Tourism Economics Symphony Dashboards

March 2021



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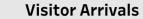
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State of Hawaii Summary

March 2021

Month March 2021



Total Visitors & % change YOY, March 2021

439.8K ▲ 2.1%

Expenditure by Visitors

Total Expenditure & % change YOY, March 2021

\$745.9M ▲ 3.8%

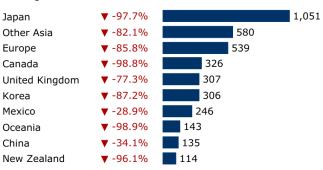
Avg. Length of Stay

All visitors, March 2021

9.7 Days

Visitors from International Markets

% change YOY & no of visitors



Source: HTA

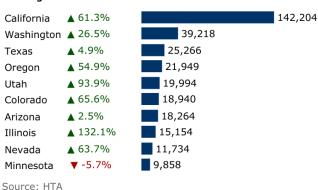
Origin Market Share

% share of visitor for March 2021



Top 10 Domestic Markets

% change YOY & no of visitors



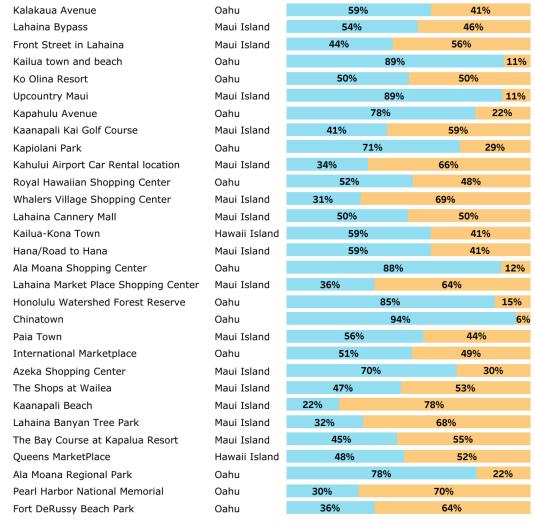
Top POIs Visited, March 2021



Visitors

HAWAI'I TOURISM

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



Source: UM

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

State of Hawaii Lodging Summary

March 2021

Month March 2021

Timeshare

Island

State of Hawaii

March 2021 & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
	48.4%	▼ -10.4%	2,153.4K	▼ -37.0%	1,041.4K	▼ -48.1%
Hotel	43.1%	▼ -0.7%	1,566.1K	▼ -6.8%	675.7K	▼ -8.4%
Short Term Rentals	62.3%	▼ -1.7%	587.3K	▼ -32.6%	365.7K	▼ -34.4%

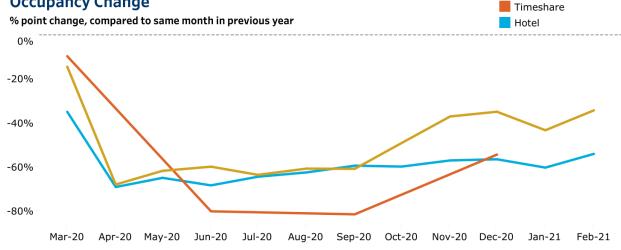
March 2021 YTD Calendar Year & YOY Change

	37.4%	▼ -35.9%	6,315.9K	▼ -22.4%	2,361.8K	▼ -60.4%
Hotel	32.4%	▼ -37.8%	4,519.8K	▼ -7.4%	1,465.1K	▼ -57.2%
Short Term Rentals	49.9%	▼ -26.3%	1,796.1K	▼ -25.1%	896.7K	▼ -50.9%
Timeshare				▼ -100.0%		▼ -100.0%

*Timeshare information is only available after the end of each quarter OCC YOY change is percentage point change

Source: STR, Transparent & HTA

Occupancy Change

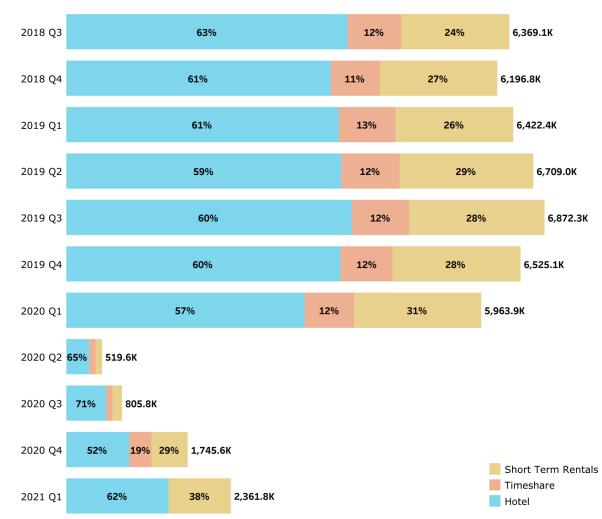


Source: STR, Transparent & HTA

Room Demand and Contribution

March 2021, State of Hawaii

Short Term Rentals



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

Oahu Summary

March 2021

Month Island March 2021 Oahu

Visitor Arrivals

Total Visitors & % change YOY, March 2021

206.9K ▼-13.2%

Expenditure by Visitors

Total Expenditure & % change YOY, March 2021

\$260.0M

▼ -13.1%

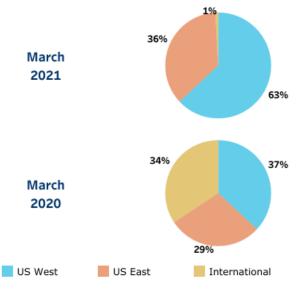
Avg. Length of Stay

All visitors, March 2021

8.5 Days

Origin Market Share

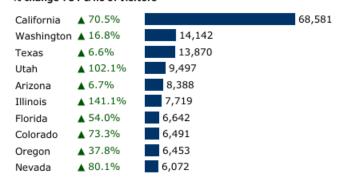
% share of visitor for March 2021



Source: HTA

Top 10 Domestic Markets

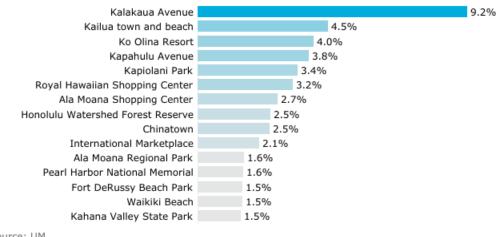
% change YOY & no of visitors



Source: HTA

Top POIs Visited by Visitors

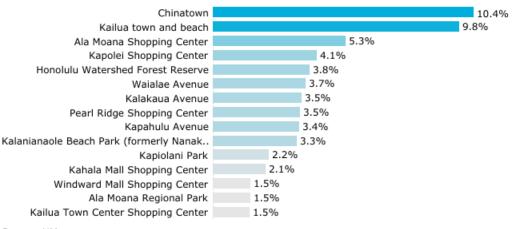
% share of visits, March 2021



Source: UM

Top POIs Visited by Residents

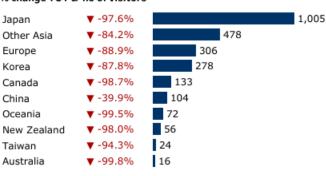
% share of visits, March 2021



Source: UM

Visitors from International Markets

% change YOY & no of visitors



Source: HTA

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

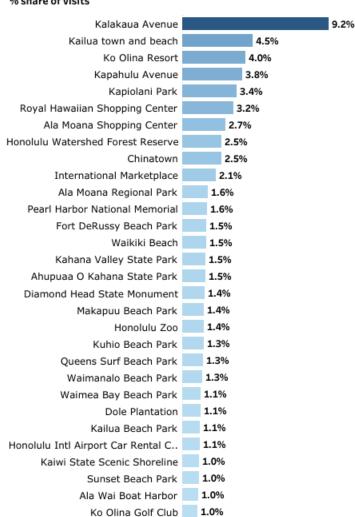
Oahu Visitation Insights for Visitors

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

Island From Date Oahu 01-Mar-21 To Date 31-Mar-21

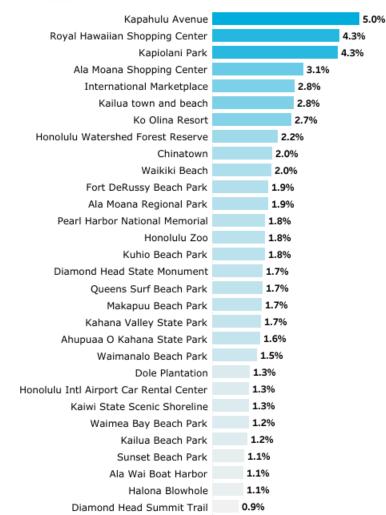
Oahu Top POIs Visited by Visitors

Date Range: 01-Mar-21 to 31-Mar-21 % share of visits



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				l
Front Street in Lahaina	Maui Island			5.6	,
Kahului Airport Car Rental location	Maui Island			4.8%	
Kaanapali Kai Golf Course	Maui Island			3.6%	
Hana/Road to Hana	Maui Island			3.5%	
Kailua-Kona Town	Hawaii Island			2.9%	
Upcountry Maui	Maui Island			2.9%	
Paia Town	Maui Island			2.8%	
Lahaina Cannery Mall	Maui Island		2	2.6%	
Whalers Village Shopping Center	Maui Island		2	.5%	
Lahaina Market Place Shopping Center	Maui Island		2.2	2%	
Lahaina Banyan Tree Park	Maui Island		1.8%	6	
Haleakala National Park	Maui Island		1.8%	6	
H.A. Baldwin Beach Park	Maui Island		1.7%	6	
Hawaii Volcanoes National Park	Hawaii Island		1.7%	•	
Kona Airport Car Rental location	Hawaii Island		1.7%		
Azeka Shopping Center	Maui Island		1.6%		
Queens MarketPlace	Hawaii Island		1.5%		
Lahaina Small Boat Harbor	Maui Island		1.5%		
Wharf Cinema Center	Maui Island		1.5%		
The Shops at Wailea	Maui Island	1	.3%		
Costco	Maui Island	1	.3%		
Kaanapali Beach	Maui Island	1	.2%		
The Bay Course at Kapalua Resort	Maui Island	1	.2%		
Kings Shops at Waikoloa	Hawaii Island	1	.2%		
Kilauea Overlook	Hawaii Island	0.8	96		
Wailea Golf Club - Old Blue Course	Maui Island	0.8	%		
Princeville at Hanalei - Prince Course	Kauai	0.8	%		
Highway 30 between Honolua Bay and	Maui Island	0.8	%		
Lihue Airport Car Rental location	Kauai	0.8	%		

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

5.6%

Oahu Visitation Insights for Residents

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

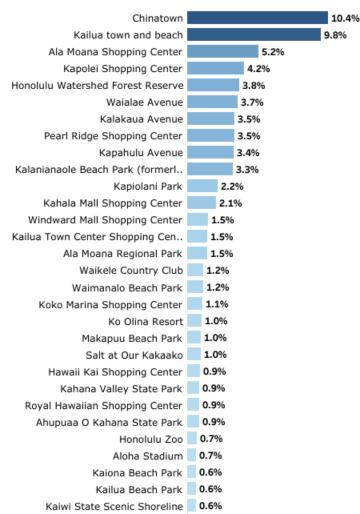
Island Residence County
Oahu Honolulu, HI

From Date 01-Mar-21 To Date 31-Mar-21

Oahu Top POIs Visited by Residents

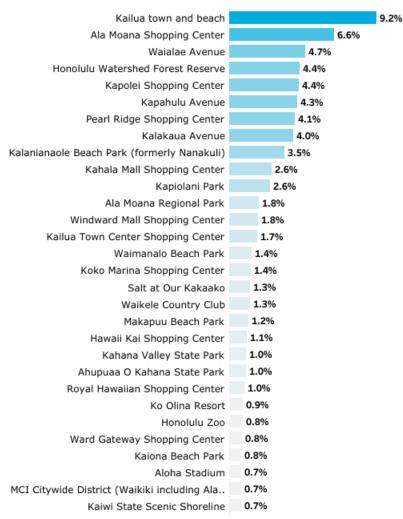
Date Range: 01-Mar-21 to 31-Mar-21

% share of visits



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			3.7%
Lahaina Bypass	Maui Island			3.5%
Kailua-Kona Town	Hawaii Island		3	.3%
Prince Kuhio Plaza Shopping Center	Hawaii Island		3.	1%
Hawaii Volcanoes National Park	Hawaii Island		3.0	0%
Maui Mall Shopping Center	Maui Island		2.9	%
Kona Airport Car Rental location	Hawaii Island		2.79	6
Lihue Airport Car Rental location	Kauai		2.79	6
Kukui Grove Shopping Center	Kauai		2.5%	
Kaunakakai Town	Molokai		2.1%	
Kaahumanu Shopping Center	Maui Island		2.0%	
Queen Kaahumanu Center	Maui Island		2.0%	
Queens MarketPlace	Hawaii Island		1.9%	
Azeka Shopping Center	Maui Island		1.8%	
Hilo Airport Car Rental location	Hawaii Island	1	L.7%	
Hana/Road to Hana	Maui Island	1	L.7%	
Wailua River State Park	Kauai	1	6%	
Parker Ranch Shopping Center	Hawaii Island	1	.6%	
Front Street in Lahaina	Maui Island	1	.6%	
Puna/Pahoa/Leilani Estates/Kapalana	Hawaii Island	1	.5%	
Lanai City	Lanai	1.	4%	
Paia Town	Maui Island	1.	4%	
Costco	Maui Island	1.3	3%	
Kauai Lagoons Golf Course	Kauai	1.2	!%	
Hilo Helicopter Tours Heliport Area	Hawaii Island	1.2	%	
Kaanapali Kai Golf Course	Maui Island	1.1	%	
Lahaina Cannery Mall	Maui Island	1.1	%	
H.A. Baldwin Beach Park	Maui Island	1.19	%	
Kings Shops at Waikoloa	Hawaii Island	1.09	6	

Source: UM Source: UM Source: UM

HAWAI'I TOURISM

6.2%

Oahu Lodging Summary

March 2021

Month Island Oahu March 2021

HAWAI'I TOURISM

March 2021 & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
	44.0%	▼ -7.6%	1,002.6K	▼ -29.7%	441.0K	▼ -40.1%
Hotel	40.4%	▼ -2.0%	870.1K	▼ -8.3%	351.8K	▼ -12.7%
Short Term Rentals	67.3%	▲ 9.2%	132.5K	▼ -46.2%	89.2K	▼ -37.7%
Timeshare						

March 2021 YTD Calendar Year & YOY Change

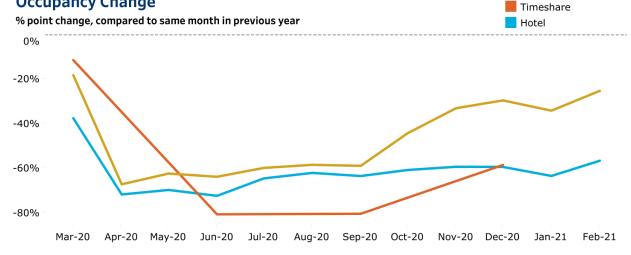
Short Term Rentals

	34.8%	▼ -37.6%	2,899.3K	▼ -21.0%	1,008.1K	▼ -62.0%
Hotel	31.3%	▼ -40.1%	2,490.6K	▼ -9.6%	778.5K	▼ -60.4%
Short Term Rentals	56.2%	▼ -16.6%	408.6K	▼ -40.3%	229.6K	▼ -53.9%
Timeshare				▼ -100.0%		▼ -100.0%

*Timeshare information is only available after the end of each quarter OCC YOY change is percentage point change

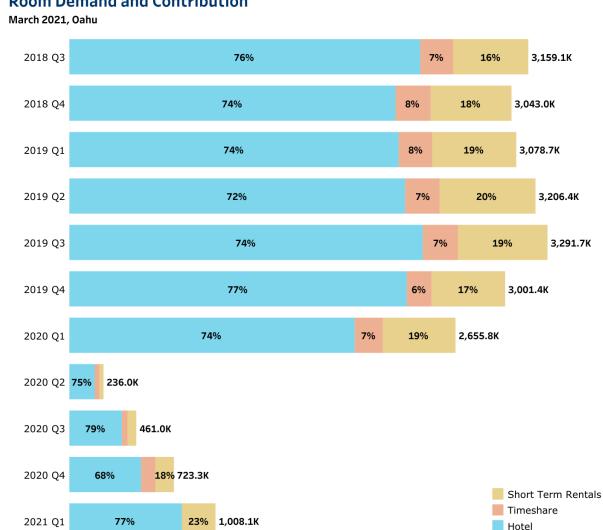
Source: STR, Transparent & HTA

Occupancy Change



Source: STR, Transparent & HTA

Room Demand and Contribution



*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

March 2021

Month March 2021 Island Maui Island

Visitor Arrivals

Total Visitors & % change YOY, March 2021

170.8K ▲ 35.6%

Expenditure by Visitors

Total Expenditure & % change YOY, March 2021

\$330.1M ▲ 48.9%

Avg. Length of Stay

All visitors, March 2021

8.9 Days

42

28

27

16

Visitors from International Markets

▼ -89.1%

▼ -98.5%

▼ -80.5%

▼ -97.7%

▲ 85.0%

▼ -89.8%

▼ -98.1%

▼ -92.9%

▼ -98.9%

▼ -100.0%

% change YOY & no of visitors

Europe

Canada

Oceania

China

Korea

Japan

Australia

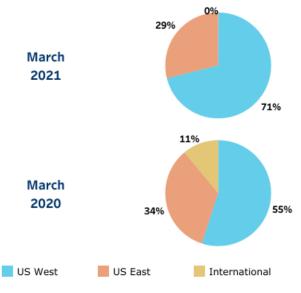
Taiwan

New Zealand

Source: HTA

Other Asia

Origin Market Share

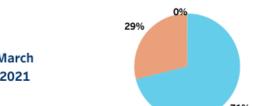


167

152

105

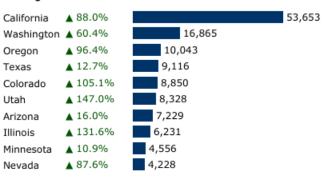
% share of visitor for March 2021



Source: HTA

Top 10 Domestic Markets

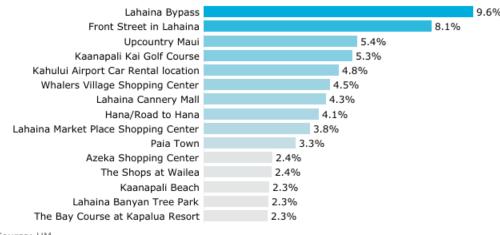
% change YOY & no of visitors



Source: HTA

Top POIs Visited by Visitors

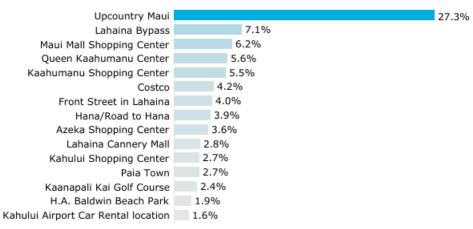
% share of visits, March 2021



Source: UM

Top POIs Visited by Residents

% share of visits, March 2021



Source: UM

SYMPHONY TOURISM ECONOMICS

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

Maui Island Visitation Insights for Visitors

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

Island From Date Maui Island 01-Mar-21 To Date 31-Mar-21

9.6%

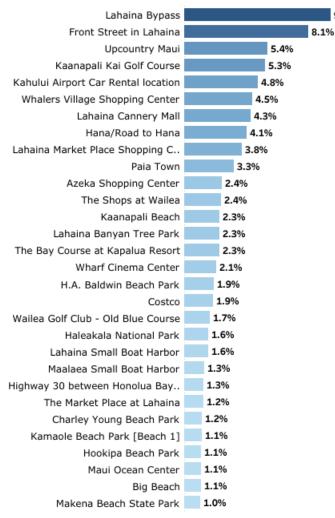
HAWAI'I TOURISM.

8.2%

Maui Island Top POIs Visited by Visitors

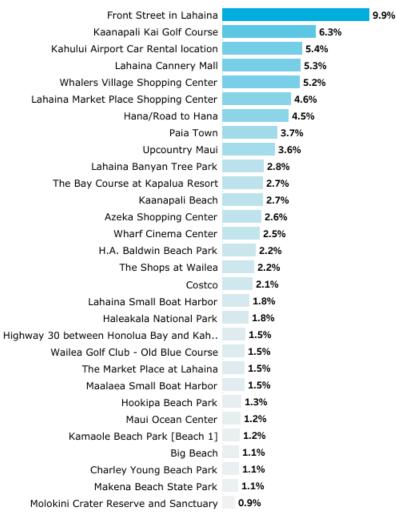
Date Range: 01-Mar-21 to 31-Mar-21

% 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 Situate Of Visites			
Kalakaua Avenue	Oahu		
Kapahulu Avenue	Oahu		3.9%
Kapiolani Park	Oahu		3.0%
Ko Olina Resort	Oahu		2.8%
Royal Hawaiian Shopping Center	Oahu		2.8%
Pearl Harbor National Memorial	Oahu		2.1%
Kailua-Kona Town	Hawaii Island		1.9%
Ala Moana Shopping Center	Oahu		1.8%
International Marketplace	Oahu		1.7%
Diamond Head State Monument	Oahu	1	1.6%
Kailua town and beach	Oahu	1	1.6%
Honolulu Watershed Forest Reserve	Oahu	1	.4%
Honolulu Intl Airport Car Rental Center	Oahu	1	.4%
Manele-Hulopoe Marine Life Conservat	Lanai	1.	.3%
Chinatown	Oahu	1.	2%
Waikiki Beach	Oahu	1.	2%
Ala Moana Regional Park	Oahu	1.3	2%
Queens Surf Beach Park	Oahu	1.3	2%
Honolulu Zoo	Oahu	1.3	2%
Kahana Valley State Park	Oahu	1.1	1%
Ahupuaa O Kahana State Park	Oahu	1.1	1%
Kona Airport Car Rental location	Hawaii Island	1.1	1%
USS Arizona Memorial	Oahu	1.1	1%
Makapuu Beach Park	Oahu	1.1	1%
Queens MarketPlace	Hawaii Island	1.0	0%
Waimanalo Beach Park	Oahu	1.0	1%
Fort DeRussy Beach Park	Oahu	1.0	9%
Diamond Head Summit Trail	Oahu	0.9	%
Kuhio Beach Park	Oahu	0.9	%
Waimea Bay Beach Park	Oahu	0.9	%

Source: UM Source: UM Source: UM

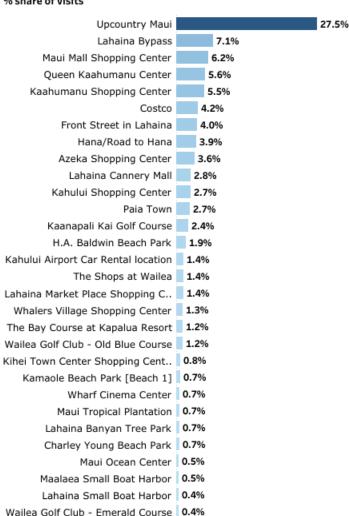
Maui Island Visitation Insights for Residents

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

Island Maui Island Residence County Maui, HI From Date 01-Mar-21 To Date 31-Mar-21

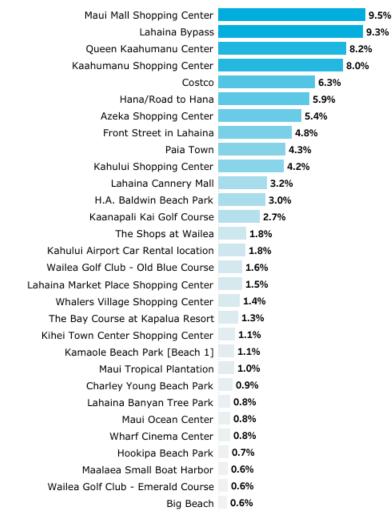
Maui Island Top POIs Visited by Residents

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

Kaunakakai Town	Molokai			
Lanai City	Lanai			11.6%
Duke Maliu Regional Park	Molokai		3.9%	
Maunaloa	Molokai		3.6%	
Dole Park	Lanai		3.3%	
Chinatown	Oahu		2.8%	
Molokai Center	Molokai		2.7%	
Molokai War Memorial	Molokai		2.6%	
Ala Moana Shopping Center	Oahu		2.5%	
The Challenge at Manele	Lanai		2.1%	
Kalakaua Avenue	Oahu	:	1.9%	
Richards Market	Lanai	1	L.8%	
Manele Small Boat Harbor	Lanai	1	L. 6 %	
Honolulu Watershed Forest Reserve	Oahu	1	.3%	
Pearl Ridge Shopping Center	Oahu	1	.2%	
Kailua town and beach	Oahu	1	.2%	
Maunahui Road (Molokai Forest Reser	Molokai	1	.1%	
Manele-Hulopoe Marine Life Conservat	Lanai	1.	.0%	
Kapahulu Avenue	Oahu	1.	.0%	
Kapolei Shopping Center	Oahu	1.	.0%	
Ala Moana Regional Park	Oahu	0.	8%	
Manele Bay	Lanai	0.	8%	
Kailua-Kona Town	Hawaii Island	0.	8%	
One Alii Beach Park	Molokai	0.	7%	
Ko Olina Resort	Oahu	0.	7%	
MCI Citywide District (Waikiki includin	Oahu	0.	6%	
Waialae Avenue	Oahu	0.	6%	
Hulopoe Bay Beach	Lanai	0.	6%	
Royal Hawaiian Shopping Center	Oahu	0.	6%	
Kapiolani Park	Oahu	0.5	5%	

Source: UM Source: UM Source: UM

HAWAI'I TOURISM

22.2%

Molokai Visitation Insights for Visitors

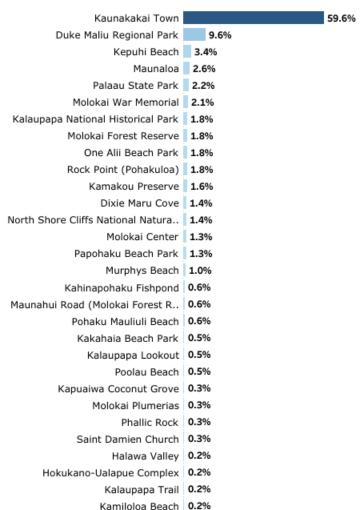
Date Range: 01-Mar-21 to 31-Mar-21

Island From Date Molokai 01-Mar-21 To Date 31-Mar-21

Molokai Top POIs Visited by Visitors

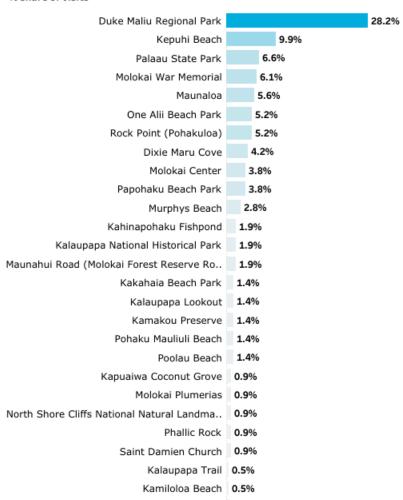
Date Range: 01-Mar-21 to 31-Mar-21

% share of visits



Cross Visitation on Molokai

POI: Kaunakakai Town % share of visits



Pakaa Beach 0.5%

Cross Visitation on other Islands

POI: Kaunakakai Town % share of visits

70 Silai C Ol Visits		
Hana/Road to Hana	Maui Island	5.2%
Lahaina Bypass	Maui Island	3.9%
Lanai City	Lanai	3.8%
Kalakaua Avenue	Oahu	3.3%
Azeka Shopping Center	Maui Island	3.1%
Upcountry Maui	Maui Island	2.8%
The Shops at Wailea	Maui Island	2.5%
Ala Moana Shopping Center	Oahu	1.8%
Front Street in Lahaina	Maui Island	1.8%
Kahului Airport Car Rental location	Maui Island	1.8%
Chinatown	Oahu	1.6%
Hulopoe Bay Beach	Lanai	1.6%
Kailua town and beach	Oahu	1.6%
Lahaina Small Boat Harbor	Maui Island	1.5%
Queens MarketPlace	Hawaii Island	1.5%
Wailea Golf Club - Emerald Course	Maui Island	1.5%
Hawaii Volcanoes National Park	Hawaii Island	1.3%
Kapahulu Avenue	Oahu	1.3%
Kapiolani Park	Oahu	1.3%
Manele Small Boat Harbor	Lanai	1.3%
Dole Park	Lanai	1.1%
Haleakala National Park	Maui Island	1.1%
Kailua-Kona Town	Hawaii Island	1.1%
Kings Shops at Waikoloa	Hawaii Island	1.1%
Maui Mall Shopping Center	Maui Island	1.1%
Royal Hawaiian Shopping Center	Oahu	1.1%
Wailea Golf Club - Old Blue Course	Maui Island	1.1%
Kapolei Shopping Center	Oahu	1.0%
Kona Airport Car Rental location	Hawaii Island	1.0%
Lahaina Banyan Tree Park	Maui Island	1.0%

Source: UM Source: UM Source: UM

Molokai Visitation Insights for Residents

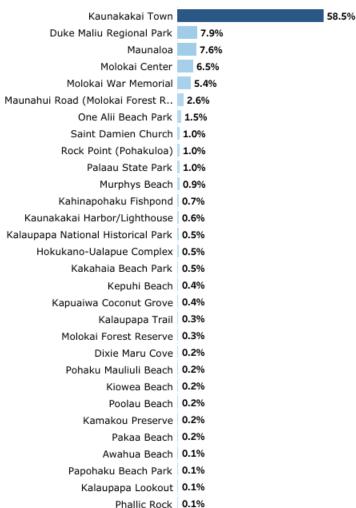
Date Range: 01-Mar-21 to 31-Mar-21

Island Residence County Molokai Maui, HI From Date 01-Mar-21 To Date 31-Mar-21

Molokai Top POIs Visited by Residents

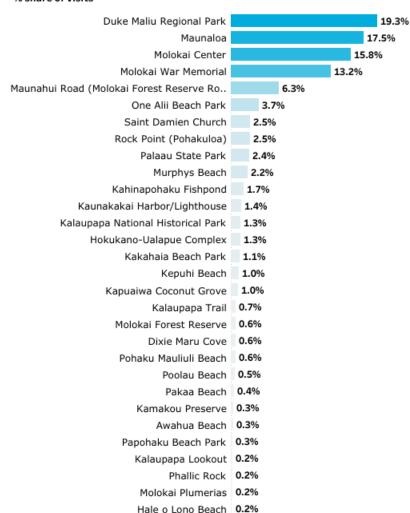
Date Range: 01-Mar-21 to 31-Mar-21





Cross Visitation on Molokai

POI: Kaunakakai Town % share of visits



Cross Visitation on other Islands

POI: Kaunakakai Town % share of visits

Upcountry Maui	Maui Island		19.0%
Lahaina Bypass	Maui Island	8.1%	
Maui Mall Shopping Center	Maui Island	7.2%	
Queen Kaahumanu Center	Maui Island	6.1%	
Kaahumanu Shopping Center	Maui Island	5.9%	
Front Street in Lahaina	Maui Island	4.3%	
Costco	Maui Island	4.2%	
Kahului Shopping Center	Maui Island	3.6%	
Hana/Road to Hana	Maui Island	3.5%	
Lahaina Cannery Mall	Maui Island	2.6%	
Kaanapali Kai Golf Course	Maui Island	2.6%	
Paia Town	Maui Island	2.5%	
Azeka Shopping Center	Maui Island	2.2%	
Lanai City	Lanai	1.8%	
Kahului Airport Car Rental location	Maui Island	1.7%	
H.A. Baldwin Beach Park	Maui Island	1.7%	
Maui Tropical Plantation	Maui Island	1.1%	
Whalers Village Shopping Center	Maui Island	1.0%	
The Shops at Wailea	Maui Island	0.9%	
The Bay Course at Kapalua Resort	Maui Island	0.9%	
Wailea Golf Club - Old Blue Course	Maui Island	0.8%	
Lahaina Market Place Shopping Center	Maui Island	0.8%	
Lahaina Banyan Tree Park	Maui Island	0.7%	
Kamaole Beach Park [Beach 1]	Maui Island	0.6%	
Chinatown	Oahu	0.6%	
Lahaina Small Boat Harbor	Maui Island	0.5%	
Ala Moana Shopping Center	Oahu	0.5%	
Wharf Cinema Center	Maui Island	0.5%	
Dole Park	Lanai	0.5%	
Kapahulu Avenue	Oahu	0.5%	

Source: UM Source: UM Source: UM

Lanai Visitation Insights for Visitors

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

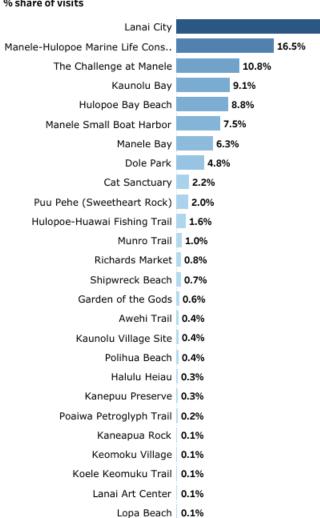
Island From Date Lanai 01-Mar-21 To Date 31-Mar-21

24.8%



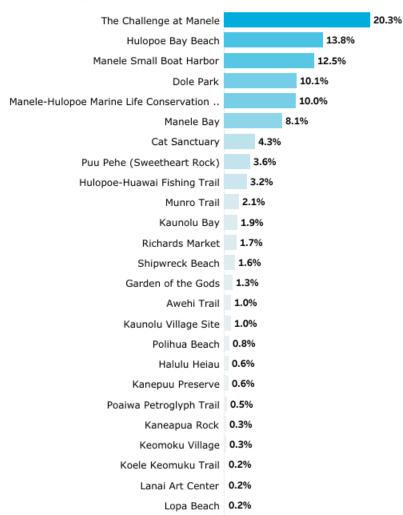
Lanai Top POIs Visited by Visitors

Date Range: 01-Mar-21 to 31-Mar-21 % share of visits



Cross Visitation on Lanai

POI: Lanai City % share of visits



Cross Visitation on other Islands

POI: Lanai City % share of visits

70 Share of Visits			
Lahaina Bypass	Maui Island		8.8
Front Street in Lahaina	Maui Island	7.	4%
Lahaina Small Boat Harbor	Maui Island	4.4%	
Lahaina Cannery Mall	Maui Island	4.0%	
Lahaina Banyan Tree Park	Maui Island	3.5%	
Upcountry Maui	Maui Island	3.1%	
Kaanapali Kai Golf Course	Maui Island	2.9%	
Lahaina Market Place Shopping Center	Maui Island	2.7%	
Kahului Airport Car Rental location	Maui Island	2.5%	
Hana/Road to Hana	Maui Island	2.3%	
Wharf Cinema Center	Maui Island	2.2%	
Kailua town and beach	Oahu	2.1%	
Costco	Maui Island	2.0%	
Paia Town	Maui Island	2.0%	
The Shops at Wailea	Maui Island	1.9%	
Ala Moana Shopping Center	Oahu	1.7%	
Kalakaua Avenue	Oahu	1.7%	
Haleakala National Park	Maui Island	1.6%	
Whalers Village Shopping Center	Maui Island	1.5%	
Azeka Shopping Center	Maui Island	1.4%	
Honolulu Helicopter Tours Heliport Area	Oahu	1.1%	
H.A. Baldwin Beach Park	Maui Island	1.1%	
Honolulu Watershed Forest Reserve	Oahu	1.0%	
Wailea Golf Club - Old Blue Course	Maui Island	1.0%	
Kapiolani Park	Oahu	0.9%	
Maui Mall Shopping Center	Maui Island	0.9%	
The Market Place at Lahaina	Maui Island	0.9%	
Hawaii Convention Center	Oahu	0.8%	
Maui Ocean Center	Maui Island	0.8%	
Ala Moana Regional Park	Oahu	0.7%	

Source: UM Source: UM Source: UM

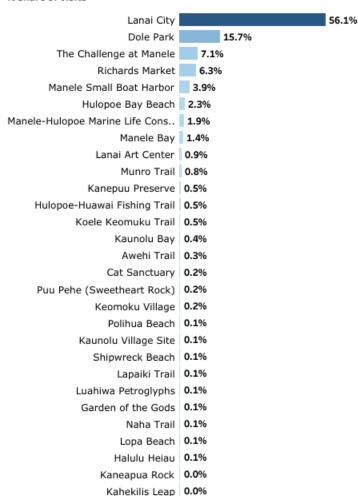
Lanai Visitation Insights for Residents

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

Island Residence County Lanai Maui, HI From Date 01-Mar-21 To Date 31-Mar-21

Lanai Top POIs Visited by Residents

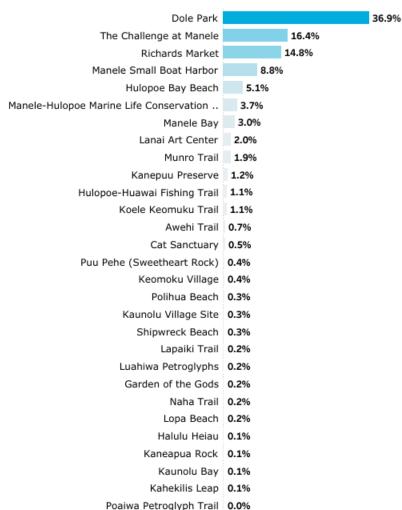
Date Range: 01-Mar-21 to 31-Mar-21 % share of visits



Poaiwa Petroglyph Trail 0.0%

Cross Visitation on Lanai

POI: Lanai City % share of visits



Cross Visitation on other Islands

POI: Lanai City % share of visits

Upcountry Maui	Maui Island		23.6
Lahaina Bypass	Maui Island	7.9%	
Maui Mall Shopping Center	Maui Island	6.6%	
Queen Kaahumanu Center	Maui Island	5.0%	
Kaahumanu Shopping Center	Maui Island	4.6%	
Hana/Road to Hana	Maui Island	4.5%	
Costco	Maui Island	4.2%	
Front Street in Lahaina	Maui Island	4.1%	
Azeka Shopping Center	Maui Island	3.4%	
Paia Town	Maui Island	3.1%	
Lahaina Small Boat Harbor	Maui Island	2.8%	
Kahului Shopping Center	Maui Island	2.7%	
H.A. Baldwin Beach Park	Maui Island	2.0%	
Kaunakakai Town	Molokai	1.7%	
Lahaina Cannery Mall	Maui Island	1.5%	
Kaanapali Kai Golf Course	Maui Island	1.4%	
Kahului Airport Car Rental location	Maui Island	1.1%	
The Shops at Wailea	Maui Island	1.1%	
Lahaina Banyan Tree Park	Maui Island	1.1%	
Kihei Town Center Shopping Center	Maui Island	0.9%	
Wharf Cinema Center	Maui Island	0.9%	
Maui Tropical Plantation	Maui Island	0.8%	
Lahaina Market Place Shopping Center	Maui Island	0.8%	
Wailea Golf Club - Old Blue Course	Maui Island	0.7%	
Kamaole Beach Park [Beach 1]	Maui Island	0.6%	
Maalaea Small Boat Harbor	Maui Island	0.6%	
The Bay Course at Kapalua Resort	Maui Island	0.5%	
Hookipa Beach Park	Maui Island	0.5%	
Charley Young Beach Park	Maui Island	0.4%	
Maui Ocean Center	Maui Island	0.4%	

Source: UM Source: UM Source: UM

Maui County Lodging Summary

March 2021

Timeshare

Month Island March 2021 Maui County

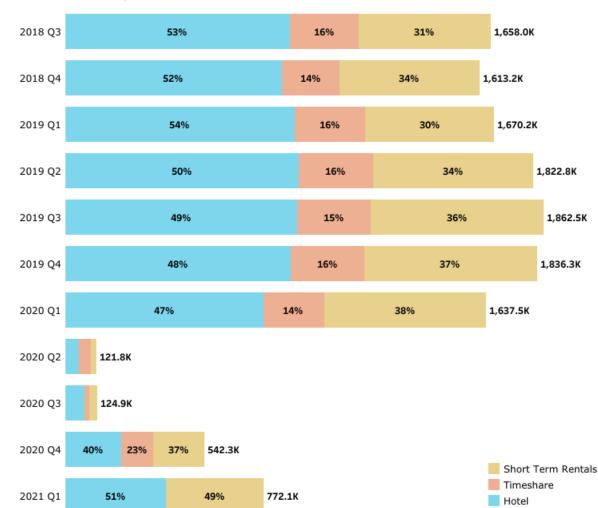
Room Demand and Contribution

March 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

March 2021 & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
	56.0%	▼ -7.8%	630.5K	▼ -34.7%	353.3K	▼ -42.6%
Hotel	49.0%	▲ 3.2%	392.8K	▼ -0.3%	192.5K	▲ 6.6%
Short Term Rentals	67.6%	▼ -2.0%	237.7K	▼ -17.2%	160.8K	▼ -19.6%

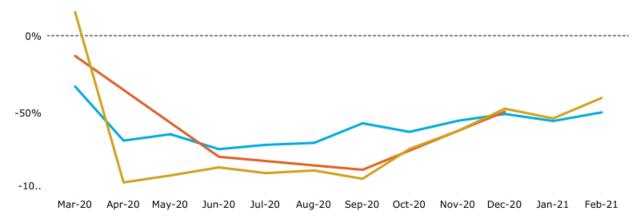
March 2021 YTD Calendar Year & YOY Change

	41.4%	▼ -32.6%	1,863.4K	▼ -15.7%	772.1K	▼ -52.8%
Hotel	34.3%	▼ -33.3%	1,140.5K	▼ -0.3%	390.9K	▼ -49.4%
Short Term Rentals	52.7%	▼ -27.6%	722.9K	▼ -7.7%	381.3K	▼ -39.4%
Timeshare				▼ -100.0%		▼ -100.0%

^{*}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

Hawaii Island Summary

March 2021

Month March 2021 Island Hawaii Island

Visitor Arrivals

Total Visitors & % change YOY, March 2021

82.7K ▲ 5.5%

Expenditure by Visitors

Total Expenditure & % change YOY, March 2021

\$129.6M ▲ 14.2%

Avg. Length of Stay

All visitors, March 2021

9.7 Days

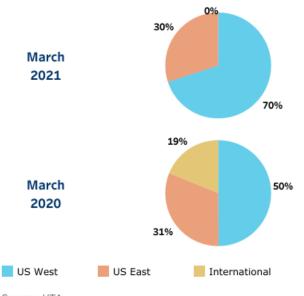
Visitors from International Markets

▼ -91.2%

▼ -84.6%

Origin Market Share

% share of visitor for March 2021



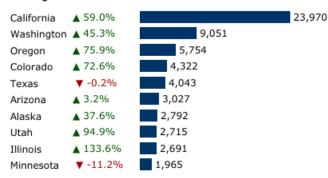
123

77

Source: HTA

Top 10 Domestic Markets

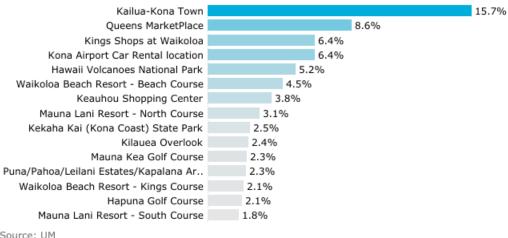
% change YOY & no of visitors



Source: HTA

Top POIs Visited by Visitors

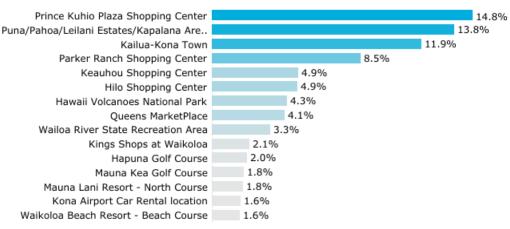
% share of visits, March 2021



Source: UM

Top POIs Visited by Residents

% share of visits, March 2021



Source: UM

60 Canada ▼ -99.2% Japan ▼ -99.4% 36 ▼ -97.2% Oceania ▼ -87.7% New Zealand ▼ -92.0% 25 Korea 24

▼ -59.3% China

% change YOY & no of visitors

▼ -99.6% Australia 2 Taiwan ▼ -97.6%

Source: HTA

Europe

Other Asia

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

Hawaii Island Visitation Insights for Visitors

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

Island From Date Hawaii Island 01-Mar-21 To Date 31-Mar-21

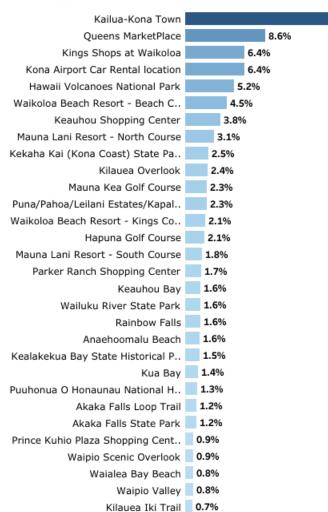
15.7%

HAWAI'I TOURISM.

Hawaii Island Top POIs Visited by Visitors

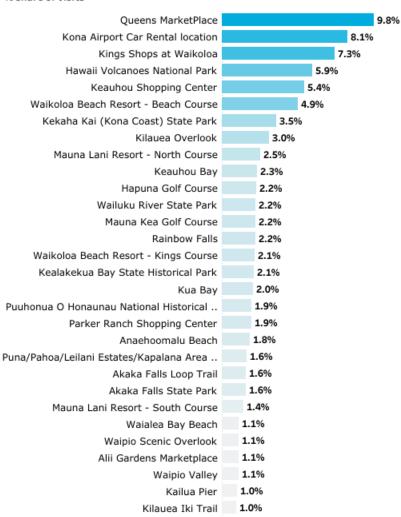
Date Range: 01-Mar-21 to 31-Mar-21

% 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

% snare of visits			
Kalakaua Avenue	Oahu		6.2%
Lahaina Bypass	Maui Island	2.5%	
Kapahulu Avenue	Oahu	2.4%	
Ala Moana Shopping Center	Oahu	2.3%	
Front Street in Lahaina	Maui Island	2.2%	
Royal Hawaiian Shopping Cent	ter Oahu	1.9%	
Kahului Airport Car Rental loca	ation Maui Island	1.9%	
Kapiolani Park	Oahu	1.9%	
Kailua town and beach	Oahu	1.7%	
Ko Olina Resort	Oahu	1.7%	
Pearl Harbor National Memoria	al Oahu	1.7%	
Chinatown	Oahu	1.6%	
Kaanapali Kai Golf Course	Maui Island	1.5%	
Azeka Shopping Center	Maui Island	1.4%	
Ala Moana Regional Park	Oahu	1.4%	
Ala Wai Boat Harbor	Oahu	1.3%	
International Marketplace	Oahu	1.2%	
Upcountry Maui	Maui Island	1.2%	
Hana/Road to Hana	Maui Island	1.2%	
Lahaina Market Place Shopping	g Center Maui Island	1.2%	
Whalers Village Shopping Cent	ter Maui Island	1.1%	
The Shops at Wailea	Maui Island	1.1%	
Honolulu Watershed Forest Re	serve Oahu	1.0%	
Fort DeRussy Beach Park	Oahu	1.0%	
Paia Town	Maui Island	1.0%	
Honolulu Intl Airport Car Renta	al Center Oahu	1.0%	
Waikiki Beach	Oahu	1.0%	
Diamond Head State Monume	nt Oahu	0.9%	
Kahana Valley State Park	Oahu	0.9%	
Ahupuaa O Kahana State Park	Oahu	0.9%	

Source: UM Source: UM Source: UM

Hawaii Island Visitation Insights for Residents

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

Island Hawaii Island Residence County Hawaii, HI From Date 01-Mar-21

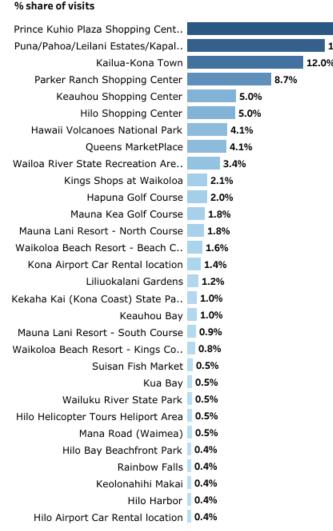
15.1%

14.2%

To Date 31-Mar-21

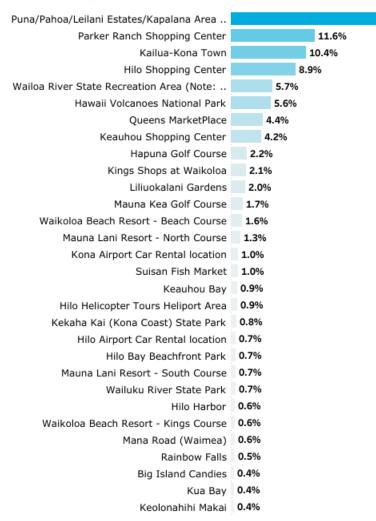
Hawaii Island Top POIs Visited by Residents

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



Cross Visitation on Hawaii Island

POI: Prince Kuhio Plaza Shopping Center % share of visits



Cross Visitation on other Islands

POI: Prince Kuhio Plaza Shopping Center % share of visits

20.2%



Source: UM Source: UM Source: UM

HAWAI'I TOURISM

8.2%

7.6%

Hawaii Island Lodging Summary

March 2021

Month Island March 2021 Hawaii Island

March 2021 & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
	57.6%	▼ -5.6%	329.0K	▼ -41.5%	189.3K	▼ -46.7%
Hotel	49.6%	▲ 3.5%	202.6K	▼ -2.2%	100.4K	▲ 5.3%
Short Term Rentals	70.3%	▲ 4.5%	126.4K	▼ -37.7%	88.9K	▼ -33.5%
Timeshare						

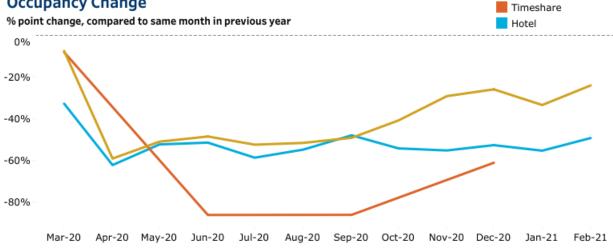
March 2021 YTD Calendar Year & YOY Change

	45.7%	▼ -28.8%	980.2K	▼ -25.9%	448.2K	▼ -54.6%
Hotel	37.2%	▼ -33.3%	596.7K	▼ -0.8%	222.2K	▼ -47.6%
Short Term Rentals	58.9%	▼ -17.7%	383.5K	▼ -32.7%	226.0K	▼ -48.2%
Timeshare				▼ -100.0%		▼ -100.0%

*Timeshare information is only available after the end of each quarter OCC YOY change is percentage point change

Source: STR, Transparent & HTA

Occupancy Change

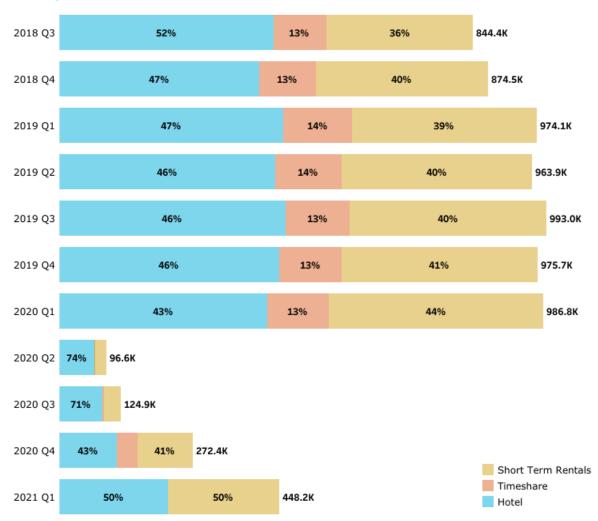


Source: STR, Transparent & HTA

Room Demand and Contribution

March 2021, Hawaii Island

Short Term Rentals



*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

Kauai Summary

March 2021

Month Island March 2021 Kauai



Visitor Arrivals

Total Visitors & % change YOY, March 2021

15.1K ▼-73.4%

Expenditure by Visitors

Total Expenditure & % change YOY, March 2021

\$26.3M ▼-66.7%

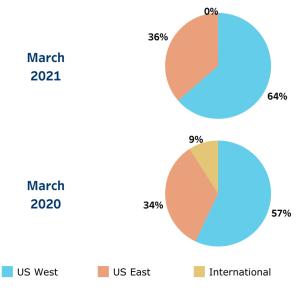
Avg. Length of Stay

All visitors, March 2021

10.4 Days

Origin Market Share

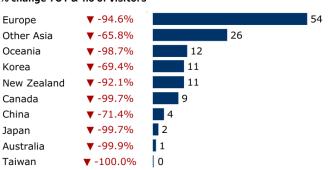
% share of visitor for March 2021



Source: HTA

Visitors from International Markets

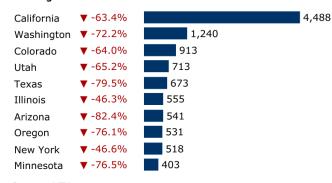
% change YOY & no of visitors



Source: HTA

Top 10 Domestic Markets

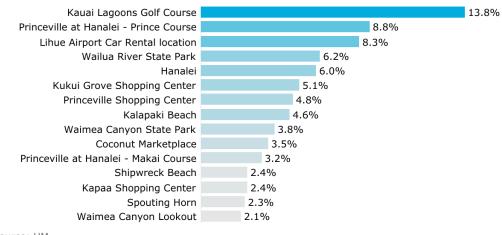
% change YOY & no of visitors



Source: HTA

Top POIs Visited by Visitors

% share of visits, March 2021



Source: UM

Top POIs Visited by Residents

% share of visits, March 2021



Source: UM

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

Kauai Visitation Insights for Visitors

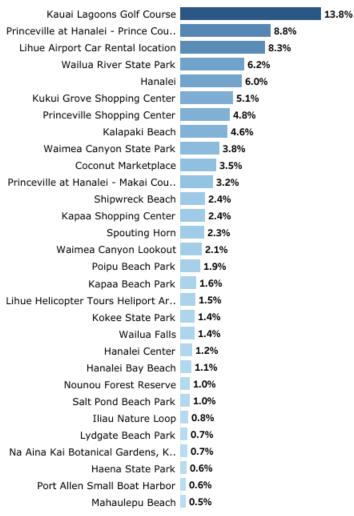
Date Range: 01-Mar-21 to 31-Mar-21

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



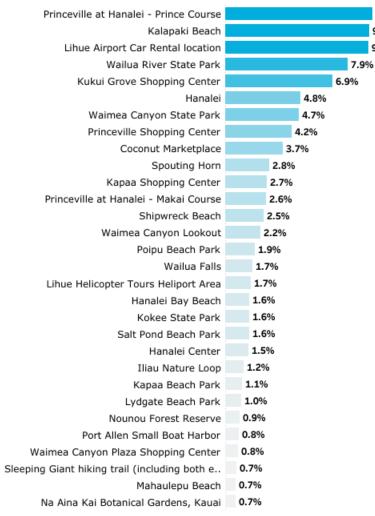
Kauai Top POIs Visited by Visitors

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

9.4%

9.2%

9.1%

Kalakaua Avenue	Oahu		
Ko Olina Resort	Oahu		4.3%
Kapahulu Avenue	Oahu		3.0%
Kapiolani Park	Oahu		2.6%
Front Street in Lahaina	Maui Island		2.4%
Ala Moana Shopping Center	Oahu		2.3%
Royal Hawaiian Shopping Center	Oahu		2.3%
Lahaina Bypass	Maui Island		2.2%
International Marketplace	Oahu	1.	.7%
Kaanapali Kai Golf Course	Maui Island	1.5	5%
Kahului Airport Car Rental location	Maui Island	1.5	5%
Queens Surf Beach Park	Oahu	1.5	i%
Kailua-Kona Town	Hawaii Island	1.4	%
Ala Wai Boat Harbor	Oahu	1.39	%
Chinatown	Oahu	1.29	6
Honolulu Intl Airport Car Rental Center	Oahu	1.29	6
Kailua town and beach	Oahu	1.29	6
Lahaina Market Place Shopping Center	Maui Island	1.1%	•
Pearl Harbor National Memorial	Oahu	1.0%	•
Whalers Village Shopping Center	Maui Island	1.0%	•
Honolulu Watershed Forest Reserve	Oahu	1.0%	
Waikiki Beach	Oahu	1.0%	
Honolulu Harbor (Cruise Port)	Oahu	0.9%	
Kings Shops at Waikoloa	Hawaii Island	0.9%	
Upcountry Maui	Maui Island	0.9%	
Ahupuaa O Kahana State Park	Oahu	0.9%	
Kahana Valley State Park	Oahu	0.9%	
Lahaina Cannery Mall	Maui Island	0.9%	
Queens MarketPlace	Hawaii Island	0.9%	
The Bay Course at Kapalua Resort	Maui Island	0.9%	

Source: UM Source: UM Source: UM

Kauai Visitation Insights for Residents

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

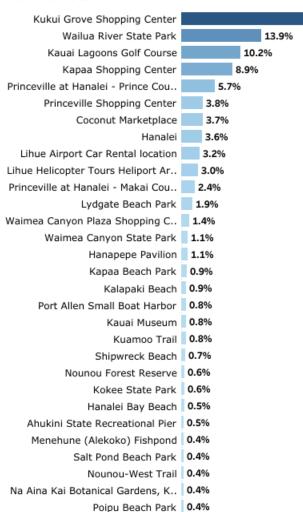
Island Residence County Kauai Kauai, HI From Date 01-Mar-21

24.4%

To Date 31-Mar-21

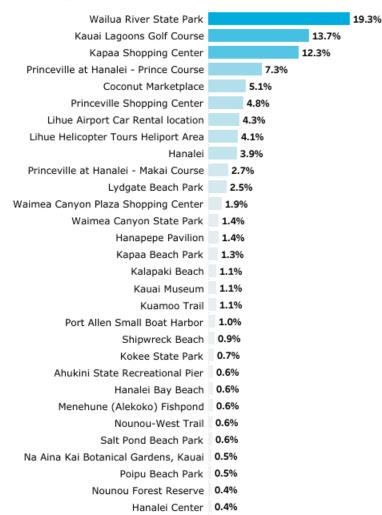
Kauai Top POIs Visited by Residents

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

Ala Moana Shopping Center	Oahu				
Kalakaua Avenue	Oahu				
Chinatown	Oahu				
Kailua town and beach	Oahu			3.8	8%
Kapahulu Avenue	Oahu			3.7	%
Ala Moana Regional Park	Oahu			2.7%	
${\sf MCI\ Citywide\ District\ (Waikiki\ includin}$	Oahu			2.7%	
Honolulu Watershed Forest Reserve	Oahu		2	2.6%	
Pearl Ridge Shopping Center	Oahu		2	.5%	
Royal Hawaiian Shopping Center	Oahu		2	.5%	
Honolulu Intl Airport Car Rental Center	Oahu		1.9	%	
Kapiolani Park	Oahu		1.89	%	
Waialae Avenue	Oahu		1.6%	6	
Kahala Mall Shopping Center	Oahu	1	.3%		
Upcountry Maui	Maui Island	1	.3%		
Makapuu Beach Park	Oahu	1.	2%		
International Marketplace	Oahu	1.	2%		
Kapolei Shopping Center	Oahu	1.	2%		
Waimanalo Beach Park	Oahu	1.	1%		
Koko Marina Shopping Center	Oahu	1.0) %		
Sunset Beach Park	Oahu	1.0)%		
Lahaina Bypass	Maui Island	0.9	9%		
Front Street in Lahaina	Maui Island	0.9	%		
Kona Airport Car Rental location	Hawaii Island	0.8	%		
Salt at Our Kakaako	Oahu	0.8	%		
Kailua-Kona Town	Hawaii Island	0.8	%		
Kahului Airport Car Rental location	Maui Island	0.79	%		
Kailua Town Center Shopping Center	Oahu	0.79	%		
Queens MarketPlace	Hawaii Island	0.79	%		
Ward Gateway Shopping Center	Oahu	0.79	%		

Source: UM Source: UM Source: UM

HAWAI'I TOURISM

6.7%

5.4%

Kauai Lodging Summary

March 2021

Timeshare

Month Island March 2021 Kauai

March 2021 & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
	30.3%	▼ -34.6%	191.2K	▼ -58.7%	57.8K	▼ -80.7%
Hotel	30.9%	▼ -14.3%	100.6K	▼ -22.9%	31.1K	▼ -47.3%
Short Term Rentals	29.6%	▼ -30.0%	90.6K	▼ -33.0%	26.8K	▼ -66.8%

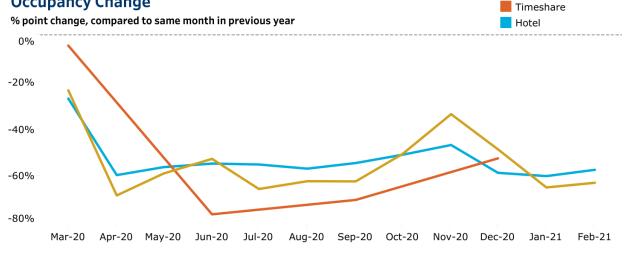
March 2021 YTD Calendar Year & YOY Change

	23.3%	▼ -49.9%	573.0K	▼ -38.7%	133.3K	▼ -80.5%
Hotel	25.2%	▼ -43.5%	292.0K	▼ -22.9%	73.5K	▼ -71.7%
Short Term Rentals	21.3%	▼ -52.0%	281.0K	▼ -21.8%	59.8K	▼ -77.3%
Timeshare				▼ -100.0%		▼ -100.0%

*Timeshare information is only available after the end of each quarter OCC YOY change is percentage point change

Source: STR, Transparent & HTA

Occupancy Change

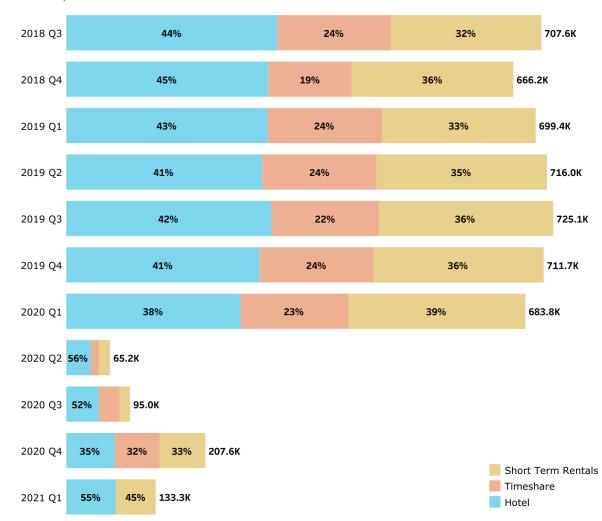


Source: STR, Transparent & HTA

Room Demand and Contribution

March 2021, Kauai

Short Term Rentals



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