

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

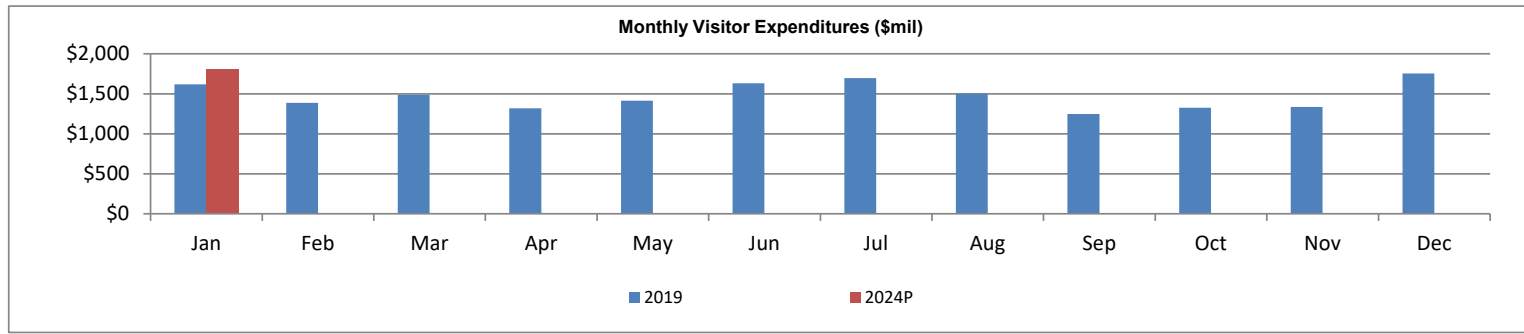
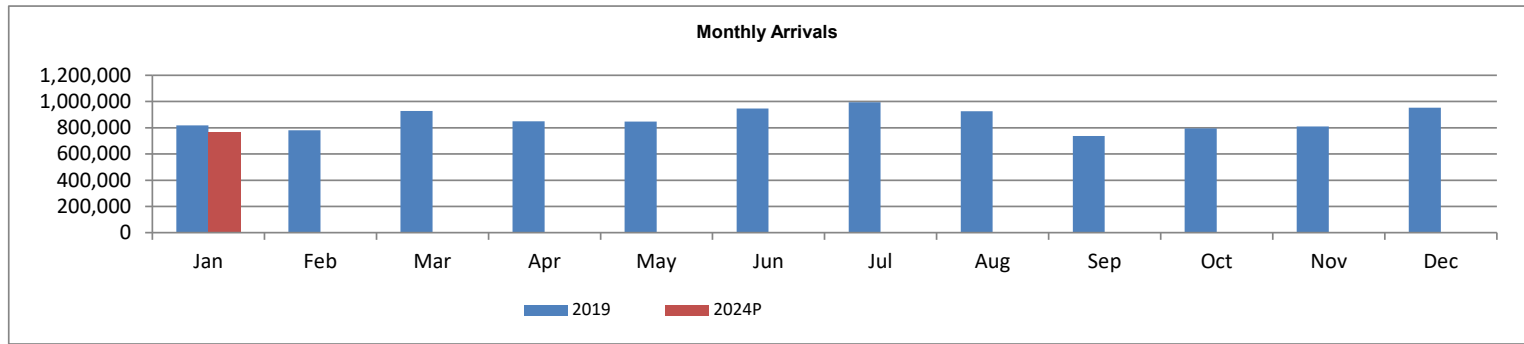
Market: **OVERALL**

Key Performance Indicators

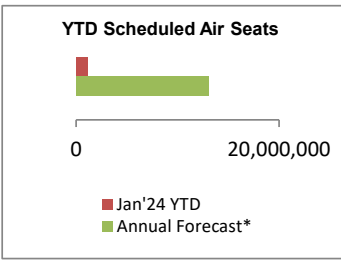
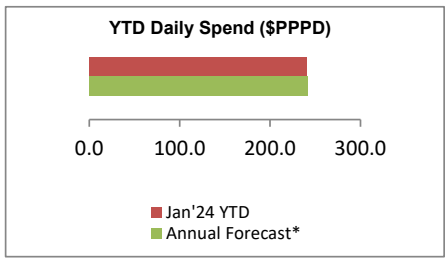
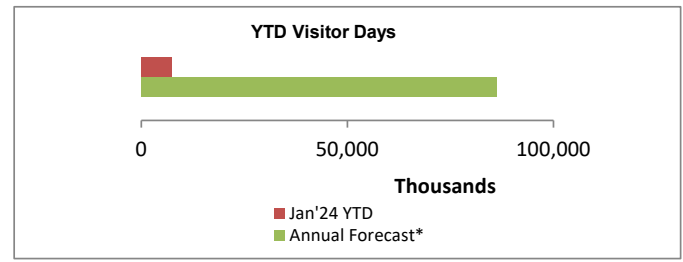
	YOY Rate	Jan'19 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 11.9%	1,617.0	1,809.2	20,815.7	O'ahu	-7.8%	450,503
Daily Spend (\$PPPD)	↑ 20.9%	198.9	240.5	241.4	Maui	-25.0%	175,005
Visitor Days	↓ 7.4%	8,129,294	7,523,692	86,243,405	Moloka'i	-31.8%	3,796
Arrivals	↓ -6.6%	817,600	763,480	9,608,261	Lāna'i	-42.3%	3,705
Daily Census	↓ -7.4%	262,235	242,700	236,283	Kaua'i	-0.1%	106,048
Airlift (scheduled seats) [^]	↓ -3.0%	1,128,387	1,094,402	13,077,026	Hawai'i Island	-3.0%	143,033

* DBEDT Annual Forecast as of Q4 2023.
DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

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Visitor Industry Performance Measures

Market: **U.S. TOTAL**

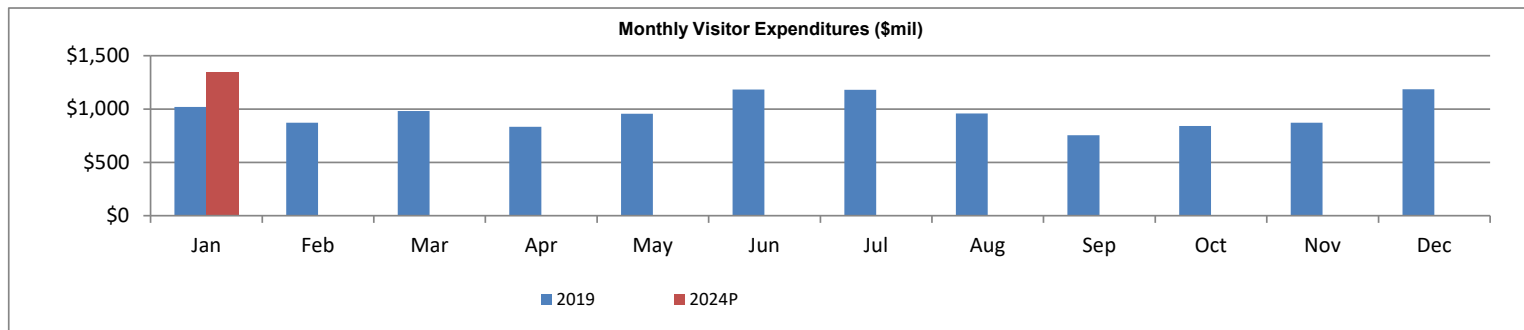
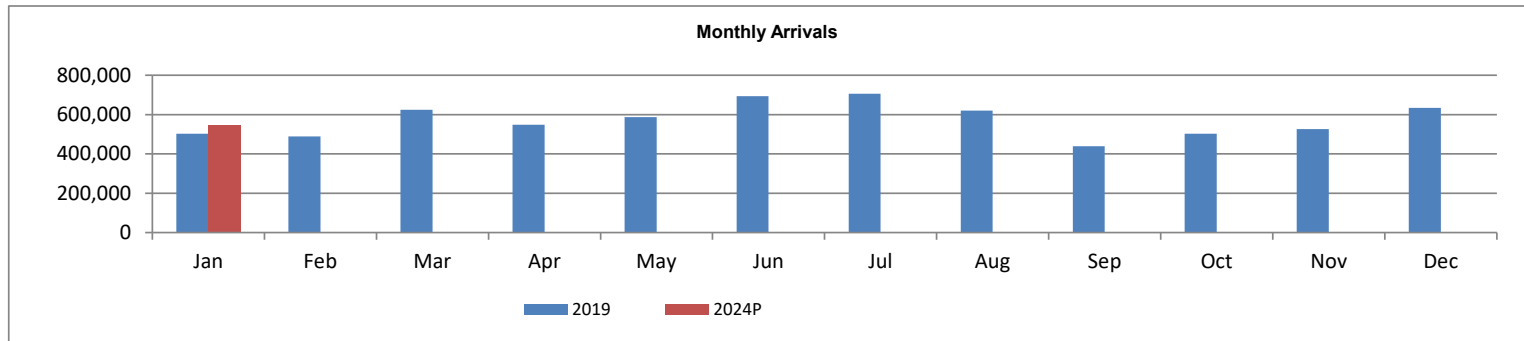
Key Performance Indicators

	YOY Rate	Jan'19 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 32.1%	1,019.6	1,347.2	15,850.5	O'ahu	19.4%	290,142
Daily Spend (\$PPPD)	↑ 24.8%	194.8	243.1	240.4	Maui	-16.5%	142,955
Visitor Days	↔ 5.9%	5,233,816	5,540,696	65,928,078	Moloka'i	-26.6%	2,840
Arrivals	↔ 9.1%	502,908	548,664	7,400,510	Lāna'i	-26.9%	3,124
Daily Census	↔ 5.9%	168,833	178,732	180,625	Kaua'i	12.7%	93,504
Airlift (scheduled seats) [^]	↔ 9.0%	763,632	832,163	10,663,732	Hawai'i Island	19.2%	116,533

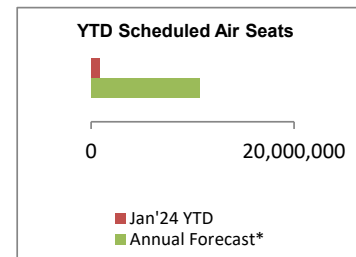
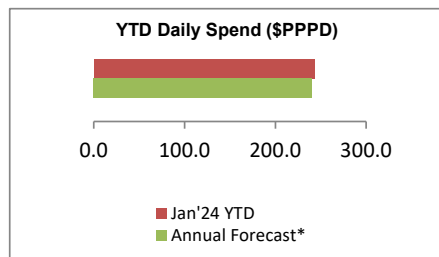
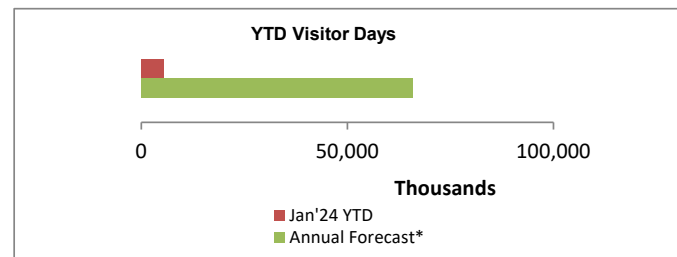
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

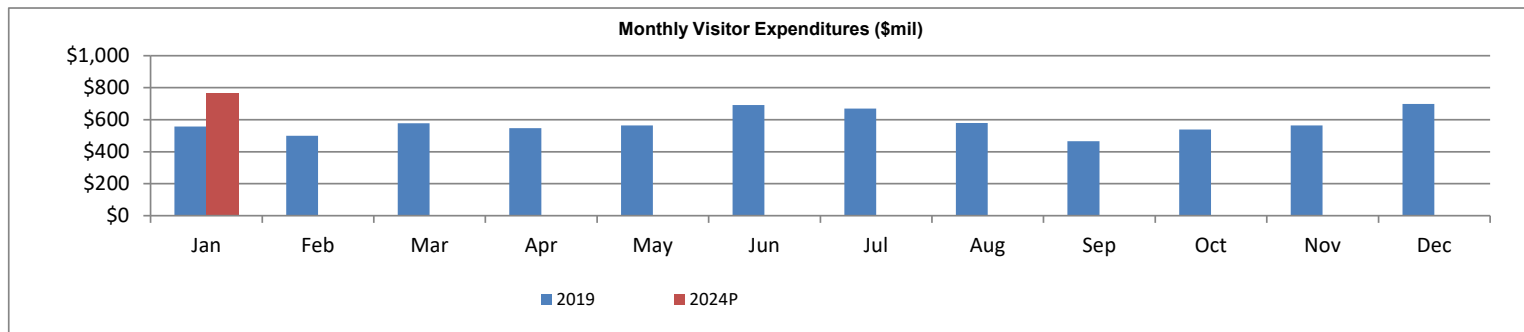
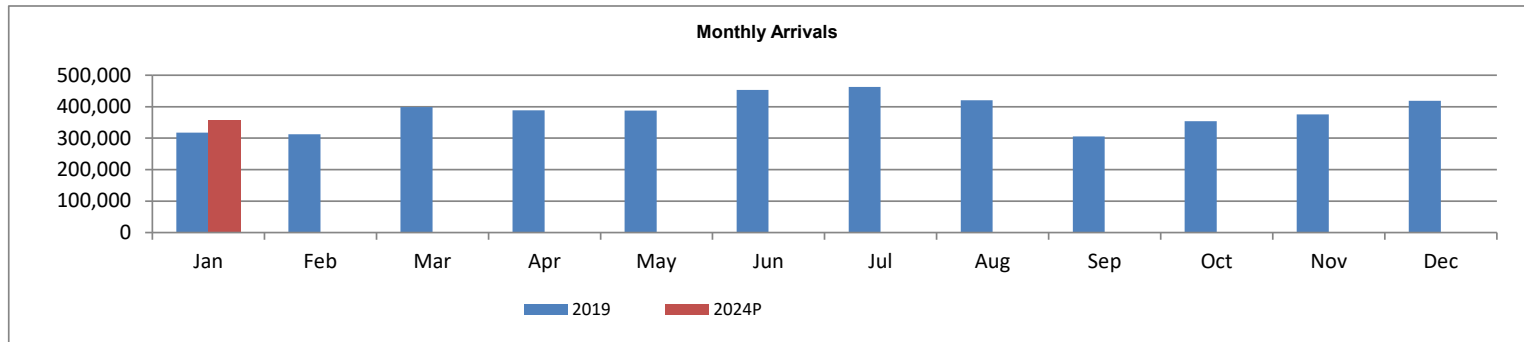
Market: **U.S. WEST**

Key Performance Indicators

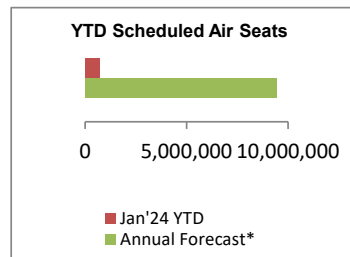
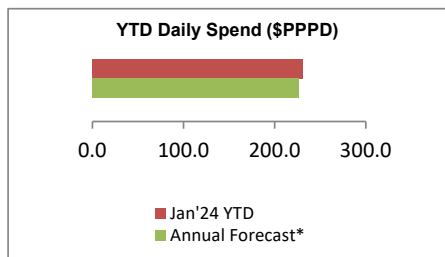
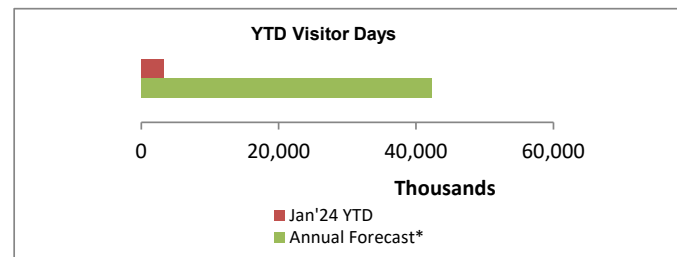
	YOY Rate	Jan'19 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 38.0%	556.7	768.2	9,598.1	O'ahu	27.2%	178,790
Daily Spend (\$PPPD)	↑ 28.5%	180.0	231.3	226.7	Maui	-17.3%	86,217
Visitor Days	↔ 7.4%	3,092,709	3,322,083	42,342,859	Moloka'i	-30.6%	1,610
Arrivals	↑ 12.1%	317,655	356,174	4,981,513	Lāna'i	-25.2%	1,635
Daily Census	↔ 7.4%	99,765	107,164	116,008	Kaua'i	18.3%	57,070
Airlift (scheduled seats) [^]	↔ 8.0%	668,288	721,480	9,438,011	Hawai'i Island	19.2%	71,716

^{*} DBEDT Annual Forecast as of Q4 2023.
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **U.S. EAST**

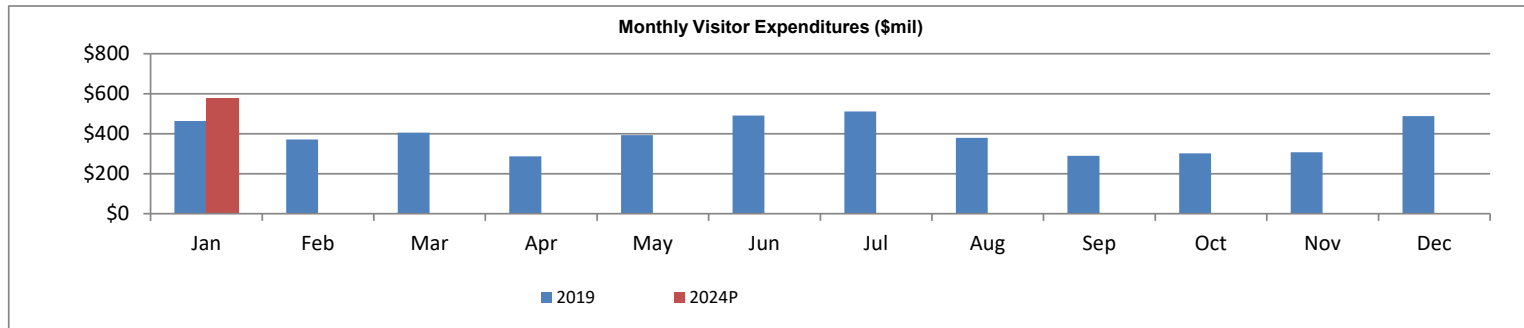
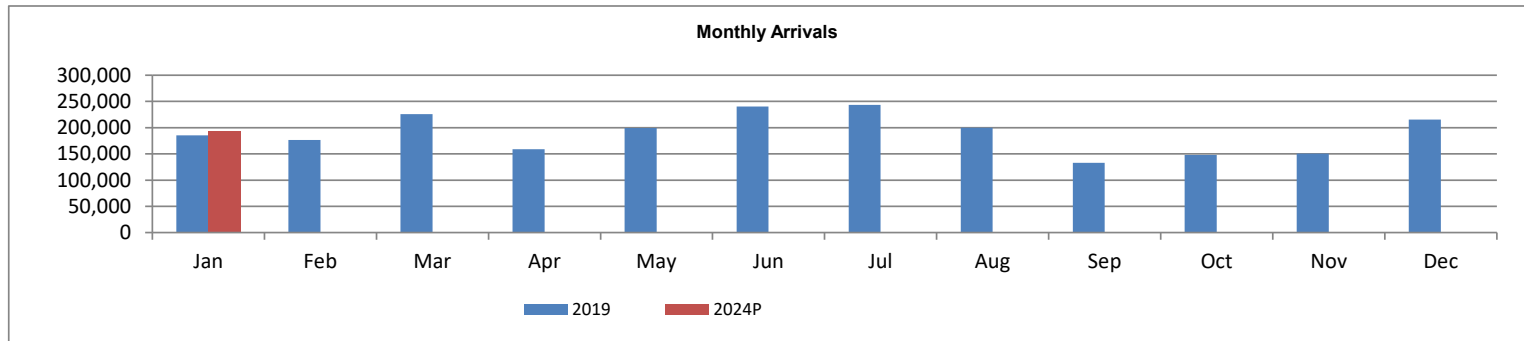
Key Performance Indicators

	YOY Rate	Jan'19 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 25.1%	462.9	579.0	6,252.4	O'ahu	8.7%	111,352
Daily Spend (\$PPPD)	↑ 20.7%	216.2	261.0	265.1	Maui	-15.1%	56,738
Visitor Days	↔ 3.6%	2,141,107	2,218,613	23,585,219	Moloka'i	-20.5%	1,230
Arrivals	↔ 3.9%	185,253	192,490	2,418,997	Lāna'i	-28.7%	1,489
Daily Census	↔ 3.6%	69,068	71,568	64,617	Kaua'i	4.8%	36,435
Airlift (scheduled seats) [^]	↑ 16.1%	95,344	110,683	1,225,721	Hawai'i Island	19.3%	44,817

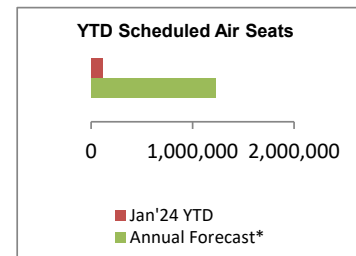
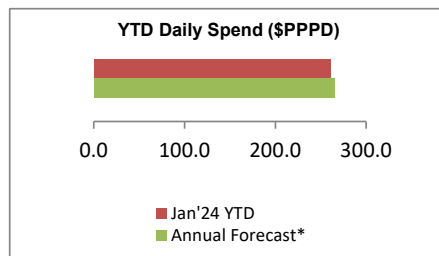
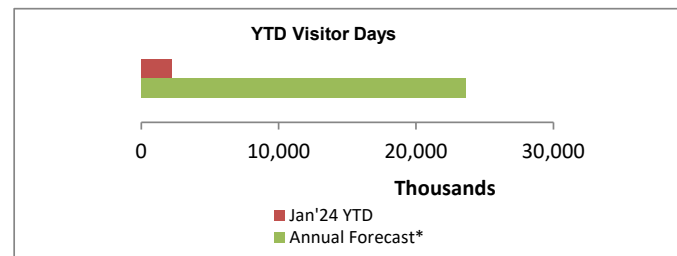
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Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

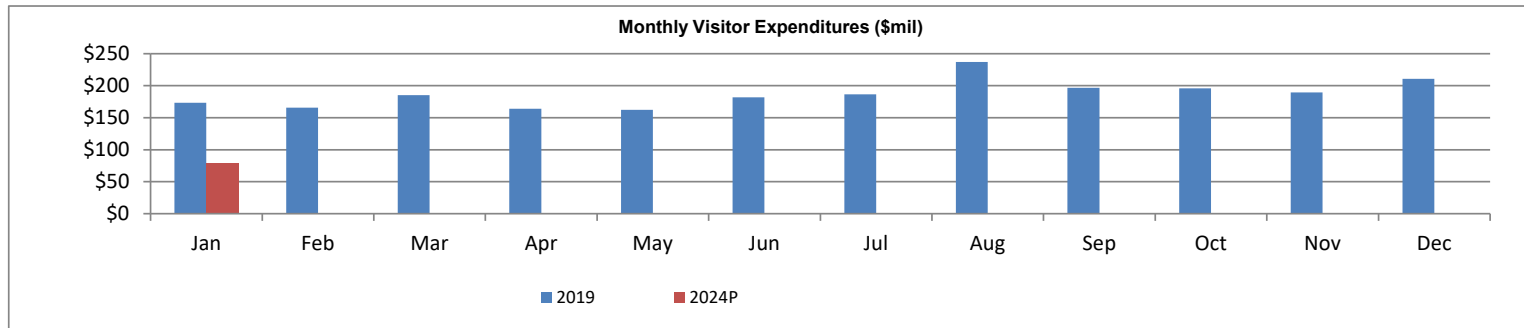
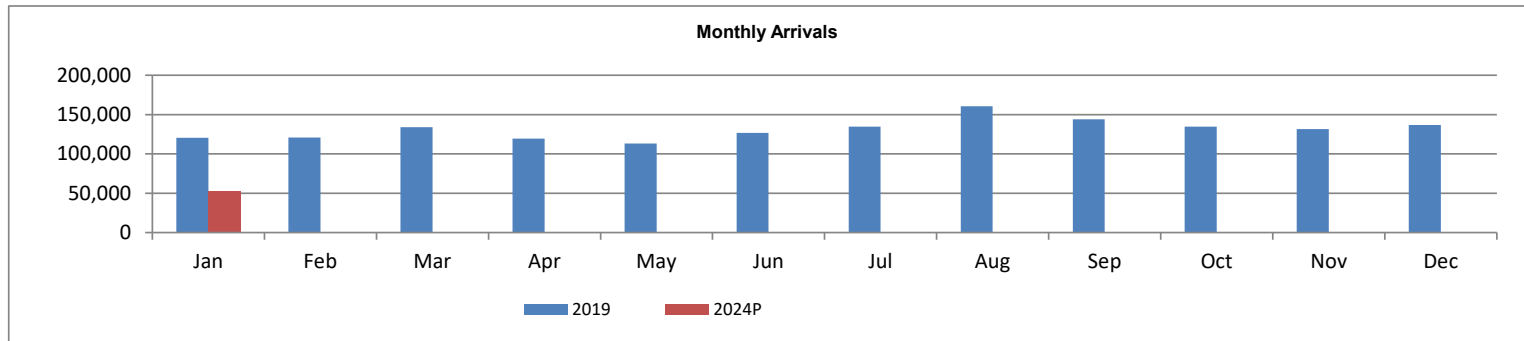
Key Performance Indicators

	YOY Rate	Jan'19 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -54.5%	173.4	78.8	899.1	O'ahu	-55.4%	51,619
Daily Spend (\$PPPD)	→ 0.0%	239.7	239.7	237.5	Maui	-73.4%	1,189
Visitor Days	↓ -54.5%	723,353	328,846	3,785,071	Moloka'i	561.7%	301
Arrivals	↓ -56.1%	120,418	52,911	569,361	Lāna'i	-100.0%	-
Daily Census	↓ -54.5%	23,334	10,608	10,370	Kaua'i	-78.1%	540
Airlift (scheduled seats) [^]	↓ -30.7%	174,100	120,574	1,063,623	Hawai'i Island	-69.6%	3,589

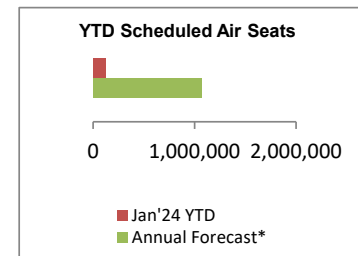
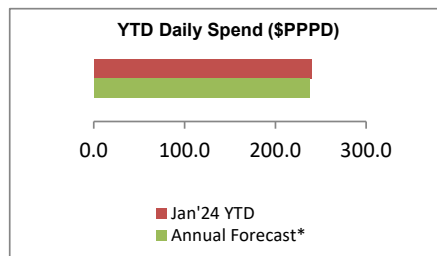
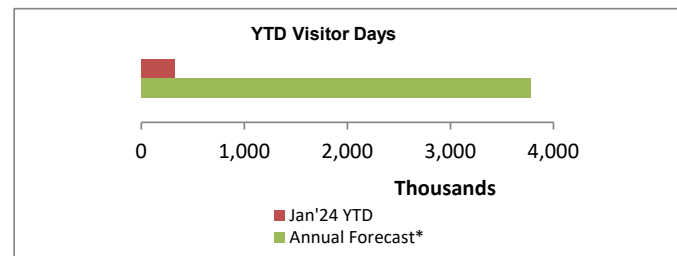
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Monthly Indicators



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Visitor Industry Performance Measures

Market: **CANADA**

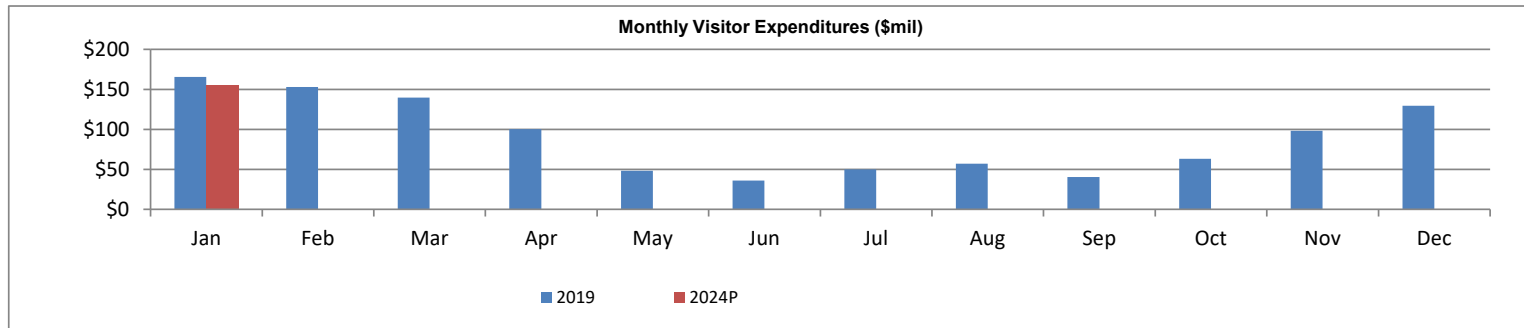
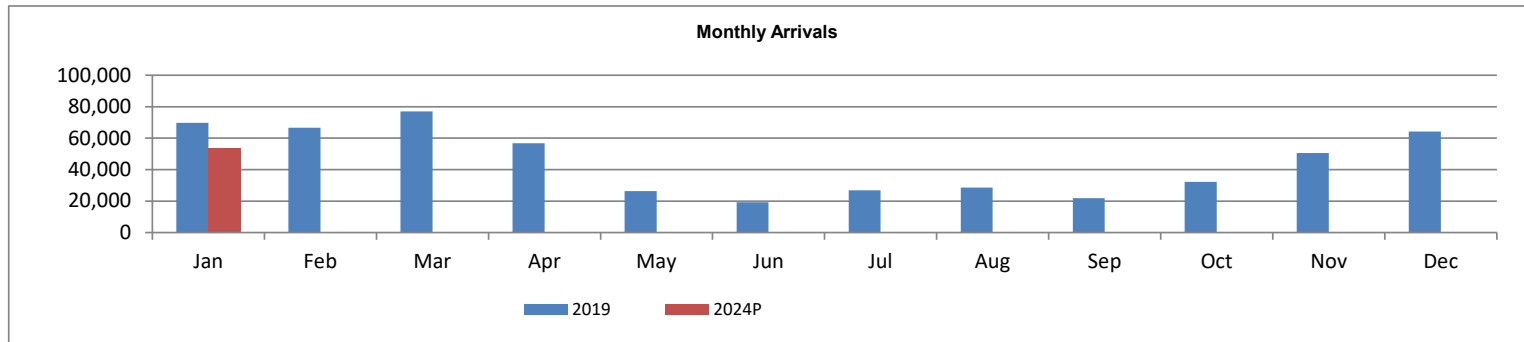
Key Performance Indicators

	YOY Rate	Jan'19 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -6.2%	165.4	155.3	1,154.3	O'ahu	1.9%	27,861
Daily Spend (\$PPPD)	👈 34.4%	167.0	224.5	221.3	Maui	-41.6%	19,941
Visitor Days	👇 -30.2%	990,828	691,708	5,217,132	Moloka'i	-25.1%	375
Arrivals	👇 -22.5%	69,687	54,002	434,761	Lāna'i	-68.9%	303
Daily Census	👇 -30.2%	31,962	22,313	14,294	Kaua'i	-47.5%	5,664
Airlift (scheduled seats) [^]	👇 -19.0%	72,049	58,343	466,196	Hawai'i Island	-28.2%	10,359

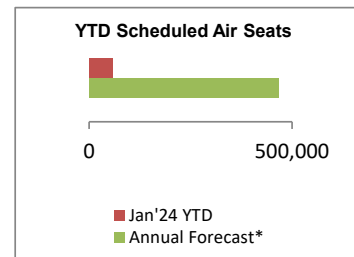
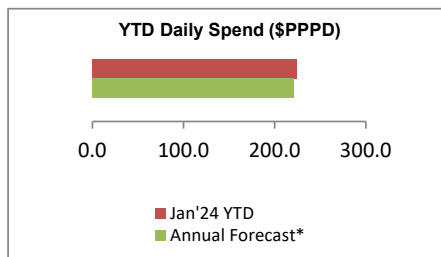
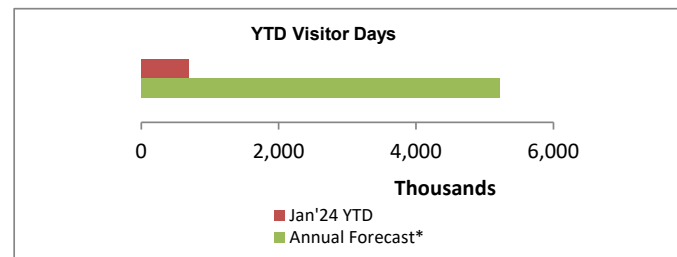
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **OCEANIA**

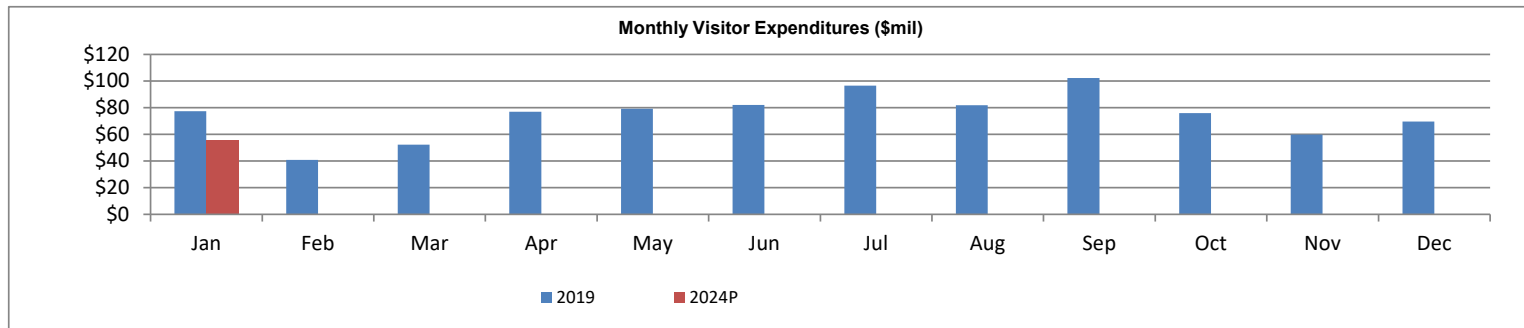
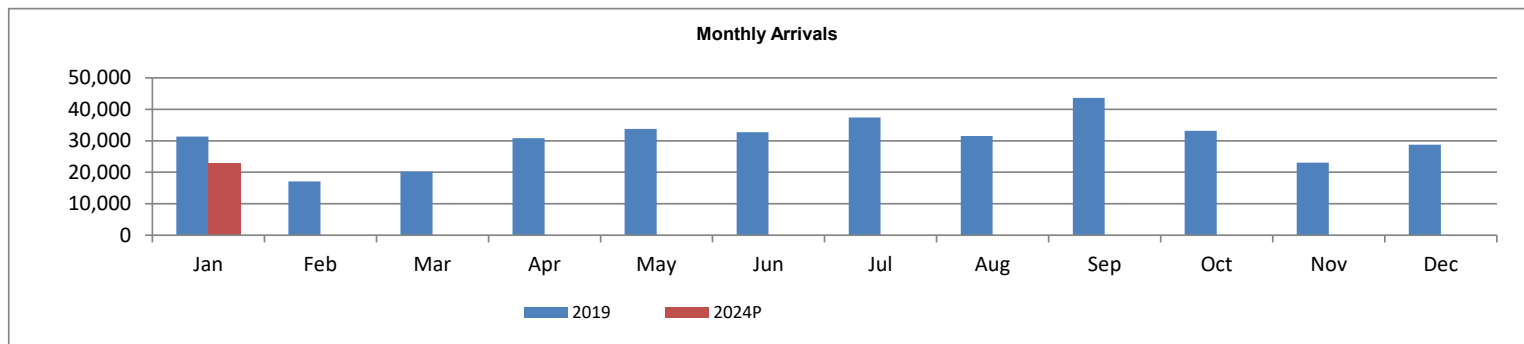
Key Performance Indicators

	YOY Rate	Jan'19 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -27.7%	77.4	56.0	658.0	O'ahu	-26.4%	22,283
Daily Spend (\$PPPD)	↔ 7.9%	265.3	286.2	295.0	Maui	-53.8%	2,165
Visitor Days	↓ -32.9%	291,754	195,652	2,230,976	Moloka'i	-76.4%	102
Arrivals	↓ -26.9%	31,308	22,880	247,886	Lāna'i	-80.7%	124
Daily Census	↓ -32.9%	9,411	6,311	6,112	Kaua'i	-67.0%	963
Airlift (scheduled seats) [^]	↓ -33.1%	44,633	29,847	329,185	Hawai'i Island	-52.2%	1,441

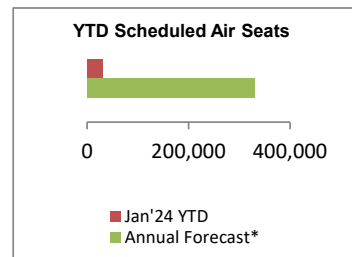
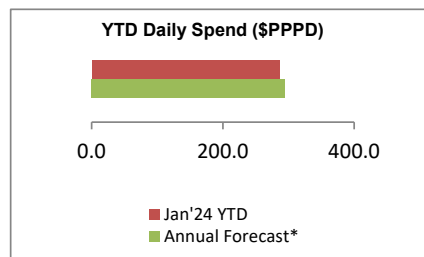
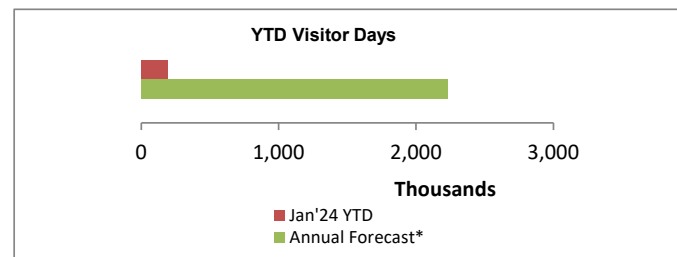
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

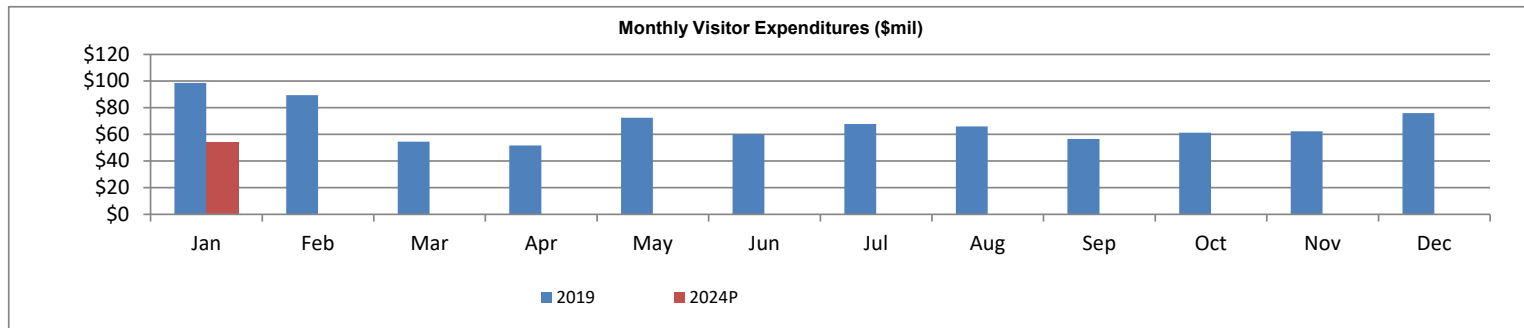
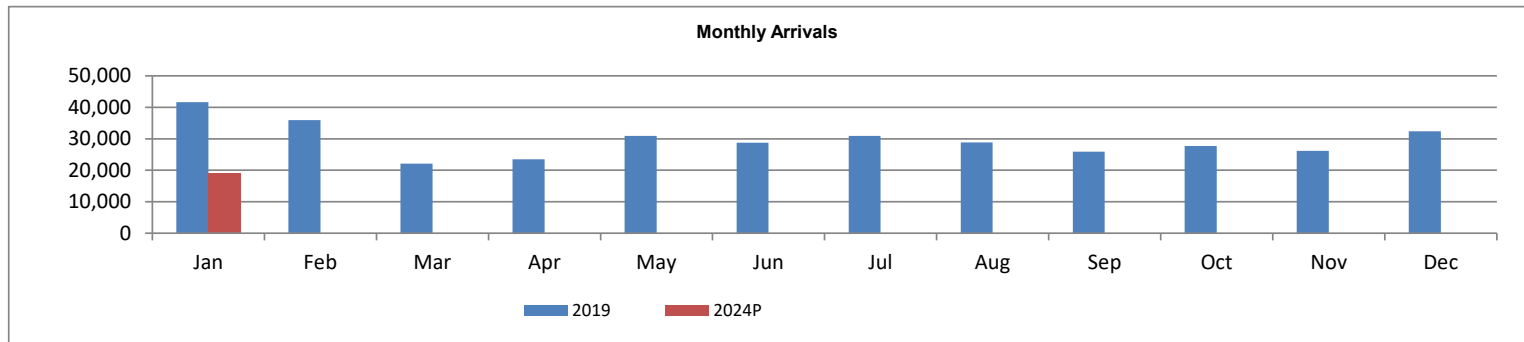
Key Performance Indicators

	YOY Rate	Jan'19 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -45.1%	98.6	54.2	NA	O'ahu	-54.6%	18,509
Daily Spend (\$PPPD)	↑ 14.2%	273.1	311.9	NA	Maui	-89.5%	788
Visitor Days	↓ -51.9%	361,094	173,646	NA	Moloka'i	-94.6%	12
Arrivals	↓ -54.1%	41,595	19,104	NA	Lāna'i	-96.1%	9
Daily Census	↓ -51.9%	11,648	5,601	NA	Kaua'i	-41.9%	1,015
Airlift (scheduled seats) [^]	↓ -38.5%	47,299	29,112	278,670	Hawai'i Island	-60.1%	4,086

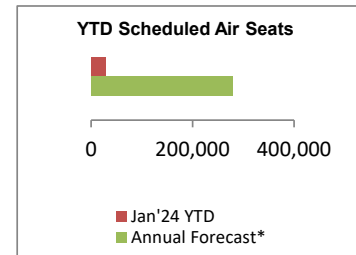
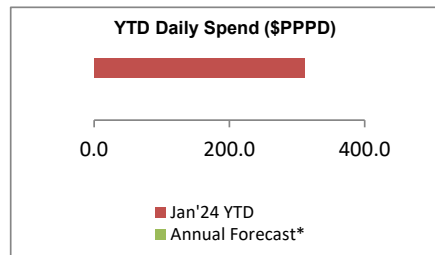
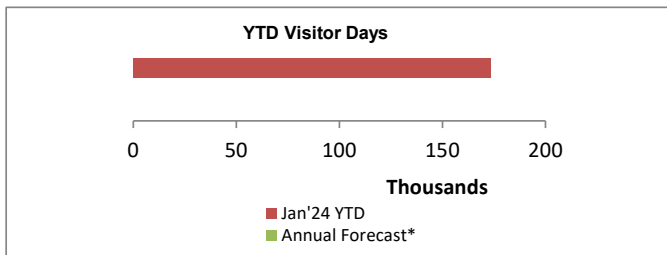
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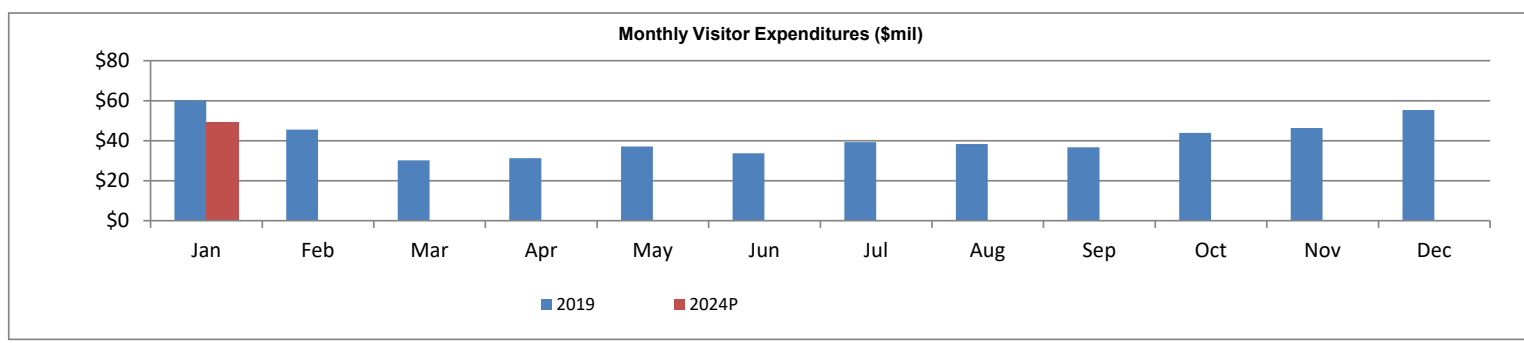
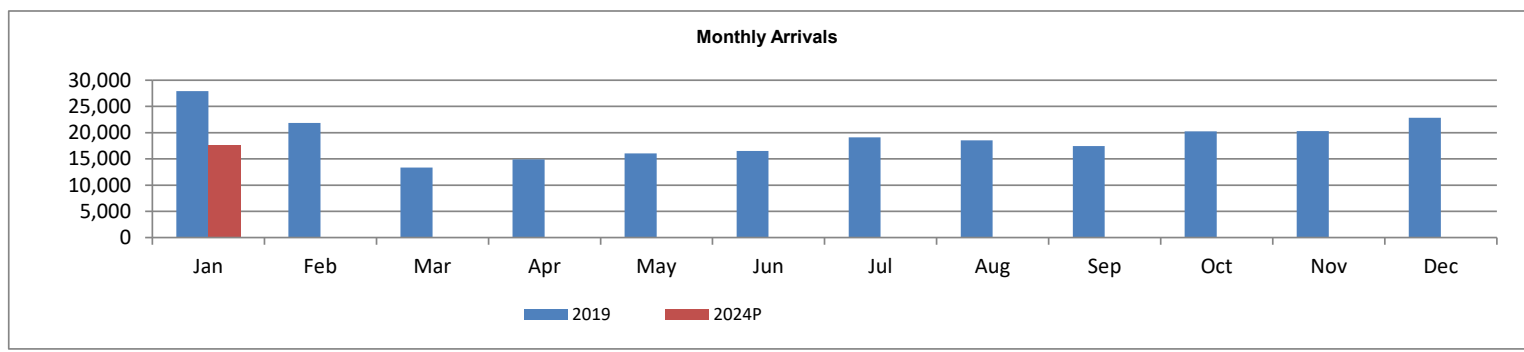
Market: **KOREA**

Key Performance Indicators

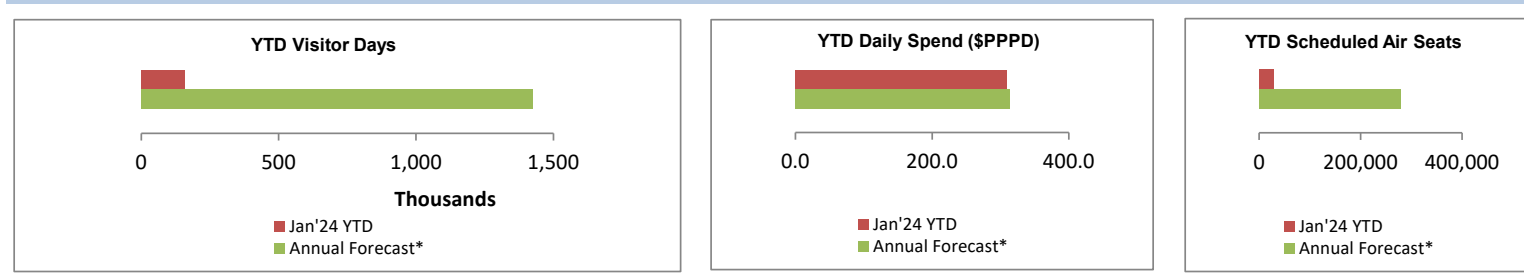
	YOY Rate	Jan'19 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -17.8%	60.1	49.4	447.8	O'ahu	-37.5%	17,218
Daily Spend (\$PPPD)	↑ 20.8%	256.2	309.5	314.0	Maui	-84.4%	586
Visitor Days	↓ -32.0%	234,680	159,691	1,426,361	Moloka'i	-100.0%	-
Arrivals	↓ -37.1%	27,907	17,556	166,264	Lāna'i	-100.0%	-
Daily Census	↓ -32.0%	7,570	5,151	3,908	Kaua'i	-4.0%	894
Airlift (scheduled seats) [^]	↓ -13.4%	33,610	29,112	278,670	Hawai'i Island	-29.1%	3,642

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **CHINA**

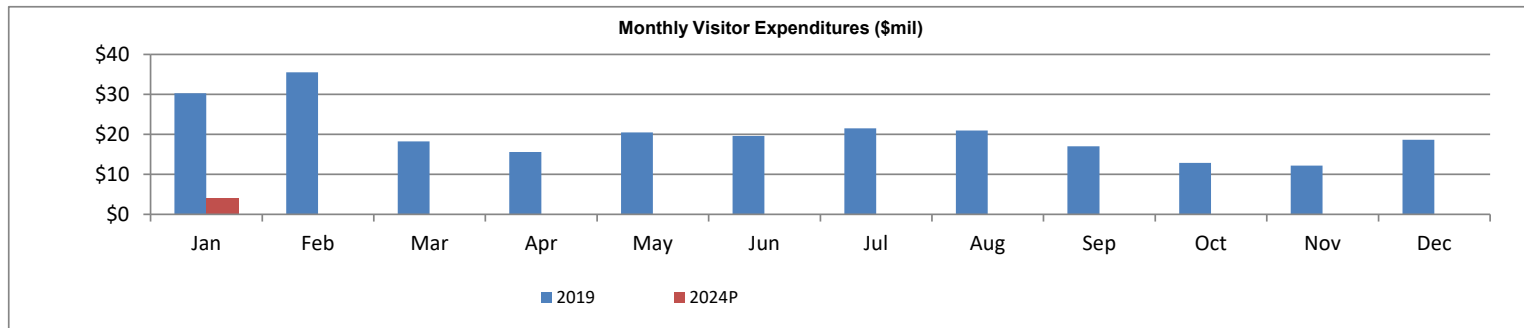
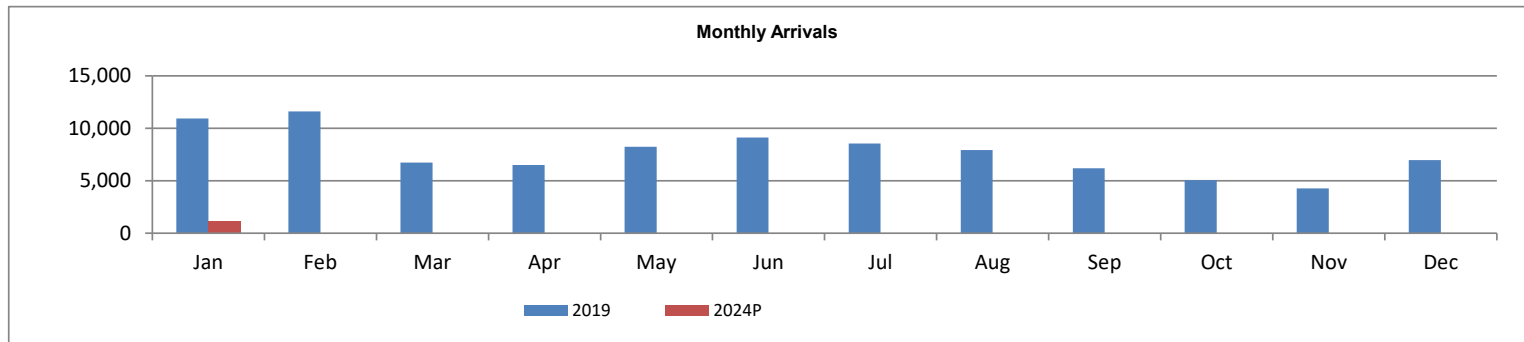
Key Performance Indicators

	YOY Rate	Jan'19 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -87.0%	30.3	3.9	NA	O'ahu	-90.9%	962
Daily Spend (\$PPPD)	↑ 59.9%	305.9	489.0	NA	Maui	-96.5%	102
Visitor Days	↓ -91.8%	98,928	8,064	NA	Moloka'i	-90.4%	7
Arrivals	↓ -90.0%	10,944	1,097	NA	Lāna'i	-94.3%	6
Daily Census	↓ -91.8%	3,191	260	NA	Kaua'i	-86.9%	76
Airlift (scheduled seats) [^]	N/A	10,935	N/A	N/A	Hawai'i Island	-92.2%	353

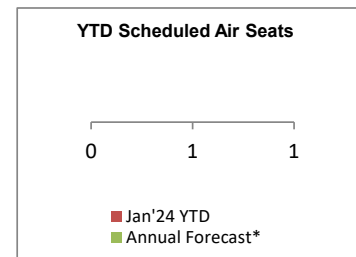
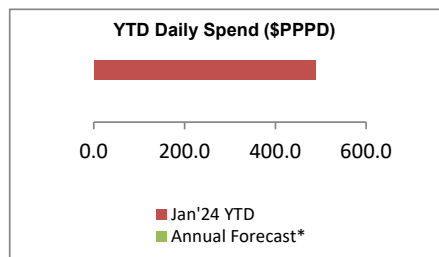
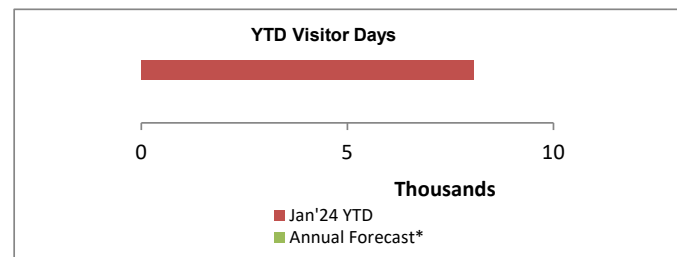
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DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **EUROPE**

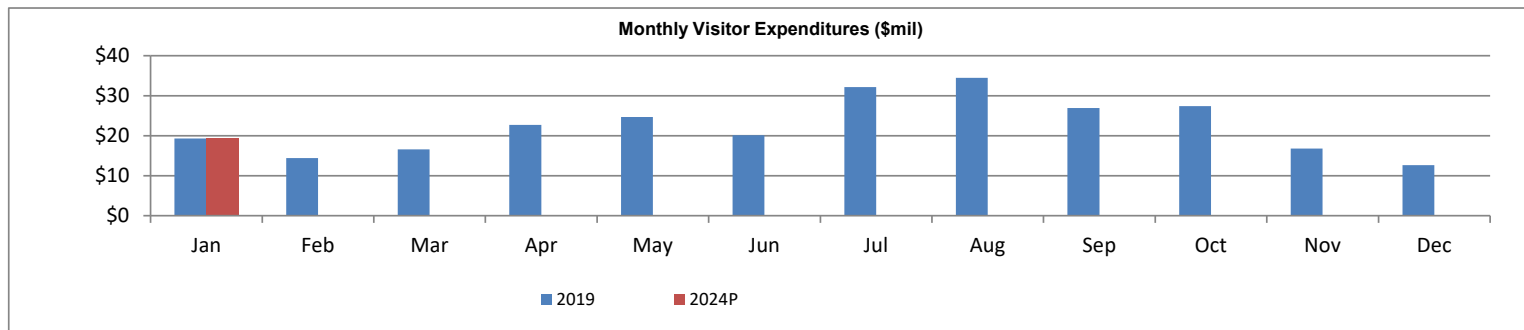
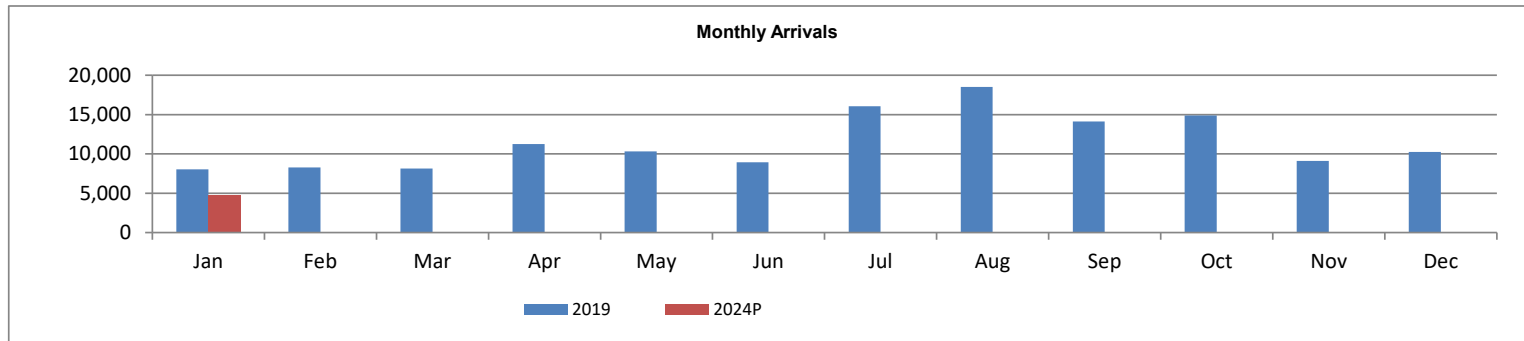
Key Performance Indicators

	YOY Rate	Jan'19 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 0.3%	19.3	19.3	310.5	O'ahu	-42.6%	3,561
Daily Spend (\$PPPD)	↕ 54.2%	162.7	250.9	238.1	Maui	-60.8%	1,344
Visitor Days	↘ -35.0%	118,507	77,069	1,304,331	Moloka'i	-51.9%	61
Arrivals	↘ -40.3%	8,022	4,793	97,937	Lāna'i	-45.6%	36
Daily Census	↘ -35.0%	3,823	2,486	3,574	Kaua'i	-56.9%	933
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-40.9%	1,520

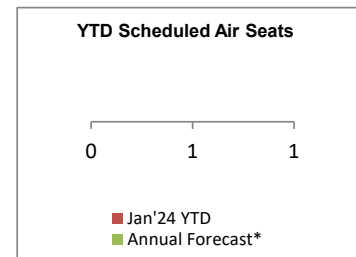
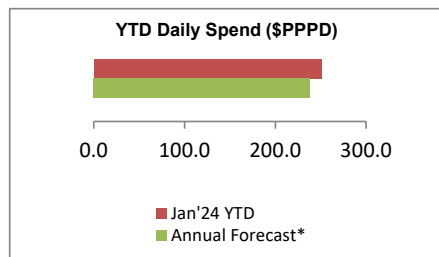
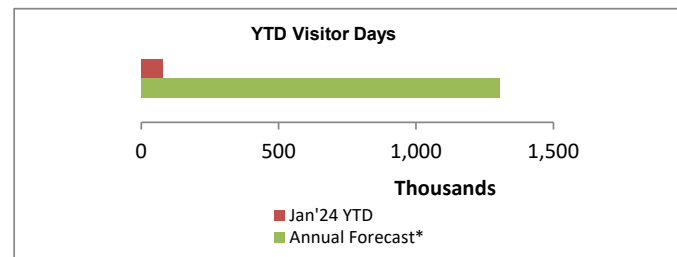
* DBEDT Annual Forecast as of Q4 2023.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

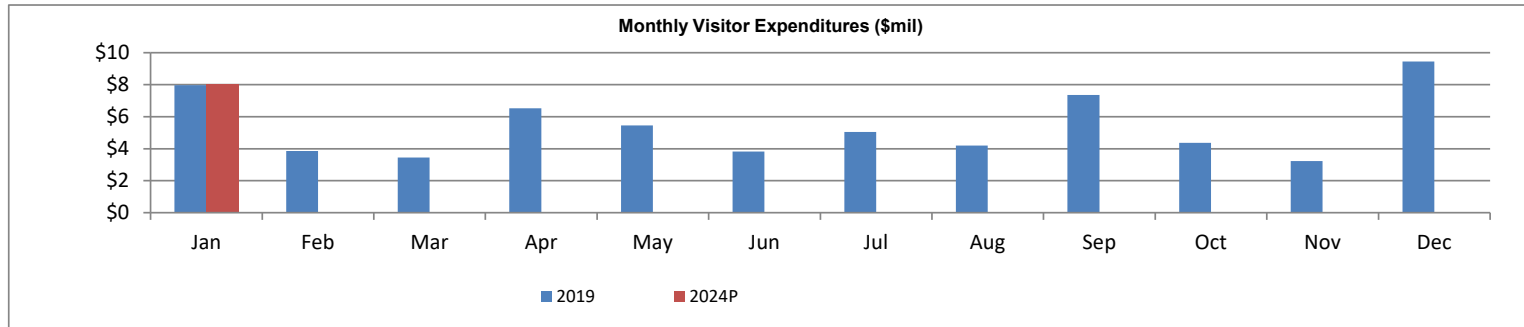
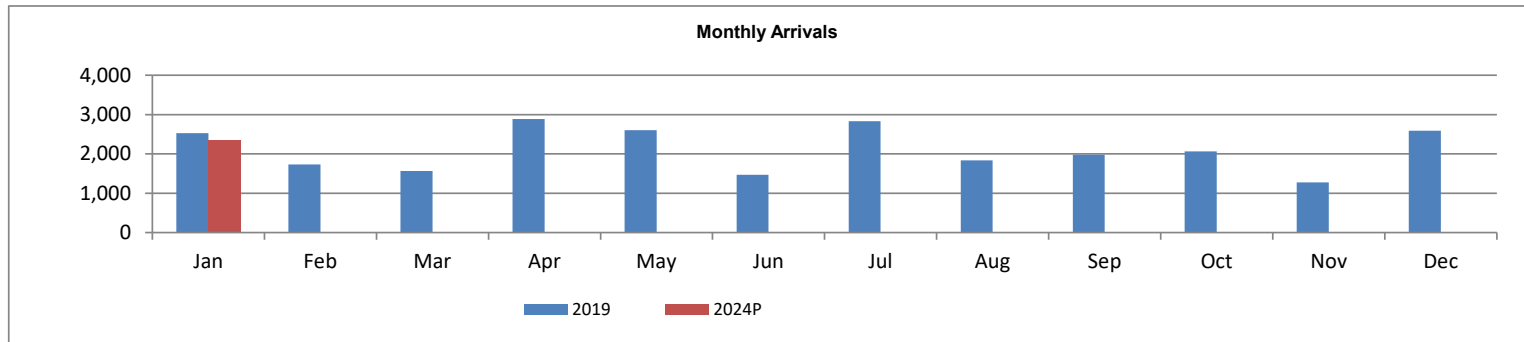
Key Performance Indicators

	YOY Rate	Jan'19 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↗	0.7%	8.0	8.0	NA	O'ahu	-6.7%	1,925
Daily Spend (\$PPPD)	↗	3.5%	263.4	272.7	NA	Maui	-42.8%	495
Visitor Days	↘	-2.7%	30,243	29,424	NA	Moloka'i	-45.0%	8
Arrivals	↘	-6.8%	2,525	2,353	NA	Lāna'i	-53.7%	19
Daily Census	↘	-2.7%	976	949	NA	Kaua'i	-13.6%	308
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	N/A	Hawai'i Island	-0.5%	401

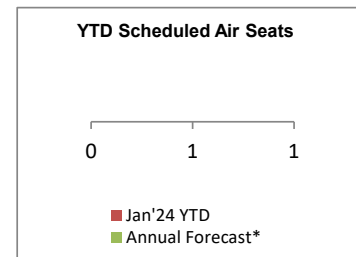
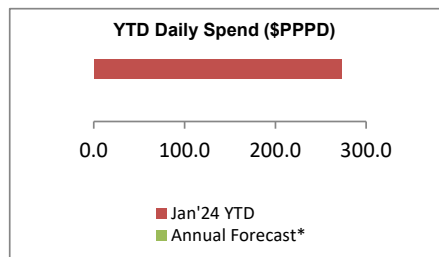
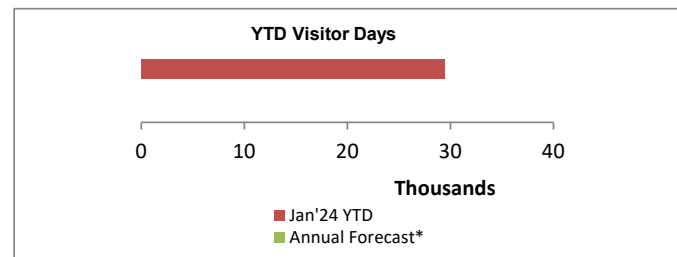
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DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures