



Hawaii Vacayy Week 4 Case Presentation

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Introducing our Startup



Introducing Vacay Time, our company!

Vacay Time is a startup company in the short-term rental industry. The main business model involves owning and renting out multiple properties.

Vacay Time's new venture:

Within the United States, the state where Airbnb hosts made the **most earnings on average in 2021** was **Hawaii**. Hence, Vacay Time is now looking into purchasing Hawaiian properties.

Our team, Hawaii Vacayy has been assigned to study the various properties available in Hawaii to come up with a business strategy.



Approach

Our team decided to narrow down our scope of interest from the entirety of Hawaii to **only the island of Oahu** because it is the most visited Hawaiian island, accounting for about 50% of visitor days.

Studying the demand

- Areas with greatest **numbers of tourist destinations** as an indication of the demand

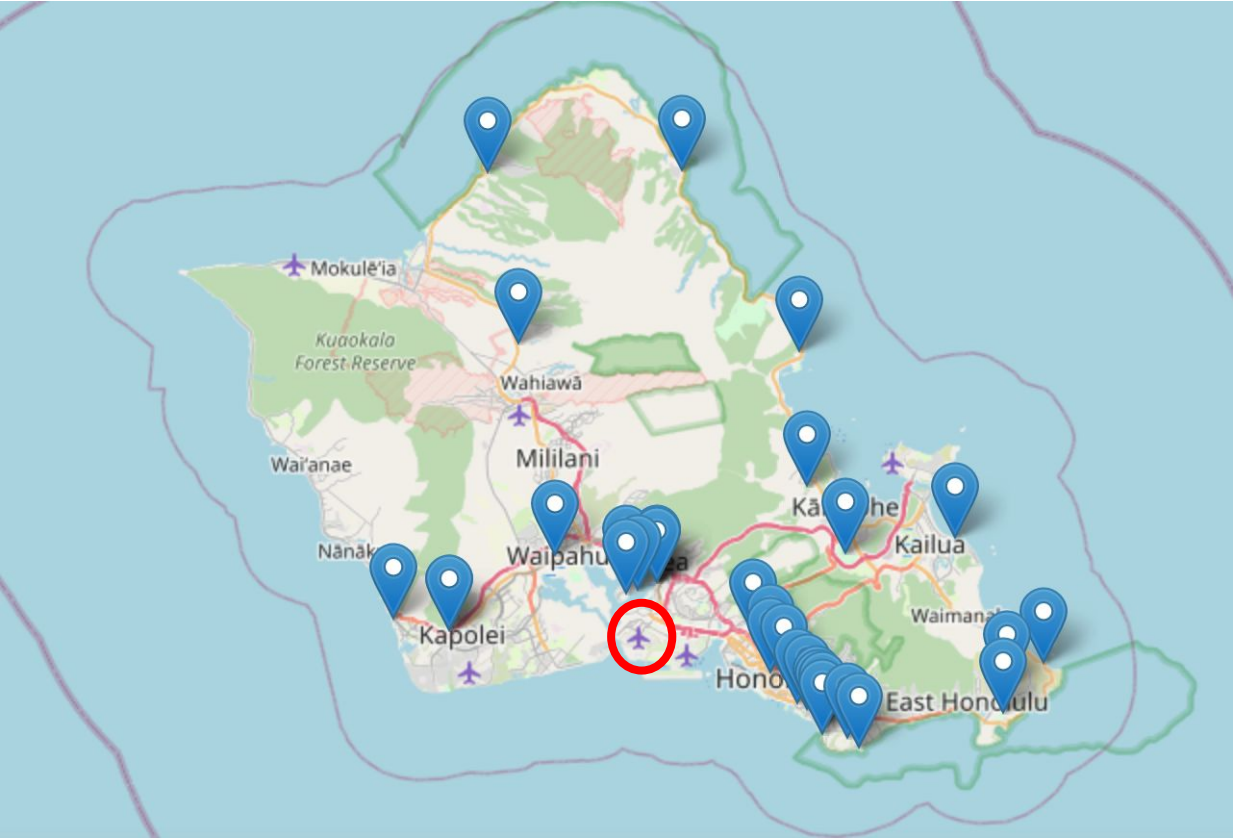
Properties that will bring us the greatest return

- Collection of **Airbnb prices** as an indication of the potential revenue
- Collection of **property prices** (from Zillow) in the region as an indication of the cost of the property
- **Comparing the revenue and cost ratios** to derive the return expected

Insights & Business Strategy

- Our team's overall insights and suggestions on location and general property trend in that location

Cluster map of tourist destinations in Oahu

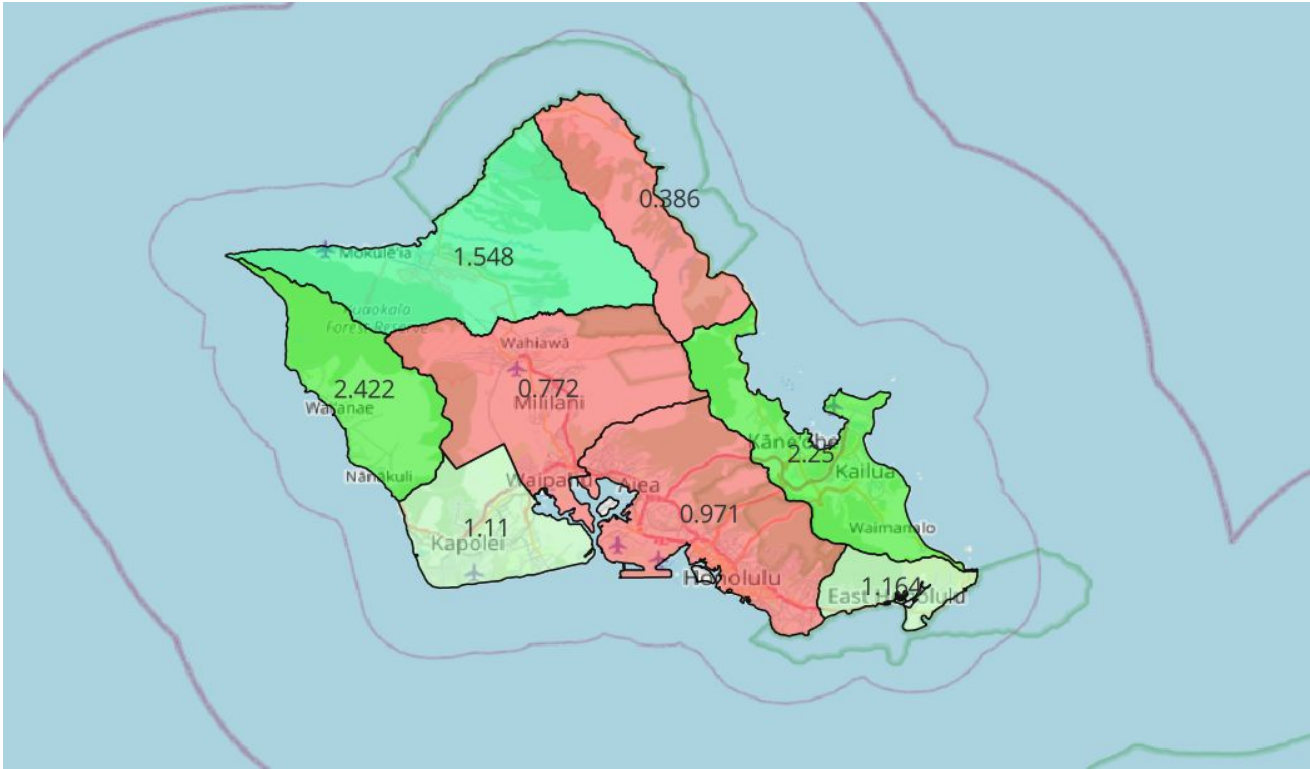


Honolulu and Waipahu are in close proximity to the largest Hawaiian airport.



Tourist attractions are clustered at the island’s south-east around Honolulu.

Choropleth map of profit ratios by region

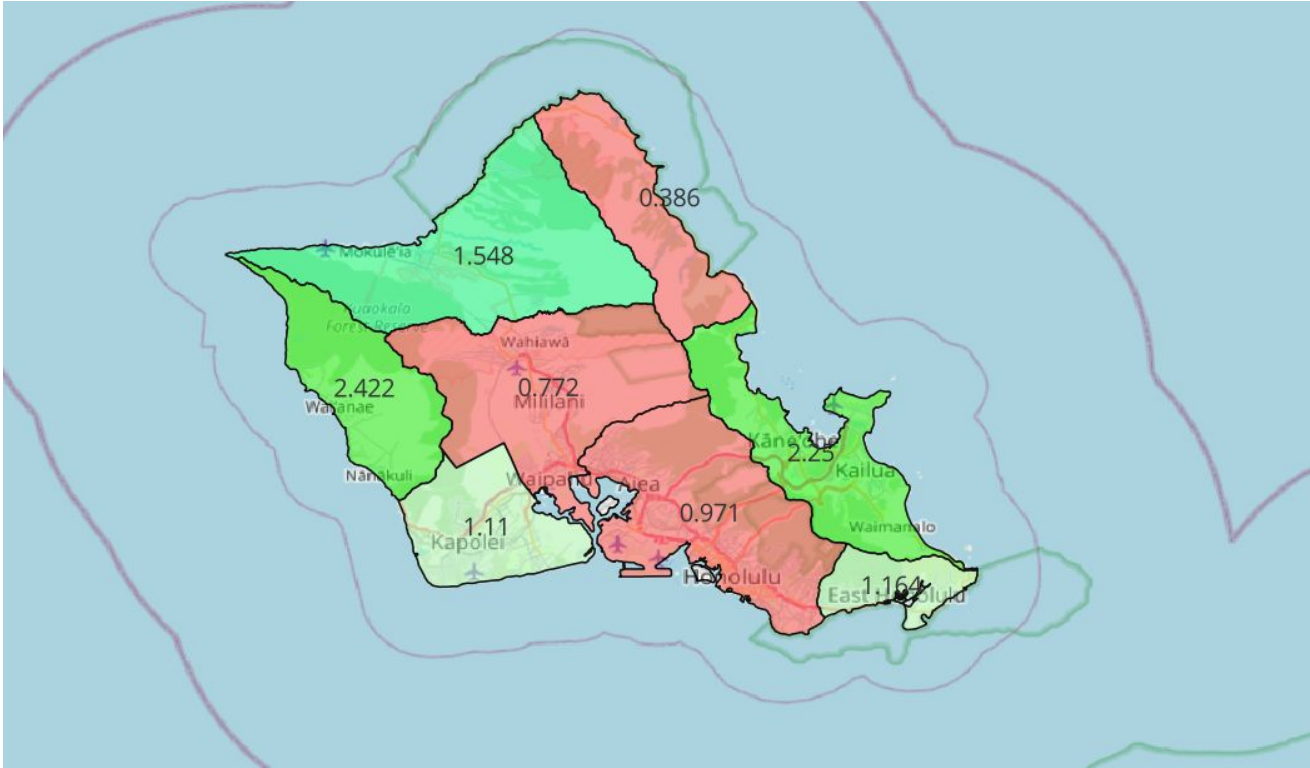


Despite high demand for properties in Honolulu, it has a **low profit ratio**.



Areas of Kailua and Wai'anae have **higher profit ratios** but lack demand.

Choropleth map of profit ratios by region



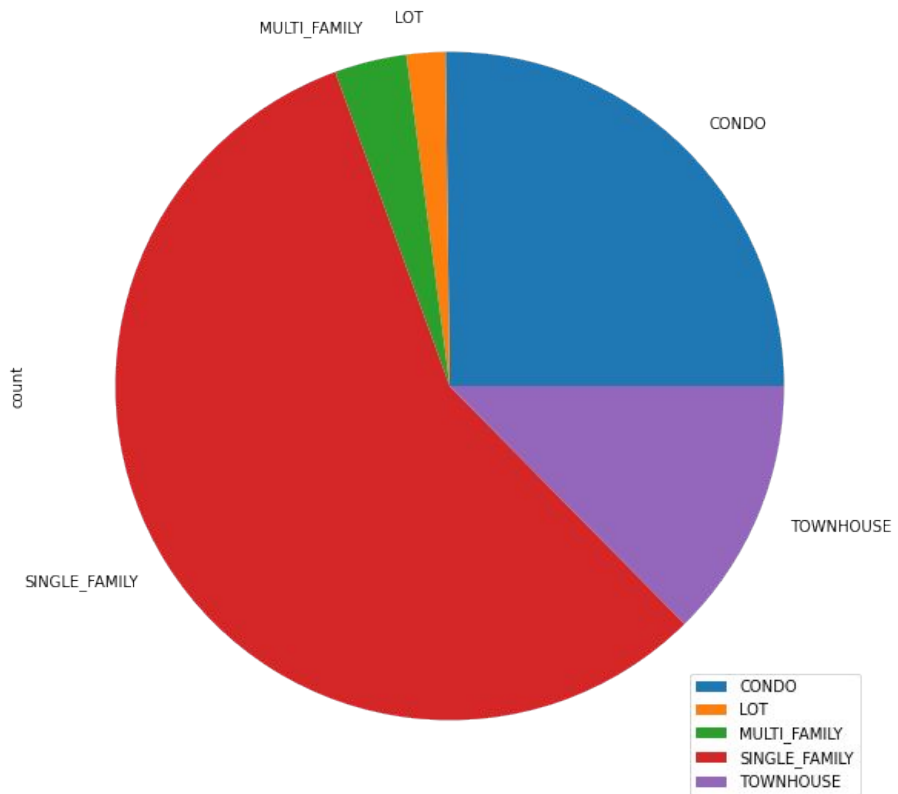
Property at Koolaupoko maximises demand and profit!

Property and AirBnB statistics

Neighbourhood	Mean Property Price (USD)
East Honolulu	\$2,444,885
Koolauloa	\$1,821,213
Koolaupoko	\$1,530,009

Neighbourhood	Price of AirBnB (USD/night)
East Honolulu	\$678
Koolaupoko	\$663
North Shore Oahu	\$533

Analysis of available properties



Home Type	Mean Property Price (USD)
Condo	\$526,152.10
Lot	\$738,357.10
Multi-family	\$2,324,046.20
Single-family	\$1,563,165.00
Townhouse	\$709,308.50

(Data scraped from Zillow, 2022)

What to expect there?



Hanauma Bay

One of the most popular tourists beaches in Hawaii, and is also a Marine Life Conservation District.



Halona Blowhole

A coastal lookout spot that features a blowhole, sending water up to 30 feet high.



Koko Head

A hiking trail leading to a large tuff cone that forms one crater of an extinct volcano.

Overall Insights and Business Strategy

Hence, we found that we should purchase a property in **East Honolulu** and **Koolaupoko** as it will bring us the following advantages:

- High tourist demand
- High profit margin

