014 [Figure 2]. The State saw new inventory added to the market, including the Courtyard O'ahu North Shore, the Montage Kapalua Bay, and the Holiday Inn Express & Suites Kailua Kona. However, there were also Hotel temporary closures in 2015, including the Maui Lu Resort, Four Seasons Lodge at Kō'ele, Four Seasons Lāna'i at Mānele Bay, 'Ohana West Waikīkī, and JW Marriott Ihilani.

Nearly half (46.7 percent) of the State's visitor units were located on O'ahu, with the majority of units located in Waikīkī. Maui had the second most visitor units (27.2 percent) followed by Hawai'i Island (14.4 percent) and Kaua'i (11.1 percent). Moloka'i and Lāna'i had the fewest lodging units and combined totaled less than one percent of all Hawai'i lodging units.

The large majority of the lodging supply in the State was made up by hotel units (56.4 percent). Condominium Hotels, Vacation Rentals, and Timeshare units accounted for 14.3 percent, 14.0 percent, and 13.4 percent of all lodging units, respectively.

Figure 1: State of Hawai'i - Inventory by Island (Units)

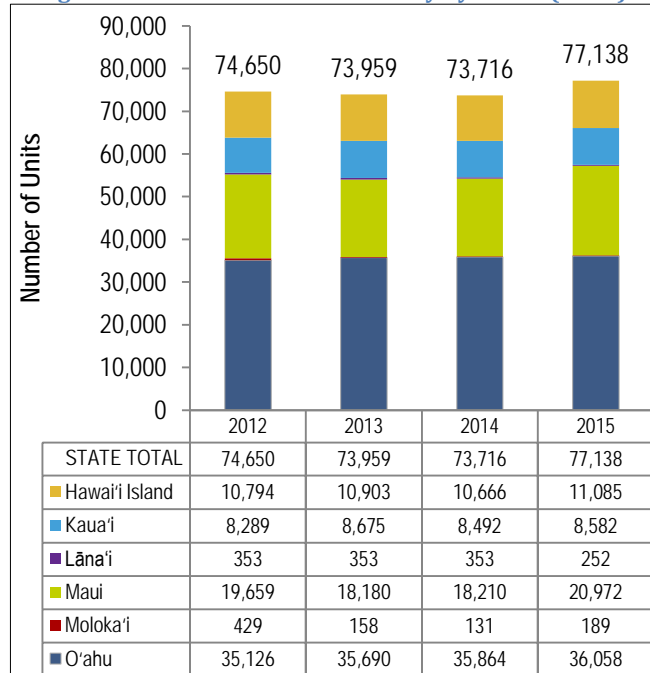


Figure 2: State of Hawai'i - Inventory by Unit Type

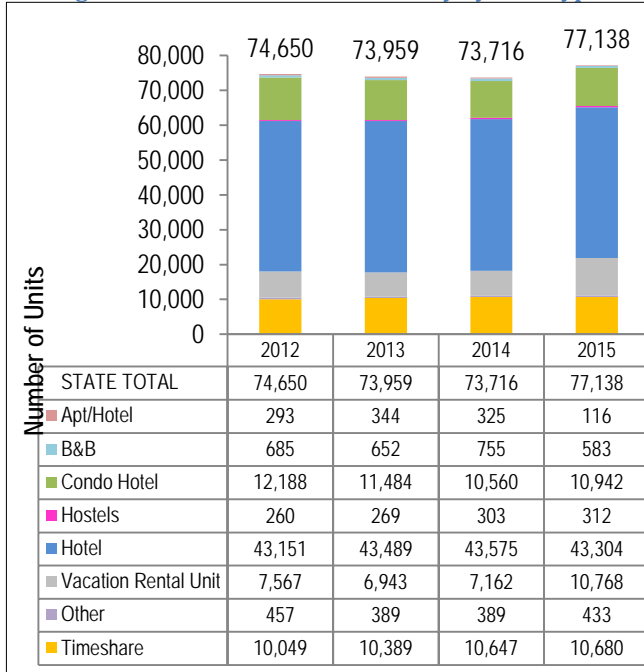


Figure 3: State of Hawai'i - Inventory by Island (Properties)

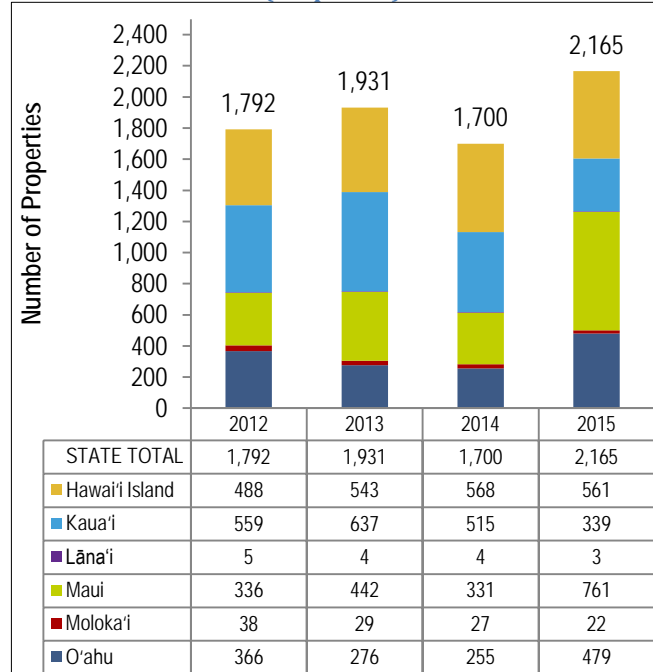


Figure 4: State of Hawai'i - Inventory by Property Type

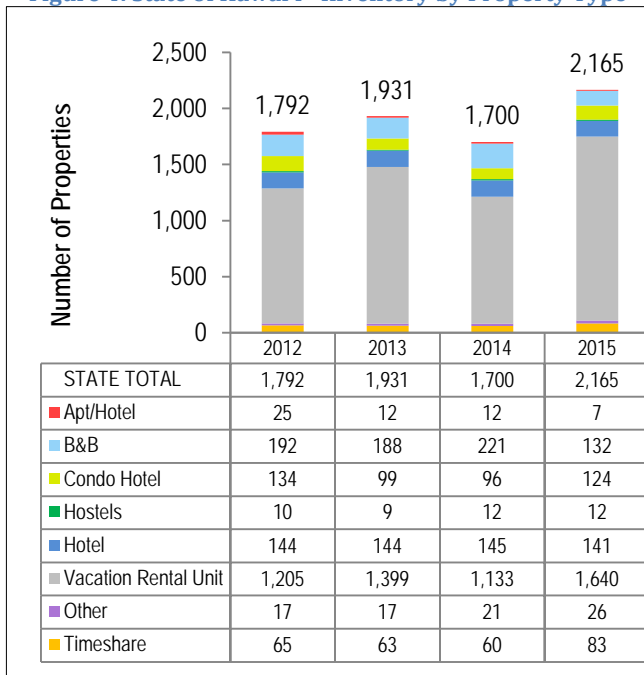
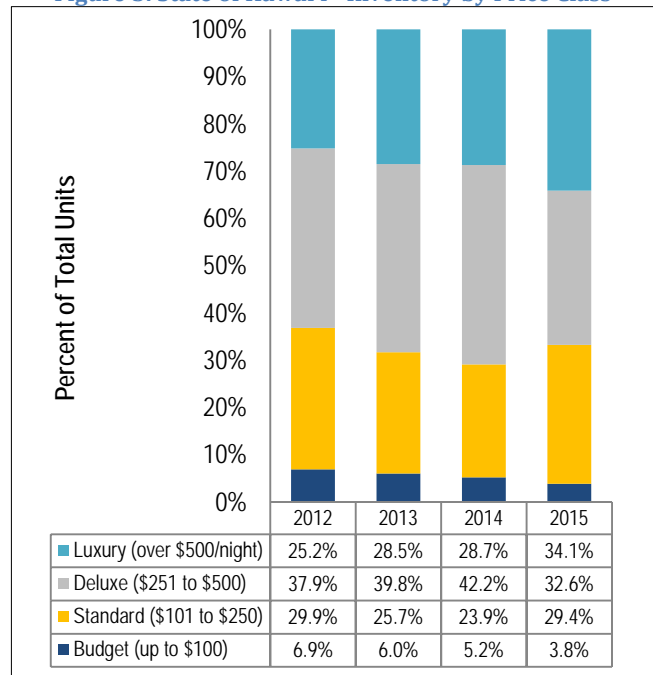


Figure 5: State of Hawai'i - Inventory by Price Class



Inventory by Island

Hawai'i Island

The overall visitor unit count on Hawai'i Island increased 3.9 percent from 2014.

- Hotels continued to comprise the bulk of Hawai'i Island's visitor plant inventory (6,564 units) [Figure 7].
- The number of Vacation Rental units increased along with the number of Vacation Rental properties.
- In 2015, the number of visitor units that were categorized in the Luxury category remained nearly the same (20.6 percent) while a higher proportion of visitor units were classified as Standard price class. Compared to 2014, fewer units were in the Deluxe category [Figure 9].

Figure 6: Hawai'i Island - Inventory by Unit Type

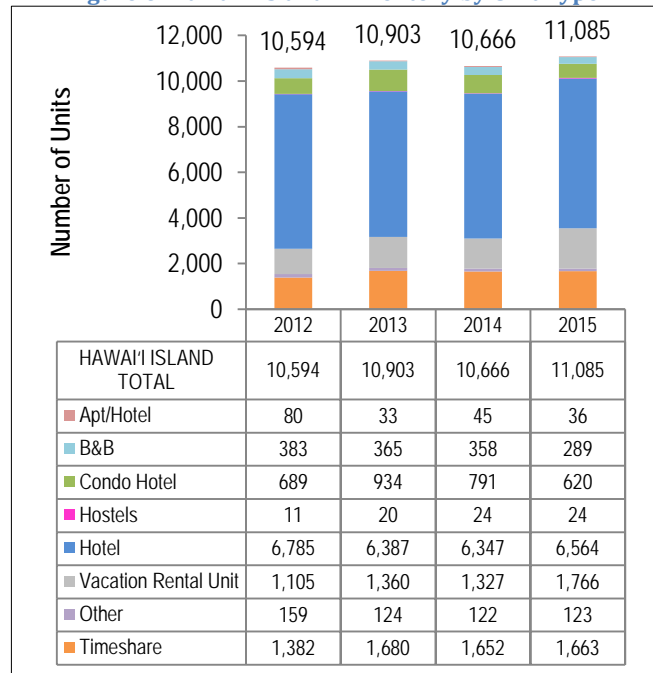


Figure 7: Hawai'i Island - Inventory by Property Type

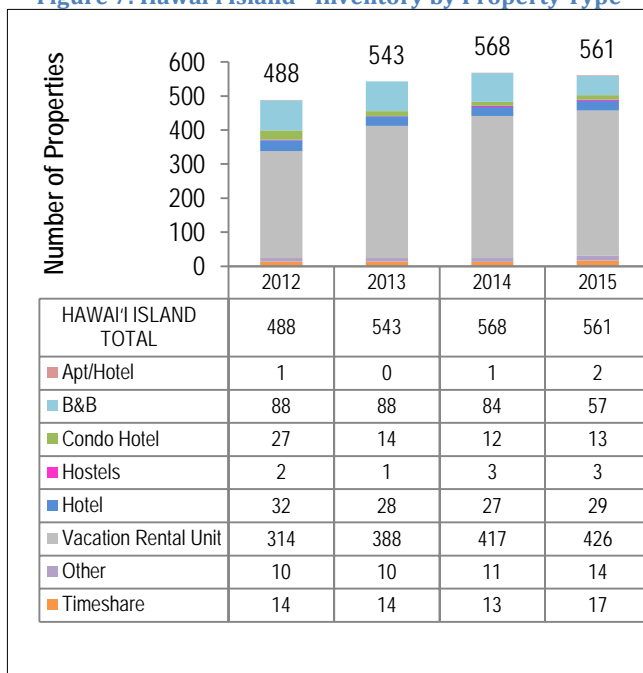
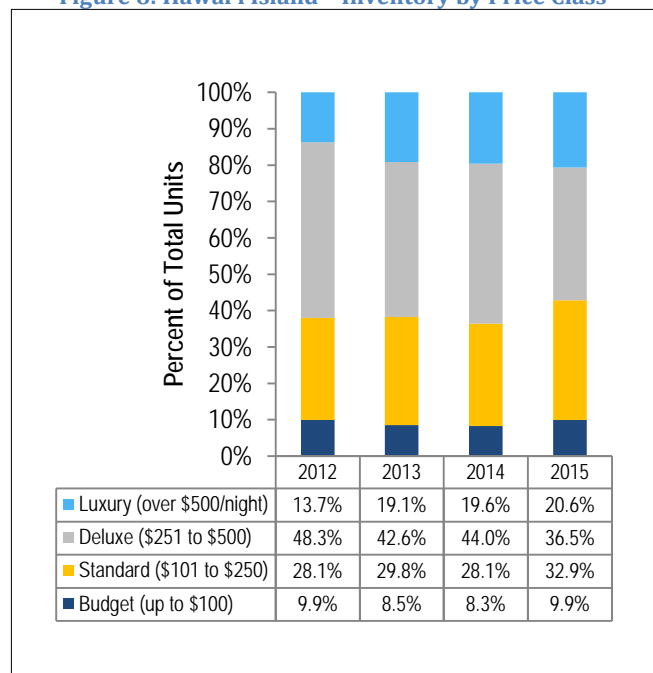


Figure 8: Hawai'i Island - Inventory by Price Class



Kaua'i

The number of visitor units on Kaua'i totaled 8,582 units, a slight increase over the previous year (+1.1 percent).

- Hotel units made up the largest share of visitor units on Kaua'i (31.1 percent) followed by Timeshare units (30.7 percent).
- No Apartment Hotels or Hostels were reported on Kaua'i in 2014 or 2015.
- The largest percentage of Kaua'i's visitor units fell in the Luxury price class (37.0 percent) in 2015. A larger number of units were categorized in the Standard class, while Deluxe units saw a decrease compared to last year.

Figure 9: Kaua'i - Inventory by Unit Type

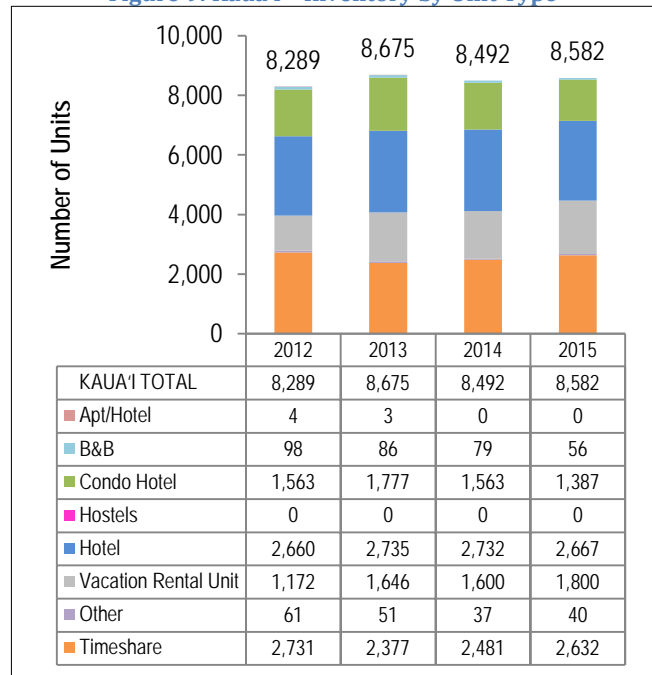


Figure 10: Kaua'i - Inventory by Property Type

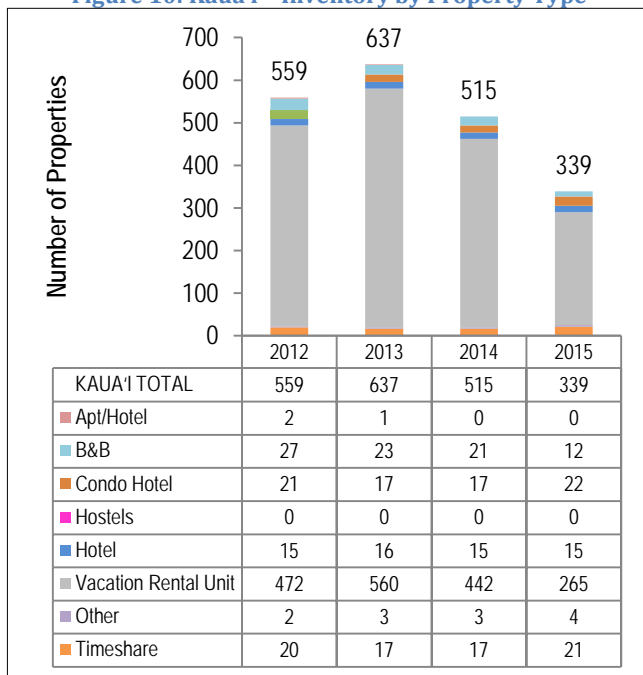
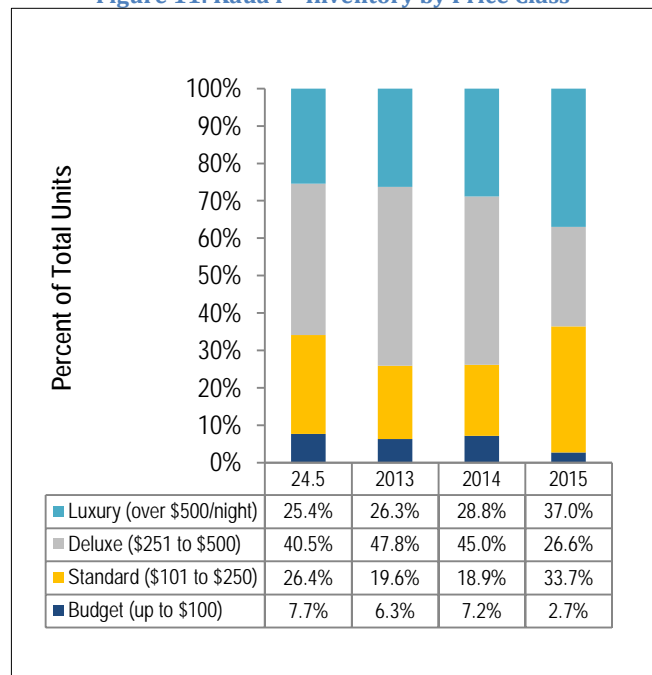


Figure 11: Kaua'i - Inventory by Price Class



Maui

The overall number of lodging units on Maui increased (+15.2 percent) to 20,972 units in 2015. Much of this growth was due to increases in Vacation Rental units in major resort areas.

- While Maui saw a large increase in units, the island also saw one hotel closure. The 120-room Maui Lu Resort closed in October of 2014 for redevelopment into a timeshare resort, scheduled to open in 2017.
- The majority of Maui’s visitor units were in the Luxury and Deluxe price classes as the bulk of Maui’s visitor accommodation supply consists of high-end properties in the luxury regions of Wailea and Lahaina - Kā’anapali - Nāpili - Kapalua [Figure 15]. Luxury and Deluxe priced visitor units combined represented 79.0 percent of the supply.

Figure 12: Maui - Inventory by Unit Type

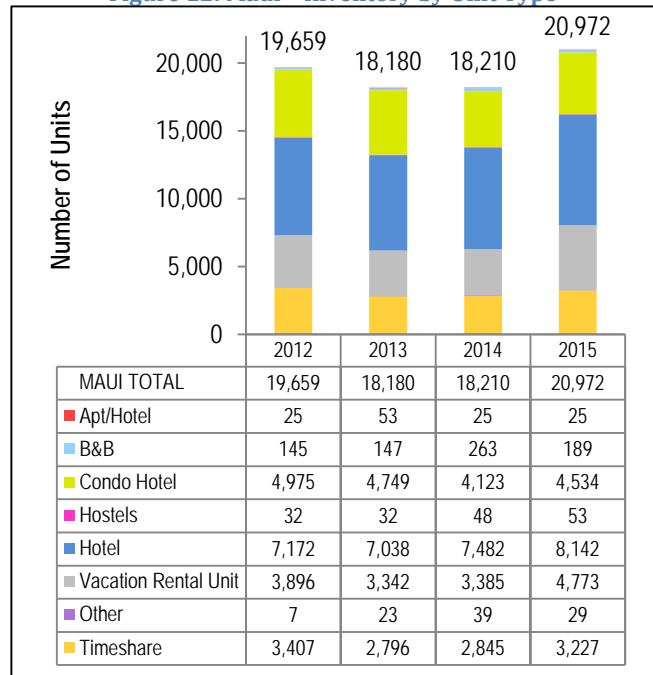


Figure 13: Maui - Inventory by Property Type

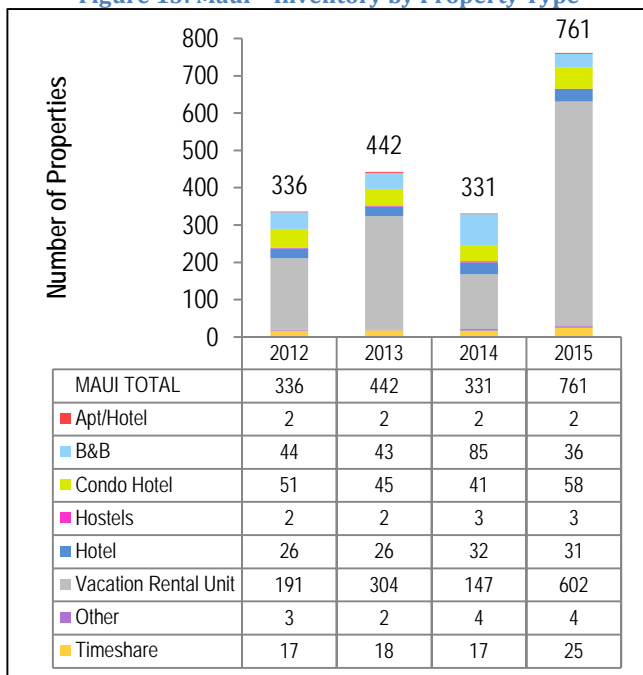
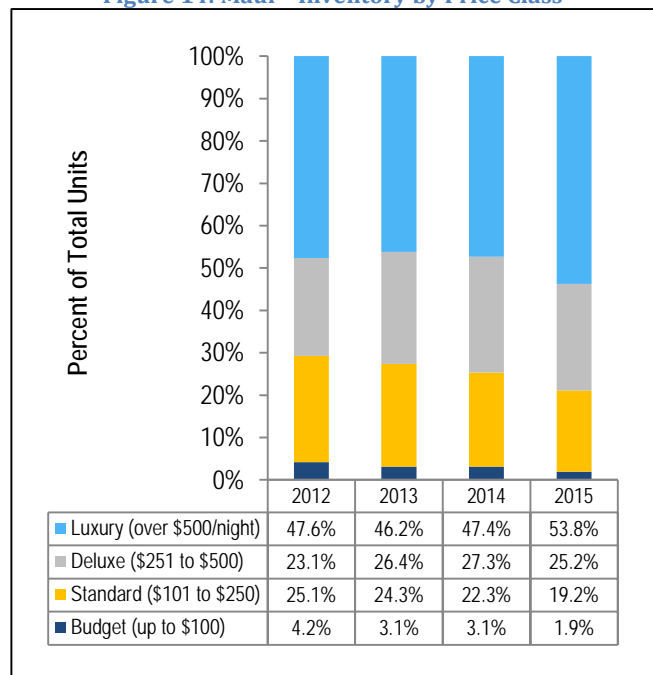


Figure 14: Maui - Inventory by Price Class



Moloka'i

The overall visitor unit count on Moloka'i increased in 2015, due to a larger number of reported Vacation Rental units on the island.

- While new Vacation Rental units were identified in 2015, the total number of VRUs did not reach the number of units in 2012. Units identified in 2015 were likely available in prior years.
- There were no Hotels, Hostels or Apartment Hotels on Moloka'i in 2015 [Figure 17].
- Nearly all of Moloka'i's units fell within the Standard price class (85.6 percent) [Figure 18].

Figure 15: Moloka'i - Inventory by Unit Type

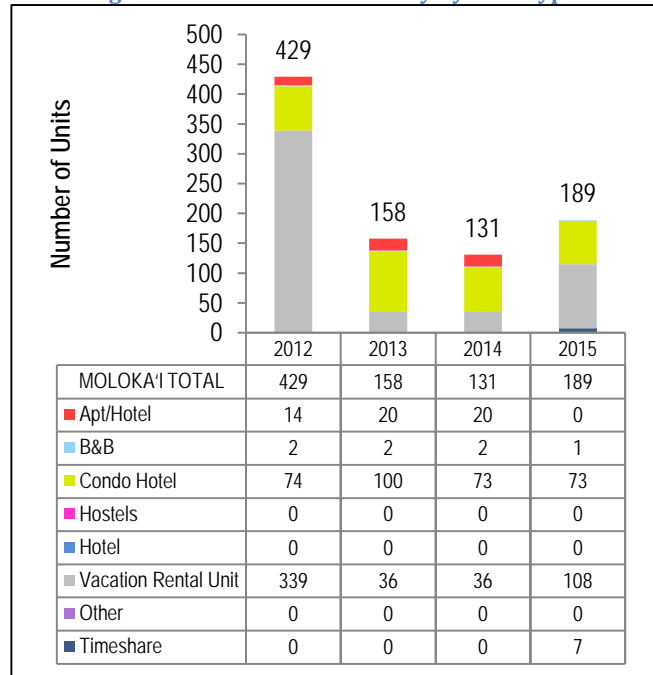


Figure 16: Moloka'i - Inventory by Property Type

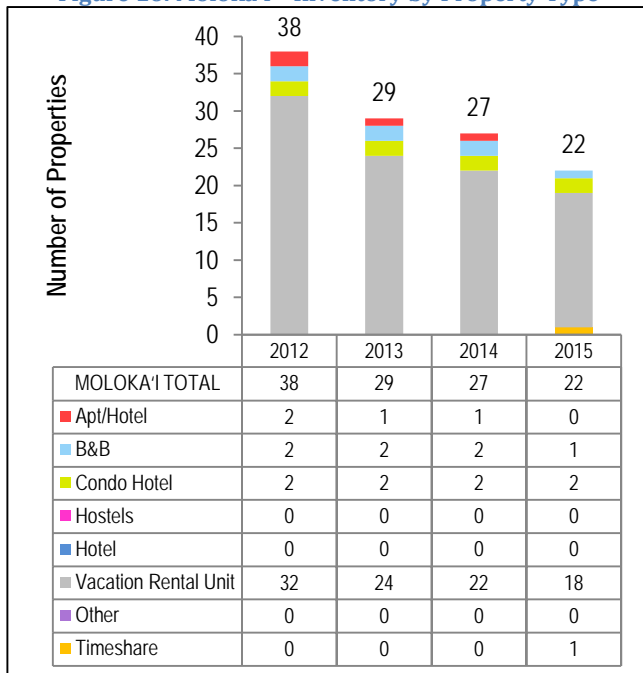
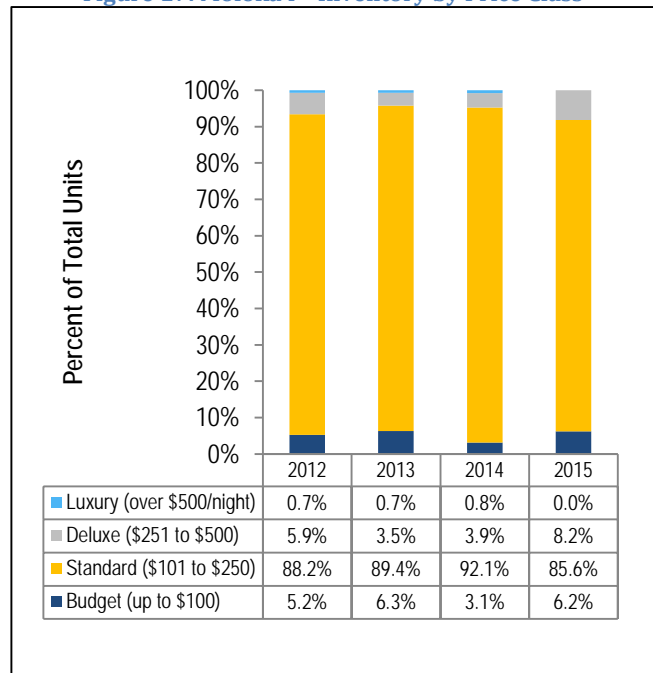


Figure 17: Moloka'i - Inventory by Price Class



Lānaʻi

Lānaʻi has not seen a major change in the visitor supply in the last few years, reporting nearly identical number of units and properties for the past four years. In 2015 however, the island experienced a significant change in supply with the temporary closings of two hotels for renovation.

- The Four Seasons Resort Lodge at Koele and the Four Seasons Resort Lānaʻi at Manele Bay closed for renovations during 2015, taking out the majority of the island’s hotel room inventory and leaving only one 11-room hotel open to the public. Only the Four Seasons Resort Lodge at Koele had closed as of May 1, 2015, however the Four Seasons Resort Lānaʻi at Manele Bay closed during the summer.
- Hotel units still comprised the majority of Lānaʻi’s lodging supply (98 percent). All other property types totaled only 5 units [Figure 19].
- Nearly all of Lānaʻi’s units fell within the Luxury and Deluxe price classes (95.7 percent) [Figure 21].

Figure 18: Lānaʻi – Inventory by Unit Type

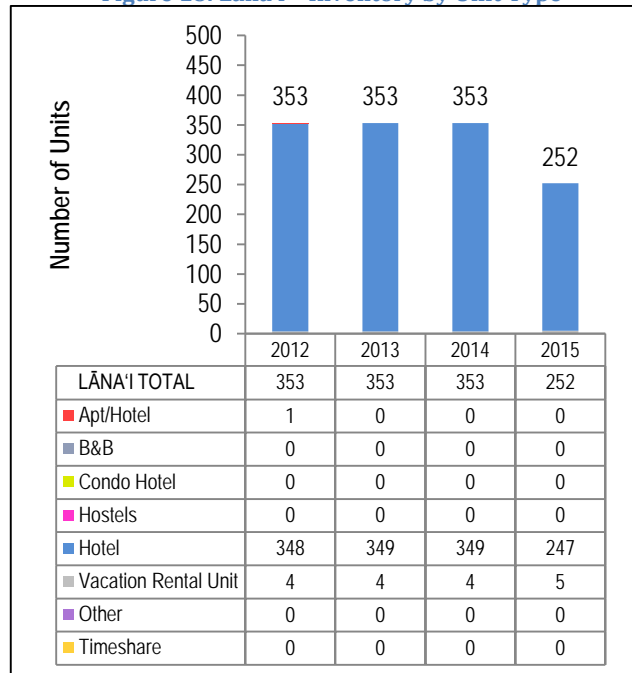


Figure 19: Lānaʻi – Inventory by Property Type

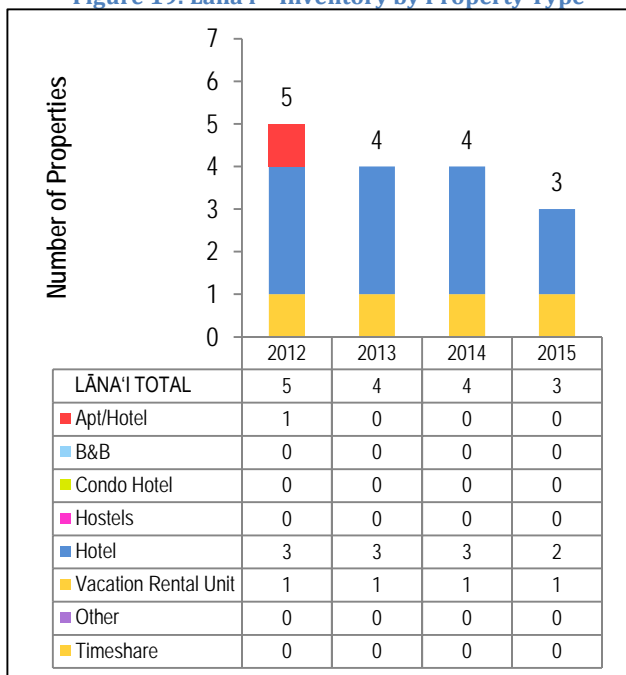
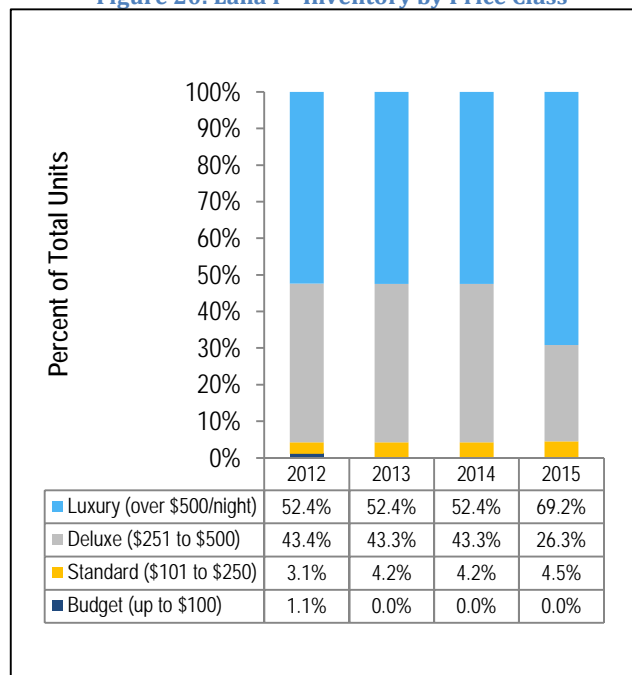


Figure 20: Lānaʻi – Inventory by Price Class



O'ahu

The number of visitor units on O'ahu increased slightly (+0.5%) to 36,058 in 2015. The number of properties on O'ahu rose from 255 to 479 compared to 2014, largely due to an increase in identified Vacation Rentals.

- While O'ahu's overall visitor accommodation supply remained stable, the island saw several hotel closures due to redevelopment during the year. The 357-room Miramar at Waikiki Hotel closed in late 2013 as part of the International Market Place redevelopment and the 659-room 'Ohana Waikiki West closed for redevelopment in March of 2015. On the Leeward side of O'ahu, the JW Marriott Ihilani Resort & Spa closed its doors in March and will reopen as the Four Seasons Resort O'ahu at Ko Olina in 2016.
- Vacation Rental units increased significantly in 2015, due to an increased effort in surveying AOUO managers and identifying units that were previously in Condo Hotel rental pools. These units were likely misclassified in prior years.

Figure 21: O'ahu - Inventory by Unit Type

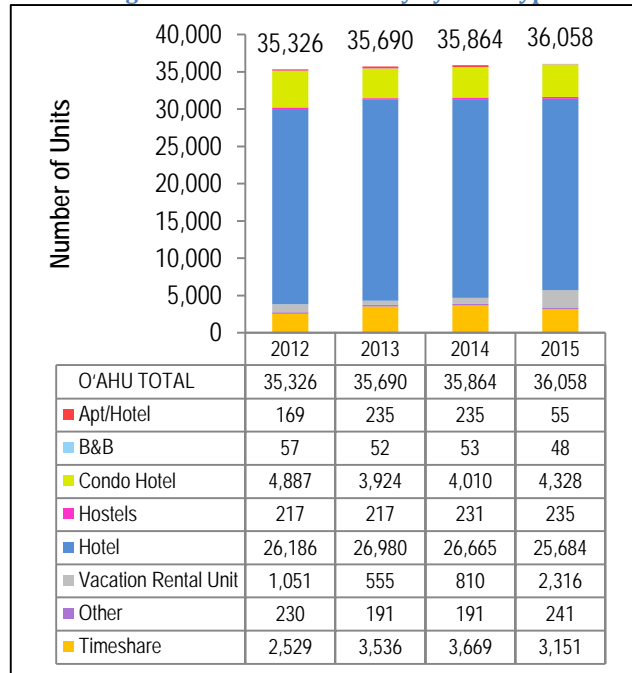


Figure 22: O'ahu - Inventory by Property Type

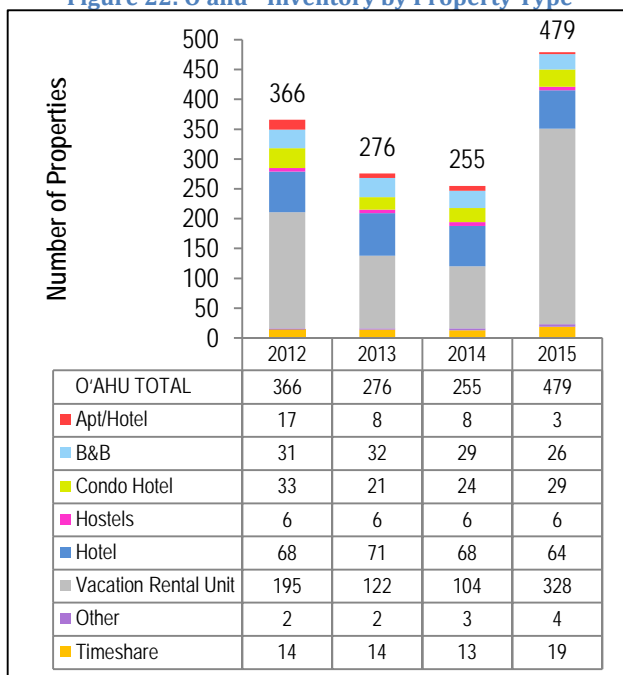
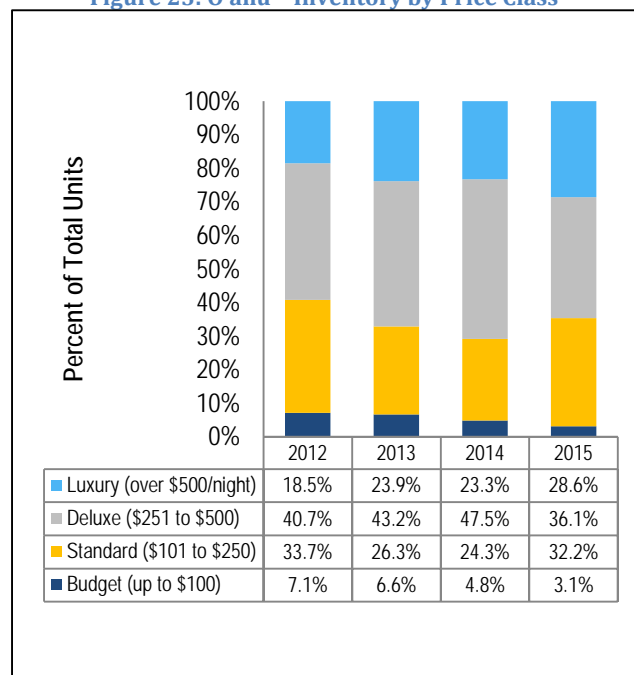


Figure 23: O'ahu - Inventory by Price Class



Inventory by Type

Hotels

Hotel units made up the largest share of all visitor units in the State, and O'ahu continues to supply the majority of these units (56.1 percent).

Condominium Hotels

The statewide number of Condo Hotel units increased compared to the prior year (+3.6 percent), due to unit increases on Maui and O'ahu, growing 10 percent and 7.9 percent, respectively. These increases were likely due to a higher survey response rate from Condo Hotel AOUO managers.

Figure 24: Hotel - Inventory by Island (Units)

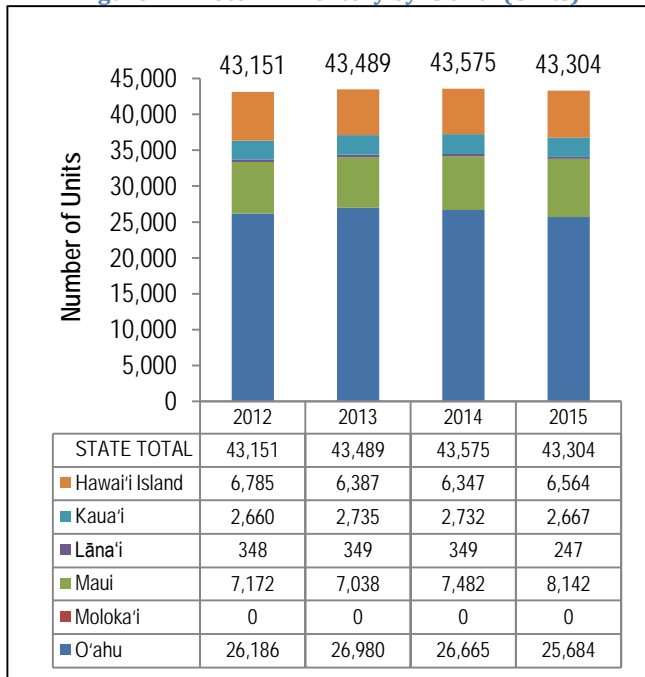


Figure 25: Condo Hotel - Inventory by Island (Units)

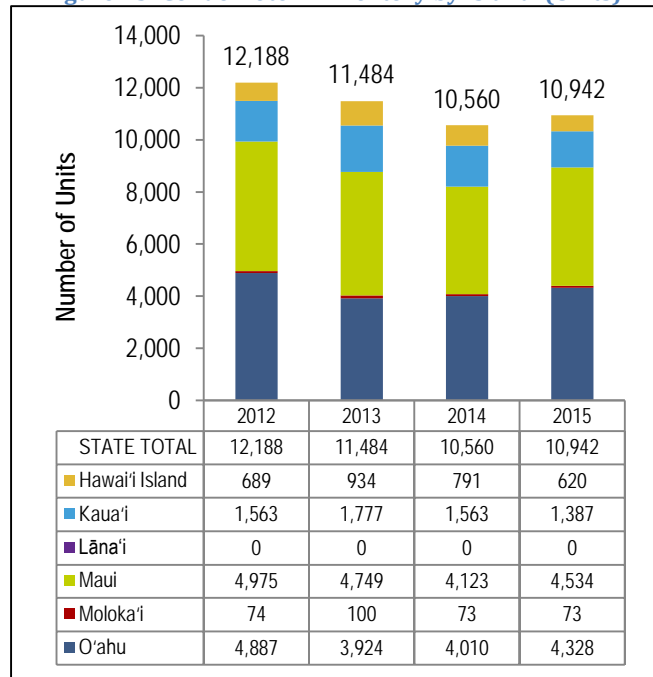


Figure 26: Hotel - Inventory by Island (Properties)

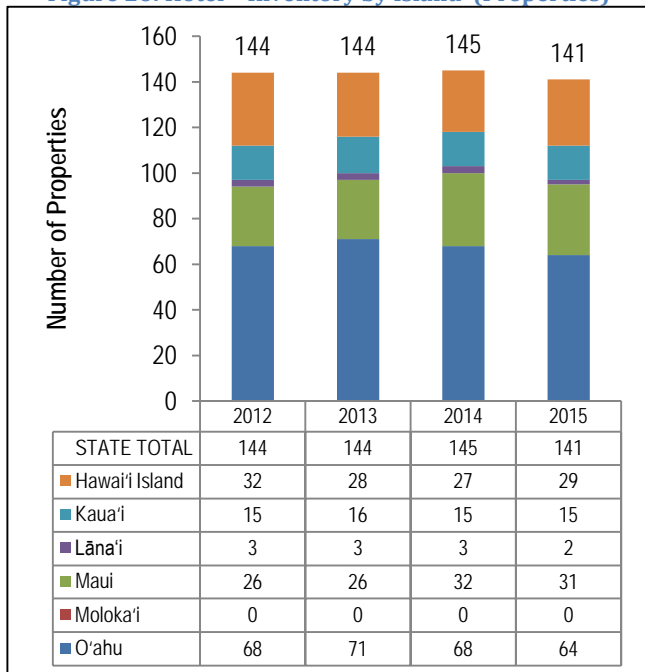
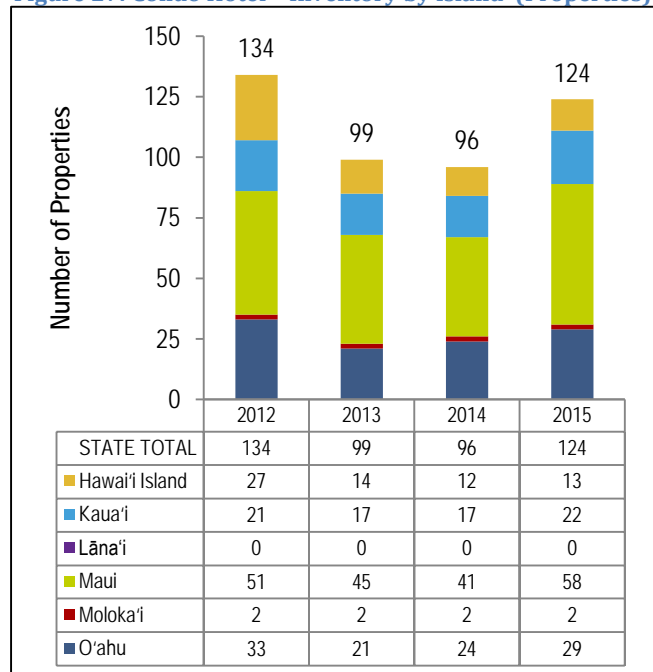


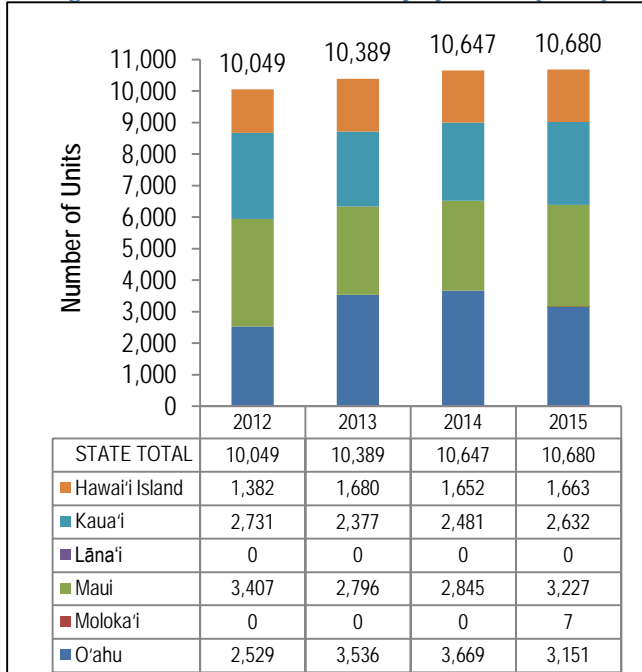
Figure 27: Condo Hotel - Inventory by Island (Properties)



Timeshares

The Island of Maui had the largest share of the state's timeshare units, representing 30.2 percent of the State's timeshare supply, followed by O'ahu and Kaua'i, comprising 29.5 and 24.6 percent of the state's timeshare units, respectively [Figure 29].

Figure 28: Timeshare - Inventory by Island (Units)



Bed & Breakfasts

B&B units across the State decreased by 22.8 percent compared to 2014, due to property closures and reclassification to other unit types.

Figure 29: B&B - Inventory by Island (Units)

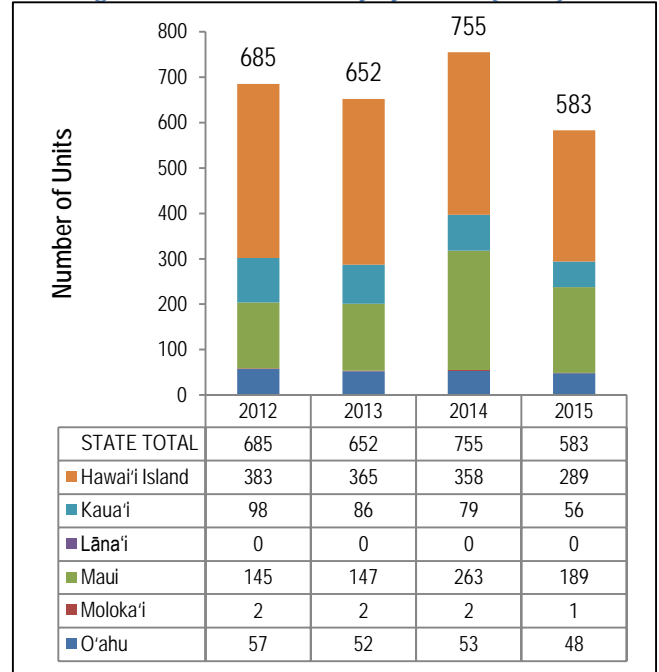


Figure 30: Timeshare - Inventory by Island (Properties)

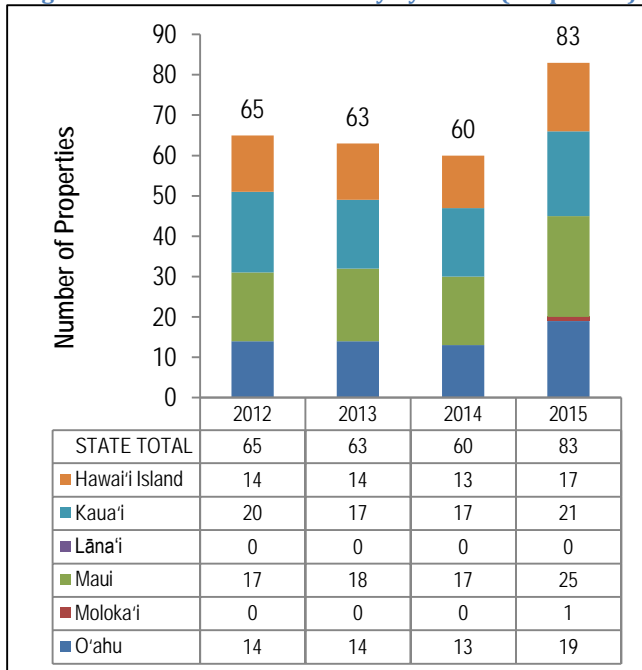
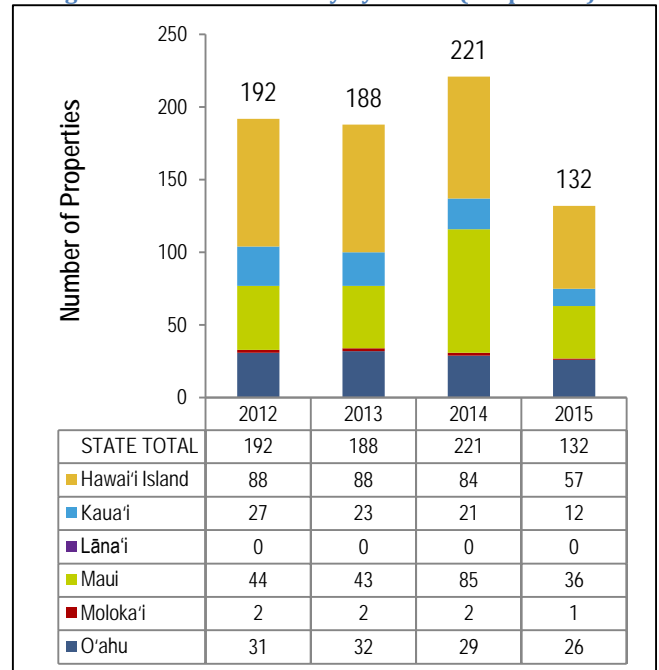


Figure 31: B&B - Inventory by Island (Properties)



Vacation Rental Units

The number of Vacation Rental units in the State increased by 50.3 percent in 2015, due in part to an increased survey effort and reclassification of units previously reported as Condo Hotel.

The majority of Vacation Rental units were represented by VR Condo units, representing 91 percent of all reported Vacation Rental units.

Figure 32: Vacation Rentals – Inventory by Island (Units)

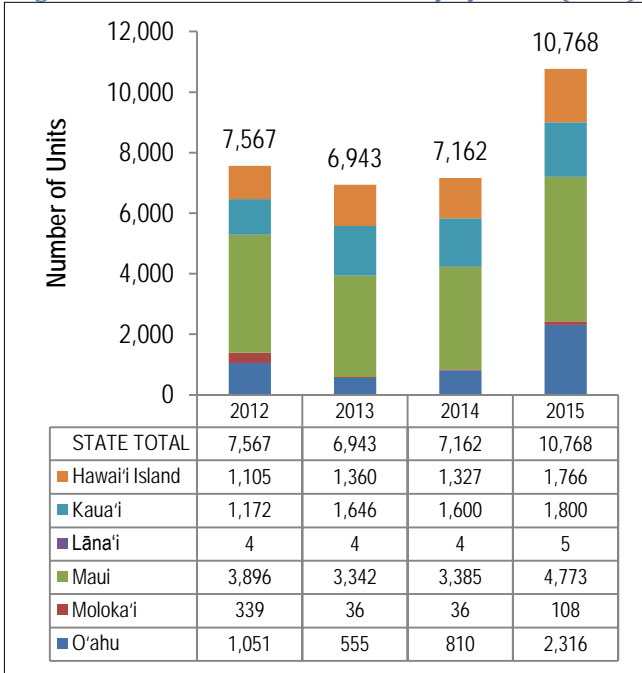


Figure 33: Vacation Rentals – Units by Type

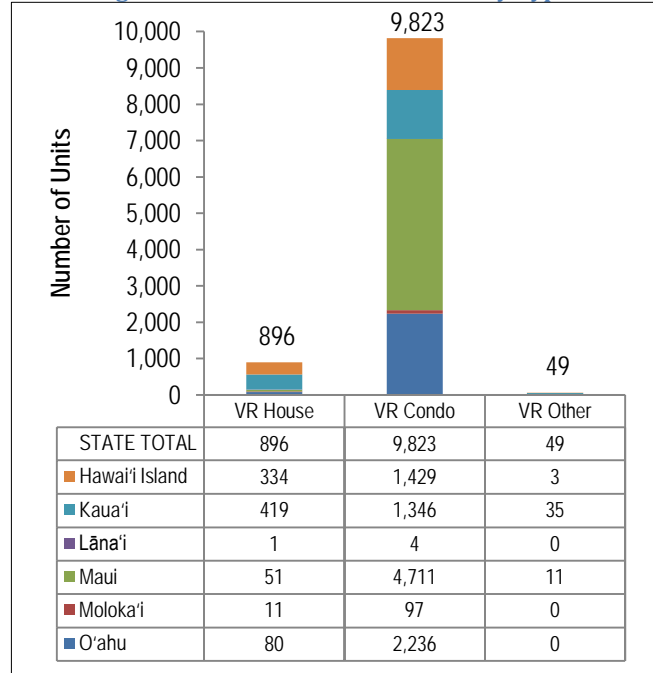
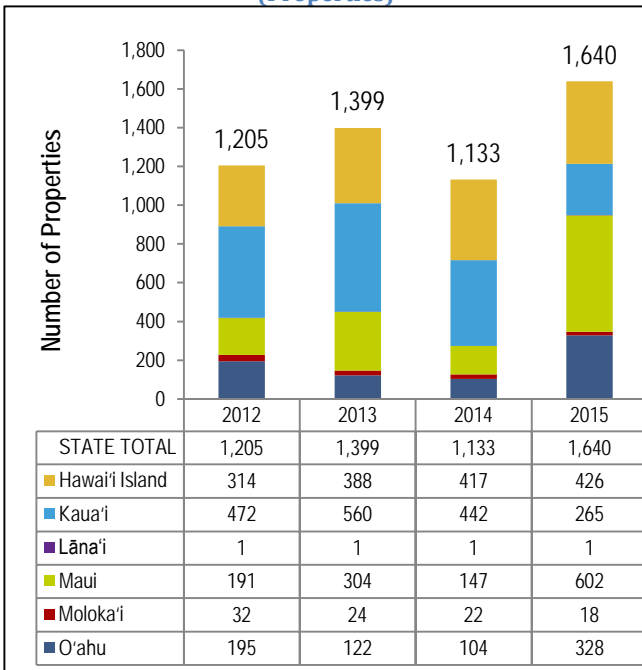


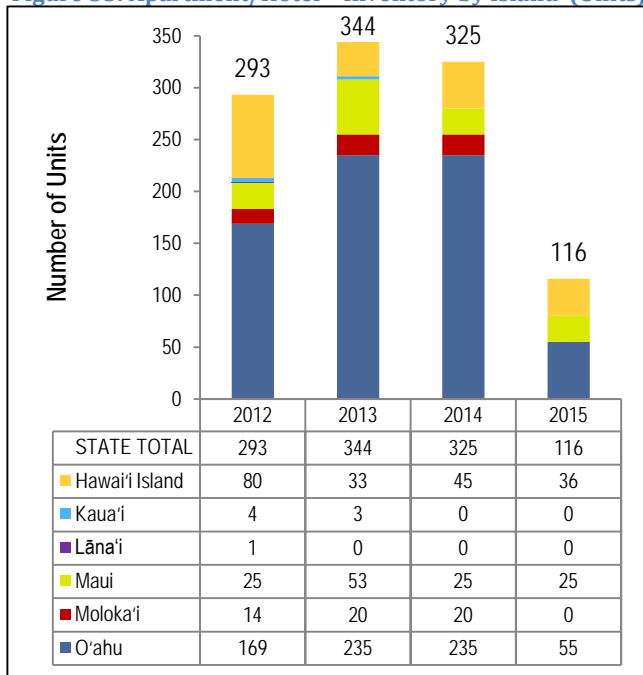
Figure 34: Vacation Rentals – Inventory by Island (Properties)



Apartment/Hotels

The overall State supply of Apartment Hotel units decreased in 2015. O'ahu reported eight Apartment Hotel properties in 2014 and only three in 2015.

Figure 35: Apartment/Hotel - Inventory by Island (Units)



Hostels

The overall number of Hostel properties in the State remained the same compared to last year, but 2015 saw a slight increase in reported units (+3.0 percent).

Figure 36: Hostel - Inventory by Island (Units)

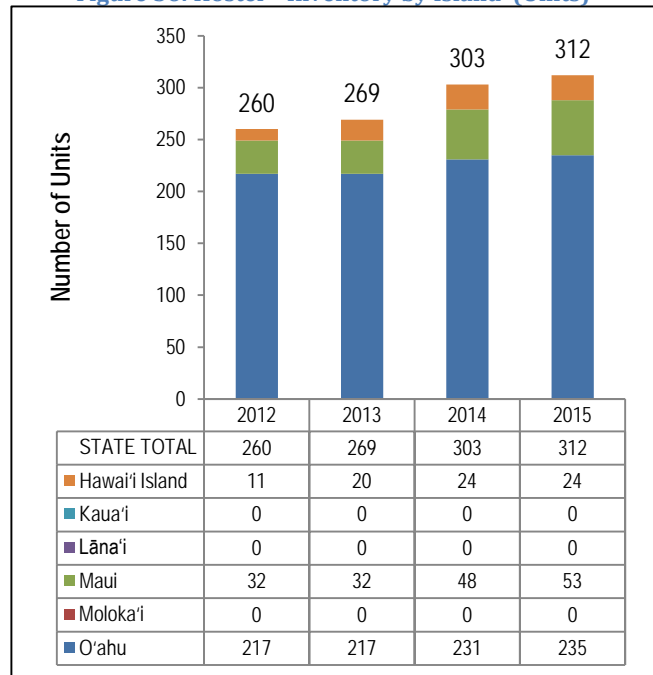


Figure 37: Apartment/Hotel - Inventory by Island (Properties)

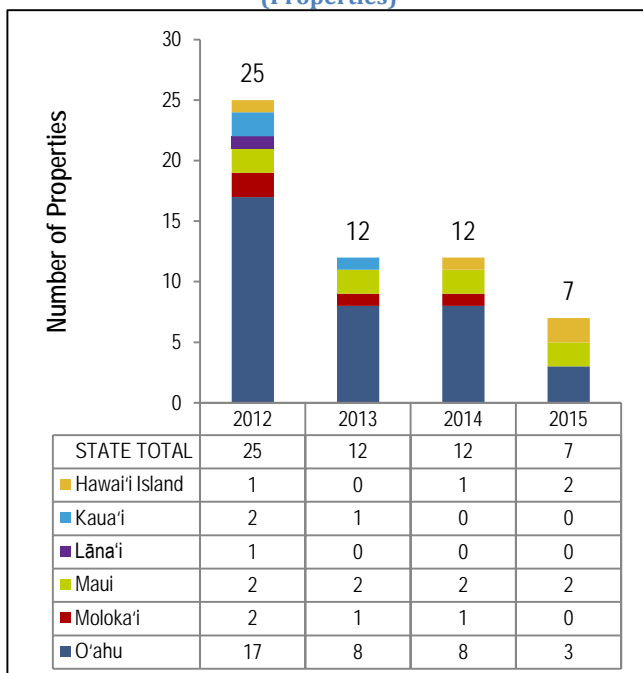
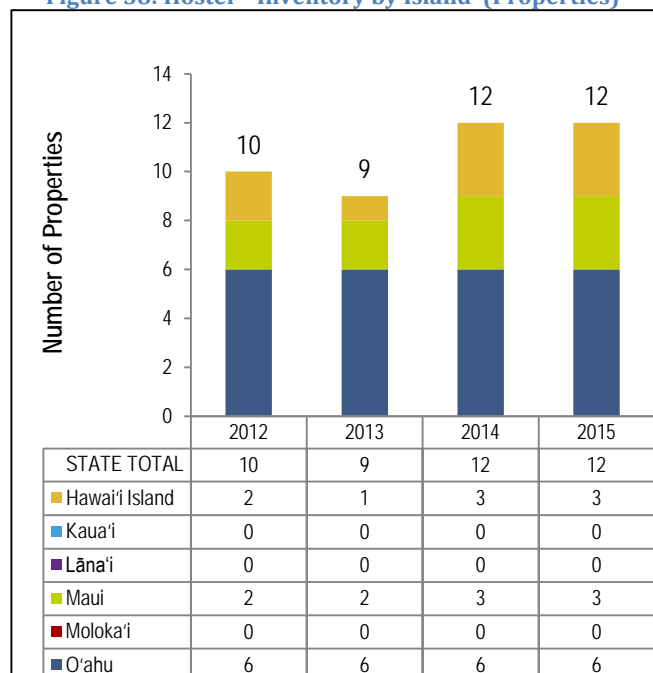


Figure 38: Hostel - Inventory by Island (Properties)



Other

The “Other” category saw an 11.3 percent increase in units in 2015, primarily due to the inclusion of additional military recreational units and properties that were not new to the inventory, but had not been reported in previous years.

Figure 39: Other - Inventory by Island (Units)

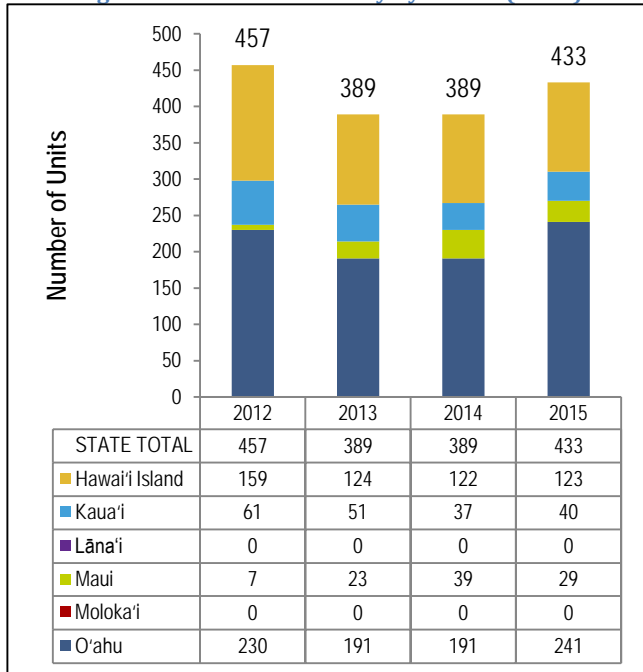
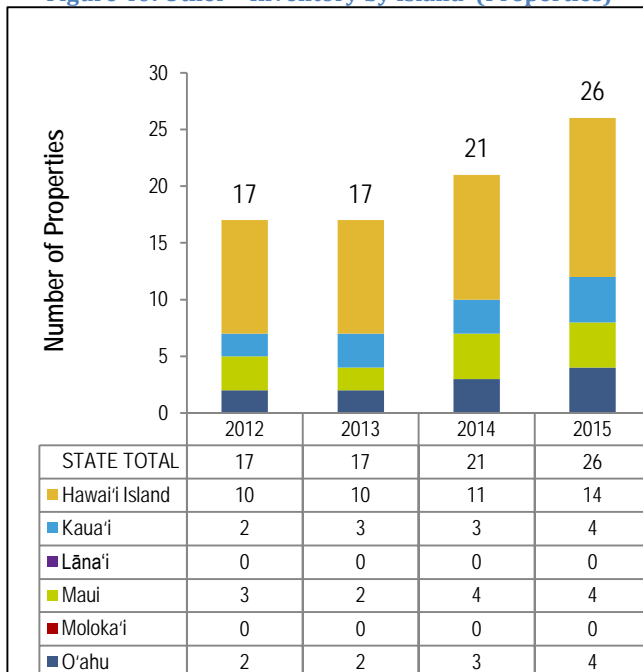


Figure 40: Other - Inventory by Island (Properties)



Visitor Plant Inventory Tables

Table 1: Available Units by County, 1965 to 2015³

YEAR	STATE TOTAL	% CHANGE	HAWAI'I ISLAND	% CHANGE	KAUAI	% CHANGE	MAUI COUNTY	% CHANGE	O'AHU	% CHANGE
1965	12,903		865		776		1,231		10,031	
1966	14,827	14.9%	1,387	60.3%	860	10.8%	1,497	21.6%	11,083	10.5%
1967	17,217	16.1%	1,790	29.1%	1,115	29.7%	1,714	14.5%	12,598	13.7%
1968	18,657	8.4%	2,188	22.2%	1,260	13.0%	2,043	19.2%	13,166	4.5%
1969	22,801	22.2%	2,480	13.3%	1,914	51.9%	2,415	18.2%	15,992	21.5%
1970	26,923	18.1%	3,166	27.7%	2,565	34.0%	2,743	13.6%	18,449	15.4%
1971	32,289	19.9%	3,435	8.5%	2,628	2.5%	3,695	34.7%	22,531	22.1%
1972	35,797	10.9%	4,241	23.5%	2,719	3.5%	4,095	10.8%	24,742	9.8%
1973	36,608	2.3%	4,796	13.1%	2,629	-3.3%	4,075	-0.5%	25,108	1.5%
1974	38,675	5.6%	5,234	9.1%	2,868	9.1%	5,208	27.8%	25,365	1.0%
1975	39,632	2.5%	5,348	2.2%	3,102	8.2%	5,830	11.9%	25,352	-0.1%
1976	42,648	7.6%	6,045	13.0%	3,520	13.5%	7,232	24.0%	25,851	2.0%
1977	44,986	5.5%	5,929	-1.9%	3,657	3.9%	8,037	11.1%	27,363	5.8%
1978	47,070	4.6%	6,002	1.2%	3,786	3.5%	8,736	8.7%	28,546	4.3%
1979	49,832	5.9%	6,093	1.5%	4,202	11.0%	9,472	8.4%	30,065	5.3%
1980	54,246	8.9%	5,889	-3.3%	4,322	2.9%	9,701	2.4%	34,334	14.2%
1981	56,769	4.7%	6,705	13.9%	4,738	9.6%	11,359	17.1%	33,967	-1.1%
1982	57,968	2.1%	7,167	6.9%	5,147	8.6%	12,162	7.1%	33,492	-1.4%
1983	58,765	1.4%	7,469	4.2%	4,193	-18.5%	12,749	4.8%	34,354	2.6%
1984	62,448	6.3%	7,149	-4.3%	5,313	26.7%	13,138	3.1%	36,848	7.3%
1985	65,919	5.6%	7,511	5.1%	5,656	6.5%	14,152	7.7%	38,600	4.8%
1986	66,308	0.6%	7,280	-3.1%	5,922	4.7%	14,096	-0.4%	39,010	1.1%
1987	65,318	-1.5%	7,328	0.7%	5,956	0.6%	13,849	-1.8%	38,185	-2.1%
1988	69,012	5.7%	8,823	20.4%	7,180	20.6%	15,168	9.5%	37,841	-0.9%
1989	67,734	-1.9%	8,161	-7.5%	7,398	3.0%	15,708	3.6%	36,467	-3.6%
1990	71,266	5.2%	8,952	9.7%	7,546	2.0%	17,869	13.8%	36,899	1.2%
1991	72,275	1.4%	9,383	4.8%	7,567	0.3%	18,702	4.7%	36,623	-0.7%
1992	73,089	1.1%	9,170	-2.3%	7,778	2.8%	19,290	3.1%	36,851	0.6%
1993	69,502	-4.9%	9,140	-0.3%	4,631	-40.5%	19,127	-0.8%	36,604	-0.7%
1994	70,463	1.4%	9,595	5.0%	5,870	26.8%	18,804	-1.7%	36,194	-1.1%
1995										
1996	70,288	-0.2%	9,558	-0.4%	6,760	15.2%	17,824	-5.2%	36,146	-0.1%
1997	71,025	1.0%	9,913	3.7%	6,589	-2.5%	18,552	4.1%	35,971	-0.5%
1998	71,480	0.6%	9,655	-2.6%	6,969	5.8%	18,650	0.5%	36,206	0.7%
1999	71,157	-0.5%	9,815	1.7%	6,872	-1.4%	18,609	-0.2%	35,861	-1.0%
2000	71,506	0.5%	9,774	-0.4%	7,159	4.2%	18,270	-1.8%	36,303	1.2%
2001	72,204	1.0%	9,944	1.7%	7,202	0.6%	18,234	-0.2%	36,824	1.4%
2002	70,783	-2.0%	9,297	-6.5%	7,037	-2.3%	17,992	-1.3%	36,457	-1.0%
2003	70,579	-0.3%	9,478	1.9%	7,257	3.1%	18,303	1.7%	35,541	-2.5%
2004	72,176	2.3%	9,857	4.0%	8,105	11.7%	18,445	0.8%	35,769	0.6%
2005	72,307	0.2%	10,940	11.0%	8,221	1.4%	19,220	4.2%	33,926	-5.2%
2006	72,274	0.0%	10,831	-1.0%	8,266	0.5%	19,571	1.8%	33,606	-0.9%
2007	73,220	1.3%	11,061	2.1%	8,692	5.2%	19,879	1.6%	33,588	-0.1%
2008	74,177	1.3%	11,240	1.6%	9,203	5.9%	19,653	-1.1%	34,081	1.5%
2009	75,188	1.4%	11,541	2.7%	9,469	2.9%	20,151	2.5%	34,027	-0.2%
2010	74,988	-0.3%	11,479	-0.5%	9,344	-1.3%	20,383	1.2%	33,782	-0.7%
2011	77,731	3.7%	11,113	-3.2%	9,872	5.7%	21,745	6.7%	35,001	3.6%
2012	74,650	-4.0%	10,594	-4.7%	8,289	-16.0%	20,441	-6.0%	35,326	0.9%
2013	73,959	-0.9%	10,903	2.9%	8,675	4.7%	18,691	-8.6%	35,690	1.0%
2014	73,716	-0.3%	10,666	-2.2%	8,492	-2.1%	18,694	0.0%	35,864	0.5%
2015	77,138	4.6%	11,085	3.9%	8,582	1.1%	21,413	14.5%	36,058	0.5%

³ Hawai'i Visitors and Convention Bureau did not conduct a survey in 1995.

Table 2: Inventory by Island and Property Type

ISLAND	TYPE	2015 PROPERTIES	2014 PROPERTIES	CHANGE FROM 2014
HAWAII ISLAND	Apartment/ Hotel	2	1	1
	Bed & Breakfast	57	84	-27
	Condominium Hotel	13	12	1
	Hostel	3	3	0
	Hotel	29	27	2
	Vacation Rental Unit	426	417	9
	Timeshare	17	13	4
	Other	14	11	3
	Total	561	568	-7
KAUAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	12	21	-9
	Condominium Hotel	22	17	5
	Hostel	0	0	0
	Hotel	15	15	0
	Vacation Rental Unit	265	442	-177
	Timeshare	21	17	4
	Other	4	3	1
	Total	339	515	-176
MAUI	Apartment/ Hotel	2	2	0
	Bed & Breakfast	36	85	-49
	Condominium Hotel	58	41	17
	Hostel	3	3	0
	Hotel	31	32	-1
	Vacation Rental Unit	602	147	455
	Timeshare	25	17	8
	Other	4	4	0
	Total	761	331	430
MOLOKAI	Apartment/ Hotel	0	1	-1
	Bed & Breakfast	1	2	-1
	Condominium Hotel	2	2	0
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	18	22	-4
	Timeshare	1	0	1
	Other	0	0	0
	Total	22	27	-5
LANAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	2	3	-1
	Vacation Rental Unit	1	1	0
	Timeshare	0	0	0
	Other	0	0	0
	Total	3	4	-1

Table 2: Inventory by Island and Property Type Continued

ISLAND	TYPE	2015 PROPERTIES	2014 PROPERTIES	CHANGE FROM 2014
O'AHU	Apartment/ Hotel	3	8	-5
	Bed & Breakfast	26	29	-3
	Condominium Hotel	29	24	5
	Hostel	6	6	0
	Hotel	64	68	-4
	Vacation Rental Unit	328	104	224
	Timeshare	19	13	6
	Other	4	3	1
	Total	479	255	224
STATEWIDE	Apartment/ Hotel	7	12	-5
	Bed & Breakfast	132	221	-89
	Condominium Hotel	124	96	28
	Hostel	12	12	0
	Hotel	141	145	-4
	Vacation Rental Unit	1,640	1,133	507
	Timeshare	83	60	23
	Other	26	21	5
	State Total	2,165	1,700	465

Table 3: Inventory by Island and Unit Type

ISLAND	TYPE	2015 UNITS	2014 UNITS	CHANGE FROM 2014
HAWAII ISLAND	Apartment/ Hotel	36	45	-9
	Bed & Breakfast	289	358	-69
	Condominium Hotel	620	791	-171
	Hostel	24	24	0
	Hotel	6,564	6,347	217
	Vacation Rental Unit	1,766	1,327	439
	Timeshare	1,663	1,652	11
	Other	123	122	1
	Total	11,085	10,666	419
KAUAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	56	79	-23
	Condominium Hotel	1,387	1,563	-176
	Hostel	0	0	0
	Hotel	2,667	2,732	-65
	Vacation Rental Unit	1,800	1,600	200
	Timeshare	2,632	2,481	151
	Other	40	37	3
	Total	8,582	8,492	90
MAUI	Apartment/ Hotel	25	25	0
	Bed & Breakfast	189	263	-74
	Condominium Hotel	4,534	4,123	411
	Hostel	53	48	5
	Hotel	8,142	7,482	660
	Vacation Rental Unit	4,773	3,385	1,388
	Timeshare	3,227	2,845	382
	Other	29	39	-10
	Total	20,972	18,210	2,762
MOLOKAI	Apartment/ Hotel	0	20	-20
	Bed & Breakfast	1	2	-1
	Condominium Hotel	73	73	0
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	108	36	72
	Timeshare	7	0	7
	Other	0	0	0
	Total	189	131	58
LANAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	247	349	-102
	Vacation Rental Unit	5	4	1
	Timeshare	0	0	0
	Other	0	0	0
	Total	252	353	-101

Table 3: Inventory by Island and Unit Type Continued

ISLAND	TYPE	2015 UNITS	2014 UNITS	CHANGE FROM 2014
O'AHU	Apartment/ Hotel	55	235	-180
	Bed & Breakfast	48	53	-5
	Condominium Hotel	4,328	4,010	318
	Hostel	235	231	4
	Hotel	25,684	26,665	-981
	Vacation Rental Unit	2,316	810	1,506
	Timeshare	3,151	3,669	-518
	Other	241	191	50
	Total	36,058	35,864	194
STATEWIDE	Apartment/ Hotel	116	325	-209
	Bed & Breakfast	583	755	-172
	Condominium Hotel	10,942	10,560	382
	Hostel	312	303	9
	Hotel	43,304	43,575	-271
	Vacation Rental Unit	10,768	7,162	3,606
	Timeshare	10,680	10,647	33
	Other	433	389	44
	State Total	77,138	73,716	3,422

Table 4: Inventory by Area and Property Type

ISLAND	AREA	TYPE	2015 PROPERTIES	2014 PROPERTIES	CHANGE FROM 2014
HAWAI'I ISLAND	Hilo/Honoka'a	Apartment/ Hotel	1	1	0
		Bed & Breakfast	20	31	-11
		Condominium Hotel	1	1	0
		Hostel	0	0	0
		Hotel	7	7	0
		Vacation Rental Unit	33	141	-108
		Timeshare	0	0	0
		Other	4	2	2
		Total	66	183	-117
	Kohala/Waimea/Kawaihae	Apartment/ Hotel	0	0	0
		Bed & Breakfast	6	8	-2
		Condominium Hotel	6	6	0
		Hostel	0	0	0
		Hotel	9	10	-1
		Vacation Rental Unit	106	74	32
		Timeshare	4	3	1
		Other	3	2	1
		Total	134	103	31
	Kona	Apartment/ Hotel	0	0	0
		Bed & Breakfast	18	28	-10
		Condominium Hotel	6	5	1
		Hostel	1	1	0
		Hotel	11	8	3
		Vacation Rental Unit	263	172	91
		Timeshare	12	3	9
		Other	2	9	-7
		Total	313	226	87
	Nā'ālehu/Ka'ū	Apartment/ Hotel	0	0	0
		Bed & Breakfast	1	3	-2
		Condominium Hotel	0	0	0
		Hostel	1	1	0
		Hotel	0	0	0
		Vacation Rental Unit	1	2	-1
		Timeshare	0	0	0
		Other	1	2	-1
		Total	4	8	-4
	Volcano Area	Apartment/ Hotel	1	0	1
		Bed & Breakfast	12	14	-2
		Condominium Hotel	0	0	0
		Hostel	1	1	0
		Hotel	2	2	0
		Vacation Rental Unit	23	28	-5
		Timeshare	1	1	0
		Other	4	2	2
		Total	44	48	-4
HAWAI'I ISLAND TOTAL			561	568	-7

Table 4: Inventory by Area and Property Type Continued

ISLAND	AREA	TYPE	2015 PROPERTIES	2014 PROPERTIES	CHANGE FROM 2014
KAUA'I	Kalāheo/Waimea	Apartment/ Hotel	0	0	0
		Bed & Breakfast	4	5	-1
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	1	1	0
		Vacation Rental Unit	8	21	-13
		Timeshare	0	0	0
		Other	2	2	0
		Total	15	29	-14
Līhu'e		Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	2	2	0
		Hostel	0	0	0
		Hotel	5	6	-1
		Vacation Rental Unit	3	11	-8
		Timeshare	2	1	1
		Other	1	1	0
		Total	13	21	-8
Po'ipū/Kukui'ula		Apartment/ Hotel	0	0	0
		Bed & Breakfast	2	5	-3
		Condominium Hotel	11	9	2
		Hostel	0	0	0
		Hotel	4	3	1
		Vacation Rental Unit	110	113	-3
		Timeshare	3	3	0
		Other	0	0	0
		Total	130	133	-3
Princeville/Hanalei		Apartment/ Hotel	0	0	0
		Bed & Breakfast	2	5	-3
		Condominium Hotel	2	1	1
		Hostel	0	0	0
		Hotel	1	1	0
		Vacation Rental Unit	124	257	-133
		Timeshare	11	8	3
		Other	1	0	1
		Total	141	272	-131
Wailua/Kapa'a		Apartment/ Hotel	0	0	0
		Bed & Breakfast	4	6	-2
		Condominium Hotel	7	5	2
		Hostel	0	0	0
		Hotel	4	4	0
		Vacation Rental Unit	20	40	-20
		Timeshare	5	5	0
		Other	0	0	0
		Total	40	60	-20
KAUA'I TOTAL			339	515	-176

Table 4: Inventory by Area and Property Type Continued

ISLAND	AREA	TYPE	2015 PROPERTIES	2014 PROPERTIES	CHANGE FROM 2014
MAUI	Hāna Area	Apartment/ Hotel	0	0	0
		Bed & Breakfast	2	10	-8
		Condominium Hotel	1	1	0
		Hostel	0	0	0
		Hotel	1	1	0
		Vacation Rental Unit	6	8	-2
		Timeshare	0	0	0
		Other	1	0	1
		Total	11	20	-9
		Kahului/Wailuku		Apartment/ Hotel	1
Bed & Breakfast	4			3	1
Condominium Hotel	0			1	-1
Hostel	3			3	0
Hotel	5			3	2
Vacation Rental Unit	4			11	-7
Timeshare	0			0	0
Other	0			0	0
Total	17			21	-4
Kula/Makawao				Apartment/ Hotel	0
		Bed & Breakfast	12	7	5
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	2	1	1
		Vacation Rental Unit	3	6	-3
		Timeshare	0	0	0
		Other	1	1	0
		Total	18	15	3
		Lahaina/Kā'anapali/ Nāpili/Kapalua		Apartment/ Hotel	1
Bed & Breakfast	7			14	-7
Condominium Hotel	30			25	5
Hostel	0			0	0
Hotel	12			11	1
Vacation Rental Unit	182			35	147
Timeshare	16			10	6
Other	2			3	-1
Total	250			99	151
Mā'alaea				Apartment/ Hotel	0
		Bed & Breakfast	1	30	-29
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	0	3	-3
		Vacation Rental Unit	4	10	-6
		Timeshare	0	0	0
		Other	0	0	0
		Total	5	44	-39

Table 4: Inventory by Area and Property Type Continued

ISLAND	AREA	TYPE	2015 PROPERTIES	2014 PROPERTIES	CHANGE FROM 2014
	Wailea/Kihei Area	Apartment/ Hotel	0	0	0
		Bed & Breakfast	10	21	-11
		Condominium Hotel	27	14	13
		Hostel	0	0	0
		Hotel	11	13	-2
		Vacation Rental Unit	403	77	326
		Timeshare	9	7	2
		Other	0	0	0
		Total	460	132	328
MAUI TOTAL			761	331	430

ISLAND	AREA	TYPE	2015 PROPERTIES	2014 PROPERTIES	CHANGE FROM 2014
MOLOKA'I		Apartment/ Hotel	0	1	-1
		Bed & Breakfast	1	2	-1
		Condominium Hotel	2	2	0
		Hostel	0	0	0
		Hotel	0	0	0
		Vacation Rental Unit	18	22	-4
		Timeshare	1	0	1
		Other	0	0	0
		Total	22	27	-5
MOLOKA'I TOTAL			22	27	-5
LĀNA'I		Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	2	3	-1
		Vacation Rental Unit	1	1	0
		Timeshare	0	0	0
		Other	0	0	0
		Total	3	4	-1
LĀNA'I TOTAL			3	4	-1

Table 4: Inventory by Area and Property Type Continued

ISLAND	AREA	TYPE	2015 PROPERTIES	2014 PROPERTIES	CHANGE FROM 2014
O'AHU	Airport Area	Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	0	0	0
		Hostel	0	1	-1
		Hotel	5	5	0
		Vacation Rental Unit	0	0	0
		Timeshare	0	0	0
		Other	0	0	0
		Total	5	6	-1
	Ala Moana Area	Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	1	0	1
		Hostel	1	0	1
		Hotel	2	3	-1
		Vacation Rental Unit	24	4	20
		Timeshare	0	0	0
		Other	0	1	-1
		Total	28	8	20
	Leeward/Māhaka Side	Apartment/ Hotel	1	0	1
		Bed & Breakfast	2	0	2
		Condominium Hotel	3	2	1
		Hostel	0	0	0
		Hotel	0	1	-1
		Vacation Rental Unit	3	4	-1
		Timeshare	3	3	0
		Other	0	1	-1
		Total	12	11	1
	North Shore	Apartment/ Hotel	0	0	0
		Bed & Breakfast	1	1	0
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	3	0	3
		Vacation Rental Unit	82	28	54
		Timeshare	0	0	0
		Other	0	0	0
		Total	86	29	57
	Other Honolulu	Apartment/ Hotel	1	2	-1
		Bed & Breakfast	0	4	-4
		Condominium Hotel	1	2	-1
		Hostel	1	1	0
		Hotel	2	4	-2
		Vacation Rental Unit	3	17	-14
		Timeshare	0	0	0
		Other	0	0	0
		Total	8	30	-22

Table 4: Inventory by Area and Property Type Continued

ISLAND	AREA	TYPE	2015 PROPERTIES	2014 PROPERTIES	CHANGE FROM 2014
	Waikīkī/Honolulu	Apartment/ Hotel	1	6	-5
		Bed & Breakfast	3	2	1
		Condominium Hotel	24	20	4
		Hostel	4	4	0
		Hotel	50	52	-2
		Vacation Rental Unit	203	21	182
		Timeshare	16	10	6
		Other	0	0	0
		Total	301	115	186
	Windward Side	Apartment/ Hotel	0	0	0
		Bed & Breakfast	20	22	-2
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	2	3	-1
		Vacation Rental Unit	13	30	-17
		Timeshare	0	0	0
		Other	4	1	3
		Total	39	56	-17
O'AHU TOTAL			479	255	224

Table 5: Inventory by Area and Unit Type

ISLAND	AREA	TYPE	2015 UNITS	2014 UNITS	CHANGE FROM 2014
HAWAII ISLAND	Hilo/Honoka'a	Apartment/ Hotel	24	24	0
		Bed & Breakfast	88	130	-42
		Condominium Hotel	50	50	0
		Hostel	16	16	0
		Hotel	1,006	981	25
		Vacation Rental Unit	97	221	-124
		Timeshare	0	0	0
		Other	69	9	60
		Total	1,350	1,431	-81
	Kohala/Waimea/Kawaihae	Apartment/ Hotel	0	0	0
		Bed & Breakfast	40	50	-10
		Condominium Hotel	304	349	-45
		Hostel	0	0	0
		Hotel	3,342	3,342	0
		Vacation Rental Unit	536	151	385
		Timeshare	699	625	74
		Other	15	12	3
		Total	4,936	4,529	407
	Kona	Apartment/ Hotel	0	9	-9
		Bed & Breakfast	88	107	-19
		Condominium Hotel	266	392	-126
		Hostel	1	1	0
		Hotel	2,077	1,975	102
		Vacation Rental Unit	1,037	880	157
		Timeshare	940	999	-59
		Other	7	71	-64
		Total	4,416	4,434	-18
	Nā'ālehu/Ka'ū	Apartment/ Hotel	0	0	0
		Bed & Breakfast	13	12	1
		Condominium Hotel	0	0	0
		Hostel	1	1	0
		Hotel	0	0	0
		Vacation Rental Unit	3	2	1
		Timeshare	0	0	0
		Other	5	6	-1
		Total	22	21	1
	Volcano Area	Apartment/ Hotel	12	12	0
		Bed & Breakfast	60	59	1
		Condominium Hotel	0	0	0
		Hostel	6	6	0
		Hotel	139	49	90
		Vacation Rental Unit	93	73	20
		Timeshare	24	28	-4
		Other	27	24	3
		Total	361	251	110
HAWAII TOTAL			11,085	10,666	419

Table 5: Inventory by Area and Unit Type Continued

ISLAND	AREA	TYPE	2015 UNITS	2014 UNITS	CHANGE FROM 2014
KAUA'I	Kalāheo/Waimea	Apartment/ Hotel	0	0	0
		Bed & Breakfast	15	12	3
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	60	53	7
		Vacation Rental Unit	72	28	44
		Timeshare	0	0	0
		Other	28	28	0
		Total	175	121	54
	Līhu'e	Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	357	379	-22
		Hostel	0	0	0
		Hotel	482	556	-74
		Vacation Rental Unit	64	80	-16
		Timeshare	573	270	303
		Other	8	9	-1
		Total	1,484	1,294	190
	Po'ipū/Kukui'ula	Apartment/ Hotel	0	0	0
		Bed & Breakfast	24	35	-11
		Condominium Hotel	608	763	-155
		Hostel	0	0	0
		Hotel	1,124	1,124	0
		Vacation Rental Unit	677	518	159
		Timeshare	625	625	0
		Other	0	0	0
		Total	3,058	3,065	-7
	Princeville/Hanalei	Apartment/ Hotel	0	0	0
		Bed & Breakfast	5	13	-8
		Condominium Hotel	63	106	-43
		Hostel	0	0	0
		Hotel	251	251	0
		Vacation Rental Unit	587	576	11
		Timeshare	925	1,063	-138
		Other	4	0	4
		Total	1,835	2,009	-174
	Wailua/Kapa'a	Apartment/ Hotel	0	0	0
		Bed & Breakfast	12	19	-7
		Condominium Hotel	359	315	44
		Hostel	0	0	0
		Hotel	750	748	2
		Vacation Rental Unit	400	398	2
		Timeshare	509	523	-14
		Other	0	0	0
		Total	2,030	2,003	27
KAUA'I TOTAL			8,582	8,492	90

Table 5: Inventory by Area and Unit Type Continued

ISLAND	AREA	TYPE	2015 UNITS	2014 UNITS	CHANGE FROM 2014
MAUI	Hāna Area	Apartment/ Hotel	0	0	0
		Bed & Breakfast	8	21	-13
		Condominium Hotel	18	18	0
		Hostel	0	0	0
		Hotel	71	71	0
		Vacation Rental Unit	20	26	-6
		Timeshare	0	0	0
		Other	4	0	4
		Total	121	136	-15
	Kahului/Wailuku	Apartment/ Hotel	13	0	13
		Bed & Breakfast	27	18	9
		Condominium Hotel	0	46	-46
		Hostel	53	48	5
		Hotel	494	472	22
		Vacation Rental Unit	18	390	-372
		Timeshare	0	0	0
		Other	0	0	0
		Total	605	974	-369
	Kula/Makawao	Apartment/ Hotel	0	0	0
		Bed & Breakfast	56	25	31
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	34	24	10
		Vacation Rental Unit	14	20	-6
		Timeshare	0	0	0
		Other	5	5	0
		Total	109	74	35
	Lahaina/Kā'anapali/ Nāpili/Kapalua	Apartment/ Hotel	12	12	0
		Bed & Breakfast	52	64	-12
		Condominium Hotel	2,723	2,749	-26
		Hostel	0	0	0
		Hotel	4,049	3,616	433
		Vacation Rental Unit	1,882	1,202	680
		Timeshare	2,655	2,355	300
		Other	20	27	-7
		Total	11,393	10,025	1,368
	Mā'alaea	Apartment/ Hotel	0	13	-13
		Bed & Breakfast	4	79	-75
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	0	28	-28
		Vacation Rental Unit	146	29	117
		Timeshare	0	0	0
		Other	0	5	-5
		Total	150	154	-4

Table 5: Inventory by Area and Unit Type Continued

ISLAND	AREA	TYPE	2015 UNITS	2014 UNITS	CHANGE FROM 2014
Wailea/Kihei Area		Apartment/ Hotel	0	0	0
		Bed & Breakfast	42	56	-14
		Condominium Hotel	1,793	1,310	483
		Hostel	0	0	0
		Hotel	3,494	3,271	223
		Vacation Rental Unit	2,693	1,718	975
		Timeshare	572	490	82
MAUI TOTAL		Other	0	2	-2
		Total	8,594	6,847	1,747
		Total	20,972	18,210	2,762

ISLAND	AREA	TYPE	2015 UNITS	2014 UNITS	CHANGE FROM 2014
MOLOKA'I		Apartment/ Hotel	0	20	-20
		Bed & Breakfast	1	2	-1
		Condominium Hotel	73	73	0
		Hostel	0	0	0
		Hotel	0	0	0
		Vacation Rental Unit	108	36	72
		Timeshare	7	0	7
		Other	0	0	0
		Total	189	131	58
MOLOKA'I TOTAL			189	131	58
LĀNA'I		Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	247	349	-102
		Vacation Rental Unit	5	4	1
		Timeshare	0	0	0
		Other	0	0	0
		Total	252	353	-101
LĀNA'I TOTAL			252	353	-101

Table 5: Inventory by Area and Unit Type Continued

ISLAND	AREA	TYPE	2015 UNITS	2014 UNITS	CHANGE FROM 2014
O'AHU	Airport Area	Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	0	0	0
		Hostel	0	22	-22
		Hotel	1,286	805	481
		Vacation Rental Unit	0	0	0
		Timeshare	0	0	0
		Other	0	0	0
		Total	1,286	827	459
	Ala Moana Area	Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	1,163	0	1,163
		Hostel	26	0	26
		Hotel	313	1,573	-1,260
		Vacation Rental Unit	25	17	8
		Timeshare	0	0	0
		Other	0	26	-26
		Total	1,527	1,616	-89
	Leeward/Mākaha Side	Apartment/ Hotel	30	0	30
		Bed & Breakfast	2	0	2
		Condominium Hotel	206	487	-281
		Hostel	0	0	0
		Hotel	359	746	-387
		Vacation Rental Unit	39	17	22
		Timeshare	1,431	1,431	0
		Other	43	39	4
		Total	2,110	2,720	-610
	North Shore	Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	3	-3
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	788	0	788
		Vacation Rental Unit	403	58	345
		Timeshare	0	0	0
		Other	0	0	0
		Total	1,191	61	1,130
	Other Honolulu	Apartment/ Hotel	7	37	-30
		Bed & Breakfast	0	7	-7
		Condominium Hotel	97	151	-54
		Hostel	40	40	0
		Hotel	436	690	-254
		Vacation Rental Unit	4	30	-26
		Timeshare	0	0	0
		Other	0	0	0
		Total	584	955	-371

Table 5: Inventory by Area and Unit Type Continued

ISLAND	AREA	TYPE	2015 UNITS	2014 UNITS	CHANGE FROM 2014
	Waikīkī/Honolulu	Apartment/ Hotel	18	198	-180
		Bed & Breakfast	7	5	2
		Condominium Hotel	2,862	3,372	-510
		Hostel	169	169	0
		Hotel	22,360	22,327	33
		Vacation Rental Unit	1,824	505	1,319
		Timeshare	1,720	2,238	-518
		Other	16	19	-3
		Total		28,976	28,833
	Windward Side	Apartment/ Hotel	0	0	0
		Bed & Breakfast	39	38	1
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	142	524	-382
		Vacation Rental Unit	21	183	-162
		Timeshare	0	0	0
		Other	182	107	75
		Total		384	852
O'AHU TOTAL			36,058	35,864	194

Table 6: Class of Units by Island

ISLAND	CLASS	Percent of Total Units		Percentage Point Change from 2014
		2015	2014	
HAWAII ISLAND	Budget (Up to \$100)	9.9%	8.3%	1.6%
	Standard (\$101 to \$250)	32.9%	28.1%	4.8%
	Deluxe (\$251 to \$500)	36.5%	44.0%	-7.5%
	Luxury (Over \$500/Night)	20.6%	19.6%	1.0%
	Total	100.0%	100.0%	
KAUAI	Budget (Up to \$100)	2.7%	7.2%	-4.5%
	Standard (\$101 to \$250)	33.7%	19.6%	14.1%
	Deluxe (\$251 to \$500)	26.6%	44.7%	-18.1%
	Luxury (Over \$500/Night)	37.0%	28.6%	8.4%
	Total	100.0%	100.0%	
MAUI	Budget (Up to \$100)	1.9%	3.1%	-1.2%
	Standard (\$101 to \$250)	19.2%	22.3%	-3.1%
	Deluxe (\$251 to \$500)	25.2%	27.3%	-2.1%
	Luxury (Over \$500/Night)	53.8%	47.3%	6.5%
	Total	100.0%	100.0%	
MOLOKAI	Budget (Up to \$100)	6.2%	2.9%	3.3%
	Standard (\$101 to \$250)	85.6%	92.8%	-7.2%
	Deluxe (\$251 to \$500)	8.2%	3.6%	4.6%
	Luxury (Over \$500/Night)	0.0%	0.7%	-0.7%
	Total	100.0%	100.0%	
LANAI	Budget (Up to \$100)	0.0%	0.0%	0.0%
	Standard (\$101 to \$250)	4.5%	4.2%	0.3%
	Deluxe (\$251 to \$500)	26.3%	43.3%	-17.0%
	Luxury (Over \$500/Night)	69.2%	52.4%	16.8%
	Total	100.0%	100.0%	
OAHU	Budget (Up to \$100)	3.1%	6.6%	-3.5%
	Standard (\$101 to \$250)	32.2%	24.0%	8.2%
	Deluxe (\$251 to \$500)	36.1%	46.6%	-10.5%
	Luxury (Over \$500/Night)	28.6%	22.8%	5.8%
	Total	100.0%	100.0%	
STATEWIDE	Budget (Up to \$100)	3.8%	6.1%	-2.3%
	Standard (\$101 to \$250)	29.4%	23.8%	5.6%
	Deluxe (\$251 to \$500)	32.6%	41.7%	-9.1%
	Luxury (Over \$500/Night)	34.1%	28.4%	5.7%
	Total	100.0%	100.0%	

⁴ Totals may not sum to 100% due to rounding.

⁵ Based on 44,519 units (57.7 percent of the total units in 2015) for which information on the class of units was available.

⁶ Based on 59,995 units (81.4 percent of the total units in 2014) for which information on the class of units was available.

Table 7: Class of Units by Type

ISLAND	CLASS	Percent of Total Units		Percentage Point Change from 2014
		2015	2014	
Apartment/ Hotel	Budget (Up to \$100)	30.3%	65.7%	-35.5%
	Standard (\$101 to \$250)	67.1%	34.3%	32.8%
	Deluxe (\$251 to \$500)	2.6%	0.0%	2.6%
	Luxury (Over \$500/Night)	0.0%	0.0%	0.0%
	Total	100.0%	100.0%	
Bed & Breakfast	Budget (Up to \$100)	21.4%	27.4%	-6.0%
	Standard (\$101 to \$250)	67.1%	63.8%	3.3%
	Deluxe (\$251 to \$500)	11.1%	8.3%	2.8%
	Luxury (Over \$500/Night)	0.5%	0.5%	0.0%
	Total	100.0%	100.0%	
Condominium Hotel	Budget (Up to \$100)	2.5%	13.2%	-10.7%
	Standard (\$101 to \$250)	54.1%	28.5%	25.6%
	Deluxe (\$251 to \$500)	33.4%	50.1%	-16.7%
	Luxury (Over \$500/Night)	9.9%	8.1%	1.8%
	Total	100.0%	100.0%	
Hostel	Budget (Up to \$100)	100.0%	100.0%	0.0%
	Standard (\$101 to \$250)	0.0%	0.0%	0.0%
	Deluxe (\$251 to \$500)	0.0%	0.0%	0.0%
	Luxury (Over \$500/Night)	0.0%	0.0%	0.0%
	Total	100.0%	100.0%	
Hotel	Budget (Up to \$100)	2.5%	3.0%	-0.5%
	Standard (\$101 to \$250)	21.2%	22.3%	-1.0%
	Deluxe (\$251 to \$500)	34.1%	40.6%	-6.5%
	Luxury (Over \$500/Night)	42.2%	34.2%	8.0%
	Total	100.0%	100.0%	
Vacation Rental Unit	Budget (Up to \$100)	11.9%	11.4%	0.5%
	Standard (\$101 to \$250)	55.3%	41.4%	13.9%
	Deluxe (\$251 to \$500)	20.3%	29.7%	-9.3%
	Luxury (Over \$500/Night)	12.5%	17.6%	-5.1%
	Total	100.0%	100.0%	
Timeshare	Budget (Up to \$100)	1.7%	4.1%	-2.5%
	Standard (\$101 to \$250)	34.3%	17.4%	16.9%
	Deluxe (\$251 to \$500)	27.5%	49.7%	-22.2%
	Luxury (Over \$500/Night)	36.5%	28.8%	7.7%
	Total	100.0%	100.0%	

⁷ Totals may not sum to 100% due to rounding.

⁸ Based on 42,508 units (55.1 percent of the total units in 2015) for which information on the class of units was available.

⁹ Based on 59,995 units (81.4 percent of the total units in 2014) for which information on the class of units was available.

Table 7: Class of Units by Type Continued

ISLAND	CLASS	Percent of Total Units		Percentage Point Change from 2014
		2015	2014	
Other	Budget (Up to \$100)	43.7%	67.1%	-23.4%
	Standard (\$101 to \$250)	51.1%	29.3%	21.9%
	Deluxe (\$251 to \$500)	3.4%	3.7%	-0.2%
	Luxury (Over \$500/Night)	1.7%	0.0%	1.7%
	Total	100.0%	100.0%	
STATEWIDE	Budget (Up to \$100)	3.9%	6.1%	-2.2%
	Standard (\$101 to \$250)	29.9%	23.8%	6.0%
	Deluxe (\$251 to \$500)	32.1%	41.7%	-9.7%
	Luxury (Over \$500/Night)	34.2%	28.4%	5.8%
	Total	100.0%	100.0%	

Table 8: Timeshare Properties by Island and Area

Area	Property	2015		2014		Change From 2014	
		Reg.	Oper.	Reg.	Oper.	Reg.	Oper.
HAWAII ISLAND							
Kohala/Waimea /Kawaihae	Hilton Bay Club at Waikoloa Beach	167	134	168	168	-1	-34
	Hilton Kings' Land	435	291	295	295	140	-4
	Hilton Waikoloa Village	120	112	0	0	120	112
	Paniolo Greens Resort	162	162	162	162	0	0
Kona	Holua Resort at Mauna Loa Village	73	73	73	73	0	0
	Kona Billfisher	65	65	65	65	0	0
	Kona Coast Resort	268	268	268	268	0	0
	Kona Islander Inn	85	85	85	85	0	0
	Kona Reef	24	24	24	24	0	0
	Royal Aloha Kona at Keauhou Kona Surf & Racquet Club	16	16	17	17	-1	-1
	Vacation Internationale - Sea Village	58	58	58	58	0	0
	WorldMark at Kona	64	64	64	64	0	0
	Wyndham Kona Hawaiian Resort	158	158	158	158	0	0
	Wyndham Mauna Loa Village	53	53	53	53	0	0
	Wyndham Royal Sea Cliff	76	76	76	76	0	0
Volcano Area	Vacation Internationale - Sea Mountain	24	24	28	28	-4	-4
	Total	1,848	1,663	1,594	1,594	254	69
KAUAI							
Lihue	Banyan Harbor Resort	37	37	38	38	-1	-1
	Marriott's Kauai Beach Club	232	464	232	232	0	232
	Marriott's Kauai Lagoons	72	72	0	0	72	72
	Wyndham Kauai Beach Villas	105	105	105	105	0	0
Po'ipū/Kukui'ula	Lawai Beach Resort	172	172	172	172	0	0
	Nihi Kai Villas	3	3	3	3	0	0
	Marriott's Waiohai Beach Club	231	231	238	238	-7	-7
	The Point at Poipu	219	219	215	215	4	4
Princeville/	Alii Kai II	24	24	27	27	-3	-3
	Cliffs At Princeville, The	130	130	130	130	0	0
	Hanalei Bay Resort	121	121	77	77	44	44
	Westin Princeville Ocean Resort Villas	179	179	179	358	0	-179
	Wyndham Bali Hai Villas	257	257	257	257	0	0
	Wyndham Ka Eo Kai	125	125	125	125	0	0
	Wyndham Makai Club	57	57	57	57	0	0
	Wyndham Shearwater	32	32	32	32	0	0
Wailua/Kapa'a	Kauai Coast Resort at the Beachboy	108	108	108	108	0	0
	Mokihana of Kauai	80	80	80	80	0	0
	Pono Kai Resort	167	167	167	167	0	0
	WorldMark Kapaa Shore	49	49	63	63	-14	-14
	Total	2,400	2,632	2,305	2,484	95	148

Table 8: Timeshare Properties by Island and Area Continued

Area	Property	2015		2014		Change From 2014	
		Reg.	Oper.	Reg.	Oper.	Reg.	Oper.
MAUI							
Lahaina/Kā'anapali/ Nāpili/Kapalua	Gardens at West Maui, The	33	33	32	32	1	1
	Hyatt Ka'anapali Beach, A Hyatt Residence Club	131	131	0	0	131	131
	Hololani Resort	9	9	0	0	9	9
	Hono Koa Resort Condominium	27	27	28	28	-1	-1
	Kaanapali Beach Club	413	413	413	413	0	0
	Kahana Beach Resort	80	80	84	84	-4	-4
	Kahana Falls Resorts	130	130	70	70	60	60
	Kahana Villa Maui	39	39	39	39	0	0
	Kuleana Club	31	31	0	0	31	31
	Marriott's Maui Ocean Club	311	311	459	459	-148	-148
	Marriott's Maui Ocean Club Sequel-Lahaina & Napili Villas	148	148	0	0	148	148
	One Napili Way	14	14	14	14	0	0
	Paki Maui	4	4	0	0	4	4
	Papakea Resort	37	37	37	37	0	0
	Sands of Kahana, The	144	144	144	144	0	0
	Valley Isle Resort	21	21	0	0	21	21
	Westin Kaanapali Ocean Resort Villas	1021	1021	1021	1021	0	0
	Whaler on Kaanapali Beach, The	48	48	0	0	48	48
	WorldMark at Valley Isle	14	14	14	14	0	0
	Wailea/Kihei Area	Aston Maui Lea at Maui Hill Resort	76	76	76	76	0
Aston Maui Banyan		18	18	0	0	18	18
Kamaole Beach Club		31	31	31	31	0	0
Kapulanikai		12	12	12	12	0	0
Kauhale Makai, Village By The Sea (Royal Aloha Maui)		13	13	0	0	13	13
Kihei Kai Nani		6	6	6	6	0	0
Leilani Kai Resort		8	8	8	8	0	0
Maui Banyan Vacation Club		38	38	0	0	38	38
Maui Beach Vacation Club		47	47	47	47	0	0
Maui Schooner Resort		58	58	58	58	0	0
Maui Sunset	65	65	45	45	20	20	
WorldMark at Kihei	200	200	200	200	0	0	
Total		3,227	3,227	2,845	2,845	382	382
Moloka'i							
	Ke Nani Kai	7	7	0	0	7	7
Total		7	7	0	0	7	7

Table 8: Timeshare Properties by Island and Area Continued

Area	Property	2015		2014		Change From 2014	
		Reg.	Oper.	Reg.	Oper.	Reg.	Oper.
O'AHU							
Leeward/Mākaaha	Aulani, A Disney Resort & Spa	481	481	481	481	0	0
	Hawaiian Princess at Makaha Beach	32	32	32	32	0	0
Waikīkī/Honolulu	Marriott's Ko Olina Beach Club	560	918	918	918	358 ¹⁰	0
	Fairway Villa	19	19	0	0	19	19
	Hilton Hawaiian Village Grand Waikikian	331	305	331	331	0	-26
	Hilton Hawaiian Village Kalia Tower	72	69	0	0	72	69
	Hilton Hawaiian Village Lagoon Tower	236	223	0	0	236	223
	Hilton Hawaiian Village	0	0	677	677	-677	-677
	Hokulani Waikiki by Hilton Grand Vacations Club	143	102	143	143	0	-41
	Waikiki Marina Resort at the Ilikai	123	123	123	123	0	0
	Ilikai Marina Condo	0	0	53	53	-53	-53
	Imperial Hawaii Resort at Waikiki, The	278	232	278	232	0	0
	Kuhio Banyan Hotel	61	61	61	61	0	0
	Royal Aloha Vacation Club Aloha Towers	39	39	41	41	-2	-2
	Royal Aloha Vacation Club Waikiki Sky Tower	10	10	0	0	10	10
	Royal Kuhio Condominium	153	153	153	153	0	0
	Waikiki Banyan	49	49	49	49	0	0
	Wyndham at Royal Garden	140	140	140	140	0	0
Wyndham at Waikiki Beach Walk	195	195	195	195	0	0	
	Total	2,922	3,151	3,194	3,148	-753	-478
	State Total	10,404	10,680	9,938	10,071	-15	128

¹⁰ This reduction is related to a change in reporting for this property and does not affect the VPI unit count.

Table 9: Planned Additions and New Developments – County of Hawai‘i

Name of Applicant	Planned Type	Total Units in Project	Estimated Completion	Notes
R Kevin Stafford	B&B	4	N/A	Special Purpose Permit (SPP) Approved. Puna district.
Kona Castle Ranch	B&B	5	N/A	Special Purpose Permit (SPP) Approved. North Kona district.
James Stapleton and James Ricciuti	B&B	5	N/A	Special Purpose Permit (SPP) Approved. Puna district.
Yuri Matsuoka	B&B	5	N/A	USE Approved. South Hilo district.

Source: County of Hawai‘i, Department of Planning, 2015

Table 10: Planned Additions and New Developments – County of Kaua‘i

Name of Facility	Planned Type	Total Units in Project	Estimated Completion	Notes
Coco Palms	Hotel	350	N/A	Zoning permits granted March 2015
Waimea-Kikiaola Land Co.	Hotel	Approx. 250	N/A	Zoning permits obtained. Building permits not obtained yet.
Kapalawai- Robinson Family	Hotel-Cottage type	250	N/A	Zoning permits obtained. Building permits not obtained yet.
Kukui‘ula-Kukui‘ula Development Co. (Hawai‘i), LLC	Resort, Single Family, Multi-Family, Golf course, Hotel, Condo/Timeshare	1,500 (all types) (max of 750 visitor units, plus 21 guest cottages)	N/A	21 guest cottages constructed. Project features high-end residential development.
Koloa Landing	Resort Condo	323	N/A	Phase I complete and in operation. Phase II is under construction.
Po‘ipū Realty Partner LLC/Royal Palms at Po‘ipū Beach	Resort Condo	164	N/A	Zoning permits obtained. Building permits not obtained yet.
Kiahuna Fairways, LLC/Pili Mai at Po‘ipū	Resort Condo	191	N/A	Zoning permits obtained. Building permits not obtained yet.
Kiahuana Po‘ipū Golf Resort LLC	Resort Condo	282	N/A	Zoning permits obtained. Building permits not obtained yet.
Po‘ipū Beach Estates	Res. Subdivision	106	N/A	Residential Subdivision in the VDA
Po‘ipū Sheraton Expansion/SVO Pacific Inc.	Timeshare	382 Multi-family units & 186 Hotel	N/A	Land permits issued. Building permits not applied for yet.
Kaua‘i Lagoons-Mori Gold LLC	Hotel, Resort Single Family, Resort Multi-Family	772	N/A	72 units in operation.
Waipouli-Niu Pia Farms/Coconut Beach Development LLC	Apartment/Hotel	343 Multi-Family, 6 Hotel	N/A	Land use permits issued. Building permits not applied for yet.
Waipouli-Niu Pia Farms/Coconut Beach Development LLC	Apartment/Hotel	192 Multi-Family, 6 Hotel	N/A	Land use permits issued. Building permits not applied for yet.
Princeville-Moody property	Hotel or Timeshare	N/A	N/A	There have been inquiries on this property, no formal permit applications.

Source: County of Kaua‘i Planning Department, 2015

Table 11: Planned Additions and New Developments – County of Maui

Name of Facility	Planned Type	Total Units in Project	Estimated Completion	Notes
Maui Palms Expansion	Hotel	101	N/A	SMA permit issued. Permit transferred to new owner in 2014. Project in Review
Maui Lu Timeshare	Timeshare	388	2019	Ammended SMA to delete lock off units. SMA permit transferred in 2014. Demolition complete, but, construction pending
Kamaole Heights	Hotel/Condo	24	N/A	Project in review.
Kula Lodge	Hotel	15	N/A	Project Pending. Awaiting Phase III Project District Approval
Honua'ula a.k.a Wailea 670	Mixed Use	1150	N/A	Pending LUC amendment. Completed Phase II Project District Approval. Requires Phase III Project District approval
Westin Kā'anapali Ocean Resort III	Timeshare	390	N/A	SMA permit issued. Construction pending
Kapalua Project District 2-Kapalua Mauka	Mixed Use	690	N/A	Project District permits issued. Project pending.
Villas at Royal Lahaina	Condo/Hotel	126	N/A	SMA permit issued. Construction pending.
Grand Wailea Resort Expansion	Hotel	310	N/A	SMA permit issued. Construction pending.
Piilani Suites	Hotel	200	2017	Construction in process
Maui Research and Technology Park	Mixed Use/Hotel	150	N/A	Pending final County Council Review
Down Town Kihei	Mixed Use/Hotel	150	2018	CIZ approved. SMA scheduled for Planning Comission.
Nani Loa Condominium Hotel	Condo/Hotel	39	2020	EA out for agency review. Also requires CPA and SMA approval
Wada Commercial Building & Hotel	Mixed Use/Hotel	8	N/A	Project in review.
Bed & Breakfast (individually owned homes with guest bedrooms operating throughout the county)	B&B	Establishments w/ approved permits 92	N/A	Projects in review-8
Short-term rentals homes (single-family dwellings for rent in their entirety for a period of less than 180 days, operating throughout the county)	New class accommodations	Establishments w/approved STRH permits 121	N/A	Projects in review-18
Transient vacation rentals (Establishments are processed under the Conditional Permit requirements and may be more varied types than B&B and STRH)		Establishments w/ approved STRH permits 13	N/A	Projects in review-0

Source: County of Maui Department of Planning, 2015

Table 12: Planned Additions and New Developments – City & County of Honolulu

Name Of Facility	Planned Type	Total Units In Project	Estimated Completion	Notes
Ohia Waikiki Hotel	Hotel	251	Jun-15	Ohia building, originally built as a hotel but used as a student dormitory, redeveloped as a hotel.
Marriott Ko'olina Beach Club at the Ko'olina Resort and Marina	Timeshare	750	560 units completed 190 units planned	A 28-acre, four-tower beachfront timeshare project, with three towers completed.
Ko'olina Resort and Marina	Timeshare	Up to 3,286	2020	Negotiations are underway on the next project.
Ko'olina Resort and Marina	Hotel & Condo hotel	Up to 3,180	2020	Negotiations are underway on building the next hotel.
Two new timeshare towers at the Hilton Hawaiian Village	Timeshare Timeshare	307 255	2017 2023	The first tower will replace the existing bus-loading area. The second tower will replace the existing Rainbow Bazaar.
Moana Surfrider – replacing the old Diamond Head wing	Hotel	-141 +185	N/A	The hotel's old 8-story Diamond Head wing will be replaced by a 282' tower with 185 hotel rooms and 40 resident condominiums.
Sheraton Princess Kaiulani demolition and replacement	Condo hotel	-474 +210	On hold	The 350' Ainahau Tower will remain; all else will be replaced by a 350' tower with 210 hotel condominiums and 61 resident condominiums.
Hoakalei Resort at Ocean Pointe	Hotel	Up to 950	N/A	Construction planned for the first hotel.
Kuilima Resort (an expansion of the Turtle Bay Resort)	Hotel, T.S. & Condo	2,345	Not Yet Determined	A new development plan is being formulated, after which a Supplemental EIS must be prepared.

Source: City and County of Honolulu, Department of Planning and Permitting, Planning Division, 2015

Table 13: Visitor Plant Inventory Reduction

Area	Property Name	Property Type	Total Units	Reason Closed/Out of Business
HAWAI'I				
HILO/HONOKA'A				
	Castle In Hawaii	VR-Condo	3	No longer a vacation rental.
	The Log Cabin	VR-House	1	Property sold.
	Hawaii Paradise Suite	B&B	1	Closed
	Wayne Souza	B&B	1	Assumed closed.
	Art And Orchids	B&B	3	Converted to residential use. No longer a vacation rental.
KOHALA/WAIMEA/KAWAIHAE				
	Beachfront Kiawe House	VR-House	1	Property has been sold, no longer a vacation rental.
	Hale Moani	VR-House	1	Closed.
KONA				
	Kona Mountain Cottage	VR-House	1	Property sold. No longer a vacation rental.
	John Jukes & Jill Wagner	VR-House	1	No longer a vacation rental.
	The Orchid Inn	B&B	2	Closed.
	Kealakekua Oceanfront Rentals	VR-House	1	Closed.
	Beach Villas at Kahaluu	VR-Condo	3	Closed.
	Big Island Bay Vacation Home	VR-House	1	Closed.
	Da Third House Bed and Breakfast	B&B	1	Closed.
	Cedar House Bed & Breakfast	B&B	5	Assumed closed.
NA'ALEHU/KA'U				
	Hobbit House	VR-House	1	Closed.
VOLCANO				
	#1 Kaimu Bay	VR-House	1	Closed.
	Kiaikai Bed & Breakfast	B&B	3	Assumed Closed.
KAUA'I				
PO'IPU/KUKUI'ULA				
	The Kauai Waterfall Home	VR-House	1	No longer a vacation rental.
	Turtle Cove Suites	VR-House	1	No longer a vacation rental.
LIHUE				
	Makana Crest Vacation Cottage	VR-House	1	Closed.
PRINCEVILLE/HANAIEI				
	100 Shades of Green	VR-House	1	Property sold.
	Bamboo Hale	VR-House	1	Sold and converted to private residence
	Hale Makana	VR-House	1	No longer a vacation rental.
	Bed & Breakfast & Beach At Hanalei	B&B	3	Closed.
	Princeville Bed And Breakfast	B&B	4	Closed.
KALAHEO/WAIMEA				
	Aloha Estates At Kalaheo Plantation	VR-House	1	Permanently closed.
	Hale O Nanakai Bed & Breakfast	B&B	4	Closed.
WAILUA/KAPAA				
	Lynn House	VR-House	1	Not a vacation rental.

Area	Property Name	Property Type	Total Units	Reason Closed/Out of Business
WAILUA/KAPAA				
	Mohala Ke Ola Bed & Breakfast	B&B	4	No longer in business.
	Inn Paradise Kauai	B&B	3	No longer in business.
	Kukui Lani Bungalow	VR-House	1	No longer a vacation rental.
	Island Enchantment	B&B	2	Assumed closed.
	Aloha Plantation Paradise	VR-House	1	Closed
	Lani-Keha Bed & Breakfast	B&B	3	Closed.
MAUI				
HANA AREA				
	Honokalani Cottage	VR-House	1	Assumed closed.
WAILEA/KIHEI AREA				
	Maui Lu Resort	Hotel	120	Closed in October 2014, to be redeveloped as a villa-style timeshare resort, scheduled to open in 2017.
	Malama Ohana	B&B	1	Assumed closed.
	Ohukai Beach Estates	B&B	1	Assumed closed.
O'AHU				
AIRPORT AREA				
	The Shower Tree	Hostel	22	Closed.
NORTH SHORE				
WAIKĪKĪ/HONOLULU				
	530 Hao Street	VR-House	1	Owner lives in house. No longer available for vacation rental.
	Miramar at Waikiki	Hotel	357	Closed in December 2013 as part of the International Marketplacrer redevelopment
	Ohana Waikiki West	Hotel	659	Closed in March 2015 for redevelopment. Will reopen in 2016 as the Hilton Garden Inn Waikiki Beach.
WINDWARD SIDE				
	Kuuahale Bed & Breakfast	B&B	1	Closed/Out of business since 2012.
LEEWARD/MAKAHA SIDE				
	JW Marriott Ihilani Resort & Spa	Hotel	387	Closed in March 2015 for redevelopment. Will reopen in 2016 as the Four Seasons Resort Oahu at Ko Olina
MOLOKAI				
	Molokai Beach House	VR-House	1	No longer available for vacation rental.
	Beautiful View Honouliwai Hale	VR-House	1	Closed since 2010.

2015 Visitor Plant Inventory: List of Properties

The 2015 VPI property list is available online in a companion workbook. Notes for the list are shown below.

Explanation of Categories

- Island = Island on which the property is located
- Area = Area of the island where the property is located
- Name = Name of property
- Type = Unit Type
- Available Units = Number of units available for visitor use
- Change from 2014 = Difference in available units between 2015 and 2014 for entire property.
- Opened = Year property first opened

Class

- B Number of visitor units classified as Budget (Up to \$100 per night)
- S Number of visitor units classified as Standard (\$101 to \$250 per night)
- D Number of visitor units classified as Deluxe (\$251 to \$500 per night)
- L Number of visitor units classified as Luxury (Over \$500 per night)
- N/A Not available

Last Response

- 2015 Survey form received in 2015
- 2014 No response received in 2015, information received in 2014
- 2013 No response received in 2015, information received in 2013
- 2012 No response received in 2015, information received in 2012

Notes

- A – Visitor unit count estimated by AOUO/Resident Manager/Property Manager (for units managed by others)
- B – Visitor unit count estimated by Owner/Operator (for units owned/managed by others)
- C – Visitor unit count estimated by county real property tax departments
- D – Visitor unit count estimated by DBEDT/HTA
- E – Visitor unit count estimated based on prior survey response.
- F – The property's reporting method changed from 2014
- G – Selected units closed for renovation/reconstruction (balance of the property open for business)
- H – Units reopened after renovation/reconstruction
- I – Added units (new construction)
- J – Survey responses indicate additional units available for transient rental
- K – Survey responses indicate units no longer available for transient rental
- L – Survey responses indicate change in supply
- M – Visitor unit count is for beds, not rooms, for Hostel property

Methods and Procedures

The 2015 Visitor Plant Inventory presents the results of HTA's enumeration of visitor accommodations in Hawai'i. Existing visitor accommodations as of May 1, 2015 as well as planned developments and additions to existing developments were catalogued.

Visitor Plant Inventory Survey: Information about transient accommodations was gathered mainly from a survey of existing visitor accommodation properties and management companies. Survey forms were sent to general managers, property managers and other individuals who could provide information about the property. The survey provided information about available units, planned additions and other information presented in this report.

Survey forms were distributed to all properties that participated in the prior year's survey and additional properties identified through the association survey (below) and internet research. Information for hotel and condominium hotel properties that participate in Smith Travel Research's monthly survey were also cross-verified against Smith Travel Research's property database.

Survey forms were distributed via mail, email, and fax. If no response was received, follow-up telephone calls, emails, and/or faxes were made to the property to remind them to complete and return the form. Subsequently, if no response was received after the follow-ups, an Internet search was conducted to determine if the property was still in business and telephone calls were made to verify unit counts and types. If no response was received or no data was found on the Internet, but information was available from prior years (2012, 2013, and 2014), that information was included and so noted. If no response was received from a property and information was available from the association survey, such information was included and so noted. If no

survey form was returned and no information was available from previous years or other sources, the property was listed as a non-respondent.

Association of Unit Owners Manager Survey: A survey of Association of Unit Owners ("AOUO") management companies for projects located in resort areas was conducted to gather information about transient rental units located within the project, especially VRU rental houses/villas and VR-condo units. AOUO managers were also asked to identify rental management companies associated with such visitor units and also IVU-condo units which are being marketed by owners, including participation in Visitor Rental By Owner ("VRBO"), Home Away, etc. programs. Any identified rental management companies that were not previously contacted were sent VPI survey forms. Data from this survey was also used to estimate VRU-condo units for a given project.

Contact information included in the State of Hawai'i Department of Commerce and Consumer Affairs' AOUO Contact List and Developer's Public Report/Association Biennial Registration database was used in the administration of this survey. Letters and survey forms were distributed via mail, email, and fax and follow-up telephone calls, emails, and/or faxes were also made.

Association Letter: Continued in 2015, this survey's purpose was to gather contact information of associations whose members were transient visitor accommodations in the State of Hawai'i. Letters were sent to these associations to request member accommodation contact information, from which the mailing list was updated and new accommodations were contacted via mailing as described above.

Timeshare Properties: Information on timeshare properties were gathered through the survey questionnaire, which asked for

information on the number of units *registered* as timeshare and units *operated* as timeshare. The number of units registered included those that were available for sale in a timeshare program (as well as those already sold in such a program). The number of units operated represented the units that were in use. Certain timeshare properties have the ability to split a given registered timeshare unit into more than one operated visitor unit (i.e. it may be possible for a two-bedroom unit to be rented as two keys: one studio unit and one 1-bedroom unit).

As of the 2009 VPI, the listing of timeshare inventory presented in Table 8 has been restated with registered units representing the number of units that were available to be sold as part of a timeshare program and operated units were defined as number of salable keys that were operated for visitor use. In some cases, the number of operating units exceed the number of registered units for a given timeshare property.

The available timeshare units listed in Tables 3 and 5 and their related charts were the total number of operated units. The number of timeshare properties listed in Tables 2 and 4 were the properties with the majority of units classified as timeshare. However, the number of available units listed with the timeshare category included those units that were cross-listed under the other property types. The 2015 Current Visitor Plant Inventory details the unit types available at each property.

Starting with the 2009 VPI, certain timeshare operators reported their inventory counts in terms of individual guest rooms (keys) rather than timeshare units previously reported. For example, a two-bedroom timeshare unit may, depending configuration, be rented separately as two guest rooms: a one-bedroom unit and as a studio unit. This change in reporting procedure resulted in a higher inventory count for certain timeshare properties, but did not necessarily reflect a change in the physical plant.

Cross Verification of Data: Responses from selected hotels, condominium hotels, and timeshare properties were cross verified against Smith Travel Research’s property database and data from the American Resort Development Association.

Responses were also cross-verified against data received from the four counties, including real property classifications, bed and breakfast license data, and transient vacation unit (TVU) license data.

Unit Type Classification: Each unit reported in the survey was assigned a unit type based on HTA’s type definitions [page 94]. For the purposes of classification, a given property may include more than one unit type. Historically, type classifications were self-selected by the respondent but research has shown that the response was not always consistent with HTA’s type definitions. In such cases, the unit type was corrected for the 2015 VPI report.

Notably, many respondents classified their units as condominium hotel due to the units’ location within a condominium building, but did not have the services or amenities included in HTA’s definition for a condominium hotel. These units were reclassified as individual vacation units.

Property Type Classification: Classification of property type (Tables 2 & 4) for properties with more than one unit type was determined by the majority of units on that property. Historically property type was self-selected by the respondent but research has shown that the response was not always consistent with HTA’s type definitions [page 94].

Planned New Developments: Information about planned new developments was gathered with assistance from the four county Planning Offices. The information was reprinted here and includes projects and developments that have achieved some level of jurisdictional approval. That was to say,

these developments were a step beyond the preliminary stages of development and have some “official” standing as planned developments.

Definitions

Type of Units

An individual property may include more than one type of unit. If a property has more than one unit type, the majority unit type was used to determine the property type for the purposes of this report. Units were categorized as follows:

Apartment / Hotel (Apt/Hotel): Visitor accommodations units typically located in low-rise apartment-style buildings and available for short-term rental. Units may have kitchens and laundry facilities. Front desk operations and housekeeping service are limited and sometimes non-existent.

Bed & Breakfast (B&B): A lodging facility with a limited number of guest units, available for short-term rental. Services include breakfast in the daily rental rate. Typical bed and breakfast facilities may be small, quaint inns or family homes.

Condominium Hotel (Condo Hotel): A multi-unit property legally classified as a condominium with each unit individually deeded. Generally, units are collectively placed into transient hotel rental operations, offering most of the services of a hotel, such as daily housekeeping service and front desk operations. Condominium hotel units are larger than hotel units and include studios and one- to three-bedroom units, with kitchen and laundry facilities, available for transient use on short-term rental basis (30 days or less).

Hotel: A multi-unit lodging facility that provides room accommodations on a short-term rental basis. Services often include a pool, restaurant operations, and other “away from home” services such as daily housekeeping service and front desk operations.

Hostels: An inexpensive, limited-service lodging facility, often with dormitory-style accommodations. They are available for short-

term rental and are frequently used by younger travelers.

Vacation Rental Unit (VRU): An individual vacation rental unit available for visitor use on a short-term basis (30 days or less). VRs usually include kitchens, laundry facilities, and parking garages. Services are very limited although some may include some housekeeping service.

- **Vacation Rental in a Condominium Hotel (VR-Condo):** A condominium hotel unit available for visitor use on a short-term basis. VR-Condos are not rented or managed by the condominium hotel management, but are available through individual owners, property managers, or Internet agencies.
- **Vacation Rental House (VR-House):** A single-family dwelling property available for visitor use on a short-term basis. May be a house, townhouse, duplex, multiplex, cabin, villa or cottage, where the owner does not reside on the property.
- **Vacation Rental Other (VR-Other):** Vacation rental units located in other types of properties not mentioned above. Includes private and shared rooms for visitor use and other non-traditional accommodations.

Timeshare: A timeshare is a type of property ownership in which guests acquire a shared interest in a hotel or condominium hotel unit for a specific period of time and on a recurring basis. Timeshare ownership is typically defined by intervals (a set number of days and nights of annual use) or points (a “currency”

that represents ownership and is used to establish value for seasons, unit sizes, and resort locations).

“Operated” timeshare units are those that have been sold and are currently (as of May 1) available for visitor use. “Registered” units include operated units and units that are not yet operating as visitor rentals.

Some timeshare units can be rented as one or two units as their design allows a single unit to be divided into two complete sections and operated as two units by securing a door between the sections. The number of keys

operated as timeshare reflect the number of distinct keys available for each unit.

Other: Includes lodges, inns, or any other form of property not included in the above definitions.

Owner-Occupied: Units not available for transient visitor use (30 days or less).

Not for visitor use: Includes owner-occupied units, residential rentals only, and units under remodeling.

Class of Units

The Visitor Plant Inventory survey also included questions about the class of units at each property. The subsequent tables show the percent of each class of units available by island. Units were classified as follows:

Class	Price Range (Rack Rate)
Budget	Up to \$100 per night
Standard	\$101 to \$250 per night
Deluxe	\$251 to \$500 per night
Luxury	Over \$500 per night

APPENDIX A: Survey Forms

Cover Letter Sample



HAWAII TOURISM
AUTHORITY

Hawaii Convention Center
1801 Kalia Avenue, Honolulu, Hawaii 96815
kelepona tel 808 973 2255
kelepona fax 808 973 2253
kahua pa'a web hawaii-tourism-authority.org

David Y. Ige
Governor

George D. Sziget
President and Chief Executive Officer

July 9, 2015

RE: 2015 State of Hawaii's Visitor Plant Inventory Survey

Aloha

The Hawaii's Tourism Authority (HTA) is in the process of updating the annual State of Hawaii's Visitor Plant Inventory report, and we would greatly appreciate your support and participation in this year's survey. Kloninger & Sims Consulting LLC has been contracted by HTA to conduct the 2015 Visitor Plant Inventory (VPI) survey.

Enclosed with this letter are:

- 2015 survey form pre-filled with your responses from 2014, if applicable
- Definition sheet

Please make your corrections directly on the survey form. If your information for 2015 is identical to 2014, simply sign and return the form.

Please submit your completed survey directly to Kloninger & Sims Consulting LLC via email (survey@kloningerandsims.com). The completed form can also be faxed to Kloninger & Sims Consulting LLC at (808) 441-5320.

We would greatly appreciate receiving this information by **Friday, July 31, 2015**. If you have any questions or need assistance in filling out the survey, please call Kloninger & Sims Consulting LLC at (808) 636-3337.

Sincerely,

Daniel K. Nahoopii
Director
Tourism Research

Page 1 of 3

Repeat Participant Survey Form



Please review the existing data we have for your property, which is listed in the column labeled "2014." If the data is correct as of May 1st, 2015 simply check the box, and sign and date below. If the data is erroneous or needs to be revised, please provide the correct information in the second column and then sign and date. **Definitions for each property type are listed in the Property Type Definition Sheet on the page prior to this survey.** Please return the form to Kloninger & Sims Consulting LLC in the self-addressed stamped envelope, by fax at (808) 441-5320 or via email (survey@kloningerandsims.com). For further information or clarification, please contact Kloninger & Sims Consulting LLC at (808) 636-3337. ***Mahalo for your cooperation!***

If the data listed for 2014 is correct as of May 1st, 2015, please check this box and sign and date below.

SIGNATURE: _____ DATE: _____

1. PROPERTY INFORMATION:

Current Name of Property:	
Physical Address Of Property:	
Physical City, State, Zip Code:	
Website:	
VPTID:	

2. CONTACT INFORMATION:

	2014	2015
Name of management company for this property:		
Contact name:**		
Contact title:		
Contact company:		
Contact address:		
City, State Zip Code:		
Email:		
Phone:		
Fax:		

****If the person who manages the vacation rental property or properties is different than the person listed, please provide their name and contact information instead (if applicable)**

	2014	2015
3. PROPERTY UNIT COUNTS (TOTALS):		
A. Total # units for entire property		
B. # that are designated for visitor use		
C. # that are not for visitor use		
4. VISITOR UNITS FOR ENTIRE BUILDING/PROPERTY:		
A. Total # of <u>visitor units</u> for the entire property		
B. # that are operated as hotel		
C. # that are operated as condominium hotel		
D. # that are registered as timeshare		
E. # that are operated as timeshare		
F. # keys operated as timeshare		
G. # that are operated as bed & breakfast		
H. # that are operated as vacation rental (VR)		
1. vacation rental condo (VR-Condo)		
2. vacation rental house (VR-House)		
3. vacation rental other (VR-Other)		
I. # that are operated as hostel		
J. # that are operated as apartment hotel		
K. # that are operated as other (please specify)		
5. PROPERTY DESCRIPTION AS OF MAY 1st, 2015:		
A. # of structures on property		
B. # of floors in each property		

	2014	2015
6. PROPERTY CHANGES AS OF MAY 1ST 2015:		
A. # units converted to timeshare this year		
B. # units converted to condo-hotel this year		
C. # units converted to VRs this year		
7. AVERAGE ROOM RATES DURING PEAK SEASON:		
A. # that have rates Up to \$100/night		
B. # that have rates \$101 to \$250		
C. # that have rates \$251 to \$500		
D. # that have rates Over \$500/night		
E. TOTAL (A+B+C+D)		
8. AVERAGE ROOM RATES DURING LOW SEASON:		
A. # that have rates Up to \$100/night		
B. # that have rates \$101 to \$250		
C. # that have rates \$251 to \$500		
D. # that have rates Over \$500/night		
E. TOTAL (A+B+C+D)		
9. PROPERTY MILESTONES		
A. Year property first opened		
B. Year of last major renovation (Property restored to like-new condition)		

Vacation Rental Units, Bed & Breakfast, Hostel, and Other Survey Form



Please review the existing data we have for your property, listed in the column labeled "2014 Data". If the data as of May 1st, 2015 is correct, simply check the box and provide your signature and date. If the data is incorrect or needs to be revised, please provide the correct information in the second column and then sign and date. Definitions for each property type are listed on the Property Type Definition Sheet on the prior page. Please return the form to Kloninger & Sims Consulting LLC in the self-addressed stamped envelope, by fax at (808) 441-5320 or via email (survey@kloningerandsims.com). For further information or clarification, please contact Kloninger & Sims Consulting LLC at (808) 636-3337. **Mahalo for your cooperation.**

If the data listed for 2014 is correct as of May 1st, 2015, please check this box and sign and date below.

SIGNATURE: _____

DATE: _____

	<u>2014 Data</u>	<u>2015 Correction</u>
1. PROPERTY INFORMATION		
A. Current name of property:		
B. Physical address of property:		
C. Physical city, state, zip code:		
D. Website:		
E. Name of building/complex:		
F. VPI ID:		
2. VISITOR UNITS MANAGED BY YOU AT THIS ADDRESS		
A. Total number of visitor units for entire property		
B. # that are operated as bed & breakfast		
C. # that are operated as vacation rental (VR)		
1. vacation rental condo (VR-Condo)		
2. vacation rental house (VR-House)		
3. vacation rental other (VR-Other)		
D. # that are operated as hostel		
E. # that are operated as apartment hotel		
F. # that are registered as timeshare		
G. # that are operated as timeshare		
H. # of keys operated as timeshare		
I. # that are operated as other		
3. PROPERTY DESCRIPTION		
A. # of structures on property		
B. # of floors on property		
4. AVERAGE ROOM RATES DURING PEAK SEASON		
A. # that have rack rates Up to \$100/night		
B. # that have rack rates \$101 to \$250		
C. # that have rack rates \$251 to \$500		
D. # that have rack rates Over \$500/night		
E. TOTAL (A+B+C+D)		
5. AVERAGE ROOM RATES DURING LOW SEASON		
A. # that have rack rates Up to \$100/night		
B. # that have rack rates \$101 to \$250		
C. # that have rack rates \$251 to \$500		
D. # that have rack rates Over \$500/night		
E. TOTAL (A+B+C+D)		

AOUO Survey



The Hawai'i Tourism Authority is updating the State of Hawai'i annual Visitor Plant Inventory, the official census of visitor accommodations in the state. All information should be correct as of **May 1, 2015**. Definitions for each property type are listed on the Property Type Definition Sheet. Please sign the form and return it to Kloninger & Sims Consulting LLC by fax to (808) 441-5320 or email to survey@kloningerandsims.com. For further information or clarification, please contact Kloninger & Sims at (808) 636-3337. ***Mahalo for your cooperation.***

1. PROPERTY INFORMATION:

- a) Name of building/complex _____
- b) Physical address of property: _____
- c) Physical city, state, zip code: _____
- d) Contact Name _____
- e) Contact Company: _____
- f) Email: _____
- g) Phone: _____
- h) Fax: _____
- i) Website: _____

2. PROPERTY UNIT COUNTS (TOTALS)

- a) # that are for visitor use
- b) # that are owner-occupied/residential tenants
- c) Total # units for entire property (a+b)

3. VISITOR UNITS

- a) Name of Resort Management Company
 - b) # of visitor units managed by Resort Management Company
 - c) Visitor Unit Type (ie. condo units, timeshare, villa)
- | | Resort Management Co 1 | Resort Management Co 2 |
|--|------------------------|------------------------|
| | | |
| | | |
| | | |

- a) Name of Resort Management Company
 - b) # of visitor units managed by Resort Management Company
 - c) Visitor Unit Type (ie. condo units, timeshare, villa)
- | | Resort Management Co 3 | Individual Vacation Unit
(VRBO, Home Away, Rented by owner) |
|--|------------------------|--|
| | | |
| | | |
| | | |

SIGNATURE: _____ DATE: _____

Management Company Survey Spreadsheet

2015 State of Hawaii Visitor Plant Inventory Survey

Management Company:
 Contact Person:
 Title:
 Address:
 City, State Zip Code:
 Phone:
 Alt Phone:
 Fax:
 Email:
 Website:

Class of Property
 Budget (Up to \$100/night)
 Standard (\$101 to \$250)
 Deluxe (\$251 to \$500)
 Luxury (Over \$500/night)
 N/A

Property Name	Property Address	Units	City	Zip Code	Total # Units on Property	Total # Visitor Units	Visitor Units Managed by Your Company	Unit Type	Class of Property	Year Opened	Year of Last Major Renovation

NOTE: At minimum, please fill out property addresses, unit types, & number of units for each of the properties above.
 Please add any other properties you manage that we do not have on file.
 Please email or fax completed database to:
 Email: survey@kloningerandsims.com
 Fax: 808-441-5320
 Phone: 808-636-3337

Definition Sheet

VISITOR PLANT INVENTORY SURVEY DEFINITION SHEET

Apartment / Hotel	Visitor accommodations units typically located in low-rise apartment-style buildings and available for short-term rental. Units may have kitchens and laundry facilities. Front desk operations and housekeeping service are limited and sometimes non-existent.
Bed & Breakfast (B&B)	A lodging facility with a limited number of guest units, available for short-term rental. Services include breakfast in the daily rental rate. Typical bed and breakfast facilities may be small, quaint inns or family homes.
Condominium Hotel	A multi-unit property legally classified as a condominium with each unit individually deeded. Generally, units are collectively placed into transient hotel rental operations, offering most of the services of a hotel, such as daily housekeeping service and front desk operations. Condominium hotel units are larger than hotel units and include studios and one- to three-bedroom units, with kitchen and laundry facilities, available for transient use on short-term rental basis (30 days or less).
Hotel	A multi-unit lodging facility that provides room accommodations on a short-term rental basis. Services often include a pool, restaurant operations, and other "away from home" services such as daily housekeeping service and front desk operations.
Hostel	An inexpensive, limited-service lodging facility, often with dormitory-style accommodations. They are available for short-term rental and are frequently used by younger travelers.
Vacation Rental (VR)	<p>An individual vacation rental unit available for visitor use on a short-term basis (30 days or less). VRs usually include kitchens, laundry facilities, and parking garages. Services are very limited although some may include some housekeeping service.</p> <ul style="list-style-type: none"> • Vacation Rental in a Condominium Hotel (VR-Condo): A condominium hotel unit available for visitor use on a short-term basis. VR-Condos are not rented or managed by the condominium hotel management, but are available through individual owners, property managers, or Internet agencies. • Vacation Rental House (VR-House): A single-family dwelling property available for visitor use on a short-term basis. May be a house, townhouse, duplex, multiplex, cabin, villa or cottage, where the owner does not reside on the property. • Vacation Rental Other (VR-Other): Vacation rental units located in other types of properties not mentioned above. Includes private and shared rooms for visitor use and other non-traditional accommodations.
Timeshare	<p>A timeshare is a type of property ownership in which guests acquire a shared interest in a hotel or condominium hotel unit for a specific period of time and on a recurring basis. Timeshare ownership is typically defined by intervals (a set number of days and nights of annual use) or points (a "currency" that represents ownership and is used to establish value for seasons, unit sizes, and resort locations).</p> <p>"Operated" timeshare units are those that have been sold and are currently (as of May 1) available for visitor use. "Registered" units include operated units and units that are not yet operating as visitor rentals.</p> <p>Some timeshare units can be rented as one or two units as their design allows a single unit to be divided into two complete sections and operated as two units by securing a door between the sections. The number of keys operated as timeshare reflect the number of distinct keys available for each unit.</p>
Other	Includes lodges, inns, or any other form of property not included in the above definitions.
Owner-Occupied	Units not available for transient visitor use (30 days or less).
Not for visitor use	Includes owner-occupied units, residential rentals only, and units under remodeling.

APPENDIX B: Supplemental Report: Individually Advertised Units in Hawai'i

Introduction

In addition to the survey data gathered for the Visitor Plant Inventory, data extracted from four vacation rental booking sites was also gathered. The Visitor Plant Inventory has traditionally included vacation rentals as a property type. Due to the large number of vacation rental properties and the fluid nature of the vacation rental supply, however, identifying and gathering survey data from vacation rentals has been a challenge. As a result, the Visitor Plant Inventory has likely undercounted the actual number of vacation rental units.

The data extraction from the booking sites represents a point-in-time analysis. As properties are added to or removed from the booking sites, the number of vacation rental units advertised on the sites will change. The four booking sites analyzed were:

- VRBO
- FlipKey
- Airbnb
- ClearStay

It should be noted that the numbers cited in this section likely overstate the number of individually advertised vacation rental units. Because of the lack of unique identifying information associated with each vacation rental unit listed on the booking sites, it is currently not possible to identify and eliminate much of the double and triple counting that occurs when a property is listed on multiple booking sites. Where possible we have eliminated duplication across the booking sites but were only able to do so when listings contained unique identifying information, primarily a street address or condominium name and unit number. In some cases we identified duplicate listings based on the listing name, price point or listing photos. A relatively small percentage of the listings included the property address or condominium unit number. Among those listings that did include such unique identifiers, we found a high degree of duplication on other booking sites.

At present only ClearStay, which has by far the fewest listings among the four sites analyzed, requires properties to list their address, providing unique identifying information that can be used to identify duplicate listings on other booking sites.

The four booking websites represent relatively new channels of distribution for vacation rental properties, many of which have been in operation for decades and have historically been counted by the Visitor Plant Inventory survey. **It is therefore not appropriate to add the number of individually advertised vacation rental units discussed in this section to the total number of visitor units from the Visitor Plant Inventory survey.** There was some degree of overlap between the survey data and the booking site data, making the estimate subject to a good deal of uncertainty. At the end of this section an estimate of the actual number of individually advertised vacation rental units is presented, net of estimated double, triple and quadruple counted units.

Individually Advertised Vacation Rentals Trends

Based on data extracted from the four booking websites, there were 27,177 individually advertised vacation rental units listed in the State of Hawai'i in 2015, a 22 percent increase from the number of units identified in the 2014 analysis of the same four booking websites, as shown in Table 14.

O'ahu reported the largest increase in number of units that are advertised individually, with a 54 percent increase. Maui continued to have the largest number of individually advertised vacation rental units in 2015, with 9,422 units. Among the main four islands, Maui reported the smallest percentage increase of 7 percent. With the largest number of units and lowest growth among the main islands, this suggests that Maui's individually advertised vacation rental market is more mature than other islands.

As can be seen in Table 15, the number of bedrooms increased 14 percent over 2014, to 49,460. With a lower growth rate than for the number of property listings, this suggests that the growth in 2015 was driven by units with fewer bedrooms than were previously tallied in 2014.

Table 14: Individually Advertised Units by Island

Island	Number of Individually Advertised Units		
	2015	2014	Change from 2014
Hawai'i	6,401	4,986	28.4%
Kaua'i	4,368	3,614	20.9%
Lāna'i	18	22	-18.2%
Maui	9,422	8,840	6.6%
Moloka'i	179	365	-51.0%
O'ahu	6,789	4,411	53.9%
State of Hawai'i	27,177	22,238	22.2%

Table 15: Estimated Number of Bedrooms by Island

Island	Total Estimated Number of Bedrooms		
	2015	2014	Change from 2014
Hawai'i	13,313	11,155	19.3%
Kaua'i	8,650	7,466	15.9%
Lāna'i	39	57	-31.6%
Maui	14,966	15,113	-1.0%
Moloka'i	220	605	-63.6%
O'ahu	12,273	9,103	34.8%
State of Hawai'i	49,460	43,499	13.7%

VR Houses and VR Condos represented the overwhelming majority of the units that were individually advertised on the four booking sites analyzed, representing approximately 26,000 of the 27,000 units. VR Condos were the largest property type, with 16,414 units. The 7,385 VR Condos on Maui were the single largest component of the State's individually advertised vacation rental units, representing 46 percent of all VR Condos listed in the state.

Table 16: Individually Advertised Units by Type

Island	VR House	VR Condo	B&B	Other	% of total	VR House	VR Condo	B&B	Other
Hawai'i Island	3,434	2,730	147	90	Hawai'i Island	33.3%	16.5%	43.6%	32.0%
Kaua'i	1,636	2,655	42	35	Kaua'i	16.1%	16.4%	12.5%	13.6%
Lāna'i	12	5	1	-	Lāna'i	0.1%	0.0%	0.3%	0.0%
Maui	1,912	7,385	100	25	Maui	18.8%	45.6%	29.7%	16.1%
Moloka'i	28	151	-	-	Moloka'i	0.3%	2.4%	0.0%	1.2%
O'ahu	3,203	3,488	47	51	O'ahu	31.3%	19.0%	13.9%	37.2%
State of Hawai'i	10,225	16,414	337	201	State of Hawai'i	100%	100%	100%	100%

Table 17 presents data collected on the price categories of individually advertised vacation rental units in Hawai'i. These data can be compared with data collected by the Visitor Plant Inventory survey, allowing for comparison of the individually advertised vacation rentals with the overall supply of visitor units in the state for the first time.

Based on the data collected from the four booking sites, Budget and Standard price class units represented a much larger share of the individually advertised vacation rental units compared with the overall supply of visitor units. Budget-priced units represented 12.4 percent of all individually advertised vacation rental units, compared to 3.8 percent of the overall supply of visitor units that had reported rates under \$100 per night. More than half (54.7 percent) of the individually advertised vacation rental units were in the Standard category (rates between \$101 and \$250) compared with 30 percent of the overall supply of visitor units. It should be noted that the data are not strictly comparable due to the fact that the Visitor Plant Inventory survey data are based on rack rates, which can be described as the highest price a room rents for. Hotel rooms typically rent at a large discount from the rack rate. The pricing in the vacation rental booking site data represents the price that the particular unit can be rented for at a particular point in time. Having said that, it does appear that vacation rental inventory is generally lower-priced than the overall supply of Hawai'i's visitor accommodations.

Table 17: Individually Advertised Units by Island and Class of Unit

Island	Class	Percent of Total Units 2015
Hawai'i Island	Budget (Up to \$100)	23.1%
	Standard (\$101 to \$250)	52.0%
	Deluxe (\$251 to \$500)	15.6%
	Luxury (Over \$500/Night)	9.3%
	Total	100.0%
Kaua'i	Budget (Up to \$100)	6.6%
	Standard (\$101 to \$250)	53.3%
	Deluxe (\$251 to \$500)	28.3%
	Luxury (Over \$500/Night)	11.8%
	Total	100.0%
Lāna'i	Budget (Up to \$100)	7.1%
	Standard (\$101 to \$250)	35.7%
	Deluxe (\$251 to \$500)	28.6%
	Luxury (Over \$500/Night)	28.6%
	Total	100.0%
Maui	Budget (Up to \$100)	4.6%
	Standard (\$101 to \$250)	59.5%
	Deluxe (\$251 to \$500)	24.4%
	Luxury (Over \$500/Night)	11.5%
	Total	100.0%
Moloka'i	Budget (Up to \$100)	44.1%
	Standard (\$101 to \$250)	52.8%
	Deluxe (\$251 to \$500)	1.9%
	Luxury (Over \$500/Night)	1.2%
	Total	100.0%
O'ahu	Budget (Up to \$100)	16.4%
	Standard (\$101 to \$250)	51.4%
	Deluxe (\$251 to \$500)	18.1%
	Luxury (Over \$500/Night)	14.0%
	Total	100.0%
Statewide	Budget (Up to \$100)	12.4%
	Standard (\$101 to \$250)	54.7%
	Deluxe (\$251 to \$500)	21.3%
	Luxury (Over \$500/Night)	11.6%
	Total	100.0%

As shown in Table 18, VR Houses represented a larger share of Deluxe and Luxury vacation rental units than VR Condos, likely due to houses tending to be larger and have a greater number of bedrooms than condominiums. Luxury units (over \$500/night) represented 23 percent of VR Houses in the sample of individually advertised vacation rentals, compared to just 5 percent of the VR Condos. Approximately two-thirds of the VR Condos (66 percent) reported nightly rates in the Standard Class (\$101 to \$250/night).

Table 18: Individually Advertised Units by Type and Class of Unit

Property Type	Class	Percent of Total Units 2015
Vacation Rental House	Budget (Up to \$100)	13.8%
	Standard (\$101 to \$250)	37.3%
	Deluxe (\$251 to \$500)	25.7%
	Luxury (Over \$500/Night)	23.2%
	Total	100.0%
Vacation Rental Condo	Budget (Up to \$100)	10.7%
	Standard (\$101 to \$250)	65.6%
	Deluxe (\$251 to \$500)	19.1%
	Luxury (Over \$500/Night)	4.6%
	Total	100.0%
Bed & Breakfast	Budget (Up to \$100)	34.2%
	Standard (\$101 to \$250)	56.0%
	Deluxe (\$251 to \$500)	5.8%
	Luxury (Over \$500/Night)	4.0%
	Total	100.0%
Other	Budget (Up to \$100)	42.3%
	Standard (\$101 to \$250)	39.8%
	Deluxe (\$251 to \$500)	6.5%
	Luxury (Over \$500/Night)	11.4%
	Total	100.0%
Statewide	Budget (Up to \$100)	12.4%
	Standard (\$101 to \$250)	54.7%
	Deluxe (\$251 to \$500)	21.3%
	Luxury (Over \$500/Night)	11.6%
	Total	100.0%

Individually Advertised Units Type by Island

VR Condos represented 78 percent of the individually advertised units on Maui, with VR Houses accounted for 20 percent of the units, as can be seen in Table 19. VR Condos also represented the largest share of the individually advertised units on Molokai (84 percent), Kaua’i (61 percent) and O’ahu (51 percent). VR Houses accounted for the largest share of individually advertised units on Hawai’i Island (54 percent) and Lāna’i (67 percent).

Individually Advertised Units: Shared Accommodations

Airbnb is the only one of the four booking sites analyzed that lists shared accommodations, meaning the guest is only renting part of a unit. These include Private Rooms (a room within a unit occupied by the host or another guest) or a Shared Room (the guest shares a room with others). As seen in Table 18, shared accommodations represented a small share of the total units listed on Airbnb in Hawai'i during our extraction analysis.

Table 19: Individually Advertised Units by Island and Type

Island	Hawai'i Island	Kaua'i	Lāna'i	Maui	Moloka'i	O'ahu	State of Hawai'i
VR House	3,191	1,569	11	1,833	28	2,860	9,492
VR Condo	2,711	2,634	5	7,343	151	3,315	16,159
B&B	63	25	1	58	0	24	171
Private Room	361	107	1	164	0	519	1,152
Shared Room	7	3	0	7	0	35	52
Other	68	30	0	17	0	36	151
Total	6,401	4,368	18	9,422	179	6,789	27,177

Individually Advertised Vacation Rental Units and Housing Units

As shown in the tables below and island maps on the following pages, most of the individually advertised vacation rental units were located within the state’s resort areas. It is likely that most of these units have historically been available as visitor units and as such are accounted for in the Visitor Plant Inventory survey. For such units, the four booking sites studied represent a relatively new channel of distribution.

While the largest numbers of individually advertised vacation rental units were located within traditional resort areas, the tables also show that there were vacation rentals available in almost every zip code across the state.

Table 20: Hawai‘i Island: Individually Advertised Units by Zip Code

City/Area	Zip Code	Individually Advertised Units	Housing Units	Individually Advertised Units per 100 Housing Units
Captain Cook	96704	267	2,938	9.1
Hakalau	96710	24	275	8.7
Hāwī	96719	63	655	9.6
Hilo	96720 / 96721	306	17,770	1.7
Hōlualoa	96725	144	1,469	9.8
Hōnaunau	96726	24	271	8.9
Honoka‘a	96727	81	1,857	4.4
Honomu	96728	16	253	6.3
Kailua-Kona	96740 / 96739	2,542	16,843	15.1
Kamuela	96743	708	5,668	12.5
Kapa‘au	96755	22	1,384	1.6
Kea‘au	96749	143	6,645	2.2
Kealahou	96750	53	1,466	3.6
Kurtistown	96760	6	1,335	0.4
Laupāhoehoe	96764	12	357	3.4
Mountain View	96771	37	3,660	1.0
Nā‘ālehu	96772	50	1,089	4.6
Nīnole	96773	14	105	13.3
Ocean-View	96737	40	2,450	1.6
Ookala	96774	1	124	0.8
Paauilo	96776	11	607	1.8
Pāhala	96777	54	575	9.4
Pāhoa	96778	585	6,685	8.8
Pāpa‘ikou	96781	33	654	5.0
Papaaloa	96780	10	202	5.0
Pepeekeo	96783	37	789	4.7
Volcano	96785	234	1,776	13.2
Waikoloa	96738	791	4,421	17.9

Source for housing data: U.S. Census Bureau’s 2010 Census

Table 21: Kaua'i Individually Advertised Units by Zip Code

City/Area	Zip Code	Individually Advertised Units	Housing Units	Individually Advertised Units per 100 Housing Units
Anahola	96703	69	899	7.7
Hanalei	96714	233	959	24.3
Hanapēpē	96716	1	982	0.1
Kalāheo	96741	28	2,370	1.2
Kapa'a	96746	937	8,134	11.5
Kealia	96751	-	69	0.0
Kekaha	96752	76	1,382	5.5
Kīlauea	96754	213	1,706	12.5
Kōloa	96756	1,410	3,247	43.4
Lāwa'i	96765	6	210	2.9
Līhu'e	96766 / 96715	179	5,296	3.4
Makaweli	96769	2	185	1.1
Princeville	96722	1,165	2,464	47.3
Waimea	96796	98	887	11.0

Source for housing data: U.S. Census Bureau's 2010 Census

Table 22: Maui Individually Advertised Units by Zip Code

City/Area	Zip Code	Individually Advertised Units	Housing Units	Individually Advertised Units per 100 Housing Units
Haiku	96708	180	4,394	4.1
Hāna	96713	79	964	8.2
Kahului	96732	6	7,638	0.1
Kīhei	96753	4,185	18,059	23.2
Kula	96790	53	3,664	1.4
Lahaina / Kapalua	96761	4,251	11,928	35.6
Makawao / Pukalani	96768 / 96788	74	6,729	1.1
Pā'ia	96779	178	1,292	13.8
Wailuku	96793	381	10,564	3.6

Source for housing data: U.S. Census Bureau's 2010 Census

Table 23: Moloka'i and Lāna'i Individually Advertised Units by Zip Code

City/Area	Zip Code	Individually Advertised Units	Housing Units	Individually Advertised Units per 100 Housing Units
Lānai	96763	18	1,545	1.2
Moloka'i: Hoolehua	96729	2	396	0.5
Moloka'i: Kaunakakai	96748	82	2,159	3.8
Moloka'i: Maunaloa	96770	174	757	23.0
Moloka'i and Lāna'i Combined		276	4,857	5.7

Source for housing data: U.S. Census Bureau's 2010 Census

Table 24: O'ahu Individually Advertised Units by Zip Code

City/Area	Zip Code	Individually Advertised Units	Housing Units	Individually Advertised Units per 100 Housing Units
Aiea	96701	20	14,008	0.1
Ewa Beach	96706	77	18,319	0.4
Hale'iwa	96712	655	3,028	21.6
Hau'ula	96717	282	1,826	15.4
Honolulu: Aina Haina & Niu Valley	96821	68	7,295	0.9
Honolulu: Ala Moana	96814	162	11,187	1.4
	96801			
Honolulu: Downtown	96812	56	10,542	0.5
	96813			
Honolulu: Hawai'i Kai	96825	235	11,592	2.0
Honolulu: Kāhala & Kaimukī	96816	255	18,914	1.3
Honolulu: Mānoa	96822	102	19,372	0.5
Honolulu: Mō'ili'ili	96826	28	15,948	0.2
Honolulu: Moanalua	96819	19	12,399	0.2
Honolulu: Nu'uuanu	96817	42	20,157	0.2
Honolulu: Waikīkī	96815	2,204	22,750	9.7
Ka'a'awa	96730	44	617	7.1
Kahuku	96731	331	1,297	25.5
Kailua	96734	767	16,548	4.6
Kāne'ohe	96744	131	17,803	0.7
Kapolei	96707	448	12,461	3.6
Lā'ie	96762	228	1,188	19.2
Mililani	96789	13	18,650	0.1
Pearl City	96782	2	12,089	0.0
Wai'anae	96792	304	13,376	2.3
Wai'alua	96791	160	2,776	5.8
Waimānalo	96795	143	2,494	5.7
Waipahu	96797	12	19,986	0.1

Source for housing data: U.S. Census Bureau's 2010 Census

Figure 41: Hawai'i Island Number of Individually Advertised Units by Zip Code

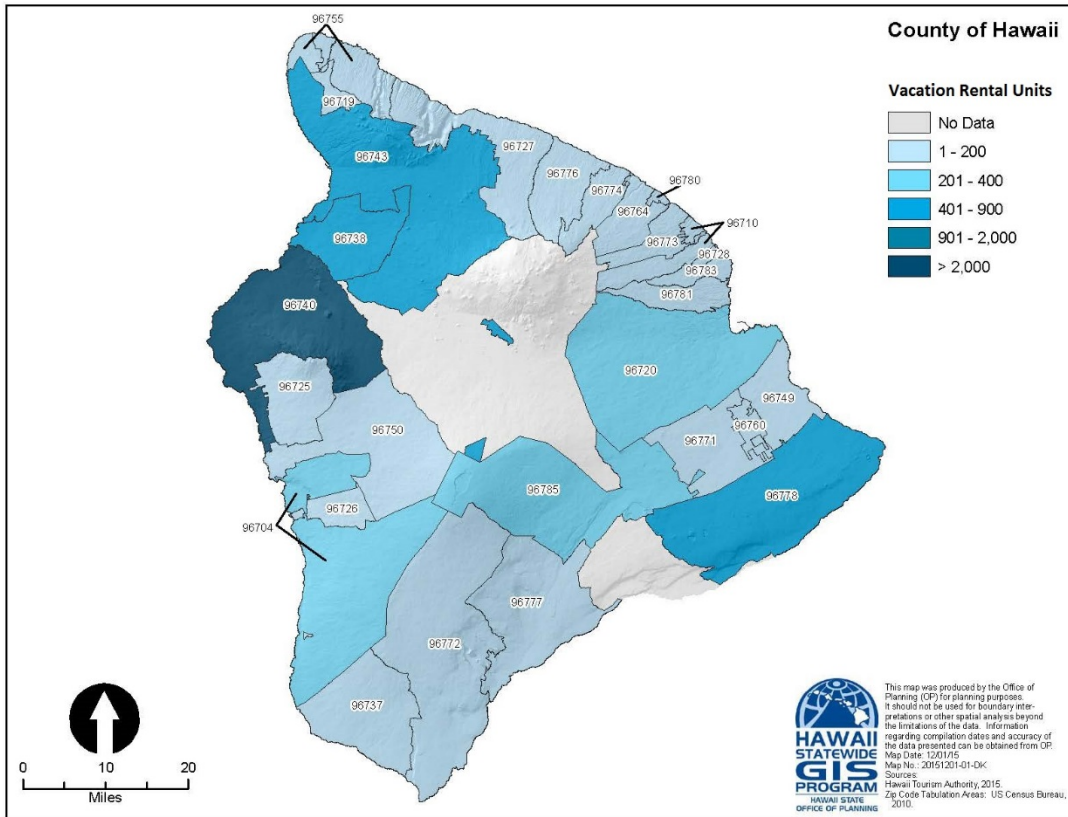


Figure 42: Hawai'i Island Individually Advertised Units Density by Zip Code

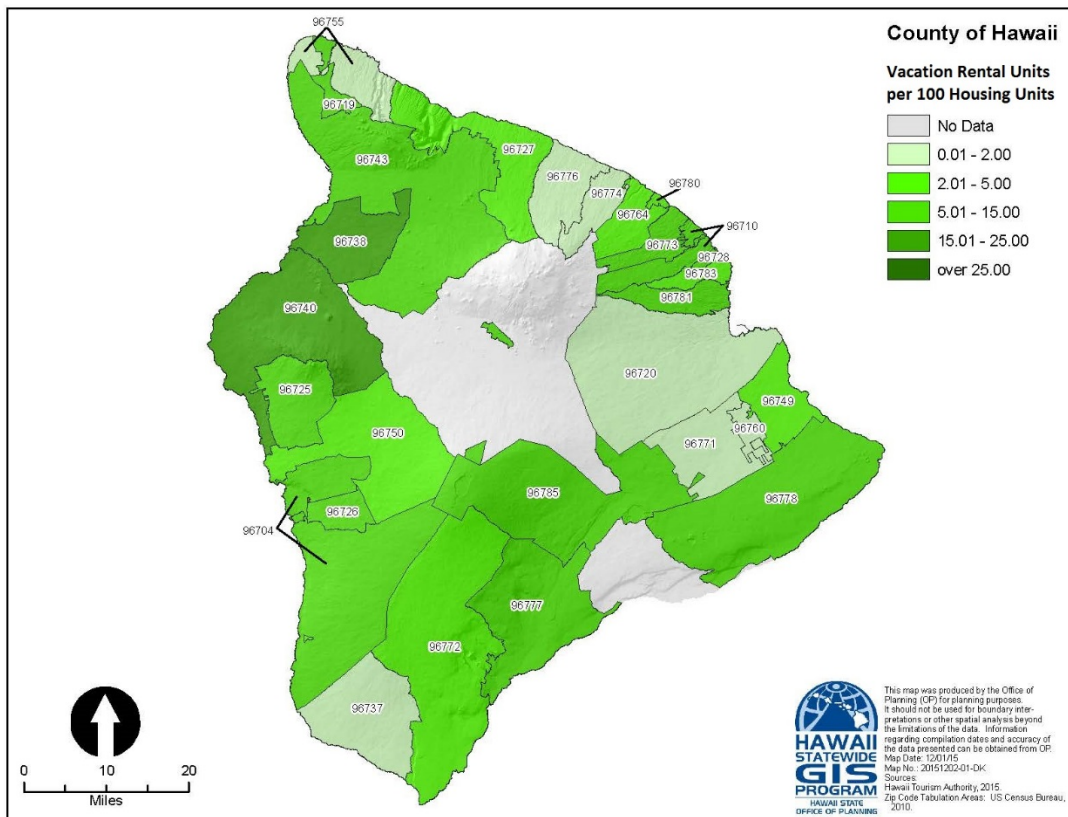


Figure 43: Kaua'i Number of Individually Advertised Units by Zip Code

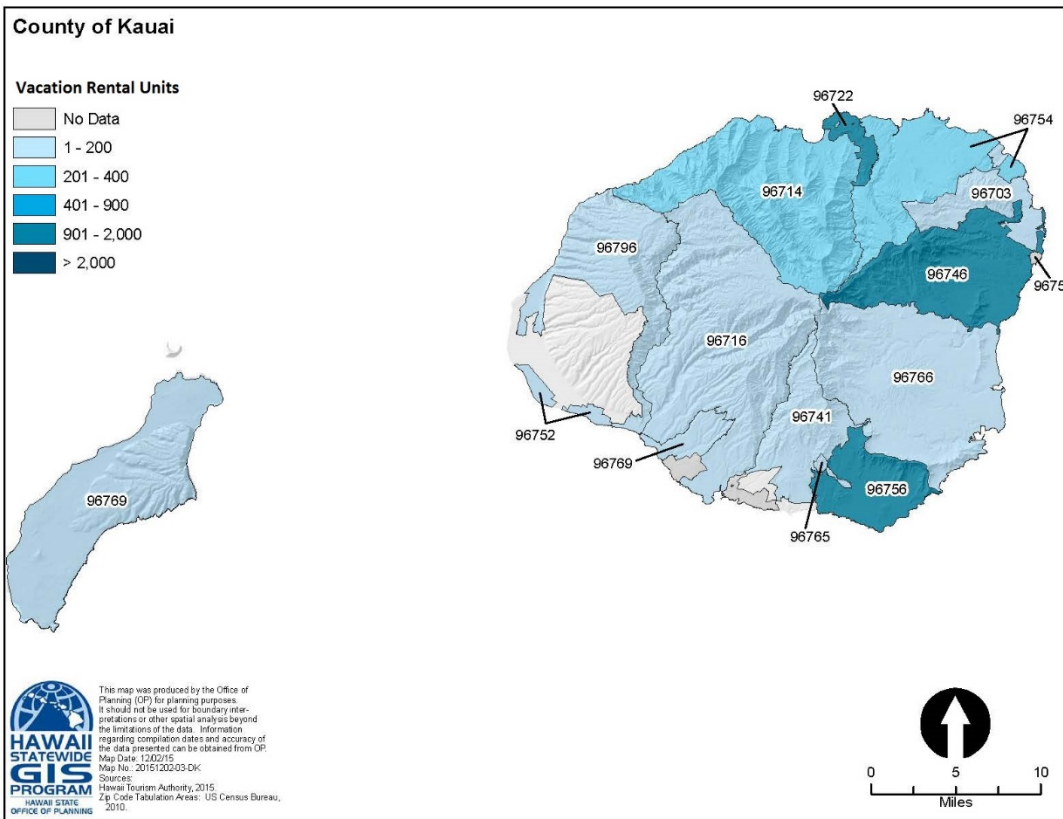


Figure 44: Kaua'i Individually Advertised Units Density by Zip Code

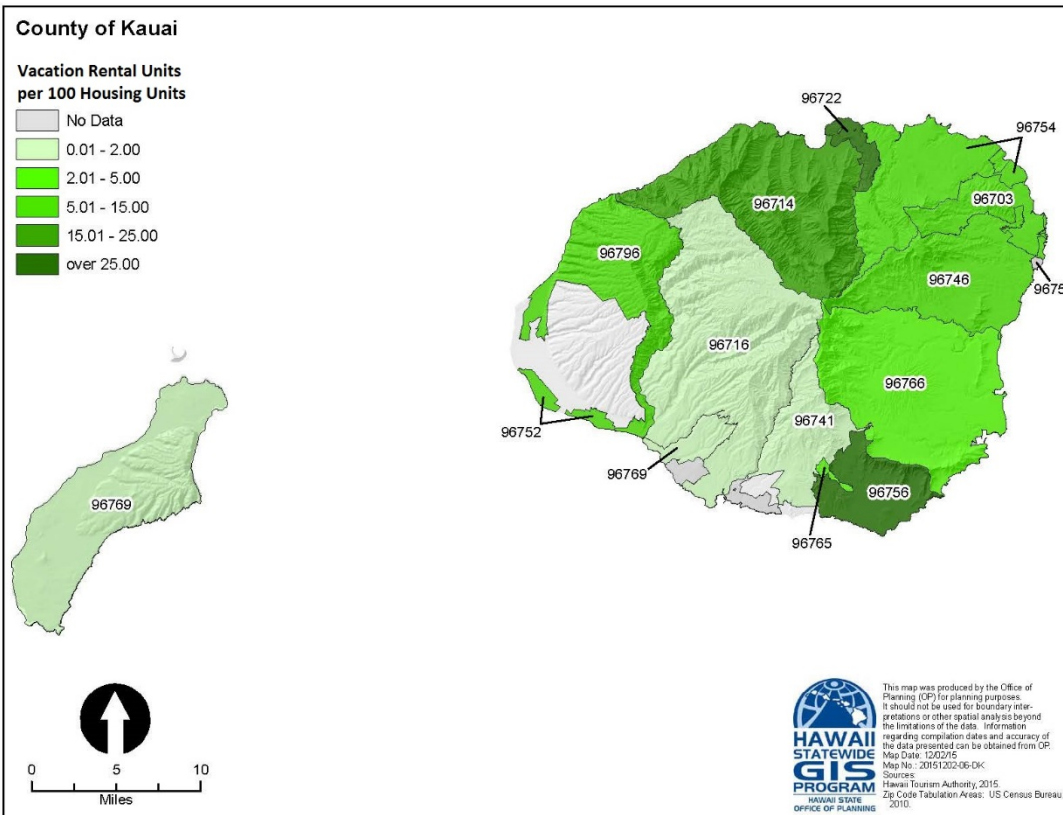


Figure 45: Maui County Number of Individually Advertised Units by Zip Code

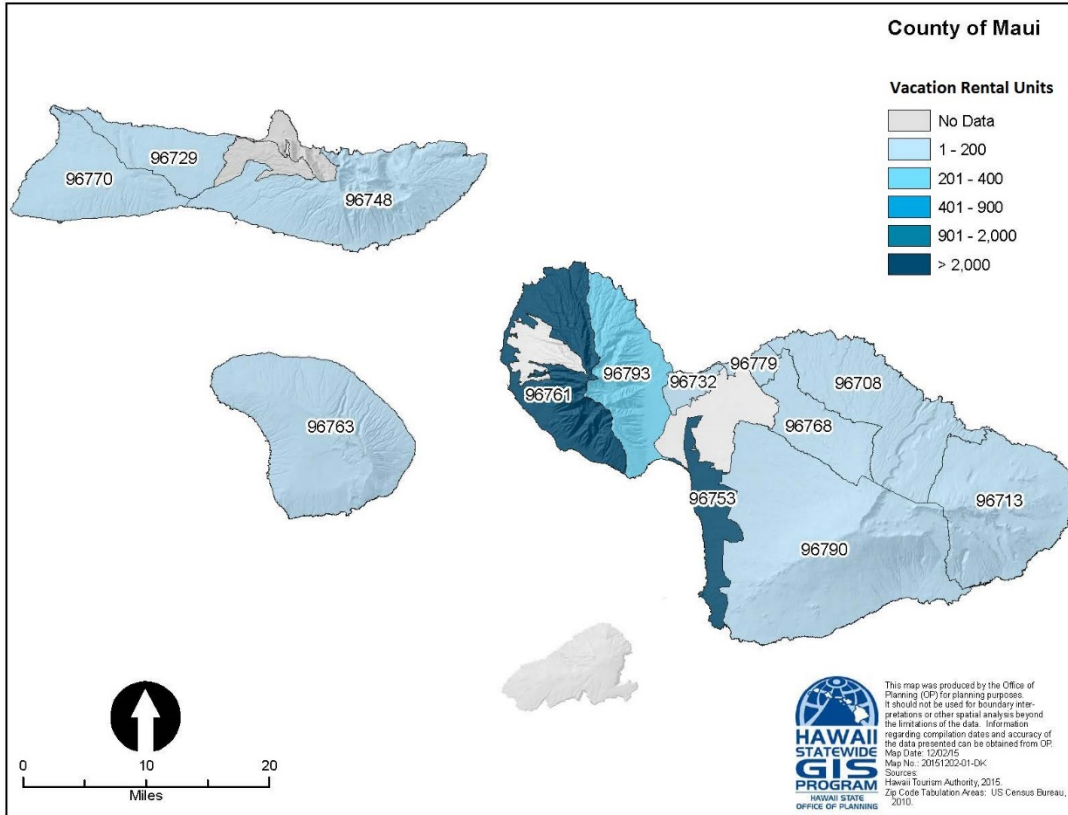


Figure 46: Maui County Individually Advertised Units Density by Zip Code

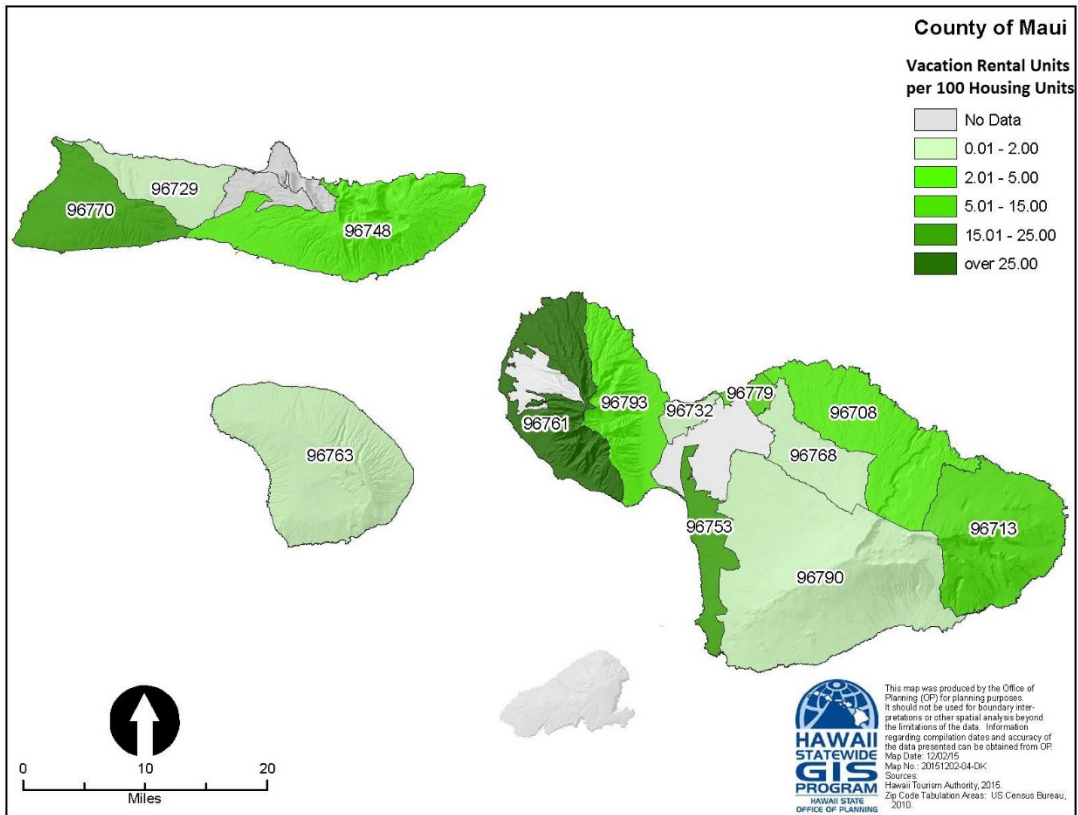


Figure 47: O'ahu Number of Individually Advertised Units by Zip Code

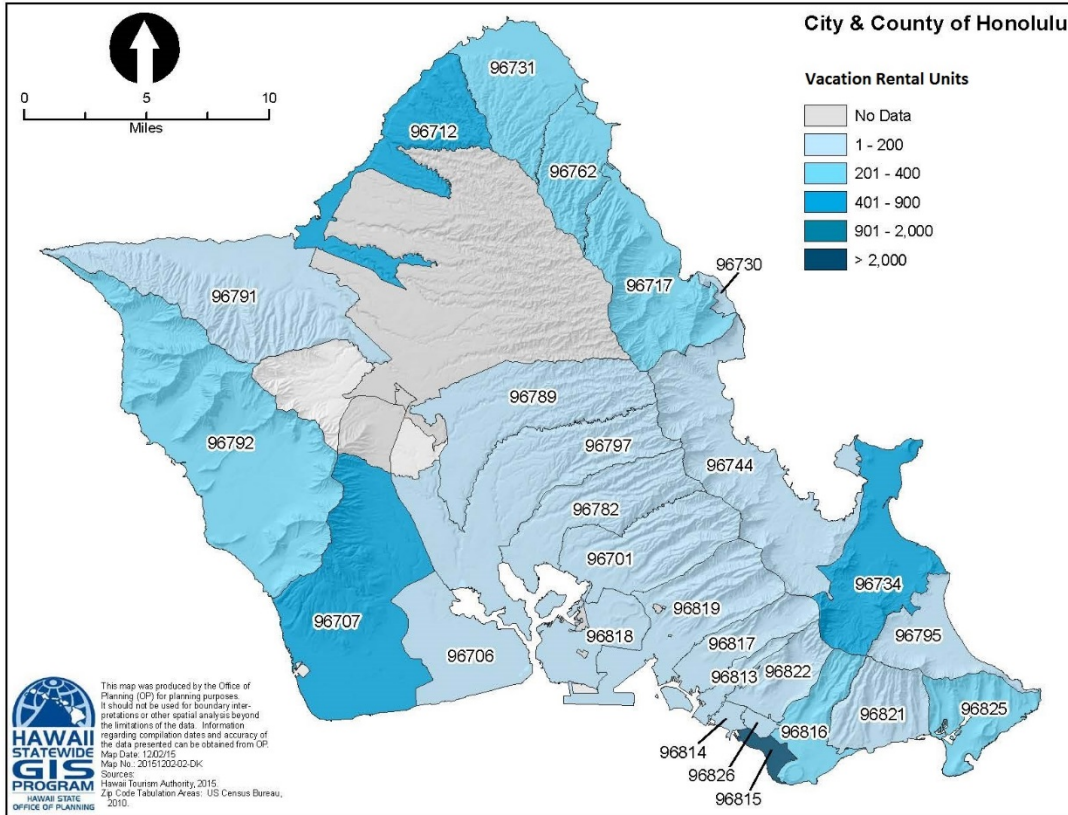
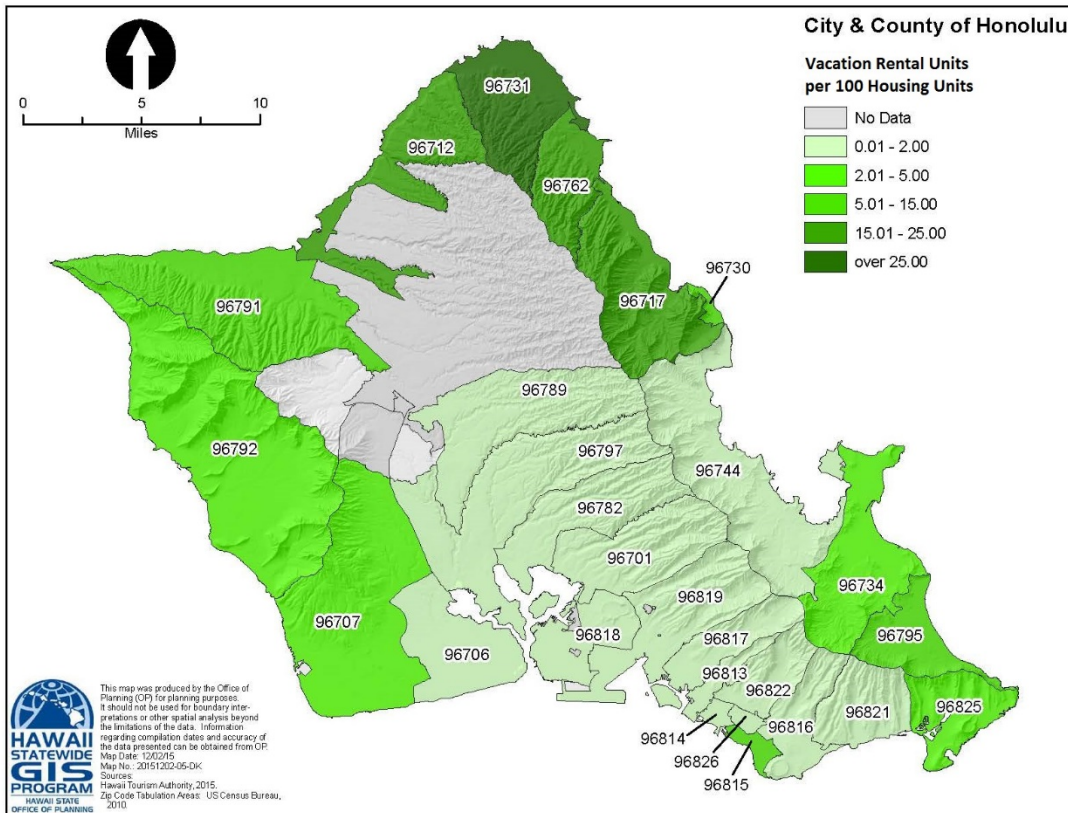


Figure 48: O'ahu Individually Advertised Units Density by Zip Code



Estimate of Total Number of Individually Advertised Vacation Rentals

As discussed earlier, the lack of unique identifying information associated with most of the individually advertised vacation rentals made identifying and eliminating duplicate listings difficult. Based on the limited number of listings that did include unique identifying information, which resulted in elimination of approximately 2,000 duplicate listings, there were an estimated 10,000 total duplicate listings among the 27,177 individually advertised vacation rental listings analyzed. The estimated total number of unique vacation rentals advertised on the four sites was approximately 17,000 units.

Table 25: Number of Lodging Units in the State of Hawai'i by Type

Lodging Type	2015		2014	
	Units	% Mix	Units	% Mix
Hotel	43,611	52.7%	43,575	49.5%
Condo Hotel	10,942	13.2%	10,560	12.0%
Timeshare	10,273	12.4%	10,647	12.1%
Hostel	312	0.4%	303	0.3%
Apartment Hotel	116	0.1%	325	0.4%
Other	433	0.5%	393	0.4%
Individually Advertised Units (Vacation Rentals)	17,000	20.6%	22,238	25.3%
Total	82,687	100.0%	88,041	100.0%

Methods and Procedures

The analysis of individually advertised vacation rentals in the State of Hawai'i was performed based on data extracted from four booking websites:

- Airbnb
- ClearStay
- Flipkey by TripAdvisor
- VRBO

These four websites were also used in a study of vacation rental booking site data conducted for HTA in 2014.

Data Extraction

Commercially available software was used to extract data from the four booking websites. The extractions were conducted between October 3rd and October 6th. For each unit listed on each of the four booking websites, we attempted to extract the following data:

- Property Name
- Property Identification Number
- Property Description
- Island
- Area
- Address (ClearStay only)
- Property Type
- Number of Bedrooms
- Number of Bathrooms
- Nightly Rate
- Property Image
- Listing URL
- Host Name (Airbnb only)

The data extracted from each booking website were exported into an Excel file for processing.

Housing Data

Housing data for all islands was obtained from the U.S. Census Bureau's 2010 Census data.

Data Processing

The data in the Excel files were sorted by location. The first screening for duplicate listings was based on unique property codes, where possible. Three of the websites (VRBO, ClearStay and Flipkey) assign unique numbers to each listing. Next, duplicated property names were identified for detailed investigation. Our review of the data indicated that, while some of the duplicated property names represented multiple listings for a property within a booking site, many of the duplicated names did not. It appears that some vacation rental managers use the same property name for multiple vacation rentals, often promoting a promotional rate or offer such as "Free Rental Car with Booking." In many cases these were determined to be distinct properties because of the differences in other information such as price or number of bedrooms. For listings with a high degree of duplicated information, we reviewed the web pages of the listings in question to view the property photos.

Next, we de-duped the data across the four booking websites to the extent possible. The first step was to screen for identical property names across multiple booking sites. Next we cross checked between booking sites based on unique identifiers such as unit numbers or address. This method is limited by the availability of unique location identifiers in the extracted data. All ClearStay listings include property address and unit number. Many of the Flipkey listings include a unit number. Few of the VRBO and Airbnb listings include unit numbers in their property names. Most of the duplicate listings identified and eliminated in this process were properties that were listed on both ClearStay and Flipkey. VRBO has the greatest number of listings but a relatively low availability of unique location identifiers. For the VRBO listings that did include unique location identifiers, there was a relatively high likelihood of identifying

duplicate listings on ClearStay and/or Flipkey. This suggests that we were unable to identify many VRBO properties that are also listed on other booking sites. Despite the limitations of the process, we were able to identify and eliminate approximately 2,000 duplicate listings from the data set.

Data Cleaning

To allow the data to be analyzed by geographical areas consistent with the Visitor

Plant Inventory data, we assigned zip codes to listings that did not include zip code data. In most instances this entailed assigning a zip code based on the area data extracted for each listing. ClearStay is the only booking site that requires the property address, including zip code, to be included in each listing. The data extracted for some listings did not allow for identification of the property's geographic location, which necessitated reviewing the listing web pages to determine the property's location.

Definitions

Terms used in the Individually Advertised Unit research differ in some cases with VPI definitions.

Booking Site: Refers to the website of Airbnb, ClearStay, Flipkey by TripAdvisor, and VRBO.

Individually Advertised Unit: Individually Advertised Units can be houses, units, rooms, or shared spaces that can be reserved for transient use on a booking site.

Listing: Entry or advertisement on a booking site.

Property: A property is the Individually Advertised Unit presented in a listing and does not refer to the entire building as a VPI Property may. A property may be listed multiple times on a single booking site and also on multiple booking sites.

Private Room: This term is used by Airbnb and refers to a room in a private home.

Shared Room: This term is used by Airbnb and refers to part of a room in a private home.

VPI Bed & Breakfast (B&B): A lodging facility with a limited number of guest units, available for short-term rental. Services include breakfast in the daily rental rate. Typical bed and breakfast facilities may be small, quaint inns or family homes.

VPI Vacation Rental Unit (VRU): An individual vacation rental unit available for visitor use on a short-term basis (30 days or less). VRs usually include kitchens, laundry facilities, and parking garages. Services are very limited although some may include some housekeeping service.

- Vacation Rental in a Condominium Hotel (VR-Condo): A condominium hotel unit available for visitor use on a short-term basis. VR-Condos are not rented or managed by the condominium hotel management, but are available through individual

owners, property managers, or Internet agencies.

- Vacation Rental House (VR-House): A single-family dwelling property available for visitor use on a short-term basis. May be a house, townhouse, duplex, multiplex, cabin, villa or cottage, where the owner does not reside on the property.

VPI Other: Includes lodges, inns, or any other form of property not included in the above definitions.

VPI Class of Units: The Visitor Plant Inventory survey also included questions about the class of units at each property. The subsequent tables show the percent of each class of units available by island. Units were classified as follows:

Class	Price Range (Rack Rate)
Budget	Up to \$100 per night
Standard	\$101 to \$250 per night
Deluxe	\$251 to \$500 per night
Luxury	Over \$500 per night



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