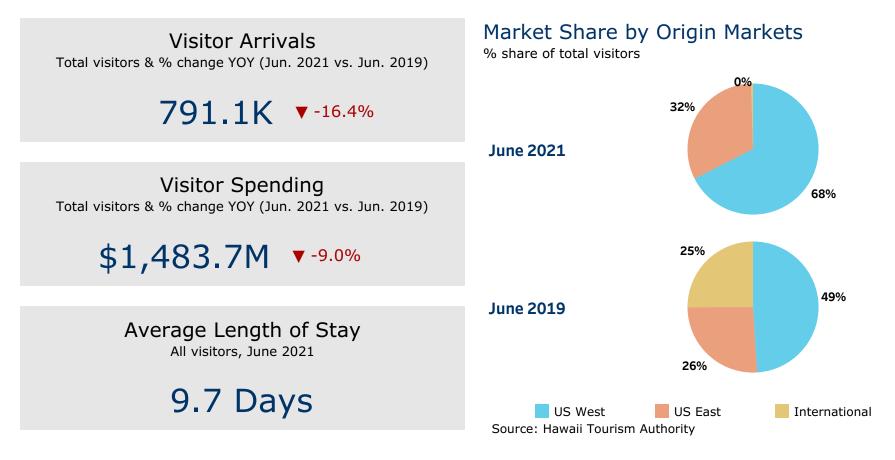
# State of Hawaii Summary

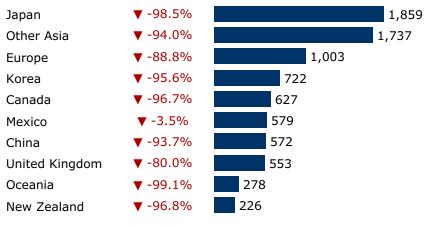
### June 2021

Month June 2021



### **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)

California	▲ 14.8%		334,292
Texas	▲ 15.1%	54,594	
Washingto	n 🛦 25.7%	51,194	
Arizona	▲ 25.5%	32,967	
Colorado	▲ 22.3%	24,817	
Oregon	▲ 3.0%	22,708	
Utah	▲ 32.2%	20,238	
Florida	▲ 17.0%	19,902	
Nevada	▲ 33.3%	17,144	
Illinois	▲ 0.6%	15,711	
Source: Ha	waii Tourism A	uthority	

## **Top-30 Points of Interest Visited**

2021 Kalakaua Avenue

Lahaina Bypass Kapahulu Avenue Front Street in Lahaina Royal Hawaiian Shopping Center Kapiolani Park Kailua town and beach Ala Moana Shopping Center Ko Olina Resort Honolulu Watershed Forest Rese Whalers Village Shopping Center Kailua-Kona Town International Marketplace Upcountry Maui Chinatown Kahului Airport Car Rental locati Hana/Road to Hana Lahaina Cannery Mall Kaanapali Kai Golf Course Lahaina Market Place Shopping Paia Town Kahana Valley State Park Ahupuaa O Kahana State Park Kuhio Beach Park Pearl Harbor National Memorial Fort DeRussy Beach Park Waikiki Beach Azeka Shopping Center Makapuu Beach Park Waimanalo Beach Park \* Residents refer to residents of the State of Hawaii, all islands

Source: near (formerly UberMedia)

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	<u>H</u>	AWA I'I TOURISM . AUTHORITY
ate of Hawaii	Island Summary	Lodging Summary

Residents

Visitors

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

	Oahu	33%		67%	
	Maui Island	37%		63%	
	Oahu	5	5%	4	5%
	Maui Island	28%		72%	
r	Oahu	26%		74%	
	Oahu	519	%	49	1%
	Oahu		82%		18%
	Oahu		73%		27%
	Oahu	32%		68%	
erve	Oahu		72%		28%
r	Maui Island	16%		84%	
	Hawaii Island	39%		61%	
	Oahu	26%		74%	
	Maui Island		86%		14%
	Oahu		<b>89</b> %		11%
ion	Maui Island	20%		80%	
	Maui Island	47%	ò 🚽	539	%
	Maui Island	34%		66%	
	Maui Island	25%		75%	
Center	Maui Island	20%		80%	
	Maui Island	43%		57%	)
	Oahu	504	%	50	1%
	Oahu	504	%	50	1%
	Oahu	15%		85%	
	Oahu	11%		89%	
	Oahu	14%		86%	
	Oahu	11%		89%	
	Maui Island	54	<b>!%</b>	4	6%
	Oahu	5	5%	4	4%
	Oahu		63%		37%

### **SYMPHONY** TOURISM ECONOMICS

# State of Hawaii Lodging Summary

June 2021

June 2021

Month

Island State of Hawaii

State of Ha

## 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

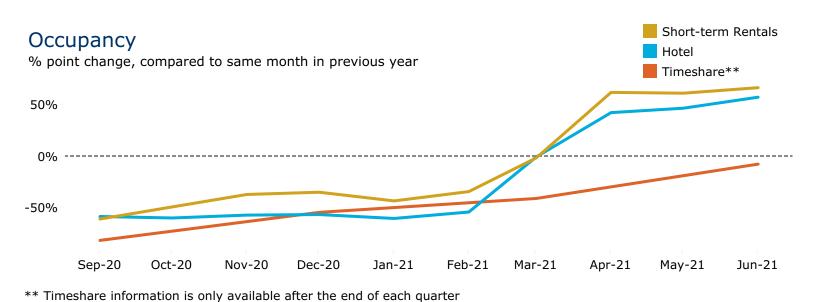
Total	53.9%	▲ 1.6%	14,595.3K	▲ 17.2%	7,873.0K	▲ 20.8%
Hotel	48.1%	▼ -2.9%	9,260.5K	▲ 24.7%	4,458.9K	▲ 17.6%
Short-term Rentals	61.3%	▲ 4.4%	3,543.9K	▲ 4.6%	2,170.9K	▲ 12.6%
Timeshare**	69.4%	▲ 20.7%	1,790.9K	<b>▲</b> 9.1%	1,243.2K	▲ 55.5%

Note: OCC YOY change is percentage point change

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

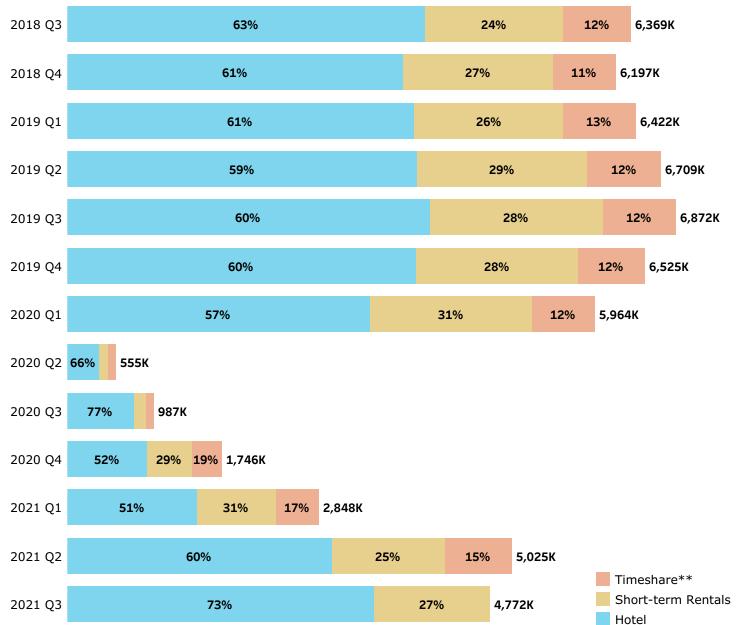
\*\* Timeshare information is only available after the end of each quarter

Source: STR; Transparent; and Hawaii Tourism Authority



# **Distribution of Room Nights Sold**

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



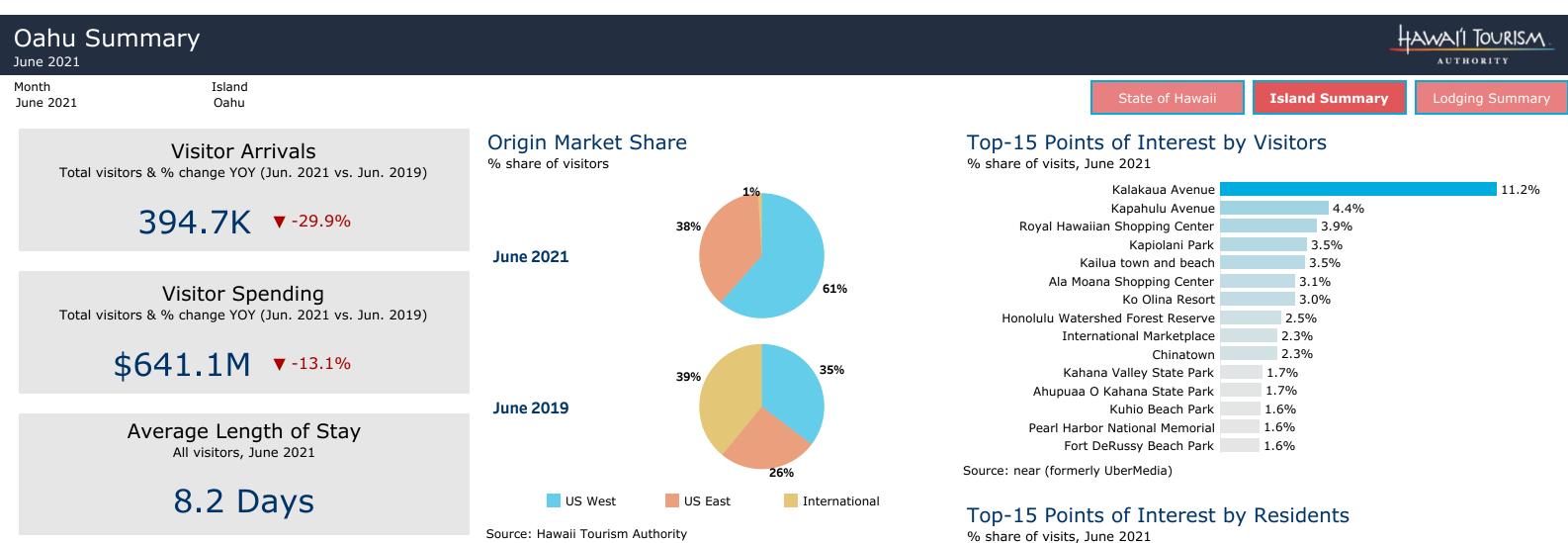
\*2021 Q2 does not include timeshare data. Timeshare information is only available after the end of each quarter

Source: STR; Transparent; and Hawaii Tourism Authority

Source: STR; Transparent; and Hawaii Tourism Authority

		HAWAI'I TOURISM.
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### **SYMPHONY** TOURISM ECONOMICS



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



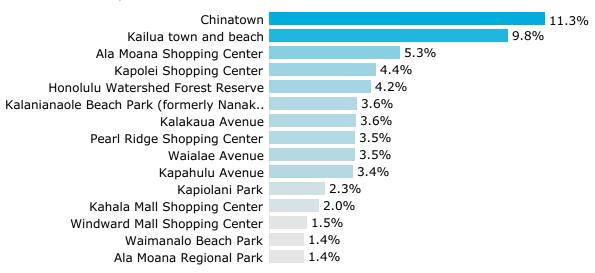
## **Top-10 Domestic Markets**

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

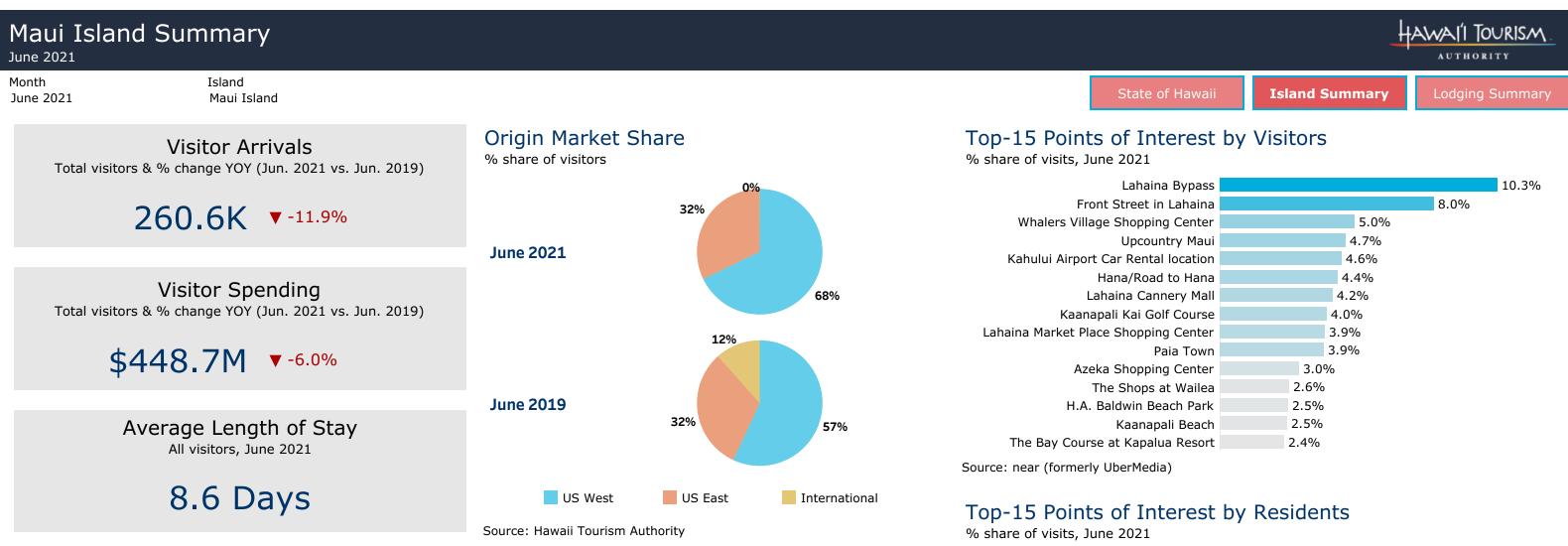
California	▲ 25.0%		155,880
Texas	▲ 26.0%	31,444	
Washington	▲ 27.5%	20,636	
Arizona	<b>▲</b> 40.7%	14,822	
Florida	▲ 26.7%	13,505	
Nevada	▲ 48.4%	9,881	
Utah	▲ 36.3%	9,715	
Colorado	▲ 23.7%	9,298	
Illinois	▲ 4.2%	8,150	
New York	▲ 21.9%	8,079	
Source: Haw	aii Tourism Aut	hority	

Source: near (formerly UberMedia)

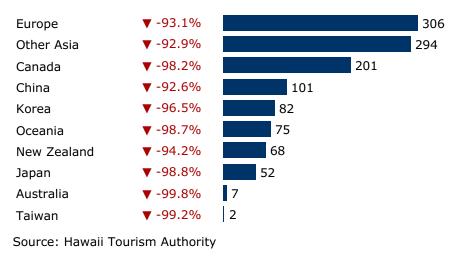
	4.4%
	3.9%
	3.5%
	3.5%
	3.1%
	3.0%
	2.5%
	2.3%
	2.3%
	1.7%
	1.7%
1	1.6%
1	1.6%
1	1.6%



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



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



## **Top-10 Domestic Markets**

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

California	▲ 2.5%		108,347
Texas	▼ -1.9%	17,569	
Washington	▲ 16.3%	17,520	
Arizona	▲ 16.0%	12,634	
Colorado	▲ 15.2%	9,268	
Oregon	▼ -10.2%	8,104	
Utah	▲ 44.7%	6,483	
Illinois	▼ -15.0%	6,048	
Florida	▼ -9.8%	5,823	
Nevada	▲ 15.6%	4,816	
Source: Haw	aii Tourism Au	thority	

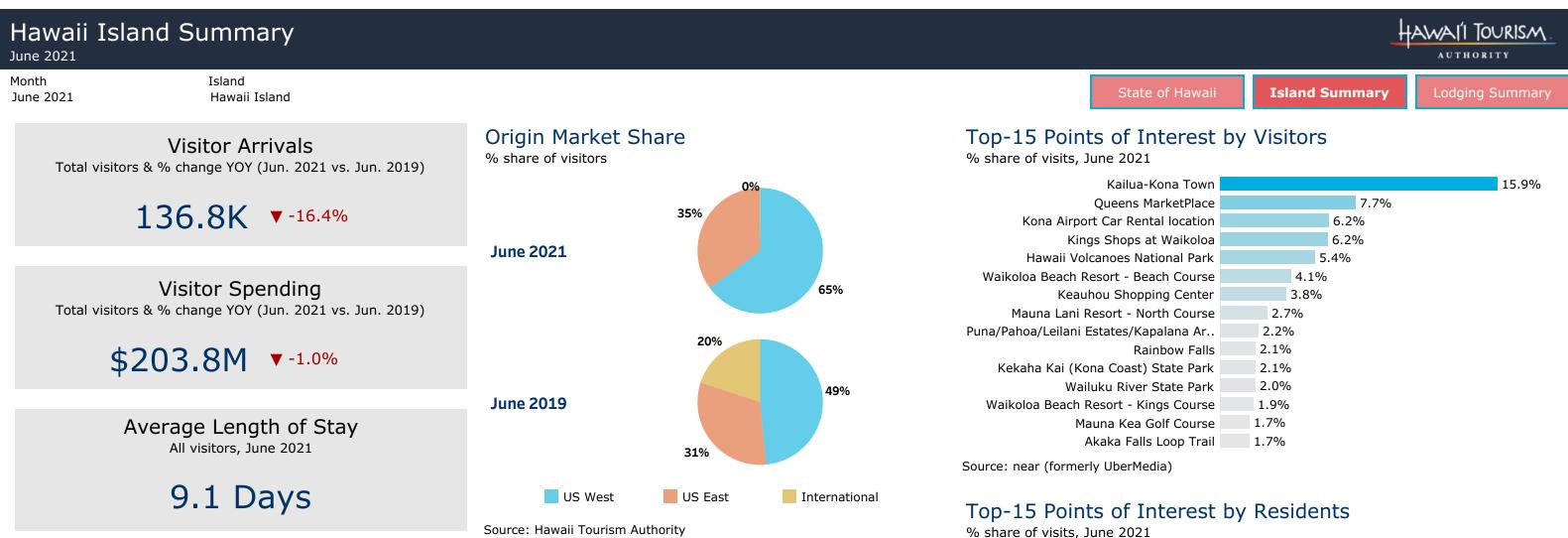
### Source: near (formerly UberMedia)

Upcountry Maui Lahaina Bypass Maui Mall Shopping Center Queen Kaahumanu Center Kaahumanu Shopping Center Costco Hana/Road to Hana Azeka Shopping Center Front Street in Lahaina Paia Town Lahaina Cannery Mal H.A. Baldwin Beach Park Kahului Shopping Center Kaanapali Kai Golf Course The Shops at Wailea

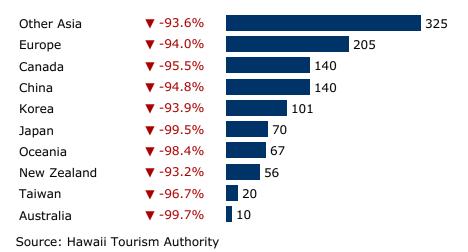
•	
5	6.8%
r	6.4%
-	6.1%
-	5.9%
)	4.3%
a	4.3%
-	3.9%
a	3.5%
n	3.2%
I	2.4%
C	2.3%
-	2.2%
Э	1.5%
a	1.4%

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

31.2%



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



### **Top-10 Domestic Markets**

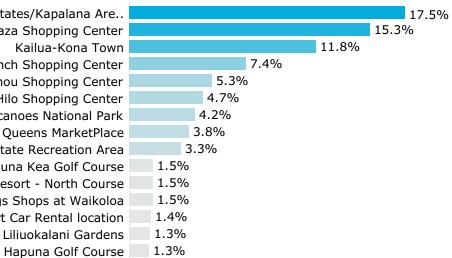
Total visitors and % change YOY (Jun. 2021 vs. Jun. 2019)

California	▲ 8.2%		52,657
Washington	▲ 37.4%	10,403	
Texas	▼ -5.2%	8,615	
Oregon	▲ 33.2%	5,092	
Colorado	▲ 26.4%	5,077	
Arizona	▲ 6.4%	4,874	
Florida	▼ -6.3%	3,968	
Illinois	▲ 4.8%	2,987	
New York	▲ 33.0%	2,934	
Utah	▲ 30.9%	2,819	
Source: Haw	aii Tourism Au	thority	

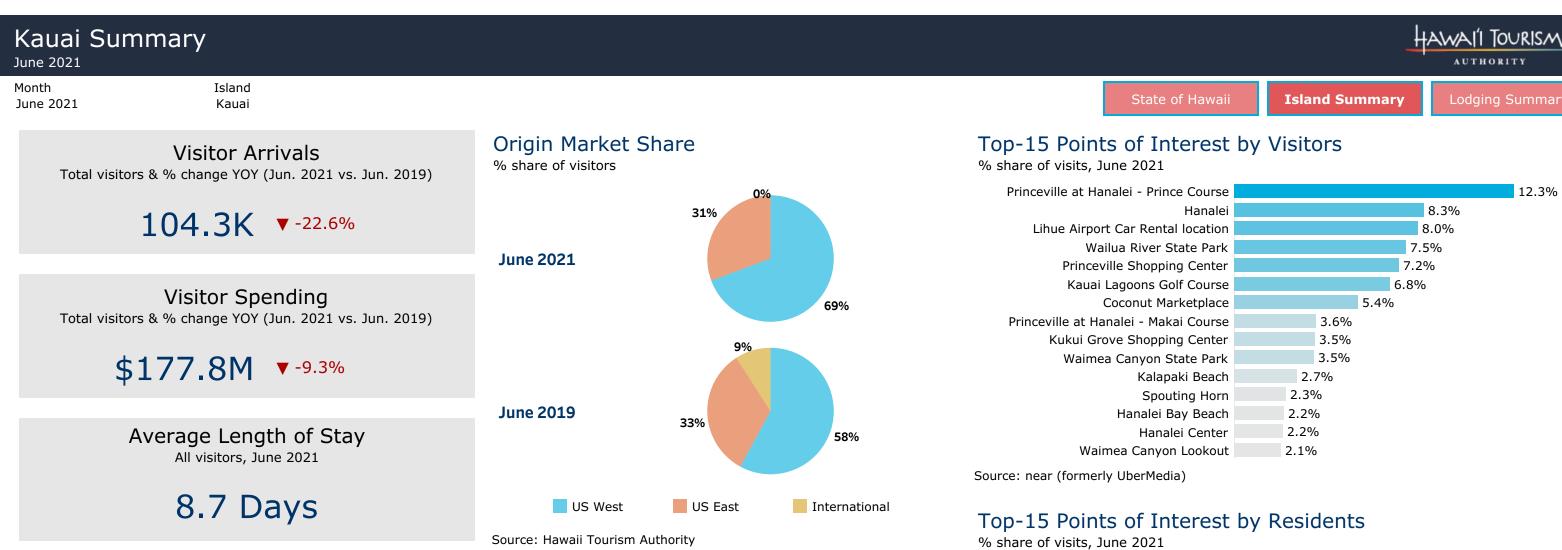
### Source: near (formerly UberMedia)

n		15.9%
e	7.7%	
n	6.2%	
а	6.2%	
k	5.4%	
e	4.1%	
er	3.8%	
e	2.7%	
	2.2%	
s	2.1%	
k	2.1%	
k	2.0%	
e	1.9%	
e	1.7%	
il	1.7%	

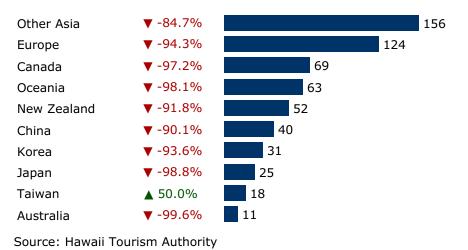
Puna/Pahoa/Leilani Estates/Kapalana Are.. Prince Kuhio Plaza Shopping Center Kailua-Kona Town Parker Ranch Shopping Center Keauhou Shopping Center Hilo Shopping Center Hawaii Volcanoes National Park Queens MarketPlace Wailoa River State Recreation Area Mauna Kea Golf Course Mauna Lani Resort - North Course Kings Shops at Waikoloa Kona Airport Car Rental location Liliuokalani Gardens



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



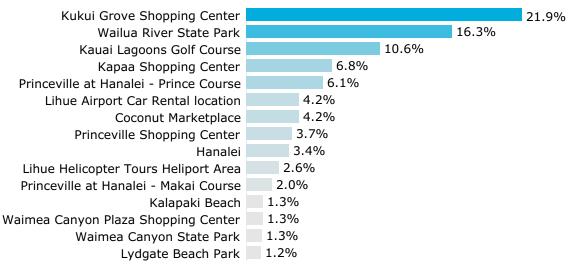
Top-10 Domestic Markets	
	· ~

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

California	▼ -2.7%		45,322
Texas	▼ -22.4%	6,215	
Washington	▼ -3.8%	6,091	
Colorado	▼ -4.5%	4,535	
Arizona	▼ -14.4%	4,265	
Utah	▼ -16.7%	3,397	
Oregon	▼ -12.0%	3,009	
Florida	▼ -29.1%	2,308	
Illinois	▼ -29.3%	2,030	
New York	▼ -7.8%	1,954	
Source: Haw	aii Tourism A	uthority	

Source: near (formerly UberMedia)

HAWAI'I TOURISM Lodging Summary



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