

Market Insights – August 2023

The HTA Monthly Market Insights reports on the most recent key performance indicators that the Hawai'i Tourism Authority (HTA) uses to measure success. The following measures provide indicators of the overall health of Hawai'i's visitor industry and help to gauge if the HTA is successfully attaining its goals.

Report on Economic Impact

For the first eight months of 2023, Hawai'i's tourism economy experienced:

Total visitor spending: \$14.41 billion, compared to \$13.10 billion (+10.1%) in the first eight months of 2022 and \$12.06 billion (+19.6%) in the first eight months of 2019, prior to the COVID-19 pandemic.

- Visitor arrivals: 6,666,587 visitors, compared to 6,170,921 visitors (+8.0%) in the first eight months of 2022. Total arrivals declined 6 percent when compared to 7,092,809 visitors in the first eight months of 2019.
- Statewide average daily census¹: 246,827 visitors in the first eight months of 2023, compared to 235,478 visitors (+4.8%) in the first eight months of 2022 and 254,988 visitors (-3.2%) in the first eight months of 2019.
- Air service: 40,868 trans-Pacific flights with 8,962,860 seats, compared to 41,078 flights (-0.5%) with 8,613,239 seats (+4.1%) in the first eight months of 2022 and 41,879 flights (-2.4%) with 9,217,268 seats (-2.8%) in the first eight months of 2019.
- For FY2024 (August 2023), the state collected \$78.3 million in TAT, compared to \$81.5 million (-3.8%) collected in FY 2023 (August 2022), \$69.1 million (+13.4%) collected in FY 2022 (August 2021) and \$61.2 million (+28.0%) collected in FY 2020 (August 2019) (Preliminary data from Dept of Taxation).

Table 1: Overall Key Performance Indicators – Total (Air + Cruise) – Year-to-date August 2023 vs. Year-to-date August 2022

| | | YOY Rate | Aug'22 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 📈 | 10.1% | 13,096.2 | 14,413.1 | 21,106.3 |
| Daily Spend (\$PPPD) | 📈 | 5.0% | 228.9 | 240.3 | 239.3 |
| Visitor Days | 📈 | 4.8% | 57,221,228 | 59,978,887 | 88,203,280 |
| Arrivals | 📈 | 8.0% | 6,170,921 | 6,666,587 | 9,757,000 |
| Daily Census | 📈 | 4.8% | 235,478 | 246,827 | 241,653 |
| Airlift (scheduled seats) [^] | 📈 | 4.3% | 8,597,149 | 8,963,658 | 13,387,100 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

Table 2: Overall Key Performance Indicators – Total (Air + Cruise) – Year-to-date August 2023 vs. Year-to-date August 2019

| | | YOY Rate | Aug'19 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 📈 | 19.6% | 12,055.8 | 14,413.1 | 21,106.3 |
| Daily Spend (\$PPPD) | 📈 | 23.5% | 194.6 | 240.3 | 239.3 |
| Visitor Days | 📉 | -3.2% | 61,961,974 | 59,978,887 | 88,203,280 |
| Arrivals | 📉 | -6.0% | 7,092,809 | 6,666,587 | 9,757,000 |
| Daily Census | 📉 | -3.2% | 254,988 | 246,827 | 241,653 |
| Airlift (scheduled seats) [^] | 📉 | -2.1% | 9,153,498 | 8,963,658 | 13,387,100 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

¹ Average daily census measures the number of visitors present on any given day.

Figure 1: Monthly Visitor Expenditures (\$mil) – Year-to-date August 2023 vs. Year-to-date August 2022

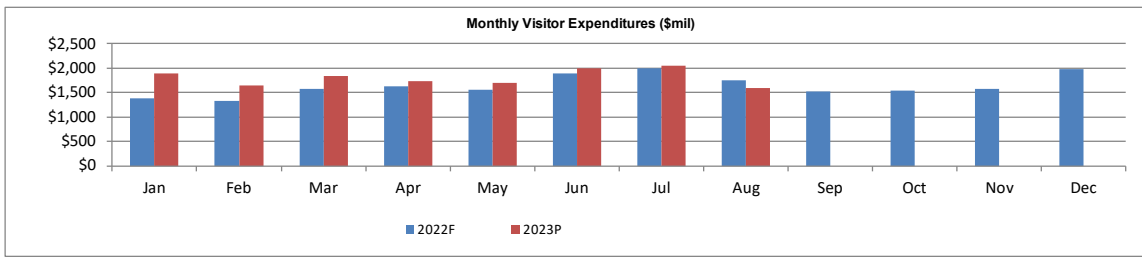
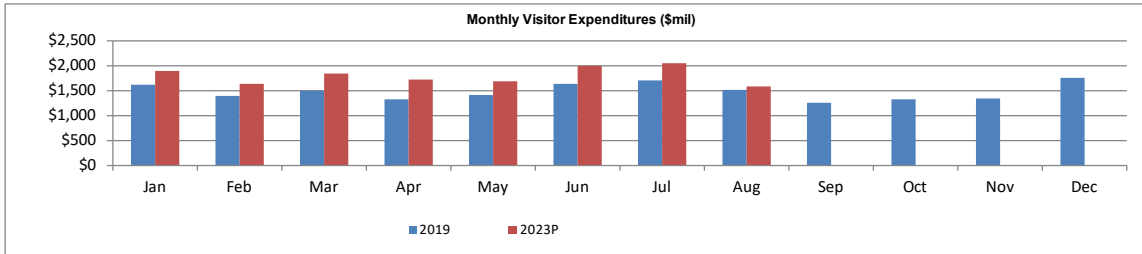


Figure 2: Monthly Visitor Expenditures (\$mil) – Year-to-date August 2023 vs. Year-to-date August 2019



Major Market Areas (MMAs)

USA

Table 3: Key Performance Indicators - U.S. Total (Year-to-date August 2023 vs. Year-to-date August 2022)

| | YOY Rate | Aug'22 YTD | Aug'23 YTD | Annual Forecast* |
|--|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👉 1.4% | 11,094.1 | 11,252.7 | 16,218.7 |
| Daily Spend (\$PPPD) | 👉 4.4% | 230.1 | 240.3 | 241.1 |
| Visitor Days | 👉 -2.9% | 48,205,373 | 46,819,077 | 67,268,887 |
| Arrivals | 👉 -1.7% | 5,341,909 | 5,249,041 | 7,518,173 |
| Daily Census | 👉 -2.9% | 198,376 | 192,671 | 184,298 |
| Airlift (scheduled seats) [^] | 👉 -3.2% | 7,650,853 | 7,403,557 | 10,897,078 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diao Mi flight schedules as of August 28, 2023, subject to change.

Table 4: Key Performance Indicators - U.S. Total (Year-to-date August 2023 vs. Year-to-date August 2019)

| | YOY Rate | Aug'19 YTD | Aug'23 YTD | Annual Forecast* |
|--|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👈 40.9% | 7,984.9 | 11,252.7 | 16,218.7 |
| Daily Spend (\$PPPD) | 👈 29.0% | 186.3 | 240.3 | 241.1 |
| Visitor Days | 👉 9.3% | 42,851,073 | 46,819,077 | 67,268,887 |
| Arrivals | 👈 10.0% | 4,771,257 | 5,249,041 | 7,518,173 |
| Daily Census | 👉 9.3% | 176,342 | 192,671 | 184,298 |
| Airlift (scheduled seats) [^] | 👈 12.0% | 6,611,400 | 7,403,557 | 10,897,078 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diao Mi flight schedules as of August 28, 2023, subject to change.

- In August 2023, 575,603 visitors arrived from the U.S., which was down from August 2022 (684,340 visitors, -15.9%) and August 2019 (620,409 visitors, -7.2%). U.S. visitor spending of \$1.15 billion in August 2023 was lower than August 2022 (\$1.39 billion, -17.5%) but much higher than August 2019 (\$958.4 million, +19.6%). Daily spending by U.S. visitors in August 2023 (\$231 per person) was down moderately from August 2022 (\$234 per person, -1.0%) but was considerably more than August 2019 (\$181 per person, +28.0%).
- In the first eight months of 2023, there were 5,249,041 visitors from the U.S., compared to 5,341,909 visitors (-1.7%) in the first eight months of 2022 and 4,771,257 visitors (+10.0%) in the first eight months of 2019. U.S. visitors spent \$11.25 billion in the first eight months of 2023, compared to \$11.09 billion (+1.4%) in the first eight months of 2022 and \$7.98 billion (+40.9%) in the first eight months of 2019.

- Real gross domestic product (GDP) increased at an annual rate of +2.1 percent in the second quarter of 2023. In the first quarter, real GDP increased +2.0 percent. The growth in the second quarter primarily reflected increases in consumer spending and business investment that were partly offset by a decrease in exports.
- The Conference Board Consumer Confidence Index plunged to 106.1 in August 2023 from 114.0 in July 2023, well short of consensus expectations of 116. The Present Situation Index and the Expectations Index, which constitute the overall confidence index, fell sharply in large part due to consumers' less optimistic assessments of current and future labor market conditions. The percentage of consumers who judged jobs were "plentiful" fell notably in August 2023, possibly portending another large drop in vacancies when August's job openings data are released in early October.
- According to the latest Longwoods International tracking study of American travelers, they are planning more travel to every trip category this fall when compared to 2022. For example, 66 percent are planning to visit friends and family this fall, up from 56 percent a year ago. Travelers continue to adapt emerging technologies into their trip planning and travel experiences. Seventeen percent of them have used Chat GPT, the artificial intelligence tool, to assist with their trip planning in the past six months, and 29 percent have used an electric vehicle on a trip during that same time period.
- The forecast for domestic scheduled nonstop air seats to Hawai'i during September-November 2023 will increase +0.5 percent compared to the same period in 2022. This projection is based on flights appearing in Diio Mi. A small increase in flights is expected from U.S. West (+0.9 percent) with a more significant decrease in U.S. East (-2.5 percent). Traditionally, Hawai'i would be entering a slower season between Labor Day and Thanksgiving with reduction in seats and frequencies. However, this, coupled with the wildfires on Maui, the immediate reduction in non-stop transpacific seats directly into OGG amplified.

US WEST

Table 5: Key Performance Indicators - U.S. West (Year-to-date August 2023 vs. Year-to-date August 2022)

| | YOY Rate | Aug'22 YTD | Aug'23 YTD | Annual Forecast* |
|--|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👇 -0.6% | 6,793.5 | 6,754.7 | 9,852.5 |
| Daily Spend (\$PPPD) | 👆 3.8% | 218.8 | 227.1 | 228.0 |
| Visitor Days | 👇 -4.2% | 31,054,333 | 29,748,767 | 43,203,993 |
| Arrivals | 👇 -3.1% | 3,613,478 | 3,502,473 | 5,063,338 |
| Daily Census | 👇 -4.2% | 127,796 | 122,423 | 118,367 |
| Airlift (scheduled seats) [^] | 👇 -3.8% | 6,797,183 | 6,536,089 | 9,625,627 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

Table 6: Key Performance Indicators - U.S. West (Year-to-date August 2023 vs. Year-to-date August 2019)

| | YOY Rate | Aug'19 YTD | Aug'23 YTD | Annual Forecast* |
|--|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👆 44.2% | 4,685.8 | 6,754.7 | 9,852.5 |
| Daily Spend (\$PPPD) | 👆 31.3% | 173.0 | 227.1 | 228.0 |
| Visitor Days | 👆 9.8% | 27,089,212 | 29,748,767 | 43,203,993 |
| Arrivals | 👆 11.5% | 3,141,739 | 3,502,473 | 5,063,338 |
| Daily Census | 👆 9.8% | 111,478 | 122,423 | 118,367 |
| Airlift (scheduled seats) [^] | 👆 13.1% | 5,777,523 | 6,536,089 | 9,625,627 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

- In August 2023, 392,427 visitors arrived from the U.S. West, which was down from August 2022 (467,082 visitors, -16.0%) and August 2019 (420,750 visitors, -6.7%). U.S. West visitor spending of \$703.0 million in August 2023 was lower than August 2022 (\$860.9 million, -18.3%) but much higher than August 2019 (\$579.3 million, +21.3%). Daily spending by U.S. West visitors in August 2023 (\$219 per person) was down moderately from August 2022 (\$223 per person, -1.9%) but was considerably more than August 2019 (\$167 per person, +30.7%).
- In the first eight months of 2023, there were 3,502,473 visitors from the U.S. West, compared to 3,613,478 visitors (-3.1%) in the first eight months of 2022 and 3,141,739 visitors (+11.5%) in the

first eight months of 2019. U.S. West visitors spent \$6.75 billion in the first eight months of 2023, compared to \$6.79 billion (-0.6%) in the first eight months of 2022 and \$4.69 billion (+44.2%) in the first eight months of 2019.

US EAST

Table 7: Key Performance Indicators - U.S. East (Year-to-date August 2023 vs. Year-to-date August 2022)

| | | YOY Rate | Aug'22 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👉 | 4.6% | 4,300.6 | 4,498.0 | 6,366.2 |
| Daily Spend (\$PPPD) | 👉 | 5.1% | 250.8 | 263.5 | 264.5 |
| Visitor Days | 👉 | -0.5% | 17,151,040 | 17,070,310 | 24,064,894 |
| Arrivals | 👉 | 1.0% | 1,728,431 | 1,746,568 | 2,454,835 |
| Daily Census | 👉 | -0.5% | 70,580 | 70,248 | 65,931 |
| Airlift (scheduled seats) [^] | 👉 | 1.6% | 853,670 | 867,468 | 1,271,451 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

Table 8: Key Performance Indicators - U.S. East (Year-to-date August 2023 vs. Year-to-date August 2019)

| | | YOY Rate | Aug'19 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👆 | 36.3% | 3,299.0 | 4,498.0 | 6,366.2 |
| Daily Spend (\$PPPD) | 👆 | 25.9% | 209.3 | 263.5 | 264.5 |
| Visitor Days | 👉 | 8.3% | 15,761,860 | 17,070,310 | 24,064,894 |
| Arrivals | 👉 | 7.2% | 1,629,517 | 1,746,568 | 2,454,835 |
| Daily Census | 👉 | 8.3% | 64,864 | 70,248 | 65,931 |
| Airlift (scheduled seats) [^] | 👉 | 4.0% | 833,877 | 867,468 | 1,271,451 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

- In August 2023, 183,175 visitors arrived from the U.S. East, which was down from August 2022 (217,258 visitors, -15.7%) and August 2019 (199,659 visitors, -8.3%). U.S. West visitor spending of \$443.6 million in August 2023 was lower than August 2022 (\$528.8 million, -16.1%) but much higher than August 2019 (\$379.1 million, +17.0%). Daily spending by U.S. West visitors in August 2023 (\$254 per person) was up slightly from August 2022 (\$253 per person, +0.4%) but was considerably more than August 2019 (\$206 per person, +23.6%).
- In the first eight months of 2023, 1,746,568 visitors arrived from the U.S. East, compared to 1,728,431 (+1.0%) in the first eight months of 2022 and 1,629,517 visitors (+7.2%) in the first eight months of 2019. U.S. East visitors spent \$4.50 billion in the first eight months of 2023, compared to \$4.30 billion (+4.6%) in the first eight months of 2022 and \$3.30 billion (+36.3%) in the first eight months of 2019.

JAPAN

Table 9: Key Performance Indicators – Japan (Year-to-date August 2023 vs. Year-to-date August 2022)

| | | YOY Rate | Aug'22 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👆 | 212.6% | 169.2 | 528.9 | 933.0 |
| Daily Spend (\$PPPD) | 👉 | -0.6% | 237.9 | 236.4 | 237.8 |
| Visitor Days | 👆 | 214.6% | 711,281 | 2,237,449 | 3,923,246 |
| Arrivals | 👆 | 314.4% | 79,950 | 331,286 | 582,975 |
| Daily Census | 👆 | 214.6% | 2,927 | 9,208 | 10,749 |
| Airlift (scheduled seats) [^] | 👆 | 197.3% | 217,574 | 646,917 | 1,096,935 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

Table 10: Key Performance Indicators – Japan (Year-to-date August 2023 vs. Year-to-date August 2019)

| | | YOY Rate | Aug'19 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👇 | -63.7% | 1,455.9 | 528.9 | 933.0 |
| Daily Spend (\$PPPD) | 👉 | -0.6% | 237.8 | 236.4 | 237.8 |
| Visitor Days | 👇 | -63.4% | 6,121,180 | 2,237,449 | 3,923,246 |
| Arrivals | 👇 | -67.8% | 1,029,549 | 331,286 | 582,975 |
| Daily Census | 👇 | -63.4% | 25,190 | 9,208 | 10,749 |
| Airlift (scheduled seats) [^] | 👇 | -51.2% | 1,326,446 | 646,917 | 1,096,935 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

- There were 64,155 visitors from Japan in August 2023, compared to 31,151 visitors (+105.9%) in August 2022 and 160,728 visitors (-60.1%) in August 2019. Visitors from Japan spent \$101.4 million in August 2023, compared to \$61.5 million (+64.8%) in August 2022 and \$236.9 million (-57.2%) in August 2019. Daily spending by Japanese visitors in August 2023 (\$231 per person) decreased compared to August 2022 (\$240 per person, -4.1%) and August 2019 (\$228 per person, +0.9%).
- In the first eight months of 2023, there were 331,286 visitors from Japan, compared to 79,950 visitors (+314.4%) in the first eight months of 2022 and 1,029,549 visitors (-67.8%) in the first eight months of 2019. Visitors from Japan spent \$528.9 million in the first eight months of 2023, compared to \$169.2 million (+212.6%) in the first eight months of 2022 and \$1.46 billion (-63.7%) in the first eight months of 2019.
- In the first eight months of 2023, there were 2,361 scheduled flights with 645,805 seats, compared to 919 flights (+156.9%) with 217,574 seats (+196.8%) in the first eight months of 2022 and 5,195 flights (-54.6%) with 1,326,446 seats (-51.3%) in the first eight months of 2019.
- According to the Japanese government's July 2023 Economic Report, the Japanese economy is recovering moderately. Concerning short-term prospects, the economy is expected to pick up, supported by the effects of employment policies and improving income environment. However, slowing down of overseas economies is the downside risk of the Japanese economy, amid ongoing global monetary tightening and other factors. Also, full attention should be given to price increases, supply-side constraints and fluctuations in the financial and capital markets."
- The latest GDP for April-June 2023 released by the Cabinet Office on April 15, 2023, showed a real growth rate of +1.5 percent, excluding price changes, compared to the previous three months. This was mainly due to growth in exports of automobiles and inbound consumption by foreign travelers.
- Japan National Tourism Organization (JNTO) reported that the number of Japanese overseas travelers were 891,600 in July 2023, approximately 190,000 more travelers than the previous month. The result remained a 46.3 percent decrease compared to July 2019.
- The Japan Tourism Agency announced that the sales volume of overseas travel handled by 43 major domestic travel agencies in June 2023 recovered 46.3 percent compared to 2019. The sales volume of international travel packages increased slightly from the previous month at 16.9 percent.
- Japan Tourism Agency announced that the total amount of Japanese travel consumption was up 27.7 percent year-on-year to 5.6 trillion JPY in the 2nd quarter of 2023 (April to June 2023), which were 6.6 percent less consumption than the same period of 2019. The total consisted of 4.4 trillion JPY for overnight trips (down 2.9% over 2019) and 1.2 trillion JPY for day trips (down 18.4% over 2019).
- Airlift on international flights is recovering. ANA and JAL saw passenger volume increase year-on-year with both companies recovering to nearly 70 percent of their pre-COVID levels. Demand for resort destination routes such as Hawai'i and short-haul Asian routes such as Taiwan, Hong Kong, and Seoul were particularly popular, significantly exceeding the previous year's level.
- ANA announced that the third Airbus A380 "FLYING HONU" will enter service on October 20, 2023. This third A380 is a dedicated aircraft for the Narita-Honolulu route.
- Delta Air Lines will be operating daily flights to Haneda from the end of October 2023. This will be the first flight to Hawai'i after the relocation from Narita Airport to Haneda Airport. The airline will offer 215 seats; 25 business class seats, 18 premium economy seats, 21 comfort plus seats, and 151 economy seats, with more seats in the upper classes.

CANADA

Table 11: Key Performance Indicators – Canada (Year-to-date August 2023 vs. Year-to-date August 2022)

| | | YOY Rate | Aug'22 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👆 | 35.7% | 576.6 | 782.5 | 1,255.0 |
| Daily Spend (\$PPPD) | 👆 | 18.2% | 184.2 | 217.7 | 219.1 |
| Visitor Days | 👆 | 14.8% | 3,131,107 | 3,594,570 | 5,727,949 |
| Arrivals | 👆 | 22.7% | 250,385 | 307,219 | 477,329 |
| Daily Census | 👆 | 14.8% | 12,885 | 14,792 | 15,693 |
| Airlift (scheduled seats) [^] | 👇 | -5.1% | 336,274 | 319,009 | 486,879 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

Table 12: Key Performance Indicators – Canada (Year-to-date August 2023 vs. Year-to-date August 2019)

| | | YOY Rate | Aug'19 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👆 | 4.3% | 750.1 | 782.5 | 1,255.0 |
| Daily Spend (\$PPPD) | 👆 | 30.9% | 166.3 | 217.7 | 219.1 |
| Visitor Days | 👇 | -20.3% | 4,510,009 | 3,594,570 | 5,727,949 |
| Arrivals | 👇 | -17.2% | 371,146 | 307,219 | 477,329 |
| Daily Census | 👇 | -20.3% | 18,560 | 14,792 | 15,693 |
| Airlift (scheduled seats) [^] | 👇 | -6.6% | 341,447 | 319,009 | 486,879 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

- In August 2023, 22,675 visitors arrived from Canada, compared to 28,667 visitors (-20.9%) in August 2022 and 28,672 visitors (-20.9%) in August 2019. Visitors from Canada spent \$56.3 million in August 2023, compared to \$63.9 million (-11.8%) in August 2022 and \$57.2 million (-1.5%) in August 2019. Daily spending by Canadian visitors in August 2023 (\$226 per person) increased significantly compared to August 2022 (\$193 per person, +16.7%) and August 2019 (\$178 per person, +26.7%).
- In the first eight months of 2023, there were 307,219 visitors from Canada, compared to 250,385 visitors (+22.7%) in the first eight months of 2022 and 371,146 visitors (-17.2%) in the first eight months of 2019. Visitors from Canada spent \$782.5 million in the first eight months of 2023, compared to \$576.6 million (+35.7%) in the first eight months of 2022 and \$750.1 million (+4.3%) in the first eight months of 2019.
- Year-over-year (YOY) consumer price growth picked up in July 2023. Mortgage interest costs continued to grow at a breakneck pace (+30.6%), with rental price growth also elevated at 5.5 percent YOY. The increase in food prices remains alarmingly high at 7.8 percent. Experts claim that Russia's withdrawal from an agreement allowing Ukraine to export grain safely will have a non-negligible impact on global grain prices, which will wind its way into Canada's CPI over the coming months.
- After gaining strength in July 2023, the index of consumer confidence dwindled in August 2023 and fell back to 61.2 points, the lowest rating reported in over three years. Moreover, the share of respondents of the CBoC survey who think it is a good time to purchase large-ticket items was just 8.7 percent, the lowest monthly rating ever recorded by the index.
- The Bank of Canada's July 2023 press release and Monetary Policy Report presented a more pessimistic view and stern tone for the direction of monetary policy according to some experts. The Bank argued that inflation would linger around 3 percent for the rest of 2023 and will not fall to its 2 percent target until 2025.
- In August 2023, a modest 40,000 jobs were added. Despite a stable unemployment rate, population growth significantly impacted the employment rate. The cooling labor market is a response to recent rate increases and bodes well for the Bank of Canada's inflation reduction agenda.
- The average exchange rate for August 2023 was 1.366 to USD.
- The first two months of the summer season saw nearly 3.1 million Canadians return home from an overnight trip to the U.S. Although air travel volumes remain above 2019 levels (+14%), total activity so far this summer was 2 percent lower than the activity recorded in 2019 due to a decline in auto

travel (-15%). Trips by air accounted for 52 percent of activity during the period, compared to 45 percent pre-pandemic.

- Over 2.6 million Canadian arrivals were recorded in Europe and the UK throughout the first half of 2023; 96 percent of the volume recorded in 2019 (-3.7%). The first two months of the summer travel season saw 1.4 million arrivals in the Europe region; a slightly smaller volume than recorded in 2019 (-2.8%).
- Destinations in the Caribbean, Mexico, and Central America reported 3.3 million arrivals from Canada throughout the first half of 2023, 93 percent of the activity seen in 2019. Arrivals in Mexico accounted for 41 percent of the regional volume during the period – the same share recorded in 2019. The first two months of the 2023 summer travel season saw almost half a million Canadian arrivals in Mexico, Caribbean, and Central America region, compared to nearly 516 thousand in 2019 (-4.6%).
- Airlift from both Canadian carriers has been reduced into OGG. Air Canada and WestJet claim that there is no demand to support getting the seats back at this time. The routes to OGG will keep operating with reduced capacity until the market shows a return.

OCEANIA

Table 13: Key Performance Indicators – Oceania (Year-to-date August 2023 vs. Year-to-date August 2022)

| | | YOY Rate | Aug'22 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👆 | 53.1% | 266.9 | 408.6 | 605.8 |
| Daily Spend (\$PPPD) | 👉 | 4.8% | 279.5 | 292.8 | 292.0 |
| Visitor Days | 👆 | 46.1% | 955,011 | 1,395,431 | 2,074,509 |
| Arrivals | 👆 | 59.2% | 97,533 | 155,287 | 230,501 |
| Daily Census | 👆 | 46.1% | 3,930 | 5,743 | 5,684 |
| Airlift (scheduled seats) [^] | 👆 | 62.6% | 135,527 | 220,318 | 330,963 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

Table 14: Key Performance Indicators – Oceania (Year-to-date August 2023 vs. Year-to-date August 2019)

| | | YOY Rate | Aug'19 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👇 | -30.4% | 587.3 | 408.6 | 605.8 |
| Daily Spend (\$PPPD) | 👆 | 10.7% | 264.5 | 292.8 | 292.0 |
| Visitor Days | 👇 | -37.2% | 2,220,599 | 1,395,431 | 2,074,509 |
| Arrivals | 👇 | -33.9% | 234,869 | 155,287 | 230,501 |
| Daily Census | 👇 | -37.2% | 9,138 | 5,743 | 5,684 |
| Airlift (scheduled seats) [^] | 👇 | -33.5% | 331,065 | 220,318 | 330,963 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

- In August 2023, 20,773 visitors arrived from Oceania, compared to 20,073 visitors (+3.5%) in August 2022 and 31,561 visitors (-34.2%) in August 2019. Visitors from Oceania spent \$55.6 million in August 2023, compared to \$55.8 million (-0.3%) in August 2022 and \$81.8 million (-32.0%) in August 2019. Daily spending by Oceania visitors in August 2023 (\$298 per person) increased significantly compared to August 2022 (\$285 per person, +4.6%) and August 2019 (\$263 per person, +13.2%).
- In the first eight months of 2023, there were 155,287 visitors from Oceania, compared to 97,533 visitors (+59.2%) in the first eight months of 2022 and 234,869 visitors (-33.9%) in the first eight months of 2019. Visitors from Oceania spent \$408.6 million in the first eight months of 2023, compared to \$266.9 million (+53.1%) in the first eight months of 2022 and \$587.3million (-30.4%) in the first eight months of 2019.
- In the first eight months of 2023, there were 736 scheduled flights with 219,427 seats, compared to 454 flights (+62.1%) with 135,527 seats (+61.9%) in the first eight months of 2022 and 1,074 flights (-31.5%) with 331,065 seats (-33.7%) for the first eight months of 2019.
- At the end of August 2023, exchange rates drop slightly to 64 cents (AUD) and 59 cents (NZD) to one USD. Exchange rates remain one of the key factors for travelers from Oceania.
- The Australian Bureau of Statistics (ABS) released its monthly Consumer Price Index (CPI) indicator, which rose 4.9 percent in July 2023, down from 5.4 percent in June 2023. The inflation rate has

dropped, but economists have warned it may be some time until we see a significant change in cost-of-living pressures.

- The NZ election is taking place on October 14, 2023 and this tends to bring some conservatism around business spending due to the uncertainty around the next government and subsequent policies.
- Travel from China to Australia has significantly increased throughout 2023. At the beginning of the year, there were just three or four return flights between China and Sydney airport each week. By August 2023 there were more than 50 return flights a week – sustained in part by demand from the return of international students. China’s culture and tourism ministry named Australia, as well as countries including Japan, South Korea, Britain, and the US, in an updated list of destinations that Chinese tourism agencies can run group tours to for the first time since outbound travel was halted due to the pandemic.
- The governments of India and New Zealand signed a Memorandum of Understanding (MoU) during August 2023 to boost cooperation in civil aviation that covers the scheduling of new routes, code share services, traffic rights and capacity entitlement.

OTHER ASIA

Table 15: Key Performance Indicators – Other Asia (Year-to-date August 2023 vs. Year-to-date August 2022)

| | YOY Rate | Aug'22 YTD | Aug'23 YTD | Annual Forecast* |
|-----------------------------|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 55.9% | 208.3 | 324.7 | NA |
| Daily Spend (\$PPPD) | 4.2% | 299.6 | 312.2 | NA |
| Visitor Days | 49.6% | 695,119 | 1,039,866 | NA |
| Arrivals | 65.0% | 73,672 | 121,551 | NA |
| Daily Census | 49.6% | 2,861 | 4,279 | NA |
| Airlift (scheduled seats) ^ | 53.4% | 121,395 | 186,229 | 278,632 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

Table 16: Key Performance Indicators – Other Asia (Year-to-date August 2023 vs. Year-to-date August 2019)

| | YOY Rate | Aug'19 YTD | Aug'23 YTD | Annual Forecast* |
|-----------------------------|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | -42.1% | 560.6 | 324.7 | NA |
| Daily Spend (\$PPPD) | 7.9% | 289.2 | 312.2 | NA |
| Visitor Days | -46.3% | 1,938,104 | 1,039,866 | NA |
| Arrivals | -49.9% | 242,458 | 121,551 | NA |
| Daily Census | -46.3% | 7,976 | 4,279 | NA |
| Airlift (scheduled seats) ^ | -43.7% | 331,035 | 186,229 | 278,632 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

- In August 2023, 14,574 visitors arrived from Other Asia, compared to 14,526 visitors (+0.3%) in August 2022 and 28,853 visitors (-49.5%) in August 2019. Visitors from Other Asia spent \$40.0 million in August 2023, compared to \$40.0 million (-0.1%) in August 2022 and \$65.9 million (-39.3%) in August 2019. Daily spending by Other Asia visitors in August 2023 (\$310 per person) increased, compared to August 2022 (\$276 per person, +12.4%) and August 2019 (\$266 per person, +16.8%).
- In the first eight months of 2023, there were 121,551 visitors from Other Asia, compared to 73,672 visitors (+65.0%) in the first eight months of 2022 and 242,458 visitors (-49.9%) in the first eight months of 2019. Visitors from Other Asia spent \$324.7 million in the first eight months of 2023, compared to \$208.3 million (+55.9%) in the first eight months of 2022 and \$560.6 million (-42.1%) in the first eight months of 2019. Daily spending by Other Asia visitors for this period (\$310 per person) increased significantly compared to the first eight months of 2022 (\$276 per person, +12.4%) and 2019 (\$266 per person, +16.8%).

KOREA

Table 17: Key Performance Indicators – Korea (Year-to-date August 2023 vs. Year-to-date August 2022)

| | | YOY Rate | Aug'22 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👆 | 88.0% | 155.8 | 292.9 | 438.2 |
| Daily Spend (\$PPPD) | 👉 | 9.1% | 285.1 | 311.1 | 311.0 |
| Visitor Days | 👆 | 72.3% | 546,500 | 941,414 | 1,408,925 |
| Arrivals | 👆 | 86.7% | 58,468 | 109,179 | 164,232 |
| Daily Census | 👆 | 72.3% | 2,249 | 3,874 | 3,860 |
| Airlift (scheduled seats) [^] | 👆 | 53.4% | 121,395 | 186,229 | 278,632 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

Table 18: Key Performance Indicators – Korea (Year-to-date August 2023 vs. Year-to-date August 2019)

| | | YOY Rate | Aug'19 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👇 | -7.2% | 315.5 | 292.9 | 438.2 |
| Daily Spend (\$PPPD) | 👆 | 14.3% | 272.2 | 311.1 | 311.0 |
| Visitor Days | 👇 | -18.8% | 1,159,169 | 941,414 | 1,408,925 |
| Arrivals | 👇 | -26.3% | 148,233 | 109,179 | 164,232 |
| Daily Census | 👇 | -18.8% | 4,770 | 3,874 | 3,860 |
| Airlift (scheduled seats) [^] | 👇 | -14.7% | 218,242 | 186,229 | 278,632 |

*DBEDT 2023 annual forecast (Quarter 3, 2023). Scheduled seats forecast from Diio Mi flight schedules as of August 28, 2023, subject to change.

- In August 2023, 13,109 visitors arrived from Korea, compared to 12,085 visitors (+8.5%) in August 2022 and 18,527 visitors (-29.2%) in August 2019. Visitors from Korea spent \$36.5 million in August 2023, compared to \$33.7 million (+8.4%) in August 2022 and \$38.3 million (-4.7%) in August 2019. Daily spending by Korean visitors in August 2023 (\$311 per person) increased significantly compared to August 2022 (\$279 per person, +11.6%) and August 2019 (\$245 per person, +27.1%).
- In the first eight months of 2023, there were 109,179 visitors from Korea, compared to 58,468 visitors (+86.7%) in the first eight months of 2022 and 148,233 visitors (-26.3%) in the first eight months of 2019. Visitors from Korea spent \$292.9 million in the first eight months of 2023, compared to \$155.8 million (+88.0%) in the first eight months of 2022 and \$316.3 million (-7.4%) in the first eight months of 2019. Daily spending by Korean visitors for this period (\$311 per person) increased significantly compared to the first eight months of 2022 (\$285 per person, +9.1%) and 2019 (\$272 per person, +14.3%).
- Korea's exports fell 8.4 percent year-on-year to \$51.87 billion in August 2023.
- In August 2023, the South Korea exchange rate was 1,322.93 (KRW/USD), compared to the previous month's 1285.42 (KRW/USD).
- The number of Korean departures, according to the Korea Tourism Organization, was 2,153,857 in July 2023. The figure represents a recovery of 219.6 percent compared to July 2022.
- According to a survey by Hotels.com, 65 percent of the respondents plan to go on holiday during Chuseok week, with 26 percent planning to travel overseas. Major travel agencies have also reported that reservations for overseas trips during Thanksgiving Week surpass the reservation rates seen during the peak summer season (end of July to early August). Kyowon Tour revealed that long-distance travel products accounted for 49 percent of the total during Korea's Thanksgiving Week (September 28-October 3).
- Most popular travel destinations for Korean Thanksgiving:
 - Hana Tour: Southeast Asia (42.4%), Japan (28.8%), Europe (11.7%), China (9.4%), South Pacific (5.1%), Americas (2.5%).
 - Yellow Balloon Tour: Southeast Asia (37.2%), Europe (22.5%), Japan (13.5%), China (10.2%), South Pacific (8.1%).
 - Kyowon Tour: Spain Barcelona, Italy Roma, Turkey Istanbul, UK London.

- Airlift in August 2023: Korean Air operated daily flights. Asiana Airlines operated 5 weekly flights. Hawaiian Airlines operated 5 weekly flights. In recognition of Korea's golden holiday week from September 28 to October 3, Hawaiian will operate six weekly flights. Air Premia will operate a seasonal service from ICN to HNL from December 31, 2023, to March 4, 2024.

CHINA

Table 19: Key Performance Indicators – China (Year-to-date August 2023 vs. Year-to-date August 2022)

| | | YOY Rate | Aug'22 YTD | Aug'23 YTD | Annual Forecast* |
|----------------------------|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👉 | -4.3% | 23.7 | 22.7 | NA |
| Daily Spend (\$PPPD) | 👉 | 6.9% | 336.8 | 359.9 | NA |
| Visitor Days | 👇 | -10.5% | 70,355 | 62,980 | NA |
| Arrivals | 👉 | -3.0% | 8,414 | 8,160 | NA |
| Daily Census | 👇 | -10.5% | 290 | 259 | NA |
| Airlift (scheduled seats)^ | | N/A | N/A | N/A | N/A |

*DBEDT 2023 annual forecast (Quarter 3, 2023) N/A=Not available.

Table 20: Key Performance Indicators – China (Year-to-date August 2023 vs. Year-to-date August 2019)

| | | YOY Rate | Aug'19 YTD | Aug'23 YTD | Annual Forecast* |
|----------------------------|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | 👇 | -87.5% | 182.1 | 22.7 | NA |
| Daily Spend (\$PPPD) | 👆 | 10.8% | 324.7 | 359.9 | NA |
| Visitor Days | 👇 | -88.8% | 560,682 | 62,980 | NA |
| Arrivals | 👇 | -88.3% | 69,626 | 8,160 | NA |
| Daily Census | 👇 | -88.8% | 2,307 | 259 | NA |
| Airlift (scheduled seats)^ | | N/A | 86,171 | N/A | N/A |

*DBEDT 2023 annual forecast (Quarter 3, 2023). N/A=Not available

- In August 2023, 991 visitors arrived from China, compared to 1,264 visitors (-21.6%) in August 2022 and 7,924 visitors (-87.5%) in August 2019. Visitors from China spent \$2.1 million in August 2023, compared to \$3.4 million (-36.1%) in August 2022 and \$20.9 million (-89.7%) in August 2019. Daily spending by Chinese visitors in August 2023 (\$291 per person) slightly decreased compared to August 2022 (\$298 per person, -2.2%) and August 2019 (\$296 per person, -1.4%).
- In the first eight months of 2023, there were 8,160 visitors from China, compared to 8,414 visitors (-3.0%) in the first eight months of 2022 and 69,626 visitors (-88.3%) in the first eight months of 2019. Visitors from China spent \$22.7 million in the first eight months of 2023, compared to \$23.7 million (-4.3%) in the first eight months of 2022 and \$182.1million (-87.5%) in the first eight months of 2019. Daily spending by Chinese visitors for this period (\$360 per person) increased significantly compared to the first eight months of 2022 (\$337 per person, +6.9%) and 2019 (\$325 per person, +10.8%).
- August 2023 month-end rate for Chinese Yuan (CNY) vs. USD was 7.18, compared to 7.33 in July 2023 and 6.89 in August 2022.
- In the first half of year in 2023, the per capita disposable income of Chinese residents was 19,672 yuan (US\$2,759), a nominal growth of 6.5 percent over the same period of last year, and a real growth of 5.8 percent after deducting price factors.
- China's June 2023 year-to-date GDP stood at 59.30 trillion yuan (US\$8.32 trillion), up 5.5 percent year-over-year, per National Bureau of Statistics (NBS). China's Quarter 2, 2023 GDP stood at 30.80 trillion yuan (US\$4.32 trillion) +0.8 percent year-over-year.
- In August 2023, China's annual inflation rate rose by 0.1 percent year on year (vs. -0.3% last month and 2.8% in August 2022).
- China's trade surplus in August 2023 was US\$68.36B, a decline of 13 percent from a year ago balance of US\$78.65. Exports fell to US\$284.9B (-8.8%) and imports came in at \$216.5B (-7.3%).
- More and more Chinese parents are attaching importance to children acquiring knowledge through experiential learning. According to data from the Education, Science, Culture and Public Health

Committee of the National People's Congress, the number of people participating in study tours in China reached 4.8 million in 2019. This figure rose to 4.94 million in 2021 and exceeded 6 million in 2022, hitting a historic high.

- The U.S. Transportation Department (USDOT) increased the number of Chinese passenger flights allowed to fly to the U.S. to 18 weekly round-trips on September 1, 2023; and will increase that to 24 per week starting October 29, 2023, up from the current 12. The Chinese government will agree to the same increase as the American carriers, bringing up the total flights between the two countries to 48.

EUROPE

Table 21: Key Performance Indicators – Europe (Year-to-date August 2023 vs. Year-to-date August 2022)

| | | YOY Rate | Aug'22 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | ↔ | 1.3% | 196.2 | 198.8 | 384.5 |
| Daily Spend (\$PPPD) | ↑ | 22.4% | 191.1 | 234.0 | 239.7 |
| Visitor Days | ↓ | -17.3% | 1,026,730 | 849,474 | 1,604,402 |
| Arrivals | ↓ | -14.6% | 74,312 | 63,433 | 119,092 |
| Daily Census | ↓ | -17.3% | 4,225 | 3,496 | 4,396 |
| Airlift (scheduled seats) [^] | | N/A | N/A | N/A | N/A |

*DBEDT 2023 annual forecast (Quarter 3, 2023). N/A=Not available

Table 22: Key Performance Indicators – Europe (Year-to-date August 2023 vs. Year-to-date August 2019)

| | | YOY Rate | Aug'19 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | ↔ | 7.8% | 184.4 | 198.8 | 384.5 |
| Daily Spend (\$PPPD) | ↑ | 46.6% | 159.6 | 234.0 | 239.7 |
| Visitor Days | ↓ | -26.5% | 1,155,110 | 849,474 | 1,604,402 |
| Arrivals | ↓ | -29.2% | 89,559 | 63,433 | 119,092 |
| Daily Census | ↓ | -26.5% | 4,754 | 3,496 | 4,396 |
| Airlift (scheduled seats) [^] | | N/A | N/A | N/A | N/A |

*DBEDT 2023 annual forecast (Quarter 3, 2023). N/A=Not available

- In August 2023, there were 14,082 visitors who arrived from Europe, compared to 18,246 visitors (-22.8%) in August 2022 and 18,525 visitors (-24.0%) in August 2019. Visitors from Europe spent \$39.5 million in August 2023, compared to \$55.2 million (-28.5%) in August 2022 and \$34.5 million (+14.5%) in August 2019. Daily spending by European visitors in August 2023 (\$214 per person) increased significantly compared to August 2022 (\$220 per person, -2.7%) and August 2019 (\$150 per person, +42.9%).
- In the first eight months of 2023, there were 63,433 visitors from Europe, compared to 74,312 visitors (-14.6%) in the first eight months of 2022 and 89,559 visitors (-29.2%) in the first eight months of 2019. Visitors from Europe spent \$198.8 million in the first eight months of 2023, compared to \$196.2 million (+1.3%) in the first eight months of 2022 and \$184.4 million (+7.8%) in the first eight months of 2019. Daily spending by European visitors for this period (\$234 per person) increased significantly compared to the first eight months of 2022 (\$191 per person, +22.4%) and 2019 (\$160 per person, +46.6%).

LATIN AMERICA

Table 23: Key Performance Indicators – Latin America (Year-to-date August 2023 vs. Year-to-date August 2022)

| | | YOY Rate | Aug'22 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | ↑ | 57.2% | 35.2 | 55.3 | NA |
| Daily Spend (\$PPPD) | ↑ | 26.4% | 244.0 | 308.3 | NA |
| Visitor Days | ↑ | 24.4% | 144,174 | 179,392 | NA |
| Arrivals | ↑ | 27.1% | 13,203 | 16,787 | NA |
| Daily Census | ↑ | 24.4% | 593 | 738 | NA |
| Airlift (scheduled seats) [^] | | N/A | N/A | N/A | N/A |

*DBEDT 2023 annual forecast (Quarter 3, 2023). N/A=Not available

Table 24: Key Performance Indicators – Latin America (Year-to-date August 2023 vs. Year-to-date August 2019)

| | | YOY Rate | Aug'19 YTD | Aug'23 YTD | Annual Forecast* |
|--|---|----------|------------|------------|------------------|
| Visitor Spending (\$mil) | ↑ | 37.3% | 40.3 | 55.3 | NA |
| Daily Spend (\$PPPD) | ↑ | 42.2% | 216.8 | 308.3 | NA |
| Visitor Days | ↓ | -3.4% | 185,792 | 179,392 | NA |
| Arrivals | ↓ | -3.8% | 17,441 | 16,787 | NA |
| Daily Census | ↓ | -3.4% | 765 | 738 | NA |
| Airlift (scheduled seats) [^] | | N/A | N/A | N/A | N/A |

*DBEDT 2023 annual forecast (Quarter 3, 2023). N/A=Not available

- In August 2023, there were 2,226 visitors arrived from Latin America, compared to 1,824 visitors (+22.0%) in August 2022 and 1,833 visitors (+21.5%) in August 2019. Visitors from Latin America spent \$7.9 million in August 2023, compared to \$4.5 million (+74.8%) in August 2022 and \$4.2 million (+87.8%) in August 2019. Daily spending by Latin American visitors in August 2023 (\$355 per person) increased significantly compared to August 2022 (\$227 per person, +56.6%) and August 2019 (\$188 per person, +88.7%).
- In the first eight months of 2023, there were 16,787 visitors from Latin America, compared to 13,203 visitors (+27.1%) in the first eight months of 2022 and 17,441 visitors (-3.8%) in the first eight months of 2019. Visitors from Latin America spent \$55.3 million in the first eight months of 2023, compared to \$35.2 million (+57.2%) in the first eight months of 2022 and \$40.3 million (+37.3%) in the first eight months of 2019. Daily spending by Latin American visitors for this period (\$308 per person) increased significantly compared to the first eight months of 2022 (\$244 per person, +26.4%) and 2019 (\$217 per person, +42.2%).

ISLAND VISITATION:

- **O'ahu:** There were 507,702 visitors to O'ahu in August 2023, compared to 457,271 visitors (+11.0%) in August 2022 and 575,070 visitors (-11.7%) in August 2019. Visitor spending was \$847.1 million in August 2023 compared to \$813.5 million (+4.1%) in August 2022 and \$732.0 million (+15.7%) in August 2019. The average daily census on O'ahu was 117,364 visitors in August 2023, compared to 110,394 visitors (+6.3%) in August 2022 and 126,206 visitors (-7.0%) in August 2019.
- In the first eight months of 2023, there were 3,779,257 visitors to O'ahu, compared to 3,204,080 visitors (+18.0%) in the first eight months of 2022 and 4,199,292 visitors (-10.0%) in the first eight months of 2019. For the first eight months of 2023, total visitor spending was \$6.12 billion, up from \$5.71 billion (+7.2%) in the first eight months of 2022 and \$5.51 billion (+11.2%) in the first eight months of 2019.
- **Maui:** There were 112,259 visitors to Maui in August 2023, compared to 266,176 visitors (-57.8%) in August 2022 and 273,638 visitors (-59.0%) in August 2019. Visitor spending was \$246.7 million in August 2023, compared to \$484.0 million in August 2022 (-49.0%) and \$404.7 million (-39.0%) in August 2019. The average daily census on Maui was 28,671 visitors in August 2023, compared to 65,473 visitors (-56.2%) in August 2022 and 64,553 visitors (-55.6%) in August 2019.
- In the first eight months of 2023, there were 1,891,697 visitors to Maui, compared to 1,979,520 visitors (-4.4%) in the first eight months of 2022 and 2,104,005 visitors (-10.1%) in the first eight months of 2019. For the first eight months of 2023, total visitor spending was \$4.34 billion, compared to \$3.92 billion (+10.7%) in the first eight months of 2022 and \$3.52 billion (+23.5%) in the first eight months of 2019.
- **Hawai'i Island:** There were 152,951 visitors to Hawai'i Island in August 2023, compared to 146,973 visitors (+4.1%) in August 2022 and 157,544 visitors (-2.9%) in August 2019. Visitor spending was \$244.6 million in August 2023, compared to \$236.1 million (+3.6%) in August 2022 and \$193.1 million (+26.7%) in August 2019. The average daily census on Hawai'i Island was 36,693 visitors in August 2023, compared to 35,985 visitors (+2.0%) in August 2022 and 33,989 visitors (+8.0%) in August 2019.
- In the first eight months of 2023, there were 1,205,394 visitors to Hawai'i Island, compared to 1,120,480 visitors (+7.6%) in the first eight months of 2022 and 1,211,805 visitors (-0.5%) in the first eight months of 2019. For the first eight months of 2023, total visitor spending was \$1.94 billion, compared to \$1.81 billion (+7.6%) in the first eight months of 2022 and \$1.57 billion (+23.7%) in the first eight months of 2019.
- **Kaua'i** There were 131,628 visitors to Kaua'i in August 2023, compared to 120,808 visitors (+9.0%) in August 2022 and 120,030 visitors (+9.7%) in August 2019. Visitor spending was \$229.3 million in August 2023, compared to \$195.5 million in August 2022 (+17.3%) and \$159.0 million (+44.2%) in August 2019. The average daily census on Kaua'i was 30,526 visitors in August 2023, compared to 28,743 visitors (+6.2%) in August 2022 and 26,865 visitors (+13.6%) in August 2019.
- In the first eight months of 2023, there were 965,016 visitors to Kaua'i, compared to 907,780 visitors (+6.3%) in the first eight months of 2022 and 945,726 visitors (+2.0%) in the first eight months of 2019. For the first eight months of 2023, total visitor spending was \$1.83 billion, compared to \$1.52 billion (+20.4%) in the first eight months of 2022 and \$1.32 billion (+37.8%) in the first eight months of 2019.