

State of Hawaii Summary

August 2021

Month
August 2021

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

722.4K ▼ -22.0%

Visitor Spending

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

\$1,368.4M ▼ -8.9%

Average Length of Stay

All visitors, August 2021

9.1 Days

Top-10 International Markets

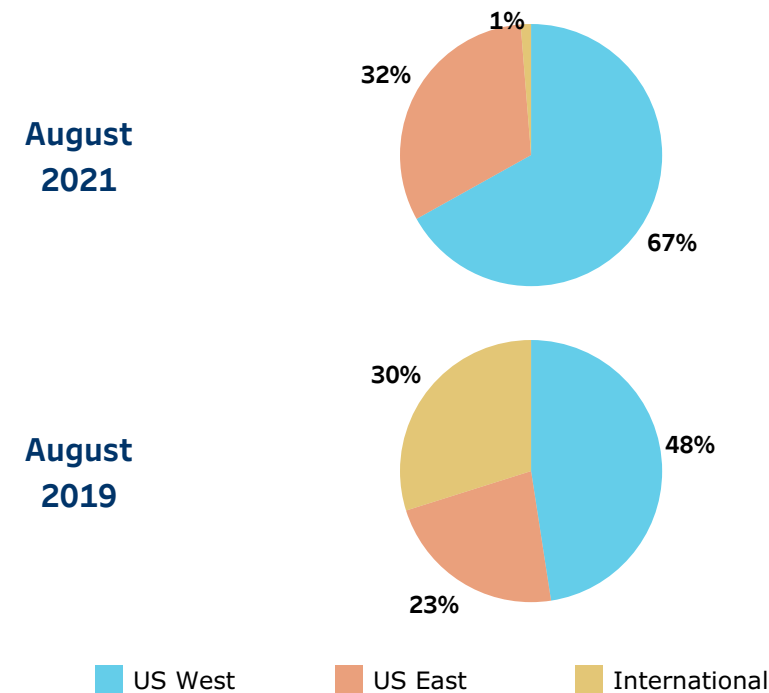
Total visitors and % change YOY (Aug. 2021 vs. Aug. 2019)

Canada	▼ -78.5%	6,154
Japan	▼ -98.1%	3,005
Other Asia	▼ -93.0%	2,023
Europe	▼ -91.7%	1,536
Korea	▼ -94.3%	1,059
Mexico	▼ -23.6%	701
United Kingdom	▼ -87.0%	646
China	▼ -93.7%	498
Germany	▼ -91.6%	407
Oceania	▼ -98.7%	407

Source: Hawaii Tourism Authority

Market Share by Origin Markets

% share of total visitors



Source: Hawaii Tourism Authority

Top-10 Domestic Markets

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

California	▲ 11.2%	304,790
Washington	▲ 8.3%	59,080
Texas	▲ 15.4%	35,605
Oregon	▲ 14.6%	26,373
New York	▲ 21.1%	24,563
Arizona	▲ 20.9%	19,552
Colorado	▲ 33.5%	16,983
Utah	▲ 41.4%	16,372
Illinois	▲ 33.6%	15,194
New Jersey	▲ 18.3%	14,483

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 August 2021

POI	Island	Residents	Visitors
Kalakaua Avenue	Oahu	49%	51%
Kapahulu Avenue	Oahu	67%	33%
Lahaina Bypass	Maui Island	57%	43%
Kailua town and beach	Oahu	87%	13%
Royal Hawaiian Shopping Center	Oahu	44%	56%
Kapiolani Park	Oahu	63%	37%
Ala Moana Shopping Center	Oahu	78%	22%
Ko Olina Resort	Oahu	46%	54%
Front Street in Lahaina	Maui Island	48%	52%
Chinatown	Oahu	92%	8%
Upcountry Maui	Maui Island	90%	10%
Honolulu Watershed Forest Reserve	Oahu	83%	17%
International Marketplace	Oahu	44%	56%
Kailua-Kona Town	Hawaii Island	54%	46%
Kahului Airport Car Rental location	Maui Island	38%	62%
Whalers Village Shopping Center	Maui Island	36%	64%
Hana/Road to Hana	Maui Island	63%	37%
Lahaina Cannery Mall	Maui Island	54%	46%
Kuhio Beach Park	Oahu	35%	65%
Kahana Valley State Park	Oahu	61%	39%
Ahupuaa O Kahana State Park	Oahu	61%	39%
Lahaina Market Place Shopping Center	Maui Island	39%	61%
Kaanapali Kai Golf Course	Maui Island	46%	54%
Paia Town	Maui Island	58%	42%
Fort DeRussy Beach Park	Oahu	31%	69%
Waikiki Beach	Oahu	33%	67%
Pearl Harbor National Memorial	Oahu	27%	73%
Ala Moana Regional Park	Oahu	72%	28%
Azeka Shopping Center	Maui Island	66%	34%
Dole Plantation	Oahu	39%	61%

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

Source: near (formerly UberMedia)

State of Hawaii Lodging Summary

August 2021



Month: August 2021
Island: State of Hawaii

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

Month Performance & YOY % Change

August 2021 vs. August 2019

	Occupancy	YOY	Supply	YOY	Demand	YOY
Total	73.7%	▼ -7.0%	2,278.6K	▼ -11.3%	1,679.3K	▼ -19.0%
Hotel	73.4%	▼ -10.7%	1,661.7K	▼ -0.8%	1,220.1K	▼ -13.4%
Short-term Rentals	74.4%	▲ 0.1%	616.9K	▼ -31.0%	459.2K	▼ -30.8%
Timeshare**						

YTD Calendar Year & YOY % Change

YTD August 2021 vs. YTD August 2019

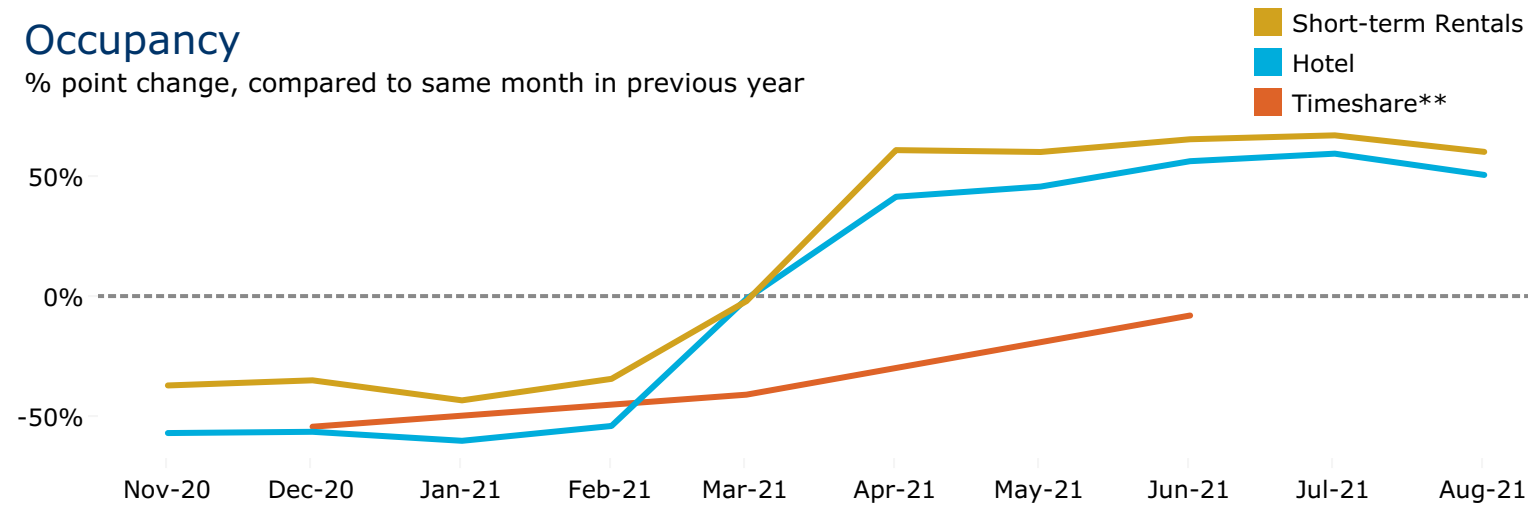
	Occupancy	YOY	Supply	YOY	Demand	YOY
Total	59.6%	▲ 14.2%	19,117.5K	▲ 20.6%	11,397.4K	▲ 58.3%
Hotel	56.0%	▲ 12.6%	12,572.8K	▲ 24.9%	7,038.8K	▲ 61.1%
Short-term Rentals	65.5%	▲ 16.5%	4,753.7K	▲ 14.7%	3,115.4K	▲ 53.2%
Timeshare**	69.4%	▲ 20.7%	1,790.9K	▲ 9.1%	1,243.2K	▲ 55.5%

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

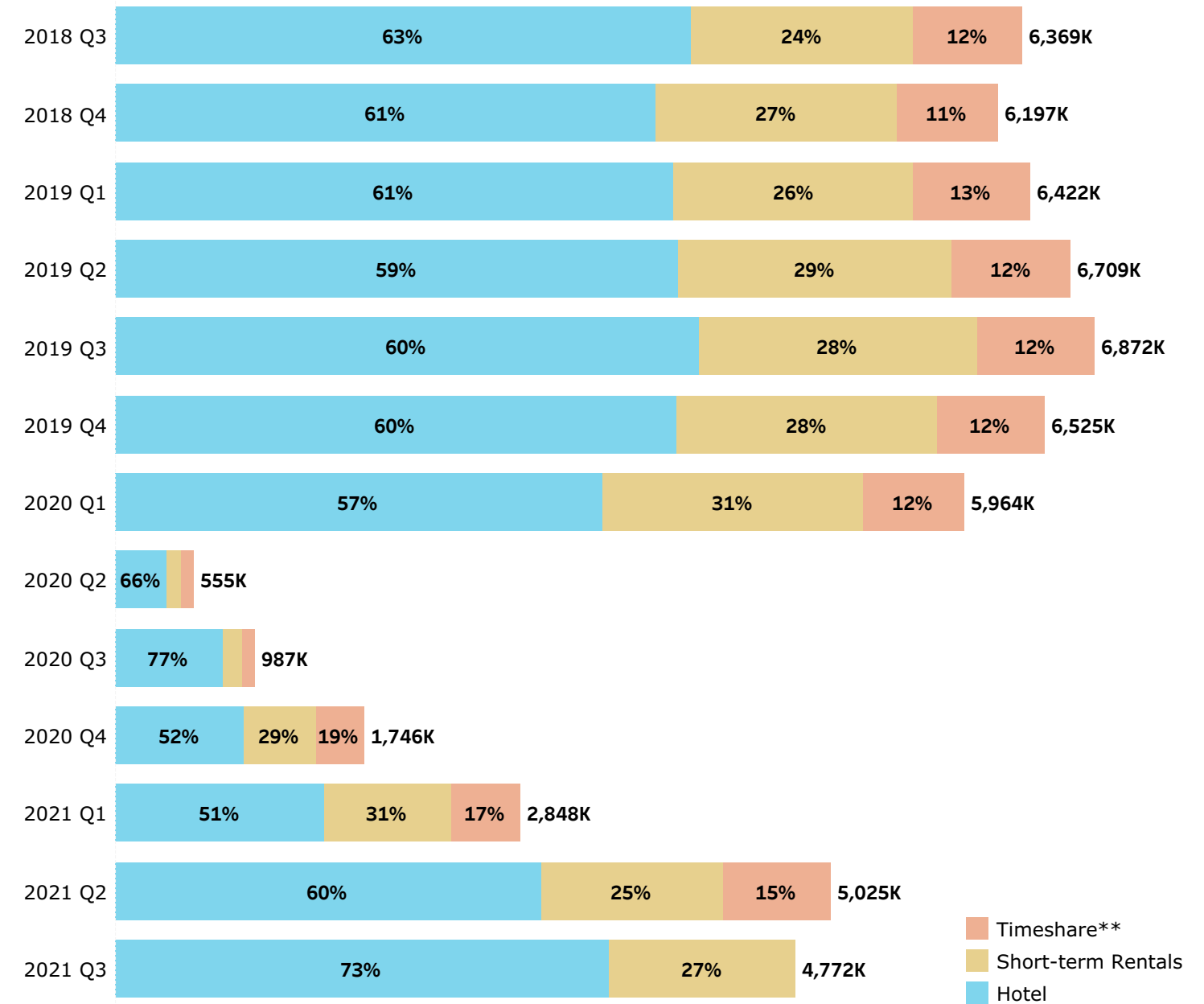


** Timeshare information is only available after the end of each quarter

Source: STR; Transparent; and Hawaii Tourism Authority

Distribution of Room Nights Sold

Room nights sold in August 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

August 2021

Month
August 2021

Island
Oahu

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

369.9K ▼ -35.7%

Visitor Spending

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

\$623.1M ▼ -14.9%

Average Length of Stay

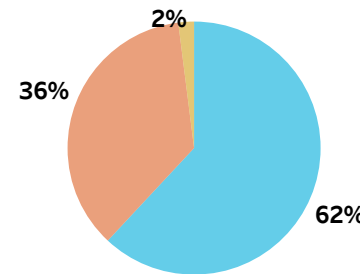
All visitors, August 2021

7.7 Days

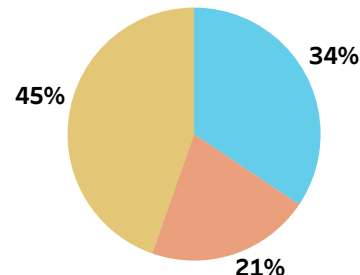
Origin Market Share

% share of visitors

August 2021



August 2019

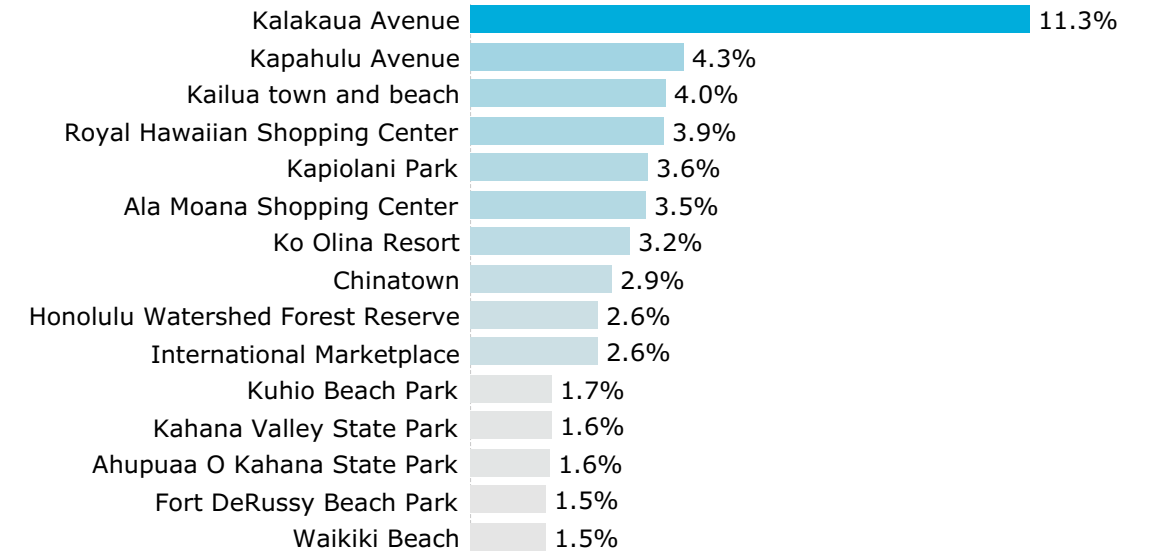


US West US East International

Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

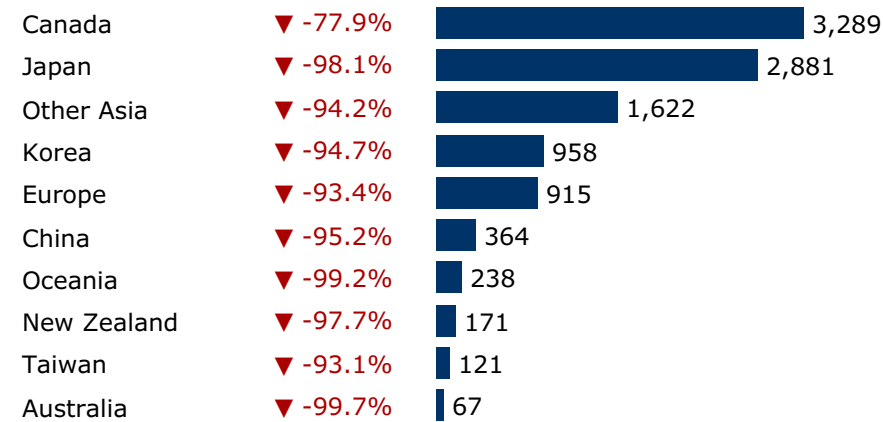
% share of visits, August 2021



Source: near (formerly UberMedia)

Top-10 International Markets

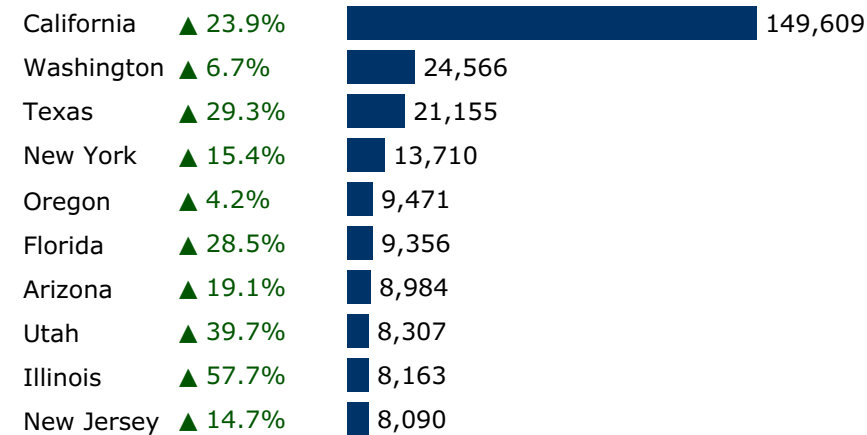
Total visitors and % change YOY (Aug. 2021 vs. Aug. 2019)



Source: Hawaii Tourism Authority

Top-10 Domestic Markets

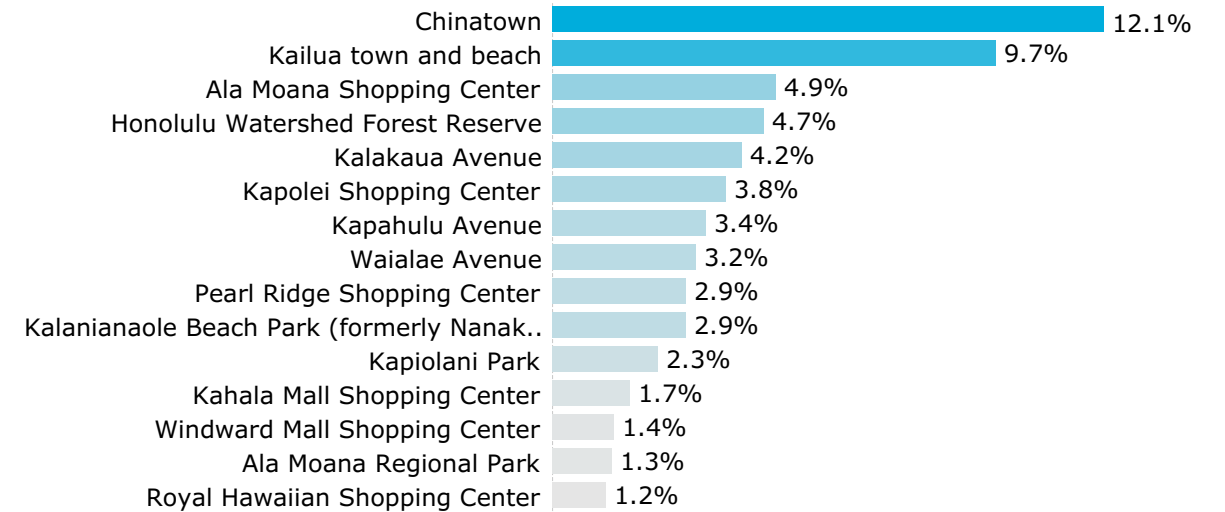
Total visitors and % change YOY (Aug. 2021 vs. Aug. 2019)



Source: Hawaii Tourism Authority

Top-15 Points of Interest by Residents

% share of visits, August 2021



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

Source: near (formerly UberMedia)

Maui Island Summary

August 2021

Month
August 2021

Island
Maui Island

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

232.2K ▼ -15.1%

Visitor Spending

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

\$389.1M ▼ -3.9%

Average Length of Stay

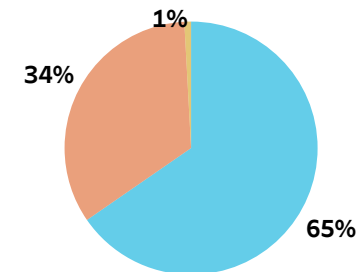
All visitors, August 2021

8.0 Days

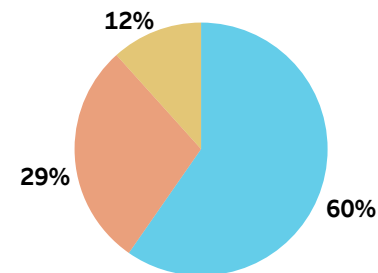
Origin Market Share

% share of visitors

August 2021



August 2019

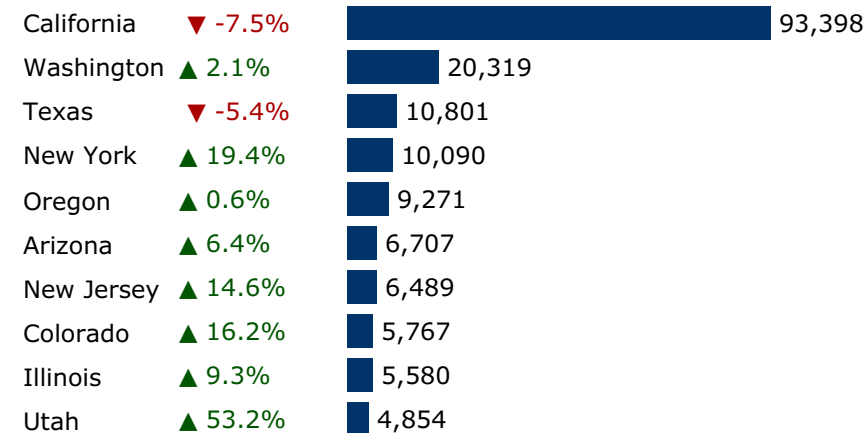


US West US East International

Source: Hawaii Tourism Authority

Top-10 Domestic Markets

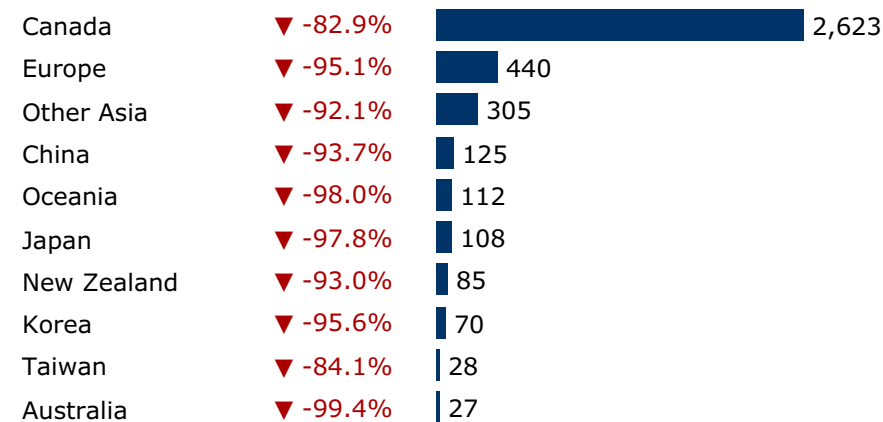
Total visitors and % change YOY (Aug. 2021 vs. Aug. 2019)



Source: Hawaii Tourism Authority

Top-10 International Markets

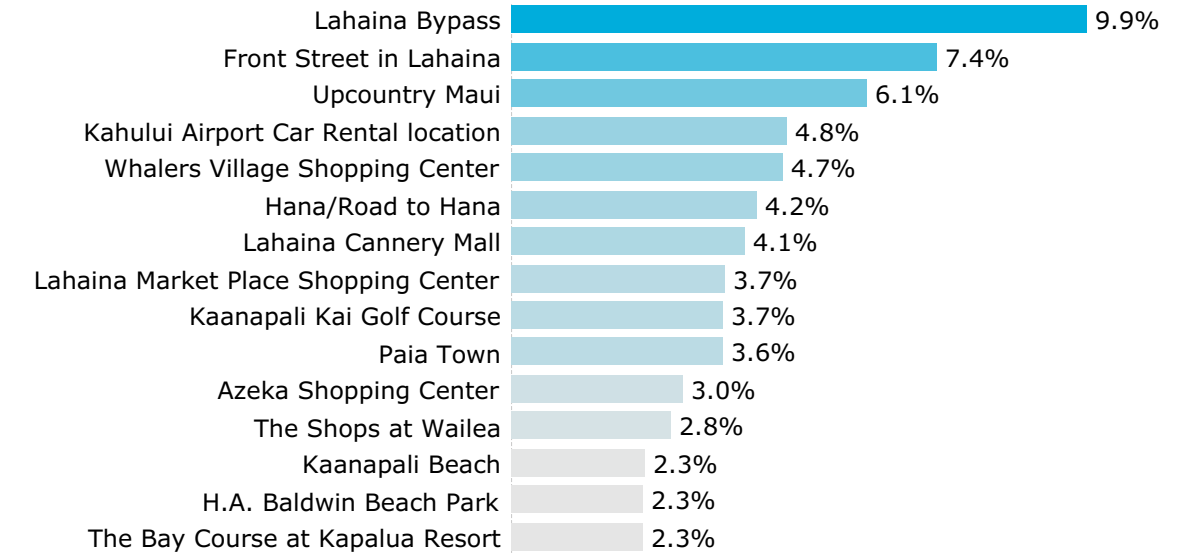
Total visitors and % change YOY (Aug. 2021 vs. Aug. 2019)



Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

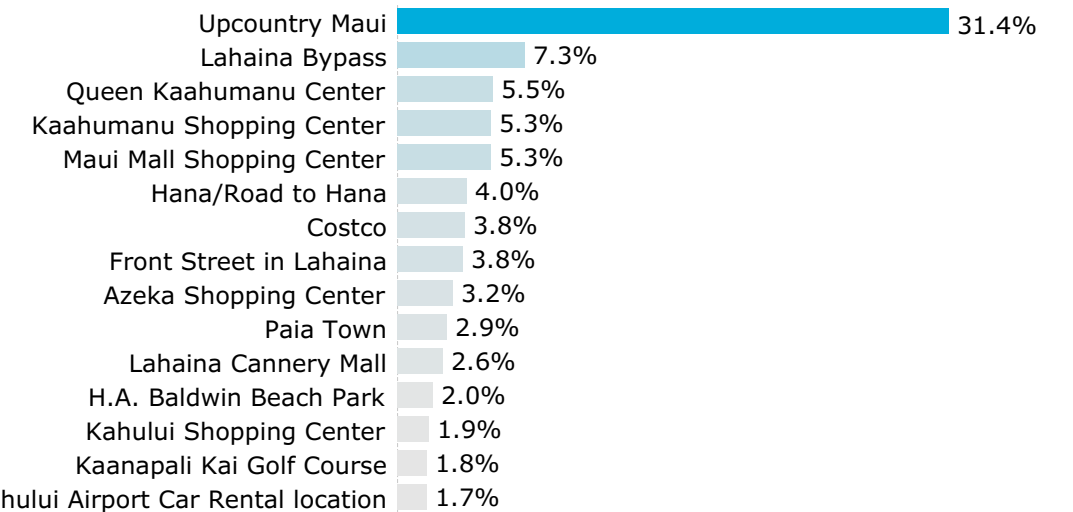
% share of visits, August 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, August 2021



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

Source: near (formerly UberMedia)

Hawaii Island Summary

August 2021

Month
August 2021

Island
Hawaii Island

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

119.9K ▼ -23.9%

Visitor Spending

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

\$187.2M ▼ -3.1%

Average Length of Stay

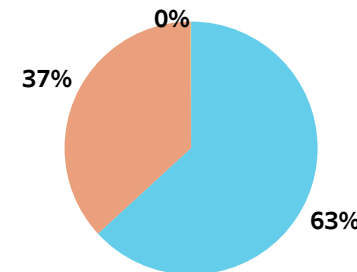
All visitors, August 2021

8.3 Days

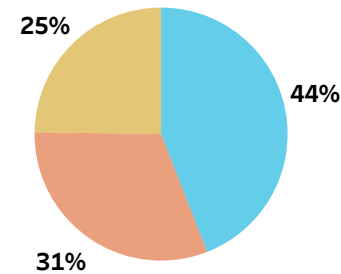
Origin Market Share

% share of visitors

August
2021



August
2019

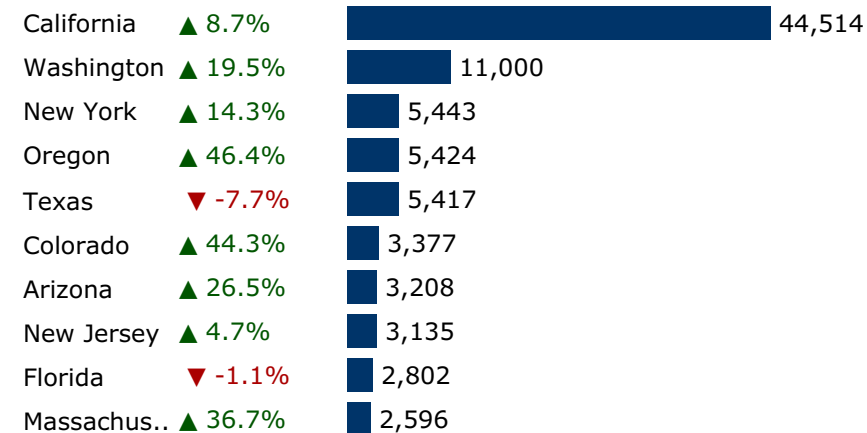


US West US East International

Source: Hawaii Tourism Authority

Top-10 Domestic Markets

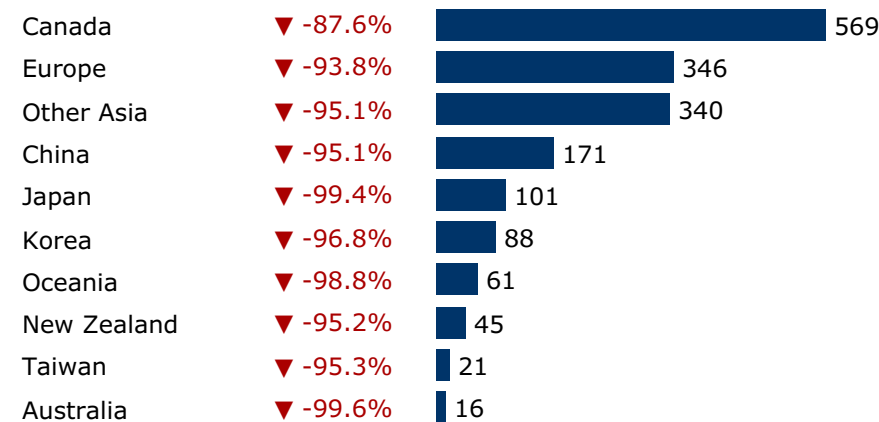
Total visitors and % change YOY (Aug. 2021 vs. Aug. 2019)



Source: Hawaii Tourism Authority

Top-10 International Markets

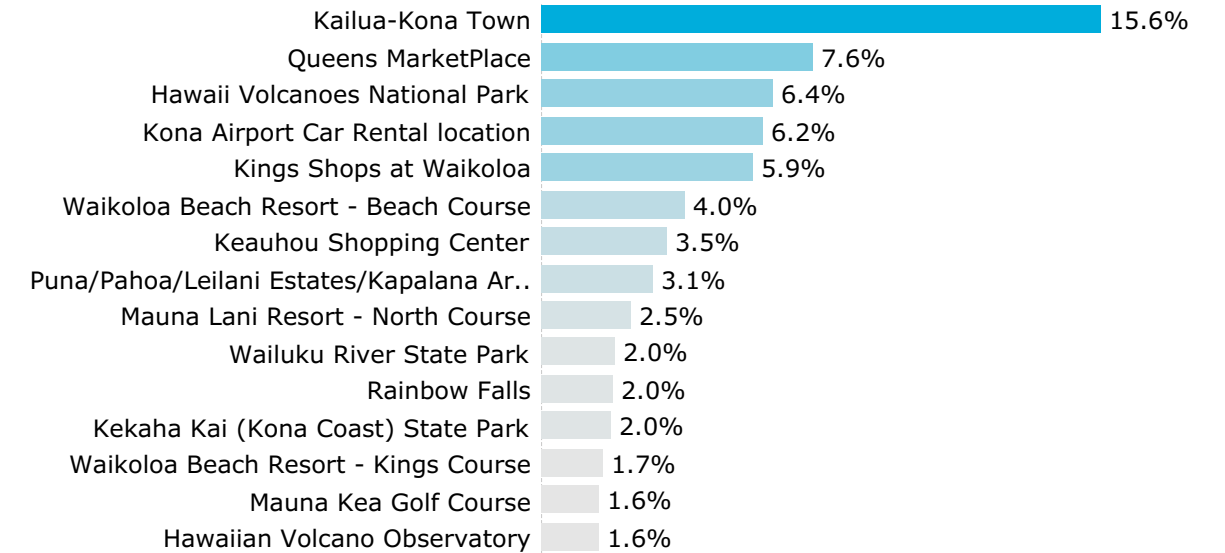
Total visitors and % change YOY (Aug. 2021 vs. Aug. 2019)



Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

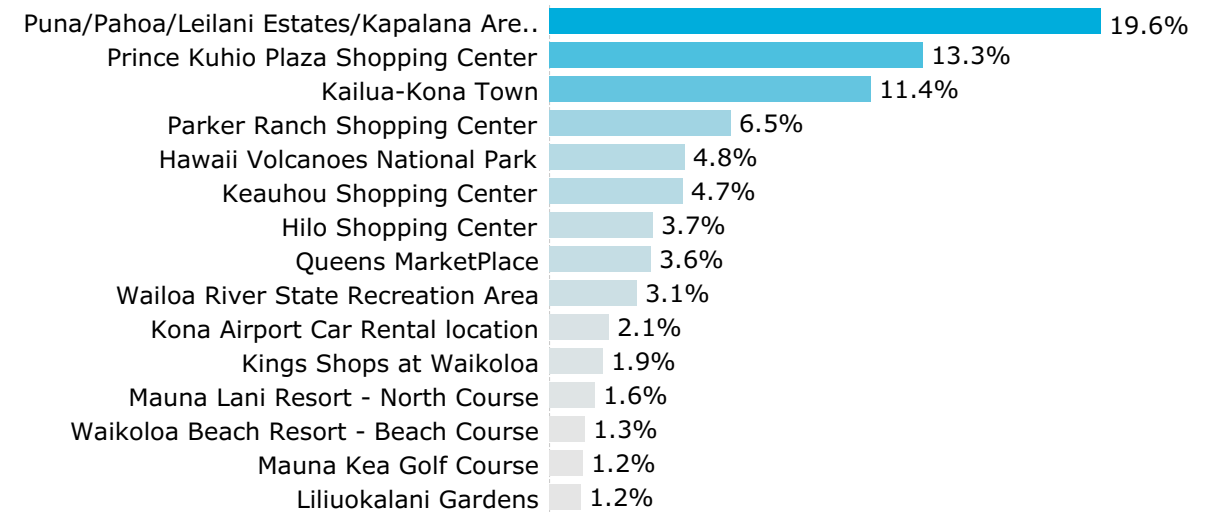
% share of visits, August 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, August 2021



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Source: near (formerly UberMedia)

Kauai Summary

August 2021

Month
August 2021

Island
Kauai

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

98.7K ▼ -17.8%

Visitor Spending

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

\$154.4M ▼ -2.9%

Average Length of Stay

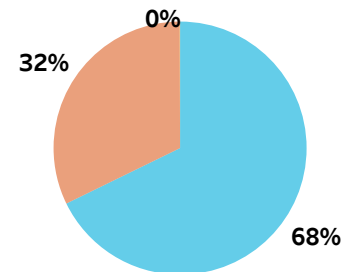
All visitors, August 2021

8.0 Days

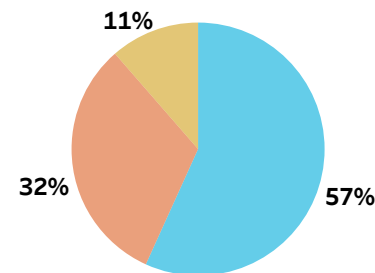
Origin Market Share

% share of visitors

August
2021



August
2019

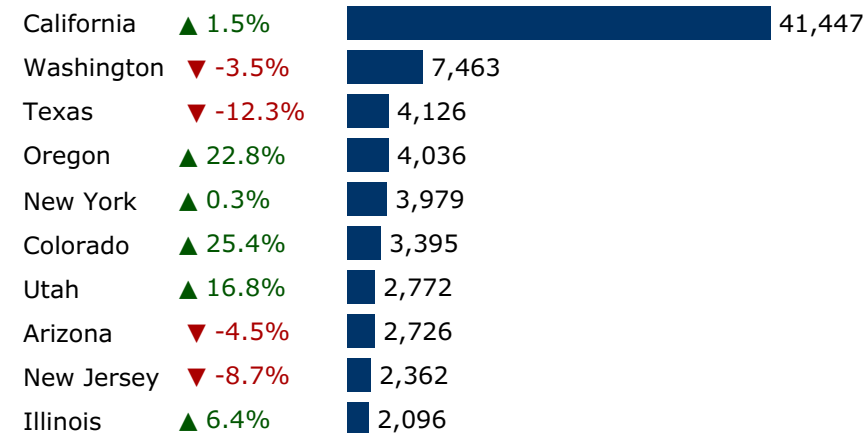


US West US East International

Source: Hawaii Tourism Authority

Top-10 Domestic Markets

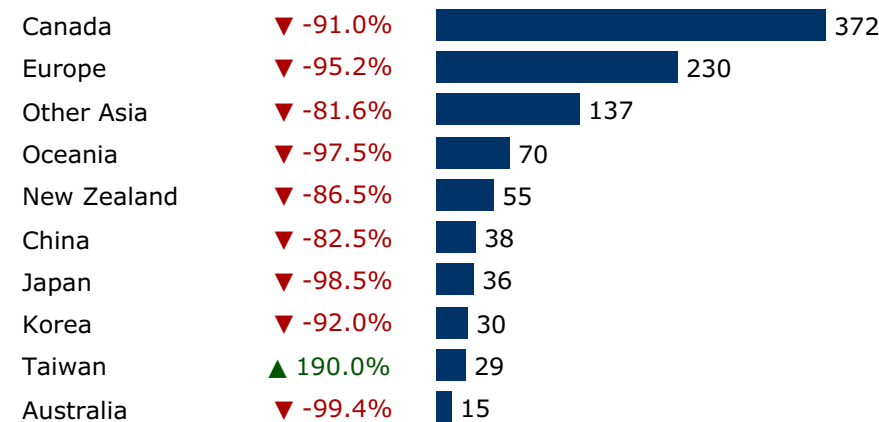
Total visitors and % change YOY (Aug. 2021 vs. Aug. 2019)



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Top-10 International Markets

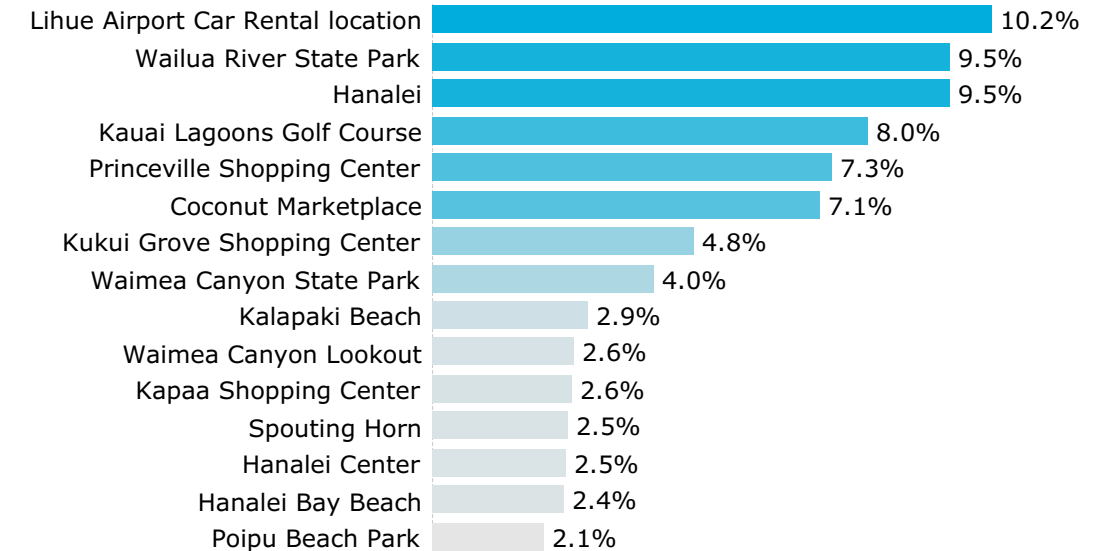
Total visitors and % change YOY (Aug. 2021 vs. Aug. 2019)



Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

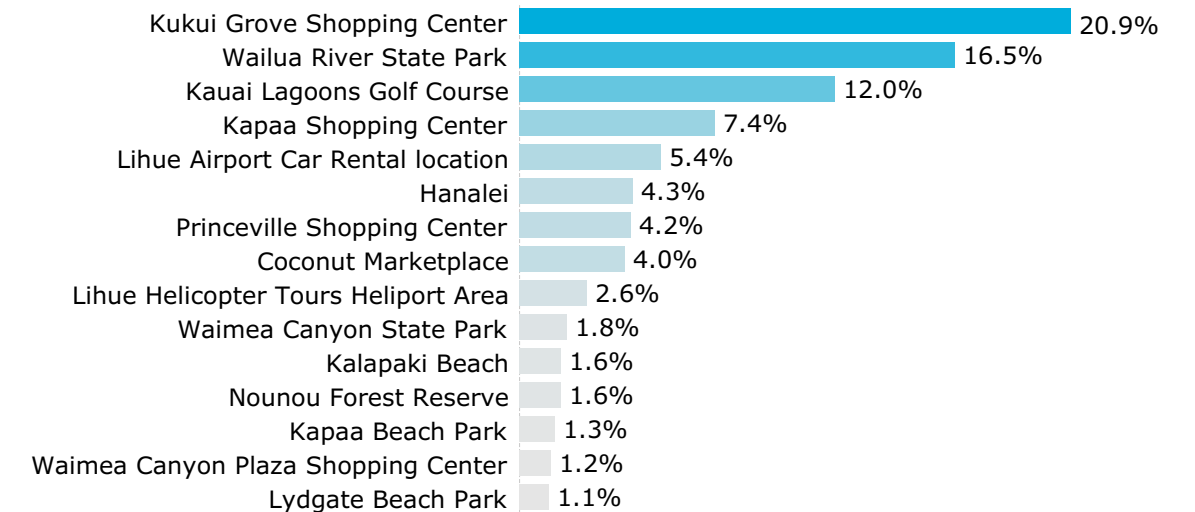
% share of visits, August 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, August 2021



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