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Hawaii Timeshare Occupancy Grew to 91.5 Percent in Second Quarter 2018

HONOLULU – Timeshare properties in the Hawaiian Islands reported an average occupancy rate of 91.5 percent (+1.6 percentage points) in the second quarter of 2018, according to the **Hawaii Timeshare Quarterly Report: April-June 2018**, issued today by the Hawaii Tourism Authority (HTA).

In comparison, hotel properties statewide recorded an average occupancy rate of 80.6 percent (+1.3 percentage points) in the second quarter.

Jennifer Chun, HTA tourism research director, commented, “During a quarter that had worldwide media coverage of flooding on Kaua’i in April and lava covering homes and property on the island of Hawaii’i in May and June, timeshare owners were undeterred by these images and continued to come to Hawaii’i and stay in their timeshare properties.

“The increase in total timeshare occupancy was achieved even though inventory grew with hundreds of new units added to Hawaii’i’s mix in the second quarter of last year. Timeshare’s growth in units and occupancy rates did not seem to adversely affect demand for hotel stays. It’s noteworthy timeshare and hotel occupancy both grew at similar rates during the second quarter at a statewide level.”

During the second quarter, Maui County timeshare properties led Hawaii’i’s four island counties in occupancy, averaging 94.0 percent (+2.0 percentage points) compared to the same period a year ago. O’ahu timeshare properties averaged occupancy of 92.6 percent (+1.8 percentage points), with Kaua’i timeshare properties at 91.5 percent (+0.7 percentage points), and island of Hawaii’i timeshare properties at 84.0 percent (+1.0 percentage points) in the second quarter.

By comparison, O’ahu hotels led the four island counties in occupancy during the second quarter, averaging 84.5 percent (+1.7 percentage points). Kaua’i hotels averaged occupancy of 77.5 percent (+2.6 percentage points), with Maui County hotels at 77.4 percent (+0.1 percentage points), and island of Hawaii’i hotels at 71.8 percent (+0.4 percentage points).

Approximately 220,000 visitors stayed at a timeshare resort for all or part of their stay in the Hawaiian Islands during the second quarter, similar to last year. Of that total, more than 172,000 visitors, or 78.3 percent, stayed exclusively at a timeshare resort while in Hawaii’i. Altogether, timeshare visitors represented 8.9 percent of Hawaii’i’s total visitor count in the second quarter.

Timeshare visitors had an average length of stay of 9.9 days during the second quarter, which was higher than the combined average length of stay of 8.8 days for all visitors staying in Hawaii’i.

Timeshare owners staying in their units accounted for 54.0 percent of occupied room nights in timeshare properties statewide during the second quarter. Exchangers (timeshare owners staying in a unit they do not own via a timeshare exchange program) represented 20.2 percent of the occupied room nights. Transient rental of timeshare units to owners and exchangers beyond their allotted stay, as well as to the general public, represented 17.3 percent of occupied room nights at timeshare properties. Marketing use represented 8.5 percent of occupied room nights.

HTA’s Hawaii Timeshare Quarterly Report was prepared by Kloninger & Sims Consulting LLC. The second quarter 2018 timeshare survey findings, based on data provided by 52 individual timeshare properties, represents 81.3 percent of Hawaii’i’s 11,233 timeshare units.

To see the report, click **here**. It is also available at HTA's website at www.HawaiiTourismAuthority.org.

About the Hawai'i Tourism Authority

The [Hawai'i Tourism Authority](http://www.HawaiiTourismAuthority.org) is responsible for strategically managing the State of Hawai'i's marketing initiatives to support tourism. HTA's goal is to optimize tourism's benefits for Hawai'i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai'i's leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism's success.

For more information about HTA, please visit www.hawaiitourismauthority.org. Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

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