

Castle Resorts & Hotels



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AGENDA

- **Overview of Castle Resorts & Hotels**
- **Qualitative & Quantitative Stats**
- **Castle's new Hybrid Vacation Rental Model**
- **Disclaimers**

Who are we???

- 🦢 Castle Resorts & Hotels Overview
 - 30 years in business
 - 5 Hawaiian Islands, 1 New Zealand
 - 20 Hotel/Condominium Resort properties
 - 1,200+ rooms

What are we???

- ❧ Castle Resorts & Hotels is a Hospitality Management company
 - Hotel (boutique and full service)
 - Condominium Resort (on site)
 - Condominium Resort (off site)
 - Vacation Rental (individually advertised units) – **HUH???**

Tourism Headlines (7 years)

- ANNUAL **2012** TOTAL VISITOR SPENDING REACHED A RECORD \$14.3 BILLION WHILE TOTAL ARRIVALS WAS THE HIGHEST EVER
- TOTAL VISITORS TO HAWAI'I REACHED A RECORD 8.2 MILLION IN **2013** TOTAL VISITOR EXPENDITURES INCREASED TO \$14.5 BILLION
- A RECORD 8.3 MILLION VISITORS CAME TO HAWAI'I IN **2014** TOTAL VISITOR EXPENDITURES GREW TO \$14.7 BILLION
- HAWAI'I TOURISM INDUSTRY SETS NEW RECORDS IN **2015** 8.6 MILLION VISITORS; \$15.2 BILLION IN EXPENDITURES
- HAWAI'I TOURISM INDUSTRY SET NEW RECORDS IN **2016** \$15.6 BILLION IN VISITOR SPENDING; 8.9 MILLION ARRIVALS
- 2017** HAWAII TOURISM INDUSTRY SET NEW RECORD TOTALS IN 2017
- 2018** VISITORS TO THE HAWAIIAN ISLANDS SPENT \$17.82 BILLION UP 6.8%, VISITOR ARRIVAL UP 5.8%

[http://www.hawaiitourismauthority.org/default/assets/File/research/monthly-visitors/November%202017/November%202017%20Visitor%20Stats%20Press%20Release%20\(final\)\(1\).pdf](http://www.hawaiitourismauthority.org/default/assets/File/research/monthly-visitors/November%202017/November%202017%20Visitor%20Stats%20Press%20Release%20(final)(1).pdf)



2018 VISITOR PLANT INVENTORY

HAWAII TOURISM
AUTHORITY
Tourism Research

Hawaii Tourism Authority

Plant Inventory

i

Just in case ...

Statistics on:

- Number of visitor units
- Island distribution
- Type of property
- Class of rooms

HVCB first published the VPI IN 1964 –

1998 and DBEDT published the VPI IN 1999

Vacation Rental was always included, BUT the **Individually advertised units** supplement started in 2014

Individually advertised unit Data was added due to the evolving segment of vacation rentals, including data on pricing and geographical location of the supply

Visitor Plant Inventory

State of Hawai'i

The total number of units in the State of Hawai'i Visitor Plant Inventory for 2018 was 80,751 visitor units, 0.1 percent higher than in 2017 [Figure 2].

- Nearly half (48.4 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 units (26.5 percent) followed by Hawai'i Island (13.4 percent) and Kaua'i (11.2 percent). Moloka'i and Lāna'i had the fewest lodging units and combined totaled less than one percent of all Hawai'i lodging units.
- A large majority of the lodging supply in the state was made up by Hotel units (54.3 percent). Vacation Rentals, Timeshares, and Condominium Hotels accounted for 16.2 percent, 14.8, and 13.1 percent of all lodging units, respectively.

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

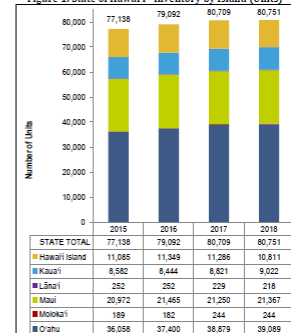


Figure 2: State of Hawai'i - Inventory by Unit Type

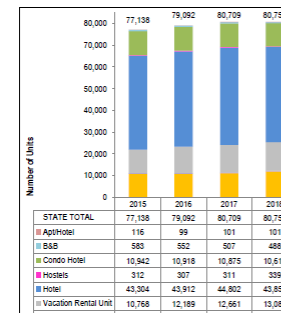
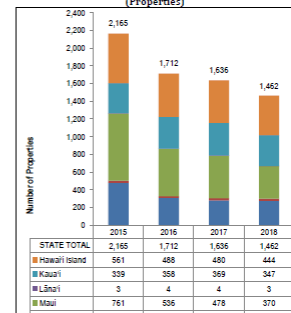


Figure 3: State of Hawai'i - Inventory by Island (Properties)



INDIVIDUALLY ADVERTISED Unit Inventory

Shocking numbers:

- 2014 HTA reported 7,162 officially reported vacation rental units (**22,238** individually advertised units)
- 2015 HTA reported 10,942 officially reported vacation rental units (**27,177** individually advertised units)
 - Use 17,000
- 2016 HTA reported 10,918 officially reported vacation rental units (**32,565** individually advertised units)
 - Use 20,000
- 2017 HTA reported 12,659 officially reported vacation rental units (**38,100** individually advertised units)
 - Use 23,742

....what does this mean?