

State of Hawaii Summary

July 2021

Month
July 2021

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

879.6K ▼ -11.6%

Visitor Spending

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

\$1,583.0M ▼ -6.6%

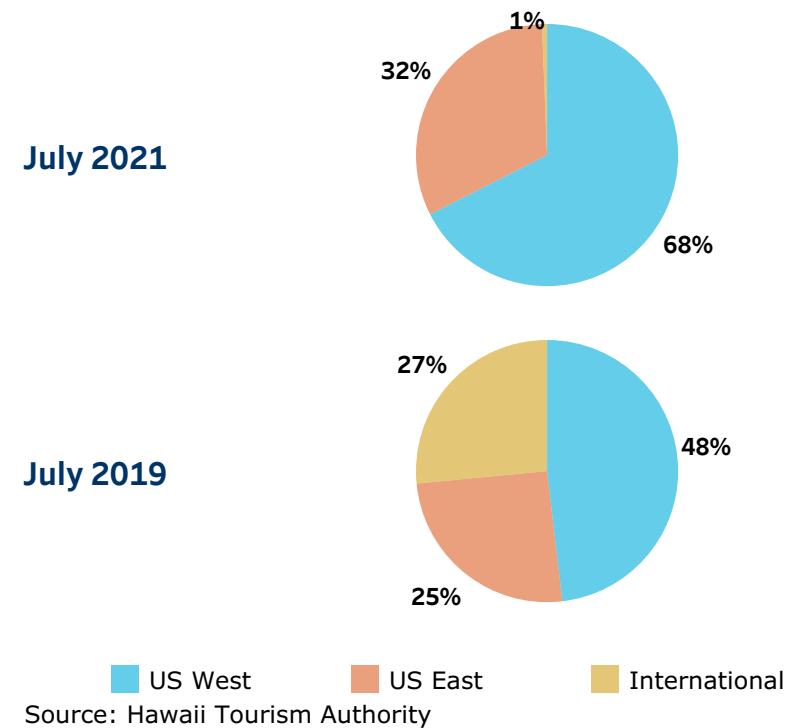
Average Length of Stay

All visitors, July 2021

9.4 Days

Market Share by Origin Markets

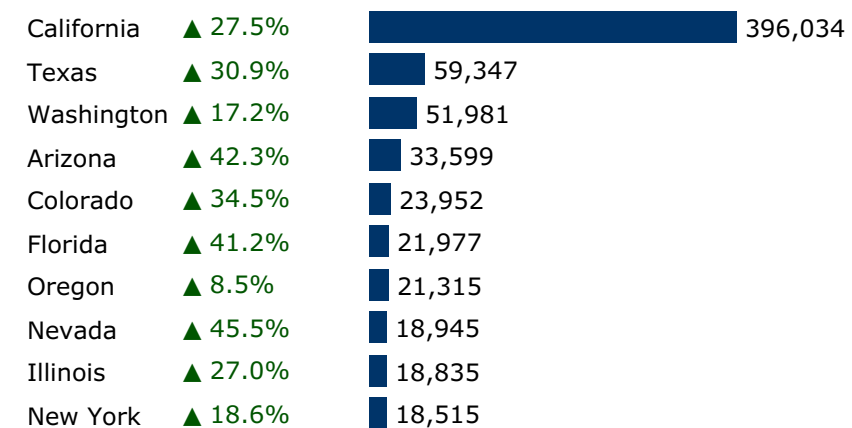
% share of total visitors



Source: Hawaii Tourism Authority

Top-10 Domestic Markets

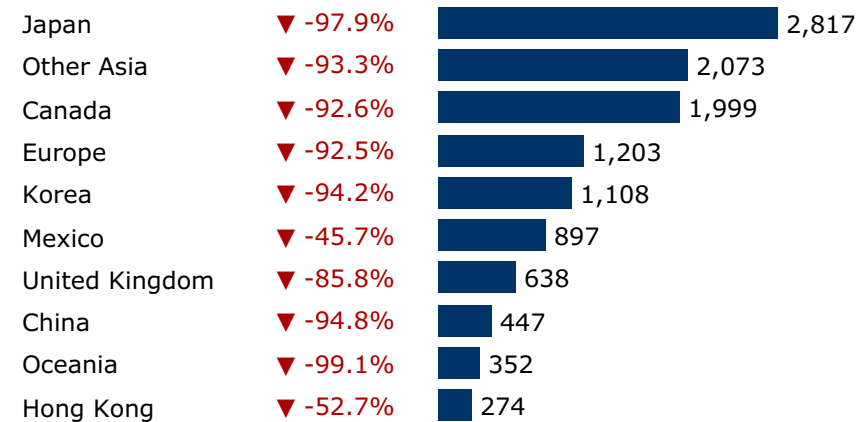
Total visitors and % change YOY (Jul. 2021 vs. Jul. 2019)



Source: Hawaii Tourism Authority

Top-10 International Markets

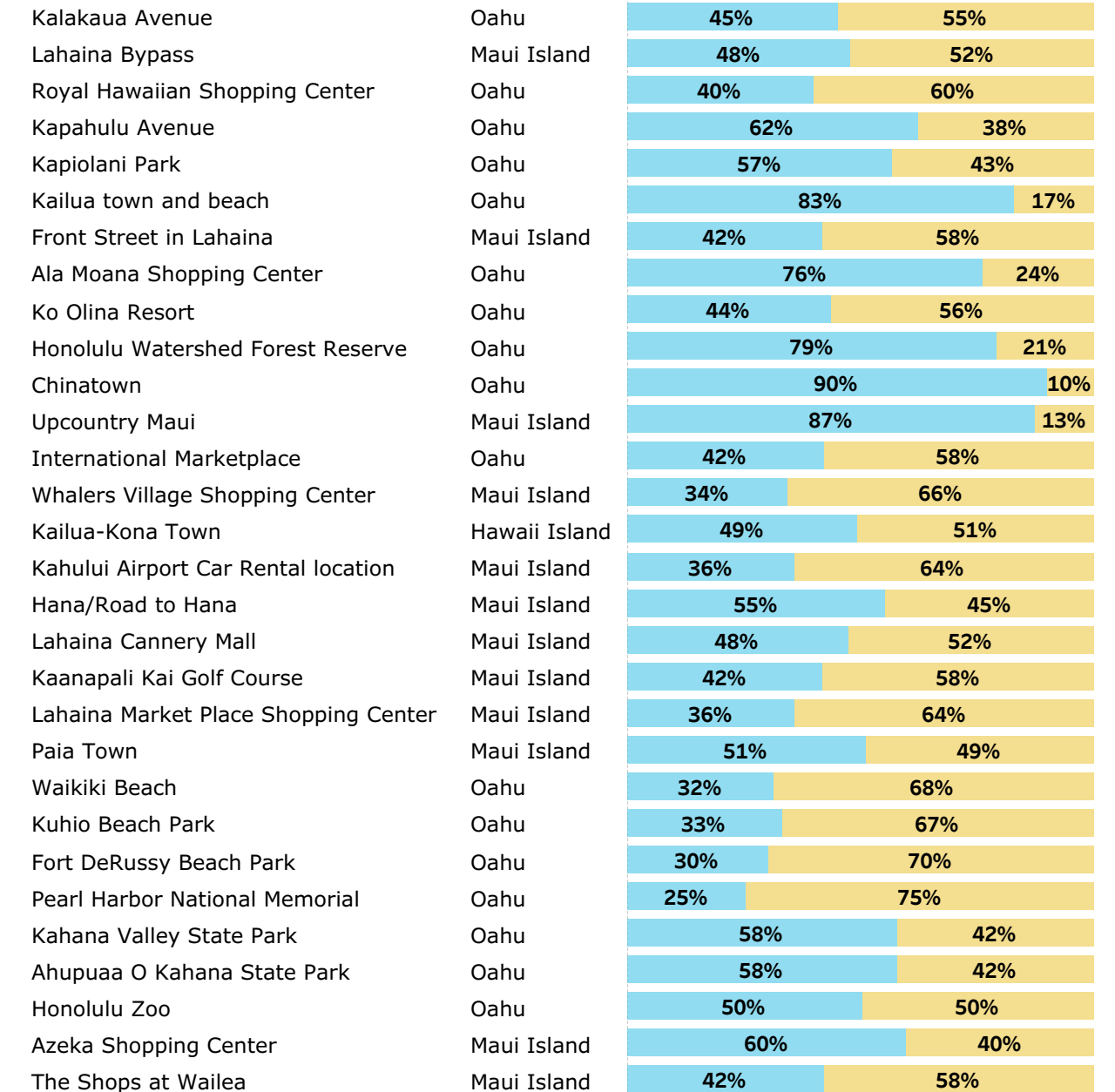
Total visitors and % change YOY (Jul. 2021 vs. Jul. 2019)



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 July 2021



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

Source: near (formerly UberMedia)

State of Hawaii Lodging Summary

July 2021



Month: July 2021
Island: State of Hawaii

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

Month Performance & YOY % Change

July 2021 vs. July 2019

	Occupancy	YOY	Supply	YOY	Demand	YOY
Total	82.2%	▼ -0.4%	2,243.5K	▼ -12.7%	1,845.1K	▼ -13.1%
Hotel	82.4%	▼ -2.9%	1,650.6K	▼ -1.5%	1,359.8K	▼ -4.8%
Short-term Rentals	81.8%	▲ 4.2%	592.9K	▼ -33.7%	485.3K	▼ -30.1%
Timeshare**						

YTD Calendar Year & YOY % Change

YTD July 2021 vs. YTD July 2019

	Occupancy	YOY	Supply	YOY	Demand	YOY
Total	57.7%	▲ 10.1%	16,838.9K	▲ 15.3%	9,718.1K	▲ 39.8%
Hotel	53.3%	▲ 7.9%	10,911.1K	▲ 18.9%	5,818.7K	▲ 39.6%
Short-term Rentals	64.2%	▲ 11.8%	4,136.8K	▲ 9.2%	2,656.2K	▲ 33.8%
Timeshare**	69.4%	▲ 20.7%	1,790.9K	▲ 9.1%	1,243.2K	▲ 55.5%

Note: OCC YOY change is percentage point change

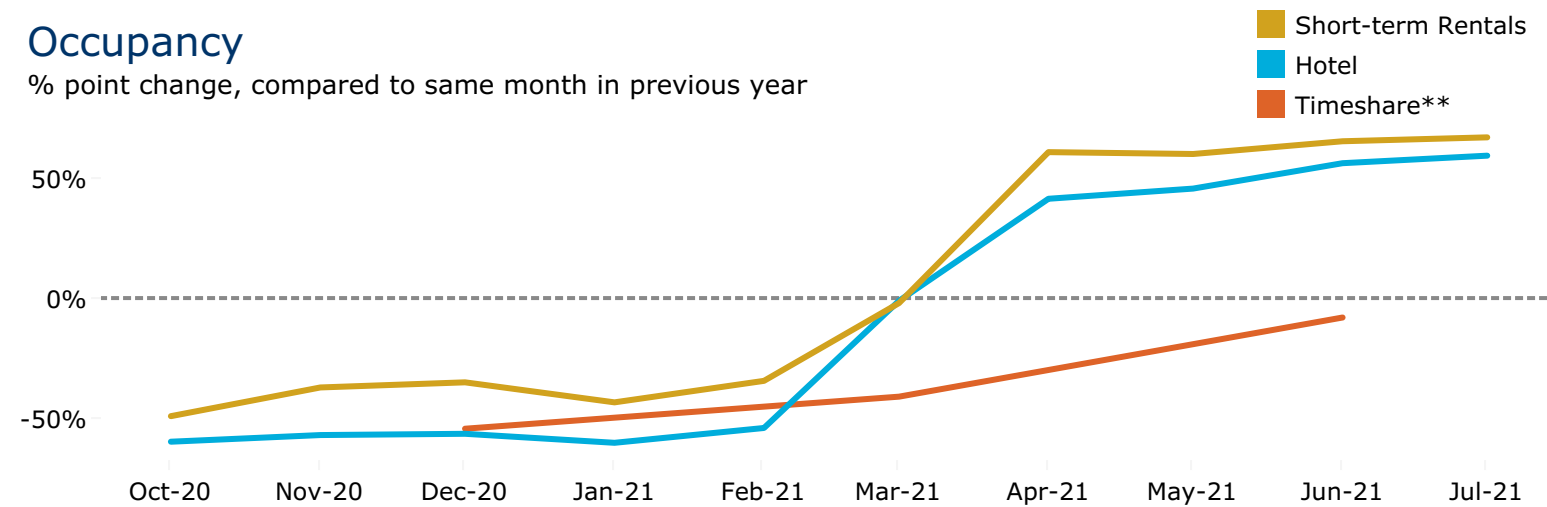
* 2021 are relative to 2019. All other years are true YOY comparisons

** 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

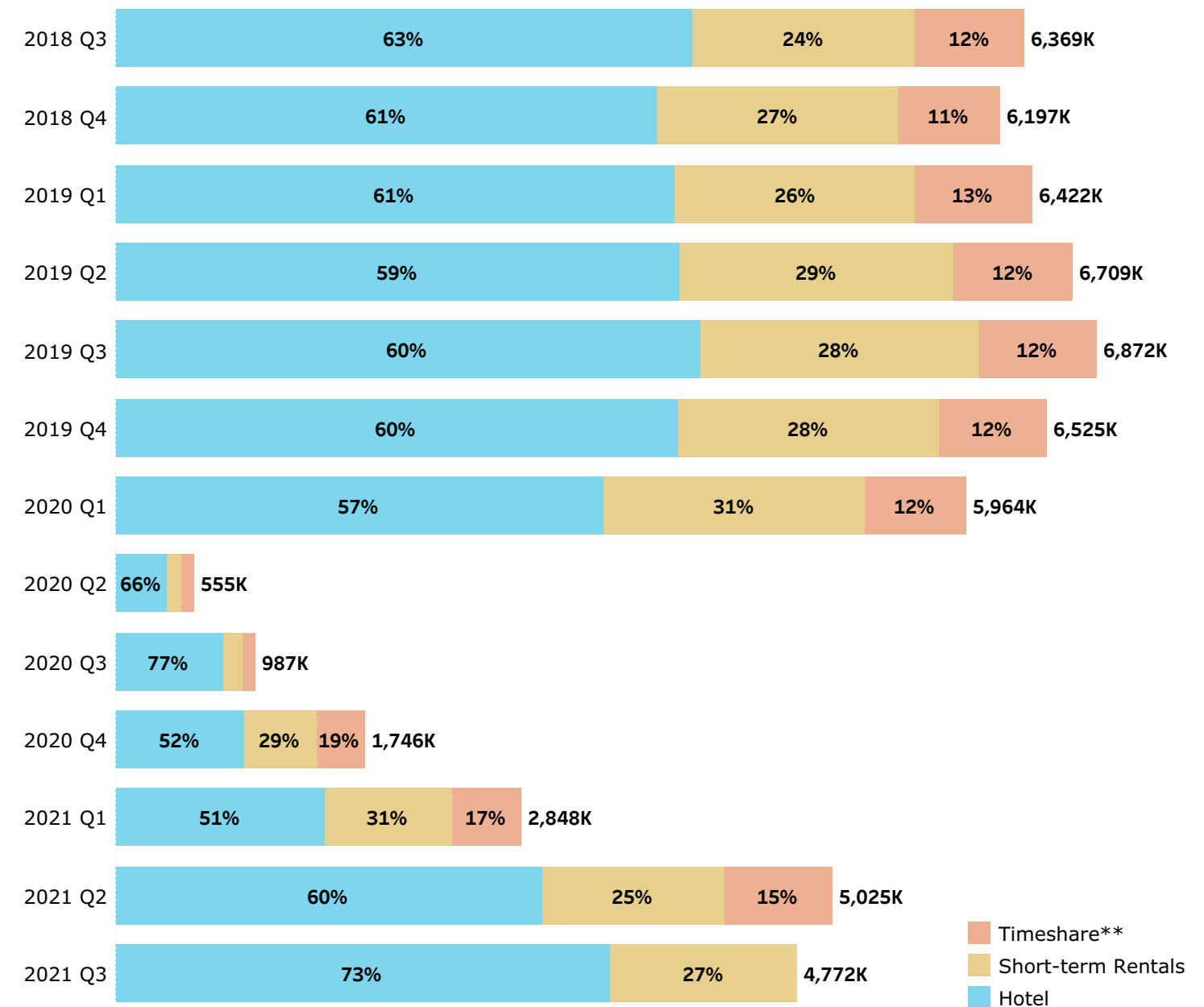


** Timeshare information is only available after the end of each quarter

Source: STR; Transparent; and Hawaii Tourism Authority

Distribution of Room Nights Sold

Room nights sold in July 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

Oahu Summary

July 2021

Month
July 2021

Island
Oahu

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

453.7K ▼ -24.3%

Visitor Spending

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

\$667.3M ▼ -11.0%

Average Length of Stay

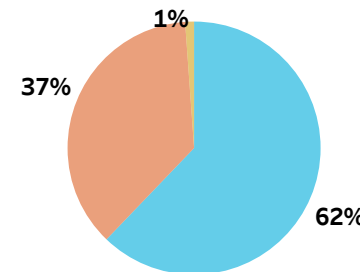
All visitors, July 2021

7.8 Days

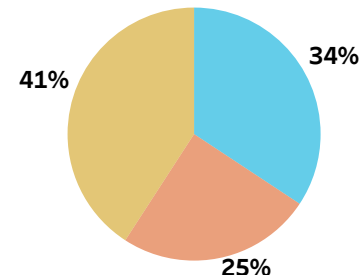
Origin Market Share

% share of visitors

July 2021



July 2019

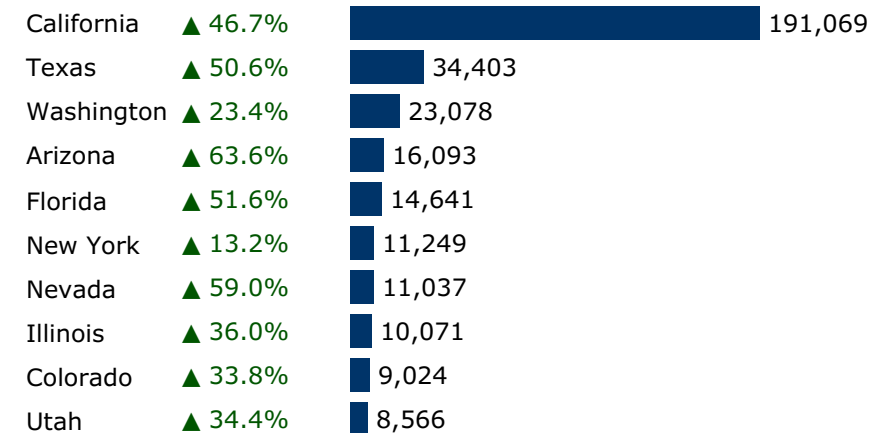


US West US East International

Source: Hawaii Tourism Authority

Top-10 Domestic Markets

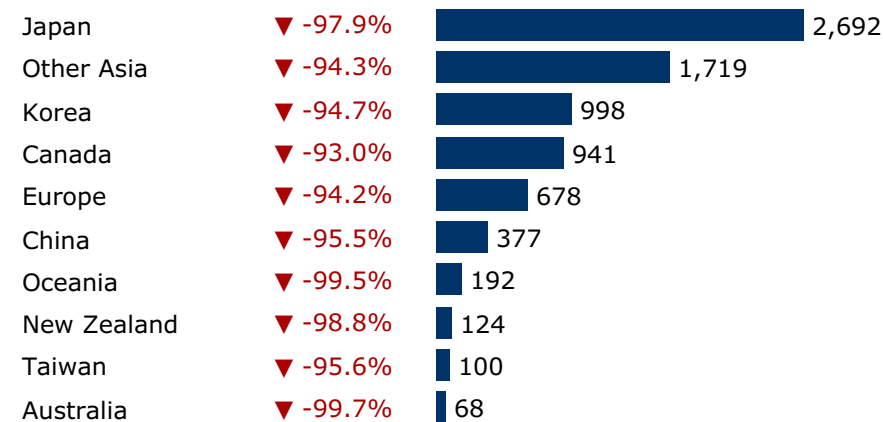
Total visitors and % change YOY (Jul. 2021 vs. Jul. 2019)



Source: Hawaii Tourism Authority

Top-10 International Markets

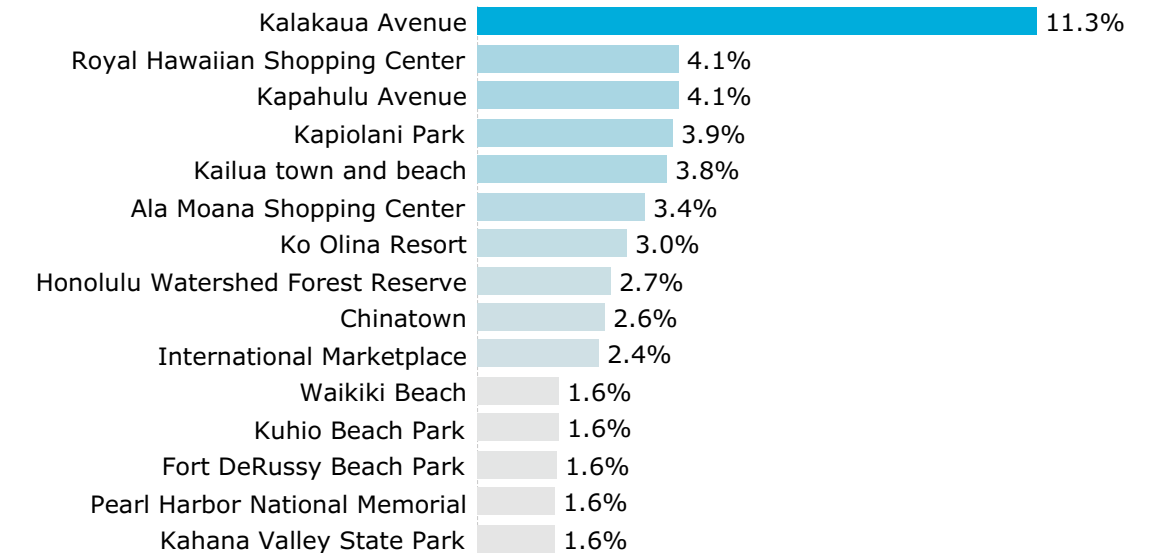
Total visitors and % change YOY (Jul. 2021 vs. Jul. 2019)



Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

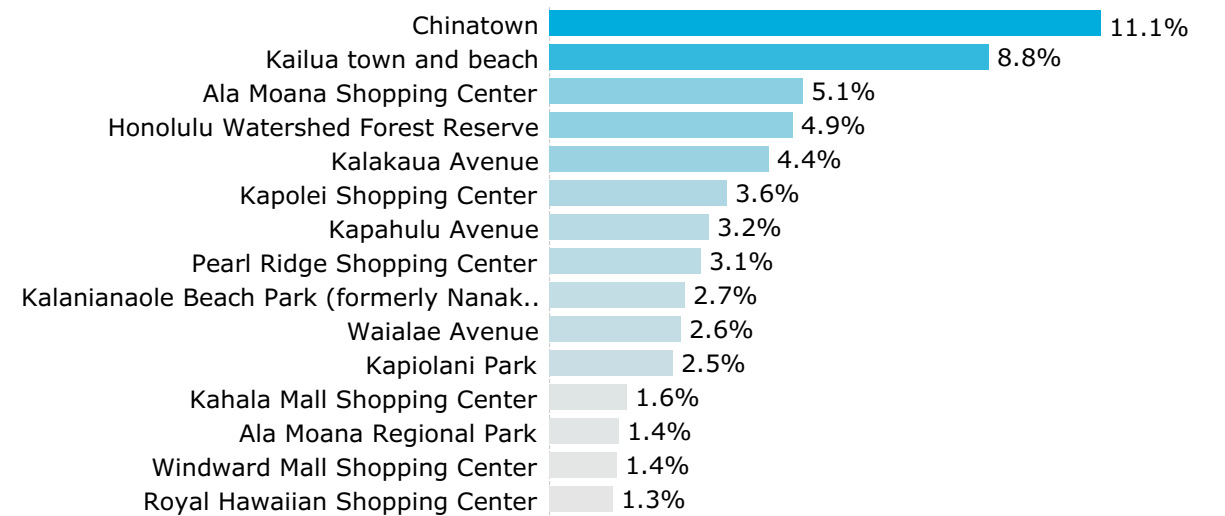
% share of visits, July 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, July 2021



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

Source: near (formerly UberMedia)

Maui Island Summary

July 2021

Month
July 2021

Island
Maui Island

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

282.7K ▼ -8.2%

Visitor Spending

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

\$488.6M ▼ -3.4%

Average Length of Stay

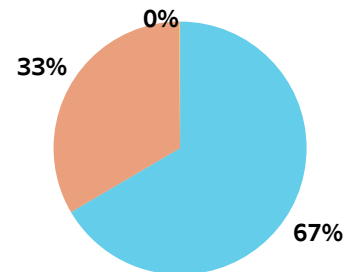
All visitors, July 2021

8.4 Days

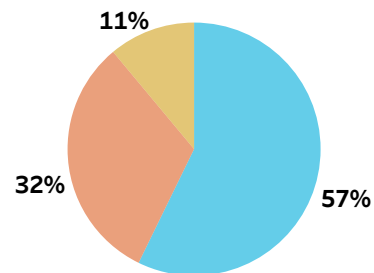
Origin Market Share

% share of visitors

July 2021



July 2019

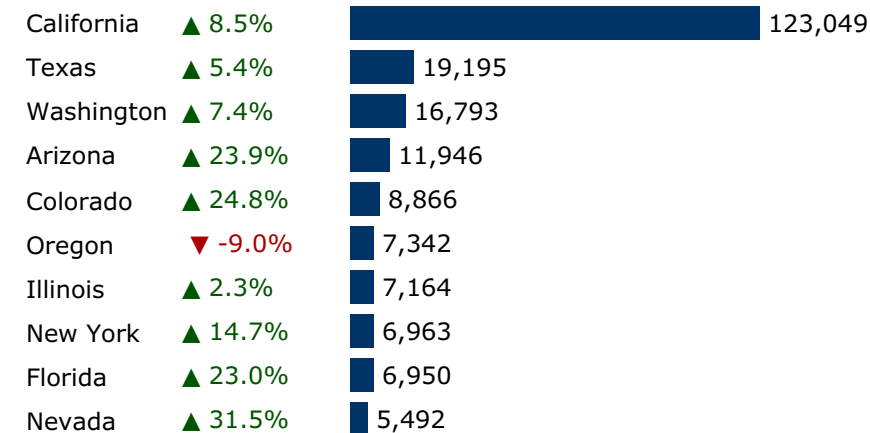


US West US East International

Source: Hawaii Tourism Authority

Top-10 Domestic Markets

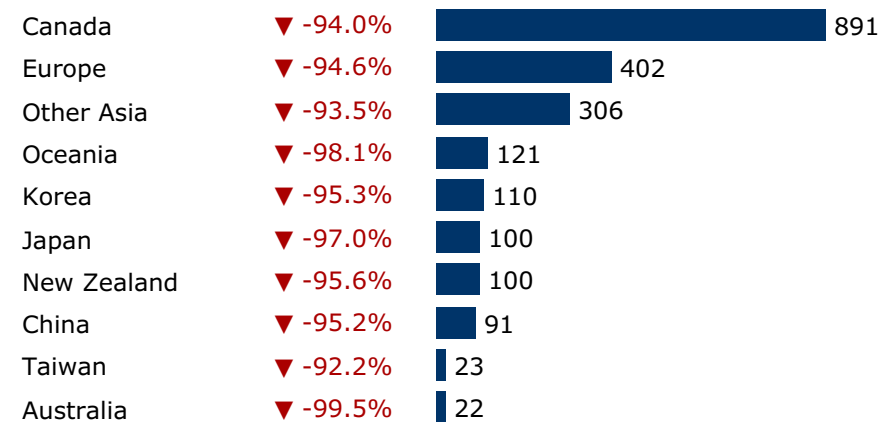
Total visitors and % change YOY (Jul. 2021 vs. Jul. 2019)



Source: Hawaii Tourism Authority

Top-10 International Markets

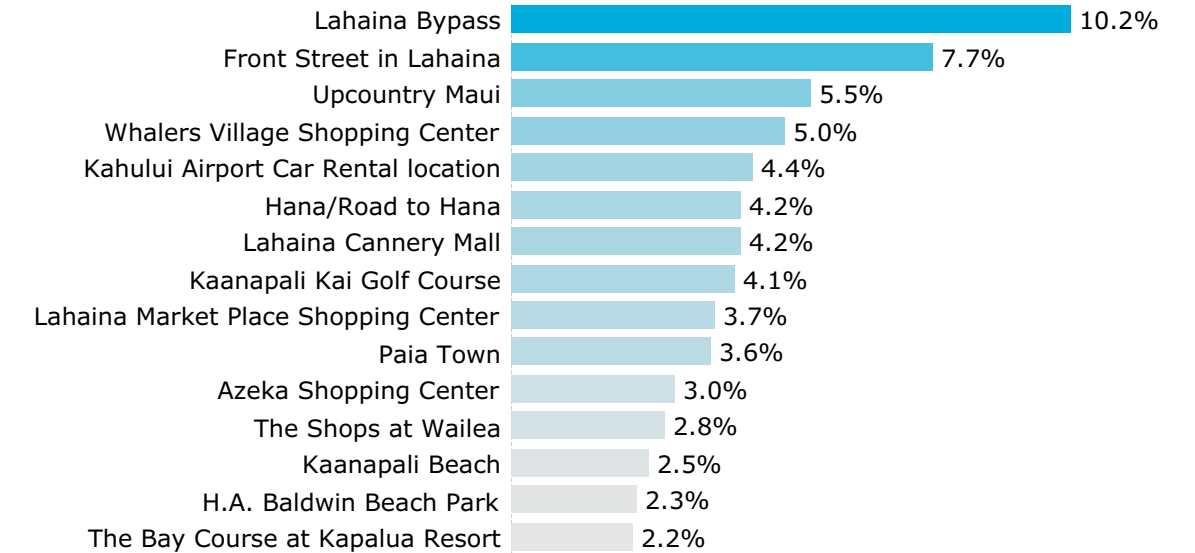
Total visitors and % change YOY (Jul. 2021 vs. Jul. 2019)



Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

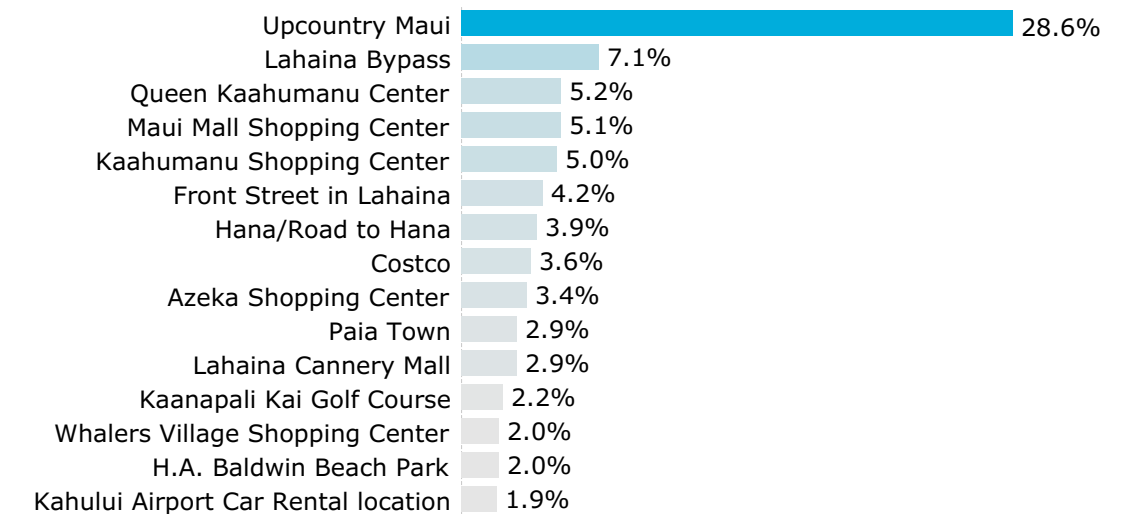
% share of visits, July 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, July 2021



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

Source: near (formerly UberMedia)

Month
July 2021

Island
Hawaii Island

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

149.4K ▼ -14.1%

Visitor Spending

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

\$220.6M ▼ -0.3%

Average Length of Stay

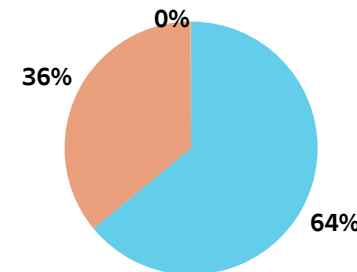
All visitors, July 2021

8.6 Days

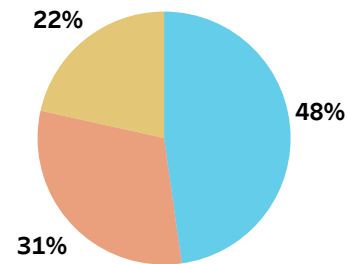
Origin Market Share

% share of visitors

July 2021



July 2019

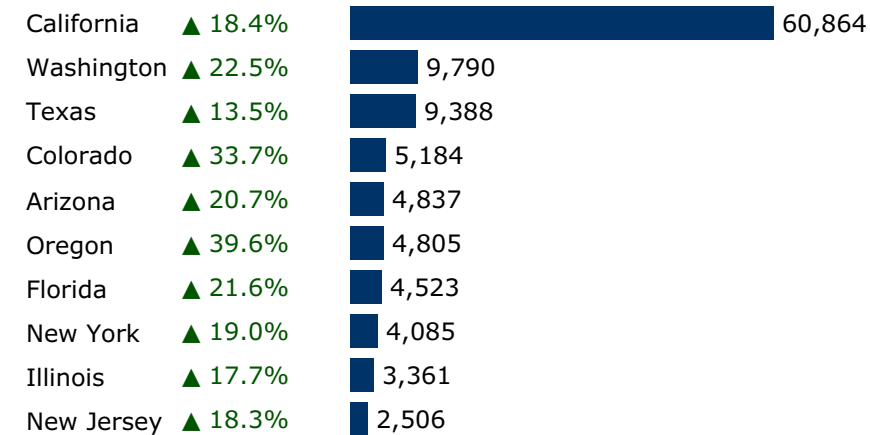


US West US East International

Source: Hawaii Tourism Authority

Top-10 Domestic Markets

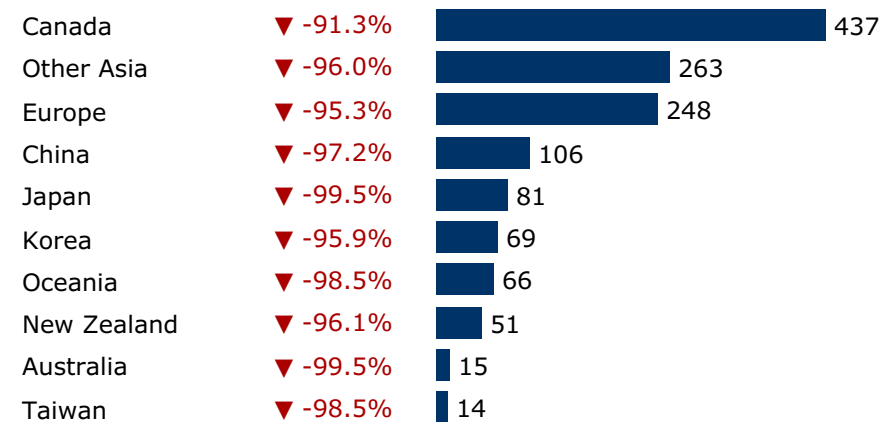
Total visitors and % change YOY (Jul. 2021 vs. Jul. 2019)



Source: Hawaii Tourism Authority

Top-10 International Markets

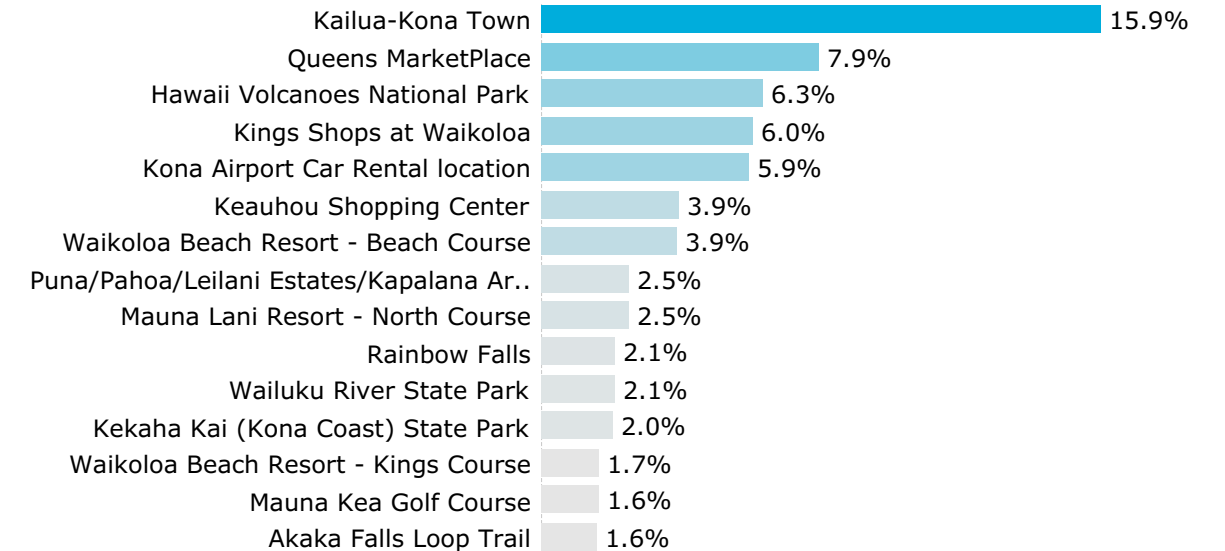
Total visitors and % change YOY (Jul. 2021 vs. Jul. 2019)



Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

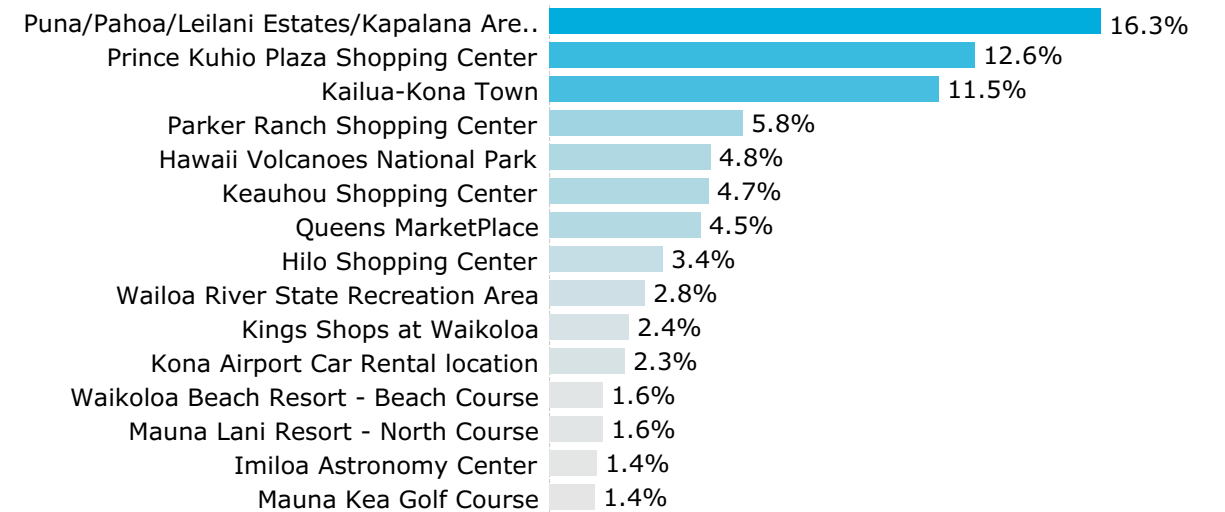
% share of visits, July 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, July 2021



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

Source: near (formerly UberMedia)

Kauai Summary

July 2021

Month
July 2021

Island
Kauai

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

115.9K ▼ -16.7%

Visitor Spending

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

\$189.8M ▼ -5.7%

Average Length of Stay

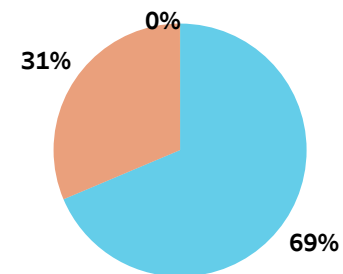
All visitors, July 2021

8.5 Days

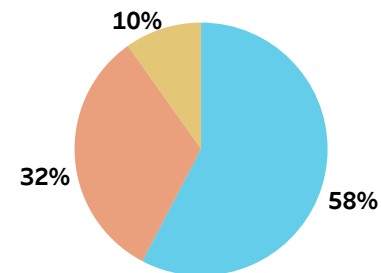
Origin Market Share

% share of visitors

July 2021



July 2019

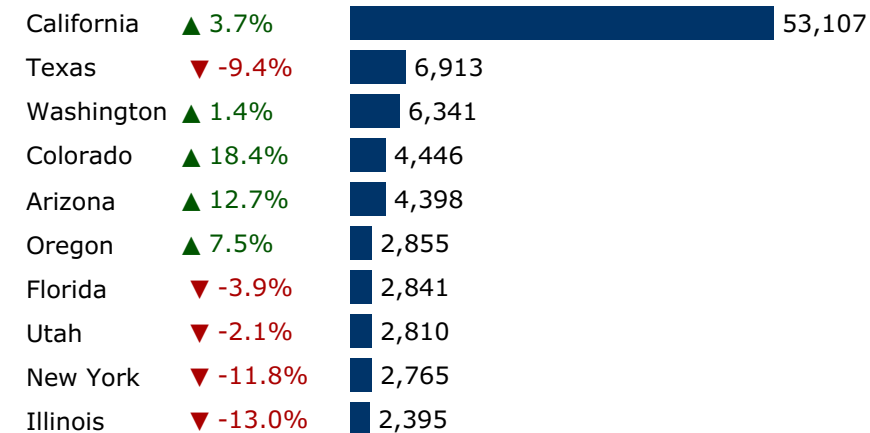


US West US East International

Source: Hawaii Tourism Authority

Top-10 Domestic Markets

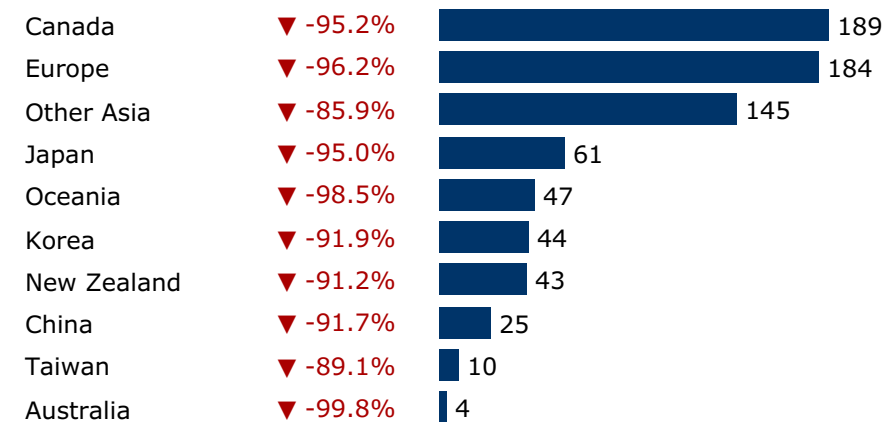
Total visitors and % change YOY (Jul. 2021 vs. Jul. 2019)



Source: Hawaii Tourism Authority

Top-10 International Markets

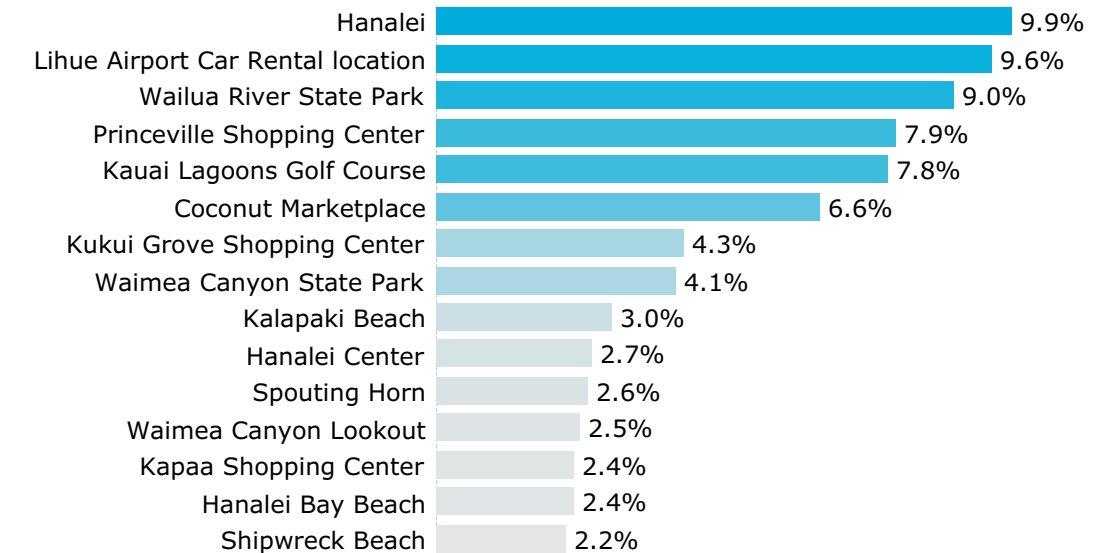
Total visitors and % change YOY (Jul. 2021 vs. Jul. 2019)



Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

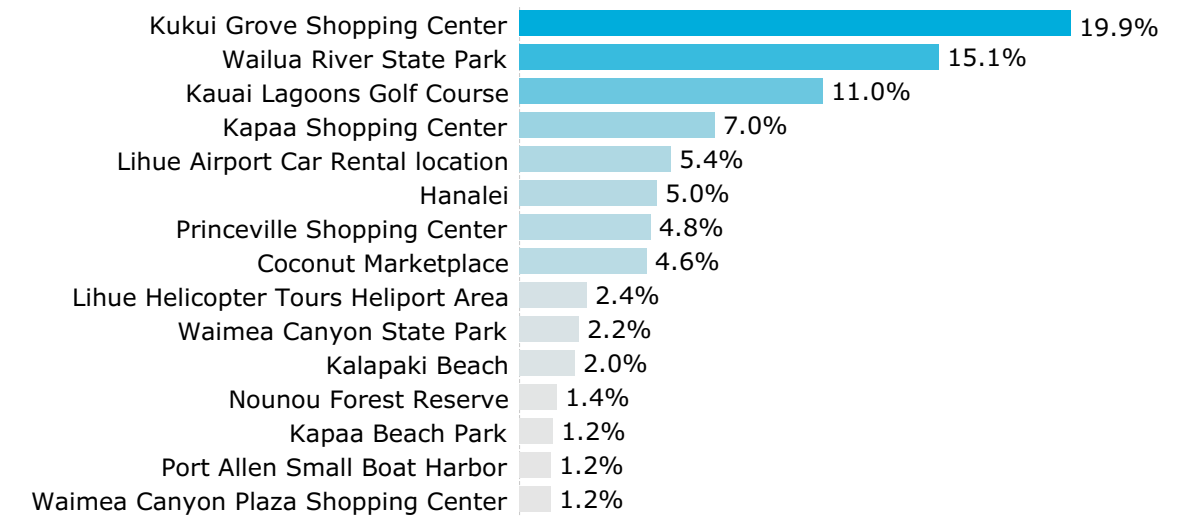
% share of visits, July 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, July 2021



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Source: near (formerly UberMedia)