

Month
May 2021

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

Total visitors & % change YOY (May. 2021 vs. May. 2019)

629.7K ▼ -24.7%

Visitor Spending

Total visitors & % change YOY (May. 2021 vs. May. 2019)

\$1,144.7M ▼ -18.8%

Average Length of Stay

All visitors, May 2021

9.4 Days

Top-10 International Markets

Total visitors and % change YOY (May. 2021 vs. May. 2019)

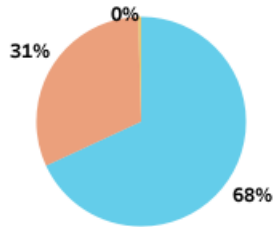
Other Asia	▼ -95.2%	1,487
Japan	▼ -98.8%	1,312
Europe	▼ -90.9%	942
China	▼ -92.0%	655
Canada	▼ -97.9%	564
United Kingdom	▼ -85.0%	511
Korea	▼ -96.9%	494
Mexico	▼ -41.1%	468
Oceania	▼ -99.3%	221
Hong Kong	▼ -49.7%	193

Source: Hawaii Tourism Authority

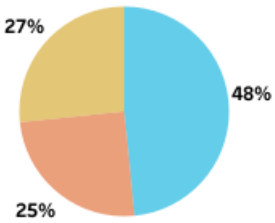
Market Share by Origin Markets

% share of total visitors

May 2021



May 2019



US West US East International
Source: Hawaii Tourism Authority

Top-10 Domestic Markets

Total visitors and % change YOY (May. 2021 vs. May. 2019)

California	▲ 9.9%	238,643
Washington	▲ 4.4%	49,879
Texas	▲ 7.9%	36,776
Arizona	▲ 16.1%	28,887
Utah	▲ 32.2%	24,199
Oregon	▼ -6.1%	22,157
Colorado	▲ 6.4%	21,925
Florida	▲ 7.1%	15,697
Nevada	▲ 14.5%	13,823
New York	▲ 16.6%	12,945

Source: Hawaii Tourism Authority

Top-30 Points of Interest Visited

Ranked by most visited POI by visitors, % share of visits by residents and visitors in May 2021

	Residents	Visitors
Kalakaua Avenue	48%	52%
Lahaina Bypass	52%	48%
Kapahulu Avenue	70%	30%
Front Street in Lahaina	42%	58%
Kailua town and beach	88%	12%
Ko Olina Resort	40%	60%
Royal Hawaiian Shopping Center	39%	61%
Kapiolani Park	65%	35%
Ala Moana Shopping Center	83%	17%
Upcountry Maui	90%	10%
Kailua-Kona Town	55%	45%
Honolulu Watershed Forest Reserve	83%	17%
Chinatown	93%	7%
Kahului Airport Car Rental location	24%	76%
International Marketplace	39%	61%
Whalers Village Shopping Center	25%	75%
Lahaina Cannery Mall	50%	50%
Hana/Road to Hana	62%	38%
Kaanapali Kai Golf Course	38%	62%
Lahaina Market Place Shopping Center	31%	69%
Paia Town	58%	42%
Kahana Valley State Park	64%	36%
Azeka Shopping Center	64%	36%
Ahupuaa O Kahana State Park	64%	36%
Waikiki Beach	18%	82%
Fort DeRussy Beach Park	23%	77%
Kuhio Beach Park	24%	76%
Pearl Harbor National Memorial	19%	81%
Makapuu Beach Park	70%	30%
Ala Moana Regional Park	76%	24%

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

Source: near (formerly UberMedia)

Month
May 2021

Island
State of Hawaii

State of Hawaii

Island Summary

Lodging Summary

Month Performance & YOY % Change

May 2021 vs. May 2019

	Occupancy	YOY	Supply	YOY	Demand	YOY
Total	64.3%	▼ -11.9%	2,187.6K	▼ -15.9%	1,407.1K	▼ -29.0%
Hotel	61.5%	▼ -17.5%	1,614.6K	▼ -3.7%	993.6K	▼ -25.0%
Short-term Rentals	72.2%	▲ 1.1%	572.9K	▼ -38.1%	413.5K	▼ -37.2%
Timeshare**						

YTD Calendar Year & YOY % Change

YTD May 2021 vs. YTD May 2019

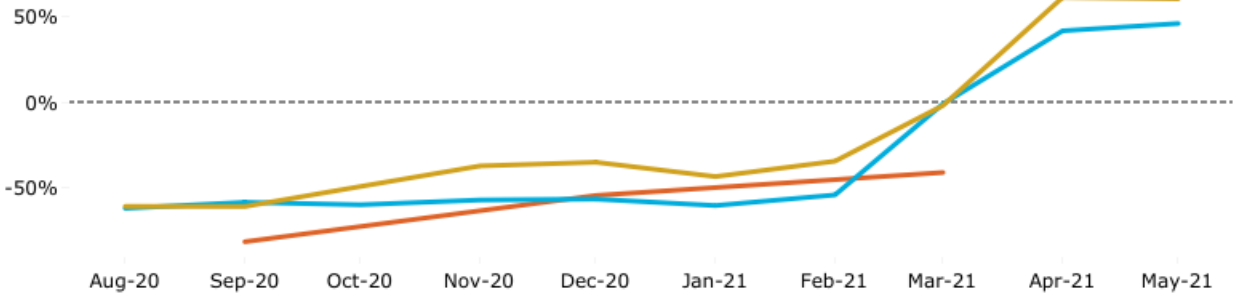
Total	47.1%	▼ -12.0%	11,535.6K	▲ 9.5%	5,433.6K	▼ -12.7%
Hotel	42.2%	▼ -12.6%	7,689.4K	▲ 16.1%	3,248.6K	▼ -10.5%
Short-term Rentals	57.5%	▼ -4.2%	2,952.9K	▼ -3.2%	1,698.8K	▼ -9.7%
Timeshare**	54.4%	▼ -27.9%	893.4K	▲ 3.3%	486.2K	▼ -31.7%

Note: OCC YOY change is percentage point change
* 2021 are relative to 2019. All other years are true YOY comparisons
** Timeshare information is only available after the end of each quarter

Source: STR; Transparent; and Hawaii Tourism Authority

Occupancy

% point change, compared to same month in previous year

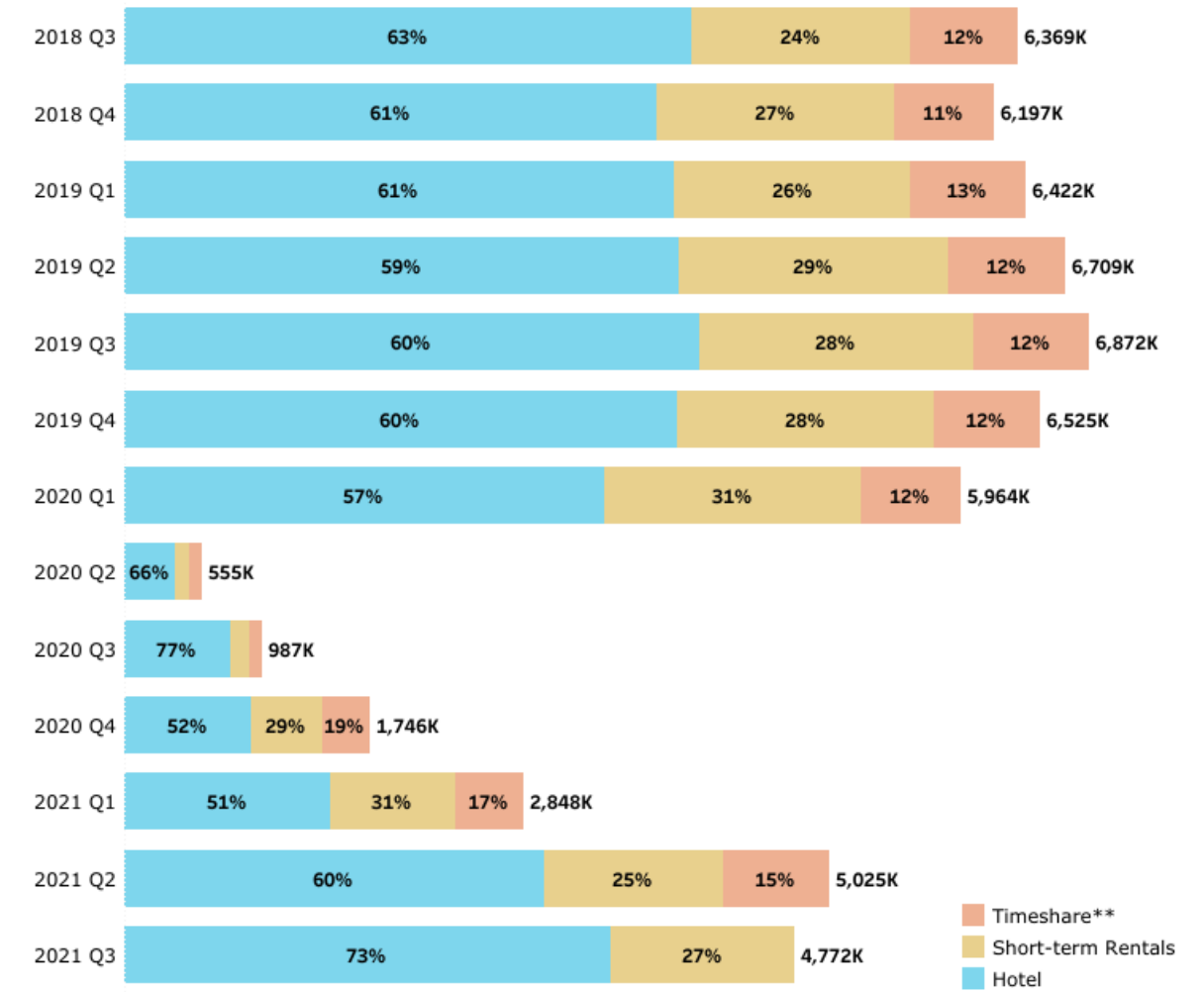


** Timeshare information is only available after the end of each quarter

Source: STR; Transparent; and Hawaii Tourism Authority

Distribution of Room Nights Sold

Room nights sold in May 2021 and % share of total, State of Hawaii



*2021 Q2 does not include timeshare data. Timeshare information is only available after the end of each quarter

Source: STR; Transparent; and Hawaii Tourism Authority

Month
May 2021

Island
Maui Island

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

Total visitors & % change YOY (May. 2021 vs. May. 2019)

215.1K ▼ -14.5%

Visitor Spending

Total visitors & % change YOY (May. 2021 vs. May. 2019)

\$350.2M ▼ -12.5%

Average Length of Stay

All visitors, May 2021

8.4 Days

Top-10 International Markets

Total visitors and % change YOY (May. 2021 vs. May. 2019)

Europe	▼ -93.0%	324
Other Asia	▼ -93.7%	290
Canada	▼ -98.4%	209
China	▼ -91.9%	121
Oceania	▼ -99.1%	57
New Zealand	▼ -95.3%	49
Korea	▼ -97.7%	46
Japan	▼ -99.0%	32
Taiwan	▼ -96.8%	29
Australia	▼ -99.8%	8

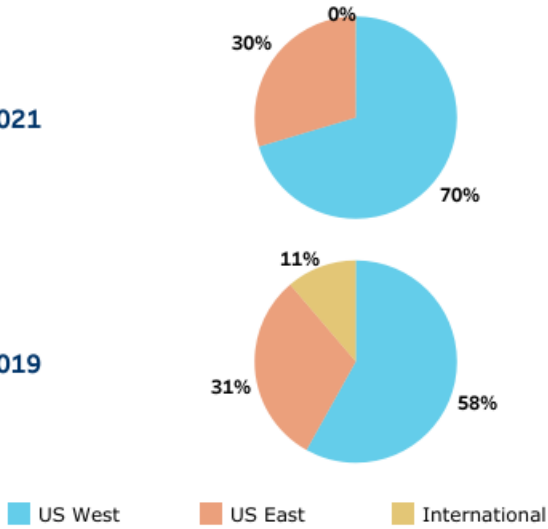
Source: Hawaii Tourism Authority

Origin Market Share

% share of visitors

May 2021

May 2019



Source: Hawaii Tourism Authority

Top-10 Domestic Markets

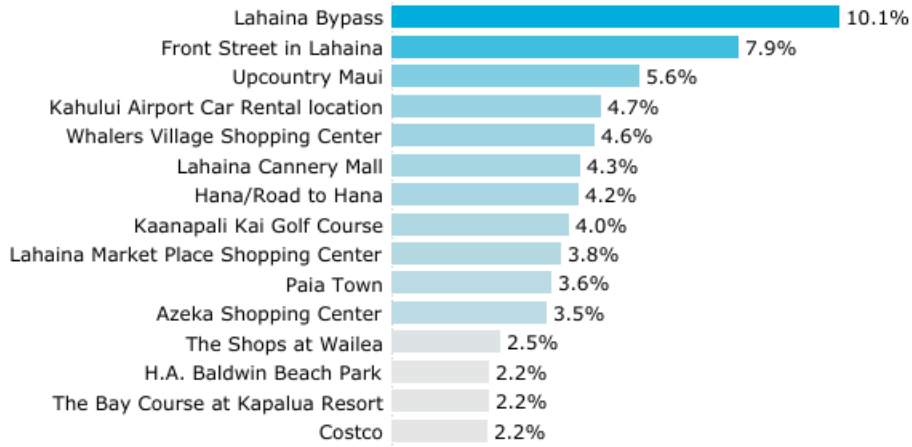
Total visitors and % change YOY (May. 2021 vs. May. 2019)

California	▲ 5.7%	82,687
Washington	▲ 7.2%	18,922
Texas	▼ -10.7%	11,997
Arizona	▲ 4.9%	10,186
Oregon	▲ 2.1%	8,961
Colorado	▲ 7.5%	8,635
Utah	▲ 54.1%	7,994
New York	▲ 11.6%	4,659
Florida	▼ -10.5%	4,590
Illinois	▼ -9.2%	4,384

Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

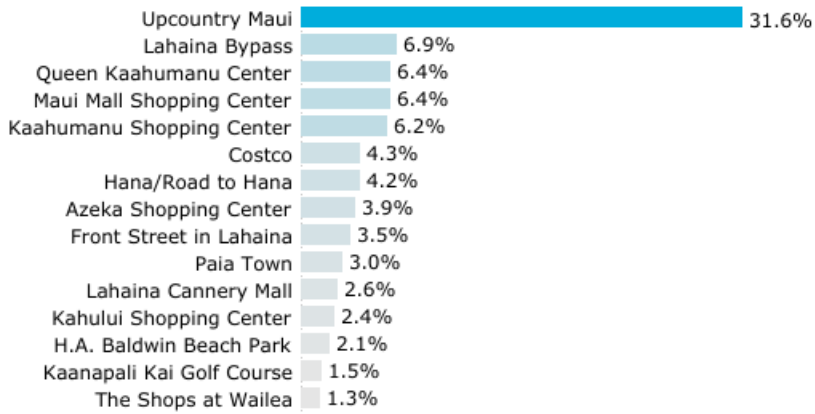
% share of visits, May 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, May 2021



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

Source: near (formerly UberMedia)

Month
May 2021

Island
Oahu

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

Total visitors & % change YOY (May. 2021 vs. May. 2019)

310.7K ▼ -38.8%

Visitor Spending

Total visitors & % change YOY (May. 2021 vs. May. 2019)

\$527.9M ▼ -23.6%

Average Length of Stay

All visitors, May 2021

8.1 Days

Top-10 International Markets

Total visitors and % change YOY (May. 2021 vs. May. 2019)

Japan	▼ -98.8%	1,261
Other Asia	▼ -95.9%	1,221
China	▼ -93.0%	546
Europe	▼ -93.7%	494
Korea	▼ -97.0%	459
Canada	▼ -98.0%	278
Oceania	▼ -99.6%	142
New Zealand	▼ -98.8%	91
Taiwan	▼ -98.7%	75
Australia	▼ -99.8%	51

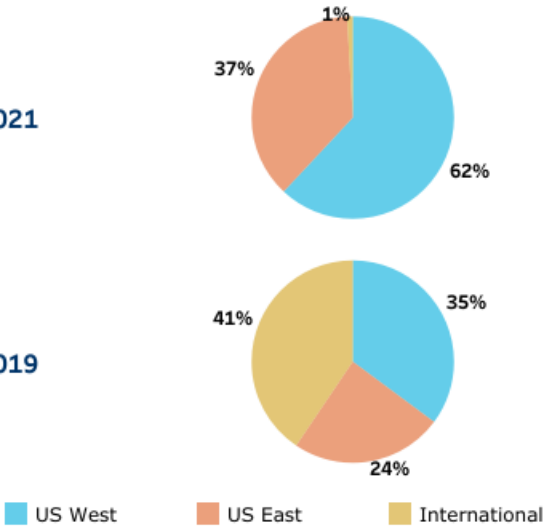
Source: Hawaii Tourism Authority

Origin Market Share

% share of visitors

May 2021

May 2019



Source: Hawaii Tourism Authority

Top-10 Domestic Markets

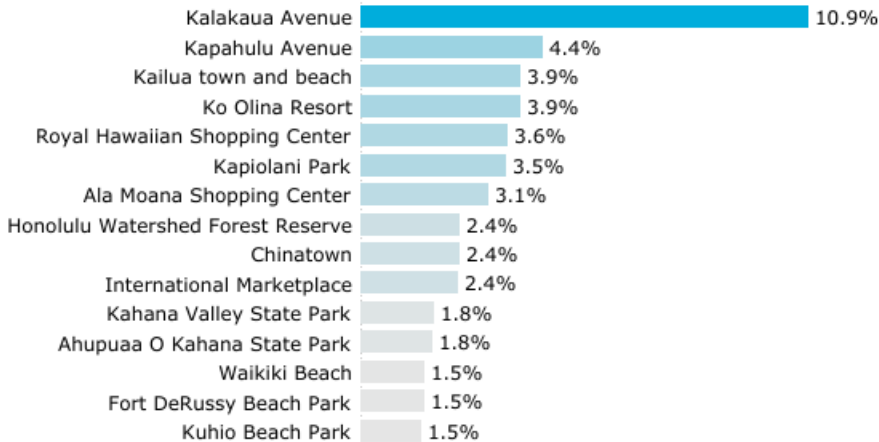
Total visitors and % change YOY (May. 2021 vs. May. 2019)

California	▲ 16.5%	112,975
Texas	▲ 14.3%	20,632
Washington	▲ 1.7%	18,663
Arizona	▲ 15.8%	12,936
Utah	▲ 33.3%	12,106
Florida	▲ 7.3%	10,177
Colorado	▼ -2.0%	7,755
Nevada	▲ 18.5%	7,731
New York	▲ 11.8%	7,714
Oregon	▼ -16.9%	7,173

Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

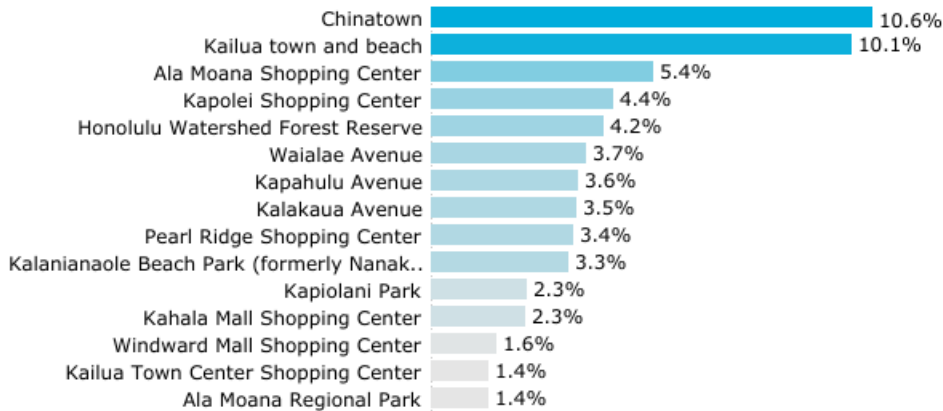
% share of visits, May 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, May 2021



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

Source: near (formerly UberMedia)

Month
May 2021

Island
Hawaii Island

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

Total visitors & % change YOY (May. 2021 vs. May. 2019)

103.6K ▼ -25.8%

Visitor Spending

Total visitors & % change YOY (May. 2021 vs. May. 2019)

\$135.9M ▼ -11.9%

Average Length of Stay

All visitors, May 2021

8.9 Days

Top-10 International Markets

Total visitors and % change YOY (May. 2021 vs. May. 2019)

Other Asia	▼ -93.3%	354
China	▼ -89.6%	264
Europe	▼ -93.0%	195
Canada	▼ -96.4%	124
Japan	▼ -99.6%	53
Oceania	▼ -99.2%	36
Korea	▼ -98.0%	31
Taiwan	▼ -96.9%	31
New Zealand	▼ -96.9%	24
Australia	▼ -99.7%	12

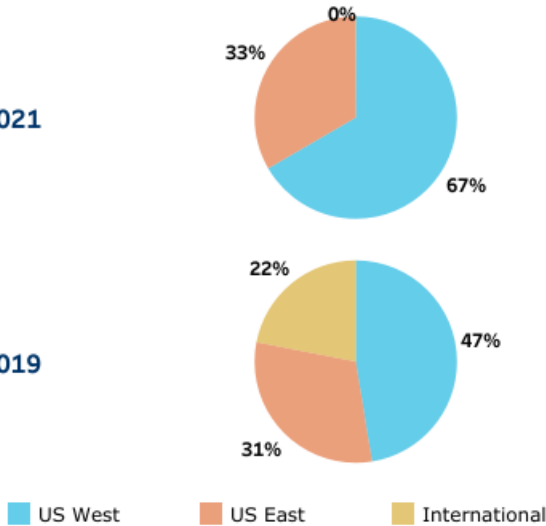
Source: Hawaii Tourism Authority

Origin Market Share

% share of visitors

May 2021

May 2019



Source: Hawaii Tourism Authority

Top-10 Domestic Markets

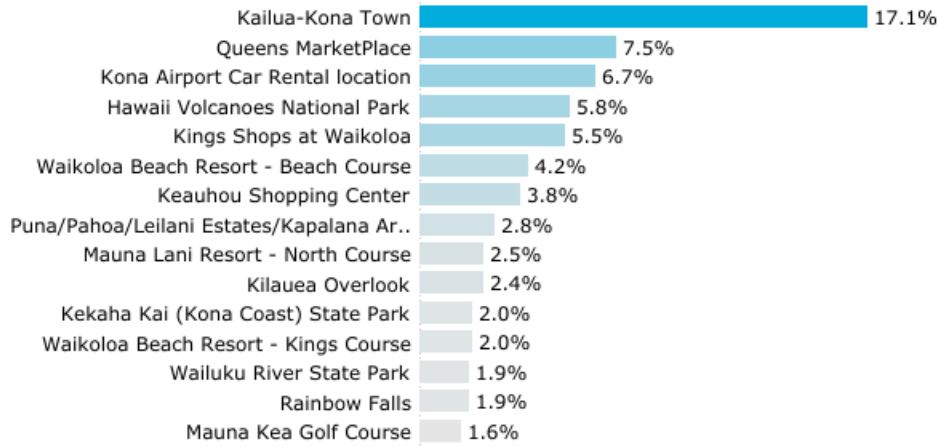
Total visitors and % change YOY (May. 2021 vs. May. 2019)

California	▲ 4.3%	34,822
Washington	▲ 16.5%	9,984
Texas	▼ -8.0%	5,643
Arizona	▲ 20.5%	4,812
Oregon	▲ 9.6%	4,720
Colorado	▲ 11.7%	4,568
Florida	▼ -19.7%	2,798
Utah	▲ 29.4%	2,721
New York	▲ 15.7%	2,570
Illinois	▼ -7.2%	2,181

Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

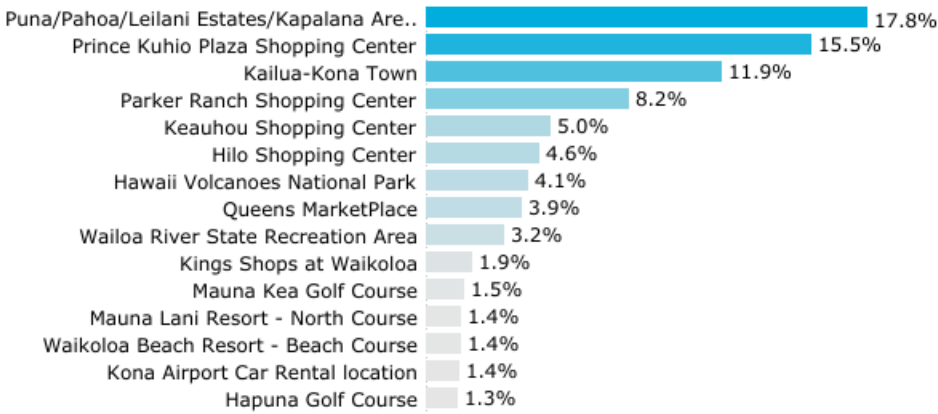
% share of visits, May 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, May 2021



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

Source: near (formerly UberMedia)

Month
May 2021

Island
Kauai

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

Total visitors & % change YOY (May. 2021 vs. May. 2019)

73.0K ▼ -34.9%

Visitor Spending

Total visitors & % change YOY (May. 2021 vs. May. 2019)

\$118.9M ▼ -20.6%

Average Length of Stay

All visitors, May 2021

8.6 Days

Top-10 International Markets

Total visitors and % change YOY (May. 2021 vs. May. 2019)

Other Asia	▼ -82.7%	143
Europe	▼ -95.8%	122
Canada	▼ -98.0%	57
China	▼ -88.9%	42
Oceania	▼ -98.7%	39
New Zealand	▼ -93.5%	37
Korea	▼ -90.9%	30
Taiwan	▼ -67.7%	21
Japan	▼ -98.9%	17
Australia	▼ -99.9%	2

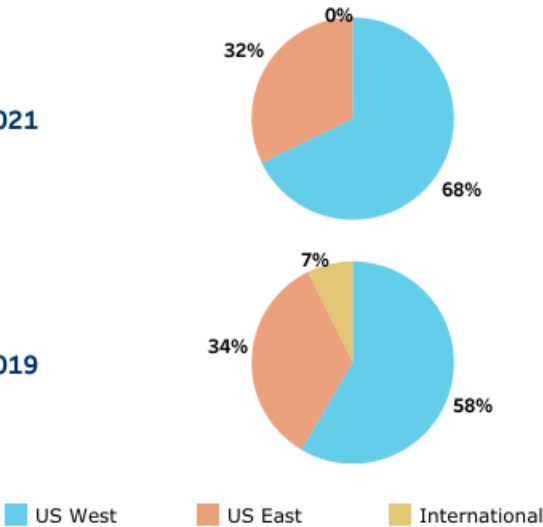
Source: Hawaii Tourism Authority

Origin Market Share

% share of visitors

May 2021

May 2019



Source: Hawaii Tourism Authority

Top-10 Domestic Markets

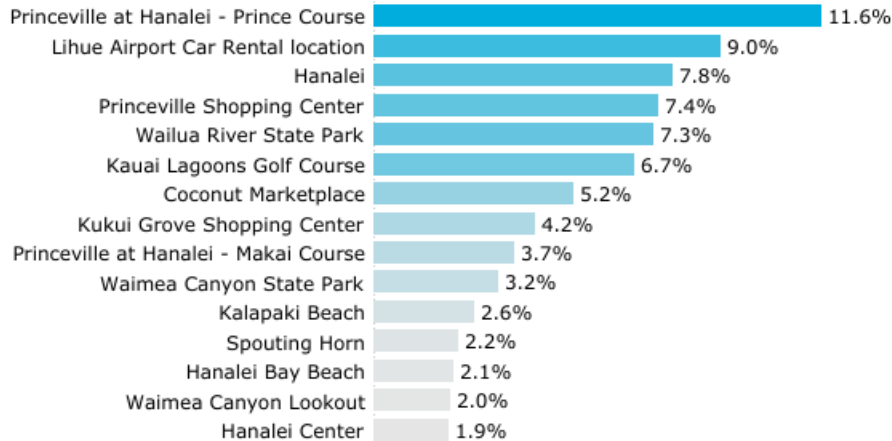
Total visitors and % change YOY (May. 2021 vs. May. 2019)

California	▼ -17.8%	26,437
Washington	▼ -24.4%	5,495
Texas	▼ -21.4%	4,321
Arizona	▼ -8.5%	3,802
Colorado	▼ -17.9%	3,654
Utah	▼ -27.0%	3,191
Oregon	▼ -37.7%	2,431
Florida	▼ -39.0%	1,814
New York	▼ -20.8%	1,687
Illinois	▼ -30.8%	1,457

Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

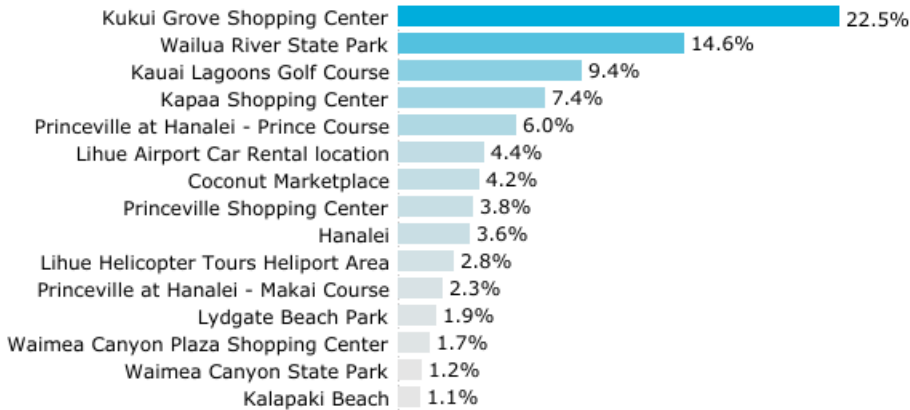
% share of visits, May 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, May 2021



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

Source: near (formerly UberMedia)