

2016 VISITOR PLANT INVENTORY



Tourism Research

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PREFACE

The 2016 Visitor Plant Inventory (VPI) report was produced by Kloninger & Sims Consulting LLC for the Hawai'i Tourism Authority (HTA).

As part of the Tourism Research program, HTA conducted a survey on statewide visitor accommodations in 2016. This report provides the results of this survey presenting statistics on the number of visitor units, island distribution, type of property and class of rooms. As in previous reports, island and district names were written in proper Hawaiian language orthography. However, individual property names were not written in the same manner unless the words were easily identifiable (i.e., island names).

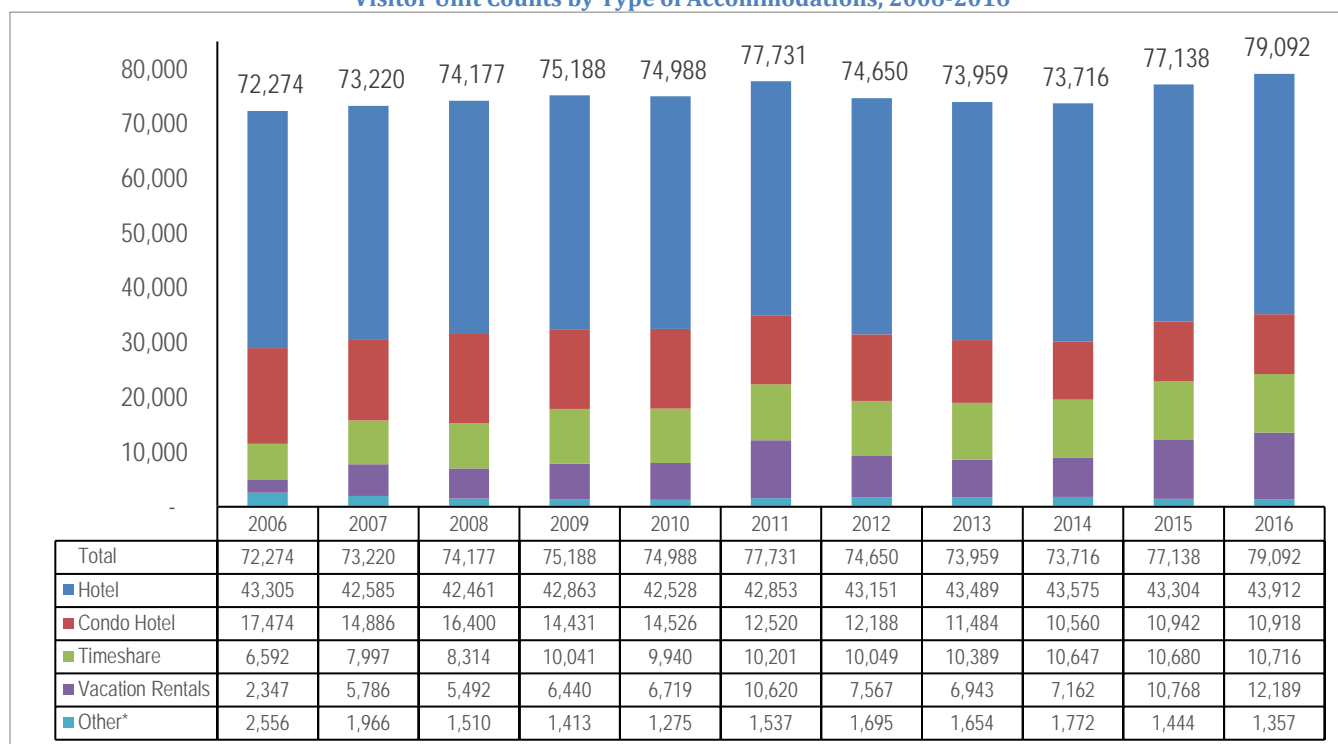
The Hawai'i Visitors and Convention Bureau (HVCB) first published the Visitor Plant Inventory in 1964 and every year thereafter, except 1995 and 1998. HVCB did not conduct a survey in 1995 and did not publish hard copies of the report in 1998. The Department of Business, Economic Development and Tourism (DBEDT) published the VPI reports annually from 1999 through 2008.

The 2016 Visitor Plant Inventory report is posted on the HTA website: www.hawaiitourismauthority.org/research.

For further information, contact HTA at (808) 973-2255, www.hawaiitourismauthority.org.

Executive Summary

Visitor Unit Counts by Type of Accommodations, 2006-2016



*Other includes Apartment Hotels, B&Bs, Hostels, and Other units.

The number of visitor units in the State of Hawai'i increased by 2.5 percent in 2016 for a total of 79,092 units.

The large majority of the lodging supply in the State was made up by hotel units (55.5 percent) with 43,912 units, slightly higher compared to 2015 (1.4 percent) due to hotel properties reopening after renovation or redevelopment. 59.6 percent of all hotel rooms were located on O'ahu (26,152).

Vacation Rental units¹ accounted for 15.4 percent of all lodging units in 2016 (12,189 units), growing by 13.2 percent over 2015. Vacation Rental include condominium units, houses, villas, cottages, and private and shared rooms. While many new Vacation Rental² properties and units were identified in 2016, the increase in Vacation Rental units was mainly due to a greater effort in surveying AOUO managers located in resort areas.

Condo Hotels were the third largest property type in 2016 (13.8 percent), accounting for 10,918 visitor units. Condo Hotels consist of individually deeded condominium units but provide hotel-like services such as a front desk and often daily housekeeping service. The overall number of Condo Hotel units decreased by 0.2 percent. Most of the State's Condo Hotel supply was located on O'ahu (4,379 units) and Maui (4,317).

¹ Vacation Rental Units were referred to as Individual Vacation Units ("IVU") prior to the 2014 VPI.

² The VPI's definition of Vacation Rental is presented on page 50. VPI Vacation Rentals should not be equated with other definitions of transient vacation rental units as described by county-level ordinances.

There were 10,716 timeshare units in 2016, representing 13.5 percent of the State's lodging units and an increase of 0.3 percent from 2015's count. The majority of Hawai'i's timeshare supply is located on O'ahu and Maui Island. Both islands have nearly a third of the state's total timeshare units (29.8 and 29.5 percent share, respectively).

Overview of Methodology

Visitor Plant Inventory & Individually Advertised Units in Hawai'i Reports

Data Collection

The VPI data were gathered by surveying properties in the VPI database as well as properties that were not previously in the VPI database but were identified using a variety of data sources.

The supplemental Individually Advertised Units data were based on a point-in-time data extraction from four vacation rental booking sites. The number of properties listed on these booking sites is highly fluid because a property can be listed or unlisted based on market changes or changes in ownership. In addition, this data collection method likely over-counts the number of Individually Advertised Units due to the practice of listing rentals on multiple booking sites and the use of these booking sites as a marketing channel for traditional visitor units such as hotel rooms and timeshare stays. An estimate of the number of Individually Advertised Vacation Rentals, net of duplication is provided on page 72. It should be noted that this is only an estimate.

Terminology for Vacation Rental Units

There are different terms used in Hawai'i to identify vacation rentals, including TVRs, TVUs, IVUs and VRUs. Several of these terms are defined by county-level ordinance. The VPI uses the term "Vacation Rental Units," which is comprised of three different types of properties (VR-Condo, VR-House, and VR-Other) and should not be used interchangeably with other legally defined terms.

When to Use VPI vs. Individually Advertised Unit data

The VPI provides data on the supply of visitor accommodations in the State of Hawai'i **across all property types**, in a time series that dates back to 1965.

The Individually Advertised Unit data provide supplemental information primarily on the evolving segment of vacation rentals, including important data on pricing and the geographical location of the vacation rental supply.

Visitor Plant Inventory

State of Hawai'i

The total number of units in the State of Hawai'i visitor plant inventory for 2016 increased to 79,092 visitor units, 2.5 percent higher than in 2015 [Figure 2].

Continuing in 2016, close to half (47.3 percent) of the State's visitor units were located on O'ahu, with the majority of units located in Waikiki. Maui had the second most number of visitor units (27.1 percent) followed by Hawai'i Island (14.3 percent) and Kaua'i (10.7 percent). Moloka'i and Lāna'i had the fewest lodging units and combined totaled less than one percent of all Hawai'i lodging units.

The large majority of the lodging supply in the State was made up by hotel units (55.5 percent). Vacation Rentals, Condominium Hotels, and Timeshare units accounted for 15.4 percent, 13.8 percent, and 13.5 percent of all lodging units, respectively.

Figure 1: State of Hawai'i - Inventory by Island (Units)

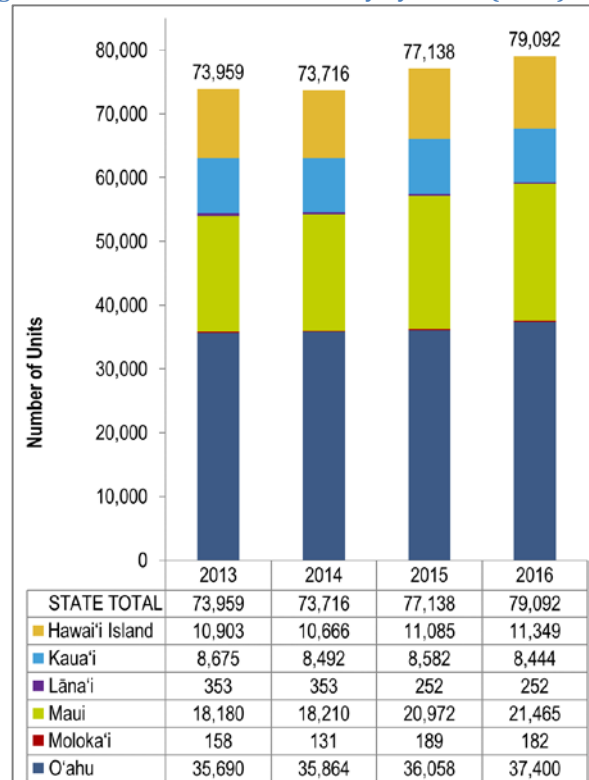


Figure 2: State of Hawai'i - Inventory by Unit Type

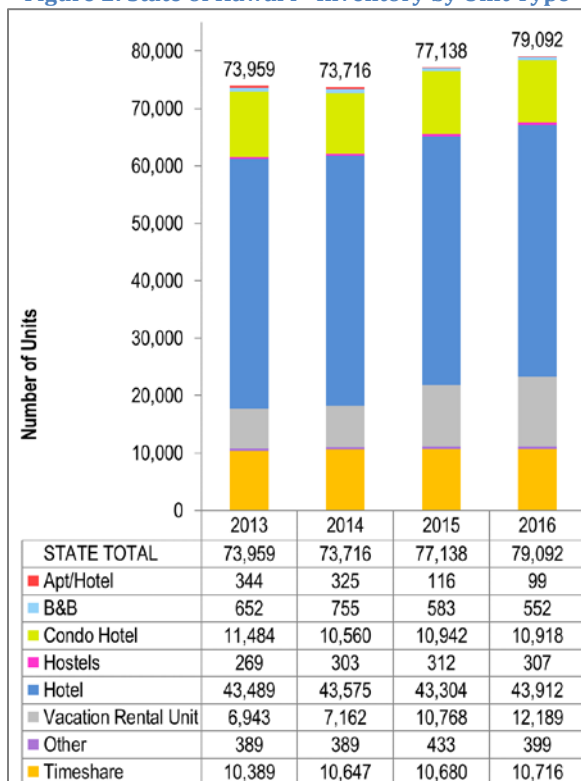


Figure 3: State of Hawai'i - Inventory by Island (Properties)

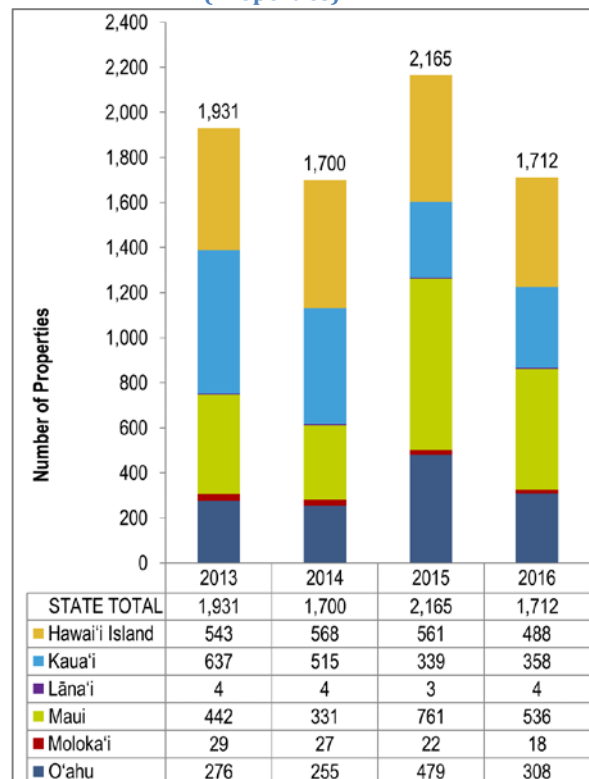


Figure 4: State of Hawai'i - Inventory by Property Type

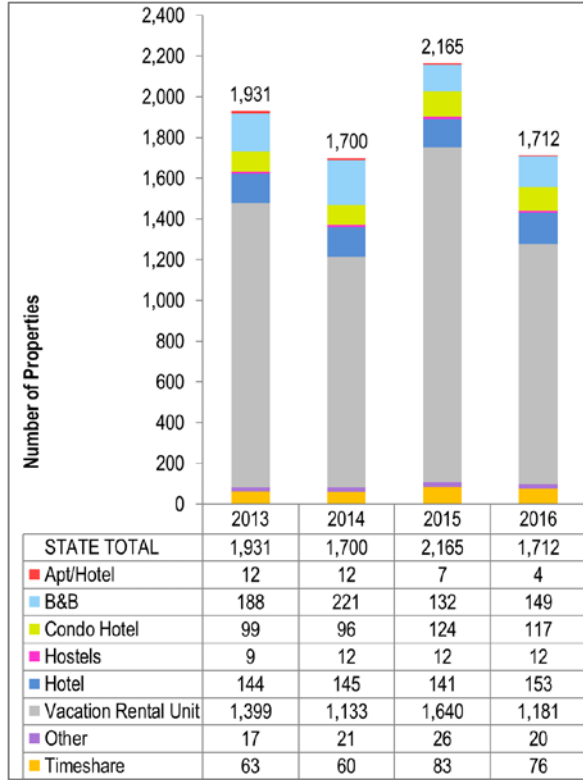
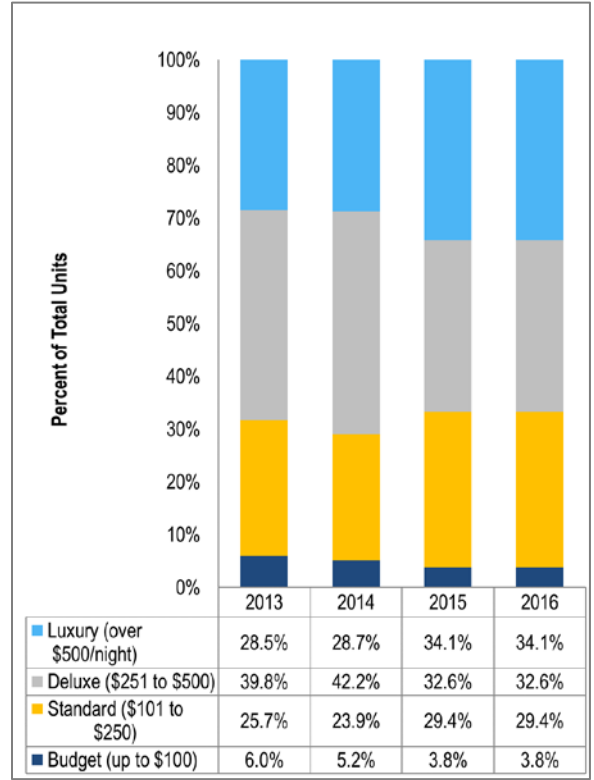


Figure 5: State of Hawai'i - Inventory by Price Class



Inventory by Island

Hawai'i Island

The overall visitor unit count on Hawai'i Island increased 2.4 percent from 2015.

- Hotels continued to comprise the bulk of Hawai'i Island's visitor plant inventory (6,614 units) [Figure 6].
- In 2016, the percentage of visitor units that were categorized in the Luxury category remained the same (20.6 percent) while a higher proportion of visitor units were classified as Deluxe price class. Compared to 2015, fewer units were in the Standard category [Figure 8].

Figure 6: Hawai'i Island - Inventory by Unit Type

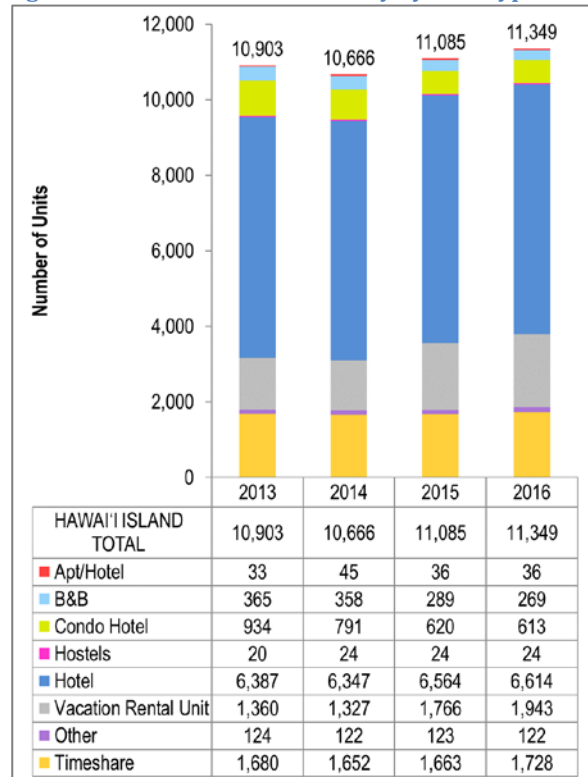


Figure 7: Hawai'i Island - Inventory by Property Type

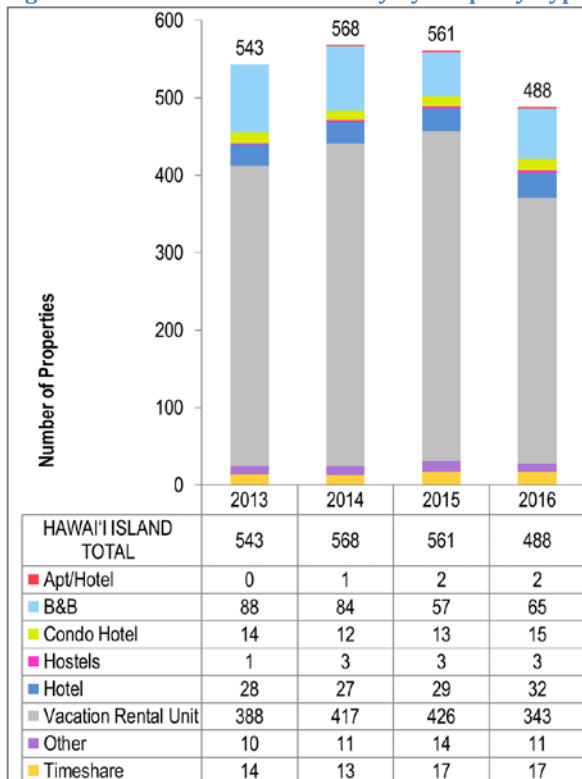
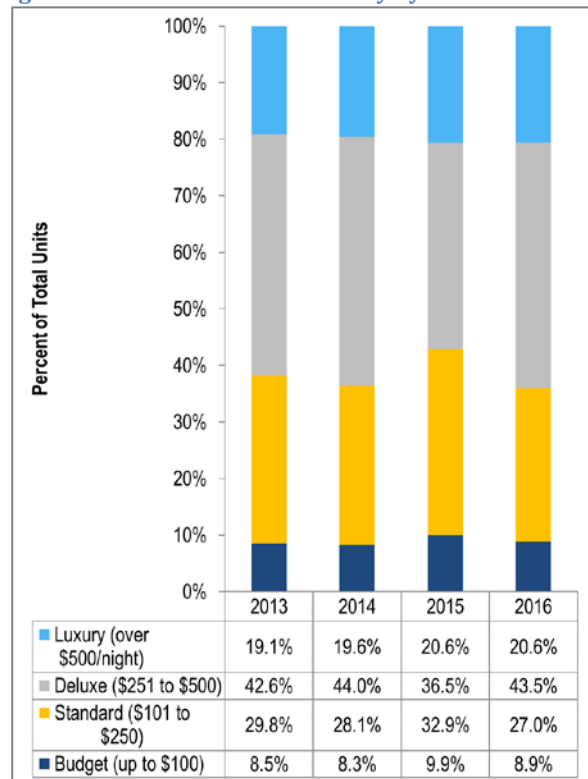


Figure 8: Hawai'i Island - Inventory by Price Class



Kaua'i

The number of visitor units on Kaua'i totaled 8,444 units, a slight decrease over the previous year (-1.6 percent).

- Hotel units made up the largest share of visitor units on Kaua'i (31.4 percent) followed by Timeshare units (31.1 percent).
- No Apartment Hotels or Hostels were reported on Kaua'i in 2015 or 2016.
- The largest percentage of Kaua'i's visitor units fell in the Luxury price class (36.4 percent) in 2016. More units were categorized in the Deluxe price class than in 2015, while Standard and Budget price classes saw decreases compared to last year.

Figure 9: Kaua'i - Inventory by Unit Type

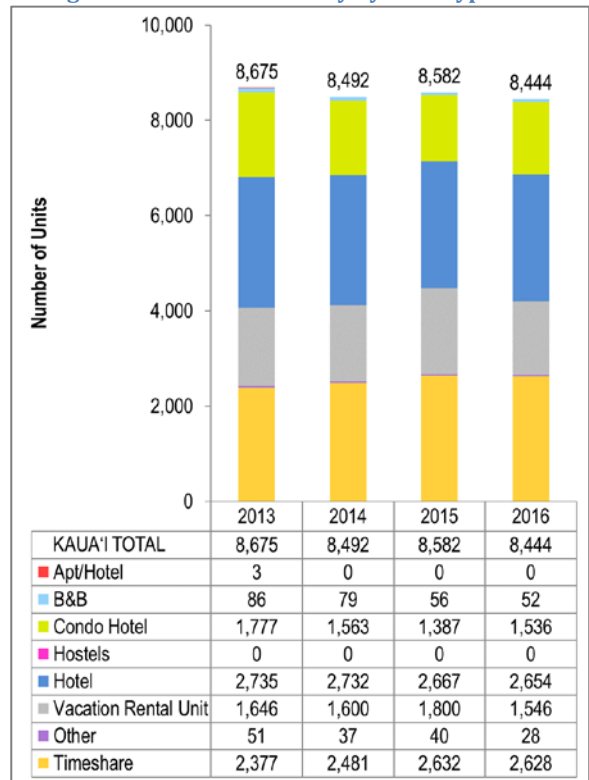


Figure 10: Kaua'i - Inventory by Property Type

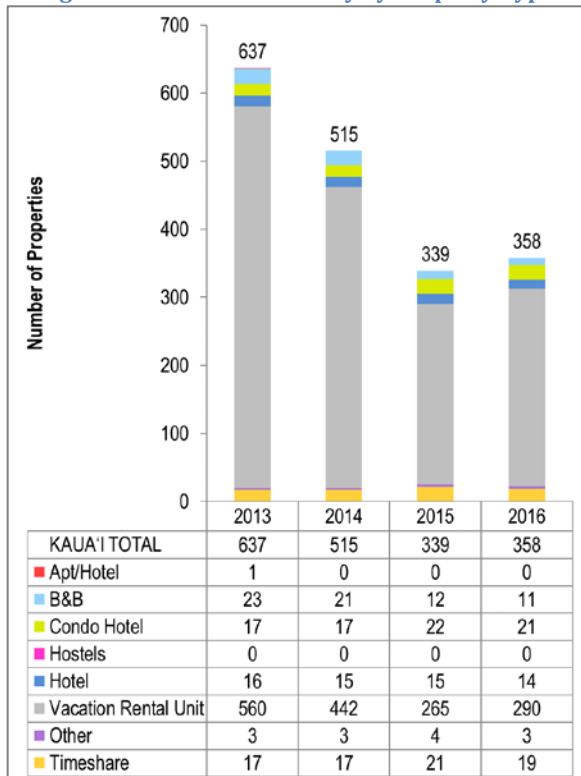
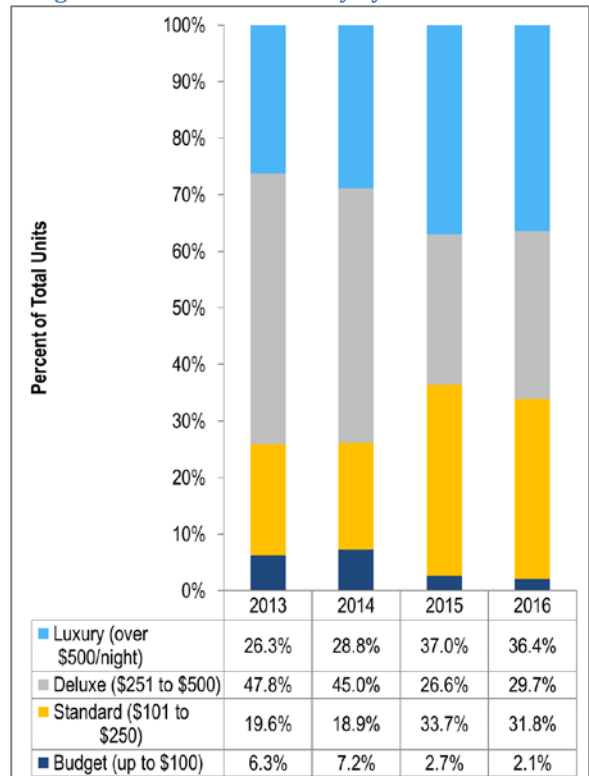


Figure 11: Kaua'i - Inventory by Price Class



Maui

The overall number of lodging units on Maui increased (+2.4 percent) to 21,465 units in 2016.

- Hotel Rooms continued to account for the largest share of Maui’s visitor units in 2016, with about 38.4 percent of the supply. VRUs represented about 25.5 percent of Maui’s visitor accommodation units in 2016, as VRU’s share of Maui’s total supply of visitor units has increased in recent years.
- The majority of Maui’s visitor units were in the Luxury and Deluxe price classes as the bulk of Maui’s visitor accommodation supply consists of high-end properties in the luxury regions of Wailea and Lahaina - Kā’anapali - Nāpili - Kapalua [Figure 14]. Luxury and Deluxe priced visitor units combined represented 79.7 percent of the supply.

Figure 12: Maui - Inventory by Unit Type

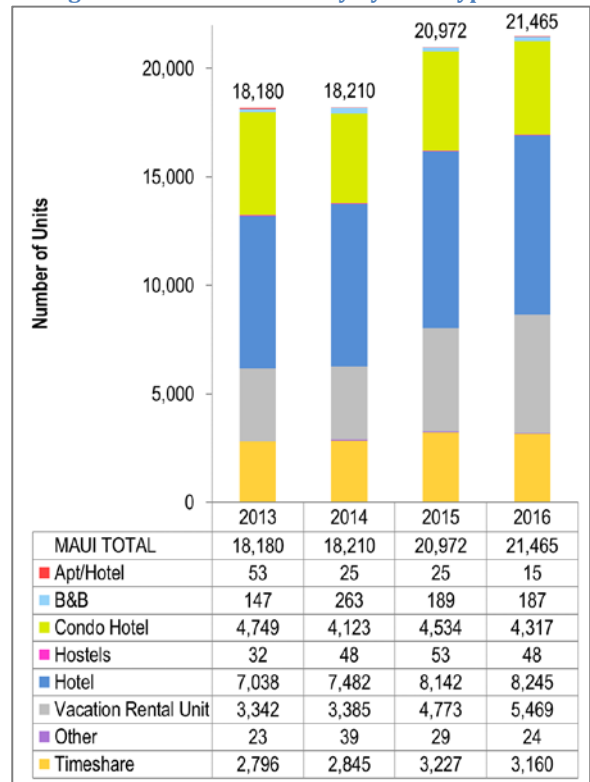


Figure 13: Maui - Inventory by Property Type

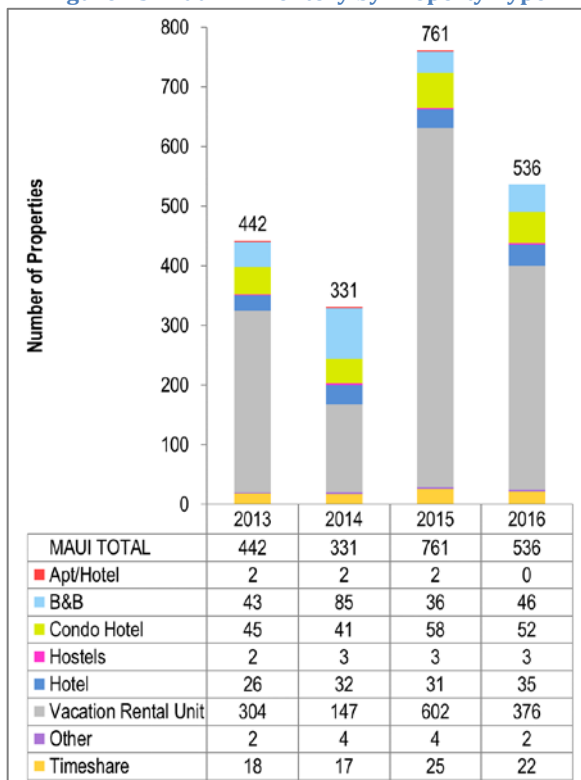
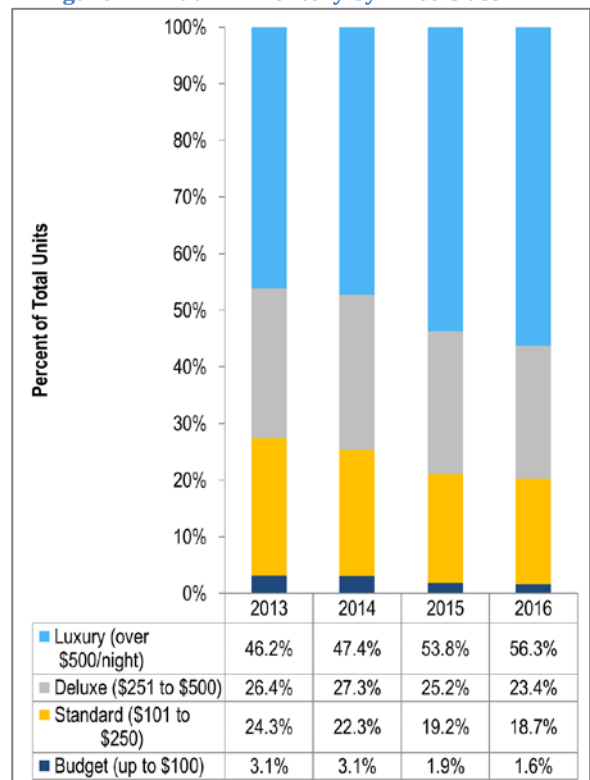


Figure 14: Maui - Inventory by Price Class



Moloka'i

The overall visitor unit count on Moloka'i saw a slight decrease in 2016, due to a smaller number of reported Vacation Rental units on the island.

- There were no Hotels, Hostels or Apartment Hotels on Moloka'i in 2016 [Figure 16].
- Nearly all of Moloka'i's units fell within the Standard price class (88.9 percent) [Figure 17].

Figure 15: Moloka'i - Inventory by Unit Type

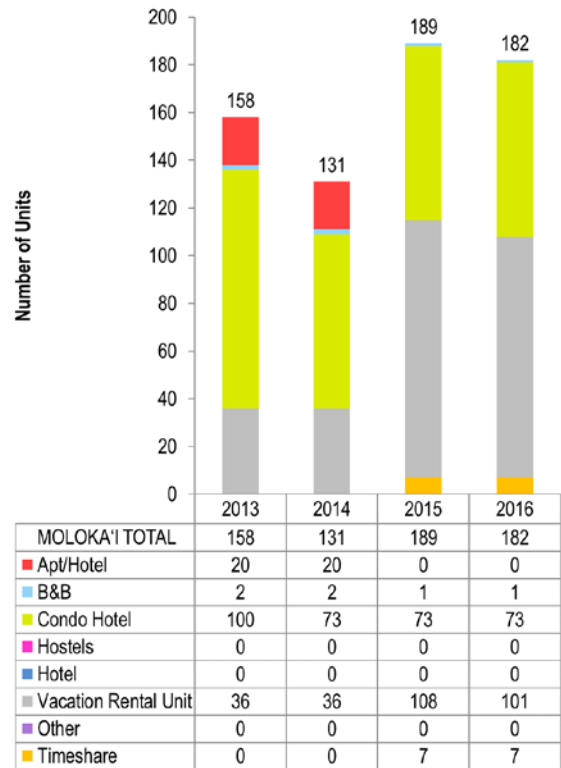


Figure 16: Moloka'i - Inventory by Property Type

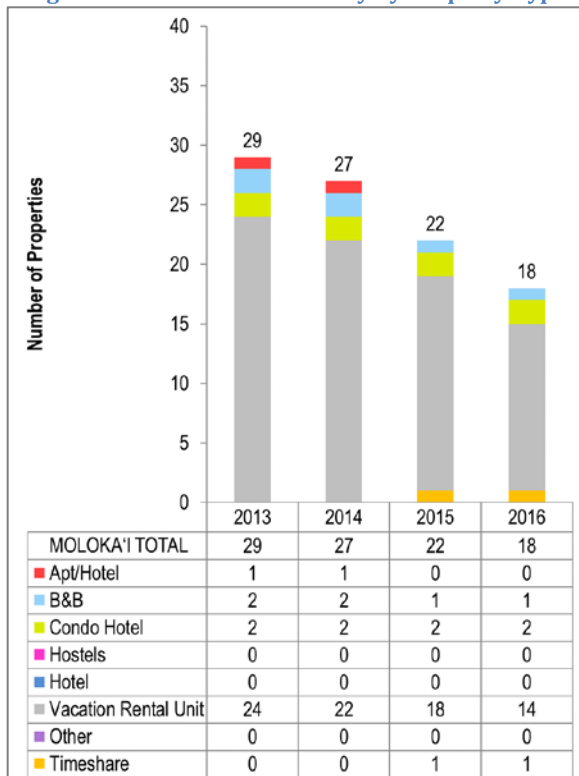
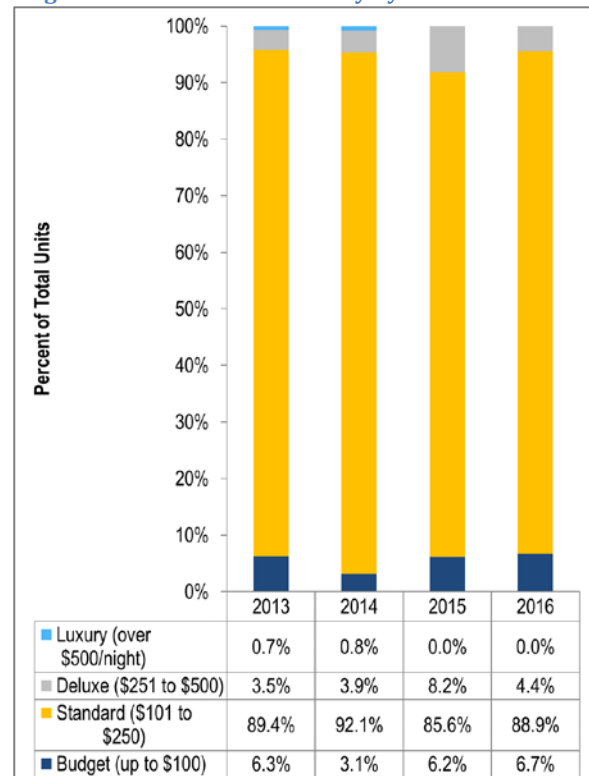


Figure 17: Moloka'i - Inventory by Price Class



Lānaʻi

Prior to 2015 Lānaʻi’s visitor supply had been relatively stable and dominated by two Four Seasons-branded hotels. In 2015 however, the island experienced a significant change in supply when both major hotels closed temporarily for renovation.

- The Four Seasons Resort Lodge at Koele closed for renovations during 2015 and remained closed in 2016. The Four Seasons Resort Lānaʻi reopened in February after completing a property-wide renovation.
- Hotel units still comprised the majority of Lānaʻi’s lodging supply (98.0 percent). All other property types totaled only 5 units [Figure 18].
- Nearly all of Lānaʻi’s units fell within the Luxury and Deluxe price classes (95.5 percent) [Figure 20].

Figure 18: Lānaʻi – Inventory by Unit Type

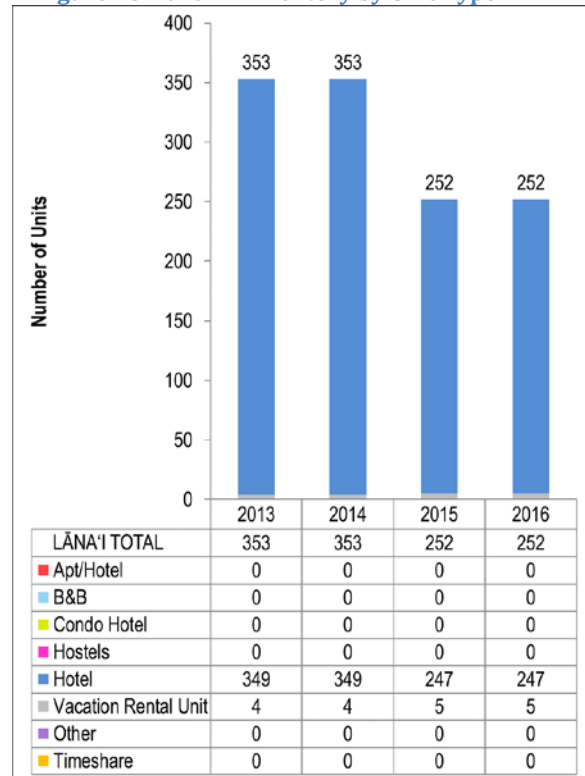


Figure 19: Lānaʻi – Inventory by Property Type

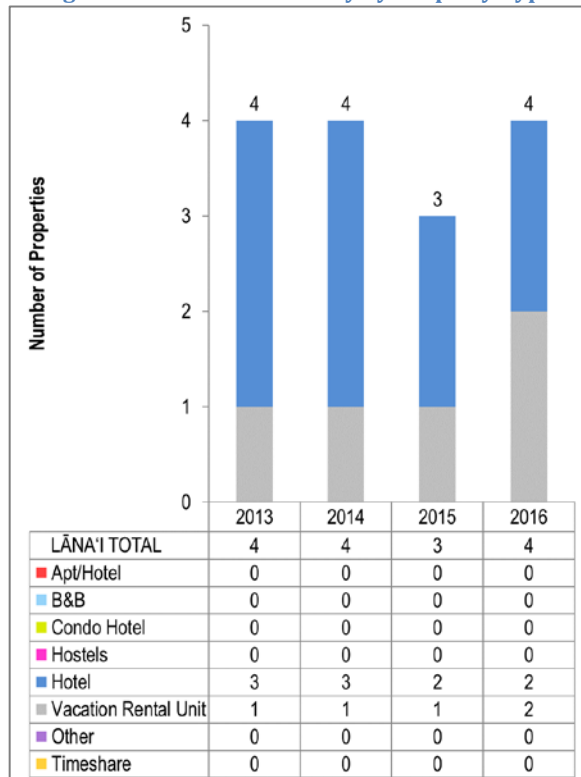
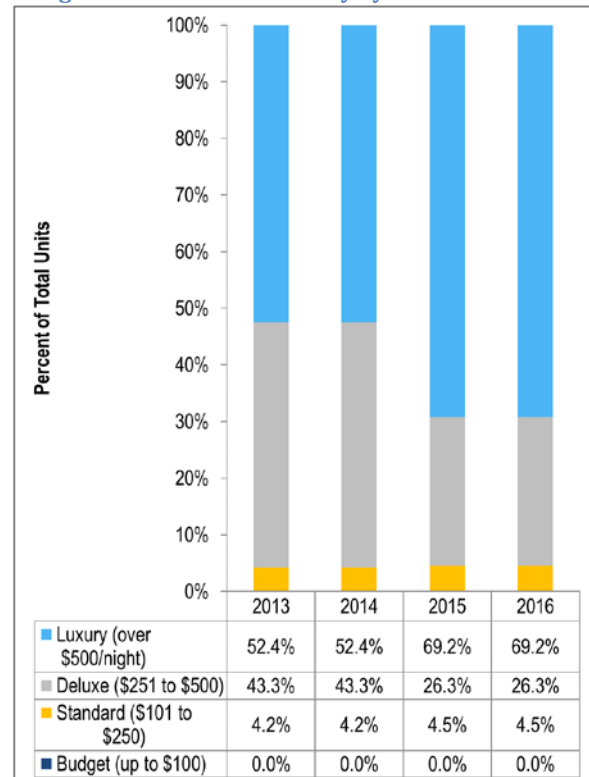


Figure 20: Lānaʻi – Inventory by Price Class



O'ahu

The number of visitor units on O'ahu increased (+3.7%) to 37,400 in 2016. The increase was driven by the growth of Vacation Rental Units.

- Hotels continued to dominate O'ahu's overall supply in 2016, accounting for about 69.9 percent of the supply.
- Condo Hotels were the second largest accommodation type, representing about 11.4 percent of all units, followed by Timeshare (8.3 percent) and VRUs (8.1 percent).

Figure 21: O'ahu - Inventory by Unit Type

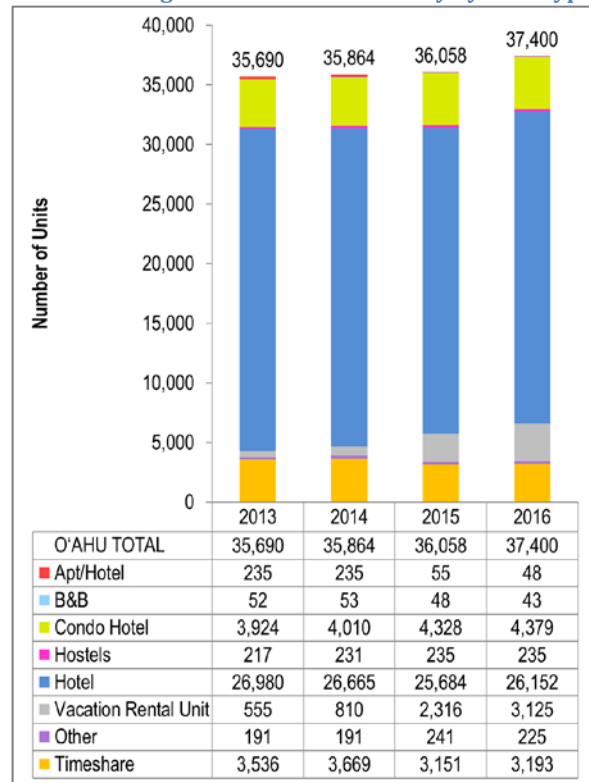


Figure 22: O'ahu - Inventory by Property Type

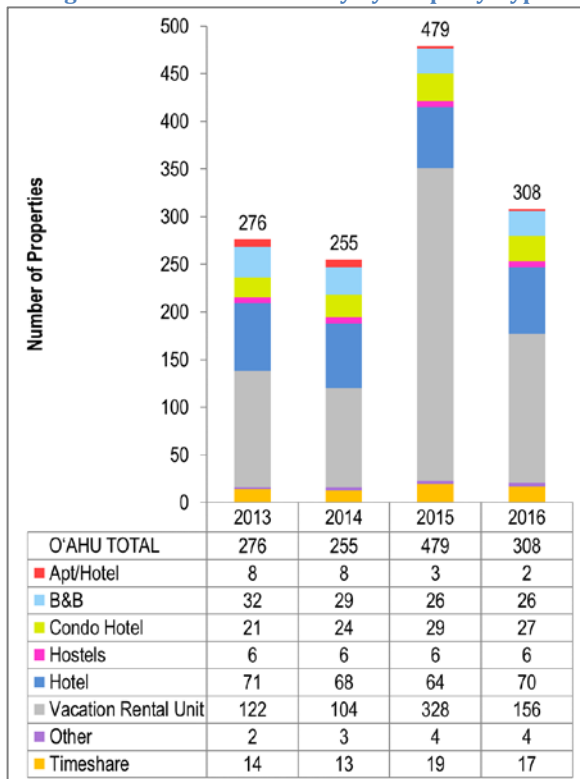
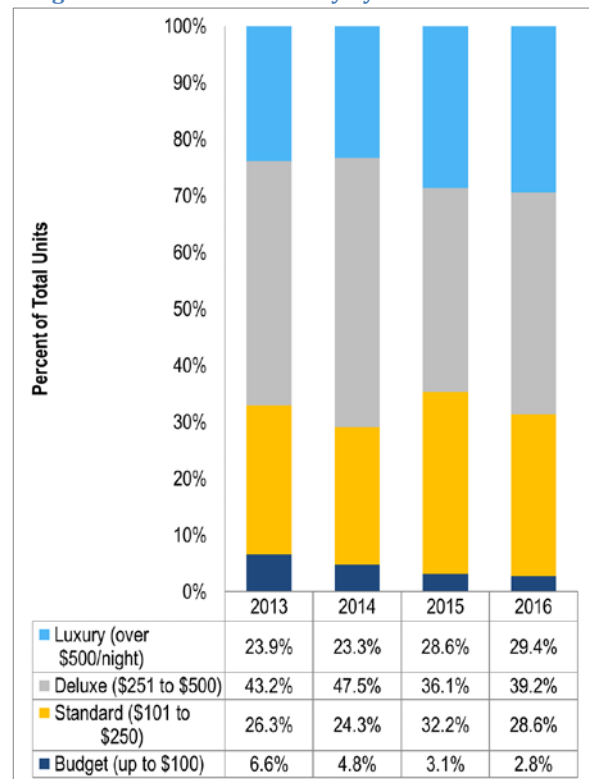


Figure 23: O'ahu - Inventory by Price Class

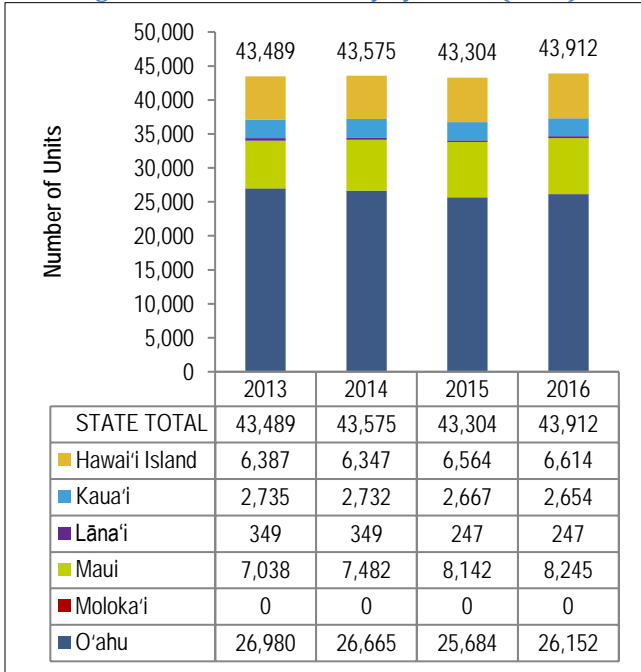


Inventory by Type

Hotels

Hotel units made up the largest share of all visitor units in the State (+1.4 percent), and O’ahu continues to supply the majority of these units (59.6 percent).

Figure 24: Hotel – Inventory by Island (Units)



Condominium Hotels

The statewide number of Condo Hotel units decreased slightly (-0.2 percent). Condo hotel units comprised 13.8 percent of statewide visitor units in 2016.

Figure 26: Condo Hotel – Inventory by Island (Units)

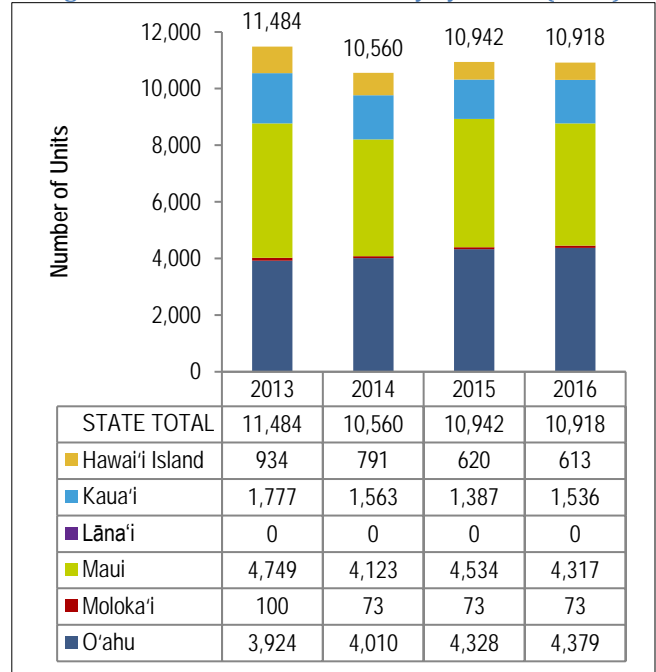


Figure 25: Hotel – Inventory by Island (Properties)

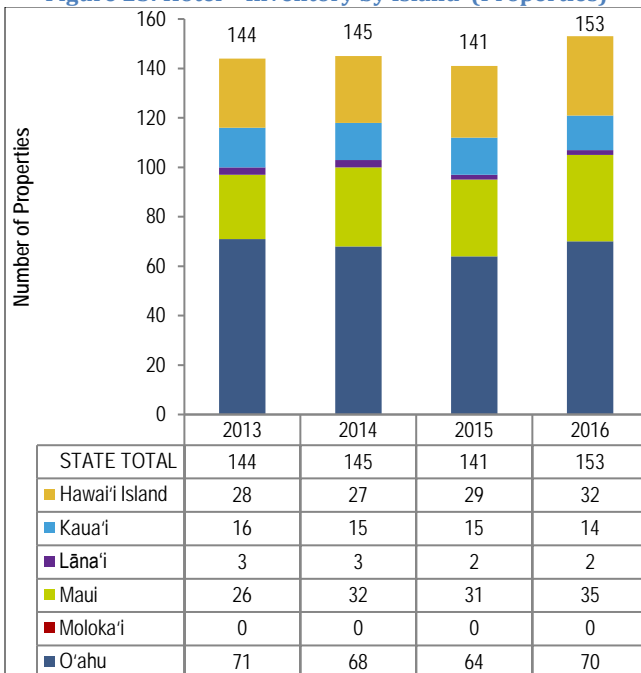
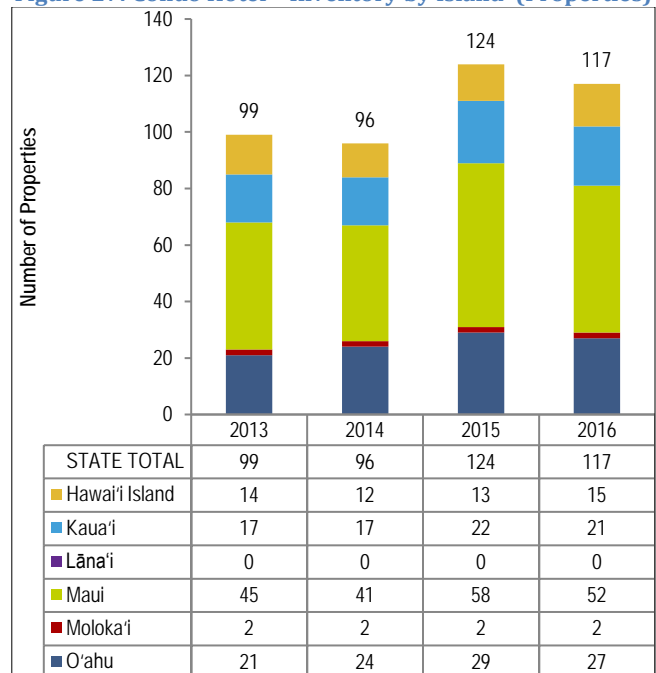


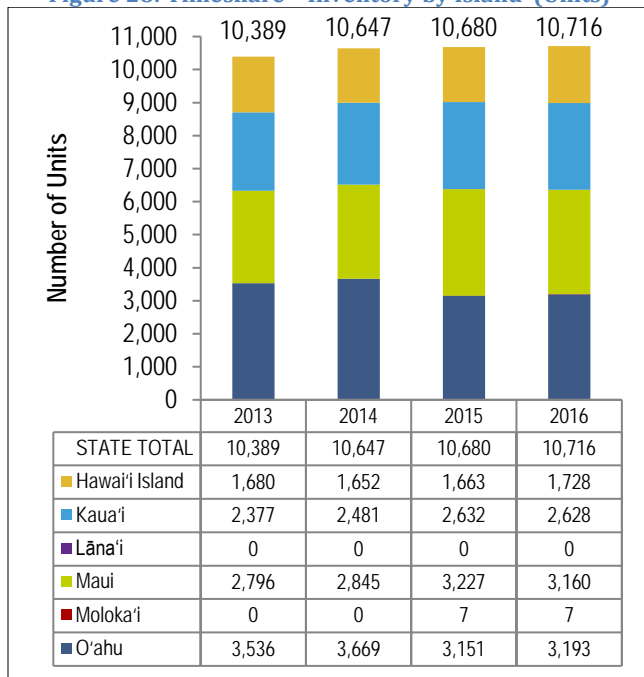
Figure 27: Condo Hotel – Inventory by Island (Properties)



Timeshares

The state's timeshare supply saw little change compared to the previous year. The largest share of units are still located on O'ahu and Maui, with 29.8 and 29.5 percent of all units, respectively [Figure 28].

Figure 28: Timeshare - Inventory by Island (Units)



Bed & Breakfasts

B&B units across the State decreased by 5.3 percent compared to 2015, due to property closures and reclassification to other unit types.

Figure 30: B&B - Inventory by Island (Units)

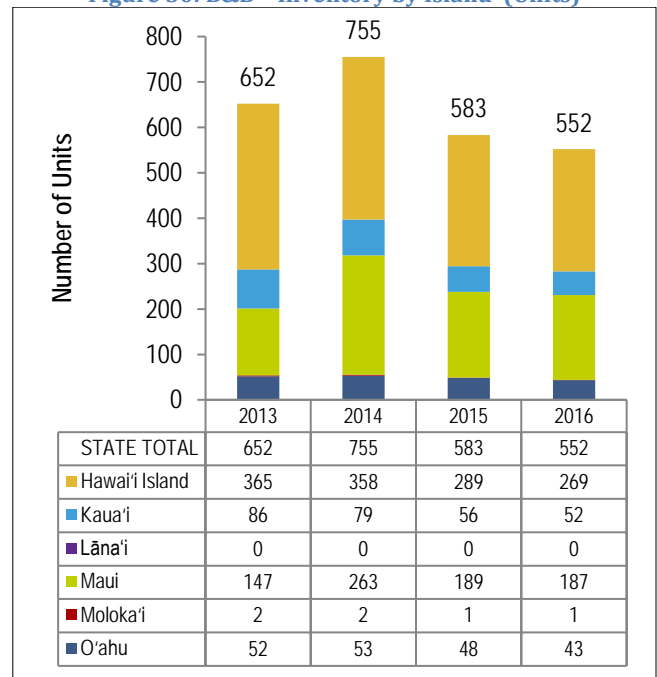


Figure 29: Timeshare - Inventory by Island (Properties)

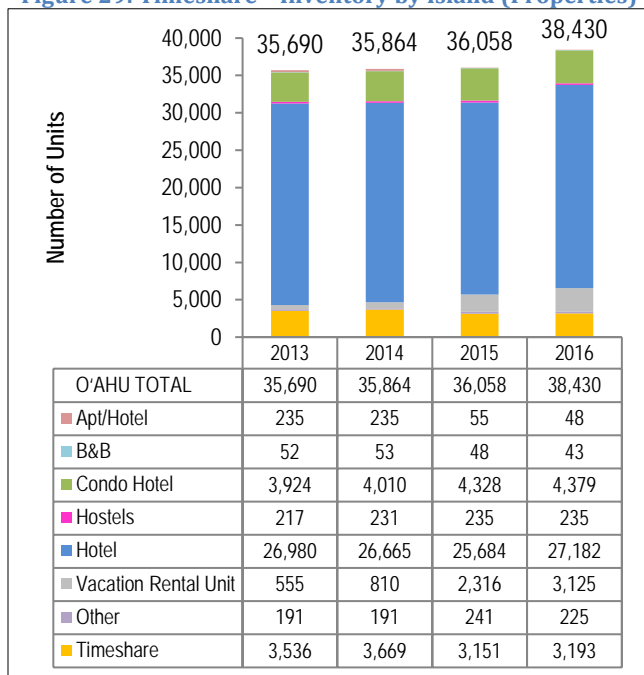
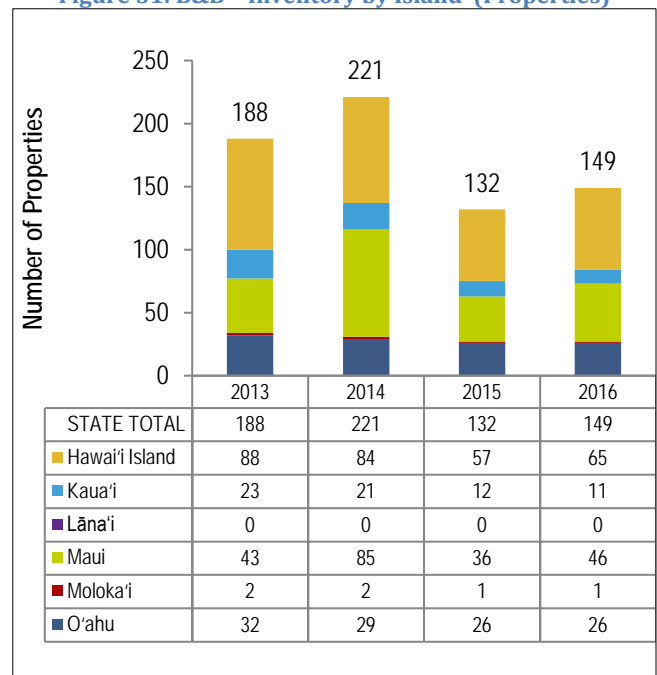


Figure 31: B&B - Inventory by Island (Properties)



Vacation Rental Units

The number of Vacation Rental units in the State increased by 13.2 percent in 2016, due in part to an increased survey effort and reclassification of units previously reported as Condo Hotel.

The majority of Vacation Rental units were represented by VR Condo units, representing 92 percent of all reported Vacation Rental units.

Figure 32: Vacation Rentals - Inventory by Island (Units)

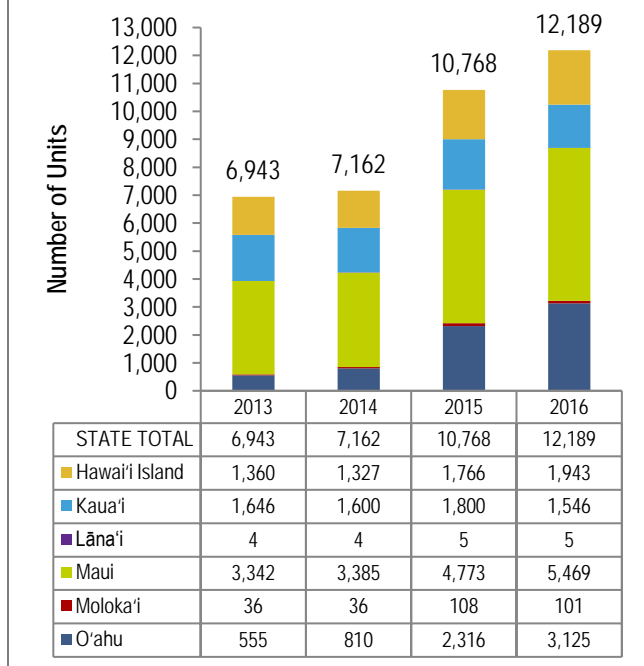


Figure 34: Vacation Rentals - Units by Type

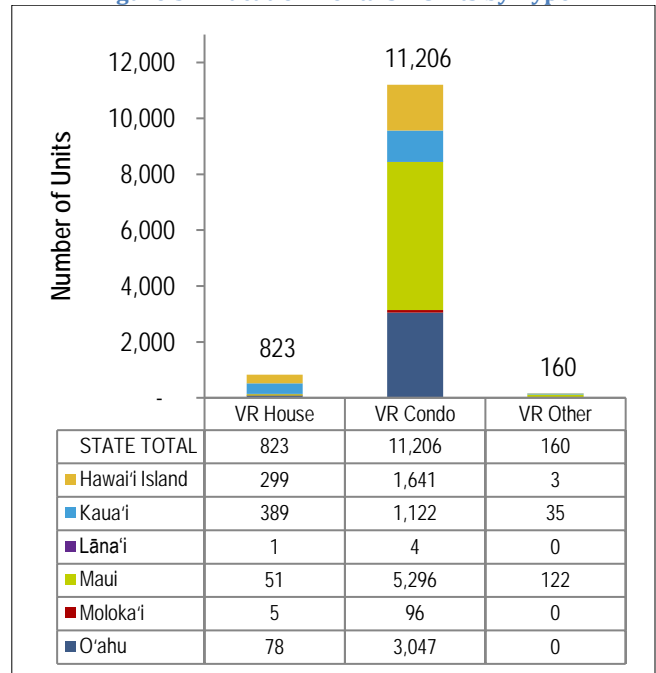
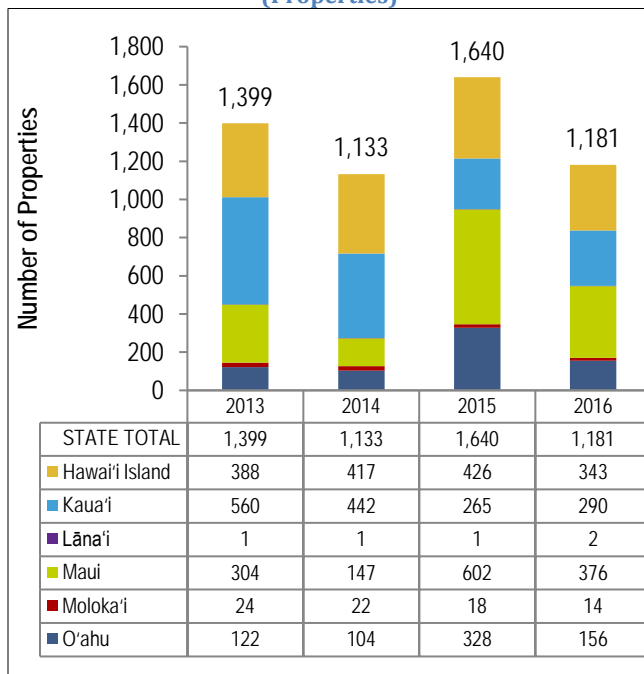


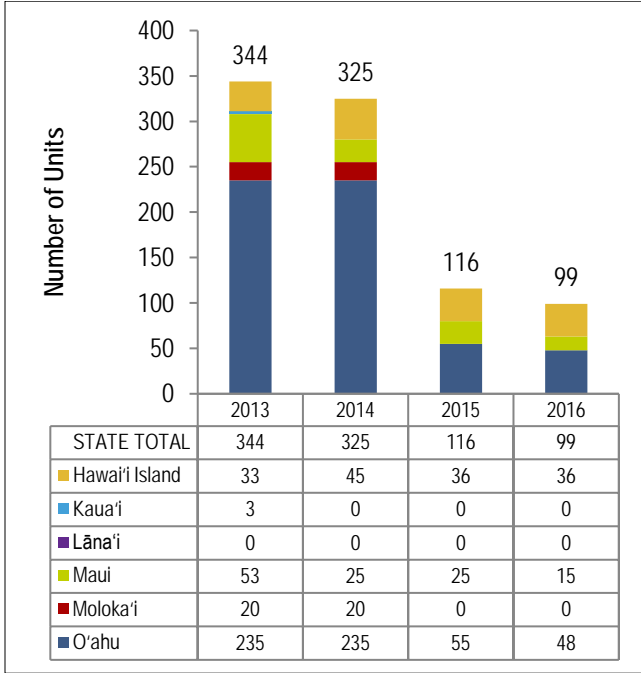
Figure 33: Vacation Rentals - Inventory by Island (Properties)



Apartment/Hotels

The overall State supply of Apartment Hotel units decreased 14.7 percent in 2016.

Figure 35: Apartment/Hotel - Inventory by Island (Units)



Hostels

The overall number of Hostel properties in the State remained the same compared to last year, but 2016 saw a slight decrease in reported units (-1.6 percent).

Figure 37: Hostel - Inventory by Island (Units)

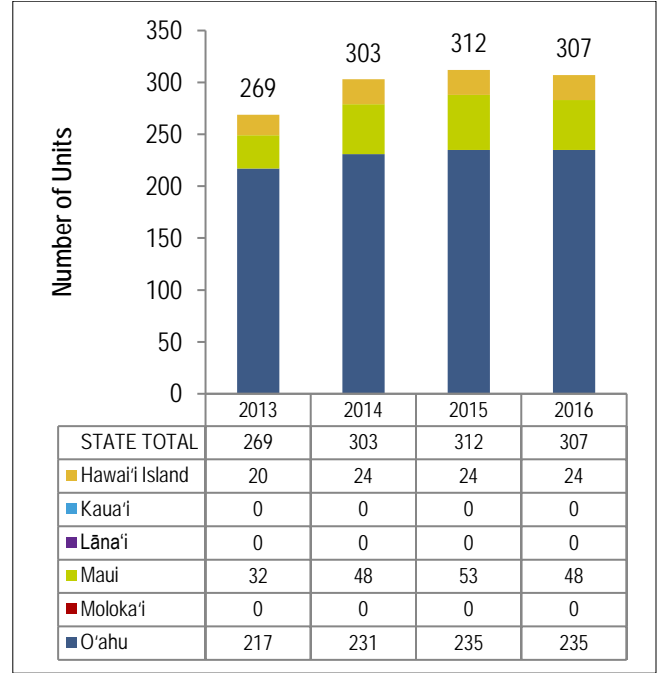


Figure 36: Apartment/Hotel - Inventory by Island (Properties)

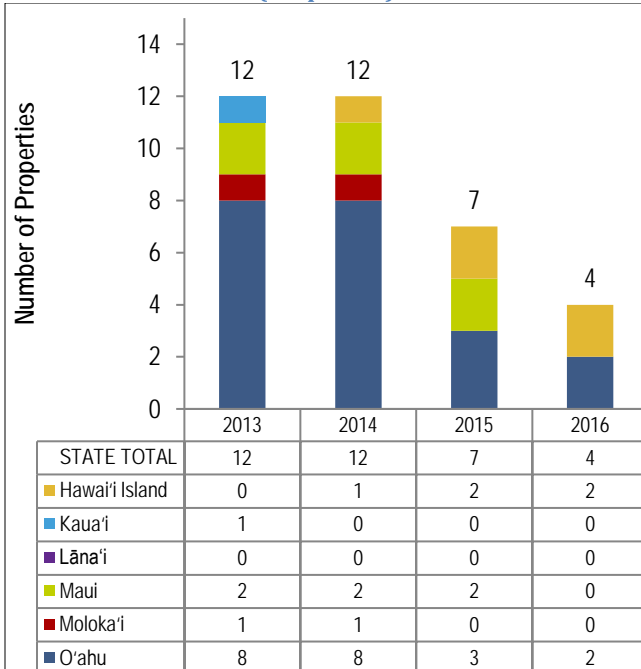
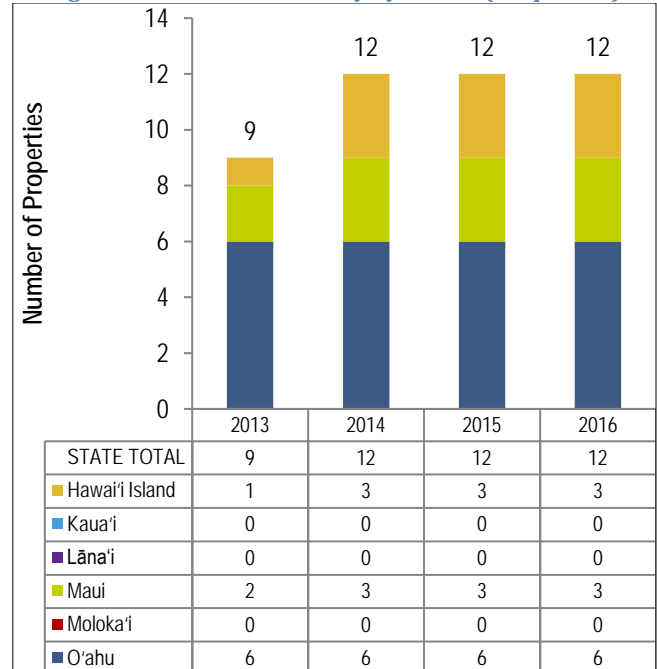


Figure 38: Hostel - Inventory by Island (Properties)



Other

The “Other” category, which includes lodges, inns, and other forms of accommodations, saw a 7.9 percent decrease in units in 2016.

Figure 39: Other - Inventory by Island (Units)

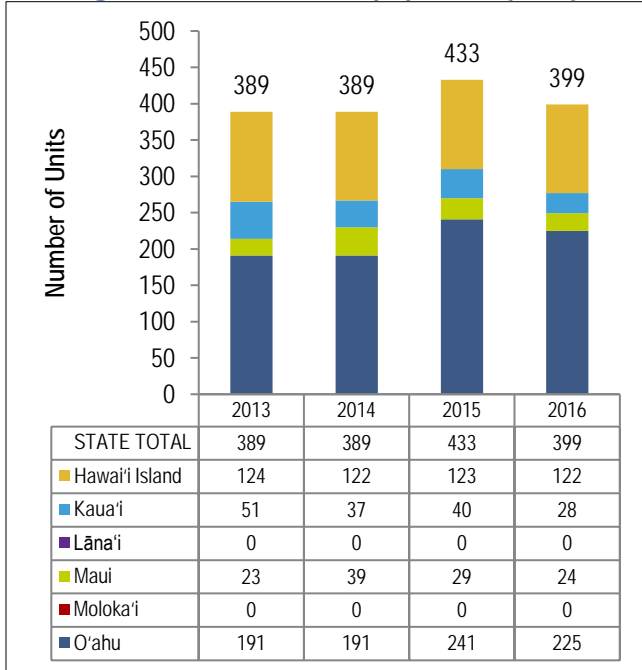
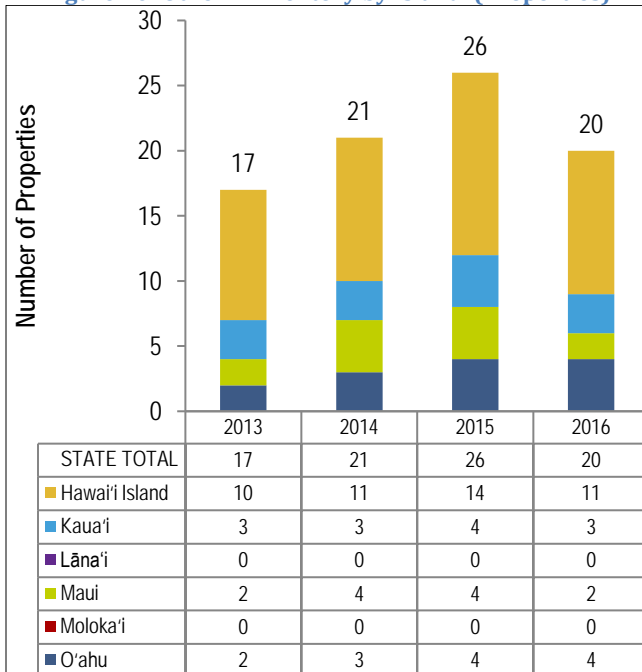


Figure 40: Other - Inventory by Island (Properties)



VISITOR PLANT INVENTORY TABLES

Table 1: Available Units by County, 1965 to 2016³

YEAR	STATE TOTAL	% CHANGE	HAWAI'I ISLAND	% CHANGE	KAUAI	% CHANGE	MAUI COUNTY	% CHANGE	O'AHU	% CHANGE
1965	12,903		865		776		1,231		10,031	
1966	14,827	14.9%	1,387	60.3%	860	10.8%	1,497	21.6%	11,083	10.5%
1967	17,217	16.1%	1,790	29.1%	1,115	29.7%	1,714	14.5%	12,598	13.7%
1968	18,657	8.4%	2,188	22.2%	1,260	13.0%	2,043	19.2%	13,166	4.5%
1969	22,801	22.2%	2,480	13.3%	1,914	51.9%	2,415	18.2%	15,992	21.5%
1970	26,923	18.1%	3,166	27.7%	2,565	34.0%	2,743	13.6%	18,449	15.4%
1971	32,289	19.9%	3,435	8.5%	2,628	2.5%	3,695	34.7%	22,531	22.1%
1972	35,797	10.9%	4,241	23.5%	2,719	3.5%	4,095	10.8%	24,742	9.8%
1973	36,608	2.3%	4,796	13.1%	2,629	-3.3%	4,075	-0.5%	25,108	1.5%
1974	38,675	5.6%	5,234	9.1%	2,868	9.1%	5,208	27.8%	25,365	1.0%
1975	39,632	2.5%	5,348	2.2%	3,102	8.2%	5,830	11.9%	25,352	-0.1%
1976	42,648	7.6%	6,045	13.0%	3,520	13.5%	7,232	24.0%	25,851	2.0%
1977	44,986	5.5%	5,929	-1.9%	3,657	3.9%	8,037	11.1%	27,363	5.8%
1978	47,070	4.6%	6,002	1.2%	3,786	3.5%	8,736	8.7%	28,546	4.3%
1979	49,832	5.9%	6,093	1.5%	4,202	11.0%	9,472	8.4%	30,065	5.3%
1980	54,246	8.9%	5,889	-3.3%	4,322	2.9%	9,701	2.4%	34,334	14.2%
1981	56,769	4.7%	6,705	13.9%	4,738	9.6%	11,359	17.1%	33,967	-1.1%
1982	57,968	2.1%	7,167	6.9%	5,147	8.6%	12,162	7.1%	33,492	-1.4%
1983	58,765	1.4%	7,469	4.2%	4,193	-18.5%	12,749	4.8%	34,354	2.6%
1984	62,448	6.3%	7,149	-4.3%	5,313	26.7%	13,138	3.1%	36,848	7.3%
1985	65,919	5.6%	7,511	5.1%	5,656	6.5%	14,152	7.7%	38,600	4.8%
1986	66,308	0.6%	7,280	-3.1%	5,922	4.7%	14,096	-0.4%	39,010	1.1%
1987	65,318	-1.5%	7,328	0.7%	5,956	0.6%	13,849	-1.8%	38,185	-2.1%
1988	69,012	5.7%	8,823	20.4%	7,180	20.6%	15,168	9.5%	37,841	-0.9%
1989	67,734	-1.9%	8,161	-7.5%	7,398	3.0%	15,708	3.6%	36,467	-3.6%
1990	71,266	5.2%	8,952	9.7%	7,546	2.0%	17,869	13.8%	36,899	1.2%
1991	72,275	1.4%	9,383	4.8%	7,567	0.3%	18,702	4.7%	36,623	-0.7%
1992	73,089	1.1%	9,170	-2.3%	7,778	2.8%	19,290	3.1%	36,851	0.6%
1993	69,502	-4.9%	9,140	-0.3%	4,631	-40.5%	19,127	-0.8%	36,604	-0.7%
1994	70,463	1.4%	9,595	5.0%	5,870	26.8%	18,804	-1.7%	36,194	-1.1%
1995										
1996	70,288	-0.2%	9,558	-0.4%	6,760	15.2%	17,824	-5.2%	36,146	-0.1%
1997	71,025	1.0%	9,913	3.7%	6,589	-2.5%	18,552	4.1%	35,971	-0.5%
1998	71,480	0.6%	9,655	-2.6%	6,969	5.8%	18,650	0.5%	36,206	0.7%
1999	71,157	-0.5%	9,815	1.7%	6,872	-1.4%	18,609	-0.2%	35,861	-1.0%
2000	71,506	0.5%	9,774	-0.4%	7,159	4.2%	18,270	-1.8%	36,303	1.2%
2001	72,204	1.0%	9,944	1.7%	7,202	0.6%	18,234	-0.2%	36,824	1.4%
2002	70,783	-2.0%	9,297	-6.5%	7,037	-2.3%	17,992	-1.3%	36,457	-1.0%
2003	70,579	-0.3%	9,478	1.9%	7,257	3.1%	18,303	1.7%	35,541	-2.5%
2004	72,176	2.3%	9,857	4.0%	8,105	11.7%	18,445	0.8%	35,769	0.6%
2005	72,307	0.2%	10,940	11.0%	8,221	1.4%	19,220	4.2%	33,926	-5.2%
2006	72,274	0.0%	10,831	-1.0%	8,266	0.5%	19,571	1.8%	33,606	-0.9%
2007	73,220	1.3%	11,061	2.1%	8,692	5.2%	19,879	1.6%	33,588	-0.1%
2008	74,177	1.3%	11,240	1.6%	9,203	5.9%	19,653	-1.1%	34,081	1.5%
2009	75,198	1.4%	11,541	2.7%	9,469	2.9%	20,161	2.6%	34,027	-0.2%
2010	77,138	2.6%	11,085	-4.0%	8,582	-9.4%	21,413	6.2%	36,058	6.0%
2011	77,731	0.8%	11,113	0.3%	9,872	15.0%	21,745	1.6%	35,001	-2.9%
2012	74,650	-4.0%	10,594	-4.7%	8,289	-16.0%	20,441	-6.0%	35,326	0.9%
2013	73,959	-0.9%	10,903	2.9%	8,675	4.7%	18,691	-8.6%	35,690	1.0%
2014	73,716	-0.3%	10,666	-2.2%	8,492	-2.1%	18,694	0.0%	35,864	0.5%
2015	77,138	4.6%	11,085	3.9%	8,582	1.1%	21,413	14.5%	36,058	0.5%
2016	79,092	2.5%	11,349	2.4%	8,444	-1.6%	21,899	2.3%	37,400	3.7%

³ Hawai'i Visitors and Convention Bureau did not conduct a survey in 1995.

Table 2: Inventory by Island and Property Type

ISLAND	TYPE	2016 PROPERTIES	2015 PROPERTIES	CHANGE FROM 2016
HAWAII ISLAND	Apartment/ Hotel	2	2	0
	Bed & Breakfast	65	57	8
	Condominium Hotel	15	13	2
	Hostel	3	3	0
	Hotel	32	29	3
	Vacation Rental Unit	343	426	-83
	Timeshare	17	17	0
	Other	11	14	-3
	Total	488	561	-73
KAUAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	11	12	-1
	Condominium Hotel	21	22	-1
	Hostel	0	0	0
	Hotel	14	15	-1
	Vacation Rental Unit	290	265	25
	Timeshare	19	21	-2
	Other	3	4	-1
	Total	358	339	19
MAUI	Apartment/ Hotel	0	2	-2
	Bed & Breakfast	46	36	10
	Condominium Hotel	52	58	-6
	Hostel	3	3	0
	Hotel	35	31	4
	Vacation Rental Unit	376	602	-226
	Timeshare	22	25	-3
	Other	2	4	-2
	Total	536	761	-225
MOLOKAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	1	1	0
	Condominium Hotel	2	2	0
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	14	18	-4
	Timeshare	1	1	0
	Other	0	0	0
	Total	18	22	-4
LANAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	2	2	0
	Vacation Rental Unit	2	1	1
	Timeshare	0	0	0
	Other	0	0	0
	Total	4	3	1

Table 2: Inventory by Island and Property Type continued

ISLAND	TYPE	2016 PROPERTIES	2015 PROPERTIES	CHANGE FROM 2015
O'AHU	Apartment/ Hotel	2	3	-1
	Bed & Breakfast	26	26	0
	Condominium Hotel	27	29	-2
	Hostel	6	6	0
	Hotel	70	64	6
	Vacation Rental Unit	156	328	-172
	Timeshare	17	19	-2
	Other	4	4	0
	Total	308	479	-171
STATEWIDE	Apartment/ Hotel	4	7	-3
	Bed & Breakfast	149	132	17
	Condominium Hotel	117	124	-7
	Hostel	12	12	0
	Hotel	153	141	12
	Vacation Rental Unit	1,181	1,640	-459
	Timeshare	76	83	-7
	Other	20	26	-6
	State Total	1,712	2,165	-453

Table 3: Inventory by Island and Unit Type

ISLAND	TYPE	2016 UNITS	2015 UNITS	CHANGE FROM 2015
HAWAII ISLAND	Apartment/ Hotel	36	36	0
	Bed & Breakfast	269	289	-20
	Condominium Hotel	613	620	-7
	Hostel	24	24	0
	Hotel	6,614	6,564	50
	Vacation Rental Unit	1,943	1,766	177
	Timeshare	1,728	1,663	65
	Other	122	123	-1
	Total	11,349	11,085	264
KAUAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	52	56	-4
	Condominium Hotel	1,536	1,387	149
	Hostel	0	0	0
	Hotel	2,654	2,667	-13
	Vacation Rental Unit	1,546	1,800	-254
	Timeshare	2,628	2,632	-4
	Other	28	40	-12
	Total	8,444	8,582	-138
MAUI	Apartment/ Hotel	15	25	-10
	Bed & Breakfast	187	189	-2
	Condominium Hotel	4,317	4,534	-217
	Hostel	48	53	-5
	Hotel	8,245	8,142	103
	Vacation Rental Unit	5,469	4,773	696
	Timeshare	3,160	3,227	-67
	Other	24	29	-5
	Total	21,465	20,972	493
MOLOKAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	1	1	0
	Condominium Hotel	73	73	0
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	101	108	-7
	Timeshare	7	7	0
	Other	0	0	0
	Total	182	189	-7
LĀNAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	247	247	0
	Vacation Rental Unit	5	5	0
	Timeshare	0	0	0
	Other	0	0	0
	Total	252	252	0

Table 3: Inventory by Island and Unit Type continued

ISLAND	TYPE	2016 UNITS	2015 UNITS	CHANGE FROM 2015
O'AHU	Apartment/ Hotel	48	55	-7
	Bed & Breakfast	43	48	-5
	Condominium Hotel	4,379	4,328	51
	Hostel	235	235	0
	Hotel	26,152	25,684	468
	Vacation Rental Unit	3,125	2,316	809
	Timeshare	3,193	3,151	42
	Other	225	241	-16
	Total	37,400	36,058	1,342
STATEWIDE	Apartment/ Hotel	99	116	-17
	Bed & Breakfast	552	583	-31
	Condominium Hotel	10,918	10,942	-24
	Hostel	307	312	-5
	Hotel	43,912	43,304	608
	Vacation Rental Unit	12,189	10,768	1,421
	Timeshare	10,716	10,680	36
	Other	399	433	-34
	State Total	79,092	77,138	1,954

Table 4: Inventory by Area and Property Type

ISLAND	AREA	TYPE	2016 PROPERTIES	2015 PROPERTIES	CHANGE FROM 2015
HAWAI'I ISLAND	Hilo/Honoka'a	Apartment/ Hotel	1	1	0
		Bed & Breakfast	20	20	0
		Condominium Hotel	1	1	0
		Hostel	0	0	0
		Hotel	8	7	1
		Vacation Rental Unit	80	33	47
		Timeshare	0	0	0
		Other	4	4	0
		Total	114	66	48
	Kohala/Waimea/Kawaihae	Apartment/ Hotel	0	0	0
		Bed & Breakfast	6	6	0
		Condominium Hotel	7	6	1
		Hostel	0	0	0
		Hotel	10	9	1
		Vacation Rental Unit	78	106	-28
		Timeshare	4	4	0
		Other	2	3	-1
		Total	107	134	-27
	Kona	Apartment/ Hotel	0	0	0
		Bed & Breakfast	22	18	4
		Condominium Hotel	7	6	1
		Hostel	1	1	0
		Hotel	11	11	0
		Vacation Rental Unit	168	263	-95
		Timeshare	12	12	0
		Other	1	2	-1
		Total	222	313	-91
	Na'alehu/Ka'u	Apartment/ Hotel	0	0	0
		Bed & Breakfast	4	1	3
		Condominium Hotel	0	0	0
		Hostel	1	1	0
		Hotel	0	0	0
		Vacation Rental Unit	2	1	1
		Timeshare	0	0	0
		Other	1	1	0
		Total	8	4	4
	Volcano Area	Apartment/ Hotel	1	1	0
		Bed & Breakfast	13	12	1
		Condominium Hotel	0	0	0
		Hostel	1	1	0
		Hotel	3	2	1
		Vacation Rental Unit	15	23	-8
		Timeshare	1	1	0
		Other	3	4	-1
		Total	37	44	-7
HAWAI'I ISLAND TOTAL			488	561	-73

Table 4: Inventory by Area and Property Type continued

ISLAND	AREA	TYPE	2016 PROPERTIES	2015 PROPERTIES	CHANGE FROM 2015
KAUA'I	Kalāheo/Waimea	Apartment/ Hotel	0	0	0
		Bed & Breakfast	3	4	-1
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	1	1	0
		Vacation Rental Unit	14	8	6
		Timeshare	0	0	0
		Other	1	2	-1
		Total	19	15	4
Līhu'e		Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	2	2	0
		Hostel	0	0	0
		Hotel	5	5	0
		Vacation Rental Unit	2	3	-1
		Timeshare	2	2	0
		Other	1	1	0
		Total	12	13	-1
Po'ipū/Kukui'ula		Apartment/ Hotel	0	0	0
		Bed & Breakfast	3	2	1
		Condominium Hotel	10	11	-1
		Hostel	0	0	0
		Hotel	3	4	-1
		Vacation Rental Unit	102	110	-8
		Timeshare	3	3	0
		Other	0	0	0
		Total	121	130	-9
Princeville/Hanalei		Apartment/ Hotel	0	0	0
		Bed & Breakfast	2	2	0
		Condominium Hotel	2	2	0
		Hostel	0	0	0
		Hotel	1	1	0
		Vacation Rental Unit	153	124	29
		Timeshare	9	11	-2
		Other	1	1	0
		Total	168	141	27
Wailua/Kapa'a		Apartment/ Hotel	0	0	0
		Bed & Breakfast	3	4	-1
		Condominium Hotel	7	7	0
		Hostel	0	0	0
		Hotel	4	4	0
		Vacation Rental Unit	19	20	-1
		Timeshare	5	5	0
		Other	0	0	0
		Total	38	40	-2
KAUA'I TOTAL			358	339	19

Table 4: Inventory by Area and Property Type continued

Table 4: Inventory by Area and Property Type continued

ISLAND	AREA	TYPE	2016 PROPERTIES	2015 PROPERTIES	CHANGE FROM 2015
MAUI	Hāna Area	Apartment/ Hotel	0	0	0
		Bed & Breakfast	3	2	1
		Condominium Hotel	1	1	0
		Hostel	0	0	0
		Hotel	1	1	0
		Vacation Rental Unit	6	6	0
		Timeshare	0	0	0
		Other	1	1	0
		Total	12	11	1
	Kahului/Wailuku	Apartment/ Hotel	0	1	-1
		Bed & Breakfast	5	4	1
		Condominium Hotel	0	0	0
		Hostel	3	3	0
		Hotel	5	5	0
		Vacation Rental Unit	4	4	0
		Timeshare	0	0	0
		Other	0	0	0
		Total	17	17	0
	Kula/Makawao	Apartment/ Hotel	0	0	0
		Bed & Breakfast	15	12	3
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	3	2	1
		Vacation Rental Unit	3	3	0
		Timeshare	0	0	0
		Other	0	1	-1
		Total	21	18	3
	Lahaina/Kā'anapali/ Nāpili/Kapalua	Apartment/ Hotel	0	1	-1
		Bed & Breakfast	9	7	2
		Condominium Hotel	27	30	-3
		Hostel	0	0	0
		Hotel	13	12	1
		Vacation Rental Unit	117	182	-65
		Timeshare	13	16	-3
		Other	1	2	-1
		Total	180	250	-70
	Mā'alaea	Apartment/ Hotel	0	0	0
		Bed & Breakfast	1	1	0
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	0	0	0
		Vacation Rental Unit	4	4	0
		Timeshare	0	0	0
		Other	0	0	0
		Total	5	5	0

Table 4: Inventory by Area and Property Type continued

ISLAND	AREA	TYPE	2016 PROPERTIES	2015 PROPERTIES	CHANGE FROM 2015
	Wailea/Kihei Area	Apartment/ Hotel	0	0	0
		Bed & Breakfast	13	10	3
		Condominium Hotel	24	27	-3
		Hostel	0	0	0
		Hotel	13	11	2
		Vacation Rental Unit	242	403	-161
		Timeshare	9	9	0
		Other	0	0	0
		Total	301	460	-159
MAUI TOTAL			536	761	-225

ISLAND	AREA	TYPE	2016 PROPERTIES	2015 PROPERTIES	CHANGE FROM 2015
MOLOKA'I		Apartment/ Hotel	0	0	0
		Bed & Breakfast	1	1	0
		Condominium Hotel	2	2	0
		Hostel	0	0	0
		Hotel	0	0	0
		Vacation Rental Unit	14	18	-4
		Timeshare	1	1	0
		Other	0	0	0
		Total	18	22	-4
MOLOKA'I TOTAL			18	22	-4
LĀNA'I		Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	2	2	0
		Vacation Rental Unit	2	1	1
		Timeshare	0	0	0
		Other	0	0	0
		Total	4	3	1
LĀNA'I TOTAL			4	3	1

Table 4: Inventory by Area and Property Type continued

ISLAND	AREA	TYPE	2016 PROPERTIES	2015 PROPERTIES	CHANGE FROM 2015
O'AHU	Airport Area	Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	5	5	0
		Vacation Rental Unit	0	0	0
		Timeshare	0	0	0
		Other	0	0	0
		Total	5	5	0
	Ala Moana Area	Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	1	1	0
		Hostel	1	1	0
		Hotel	2	2	0
		Vacation Rental Unit	2	24	-22
		Timeshare	0	0	0
		Other	0	0	0
		Total	6	28	-22
	Leeward/Mākaha Side	Apartment/ Hotel	1	1	0
		Bed & Breakfast	2	2	0
		Condominium Hotel	2	3	-1
		Hostel	0	0	0
		Hotel	0	0	0
		Vacation Rental Unit	9	3	6
		Timeshare	3	3	0
		Other	0	0	0
		Total	17	12	5
	North Shore	Apartment/ Hotel	0	0	0
		Bed & Breakfast	1	1	0
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	3	3	0
		Vacation Rental Unit	31	82	-51
		Timeshare	0	0	0
		Other	0	0	0
		Total	35	86	-51
	Other Honolulu	Apartment/ Hotel	0	1	-1
		Bed & Breakfast	1	0	1
		Condominium Hotel	1	1	0
		Hostel	1	1	0
		Hotel	2	2	0
		Vacation Rental Unit	3	3	0
		Timeshare	0	0	0
		Other	0	0	0
		Total	8	8	0

Table 4: Inventory by Area and Property Type continued

ISLAND	AREA	TYPE	2016 PROPERTIES	2015 PROPERTIES	CHANGE FROM 2015
	Waikīkī/Honolulu	Apartment/ Hotel	1	1	0
		Bed & Breakfast	3	3	0
		Condominium Hotel	23	24	-1
		Hostel	4	4	0
		Hotel	56	50	6
		Vacation Rental Unit	96	203	-107
		Timeshare	14	16	-2
		Other	0	0	0
		Total	197	301	-104
	Windward Side	Apartment/ Hotel	0	0	0
		Bed & Breakfast	19	20	-1
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	2	2	0
		Vacation Rental Unit	15	13	2
		Timeshare	0	0	0
		Other	4	4	0
		Total	40	39	1
O'AHU TOTAL			308	479	-171

Table 5: Inventory by Area and Unit Type

ISLAND	AREA	TYPE	2016 UNITS	2015 UNITS	CHANGE FROM 2015
HAWAII ISLAND	Hilo/Honoka'a	Apartment/ Hotel	24	24	0
		Bed & Breakfast	82	88	-6
		Condominium Hotel	50	50	0
		Hostel	16	16	0
		Hotel	1,056	1,006	50
		Vacation Rental Unit	90	97	-7
		Timeshare	0	0	0
		Other	69	69	0
		Total	1,387	1,350	37
	Kohala/Waimea/Kawaihae	Apartment/ Hotel	0	0	0
		Bed & Breakfast	47	40	7
		Condominium Hotel	297	304	-7
		Hostel	0	0	0
		Hotel	3,342	3,342	0
		Vacation Rental Unit	743	536	207
		Timeshare	766	699	67
		Other	15	15	0
		Total	5,210	4,936	274
	Kona	Apartment/ Hotel	0	0	0
		Bed & Breakfast	82	88	-6
		Condominium Hotel	266	266	0
		Hostel	1	1	0
		Hotel	2,077	2,077	0
		Vacation Rental Unit	1,017	1,037	-20
		Timeshare	938	940	-2
		Other	6	7	-1
		Total	4,387	4,416	-29
	Nā'ālehu/Ka'ū	Apartment/ Hotel	0	0	0
		Bed & Breakfast	13	13	0
		Condominium Hotel	0	0	0
		Hostel	1	1	0
		Hotel	0	0	0
		Vacation Rental Unit	2	3	-1
		Timeshare	0	0	0
		Other	5	5	0
		Total	21	22	-1
	Volcano Area	Apartment/ Hotel	12	12	0
		Bed & Breakfast	45	60	-15
		Condominium Hotel	0	0	0
		Hostel	6	6	0
		Hotel	139	139	0
		Vacation Rental Unit	91	93	-2
		Timeshare	24	24	0
		Other	27	27	0
		Total	344	361	-17
HAWAII TOTAL			11,349	11,085	264

Table 5: Inventory by Area and Unit Type continued

ISLAND	AREA	TYPE	2016 UNITS	2015 UNITS	CHANGE FROM 2015
KAUA'I	Kalāheo/Waimea	Apartment/ Hotel	0	0	0
		Bed & Breakfast	12	15	-3
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	60	60	0
		Vacation Rental Unit	71	72	-1
		Timeshare	0	0	0
		Other	16	28	-12
		Total	159	175	-16
	Līhu'e	Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	349	357	-8
		Hostel	0	0	0
		Hotel	482	482	0
		Vacation Rental Unit	65	64	1
		Timeshare	573	573	0
		Other	8	8	0
		Total	1,477	1,484	-7
	Po'ipū/Kukui'ula	Apartment/ Hotel	0	0	0
		Bed & Breakfast	24	24	0
		Condominium Hotel	768	608	160
		Hostel	0	0	0
		Hotel	1,114	1,124	-10
		Vacation Rental Unit	581	677	-96
		Timeshare	628	625	3
		Other	0	0	0
		Total	3,115	3,058	57
	Princeville/Hanalei	Apartment/ Hotel	0	0	0
		Bed & Breakfast	5	5	0
		Condominium Hotel	63	63	0
		Hostel	0	0	0
		Hotel	251	251	0
		Vacation Rental Unit	501	587	-86
		Timeshare	918	925	-7
		Other	4	4	0
		Total	1,742	1,835	-93
	Wailua/Kapa'a	Apartment/ Hotel	0	0	0
		Bed & Breakfast	11	12	-1
		Condominium Hotel	356	359	-3
		Hostel	0	0	0
		Hotel	747	750	-3
		Vacation Rental Unit	328	400	-72
		Timeshare	509	509	0
		Other	0	0	0
		Total	1,951	2,030	-79
KAUA'I TOTAL			8,444	8,582	-138

Table 5: Inventory by Area and Unit Type continued

ISLAND	AREA	TYPE	2016 UNITS	2015 UNITS	CHANGE FROM 2015
MAUI	Hāna Area	Apartment/ Hotel	0	0	0
		Bed & Breakfast	8	8	0
		Condominium Hotel	18	18	0
		Hostel	0	0	0
		Hotel	71	71	0
		Vacation Rental Unit	20	20	0
		Timeshare	0	0	0
		Other	4	4	0
		Total	121	121	0
			Kahului/Wailuku	Apartment/ Hotel	15
Bed & Breakfast	27			27	0
Condominium Hotel	0			0	0
Hostel	48			53	-5
Hotel	494			494	0
Vacation Rental Unit	16			18	-2
Timeshare	0			0	0
Other	0			0	0
Total	600			605	-5
	Kula/Makawao			Apartment/ Hotel	0
		Bed & Breakfast	54	56	-2
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	39	34	5
		Vacation Rental Unit	14	14	0
		Timeshare	0	0	0
		Other	0	5	-5
		Total	107	109	-2
			Lahaina/Kā'anapali/ Nāpili/Kapalua	Apartment/ Hotel	0
Bed & Breakfast	52			52	0
Condominium Hotel	2,689			2,723	-34
Hostel	0			0	0
Hotel	4,049			4,049	0
Vacation Rental Unit	2,192			1,882	310
Timeshare	2,626			2,655	-29
Other	20			20	0
Total	11,628			11,393	235
	Mā'alaea			Apartment/ Hotel	0
		Bed & Breakfast	4	4	0
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	0	0	0
		Vacation Rental Unit	219	146	73
		Timeshare	0	0	0
		Other	0	0	0
		Total	223	150	73

Table 5: Inventory by Area and Unit Type continued

ISLAND	AREA	TYPE	2016 UNITS	2015 UNITS	CHANGE FROM 2015
	Wailea/Kihei Area	Apartment/ Hotel	0	0	0
		Bed & Breakfast	42	42	0
		Condominium Hotel	1,610	1,793	-183
		Hostel	0	0	0
		Hotel	3,592	3,494	98
		Vacation Rental Unit	3,008	2,693	315
		Timeshare	534	572	-38
		Other	0	0	0
		Total	8,786	8,594	192
MAUI TOTAL			21,465	20,972	493

ISLAND	AREA	TYPE	2016 UNITS	2015 UNITS	CHANGE FROM 2015
MOLOKA'I		Apartment/ Hotel	0	0	0
		Bed & Breakfast	1	1	0
		Condominium Hotel	73	73	0
		Hostel	0	0	0
		Hotel	0	0	0
		Vacation Rental Unit	101	108	-7
		Timeshare	7	7	0
		Other	0	0	0
		Total	182	189	-7
MOLOKA'I TOTAL			182	189	-7
LĀNA'I		Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	247	247	0
		Vacation Rental Unit	5	5	0
		Timeshare	0	0	0
		Other	0	0	0
		Total	252	252	0
LĀNA'I TOTAL			252	252	0

Table 5: Inventory by Area and Unit Type Continued

ISLAND	AREA	TYPE	2016 UNITS	2015 UNITS	CHANGE FROM 2015
O'AHU	Airport Area	Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	1,286	1,286	0
		Vacation Rental Unit	0	0	0
		Timeshare	0	0	0
		Other	0	0	0
		Total	1,286	1,286	0
	Ala Moana Area	Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	1,171	1,163	8
		Hostel	26	26	0
		Hotel	313	313	0
		Vacation Rental Unit	2	25	-23
		Timeshare	0	0	0
		Other	0	0	0
		Total	1,512	1,527	-15
	Leeward/Mākaha Side	Apartment/ Hotel	30	30	0
		Bed & Breakfast	2	2	0
		Condominium Hotel	206	206	0
		Hostel	0	0	0
		Hotel	359	359	0
		Vacation Rental Unit	312	39	273
		Timeshare	1,431	1,431	0
		Other	43	43	0
		Total	2,383	2,110	273
	North Shore	Apartment/ Hotel	0	0	0
		Bed & Breakfast	0	0	0
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	788	788	0
		Vacation Rental Unit	386	403	-17
		Timeshare	0	0	0
		Other	0	0	0
		Total	1,174	1,191	-17
	Other Honolulu	Apartment/ Hotel	0	7	-7
		Bed & Breakfast	0	0	0
		Condominium Hotel	106	97	9
		Hostel	40	40	0
		Hotel	436	436	0
		Vacation Rental Unit	4	4	0
		Timeshare	0	0	0
		Other	0	0	0
		Total	586	584	2

Table 5: Inventory by Area and Unit Type Continued

ISLAND	AREA	TYPE	2016 UNITS	2015 UNITS	CHANGE FROM 2015
	Waikīkī/Honolulu	Apartment/ Hotel	18	18	0
		Bed & Breakfast	7	7	0
		Condominium Hotel	2,896	2,862	34
		Hostel	169	169	0
		Hotel	22,828	22,360	468
		Vacation Rental Unit	2,301	1,824	477
		Timeshare	1,762	1,720	42
		Other	0	16	-16
		Total	29,981	28,976	1,005
	Windward Side	Apartment/ Hotel	0	0	0
		Bed & Breakfast	34	39	-5
		Condominium Hotel	0	0	0
		Hostel	0	0	0
		Hotel	142	142	0
		Vacation Rental Unit	120	21	99
		Timeshare	0	0	0
		Other	182	182	0
		Total	478	384	94
O'AHU TOTAL			37,400	36,058	1,342

Table 6: Class of Units by Island

ISLAND	CLASS	Percent of Total Units ⁴		Percentage Point CHANGE FROM 2015
		2016 ⁵	2015 ⁶	
HAWAI'I ISLAND	Budget (Up to \$100)	8.9%	9.9%	-1.0%
	Standard (\$101 to \$250)	27.0%	32.9%	-5.9%
	Deluxe (\$251 to \$500)	43.5%	36.5%	7.0%
	Luxury (Over \$500/Night)	20.6%	20.6%	0.0%
	Total	100.0%	99.9%	
KAUA'I	Budget (Up to \$100)	2.1%	2.7%	-0.6%
	Standard (\$101 to \$250)	31.8%	33.7%	-1.9%
	Deluxe (\$251 to \$500)	29.7%	26.6%	3.1%
	Luxury (Over \$500/Night)	36.4%	37.0%	-0.6%
	Total	100.0%	100.0%	
MAUI	Budget (Up to \$100)	1.6%	1.9%	-0.3%
	Standard (\$101 to \$250)	18.7%	19.2%	-0.5%
	Deluxe (\$251 to \$500)	23.4%	25.2%	-1.8%
	Luxury (Over \$500/Night)	56.3%	53.8%	2.5%
	Total	100.0%	100.0%	
MOLOKA'I	Budget (Up to \$100)	6.7%	6.2%	0.5%
	Standard (\$101 to \$250)	88.9%	85.6%	3.3%
	Deluxe (\$251 to \$500)	4.4%	8.2%	-3.8%
	Luxury (Over \$500/Night)	0.0%	0.0%	0.0%
	Total	100.0%	100.0%	
LĀNA'I	Budget (Up to \$100)	0.0%	0.0%	0.0%
	Standard (\$101 to \$250)	4.5%	4.5%	0.0%
	Deluxe (\$251 to \$500)	26.3%	26.3%	0.0%
	Luxury (Over \$500/Night)	69.2%	69.2%	0.0%
	Total	100.0%	100.0%	
O'AHU	Budget (Up to \$100)	2.8%	3.1%	-0.3%
	Standard (\$101 to \$250)	28.6%	32.2%	-3.6%
	Deluxe (\$251 to \$500)	39.2%	36.1%	3.1%
	Luxury (Over \$500/Night)	29.4%	28.6%	0.8%
	Total	100.0%	100.0%	
STATEWIDE	Budget (Up to \$100)	3.5%	3.8%	-0.3%
	Standard (\$101 to \$250)	26.4%	29.4%	-3.0%
	Deluxe (\$251 to \$500)	35.4%	32.6%	2.8%
	Luxury (Over \$500/Night)	34.6%	34.1%	0.5%
	Total	100.0%	100.0%	

⁴ Totals may not sum to 100% due to rounding.

⁵ Based on 46,551 units (58.9 percent of the total units in 2016) for which information on the class of units was available.

⁶ Based on 44,519 units (57.7 percent of the total units in 2015) for which information on the class of units was available.

Table 7: Class of Units by Type

ISLAND	CLASS	Percent of Total Units ⁷		Percentage Point change from 2015
		2016 ⁸	2015 ⁹	
Apartment/ Hotel	Budget (Up to \$100)	34.0%	30.3%	3.8%
	Standard (\$101 to \$250)	61.7%	67.1%	-5.4%
	Deluxe (\$251 to \$500)	4.3%	2.6%	1.6%
	Luxury (Over \$500/Night)	0.0%	0.0%	0.0%
	Total	100.0%	100.0%	
Bed & Breakfast	Budget (Up to \$100)	22.1%	21.4%	0.7%
	Standard (\$101 to \$250)	67.9%	67.1%	0.9%
	Deluxe (\$251 to \$500)	9.6%	11.1%	-1.5%
	Luxury (Over \$500/Night)	0.4%	0.5%	-0.1%
	Total	100.0%	100.0%	
Condominium Hotel	Budget (Up to \$100)	2.2%	2.5%	-0.3%
	Standard (\$101 to \$250)	49.4%	54.1%	-4.7%
	Deluxe (\$251 to \$500)	33.1%	33.4%	-0.3%
	Luxury (Over \$500/Night)	15.3%	9.9%	5.4%
	Total	100.0%	100.0%	
Hostel	Budget (Up to \$100)	94.9%	100.0%	-5.1%
	Standard (\$101 to \$250)	5.1%	0.0%	5.1%
	Deluxe (\$251 to \$500)	0.0%	0.0%	0.0%
	Luxury (Over \$500/Night)	0.0%	0.0%	0.0%
	Total	100.0%	100.0%	
Hotel	Budget (Up to \$100)	2.3%	2.5%	-0.2%
	Standard (\$101 to \$250)	19.0%	21.2%	-2.3%
	Deluxe (\$251 to \$500)	38.7%	34.1%	4.5%
	Luxury (Over \$500/Night)	40.1%	42.2%	-2.1%
	Total	100.0%	100.0%	
Vacation Rental Unit	Budget (Up to \$100)	12.1%	11.9%	0.2%
	Standard (\$101 to \$250)	45.2%	55.3%	-10.1%
	Deluxe (\$251 to \$500)	26.1%	20.3%	5.8%
	Luxury (Over \$500/Night)	16.6%	12.5%	4.1%
	Total	100.0%	100.0%	
Timeshare	Budget (Up to \$100)	1.6%	1.7%	0.0%
	Standard (\$101 to \$250)	34.5%	34.3%	0.2%
	Deluxe (\$251 to \$500)	24.2%	27.5%	-3.2%
	Luxury (Over \$500/Night)	39.6%	36.5%	3.0%
	Total	100.0%	100.0%	

⁷ Totals may not sum to 100% due to rounding.

⁸ Based on 46,551 units (58.9 percent of the total units in 2016) for which information on the class of units was available.

⁹ Based on 44,519 units (57.7 percent of the total units in 2015) for which information on the class of units was available.

Table 7: Class of Units by Type continued

ISLAND	CLASS	<u>Percent of Total Units</u>		Percentage Point change from 2015
		2016	2015	
Other	Budget (Up to \$100)	40.8%	43.7%	-2.8%
	Standard (\$101 to \$250)	53.5%	51.1%	2.4%
	Deluxe (\$251 to \$500)	3.5%	3.4%	0.1%
	Luxury (Over \$500/Night)	2.1%	1.7%	0.4%
	Total	100.0%	100.0%	
STATEWIDE	Budget (Up to \$100)	3.5%	3.9%	-0.4%
	Standard (\$101 to \$250)	26.4%	29.9%	-3.5%
	Deluxe (\$251 to \$500)	35.5%	32.1%	3.4%
	Luxury (Over \$500/Night)	34.6%	34.2%	0.5%
	Total	100.0%	100.0%	

Table 8: Timeshare Properties by Island and Area

Area	Property	2016		2015		CHANGE FROM 2015	
		Reg.	Oper.	Reg.	Oper.	Reg.	Oper.
HAWAII ISLAND							
Kohala/Waimea	Hilton Bay Club at Waikoloa Beach	167	159	167	134	0	25
/Kawaihae	King's Land by Hilton Grand Vacations	435	332	435	291	0	41
	Hilton Waikoloa Village	120	113	120	112	0	1
	Paniolo Greens Resort	162	162	162	162	0	0
Kona	Holua Resort at Mauna Loa Village	73	73	73	73	0	0
	Kona Billfisher	65	65	65	65	0	0
	Kona Coast Resort	268	268	268	268	0	0
	Kona Islander Inn	85	85	85	85	0	0
	Kona Reef	24	24	24	24	0	0
	Royal Aloha Kona at Keauhou Kona Surf & Racquet Club	16	16	16	16	0	0
	Vacation Internationale - Sea Village	58	58	58	58	0	0
	WorldMark at Kona	64	64	64	64	0	0
	Wyndham Kona Hawaiian Resort	158	156	158	158	0	-2
	Wyndham Mauna Loa Village	53	53	53	53	0	0
	Wyndham Royal Sea Cliff	76	76	76	76	0	0
Volcano Area	Vacation Internationale - Sea Mountain	24	24	24	24	0	0
Total		1,848	1,728	1,848	1,663	0	65
KAUAI							
Līhu'e	Banyan Harbor Resort	37	37	37	37	0	0
	Marriott's Kauai Beach Club	232	464	232	464	0	0
	Marriott's Kauai Lagoons	72	72	72	72	0	0
	Wyndham Kauai Beach Villas	105	105	105	105	0	0
Po'ipū/Kukui'ula	Lawai Beach Resort	172	172	172	172	0	0
	Nihi Kai Villas	3	3	3	3	0	0
	Marriott's Waiohai Beach Club	234	234	231	231	3	3
	The Point at Poipu	219	219	219	219	0	0
Princeville/	Alii Kai II	24	24	24	24	0	0
	Cliffs At Princeville, The	129	129	130	130	-1	-1
	Hanalei Bay Resort	154	154	121	121	33	33
	Westin Princeville Ocean Resort Villas	179	179	179	179	0	0
	Wyndham Bali Hai Villas	257	257	257	257	0	0
	Wyndham Ka Eo Kai	86	86	125	125	-39	-39
	Wyndham Makai Club	57	57	57	57	0	0
	Wyndham Shearwater	32	32	32	32	0	0
Wailua/Kapa'a	Kauai Coast Resort at the Beachboy	108	108	108	108	0	0
	Mokihana of Kauai	80	80	80	80	0	0
	Pono Kai Resort	167	167	167	167	0	0
	WorldMark Kapaa Shore	49	49	49	49	0	0
Total		2,396	2,628	2,400	2,632	-4	-4

Table 8: Timeshare Properties by Island and Area continued

Area	Property	2016		2015		CHANGE FROM 2015	
		Reg.	Oper.	Reg.	Oper.	Reg.	Oper.
MAUI							
Lahaina/Kā'anapali/	Gardens at West Maui, The	34	34	33	33	1	1
Nāpili/Kapalua	Hyatt Ka'anapali Beach, A Hyatt Residence Club	131	131	131	131	0	0
	Hololani Resort	9	9	9	9	0	0
	Hono Koa Resort Condominium	28	28	27	27	1	1
	Kaanapali Beach Club	413	413	413	413	0	0
	Kahana Beach Resort	84	84	80	80	4	4
	Kahana Falls Resorts	130	130	130	130	0	0
	Kahana Villa Maui	39	39	39	39	0	0
	Kuleana Condominium	0	0	31	31	-31	-31
	Marriott's Maui Ocean Club	311	311	311	311	0	0
	Marriott's Maui Ocean Club Sequel-Lahaina & Napili Villas	148	148	148	148	0	0
	One Napili Way	14	14	14	14	0	0
	Paki Maui	0	0	4	4	-4	-4
	Papakea Resort	37	37	37	37	0	0
	Sands of Kahana, The	144	144	144	144	0	0
	Valley Isle Resort	21	21	21	21	0	0
	Westin Kaanapali Ocean Resort Villas	1021	1021	1021	1021	0	0
	Whaler on Kaanapali Beach, The	48	48	48	48	0	0
	WorldMark at Valley Isle	14	14	14	14	0	0
Wailea/Kihei Area	Aston Maui Lea at Maui Hill Resort	76	76	76	76	0	0
	Aston Maui Banyan	0	0	18	18	-18	-18
	Kamaole Beach Club	31	31	31	31	0	0
	Kapulanikai	12	12	12	12	0	0
	Kauhale Makai, Village By The Sea (Royal Aloha Maui)	12	12	13	13	-1	-1
	Kihei Kai Nani	6	6	6	6	0	0
	Leilani Kai Resort	8	8	8	8	0	0
	Maui Banyan Vacation Club	19	19	38	38	-19	-19
	Maui Beach Vacation Club	47	47	47	47	0	0
	Maui Schooner Resort	58	58	58	58	0	0
	Maui Sunset	65	65	65	65	0	0
	WorldMark at Kihei	200	200	200	200	0	0
	Total	3,160	3,160	3,227	3,227	-67	-67
Moloka'i							
	Ke Nani Kai	7	7	7	7	0	0
	Total	7	7	7	7	0	0

Table 8: Timeshare Properties by Island and Area continued

Area	Property	Reg.	Oper.	Reg.	Oper.	Reg.	Oper.
O'AHU							
Leeward/Mākaaha	Aulani, A Disney Resort & Spa	481	481	481	481	0	0
	Hawaiian Princess at Makaha Beach	32	32	32	32	0	0
	Marriott's Ko Olina Beach Club	918	918	560	918	358	0
Waikīkī/Honolulu	Fairway Villa	19	19	19	19	0	0
	Hilton Hawaiian Village Grand Waikikian	331	308	331	305	0	3
	Hilton Hawaiian Village Kalia Tower	72	69	72	69	0	0
	Hilton Hawaiian Village Lagoon Tower	236	223	236	223	0	0
	Hokulani Waikiki by Hilton Grand Vacations Club	140	140	143	102	-3	38
	Waikiki Marina Resort at the Ilikai	123	123	123	123	0	0
	Imperial Hawaii Resort at Waikiki, The	262	232	278	232	-16	0
	Kuhio Banyan Hotel	61	61	61	61	0	0
	Royal Aloha Vacation Club Aloha Towers	40	40	39	39	1	1
	Royal Aloha Vacation Club Waikiki Sky Tower	10	10	10	10	0	0
	Royal Kuhio Condominium	153	153	153	153	0	0
	Waikiki Banyan	49	49	49	49	0	0
	Wyndham at Royal Garden	140	140	140	140	0	0
	Wyndham at Waikiki Beach Walk	195	195	195	195	0	0
		Total	3,262	3,193	2,922	3,151	340
	State Total	10,673	10,716	10,404	10,680	269	36

Table 9: Planned Additions and New Developments – County of Hawai‘i

Name of Applicant	Planned Type	Total Units in Project	Estimated Completion	Notes
R Kevin Stafford	B&B	4	N/A	Special Purpose Permit (SPP) Approved. Puna district.
Kona Castle Ranch	B&B	5	N/A	Special Purpose Permit (SPP) Approved. North Kona district.
James Stapleton and James Ricciuti	B&B	5	N/A	Special Purpose Permit (SPP) Approved. Puna district.
Yuri Matsuoka	B&B	5	N/A	Special Purpose Permit (SPP) Approved. South Hilo district.
Clemens Classon	B&B	4	N/A	Special Purpose Permit (SPP) Approved. South Kona district.
Theresa Sommer	B&B	3	N/A	Special Purpose Permit (SPP) Approved. Puna district.
Mark Frost	B&B	5	N/A	Special Purpose Permit (SPP) Approved. Puna district.

Source: County of Hawai‘i, Department of Planning, 2016

Table 10: Planned Additions and New Developments – County of Kaua‘i

Name of Facility	Planned Type	Total Units in Project	Estimated Completion	Notes
Coco Palms	Hotel	350	n/a	Zoning permit granted March 2015
Kapalawai- Robinson Family	Hotel-Cottage type	250	N/A	Zoning permits obtained. Building permits not obtained yet.
Kukui‘ula-Kukui‘ula Development Co. (Hawai‘i), LLC	Resort, Single Family, Multi-Family, Golf course, Hotel, Condo/Timeshare	1,500 (all types) (max of 750 visitor units, plus 21 guest cottages)	N/A	N/A
Koloa Landing	Resort Condo	323	N/A	Phase I and II complete.
Po‘ipū Realty Partner LLC/Royal Palms at Po‘ipū Beach	Resort Condo	164	N/A	Zoning permits obtained. Building permits not obtained yet.
Kiahuna Fairways, LLC/Pili Mai at Po‘ipū	Resort Condo	191	N/A	Some construction completed and units for sale.
Kiahuana Po‘ipū Golf Resort LLC	Resort Condo	282	N/A	Zoning permits obtained. Building permits not obtained yet.
Po‘ipū Beach Estates	Res. Subdivision	106	N/A	Residential Subdivision in the VDA. Approximately 50% built out.
Po‘ipū Sheraton Expansion/SVO Pacific Inc.	Timeshare	382 Multi-family units & 186 Hotel	N/A	Land permits issued. Building permits not applied for yet.
Hokuala/ Timbers Resort	Hotel, Resort Single Family, Resort Multi- Family	772	N/A	Formerly "Kaua‘i Lagoons". 72 units in operation.
Coconut Beach Development	Apartment/Hotel	343 Multi-Family, 6 Hotel	N/A	Land use permits issued. Building permits not applied for yet.
Coconut Plantation Development	Apartment/Hotel	192 Multi-Family, 6 Hotel	N/A	Land use permits issued. Building permits not applied for yet.
Princeville-Moody property	Hotel or Timeshare	N/A	N/A	There have been inquiries on this property, no formal permit applications.

Source: County of Kaua‘i Planning Department, 2016

Table 11: Planned Additions and New Developments – County of Maui

Name of Facility	Planned Type	Total Units in Project	Estimated Completion	Notes
Maui Palms Expansion	Hotel	101	N/A	SMA permit issued. Permit transferred to new owner in 2014. Project in Review
Maui Lu Timeshare	Timeshare	388	2019	Ammended SMA to delete lock off units. SMA permit transferred in 2014. Demolition complete, but, construction pending
Kamaole Heights	Hotel/Condo	24	N/A	Project in review.
Kula Lodge	Hotel	15	N/A	Project Pending. Awaiting Phase III Project District Approval
Honua'ula a.k.a Wailea 670	Mixed Use	1150	N/A	Pending LUC amendment. Completed Phase II Project District Approval. Requires Phase III Project District approval
Westin Kā'anapali Ocean Resort III	Timeshare	390	N/A	SMA permit issued. Construction pending
Kapalua Project District 2- Kapalua Mauka	Mixed Use	690	N/A	Project District permits issued. Project pending.
Villas at Royal Lahaina	Condo/Hotel	126	N/A	SMA permit issued. Construction pending.
Grand Wailea Resort Expansion	Hotel	310	N/A	SMA permit issued. Construction pending.
Piilani Suites	Hotel	200	2017	Construction in process
Maui Research and Technology Park	Mixed Use/Hotel	150	N/A	Pending final County Council Review
Down Town Kihei	Mixed Use/Hotel	150	2018	CIZ approved. SMA scheduled for Planning Commission.
Nani Loa Condominium Hotel	Condo/Hotel	39	2020	EA out for agency review. Also requires CPA and SMA approval
Wada Commercial Building & Hotel	Mixed Use/Hotel	8	N/A	Project in review.
Bed & Breakfast (individually owned homes with guest bedrooms operating throughout the county)	B&B	Establishments w/ approved permits 109	N/A	Projects in review-12
Short-term rentals homes (single-family dwellings for rent in their entirety for a period of less than 180 days, operating throughout the county)	New class accommodations	Establishments w/approved STRH permits 136	N/A	Projects in review-120
Transient vacation rentals (Establishments are processed under the Conditional Permit requirements and may be more varied types than B&B and STRH)		Establishments w/ approved STRH permits 12	N/A	Projects in review-0

Source: County of Maui Department of Planning, 2016

Table 12: Planned Additions and New Developments – City & County of Honolulu

Name of Facility	Planned Type	Total Units In Project	Estimated Completion	Notes
KO OLINA RESORT				
Atlantis Resort Ko Olina	Hotel Condo Hotel	+800 +524	unknown	Announced in late 2016, Hawaii's first Atlantis Resort is expected to be developed on 26 acres in Ko Olina. In the early permitting process.
Four Seasons Resort O'ahu (renovation and expansion of the Ihilani Resort)	Hotel Condo Hotel	358 +150	reopened in May 2016 by 2020	The Ihilani hotel closed in January 2015, and after renovations reopened as the Four Seasons in May 2016. A planned second tower in the back will provide luxury resort condo residences.
Unnamed beachfront hotel next to the Marriott Beach Club	Hotel Condo Hotel	+400 +400	2019 or later 2019 or later	A two-tower hotel and resort condo project announced at the end of 2015; no permitting action yet
The rest of Ko Olina Resort	all types	unknown	no firm plans	Several inland sites are available for resort or residential use.
EWA BEACH				
Embassy Suites Kapolei (part of the Leihano mixed-use area)	Hotel	+180	2017 or 2018	This 7-story hotel within the City of Kapolei (at Manawai St. near Kapolei Pkwy.) will start construction in mid-2016.
Hampton Inn & Suites at Ka Makana Ali'i (East Kapolei)	Hotel	+175	by 2018	This 11-story hotel started construction in late 2015. It is part of the new Ka Makana Ali'i shopping mall on Kualakai Pkwy.
Hoakalei Resort at Ocean Pointe	Hotel	Up to +950	unknown	Ocean Pointe/Hoakalei Resort now plans a lagoon instead of a marina, and this has delayed the project's future hotel plans.
ALA MOANA AREA				
Manaolana Place Hotel (corner of Kapiolani & Atkinson Dr.)	Hotel Condo Hotel	+125 +109	project unconfirmed	This newly announced project is seeking a special TOD permit and is still in the preliminary approval stage.
WAIKIKI				
The Grand Islander at the Hilton Hawaiian Village	Timeshare	+418	2017	A new 350-foot tower next to the Tapa Tower is u.c. on the site of the bus loading area, at Kalia Road and Paoa Place.
A second new timeshare tower at the Hilton Hawaiian Village	Timeshare	+255	2024 or later	This planned second tower will replace the existing Rainbow Bazaar, in the central core area next to the parking structure.
Ritz-Carlton Waikiki (two towers)	Condo Hotel Condo Hotel	+307 +246	Completed July 2016 2018	A two-tower hotel behind Luxury Row at 2100 Kalakaua Ave. The first tower opened in mid-2016; the second is underway.

Table 12: Planned Additions and New Developments – City & County of Honolulu continued

Name Of Facility	Planned Type	Total Units In Project	Estimated Completion	Notes
Waikiki Trade Center hotel (a converted office building)	Hotel	230	Opening January 19, 2017	Renovations now underway at the Waikiki Trade Center will turn it into a boutique hotel, plus shopping on the second floor.
Hilton Garden Inn Waikiki (the former Ohana West Waikiki)	Hotel	623	Completed and reopened June 2016	The former Outrigger West reopened in June 2016 after major renovations. It is now a Hilton Garden Inn.
Sheraton Princess Kaiulani partial demolition and replacement	Hotel Condo Hotel	-474 +210 +61	delayed	The 350' Ainahau Tower will remain; all else will be replaced by a 350' tower with 210 hotel condos and 61 resident condos.
Moana Surfrider – replacing the old Diamond Head wing	Hotel Condo Hotel	-141 +185	permit rescinded	The Hawaii Supreme Court rescinded the permit for this once-planned redevelopment of the west wing of the Moana Surfrider.
133 Kaiulani (behind the Hyatt Regency Waikiki)	Condo Hotel	+246	uncertain	A planned high-rise hotel has obtained its needed PD-R permit and will replace the King's Village shops and adjacent parcels.
RURAL AREAS				
Replacement of the Laie Inn by the Laie Marriott Courtyard, in two phases	Hotel Hotel	-49 +144 +78	demolished 2010 144 in 2015 unknown	The 49-unit Laie Inn was demolished, and the first phase of the new 144-room hotel was completed in 2015. 78 additional units are planned for a total of 222 units.
Turtle Bay Resort expansion	Hotel	625	unknown	Public agencies have purchased conservation easements and land, so this scaled-down resort expansion plan can proceed.
Makaha Resort demolition and replacement project	Hotel Hotel & Timeshare	-173 +300	demolished 2014 2019 or later	The old resort closed in 2011 and was demolished in 2014. The new owners have announced plans for up to 300 hotel and timeshare units, and have begun infrastructure planning.

Source: City and County of Honolulu, Department of Planning and Permitting, Planning Division, 2016

Table 13: Visitor Plant Inventory Reduction

Area	Property Name	Property Type	Total Units	Reason Closed/Out of Business
HAWAI'I				
HILO/HONOKA'A				
	The Log Cabin	VR-House	1	Property sold.
	Waianuhe Bed & Breakfast	B&B		Permanently Closed since January 31, 2015
KAUA'I				
WAILUA/KAPAA				
	Fran's Garden Island Getaway	B&B	1	No longer operating as B&B
MAUI				
KAHULUI/WAILUKU AREA				
	Liihua Shores	VR-House	3	Closed
KULA/MAKAWAO AREA				
	Wild Ginger Falls	B&B	1	Closed
LAHAINA/KAANAPALI/NAPILI				
	Hale Maui Apartment Hotel	Apartment Hotel	12	Closed
WAILEA/KIHEI AREA				
O'AHU				
WINDWARD SIDE				
	Hale Paradiso	B&B	1	Assume Closed
	Kailua Gardens	B&B	2	Assumed Closed
	Tee's At Kailua	B&B	1	Closed
	Vacation Rentals	B&B	1	Closed

2016 VISITOR PLANT INVENTORY: LIST OF PROPERTIES

The 2016 VPI property list is available online in a companion workbook. Notes for the list are shown below.

Explanation of Categories

- Island = Island on which the property is located
- Area = Area of the island where the property is located
- Name = Name of property
- Type = Unit Type
- Available Units = Number of units available for visitor use
- Change from 2015 = Difference in available units between 2016 and 2015 for entire property.
- Opened = Year property first opened

Class

- B Number of visitor units classified as Budget (Up to \$100 per night)
- S Number of visitor units classified as Standard (\$101 to \$250 per night)
- D Number of visitor units classified as Deluxe (\$251 to \$500 per night)
- L Number of visitor units classified as Luxury (Over \$500 per night)
- N/A Not available

Last Response

- 2016 Survey form received in 2016
- 2015 No response received in 2016, information received in 2015
- 2014 No response received in 2015, information received in 2014

Notes

- A – Visitor unit count estimated by AOJU/Resident Manager/Property Manager (for units managed by others)
- B – Visitor unit count estimated by Owner/Operator (for units owned/managed by others)
- C – Visitor unit count estimated by county real property tax departments
- D – Visitor unit count estimated by DBEDT/HTA
- E – Visitor unit count estimated based on prior survey response.
- F – The property's reporting method changed from 2014
- G – Selected units closed for renovation/reconstruction (balance of the property open for business)
- H – Units reopened after renovation/reconstruction
- I – Added units (new construction)
- J – Survey responses indicate additional units available for transient rental
- K – Survey responses indicate units no longer available for transient rental
- L – Survey responses indicate change in supply
- M – Visitor unit count is for beds, not rooms, for Hostel property

METHODS AND PROCEDURES: Visitor Plant Inventory

The 2016 Visitor Plant Inventory presents the results of HTA's enumeration of visitor accommodations in Hawai'i. Existing visitor accommodations as of May 1, 2016 as well as planned developments and additions to existing developments were catalogued.

Visitor Plant Inventory Survey: Information about transient accommodations was gathered mainly from a survey of existing visitor accommodation properties and management companies. Survey forms were sent to general managers, property managers and other individuals who could provide information about the property. The survey provided information about available units, planned additions and other information presented in this report.

Survey forms were distributed to all properties that participated in the prior year's survey and additional properties identified through the association survey (below) and internet research. Information for hotel and condominium hotel properties that participate in Smith Travel Research's monthly survey were also cross-verified against Smith Travel Research's property database.

Survey forms were distributed via mail, email, and fax. If no response was received, follow-up telephone calls, emails, and/or faxes were made to the property to remind them to complete and return the form. Subsequently, if no response was received after the follow-ups, an Internet search was conducted to determine if the property was still in business and telephone calls were made to verify unit counts and types. If no response was received or no data was found on the Internet, but information was available from prior years (2013, 2014 and 2015), that information was included and so noted. If no response was received from a property and information was available from the association survey, such information was included and so noted. If no survey form was returned and no information was available from previous years or other sources, the property was listed as a non-respondent.

Association of Unit Owners Manager Survey: A survey of Association of Unit Owners ("AOUO") management companies for projects located in resort areas was conducted to gather information about transient rental units located within the project, especially VRU rental houses/villas and VR-condo units. AOUO managers were also asked to identify rental management companies associated with such visitor units and also IVU-condo units which are being marketed by owners, including participation in Visitor Rental By Owner ("VRBO"), Home Away, etc. programs. Any identified rental management companies that were not previously contacted were sent VPI survey forms. Data from this survey was also used to estimate VRU-condo units for a given project.

Contact information included in the State of Hawai'i Department of Commerce and Consumer Affairs' AOUO Contact List and Developer's Public Report/Association Biennial Registration database was used in the administration of this survey. Letters and survey forms were distributed via mail, email, and fax and follow-up telephone calls, emails, and/or faxes were also made.

Association Letter: Continued in 2016, this survey's purpose was to gather contact information of associations whose members were transient visitor accommodations in the State of Hawai'i. Letters were sent to these associations to request member accommodation contact information, from which the mailing list was updated and new accommodations were contacted via mailing as described above.

Timeshare Properties: Information on timeshare properties were gathered through the survey questionnaire, which asked for information on the number of units registered as timeshare and units

operated as timeshare. The number of units registered included those that were available for sale in a timeshare program (as well as those already sold in such a program). The number of units operated represented the units that were in use. Certain timeshare properties have the ability to split a given registered timeshare unit into more than one operated visitor unit (i.e. it may be possible for a two-bedroom unit to be rented as two keys: one studio unit and one 1-bedroom unit).

As of the 2009 VPI, the listing of timeshare inventory presented in Table 8 has been re-stated with registered units representing the number of units that were available to be sold as part of a timeshare program and operated units were defined as number of salable keys that were operated for visitor use. In some cases, the number of operating units exceed the number of registered units for a given timeshare property.

The available timeshare units listed in Tables 3 and 5 and their related charts were the total number of operated units. The number of timeshare properties listed in Tables 2 and 4 were the properties with the majority of units classified as timeshare. However, the number of available units listed with the timeshare category included those units that were cross-listed under the other property types. The 2016 Current Visitor Plant Inventory details the unit types available at each property.

Starting with the 2009 VPI, certain timeshare operators reported their inventory counts in terms of individual guest rooms (keys) rather than timeshare units previously reported. For example, a two-bedroom timeshare unit may, depending configuration, be rented separately as two guest rooms: a one-bedroom unit and as a studio unit. This change in reporting procedure resulted in a higher inventory count for certain timeshare properties, but did not necessarily reflect a change in the physical plant.

Cross Verification of Data: Responses from selected hotels, condominium hotels, and timeshare properties were cross verified against Smith Travel Research’s property database and data from the American Resort Development Association.

Responses were also cross-verified against data received from the four counties, including real property classifications, bed and breakfast license data, and transient vacation unit (TVU) license data.

Unit Type Classification: Each unit reported in the survey was assigned a unit type based on HTA’s type definitions [page 94]. For the purposes of classification, a given property may include more than one unit type. Historically, type classifications were self-selected by the respondent but research has shown that the response was not always consistent with HTA’s type definitions. In such cases, the unit type was corrected for the 2016 VPI report.

Notably, many respondents classified their units as condominium hotel due to the units’ location within a condominium building, but did not have the services or amenities included in HTA’s definition for a condominium hotel. These units were reclassified as individual vacation units.

Property Type Classification: Classification of property type (Tables 2 & 4) for properties with more than one unit type was determined by the majority of units on that property. Historically property type was self-selected by the respondent but research has shown that the response was not always consistent with HTA’s type definitions [page 54].

Planned New Developments: Information about planned new developments was gathered with assistance from the four county Planning Offices. The information was reprinted here and includes

projects and developments that have achieved some level of jurisdictional approval. That was to say, these developments were a step beyond the preliminary stages of development and have some “official” standing as planned developments.

DEFINITIONS: Visitor Plant Inventory

Type of Units

An individual property may include more than one type of unit. If a property has more than one unit type, the majority unit type was used to determine the property type for the purposes of this report. Units were categorized as follows:

Apartment / Hotel (Apt/Hotel): Visitor accommodations units typically located in low-rise apartment-style buildings and available for short-term rental. Units may have kitchens and laundry facilities. Front desk operations and housekeeping service are limited and sometimes non-existent.

Bed & Breakfast (B&B): A lodging facility with a limited number of guest units, available for short-term rental. Services include breakfast in the daily rental rate. Typical bed and breakfast facilities may be small, quaint inns or family homes.

Condominium Hotel (Condo Hotel): A multi-unit property legally classified as a condominium with each unit individually deeded. Generally, units are collectively placed into transient hotel rental operations, offering most of the services of a hotel, such as daily housekeeping service and front desk operations. Condominium hotel units are larger than hotel units and include studios and one- to three-bedroom units, with kitchen and laundry facilities, available for transient use on short-term rental basis (30 days or less).

Hotel: A multi-unit lodging facility that provides room accommodations on a short-term rental basis. Services often include a pool, restaurant operations, and other “away from home” services such as daily housekeeping service and front desk operations.

Hostels: An inexpensive, limited-service lodging facility, often with dormitory-style accommodations. They are available for short-term rental and are frequently used by younger travelers.

Vacation Rental Unit (VRU): An individual vacation rental unit available for visitor use on a short-term basis (30 days or less). VRs usually include kitchens, laundry facilities, and parking garages. Services are very limited although some may include some housekeeping service.

- **Vacation Rental in a Condominium Hotel (VR-Condo):** A condominium hotel unit available for visitor use on a short-term basis. VR-Condos are not rented or managed by the condominium hotel management, but are available through individual owners, property managers, or Internet agencies.
- **Vacation Rental House (VR-House):** A single-family dwelling property available for visitor use on a short-term basis. May be a house, townhouse, duplex, multiplex, cabin, villa or cottage, where the owner does not reside on the property.
- **Vacation Rental Other (VR-Other):** Vacation rental units located in other types of properties not mentioned above. Includes private and shared rooms for visitor use and other non-traditional accommodations.

Timeshare: A timeshare is a type of property ownership in which guests acquire a shared interest in a hotel or condominium hotel unit for a specific period of time and on a recurring basis. Timeshare ownership is typically defined by intervals (a set number of days and nights of annual use) or points

(a “currency” that represents ownership and is used to establish value for seasons, unit sizes, and resort locations).

“Operated” timeshare units are those that have been sold and are currently (as of May 1) available for visitor use. “Registered” units include operated units and units that are not yet operating as visitor rentals.

Some timeshare units can be rented as one or two units as their design allows a single unit to be divided into two complete sections and operated as two units by securing a door between the sections. The number of keys operated as timeshare reflect the number of distinct keys available for each unit.

Other: Includes lodges, inns, or any other form of property not included in the above definitions.

Owner-Occupied: Units not available for transient visitor use (30 days or less).

Not for visitor use: Includes owner-occupied units, residential rentals only, and units under remodeling.

Class of Units

The Visitor Plant Inventory survey also included questions about the class of units at each property. The subsequent tables show the percent of each class of units available by island. Units were classified as follows:

Class	Price Range (Rack Rate)
Budget	Up to \$100 per night
Standard	\$101 to \$250 per night
Deluxe	\$251 to \$500 per night
Luxury	Over \$500 per night

APPENDIX A: Survey Forms

Cover Letter Sample



Hawai'i Convention Center
1801 Kalanika'oua Avenue, Honolulu, Hawai'i 96815
kelepona tel 808 973 2255
kelepona fax 808 973 2253
kahua pa'a web hawaii-tourismauthority.org

David Y. Ige
Governor

George D. Szigeti
President and Chief Executive Officer

April 11, 2016

RE: 2016 State of Hawai'i Visitor Plant Inventory Survey

Aloha

The Hawai'i Tourism Authority (HTA) is in the process of updating the annual State of Hawai'i Visitor Plant Inventory report, and we would greatly appreciate your support and participation in this year's survey. Kloninger & Sims Consulting LLC has been contracted by HTA to conduct the 2016 Visitor Plant Inventory (VPI) survey.

Enclosed with this letter are:

- 2016 survey form pre-filled with your responses from 2015, if applicable
- Definition sheet

Please make your corrections directly on the survey form. If your information for 2016 is identical to 2015, simply sign and return the form.

Please submit your completed survey directly to Kloninger & Sims Consulting LLC via email (survey@kloningerandsims.com). The completed form can also be faxed to Kloninger & Sims Consulting LLC at (808) 441-5320.

We would greatly appreciate receiving this information by **July 1, 2016**. If you have any questions or need assistance in filling out the survey, please call Kloninger & Sims Consulting LLC at (808) 457-1272.

Sincerely,

A handwritten signature in black ink that reads "Daniel K. Nahoopii".

Daniel K. Nahoopii
Director
Tourism Research

Repeat Participant Survey Form



Please review the existing data we have for your property, which is listed in the column labeled "2015." If the data is correct as of **May 1st, 2016** simply check the box, and sign and date below. If the data is erroneous or needs to be revised, please provide the correct information in the second column and then sign and date. Definitions for each property type are listed in the Property Type Definition Sheet on the page prior to this survey. Please return the form to Kloninger & Sims Consulting LLC in the self-addressed stamped envelope, by fax at (808) 441-5320 or via email (survey@kloningerandsims.com). For further information or clarification, please contact Kloninger & Sims Consulting LLC at (808) 457-1272.
Mahalo for your cooperation!

If the data listed for 2015 is correct as of May 1st, 2016, please check this box and sign and date below.

SIGNATURE: _____ DATE: _____

1. PROPERTY INFORMATION:

Current Name of Property:	
Physical Address Of Property:	
Physical City, State, Zip Code:	
Website:	
VPTID:	

2.

CONTACT INFORMATION:	2015	2016
Name of management company for this property:		
Contact name:**		
Contact title:		
Contact company:		
Contact address:		
City, State Zip Code:		
Email:		
Phone:		
Fax:		

**If the person who manages the vacation rental property or properties is different than the person listed, please provide their name and contact information instead (if applicable)

	2015	2016
3. PROPERTY UNIT COUNTS (TOTALS):		
A. Total # units for entire property		
B. # that are designated for visitor use		
C. # that are not for visitor use		
4. VISITOR UNITS FOR ENTIRE BUILDING/PROPERTY:		
A. Total # of visitor units for the entire property		
B. # that are operated as hotel		
C. # that are operated as condominium hotel (usually has a front desk)		
D. # that are registered as timeshare		
E. # that are operated as timeshare		
F. # keys operated as timeshare		
G. # that are operated as bed & breakfast		
H. # that are operated as vacation rental (VR)		
1. vacation rental condo (VR-Condo)		
2. vacation rental house (VR-House)		
3. vacation rental other (VR-Other)		
I. # that are operated as hostel		
J. # that are operated as apartment hotel		
K. # that are operated as other (please specify)		
5. PROPERTY DESCRIPTION AS OF MAY 1st, 2016:		
A. # of structures on property		
B. # of floors in each property		

	2015	2016
6. PROPERTY CHANGES AS OF MAY 1st 2016:		
A. # units converted to timeshare this year		
B. # units converted to condo-hotel this year		
C. # units converted to VRs this year		
7. AVERAGE ROOM RATES DURING PEAK SEASON:		
A. # that have rates Up to \$100/night		
B. # that have rates \$101 to \$250		
C. # that have rates \$251 to \$500		
D. # that have rates Over \$500/night		
E. TOTAL (A+B+C+D)		
8. AVERAGE ROOM RATES DURING LOW SEASON:		
A. # that have rates Up to \$100/night		
B. # that have rates \$101 to \$250		
C. # that have rates \$251 to \$500		
D. # that have rates Over \$500/night		
E. TOTAL (A+B+C+D)		
9. PROPERTY MILESTONES		
A. Year property first opened		
B. Year of last major renovation (Property restored to like-new condition)		

Vacation Rental Units, Bed & Breakfast, Hostel, and Other Survey Form



Please review the existing data we have for your property, listed in the column labeled "2015 Data". If the data as of May 1st, 2016 is correct, simply check the box and provide your signature and date. If the data is incorrect or needs to be revised, please provide the correct information in the second column and then sign and date. Definitions for each property type are listed on the Property Type Definition Sheet on the prior page. Please return the form to Kloninger & Sims Consulting LLC in the self-addressed stamped envelope, by fax at (808) 441-5320 or via email (survey@kloningerandsims.com). For further information or clarification, please contact Kloninger & Sims Consulting LLC at (808) 457-1272. **Mahalo for your cooperation.**

If the data listed for 2015 is correct as of May 1st, 2016, please check this box and sign and date below.

SIGNATURE: _____ DATE: _____

	<u>2015 Data</u>	<u>2016 Correction</u>
1. PROPERTY INFORMATION		
A. Current name of property:	<input type="text"/>	<input type="text"/>
B. Physical address of property:	<input type="text"/>	<input type="text"/>
C. Physical city, state, zip code:	<input type="text"/>	<input type="text"/>
D. Website:	<input type="text"/>	<input type="text"/>
E. Name of building/complex:	<input type="text"/>	<input type="text"/>
F. VPI ID:	<input type="text"/>	<input type="text"/>
2. VISITOR UNITS MANAGED BY YOU AT THIS ADDRESS		
A. Total number of visitor units for entire property	<input type="text"/>	<input type="text"/>
B. # that are operated as bed & breakfast	<input type="text"/>	<input type="text"/>
C. # that are operated as vacation rental (VR)	<input type="text"/>	<input type="text"/>
1. vacation rental condo (VR-Condo)	<input type="text"/>	<input type="text"/>
2. vacation rental house (VR-House)	<input type="text"/>	<input type="text"/>
3. vacation rental other (VR-Other)	<input type="text"/>	<input type="text"/>
D. # that are operated as hostel	<input type="text"/>	<input type="text"/>
E. # that are operated as apartment hotel	<input type="text"/>	<input type="text"/>
F. # that are registered as timeshare	<input type="text"/>	<input type="text"/>
G. # that are operated as timeshare	<input type="text"/>	<input type="text"/>
H. # of keys operated as timeshare	<input type="text"/>	<input type="text"/>
I. # that are operated as other	<input type="text"/>	<input type="text"/>
3. PROPERTY DESCRIPTION		
A. # of structures on property	<input type="text"/>	<input type="text"/>
B. # of floors on property	<input type="text"/>	<input type="text"/>
4. AVERAGE ROOM RATES DURING PEAK SEASON		
A. # that have rack rates Up to \$100/night	<input type="text"/>	<input type="text"/>
B. # that have rack rates \$101 to \$250	<input type="text"/>	<input type="text"/>
C. # that have rack rates \$251 to \$500	<input type="text"/>	<input type="text"/>
D. # that have rack rates Over \$500/night	<input type="text"/>	<input type="text"/>
E. TOTAL (A+B+C+D)	<input type="text"/>	<input type="text"/>
5. AVERAGE ROOM RATES DURING LOW SEASON		
A. # that have rack rates Up to \$100/night	<input type="text"/>	<input type="text"/>
B. # that have rack rates \$101 to \$250	<input type="text"/>	<input type="text"/>
C. # that have rack rates \$251 to \$500	<input type="text"/>	<input type="text"/>
D. # that have rack rates Over \$500/night	<input type="text"/>	<input type="text"/>
E. TOTAL (A+B+C+D)	<input type="text"/>	<input type="text"/>

6. YEAR PROPERTY FIRST OPENED:		
Year:	<input type="text"/>	<input type="text"/>
7. YEAR OF LAST MAJOR RENOVATION		
(Property restored to like-new condition):	<input type="text"/>	<input type="text"/>
8. CONTACT INFO:		
A. Contact Name/Title:	<input type="text"/>	<input type="text"/>
B. Contact Company:	<input type="text"/>	<input type="text"/>
C. Contact Address:	<input type="text"/>	<input type="text"/>
D. City, State, Zip Code:	<input type="text"/>	<input type="text"/>
E. Email:	<input type="text"/>	<input type="text"/>
F. Phone:	<input type="text"/>	<input type="text"/>
G. Fax:	<input type="text"/>	<input type="text"/>

AOUO Survey



The Hawai'i Tourism Authority is updating the State of Hawai'i annual Visitor Plant Inventory, the official census of visitor accommodations in the state. All information should be correct as of May 1, 2016. Definitions for each property type are listed on the Property Type Definition Sheet. Please sign the form and return it to Kloninger & Sims Consulting LLC by fax to (808) 441-5320 or email to survey@kloningerandsims.com. For further information or clarification, please contact Kloninger & Sims at (808) 457-1272. *Mahalo for your cooperation.*

1. PROPERTY INFORMATION:

- a) Name of building/complex _____
- b) Physical address of property: _____
- c) Physical city, state, zip code: _____
- d) Contact Name _____
- e) Contact Company: _____
- f) Email: _____
- g) Phone: _____
- h) Fax: _____
- i) Website: _____

2. PROPERTY UNIT COUNTS (TOTALS)

- a) # that are for visitor use _____
- b) # that are owner-occupied/residential tenants _____
- c) Total # units for entire property (a+b) _____

3. VISITOR UNITS

	Resort Management Co 1	Resort Management Co 2
a) Name of Resort Management Company		
b) # of visitor units managed by Resort Management Company		
c) Visitor Unit Type (ie. condo units, timeshare, villa)		

	Resort Management Co 3	Individual Vacation Unit (VRBO, Home Away, Rented by owner)
a) Name of Resort Management Company		
b) # of visitor units managed by Resort Management Company		
c) Visitor Unit Type (ie. condo units, timeshare, villa)		

SIGNATURE: _____

DATE: _____

Definition Sheet

VISITOR PLANT INVENTORY SURVEY DEFINITION SHEET

Apartment / Hotel	Visitor accommodations units typically located in low-rise apartment-style buildings and available for short-term rental. Units may have kitchens and laundry facilities. Front desk operations and housekeeping service are limited and sometimes non-existent.
Bed & Breakfast (B&B)	A lodging facility with a limited number of guest units, available for short-term rental. Services include breakfast in the daily rental rate. Typical bed and breakfast facilities may be small, quaint inns or family homes.
Condominium Hotel	A multi-unit property legally classified as a condominium with each unit individually deeded. Generally, units are collectively placed into transient hotel rental operations, offering most of the services of a hotel, such as daily housekeeping service and front desk operations. Condominium hotel units are larger than hotel units and include studios and one- to three-bedroom units, with kitchen and laundry facilities, available for transient use on short-term rental basis (30 days or less).
Hotel	A multi-unit lodging facility that provides room accommodations on a short-term rental basis. Services often include a pool, restaurant operations, and other "away from home" services such as daily housekeeping service and front desk operations.
Hostel	An inexpensive, limited-service lodging facility, often with dormitory-style accommodations. They are available for short-term rental and are frequently used by younger travelers.
Vacation Rental (VR)	<p>An individual vacation rental unit available for visitor use on a short-term basis (30 days or less). VRs usually include kitchens, laundry facilities, and parking garages. Services are very limited although some may include some housekeeping service.</p> <ul style="list-style-type: none"> • Vacation Rental in a Condominium Hotel (VR-Condo): A condominium hotel unit available for visitor use on a short-term basis. VR-Condos are not rented or managed by the condominium hotel management, but are available through individual owners, property managers, or Internet agencies. • Vacation Rental House (VR-House): A single-family dwelling property available for visitor use on a short-term basis. May be a house, townhouse, duplex, multiplex, cabin, villa or cottage, where the owner does not reside on the property. • Vacation Rental Other (VR-Other): Vacation rental units located in other types of properties not mentioned above. Includes private and shared rooms for visitor use and other non-traditional accommodations.
Timeshare	<p>A timeshare is a type of property ownership in which guests acquire a shared interest in a hotel or condominium hotel unit for a specific period of time and on a recurring basis. Timeshare ownership is typically defined by intervals (a set number of days and nights of annual use) or points (a "currency" that represents ownership and is used to establish value for seasons, unit sizes, and resort locations).</p> <p>"Operated" timeshare units are those that have been sold and are currently (as of May 1) available for visitor use. "Registered" units include operated units and units that are not yet operating as visitor rentals.</p> <p>Some timeshare units can be rented as one or two units as their design allows a single unit to be divided into two complete sections and operated as two units by securing a door between the sections. The number of keys operated as timeshare reflect the number of distinct keys available for each unit.</p>
Other	Includes lodges, inns, or any other form of property not included in the above definitions.
Owner-Occupied	Units not available for transient visitor use (30 days or less).
Not for visitor use	Includes owner-occupied units, residential rentals only, and units under remodeling.

APPENDIX B: Supplemental Report: Individually Advertised Units in Hawai'i

Introduction

In addition to the survey data gathered for the Visitor Plant Inventory, data extracted from four vacation rental booking sites was also gathered. The Visitor Plant Inventory has traditionally included vacation rentals as a property type. Due to the large number of vacation rental properties and the fluid nature of the vacation rental supply, however, identifying and gathering survey data from vacation rentals has been a challenge. As a result, the Visitor Plant Inventory survey has likely undercounted the actual number of vacation rental units.

The data extraction from the booking sites represents a point-in-time analysis. As properties are added to or removed from the booking sites, the number of vacation rental units advertised on the sites will change. The four booking sites analyzed were:

- VRBO
- FlipKey
- Airbnb
- ClearStay

It should be noted that the numbers cited in this section likely overstate the number of individually advertised vacation rental units. Because of the lack of unique identifying information associated with each vacation rental unit listed on the booking sites, it is currently not possible to identify and eliminate much of the double and triple counting that occurs when a property is listed on multiple booking sites. Where possible we have eliminated duplication across the booking sites but were only able to do so when listings contained unique identifying information, primarily a street address or condominium name and unit number. In some cases, we identified duplicate listings based on the listing name, price point or listing photos. A relatively small percentage of the listings included the property address or condominium unit number. Among those listings that did include such unique identifiers, we found a high degree of duplication on other booking sites.

At present, only ClearStay, which has by far the fewest listings among the four sites analyzed, requires properties to list their address, providing unique identifying information that can be used to identify duplicate listings on other booking sites.

The four booking websites represent relatively new channels of distribution for vacation rental properties, many of which have been in operation for decades and have historically been counted by the Visitor Plant Inventory survey. It is therefore not appropriate to add the number of individually advertised vacation rental units discussed in this section to the total number of visitor units from the Visitor Plant Inventory survey. There was some degree of overlap between the survey data and the booking site data, making the estimate subject to a good deal of uncertainty. At the end of this section an estimate of the actual number of individually advertised vacation rental units is presented, net of estimated double, triple and quadruple counted units.

Individually Advertised Vacation Rentals Trends

Based on data extracted from the four booking websites, there were 32,565 individually advertised vacation rental units listed in the State of Hawai'i in 2016, a 19.8 percent increase from the 2015 count, as shown in Table 14.

Maui continued to have the largest number of individually advertised vacation rental units in 2016, with 10,789 units. For the second consecutive year, Maui reported the smallest percentage increase among the main four islands, with the number of individually advertised vacation rental units growing by 14.5 percent in 2016. With the largest number of units and lowest growth among the main islands, Maui's individually advertised vacation rental market appears to be more mature than other islands. Moloka'i's count of individually advertised vacation rental units increased by 105.0 percent, the largest percentage growth among the islands, albeit based on a relatively small total number of units. O'ahu reported the largest increase in number of units that are advertised individually, increasing by more than 2,000 units, or 29.6 percent in 2016.

Despite the overall increase in the number of individually advertised vacation rental units, the total number of bedrooms in those units decreased by 6.3 percent in 2016, as can be seen in Table 15. This suggests that the mix of properties being individually advertised for vacation rental has changed, with new property listings having relatively fewer bedrooms than previous listings. It is also likely reflective of a trend toward listing individual bedrooms for rent in a house rather than as a single listing with multiple bedrooms.

Table 14: Individually Advertised Units by Island

Island	Number of Individually Advertised Units		
	2016	2015	Change from 2015
Hawai'i Island	7,431	6,401	16.1%
Kaua'i	5,164	4,368	18.2%
Lāna'i	16	18	-11.1%
Maui	10,789	9,422	14.5%
Moloka'i	367	179	105.0%
O'ahu	8,798	6,789	29.6%
State of Hawai'i	32,565	27,177	19.8%

Table 15: Estimated Number of Bedrooms by Island

Island	Total Estimated Number of Bedrooms		
	2016	2015	Change from 2015
Hawai'i Island	11,990	13,313	-9.9%
Kaua'i	7,883	8,650	-8.9%
Lāna'i	37	39	-5.1%
Maui	13,267	14,966	-11.4%
Moloka'i	387	220	75.9%
O'ahu	12,798	12,273	4.3%
State of Hawai'i	46,362	49,460	-6.3%

In Table 16, data for individually advertised vacation rental units were broken down by island and type.¹⁰ VR Houses and VR Condos represented the overwhelming majority of the units that were individually advertised on the four booking sites analyzed. VR Condos represented the largest share of the state's supply of individually advertised vacation rental units, accounting for 18,360 of the 29,458 units for which type could be identified. The 7,488 Maui VR Condos represented the largest share of the state's VR Condos, followed by Oahu's 4,718.

VR Houses accounted for the second highest share of individually advertised vacation rental units, with 10,288. Of these, Oahu reported the largest number, 3,546, followed closely by Hawai'i Island's 3,353.

Table 17 presents data collected on the price categories of individually advertised vacation rental units in Hawai'i. These data can be compared with data collected by the Visitor Plant Inventory survey, which report price category data across a variety of accommodation types.

Based on the data collected from the four vacation rental booking sites, Budget and Standard price class units represented a much larger share of the individually advertised vacation rental units compared with the overall supply of visitor units. Budget-priced units represented 13.6 percent of the individually advertised vacation rental units, compared with 3.5 percent of the overall supply of visitor units that reported rates below \$100 per night. A majority (53.0 percent) of the individually advertised vacation rental units were in the Standard price category (rates between \$101 and \$250 per night) in 2016, compared with 26.2 percent of the overall supply of visitor units that provided price class data.

It should be noted that these data are not strictly comparable due to the fact that the Visitor Plant Inventory survey data were self-reported rates which may likely be "rack rates," generally the highest price that a unit rents for. Hotel rooms typically rent for a large discount from the rack rate. The pricing in the vacation rental booking site data represents the price that a particular unit can be rented during a specific point in time. Nevertheless, it does appear that individually advertised inventory is generally lower-priced than the overall supply of Hawai'i's visitor accommodations.

¹⁰ It should be noted that the total number of units shown in Table 16 is lower than the total number of individually advertised vacation rental units reported in Table 14, due to a change that one of the booking sites implemented that did not allow the lodging type data for some listings to be extracted.

Table 16: Individually Advertised Units by Type

Island	VR House	VR Condo	B&B	Other	Total
Hawai'i Island	3,353	3,154	181	142	6,830
Kaua'i	1,583	2,752	44	44	4,423
Lāna'i	9	6	1	-	16
Maui	1,746	7,448	110	50	9,354
Moloka'i	51	282	2	2	337
O'ahu	3,546	4,718	125	109	8,498
State of Hawai'i	10,288	18,360	463	347	29,458

% of total	VR House	VR Condo	B&B	Other	Total
Hawai'i Island	32.6%	17.2%	39.1%	40.9%	23.2%
Kaua'i	15.4%	15.0%	9.5%	12.7%	15.0%
Lāna'i	0.1%	0.0%	0.2%	0.0%	0.1%
Maui	17.0%	40.6%	23.8%	14.4%	31.8%
Moloka'i	0.5%	1.5%	0.4%	0.6%	1.1%
O'ahu	34.5%	25.7%	27.0%	31.4%	28.8%
State of Hawai'i	100%	100%	100%	100%	100%

Table 17: Individually Advertised Units by Island and Class of Unit

Island	Class	PERCENT OF TOTAL UNITS		Percentage Point Change from 2015
		2016	2015	
Hawai'i Island	Budget (Up to \$100)	24.1%	23.1%	1.0%
	Standard (\$101 to \$250)	51.0%	52.0%	-1.0%
	Deluxe (\$251 to \$500)	15.6%	15.6%	0.0%
	Luxury (Over \$500/Night)	9.3%	9.3%	0.0%
	Total	100.0%	100.0%	
Kaua'i	Budget (Up to \$100)	5.6%	6.6%	-1.0%
	Standard (\$101 to \$250)	52.7%	53.3%	-0.6%
	Deluxe (\$251 to \$500)	29.4%	28.3%	1.1%
	Luxury (Over \$500/Night)	12.3%	11.8%	0.5%
	Total	100.0%	100.0%	
Lāna'i	Budget (Up to \$100)	0.0%	7.1%	-7.1%
	Standard (\$101 to \$250)	46.7%	35.7%	11.0%
	Deluxe (\$251 to \$500)	40.0%	28.6%	11.4%
	Luxury (Over \$500/Night)	13.3%	28.6%	-15.2%
	Total	100.0%	100.0%	
Maui	Budget (Up to \$100)	4.6%	4.6%	0.0%
	Standard (\$101 to \$250)	56.6%	59.5%	-2.9%
	Deluxe (\$251 to \$500)	27.4%	24.4%	3.0%
	Luxury (Over \$500/Night)	11.4%	11.5%	-0.1%
	Total	100.0%	100.0%	
Moloka'i	Budget (Up to \$100)	27.8%	44.1%	-16.3%
	Standard (\$101 to \$250)	66.4%	52.8%	13.6%
	Deluxe (\$251 to \$500)	3.6%	1.9%	1.7%
	Luxury (Over \$500/Night)	2.2%	1.2%	1.0%
	Total	100.0%	100.0%	
O'ahu	Budget (Up to \$100)	19.7%	16.4%	3.2%
	Standard (\$101 to \$250)	50.1%	51.4%	-1.3%
	Deluxe (\$251 to \$500)	17.4%	18.1%	-0.8%
	Luxury (Over \$500/Night)	12.9%	14.0%	-1.1%
	Total	100.0%	100.0%	
Statewide	Budget (Up to \$100)	13.6%	12.4%	1.1%
	Standard (\$101 to \$250)	53.0%	54.7%	-1.7%
	Deluxe (\$251 to \$500)	22.1%	21.3%	0.8%
	Luxury (Over \$500/Night)	11.4%	11.6%	-0.2%
	Total	100.0%	100.0%	

As shown in Table 18, VR Houses represented a larger share of Deluxe and Luxury vacation rental units than VR Condos, likely due to houses tending to be larger and have a greater number of bedrooms than condominiums. Luxury units (over \$500/night) represented 24.3 percent of VR Houses in the sample of individually advertised vacation rentals, compared to just 4.3 percent of the VR Condos. Approximately two-thirds of the VR Condos (64.4 percent) reported nightly rates in the Standard Class (\$101 to \$250/night).

Table 18: Individually Advertised Units by Type and Class of Unit

Property Type	Class	PERCENT OF TOTAL UNITS		Percentage Point Change from 2015
		2016	2015	
Vacation Rental House	Budget (Up to \$100)	17.4%	13.8%	3.6%
	Standard (\$101 to \$250)	33.3%	37.3%	-4.0%
	Deluxe (\$251 to \$500)	24.9%	25.7%	-0.7%
	Luxury (Over \$500/Night)	24.3%	23.2%	1.1%
	Total	100.0%	100.0%	
Vacation Rental Condo	Budget (Up to \$100)	13.9%	10.7%	3.2%
	Standard (\$101 to \$250)	64.4%	65.6%	-1.2%
	Deluxe (\$251 to \$500)	17.3%	19.1%	-1.8%
	Luxury (Over \$500/Night)	4.3%	4.6%	-0.3%
	Total	100.0%	100.0%	
Bed & Breakfast	Budget (Up to \$100)	32.7%	34.2%	-1.4%
	Standard (\$101 to \$250)	57.9%	56.0%	1.9%
	Deluxe (\$251 to \$500)	7.1%	5.8%	1.2%
	Luxury (Over \$500/Night)	2.3%	4.0%	-1.7%
	Total	100.0%	100.0%	
Other	Budget (Up to \$100)	41.0%	42.3%	-1.2%
	Standard (\$101 to \$250)	42.8%	39.8%	3.0%
	Deluxe (\$251 to \$500)	11.0%	6.5%	4.5%
	Luxury (Over \$500/Night)	5.2%	11.4%	-6.2%
	Total	100.0%	100.0%	
Statewide	Budget (Up to \$100)	15.7%	12.4%	3.3%
	Standard (\$101 to \$250)	53.1%	54.7%	-1.6%
	Deluxe (\$251 to \$500)	19.8%	21.3%	-1.5%
	Luxury (Over \$500/Night)	11.3%	11.6%	-0.3%
	Total	100.0%	100.0%	

Individually Advertised Units: Shared Accommodations

Airbnb is the only one of the four booking sites analyzed that lists shared accommodations, meaning the guest is only renting part of a unit. These include Private Rooms (a room within a unit occupied by the host or another guest) or a Shared Room (the guest shares a room with others). As seen in Table 19, shared accommodations represented a small share of the total units listed on Airbnb in Hawai'i during our extraction analysis, with Private Rooms accounting for 1,800 units statewide and Shared Rooms contributing another 100 units.

Table 19: Individually Advertised Units by Island and Room/Unit Type

Island	Hawai'i Island	Kaua'i	Lāna'i	Maui	Moloka'i	O'ahu	State of Hawai'i
VR House	3,025	1,487	8	1,638	50	2,944	9,152
VR Condo	3,097	2,728	6	7,387	282	4,416	17,916
B&B	74	24	1	62	1	72	234
Private Room	525	144	1	223	2	905	1,800
Shared Room	12	1	-	8	-	79	100
Other	97	39	-	36	2	82	256
Total	6,830	4,423	16	9,354	337	8,498	29,458

Individually Advertised Vacation Rental Units and Housing Units

As shown in the tables below and island maps on the following pages, most of the individually advertised vacation rental units were located within the state’s resort areas. It is likely that most of these units have historically been available as visitor units and as such are accounted for in the Visitor Plant Inventory survey. For such units, the four booking sites studied represent a relatively new channel of distribution.

While the largest numbers of individually advertised vacation rental units were located within traditional resort areas, the tables also show that there were vacation rentals available in almost every zip code across the state.

Table 20: Hawai’i Island: Individually Advertised Units by Zip Code

City/Area	Zip Code	Individually Advertised Units	Housing Units	Individually Advertised Units per 100 Housing Units
Captain Cook	96704	309	2,938	10.5
Hakalau	96710	65	275	23.6
Hāwī	96719	67	655	10.2
Hilo	96720 / 96721	358	17,770	2.0
Hōlualoa	96725	122	1,469	8.3
Hōnaunau	96726	16	271	5.9
Honoka’a	96727	106	1,857	5.7
Honolulu	96728	6	253	2.4
Kailua-Kona	96740 / 96739	2,892	16,843	17.2
Kamuela	96743	687	5,668	12.1
Kapa’au	96755	16	1,384	1.2
Kea’au	96749	166	6,645	2.5
Kealahou	96750	58	1,466	4.0
Kurtistown	96760	13	1,335	1.0
Laupāhoehoe	96764	3	357	0.8
Mountain View	96771	67	3,660	1.8
Nā’ālehu	96772	56	1,089	5.1
Nīnole	96773	16	105	15.2
Ocean-View	96737	45	2,450	1.8
Ookala	96774	2	124	1.6
Paauilo	96776	7	607	1.2
Pāhala	96777	70	575	12.2
Pāhoa	96778	567	6,685	8.5
Pāpa’ikou	96781	37	654	5.7
Papaaloa	96780	14	202	6.9
Pepeekeo	96783	42	789	5.3
Volcano	96785	292	1,776	16.4
Waikoloa	96738	996	4,421	22.5

Table 21: Kaua'i Individually Advertised Units by Zip Code

City/Area	Zip Code	Individually Advertised Units	Housing Units	Individually Advertised Units per 100 Housing Units
Anahola	96703	58	899	6.5
Hanalei	96714	353	959	36.8
Hanapēpē	96716	2	982	0.2
Kalāheo	96741	12	2,370	0.5
Kapa'a	96746	973	8,134	12.0
Kaunakani	96747	2	219	0.9
Kealia	96751	2	69	2.9
Kekaha	96752	48	1,382	3.5
Kīlauea	96754	205	1,706	12.0
Kōloa	96756	1,734	3,247	53.4
Lāwa'i	96765	9	210	4.3
Līhu'e	96766 / 96715	224	5,296	4.2
Makaweli	96769	2	185	1.1
Princeville	96722	1,519	2,464	61.6
Waimea	96796	21	887	2.4

Table 22: Maui Individually Advertised Units by Zip Code

City/Area	Zip Code	Individually Advertised Units	Housing Units	Individually Advertised Units per 100 Housing Units
Haiku	96708	177	4,394	4.0
Hāna	96713	71	964	7.4
Kahului	96732	5	7,638	0.1
Kalaheo	96741	6	2,370	0.3
Kīhei	96753	5,373	18,059	29.8
Kula	96790	41	3,664	1.1
Lahaina / Kapalua	96761	4,718	11,928	39.6
Makawao / Pukalani	96768 / 96788	82	6,729	1.2
Pā'ia	96779	171	1,292	13.2

Table 23: Moloka'i and Lāna'i Individually Advertised Units by Zip Code

City/Area	Zip Code	Individually Advertised Units	Housing Units	Individually Advertised Units per 100 Housing Units
Lānai	96763	16	1,545	1.0
Moloka'i: Kaunakakai	96748	179	2,159	8.3
Moloka'i: Maunaloa	96770	188	757	24.8
Moloka'i and Lāna'i Combined		383	4,857	7.9

Table 24: O‘ahu Individually Advertised Units by Zip Code

City/Area	Zip Code	Individually Advertised Units	Housing Units	Individually Advertised Units per 100 Housing Units
Aiea	96701	22	14,008	0.2
Ewa Beach	96706	58	18,319	0.3
Hale‘iwa	96712	789	3,028	26.1
Hau‘ula	96717	290	1,826	15.9
Honolulu: Aina Haina & Niu Valley	96821	53	7,295	0.7
Honolulu: Ala Moana	96814	98	11,187	0.9
	96801			
Honolulu: Downtown	96812	16	10,542	0.2
	96813			
Honolulu: Hawai‘i Kai	96825	84	11,592	0.7
Honolulu: Kāhala & Kaimukī	96816	196	18,914	1.0
Honolulu: Mānoa	96822	7	19,372	0.0
Honolulu: Mō‘ili‘ili	96826	5	15,948	0.0
Honolulu: Moanalua	96819	1	12,399	0.0
Honolulu: Nu‘uanu	96817	7	20,157	0.0
Honolulu: Waikīkī	96815	2,485	22,750	10.9
Ka‘a‘awa	96730	18	617	2.9
Kahuku	96731	394	1,297	30.4
Kailua	96734	811	16,548	4.9
Kāne‘ohe	96744	308	17,803	1.7
Kapolei	96707	560	12,461	4.5
Kunia	96759	1	119	0.8
Lā‘ie	96762	207	1,188	17.4
Mililani	96789	26	18,650	0.1
Pearl City	96782	8	12,089	0.1
Wahiawa	96786	11	12,842	0.1
Wai‘anae	96792	298	13,376	2.2
Waialua	96791	262	2,776	9.4
Waimānalo	96795	150	2,494	6.0
Waipahu	96797	21	19,986	0.1

Figure 41: Hawai'i Island Number of Individually Advertised Units by Zip Code

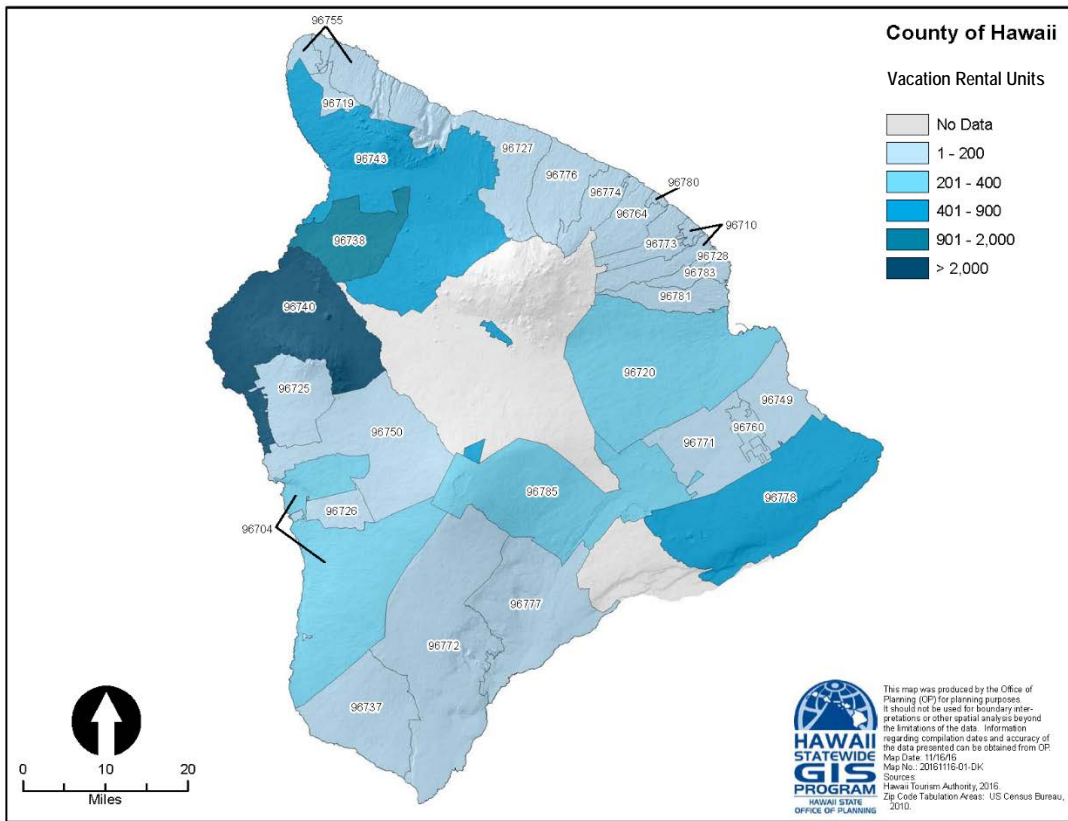


Figure 42: Hawai'i Island Individually Advertised Units Density by Zip Code

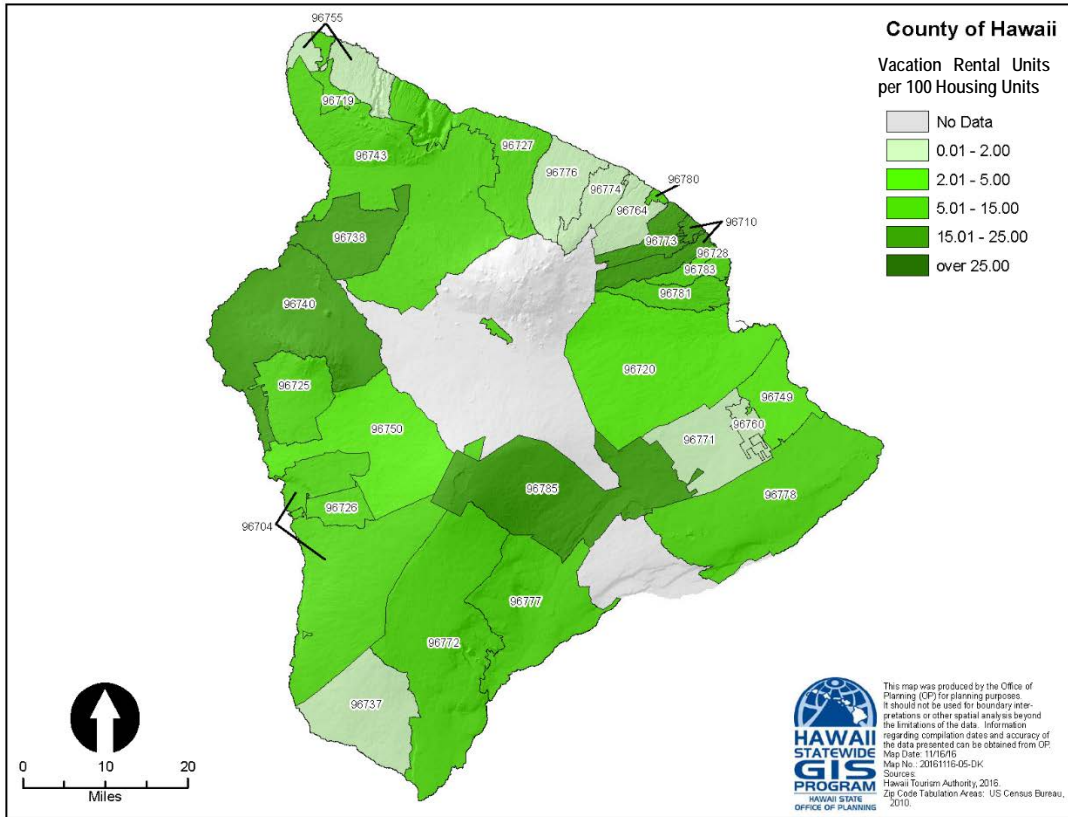


Figure 43: Kaua'i Number of Individually Advertised Units by Zip Code

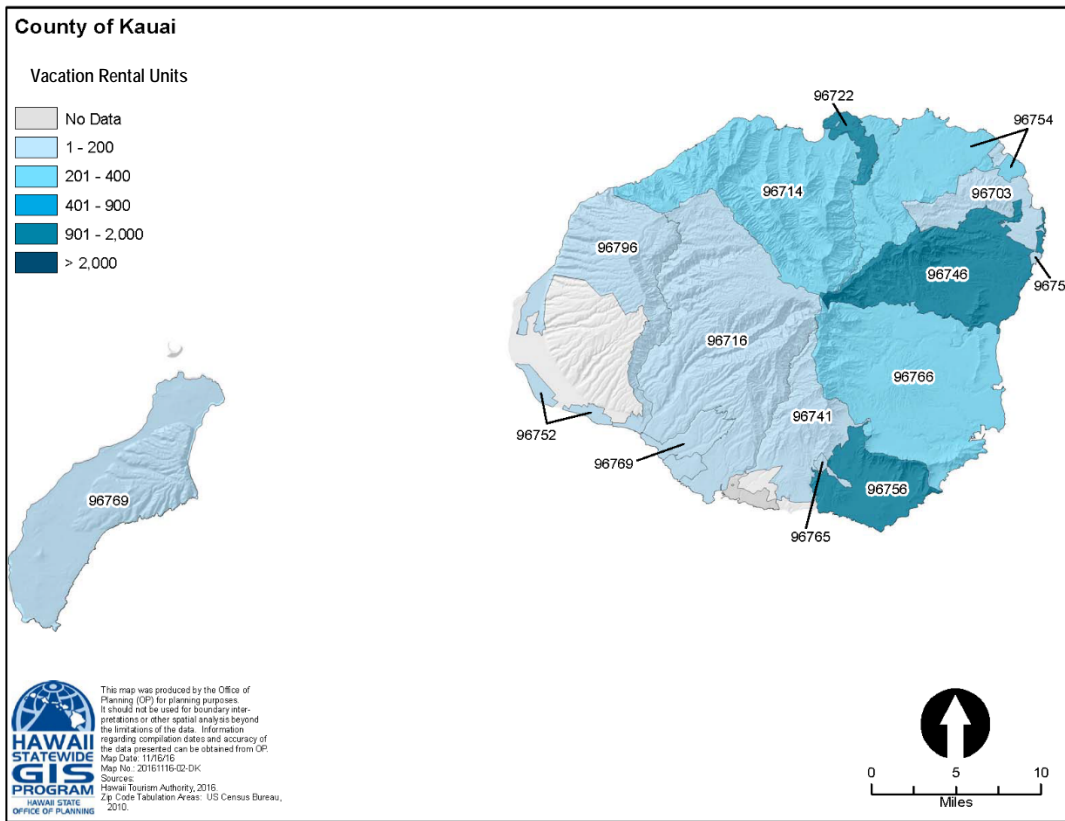


Figure 44: Kaua'i Individually Advertised Units Density by Zip Code

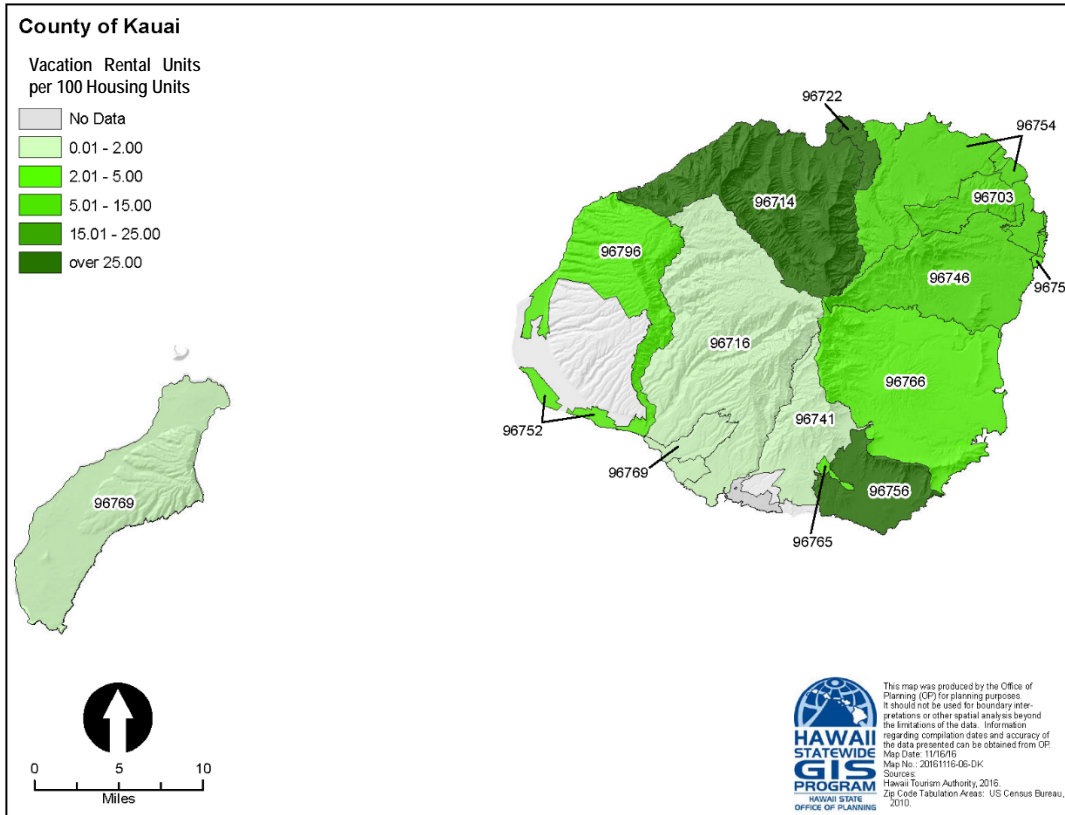


Figure 45: Maui County Number of Individually Advertised Units by Zip Code

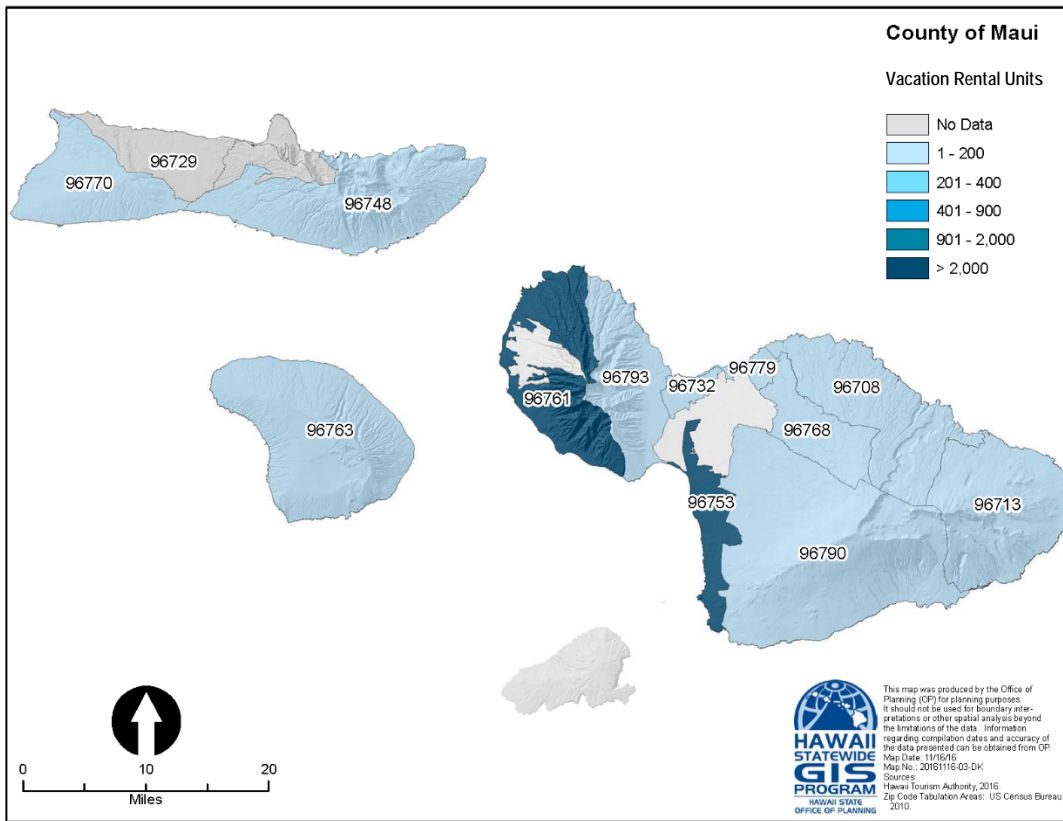


Figure 46: Maui County Individually Advertised Units Density by Zip Code

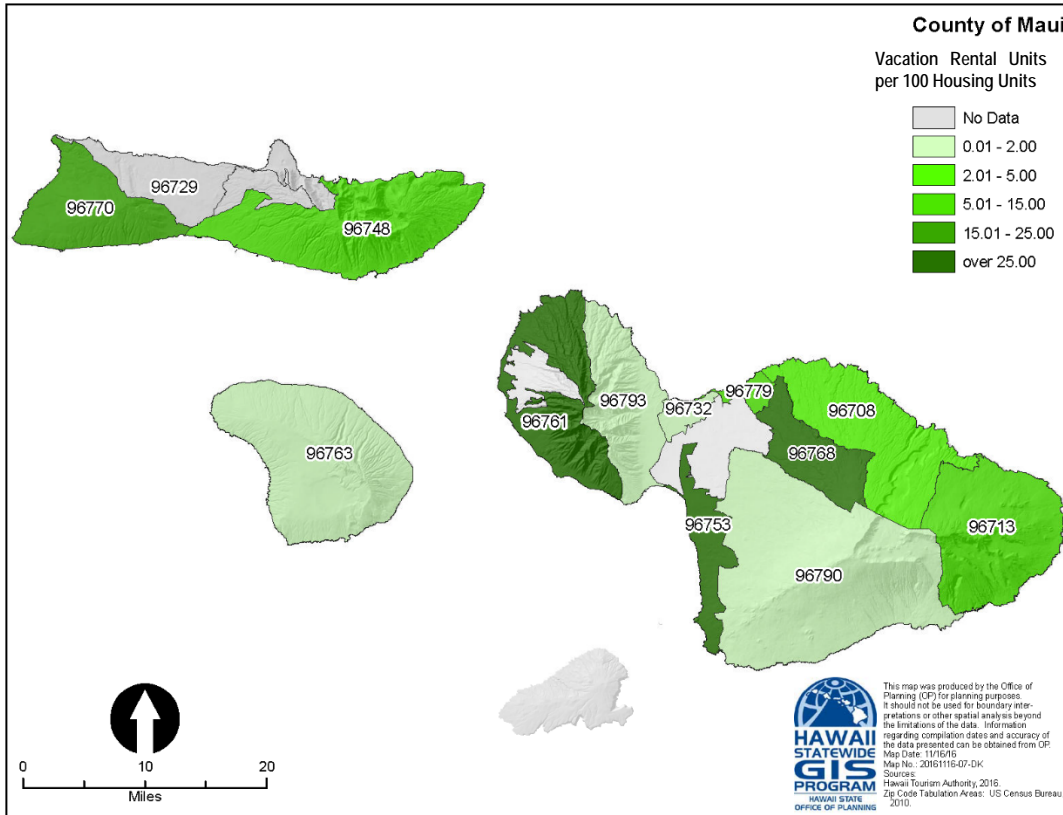


Figure 47: O'ahu Number of Individually Advertised Units by Zip Code

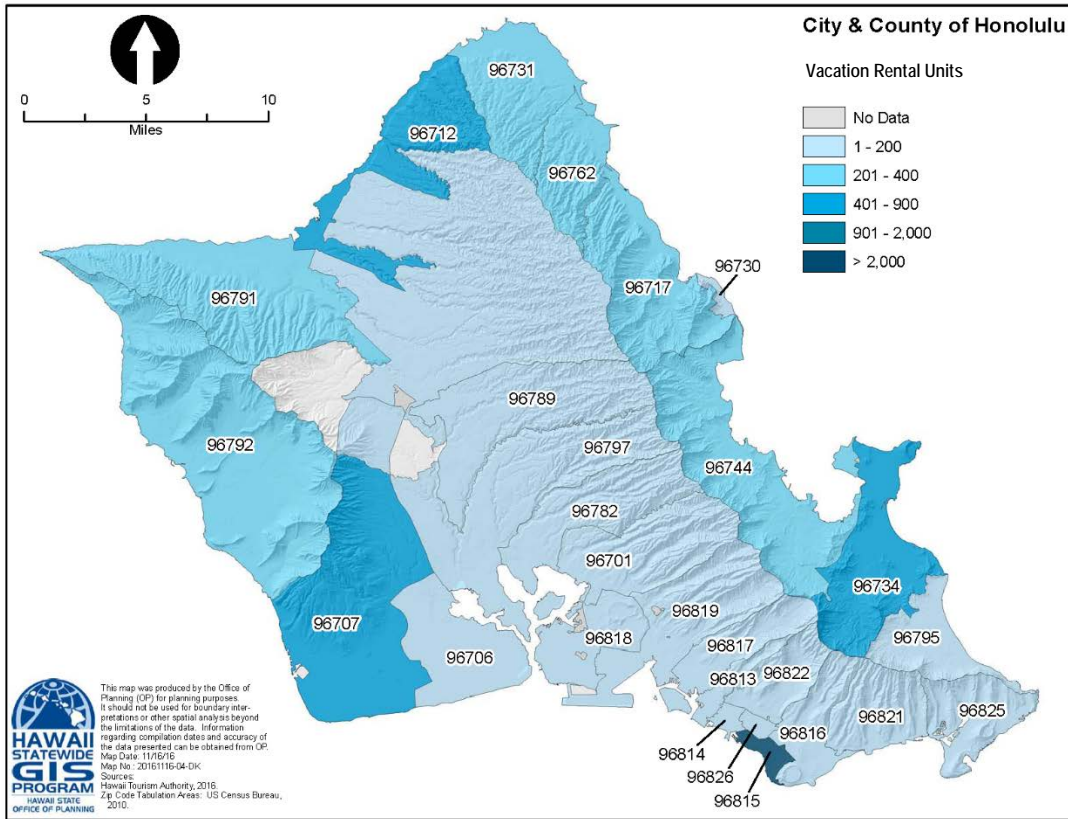
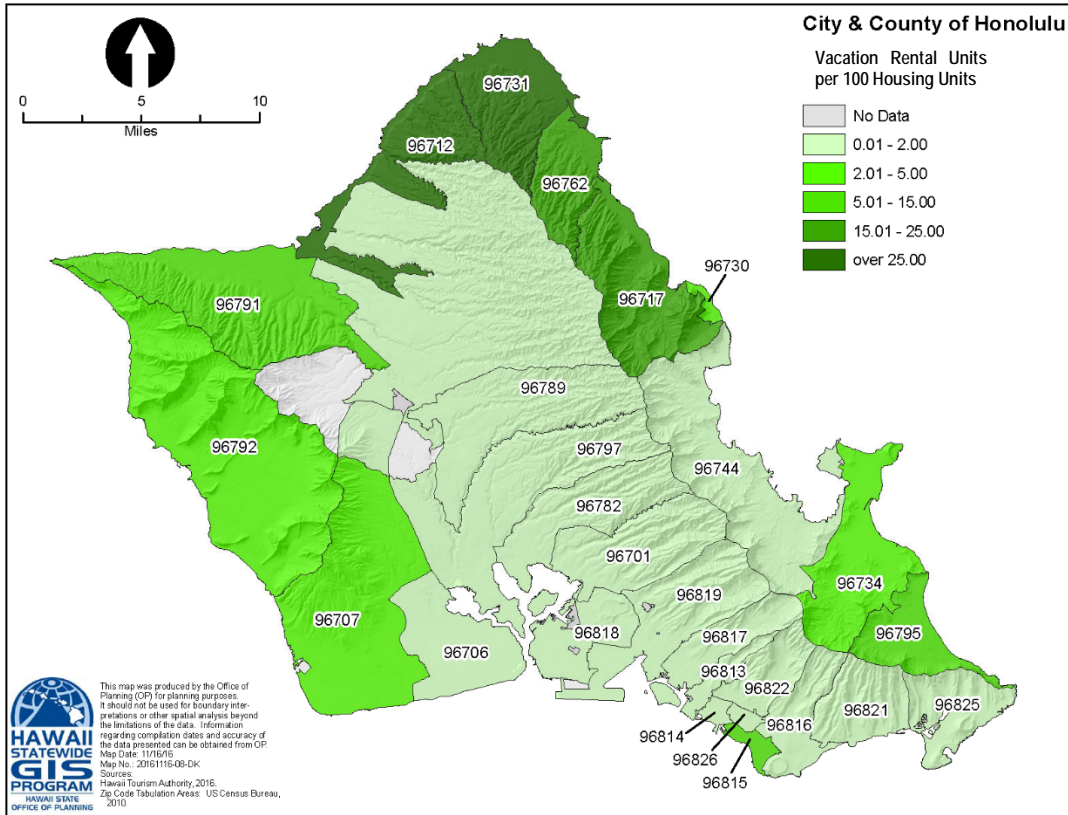


Figure 48: O'ahu Individually Advertised Units Density by Zip Code



Estimate of Total Number of Individually Advertised Vacation Rentals

As discussed previously, the lack of unique identifying information in most vacation rental listings made identifying and eliminating duplicate listings difficult. Based on the limited number of listings that did include unique identifying information, which resulted in elimination of approximately 4,000 duplicate listings, there were an estimated 12,000 additional duplicate listings among the 32,565 individually advertised vacation rental listings analyzed. The estimated total number of unique vacation rentals advertised on the four sites was approximately 20,000 units.

Table 25: Estimated Number of Lodging Units in the State of Hawai'i by Type

Lodging Type	2016		2015	
	Units	% Mix	Units	% Mix
Hotel	43,912	50.9%	43,304	52.3%
Condo Hotel	10,918	12.6%	10,942	13.2%
Timeshare	10,716	12.4%	10,680	12.9%
Hostel	307	0.4%	312	0.4%
Apartment Hotel	99	0.1%	116	0.1%
Other	399	0.5%	433	0.5%
Individually Advertised Units (Vacation Rentals)	20,000	23.2%	17,000	20.5%
Total	86,351	100.0%	82,787	100.0%

METHODS AND PROCEDURES: Individually Advertised Units In Hawai'i

The analysis of individually advertised vacation rentals in the State of Hawai'i was performed based on data extracted from four booking websites:

- Airbnb
- ClearStay
- Flipkey by TripAdvisor
- VRBO

These four websites were also used in a study of vacation rental booking site data conducted for HTA in 2014.

Data Extraction

Commercially available software was used to extract data from the four booking websites. The extractions were conducted between October 3rd and October 6th. For each unit listed on each of the four booking websites, we attempted to extract the following data:

- Property Name
- Property Identification Number
- Property Description
- Island
- Area
- Address (ClearStay only)
- Property Type
- Number of Bedrooms
- Number of Bathrooms
- Nightly Rate
- Property Image
- Listing URL
- Host Name (Airbnb only)

The data extracted from each booking website were exported into an Excel file for processing.

Housing Data

Housing data for all islands was obtained from the U.S. Census Bureau's 2010 Census data.

Data Processing

The data in the Excel files were sorted by location. The first screening for duplicate listings was based on unique property codes, where possible. Three of the websites (VRBO, ClearStay and Flipkey) assign unique numbers to each listing. Next, duplicated property names were identified for detailed investigation. Our review of the data indicated that, while some of the duplicated property names represented multiple listings for a property within a booking site, many of the duplicated names did not. It appears that some vacation rental managers use the same property name for multiple vacation rentals, often promoting a promotional rate or offer such as "Free Rental Car with Booking." In many cases these were determined to be distinct properties because of the differences in other information such as price or number of bedrooms. For listings with a high degree of duplicated information, we reviewed the web pages of the listings in question to view the property photos.

Next, we de-duped the data across the four booking websites to the extent possible. The first step was to screen for identical property names across multiple booking sites. Next we cross checked between booking sites based on unique identifiers such as unit numbers or address. This method is limited by the availability of unique location identifiers in the extracted data. All ClearStay listings include property address and unit number. Many of the Flipkey listings include a unit

number. Few of the VRBO and Airbnb listings include unit numbers in their property names. Most of the duplicate listings identified and eliminated in this process were properties that were listed on both ClearStay and Flipkey. VRBO has the greatest number of listings but a relatively low availability of unique location identifiers. For the VRBO listings that did include unique location identifiers, there was a relatively high likelihood of identifying duplicate listings on ClearStay and/or Flipkey. This suggests that we were unable to identify many VRBO properties that are also listed on other booking sites. Despite the limitations of the process, we were able to identify and eliminate approximately 4,000 duplicate listings from the data set.

Data Cleaning

To allow the data to be analyzed by geographical areas consistent with the Visitor Plant Inventory data, we assigned zip codes to listings that did not include zip code data. In most instances this entailed assigning a zip code based on the area data extracted for each listing. ClearStay is the only booking site that requires the property address, including zip code, to be included in each listing. The data extracted for some listings did not allow for identification of the property's geographic location, which necessitated reviewing the listing web pages to determine the property's location.

DEFINITIONS: Individually Advertised Units In Hawai'i

Type of Units

An individual property may include more than one type of unit. If a property has more than one unit type, the majority unit type was used to determine the property type for the purposes of this report. Units were categorized as follows:

Bed & Breakfast (B&B): A lodging facility with a limited number of guest units, available for short-term rental. Services include breakfast in the daily rental rate. Typical bed and breakfast facilities may be small, quaint inns or family homes.

Vacation Rental Unit (VRU): An individual vacation rental unit available for visitor use on a short-term basis (30 days or less). VRs usually include kitchens, laundry facilities, and parking garages. Services are very limited although some may include some housekeeping service.

- **Vacation Rental in a Condominium Hotel (VR-Condo):** A condominium hotel unit available for visitor use on a short-term basis. VR-Condos are not rented or managed by the condominium hotel management, but are available through individual owners, property managers, or Internet agencies.
- **Vacation Rental House (VR-House):** A single-family dwelling property available for visitor use on a short-term basis. May be a house, townhouse, duplex, multiplex, cabin, villa or cottage, where the owner does not reside on the property.

Private Room: Accommodations where a visitor rents a private room for sleeping, but share common areas such as kitchen, livingroom, or bathroom with others. The host is the main resident.

Shared Room: Accommodations where a visitor share the entire space with others and do not have a private room to themselves. The host is the main resident.

Other: Includes lodges, inns, or any other form of property not included in the above definitions.

Class of Units

The Visitor Plant Inventory survey also included questions about the class of units at each property. The subsequent tables show the percent of each class of units available by island. Units were classified as follows:

Class	Price Range (Rack Rate)
Budget	Up to \$100 per night
Standard	\$101 to \$250 per night
Deluxe	\$251 to \$500 per night
Luxury	Over \$500 per night