

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

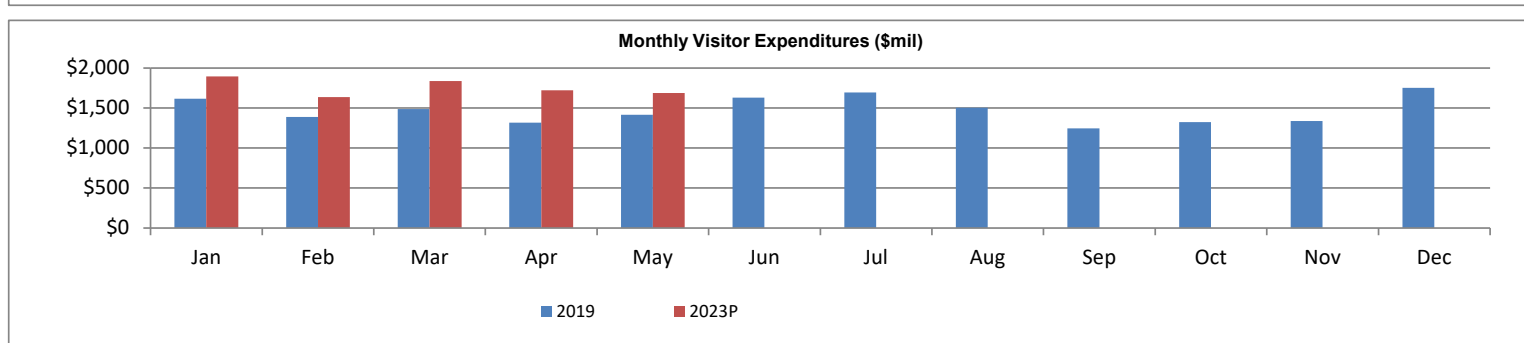
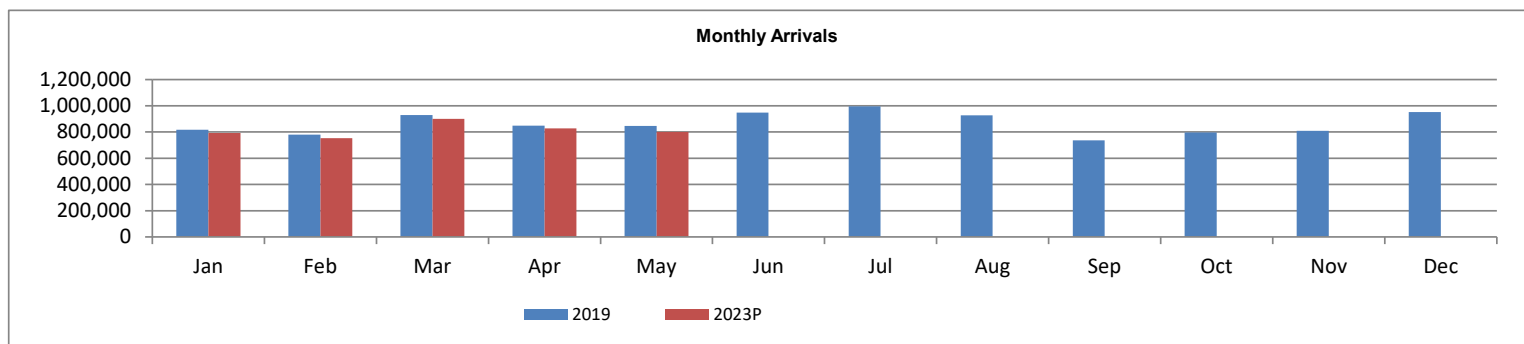
Market: **OVERALL**

Key Performance Indicators

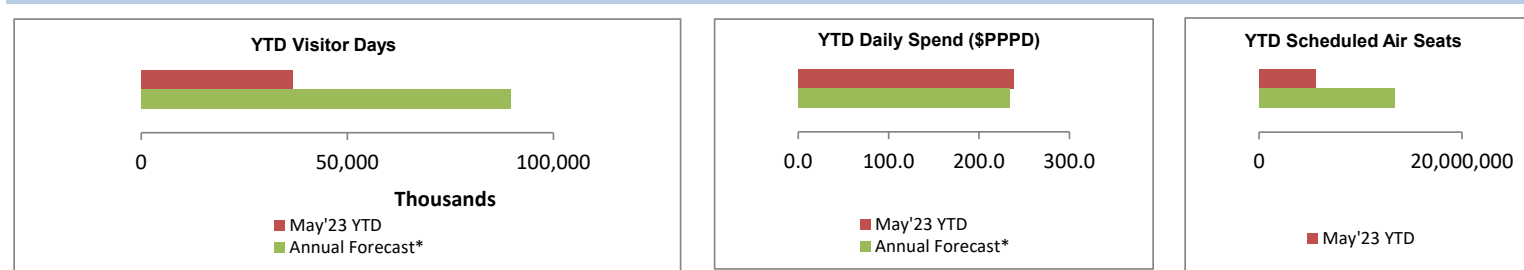
	YOY Rate	May'19 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 21.5%	7,227.0	8,781.6	21,029.6	O'ahu	-9.0%	2,241,408
Daily Spend (\$PPPD)	↑ 21.9%	195.8	238.7	234.6	Maui	-1.4%	1,209,621
Visitor Days	↓ -0.3%	36,904,705	36,796,254	89,633,330	Moloka'i	-24.3%	19,269
Arrivals	↓ -3.5%	4,224,071	4,075,437	9,914,201	Lāna'i	-12.0%	29,554
Daily Census	↓ -0.3%	244,402	243,684	245,571	Kaua'i	2.2%	563,713
Airlift (scheduled seats)^	↑ 0.5%	5,526,217	5,552,251	13,366,686	Hawai'i Island	0.7%	721,747

\* DBEDT Annual Forecast as of Q1 2023.  
 DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

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

Visitor Industry Performance Measures

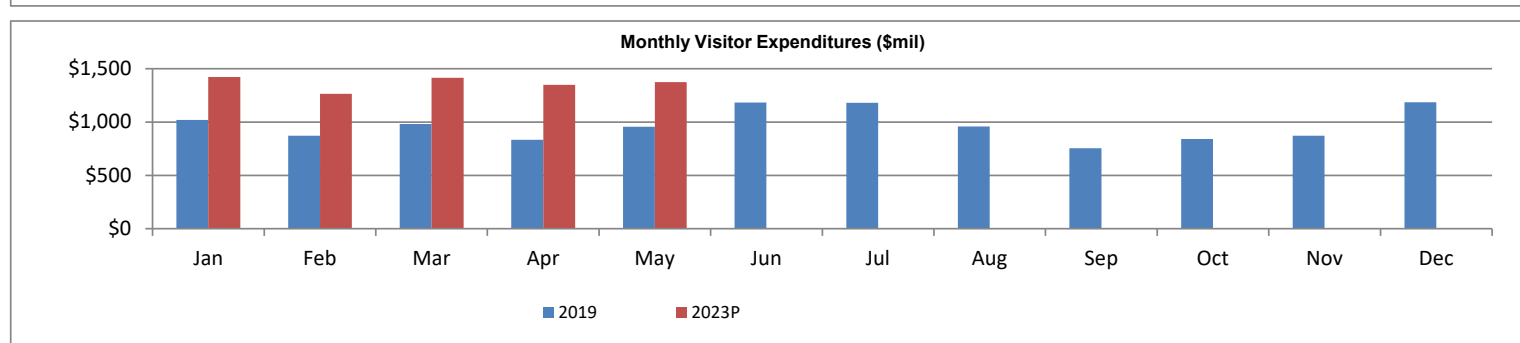
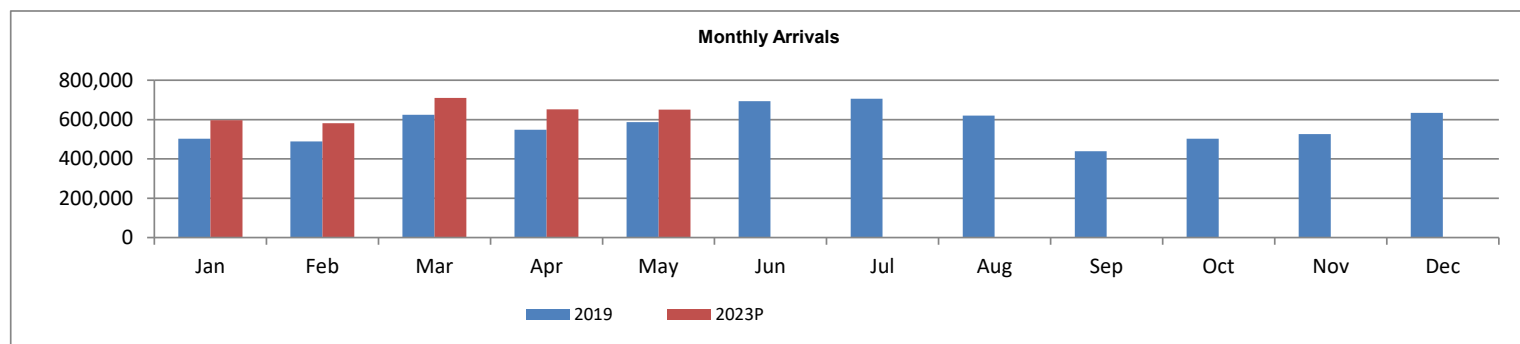
Market: **U.S. TOTAL**

Key Performance Indicators

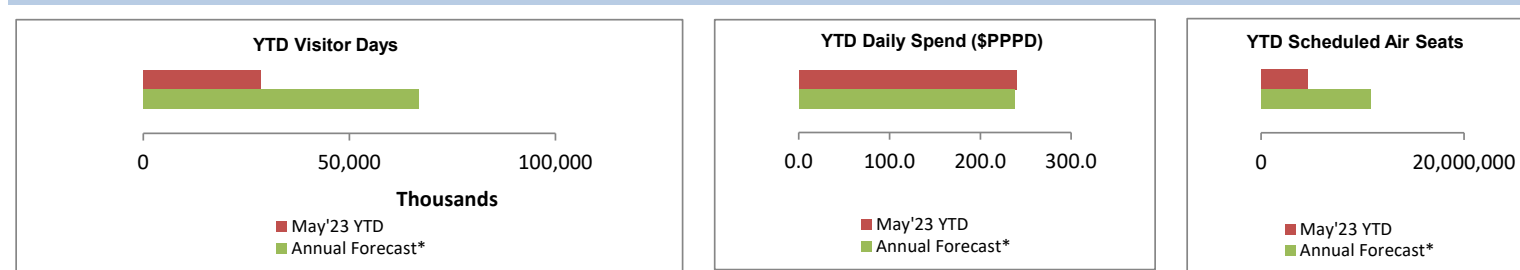
	YOY Rate	May'19 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 46.4%	4,663.6	6,825.6	15,878.6	O'ahu	21.9%	1,619,007
Daily Spend (\$PPPD)	↑ 27.4%	188.4	240.0	237.8	Maui	7.0%	1,018,061
Visitor Days	↑ 14.9%	24,754,405	28,434,790	66,776,959	Moloka'i	-14.1%	15,468
Arrivals	↑ 15.9%	2,751,492	3,190,237	7,438,651	Lāna'i	1.3%	23,321
Daily Census	↑ 14.9%	163,936	188,310	182,951	Kaua'i	10.1%	499,145
Airlift (scheduled seats) <sup>^</sup>	↑ 17.3%	3,875,933	4,546,597	10,815,264	Hawai'i Island	19.4%	606,468

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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. WEST**

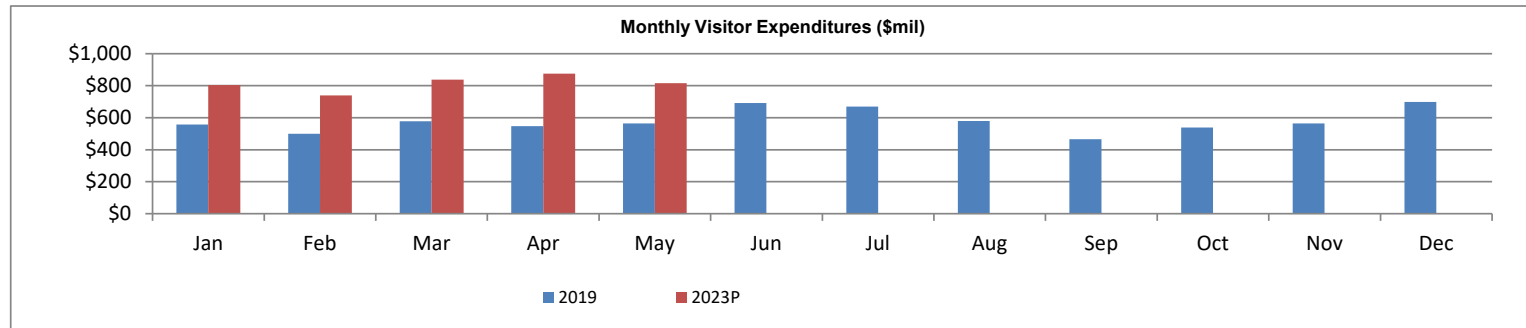
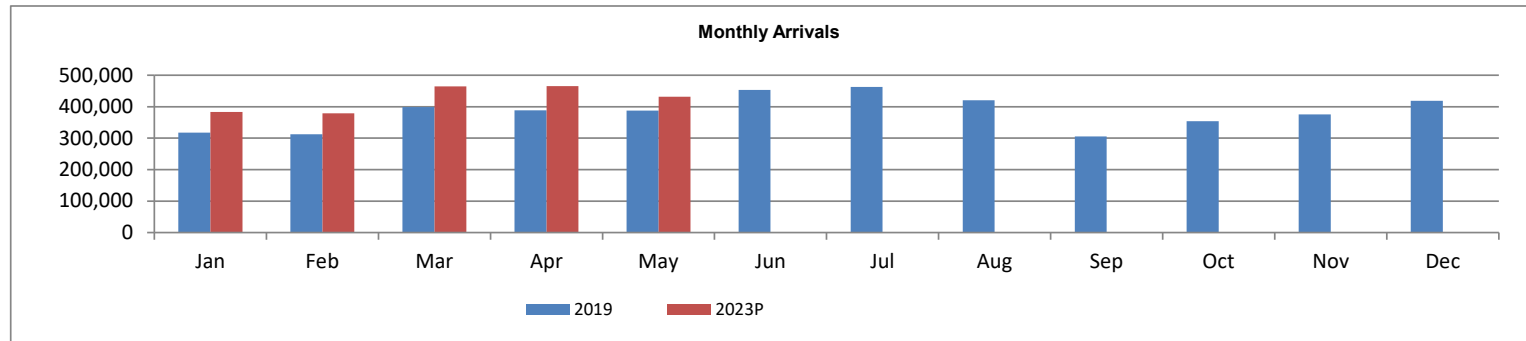
Key Performance Indicators

	YOY Rate	May'19 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 48.3%	2,745.5	4,072.1	9,699.9	O'ahu	26.9%	1,001,078
Daily Spend (\$PPPD)	↑ 28.1%	176.7	226.5	225.8	Maui	5.6%	646,130
Visitor Days	↑ 15.8%	15,534,602	17,981,418	42,961,283	Moloka'i	-18.0%	9,124
Arrivals	↑ 17.6%	1,805,355	2,123,646	5,030,595	Lāna'i	2.2%	12,579
Daily Census	↑ 15.8%	102,878	119,082	117,702	Kaua'i	12.3%	318,530
Airlift (scheduled seats) <sup>^</sup>	↑ 16.9%	3,393,809	3,968,229	9,521,871	Hawai'i Island	19.5%	381,435

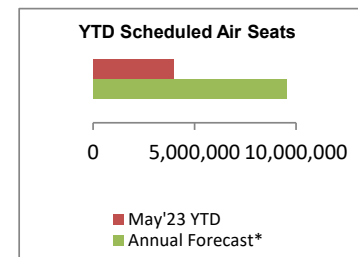
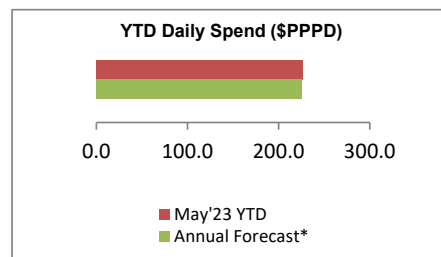
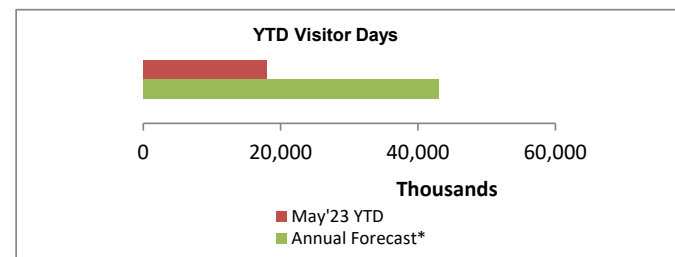
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<sup>^</sup> DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. EAST**

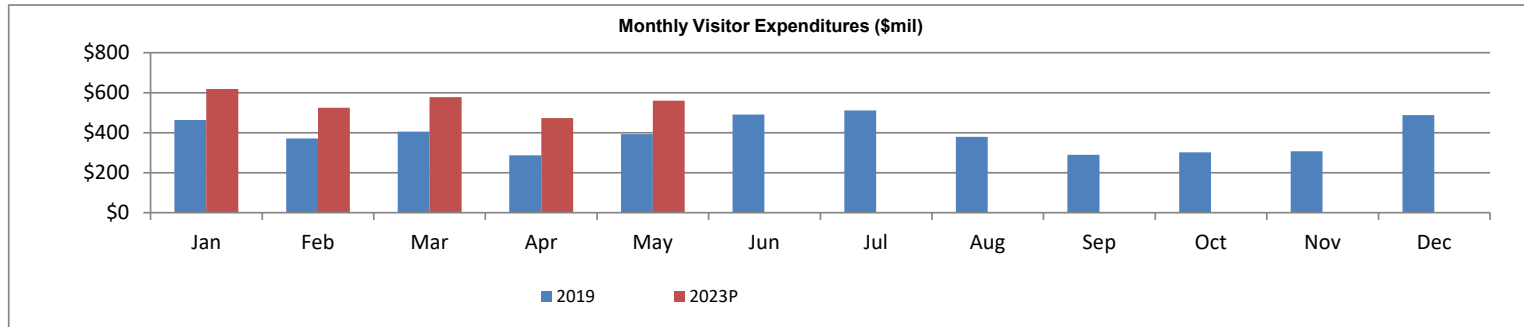
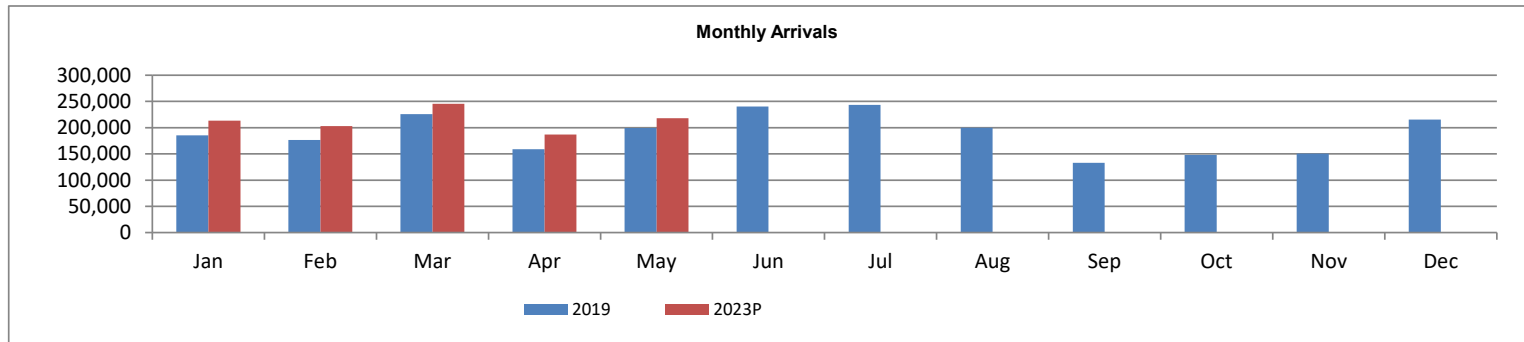
Key Performance Indicators

	YOY Rate	May'19 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 43.5%	1,918.1	2,753.4	6,178.7	O'ahu	14.5%	617,928
Daily Spend (\$PPPD)	↑ 26.6%	208.0	263.4	259.4	Maui	9.4%	371,931
Visitor Days	↑ 13.4%	9,219,803	10,453,373	23,815,676	Moloka'i	-8.0%	6,344
Arrivals	↑ 12.7%	946,137	1,066,591	2,408,056	Lāna'i	0.1%	10,742
Daily Census	↑ 13.4%	61,058	69,228	65,248	Kaua'i	6.5%	180,616
Airlift (scheduled seats) <sup>^</sup>	↑ 20.0%	482,124	578,368	1,293,393	Hawai'i Island	19.4%	225,034

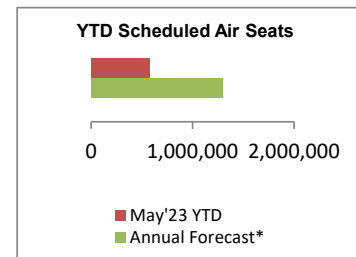
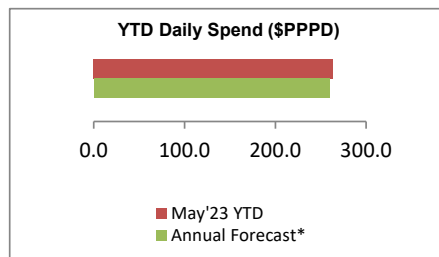
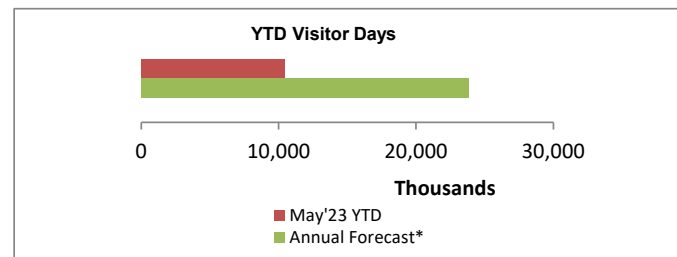
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **JAPAN**

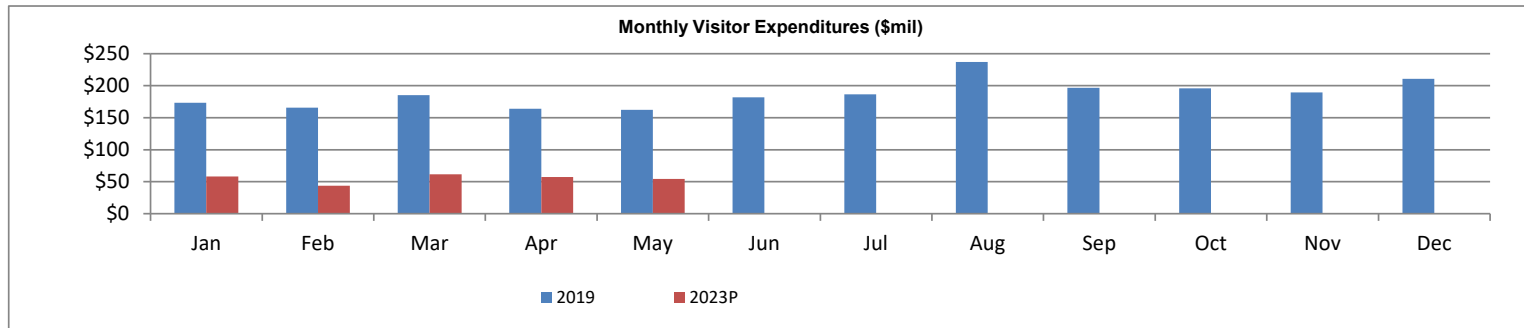
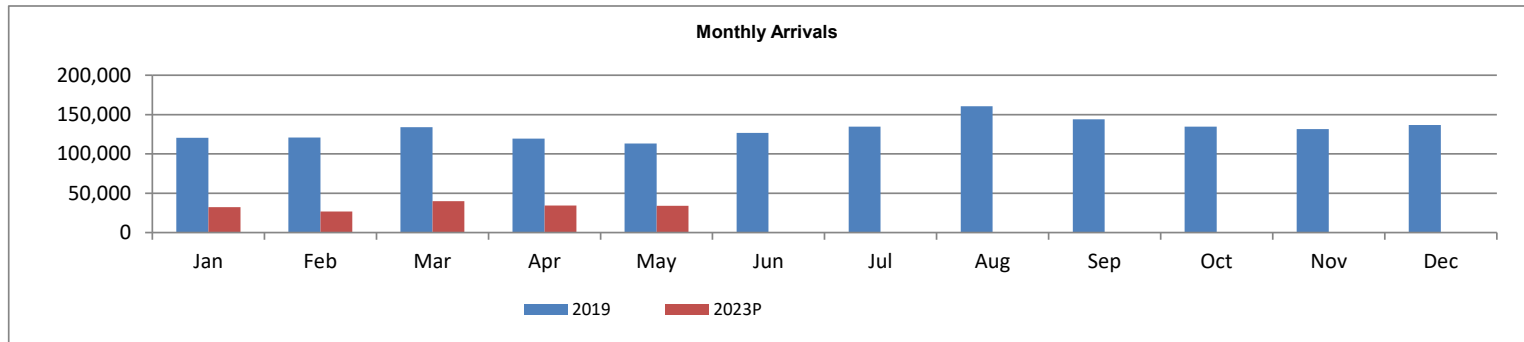
Key Performance Indicators

	YOY Rate	May'19 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -67.7%	850.4	274.9	1,098.9	O'ahu	-71.6%	163,911
Daily Spend (\$PPPD)	↓ -1.3%	239.3	236.3	235.1	Maui	-80.9%	3,729
Visitor Days	↓ -67.3%	3,553,482	1,163,161	4,673,774	Moloka'i	-56.5%	250
Arrivals	↓ -72.4%	607,643	167,493	662,947	Lāna'i	-74.2%	188
Daily Census	↓ -67.3%	23,533	7,703	12,805	Kaua'i	-79.8%	2,030
Airlift (scheduled seats) <sup>^</sup>	↓ -54.5%	825,902	375,408	1,134,126	Hawai'i Island	-80.8%	11,658

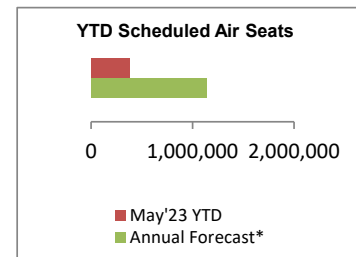
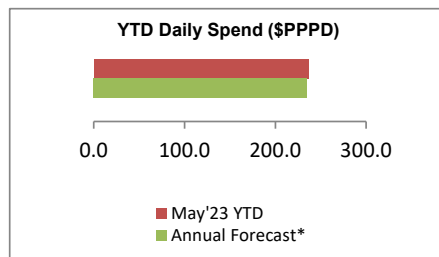
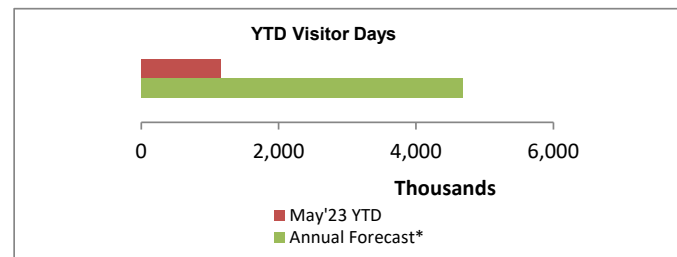
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CANADA**

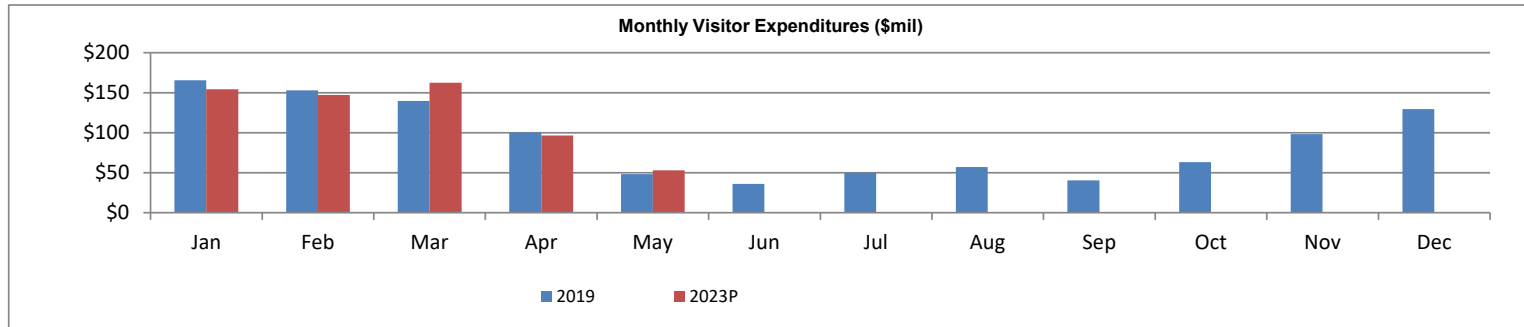
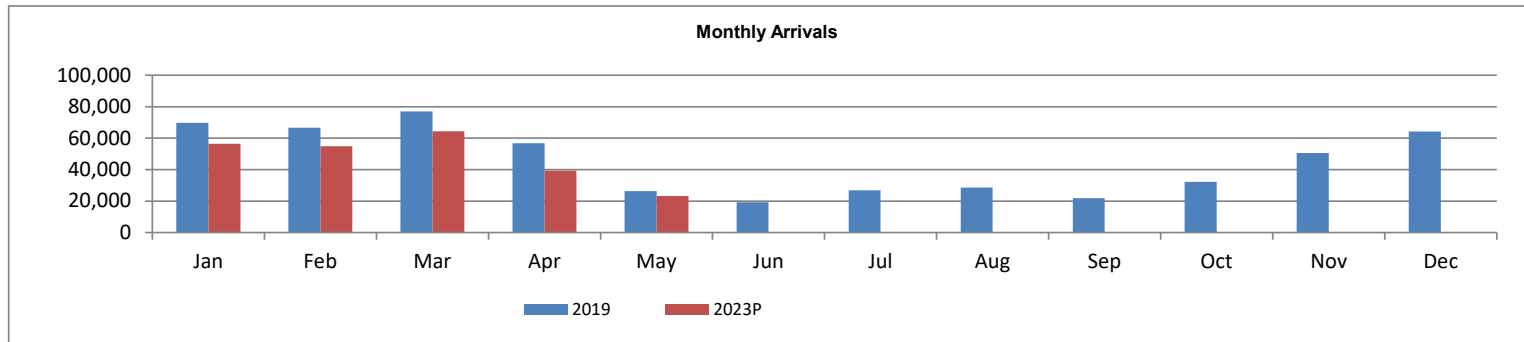
Key Performance Indicators

	YOY Rate	May'19 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↔ 1.1%	606.7	613.2	1,394.9	O'ahu	-4.2%	116,562
Daily Spend (\$PPPD)	↑ 29.4%	166.4	215.3	210.2	Maui	-25.4%	108,227
Visitor Days	↓ -21.9%	3,646,133	2,848,668	6,637,325	Moloka'i	-51.0%	1,338
Arrivals	↓ -19.6%	296,362	238,250	536,207	Lāna'i	-24.6%	2,297
Daily Census	↓ -21.9%	24,147	18,865	18,184	Kaua'i	-39.7%	25,419
Airlift (scheduled seats) <sup>^</sup>	↓ -10.9%	289,796	258,149	485,426	Hawai'i Island	-21.1%	41,806

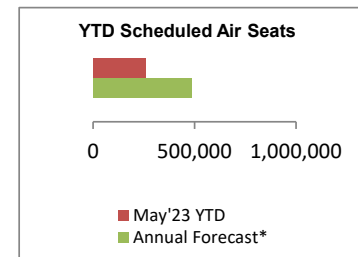
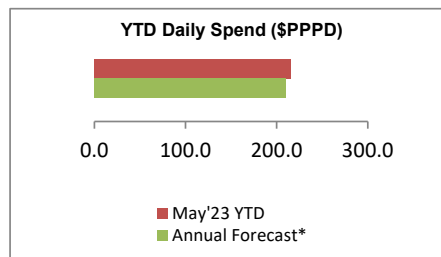
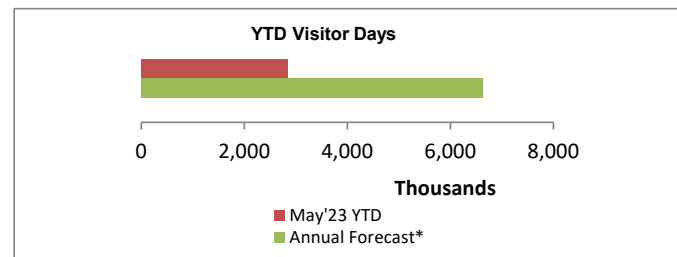
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

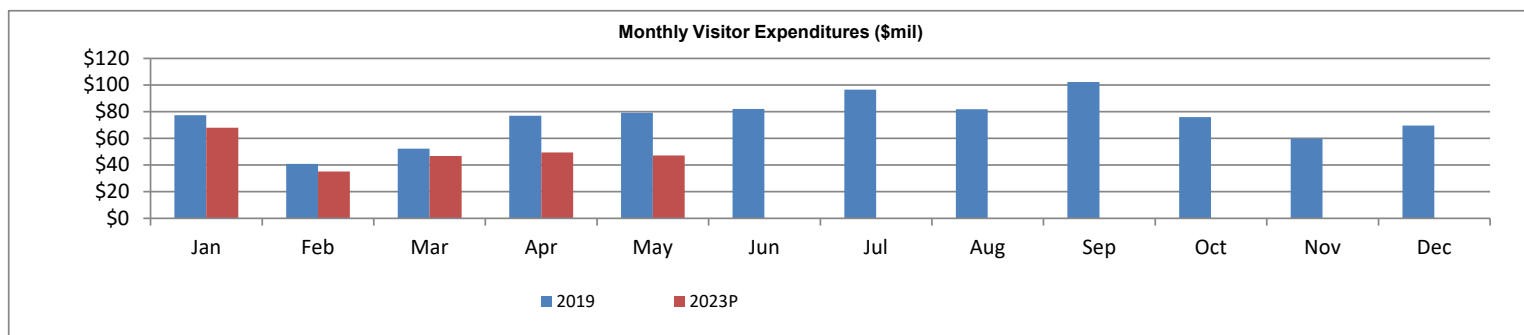
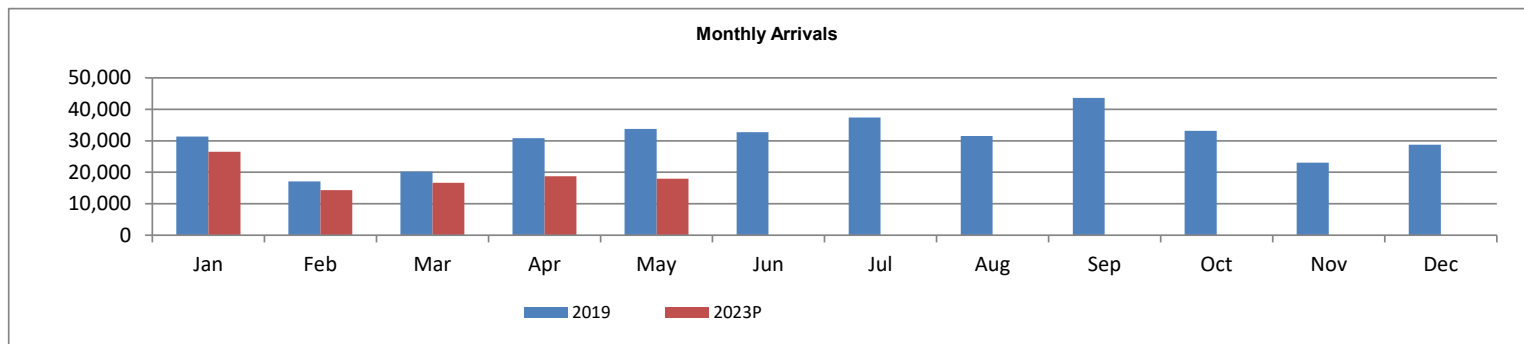
Market: **OCEANIA**

Key Performance Indicators

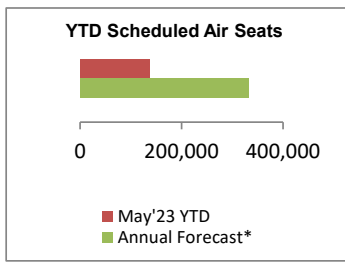
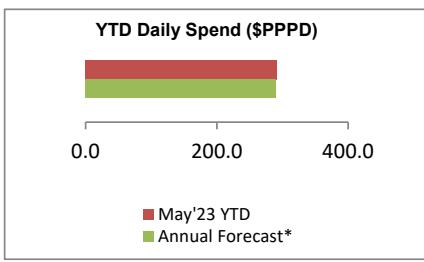
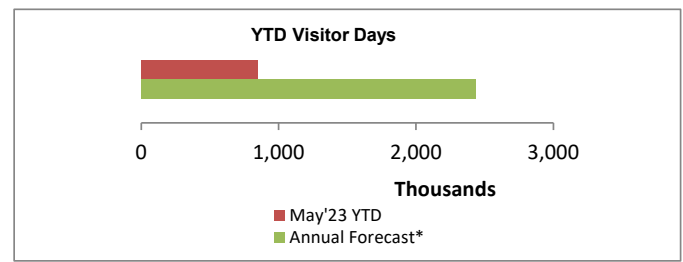
	YOY Rate	May'19 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -24.6%	326.8	246.6	706.0	O'ahu	-29.2%	92,410
Daily Spend (\$PPPD)	↑ 11.0%	263.1	292.0	290.3	Mauī	-52.1%	10,473
Visitor Days	↓ -32.0%	1,242,158	844,616	2,432,062	Moloka'i	-59.7%	724
Arrivals	↓ -29.3%	133,172	94,185	253,480	Lāna'i	-61.9%	951
Daily Census	↓ -32.0%	8,226	5,593	6,663	Kaua'i	-57.9%	4,964
Airlift (scheduled seats) <sup>^</sup>	↓ -32.2%	200,684	136,136	331,997	Hawai'i Island	-44.4%	8,549

<sup>\*</sup> DBEDT Annual Forecast as of Q1 2023.  
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

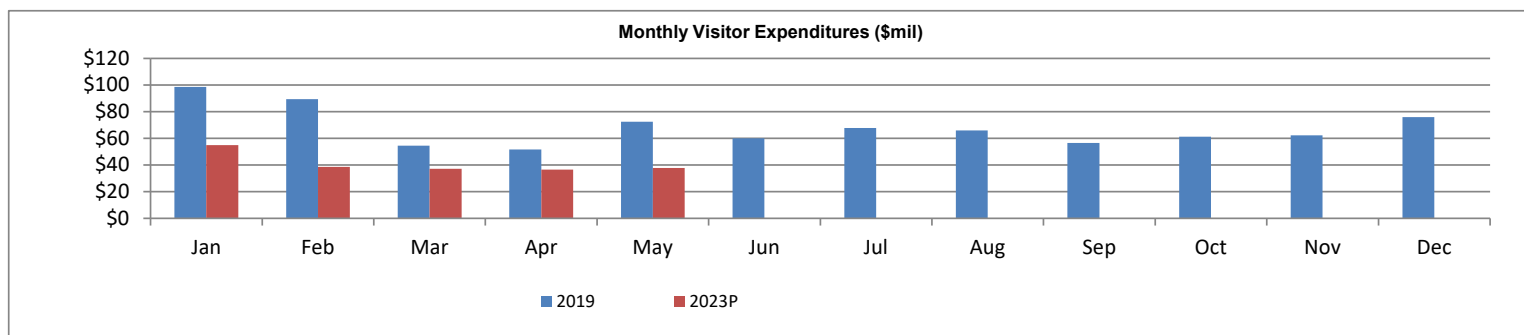
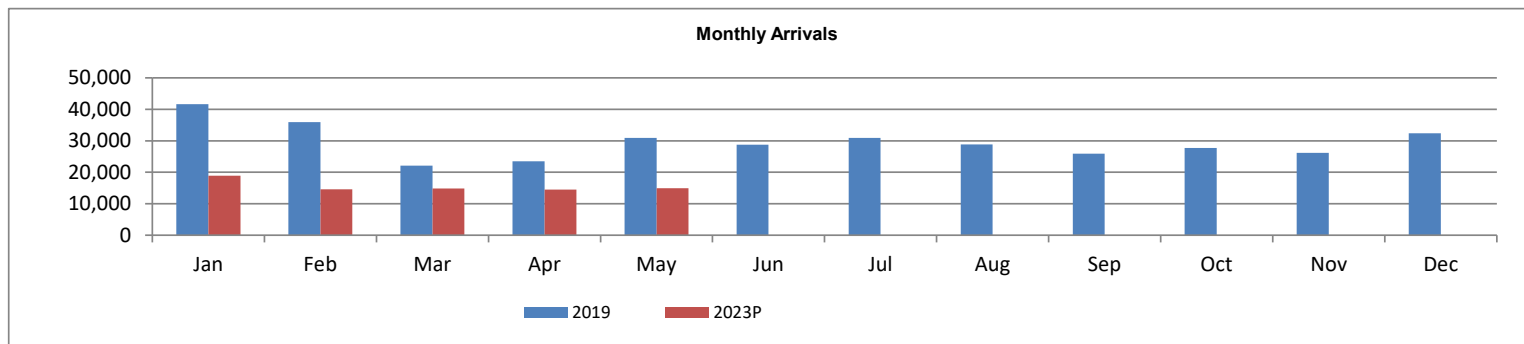
Market: **OTHER ASIA**

Key Performance Indicators

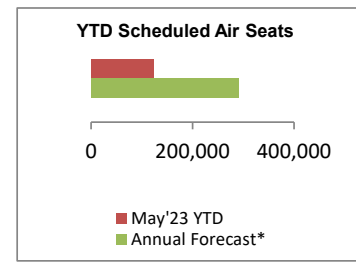
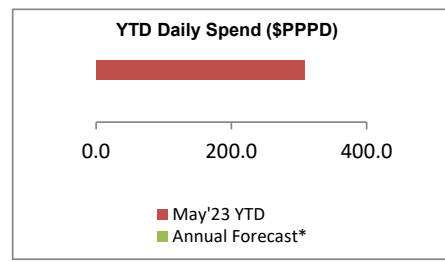
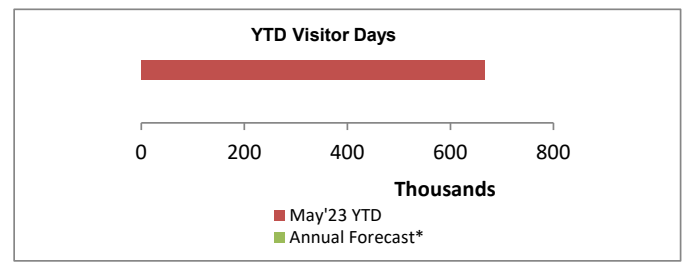
	YOY Rate	May'19 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -44.1%	366.7	205.2	NA	O'ahu	-49.6%	75,599
Daily Spend (\$PPPD)	↔ 3.5%	297.8	308.1	NA	Mauī	-69.8%	7,925
Visitor Days	↓ -45.9%	1,231,490	665,888	NA	Moloka'i	-83.8%	124
Arrivals	↓ -49.5%	153,953	77,743	NA	Lāna'i	-59.7%	375
Daily Census	↓ -45.9%	8,156	4,410	NA	Kaua'i	-55.5%	2,676
Airlift (scheduled seats) <sup>^</sup>	↓ -40.4%	205,111	122,173	290,191	Hawai'i Island	-58.7%	13,157

<sup>\*</sup> DBEDT Annual Forecast as of Q1 2023.  
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **KOREA**

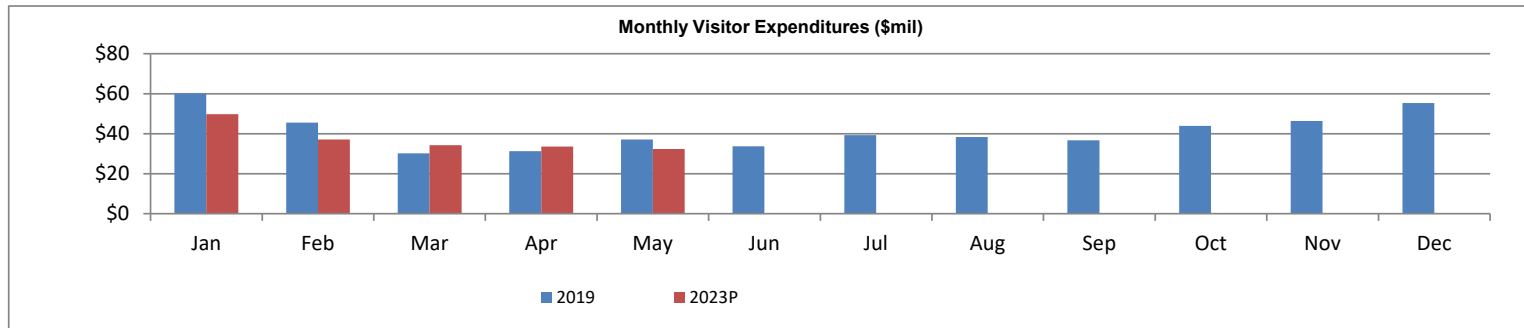
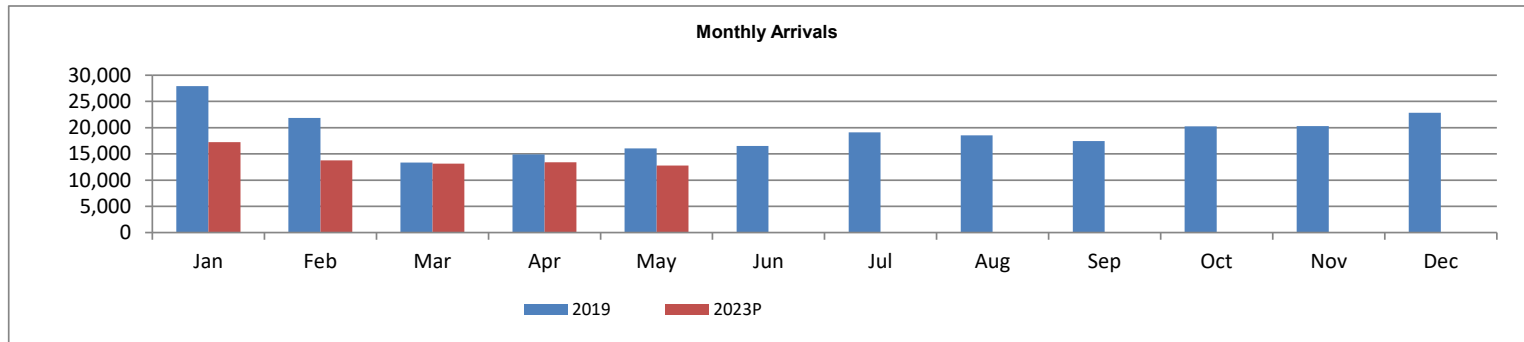
Key Performance Indicators

	YOY Rate	May'19 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -8.4%	204.2	187.0	550.1	O'ahu	-24.6%	69,679
Daily Spend (\$PPPD)	👈 10.2%	278.5	307.0	305.1	Maui	-48.7%	6,516
Visitor Days	👇 -16.9%	733,030	609,027	1,802,736	Moloka'i	-71.0%	96
Arrivals	👇 -25.3%	94,062	70,302	204,734	Lāna'i	-5.6%	300
Daily Census	👇 -16.9%	4,855	4,033	4,939	Kaua'i	-37.2%	2,098
Airlift (scheduled seats) <sup>^</sup>	👇 -10.2%	136,117	122,173	283,153	Hawai'i Island	-5.3%	11,315

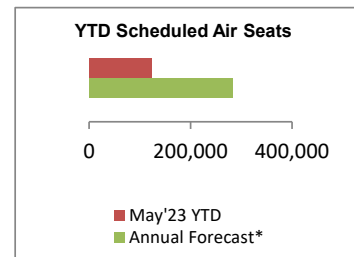
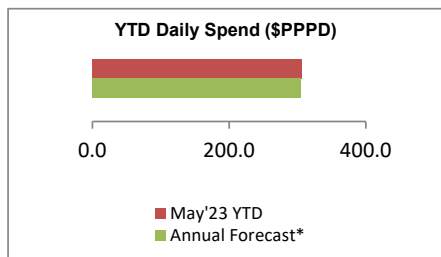
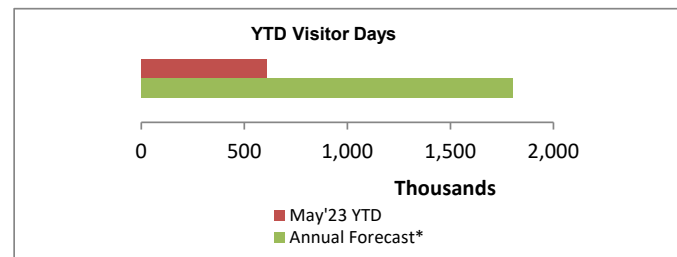
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

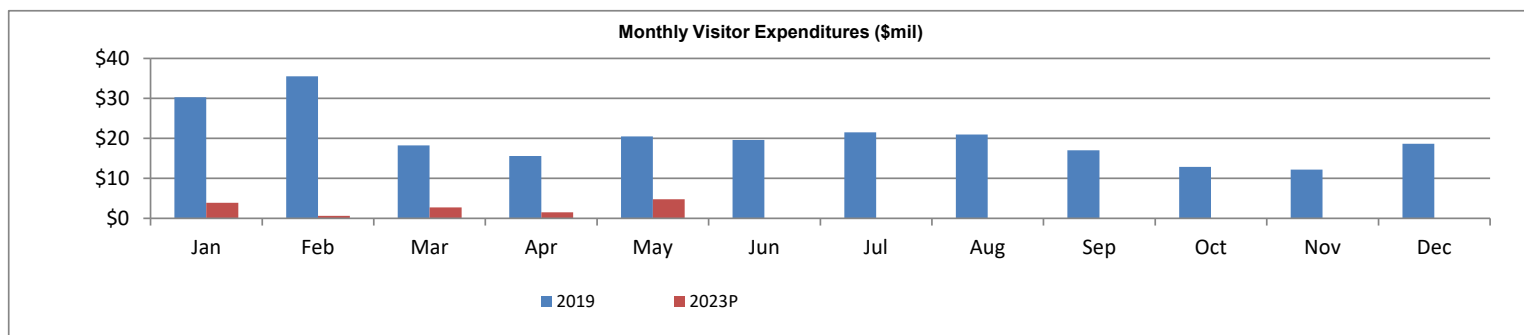
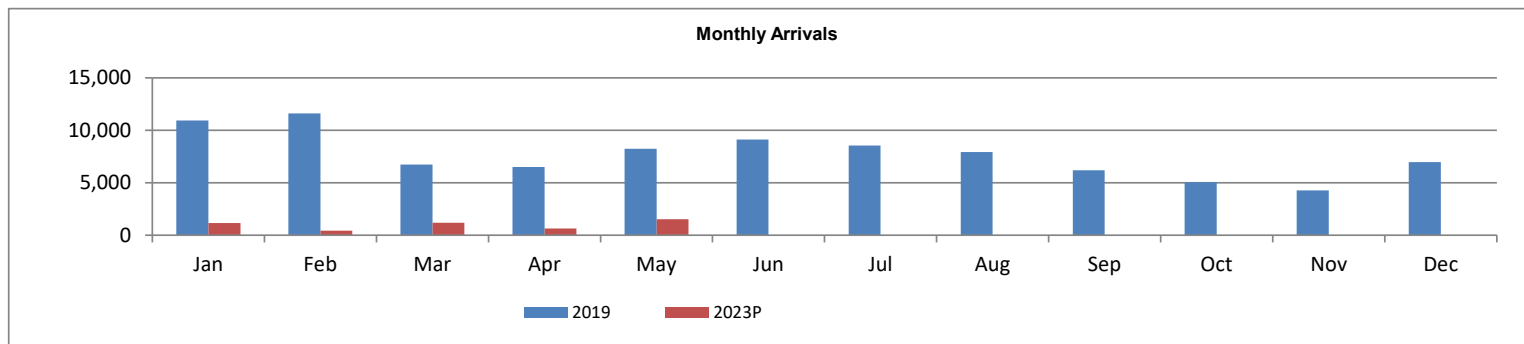
Market: **CHINA**

Key Performance Indicators

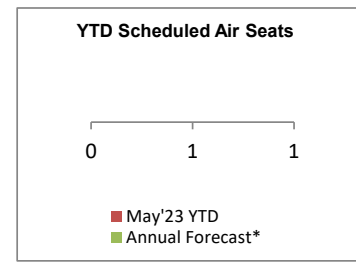
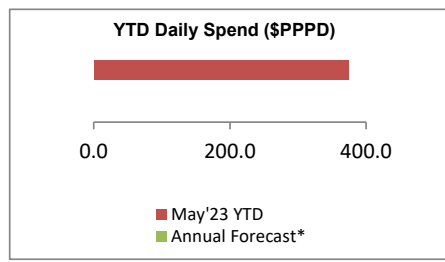
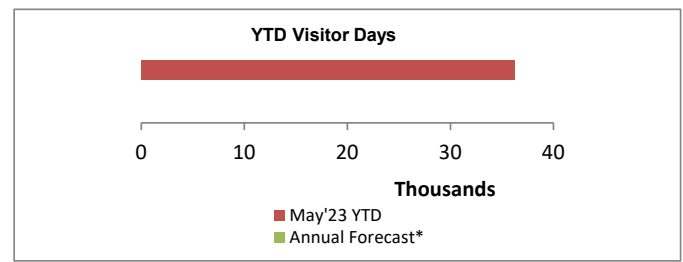
	YOY Rate	May'19 YTD	May'23 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -88.7%	120.1	13.6	NA		O'ahu	-90.1%	4,195
Daily Spend (\$PPPD)	↑ 11.9%	334.2	374.1	NA		Mauī	-92.2%	790
Visitor Days	↓ -89.9%	359,255	36,229	NA		Moloka'i	-95.9%	17
Arrivals	↓ -88.8%	44,022	4,917	NA		Lāna'i	-90.3%	51
Daily Census	↓ -89.9%	2,379	240	NA		Kaua'i	-84.8%	297
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A		Hawai'i Island	-91.6%	1,411

<sup>\*</sup> 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: **May-23** Preliminary

Visitor Industry Performance Measures

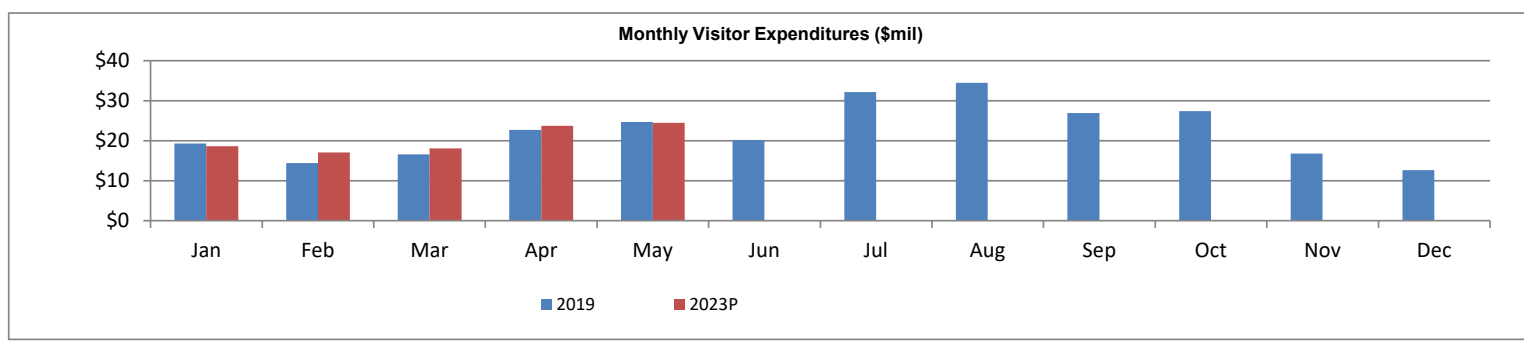
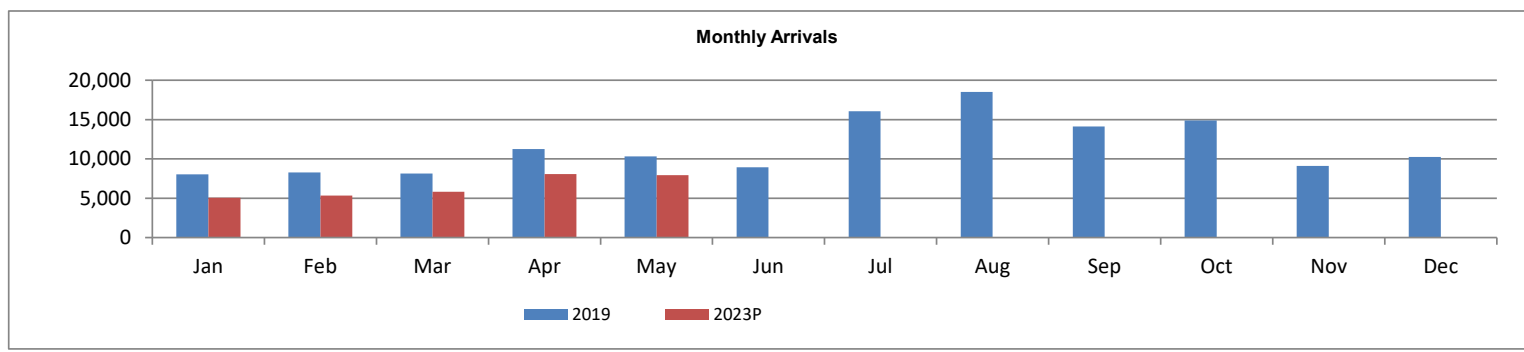
Market: **EUROPE**

Key Performance Indicators

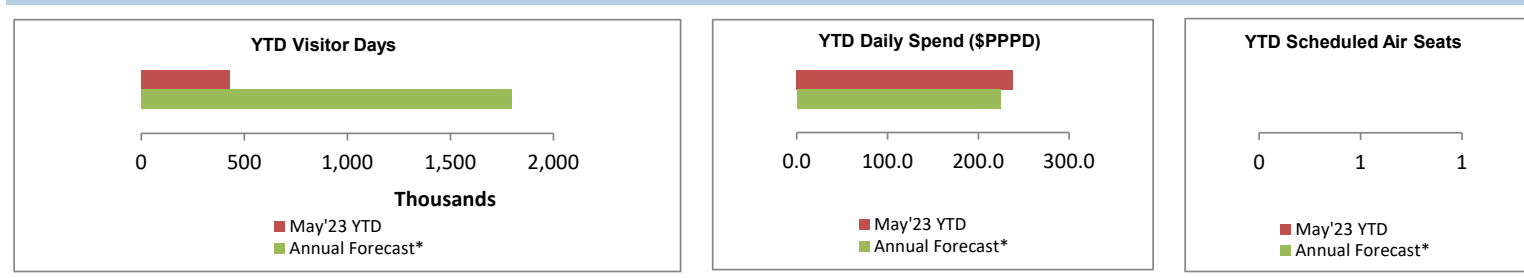
	YOY Rate	May'19 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 4.4%	97.6	101.9	403.2	O'ahu	-32.0%	23,244
Daily Spend (\$PPPD)	↕ 45.1%	164.4	238.6	224.4	Maui	-33.7%	12,860
Visitor Days	↘ -28.1%	593,835	427,134	1,796,660	Moloka'i	-40.0%	398
Arrivals	↘ -30.0%	46,035	32,223	136,489	Lāna'i	-37.5%	328
Daily Census	↘ -28.1%	3,933	2,829	4,922	Kaua'i	-35.2%	6,995
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	-24.8%	9,633

<sup>\*</sup> DBEDT Annual Forecast as of Q1 2023.  
<sup>^</sup> DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

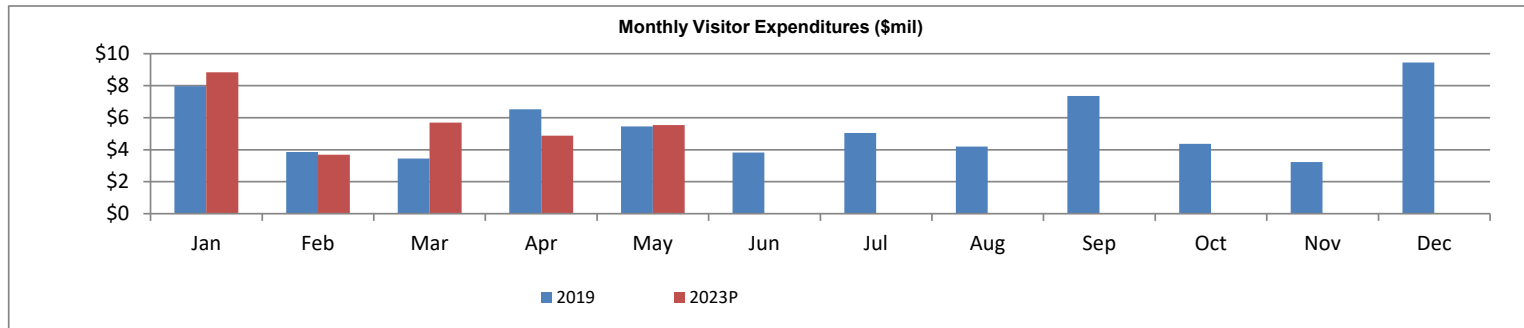
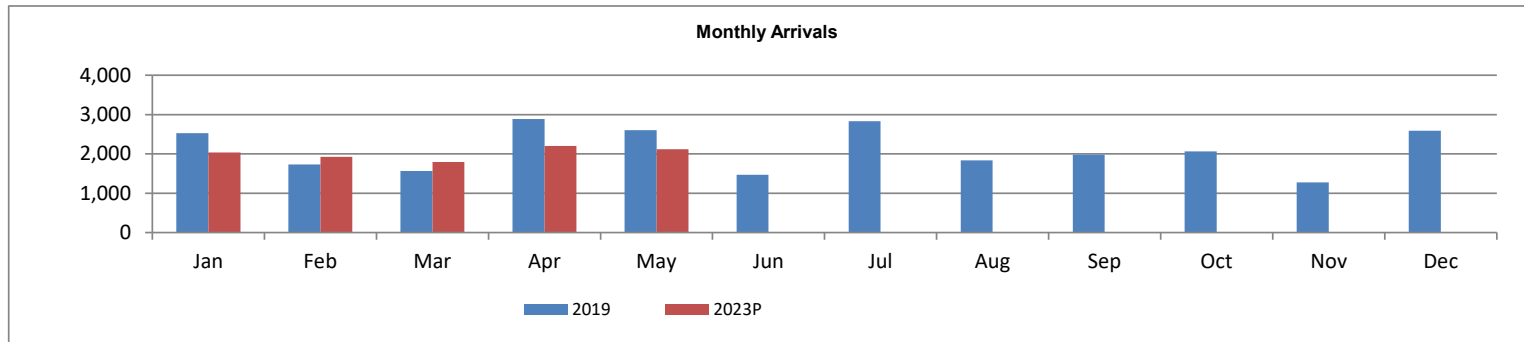
Market: **LATIN AMERICA**

Key Performance Indicators

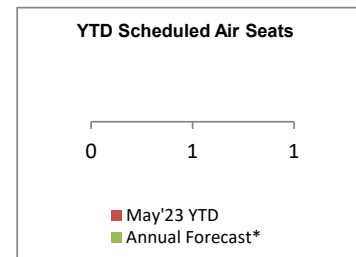
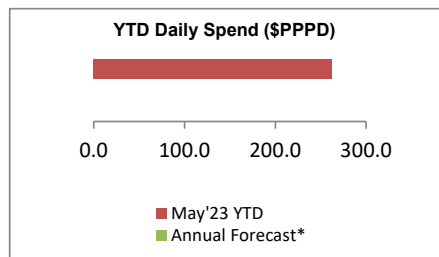
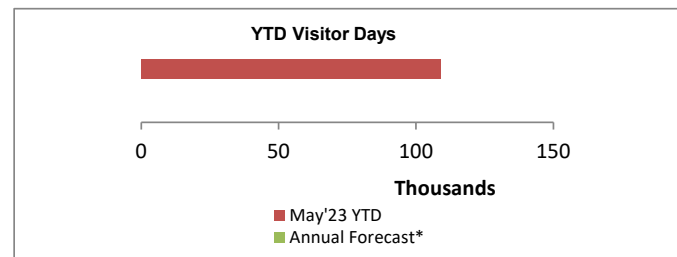
	YOY Rate	May'19 YTD	May'23 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗	5.1%	27.2	28.6	NA	O'ahu	-17.6%	7,273
Daily Spend (\$PPPD)	↕	14.6%	228.8	262.4	NA	Mauī	-5.9%	3,603
Visitor Days	↘	-8.3%	119,015	109,087	NA	Moloka'i	19.4%	92
Arrivals	↘	-11.0%	11,306	10,064	NA	Lāna'i	-58.5%	94
Daily Census	↘	-8.3%	788	722	NA	Kaua'i	-16.9%	1,145
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	N/A	Hawai'i Island	-10.9%	1,838

<sup>\*</sup> DBEDT Annual Forecast as of Q1 2023.  
<sup>^</sup> DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures