

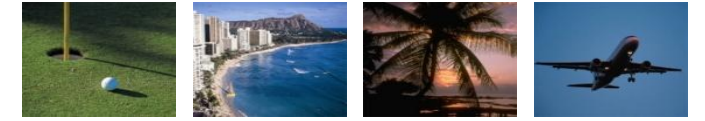
Hawaii Tourism Outlook

January 26, 2016



HOSPITALITY ADVISORS LLC

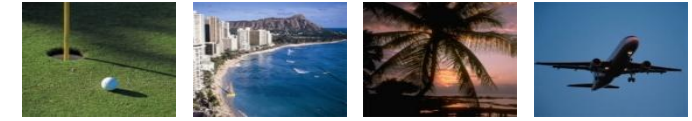
Hawai'i Snapshot Through 11/15



Visitor Arrivals	7.7 million	4.3%
Total Visitor Expenditures	\$13.6 billion	2.2%
Occupancy	78.8%	1.6%
ADR	\$240	3.9%
RevPAR	\$189	6.1%
Room Revenue	\$3.3 billion	3.6%
Total Hotel Revenue	\$4.9 billion	3.6%

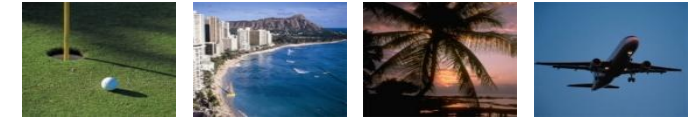
Note: Occupancy change is percentage point change.

U.S. West Snapshot Through 11/15



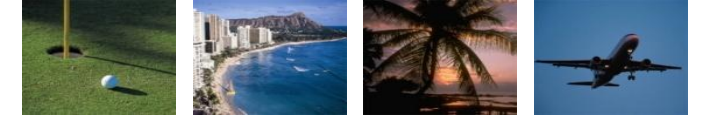
Hawai'i Visitor Arrivals	3.2 million	7.0%
% Repeat	81.0%	-0.1%
Number of Trips	7.0	0.1%
Length of Stay	9.2	-1.9%
Daily Spending	\$163	1.3%
% Hotel Use	42.6%	6.9%
Competing Destinations	Mexico, Las Vegas, West Coast, Canada	

U.S. East Snapshot Through 11/15



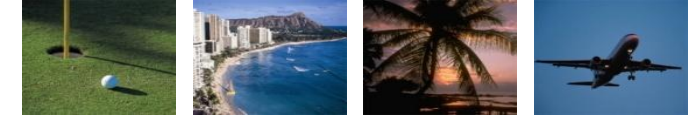
Hawai'i Visitor Arrivals	1.6 million	2.8%
% Repeat	58.5%	0.2%
Number of Trips	4.1	0.0%
Length of Stay	10.25	-1.0%
Daily Spending	\$201	-2.5%
% Hotel Use	49.8%	2.1%
Competing Destinations	Caribbean, Mexico, Florida/Gulf Coast	

Japan Snapshot Through 11/15



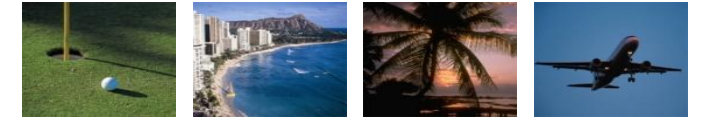
Hawai'i Visitor Arrivals	1.4 million	-0.8%
% Repeat	60.7%	2.1%
Number of Trips	4.0	4.1%
Length of Stay	5.9	1.2%
Daily Spending	\$245	-10.1%
% Hotel Use	81.9%	-4.7%
Competing Destinations	Thailand, SE Asia, U.S. Mainland	

Canada Snapshot Through 11/15



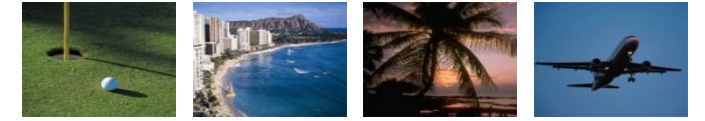
Hawai'i Visitor Arrivals	454k	-0.2%
% Repeat	65.7%	0.9%
Number of Trips	4.02	1.6%
Length of Stay	12.7	-1.1%
Daily Spending	\$164	1.5%
% Hotel Use	33.3%	-2.6%
Competing Destinations	Caribbean, West Coast, Mexico, Gulf Coast	

Hotel Occupancy by Island YTD 11/15



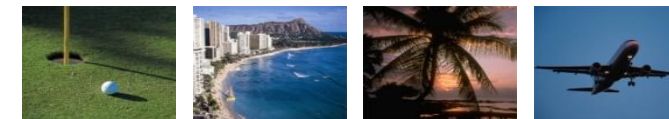
	YTD 11/15	% Pt. Chg	2014	% Pt. Chg
O'ahu	85.1%	0.5%	84.4%	0.6%
Maui	74.6%	2.1%	72.0%	0.3%
Kaua'i	71.6%	1.1%	70.0%	1.1%
Big Island	65.8%	5.2%	61.5%	0.5%
Statewide	78.8%	1.6%	77.0%	0.5%

Hotel ADR by Island YTD 11/15



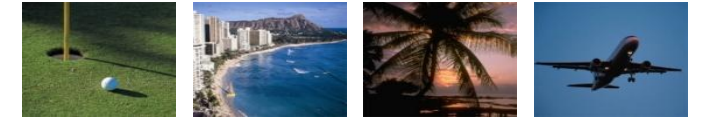
	YTD 11/15	% Chg	2014	% Chg
O'ahu	\$217	2.9%	\$221	5.7%
Maui	\$308	7.3%	\$304	4.9%
Kaua'i	\$239	6.5%	\$237	3.6%
Big Island	\$225	-0.8%	\$237	6.8%
Statewide	\$240	3.9%	\$243	5.5%

Hotel RevPAR by Island YTD 11/15



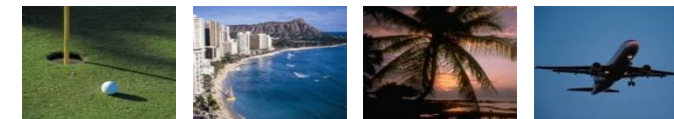
	YTD 11/15	% Chg	2014	% Chg
O'ahu	\$185	3.5%	\$187	6.4%
Maui	\$230	10.4%	\$219	5.4%
Kaua'i	\$171	8.1%	\$166	5.3%
Big Island	\$148	7.8%	\$146	7.6%
Statewide	\$189	6.1%	\$187	6.2%

Hotel Performance by Class YTD 11/15



	Occ	% Pt. Chg	ADR	% Chg	RevPAR	% Chg
Luxury	73%	1.8%	\$483	7.1%	\$353	9.7%
Upper Upscale	84%	1.9%	\$248	2.8%	\$209	5.2%
Upscale	76%	0.5%	\$184	5.3%	\$140	6.0%
Upper Midscale	80%	2.9%	\$146	2.6%	\$117	6.5%
Midscale	73%	-0.5%	\$150	10.3%	\$110	9.5%
Economy	71%	0.6%	\$118	7.7%	\$83	8.6%

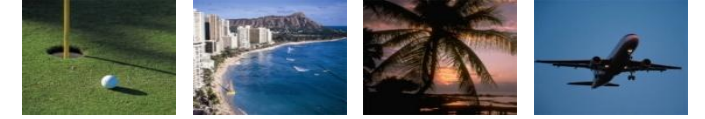
RevPAR Composition Analysis



Year	Occ	ADR	RevPAR	% Composition	
				Occ	ADR
2008	69%	\$203	\$139		
2009	65%	\$178	\$115		
% Δ	-4%	-13%	-18%	28%	72%
2010	71%	\$175	\$123		
% Δ	6%	-2%	7%	122%	-22%
2011	73%	\$193	\$141		
% Δ	3%	10%	15%	-21%	121%
2012	77%	\$207	\$160		
% Δ	4%	8%	13%	45%	55%
2013	77%	\$230	\$176		
% Δ	-1%	11%	10%	-12%	112%
2014	77%	\$243	\$187		
% Δ	1%	6%	6%	1%	99%
YTD 11/15	79%	\$240	\$189		
% Δ	2%	4%	6%	-8%	108%

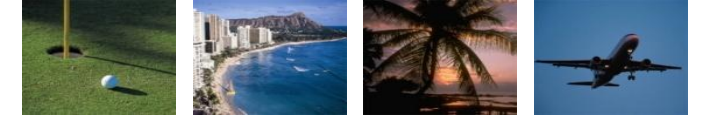
Note: Occupancy change is percentage point change.

Average Daily Visitor Census vs. Nightly Hotel Use YTD 11/15



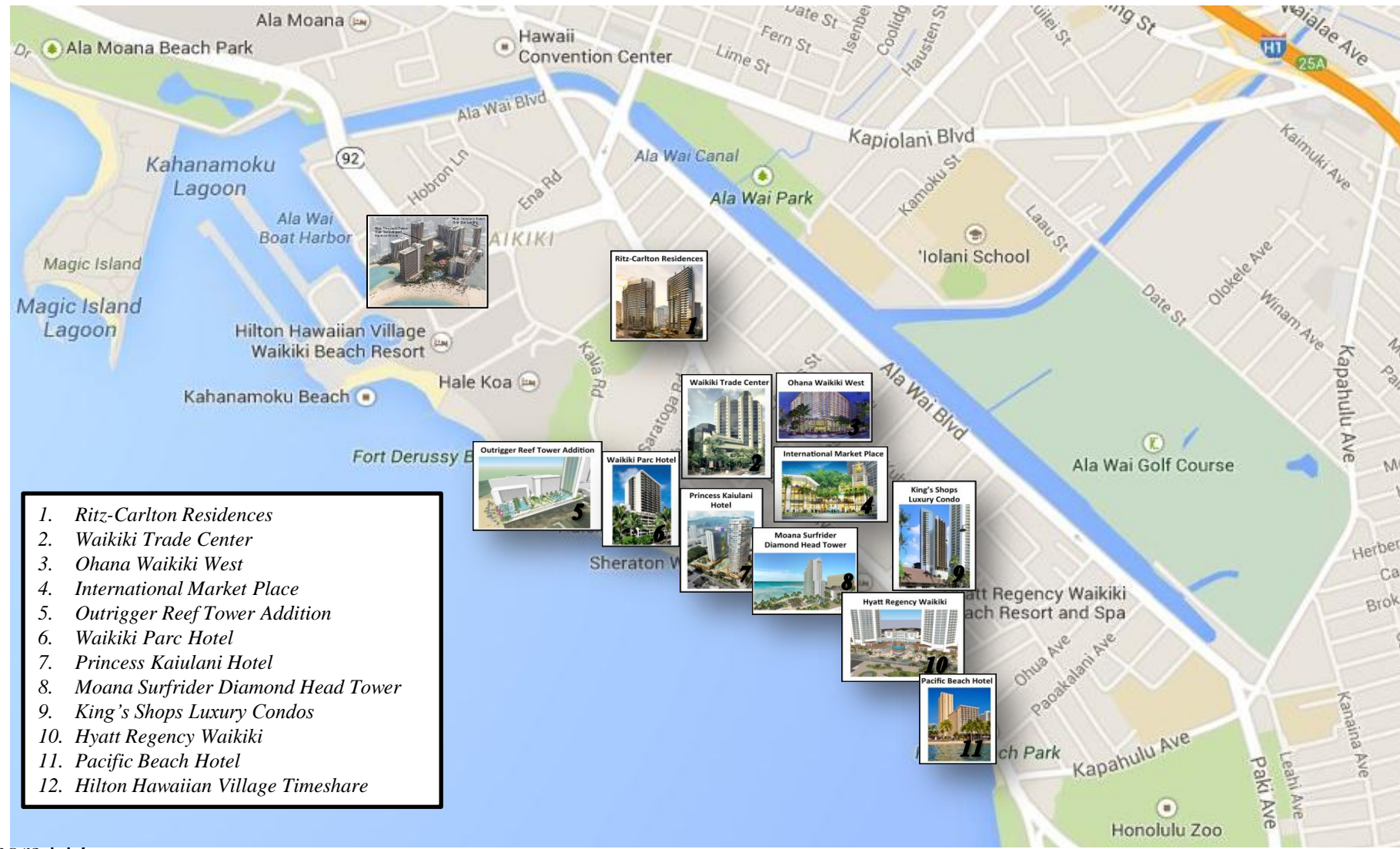
	Average Daily Census	% Mix	Daily Hotel Demand	% Mix
U.S. West	88,400	42.1%	37,700	33.5%
U.S. East	49,800	23.7%	24,800	22.1%
Japan	24,100	11.5%	19,700	17.6%
Canada	17,200	8.2%	5,700	5.1%
All Others	30,500	14.5%	24,400	21.7%
Total	209,900	100%	112,300	100%

Accelerated Growth in Alternative Accommodations

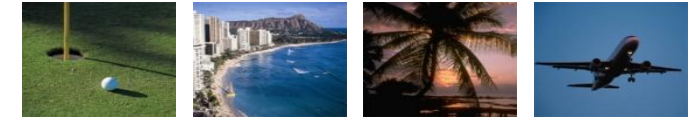


- Highly experienced repeat travelers
- Experiential and imbedded tourism
- Individual vacation units
- Air b&b will have major impact
 - Management of industry and resident flash points

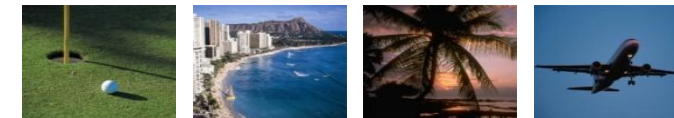
Top 12 Current and Pipeline Investment Worth Over \$2 Billion



Concept International Marketplace



Other Transformative Projects



Transformative Projects to Watch



➤ West Oahu

- Ko Olina Expansion

 - ◆ >\$1 Billion New Value

 - ◆ Vision Attainment

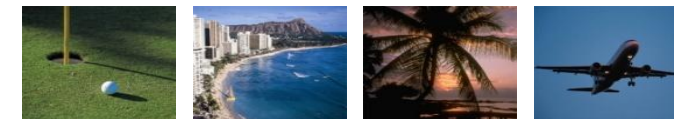
- Kapolei – Community-based need

- Makaha Resort – Experiential and Cultural Sharing

➤ Hilo Banyan Drive Jump-Start

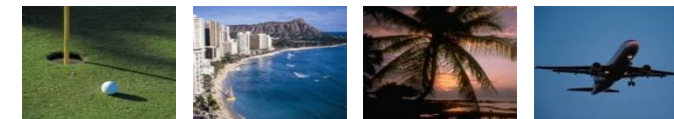
➤ Kohala Coast Repositioning

State of Hawai'i Occupancy Forecast



Occupancy	2014	2015P	2016F
Statewide	77.0%	78.0%	78.7%
O'ahu	84.4%	85.5%	85.8%
Maui	72.0%	73.5%	75.7%
Kaua'i	70.0%	70.4%	71.0%
Big Island	61.5%	63.5%	67.0%

State of Hawai'i ADR Forecast



ADR	2014	2015P	2016F
Statewide	\$243	\$246	\$252
O'ahu	\$226	\$228	\$237
Maui	\$297	\$310	\$322
Kaua'i	\$239	\$242	\$248
Big Island	\$214	\$228	\$235

Thank you!



HOSPITALITY ADVISORS LLC

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