

Tourism Economics Symphony Dashboards

February 2021



Month
February 2021

Visitor Arrivals

Total Visitors & % change YOY, February 2021

235.3K ▼ -71.1%

Expenditure by Visitors

Total Expenditure & % change YOY, February 2021

\$385.3M ▼ -73.5%

Avg. Length of Stay

All visitors, February 2021

10.8 Days

Visitors from International Markets

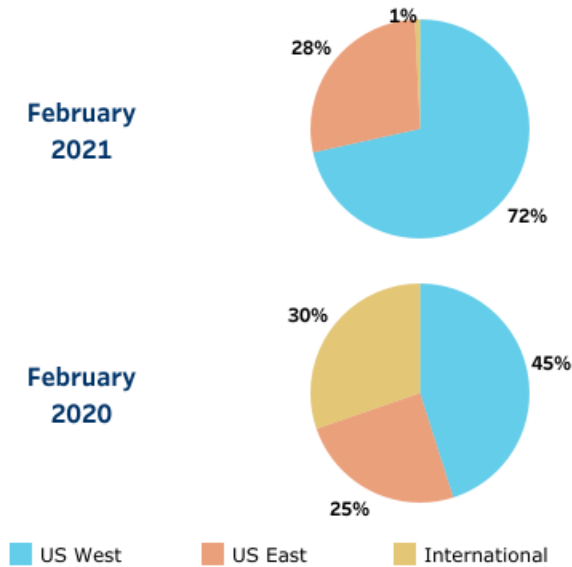
% change YOY & no of visitors

Japan	▼ -99.4%	695
Canada	▼ -99.2%	493
Other Asia	▼ -98.2%	373
Europe	▼ -96.3%	317
Korea	▼ -98.6%	242
United Kingdom	▼ -93.0%	168
Argentina	▼ -83.7%	90
China	▼ -92.7%	74
Mexico	▼ -85.2%	74
Oceania	▼ -99.7%	55

Source: HTA

Origin Market Share

% share of visitor for February 2021



Source: HTA

Top 10 Domestic Markets

% change YOY & no of visitors

California	▼ -58.6%	72,349
Washington	▼ -48.2%	34,066
Utah	▼ -27.2%	12,259
Oregon	▼ -53.4%	11,760
Texas	▼ -52.9%	8,952
Colorado	▼ -45.8%	8,094
Alaska	▼ -34.5%	7,764
Arizona	▼ -50.3%	6,747
Illinois	▼ -60.1%	5,942
Nevada	▼ -44.2%	5,323

Source: HTA

Top POIs Visited, February 2021

Ranked by number of visits by visitors. % share of visits by residents & visitors

	Residents	Visitors
Kalakaua Avenue	70%	30%
Lahaina Bypass	67%	33%
Kailua town and beach	92%	8%
Upcountry Maui	91%	9%
Front Street in Lahaina	57%	43%
Ko Olina Resort	60%	40%
Kapahulu Avenue	86%	14%
Kapiolani Park	80%	20%
Kaanapali Kai Golf Course	55%	45%
Chinatown	95%	5%
Kahului Airport Car Rental location	41%	59%
Kailua-Kona Town	71%	29%
Lahaina Cannery Mall	63%	37%
Honolulu Watershed Forest Reserve	90%	10%
Whalers Village Shopping Center	41%	59%
Royal Hawaiian Shopping Center	63%	37%
Ala Moana Shopping Center	92%	8%
Hana/Road to Hana	74%	26%
Lahaina Market Place Shopping Center	46%	54%
Paia Town	72%	28%
International Marketplace	62%	38%
Azeka Shopping Center	79%	21%
Lahaina Banyan Tree Park	42%	58%
Ala Moana Regional Park	86%	14%
The Bay Course at Kapalua Resort	56%	44%
Costco	84%	16%
The Shops at Wailea	60%	40%
Waikiki Beach	42%	58%
Queens MarketPlace	60%	40%
Kuhio Beach Park	49%	51%

Source: UM

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

State of Hawaii Lodging Summary

February 2021



Month
February 2021

Island
State of Hawaii

February 2021 & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
..	35.8%	▼ -48.6%	1,942.9K	▼ -13.5%	696.2K	▼ -63.3%
Hotel	30.5%	▼ -54.0%	1,408.0K	▼ -7.3%	429.7K	▼ -66.5%
Short Term Rentals	49.8%	▼ -34.3%	534.9K	▼ -26.6%	266.6K	▼ -56.5%
Timeshare						

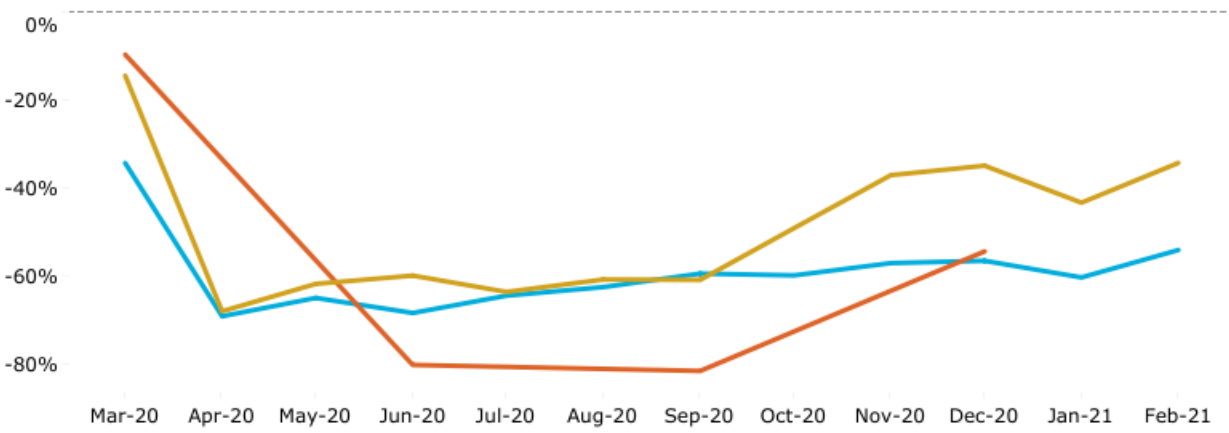
February 2021 YTD Calendar Year & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
..	31.7%	▼ -52.0%	4,162.5K	▼ -11.9%	1,320.4K	▼ -66.6%
Hotel	26.7%	▼ -57.3%	2,953.7K	▼ -7.7%	789.3K	▼ -70.6%
Short Term Rentals	43.9%	▼ -39.3%	1,208.8K	▼ -20.8%	531.0K	▼ -58.2%
Timeshare						

*Timeshare information is only available after the end of each quarter
OCC YOY change is percentage point change
Source: STR, Transparent & HTA

Occupancy Change

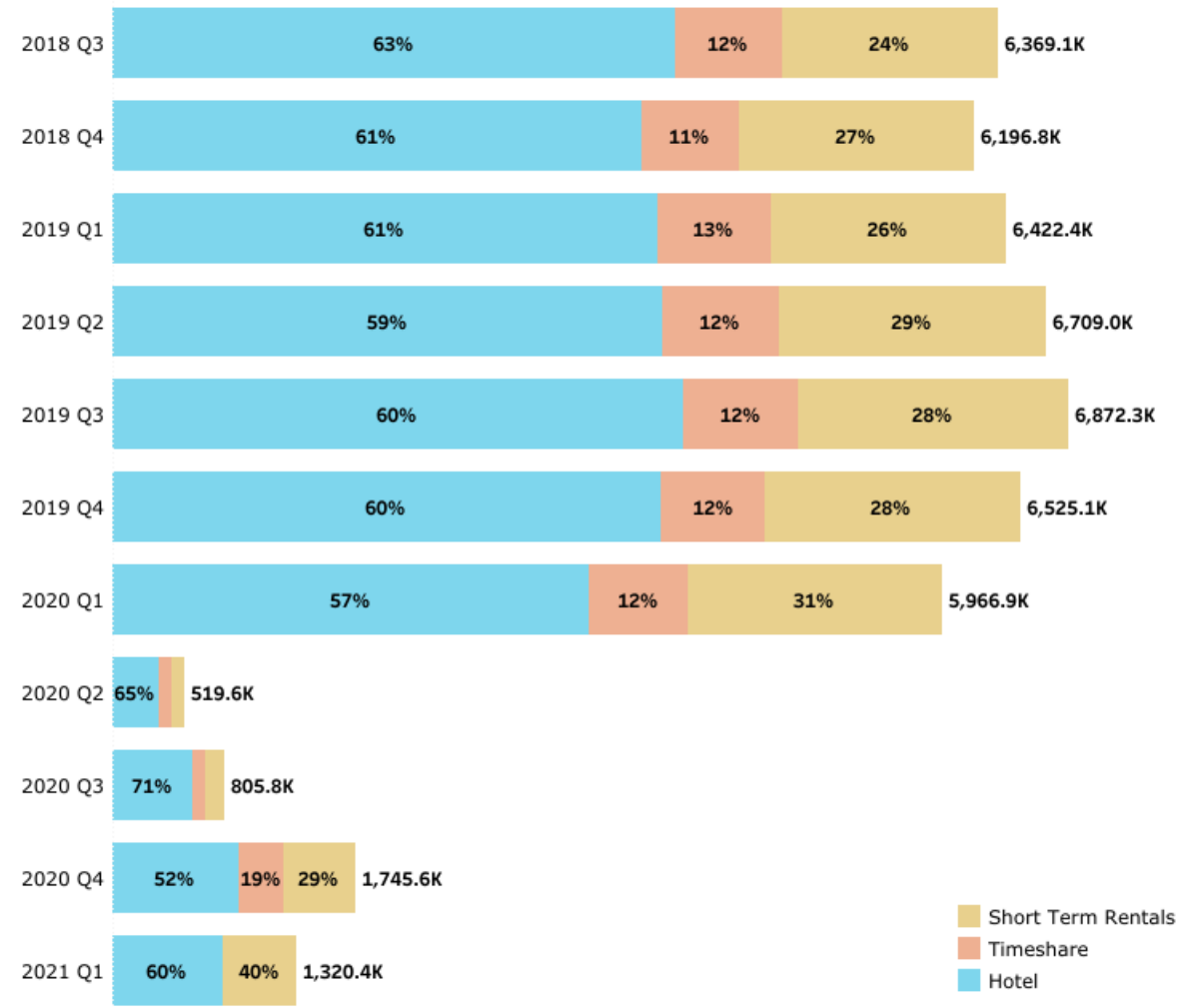
% point change, compared to same month in previous year



Source: STR, Transparent & HTA

Room Demand and Contribution

February 2021, State of Hawaii



*2021 Q1 does not include timeshare data. Timeshare information is only available after the end of each quarter
Source: STR, Transparent & HTA

Short Term Rentals
Timeshare
Hotel

Month
February 2021

Island
Oahu

Visitor Arrivals

Total Visitors & % change YOY, February 2021

105.4K ▼ -77.7%

Expenditure by Visitors

Total Expenditure & % change YOY, February 2021

\$133.3M ▼ -77.4%

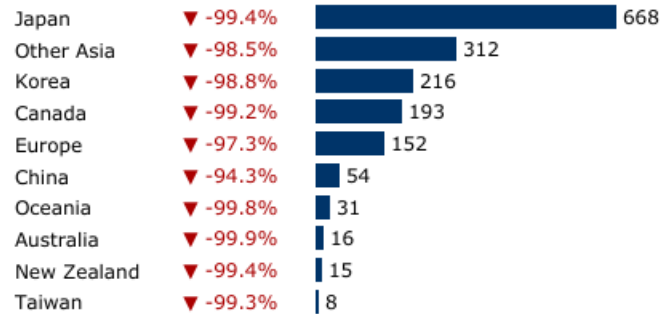
Avg. Length of Stay

All visitors, February 2021

9.5 Days

Visitors from International Markets

% change YOY & no of visitors



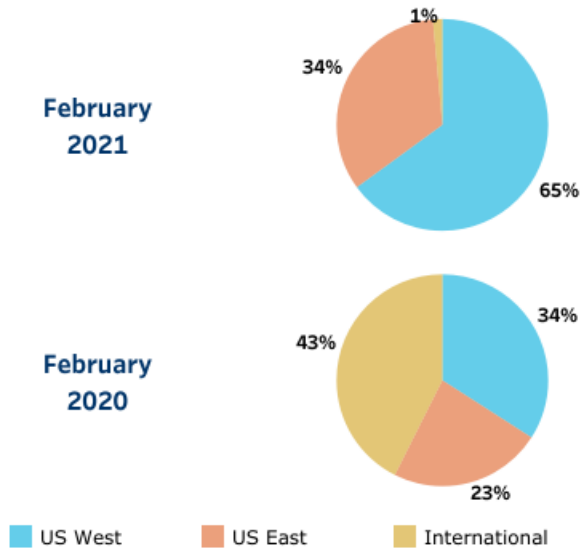
Source: HTA

Origin Market Share

% share of visitor for February 2021

February 2021

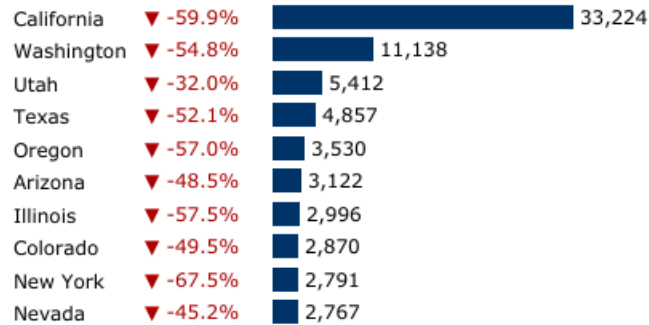
February 2020



Source: HTA

Top 10 Domestic Markets

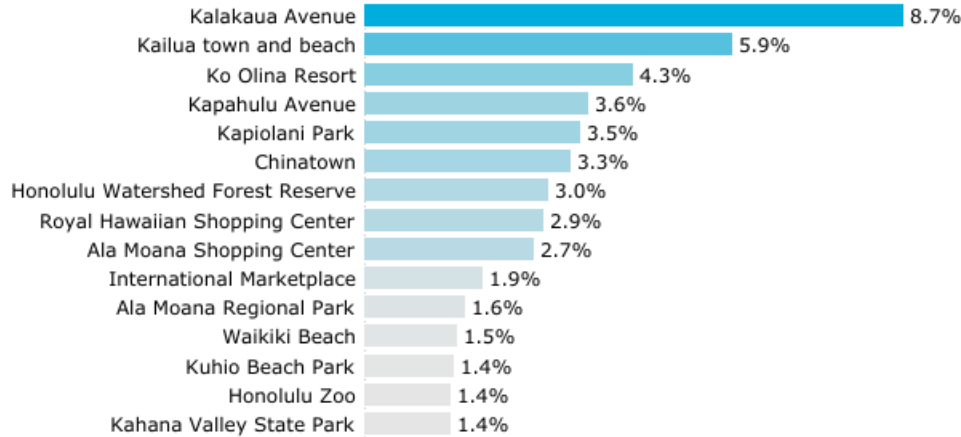
% change YOY & no of visitors



Source: HTA

Top POIs Visited by Visitors

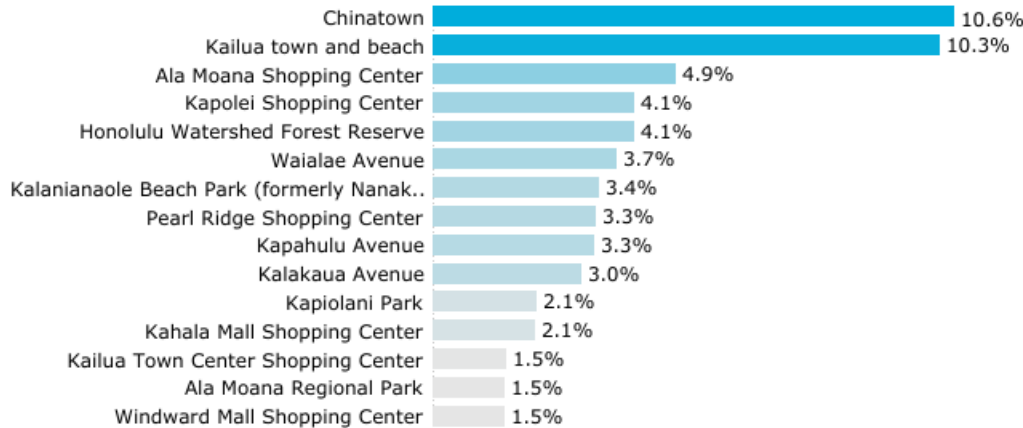
% share of visits, February 2021



Source: UM

Top POIs Visited by Residents

% share of visits, February 2021



Source: UM

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

Oahu Visitation Insights for Visitors

Date Range: 01-Feb-21 to 28-Feb-21

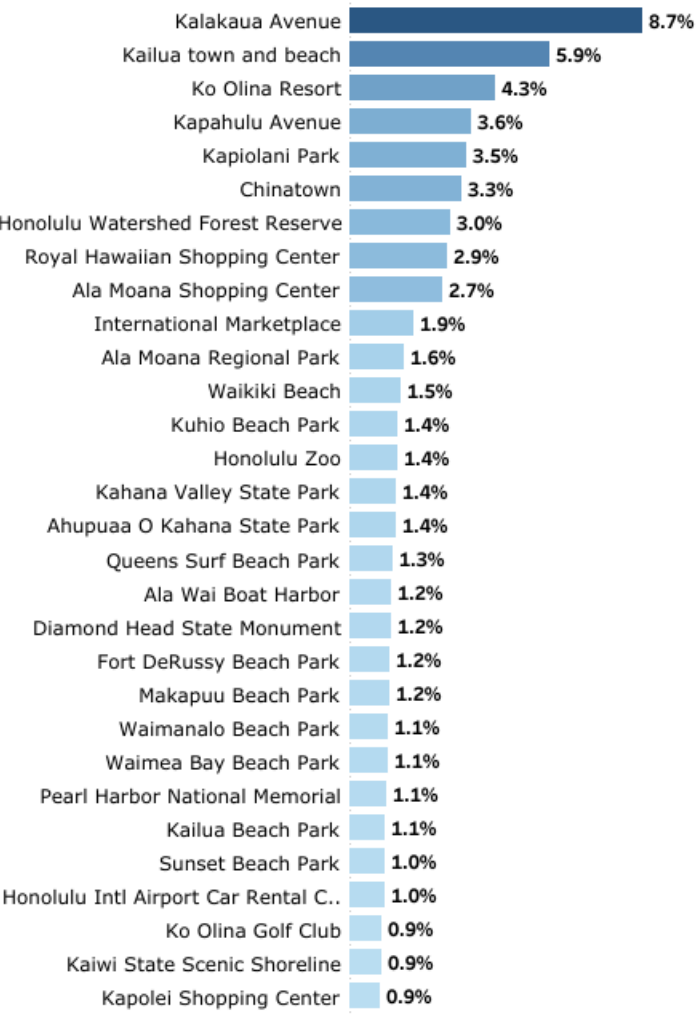


Island: Oahu
From Date: 01-Feb-21
To Date: 28-Feb-21

Oahu Top POIs Visited by Visitors

Date Range: 01-Feb-21 to 28-Feb-21

% share of visits



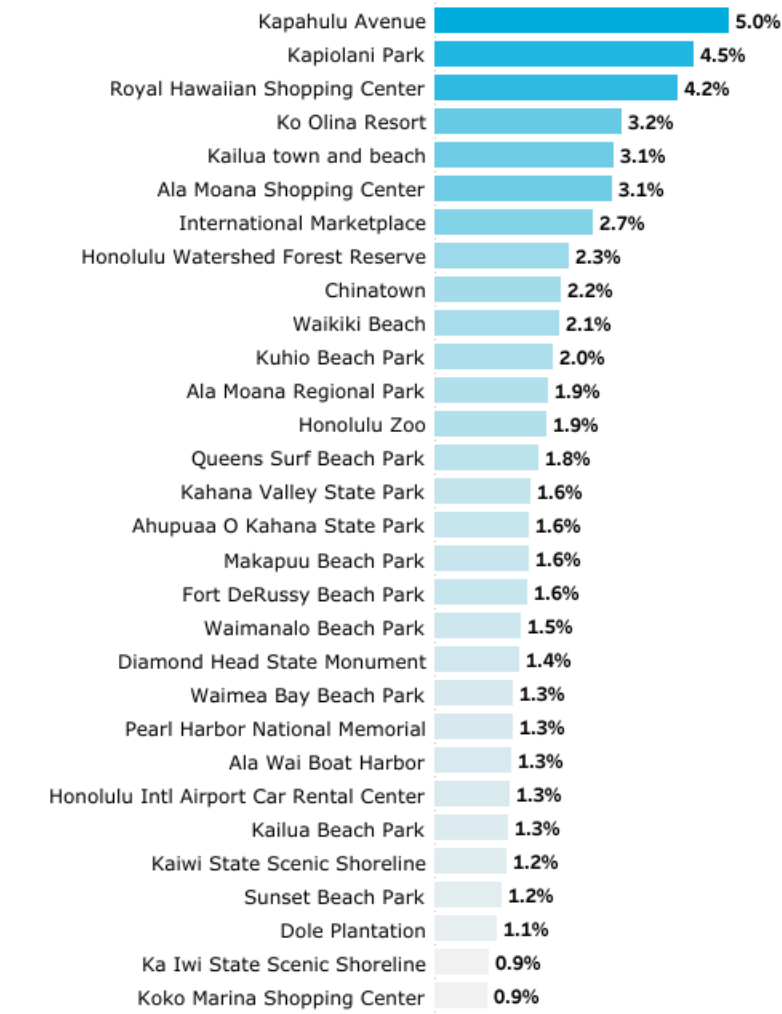
Source: UM

Sample Size: 15,338

Cross Visitation on Oahu

POI: Kalakaua Avenue

% share of visits

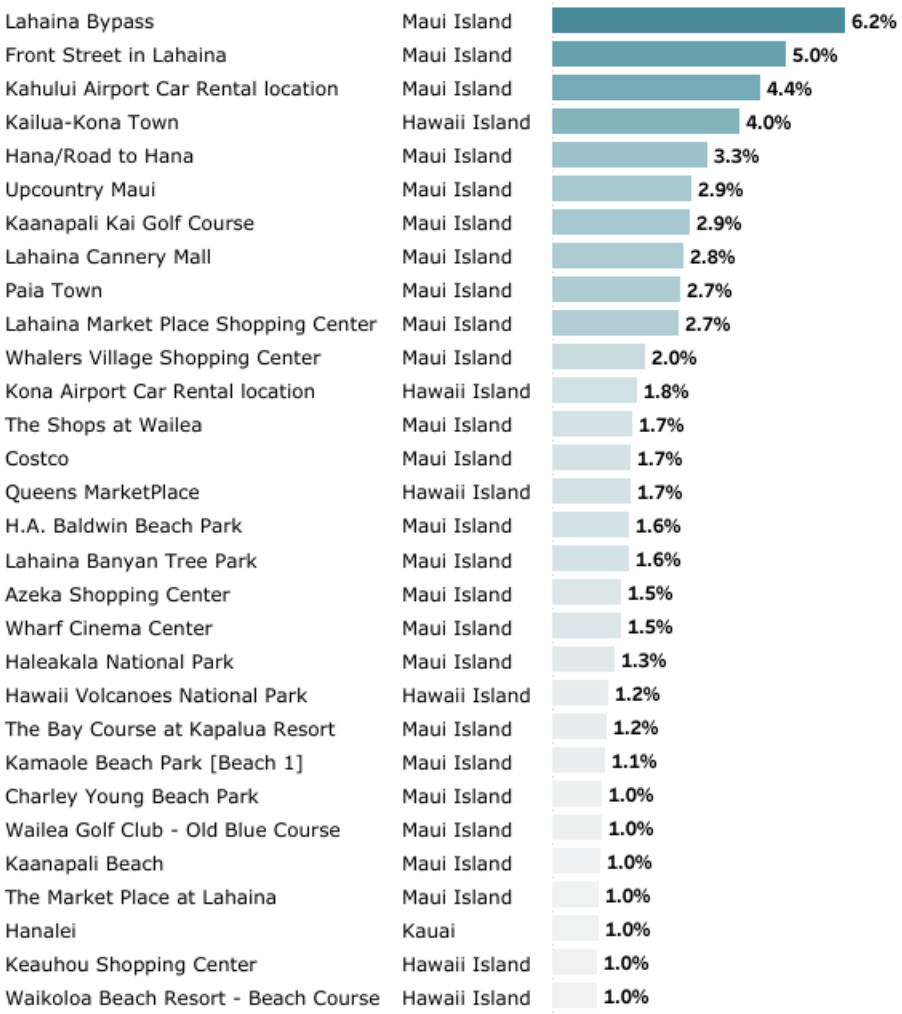


Source: UM

Cross Visitation on other Islands

POI: Kalakaua Avenue

% share of visits



Source: UM

Oahu Visitation Insights for Residents

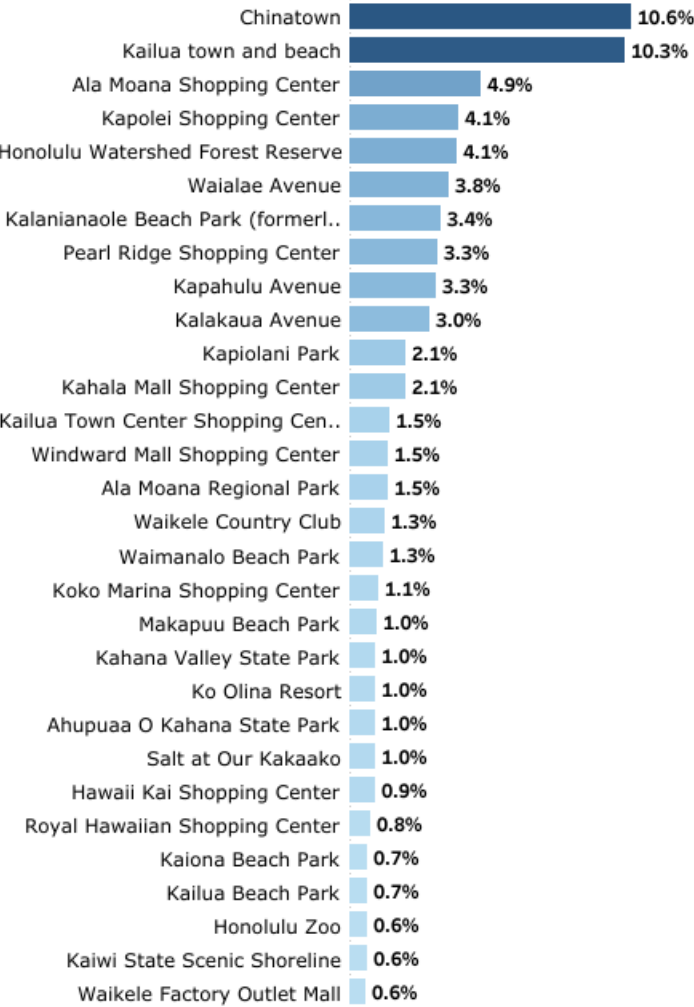
Date Range: 01-Feb-21 to 28-Feb-21

Island	Residence County	From Date	To Date
Oahu	Honolulu, HI	01-Feb-21	28-Feb-21

Oahu Top POIs Visited by Residents

Date Range: 01-Feb-21 to 28-Feb-21

% share of visits



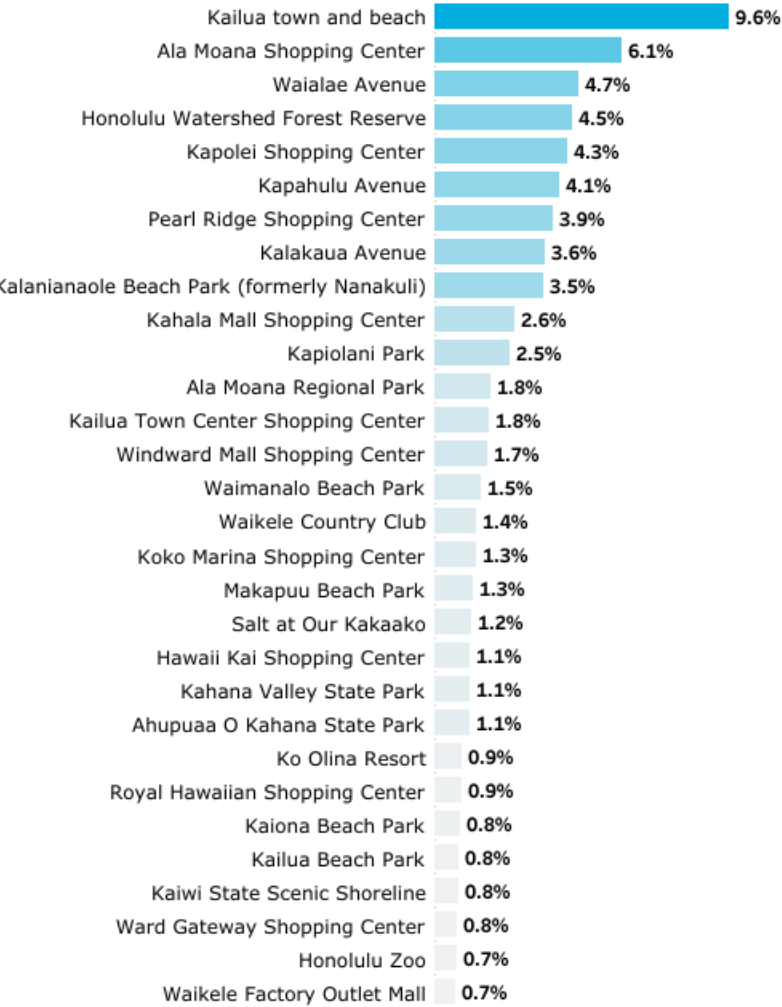
Source: UM

Sample Size: 60,071

Cross Visitation on Oahu

POI: Chinatown

% share of visits

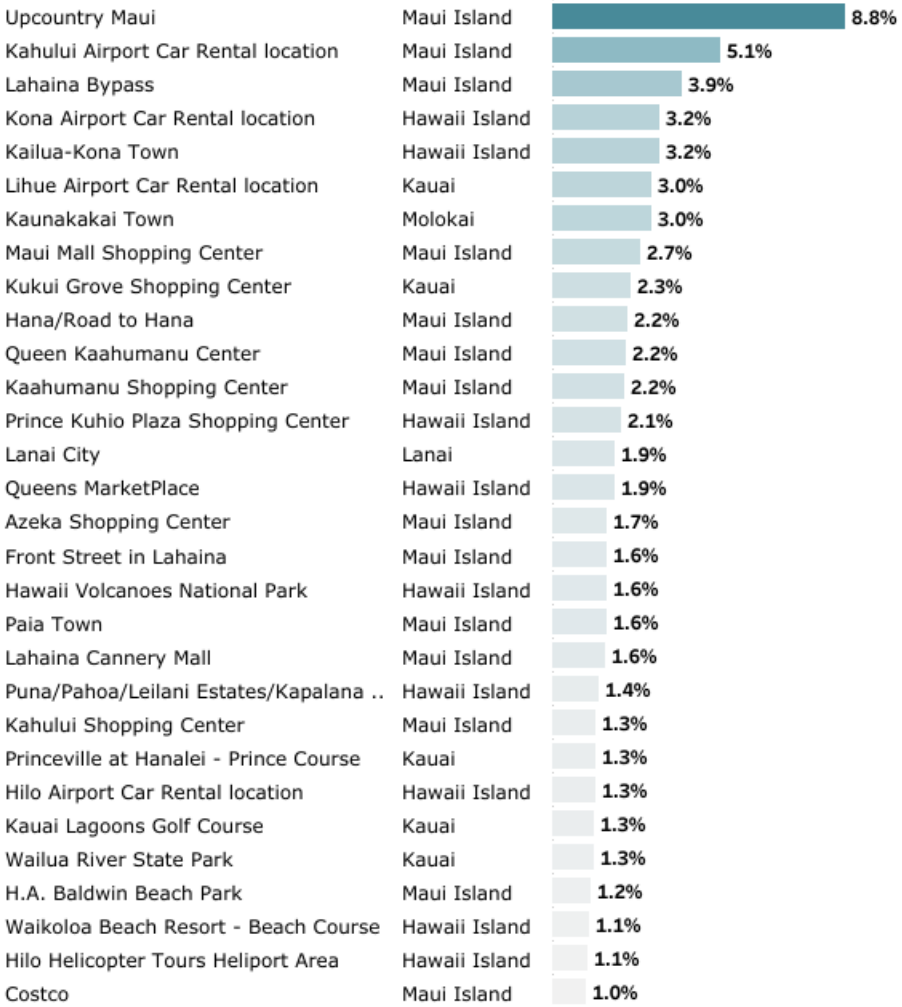


Source: UM

Cross Visitation on other Islands

POI: Chinatown

% share of visits



Source: UM

Oahu Lodging Summary

February 2021

Month
February 2021

Island
Oahu

February 2021 & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
..	32.9%	▼ -52.1%	898.6K	▼ -16.1%	296.0K	▼ -67.5%
Hotel	29.3%	▼ -56.7%	775.6K	▼ -9.5%	227.3K	▼ -69.2%
Short Term Rentals	55.9%	▼ -25.2%	123.1K	▼ -42.4%	68.7K	▼ -60.3%
Timeshare						

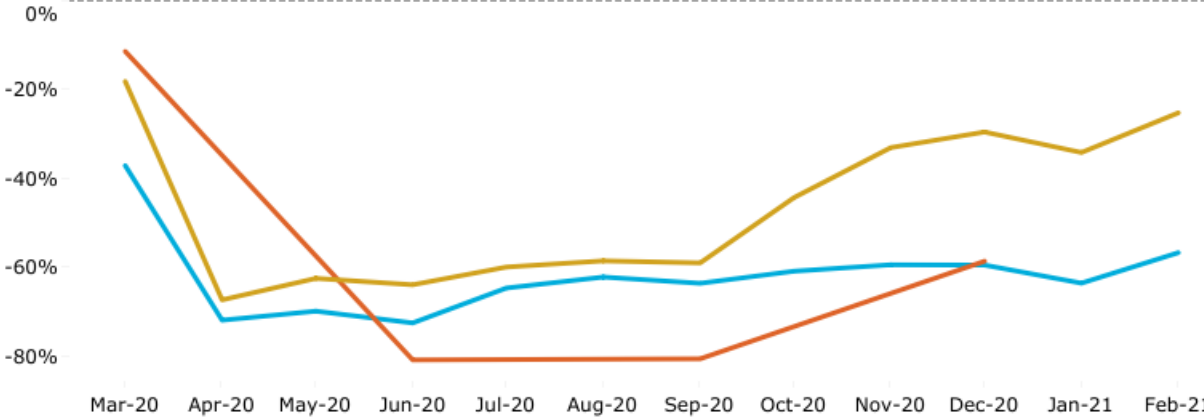
February 2021 YTD Calendar Year & YOY Change

..	29.9%	▼ -55.6%	1,896.6K	▼ -15.5%	567.1K	▼ -70.5%
Hotel	26.3%	▼ -60.3%	1,620.5K	▼ -10.3%	426.7K	▼ -72.7%
Short Term Rentals	50.8%	▼ -30.2%	276.1K	▼ -37.0%	140.4K	▼ -60.5%
Timeshare						

*Timeshare information is only available after the end of each quarter
OCC YOY change is percentage point change
Source: STR, Transparent & HTA

Occupancy Change

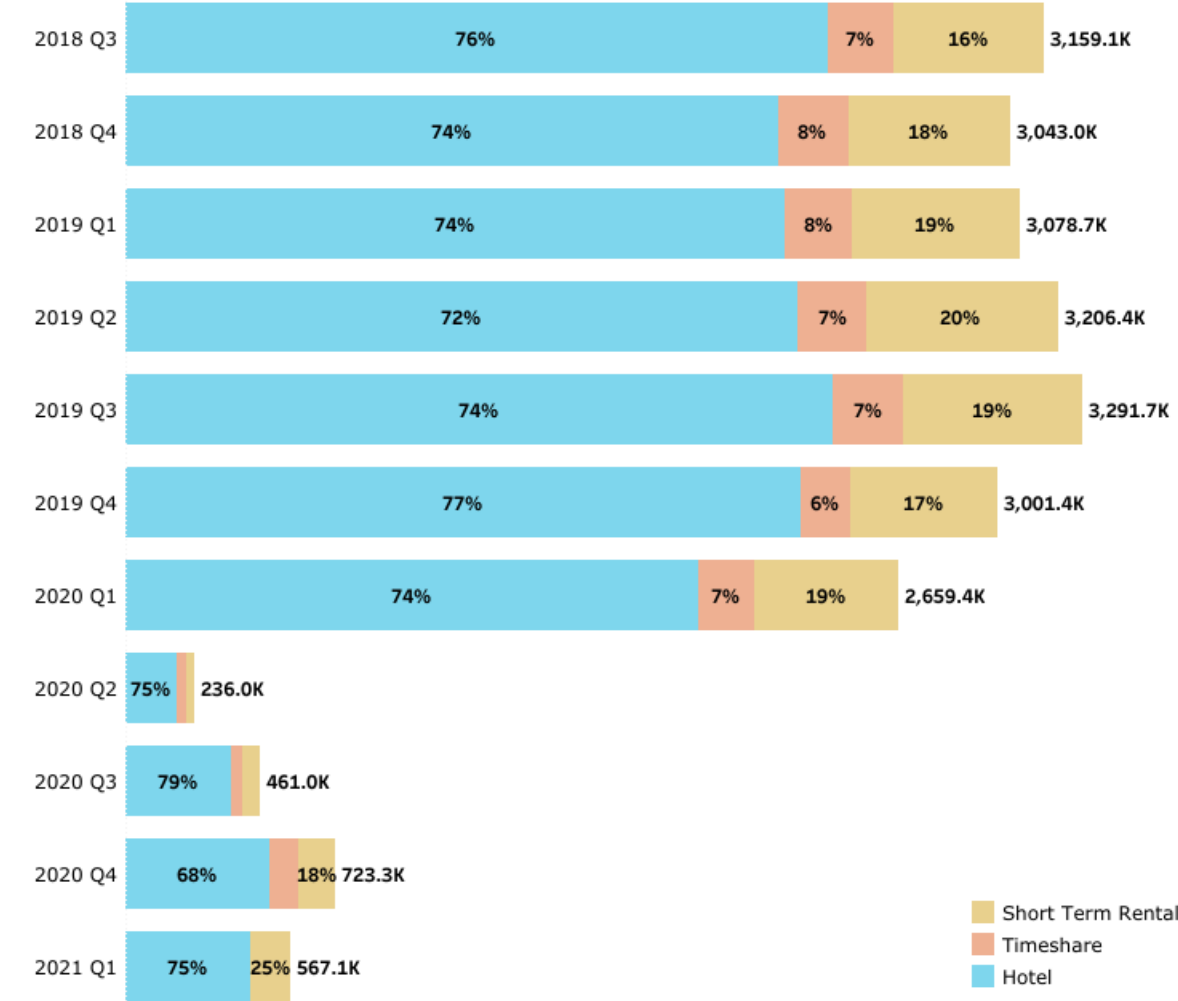
% point change, compared to same month in previous year



Source: STR, Transparent & HTA

Room Demand and Contribution

February 2021, Oahu



*2021 Q1 does not include timeshare data. Timeshare information is only available after the end of each quarter
Source: STR, Transparent & HTA

Maui Island Summary

February 2021

Month
February 2021

Island
Maui Island

Visitor Arrivals

Total Visitors & % change YOY, February 2021

92.6K ▼ -60.6%

Expenditure by Visitors

Total Expenditure & % change YOY, February 2021

\$166.2M ▼ -63.9%

Avg. Length of Stay

All visitors, February 2021

9.7 Days

Visitors from International Markets

% change YOY & no of visitors

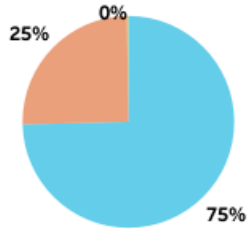
Canada	▼ -99.2%	244
Europe	▼ -97.3%	108
Other Asia	▼ -98.2%	42
Oceania	▼ -99.2%	23
Japan	▼ -99.3%	19
Korea	▼ -99.1%	16
New Zealand	▼ -95.9%	16
China	▼ -95.0%	14
Australia	▼ -99.7%	7
Taiwan	▼ -98.5%	2

Source: HTA

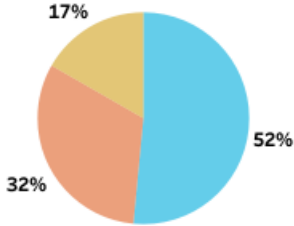
Origin Market Share

% share of visitor for February 2021

February
2021



February
2020



US West US East International

Source: HTA

Top 10 Domestic Markets

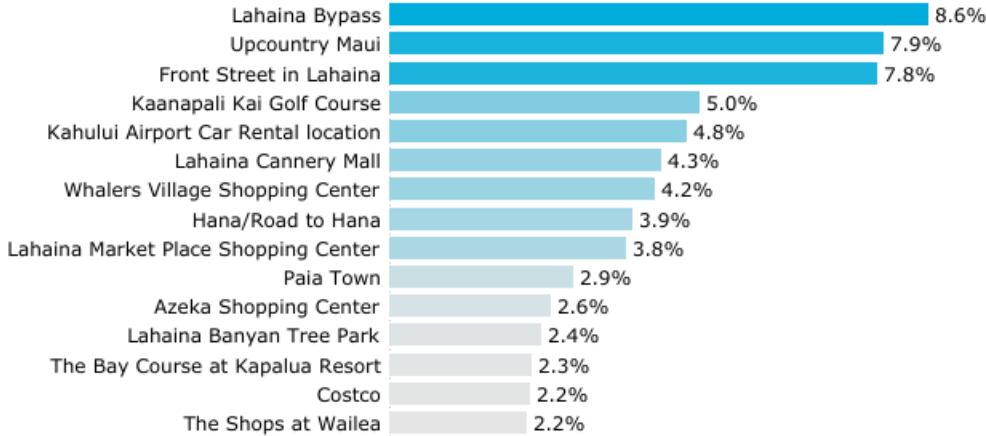
% change YOY & no of visitors

California	▼ -48.0%	28,230
Washington	▼ -34.5%	15,075
Utah	▼ -1.6%	5,264
Oregon	▼ -43.9%	5,115
Colorado	▼ -34.2%	3,676
Texas	▼ -48.9%	3,298
Alaska	▼ -14.2%	2,957
Arizona	▼ -45.3%	2,670
Illinois	▼ -64.0%	2,433
Idaho	▼ -22.3%	2,030

Source: HTA

Top POIs Visited by Visitors

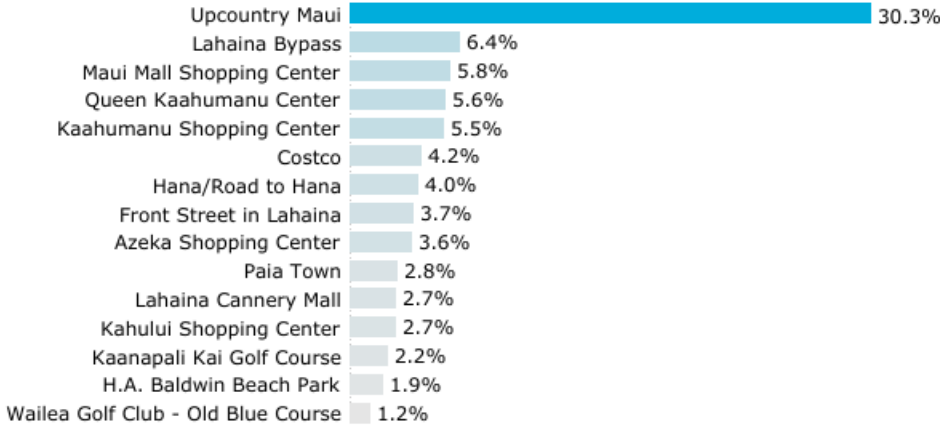
% share of visits, February 2021



Source: UM

Top POIs Visited by Residents

% share of visits, February 2021



Source: UM

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

Maui Island Visitation Insights for Visitors

Date Range: 01-Feb-21 to 28-Feb-21

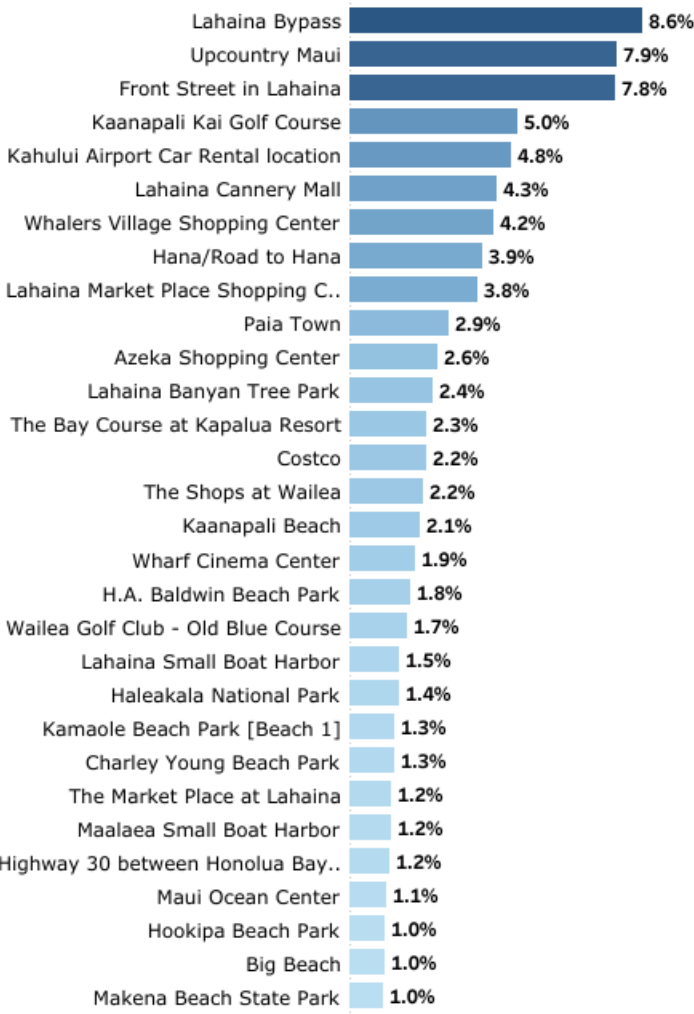


Island	From Date	To Date
Maui Island	01-Feb-21	28-Feb-21

Maui Island Top POIs Visited by Visitors

Date Range: 01-Feb-21 to 28-Feb-21

% share of visits

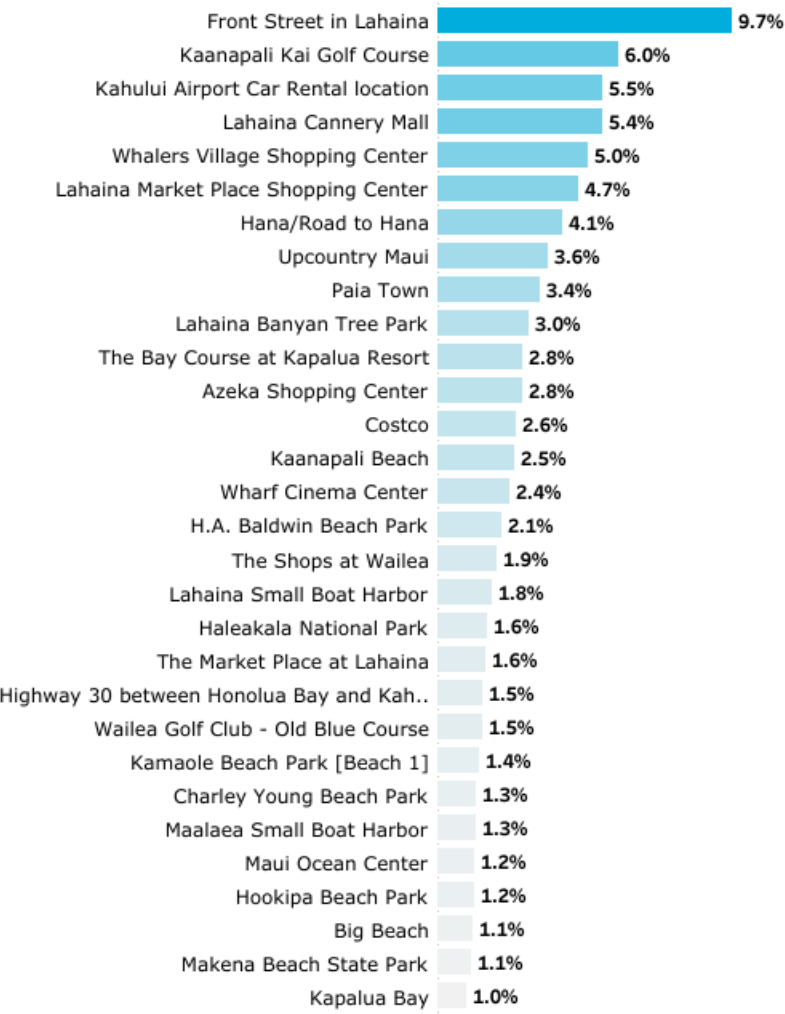


Source: UM

Cross Visitation on Maui Island

POI: Lahaina Bypass

% share of visits

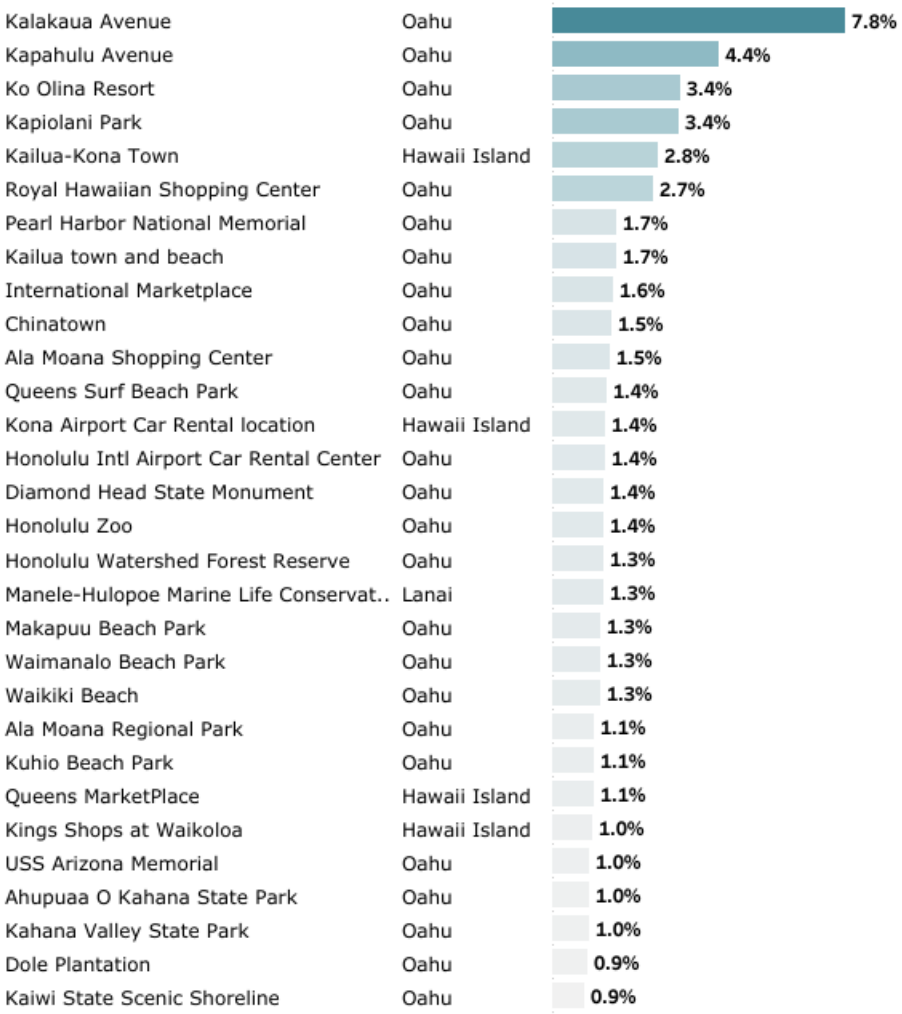


Source: UM

Cross Visitation on other Islands

POI: Lahaina Bypass

% share of visits



Source: UM

Maui Island Visitation Insights for Residents

Date Range: 01-Feb-21 to 28-Feb-21

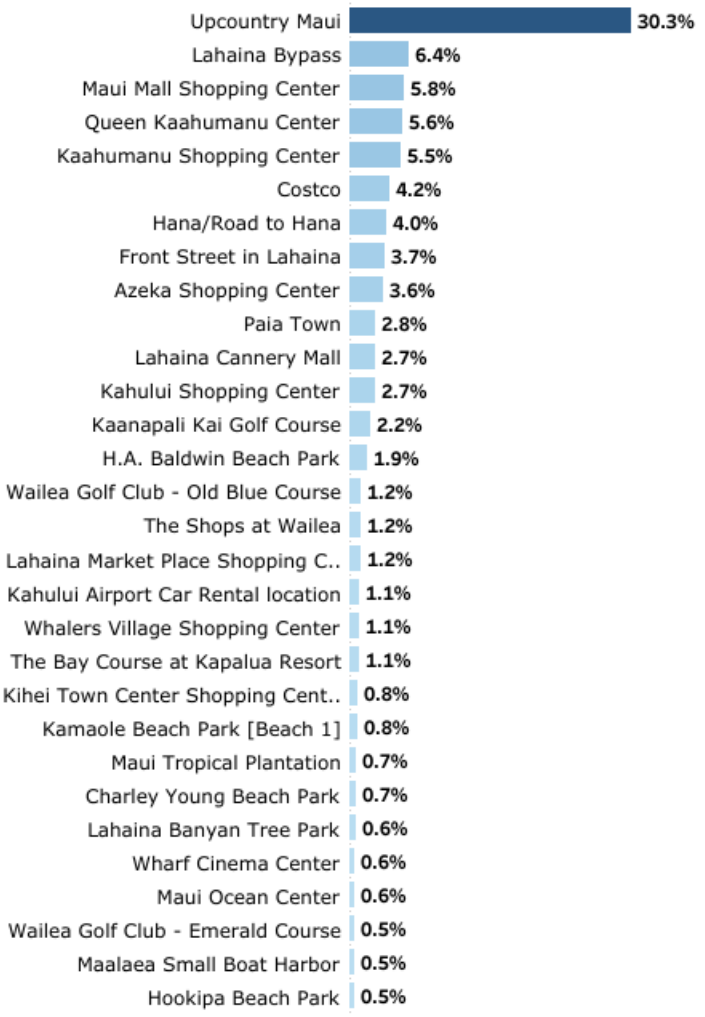


Island	Residence County	From Date	To Date
Maui Island	Maui, HI	01-Feb-21	28-Feb-21

Maui Island Top POIs Visited by Residents

Date Range: 01-Feb-21 to 28-Feb-21

% share of visits

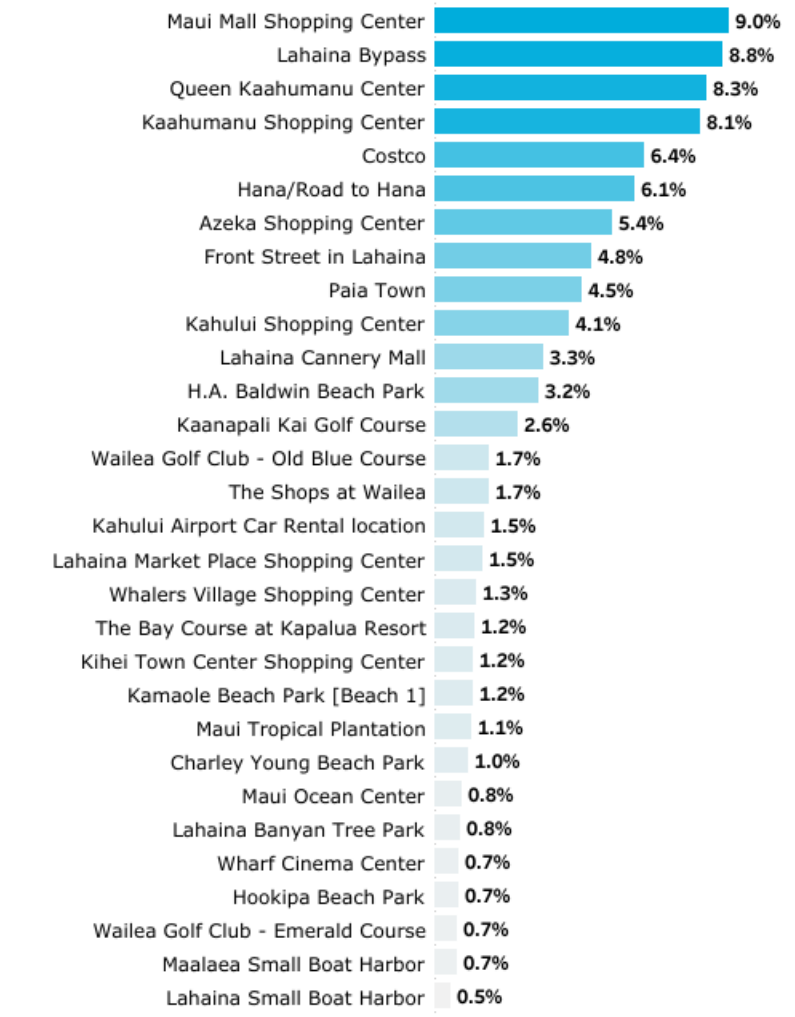


Source: UM

Cross Visitation on Maui Island

POI: Upcountry Maui

% share of visits

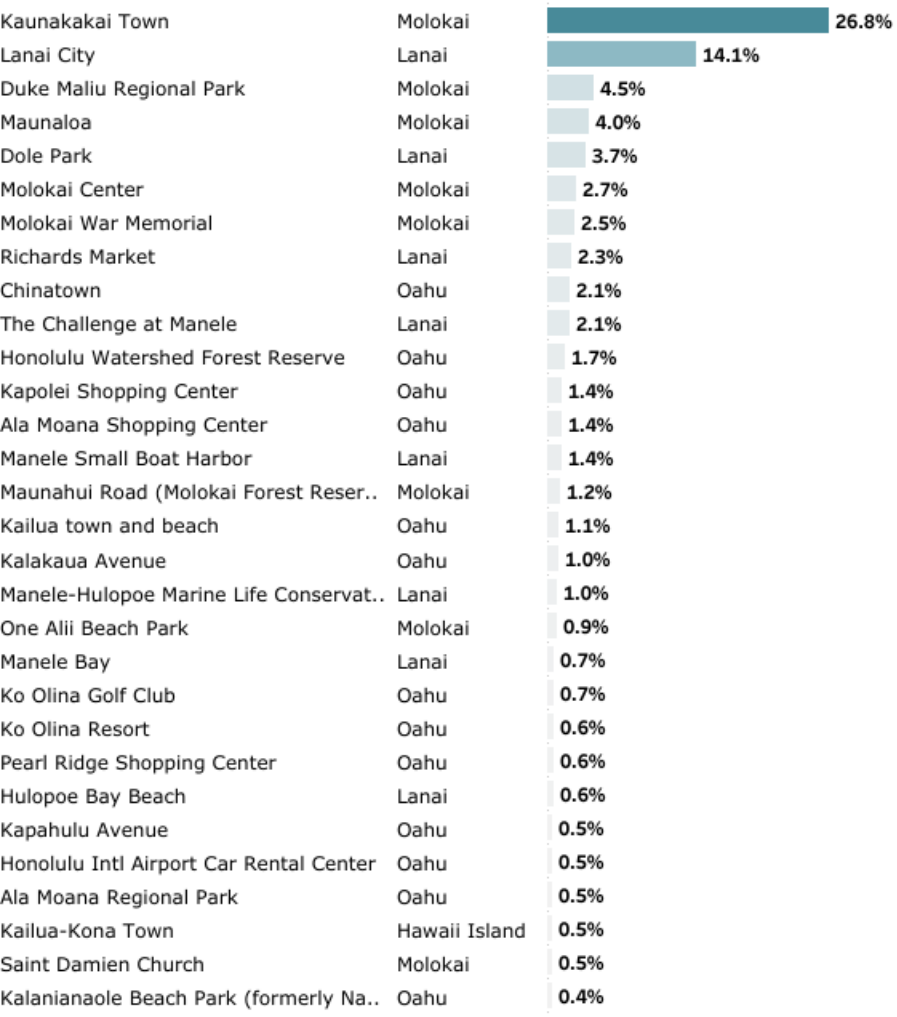


Source: UM

Cross Visitation on other Islands

POI: Upcountry Maui

% share of visits



Source: UM

Maui County Lodging Summary

February 2021



Month
February 2021

Island
Maui County

February 2021 & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
..	39.5%	▼ -44.3%	563.6K	▼ -2.9%	222.6K	▼ -54.2%
Hotel	31.7%	▼ -49.5%	354.8K	▼ -0.3%	112.5K	▼ -61.1%
Short Term Rentals	52.8%	▼ -35.1%	208.8K	▼ -6.9%	110.2K	▼ -44.1%
Timeshare						

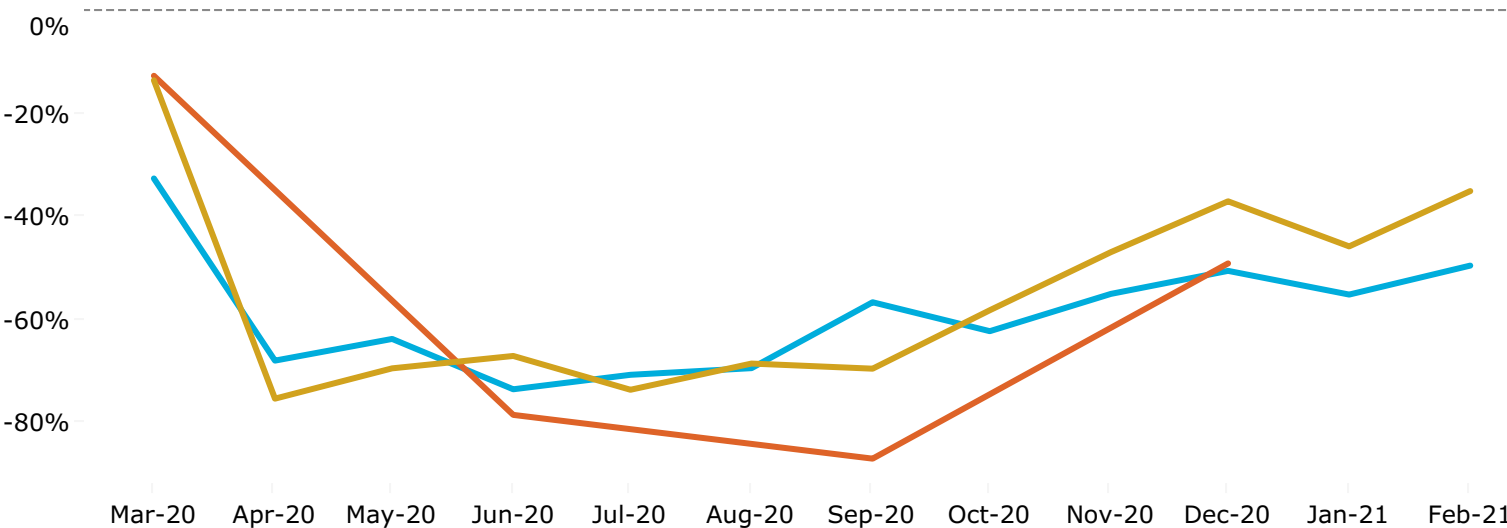
February 2021 YTD Calendar Year & YOY Change

..	34.0%	▼ -48.1%	1,223.9K	▼ -0.6%	415.7K	▼ -58.9%
Hotel	26.5%	▼ -52.4%	747.7K	▼ -0.3%	198.4K	▼ -66.5%
Short Term Rentals	45.6%	▼ -41.1%	476.2K	▼ -1.2%	217.3K	▼ -48.0%
Timeshare						

*Timeshare information is only available after the end of each quarter
OCC YOY change is percentage point change
Source: STR, Transparent & HTA

Occupancy Change

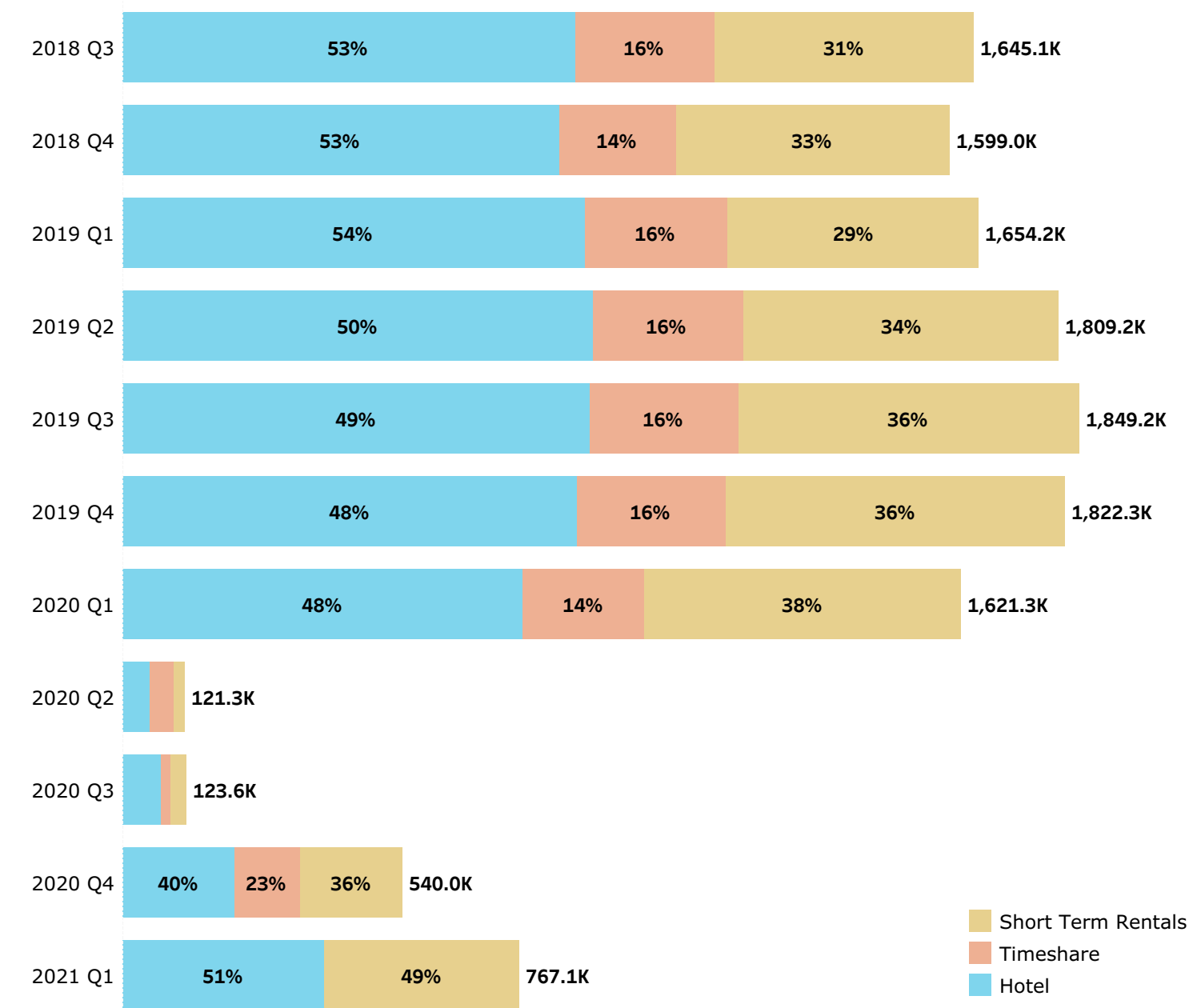
% point change, compared to same month in previous year



Source: STR, Transparent & HTA

Room Demand and Contribution

February 2021, Maui County



*2021 Q1 does not include timeshare data. Timeshare information is only available after the end of each quarter
Source: STR, Transparent & HTA

Month
February 2021

Island
Hawaii Island

Visitor Arrivals

Total Visitors & % change YOY, February 2021

46.6K ▼ -68.6%

Expenditure by Visitors

Total Expenditure & % change YOY, February 2021

\$70.0M ▼ -68.3%

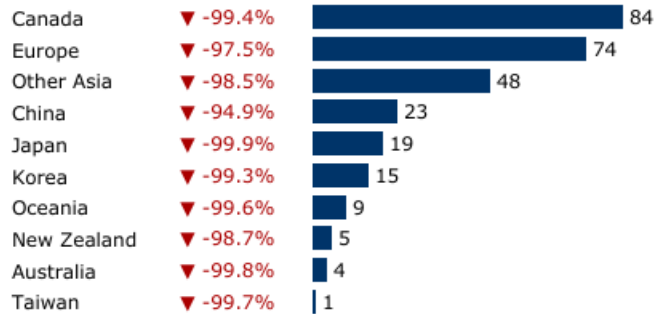
Avg. Length of Stay

All visitors, February 2021

10.9 Days

Visitors from International Markets

% change YOY & no of visitors



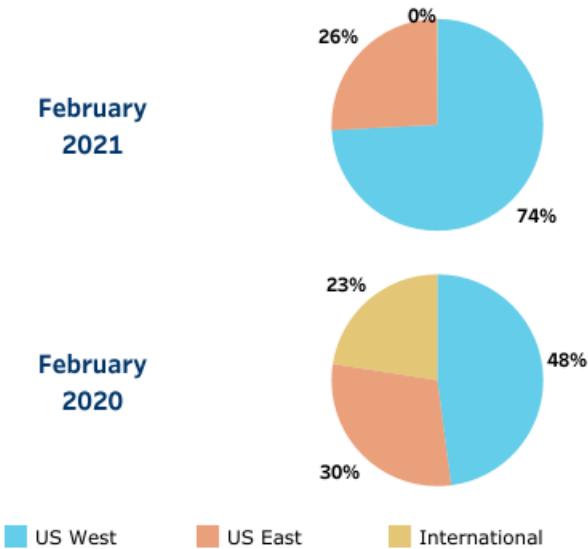
Source: HTA

Origin Market Share

% share of visitor for February 2021

February
2021

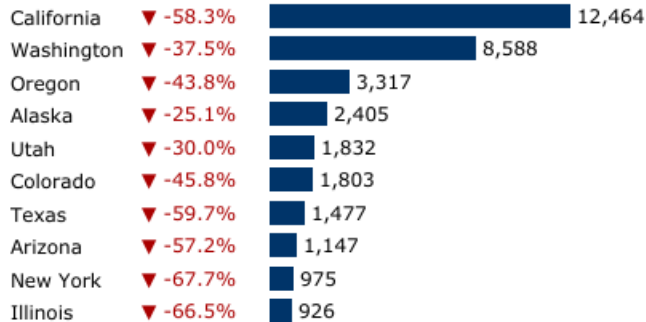
February
2020



Source: HTA

Top 10 Domestic Markets

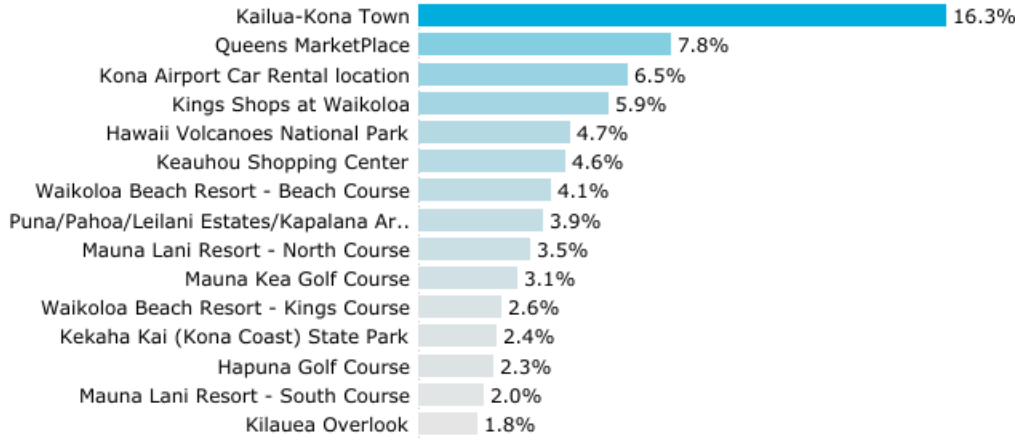
% change YOY & no of visitors



Source: HTA

Top POIs Visited by Visitors

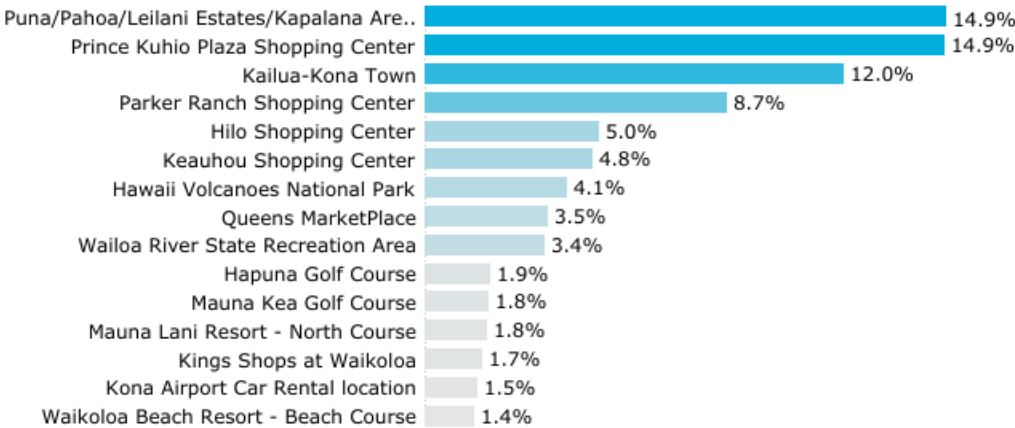
% share of visits, February 2021



Source: UM

Top POIs Visited by Residents

% share of visits, February 2021



Source: UM

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

Hawaii Island Visitation Insights for Visitors

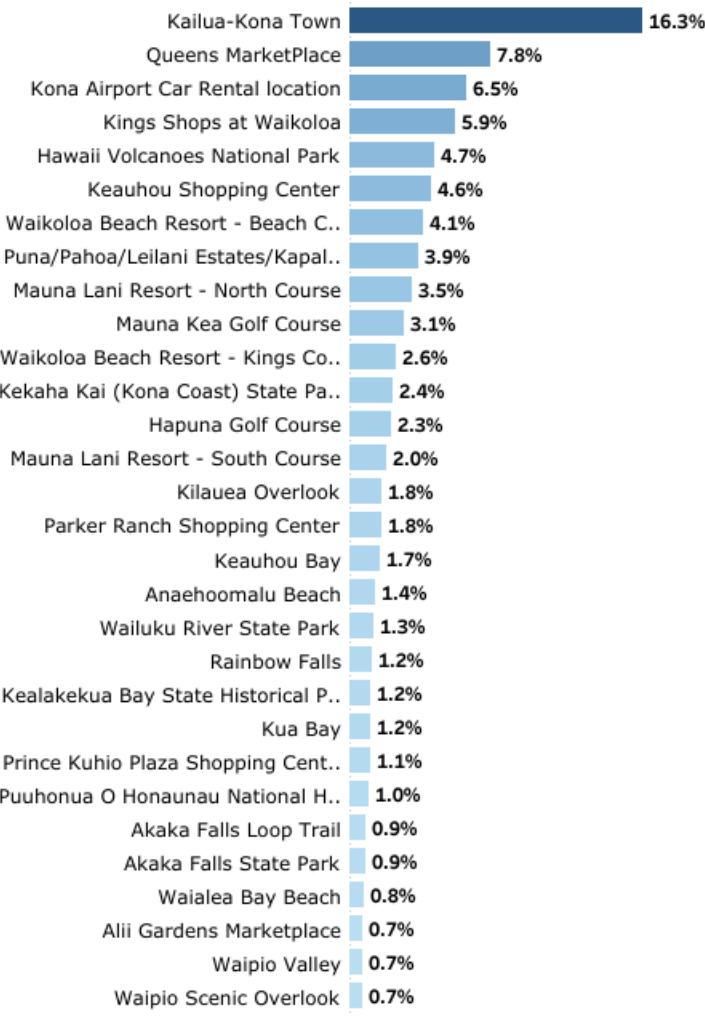
Date Range: 01-Feb-21 to 28-Feb-21

Island	From Date	To Date
Hawaii Island	01-Feb-21	28-Feb-21

Hawaii Island Top POIs Visited by Visitors

Date Range: 01-Feb-21 to 28-Feb-21

% share of visits

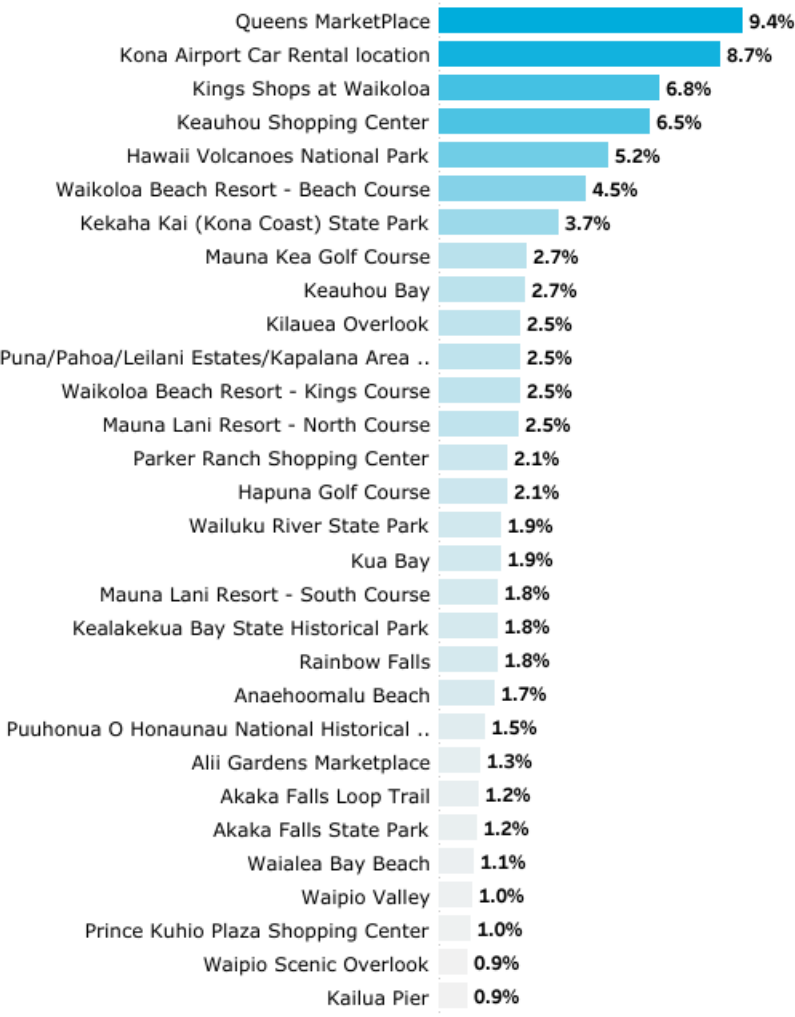


Source: UM

Cross Visitation on Hawaii Island

POI: Kailua-Kona Town

% share of visits

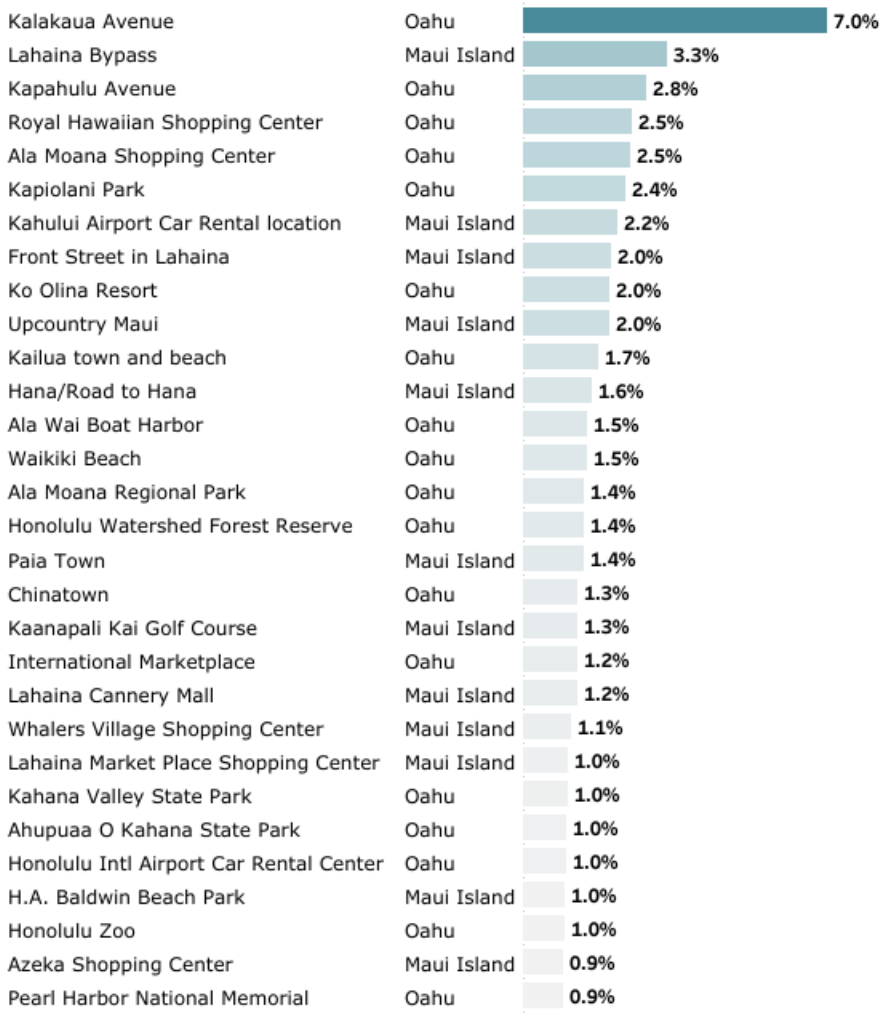


Source: UM

Cross Visitation on other Islands

POI: Kailua-Kona Town

% share of visits



Source: UM

Hawaii Island Visitation Insights for Residents



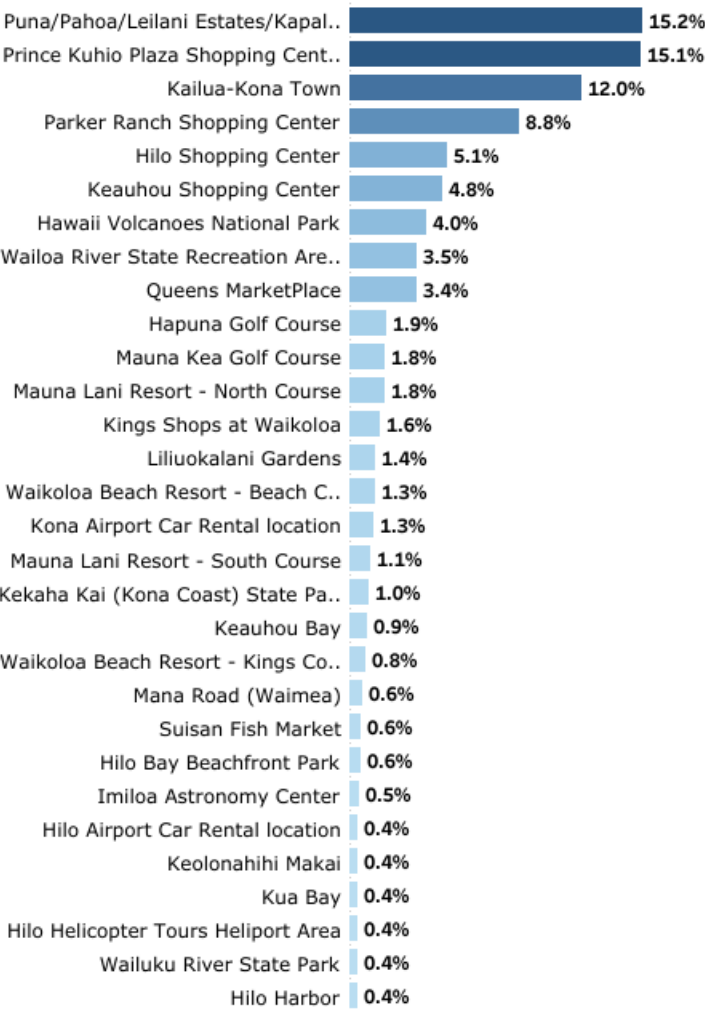
Date Range: 01-Feb-21 to 28-Feb-21

Island	Residence County	From Date	To Date
Hawaii Island	Hawaii, HI	01-Feb-21	28-Feb-21

Hawaii Island Top POIs Visited by Residents

Date Range: 01-Feb-21 to 28-Feb-21

% share of visits



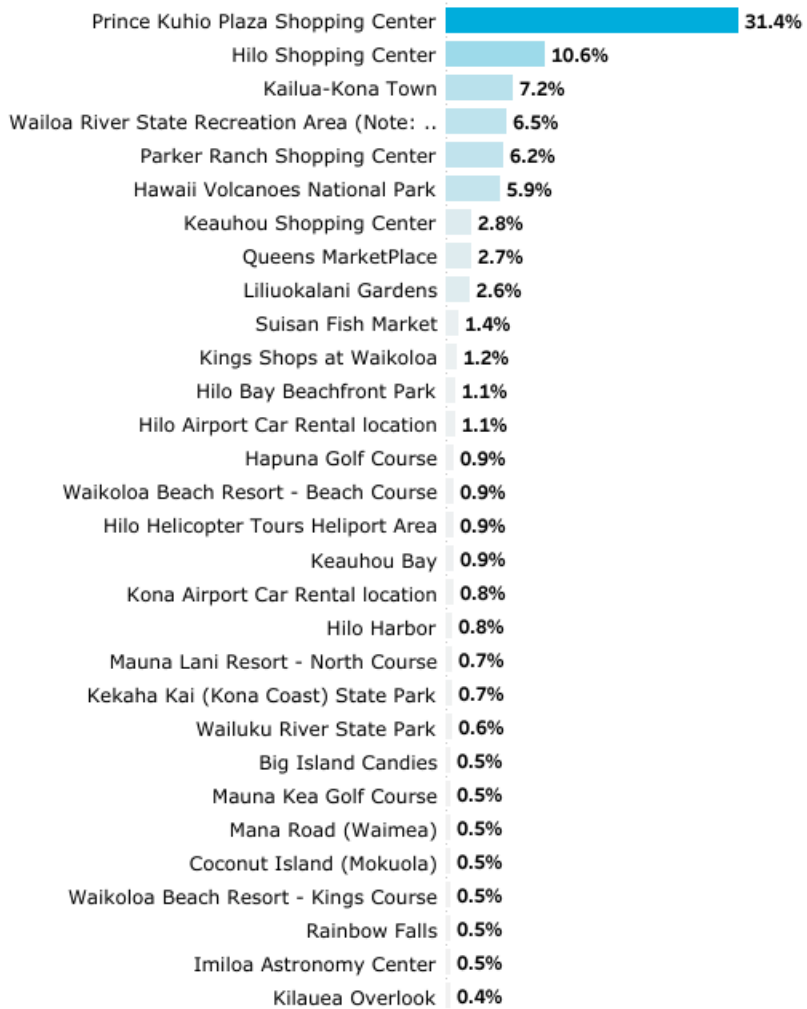
Source: UM

Sample Size: 9,104

Cross Visitation on Hawaii Island

POI: Puna/Pahoa/Leilani Estates/Kapalana Area - Lava flow area

% share of visits

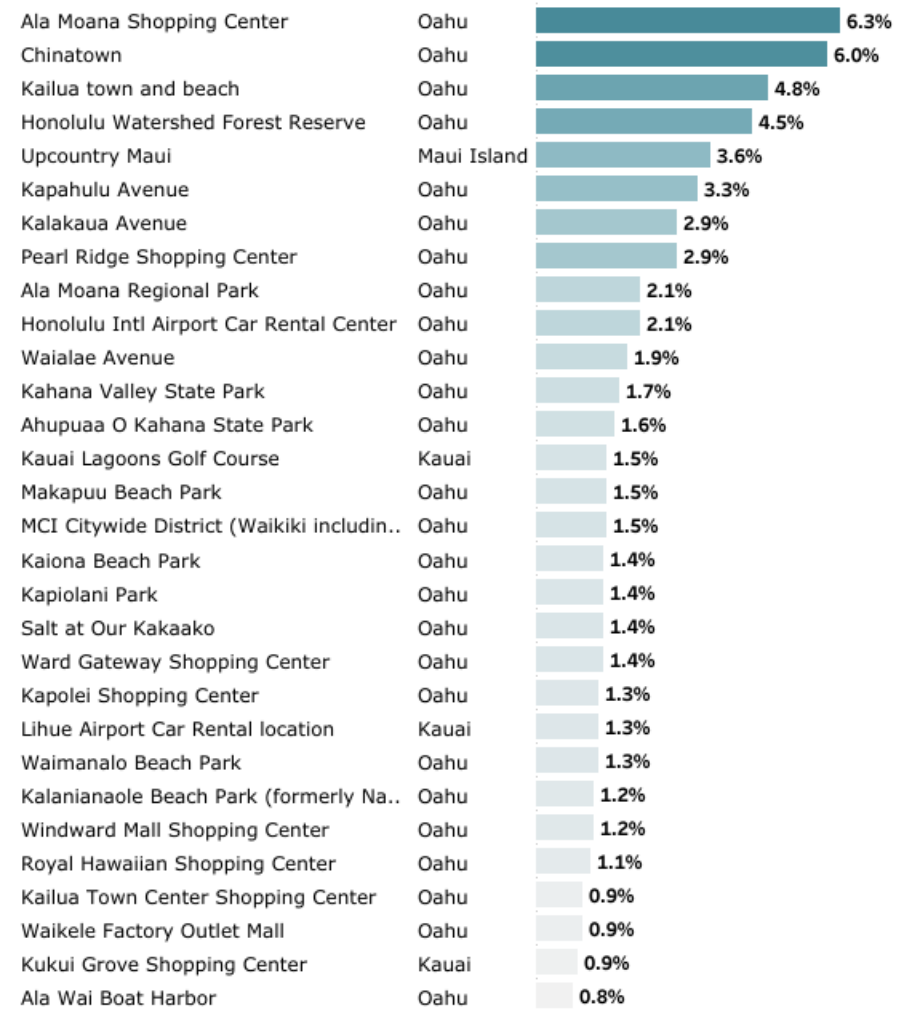


Source: UM

Cross Visitation on other Islands

POI: Puna/Pahoa/Leilani Estates/Kapalana Area - Lava flow area

% share of visits



Source: UM

Hawaii Island Lodging Summary

February 2021



Month
February 2021

Island
Hawaii Island

February 2021 & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
..	44.6%	▼ -39.5%	302.5K	▼ -16.4%	135.0K	▼ -55.7%
Hotel	35.3%	▼ -49.3%	186.8K	▼ -0.2%	66.0K	▼ -58.4%
Short Term Rentals	59.6%	▼ -24.0%	115.8K	▼ -33.8%	69.0K	▼ -52.8%
Timeshare						

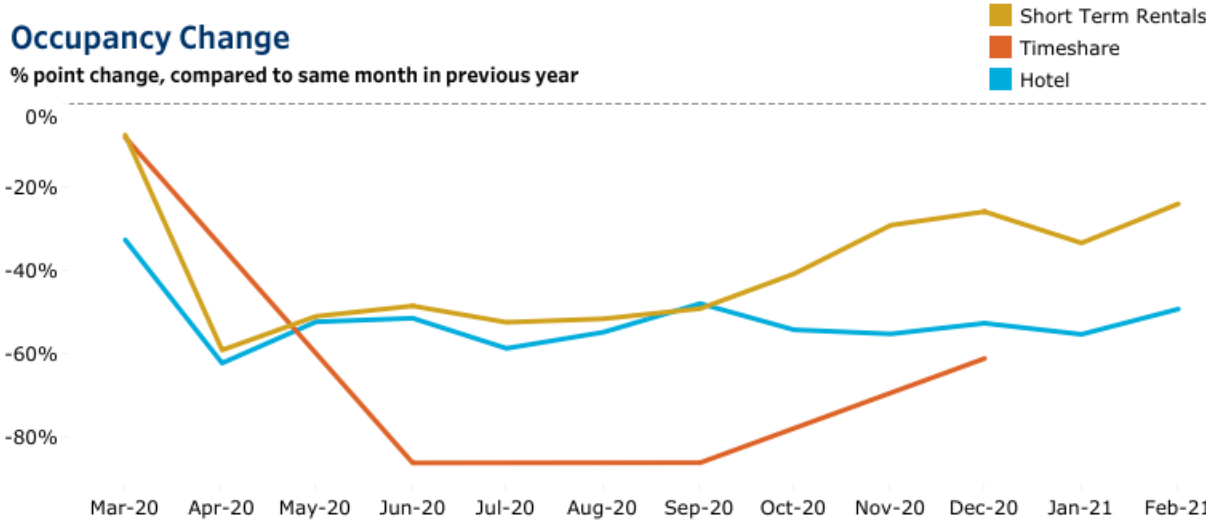
February 2021 YTD Calendar Year & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
..	39.8%	▼ -43.2%	651.2K	▼ -14.4%	258.9K	▼ -59.0%
Hotel	30.9%	▼ -52.5%	394.1K	▼ -0.1%	121.8K	▼ -63.0%
Short Term Rentals	53.3%	▼ -29.2%	257.1K	▼ -29.9%	137.1K	▼ -54.7%
Timeshare						

*Timeshare information is only available after the end of each quarter
OCC YOY change is percentage point change
Source: STR, Transparent & HTA

Occupancy Change

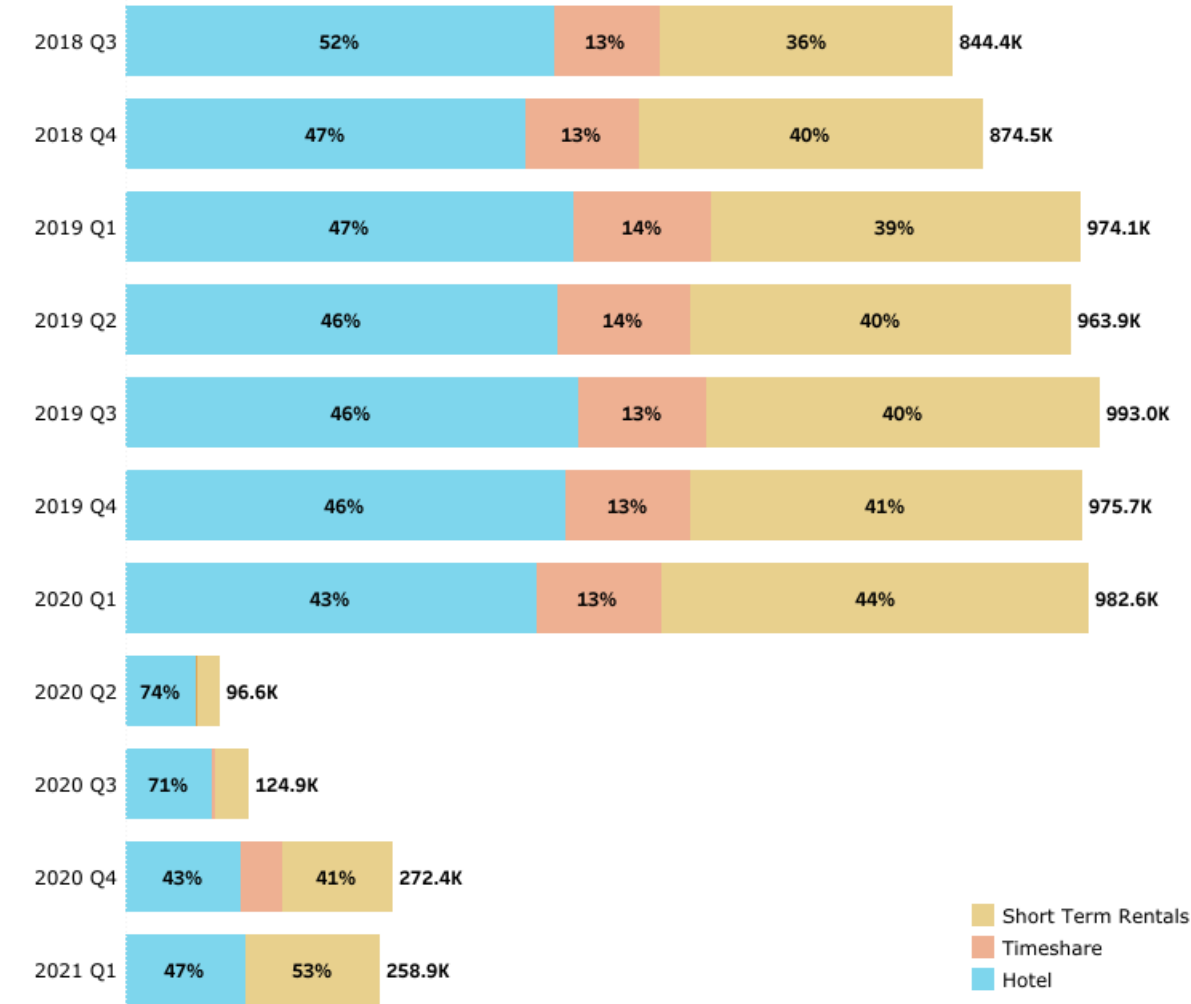
% point change, compared to same month in previous year



Source: STR, Transparent & HTA

Room Demand and Contribution

February 2021, Hawaii Island



*2021 Q1 does not include timeshare data. Timeshare information is only available after the end of each quarter
Source: STR, Transparent & HTA

Month
February 2021

Island
Kauai

Visitor Arrivals

Total Visitors & % change YOY, February 2021

7.3K ▼ -93.4%

Expenditure by Visitors

Total Expenditure & % change YOY, February 2021

\$15.8M ▼ -90.8%

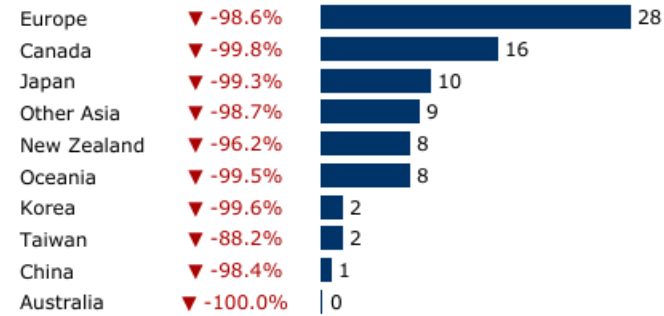
Avg. Length of Stay

All visitors, February 2021

14.2 Days

Visitors from International Markets

% change YOY & no of visitors

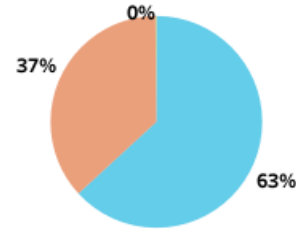


Source: HTA

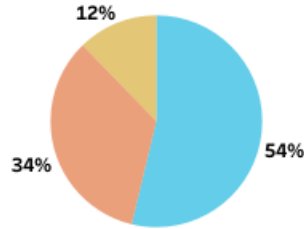
Origin Market Share

% share of visitor for February 2021

February
2021



February
2020

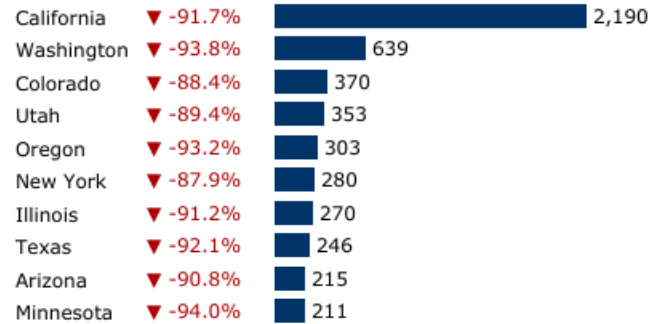


US West US East International

Source: HTA

Top 10 Domestic Markets

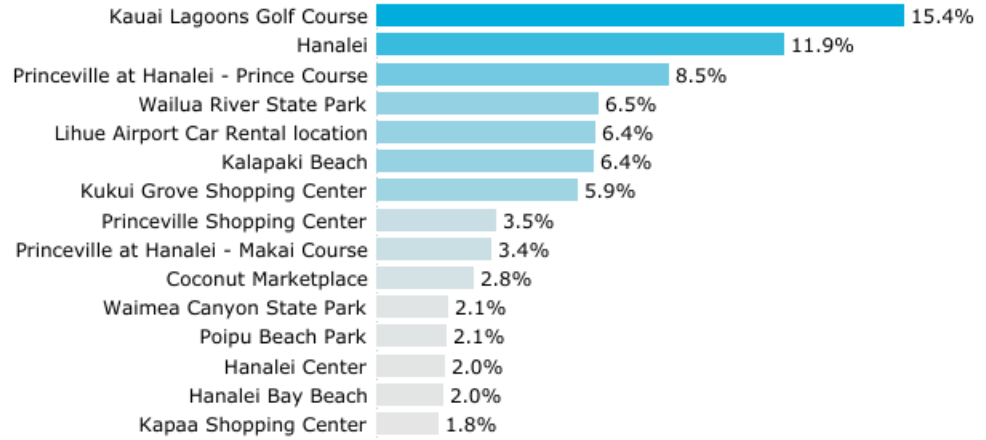
% change YOY & no of visitors



Source: HTA

Top POIs Visited by Visitors

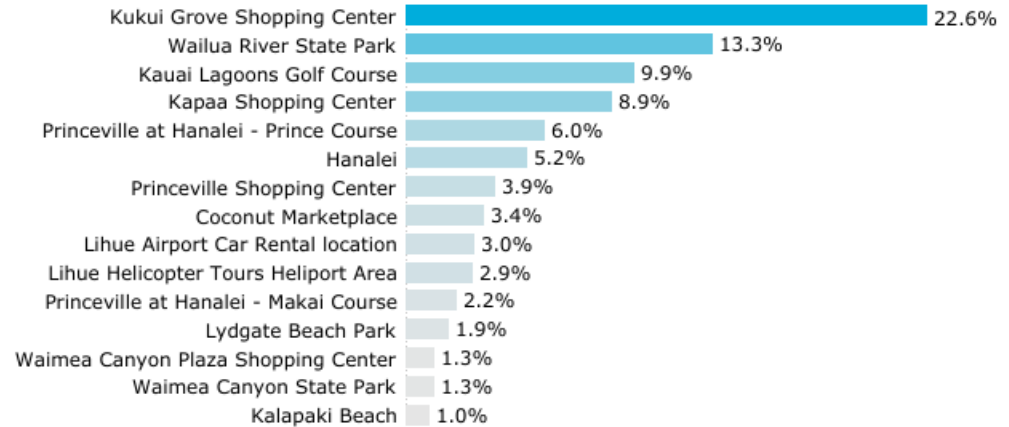
% share of visits, February 2021



Source: UM

Top POIs Visited by Residents

% share of visits, February 2021



Source: UM

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

Kauai Visitation Insights for Visitors

Date Range: 01-Feb-21 to 28-Feb-21



Island
Kauai

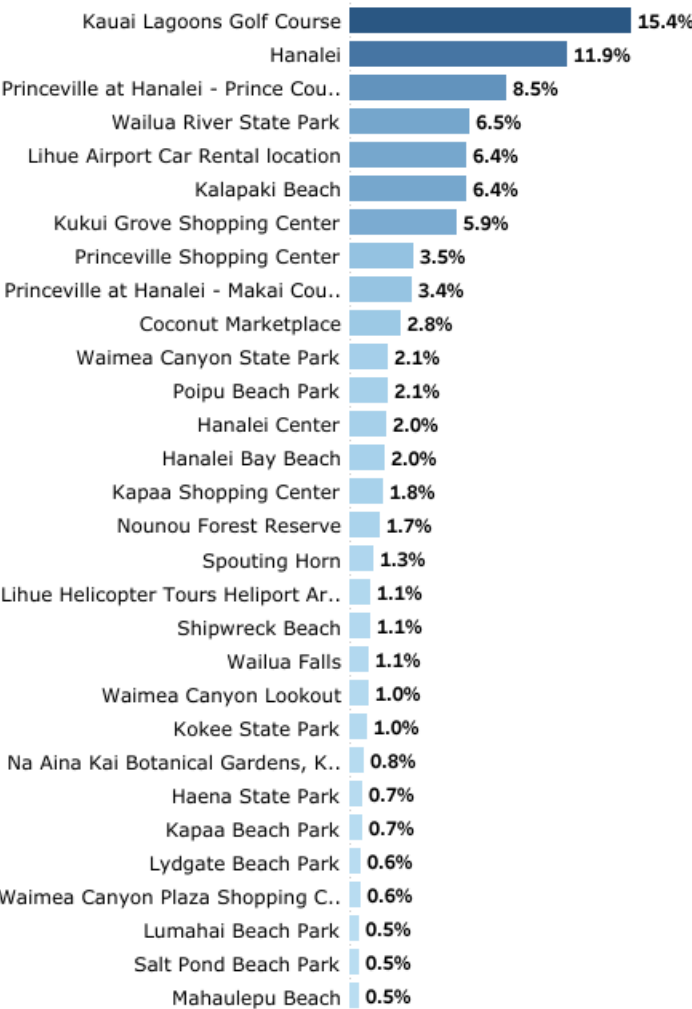
From Date
01-Feb-21

To Date
28-Feb-21

Kauai Top POIs Visited by Visitors

Date Range: 01-Feb-21 to 28-Feb-21

% share of visits



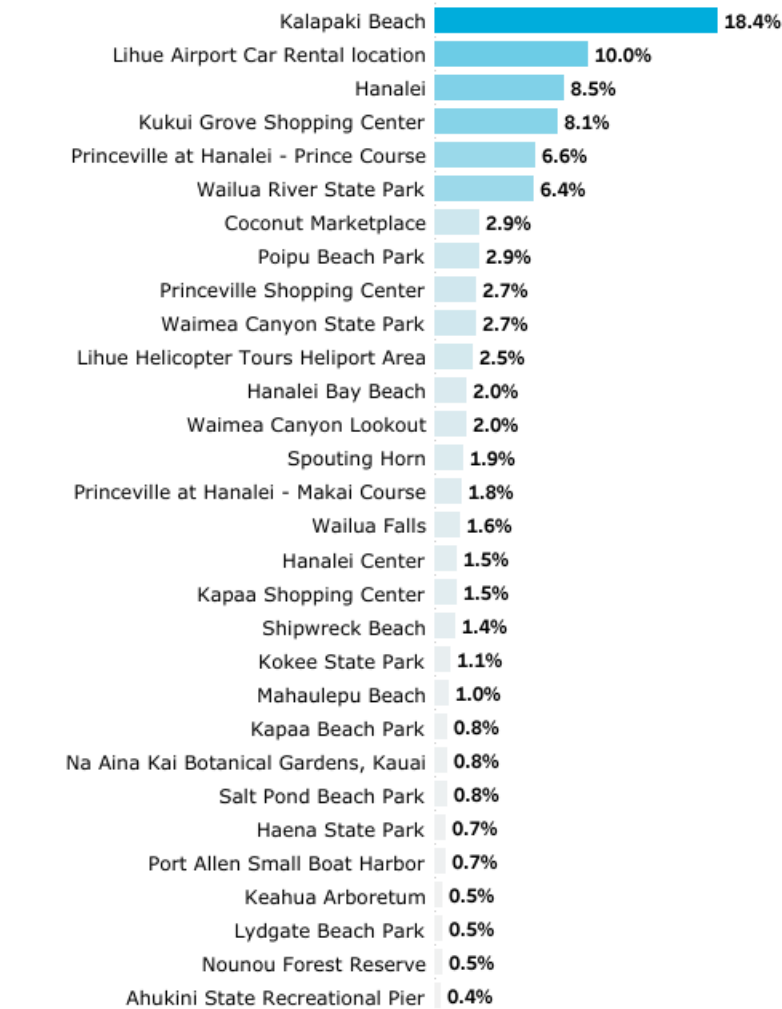
Source: UM

Sample Size: 639

Cross Visitation on Kauai

POI: Kauai Lagoons Golf Course

% share of visits

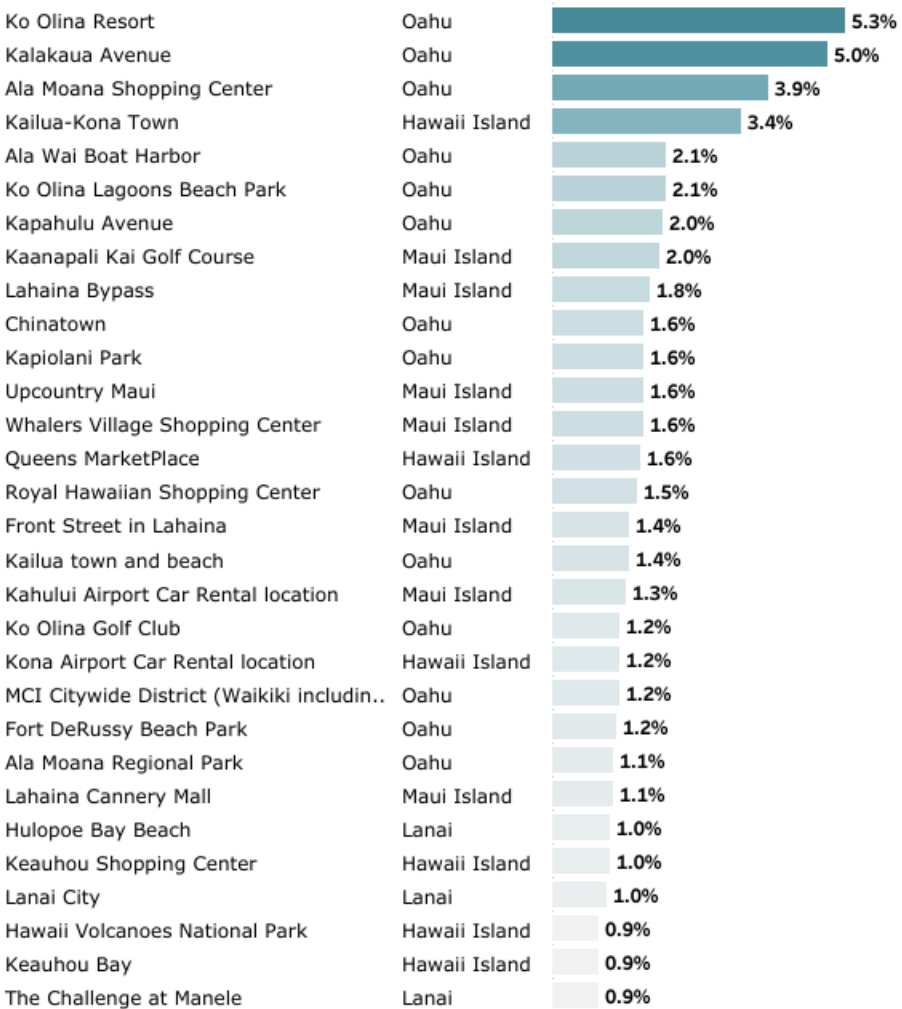


Source: UM

Cross Visitation on other Islands

POI: Kauai Lagoons Golf Course

% share of visits



Source: UM

Kauai Visitation Insights for Residents

Date Range: 01-Feb-21 to 28-Feb-21

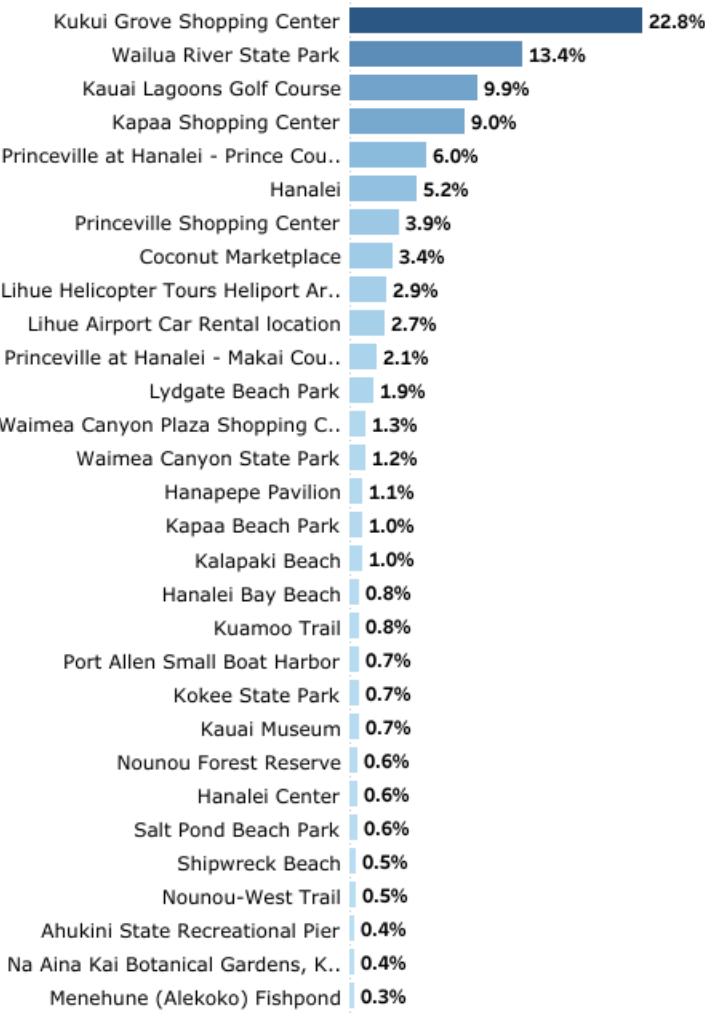


Island	Residence County	From Date	To Date
Kauai	Kauai, HI	01-Feb-21	28-Feb-21

Kauai Top POIs Visited by Residents

Date Range: 01-Feb-21 to 28-Feb-21

% share of visits

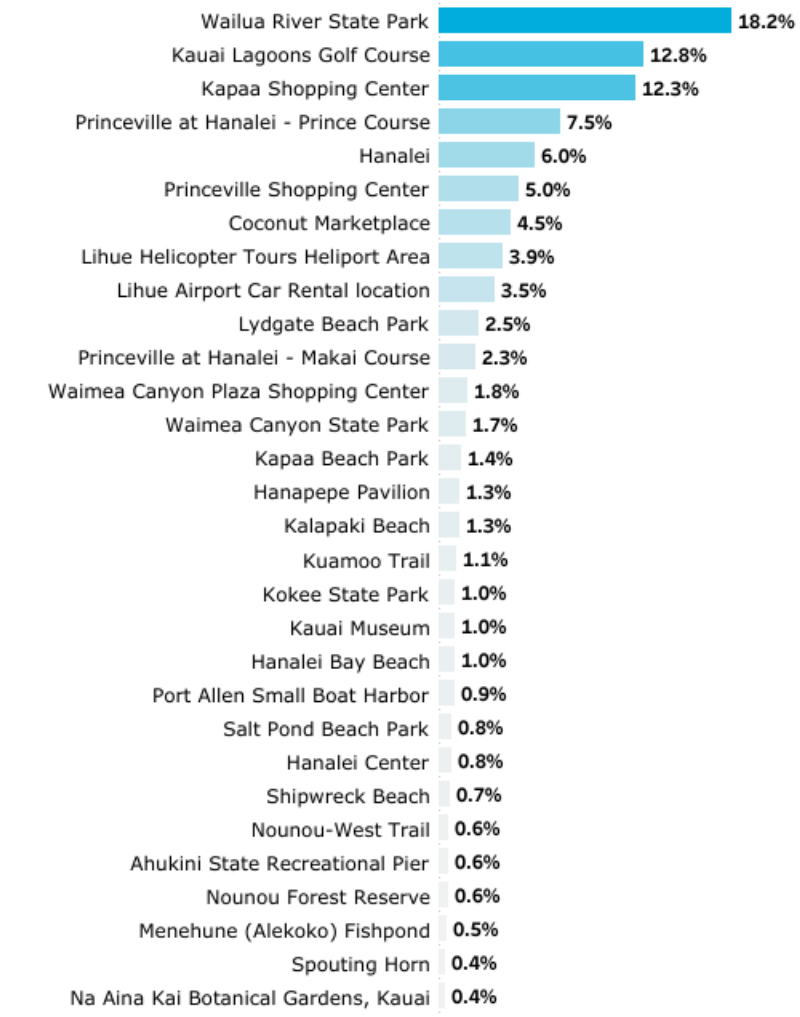


Source: UM

Cross Visitation on Kauai

POI: Kukui Grove Shopping Center

% share of visits

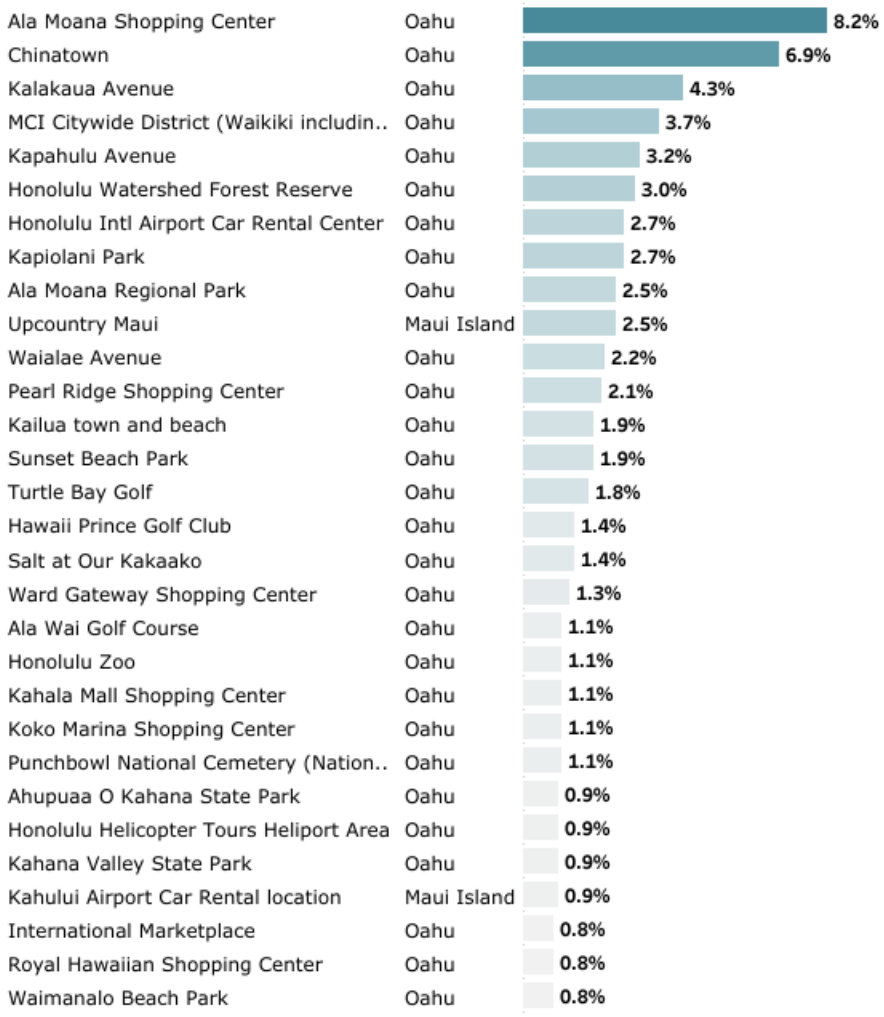


Source: UM

Cross Visitation on other Islands

POI: Kukui Grove Shopping Center

% share of visits



Source: UM

Sample Size: 4,152

Kauai Lodging Summary

February 2021

Month
February 2021

Island
Kauai

February 2021 & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
..	23.5%	▼ -60.0%	173.8K	▼ -23.3%	40.8K	▼ -78.5%
Hotel	26.4%	▼ -57.4%	90.8K	▼ -22.9%	24.0K	▼ -75.7%
Short Term Rentals	20.3%	▼ -62.9%	83.0K	▼ -23.8%	16.8K	▼ -81.4%
Timeshare						

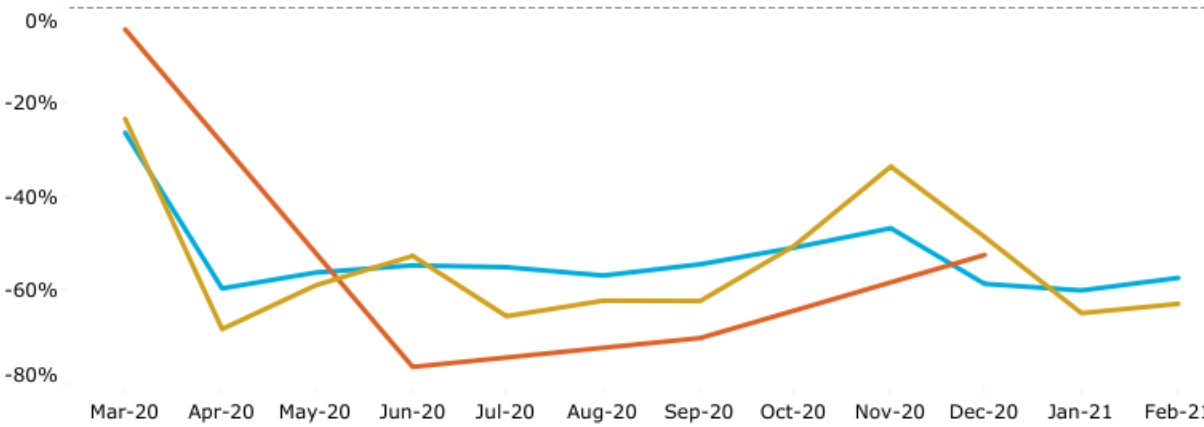
February 2021 YTD Calendar Year & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
..	19.8%	▼ -61.5%	381.8K	▼ -19.2%	75.5K	▼ -80.3%
Hotel	22.2%	▼ -58.8%	191.4K	▼ -22.9%	42.5K	▼ -78.9%
Short Term Rentals	17.3%	▼ -64.2%	190.4K	▼ -15.0%	33.0K	▼ -81.9%
Timeshare						

*Timeshare information is only available after the end of each quarter
OCC YOY change is percentage point change
Source: STR, Transparent & HTA

Occupancy Change

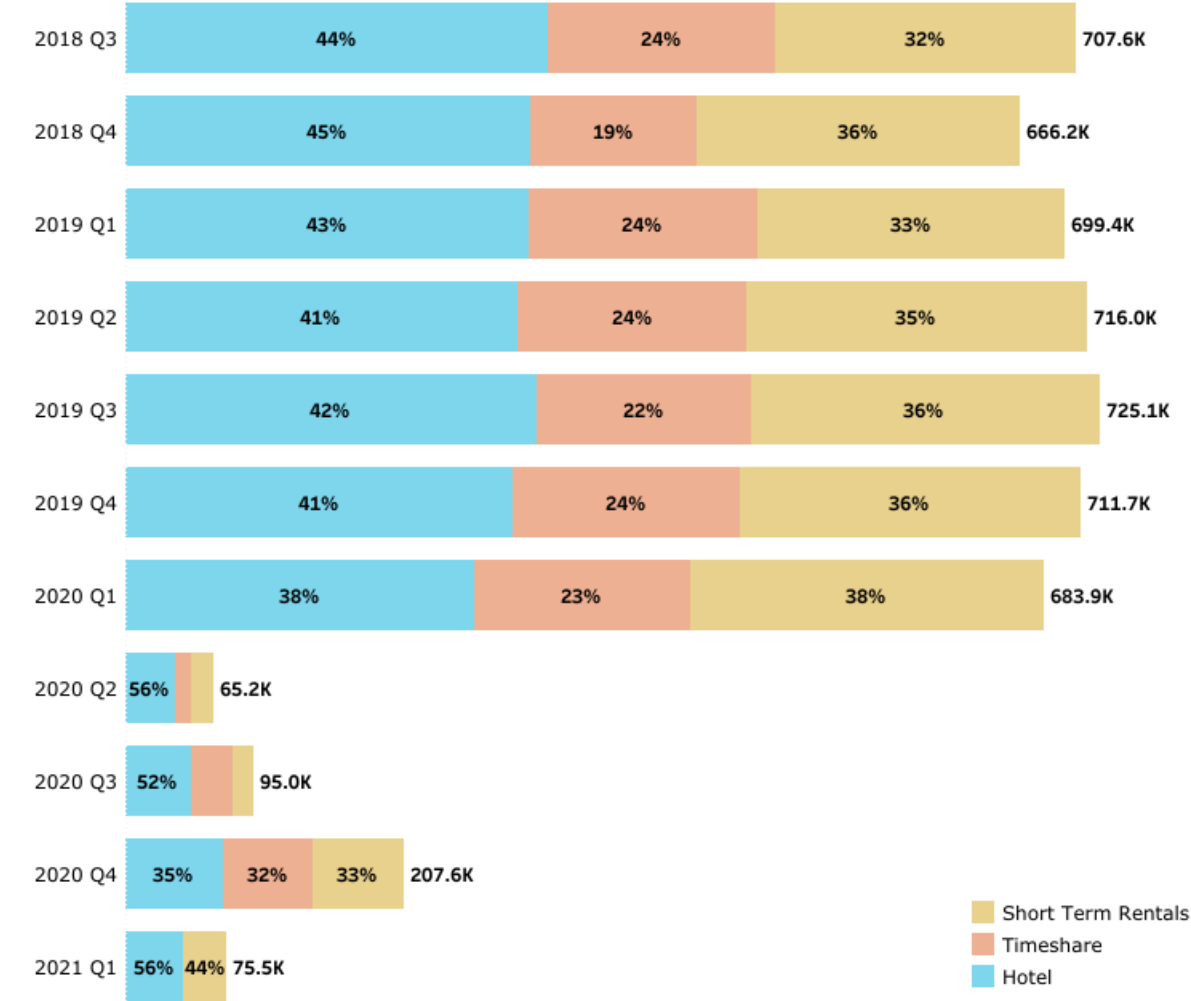
% point change, compared to same month in previous year



Source: STR, Transparent & HTA

Room Demand and Contribution

February 2021, Kauai



*2021 Q1 does not include timeshare data. Timeshare information is only available after the end of each quarter
Source: STR, Transparent & HTA