

Month  
September 2021

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

505.9K ▼ -29.5%

Visitor Spending

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

\$1,054.8M ▼ -14.6%

Average Length of Stay

All visitors, September 2021

9.2 Days

Top-10 International Markets

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

Canada	▼ -80.3%	4,326
Other Asia	▼ -92.8%	1,878
Japan	▼ -98.8%	1,769
Europe	▼ -92.5%	1,052
Korea	▼ -94.3%	1,000
Mexico	▼ -10.0%	767
United Kingdom	▼ -91.8%	371
China	▼ -94.7%	327
Taiwan	▼ -82.0%	315
Germany	▼ -94.3%	298

Source: Hawaii Tourism Authority

Market Share by Origin Markets

% share of total visitors

September 2021

September 2019

US West US East International  
Source: Hawaii Tourism Authority

Top-10 Domestic Markets

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

California	▼ -97.1%	5,371
Washington	▼ -96.4%	1,389
Texas	▼ -95.3%	1,033
Oregon	▼ -96.2%	651
Florida	▼ -93.5%	646
Arizona	▼ -97.0%	528
Colorado	▼ -95.8%	518
Nevada	▼ -94.7%	512
Utah	▼ -95.9%	440
New York	▼ -95.7%	387

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 September 2021

		Residents	Visitors
Kalakaua Avenue	Oahu	59%	41%
Kailua town and beach	Oahu	89%	11%
Kapahulu Avenue	Oahu	77%	23%
Lahaina Bypass	Maui Island	70%	30%
Kapiolani Park	Oahu	71%	29%
Honolulu Watershed Forest Reserve	Oahu	88%	12%
Upcountry Maui	Maui Island	93%	7%
Ala Moana Shopping Center	Oahu	86%	14%
Ko Olina Resort	Oahu	57%	43%
Royal Hawaiian Shopping Center	Oahu	53%	47%
Chinatown	Oahu	94%	6%
Front Street in Lahaina	Maui Island	60%	40%
Kailua-Kona Town	Hawaii Island	65%	35%
International Marketplace	Oahu	53%	47%
Kahului Airport Car Rental location	Maui Island	48%	52%
Hana/Road to Hana	Maui Island	72%	28%
Kahana Valley State Park	Oahu	71%	29%
Whalers Village Shopping Center	Maui Island	47%	53%
Ahupuaa O Kahana State Park	Oahu	71%	29%
Lahaina Cannery Mall	Maui Island	66%	34%
Kuhio Beach Park	Oahu	42%	58%
Lahaina Market Place Shopping Center	Maui Island	50%	50%
Paia Town	Maui Island	70%	30%
Kaanapali Kai Golf Course	Maui Island	61%	39%
Fort DeRussy Beach Park	Oahu	39%	61%
Azeka Shopping Center	Maui Island	76%	24%
Ala Moana Regional Park	Oahu	81%	19%
Waikiki Beach	Oahu	39%	61%
Pearl Harbor National Memorial	Oahu	33%	67%
Honolulu Zoo	Oahu	65%	35%

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

Source: near (formerly UberMedia)

Month  
September 2021

Island  
Oahu

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

246.2K ▼ -46.3%

Visitor Spending

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

\$465.9M ▼ -23.3%

Average Length of Stay

All visitors, September 2021

7.5 Days

Top-10 International Markets

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

Canada	▼ -82.8%	2,110
Japan	▼ -98.8%	1,683
Other Asia	▼ -93.6%	1,623
Korea	▼ -94.7%	921
Europe	▼ -93.8%	659
Taiwan	▼ -83.8%	277
China	▼ -95.5%	271
Oceania	▼ -99.7%	147
New Zealand	▼ -99.0%	81
Australia	▼ -99.8%	66

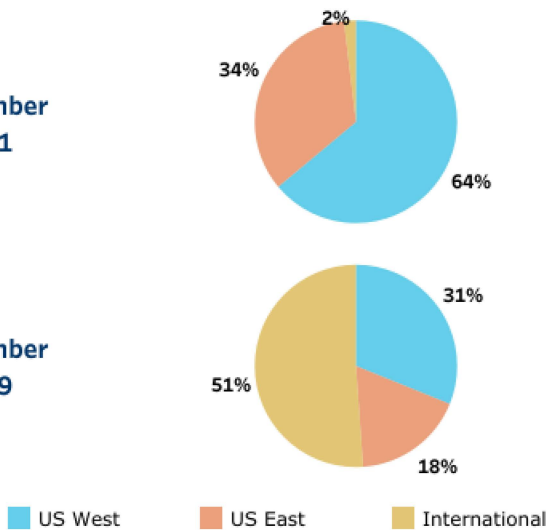
Source: Hawaii Tourism Authority

Origin Market Share

% share of visitors

September  
2021

September  
2019



Source: Hawaii Tourism Authority

Top-10 Domestic Markets

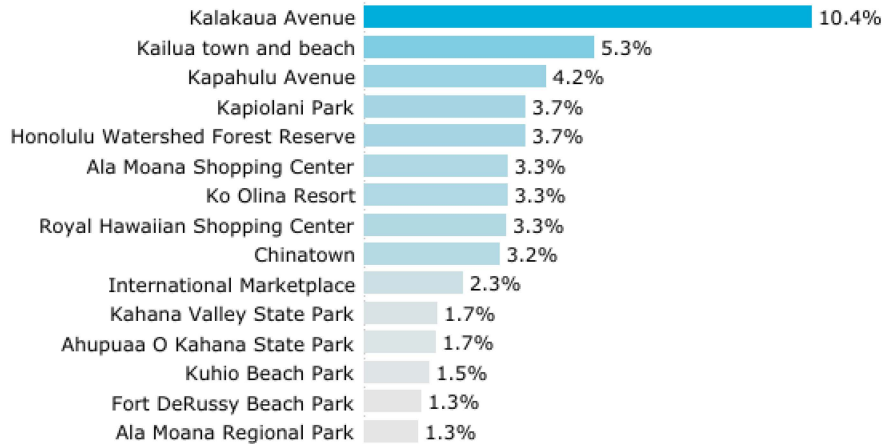
Total visitors and % change YOY (Sep. 2021 vs. Sep. 2019)

California	▲ 26.4%	101,692
Texas	▲ 29.2%	14,848
Washington	▼ -9.8%	13,958
Arizona	▲ 6.3%	8,801
Florida	▲ 19.3%	7,577
New York	▲ 17.0%	6,322
Nevada	▲ 10.8%	5,926
Utah	▲ 2.6%	5,630
Oregon	▼ -19.3%	5,527
Illinois	▲ 23.2%	5,246

Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

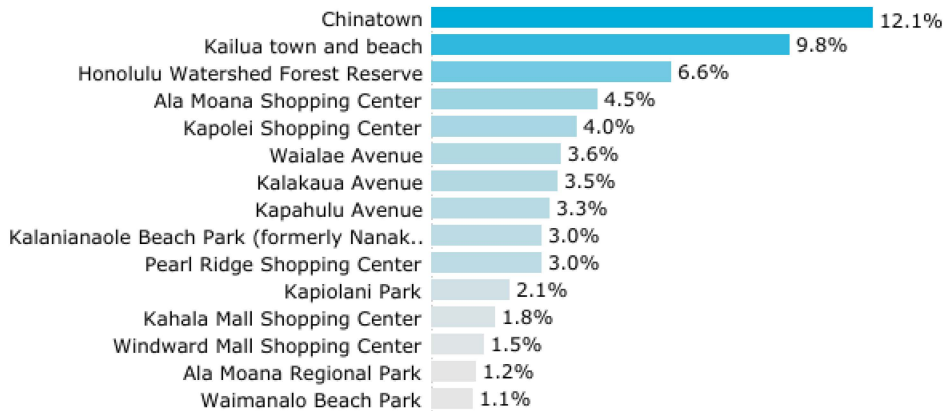
% share of visits, September 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, September 2021



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

Source: near (formerly UberMedia)

# Oahu Visitation Insights for Visitors

Date Range: 01-Sep-21 to 30-Sep-21

Island  
Oahu

From Date  
01-Sep-21

To Date  
30-Sep-21

Origin Country  
All

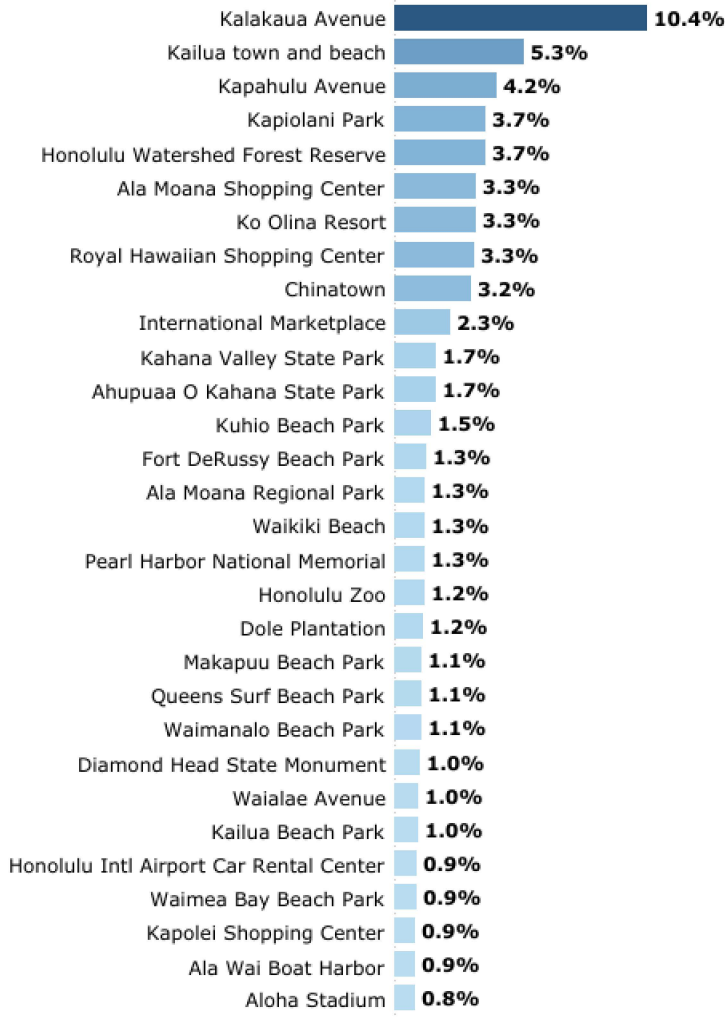
Origin State Name  
All

Visitors

Residents

## Top-30 Points of Interest on Oahu

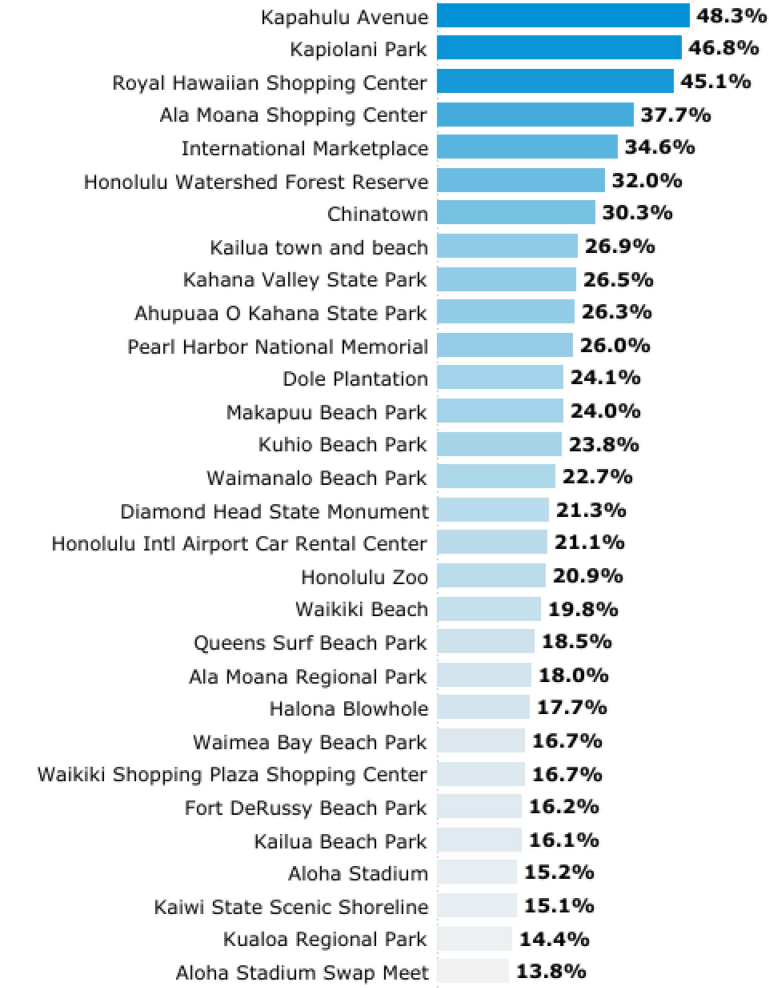
% share of visits by visitors to Oahu  
Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)

## Cross Visitation on Oahu

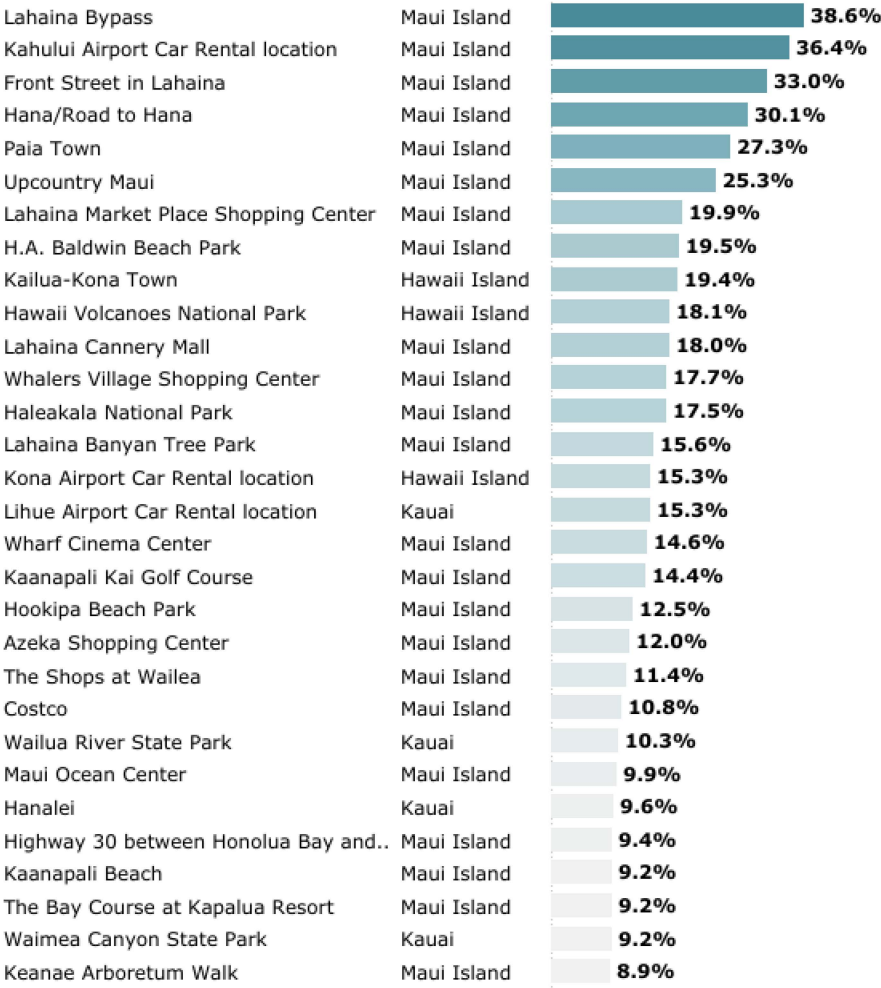
% share of visitors to Oahu going to Kalakaua Avenue that also visited other POIs  
Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)

## Cross Visitation on Other Islands

% share of visitors to Oahu who went to Kalakaua Avenue that also visited other islands  
Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)



# Oahu Visitation Insights for Residents

Date Range: 01-Sep-21 to 30-Sep-21

Island  
Oahu

County of Residence  
Honolulu, HI

From Date  
01-Sep-21

To Date  
30-Sep-21

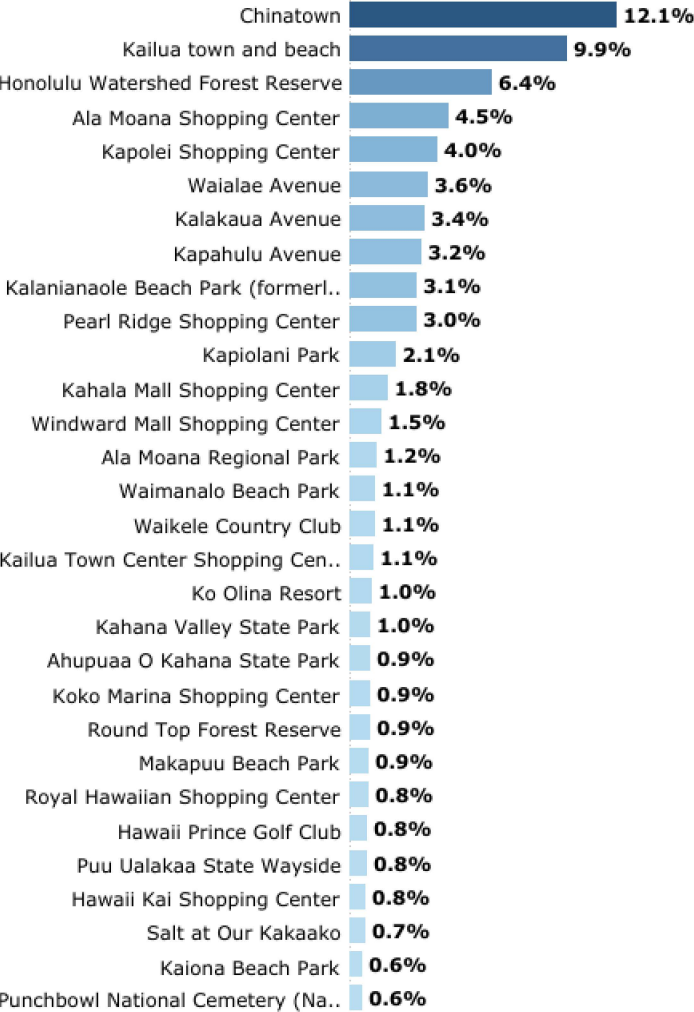
Visitors

Residents

## Top-30 Points of Interest on Oahu

% share of visits by residents of Oahu

Date range: 01-Sep-21 to 30-Sep-21

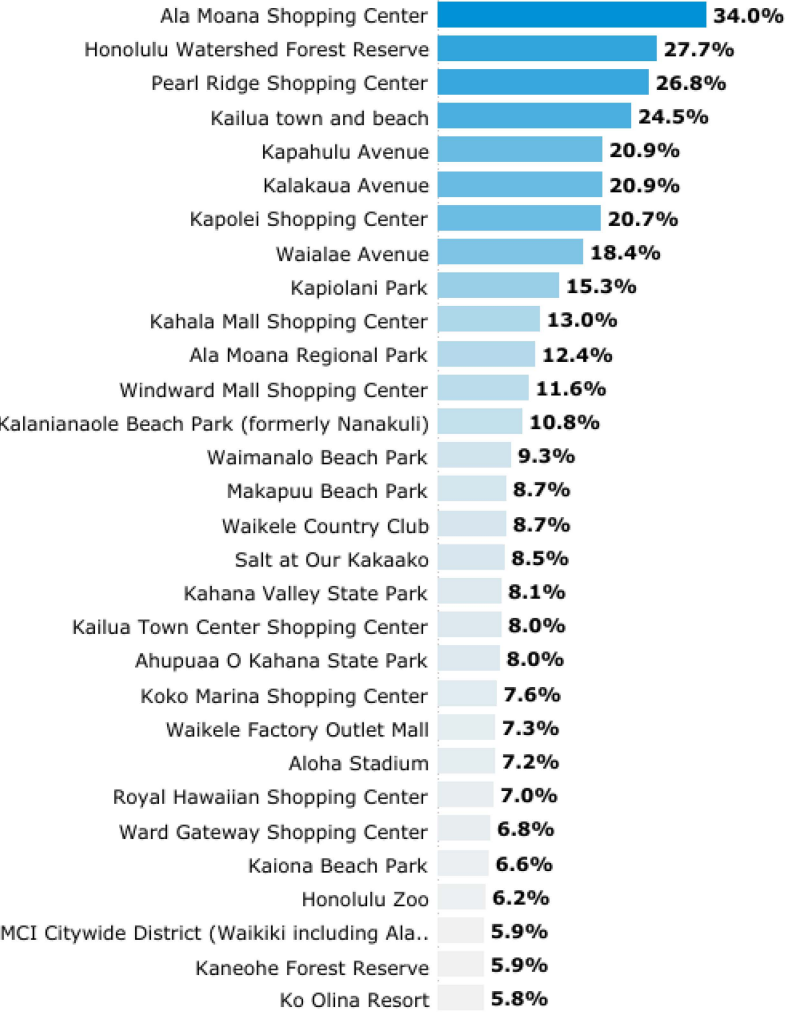


Source: Near (formerly UberMedia)

## Cross Visitation on Oahu

% share of Oahu residents visiting Chinatown that also visited other POIs

Date range: 01-Sep-21 to 30-Sep-21

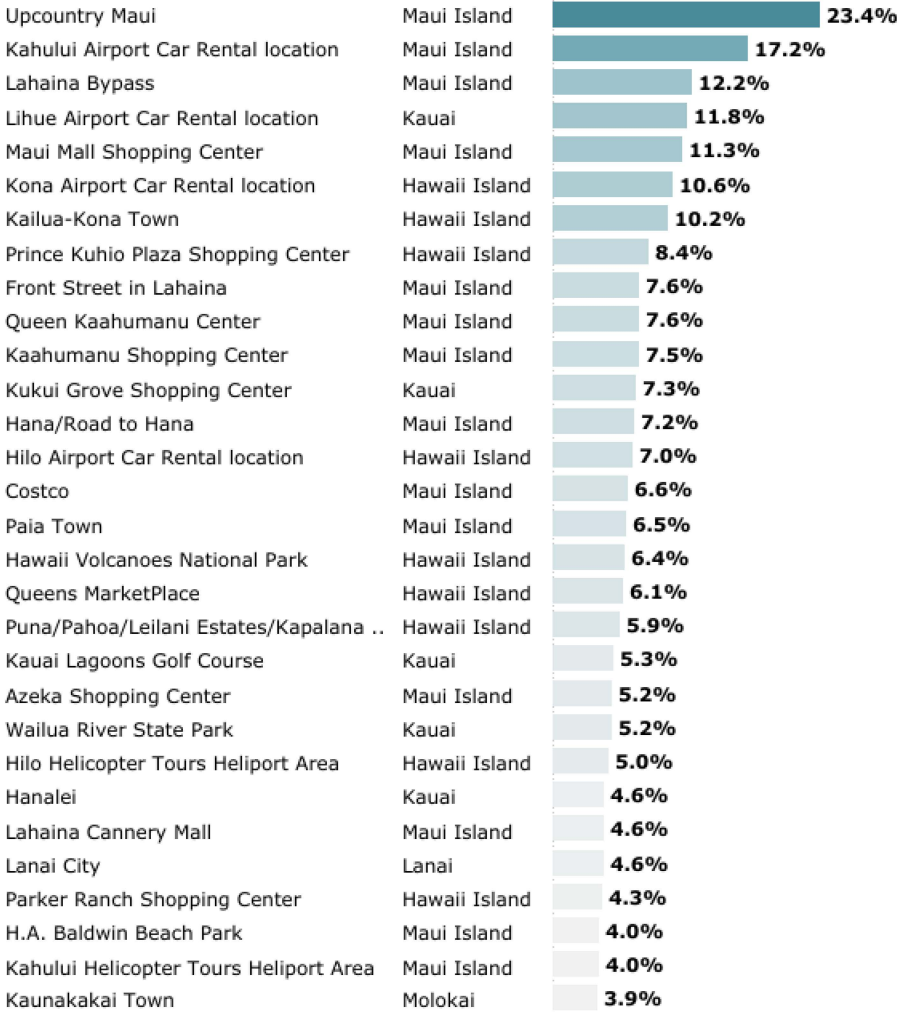


Source: Near (formerly UberMedia)

## Cross Visitation on Other Islands

% share of Oahu residents visiting Chinatown that also visited POIs on other islands

Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)



Month  
September 2021

Island  
Maui Island

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

172.8K ▼ -17.8%

Visitor Spending

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

\$315.8M ▼ -7.0%

Average Length of Stay

All visitors, September 2021

8.1 Days

Top-10 International Markets

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

Canada	▼ -95.5%	507
Europe	▼ -95.7%	272
Other Asia	▼ -94.5%	204
Korea	▼ -97.2%	66
China	▼ -93.7%	64
Japan	▼ -98.7%	63
Oceania	▼ -99.6%	36
New Zealand	▼ -98.0%	28
Taiwan	▼ -92.6%	20
Australia	▼ -99.9%	8

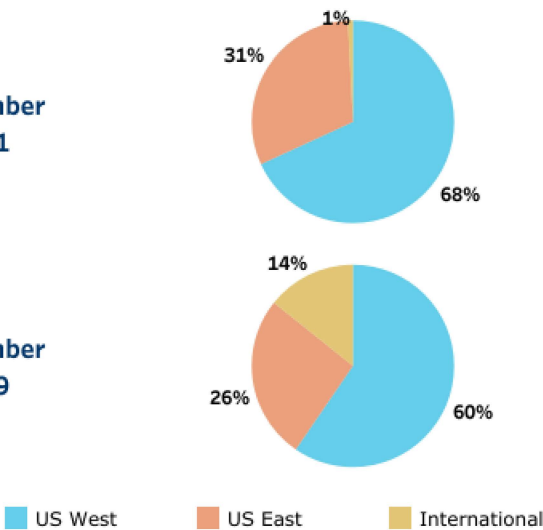
Source: Hawaii Tourism Authority

Origin Market Share

% share of visitors

September  
2021

September  
2019



Source: Hawaii Tourism Authority

Top-10 Domestic Markets

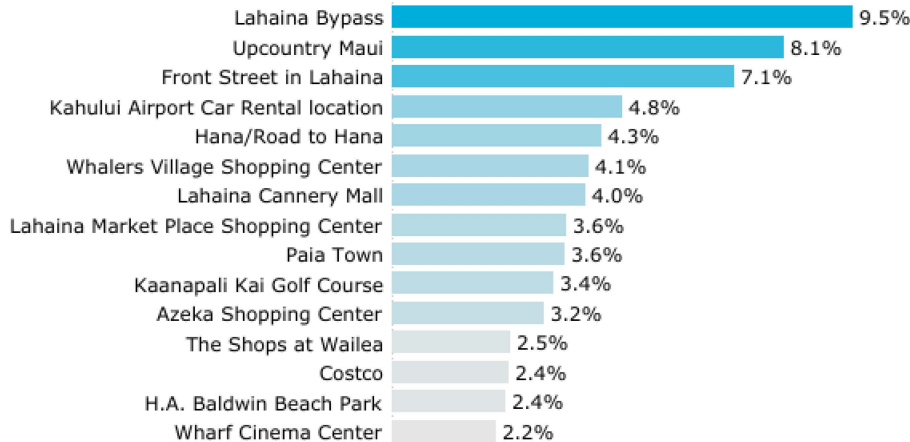
Total visitors and % change YOY (Sep. 2021 vs. Sep. 2019)

California	▼ -0.8%	71,787
Washington	▼ -12.6%	12,696
Texas	▲ 8.2%	9,189
Arizona	▲ 12.8%	7,711
Oregon	▼ -8.6%	5,782
Colorado	▲ 6.1%	5,549
Illinois	▲ 7.0%	4,132
New York	▲ 12.2%	3,970
Utah	▲ 10.4%	3,800
Nevada	▲ 21.6%	3,700

Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

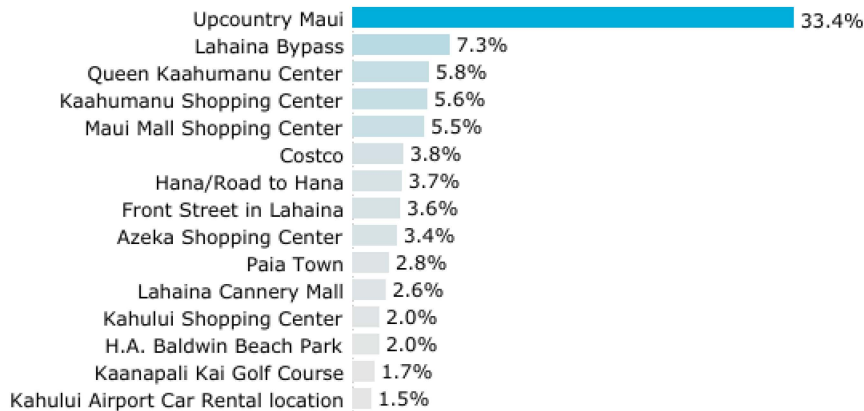
% share of visits, September 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, September 2021



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

Source: near (formerly UberMedia)

# Maui Island Visitation Insights for Visitors

Date Range: 01-Sep-21 to 30-Sep-21

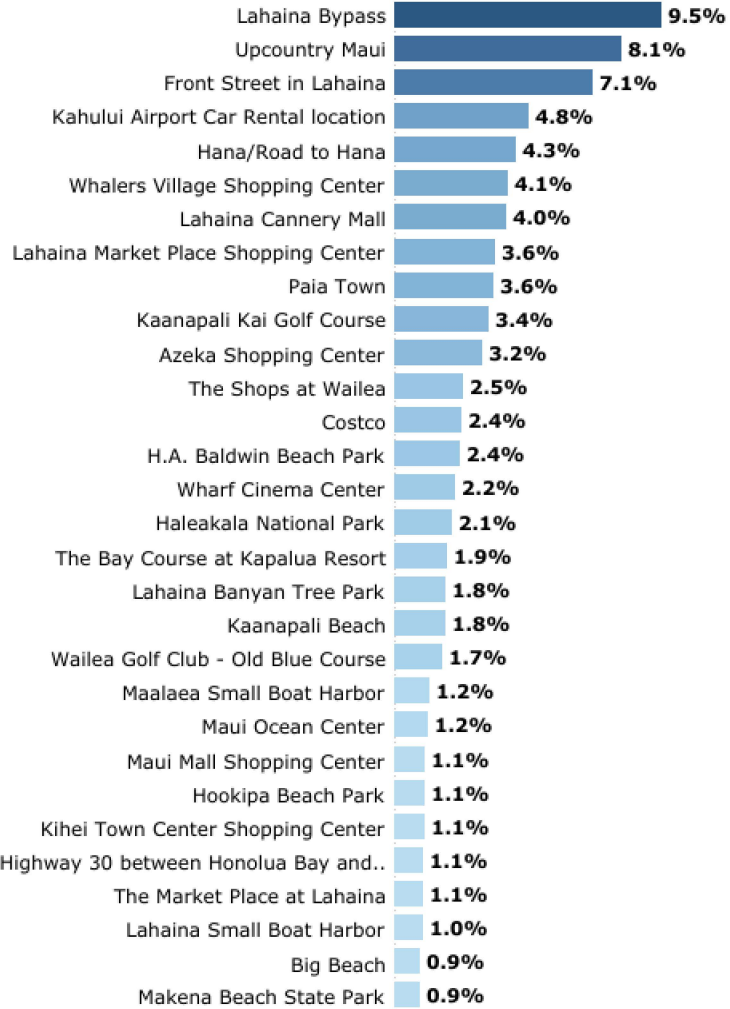


Island	From Date	To Date	Origin Country	Origin State Name
Maui Island	01-Sep-21	30-Sep-21	All	All

Visitors	Residents
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## Top-30 Points of Interest on Maui Island

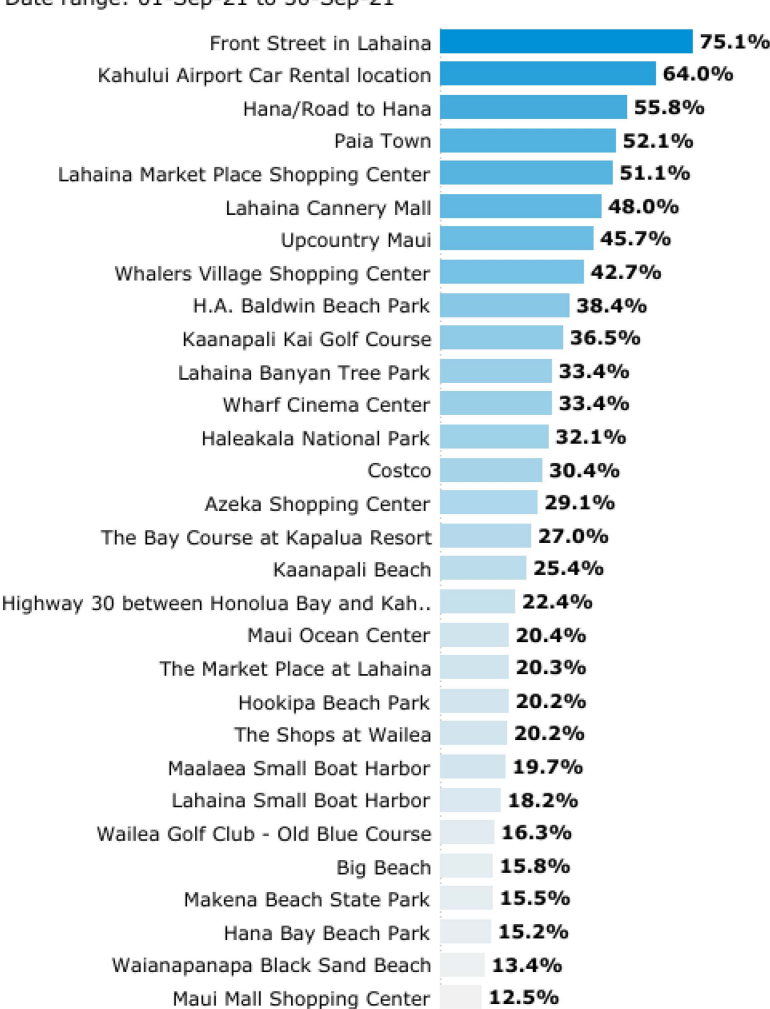
% share of visits by visitors to Maui Island  
Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)

## Cross Visitation on Maui Island

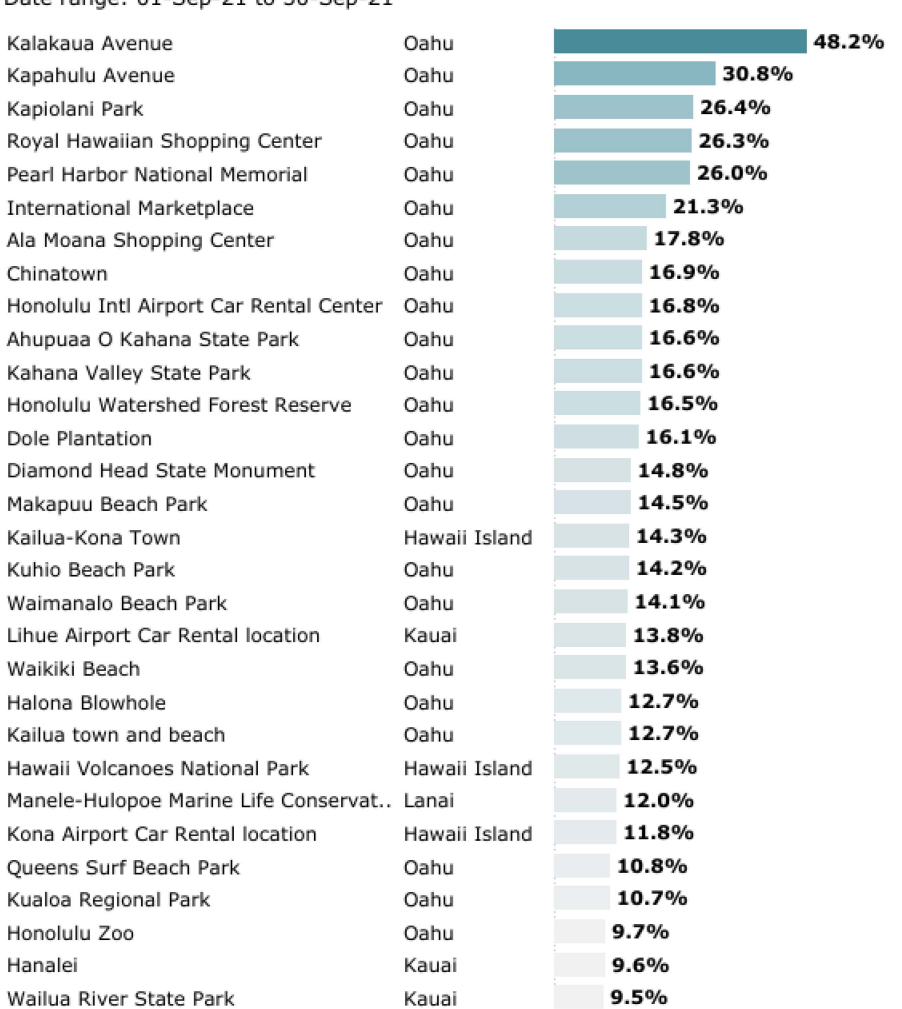
% share of visitors to Maui Island going to Lahaina Bypass that also visited other POIs  
Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)

## Cross Visitation on Other Islands

% share of visitors to Maui Island who went to Lahaina Bypass that also visited other islands  
Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)

# Maui Island Visitation Insights for Residents

Date Range: 01-Sep-21 to 30-Sep-21

Island  
Maui Island

County of Residence  
Maui, HI

From Date  
01-Sep-21

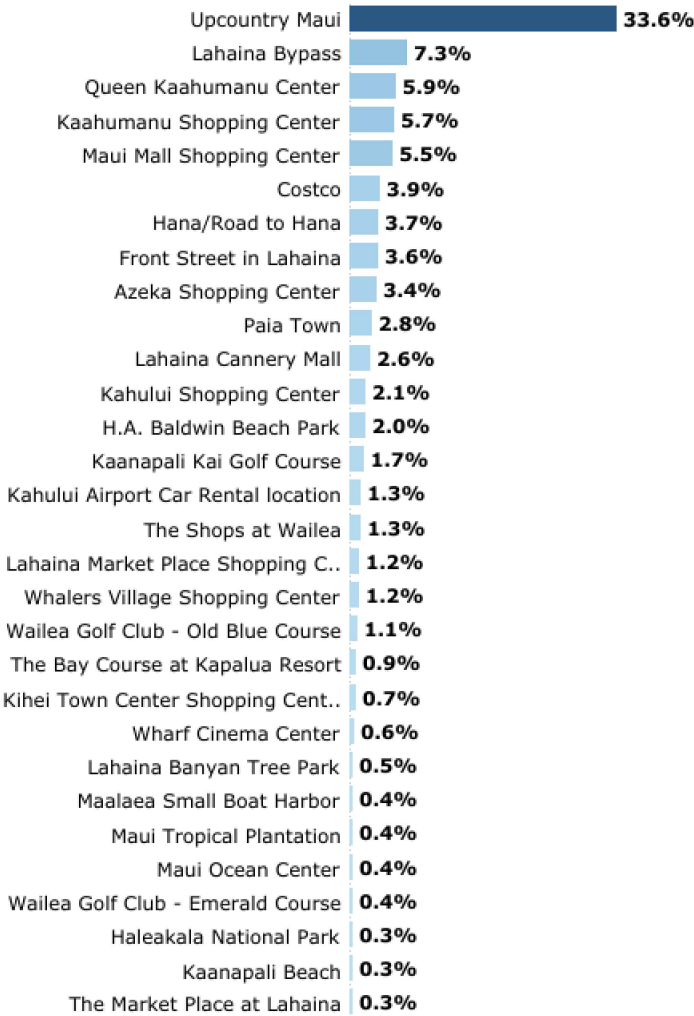
To Date  
30-Sep-21

Visitors

Residents

## Top-30 Points of Interest on Maui Island

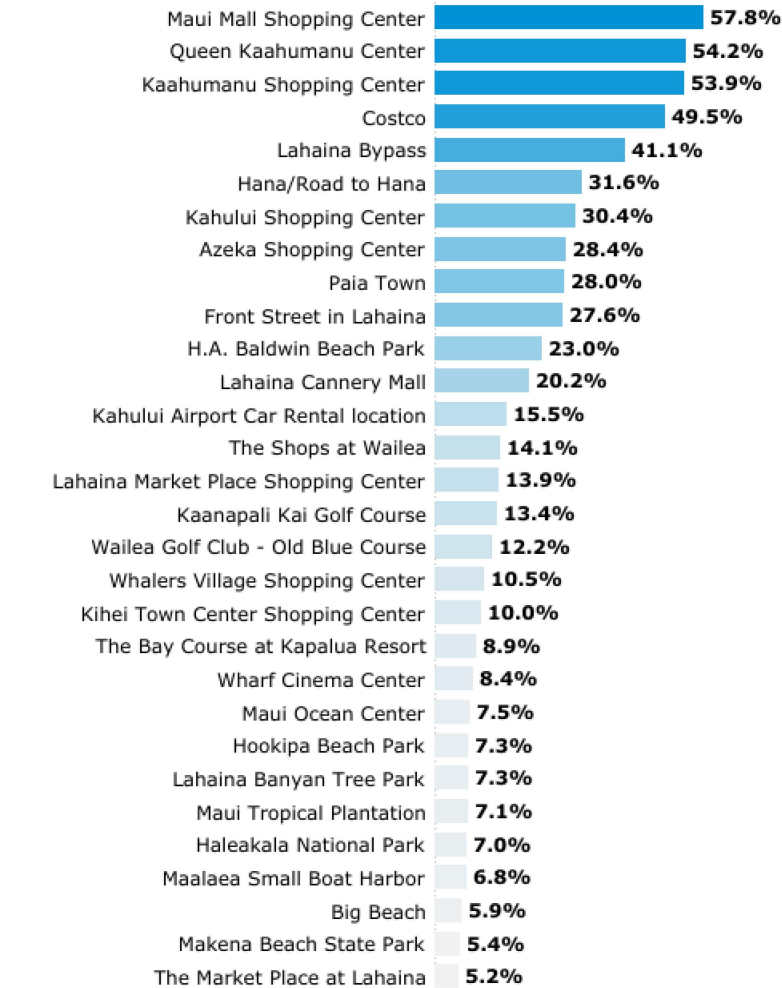
% share of visits by residents of Maui Island  
Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)

## Cross Visitation on Maui Island

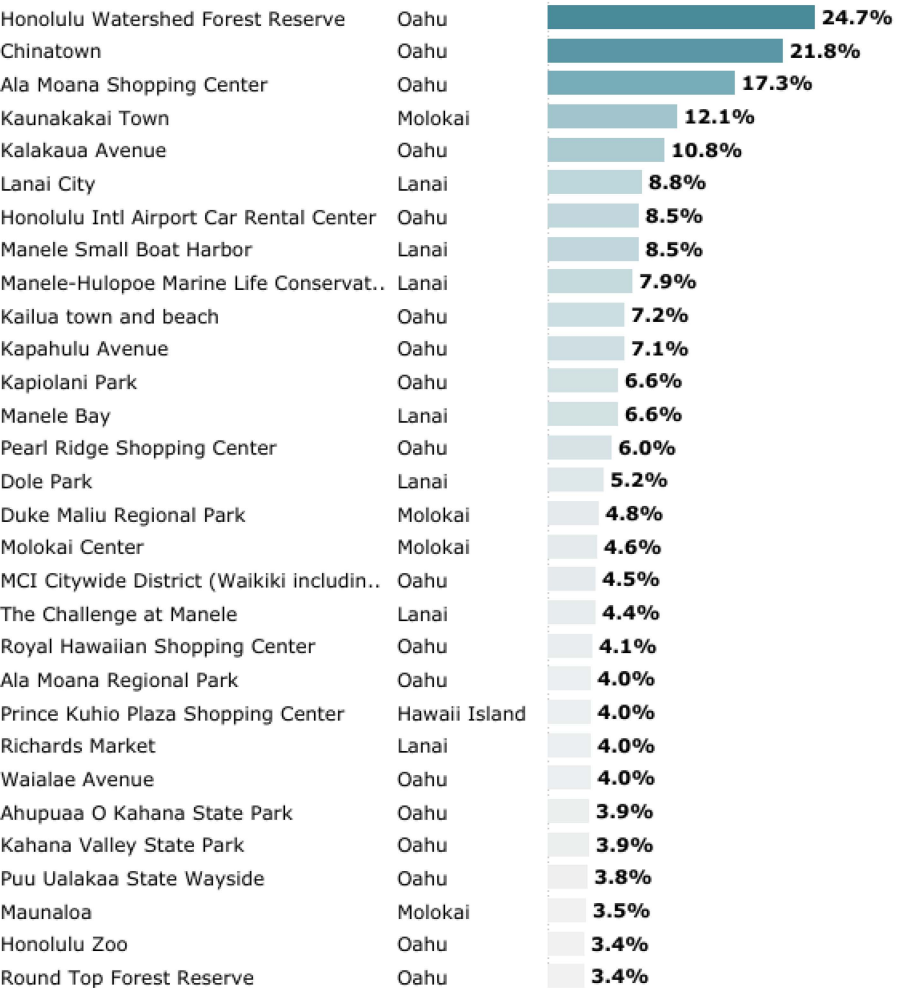
% share of Maui Island residents visiting Upcountry Maui that also visited other POIs  
Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)

## Cross Visitation on Other Islands

% share of Maui Island residents visiting Upcountry Maui that also visited POIs on other islands  
Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)



Month  
September 2021

Island  
Hawaii Island

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

80.4K ▼ -28.3%

Visitor Spending

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

\$137.0M ▼ -6.1%

Average Length of Stay

All visitors, September 2021

9.1 Days

Top-10 International Markets

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

Canada	▼ -87.0%	507
Other Asia	▼ -91.9%	377
Europe	▼ -95.0%	244
Taiwan	▼ -54.3%	191
Korea	▼ -96.1%	82
China	▼ -96.1%	77
Japan	▼ -99.7%	56
Oceania	▼ -99.2%	51
New Zealand	▼ -97.6%	36
Australia	▼ -99.7%	15

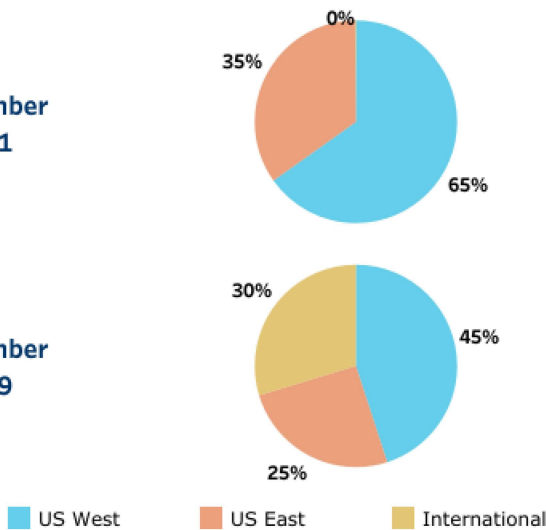
Source: Hawaii Tourism Authority

Origin Market Share

% share of visitors

September  
2021

September  
2019



Source: Hawaii Tourism Authority

Top-10 Domestic Markets

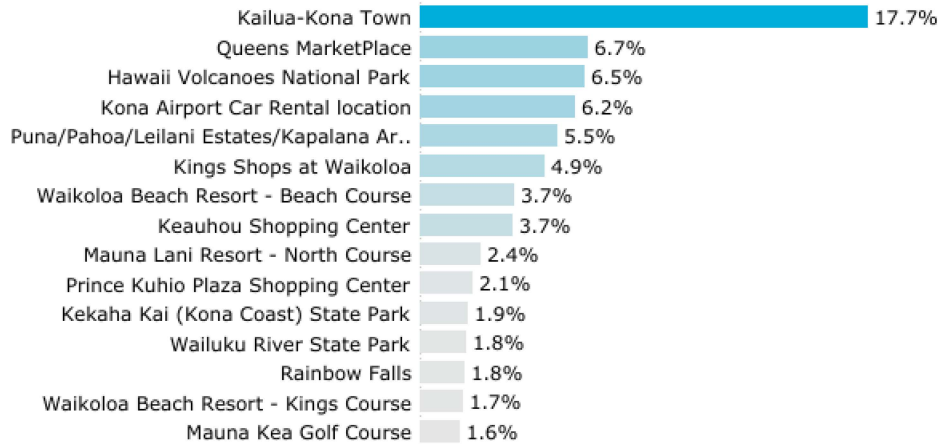
Total visitors and % change YOY (Sep. 2021 vs. Sep. 2019)

California	▲ 12.8%	29,967
Washington	▲ 4.2%	6,303
Texas	▲ 22.1%	4,403
Arizona	▲ 24.1%	3,324
Oregon	▲ 2.4%	3,084
Colorado	▲ 20.3%	2,650
Florida	▲ 4.4%	2,331
New York	▲ 14.6%	2,194
Illinois	▲ 8.0%	1,656
Utah	▲ 8.6%	1,618

Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

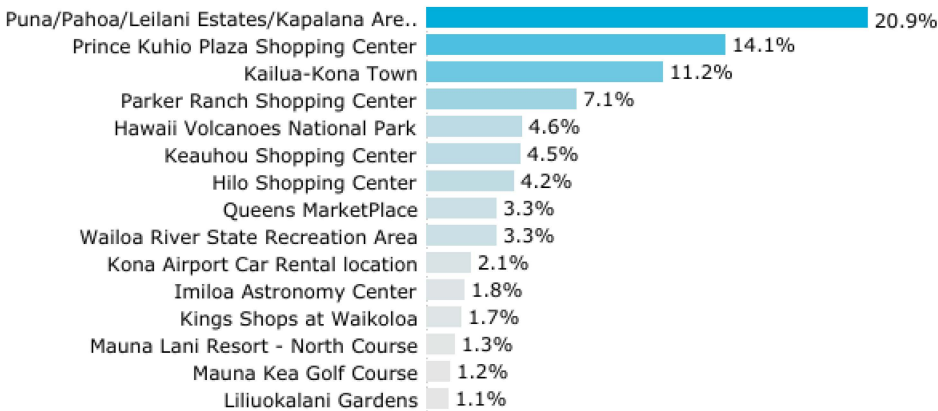
% share of visits, September 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, September 2021



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

Source: near (formerly UberMedia)

# Hawaii Island Visitation Insights for Visitors

Date Range: 01-Sep-21 to 30-Sep-21

Island	From Date	To Date	Origin Country	Origin State Name
Hawaii Island	01-Sep-21	30-Sep-21	All	All

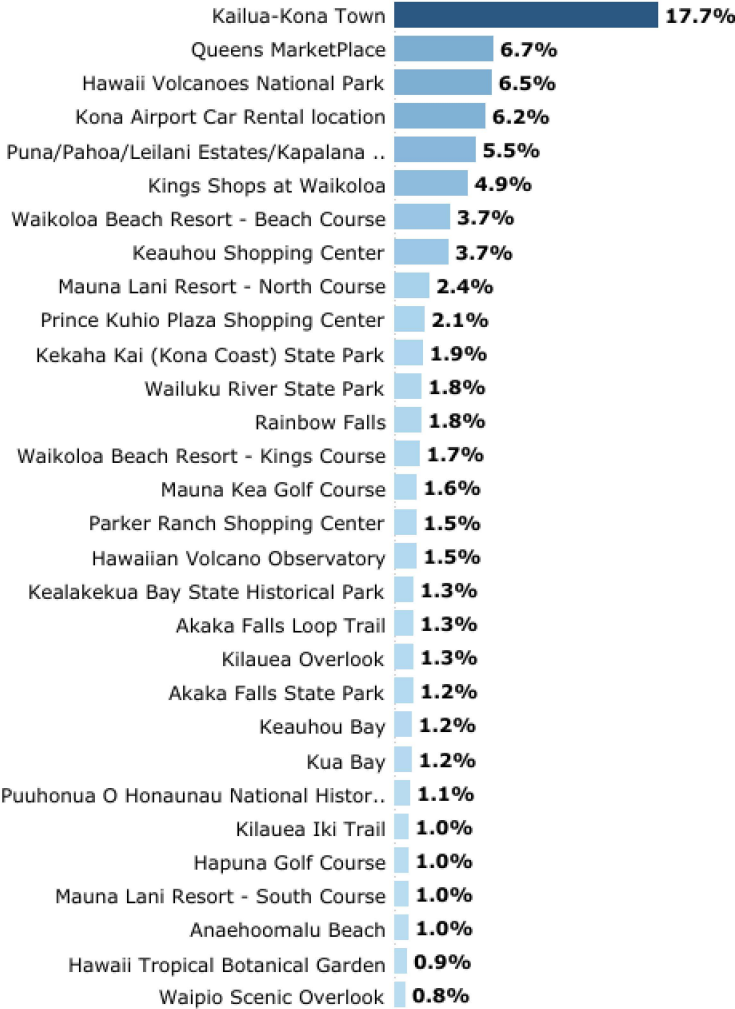
Visitors

Residents

## Top-30 Points of Interest on Hawaii Island

% share of visits by visitors to Hawaii Island

Date range: 01-Sep-21 to 30-Sep-21

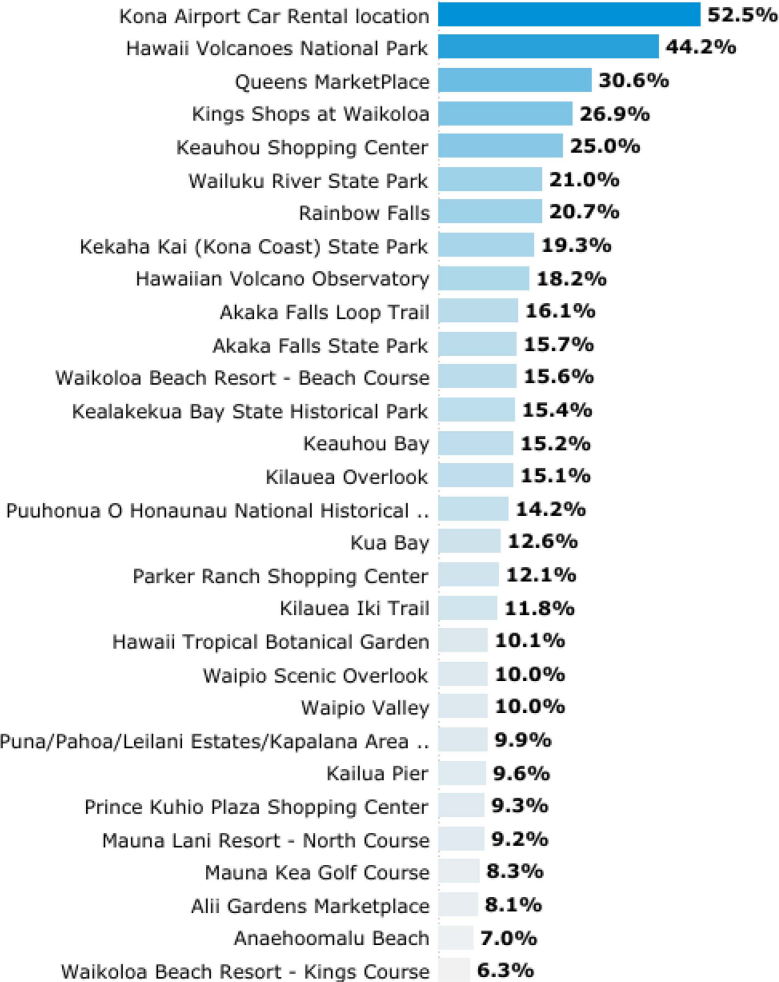


Source: Near (formerly UberMedia)

## Cross Visitation on Hawaii Island

% share of visitors to Hawaii Island going to Kailua-Kona Town that also visited other POIs

Date range: 01-Sep-21 to 30-Sep-21

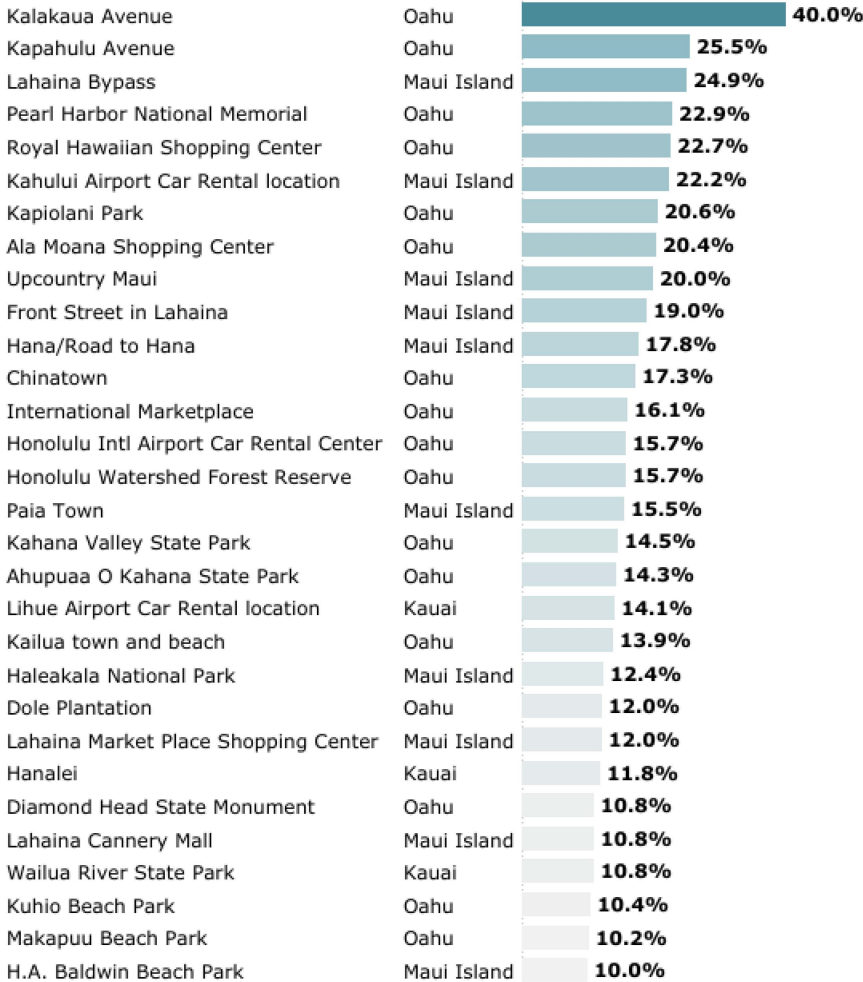


Source: Near (formerly UberMedia)

## Cross Visitation on Other Islands

% share of visitors to Hawaii Island who went to Kailua-Kona Town that also visited other islands

Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)

# Hawaii Island Visitation Insights for Residents

Date Range: 01-Sep-21 to 30-Sep-21

Island  
Hawaii Island

County of Residence  
Hawaii, HI

From Date  
01-Sep-21

To Date  
30-Sep-21

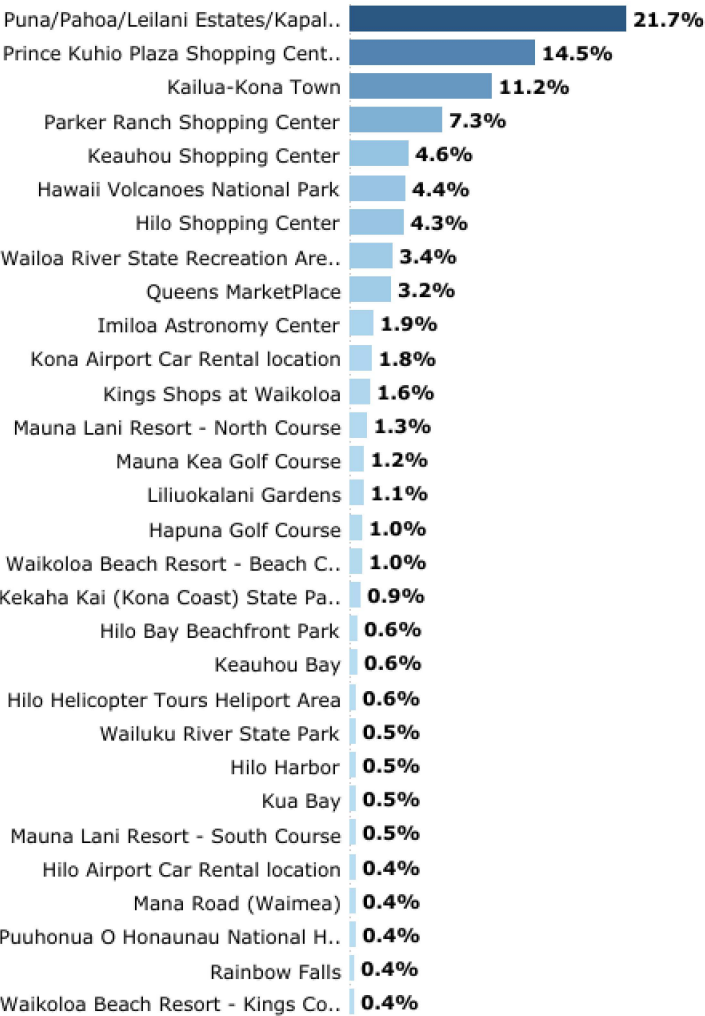
Visitors

Residents

## Top-30 Points of Interest on Hawaii Island

% share of visits by residents of Hawaii Island

Date range: 01-Sep-21 to 30-Sep-21



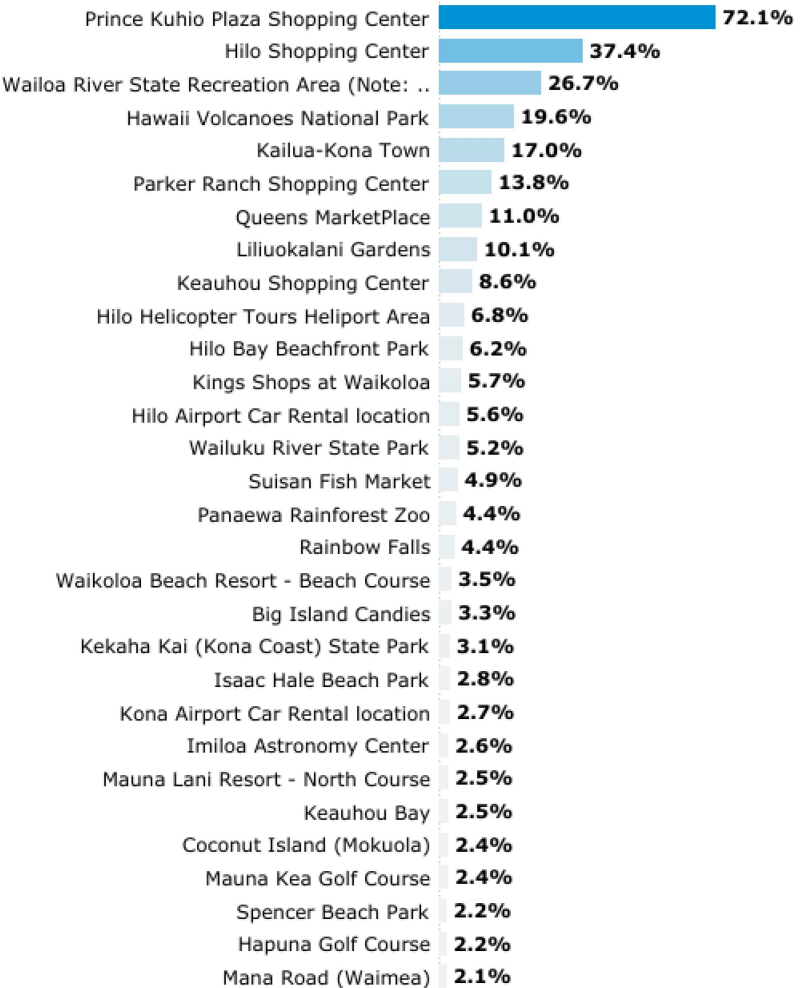
Source: Near (formerly UberMedia)

## Cross Visitation on Hawaii Island

% share of Hawaii Island residents visiting Puna/Pahoa/Leilani

Estates/Kapalana Area - Lava flow area that also visited other POIs

Date range: 01-Sep-21 to 30-Sep-21



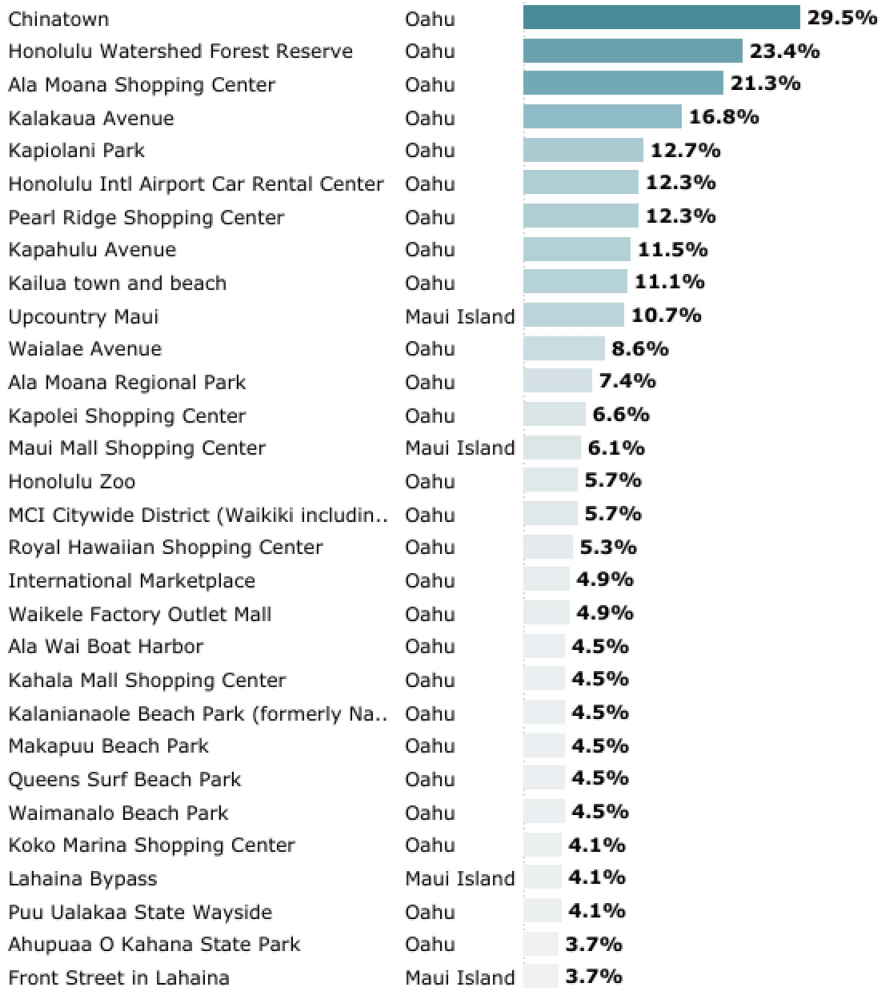
Source: Near (formerly UberMedia)

## Cross Visitation on Other Islands

% share of Hawaii Island residents visiting Puna/Pahoa/Leilani Estates/Kapalana

Area - Lava flow area that also visited POIs on other islands

Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)



Month  
September 2021

Island  
Kauai

State of Hawaii

Island Summary

Lodging Summary

Visitor Arrivals

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

77.3K ▼ -17.3%

Visitor Spending

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

\$126.5M ▼ -4.2%

Average Length of Stay

All visitors, September 2021

8.1 Days

Top-10 International Markets

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

Canada	▼ -88.6%	348
Europe	▼ -95.6%	169
Other Asia	▼ -91.8%	74
Japan	▼ -98.7%	37
Oceania	▼ -99.5%	25
New Zealand	▼ -97.4%	20
Korea	▼ -97.1%	16
Taiwan	▼ -83.0%	15
China	▼ -92.5%	14
Australia	▼ -99.9%	5

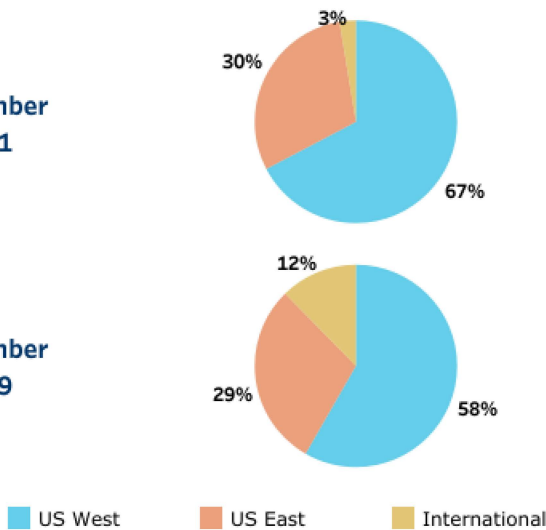
Source: Hawaii Tourism Authority

Origin Market Share

% share of visitors

September  
2021

September  
2019



Source: Hawaii Tourism Authority

Top-10 Domestic Markets

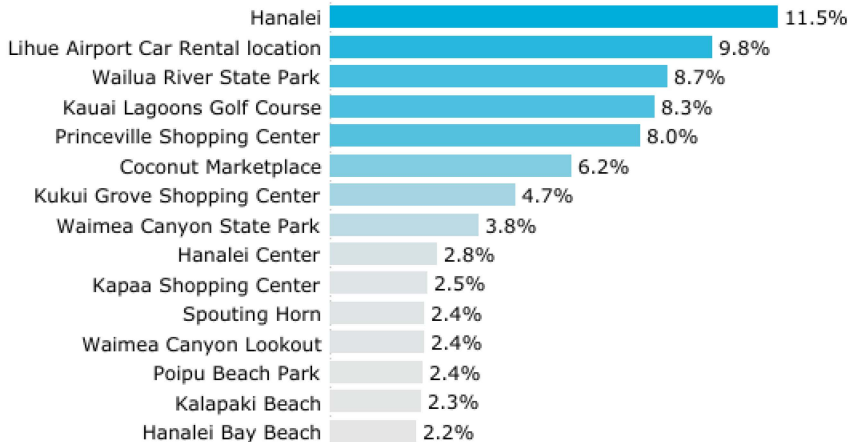
Total visitors and % change YOY (Sep. 2021 vs. Sep. 2019)

California	▲ 8.7%	31,929
Washington	▼ -21.0%	5,072
Texas	▲ 7.4%	3,763
Arizona	▲ 14.5%	3,522
Colorado	▲ 28.4%	3,241
Oregon	▲ 1.8%	2,814
Utah	▲ 9.2%	2,236
New York	▲ 2.1%	1,853
Florida	▲ 1.2%	1,801
Illinois	▼ -1.5%	1,687

Source: Hawaii Tourism Authority

Top-15 Points of Interest by Visitors

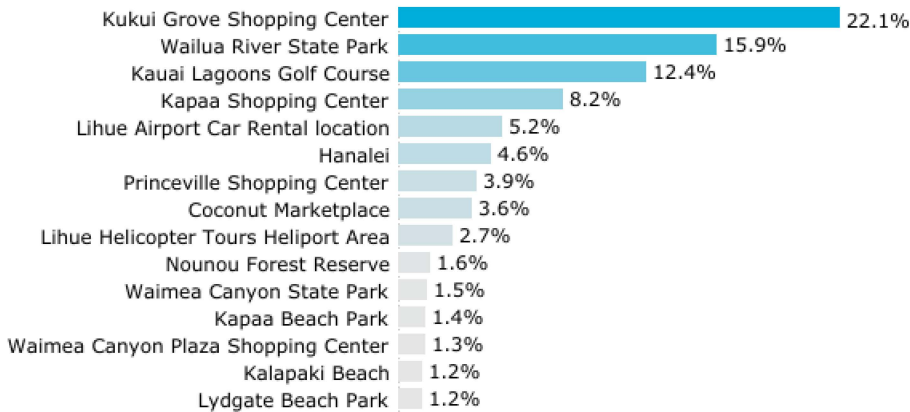
% share of visits, September 2021



Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents

% share of visits, September 2021



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

Source: near (formerly UberMedia)

# Kauai Visitation Insights for Visitors

Date Range: 01-Sep-21 to 30-Sep-21

Island  
Kauai

From Date  
01-Sep-21

To Date  
30-Sep-21

Origin Country  
All

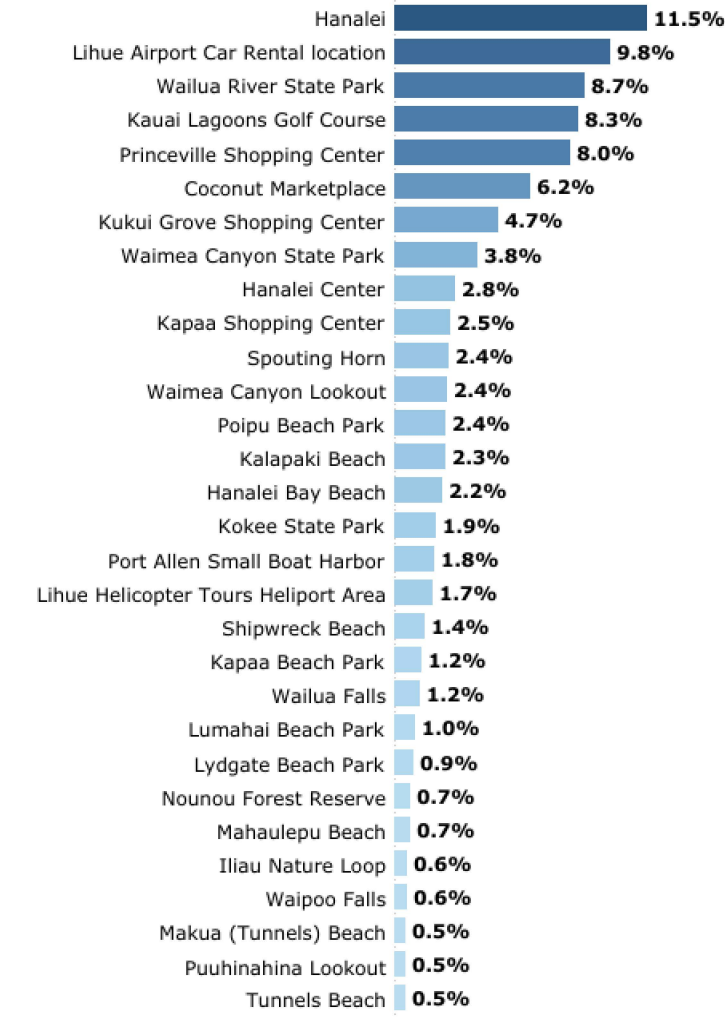
Origin State Name  
All

Visitors

Residents

## Top-30 Points of Interest on Kauai

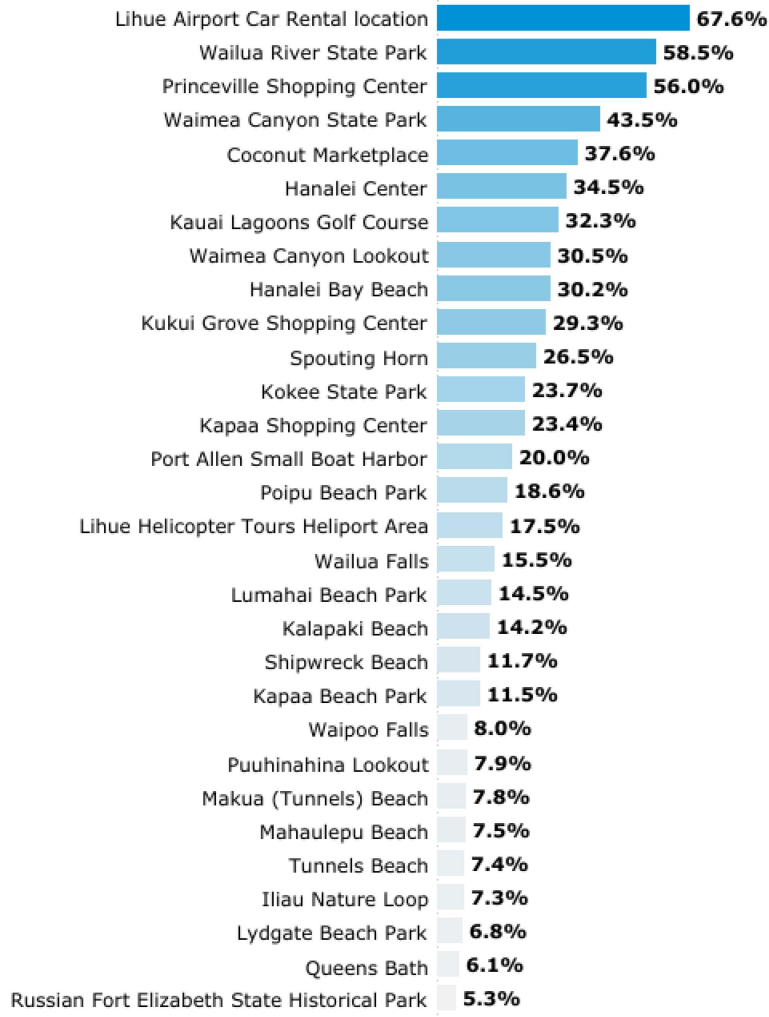
% share of visits by visitors to Kauai  
Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)

## Cross Visitation on Kauai

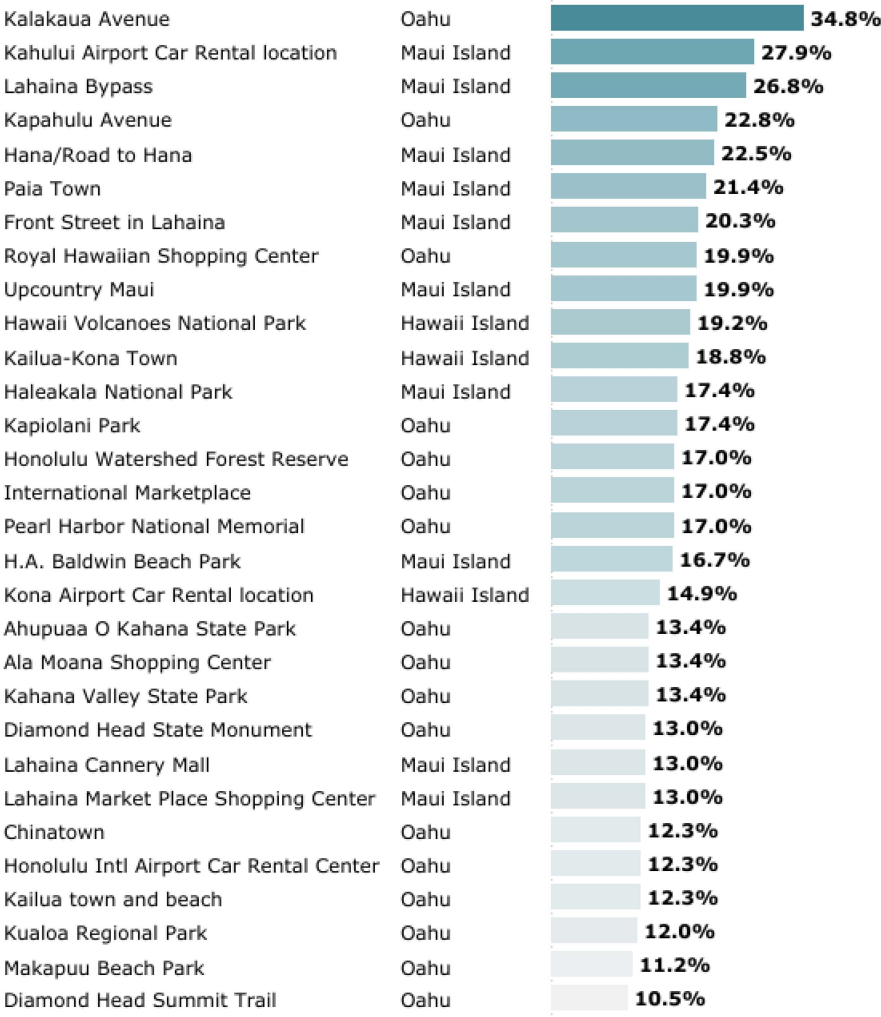
% share of visitors to Kauai going to Hanalei that also visited other POIs  
Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)

## Cross Visitation on Other Islands

% share of visitors to Kauai who went to Hanalei that also visited other islands  
Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)

# Kauai Visitation Insights for Residents

Date Range: 01-Sep-21 to 30-Sep-21

Island  
Kauai

County of Residence  
Kauai, HI

From Date  
01-Sep-21

To Date  
30-Sep-21

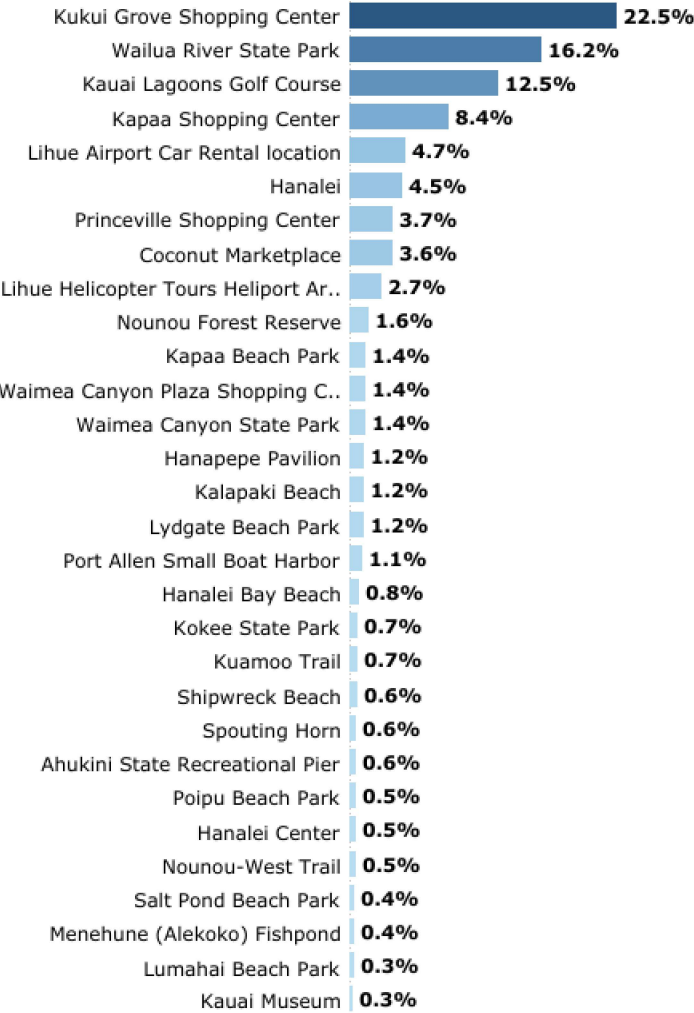
Visitors

Residents

## Top-30 Points of Interest on Kauai

% share of visits by residents of Kauai

Date range: 01-Sep-21 to 30-Sep-21

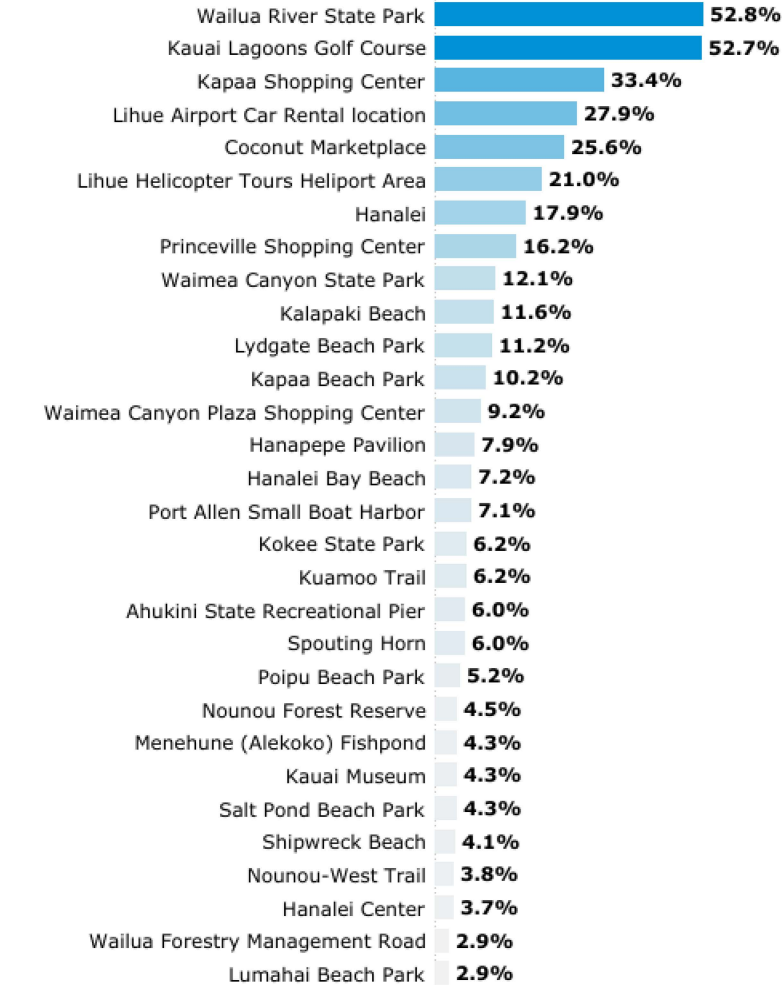


Source: Near (formerly UberMedia)

## Cross Visitation on Kauai

% share of Kauai residents visiting Kukui Grove Shopping Center that also visited other POIs

Date range: 01-Sep-21 to 30-Sep-21

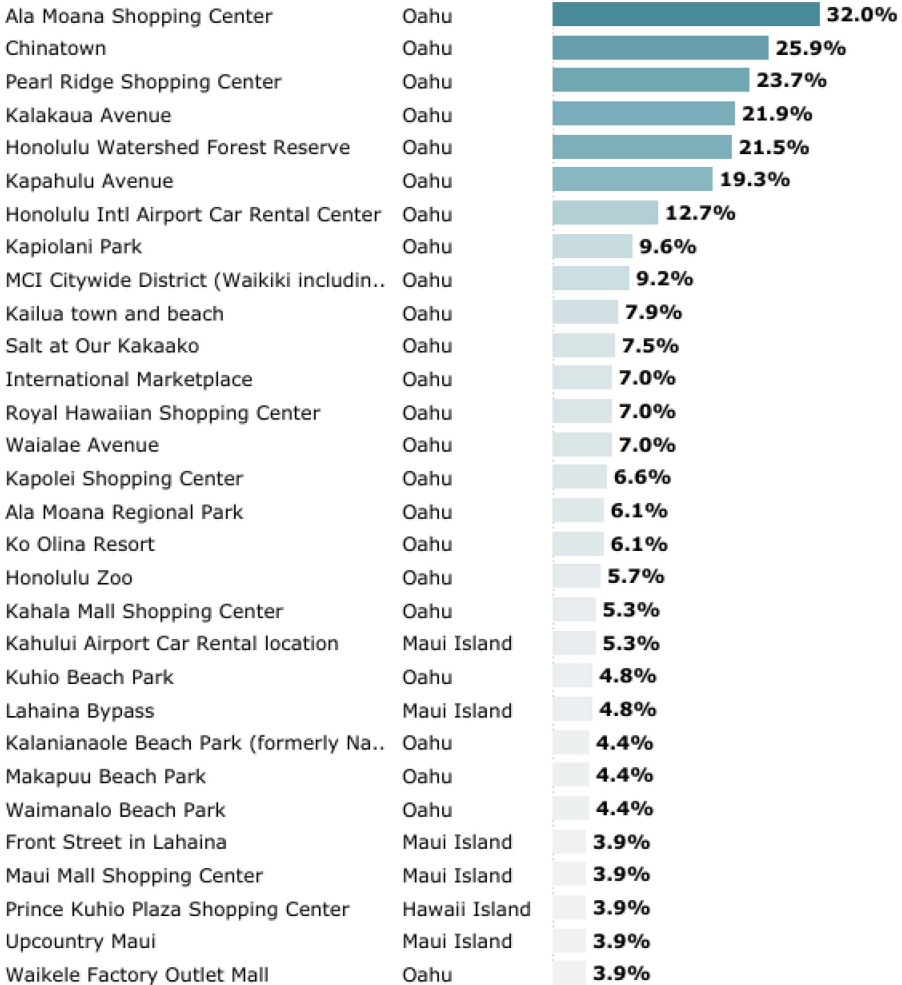


Source: Near (formerly UberMedia)

## Cross Visitation on Other Islands

% share of Kauai residents visiting Kukui Grove Shopping Center that also visited POIs on other islands

Date range: 01-Sep-21 to 30-Sep-21



Source: Near (formerly UberMedia)