

# **Tourism Economics Symphony Dashboards**

April 2021



# Table of Contents

- State
  - State of Hawai'i Summary
  - State of Hawai'i Lodging Summary
- O'ahu
  - O'ahu Summary
  - O'ahu Visitation Insights
    - Visitors
    - City & County of Honolulu Residents
  - O'ahu Lodging Summary
- Maui County
  - Maui Island Summary
  - Maui Island Visitation Insights
    - Visitors
    - Maui County Residents
  - Moloka'i Visitation Insights
    - Visitors
    - Maui County Residents
  - Lāna'i Visitation Highlights
    - Visitors
    - Maui County Residents
  - Maui County Lodging Summary
- Hawai'i Island
  - Hawai'i Island Summary
  - Hawai'i Island Visitation Insights
    - Visitors
    - Hawai'i County Residents
  - Hawai'i Island Lodging Summary
- Kaua'i
  - Kaua'i Summary
  - Hawai'i Visitation Insights
    - Visitors
    - Kaua'i County Residents
  - Kaua'i Lodging Summary

Month  
April 2021

## Visitor Arrivals

Total Visitors &amp; % change YOY, April 2021

484.1K ▲ 10506.3%

## Expenditure by Visitors

Total Expenditure &amp; % change YOY, April 2021

\$811.4M

## Avg. Length of Stay

All visitors, April 2021

9.4 Days

## Visitors from International Markets

% change YOY &amp; no of visitors

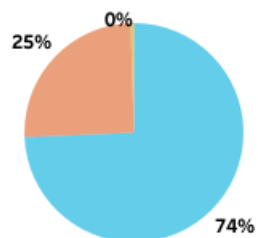
Japan	▲ 10415.4%	1,367
Other Asia	▲ 2353.1%	785
Europe	▲ 2841.7%	706
Canada	▲ 5755.6%	527
Korea	▲ 2800.0%	435
United Kingdom	▲ 6033.3%	368
Mexico	▲ 7500.0%	304
China	▲ 2550.0%	159
Oceania	▲ 1762.5%	149
Switzerland	▲ 4600.0%	141

Source: HTA

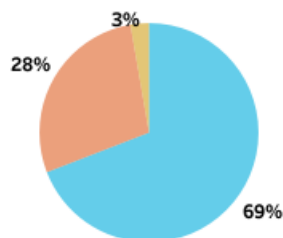
## Origin Market Share

% share of visitor for April 2021

April 2021



April 2020



US West US East International

Source: HTA

## Top 10 Domestic Markets

% change YOY &amp; no of visitors

California	▲ 12302.1%	191,241
Washington	▲ 10648.1%	63,199
Utah	▲ 17139.5%	22,239
Texas	▲ 8519.0%	19,048
Oregon	▲ 13687.0%	19,026
Arizona	▲ 11184.3%	15,121
Colorado	▲ 12062.7%	14,352
Nevada	▲ 5432.4%	9,737
Florida	▲ 7750.9%	9,107
Illinois	▲ 8760.2%	8,240

Source: HTA

## Top POIs Visited, April 2021

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

	Residents	Visitors
Kalakaua Avenue	60%	40%
Lahaina Bypass	57%	43%
Front Street in Lahaina	48%	52%
Kailua town and beach	89%	11%
Upcountry Maui	89%	11%
Kapahulu Avenue	78%	22%
Ko Olina Resort	53%	47%
Kapiolani Park	72%	28%
Royal Hawaiian Shopping Center	53%	47%
Kaanapali Kai Golf Course	47%	53%
Kahului Airport Car Rental location	38%	62%
Whalers Village Shopping Center	37%	63%
Ala Moana Shopping Center	87%	13%
Hana/Road to Hana	63%	37%
Lahaina Cannery Mall	55%	45%
Kailua-Kona Town	61%	39%
Chinatown	94%	6%
Honolulu Watershed Forest Reserve	86%	14%
Lahaina Market Place Shopping Center	41%	59%
Paia Town	60%	40%
International Marketplace	54%	46%
The Bay Course at Kapalua Resort	46%	54%
Azeka Shopping Center	72%	28%
The Shops at Wailea	52%	48%
Fort DeRussy Beach Park	37%	63%
Ala Moana Regional Park	79%	21%
Kahana Valley State Park	72%	28%
Ahupuaa O Kahana State Park	72%	28%
Queens MarketPlace	51%	49%
Kaanapali Beach	30%	70%

Source: UM

\* 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%	▲ 47.3%	2,138.8K	▲ 71.3%	1,178.5K	▲ 1107.9%
Hotel	50.8%	▲ 42.0%	1,555.0K	▲ 67.3%	789.8K	▲ 868.5%
Short Term Rentals	66.6%	▲ 61.6%	583.8K	▲ 82.7%	388.6K	▲ 2327.6%
Timeshare						

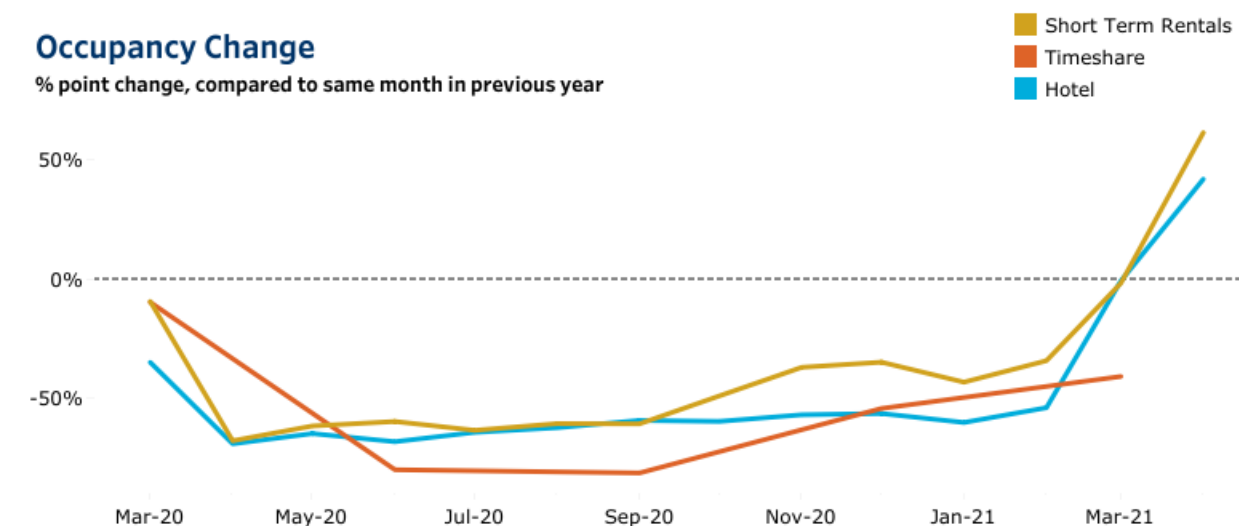
## April 2021 YTD Calendar Year & YOY Change

..	43.1%	▼ -21.5%	9,348.1K	▼ -0.4%	4,026.5K	▼ -33.6%
Hotel	37.1%	▼ -23.2%	6,074.7K	▲ 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%

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

## Occupancy Change

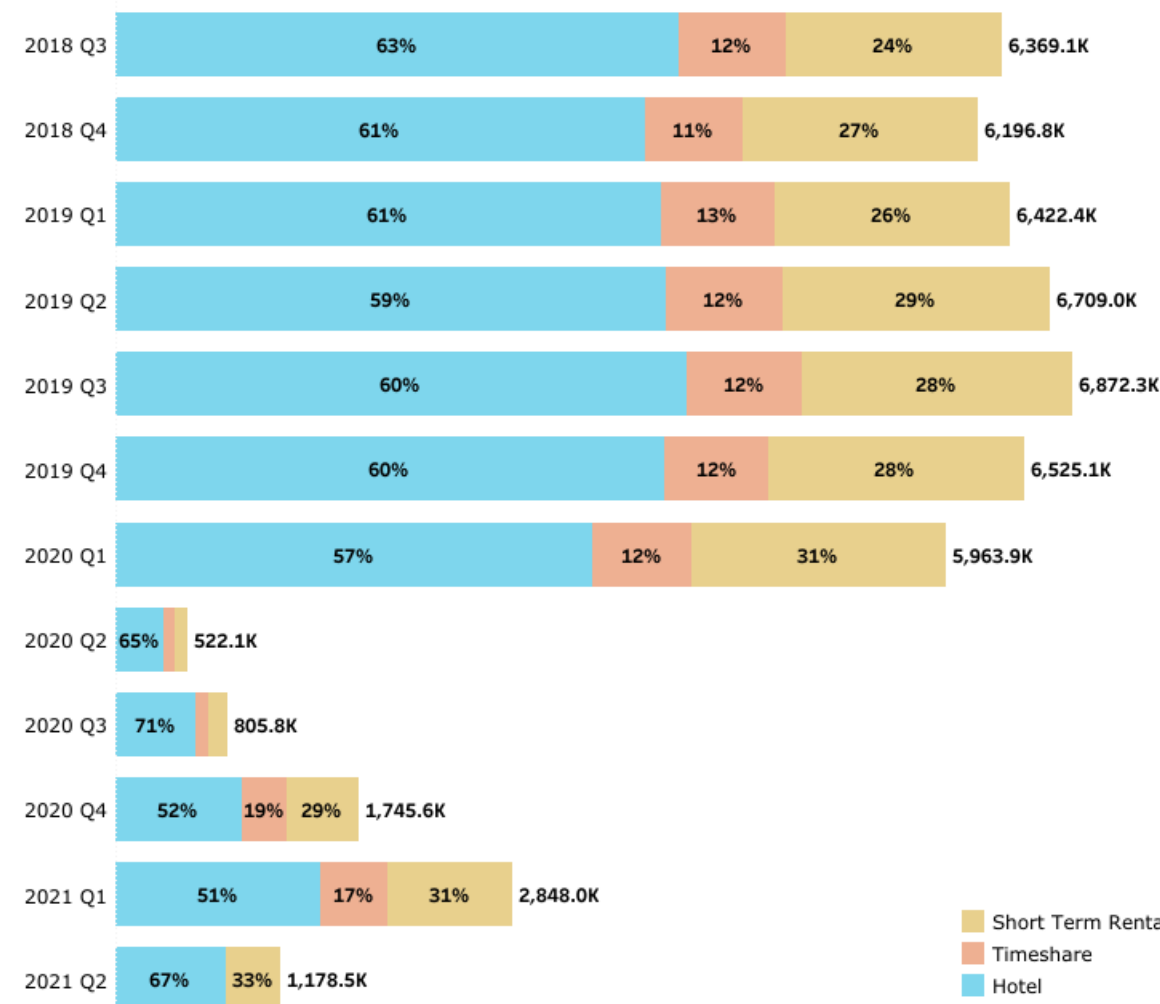
% point change, compared to same month in previous year



Source: STR, Transparent & HTA

## Room Demand and Contribution

April 2021, State of Hawaii



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

Month  
April 2021Island  
Oahu

## Visitor Arrivals

Total Visitors &amp; % change YOY, April 2021

223.1K ▲ 6981.6%

## Expenditure by Visitors

Total Expenditure &amp; % change YOY, April 2021

\$299.8M

## Avg. Length of Stay

All visitors, April 2021

8.1 Days

## Visitors from International Markets

% change YOY &amp; no of visitors

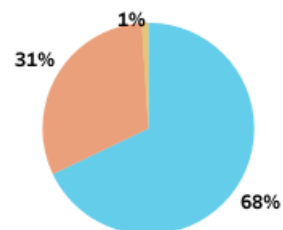
Japan	▲ 9984.6%	1,311
Other Asia	▲ 2062.1%	627
Europe	▲ 2300.0%	408
Korea	▲ 2313.3%	362
Canada	▲ 3360.0%	173
China	▲ 2050.0%	129
Oceania	▲ 1680.0%	89
Taiwan	▲ 960.0%	53
New Zealand	▲ 1633.3%	52
Australia	▲ 1133.3%	37

Source: HTA

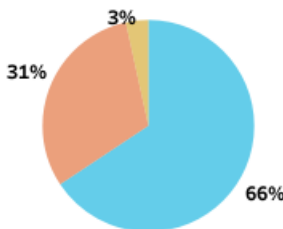
## Origin Market Share

% share of visitor for April 2021

April 2021



April 2020



■ US West ■ US East ■ International

Source: HTA

## Top 10 Domestic Markets

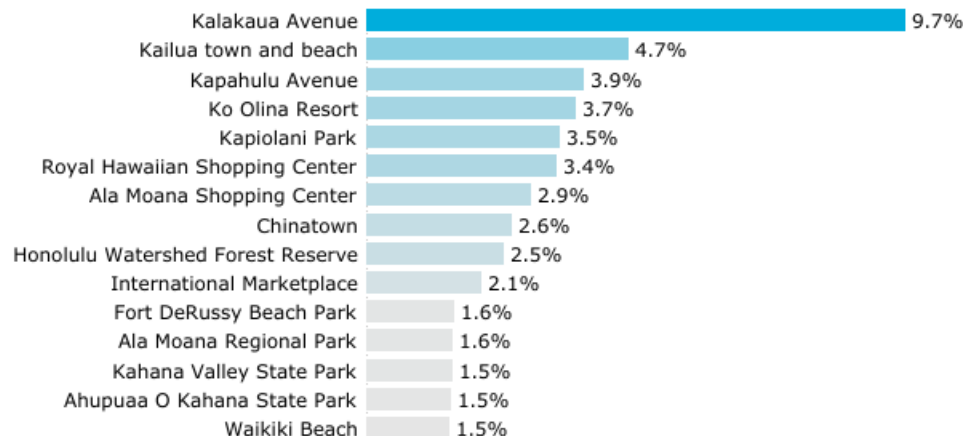
% change YOY &amp; no of visitors

California	▲ 8578.4%	86,697
Washington	▲ 5254.0%	20,827
Utah	▲ 13479.0%	10,999
Texas	▲ 5834.3%	10,563
Arizona	▲ 7040.7%	6,498
Florida	▲ 6893.1%	6,084
Oregon	▲ 6857.1%	5,844
Nevada	▲ 4097.6%	5,163
Colorado	▲ 6207.4%	5,109
New York	▲ 7075.4%	4,951

Source: HTA

## Top POIs Visited by Visitors

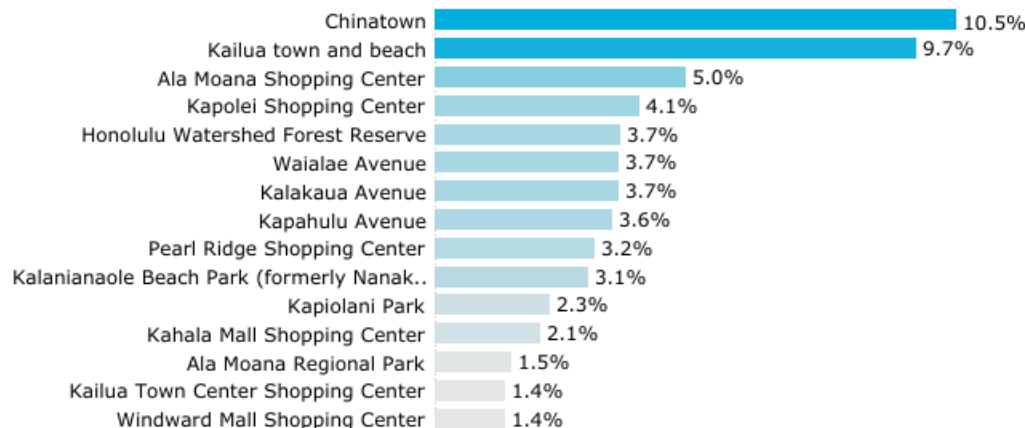
% share of visits, April 2021



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

Island

Oahu

From Date

01-Apr-21

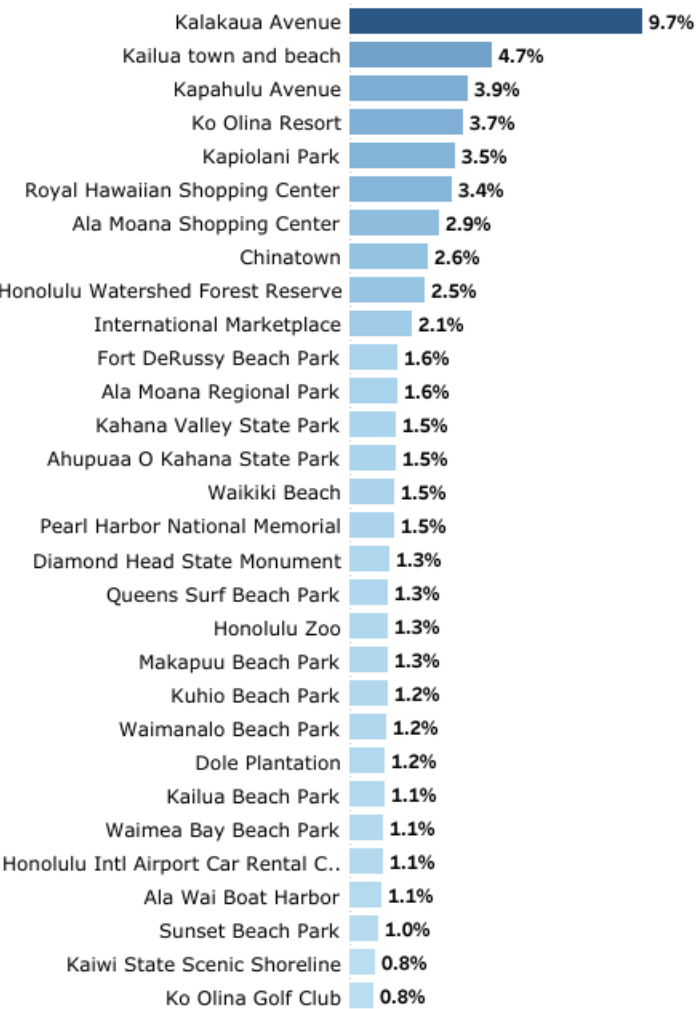
To Date

30-Apr-21

Oahu Top POIs Visited by Visitors

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

% share of visits



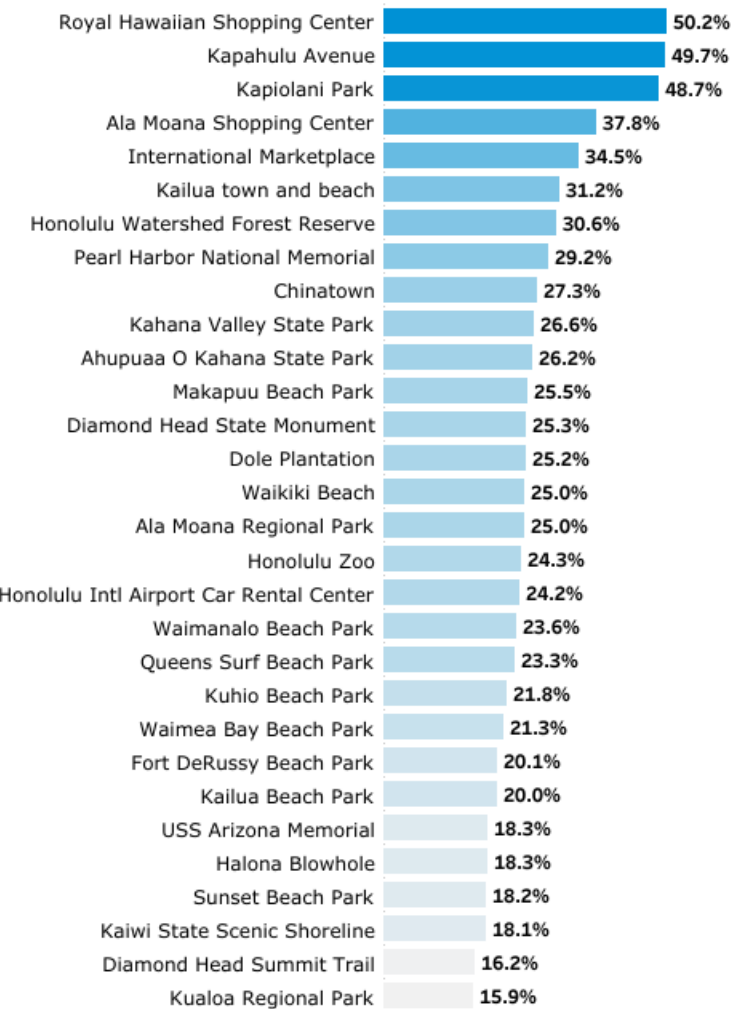
Source: UM

Sample Size: 20,993

Cross Visitation on Oahu

POI: Kalakaua Avenue

% share of visitors

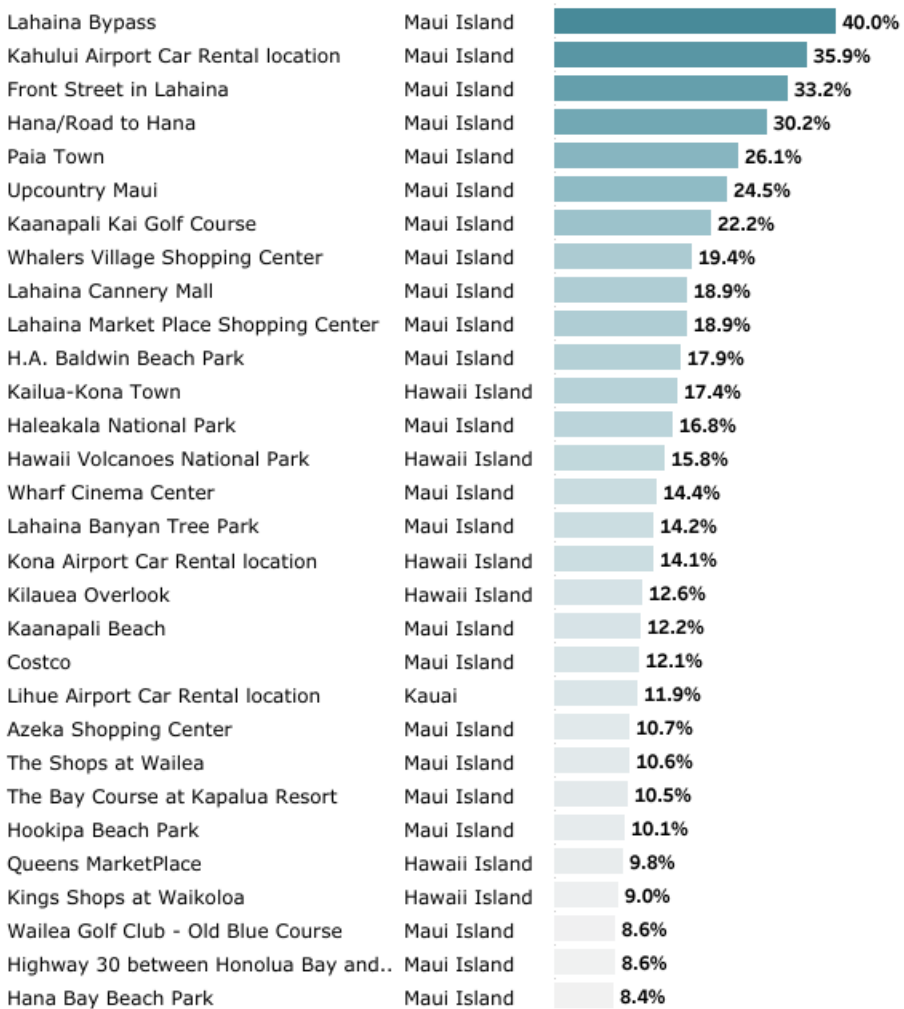


Source: UM

Cross Visitation on other Islands

POI: Kalakaua Avenue

% share of visitors



Source: UM

## Oahu Visitation Insights for Residents

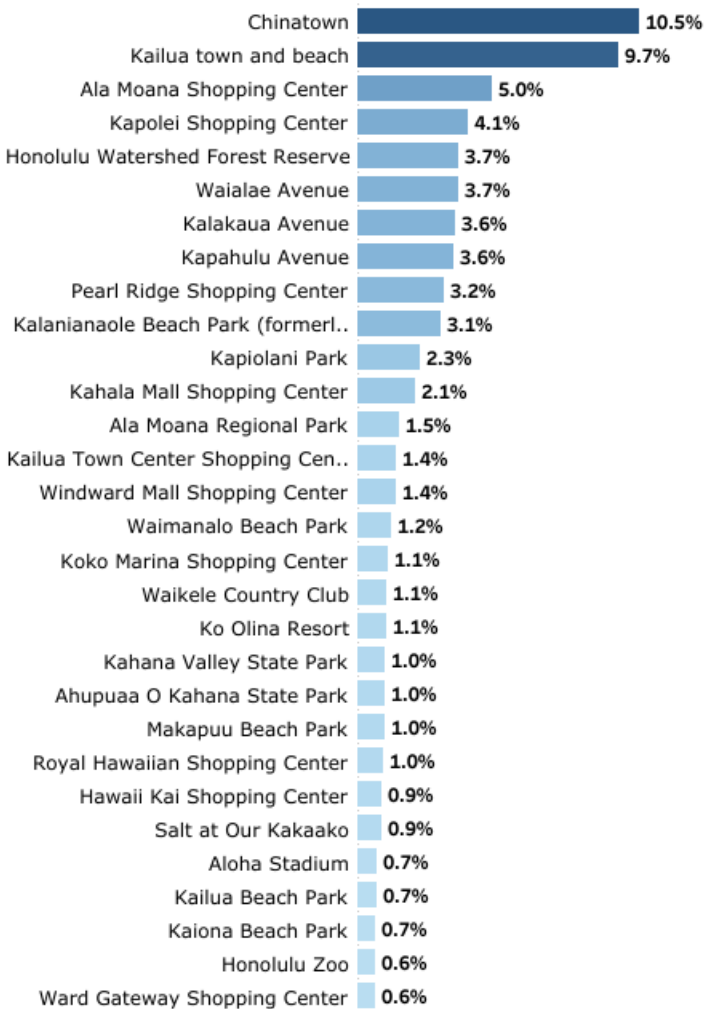
Date Range: 01-Apr-21 to 30-Apr-21

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

## Oahu Top POIs Visited by Residents

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

% share of visits

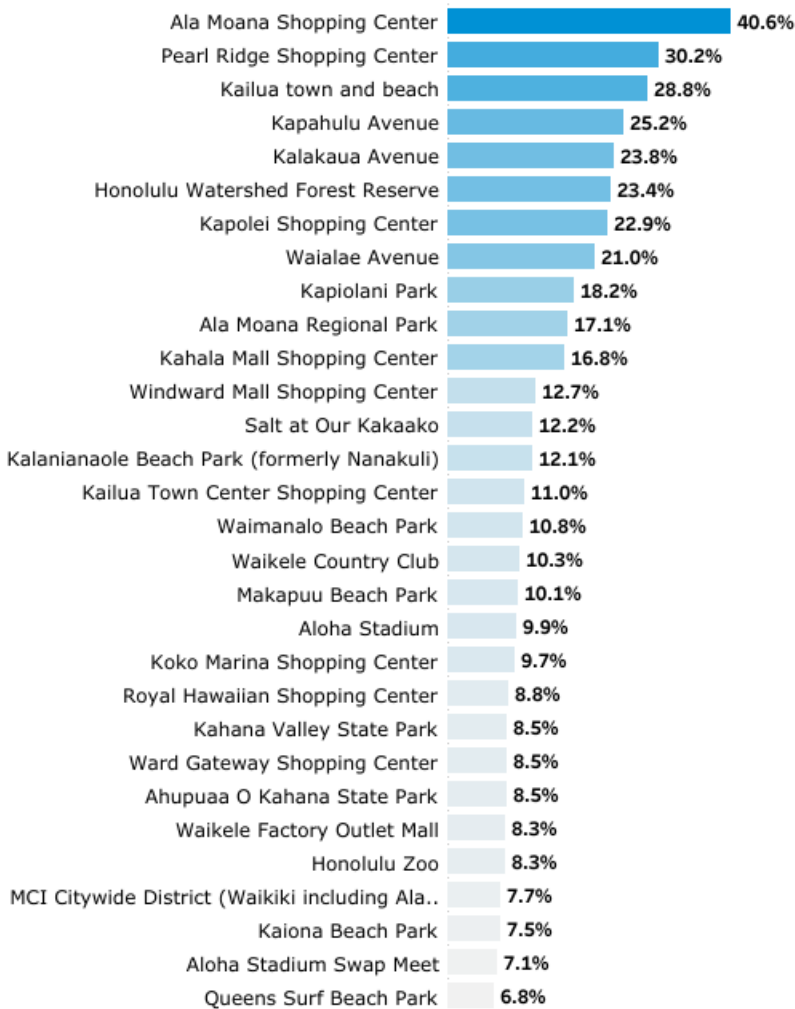


Source: UM

## Cross Visitation on Oahu

POI: Chinatown

% share of visitors

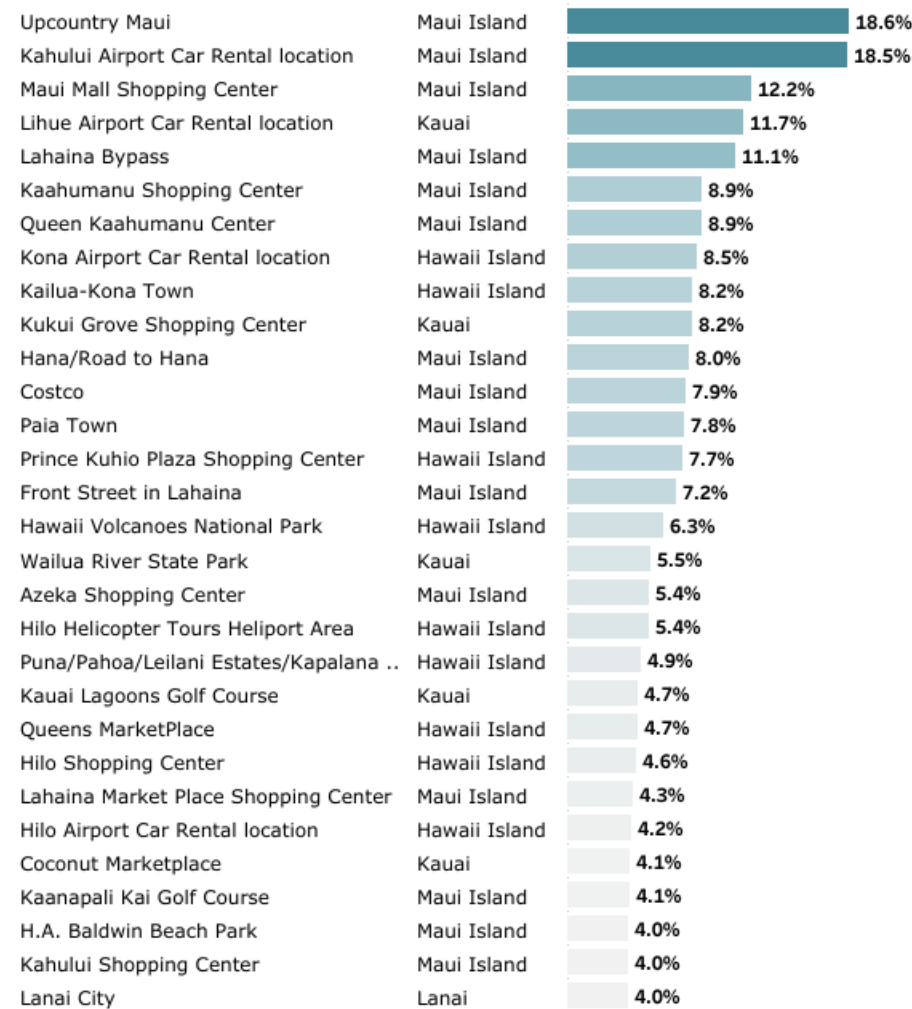


Source: UM

## Cross Visitation on other Islands

POI: Chinatown

% share of visitors



Source: UM

Sample Size: 60,262

## Oahu Lodging Summary

April 2021

Month  
April 2021Island  
Oahu

## April 2021 &amp; YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
..	49.8%	▲ 42.8%	995.8K	▲ 46.0%	496.4K	▲ 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						

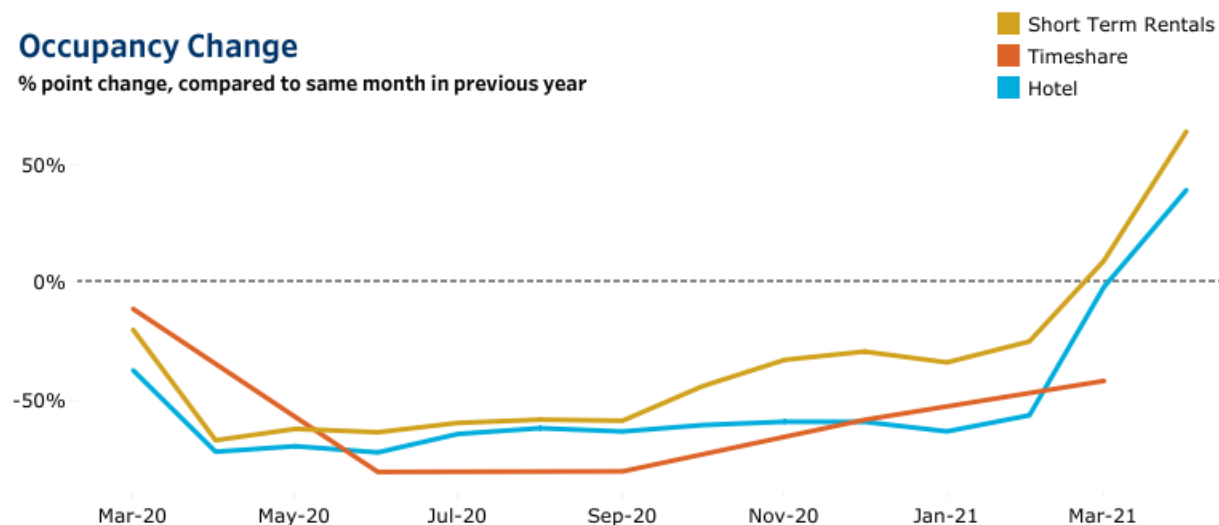
## April 2021 YTD Calendar Year &amp; YOY Change

..	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%

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

## Occupancy Change

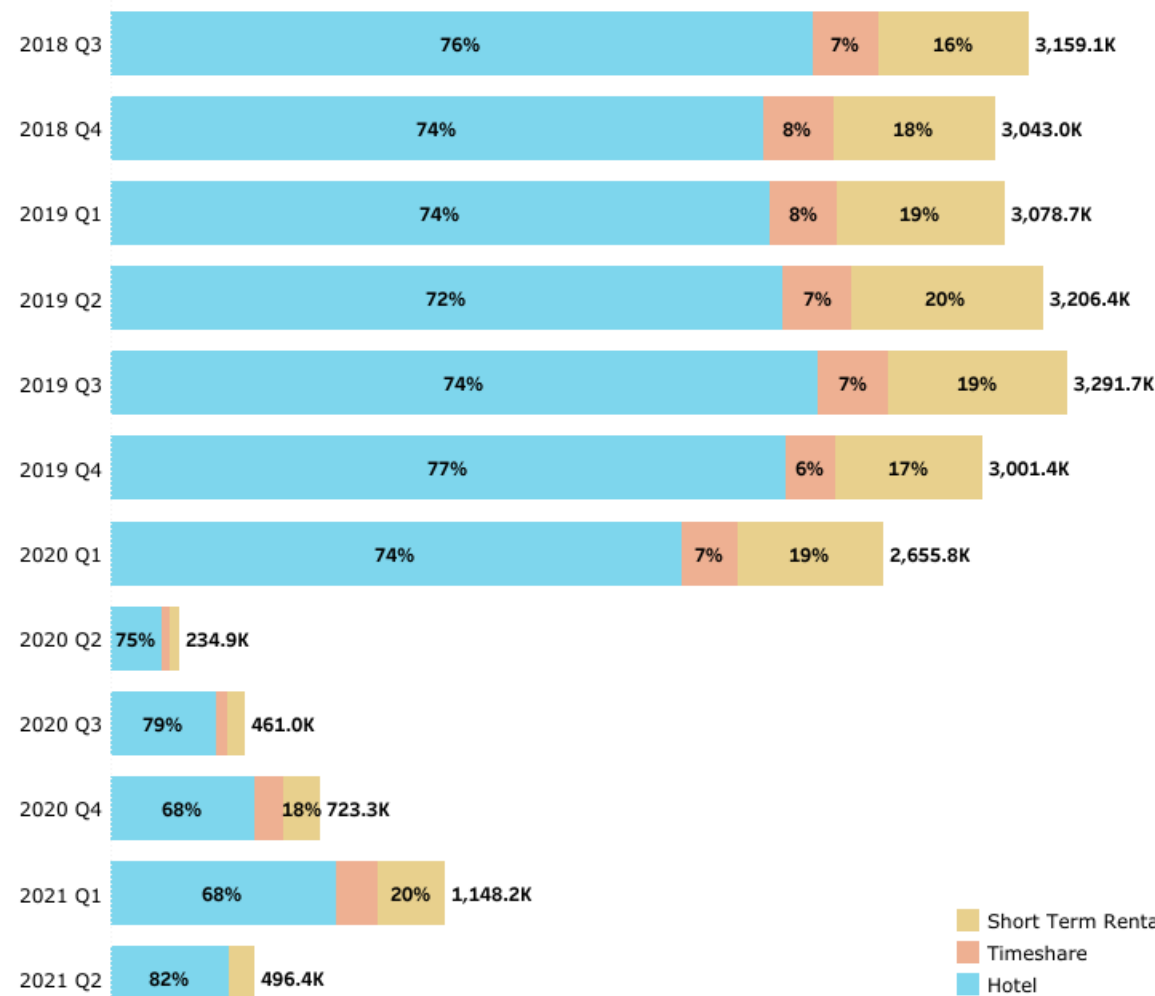
% point change, compared to same month in previous year



Source: STR, Transparent &amp; HTA

## Room Demand and Contribution

April 2021, Oahu



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

Month  
April 2021Island  
Maui Island

## Visitor Arrivals

Total Visitors &amp; % change YOY, April 2021

178.1K ▲ 27427.8%

## Expenditure by Visitors

Total Expenditure &amp; % change YOY, April 2021

\$316.3M

## Avg. Length of Stay

All visitors, April 2021

8.6 Days

## Visitors from International Markets

% change YOY &amp; no of visitors

Canada	▲ 12300.0%	248
Europe	▲ 7233.3%	220
Other Asia		128
China		42
Korea		40
Oceania	▲ 1800.0%	38
Japan		32
New Zealand	▲ 3100.0%	32
Australia	▲ 500.0%	6
Taiwan		5

Source: HTA

## Origin Market Share

% share of visitor for April 2021

April 2021

April 2020

US West US East International

Source: HTA

## Top 10 Domestic Markets

% change YOY &amp; no of visitors

California	▲ 29922.3%	69,952
Washington	▲ 27722.1%	26,431
Utah	▲ 44172.2%	7,969
Oregon	▲ 32525.0%	7,830
Texas	▲ 29159.1%	6,437
Colorado	▲ 26409.1%	5,832
Arizona	▲ 30210.5%	5,759
Nevada	▲ 11721.4%	3,310
Illinois	▲ 45471.4%	3,190
New York	▲ 38928.6%	2,732

Source: HTA

## Top POIs Visited by Visitors

% share of visits, April 2021

Lahaina Bypass	9.7%
Front Street in Lahaina	7.9%
Upcountry Maui	6.2%
Kaanapali Kai Golf Course	4.9%
Kahului Airport Car Rental location	4.7%
Whalers Village Shopping Center	4.7%
Hana/Road to Hana	4.3%
Lahaina Cannery Mall	4.2%
Lahaina Market Place Shopping Center	3.6%
Paia Town	3.4%
The Bay Course at Kapalua Resort	2.6%
Azeka Shopping Center	2.5%
The Shops at Wailea	2.5%
Kaanapali Beach	2.3%
Lahaina Banyan Tree Park	2.1%

Source: UM

## Top POIs Visited by Residents

% share of visits, April 2021

Upcountry Maui	27.3%
Lahaina Bypass	7.2%
Maui Mall Shopping Center	5.7%
Queen Kaahumanu Center	5.4%
Kaahumanu Shopping Center	5.2%
Front Street in Lahaina	4.1%
Hana/Road to Hana	4.0%
Costco	4.0%
Azeka Shopping Center	3.6%
Lahaina Cannery Mall	2.9%
Paia Town	2.9%
Kahului Shopping Center	2.5%
Kaanapali Kai Golf Course	2.4%
H.A. Baldwin Beach Park	1.9%
Kahului Airport Car Rental location	1.6%

Source: UM

\* 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  
Maui Island

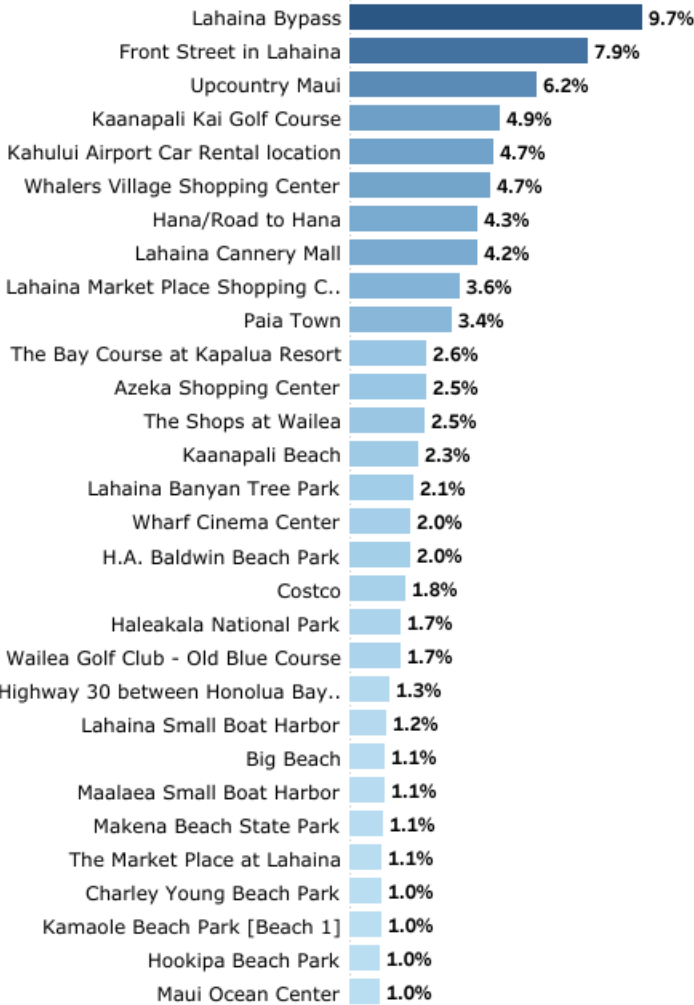
From Date  
01-Apr-21

To Date  
30-Apr-21

## Maui Island Top POIs Visited by Visitors

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

% share of visits



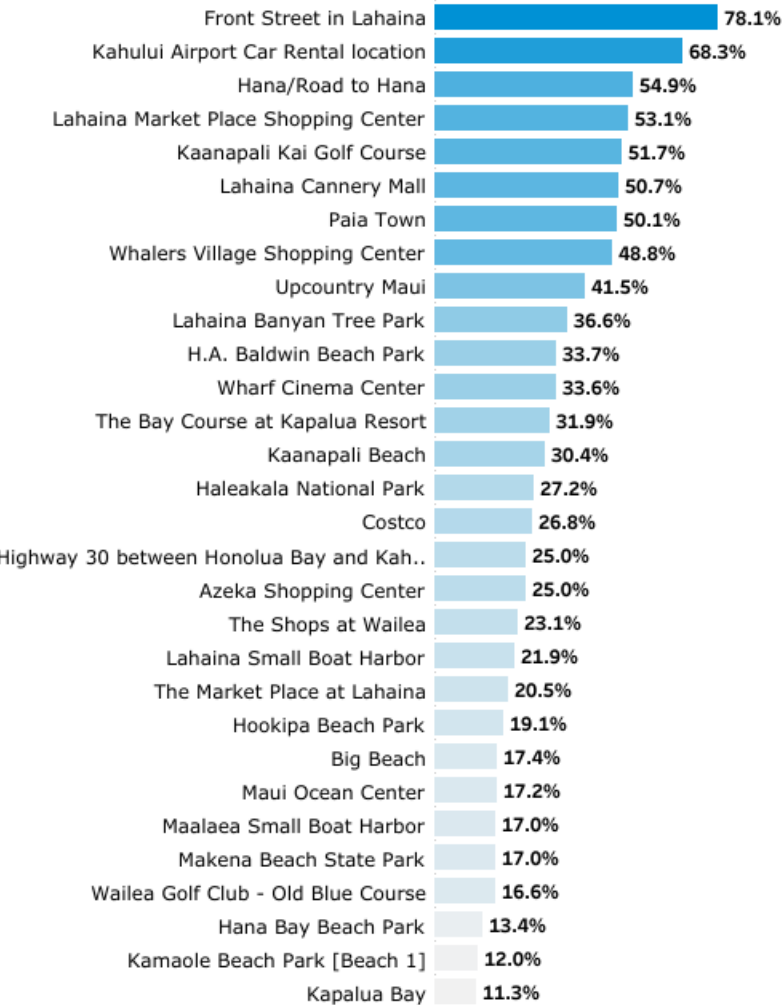
Source: UM

Sample Size: 12,087

## Cross Visitation on Maui Island

POI: Lahaina Bypass

% share of visitors

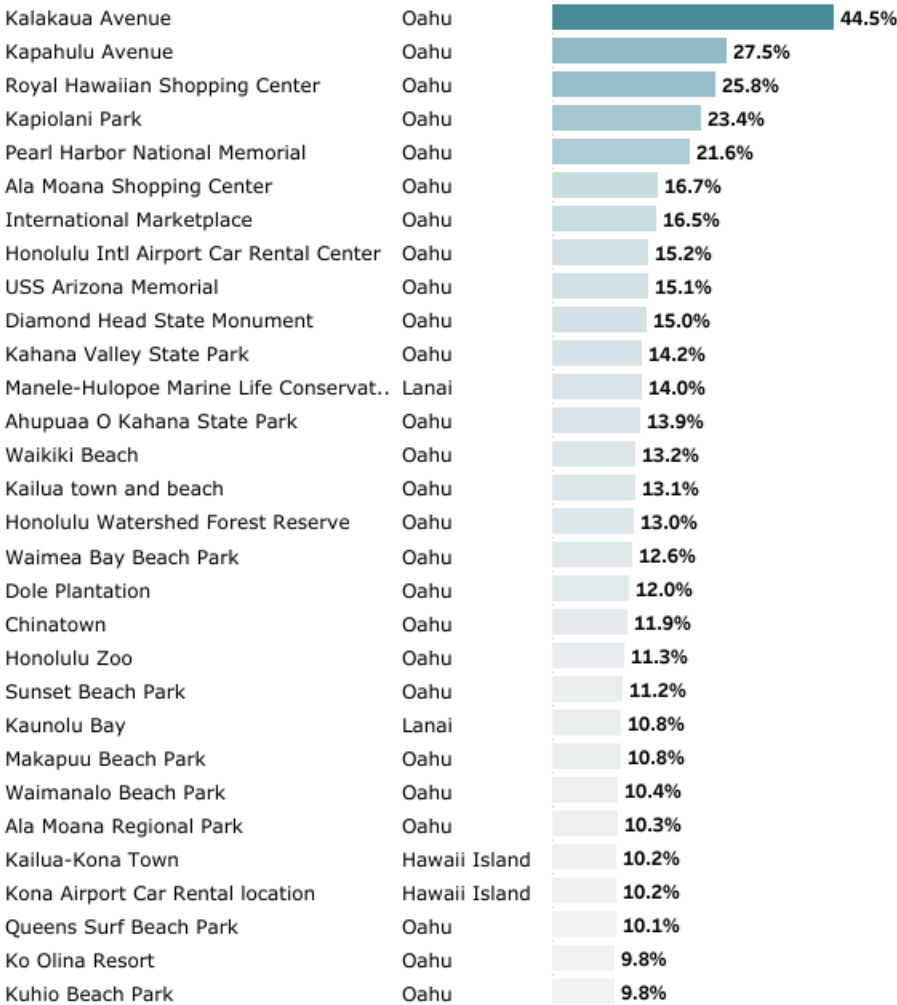


Source: UM

## Cross Visitation on other Islands

POI: Lahaina Bypass

% share of visitors



Source: UM

# Maui Island Visitation Insights for Residents

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

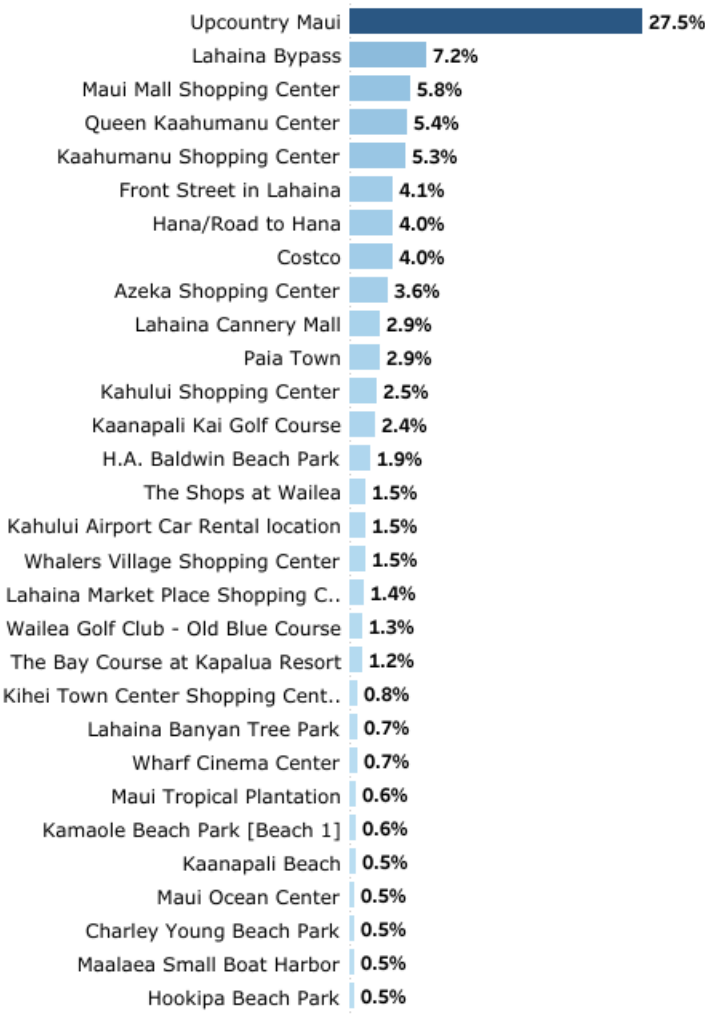


Island	Residence County	From Date	To Date
Maui Island	Maui, HI	01-Apr-21	30-Apr-21

## Maui Island Top POIs Visited by Residents

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

% share of visits

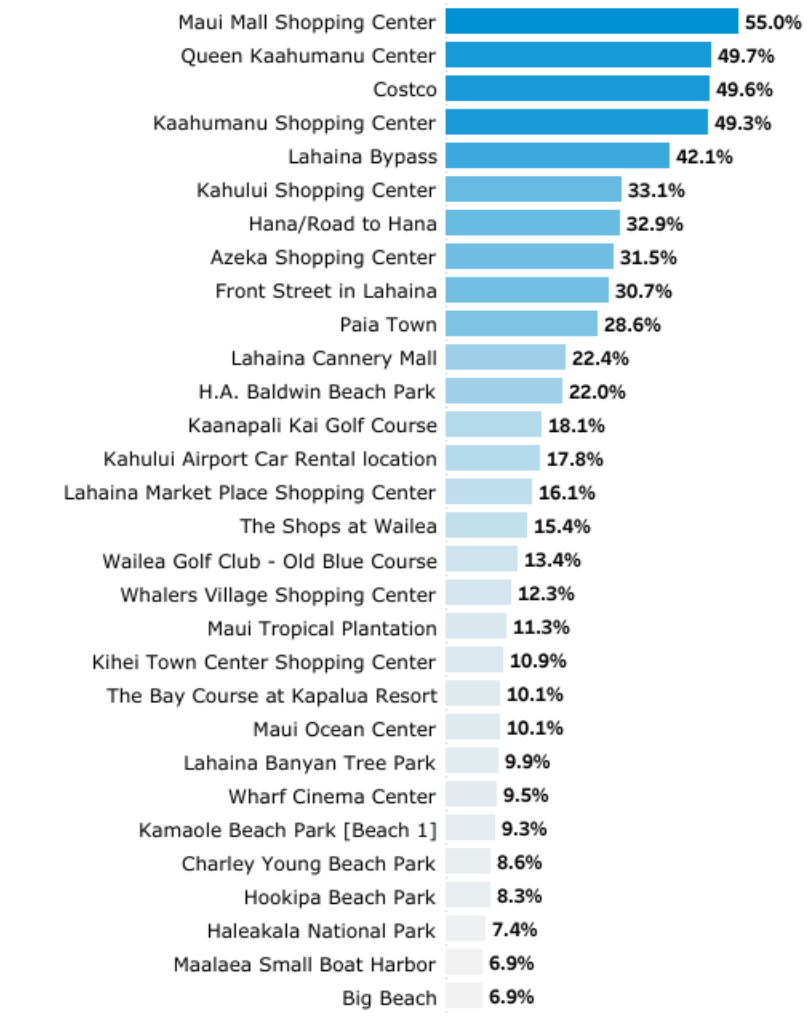


Source: UM

## Cross Visitation on Maui Island

POI: Upcountry Maui

% share of visitors

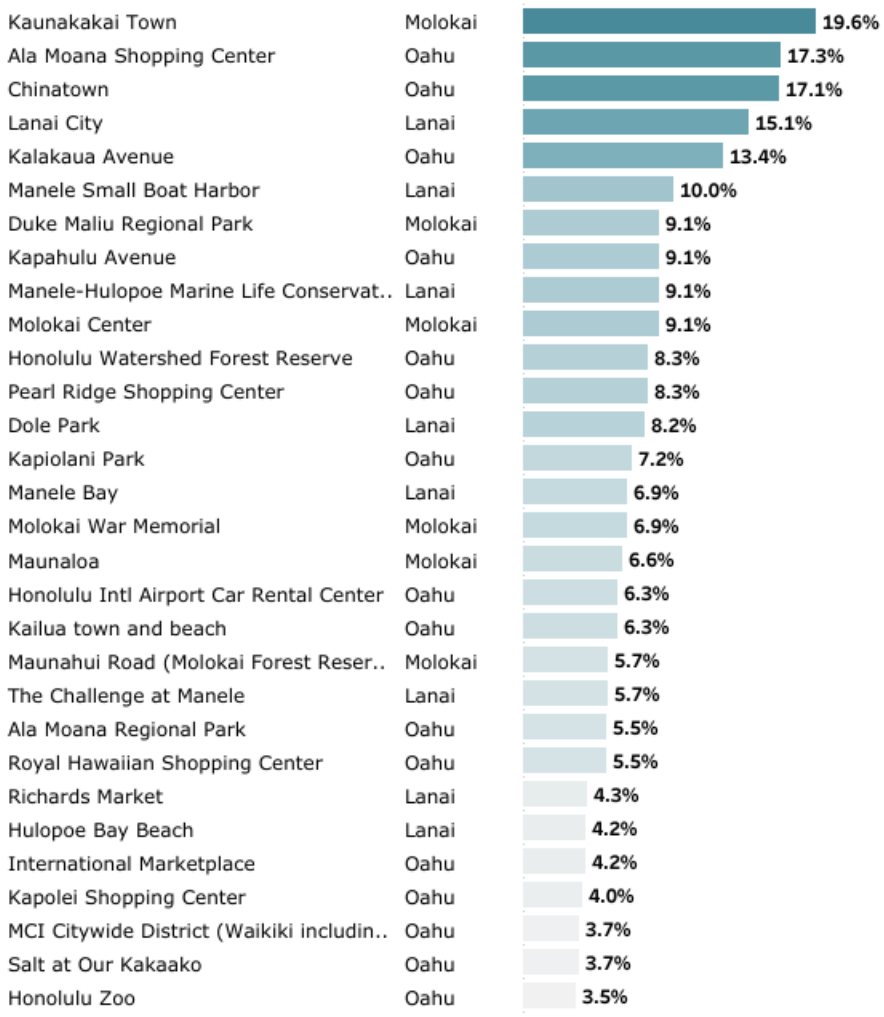


Source: UM

## Cross Visitation on other Islands

POI: Upcountry Maui

% share of visitors



Source: UM

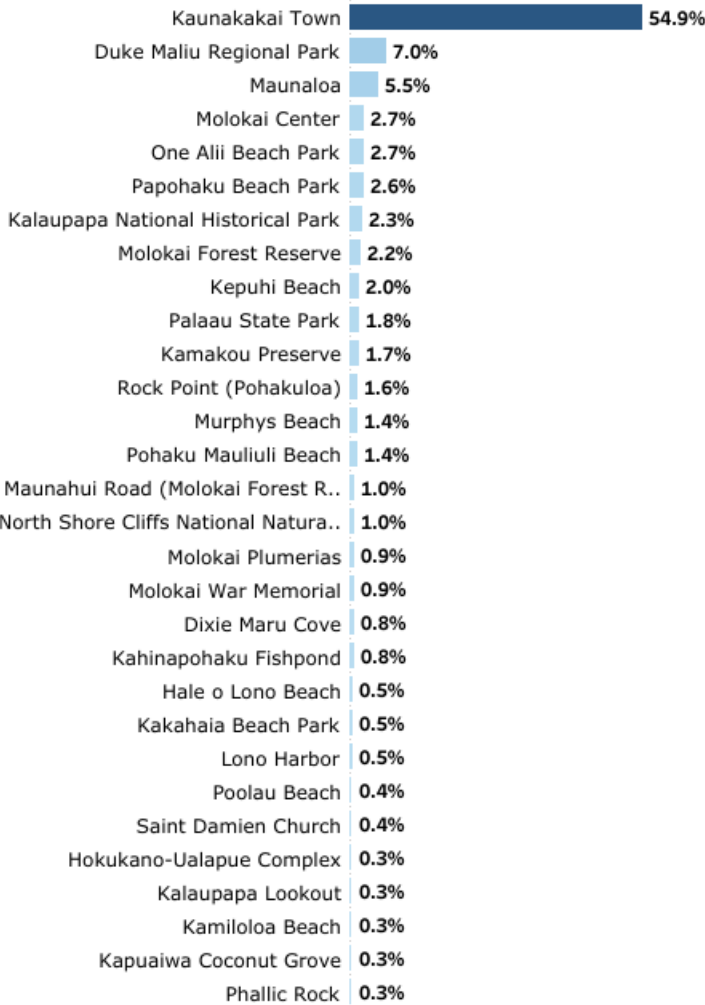
Molokai Visitation Insights for Visitors

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

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

Molokai Top POIs Visited by Visitors

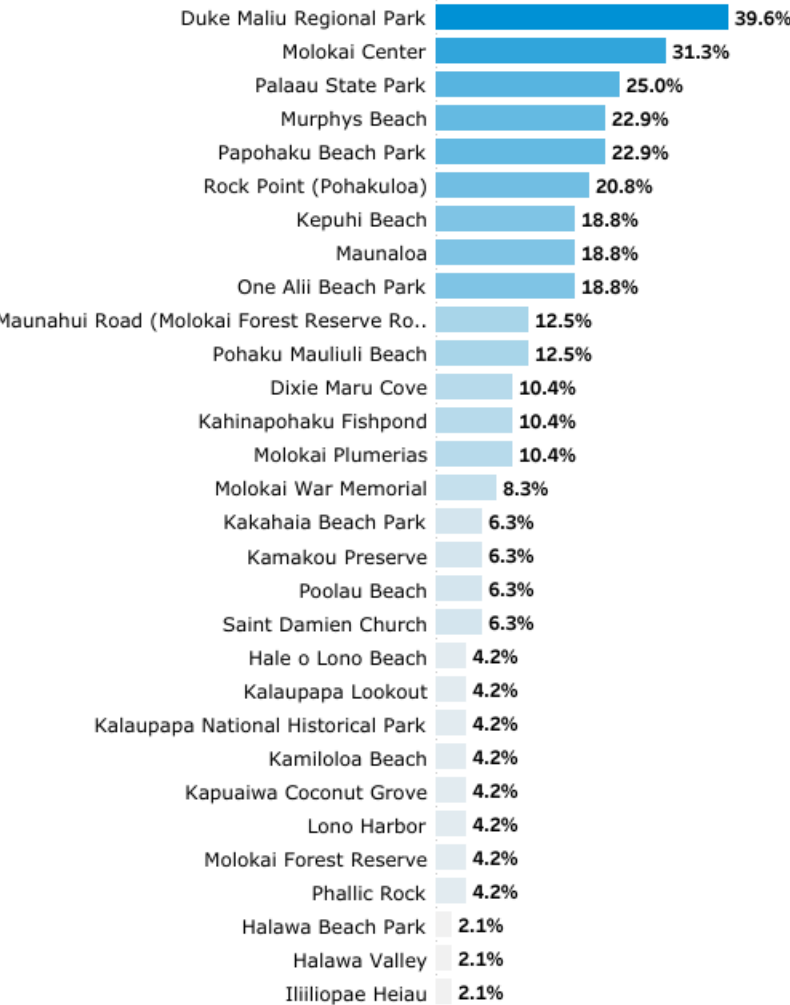
Date Range: 01-Apr-21 to 30-Apr-21  
% share of visits



Source: UM

Cross Visitation on Molokai

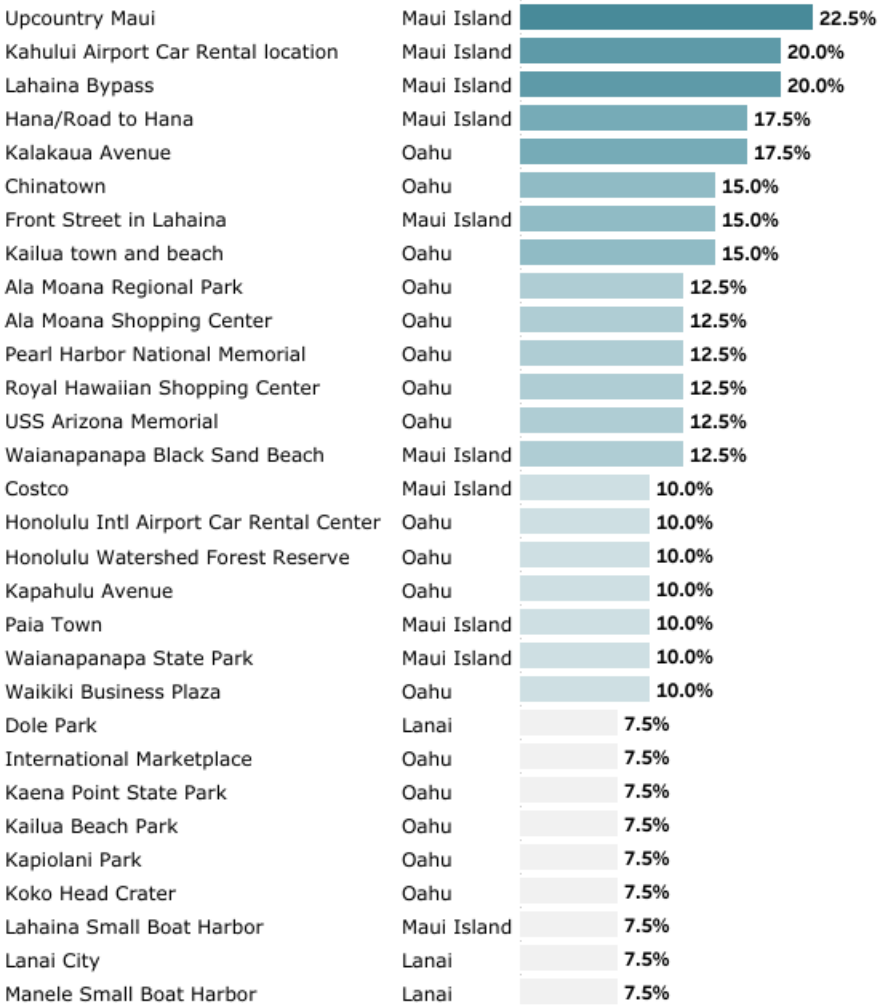
POI: Kaunakakai Town  
% share of visitors



Source: UM

Cross Visitation on other Islands

POI: Kaunakakai Town  
% share of visitors



Source: UM

## Molokai Visitation Insights for Residents

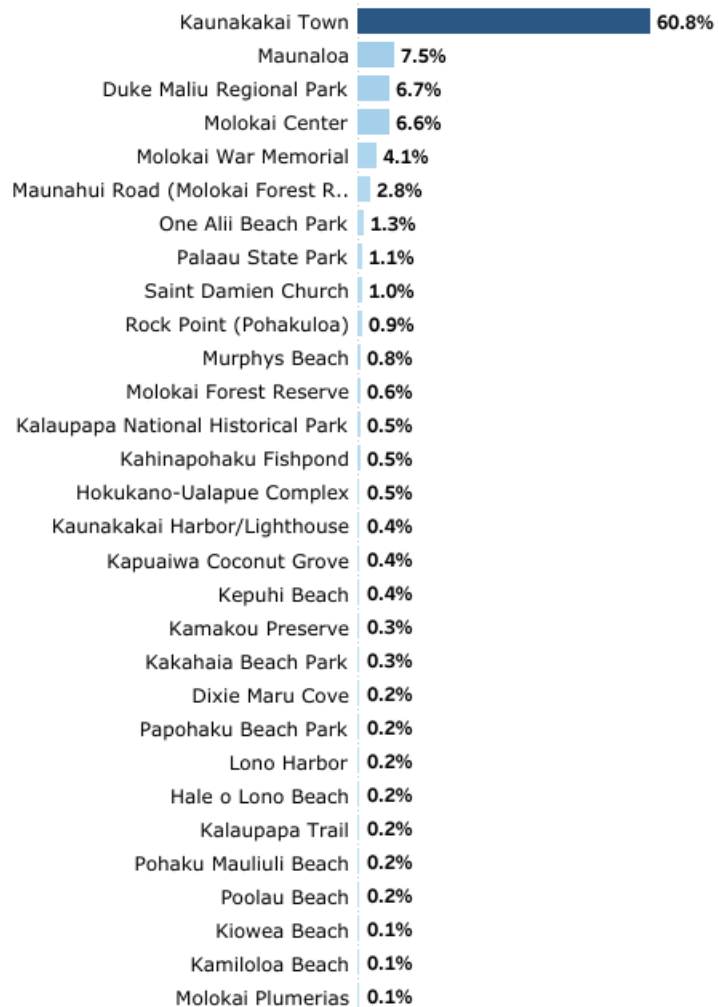
Date Range: 01-Apr-21 to 30-Apr-21

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

## Molokai Top POIs Visited by Residents

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

% share of visits

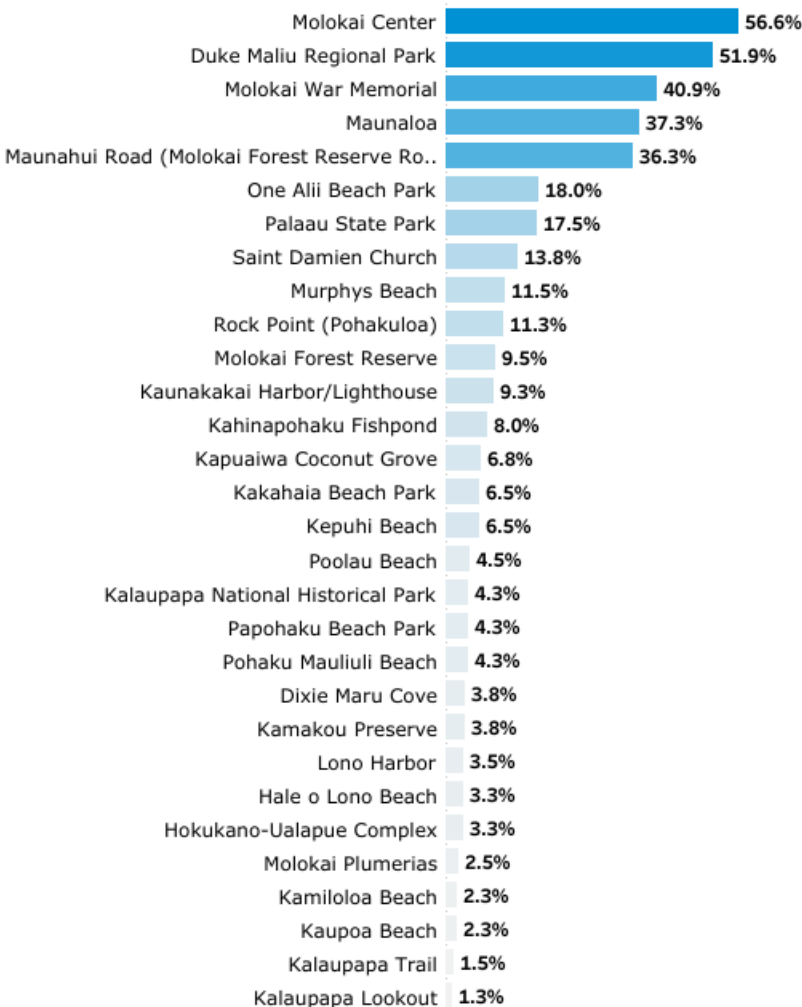


Source: UM

## Cross Visitation on Molokai

POI: Kaunakakai Town

% share of visitors

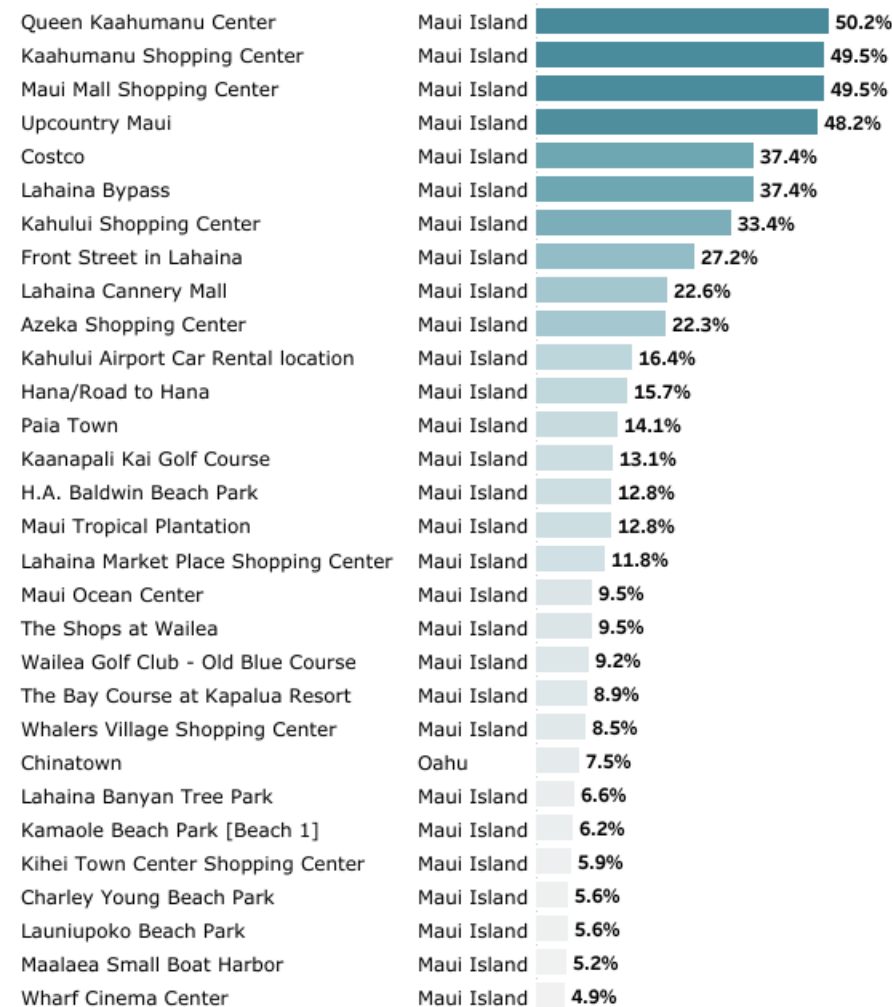


Source: UM

## Cross Visitation on other Islands

POI: Kaunakakai Town

% share of visitors



Source: UM

Sample Size: 682

## Lanai Visitation Insights for Visitors

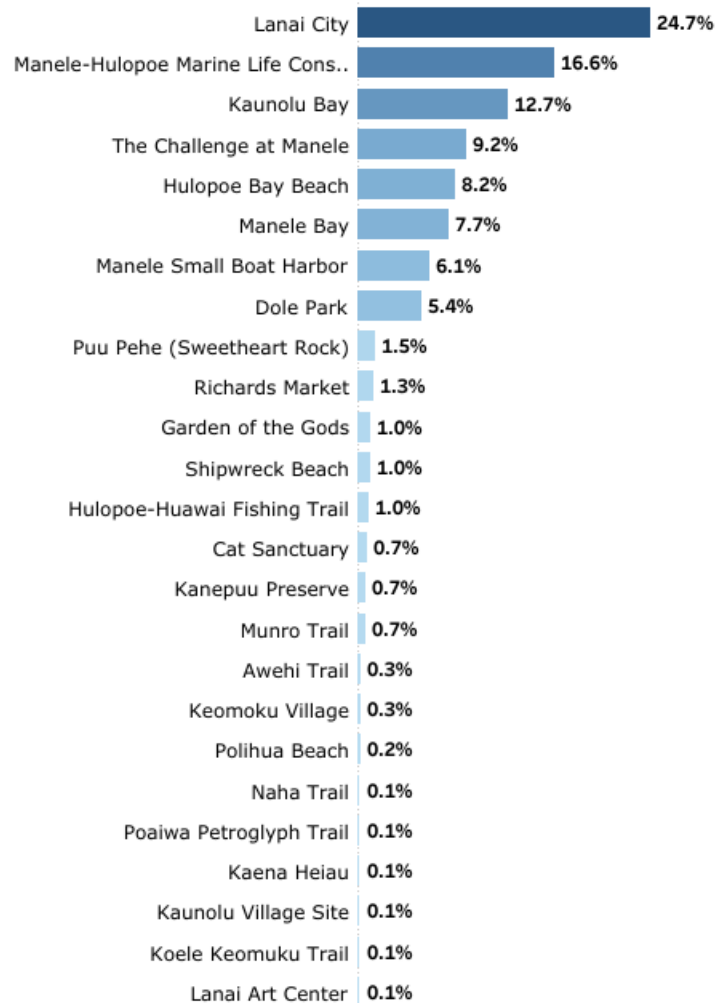
Date Range: 01-Apr-21 to 30-Apr-21

Island: Lanai  
From Date: 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



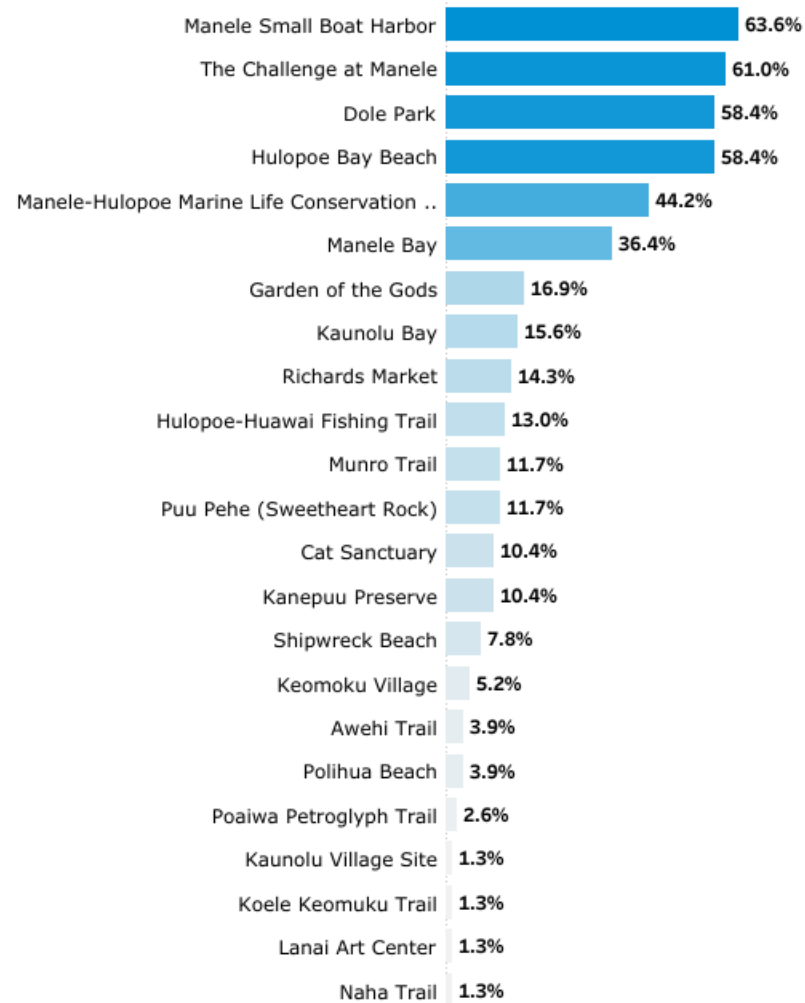
Source: UM

Sample Size: 422

## Cross Visitation on Lanai

POI: Lanai City

% share of visitors

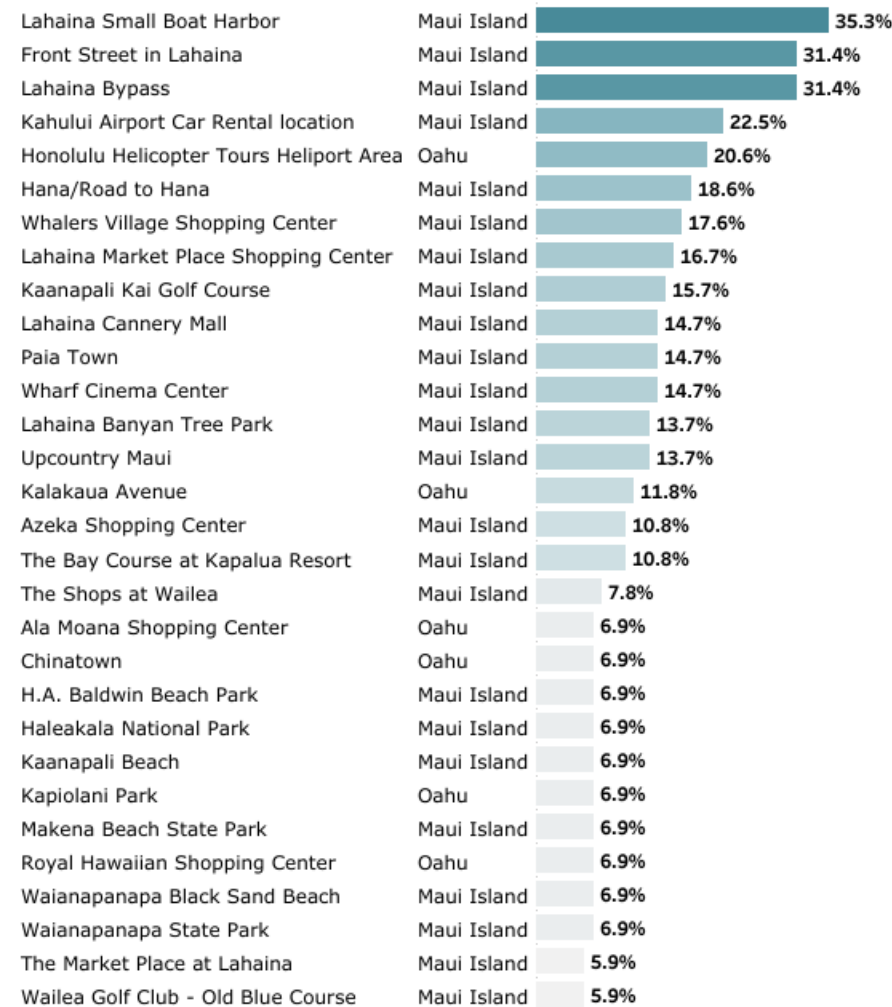


Source: UM

## Cross Visitation on other Islands

POI: Lanai City

% share of visitors



Source: UM

Island  
Lanai

Residence County  
Maui, HI

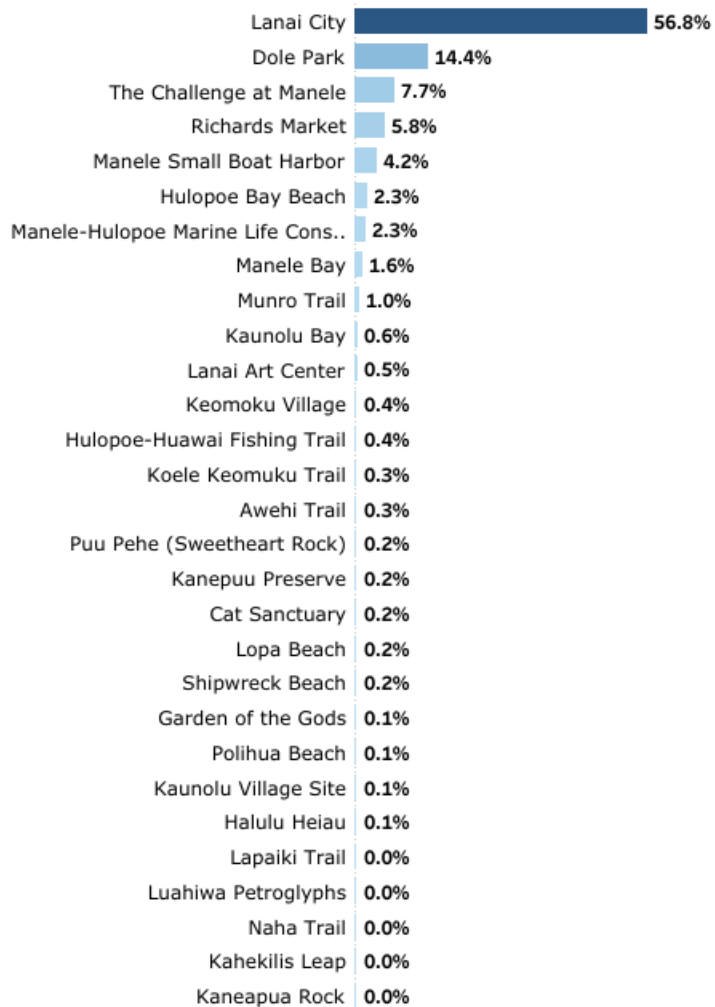
From Date  
01-Apr-21

To Date  
30-Apr-21

## Lanai Top POIs Visited by Residents

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

% share of visits

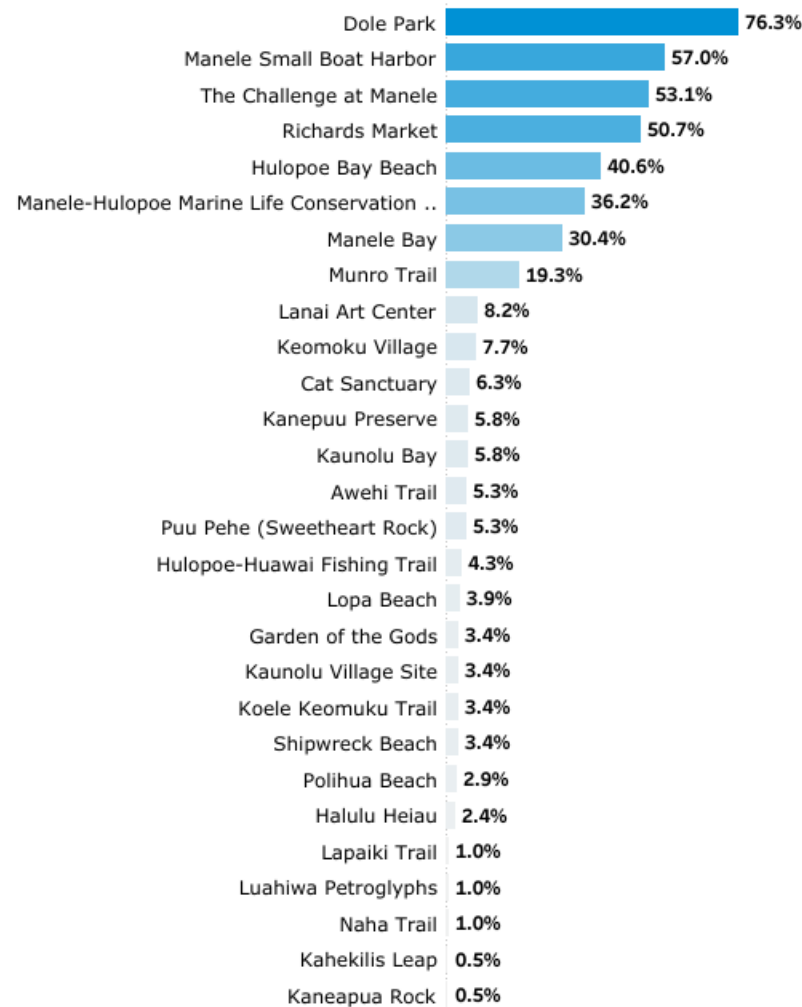


Source: UM

## Cross Visitation on Lanai

POI: Lanai City

% share of visitors

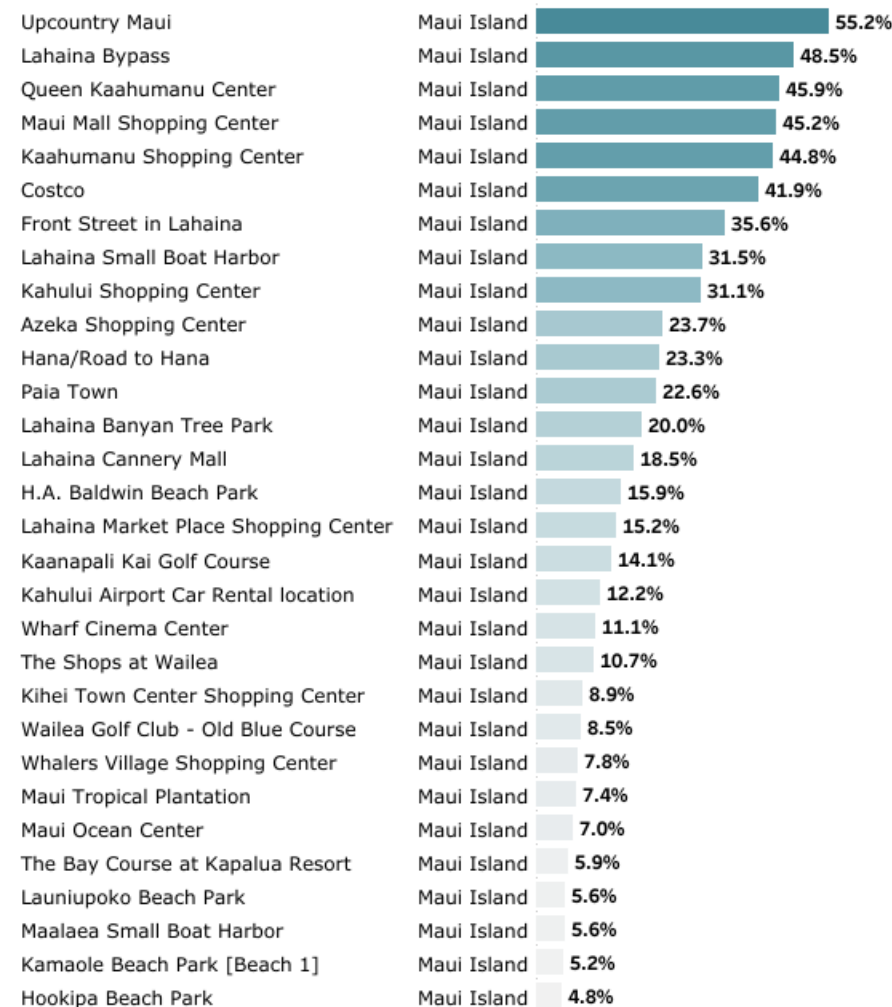


Source: UM

## Cross Visitation on other Islands

POI: Lanai City

% share of visitors



Source: UM

Month  
April 2021

Island  
Maui County

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						

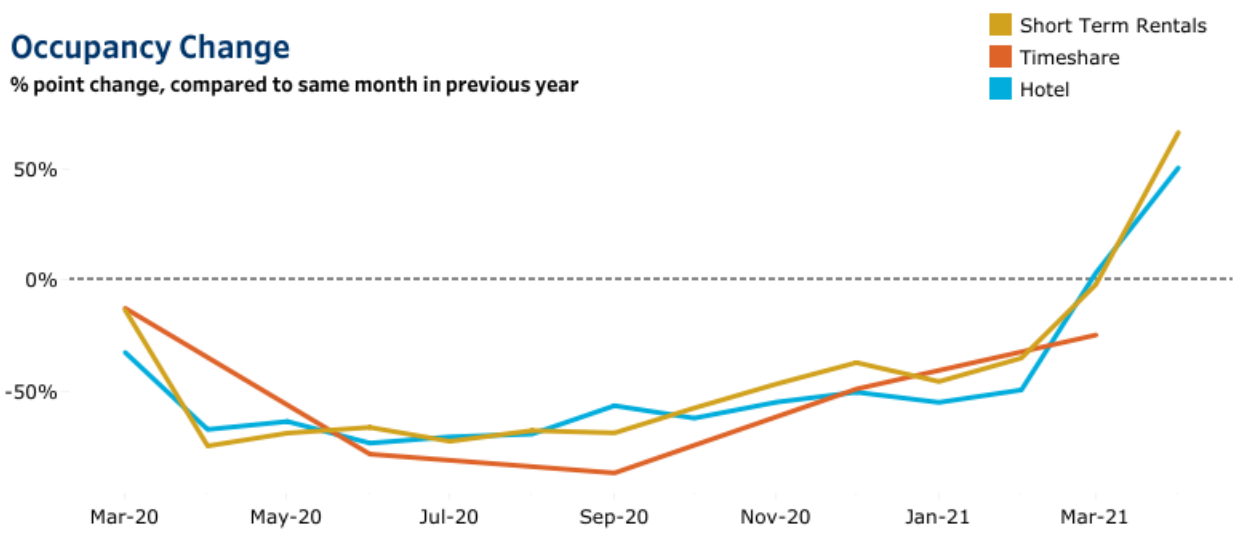
April 2021 YTD Calendar Year & YOY Change

	Occupancy	YOY	Supply	YOY	Demand	YOY
..	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%

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

Occupancy Change

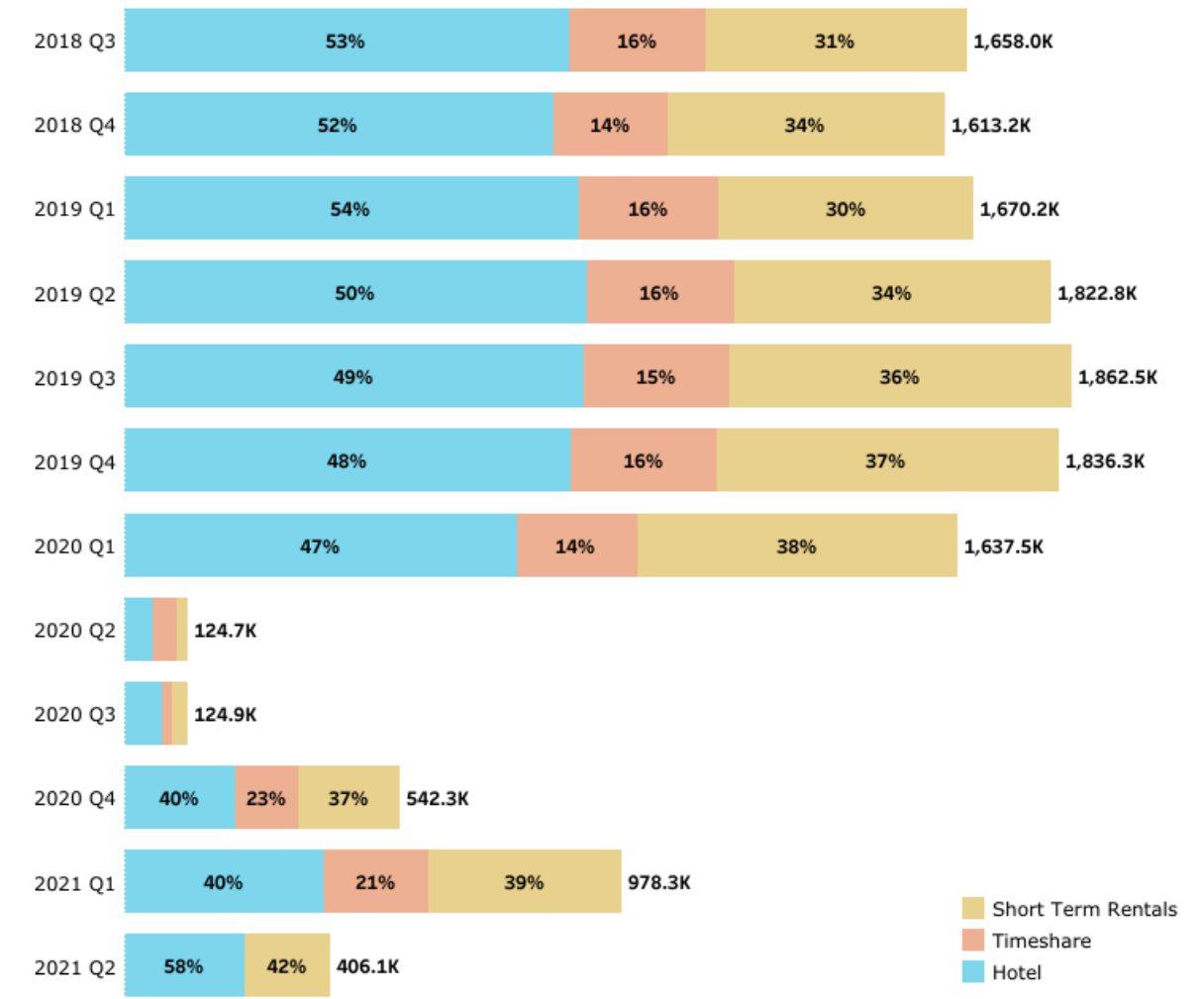
% point change, compared to same month in previous year



Source: STR, Transparent & HTA

Room Demand and Contribution

April 2021, Maui County



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

Month  
April 2021Island  
Hawaii Island

## Visitor Arrivals

Total Visitors &amp; % change YOY, April 2021

82.0K ▲ 11524.4%

## Expenditure by Visitors

Total Expenditure &amp; % change YOY, April 2021

\$129.7M

## Avg. Length of Stay

All visitors, April 2021

9.4 Days

## Visitors from International Markets

% change YOY &amp; no of visitors

Europe	▲ 2116.7%	133
Canada	▲ 5650.0%	115
Other Asia	▲ 2450.0%	102
Korea	▲ 4700.0%	48
Oceania	▲ 1650.0%	35
Japan		31
China	▲ 2900.0%	30
New Zealand	▲ 1350.0%	29
Australia		6
Taiwan		1

Source: HTA

## Origin Market Share

% share of visitor for April 2021

April 2021

April 2020

US West US East International

Source: HTA

## Top 10 Domestic Markets

% change YOY &amp; no of visitors

California	▲ 11043.3%	30,644
Washington	▲ 13076.7%	13,572
Oregon	▲ 16659.3%	4,525
Colorado	▲ 20321.4%	2,859
Texas	▲ 13360.0%	2,692
Utah	▲ 9723.1%	2,554
Arizona	▲ 11650.0%	2,350
Alaska	▲ 16688.9%	1,511
New York	▲ 11492.3%	1,507
Florida	▲ 9050.0%	1,464

Source: HTA

## Top POIs Visited by Visitors

% share of visits, April 2021

Kailua-Kona Town	15.1%
Queens MarketPlace	8.6%
Kings Shops at Waikoloa	6.3%
Kona Airport Car Rental location	6.0%
Hawaii Volcanoes National Park	5.2%
Waikoloa Beach Resort - Beach Course	4.3%
Keauhou Shopping Center	3.9%
Mauna Lani Resort - North Course	3.1%
Puna/Pahoa/Leilani Estates/Kapalana Ar..	2.8%
Mauna Kea Golf Course	2.7%
Hapuna Golf Course	2.5%
Kekaha Kai (Kona Coast) State Park	2.4%
Waikoloa Beach Resort - Kings Course	2.3%
Kilauea Overlook	2.2%
Parker Ranch Shopping Center	1.6%

Source: UM

## Top POIs Visited by Residents

% share of visits, April 2021

Puna/Pahoa/Leilani Estates/Kapalana Are..	16.0%
Prince Kuhio Plaza Shopping Center	14.2%
Kailua-Kona Town	11.2%
Parker Ranch Shopping Center	7.9%
Keauhou Shopping Center	4.8%
Hilo Shopping Center	4.3%
Hawaii Volcanoes National Park	4.3%
Queens MarketPlace	4.3%
Wailoa River State Recreation Area	3.3%
Kings Shops at Waikoloa	2.4%
Kona Airport Car Rental location	1.8%
Mauna Kea Golf Course	1.8%
Waikoloa Beach Resort - Beach Course	1.7%
Mauna Lani Resort - North Course	1.7%
Hapuna Golf Course	1.7%

Source: UM

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

# Hawaii Island Visitation Insights for Visitors

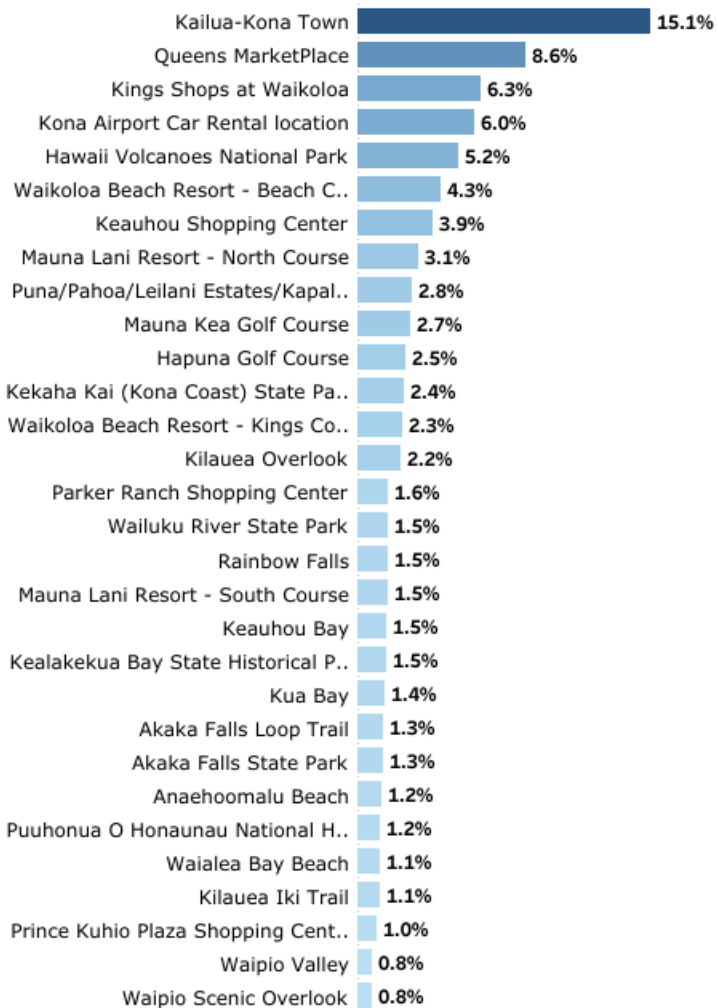
Date Range: 01-Apr-21 to 30-Apr-21

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

## Hawaii Island Top POIs Visited by Visitors

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

% share of visits

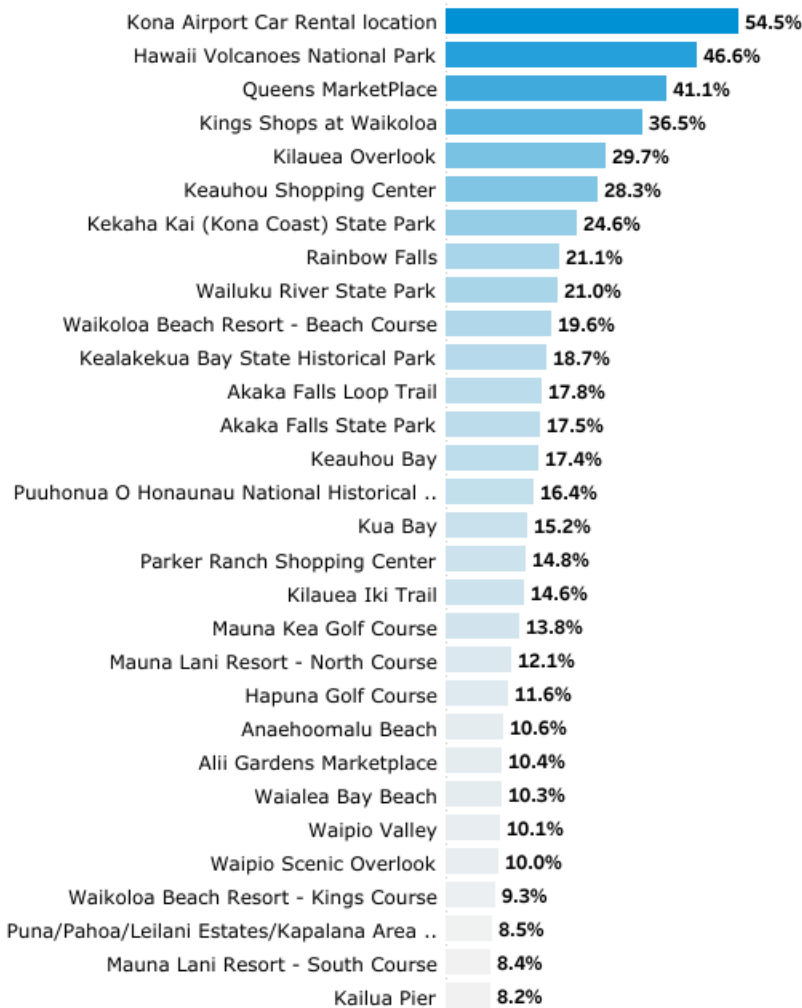


Source: UM

## Cross Visitation on Hawaii Island

POI: Kailua-Kona Town

% share of visitors

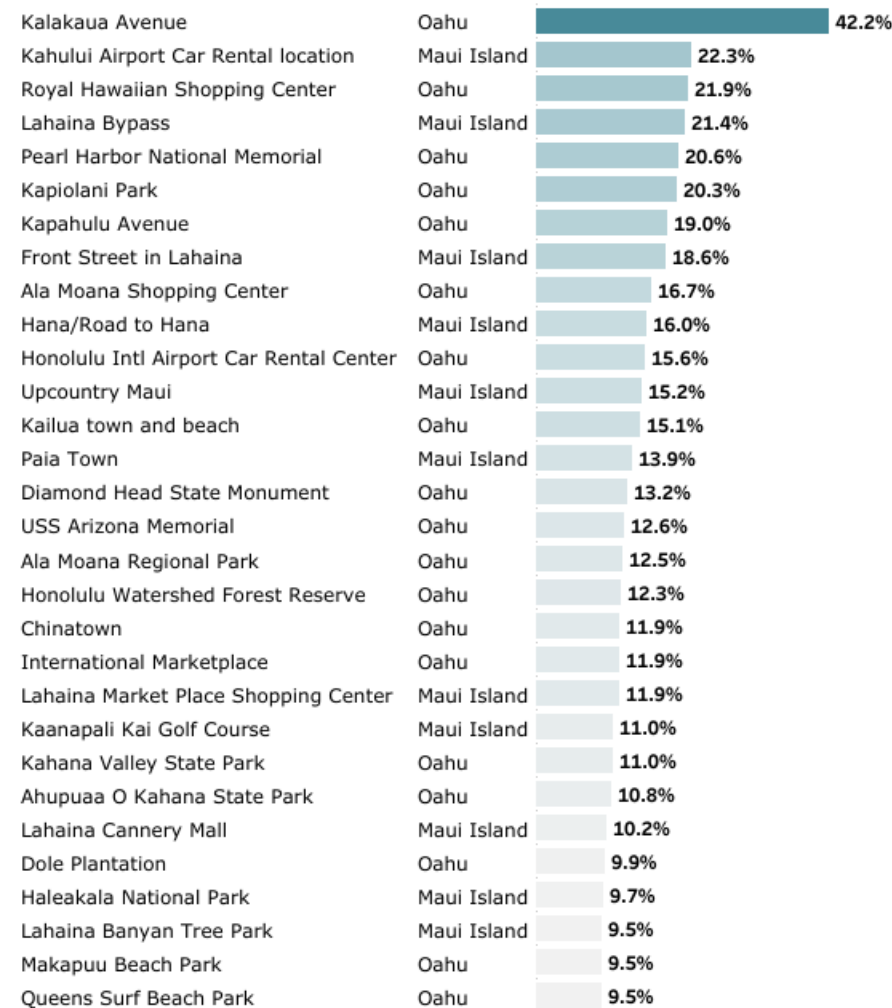


Source: UM

## Cross Visitation on other Islands

POI: Kailua-Kona Town

% share of visitors



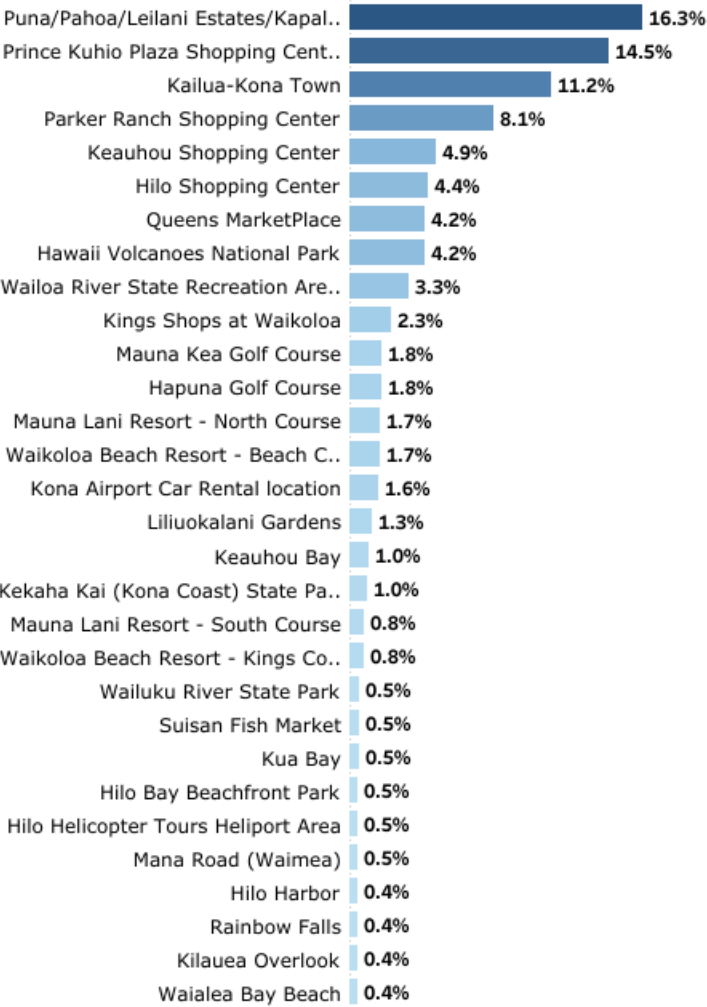
Source: UM

Sample Size: 4,865

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

### Hawaii Island Top POIs Visited by Residents

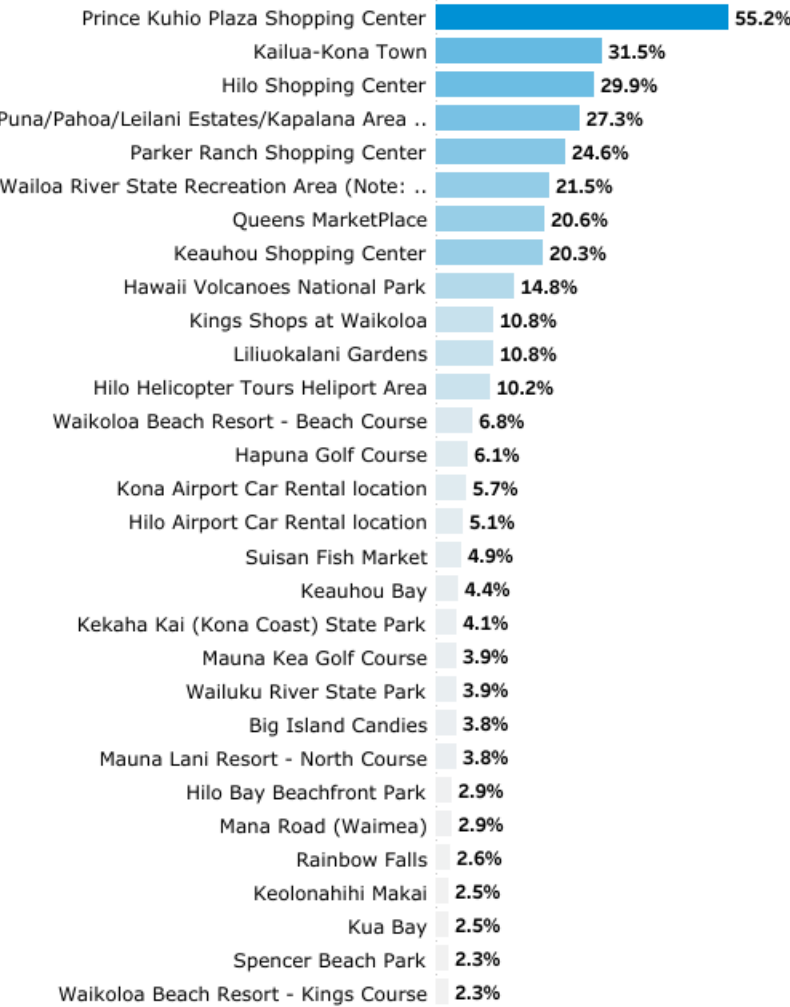
Date Range: 01-Apr-21 to 30-Apr-21  
% share of visits



Source: UM

### Cross Visitation on Hawaii Island

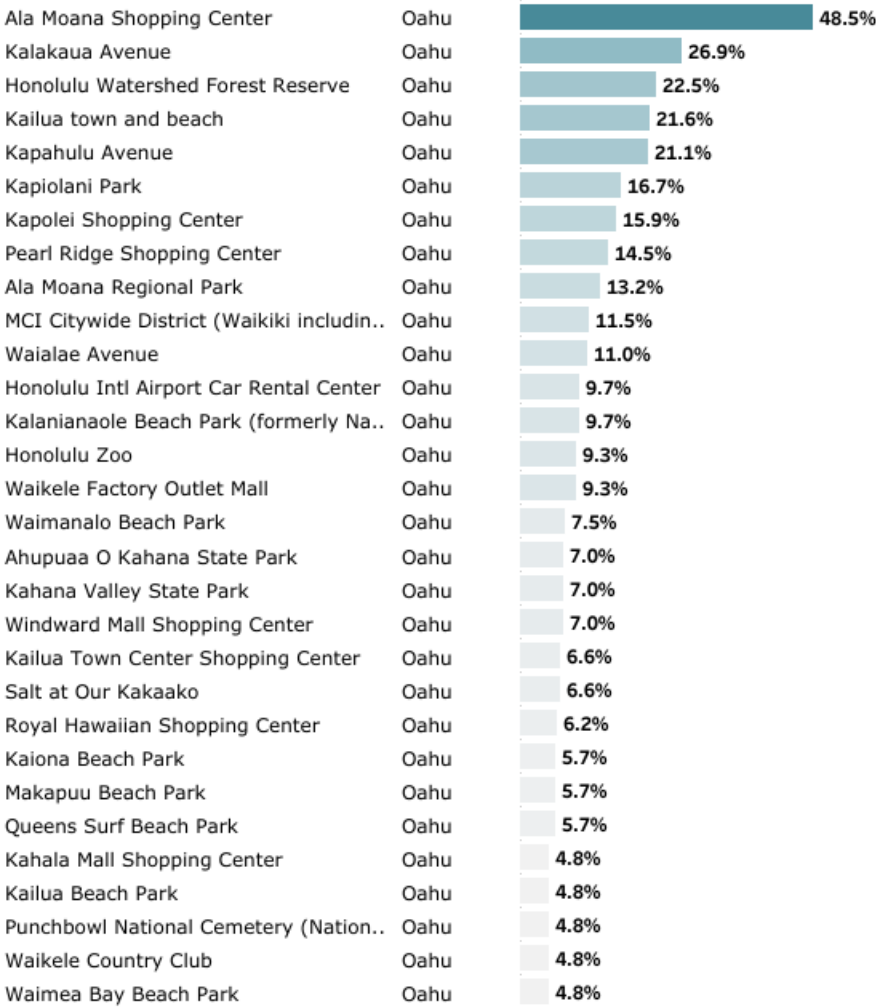
POI: Chinatown  
% share of visitors



Source: UM

### Cross Visitation on other Islands

POI: Chinatown  
% share of visitors



Source: UM

Month  
April 2021

Island  
Hawaii Island

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%	▲ 42.5%	196.1K	▲ 77.4%	105.3K	▲ 749.2%
Short Term Rentals	68.5%	▲ 63.0%	124.7K	▲ 84.1%	85.4K	▲ 2171.3%
Timeshare						

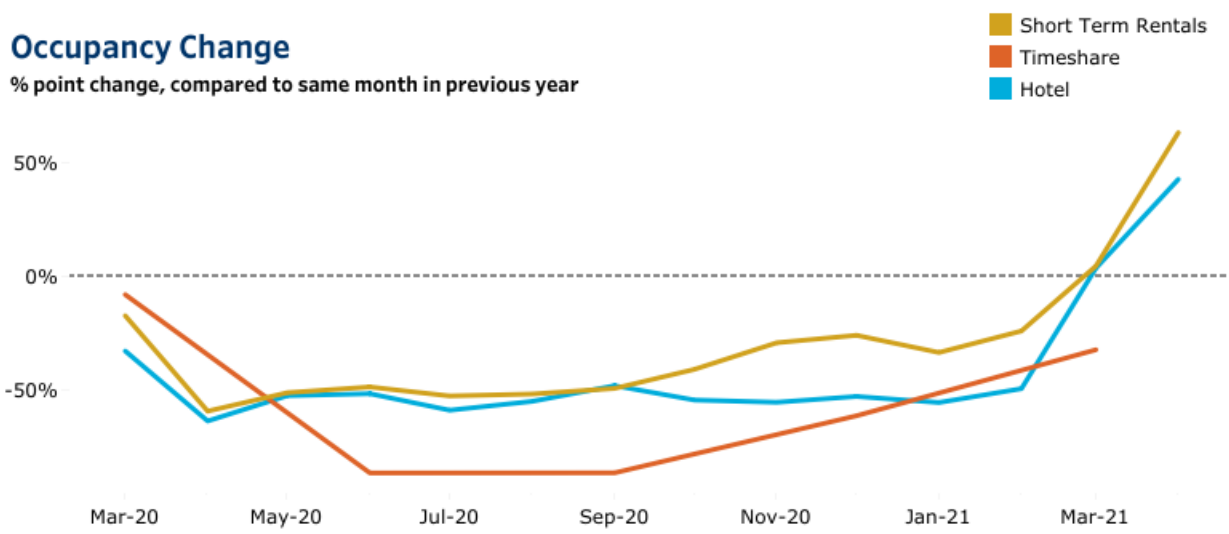
April 2021 YTD Calendar Year & YOY Change

..	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%

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

Occupancy Change

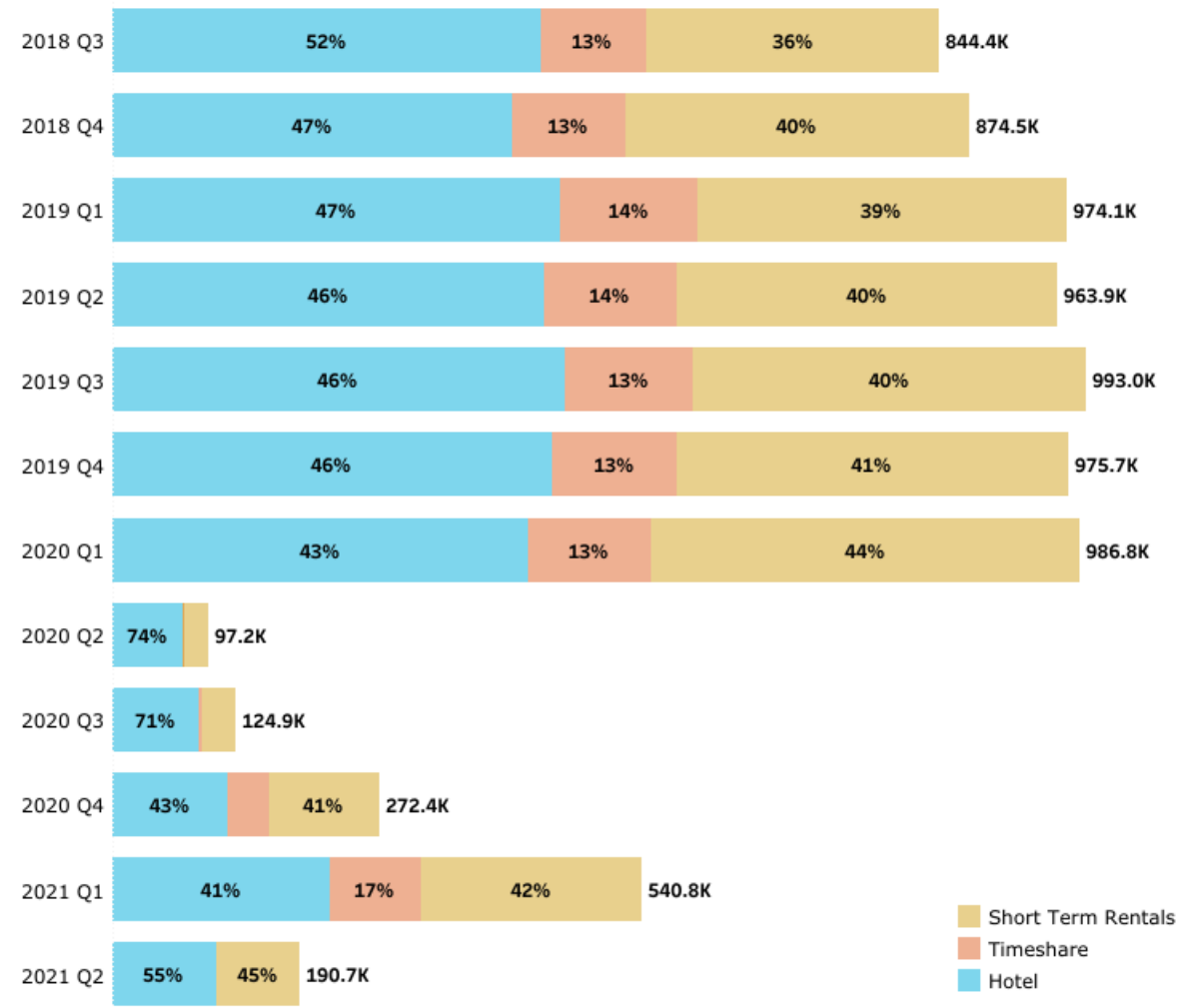
% point change, compared to same month in previous year



Source: STR, Transparent & HTA

Room Demand and Contribution

April 2021, Hawaii Island



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

Month  
April 2021Island  
Kauai

## Visitor Arrivals

Total Visitors &amp; % change YOY, April 2021

41.9K ▲ 13505.5%

## Expenditure by Visitors

Total Expenditure &amp; % change YOY, April 2021

\$65.6M

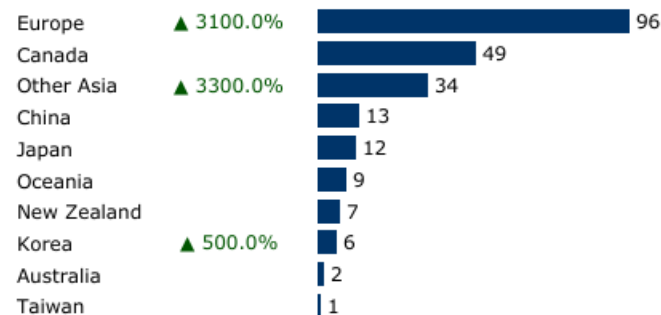
## Avg. Length of Stay

All visitors, April 2021

9.4 Days

## Visitors from International Markets

% change YOY &amp; no of visitors



Source: HTA

## Origin Market Share

% share of visitor for April 2021

April 2021

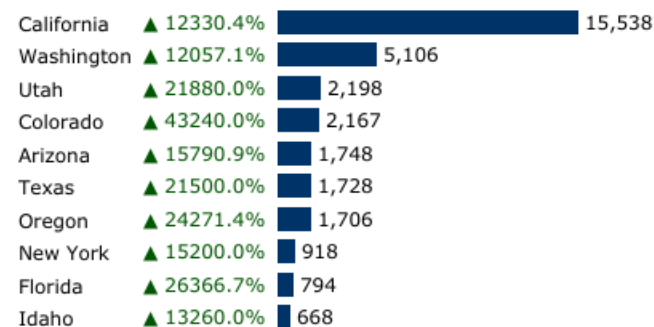
April 2020

US West US East International

Source: HTA

## Top 10 Domestic Markets

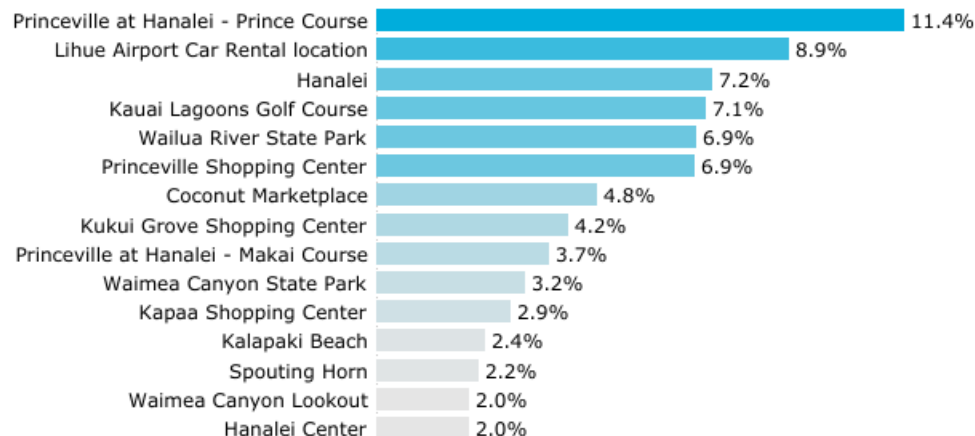
% change YOY &amp; no of visitors



Source: HTA

## Top POIs Visited by Visitors

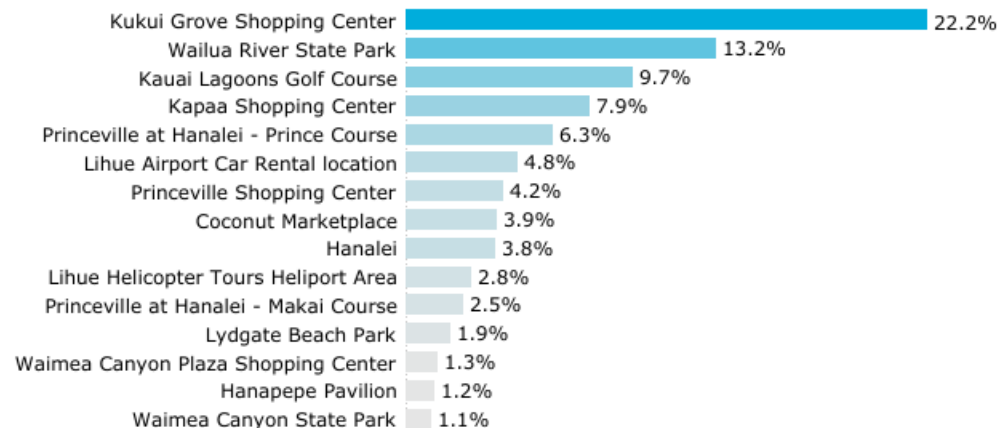
% share of visits, April 2021



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

Island  
Kauai

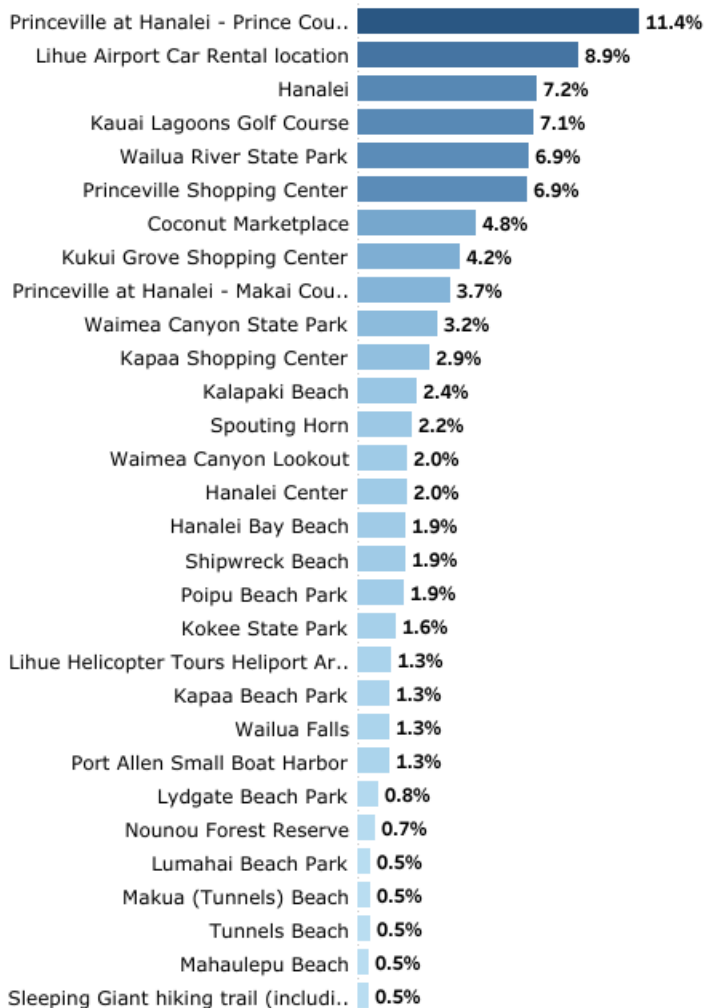
From Date  
01-Apr-21

To Date  
30-Apr-21

## Kauai Top POIs Visited by Visitors

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

% share of visits

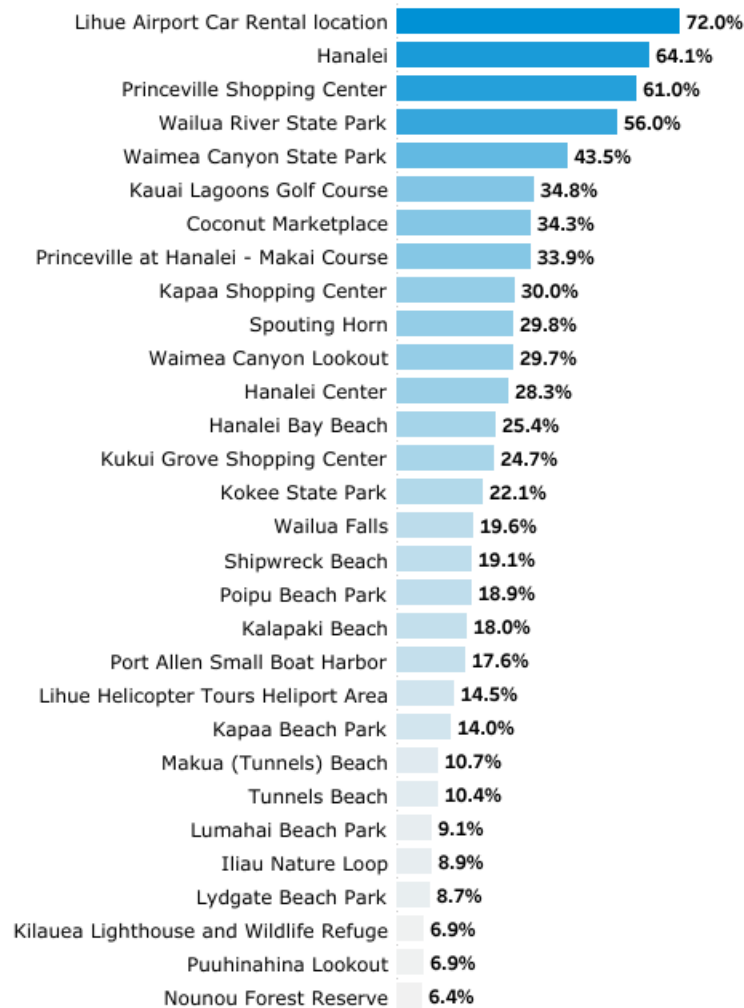


Source: UM

## Cross Visitation on Kauai

POI: Princeville at Hanalei - Prince Course

% share of visitors

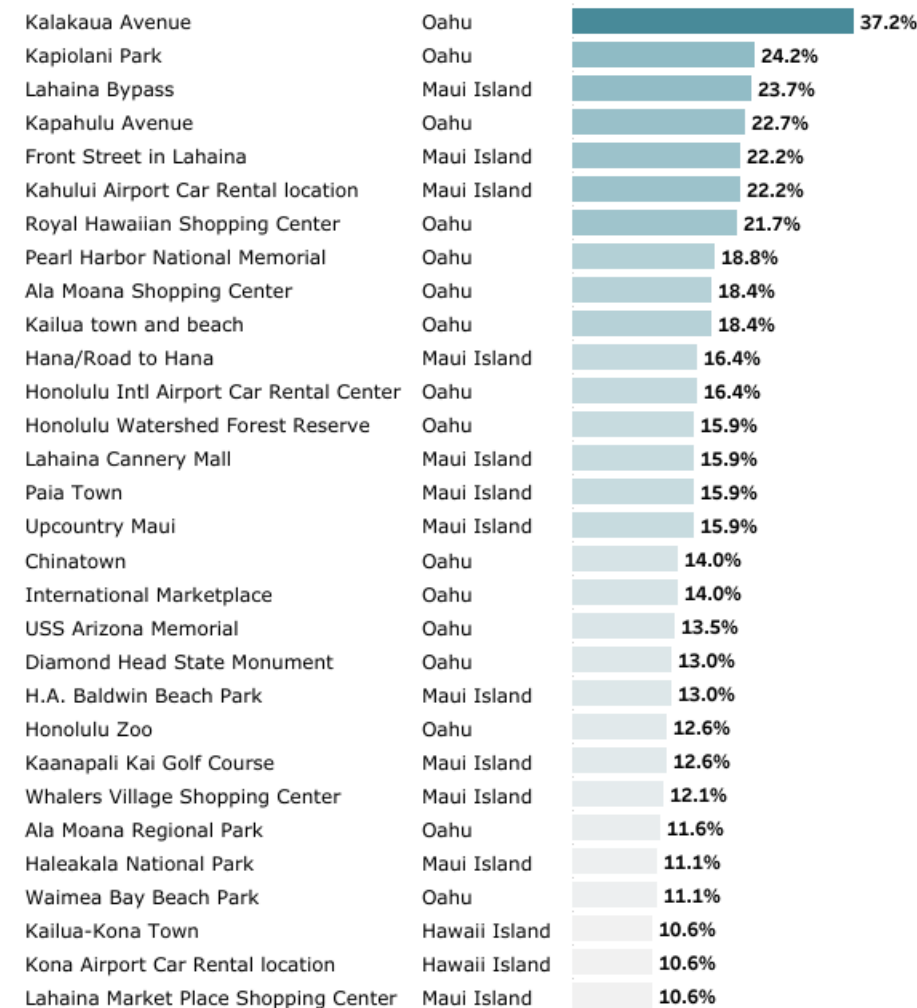


Source: UM

## Cross Visitation on other Islands

POI: Princeville at Hanalei - Prince Course

% share of visitors



Source: UM

Kauai Visitation Insights for Residents

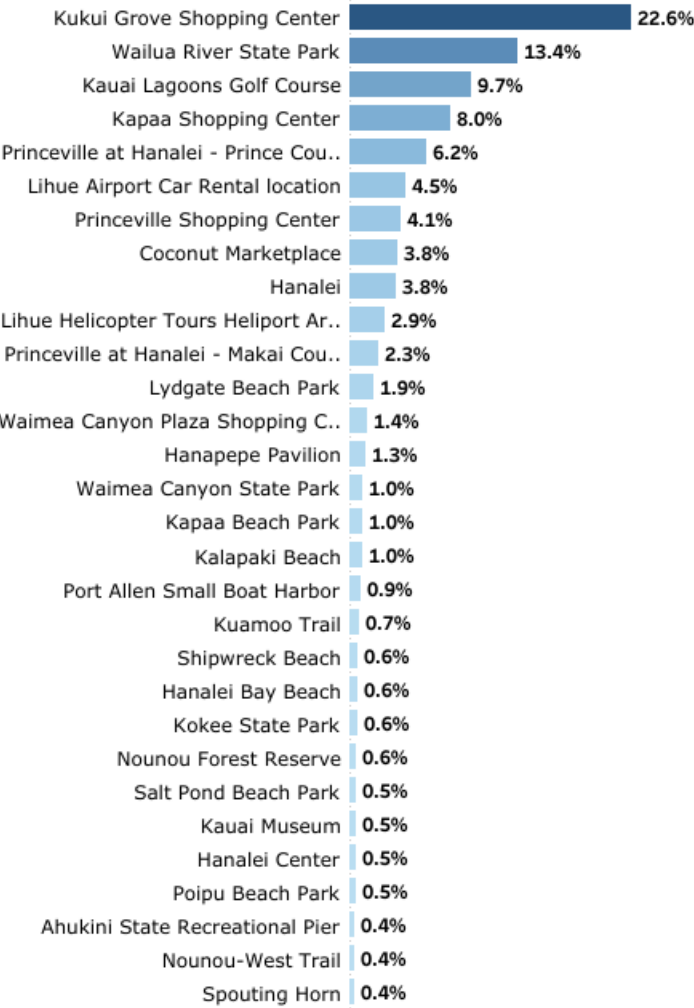
Date Range: 01-Apr-21 to 30-Apr-21

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

Kauai Top POIs Visited by Residents

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

% share of visits



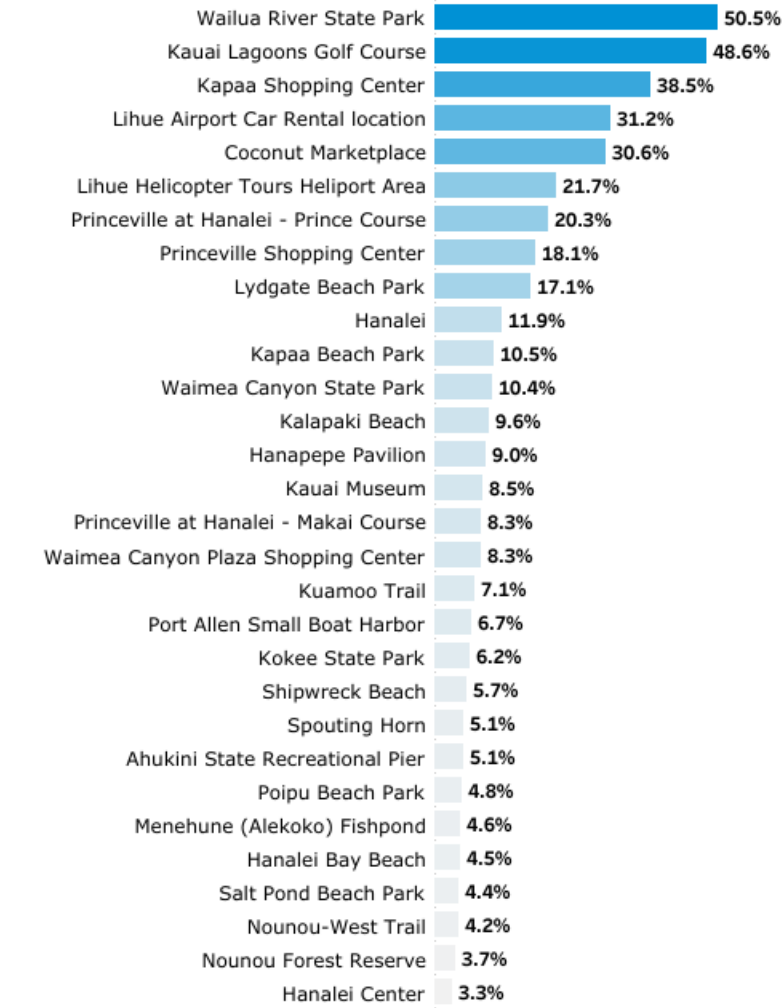
Source: UM

Sample Size: 4,450

Cross Visitation on Kauai

POI: Kukui Grove Shopping Center

% share of visitors

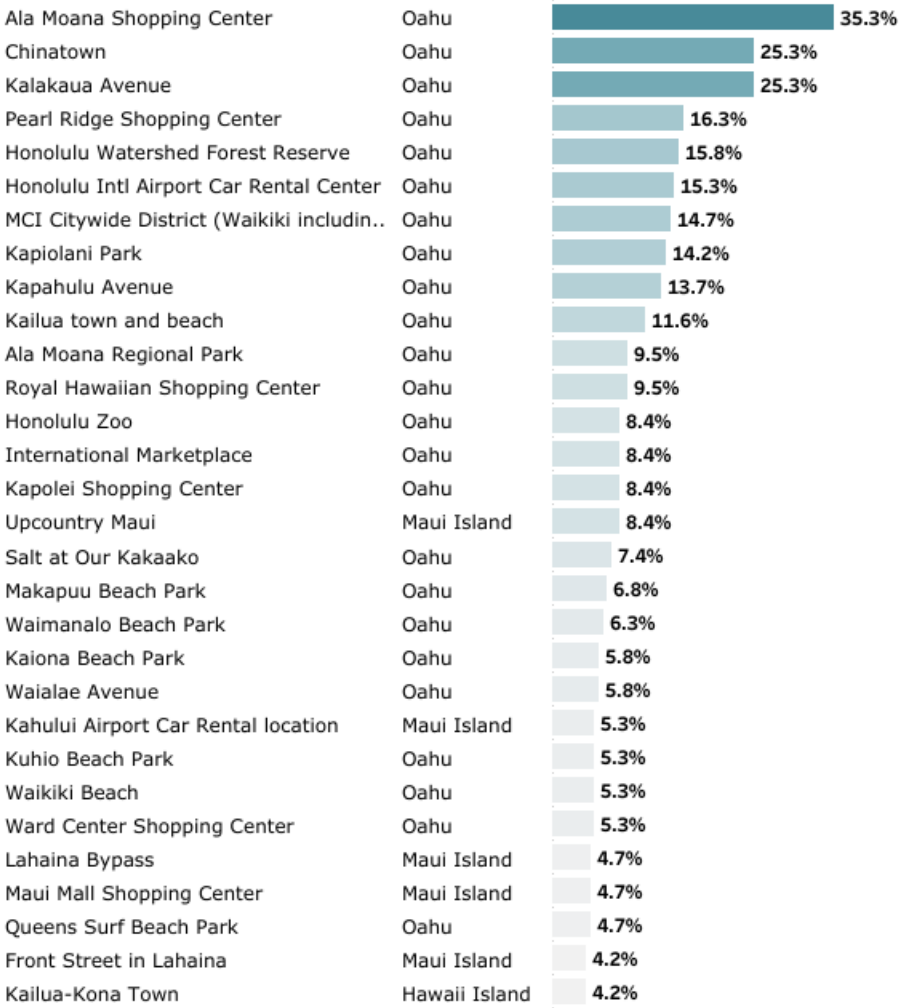


Source: UM

Cross Visitation on other Islands

POI: Kukui Grove Shopping Center

% share of visitors



Source: UM

Month  
April 2021Island  
Kauai

## April 2021 &amp; 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%	▲ 40.2%	84.7K	▲ 145.9%	42.6K	▲ 1124.7%
Timeshare						

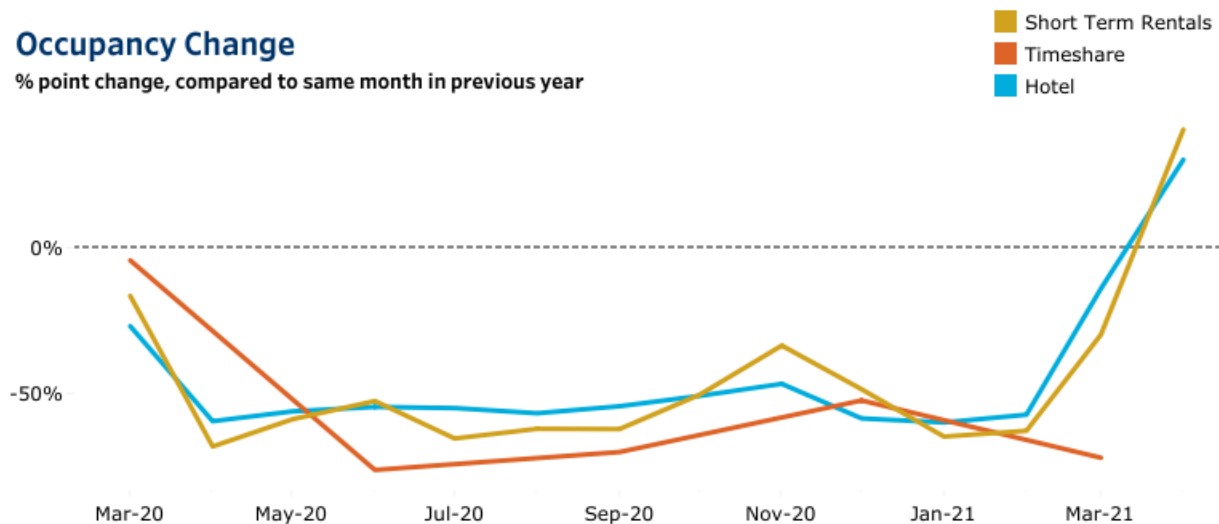
## April 2021 YTD Calendar Year &amp; YOY Change

..	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%

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

## Occupancy Change

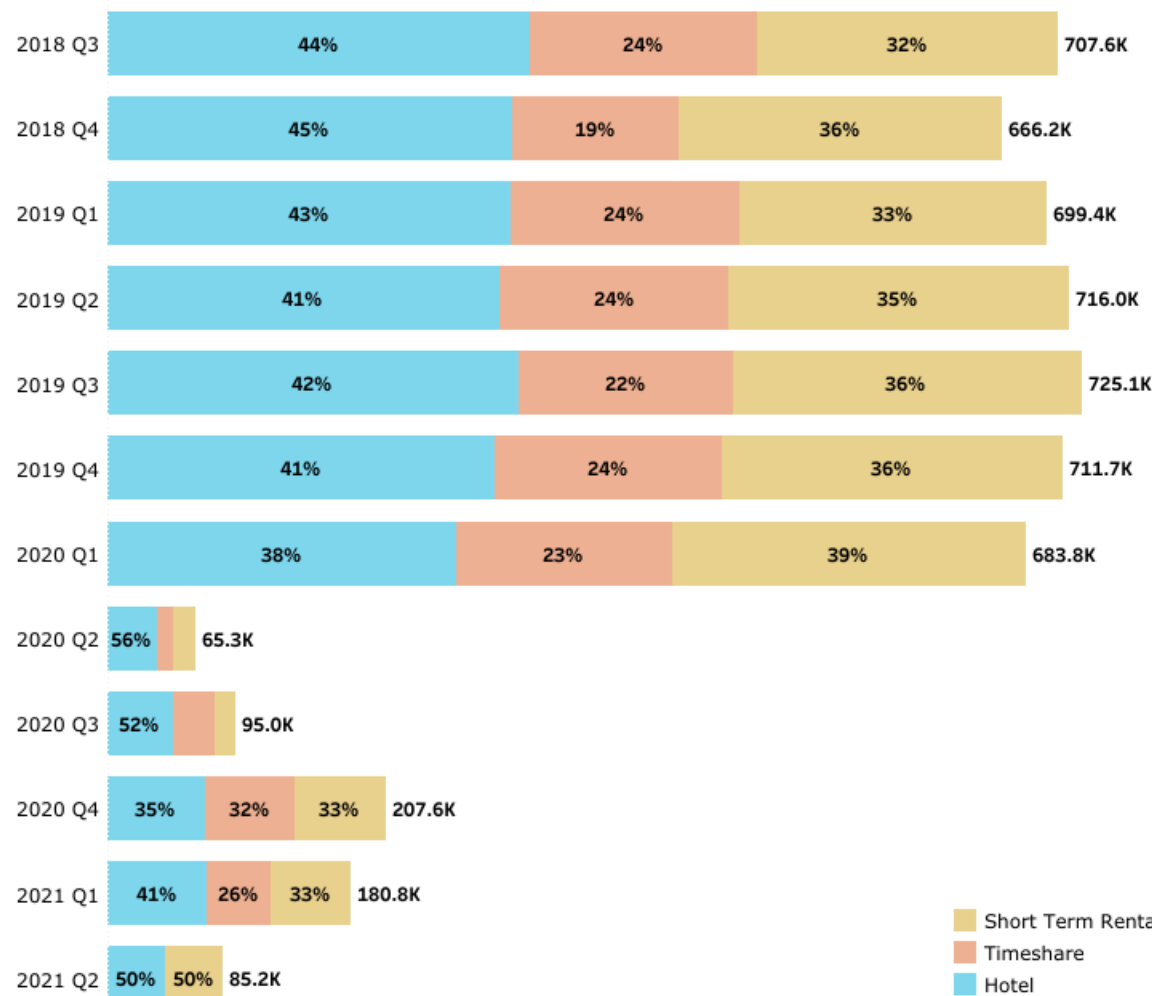
% point change, compared to same month in previous year



Source: STR, Transparent &amp; HTA

## Room Demand and Contribution

April 2021, Kauai



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