# Tourism Economics Symphony Dashboards

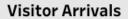
February 2021



### State of Hawaii Summary

#### February 2021

Month February 2021



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

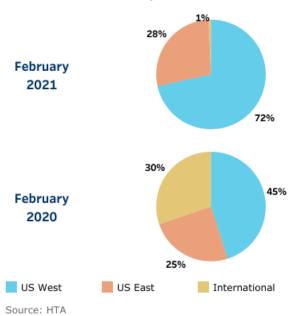
% change YOY & no of visitors



Source: HTA

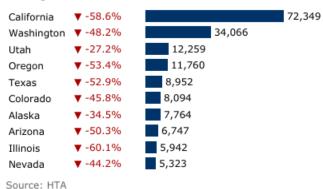
### **Origin Market Share**

% share of visitor for February 2021



### **Top 10 Domestic Markets**

% change YOY & no of visitors



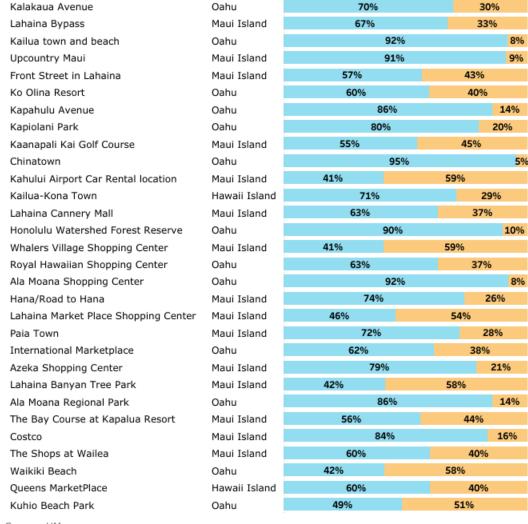
### Top POIs Visited, February 2021

Residents

Visitors

HAWAI'I TOURISM

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



Source: UM

<sup>\*</sup> 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	<b>▼</b> -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%

### February 2021 YTD Calendar Year & YOY Change

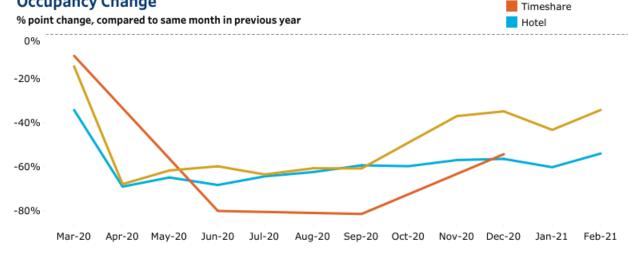
Short Term Rentals

	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

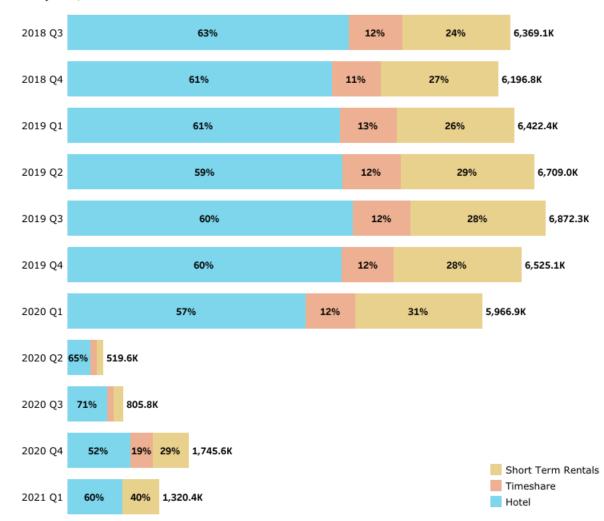
### **Occupancy Change**



#### 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

HAWAI'I TOURISM

AUTHORITY

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

### **Oahu Summary**

#### February 2021

Month Island February 2021 Oahu

# HAWAI'I TOURISM

#### **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%

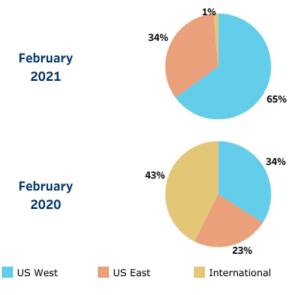
### Avg. Length of Stay

All visitors, February 2021

9.5 Days

### Origin Market Share

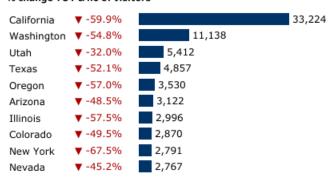
% share of visitor for February 2021



Source: HTA

# Top 10 Domestic Markets

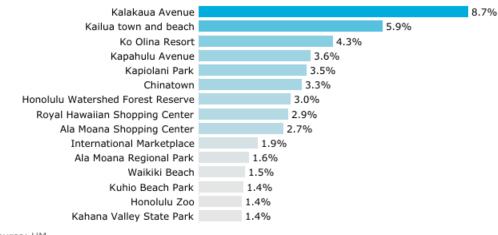
% change YOY & no of visitors



Source: HTA

### Top POIs Visited by Visitors

% share of visits, February 2021



Source: UM

### **Top POIs Visited by Residents**

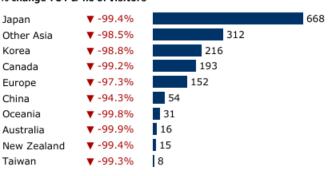
% share of visits, February 2021



Source: UM

### **Visitors from International Markets**

% change YOY & no of visitors



Source: HTA

<sup>\*</sup> Residents refer to residents of the State of Hawaii, all islands

### Oahu Visitation Insights for Visitors

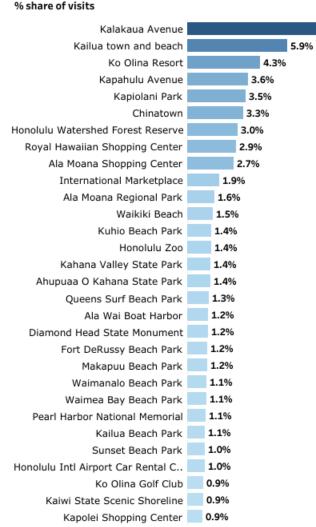
Date Range: 01-Feb-21 to 28-Feb-21

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

8.7%

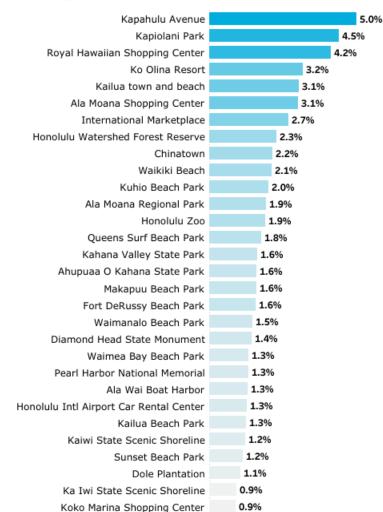
### Oahu Top POIs Visited by Visitors

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



#### Cross Visitation on Oahu

POI: Kalakaua Avenue % share of visits



#### Cross Visitation on other Islands

POI: Kalakaua Avenue % share of visits

Lahaina Bypass	Maui Island	
Front Street in Lahaina	Maui Island	5
Kahului Airport Car Rental location	Maui Island	4.49
Kailua-Kona Town	Hawaii Island	4.0%
Hana/Road to Hana	Maui Island	3.3%
Upcountry Maui	Maui Island	2.9%
Kaanapali Kai Golf Course	Maui Island	2.9%
Lahaina Cannery Mall	Maui Island	2.8%
Paia Town	Maui Island	2.7%
Lahaina Market Place Shopping Center	Maui Island	2.7%
Whalers Village Shopping Center	Maui Island	2.0%
Kona Airport Car Rental location	Hawaii Island	1.8%
The Shops at Wailea	Maui Island	1.7%
Costco	Maui Island	1.7%
Queens MarketPlace	Hawaii Island	1.7%
H.A. Baldwin Beach Park	Maui Island	1.6%
Lahaina Banyan Tree Park	Maui Island	1.6%
Azeka Shopping Center	Maui Island	1.5%
Wharf Cinema Center	Maui Island	1.5%
Haleakala National Park	Maui Island	1.3%
Hawaii Volcanoes National Park	Hawaii Island	1.2%
The Bay Course at Kapalua Resort	Maui Island	1.2%
Kamaole Beach Park [Beach 1]	Maui Island	1.1%
Charley Young Beach Park	Maui Island	1.0%
Wailea Golf Club - Old Blue Course	Maui Island	1.0%
Kaanapali Beach	Maui Island	1.0%
The Market Place at Lahaina	Maui Island	1.0%
Hanalei	Kauai	1.0%
Keauhou Shopping Center	Hawaii Island	1.0%
Waikoloa Beach Resort - Beach Course	Hawaii Island	1.0%

Source: UM Source: UM Source: UM HAWAI'I TOURISM

6.2%

5.0%

4.4%

### Oahu Visitation Insights for Residents

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

Island Residence County
Oahu Honolulu, HI

From Date 01-Feb-21

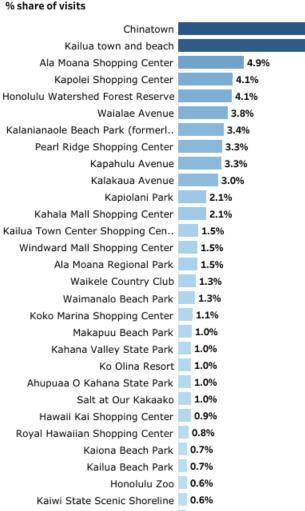
10.6%

10.3%

To Date 28-Feb-21

### Oahu Top POIs Visited by Residents

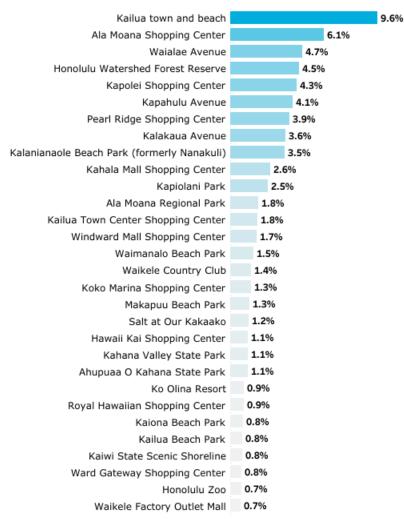
Date Range: 01-Feb-21 to 28-Feb-21



Waikele Factory Outlet Mall 0.6%

#### **Cross Visitation on Oahu**

POI: Chinatown % share of visits



### Cross Visitation on other Islands

POI: Chinatown % share of visits

Upcountry Maui	Maui Island			
Kahului Airport Car Rental location	Maui Island			5.1%
Lahaina Bypass	Maui Island		3.99	6
Kona Airport Car Rental location	Hawaii Island		3.2%	
Kailua-Kona Town	Hawaii Island		3.2%	
Lihue Airport Car Rental location	Kauai		3.0%	
Kaunakakai Town	Molokai		3.0%	
Maui Mall Shopping Center	Maui Island		2.7%	
Kukui Grove Shopping Center	Kauai		2.3%	
Hana/Road to Hana	Maui Island		2.2%	
Queen Kaahumanu Center	Maui Island		2.2%	
Kaahumanu Shopping Center	Maui Island		2.2%	
Prince Kuhio Plaza Shopping Center	Hawaii Island	- 2	2.1%	
Lanai City	Lanai	1	.9%	
Queens MarketPlace	Hawaii Island	1	.9%	
Azeka Shopping Center	Maui Island	1.	7%	
Front Street in Lahaina	Maui Island	1.	6%	
Hawaii Volcanoes National Park	Hawaii Island	1.	6%	
Paia Town	Maui Island	1.	6%	
Lahaina Cannery Mall	Maui Island	1.0	6%	
Puna/Pahoa/Leilani Estates/Kapalana	Hawaii Island	1.4	19%	
Kahului Shopping Center	Maui Island	1.3	%	
Princeville at Hanalei - Prince Course	Kauai	1.3	%	
Hilo Airport Car Rental location	Hawaii Island	1.3	%	
Kauai Lagoons Golf Course	Kauai	1.3	%	
Wailua River State Park	Kauai	1.39	%	
H.A. Baldwin Beach Park	Maui Island	1.29	%	
Waikoloa Beach Resort - Beach Course	Hawaii Island	1.19	6	
Hilo Helicopter Tours Heliport Area	Hawaii Island	1.19	6	
Costco	Maui Island	1.0%	6	

Source: UM Source: UM Source: UM

### **Oahu Lodging Summary**

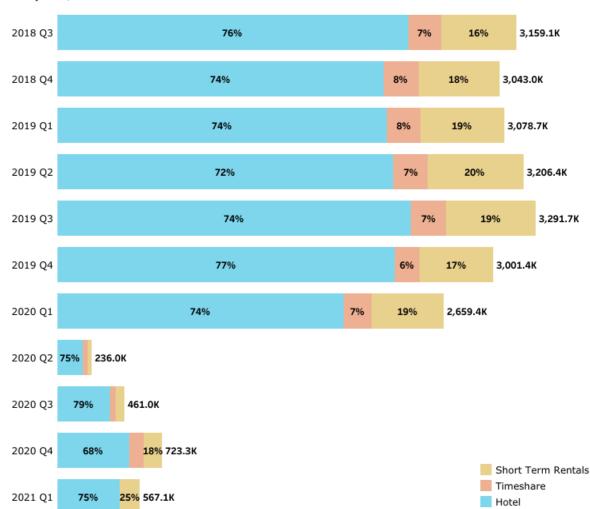
### February 2021

Month Island February 2021 Oahu

# **Room Demand and Contribution**

February 2021, Oahu

Short Term Rentals



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

### 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%

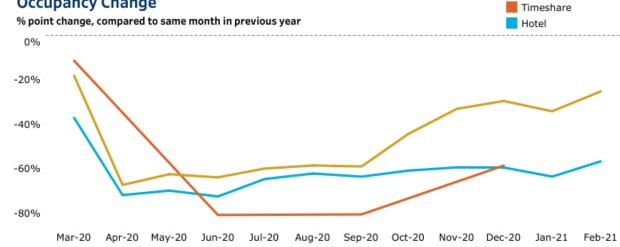
#### Timeshare

### 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

### **Occupancy Change**



Source: STR, Transparent & HTA

HAWAI'I TOURISM

AUTHORITY

<sup>\*</sup>Timeshare information is only available after the end of each quarter OCC YOY change is percentage point change 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%

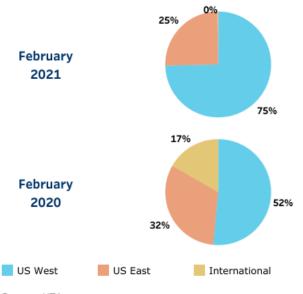
### Avg. Length of Stay

All visitors, February 2021

9.7 Days

### **Origin Market Share**

% share of visitor for February 2021



Source: HTA

### Visitors from International Markets

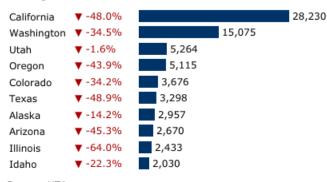
% change YOY & no of visitors



Source: HTA

### **Top 10 Domestic Markets**

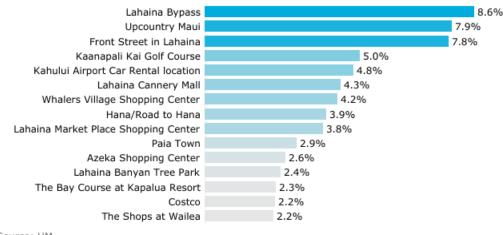
% change YOY & no of visitors



Source: HTA

### Top POIs Visited by Visitors

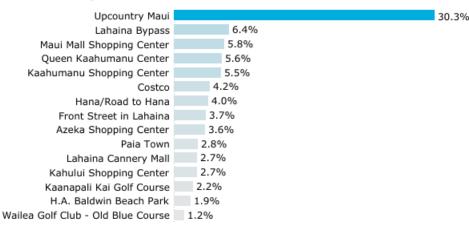
% share of visits, February 2021



Source: UM

### Top POIs Visited by Residents

% share of visits, February 2021



Source: UM

<sup>\*</sup> 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 Maui Island 01-Feb-21 To Date 28-Feb-21

8.6%

7.9%

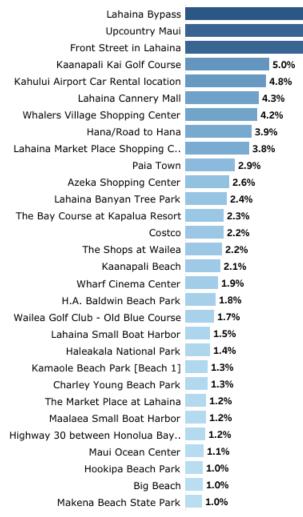
7.8%

# HAWAI'I TOURISM.

### Maui Island Top POIs Visited by Visitors

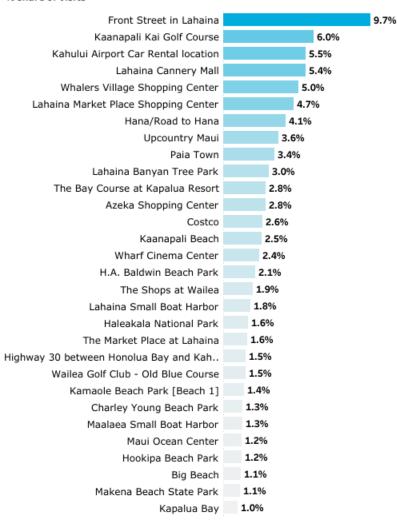
Date Range: 01-Feb-21 to 28-Feb-21

% share of visits



#### **Cross Visitation on Maui Island**

POI: Lahaina Bypass % share of visits



#### **Cross Visitation on other Islands**

POI: Lahaina Bypass % share of visits

70 Silate Of VISICS		
Kalakaua Avenue	Oahu	7
Kapahulu Avenue	Oahu	4.4%
Ko Olina Resort	Oahu	3.4%
Kapiolani Park	Oahu	3.4%
Kailua-Kona Town	Hawaii Island	2.8%
Royal Hawaiian Shopping Center	Oahu	2.7%
Pearl Harbor National Memorial	Oahu	1.7%
Kailua town and beach	Oahu	1.7%
International Marketplace	Oahu	1.6%
Chinatown	Oahu	1.5%
Ala Moana Shopping Center	Oahu	1.5%
Queens Surf Beach Park	Oahu	1.4%
Kona Airport Car Rental location	Hawaii Island	1.4%
Honolulu Intl Airport Car Rental Center	Oahu	1.4%
Diamond Head State Monument	Oahu	1.4%
Honolulu Zoo	Oahu	1.4%
Honolulu Watershed Forest Reserve	Oahu	1.3%
Manele-Hulopoe Marine Life Conservat	Lanai	1.3%
Makapuu Beach Park	Oahu	1.3%
Waimanalo Beach Park	Oahu	1.3%
Waikiki Beach	Oahu	1.3%
Ala Moana Regional Park	Oahu	1.1%
Kuhio Beach Park	Oahu	1.1%
Queens MarketPlace	Hawaii Island	1.1%
Kings Shops at Waikoloa	Hawaii Island	1.0%
USS Arizona Memorial	Oahu	1.0%
Ahupuaa O Kahana State Park	Oahu	1.0%
Kahana Valley State Park	Oahu	1.0%
Dole Plantation	Oahu	0.9%
Kaiwi State Scenic Shoreline	Oahu	0.9%

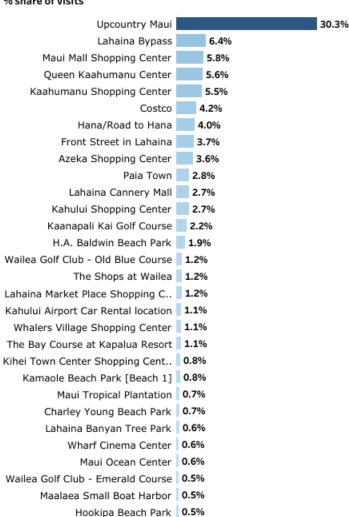
### Maui Island Visitation Insights for Residents

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

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

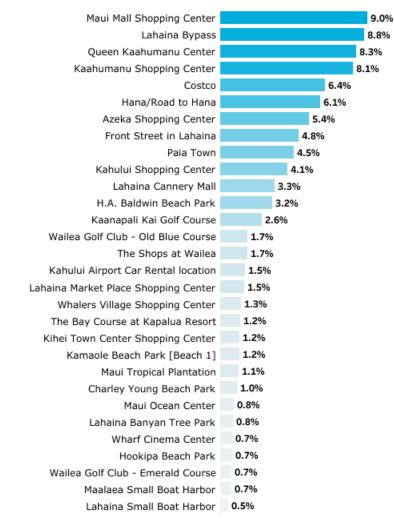
### Maui Island Top POIs Visited by Residents

Date Range: 01-Feb-21 to 28-Feb-21 % share of visits



#### **Cross Visitation on Maui Island**

POI: Upcountry Maui % share of visits



#### **Cross Visitation on other Islands**

POI: Upcountry Maui % share of visits

70 Share of Visics				
Kaunakakai Town	Molokai			
Lanai City	Lanai			14.1%
Duke Maliu Regional Park	Molokai		4.5%	
Maunaloa	Molokai		4.0%	
Dole Park	Lanai		3.7%	
Molokai Center	Molokai		2.7%	
Molokai War Memorial	Molokai		2.5%	
Richards Market	Lanai	2	2.3%	
Chinatown	Oahu	2	2.1%	
The Challenge at Manele	Lanai	2	2.1%	
Honolulu Watershed Forest Reserve	Oahu	1	.7%	
Kapolei Shopping Center	Oahu	1.	4%	
Ala Moana Shopping Center	Oahu	1.	4%	
Manele Small Boat Harbor	Lanai	1.	4%	
Maunahui Road (Molokai Forest Reser	Molokai	1.	2%	
Kailua town and beach	Oahu	1.	1%	
Kalakaua Avenue	Oahu	1.	0%	
Manele-Hulopoe Marine Life Conservat	Lanai	1.0	0%	
One Alii Beach Park	Molokai	0.9	9%	
Manele Bay	Lanai	0.7	7%	
Ko Olina Golf Club	Oahu	0.7	7%	
Ko Olina Resort	Oahu	0.6	5%	
Pearl Ridge Shopping Center	Oahu	0.6	5%	
Hulopoe Bay Beach	Lanai	0.6	5%	
Kapahulu Avenue	Oahu	0.5	9%	
Honolulu Intl Airport Car Rental Center	Oahu	0.5	9%	
Ala Moana Regional Park	Oahu	0.5	9%	
Kailua-Kona Town	Hawaii Island	0.5	9%	
Saint Damien Church	Molokai	0.5	9%	
Kalanianaole Beach Park (formerly Na	Oahu	0.4	1%	

Source: UM Source: UM Source: UM

HAWAI'I TOURISM

26.8%

# **Maui County Lodging Summary**

### February 2021

Month Island February 2021 Maui County

### February 2021 & YOY Change

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

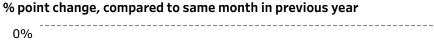
### February 2021 YTD Calendar Year & YOY Change

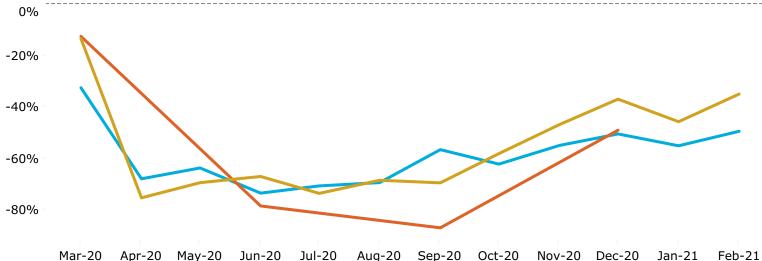
	34.0%	<b>▼</b> -48.1%	1,223.9K	<b>▼</b> -0.6%	415.7K	▼ -58.9%
Hotel	26.5%	<b>▼</b> -52.4%	747.7K	▼ -0.3%	198.4K	▼ -66.5%
Short Term Rentals	45.6%	<b>▼</b> -41.1%	476.2K	<b>▼</b> -1.2%	217.3K	<b>▼</b> -48.0%

#### Timeshare

Timeshare

### **Occupancy Change**





Source: STR, Transparent & HTA

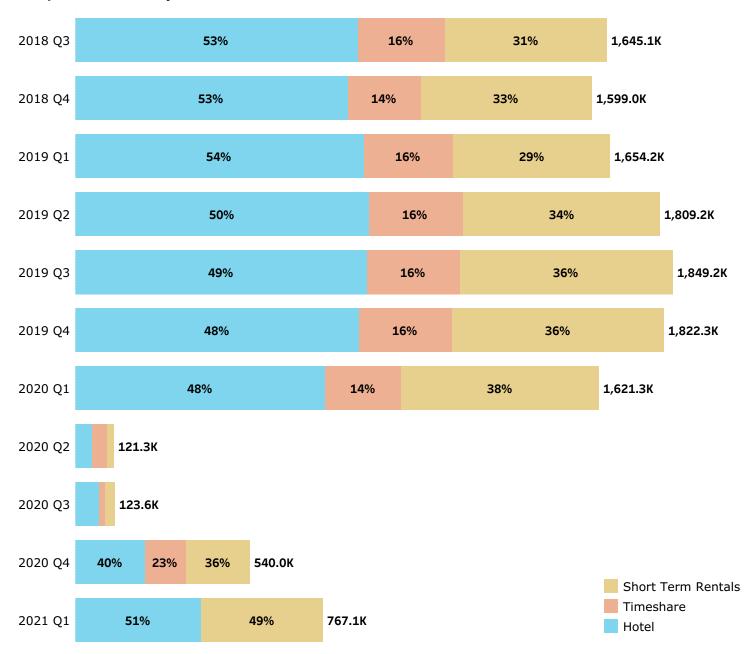
### **Room Demand and Contribution**

February 2021, Maui County

Short Term Rentals

Timeshare

Hotel



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

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

### **Hawaii Island Summary**

### February 2021

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%

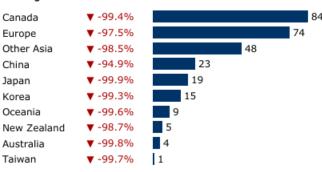
### Avg. Length of Stay

All visitors, February 2021

10.9 Days

### Visitors from International Markets

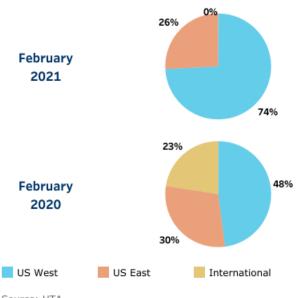
% change YOY & no of visitors



Source: HTA

### **Origin Market Share**

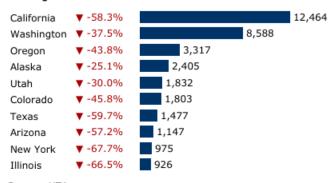
% share of visitor for February 2021



Source: HTA

### **Top 10 Domestic Markets**

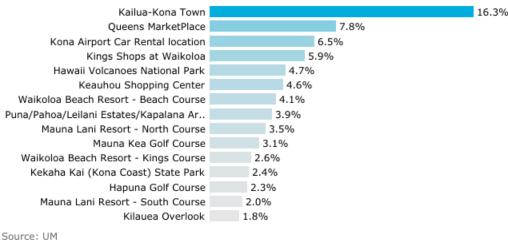
% change YOY & no of visitors



Source: HTA

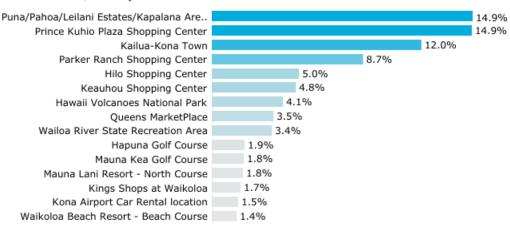
### Top POIs Visited by Visitors

% share of visits, February 2021



### 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

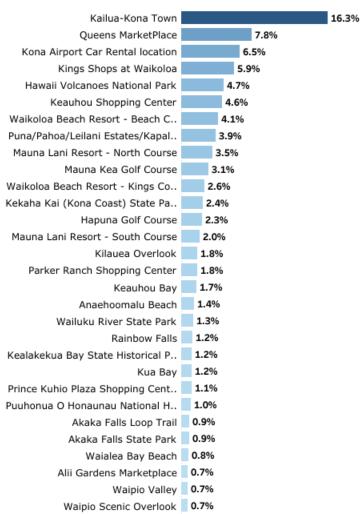
Island From Date Hawaii Island 01-Feb-21 To Date 28-Feb-21

# HAWAII TOURISM.

### **Hawaii Island Top POIs Visited by Visitors**

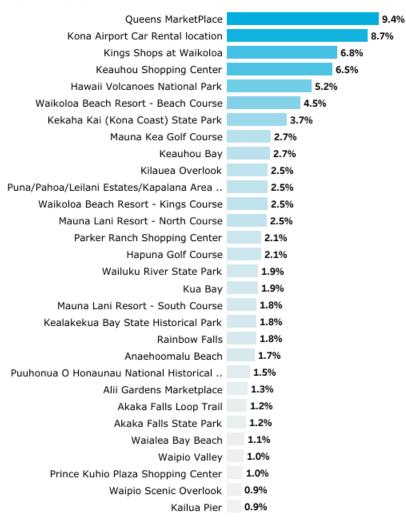
Date Range: 01-Feb-21 to 28-Feb-21

% share of visits



### **Cross Visitation on Hawaii Island**

POI: Kailua-Kona Town % share of visits



#### Cross Visitation on other Islands

POI: Kailua-Kona Town % share of visits

% Share of visits			
Kalakaua Avenue	Oahu		7.0%
Lahaina Bypass	Maui Island	3.3%	
Kapahulu Avenue	Oahu	2.8%	
Royal Hawaiian Shopping Center	Oahu	2.5%	
Ala Moana Shopping Center	Oahu	2.5%	
Kapiolani Park	Oahu	2.4%	
Kahului Airport Car Rental location	Maui Island	2.2%	
Front Street in Lahaina	Maui Island	2.0%	
Ko Olina Resort	Oahu	2.0%	
Upcountry Maui	Maui Island	2.0%	
Kailua town and beach	Oahu	1.7%	
Hana/Road to Hana	Maui Island	1.6%	
Ala Wai Boat Harbor	Oahu	1.5%	
Waikiki Beach	Oahu	1.5%	
Ala Moana Regional Park	Oahu	1.4%	
Honolulu Watershed Forest Reserve	Oahu	1.4%	
Paia Town	Maui Island	1.4%	
Chinatown	Oahu	1.3%	
Kaanapali Kai Golf Course	Maui Island	1.3%	
International Marketplace	Oahu	1.2%	
Lahaina Cannery Mall	Maui Island	1.2%	
Whalers Village Shopping Center	Maui Island	1.1%	
Lahaina Market Place Shopping Center	Maui Island	1.0%	
Kahana Valley State Park	Oahu	1.0%	
Ahupuaa O Kahana State Park	Oahu	1.0%	
Honolulu Intl Airport Car Rental Center	Oahu	1.0%	
H.A. Baldwin Beach Park	Maui Island	1.0%	
Honolulu Zoo	Oahu	1.0%	
Azeka Shopping Center	Maui Island	0.9%	
Pearl Harbor National Memorial	Oahu	0.9%	

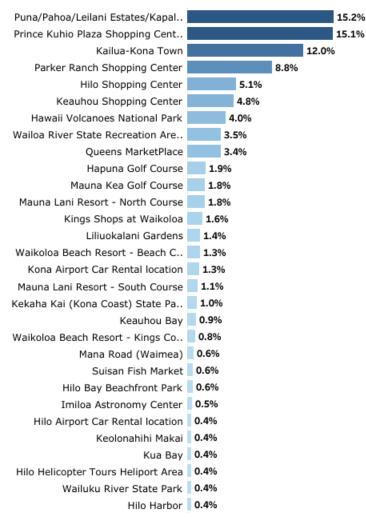
### Hawaii Island Visitation Insights for Residents

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

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

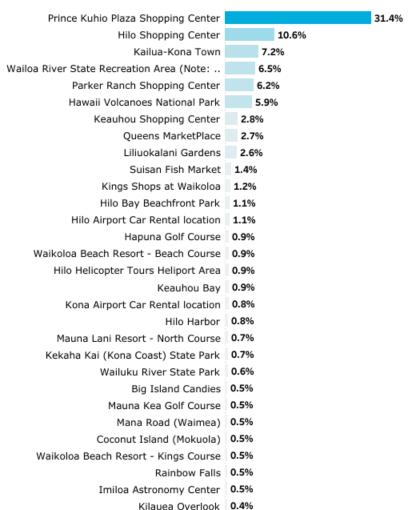
### Hawaii Island Top POIs Visited by Residents

Date Range: 01-Feb-21 to 28-Feb-21 % share of visits



#### **Cross Visitation on Hawaii Island**

POI: Puna/Pahoa/Leilani Estates/Kapalana Area - Lava flow area % share of visits



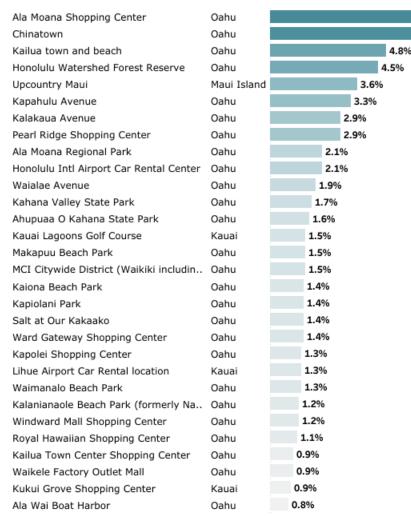
#### Cross Visitation on other Islands

POI: Puna/Pahoa/Leilani Estates/Kapalana Area - Lava flow area % share of visits

HAWAI'I TOURISM

6.3%

6.0%



### **Hawaii Island Lodging Summary**

### February 2021

Month Island February 2021 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

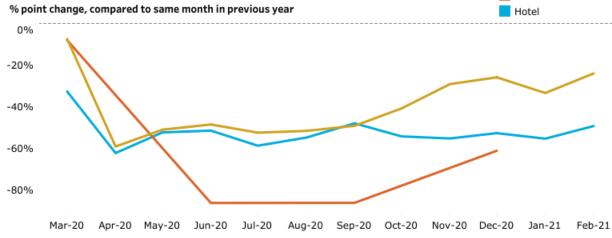
Short Term Rentals

Timeshare

	39.8%	▼ -43.2%	651.2K	<b>▼</b> -14.4%	258.9K	▼ -59.0%
Hotel	30.9%	▼ -52.5%	394.1K	<b>▼</b> -0.1%	121.8K	▼ -63.0%
Short Term Rentals	53.3%	▼ -29.2%	257.1K	▼ -29.9%	137.1K	▼ -54.7%

#### Timeshare

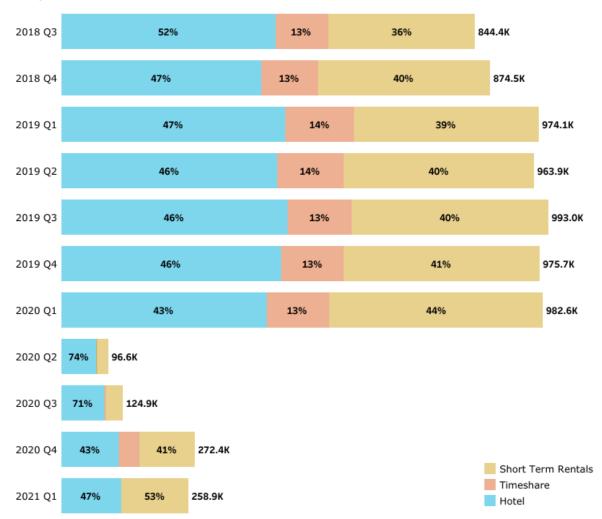
### **Occupancy Change**



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

HAWAI'I TOURISM

AUTHORITY

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

### **Kauai Summary**

#### February 2021

Month Island February 2021 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%

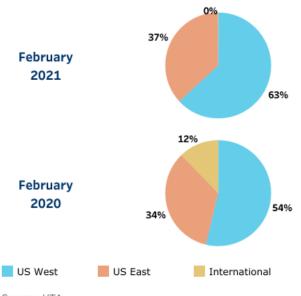
### Avg. Length of Stay

All visitors, February 2021

14.2 Days

### **Origin Market Share**

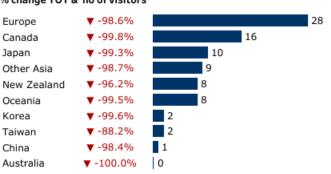
% share of visitor for February 2021



Source: HTA

### Visitors from International Markets

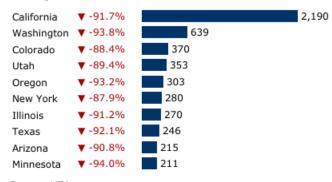
% change YOY & no of visitors



Source: HTA

### **Top 10 Domestic Markets**

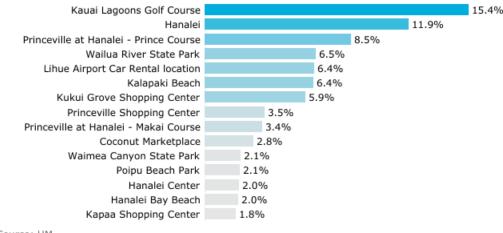
% change YOY & no of visitors



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 From Date Kauai 01-Feb-21 To Date 28-Feb-21

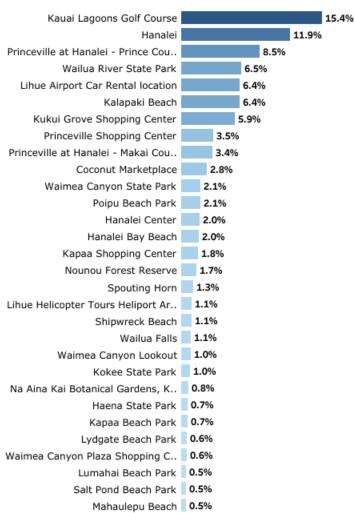


5.3%

5.0%

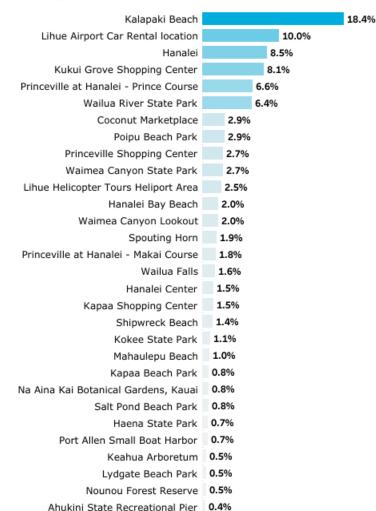
### Kauai Top POIs Visited by Visitors

Date Range: 01-Feb-21 to 28-Feb-21 % share of visits



#### Cross Visitation on Kauai

POI: Kauai Lagoons Golf Course % share of visits



#### **Cross Visitation on other Islands**

POI: Kauai Lagoons Golf Course % share of visits

Ko Olina Resort	Oahu			
Kalakaua Avenue	Oahu			
Ala Moana Shopping Center	Oahu			3.9
Kailua-Kona Town	Hawaii Island			3.4%
Ala Wai Boat Harbor	Oahu		2.1%	
Ko Olina Lagoons Beach Park	Oahu		2.1%	
Kapahulu Avenue	Oahu		2.0%	
Kaanapali Kai Golf Course	Maui Island		2.0%	
Lahaina Bypass	Maui Island		1.8%	
Chinatown	Oahu		1.6%	
Kapiolani Park	Oahu		1.6%	
Upcountry Maui	Maui Island		1.6%	
Whalers Village Shopping Center	Maui Island		1.6%	
Queens MarketPlace	Hawaii Island		1.6%	
Royal Hawaiian Shopping Center	Oahu	1	5%	
Front Street in Lahaina	Maui Island	1.	4%	
Kailua town and beach	Oahu	1.	4%	
Kahului Airport Car Rental location	Maui Island	1.	3%	
Ko Olina Golf Club	Oahu	1.2	2%	
Kona Airport Car Rental location	Hawaii Island	1.2	2%	
MCI Citywide District (Waikiki includin	Oahu	1.2	2%	
Fort DeRussy Beach Park	Oahu	1.2	%	
Ala Moana Regional Park	Oahu	1.1	%	
Lahaina Cannery Mall	Maui Island	1.1	%	
Hulopoe Bay Beach	Lanai	1.09	6	
Keauhou Shopping Center	Hawaii Island	1.09	6	
Lanai City	Lanai	1.09	6	
Hawaii Volcanoes National Park	Hawaii Island	0.9%		
Keauhou Bay	Hawaii Island	0.9%		
The Challenge at Manele	Lanai	0.9%		

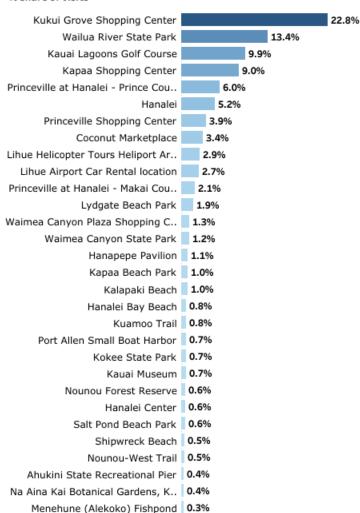
### Kauai Visitation Insights for Residents

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

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

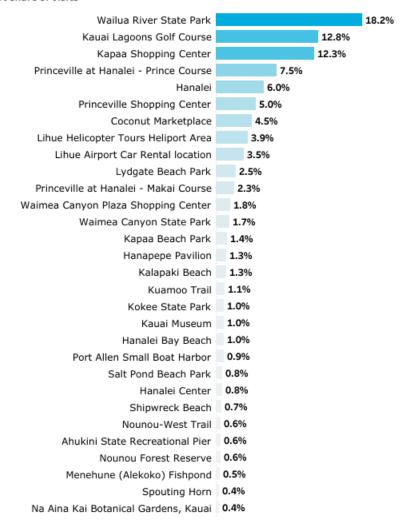
### Kauai Top POIs Visited by Residents

Date Range: 01-Feb-21 to 28-Feb-21 % share of visits



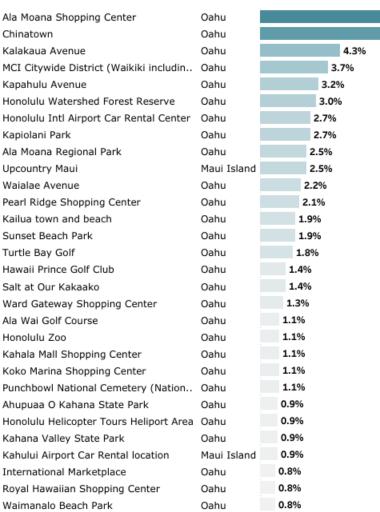
#### Cross Visitation on Kauai

POI: Kukui Grove Shopping Center % share of visits



#### Cross Visitation on other Islands

POI: Kukui Grove Shopping Center % share of visits



HAWAI'I TOURISM

8.2%

6.9%

### Kauai Lodging Summary

### February 2021

Month Island February 2021 Kauai

# HAWAI'I TOURISM

### February 2021 & YOY Change

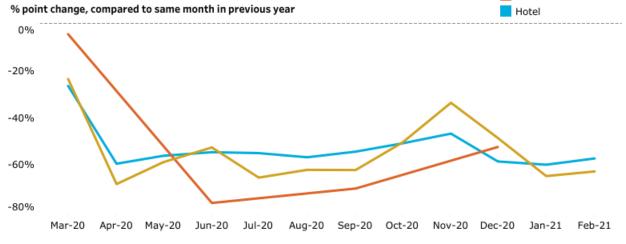
	Occupancy	YOY	Supply	YOY	Demand	YOY
	23.5%	▼ -60.0%	173.8K	▼ -23.3%	40.8K	▼ -78.5%
Hotel	26.4%	▼ -57.4%	90.8K	▼ -22.9%	24.0K	▼ -75.7%
Short Term Rentals	20.3%	▼ -62.9%	83.0K	▼ -23.8%	16.8K	▼ -81.4%
Timeshare						

### February 2021 YTD Calendar Year & YOY Change

	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

### **Occupancy Change**



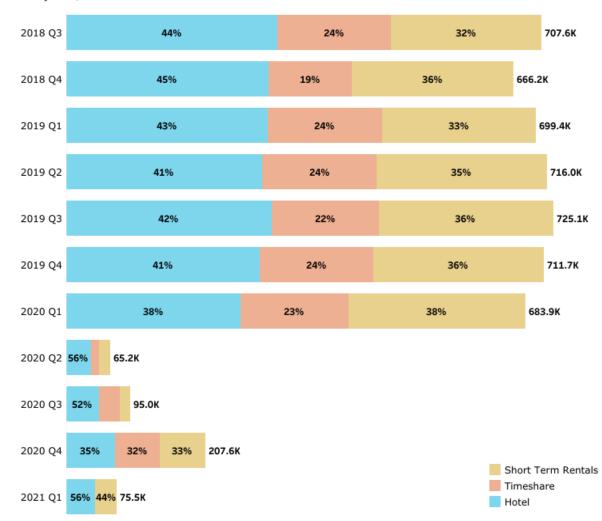
Source: STR, Transparent & HTA

#### **Room Demand and Contribution**

February 2021, Kauai

Short Term Rentals

Timeshare



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

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