

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-22** Preliminary

Visitor Industry Performance Measures

Market: **OVERALL**

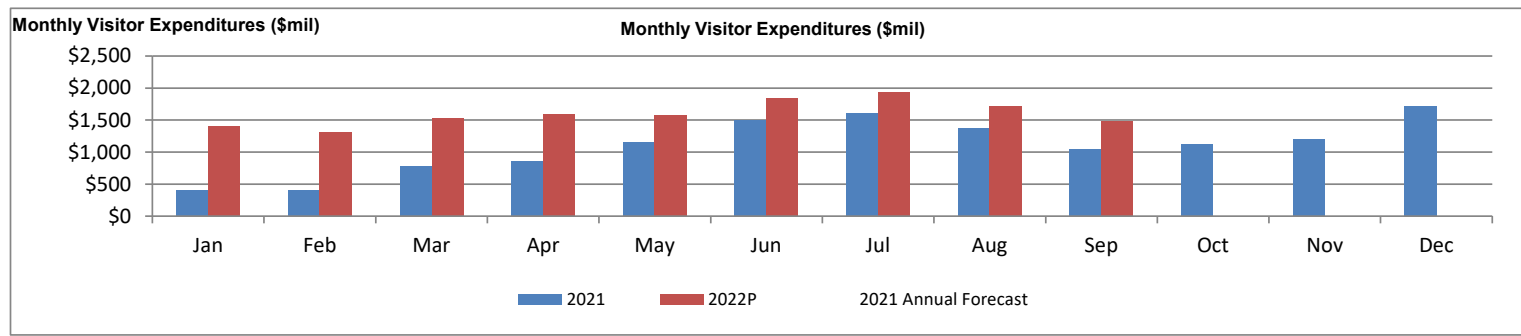
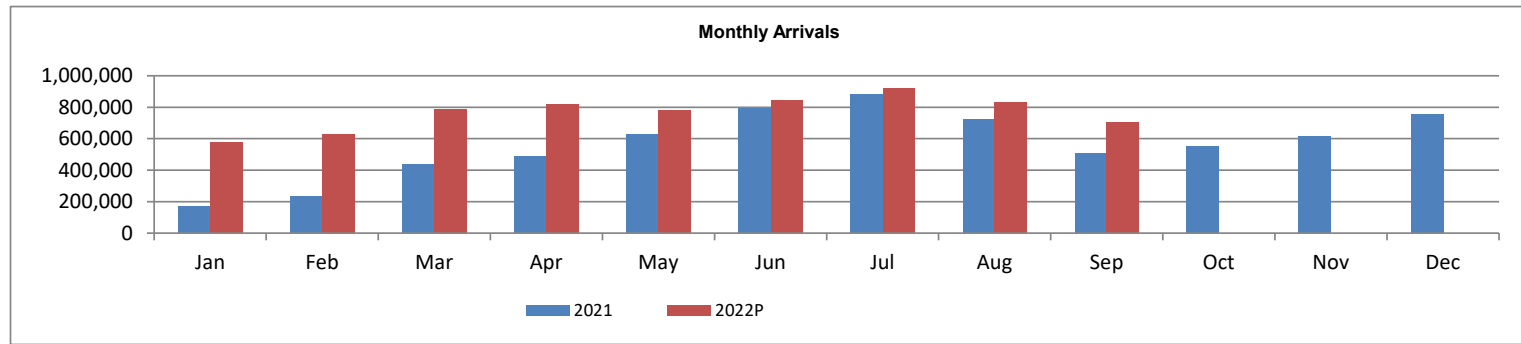
Key Performance Indicators

	YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 57.7%	9,099.8	14,353.7	18,997.5	O'ahu	50.5%	3,594,425
Daily Spend (\$PPPD)	↑ 16.2%	194.3	225.7	223.2	Maui	31.0%	2,194,814
Visitor Days	↑ 35.8%	46,832,007	63,582,182	85,108,883	Moloka'i	79.0%	31,867
Arrivals	↑ 41.7%	4,860,117	6,888,439	9,113,305	Lāna'i	48.4%	49,726
Daily Census	↑ 35.8%	171,546	232,902	233,175	Kaua'i	87.4%	1,008,065
Airlift (scheduled seats) [^]	↑ 25.9%	7,589,590	9,553,346	12,919,553	Hawai'i Island	49.5%	1,247,765

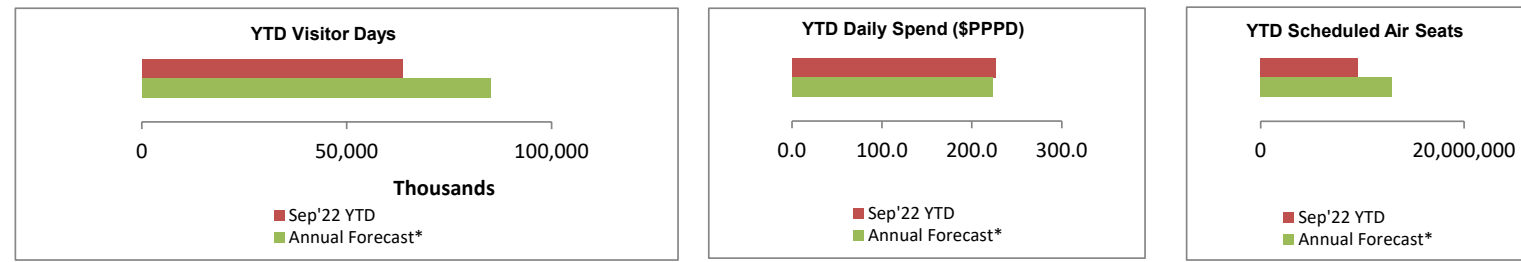
* DBEDT Annual Forecast as of Q3 2022.

[^] HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of September 22, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-22** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

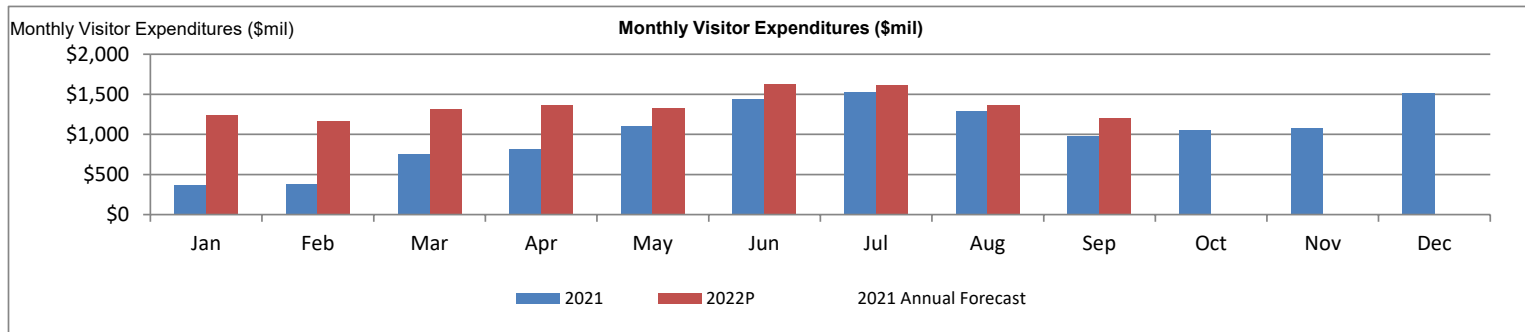
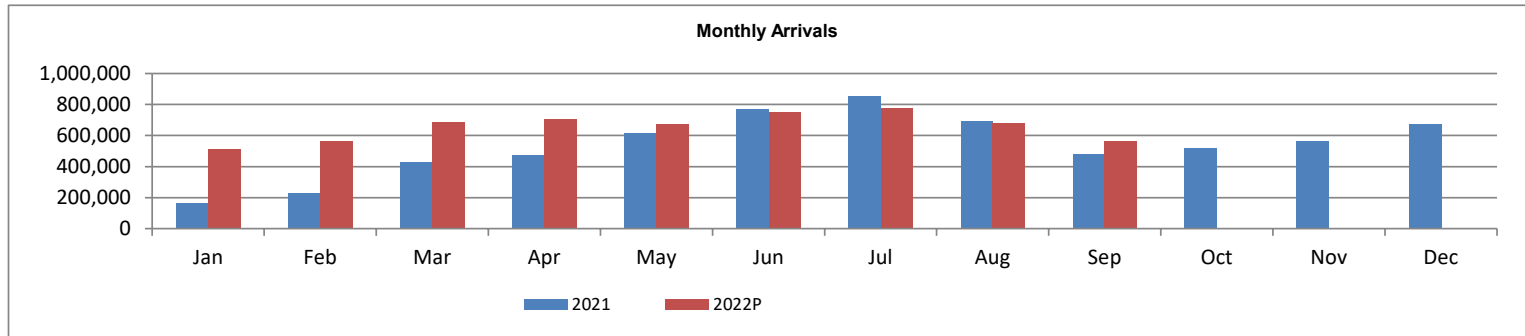
Key Performance Indicators

	YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 41.1%	8,666.2	12,227.4	16,236.3	O'ahu	27.4%	2,917,203
Daily Spend (\$PPPD)	↑ 18.7%	193.4	229.6	227.9	Maui	18.1%	1,926,574
Visitor Days	↑ 18.9%	44,801,799	53,253,954	71,234,186	Moloka'i	53.1%	26,167
Arrivals	↑ 25.7%	4,704,273	5,915,588	7,850,503	Lāna'i	30.6%	42,237
Daily Census	↑ 18.9%	164,109	195,069	195,162	Kaua'i	74.1%	913,511
Airlift (scheduled seats) [^]	↑ 15.0%	7,358,360	8,462,689	11,139,280	Hawai'i Island	34.8%	1,095,533

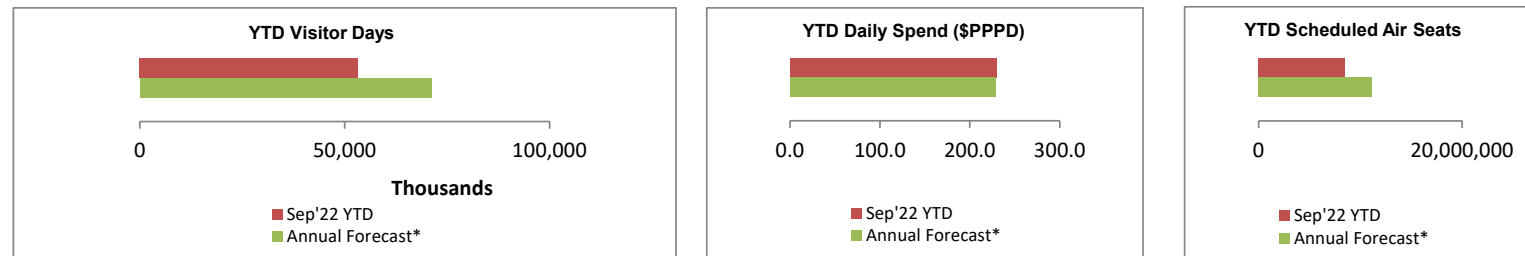
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-22** Preliminary

Visitor Industry Performance Measures

Market: **U.S. WEST**

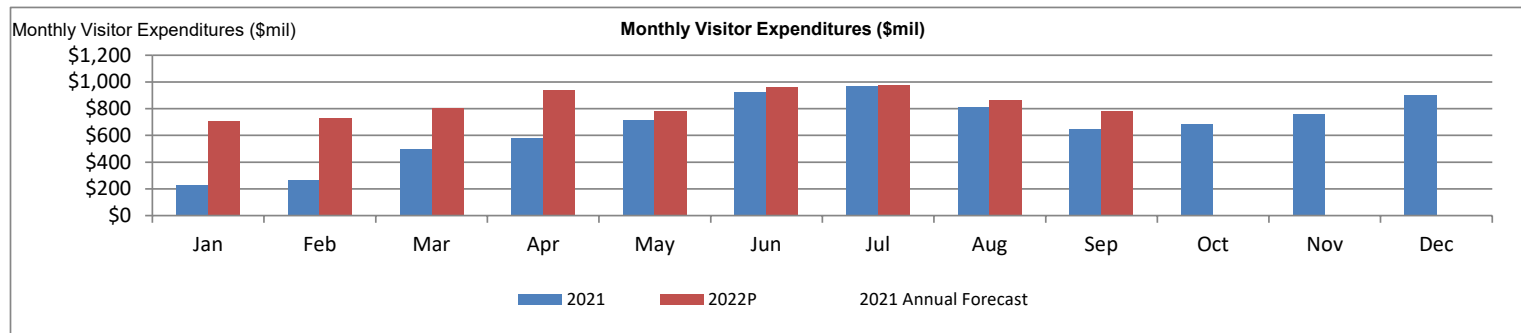
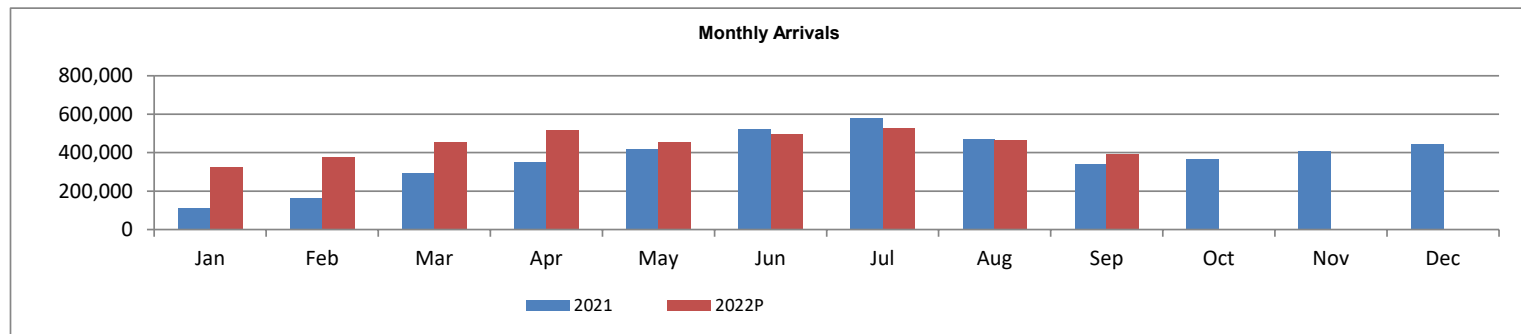
Key Performance Indicators

	YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 33.7%	5,641.6	7,544.4	9,946.1	O'ahu	26.3%	1,841,795
Daily Spend (\$PPPD)	↑ 16.3%	188.6	219.2	216.5	Maui	11.0%	1,259,241
Visitor Days	↑ 15.0%	29,915,370	34,411,273	45,934,614	Moloka'i	51.0%	16,541
Arrivals	↑ 23.4%	3,251,689	4,013,518	5,312,878	Lāna'i	25.6%	23,674
Daily Census	↑ 15.0%	109,580	126,049	125,848	Kaua'i	68.9%	609,769
Airlift (scheduled seats) [^]	↑ 16.8%	6,445,488	7,525,748	9,870,430	Hawai'i Island	28.4%	700,658

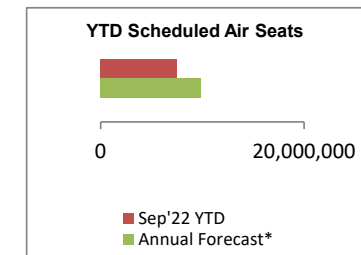
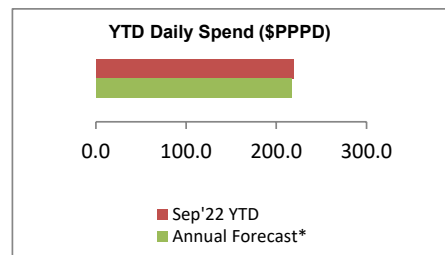
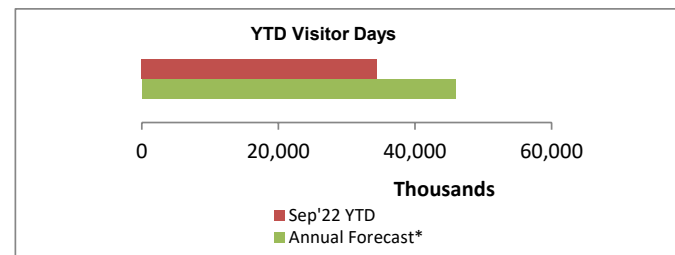
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

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Hawai'i Tourism Authority Report Date: **Sep-22** Preliminary

Visitor Industry Performance Measures

Market: **U.S. EAST**

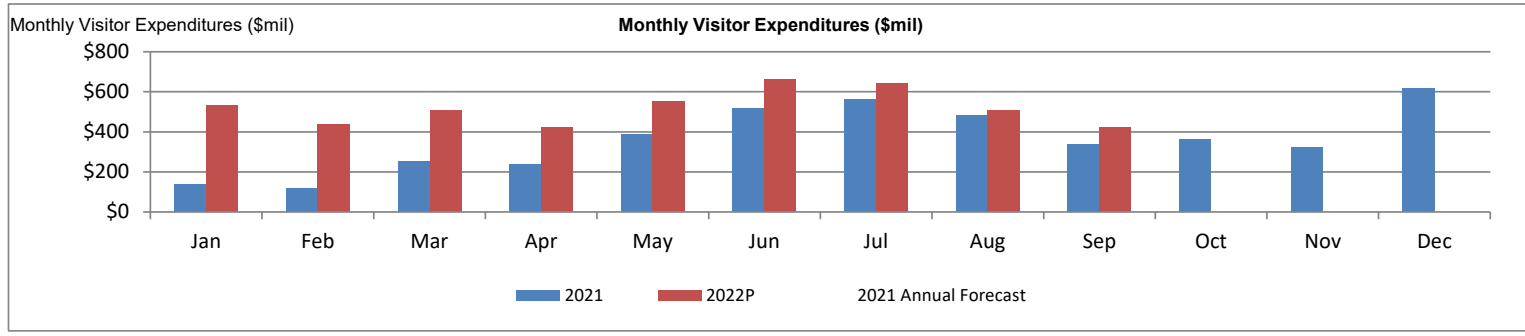
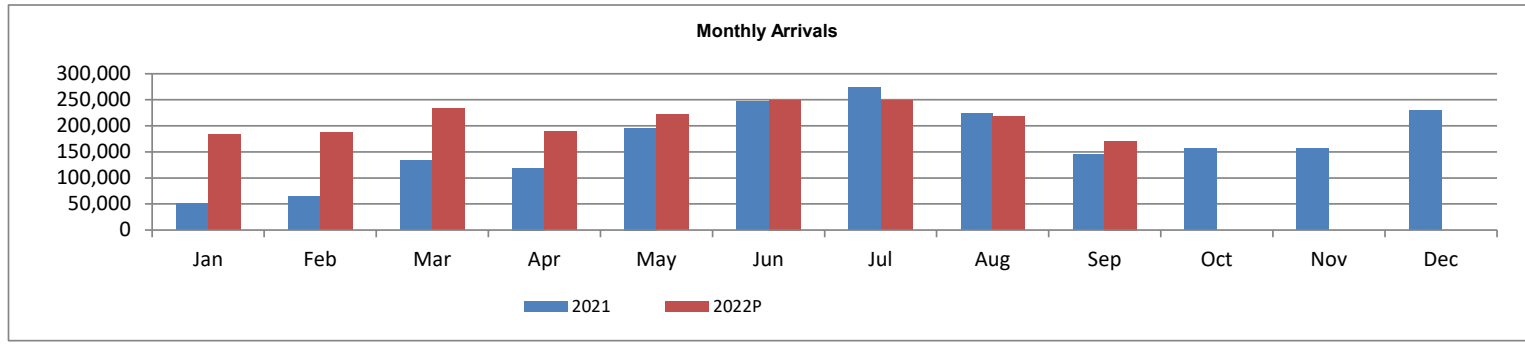
Key Performance Indicators

	YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 54.8%	3,024.6	4,682.9	6,290.2	O'ahu	29.3%	1,075,408
Daily Spend (\$PPPD)	↑ 22.3%	203.2	248.5	248.6	Maui	34.1%	667,333
Visitor Days	↑ 26.6%	14,886,429	18,842,681	25,299,572	Moloka'i	56.8%	9,627
Arrivals	↑ 30.9%	1,452,584	1,902,070	2,537,626	Lāna'i	37.4%	18,563
Daily Census	↑ 26.6%	54,529	69,021	69,314	Kaua'i	85.6%	303,742
Airlift (scheduled seats) [^]	↔ 2.6%	912,872	936,941	1,268,850	Hawai'i Island	47.9%	394,874

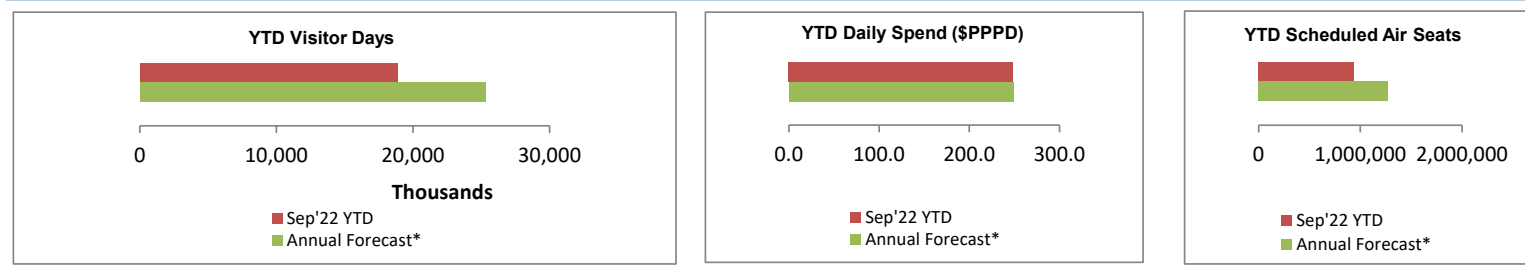
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-22** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

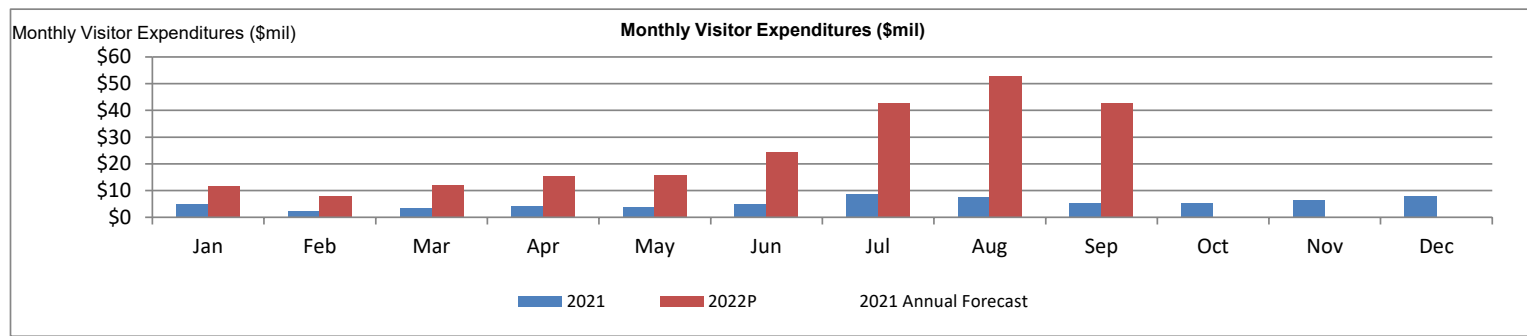
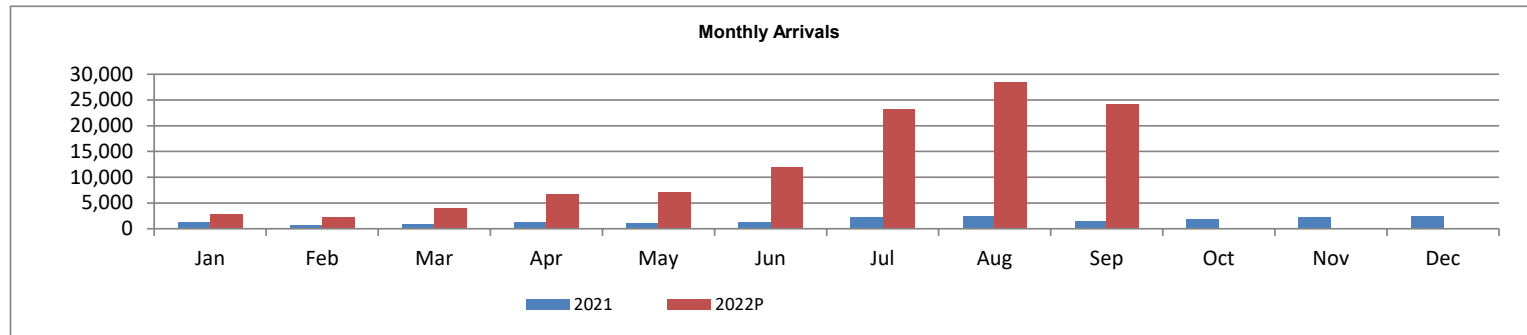
Key Performance Indicators

	YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 397.0%	45.3	225.0	468.1	O'ahu	797.2%	106,833
Daily Spend (\$PPPD)	↔ 6.1%	217.4	230.5	231.2	Maui	691.8%	3,307
Visitor Days	↑ 368.5%	208,288	975,880	2,024,134	Moloka'i	684.1%	111
Arrivals	↑ 786.5%	12,469	110,534	209,890	Lāna'i	1970.4%	266
Daily Census	↑ 368.5%	763	3,575	5,546	Kaua'i	862.6%	1,882
Airlift (scheduled seats) [^]	↑ 216.0%	87,561	276,662	586,372	Hawai'i Island	2166.3%	9,463

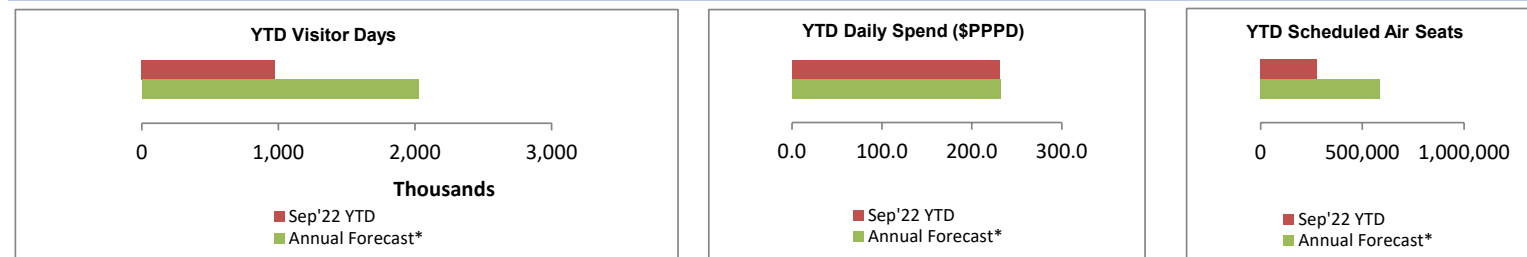
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Sep-22** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

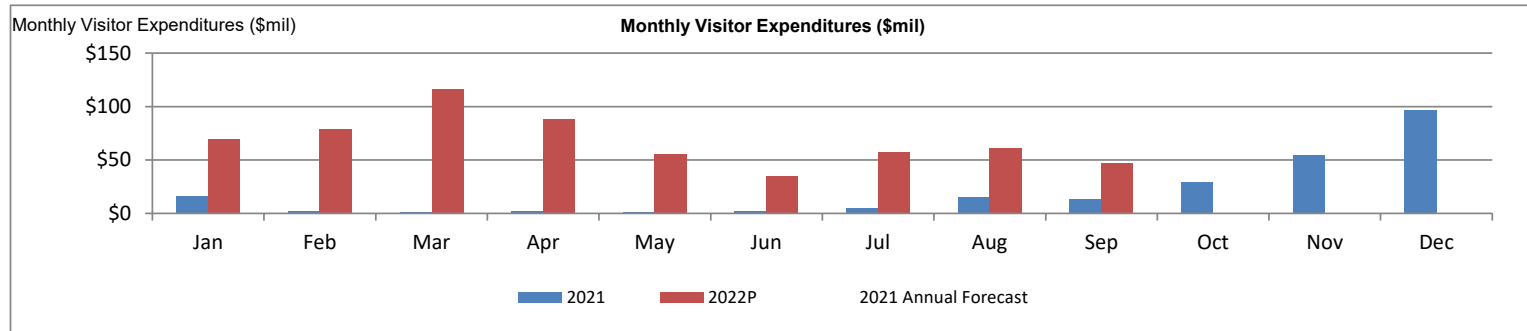
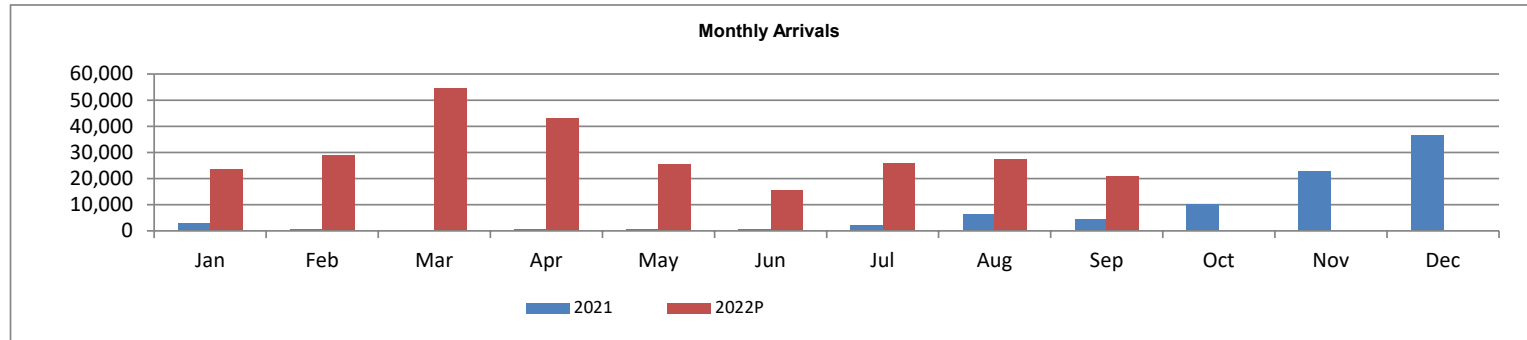
Key Performance Indicators

	YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 932.8%	59.0	608.9	876.2	O'ahu	1435.7%	129,664
Daily Spend (\$PPPD)	↔ 3.8%	178.1	184.9	182.4	Maui	1380.3%	129,307
Visitor Days	↑ 895.0%	331,084	3,294,220	4,802,897	Moloka'i	1942.2%	1,331
Arrivals	↑ 1333.8%	18,500	265,250	379,885	Lāna'i	2051.3%	2,697
Daily Census	↑ 895.0%	1,213	12,067	13,159	Kaua'i	2290.2%	27,343
Airlift (scheduled seats) [^]	↑ 910.6%	35,070	354,418	487,215	Hawai'i Island	1438.8%	40,915

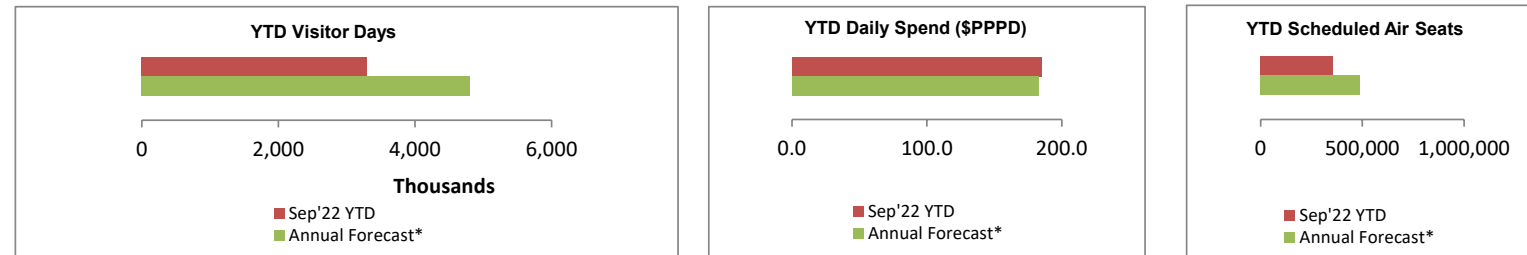
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-22** Preliminary

Visitor Industry Performance Measures

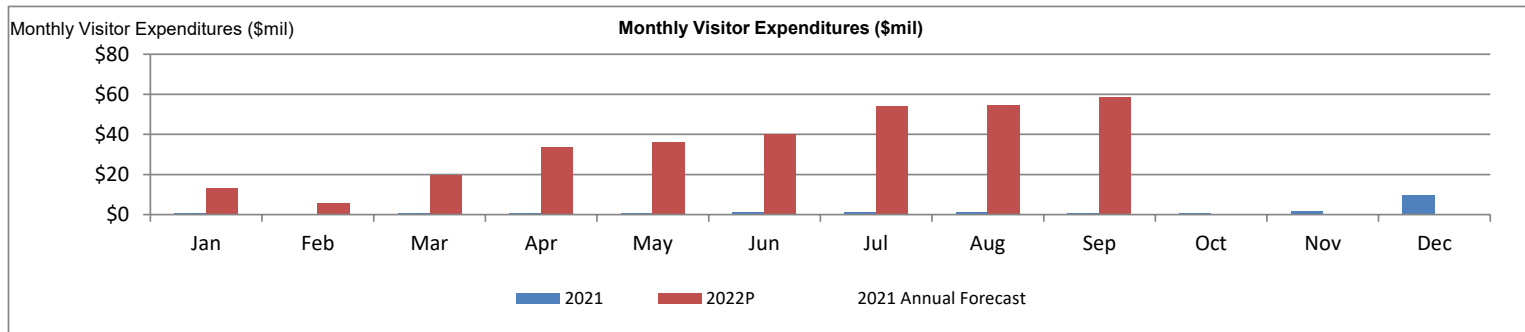
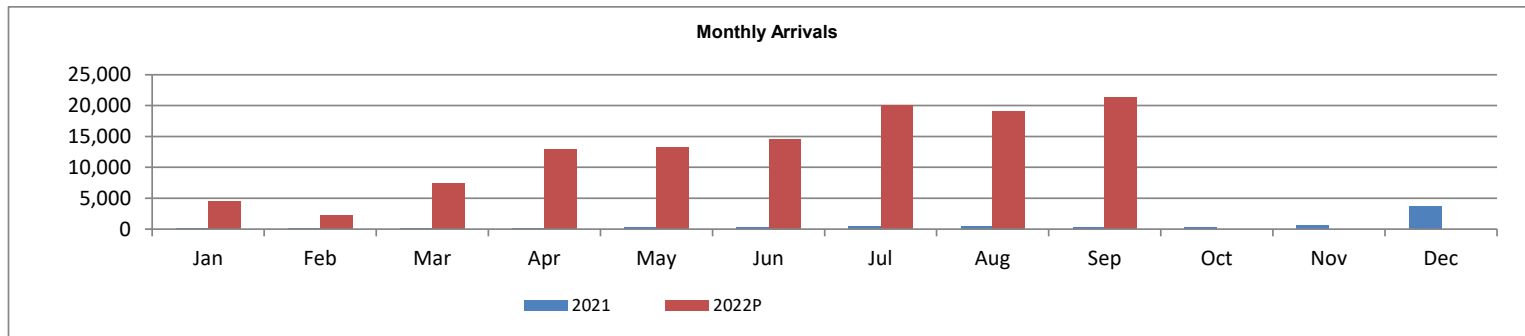
Market: **OCEANIA**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 3991.9%	7.7	316.4	409.2	O'ahu	8923.2%	112,256
Daily Spend (\$PPPD)	↑ 16.1%	243.1	282.1	277.9	Maui	2807.2%	16,050
Visitor Days	↑ 3425.2%	31,812	1,121,414	1,472,261	Moloka'i	3256.8%	673
Arrivals	↑ 5396.6%	2,097	115,281	150,711	Lāna'i	4206.4%	948
Daily Census	↑ 3425.2%	117	4,108	4,034	Kaua'i	2160.5%	6,535
Airlift (scheduled seats) [^]	N/A	0	160,137	45,088	Hawai'i Island	2793.4%	10,902

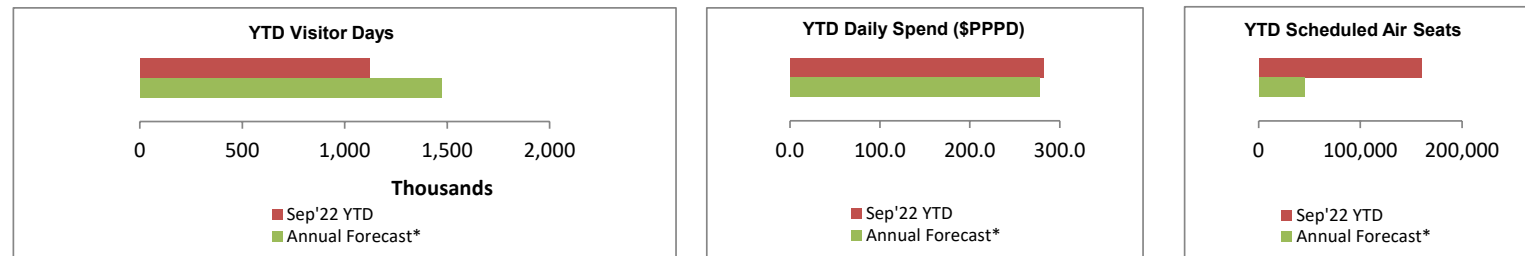
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Sep-22** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

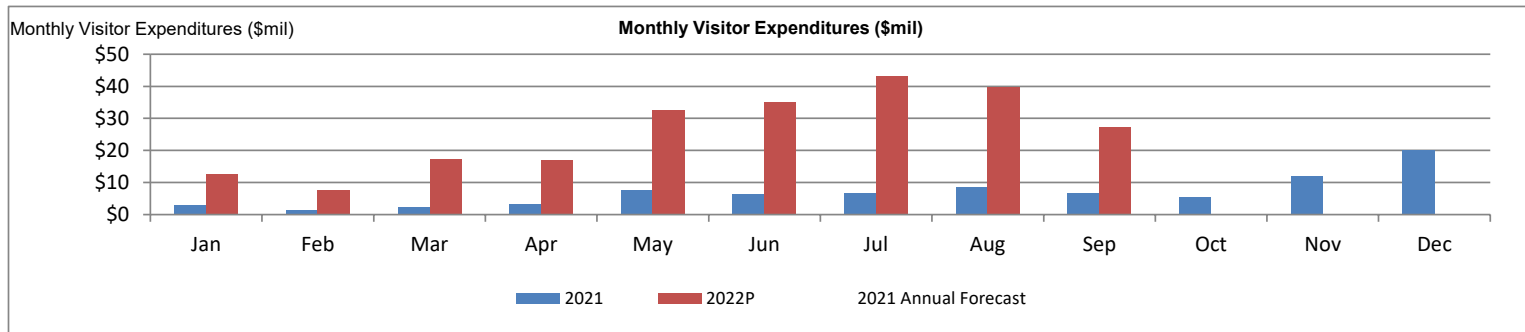
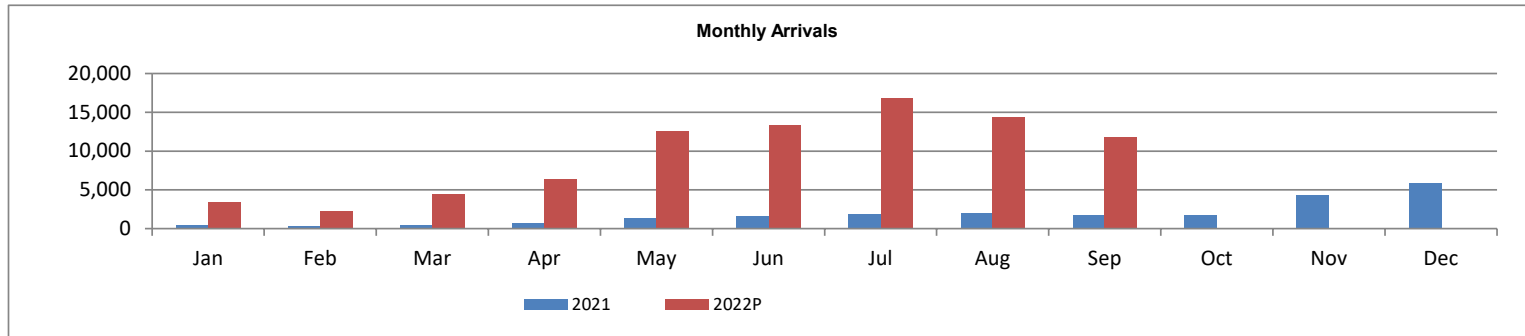
Key Performance Indicators

	YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 407.4%	45.7	232.1	N/A	O'ahu	852.5%	80,508
Daily Spend (\$PPPD)	↔ 6.8%	275.8	294.6	N/A	Maui	451.8%	9,484
Visitor Days	↑ 375.1%	165,865	787,944	N/A	Moloka'i	453.2%	191
Arrivals	↑ 710.4%	10,547	85,473	N/A	Lāna'i	219.9%	264
Daily Census	↑ 375.1%	608	2,886	N/A	Kaua'i	283.4%	2,784
Airlift (scheduled seats) [^]	↑ 601.2%	20,572	144,253	230,913	Hawai'i Island	609.9%	13,659

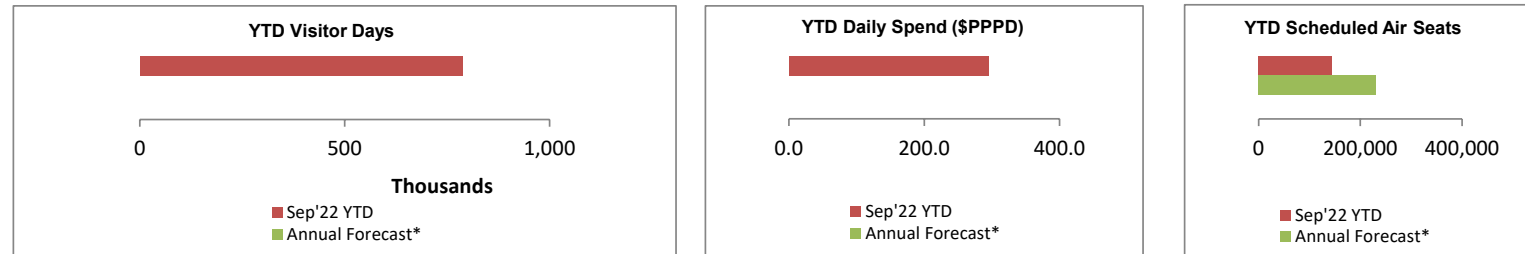
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Sep-22** Preliminary

Visitor Industry Performance Measures

Market: **KOREA**

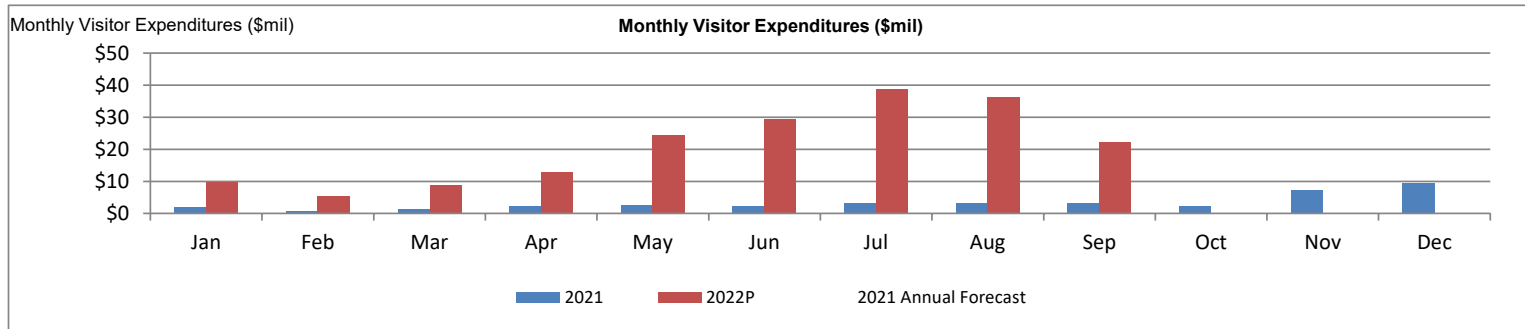
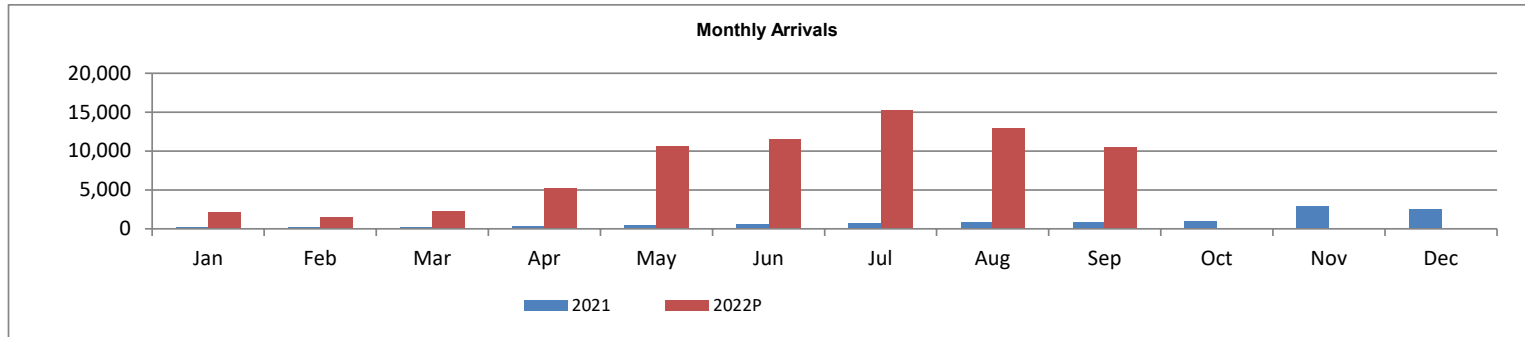
Key Performance Indicators

	YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 799.9%	20.9	188.5	252.0	O'ahu	1777.0%	70,232
Daily Spend (\$PPPD)	↑ 11.9%	254.4	284.8	288.7	Maui	1405.5%	6,587
Visitor Days	↑ 704.0%	82,325	661,866	872,630	Moloka'i	3089.9%	100
Arrivals	↑ 1566.3%	4,319	71,971	94,014	Lāna'i	1111.1%	115
Daily Census	↑ 704.0%	302	2,424	2,391	Kaua'i	853.0%	1,653
Airlift (scheduled seats) [^]	↑ 601.2%	20,572	144,253	230,913	Hawai'i Island	2237.1%	10,166

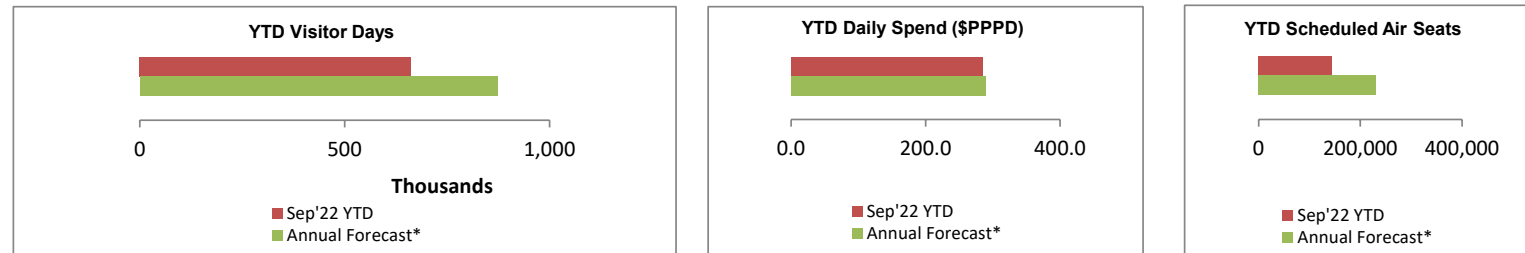
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Sep-22** Preliminary

Visitor Industry Performance Measures

Market: **CHINA**

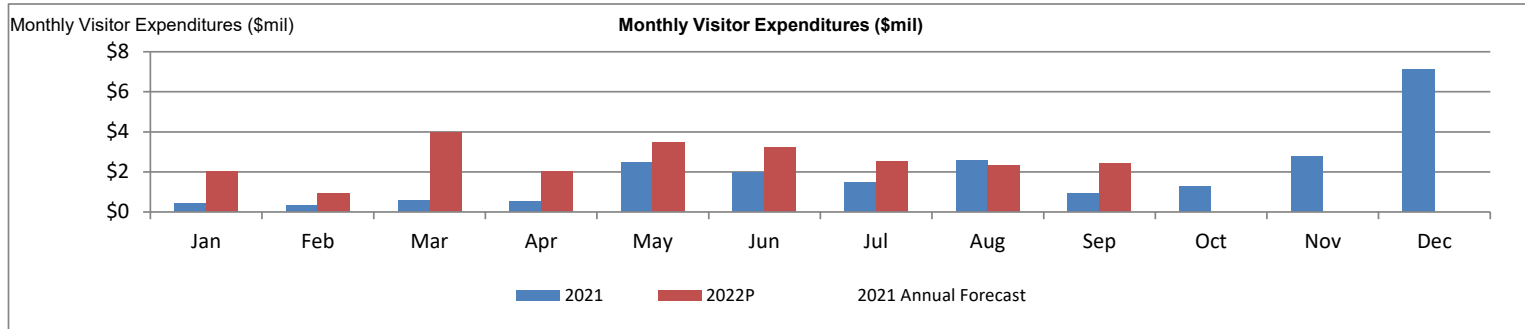
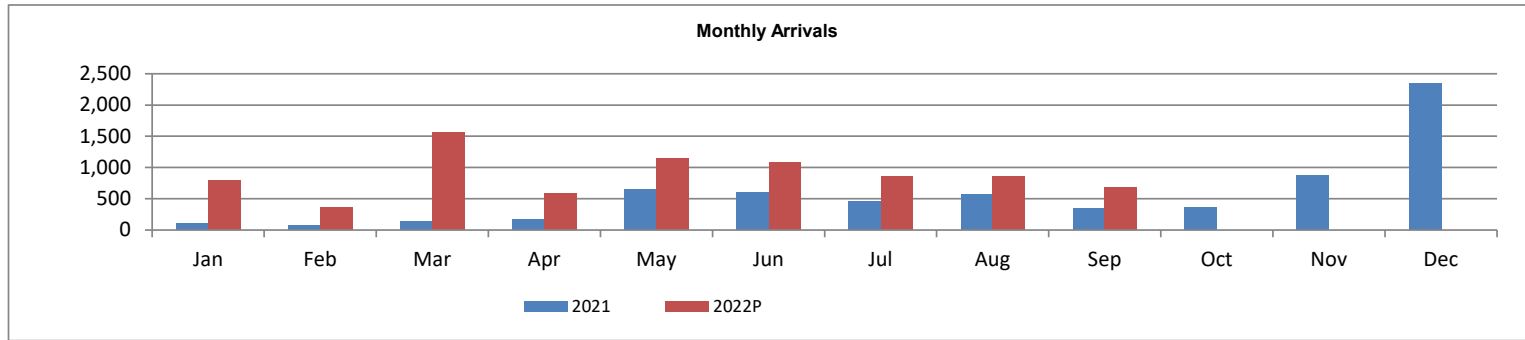
Key Performance Indicators

	YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 103.8%	11.2	22.9	N/A	O'ahu	157.0%	6,518
Daily Spend (\$PPPD)	↔ 8.1%	314.7	340.3	N/A	Maui	145.7%	1,545
Visitor Days	↑ 88.5%	35,653	67,191	N/A	Moloka'i	501.9%	64
Arrivals	↑ 154.3%	3,112	7,914	N/A	Lāna'i	154.9%	80
Daily Census	↑ 88.5%	131	246	N/A	Kaua'i	143.0%	432
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	161.2%	2,278

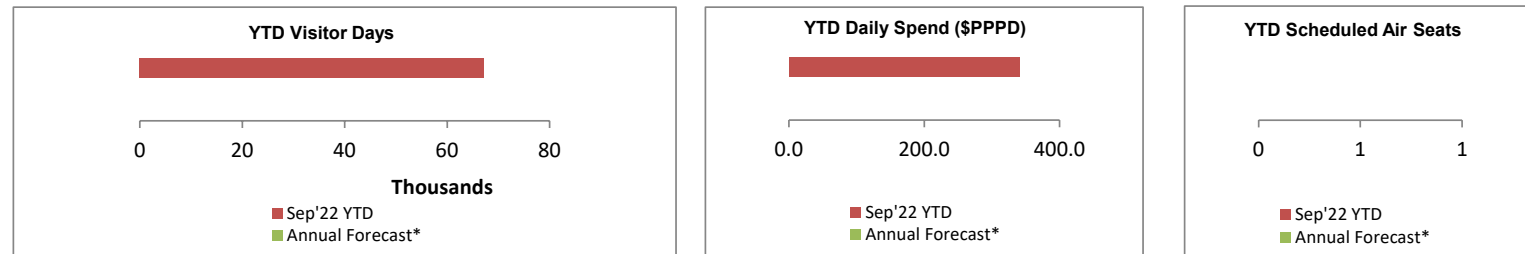
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **EUROPE**

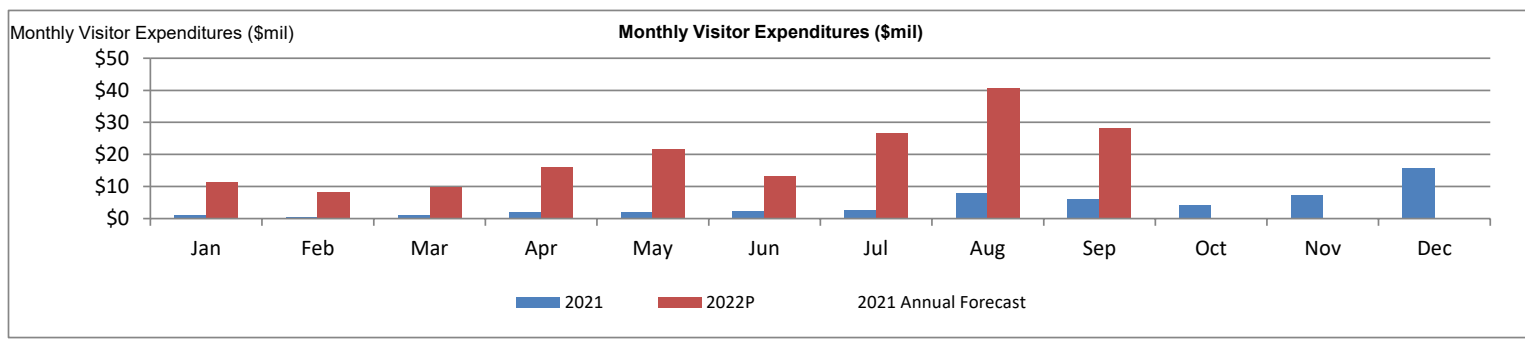
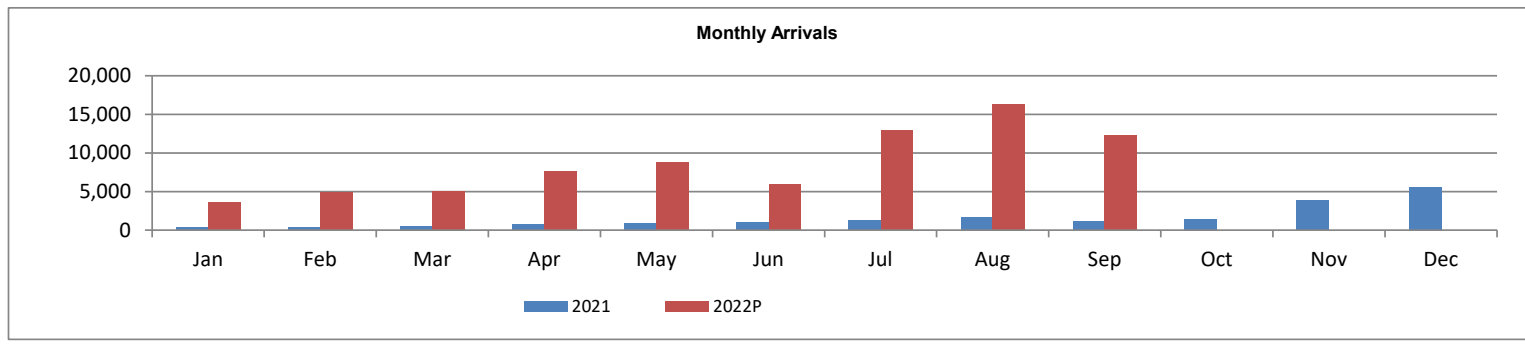
Key Performance Indicators

	YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 582.5%	25.7	175.5	185.4	O'ahu	1071.7%	54,487
Daily Spend (\$PPPD)	↓ -5.7%	172.3	162.5	156.2	Maui	1304.4%	32,839
Visitor Days	↑ 623.7%	149,286	1,080,451	1,186,896	Moloka'i	1285.2%	1,150
Arrivals	↑ 872.0%	7,947	77,248	84,710	Lāna'i	911.7%	968
Daily Census	↑ 623.7%	547	3,958	3,252	Kaua'i	1674.7%	18,709
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	1521.7%	26,943

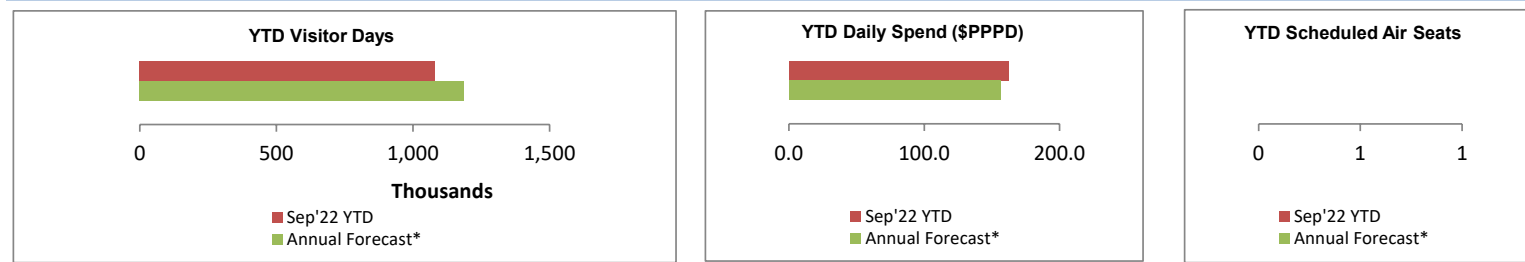
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **LATIN AMERICA**

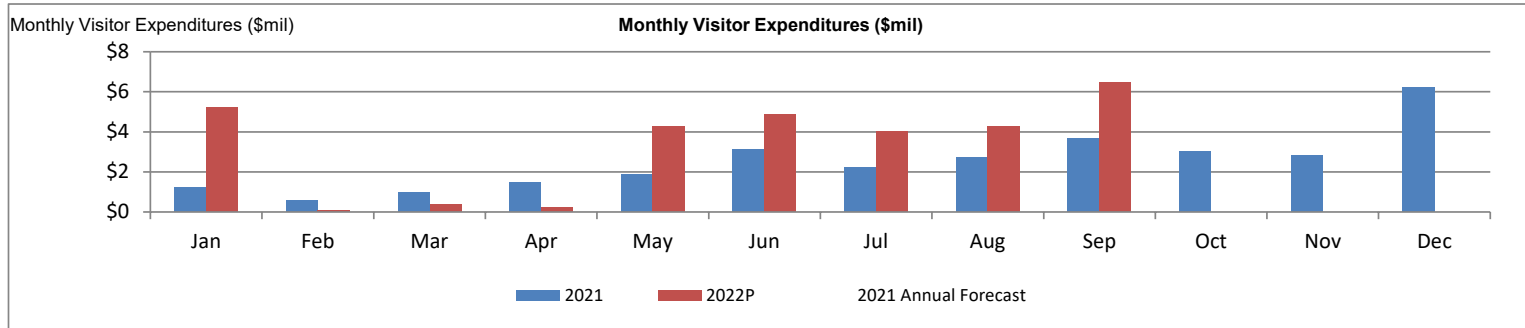
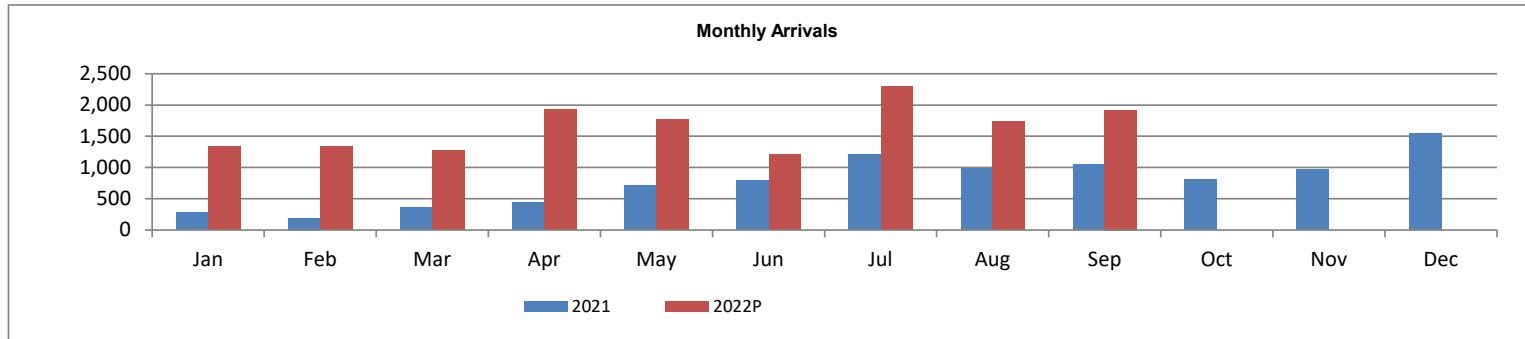
Key Performance Indicators

	YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 67.7%	17.8	29.8	N/A	O'ahu	152.5%	10,071
Daily Spend (\$PPPD)	↓ -24.7%	243.9	183.8	N/A	Maui	121.1%	5,023
Visitor Days	↑ 122.6%	72,856	162,142	N/A	Moloka'i	138.8%	91
Arrivals	↑ 145.4%	6,024	14,787	N/A	Lāna'i	95.0%	129
Daily Census	↑ 122.6%	267	594	N/A	Kaua'i	232.8%	1,563
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	187.6%	3,368

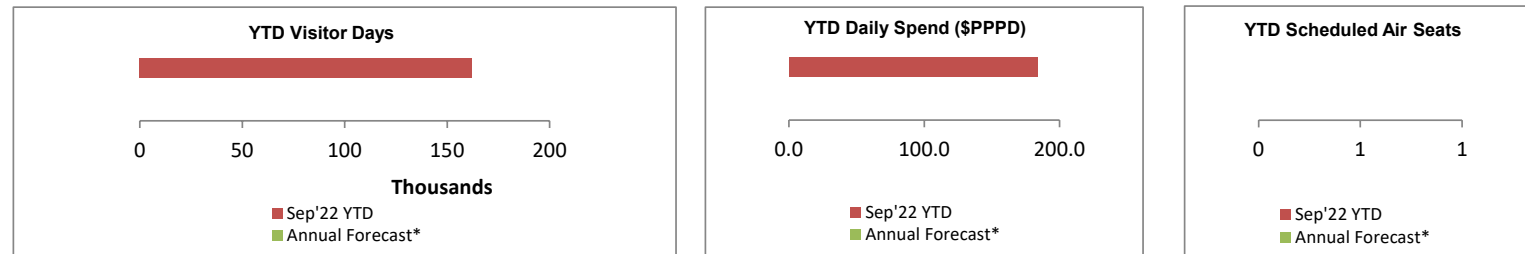
* DBEDT Annual Forecast as of Q3 2022.

[^] HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of September 22, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures