



HAWAII TOURISM

JAPAN

# Japan Market Update

Eric Takahata  
Managing Director

5/16/2024



# OUTBOUND TRAVEL & BOOKING PACE

Number of Japanese departing YTD February was 60% recovery vs. 2019

## Airlines & FIT

- Advance bookings are well underway for affluent and repeat business class travelers
- Fuel surcharge increase 1,500 yen to 22,500 yen one way from June
- Strengthening sales promotion

## Wholesale

- Bookings pace for summer vacation, Silver Week, and year-end and New Year's holidays are increasing

## Travel Awareness Survey (7,125 respondents)

- Booking lead time 91+days
- Plans to travel between Oct. – Dec.
- Length of stay average 5 nights – 8 nights

# Golden Week Top Destination

520,000 people travel abroad during Golden Week in 2024 (Estimated)

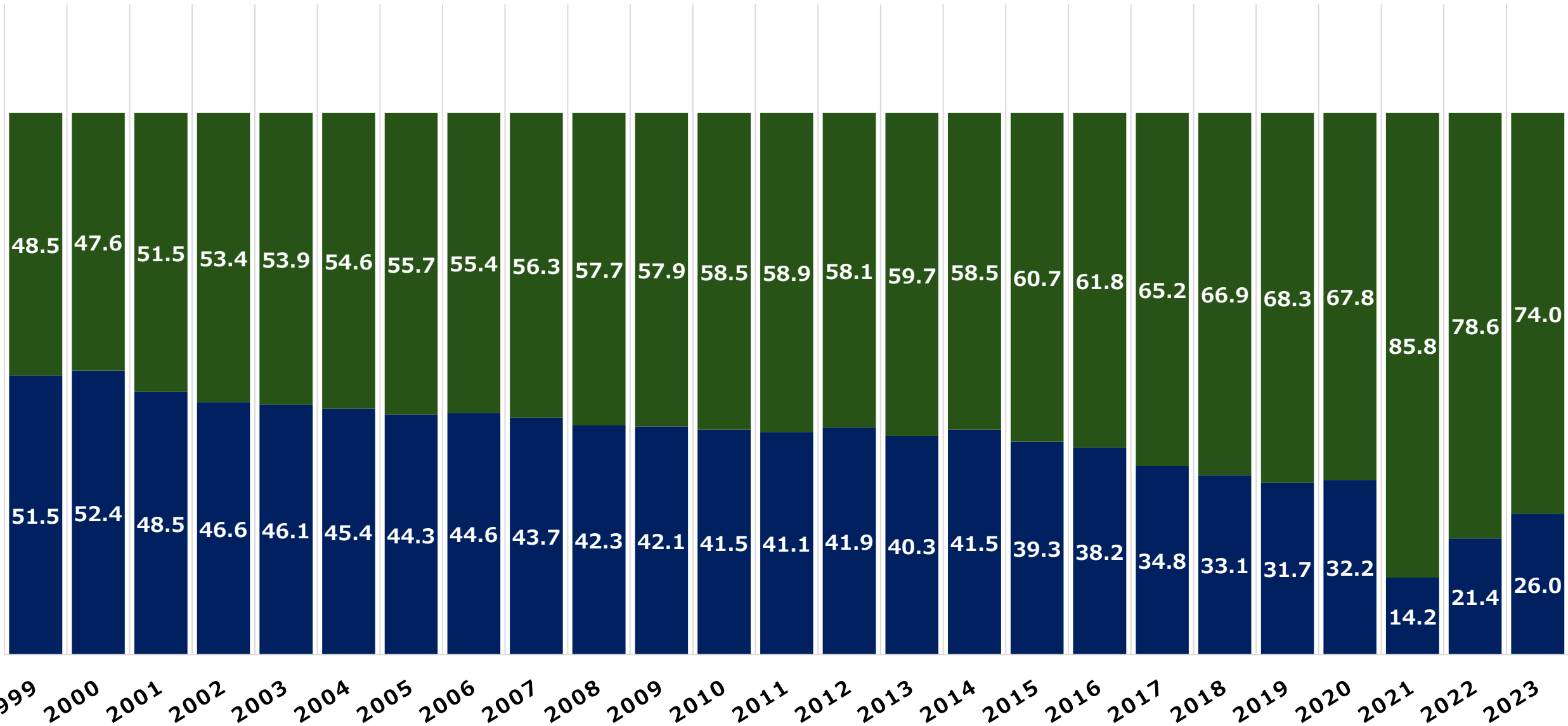
- South Korea
- Taiwan
- Hong Kong
- Thailand
- Honolulu
- Europe

Concentrating popularity in the **Asian** region, which is close to Japan and relatively inexpensive



# Japan Market Historic First Timer vs. Repeater

■ First timer (%) ■ Repeaters (%)



# Positioning of Hawai'i



**Hawai'i is the No.1 destination for Japanese travelers when cost is not a factor.**



Desired international destinations  
if cost is not a factor

- 1 **Hawai'i**
- 2 Mainland U.S.A
- 3 Australia & New Zealand, Taiwan
- 4 Italy
- 5 Guam & Saipan

Japanese travelers are dreaming of Hawai'i. However, conversion is relatively low.



#### Top searched destinations

1. Seoul
2. Taipei
- 3. Honolulu**
4. Bangkok
5. Paris
6. Los Angeles
7. Singapore
8. London
9. Hong Kong
10. Bali



#### Top booked destinations

1. Seoul
2. Bangkok
3. Taipei
4. Paris
5. Singapore
6. London
7. Los Angeles
- 8. Honolulu**
9. Ho Chi Minh City
10. Manila

# Which destinations travelers are comparing with Hawai'i ?

Most searched

Korea



Hokkaido



Singapore



Thailand



Okinawa



Searched on the same day

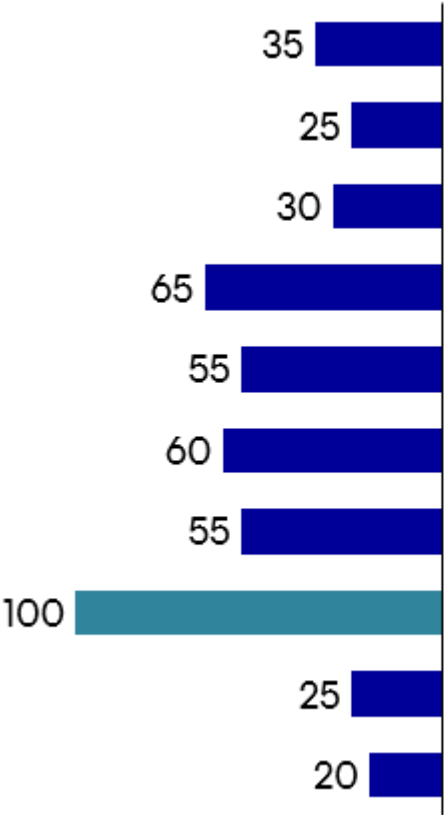
Searched within 1-7 days



Higher Hotel and Air price are considered as key factor of lower conversion.

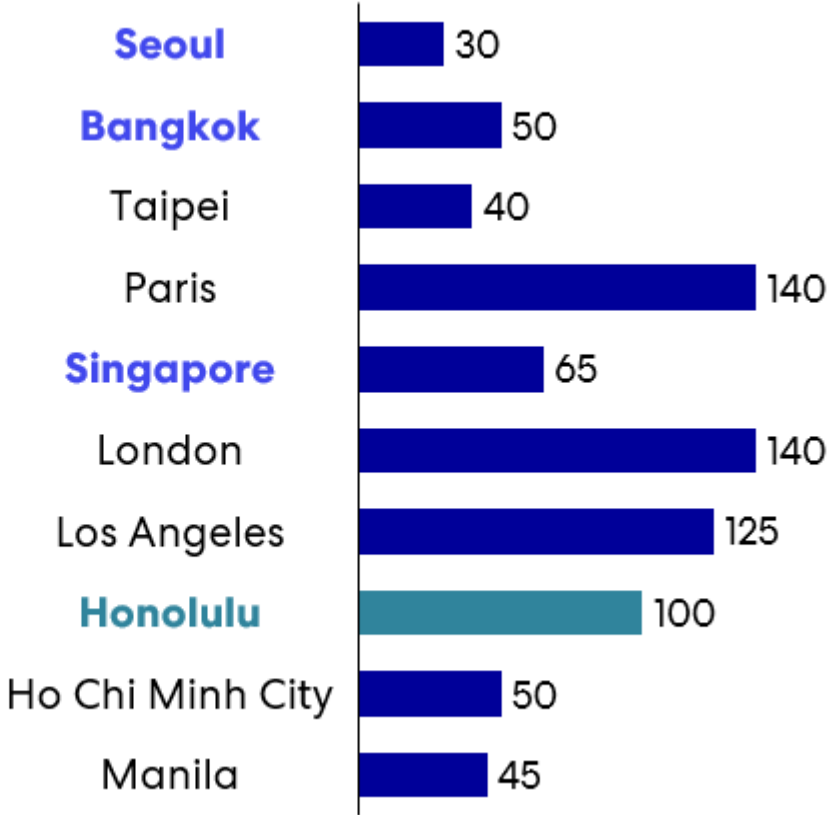


Indexed average daily room rate



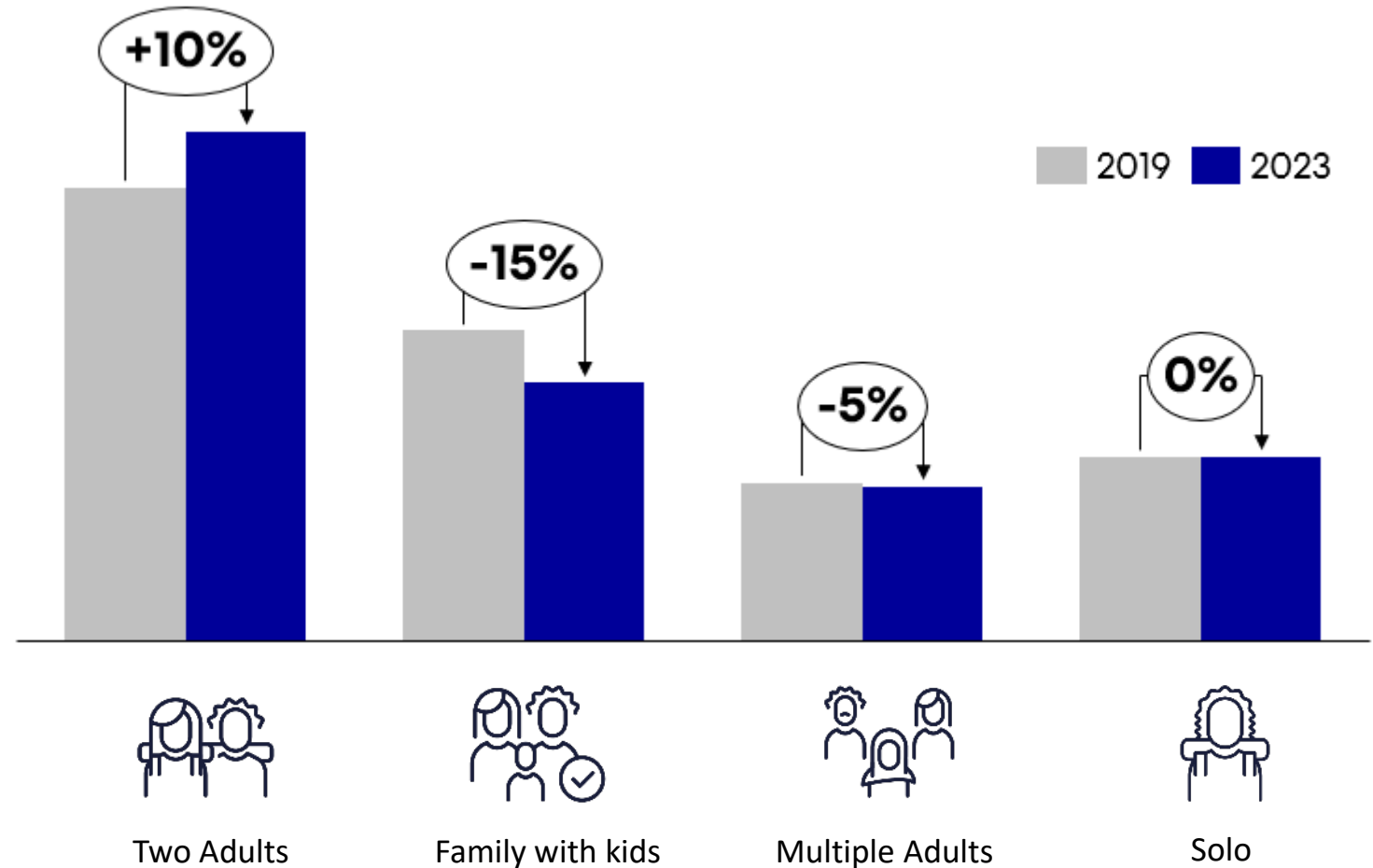
Indexed average flight ticket price

Top Booked Destinations



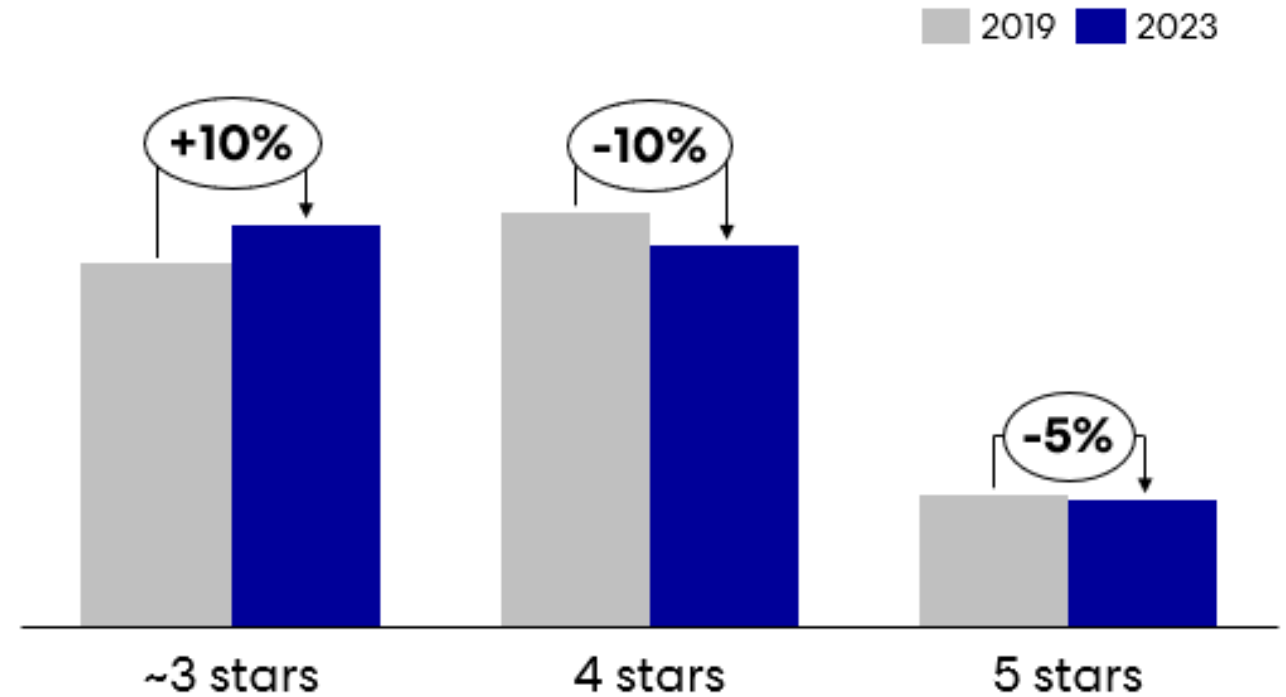
Source: EG first party data 2023  
Average room rate and average flight ticket price is indexed by the value for Honolulu.

# Shift share from family and multiple adults to a couple



Growth rate in share of bookings

Booking share for  
3 stars and below  
hotels are increasing



Growth rate in share of bookings

# PACKAGE COST COMPARISON

May 2024

Night	Hawai'i	Guam	Australia	Seoul	Taiwan	Bangkok	Paris
4NT	¥312,000	¥194,050	¥204,300	¥100,200	¥107,750	¥72,800	¥330,400
3NT	¥281,000	¥154,750	¥186,050	¥81,100	¥68,300	¥63,800	NA

June 2024

Night	Hawai'i	Guam	Australia	Seoul	Taiwan	Bangkok	Paris
4NT	¥303,200	¥181,500	¥193,755	¥86,100	¥81,150	¥71,800	¥386,300
3NT	¥261,850	¥149,050	¥172,275	¥67,300	¥59,850	¥62,300	NA



An aerial photograph of a coastal city, likely Honolulu, Hawaii. The foreground shows turquoise ocean water with white waves breaking. A sandy beach runs along the coast. In the middle ground, a large, brown, rocky hillside (likely Diamond Head) is visible. The city is built on the slopes of the hills and extends to the water's edge. In the background, there are green mountains under a blue sky with scattered white clouds.

# Hawai'i's Inbound Situation

# Number of Visitors to Hawaii Comparison (2023 vs 2019)

## Total

## US Market

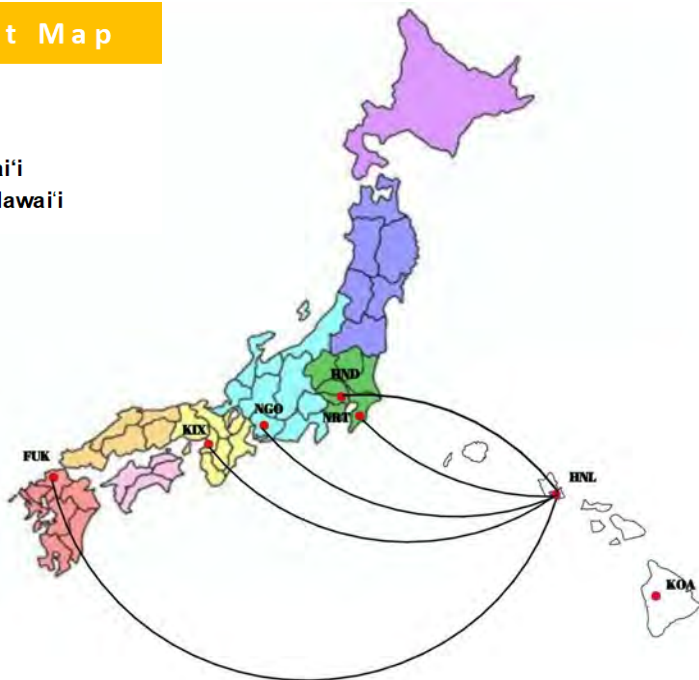
## Japan Market

Month	2023	2019	% vs 2019	Month	2023	2019	% vs 2019	Month	2023	2019	% vs 2019
Jan.	791,781	817,600	-3.16%	Jan.	596,637	502,908	18.64%	Jan.	32,305	120,418	-73.17%
Feb.	753,750	780,827	-3.47%	Feb.	582,065	489,011	19.03%	Feb.	26,650	120,653	-77.91%
Mar.	900,800	928,849	-3.02%	Mar.	709,761	624,697	13.62%	Mar.	40,039	133,858	-70.09%
Apr	827,537	849,398	-2.57%	Apr	651,810	547,688	19.01%	Apr	34,358	119,487	-71.25%
May	801,569	847,396	-5.41%	May	649,964	587,188	10.69%	May	34,141	113,226	-69.85%
June	889,274	947,112	-6.11%	June	734,669	693,181	5.99%	June	46,753	126,592	-63.07%
July	932,713	995,210	-6.28%	July	748,532	706,174	6.00%	July	52,885	134,587	-60.71%
Aug.	769,163	926,417	-16.97%	Aug.	575,603	620,409	-7.22%	Aug.	64,155	160,728	-60.08%
Sept.	651,286	736,155	-11.53%	Sept.	482,822	438,993	9.98%	Sept.	51,350	143,928	-64.32%
Oct.	734,582	796,191	-7.74%	Oct.	527,250	502,082	5.01%	Oct.	60,044	134,557	-55.38%
Nov.	731,233	809,076	-9.62%	Nov.	533,398	525,630	1.48%	Nov.	62,893	131,536	-52.19%
Dec.	860,831	952,441	-9.62%	Dec.	633,536	633,878	-0.05%	Dec.	67,405	136,635	-50.67%
<b>Total</b>	<b>9,644,519</b>	<b>10,386,672</b>	<b>-7.15%</b>	<b>Total</b>	<b>7,426,047</b>	<b>6,871,839</b>	<b>8.06%</b>	<b>Total</b>	<b>572,978</b>	<b>1,576,205</b>	<b>-63.65%</b>

## 2024 JAPAN VISITOR ARRIVALS (MAR. YTD)

	2024 YTD (MAR)	2019 YTD (MAR)	% vs. 2019
Expenditure (\$ Millions)	253	524.10	-51.7%
Visitor Arrivals	171,539	374,929	-54.2%
Visitor Days	1,055,321	2,185,655	-51.7%
Length of Stay	6.15	5.83	+5.5%
Per person per day (\$)	239.70	239.80	0%

- Direct flights to Hawai'i
- Suspended direct flights to Hawai'i
- ▲ Suspended chartered flights to Hawai'i



# AIR SEAT SYNOPSIS

Top 5 % Share by Area (2019)

Kanto/Narita/Haneda
Kinki/Kansai
Chubu/Nagoya
Kyushu/Fukuoka
Tohoku

	Flights			Seats		
	2024	2019	%Change	2024	2019	%Change
24-Apr	376	634	-40.7%	111,476	158,756	-29.8%
24-May	399	641	-37.8%	116,825	161,248	-27.5%
24-Jun	385	610	-36.9%	112,742	155,388	-27.4%
<b>Total</b>	<b>1,160</b>	<b>1,885</b>	<b>-38.5%</b>	<b>341,043</b>	<b>475,392</b>	<b>-28.3%</b>



# STATE OF HAWAII FORECAST

	2021	2022	2023	2024	2025	2026	2027	2028
TOURISM SECTOR DETAIL								
Total Visitors (Thou)	6,777.8	9,234.0	9,644.5	9,828.9	10,247.1	10,516.4	10,695.7	10,789.3
% Change - Total Visitors	150.3	36.2	4.4	1.9	4.3	2.6	1.7	0.9
U.S. Visitors	6,468.9	7,746.5	7,426.0	7,358.4	7,520.3	7,618.5	7,678.6	7,696.9
% Change - U.S. Visitors	225.5	19.8	-4.1	-0.9	2.2	1.3	0.8	0.2
Japanese Visitors	18.9	192.6	573.0	803.5	1,011.2	1,137.4	1,216.3	1,255.9
% Change - Japanese Visitors	-93.5	916.9	197.6	40.2	25.8	12.5	6.9	3.3
Other Visitors	289.9	1,294.9	1,645.5	1,667.0	1,715.6	1,760.4	1,800.7	1,836.5
Change - Other Visitors	-32.9	346.6	27.1	1.3	2.9	2.6	2.3	2.0
Average Daily Census (Thou)	178.9	232.2	234.5	231.1	237.9	244.2	249.7	252.8
% Change	129.7	29.7	1.0	-1.4	2.9	2.6	2.3	1.2
Average Daily Room Rate (\$)	315.8	370.2	377.4	358.8	361.5	376.6	396.0	415.5
% Change	51.6	17.2	1.9	-4.9	0.7	4.2	5.2	4.9
Occupancy Rate (%)	57.1	73.4	74.6	69.0	70.8	72.5	73.8	74.5
Real Visitor Expenditures (Mil 2023\$)	14,415.5	20,267.8	20,708.0	19,835.1	20,008.6	20,211.8	20,372.7	20,328.7
% Change	150.4	40.6	2.2	-4.2	0.9	1.0	0.8	-0.2

Note: Source is UHERO. Occupancy rate includes UHERO's estimate of TVR occupancy. Figures for 2024-2028 are forecasts.



# Current Campaigns & Programs



- Beautiful Hawai'i
- Yappari Hawai'i
- Romance Promotion
- Golf Promotion
- Made in Hawai'i Promotion
- Digital Marketing
- Public relations
- Private Sector Collaboration
- Consumer Events



# Looking Forward

- Uncontrollable factors are expected to remain (JPY/USD exchange rate, U.S. inflation, high air fuel surcharges, and pricing sensitivity)
- Pursue a targeted segmentation approach focusing on mindful and high-value travelers in specific geographic regions to raise the quality of visitors to our state
- Implement strategy focused on stimulating demand by collaborating with airlines, travel agencies, and stake holders
- Showcase Hawai'i's brand appeal over competing destinations
- Collaborate with Meet Hawai'i to drive edu-tourism and MCI business
- Japan is the most important international market for Hawai'i
  - Total expenditure the highest of international market
  - Relationships (History, 33 Sister Cities)
  - Business ties

MAHALO!

HAWAII TOURISM  
JAPAN

