

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Mar-23** Preliminary

Visitor Industry Performance Measures

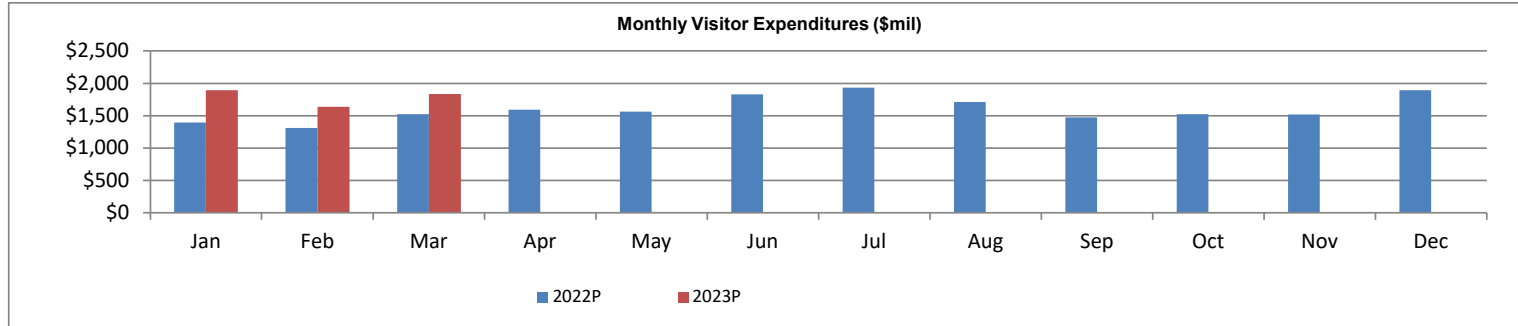
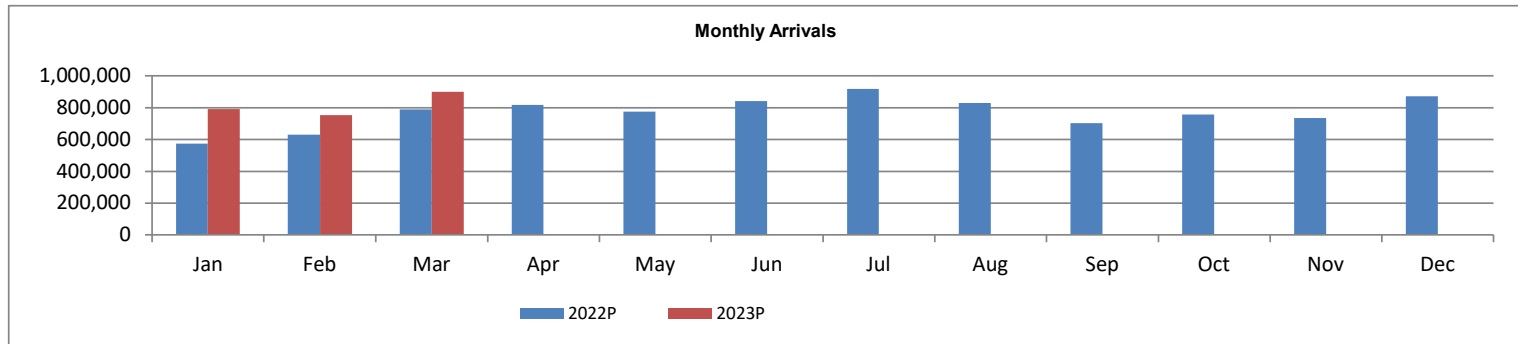
Market: **OVERALL**

Key Performance Indicators

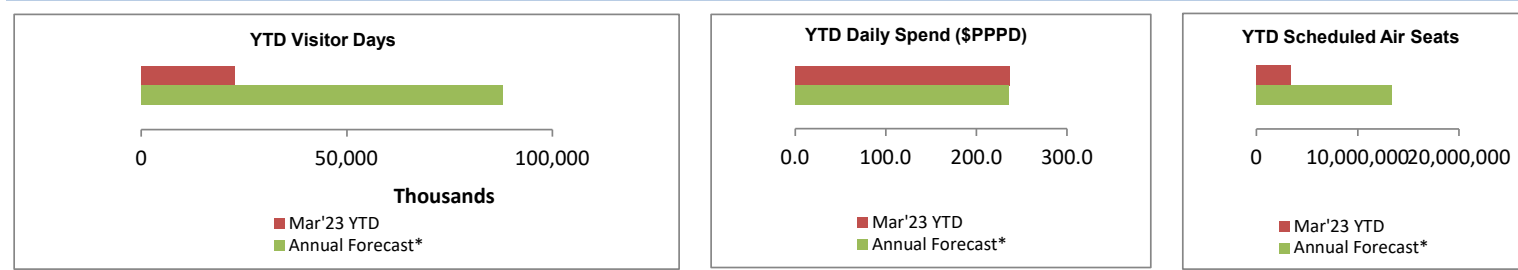
	YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 26.8%	4,233.6	5,369.6	20,661.0	O'ahu	34.8%	1,335,130
Daily Spend (\$PPPD)	↔ 7.3%	220.4	236.4	235.2	Maui	17.8%	725,969
Visitor Days	↑ 18.3%	19,208,877	22,714,914	87,853,338	Moloka'i	26.3%	11,990
Arrivals	↑ 22.7%	1,993,761	2,446,331	9,621,436	Lāna'i	20.9%	16,954
Daily Census	↑ 18.3%	213,432	252,388	240,694	Kaua'i	18.0%	330,090
Airlift (scheduled seats)^	↔ 8.7%	3,132,470	3,403,923	13,422,448	Hawai'i Island	19.2%	446,993

* DBEDT Annual Forecast as of Q1 2023.
 ^ HTA/DBEDT READ analysis based on scheduled seats from Dilo Mi flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Mar-23** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

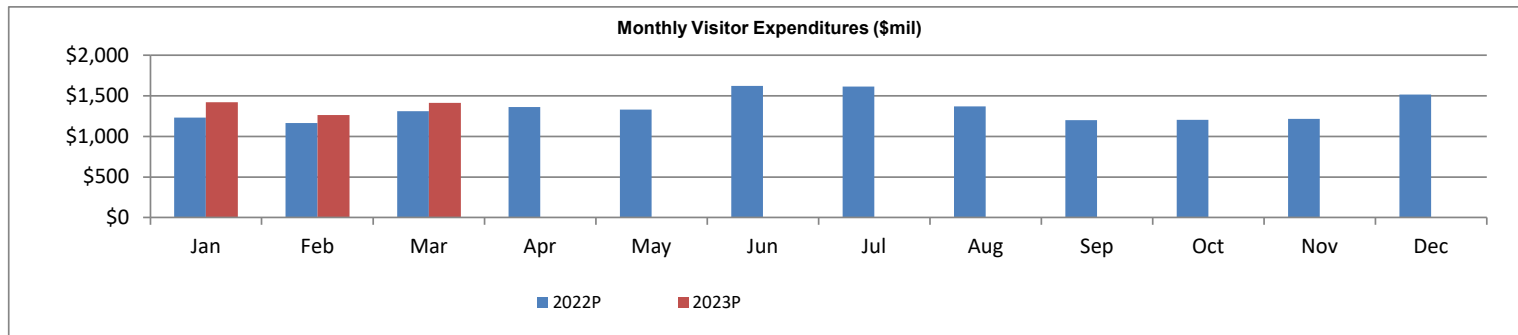
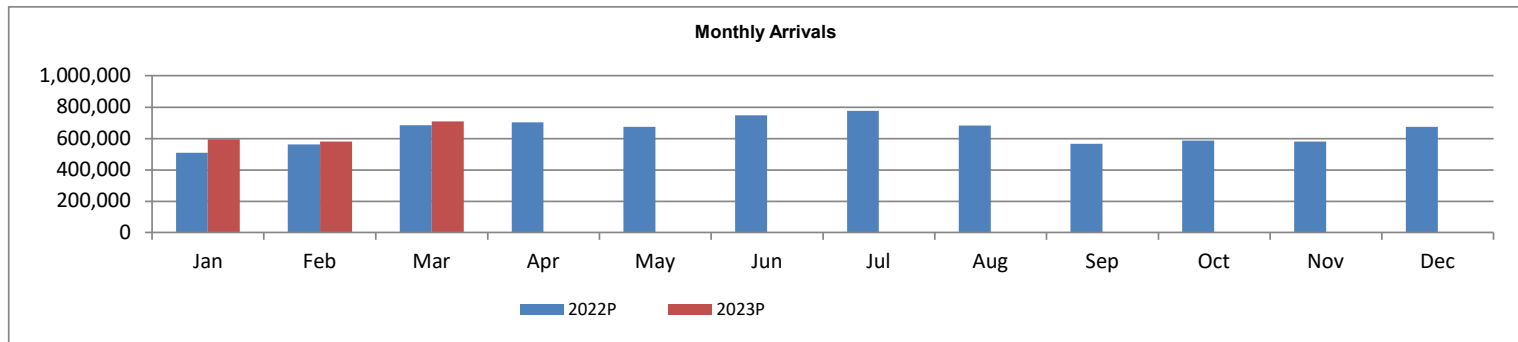
Key Performance Indicators

	YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 10.5%	3,712.7	4,102.9	15,913.9	O'ahu	10.7%	953,873
Daily Spend (\$PPPD)	↔ 4.1%	227.1	236.3	242.7	Mauī	10.3%	599,312
Visitor Days	↔ 6.2%	16,349,230	17,362,782	65,577,785	Moloka'i	18.4%	9,698
Arrivals	↔ 7.3%	1,760,017	1,888,463	7,235,320	Lāna'i	12.7%	13,973
Daily Census	↔ 6.2%	181,658	192,920	179,665	Kaua'i	13.3%	290,462
Airlift (scheduled seats)^	↓ -1.0%	2,792,914	2,764,512	10,850,948	Hawai'i Island	10.1%	370,867

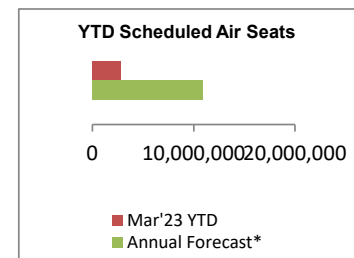
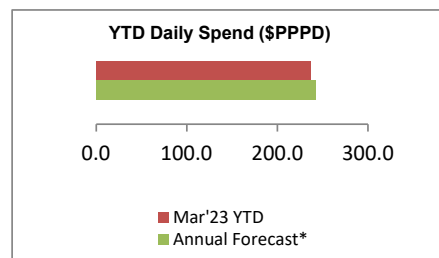
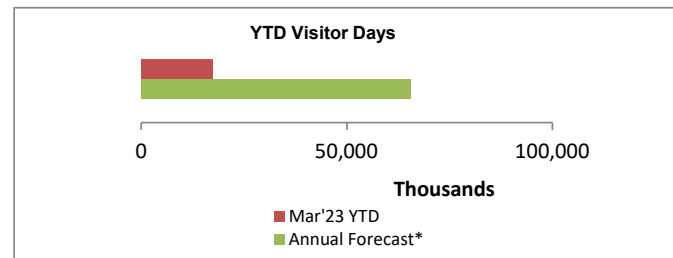
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Mar-23** Preliminary

Visitor Industry Performance Measures

Market: **U.S. WEST**

Key Performance Indicators

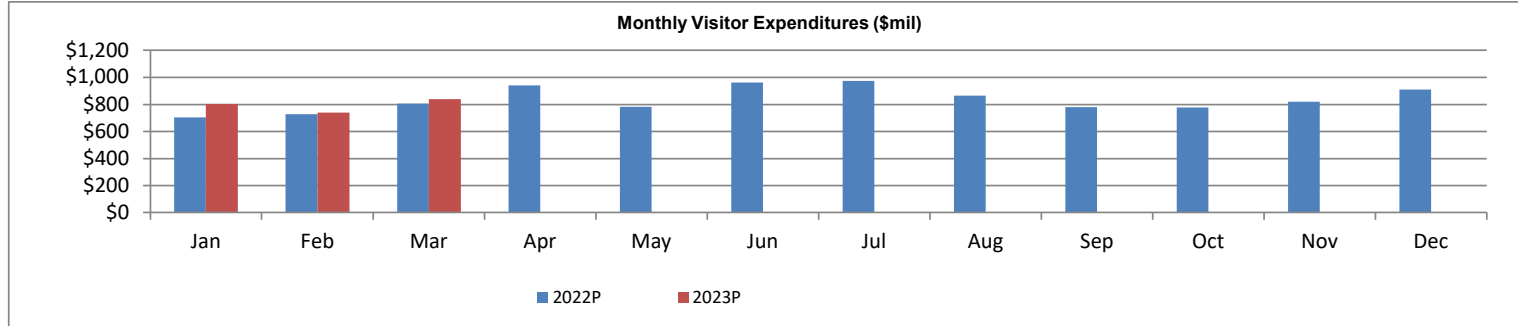
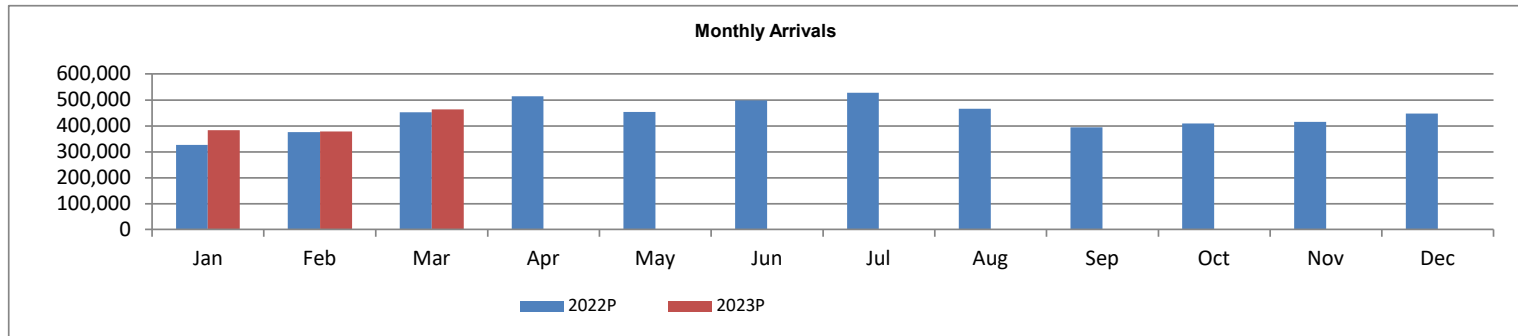
		YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↗	6.4%	2,239.3	2,382.7	9,715.3
Daily Spend (\$PPPD)	↗	1.2%	220.6	223.2	231.7
Visitor Days	↗	5.2%	10,150,927	10,674,174	41,931,662
Arrivals	↗	6.1%	1,156,009	1,226,548	4,858,825
Daily Census	↗	5.2%	112,788	118,602	114,881
Airlift (scheduled seats)^	↘	-3.8%	2,468,737	2,374,199	9,552,672

	Arrivals	YOY Rate	YTD
O'ahu		8.0%	580,428
Mauī		8.0%	366,383
Moloka'i		4.5%	5,627
Lāna'i		7.9%	7,423
Kaua'i		8.0%	179,415
Hawai'i Island		7.5%	229,422

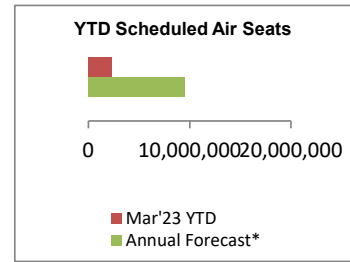
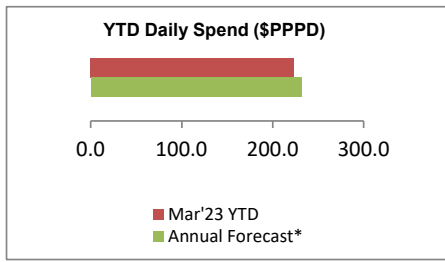
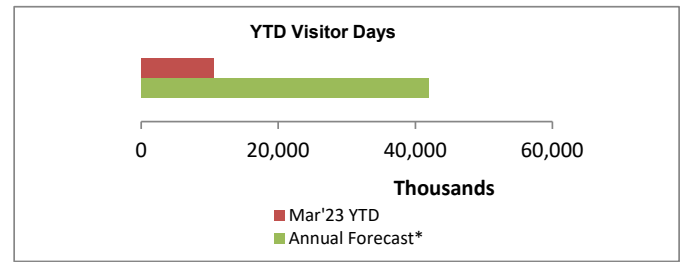
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. EAST**

Key Performance Indicators

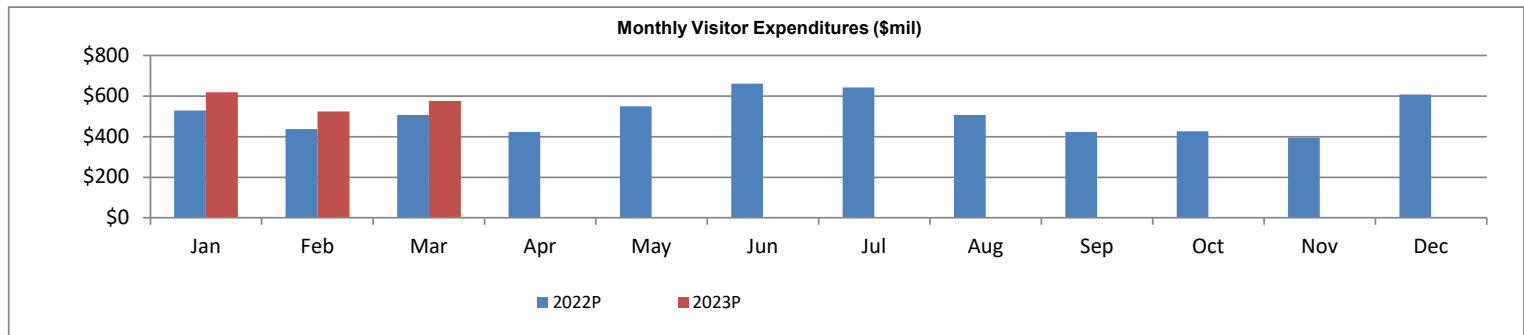
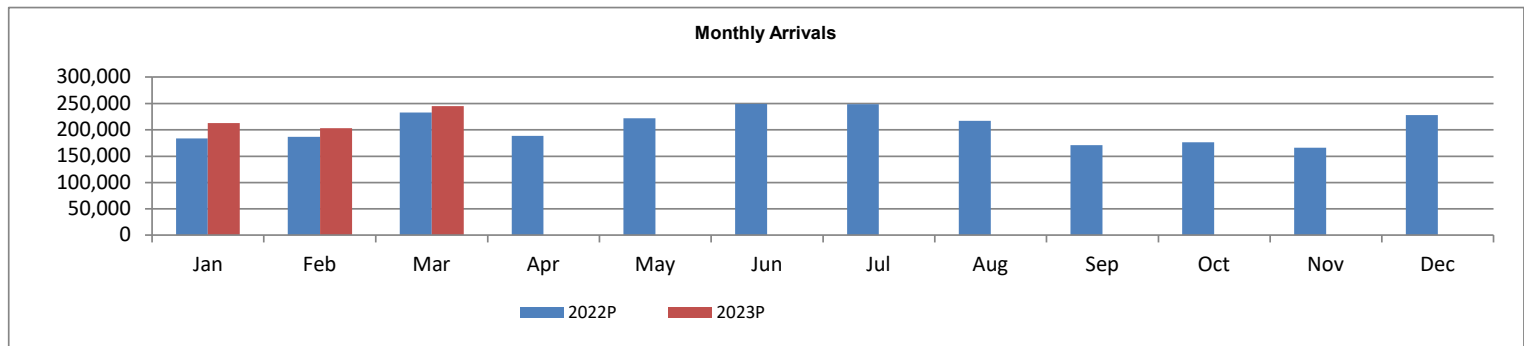
	YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑ 16.8%	1,473.4	1,720.3	6,198.6
Daily Spend (\$PPPD)	↔ 8.2%	237.7	257.2	262.1
Visitor Days	↔ 7.9%	6,198,303	6,688,608	23,646,123
Arrivals	↔ 9.6%	604,008	661,915	2,376,495
Daily Census	↔ 7.9%	68,870	74,318	64,784
Airlift (scheduled seats)^	↑ 20.4%	324,177	390,313	1,298,276

	YOY Rate	YTD
O'ahu	15.0%	373,445
Maui	14.0%	232,929
Moloka'i	45.1%	4,071
Lāna'i	18.7%	6,550
Kaua'i	23.0%	111,047
Hawai'i Island	14.6%	141,445

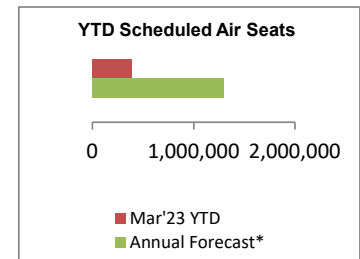
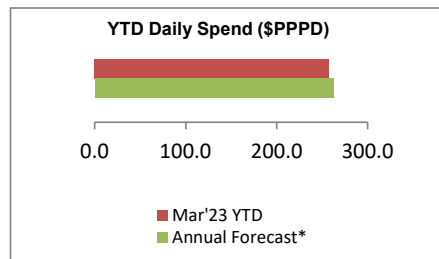
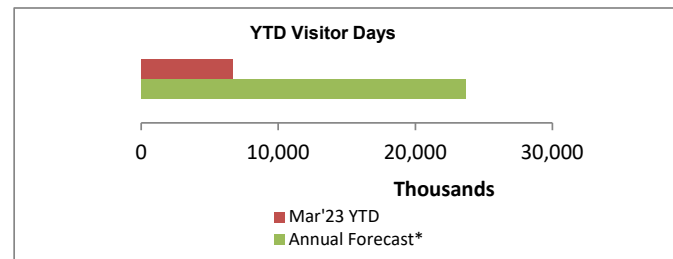
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Mar-23** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

Key Performance Indicators

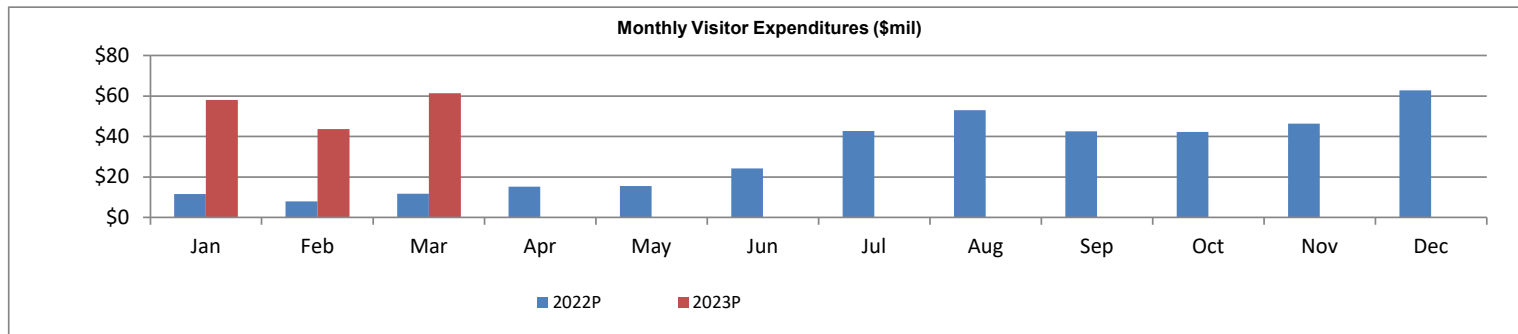
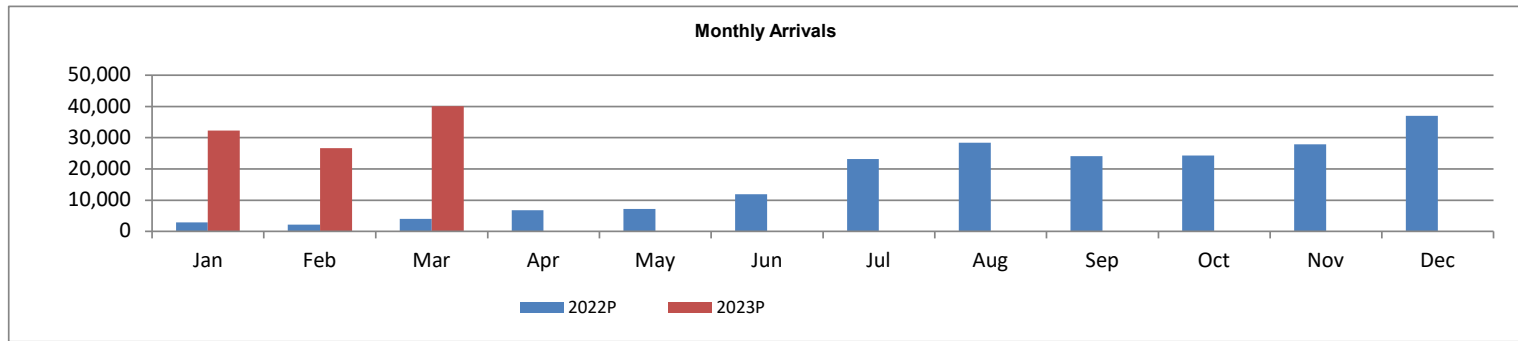
	YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑ 418.2%	31.5	163.2	1,768.9
Daily Spend (\$PPPD)	↔ 9.2%	215.2	235.1	245.1
Visitor Days	↑ 374.4%	146,352	694,241	7,216,077
Arrivals	↑ 991.6%	9,068	98,994	962,144
Daily Census	↑ 374.4%	1,626	7,714	19,770
Airlift (scheduled seats)^	↑ 324.5%	51,243	217,538	1,149,166

	YOY Rate	YTD
O'ahu	1043.2%	96,844
Mauī	301.8%	2,461
Moloka'i	17873.5%	193
Lāna'i	572.7%	133
Kaua'i	547.6%	1,346
Hawai'i Island	631.8%	6,911

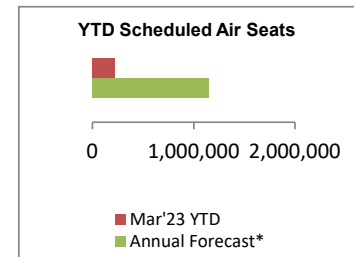
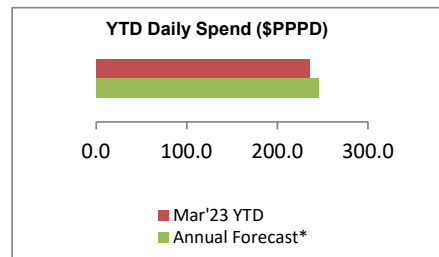
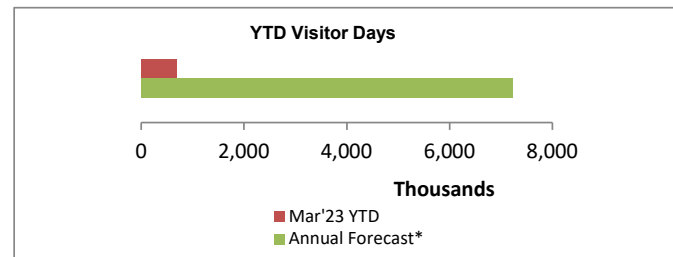
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Mar-23** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

Key Performance Indicators

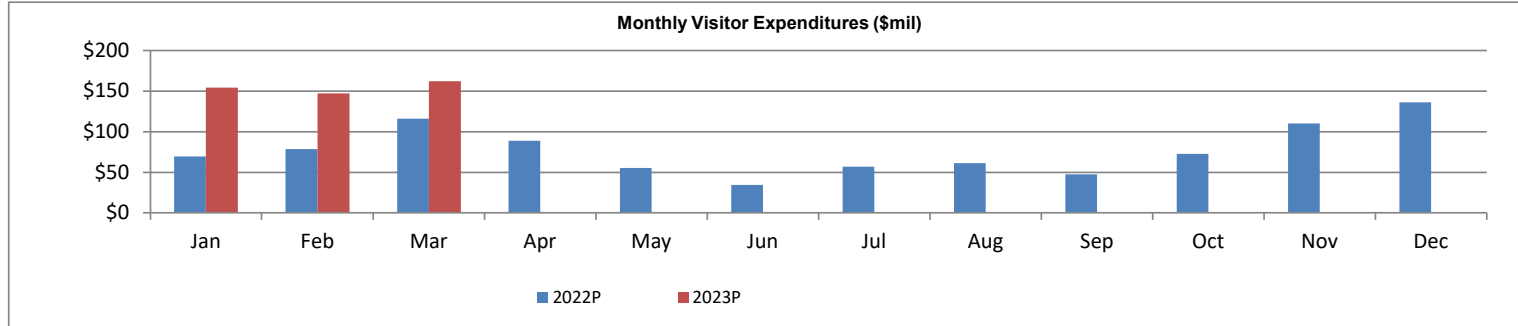
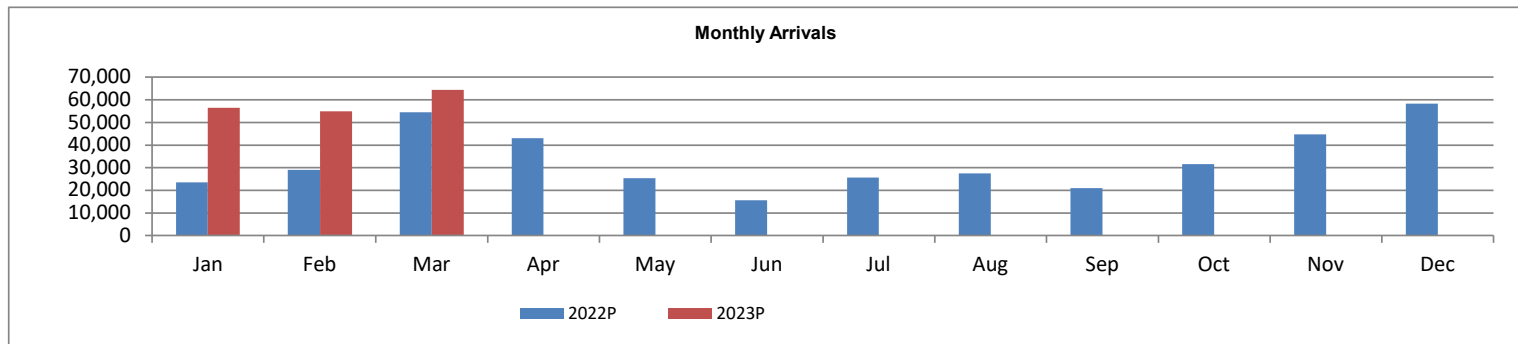
		YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	75.6%	264.3	464.1	1,130.5
Daily Spend (\$PPPD)	↑	22.1%	175.9	214.9	197.8
Visitor Days	↑	43.8%	1,502,383	2,159,828	5,716,654
Arrivals	↑	64.1%	107,072	175,738	461,829
Daily Census	↑	43.8%	16,693	23,998	15,662
Airlift (scheduled seats)^	↔	2.2%	191,476	195,687	485,774

	YOY Rate	YTD
O'ahu	78.9%	83,639
Maui	55.7%	76,413
Moloka'i	45.2%	919
Lāna'i	51.1%	1,304
Kaua'i	73.3%	18,965
Hawai'i Island	76.6%	30,997

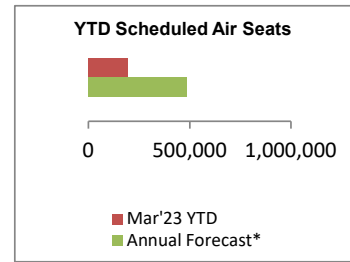
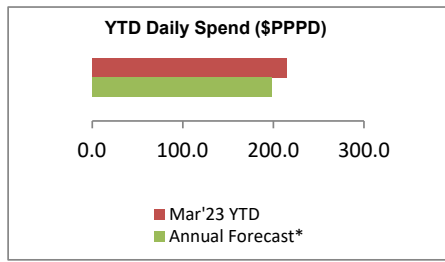
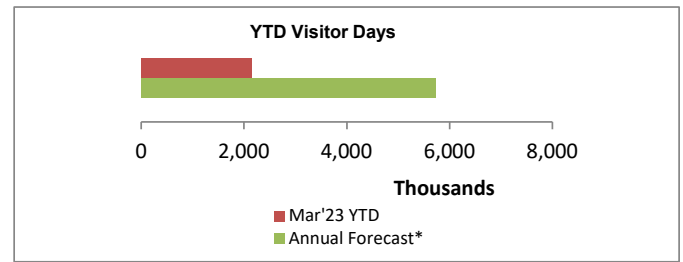
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **OCEANIA**

Key Performance Indicators

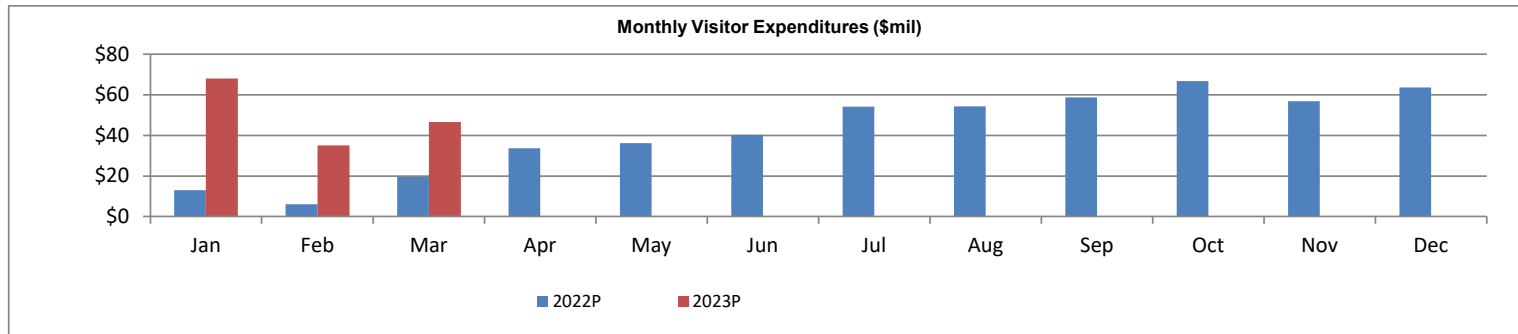
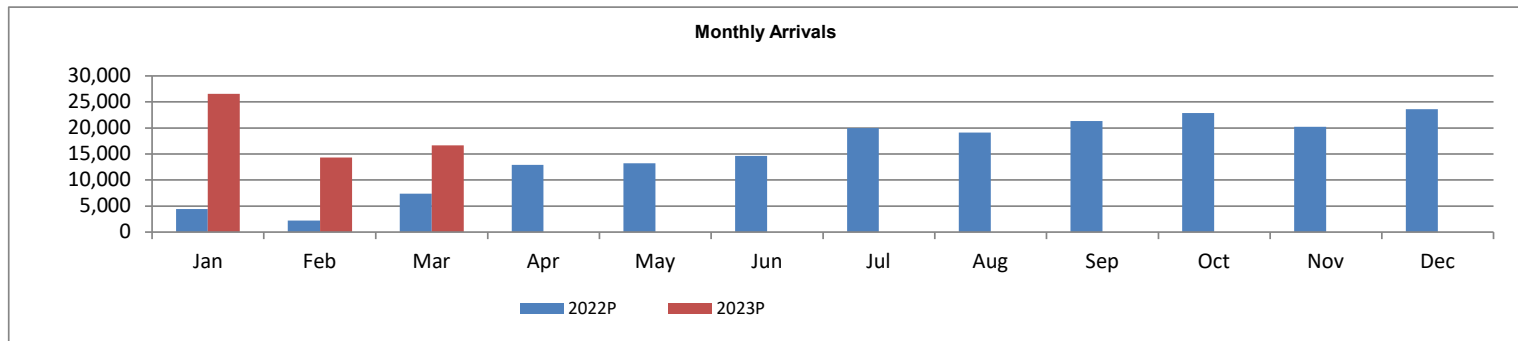
	YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑ 288.5%	38.6	149.9	691.2
Daily Spend (\$PPPD)	↔ 9.0%	266.2	290.1	299.5
Visitor Days	↑ 256.5%	144,984	516,808	2,307,871
Arrivals	↑ 308.6%	14,081	57,533	240,536
Daily Census	↑ 256.5%	1,611	5,742	6,323
Airlift (scheduled seats) [^]	↑ 186.9%	27,873	79,980	332,614

	YOY Rate	YTD
O'ahu	323.2%	56,305
Mauī	215.8%	5,898
Moloka'i	1811.9%	443
Lāna'i	441.3%	579
Kaua'i	263.3%	2,838
Hawai'i Island	181.6%	5,102

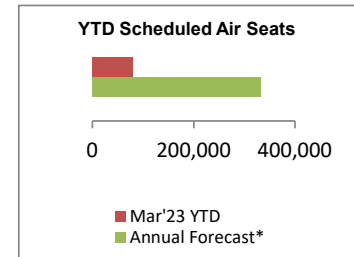
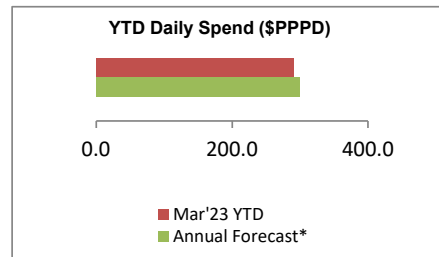
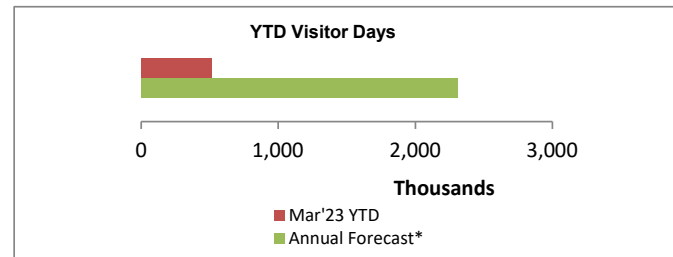
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Mar-23** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

Key Performance Indicators

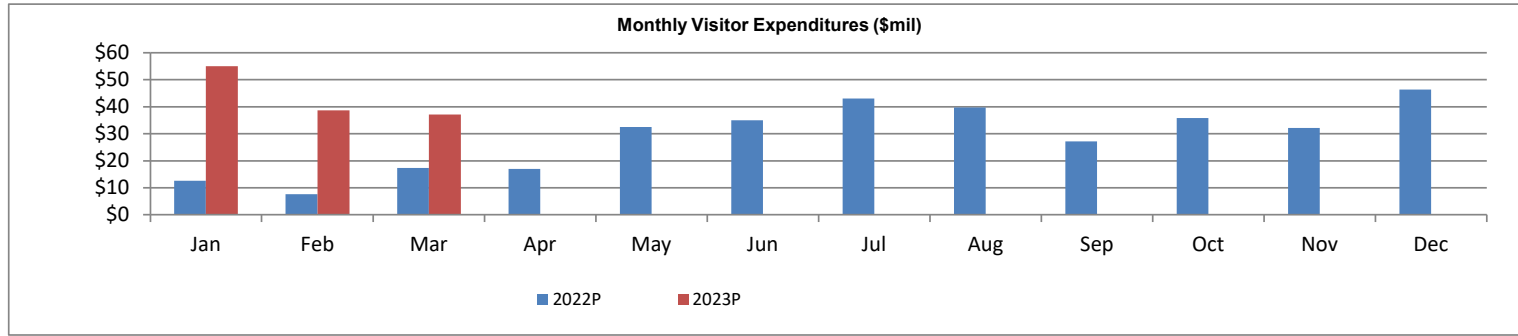
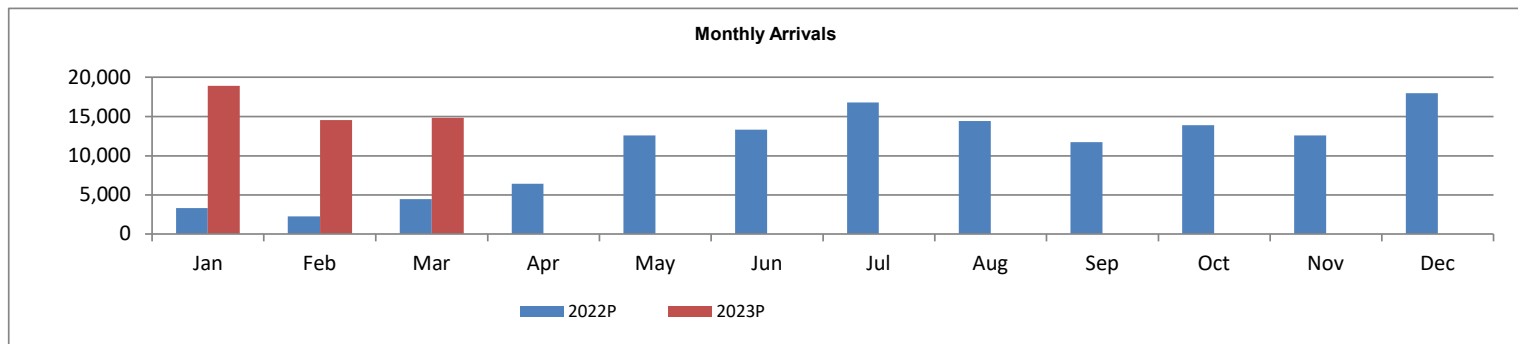
	YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑ 247.8%	37.6	130.9	N/A
Daily Spend (\$PPPD)	↔ 2.7%	296.0	303.9	N/A
Visitor Days	↑ 238.8%	127,163	430,856	N/A
Arrivals	↑ 377.9%	10,115	48,340	N/A
Daily Census	↑ 238.8%	1,413	4,787	N/A
Airlift (scheduled seats) [^]	↑ 193.9%	25,636	75,354	290,195

	YOY Rate	YTD
O'ahu	429.4%	47,031
Mauī	199.1%	4,761
Moloka'i	94.8%	78
Lāna'i	264.8%	266
Kaua'i	186.8%	1,785
Hawai'i Island	322.9%	9,179

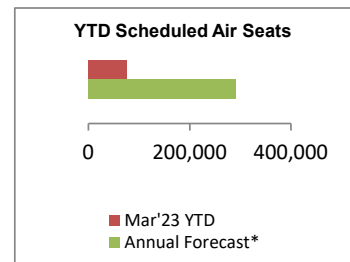
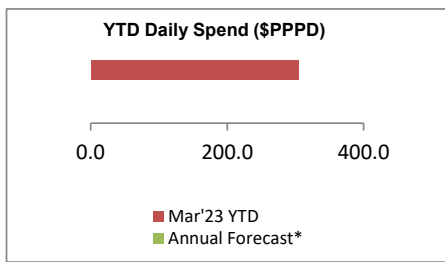
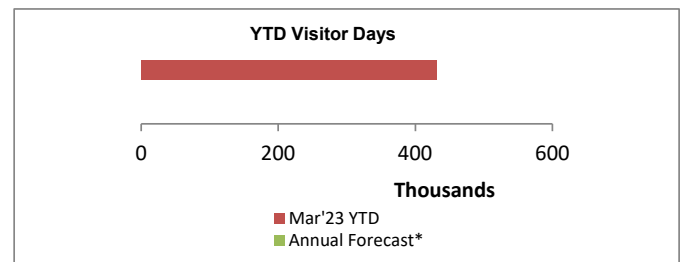
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **KOREA**

Key Performance Indicators

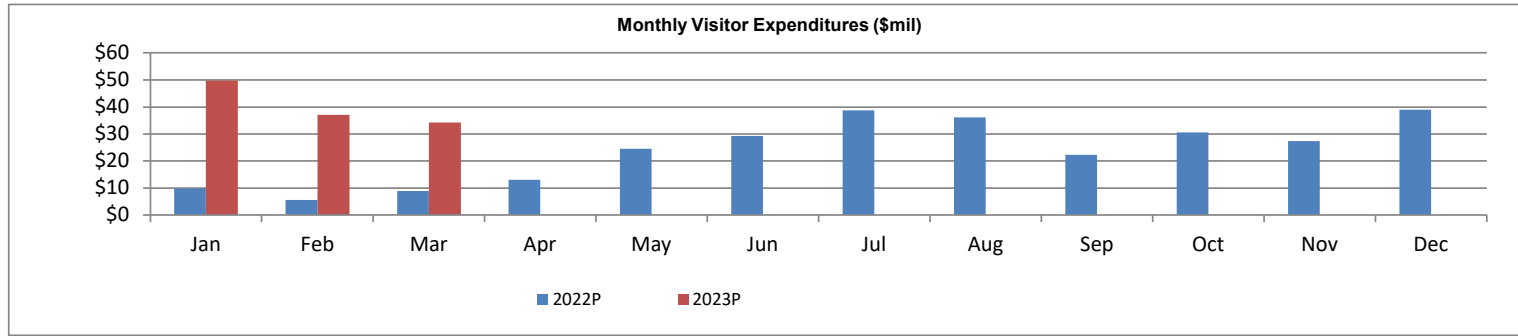
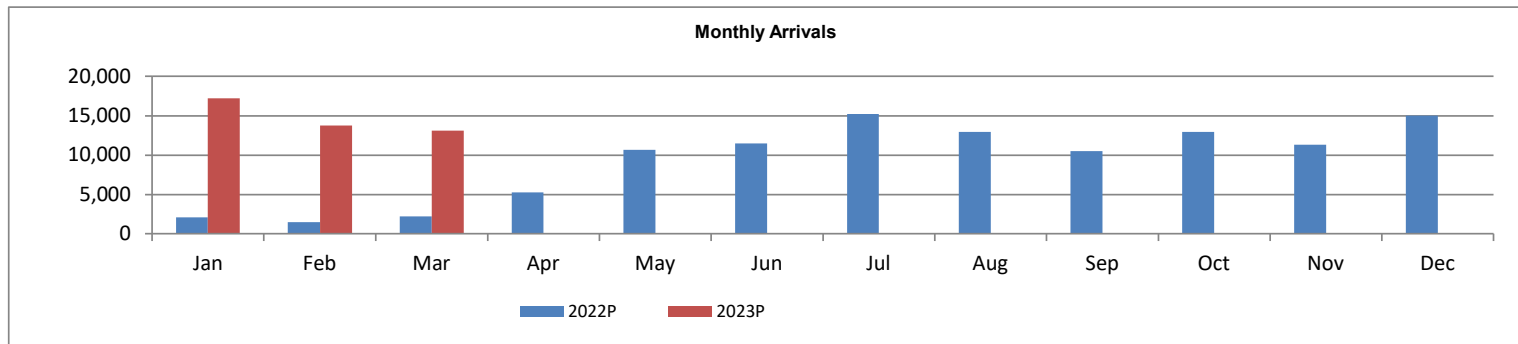
	YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑ 397.3%	24.3	121.0	345.6
Daily Spend (\$PPPD)	↑ 11.3%	273.2	303.9	308.2
Visitor Days	↑ 347.0%	89,096	398,267	1,121,316
Arrivals	↑ 655.2%	5,846	44,145	144,322
Daily Census	↑ 347.0%	990	4,425	3,072
Airlift (scheduled seats)^	↑ 193.9%	25,636	75,354	283,157

	YOY Rate	YTD
O'ahu	693.7%	43,711
Mauī	360.3%	3,964
Moloka'i	179.4%	65
Lāna'i	858.1%	231
Kaua'i	429.1%	1,466
Hawai'i Island	639.0%	8,097

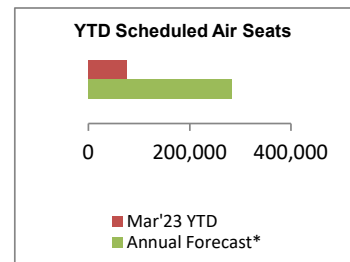
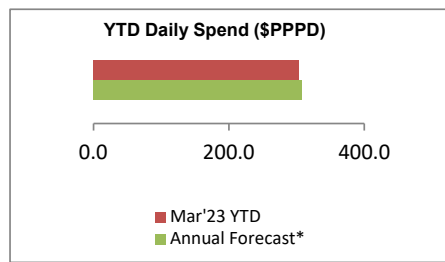
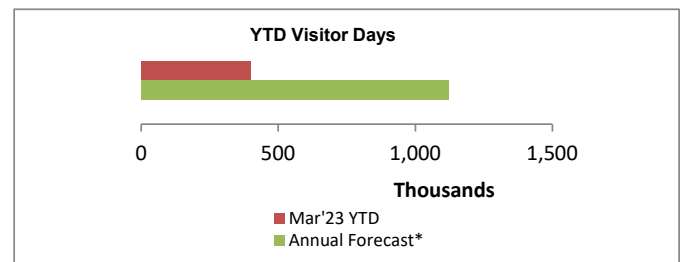
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **CHINA**

Key Performance Indicators

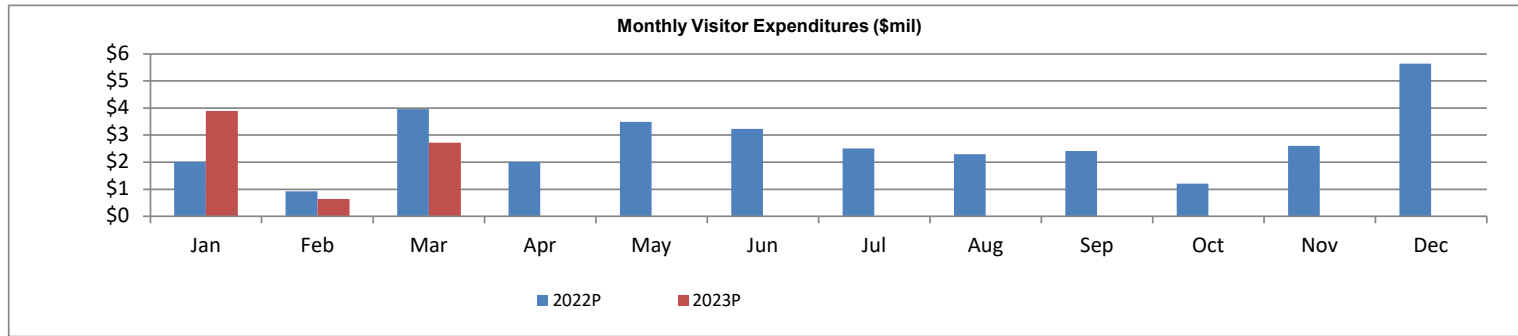
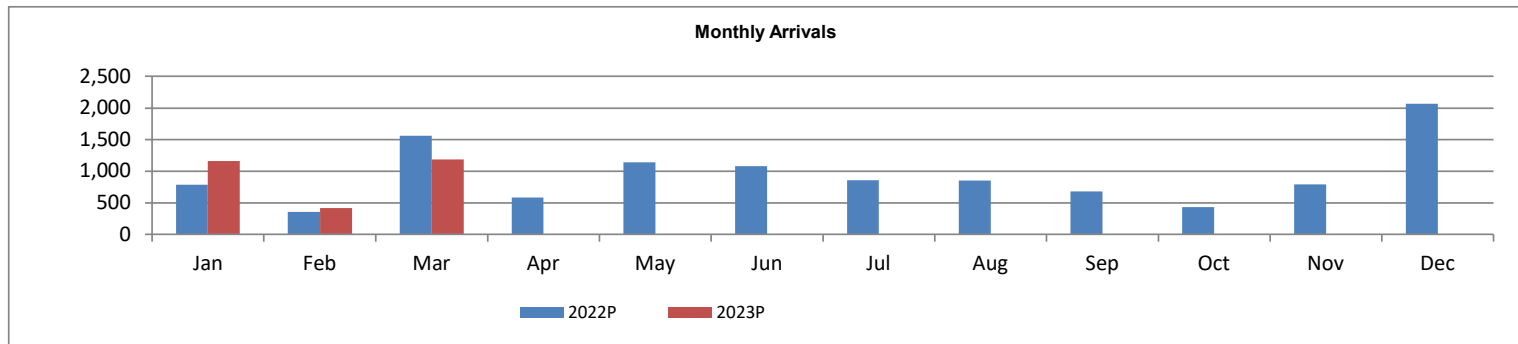
	YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↗ 5.1%	6.9	7.3	N/A
Daily Spend (\$PPPD)	↗ 2.8%	336.9	346.3	N/A
Visitor Days	↗ 2.2%	20,488	20,941	N/A
Arrivals	↗ 2.4%	2,708	2,772	N/A
Daily Census	↗ 2.2%	228	233	N/A
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A

	YOY Rate	YTD
O'ahu	0.5%	2,368
Maui	9.2%	442
Moloka'i	-24.1%	9
Lāna'i	-3.8%	28
Kaua'i	11.3%	143
Hawai'i Island	13.8%	845

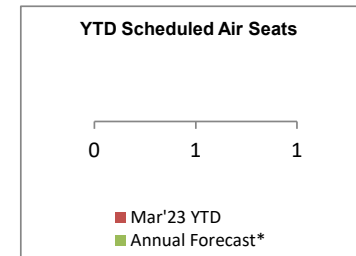
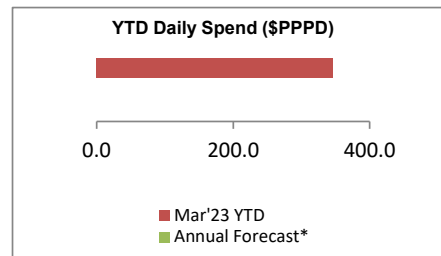
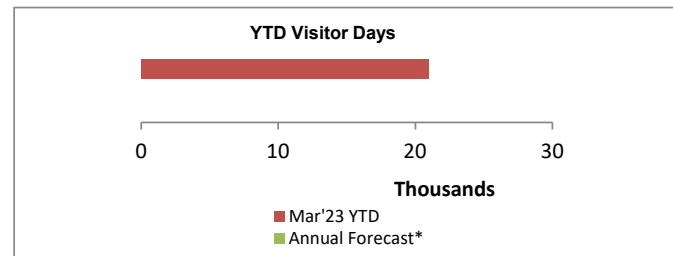
* DBEDT Annual Forecast as of Q1 2023.

^ HTA/DBEDT READ analysis based on scheduled seats from Dilo Mi flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Mar-23** Preliminary

Visitor Industry Performance Measures

Market: **EUROPE**

Key Performance Indicators

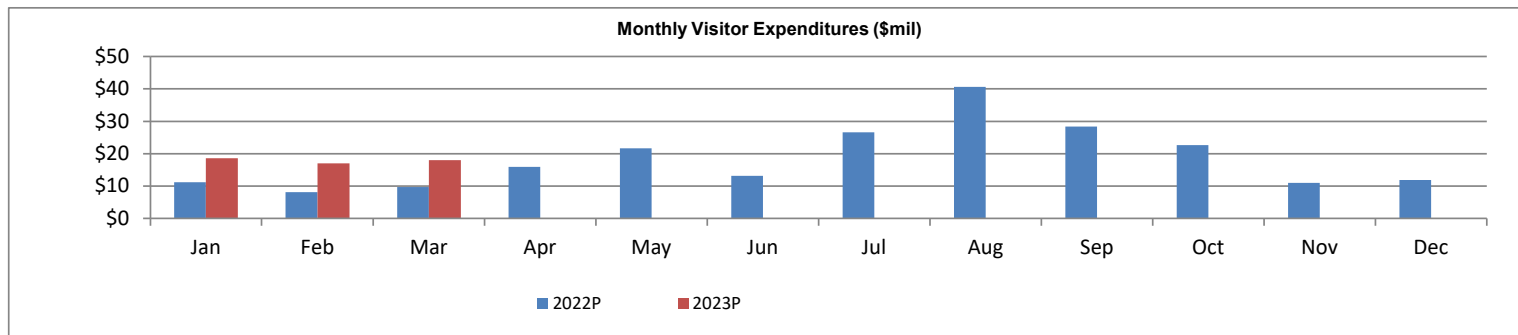
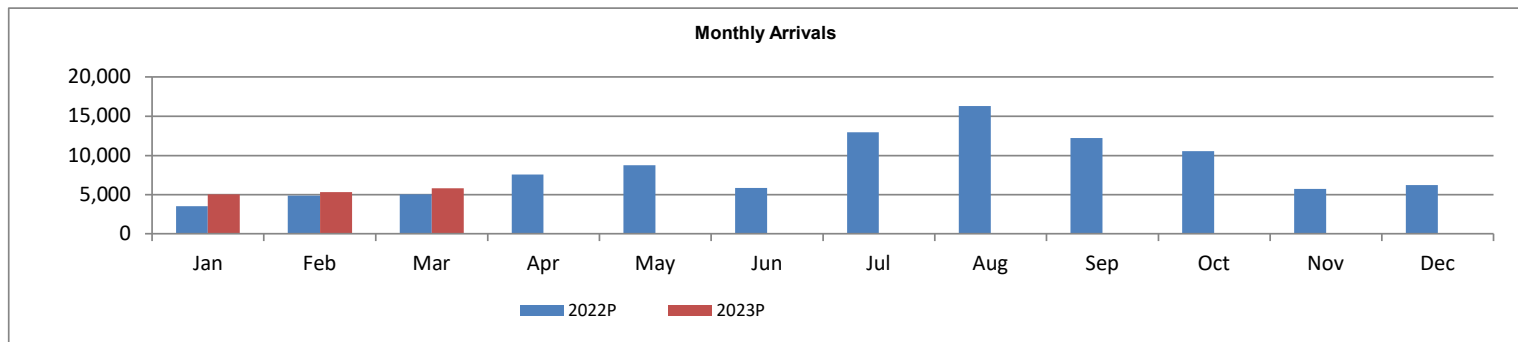
		YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	84.1%	29.2	53.7	254.4
Daily Spend (\$PPPD)	↑	66.6%	141.4	235.6	167.4
Visitor Days	↑	10.4%	206,383	227,937	1,519,811
Arrivals	↑	20.2%	13,494	16,221	115,457
Daily Census	↑	10.4%	2,293	2,533	4,164
Airlift (scheduled seats)^		N/A	N/A	N/A	N/A

	Arrivals	YOY Rate	YTD
O'ahu		25.3%	11,377
Mauī		33.8%	6,346
Moloka'i		-16.3%	203
Lāna'i		0.9%	179
Kaua'i		15.5%	3,225
Hawai'i Island		-7.0%	4,587

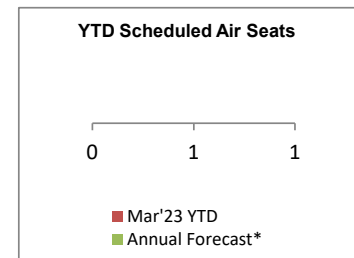
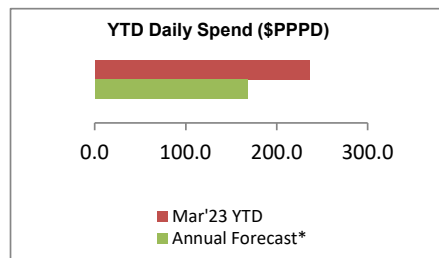
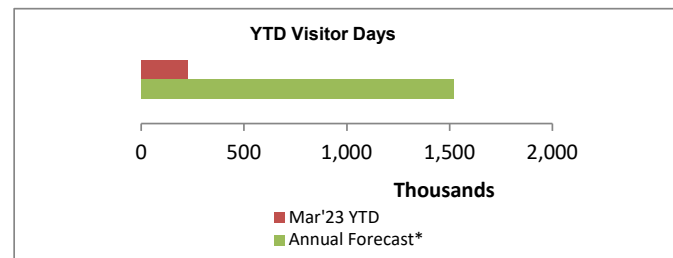
* DBEDT Annual Forecast as of Q1 2023.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Mar-23** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

Key Performance Indicators

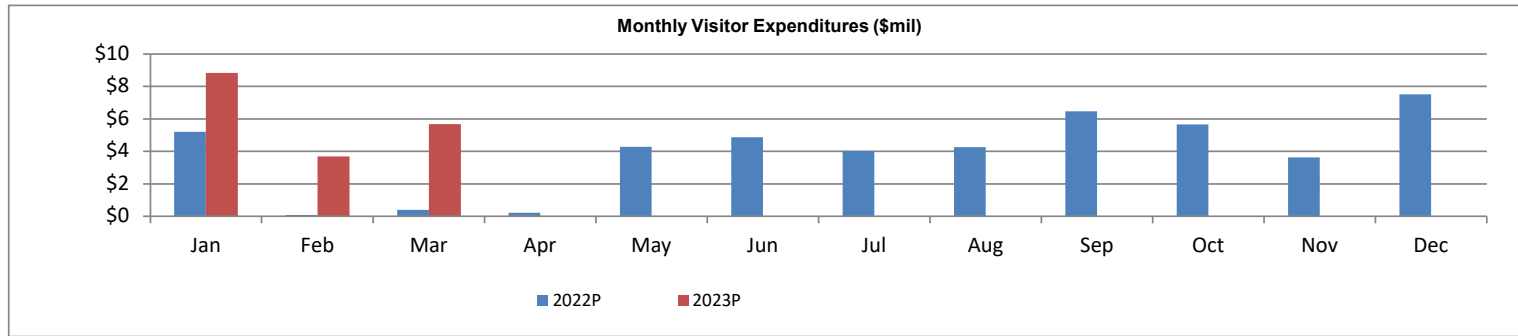
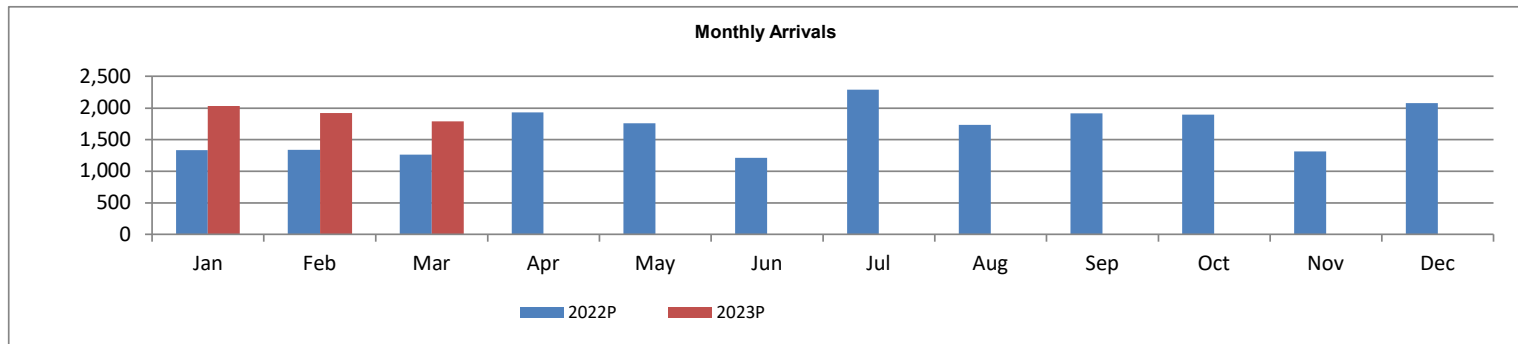
	YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑ 220.2%	5.7	18.2	N/A
Daily Spend (\$PPPD)	↑ 136.9%	120.7	285.9	N/A
Visitor Days	↑ 35.1%	47,153	63,714	N/A
Arrivals	↑ 45.8%	3,942	5,747	N/A
Daily Census	↑ 35.1%	524	708	N/A
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A

	YOY Rate	YTD
O'ahu	48.6%	4,152
Maui	66.5%	2,020
Moloka'i	134.0%	51
Lāna'i	83.8%	50
Kaua'i	74.4%	662
Hawai'i Island	7.6%	900

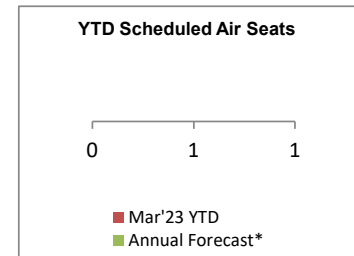
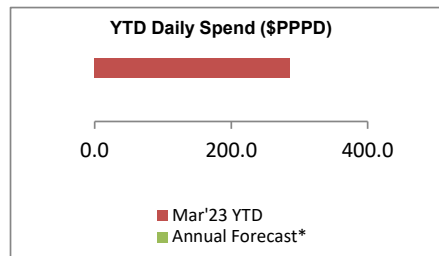
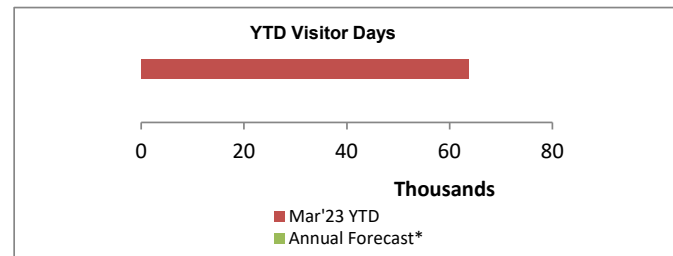
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures