# Tourism Economics Symphony Dashboards

**April 2021** 



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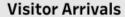
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## State of Hawaii Summary

April 2021

Month April 2021



Total Visitors & % change YOY, April 2021

484.1K ▲ 10506.3%

## **Expenditure by Visitors**

Total Expenditure & % change YOY, April 2021

\$811.4M

## Avg. Length of Stay

All visitors, April 2021

9.4 Days

## **Visitors from International Markets**

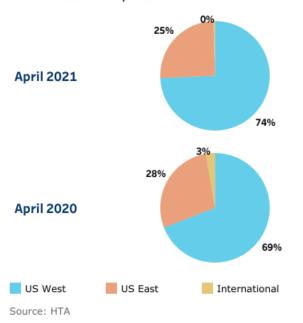
% change YOY & no of visitors



Source: HTA

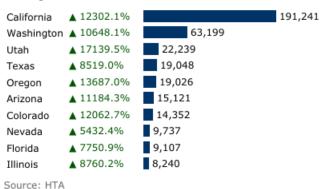
## **Origin Market Share**

% share of visitor for April 2021



## Top 10 Domestic Markets

% change YOY & no of visitors



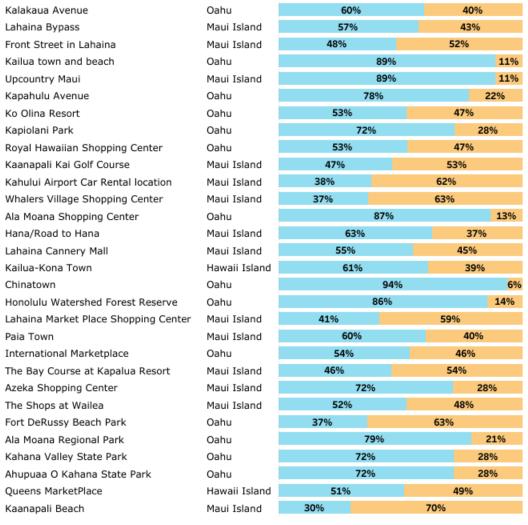
## Top POIs Visited, April 2021

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

## April 2021

Month April 2021 Island State of Hawaii

## April 2021 & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
	55.1%	<b>▲</b> 47.3%	2,138.8K	<b>▲</b> 71.3%	1,178.5K	▲ 1107.9%
Hotel	50.8%	<b>▲</b> 42.0%	1,555.0K	<b>▲</b> 67.3%	789.8K	▲ 868.5%
Short Term Rentals	66.6%	▲ 61.6%	583.8K	▲ 82.7%	388.6K	▲ 2327.6%
Timeshare						

## April 2021 YTD Calendar Year & YOY Change

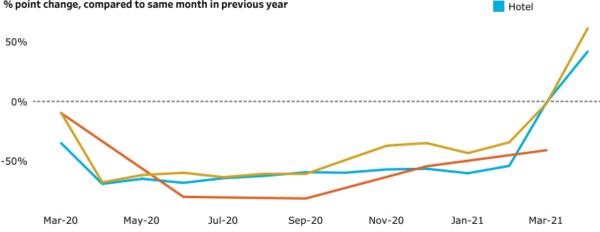
	43.1%	▼ -21.5%	9,348.1K	▼ -0.4%	4,026.5K	▼ -33.6%
Hotel	37.1%	▼ -23.2%	6,074.7K	<b>▲</b> 4.6%	2,254.9K	▼ -35.7%
Short Term Rentals	54.0%	▼ -13.9%	2,379.9K	▼ -12.4%	1,285.4K	▼ -30.3%
Timeshare	54.4%	▼ -27.9%	893.4K	▲ 3.3%	486.2K	▼ -31.7%

<sup>\*</sup>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



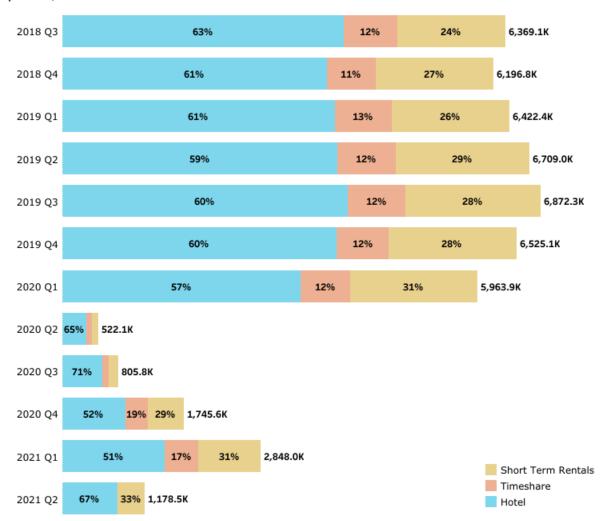
Source: STR, Transparent & HTA

## Room Demand and Contribution

April 2021, State of Hawaii

Short Term Rentals

Timeshare



\*2021 Q2 does not include timeshare data. Timeshare information is only available after the end of each quarter Source: STR, Transparent & HTA

## Oahu Summary

## April 2021

Month Island April 2021 Oahu

## **Visitor Arrivals**

Total Visitors & % change YOY, April 2021

223.1K ▲ 6981.6%

## **Expenditure by Visitors**

Total Expenditure & % change YOY, April 2021

\$299.8M

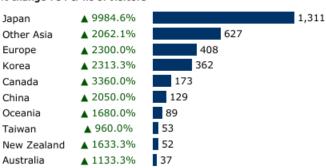
Avg. Length of Stay

All visitors, April 2021

8.1 Days

## Visitors from International Markets

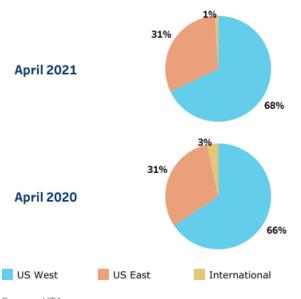
#### % change YOY & no of visitors



Source: HTA

## **Origin Market Share**

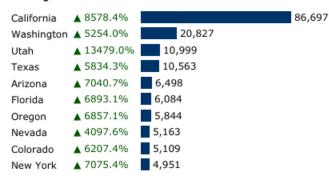
% share of visitor for April 2021



Source: HTA

## **Top 10 Domestic Markets**

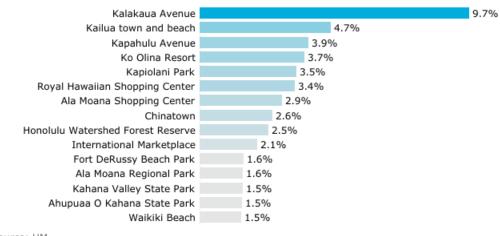
#### % change YOY & no of visitors



Source: HTA

## **Top POIs Visited by Visitors**

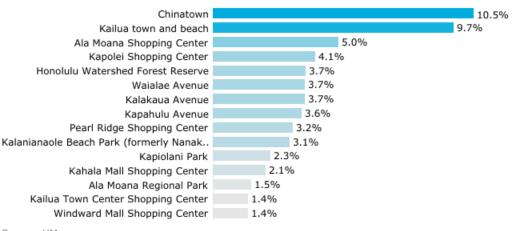
% share of visits, April 2021



Source: UM

## Top POIs Visited by Residents

% share of visits, April 2021



Source: UM

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

## Oahu Visitation Insights for Visitors

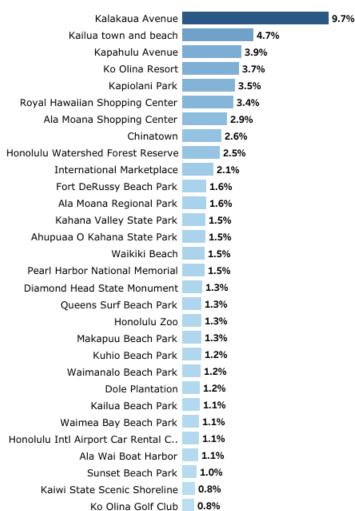
Date Range: 01-Apr-21 to 30-Apr-21

Island From Date Oahu 01-Apr-21 To Date 30-Apr-21

## Oahu Top POIs Visited by Visitors

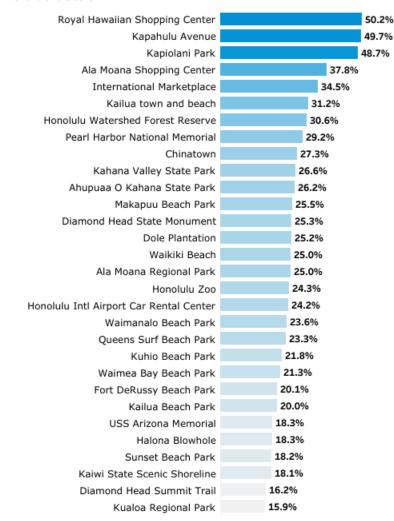
Date Range: 01-Apr-21 to 30-Apr-21

% share of visits



#### Cross Visitation on Oahu

POI: Kalakaua Avenue % share of visitors



## Cross Visitation on other Islands

POI: Kalakaua Avenue % share of visitors

70 Silare Of VISICOIS				
Lahaina Bypass	Maui Island			40
Kahului Airport Car Rental location	Maui Island		35	.99
Front Street in Lahaina	Maui Island		33.2	%
Hana/Road to Hana	Maui Island		30.2%	
Paia Town	Maui Island		26.1%	
Upcountry Maui	Maui Island		24.5%	
Kaanapali Kai Golf Course	Maui Island		22.2%	
Whalers Village Shopping Center	Maui Island		19.4%	
Lahaina Cannery Mall	Maui Island		18.9%	
Lahaina Market Place Shopping Center	Maui Island		18.9%	
H.A. Baldwin Beach Park	Maui Island		17.9%	
Kailua-Kona Town	Hawaii Island		17.4%	
Haleakala National Park	Maui Island		16.8%	
Hawaii Volcanoes National Park	Hawaii Island		15.8%	
Wharf Cinema Center	Maui Island		14.4%	
Lahaina Banyan Tree Park	Maui Island		14.2%	
Kona Airport Car Rental location	Hawaii Island		14.1%	
Kilauea Overlook	Hawaii Island		12.6%	
Kaanapali Beach	Maui Island		12.2%	
Costco	Maui Island		12.1%	
Lihue Airport Car Rental location	Kauai		11.9%	
Azeka Shopping Center	Maui Island		10.7%	
The Shops at Wailea	Maui Island		10.6%	
The Bay Course at Kapalua Resort	Maui Island		10.5%	
Hookipa Beach Park	Maui Island	:	10.1%	
Queens MarketPlace	Hawaii Island	9	9.8%	
Kings Shops at Waikoloa	Hawaii Island	9	.0%	
Wailea Golf Club - Old Blue Course	Maui Island	8.	.6%	
Highway 30 between Honolua Bay and	Maui Island	8.	.6%	
Hana Bay Beach Park	Maui Island	8.	4%	

HAWAI'I TOURISM

40.0%

35.9%

Source: UM Source: UM Source: UM

Sample Size: 20,993 SYMPHONY TOURISM ECONOMICS

## Oahu Visitation Insights for Residents

Date Range: 01-Apr-21 to 30-Apr-21

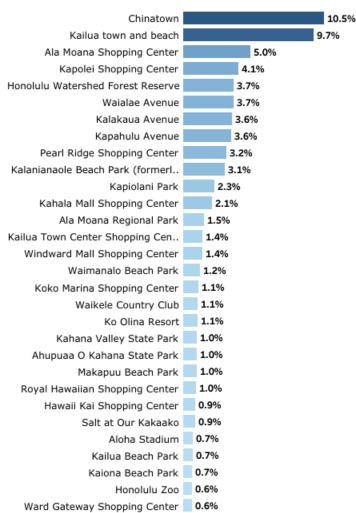
Island Residence County
Oahu Honolulu, HI

From Date 01-Apr-21 To Date 30-Apr-21

## Oahu Top POIs Visited by Residents

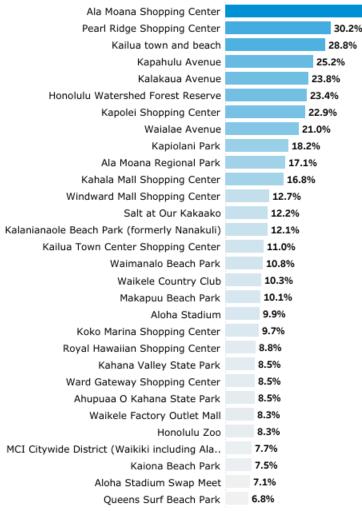
Date Range: 01-Apr-21 to 30-Apr-21

% share of visits



### **Cross Visitation on Oahu**

POI: Chinatown % share of visitors



## **Cross Visitation on other Islands**

POI: Chinatown % share of visitors

40.6%

Upcountry Maui	Maui Island		
Kahului Airport Car Rental location	Maui Island		
Maui Mall Shopping Center	Maui Island		12.2%
Lihue Airport Car Rental location	Kauai		11.7%
Lahaina Bypass	Maui Island		11.1%
Kaahumanu Shopping Center	Maui Island		8.9%
Queen Kaahumanu Center	Maui Island		8.9%
Kona Airport Car Rental location	Hawaii Island		8.5%
Kailua-Kona Town	Hawaii Island		8.2%
Kukui Grove Shopping Center	Kauai		8.2%
Hana/Road to Hana	Maui Island		8.0%
Costco	Maui Island		7.9%
Paia Town	Maui Island		7.8%
Prince Kuhio Plaza Shopping Center	Hawaii Island		7.7%
Front Street in Lahaina	Maui Island		7.2%
Hawaii Volcanoes National Park	Hawaii Island	6.	3%
Wailua River State Park	Kauai	5.5	%
Azeka Shopping Center	Maui Island	5.4	%
Hilo Helicopter Tours Heliport Area	Hawaii Island	5.4	%
Puna/Pahoa/Leilani Estates/Kapalana	Hawaii Island	4.9%	6
Kauai Lagoons Golf Course	Kauai	4.7%	6
Queens MarketPlace	Hawaii Island	4.7%	<b>b</b>
Hilo Shopping Center	Hawaii Island	4.6%	•
Lahaina Market Place Shopping Center	Maui Island	4.3%	
Hilo Airport Car Rental location	Hawaii Island	4.2%	
Coconut Marketplace	Kauai	4.1%	
Kaanapali Kai Golf Course	Maui Island	4.1%	
H.A. Baldwin Beach Park	Maui Island	4.0%	
Kahului Shopping Center	Maui Island	4.0%	
Lanai City	Lanai	4.0%	

Source: UM Source: UM Source: UM Source: UM

HAWAI'I TOURISM

18.6%

18.5%

## Oahu Lodging Summary

## April 2021

Month Island Oahu April 2021

# HAWAI'I TOURISM

## April 2021 & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
	49.8%	<b>▲</b> 42.8%	995.8K	<b>▲</b> 46.0%	496.4K	<b>▲</b> 928.0%
Hotel	47.0%	▲ 39.3%	863.3K	▲ 54.2%	405.7K	▲ 840.0%
Short Term Rentals	68.4%	▲ 64.2%	132.5K	▲ 8.5%	90.7K	▲ 1668.7%
Timeshare						

## April 2021 YTD Calendar Year & YOY Change

Short Term Rentals

Timeshare

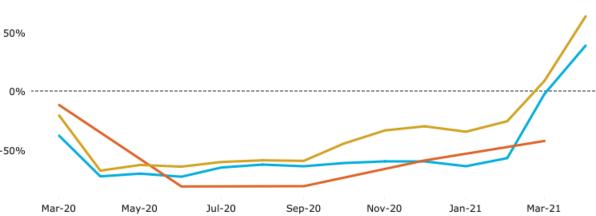
Hotel

	39.6%	▼ -22.5%	4,153.7K	▼ -4.6%	1,644.6K	▼ -39.2%
Hotel	35.3%	▼ -25.3%	3,354.0K	▲ 1.2%	1,184.2K	▼ -41.1%
Short Term Rentals	59.2%	▼ -3.2%	541.1K	▼ -32.9%	320.2K	▼ -36.4%
Timeshare	54.2%	▼ -27.9%	258.6K	▲ 11.7%	140.1K	▼ -26.3%

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

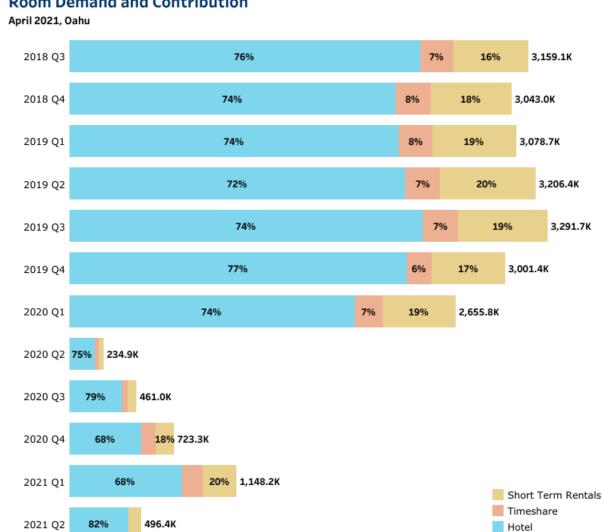
## **Occupancy Change**

% point change, compared to same month in previous year



Source: STR, Transparent & HTA

## Room Demand and Contribution



<sup>\*2021</sup> Q2 does not include timeshare data. Timeshare information is only available after the end of each quarter Source: STR, Transparent & HTA

## Maui Island Summary

## April 2021

Month April 2021 Island Maui Island

## **Visitor Arrivals**

Total Visitors & % change YOY, April 2021

178.1K ▲ 27427.8%

## **Expenditure by Visitors**

Total Expenditure & % change YOY, April 2021

\$316.3M

Visitors from International Markets

▲ 12300.0%

▲ 7233.3%

▲ 1800.0%

▲ 3100.0%

▲ 500.0%

% change YOY & no of visitors

Canada

Europe

China

Korea

Japan

Oceania

Australia

Taiwan

New Zealand

Source: HTA

Other Asia

## Avg. Length of Stay

All visitors, April 2021

8.6 Days

42

32

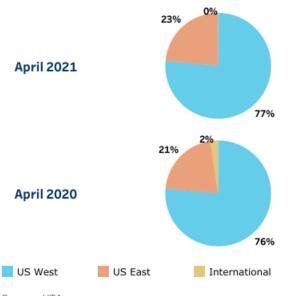
32

6

5

## **Origin Market Share**

% share of visitor for April 2021



Source: HTA

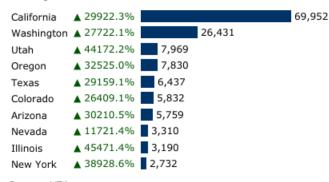
248

220

128

## **Top 10 Domestic Markets**

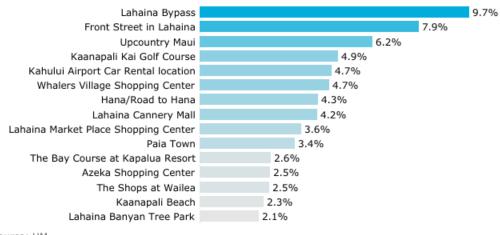
% change YOY & no of visitors



Source: HTA

## **Top POIs Visited by Visitors**

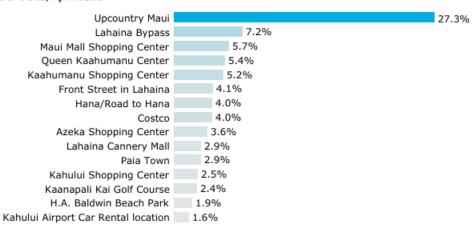
% share of visits, April 2021



Source: UM

## Top POIs Visited by Residents

% share of visits, April 2021



Source: UM

## SYMPHONY TOURISM ECONOMICS

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

## Maui Island Visitation Insights for Visitors

Date Range: 01-Apr-21 to 30-Apr-21

Island From Date Maui Island 01-Apr-21 To Date 30-Apr-21

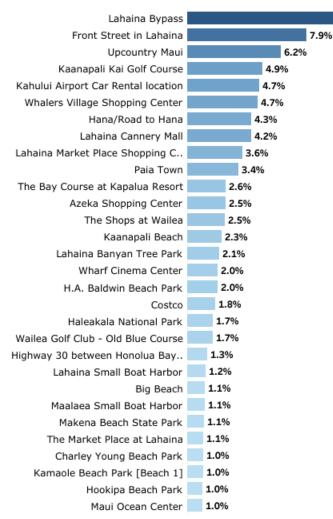
9.7%

# HAWAI'I TOURISM.

## Maui Island Top POIs Visited by Visitors

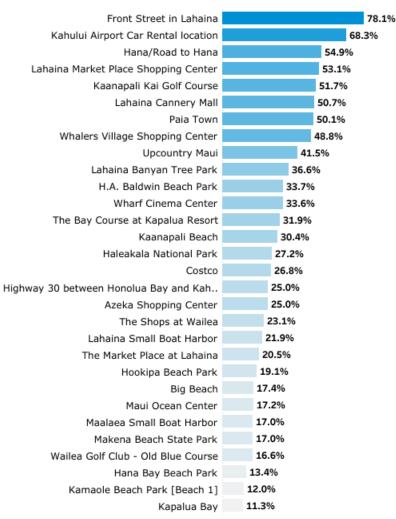
Date Range: 01-Apr-21 to 30-Apr-21

% share of visits



## **Cross Visitation on Maui Island**

POI: Lahaina Bypass % share of visitors



#### Cross Visitation on other Islands

POI: Lahaina Bypass % share of visitors

70 Share of Visitors					
Kalakaua Avenue	Oahu				44.5
Kapahulu Avenue	Oahu			27.5%	
Royal Hawaiian Shopping Center	Oahu			25.8%	
Kapiolani Park	Oahu		2	3.4%	
Pearl Harbor National Memorial	Oahu		21	6%	
Ala Moana Shopping Center	Oahu		16.7%	b	
International Marketplace	Oahu		16.5%	<b>.</b>	
Honolulu Intl Airport Car Rental Center	Oahu	1	15.2%		
USS Arizona Memorial	Oahu	1	15.1%		
Diamond Head State Monument	Oahu	1	L5.0%		
Kahana Valley State Park	Oahu	1	4.2%		
Manele-Hulopoe Marine Life Conservat	Lanai	1	4.0%		
Ahupuaa O Kahana State Park	Oahu	1	3.9%		
Waikiki Beach	Oahu	13	3.2%		
Kailua town and beach	Oahu	13	3.1%		
Honolulu Watershed Forest Reserve	Oahu	13	3.0%		
Waimea Bay Beach Park	Oahu	12	.6%		
Dole Plantation	Oahu	12	.0%		
Chinatown	Oahu	11.	.9%		
Honolulu Zoo	Oahu	11.	3%		
Sunset Beach Park	Oahu	11.	2%		
Kaunolu Bay	Lanai	10.8	8%		
Makapuu Beach Park	Oahu	10.8	8%		
Waimanalo Beach Park	Oahu	10.4	1%		
Ala Moana Regional Park	Oahu	10.3	3%		
Kailua-Kona Town	Hawaii Island	10.2	2%		
Kona Airport Car Rental location	Hawaii Island	10.2	2%		
Queens Surf Beach Park	Oahu	10.1	.%		
Ko Olina Resort	Oahu	9.8%	6		
Kuhio Beach Park	Oahu	9.8%	6		

Source: UM Source: UM Source: UM

## Maui Island Visitation Insights for Residents

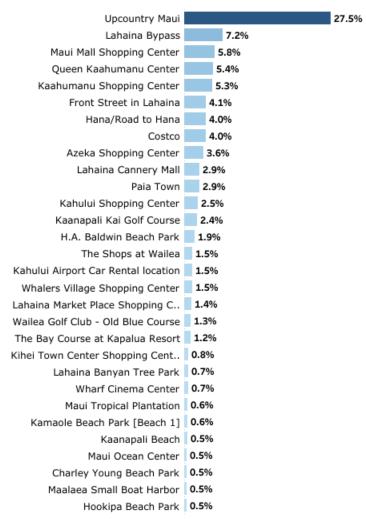
Date Range: 01-Apr-21 to 30-Apr-21

Island Residence County Maui Island Maui, HI From Date 01-Apr-21 To Date 30-Apr-21

## Maui Island Top POIs Visited by Residents

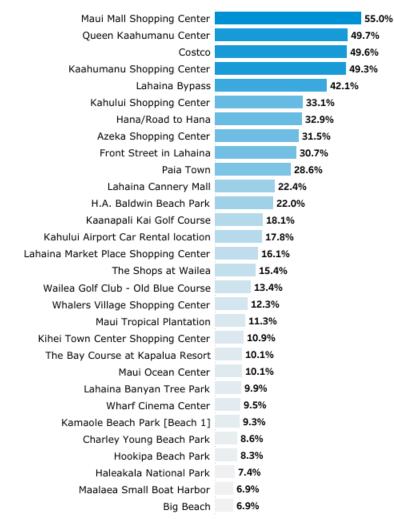
Date Range: 01-Apr-21 to 30-Apr-21

% share of visits



## **Cross Visitation on Maui Island**

POI: Upcountry Maui % share of visitors



## **Cross Visitation on other Islands**

POI: Upcountry Maui % share of visitors

Kaunakakai Town	Molokai	19.6%
Ala Moana Shopping Center	Oahu	17.3%
Chinatown	Oahu	17.1%
Lanai City	Lanai	15.1%
Kalakaua Avenue	Oahu	13.4%
Manele Small Boat Harbor	Lanai	10.0%
Duke Maliu Regional Park	Molokai	9.1%
Kapahulu Avenue	Oahu	9.1%
Manele-Hulopoe Marine Life Conservat	Lanai	9.1%
Molokai Center	Molokai	9.1%
Honolulu Watershed Forest Reserve	Oahu	8.3%
Pearl Ridge Shopping Center	Oahu	8.3%
Dole Park	Lanai	8.2%
Kapiolani Park	Oahu	7.2%
Manele Bay	Lanai	6.9%
Molokai War Memorial	Molokai	6.9%
Maunaloa	Molokai	6.6%
Honolulu Intl Airport Car Rental Center	Oahu	6.3%
Kailua town and beach	Oahu	6.3%
Maunahui Road (Molokai Forest Reser	Molokai	5.7%
The Challenge at Manele	Lanai	5.7%
Ala Moana Regional Park	Oahu	5.5%
Royal Hawaiian Shopping Center	Oahu	5.5%
Richards Market	Lanai	4.3%
Hulopoe Bay Beach	Lanai	4.2%
International Marketplace	Oahu	4.2%
Kapolei Shopping Center	Oahu	4.0%
MCI Citywide District (Waikiki includin	Oahu	3.7%
Salt at Our Kakaako	Oahu	3.7%
Honolulu Zoo	Oahu	3.5%

Source: UM Source: UM Source: UM

## Molokai Visitation Insights for Visitors

Date Range: 01-Apr-21 to 30-Apr-21

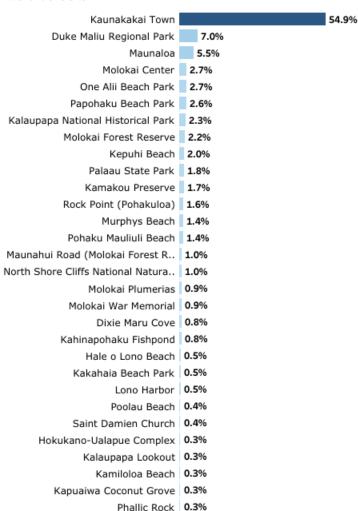
Island From Date Molokai 01-Apr-21 To Date 30-Apr-21



## Molokai Top POIs Visited by Visitors

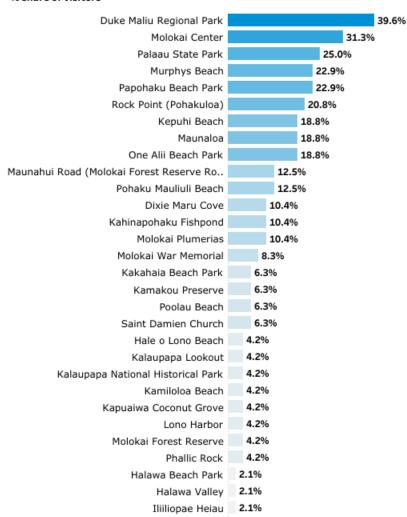
Date Range: 01-Apr-21 to 30-Apr-21

% share of visits



#### Cross Visitation on Molokai

POI: Kaunakakai Town % share of visitors



#### Cross Visitation on other Islands

POI: Kaunakakai Town % share of visitors

Upcountry Maui	Maui Island	22.5%
Kahului Airport Car Rental location	Maui Island	20.0%
Lahaina Bypass	Maui Island	20.0%
Hana/Road to Hana	Maui Island	17.5%
Kalakaua Avenue	Oahu	17.5%
Chinatown	Oahu	15.0%
Front Street in Lahaina	Maui Island	15.0%
Kailua town and beach	Oahu	15.0%
Ala Moana Regional Park	Oahu	12.5%
Ala Moana Shopping Center	Oahu	12.5%
Pearl Harbor National Memorial	Oahu	12.5%
Royal Hawaiian Shopping Center	Oahu	12.5%
USS Arizona Memorial	Oahu	12.5%
Waianapanapa Black Sand Beach	Maui Island	12.5%
Costco	Maui Island	10.0%
Honolulu Intl Airport Car Rental Center	Oahu	10.0%
Honolulu Watershed Forest Reserve	Oahu	10.0%
Kapahulu Avenue	Oahu	10.0%
Paia Town	Maui Island	10.0%
Waianapanapa State Park	Maui Island	10.0%
Waikiki Business Plaza	Oahu	10.0%
Dole Park	Lanai	7.5%
International Marketplace	Oahu	7.5%
Kaena Point State Park	Oahu	7.5%
Kailua Beach Park	Oahu	7.5%
Kapiolani Park	Oahu	7.5%
Koko Head Crater	Oahu	7.5%
Lahaina Small Boat Harbor	Maui Island	7.5%
Lanai City	Lanai	7.5%
Manele Small Boat Harbor	Lanai	7.5%

Source: UM Source: UM Source: UM

## Molokai Visitation Insights for Residents

Date Range: 01-Apr-21 to 30-Apr-21

Island Residence County Molokai Maui, HI

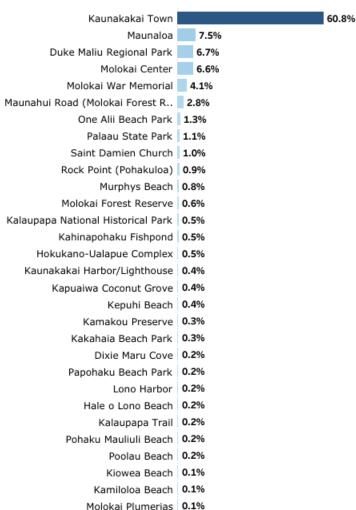
From Date 01-Apr-21

To Date 30-Apr-21

## Molokai Top POIs Visited by Residents

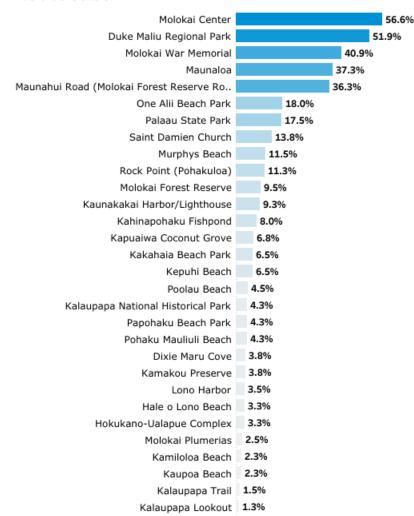
Date Range: 01-Apr-21 to 30-Apr-21

% share of visits



#### Cross Visitation on Molokai

POI: Kaunakakai Town % share of visitors



## Cross Visitation on other Islands

POI: Kaunakakai Town % share of visitors

Queen Kaahumanu Center	Maui Island							
Kaahumanu Shopping Center	Maui Island							
Maui Mall Shopping Center	Maui Island							
Upcountry Maui	Maui Island							
Costco	Maui Island						37.4	%
Lahaina Bypass	Maui Island						37.4	%
Kahului Shopping Center	Maui Island					3	3.4%	
Front Street in Lahaina	Maui Island				2	7.2%	6	
Lahaina Cannery Mall	Maui Island				22.6	9%		
Azeka Shopping Center	Maui Island				22.3	%		
Kahului Airport Car Rental location	Maui Island			16.	4%			
Hana/Road to Hana	Maui Island			15.7	7%			
Paia Town	Maui Island		1	14.19	%			
Kaanapali Kai Golf Course	Maui Island		1	3.19	6			
H.A. Baldwin Beach Park	Maui Island		1	2.8%	6			
Maui Tropical Plantation	Maui Island		1	2.8%	6			
Lahaina Market Place Shopping Center	Maui Island		11	L.8%	,			
Maui Ocean Center	Maui Island		9.5	%				
The Shops at Wailea	Maui Island		9.5	%				
Wailea Golf Club - Old Blue Course	Maui Island		9.29	%				
The Bay Course at Kapalua Resort	Maui Island		8.99	%				
Whalers Village Shopping Center	Maui Island		8.59	6				
Chinatown	Oahu		7.5%	)				
Lahaina Banyan Tree Park	Maui Island	(	6.6%					
Kamaole Beach Park [Beach 1]	Maui Island	6	5.2%					
Kihei Town Center Shopping Center	Maui Island	5	5.9%					
Charley Young Beach Park	Maui Island	5	.6%					
Launiupoko Beach Park	Maui Island	5	.6%					
Maalaea Small Boat Harbor	Maui Island	5	.2%					
Wharf Cinema Center	Maui Island	4.	.9%					

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

50.2%

49.5%

49.5%

48.2%

## Lanai Visitation Insights for Visitors

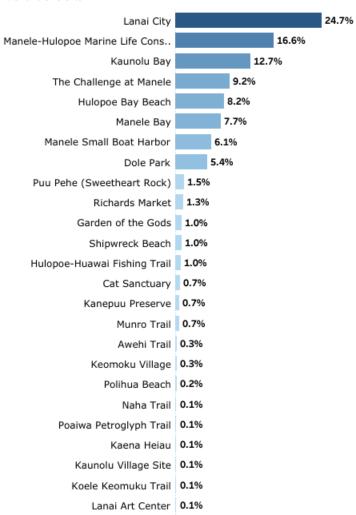
Date Range: 01-Apr-21 to 30-Apr-21

Island From Date Lanai 01-Apr-21 To Date 30-Apr-21

## **Lanai Top POIs Visited by Visitors**

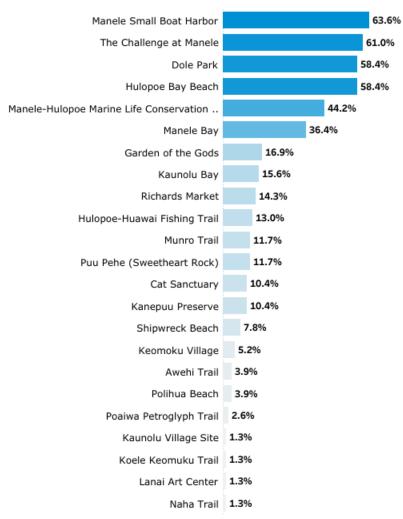
Date Range: 01-Apr-21 to 30-Apr-21

% share of visits



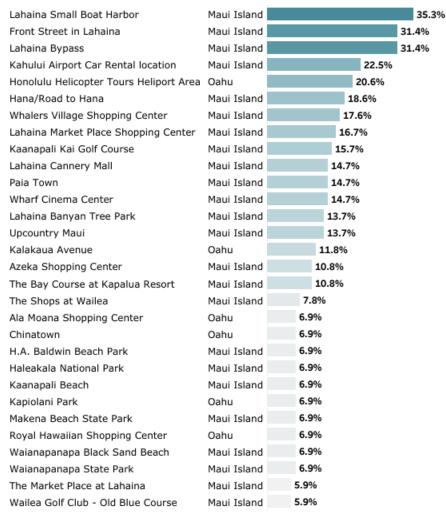
## **Cross Visitation on Lanai**

POI: Lanai City
% share of visitors



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

POI: Lanai City % share of visitors



Source: UM Source: UM Source: UM

## Lanai Visitation Insights for Residents

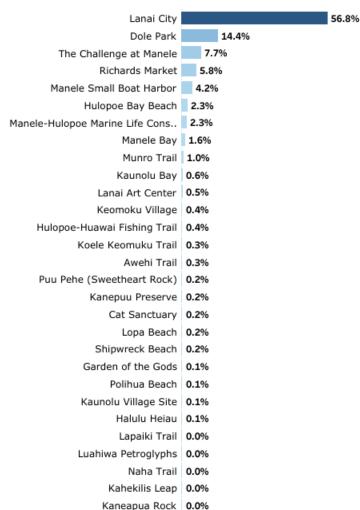
Date Range: 01-Apr-21 to 30-Apr-21

Island Residence County Lanai Maui, HI From Date 01-Apr-21 To Date 30-Apr-21

## Lanai Top POIs Visited by Residents

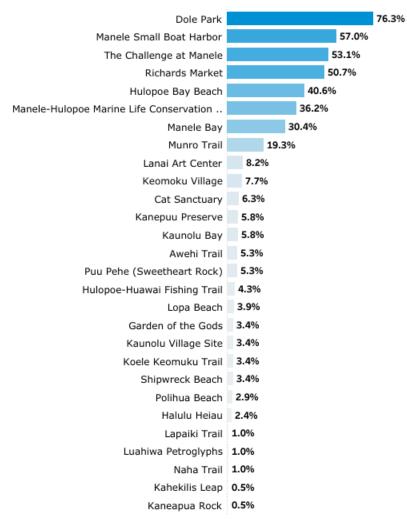
Date Range: 01-Apr-21 to 30-Apr-21

% share of visits



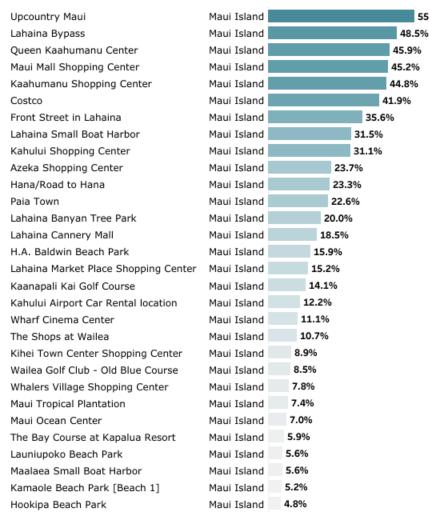
#### **Cross Visitation on Lanai**

POI: Lanai City
% share of visitors



## **Cross Visitation on other Islands**

POI: Lanai City % share of visitors



Source: UM Source: UM Source: UM

HAWAI'I TOURISM

55.2%

## Maui County Lodging Summary

## April 2021

Month Island Maui County April 2021

## April 2021 & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
	65.3%	▲ 56.5%	622.0K	▲ 133.7%	406.1K	▲ 1629.3%
Hotel	62.1%	▲ 50.5%	380.1K	▲ 122.4%	236.2K	▲ 1090.3%
Short Term Rentals	70.3%	▲ 66.4%	241.9K	▲ 154.0%	170.0K	▲ 4565.1%
Timeshare						

## April 2021 YTD Calendar Year & YOY Change

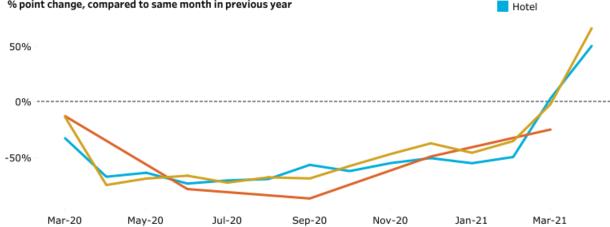
	49.9%	▼ -17.1%	2,772.1K	▲ 11.9%	1,384.4K	▼ -16.6%
Hotel	41.2%	▼ -19.0%	1,520.6K	▲ 15.6%	627.0K	▼ -20.9%
Short Term Rentals	57.1%	▼ -14.9%	964.8K	▲ 9.8%	551.2K	▼ -13.0%
Timeshare	71.9%	▼ -10.9%	286.7K	▲ 1.0%	206.2K	▼ -12.3%

<sup>\*</sup>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



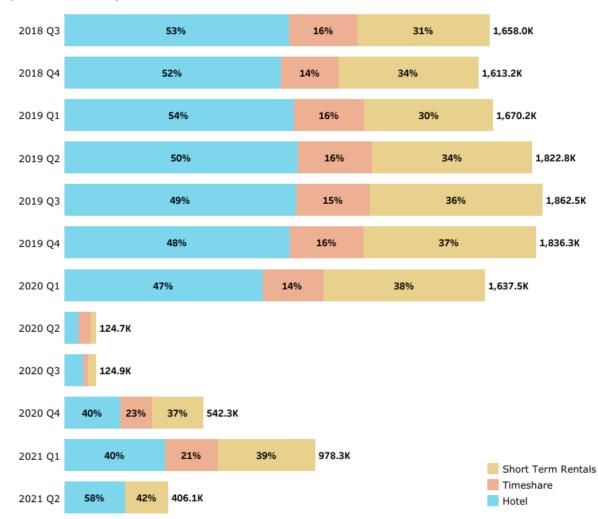
Source: STR, Transparent & HTA

## Room Demand and Contribution

April 2021, Maui County

Short Term Rentals

Timeshare



\*2021 Q2 does not include timeshare data. Timeshare information is only available after the end of each quarter Source: STR, Transparent & HTA

## **Hawaii Island Summary**

## April 2021

Month Island April 2021 Hawaii Island

# HAWAI'I TOURISM

## Visitor Arrivals

Total Visitors & % change YOY, April 2021

82.0K ▲ 11524.4%

## **Expenditure by Visitors**

Total Expenditure & % change YOY, April 2021

\$129.7M

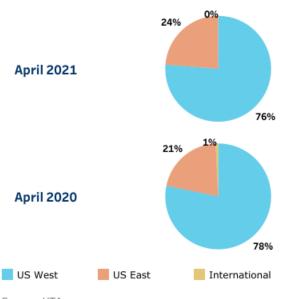
Avg. Length of Stay

All visitors, April 2021

9.4 Days

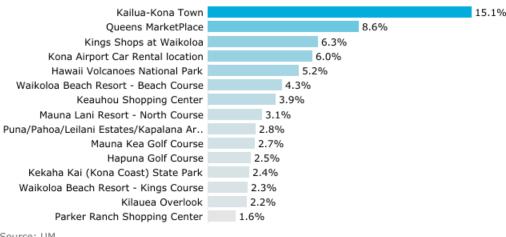
## **Origin Market Share**

% share of visitor for April 2021



Source: HTA

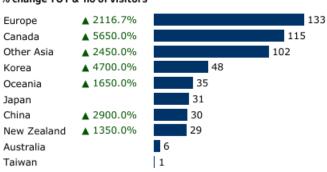
## Top POIs Visited by Visitors % share of visits, April 2021



Source: UM

## Visitors from International Markets

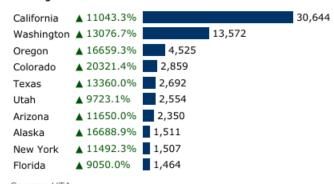
% change YOY & no of visitors



Source: HTA

## **Top 10 Domestic Markets**

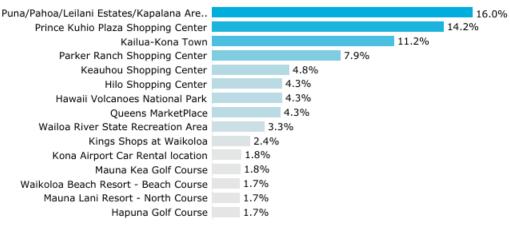
% change YOY & no of visitors



Source: HTA

## Top POIs Visited by Residents

% share of visits, April 2021



Source: UM

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

## Hawaii Island Visitation Insights for Visitors

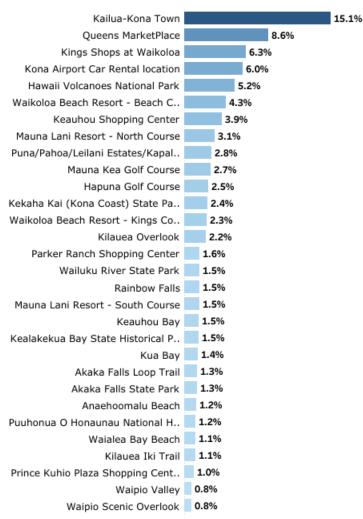
Date Range: 01-Apr-21 to 30-Apr-21

Island Hawaii Island From Date 01-Apr-21 To Date 30-Apr-21

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

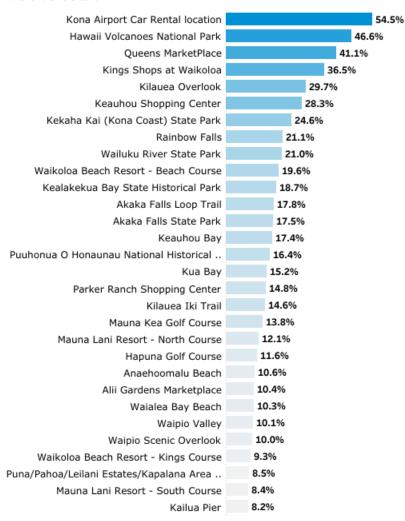
Date Range: 01-Apr-21 to 30-Apr-21

% share of visits



## **Cross Visitation on Hawaii Island**

POI: Kailua-Kona Town % share of visitors



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

POI: Kailua-Kona Town % share of visitors

70 01101 0 01 11010010		
Kalakaua Avenue	Oahu	
Kahului Airport Car Rental location	Maui Island	22.3%
Royal Hawaiian Shopping Center	Oahu	21.9%
Lahaina Bypass	Maui Island	21.4%
Pearl Harbor National Memorial	Oahu	20.6%
Kapiolani Park	Oahu	20.3%
Kapahulu Avenue	Oahu	19.0%
Front Street in Lahaina	Maui Island	18.6%
Ala Moana Shopping Center	Oahu	16.7%
Hana/Road to Hana	Maui Island	16.0%
Honolulu Intl Airport Car Rental Center	Oahu	15.6%
Upcountry Maui	Maui Island	15.2%
Kailua town and beach	Oahu	15.1%
Paia Town	Maui Island	13.9%
Diamond Head State Monument	Oahu	13.2%
USS Arizona Memorial	Oahu	12.6%
Ala Moana Regional Park	Oahu	12.5%
Honolulu Watershed Forest Reserve	Oahu	12.3%
Chinatown	Oahu	11.9%
International Marketplace	Oahu	11.9%
Lahaina Market Place Shopping Center	Maui Island	11.9%
Kaanapali Kai Golf Course	Maui Island	11.0%
Kahana Valley State Park	Oahu	11.0%
Ahupuaa O Kahana State Park	Oahu	10.8%
Lahaina Cannery Mall	Maui Island	10.2%
Dole Plantation	Oahu	9.9%
Haleakala National Park	Maui Island	9.7%
Lahaina Banyan Tree Park	Maui Island	9.5%
Makapuu Beach Park	Oahu	9.5%
Queens Surf Beach Park	Oahu	9.5%

Source: UM Source: UM Source: UM

## Hawaii Island Visitation Insights for Residents

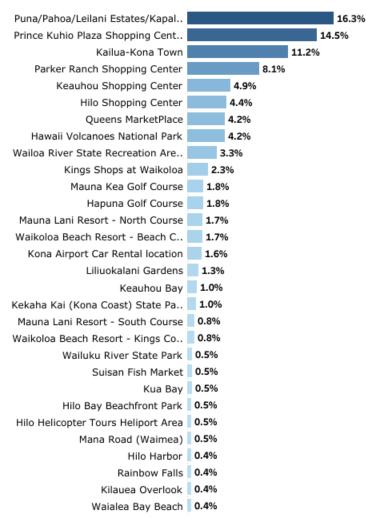
Date Range: 01-Apr-21 to 30-Apr-21

Island Hawaii Island Residence County Hawaii, HI From Date 01-Apr-21 To Date 30-Apr-21

## Hawaii Island Top POIs Visited by Residents

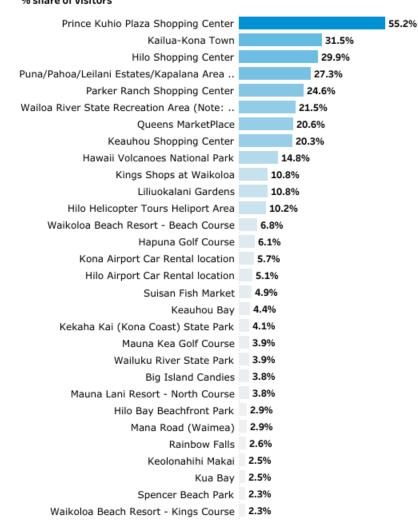
Date Range: 01-Apr-21 to 30-Apr-21

% share of visits



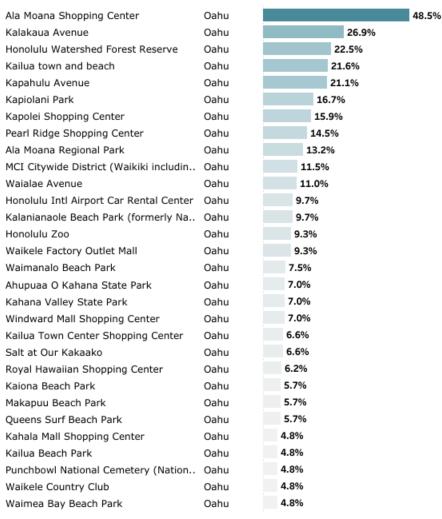
## **Cross Visitation on Hawaii Island**

POI: Chinatown % share of visitors



#### Cross Visitation on other Islands

POI: Chinatown % share of visitors



Source: UM Source: UM Source: UM

# Hawaii Island Lodging Summary

## April 2021

Month Island Hawaii Island April 2021

## April 2021 & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
	59.5%	▲ 50.4%	320.7K	▲ 80.0%	190.7K	▲ 1080.1%
Hotel	53.7%	<b>▲</b> 42.5%	196.1K	<b>▲</b> 77.4%	105.3K	<b>▲</b> 749.2%
Short Term Rentals	68.5%	▲ 63.0%	124.7K	▲ 84.1%	85.4K	▲ 2171.3%
Timeshare						

## April 2021 YTD Calendar Year & YOY Change

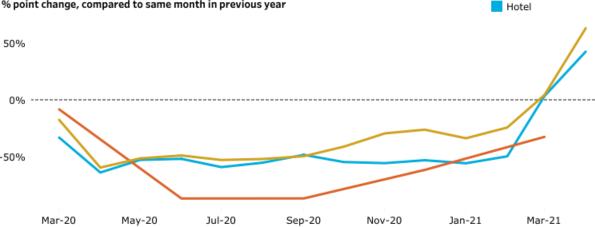
	50.4%	▼ -16.4%	1,451.4K	▼ -3.4%	731.5K	▼ -27.1%
Hotel	41.3%	▼ -20.0%	792.7K	▲ 11.3%	327.5K	▼ -25.0%
Short Term Rentals	61.3%	▼ -7.8%	508.2K	▼ -20.3%	311.5K	▼ -29.3%
Timeshare	61.5%	▼ -21.2%	150.5K	▼ -1.2%	92.5K	▼ -26.5%

<sup>\*</sup>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



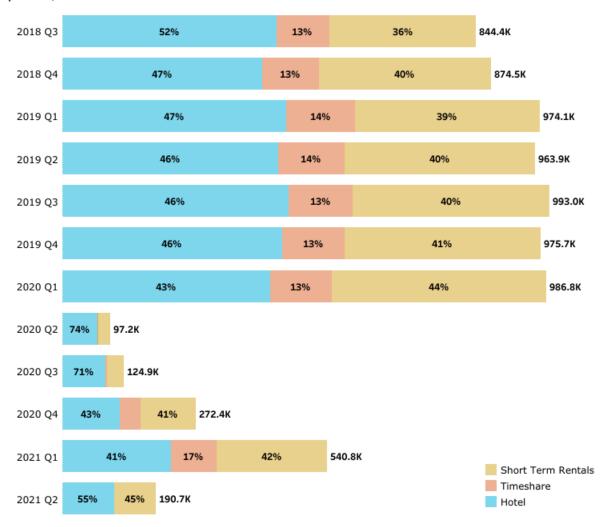
Source: STR, Transparent & HTA

## Room Demand and Contribution



Short Term Rentals

Timeshare



\*2021 Q2 does not include timeshare data. Timeshare information is only available after the end of each quarter Source: STR, Transparent & HTA

## **Kauai Summary**

#### April 2021

Month Island April 2021 Kauai

# HAWAI'I TOURISM

## Visitor Arrivals

Total Visitors & % change YOY, April 2021

**41 9 6 ★** 13505.5%

## **Expenditure by Visitors**

Total Expenditure & % change YOY, April 2021

\$65.6M

Visitors from International Markets

▲ 3100.0%

▲ 3300.0%

▲ 500.0%

% change YOY & no of visitors

Avg. Length of Stay

All visitors, April 2021

9.4 Days

13

2

1

49

## **Origin Market Share**

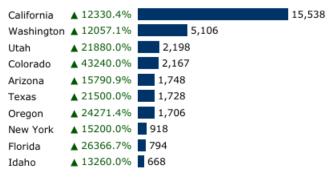
% share of visitor for April 2021



Source: HTA

## **Top 10 Domestic Markets**

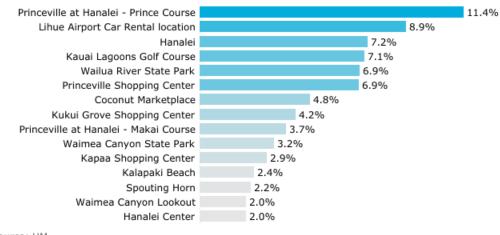
% change YOY & no of visitors



Source: HTA

## Top POIs Visited by Visitors

% share of visits, April 2021



Source: UM

## Top POIs Visited by Residents

% share of visits, April 2021



Source: UM

## Source: HTA

Europe

Canada

China

Japan

Korea

Australia

Taiwan

Oceania

New Zealand

Other Asia

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

## **Kauai Visitation Insights for Visitors**

Date Range: 01-Apr-21 to 30-Apr-21

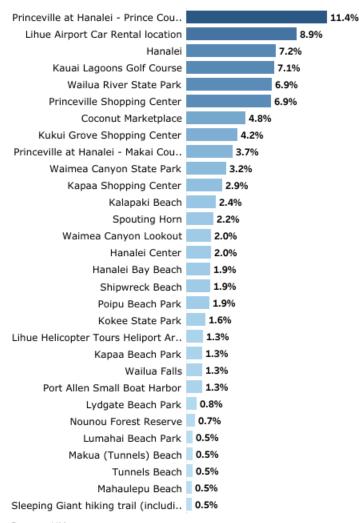
Island From Date Kauai 01-Apr-21 To Date 30-Apr-21

# HAWAII TOURISM

## **Kauai Top POIs Visited by Visitors**

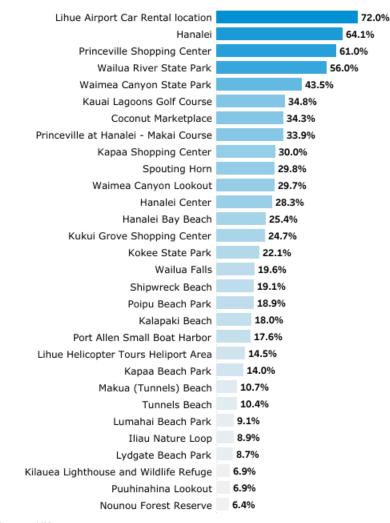
Date Range: 01-Apr-21 to 30-Apr-21

% share of visits



#### Cross Visitation on Kauai

POI: Princeville at Hanalei - Prince Course % share of visitors



#### Cross Visitation on other Islands

POI: Princeville at Hanalei - Prince Course % share of visitors

Kalakaua Avenue	Oahu				37.2
Kapiolani Park	Oahu			24.2%	
Lahaina Bypass	Maui Island			23.7%	
Kapahulu Avenue	Oahu			22.7%	
Front Street in Lahaina	Maui Island			22.2%	
Kahului Airport Car Rental location	Maui Island			22.2%	
Royal Hawaiian Shopping Center	Oahu			21.7%	
Pearl Harbor National Memorial	Oahu		18	3.8%	
Ala Moana Shopping Center	Oahu		18	.4%	
Kailua town and beach	Oahu		18	.4%	
Hana/Road to Hana	Maui Island		16.4	1%	
Honolulu Intl Airport Car Rental Center	Oahu		16.4	1%	
Honolulu Watershed Forest Reserve	Oahu		15.9	%	
Lahaina Cannery Mall	Maui Island		15.9	%	
Paia Town	Maui Island		15.9	%	
Upcountry Maui	Maui Island		15.9	%	
Chinatown	Oahu		14.0%	1	
International Marketplace	Oahu		14.0%	,	
USS Arizona Memorial	Oahu		13.5%		
Diamond Head State Monument	Oahu		13.0%		
H.A. Baldwin Beach Park	Maui Island		13.0%		
Honolulu Zoo	Oahu		12.6%		
Kaanapali Kai Golf Course	Maui Island		12.6%		
Whalers Village Shopping Center	Maui Island		12.1%		
Ala Moana Regional Park	Oahu	:	11.6%		
Haleakala National Park	Maui Island	1	11.1%		
Waimea Bay Beach Park	Oahu	1	11.1%		
Kailua-Kona Town	Hawaii Island	1	.0.6%		
Kona Airport Car Rental location	Hawaii Island	1	.0.6%		
Lahaina Market Place Shopping Center	Maui Island	1	.0.6%		

Source: UM Source: UM Source: UM

## Kauai Visitation Insights for Residents

Date Range: 01-Apr-21 to 30-Apr-21

Island Residence County Kauai Kauai, HI

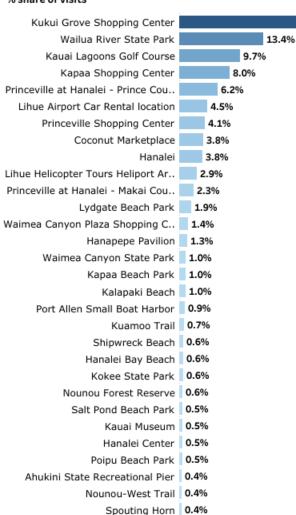
From Date 01-Apr-21

22.6%

To Date 30-Apr-21

## Kauai Top POIs Visited by Residents

Date Range: 01-Apr-21 to 30-Apr-21 % share of visits



#### Cross Visitation on Kauai

POI: Kukui Grove Shopping Center % share of visitors



#### Cross Visitation on other Islands

POI: Kukui Grove Shopping Center % share of visitors

70 Share of Visitors					
Ala Moana Shopping Center	Oahu				
Chinatown	Oahu				25.3%
Kalakaua Avenue	Oahu				25.3%
Pearl Ridge Shopping Center	Oahu			16.3%	
Honolulu Watershed Forest Reserve	Oahu			15.8%	
Honolulu Intl Airport Car Rental Center	Oahu			15.3%	
MCI Citywide District (Waikiki includin	Oahu			14.7%	
Kapiolani Park	Oahu			14.2%	
Kapahulu Avenue	Oahu		:	13.7%	
Kailua town and beach	Oahu		11	6%	
Ala Moana Regional Park	Oahu		9.59	6	
Royal Hawaiian Shopping Center	Oahu		9.59	6	
Honolulu Zoo	Oahu		8.4%		
International Marketplace	Oahu		8.4%		
Kapolei Shopping Center	Oahu		8.4%		
Upcountry Maui	Maui Island		8.4%		
Salt at Our Kakaako	Oahu		7.4%		
Makapuu Beach Park	Oahu	6	.8%		
Waimanalo Beach Park	Oahu	6	.3%		
Kaiona Beach Park	Oahu	5.	8%		
Waialae Avenue	Oahu	5.	8%		
Kahului Airport Car Rental location	Maui Island	5.3	3%		
Kuhio Beach Park	Oahu	5.3	3%		
Waikiki Beach	Oahu	5.3	3%		
Ward Center Shopping Center	Oahu	5.3	3%		
Lahaina Bypass	Maui Island	4.7	7%		
Maui Mall Shopping Center	Maui Island	4.7	7%		
Queens Surf Beach Park	Oahu	4.7	7%		
Front Street in Lahaina	Maui Island	4.2	%		
Kailua-Kona Town	Hawaii Island	4.2	%		
	Chinatown Kalakaua Avenue Pearl Ridge Shopping Center Honolulu Watershed Forest Reserve Honolulu Intl Airport Car Rental Center MCI Citywide District (Waikiki includin Kapiolani Park Kapahulu Avenue Kailua town and beach Ala Moana Regional Park Royal Hawaiian Shopping Center Honolulu Zoo International Marketplace Kapolei Shopping Center Upcountry Maui Salt at Our Kakaako Makapuu Beach Park Waimanalo Beach Park Kaiona Beach Park Waialae Avenue Kahului Airport Car Rental location Kuhio Beach Park Waikiki Beach Ward Center Shopping Center Lahaina Bypass Maui Mall Shopping Center Queens Surf Beach Park Front Street in Lahaina	Chinatown Kalakaua Avenue Pearl Ridge Shopping Center Honolulu Watershed Forest Reserve Honolulu Intl Airport Car Rental Center MCI Citywide District (Waikiki includin Kapiolani Park Capahulu Avenue Cahu Kapahulu Avenue Cahu Kailua town and beach Ala Moana Regional Park Coahu Honolulu Zoo Cahu Capolei Shopping Center Capolei Shopping Center Capu Capu Capu Capu Capu Capu Capu Capu	Chinatown Kalakaua Avenue Pearl Ridge Shopping Center Honolulu Watershed Forest Reserve Honolulu Intl Airport Car Rental Center MCI Citywide District (Waikiki includin Cahu Kapiolani Park Caphulu Avenue Kailua town and beach Ala Moana Regional Park Coahu Honolulu Zoo International Marketplace Caphu Capountry Maui Salt at Our Kakaako Makapuu Beach Park Waimanalo Beach Park Waialae Avenue Caphu Cap	Chinatown Kalakaua Avenue Pearl Ridge Shopping Center Honolulu Watershed Forest Reserve Honolulu Intl Airport Car Rental Center MCI Citywide District (Waikiki includin Cahu Kapiolani Park Caphulu Avenue Callu Moana Regional Park Coahu Ala Moana Regional Park Caphulu Zoo International Marketplace Caphu Caphulu Zoo International Marketplace Caphu Caphulu Joo Caphu Caphulu	Chinatown Kalakaua Avenue Pearl Ridge Shopping Center Honolulu Watershed Forest Reserve Honolulu Intl Airport Car Rental Center MCI Citywide District (Waikiki includin Cahu Caphulu Avenue Cahu Ala Moana Regional Park Cayl Hawaiian Shopping Center Honolulu Zoo Cahu Caphu Ca

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

35.3%

## Kauai Lodging Summary

## April 2021

Month Island April 2021 Kauai

## April 2021 & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
	42.6%	▲ 34.7%	200.2K	▲ 63.9%	85.2K	▲ 785.3%
Hotel	36.9%	▲ 29.9%	115.5K	▲ 31.7%	42.6K	▲ 593.1%
Short Term Rentals	50.3%	<b>▲</b> 40.2%	84.7K	▲ 145.9%	42.6K	▲ 1124.7%
Timeshare						

## April 2021 YTD Calendar Year & YOY Change

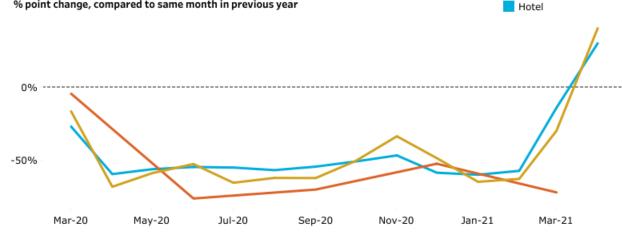
	27.4%	▼ -38.2%	970.8K	▼ -8.2%	266.0K	▼ -61.6%
Hotel	28.5%	▼ -28.5%	407.4K	▼ -12.6%	116.1K	▼ -56.4%
Short Term Rentals	28.0%	▼ -39.7%	365.8K	▼ -7.1%	102.4K	▼ -61.6%
Timeshare	24.0%	▼ -57.5%	197.6K	▲ 0.3%	47.4K	▼ -70.5%

<sup>\*</sup>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



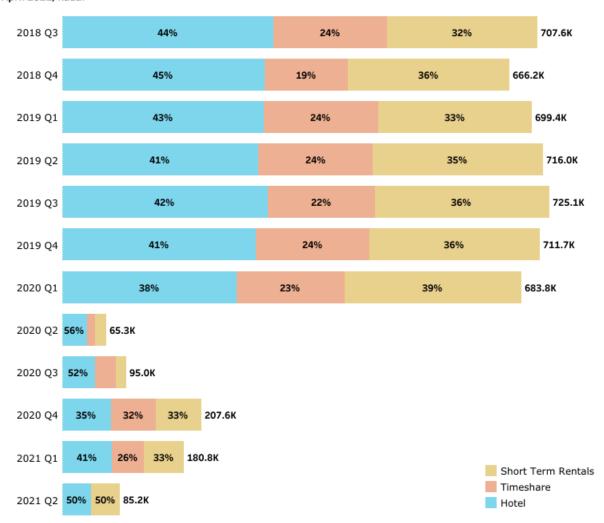
Source: STR, Transparent & HTA

## Room Demand and Contribution

April 2021, Kauai

Short Term Rentals

Timeshare



\*2021 Q2 does not include timeshare data. Timeshare information is only available after the end of each quarter Source: STR, Transparent & HTA