

State of Hawaii Summary

June 2021

Month
June 2021

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

791.1K ▼ -16.4%

Visitor Spending

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

\$1,483.7M ▼ -9.0%

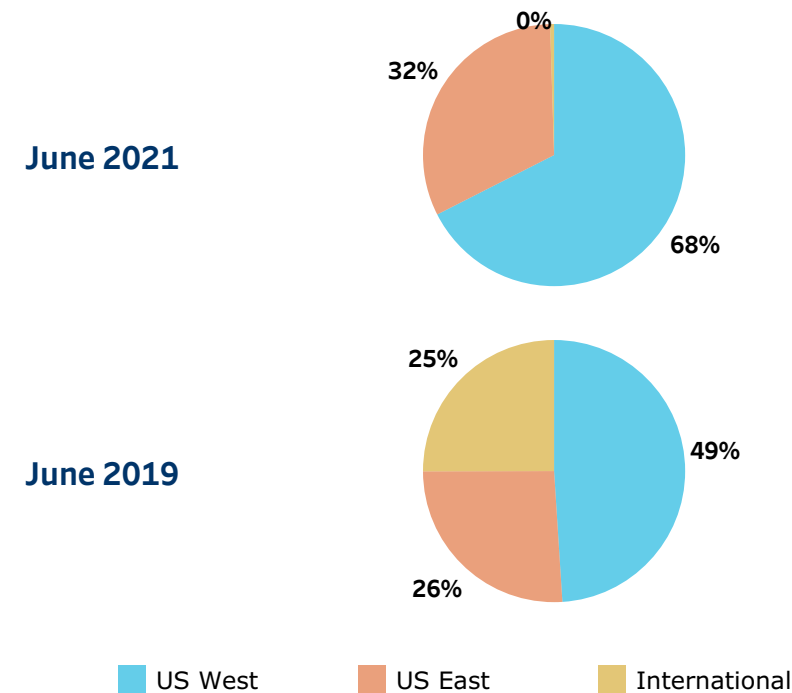
Average Length of Stay

All visitors, June 2021

9.7 Days

Market Share by Origin Markets

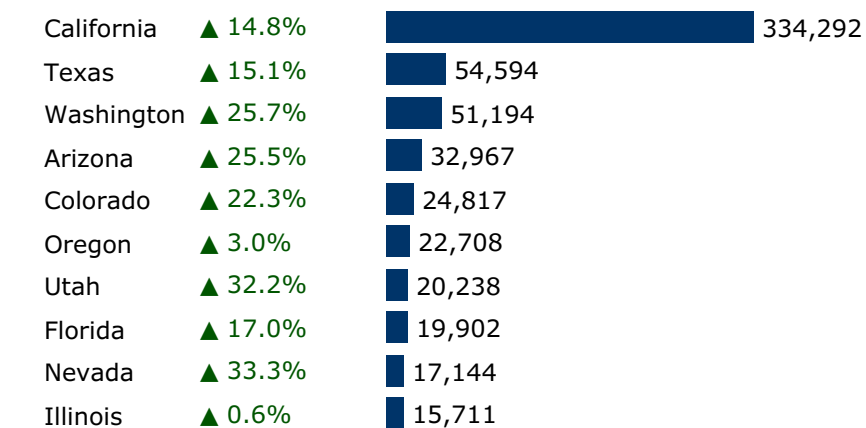
% share of total visitors



Source: Hawaii Tourism Authority

Top-10 Domestic Markets

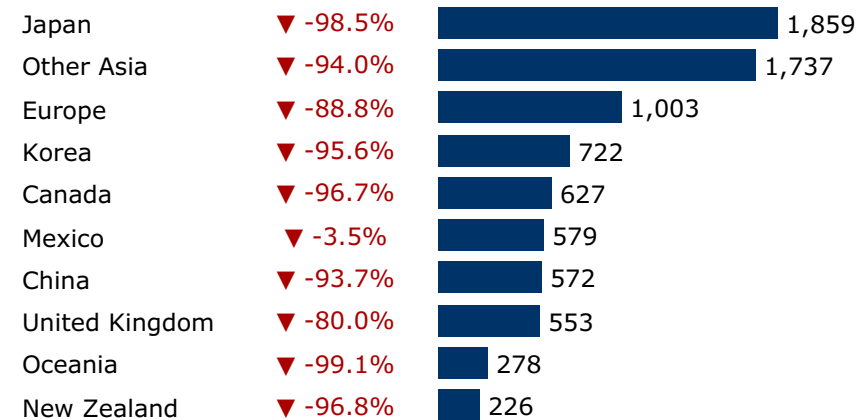
Total visitors and % change YOY (Jun. 2021 vs. Jun. 2019)



Source: Hawaii Tourism Authority

Top-10 International Markets

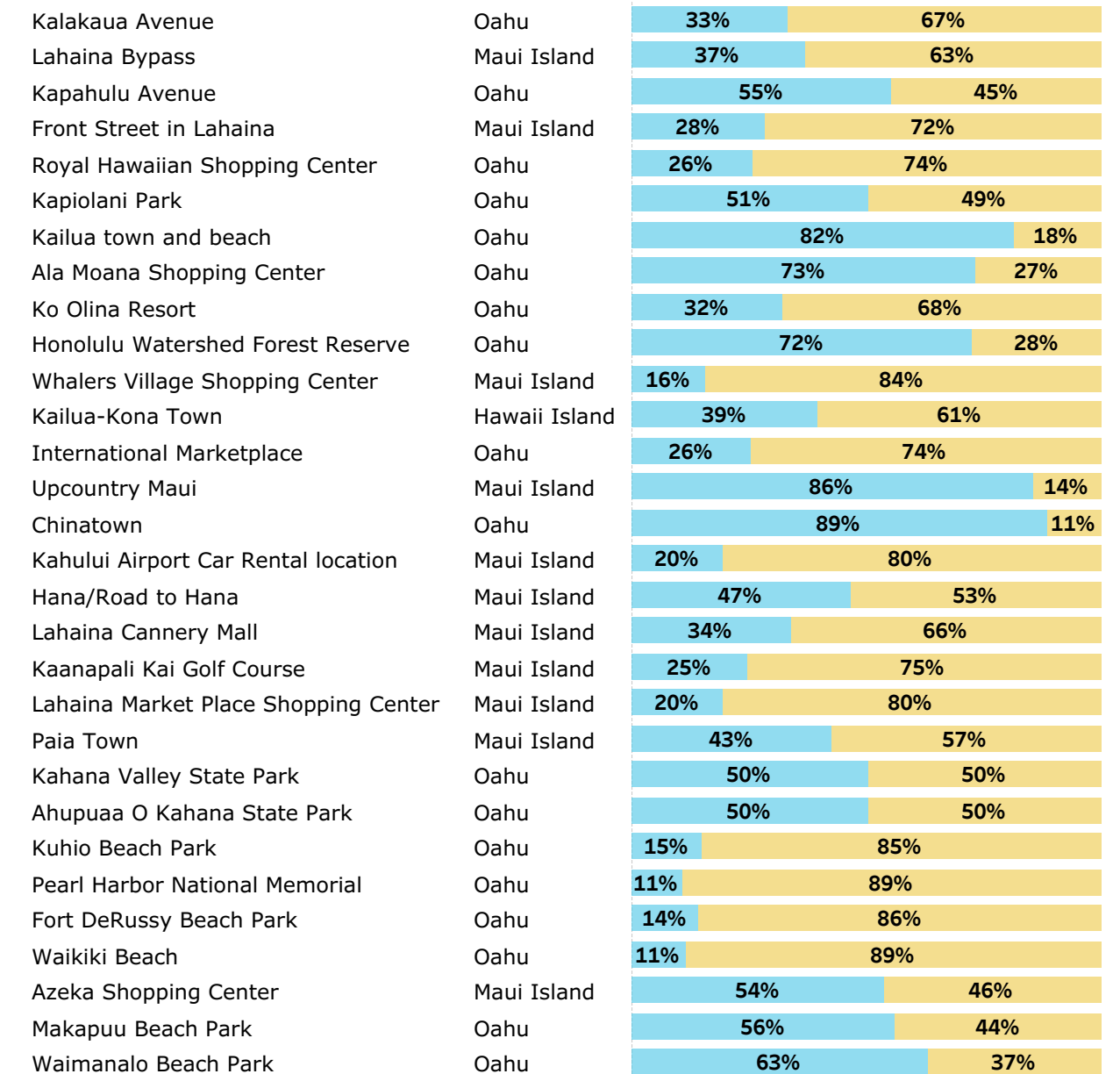
Total visitors and % change YOY (Jun. 2021 vs. Jun. 2019)



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 June 2021



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

Source: near (formerly UberMedia)

State of Hawaii Lodging Summary

June 2021



Month: June 2021
Island: State of Hawaii

State of Hawaii | Island Summary | **Lodging Summary**

Month Performance & YOY % Change

June 2021 vs. June 2019

	Occupancy	YOY	Supply	YOY	Demand	YOY
Total	79.7%	▼ -3.5%	3,059.7K	▼ -10.4%	2,439.4K	▼ -14.2%
Hotel	77.0%	▼ -6.9%	1,571.1K	▼ -3.2%	1,210.3K	▼ -11.1%
Short-term Rentals	79.9%	▲ 6.3%	591.1K	▼ -32.9%	472.1K	▼ -27.1%
Timeshare**	84.3%	▼ -7.0%	897.5K	▼ -1.7%	757.0K	▼ -9.2%

YTD Calendar Year & YOY % Change

YTD June 2021 vs. YTD June 2019

	Occupancy	YOY	Supply	YOY	Demand	YOY
Total	53.9%	▲ 1.6%	14,595.3K	▲ 17.2%	7,873.0K	▲ 20.8%
Hotel	48.1%	▼ -2.9%	9,260.5K	▲ 24.7%	4,458.9K	▲ 17.6%
Short-term Rentals	61.3%	▲ 4.4%	3,543.9K	▲ 4.6%	2,170.9K	▲ 12.6%
Timeshare**	69.4%	▲ 20.7%	1,790.9K	▲ 9.1%	1,243.2K	▲ 55.5%

Note: OCC YOY change is percentage point change

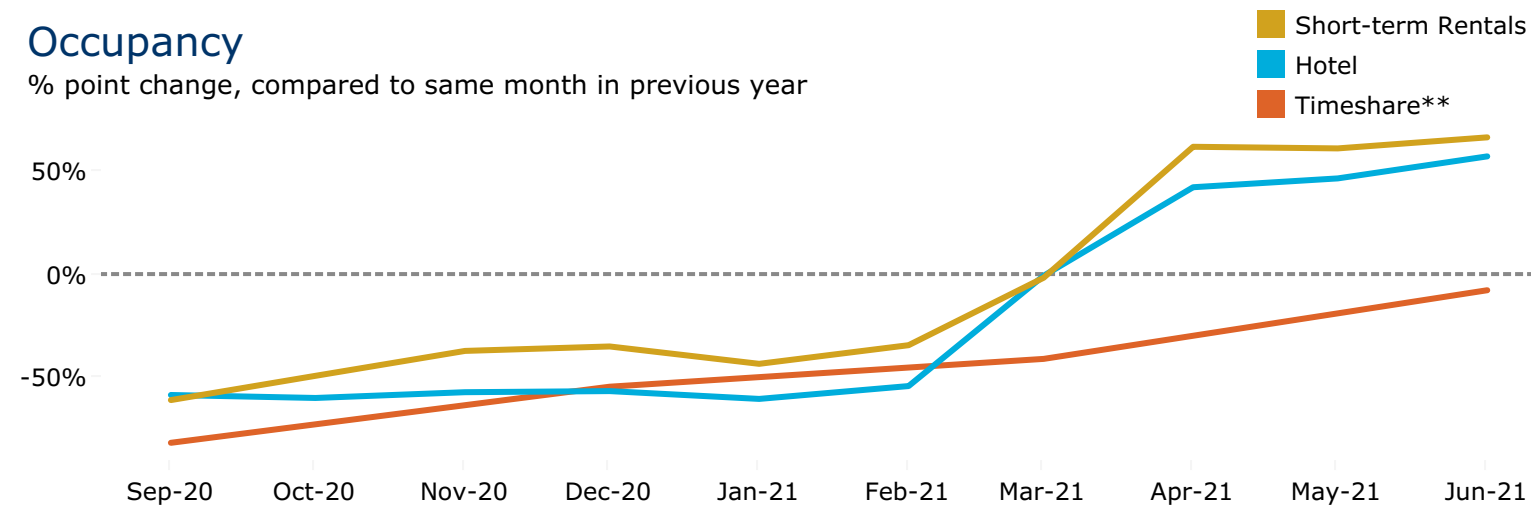
* 2021 are relative to 2019. All other years are true YOY comparisons

** 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

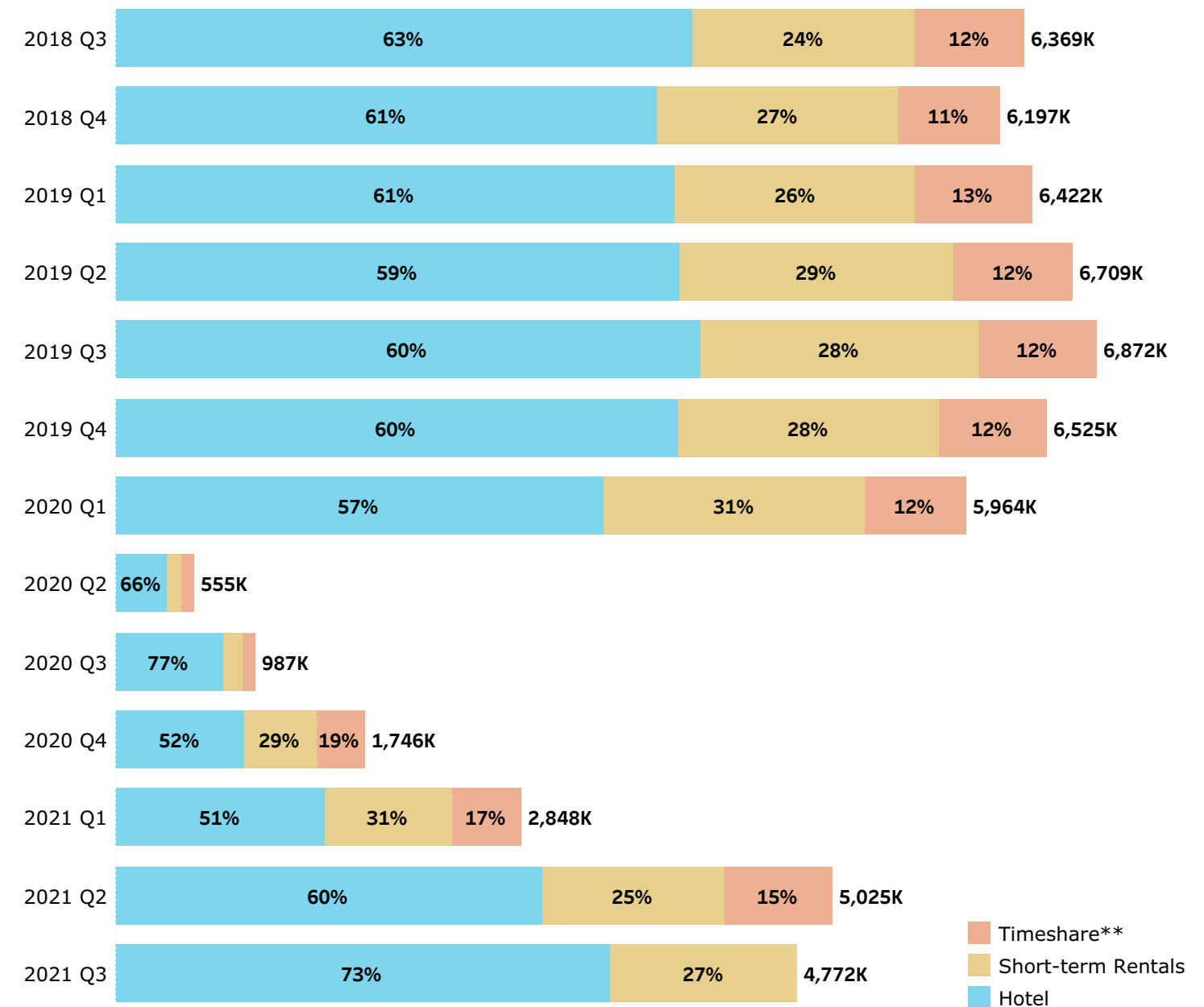


** Timeshare information is only available after the end of each quarter

Source: STR; Transparent; and Hawaii Tourism Authority

Distribution of Room Nights Sold

Room nights sold in June 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
June 2021

Island
Oahu

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

394.7K ▼ -29.9%

Visitor Spending

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

\$641.1M ▼ -13.1%

Average Length of Stay

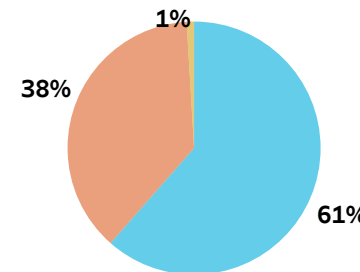
All visitors, June 2021

8.2 Days

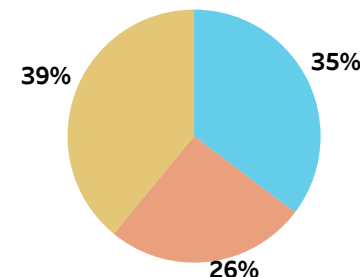
Origin Market Share

% share of visitors

June 2021



June 2019

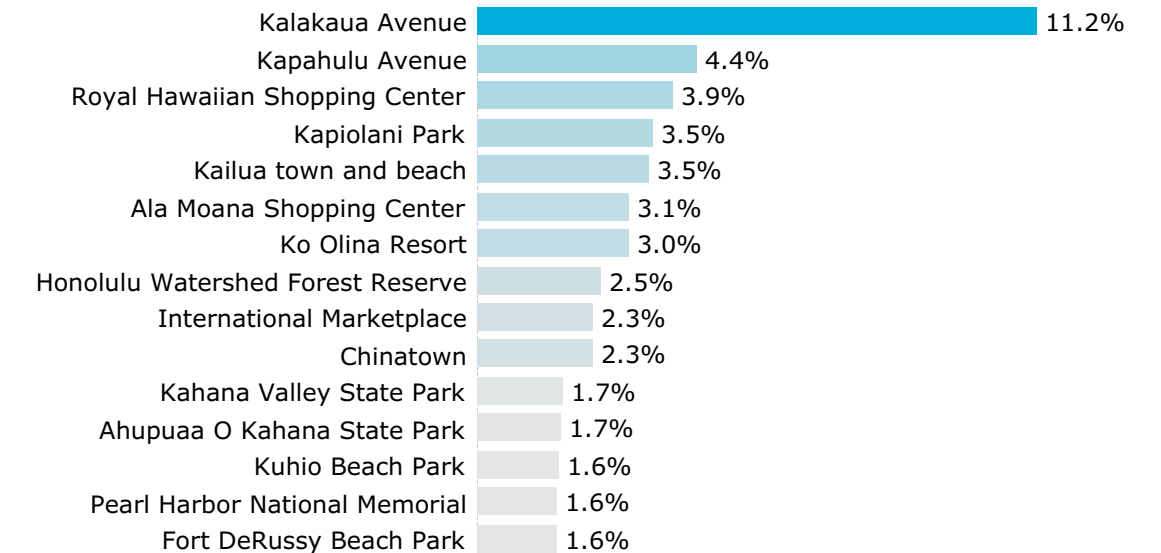


US West US East International

Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

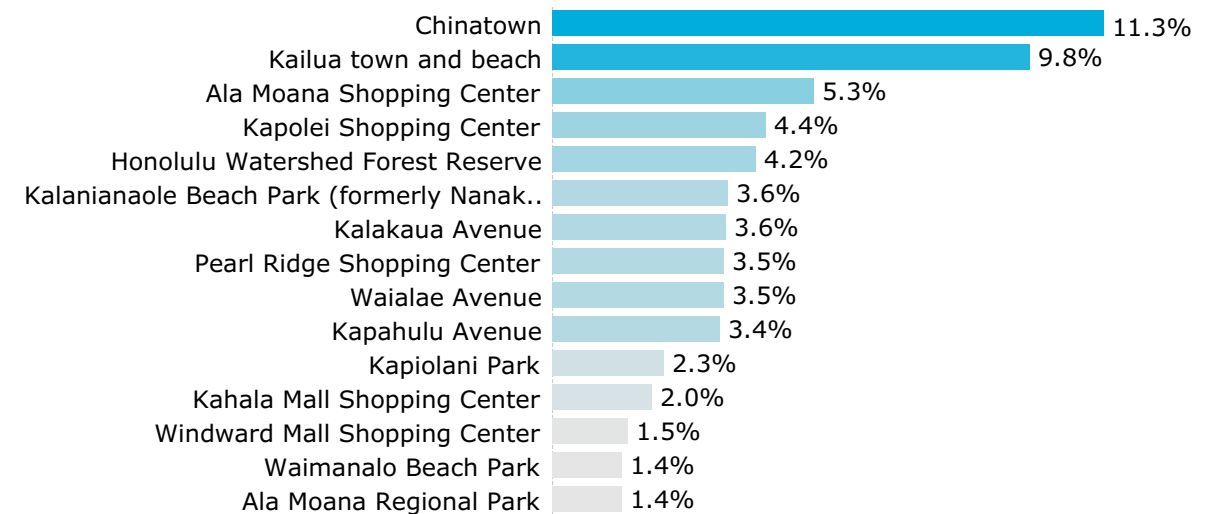
% share of visits, June 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, June 2021

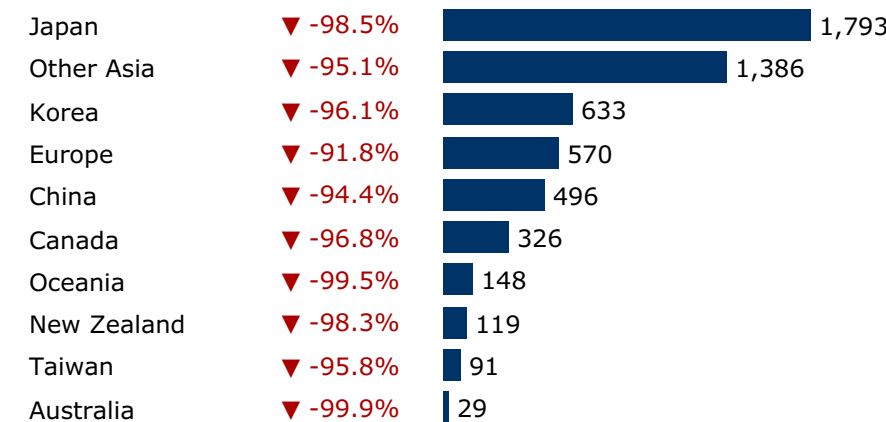


* Residents refer to residents of the State of Hawaii, all islands

Source: near (formerly UberMedia)

Top-10 International Markets

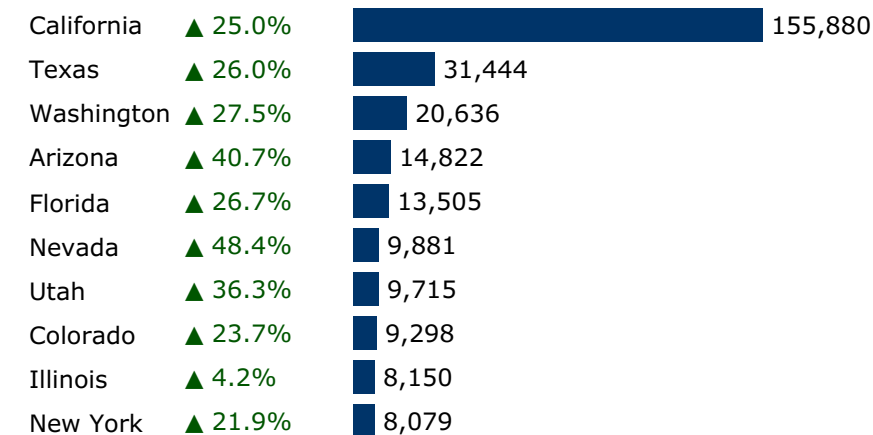
Total visitors and % change YOY (Jun. 2021 vs. Jun. 2019)



Source: Hawaii Tourism Authority

Top-10 Domestic Markets

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



Source: Hawaii Tourism Authority

Maui Island Summary

June 2021

Month
June 2021

Island
Maui Island

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

260.6K ▼ -11.9%

Visitor Spending

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

\$448.7M ▼ -6.0%

Average Length of Stay

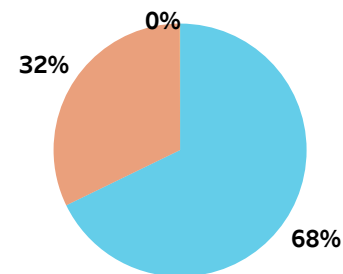
All visitors, June 2021

8.6 Days

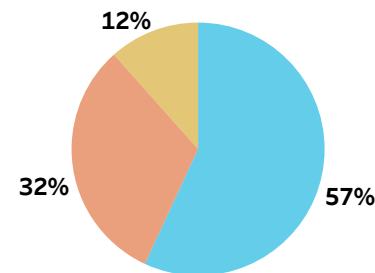
Origin Market Share

% share of visitors

June 2021



June 2019

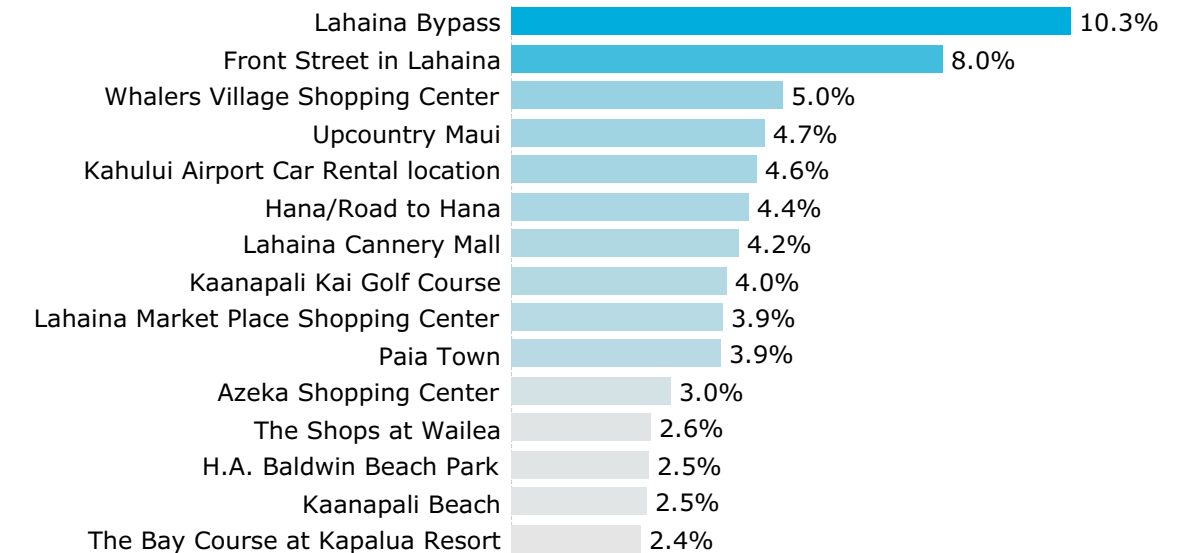


■ US West ■ US East ■ International

Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

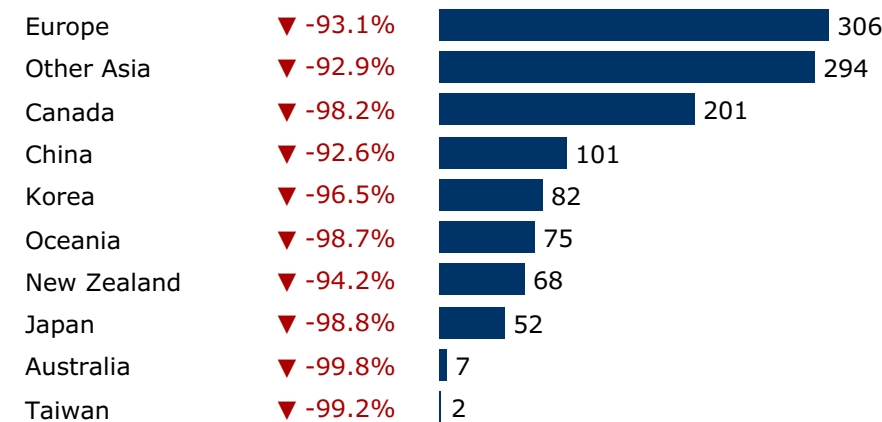
% share of visits, June 2021



Source: near (formerly UberMedia)

Top-10 International Markets

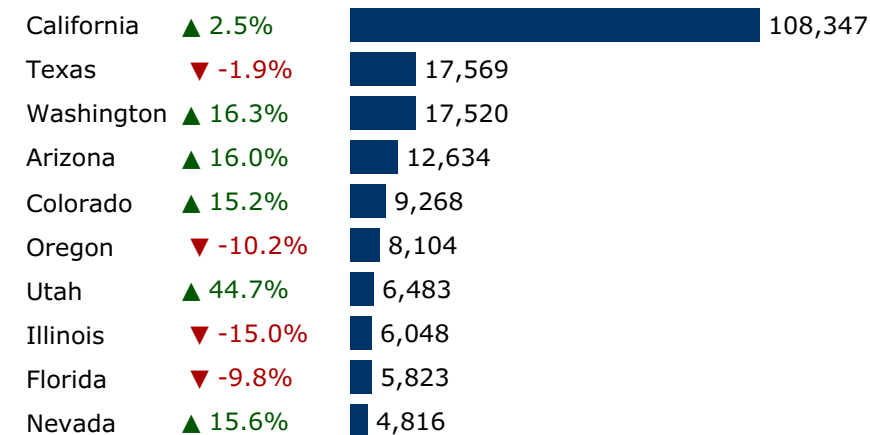
Total visitors and % change YOY (Jun. 2021 vs. Jun. 2019)



Source: Hawaii Tourism Authority

Top-10 Domestic Markets

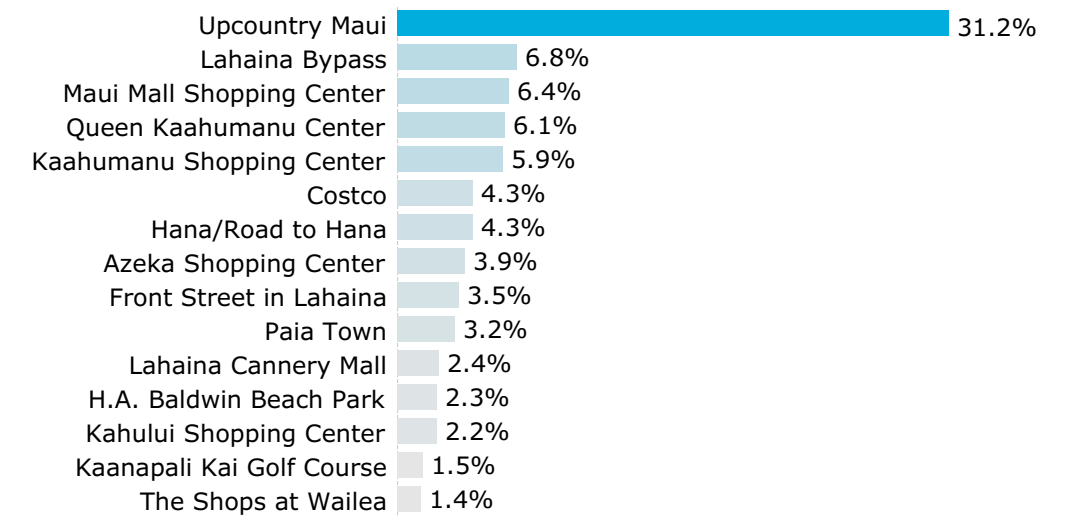
Total visitors and % change YOY (Jun. 2021 vs. Jun. 2019)



Source: Hawaii Tourism Authority

Top-15 Points of Interest by Residents

% share of visits, June 2021



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

Source: near (formerly UberMedia)

Month
June 2021

Island
Hawaii Island

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

136.8K ▼ -16.4%

Visitor Spending

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

\$203.8M ▼ -1.0%

Average Length of Stay

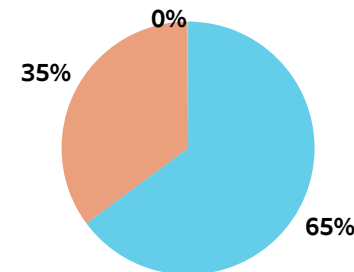
All visitors, June 2021

9.1 Days

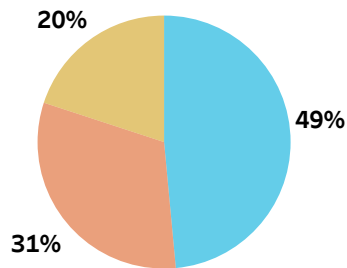
Origin Market Share

% share of visitors

June 2021



June 2019

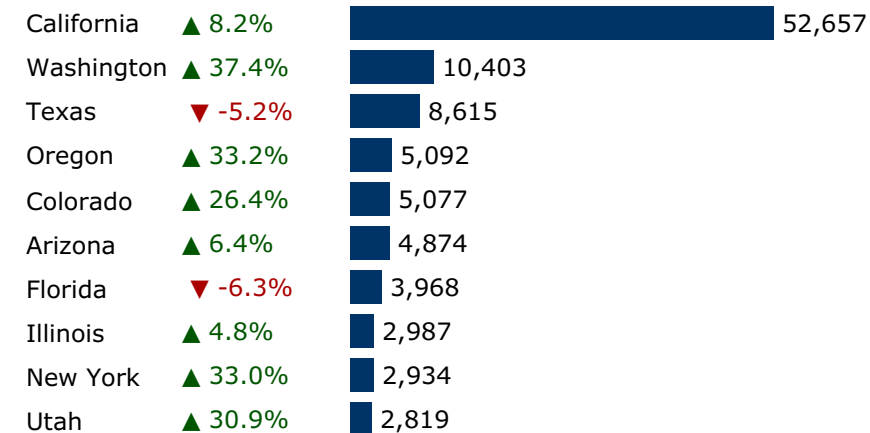


US West US East International

Source: Hawaii Tourism Authority

Top-10 Domestic Markets

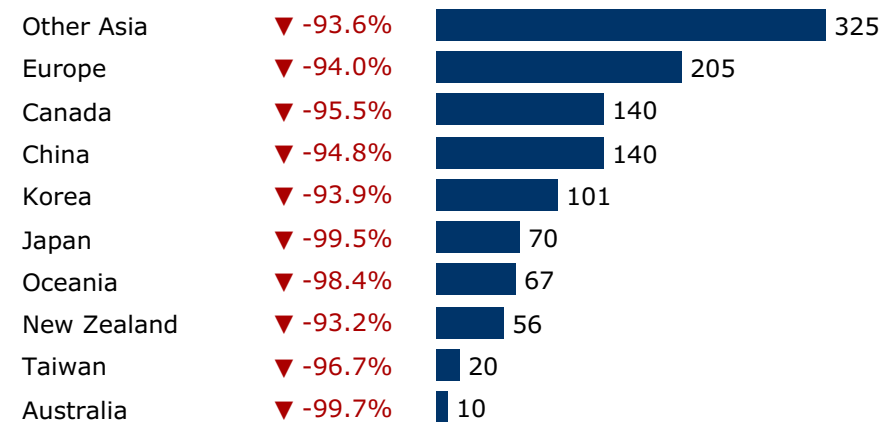
Total visitors and % change YOY (Jun. 2021 vs. Jun. 2019)



Source: Hawaii Tourism Authority

Top-10 International Markets

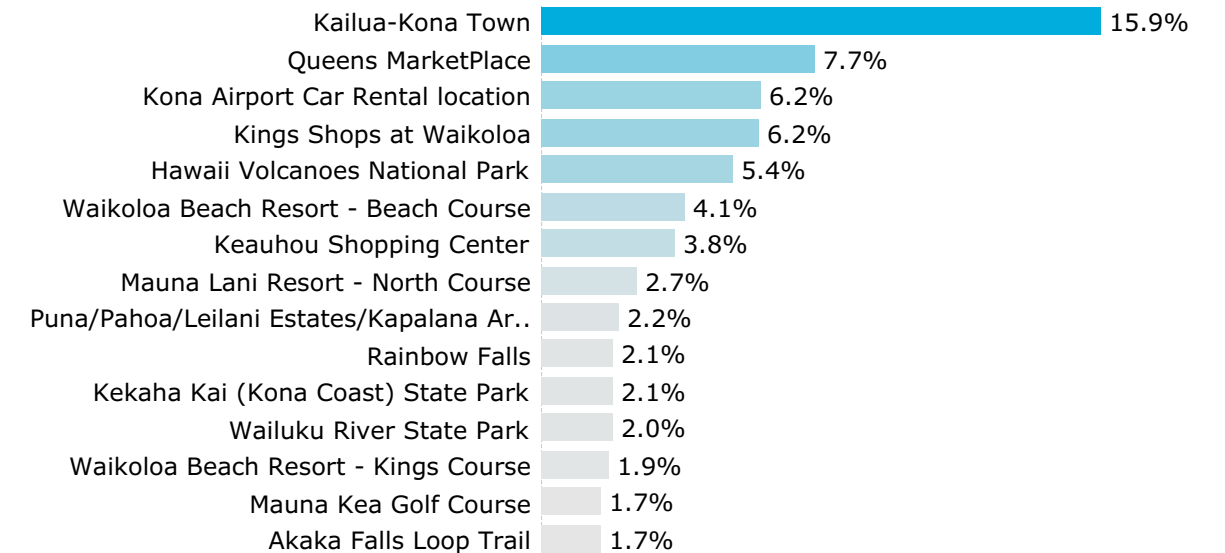
Total visitors and % change YOY (Jun. 2021 vs. Jun. 2019)



Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

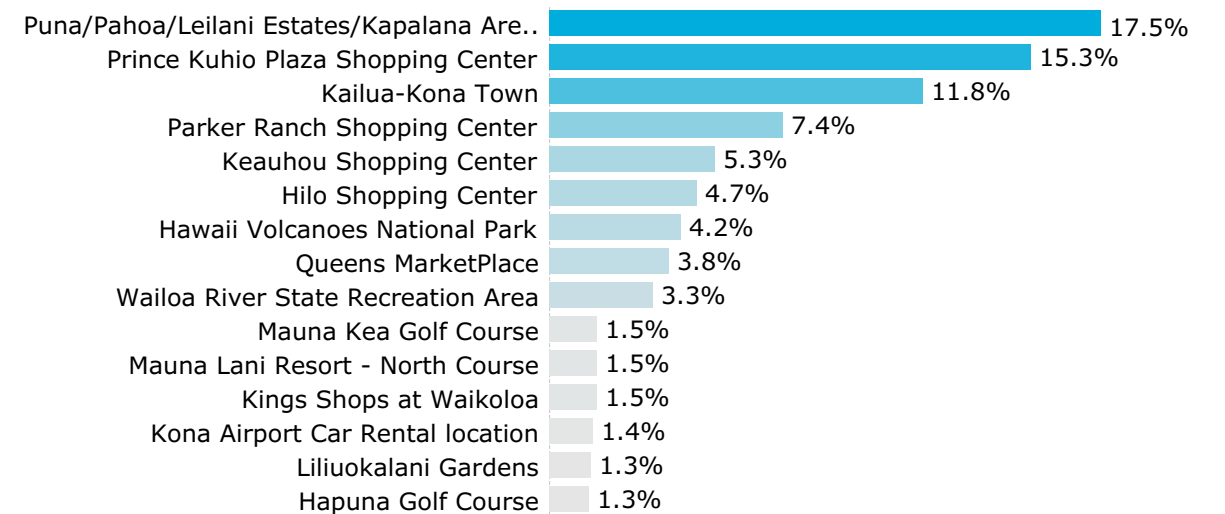
% share of visits, June 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, June 2021



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

Source: near (formerly UberMedia)

Kauai Summary

June 2021

Month
June 2021

Island
Kauai

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

104.3K ▼ -22.6%

Visitor Spending

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

\$177.8M ▼ -9.3%

Average Length of Stay

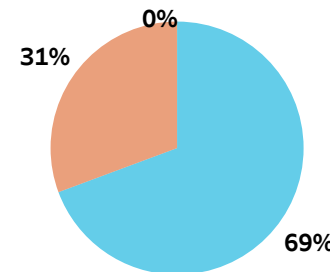
All visitors, June 2021

8.7 Days

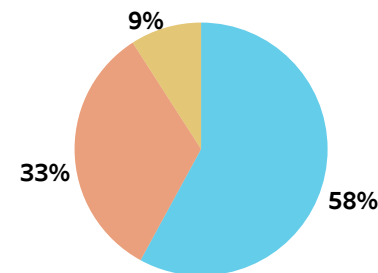
Origin Market Share

% share of visitors

June 2021



June 2019

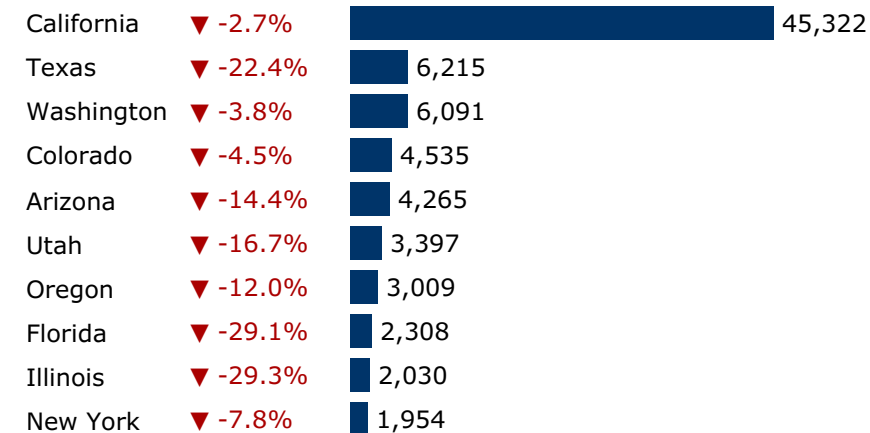


■ US West ■ US East ■ International

Source: Hawaii Tourism Authority

Top-10 Domestic Markets

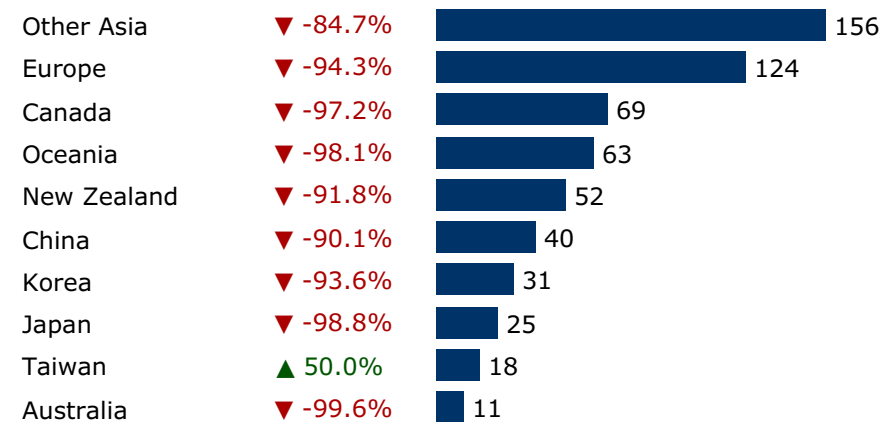
Total visitors and % change YOY (Jun. 2021 vs. Jun. 2019)



Source: Hawaii Tourism Authority

Top-10 International Markets

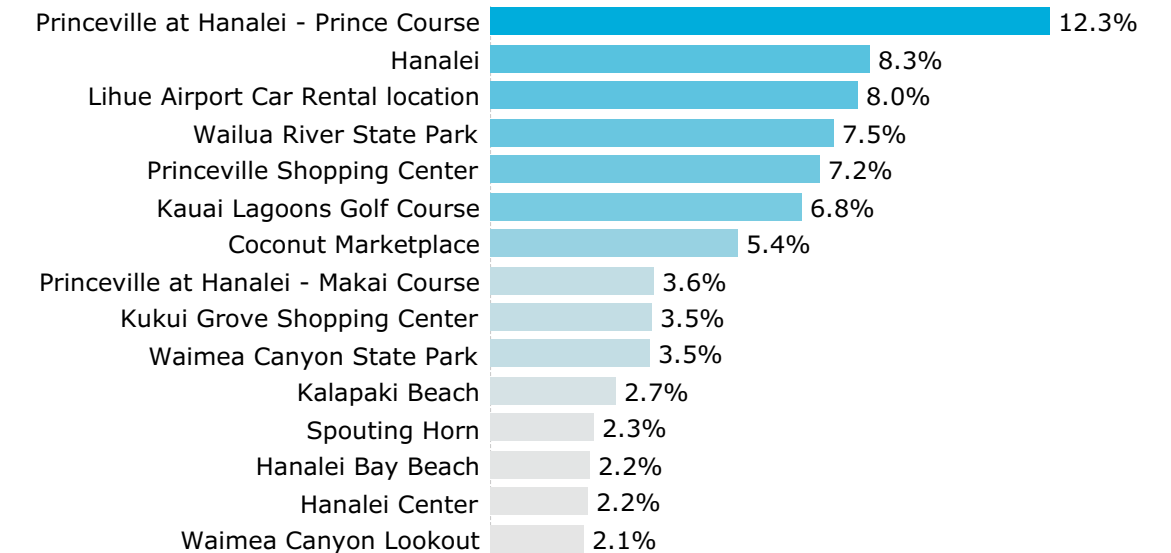
Total visitors and % change YOY (Jun. 2021 vs. Jun. 2019)



Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

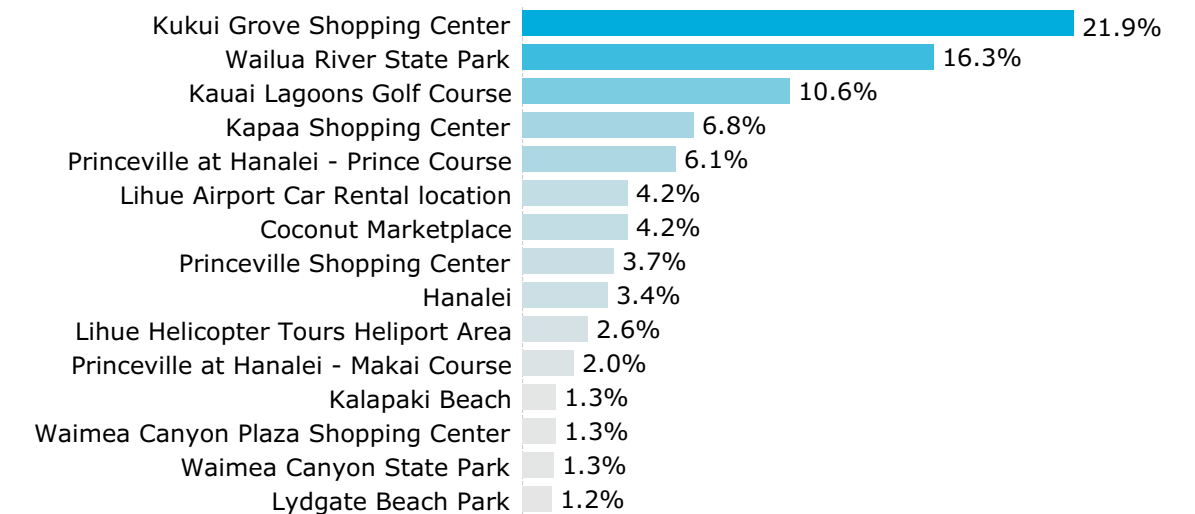
% share of visits, June 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, June 2021



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

Source: near (formerly UberMedia)