

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

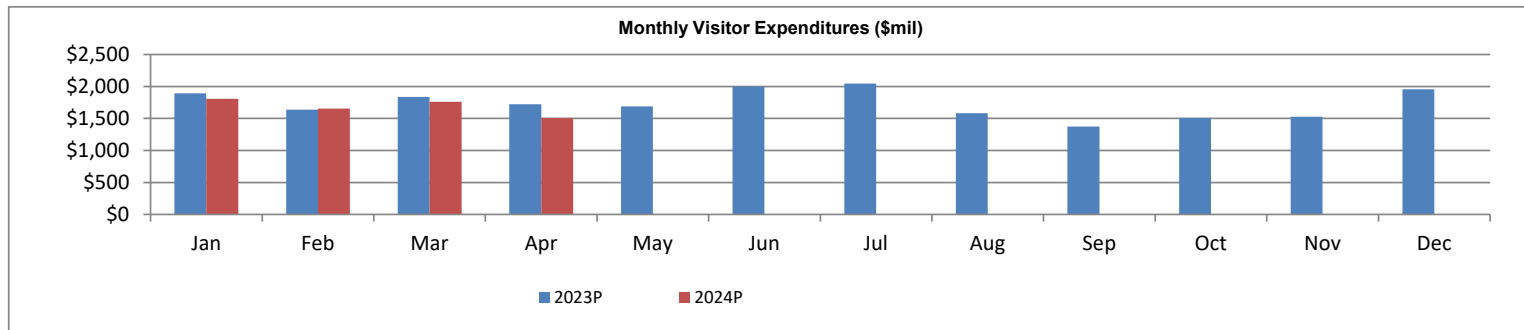
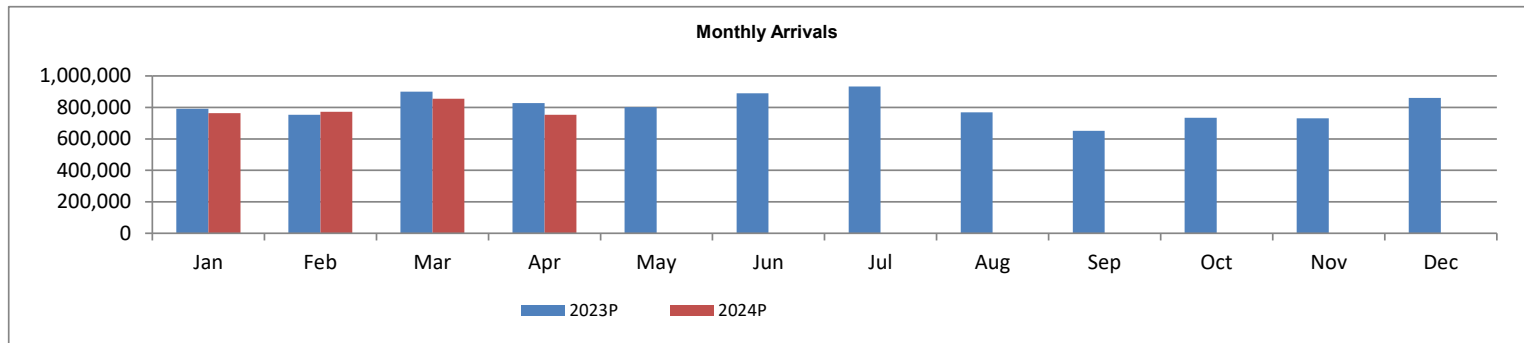
Key Performance Indicators

	YOY Rate	Apr'23 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	🔻	7,092.7	6,730.7	21,235.0	O'ahu	3.3%	1,848,839
Daily Spend (\$PPPD)	🔻	237.9	241.5	245.2	Maui	-24.0%	736,936
Visitor Days	🔻	29,814,756	27,866,233	86,596,000	Moloka'i	-26.4%	11,683
Arrivals	🔻	3,273,869	3,145,047	9,782,000	Lāna'i	-38.9%	14,046
Daily Census	🔻	248,456	230,299	236,601	Kaua'i	-2.7%	435,964
Airlift (scheduled seats) <sup>^</sup>	🔻	4,460,281	4,385,272	13,409,335	Hawai'i Island	-1.6%	575,821

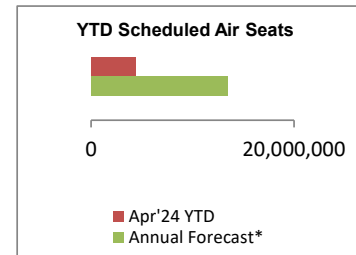
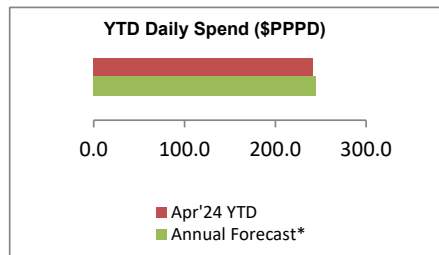
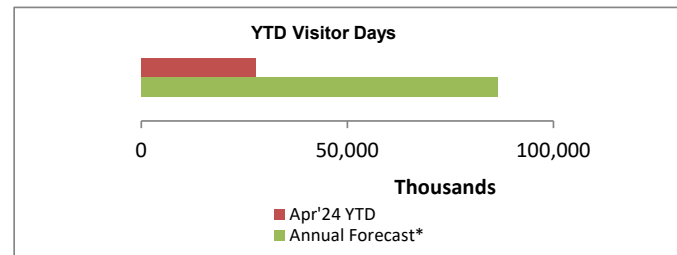
\* DBEDT Annual Forecast as of Q1 2024.

<sup>^</sup> DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of April 19, 2024, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

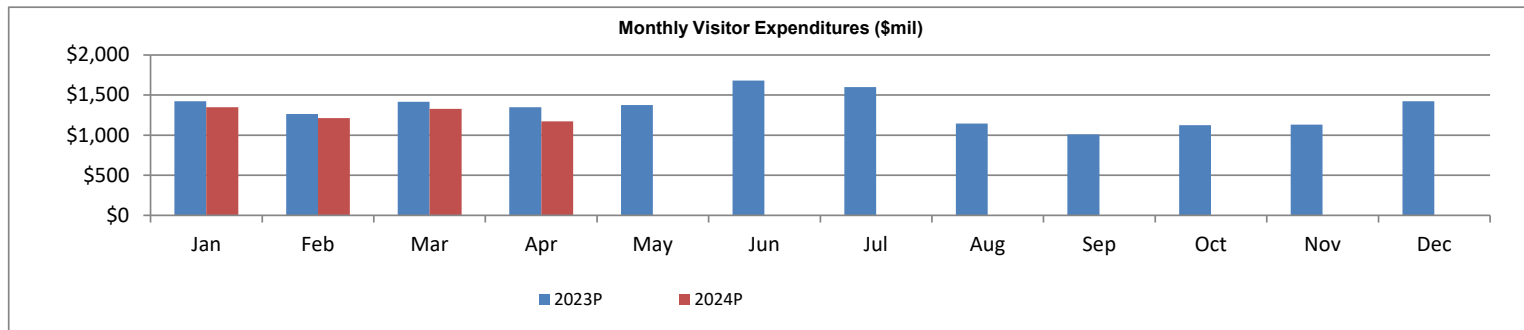
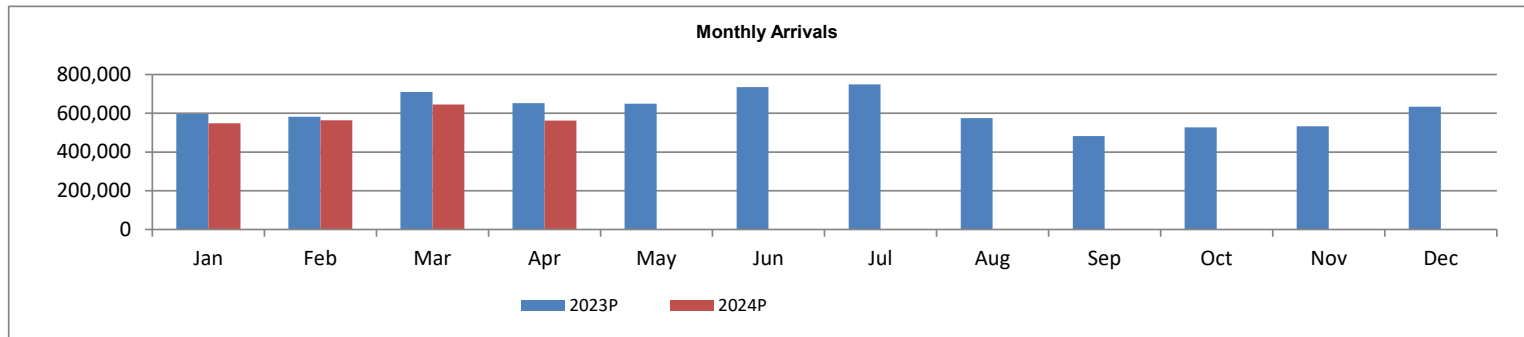
Key Performance Indicators

	YOY Rate	Apr'23 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘ -7.2%	5,450.5	5,060.0	15,543.1	O'ahu	-3.3%	1,241,805
Daily Spend (\$PPPD)	↘ 2.1%	238.9	243.8	245.5	Maui	-24.3%	611,538
Visitor Days	↘ -9.0%	22,815,959	20,752,095	63,320,734	Moloka'i	-32.0%	8,608
Arrivals	↘ -8.7%	2,540,273	2,319,113	7,108,894	Lāna'i	-37.1%	11,662
Daily Census	↘ -9.8%	190,133	171,505	173,007	Kaua'i	-3.2%	381,960
Airlift (scheduled seats) <sup>^</sup>	↘ -6.4%	3,631,986	3,401,195	10,655,166	Hawai'i Island	-3.4%	472,083

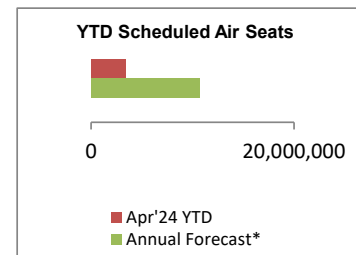
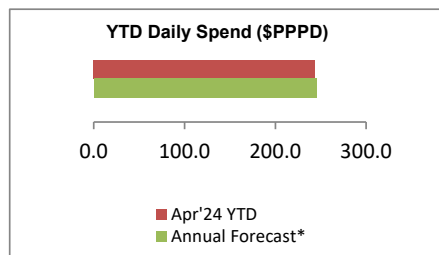
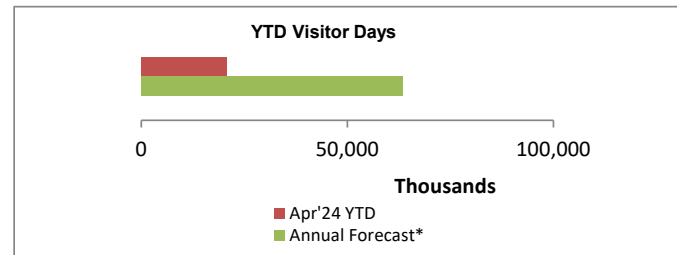
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. WEST**

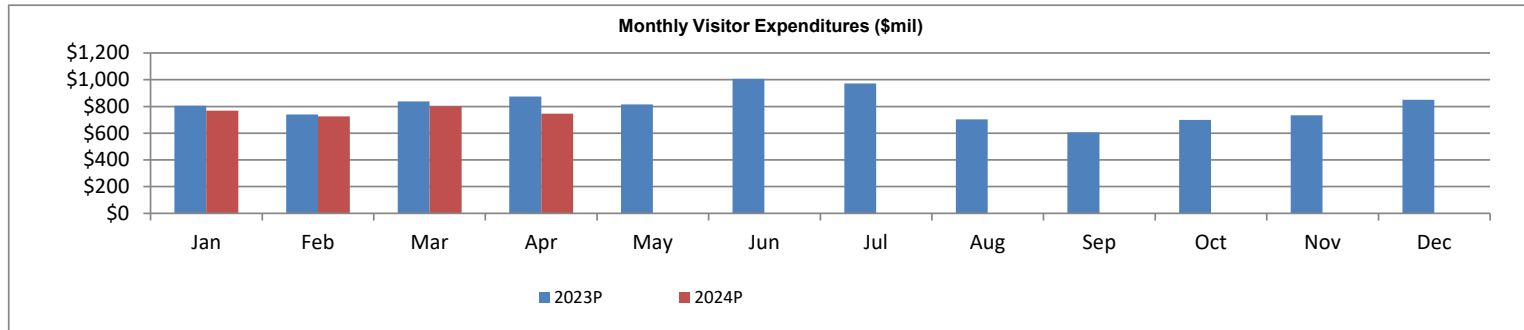
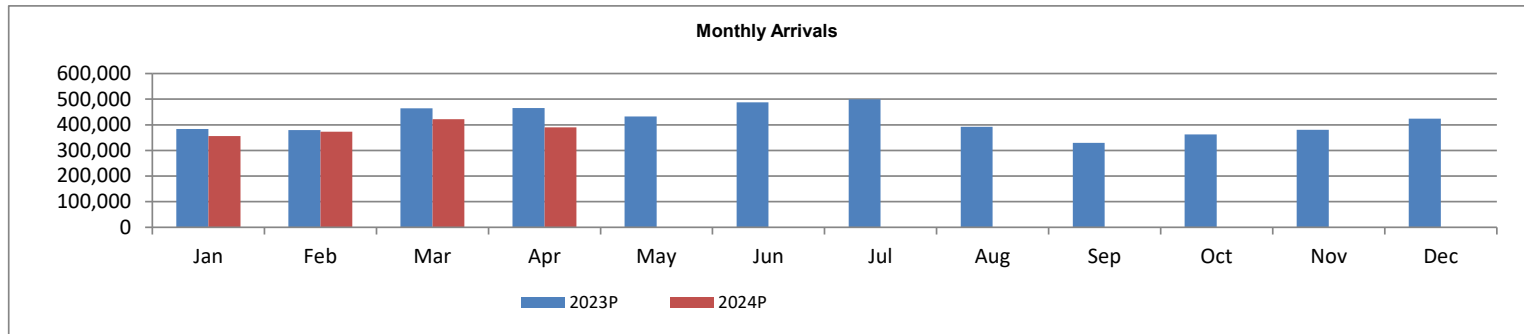
Key Performance Indicators

	YOY Rate	Apr'23 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	👇	-6.6%	3,257.1	3,041.9	9,362.9	O'ahu	-2.9%	773,510
Daily Spend (\$PPPD)	👇	2.9%	225.8	232.4	231.2	Mau	-24.2%	387,439
Visitor Days	👇	-9.3%	14,425,855	13,087,140	40,500,602	Moloka'i	-31.1%	5,104
Arrivals	👇	-8.9%	1,691,663	1,541,246	4,764,777	Lāna'i	-35.4%	6,478
Daily Census	👇	-10.0%	120,215	108,158	110,657	Kaua'i	-4.4%	240,549
Airlift (scheduled seats) <sup>^</sup>	👇	-5.4%	3,147,821	2,979,025	9,437,312	Hawai'i Island	-3.3%	298,224

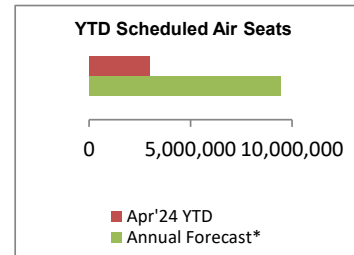
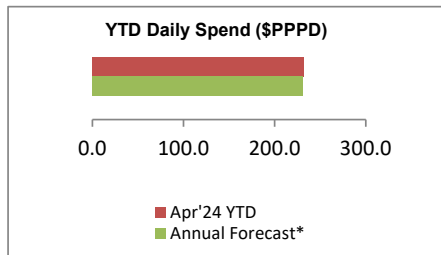
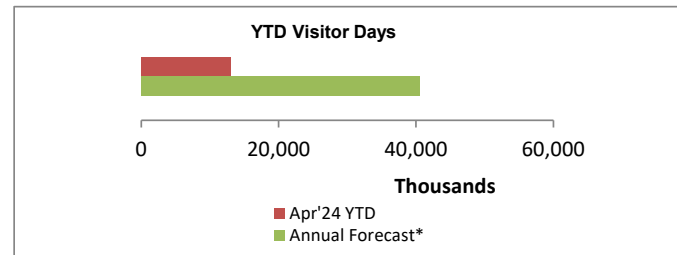
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Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

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

Visitor Industry Performance Measures

Market: **U.S. EAST**

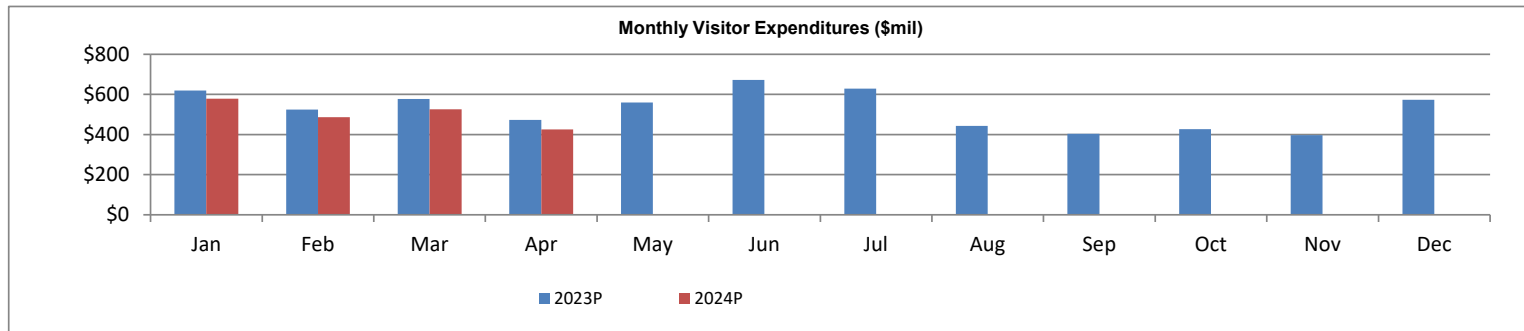
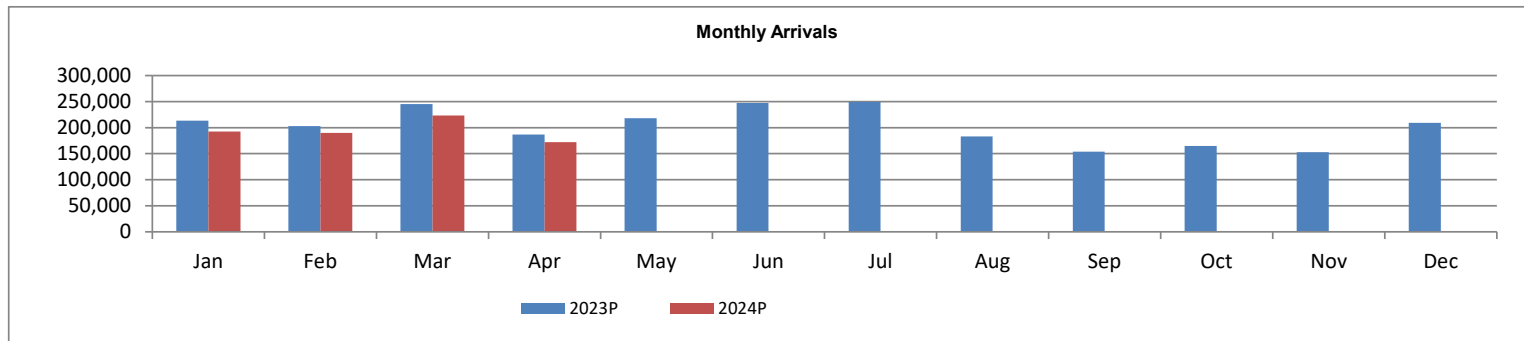
Key Performance Indicators

	YOY Rate	Apr'23 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👇	2,193.5	2,018.0	6,180.2	O'ahu	-3.9%	468,296
Daily Spend (\$PPPD)	👇	261.4	263.3	270.8	Maui	-24.5%	224,099
Visitor Days	👇	8,390,103	7,664,955	22,820,132	Moloka'i	-33.1%	3,504
Arrivals	👇	848,610	777,867	2,344,117	Lāna'i	-39.2%	5,185
Daily Census	👇	69,918	63,347	62,350	Kaua'i	-1.0%	141,411
Airlift (scheduled seats) <sup>^</sup>	👇	484,165	422,170	1,217,854	Hawai'i Island	-3.5%	173,860

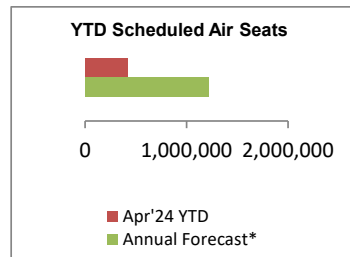
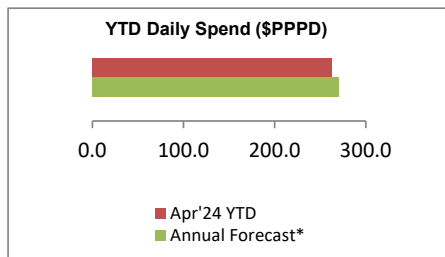
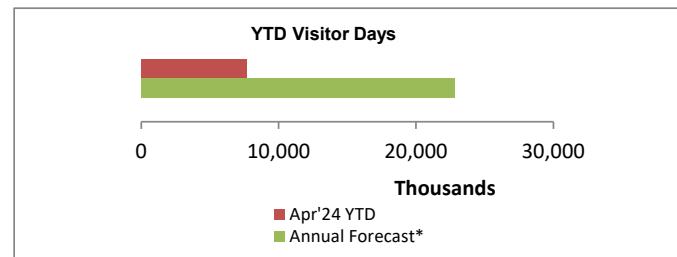
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **JAPAN**

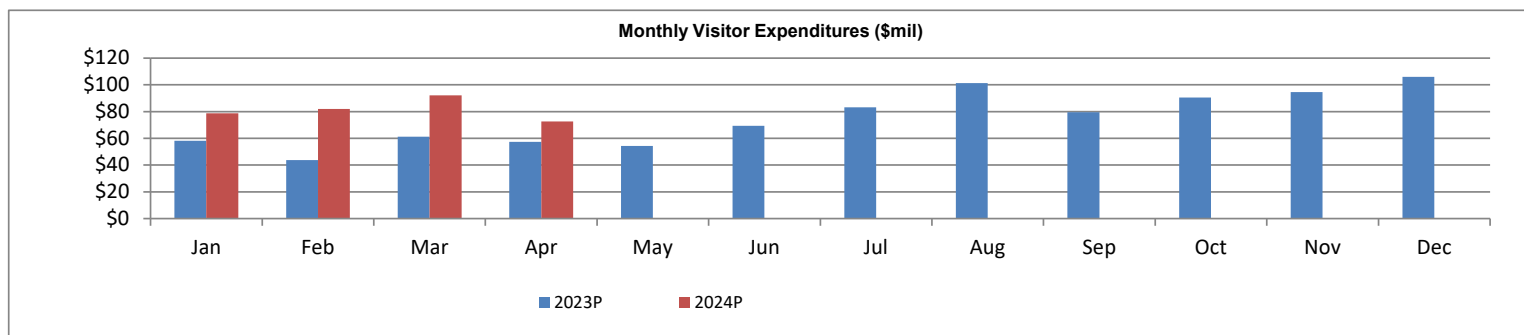
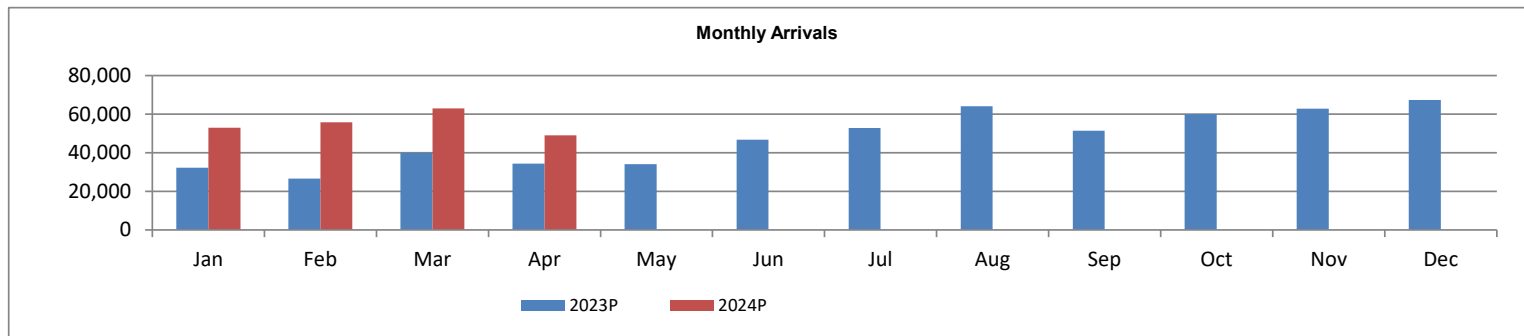
Key Performance Indicators

	YOY Rate	Apr'23 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 47.7%	220.5	325.7	1,445.2	O'ahu	65.1%	215,373
Daily Spend (\$PPPD)	↔ 1.8%	235.1	239.3	243.6	Maui	33.4%	4,033
Visitor Days	↑ 45.1%	937,906	1,361,120	5,932,051	Moloka'i	59.1%	369
Arrivals	↑ 65.4%	133,352	220,563	956,782	Lāna'i	-38.7%	110
Daily Census	↑ 43.9%	7,816	11,249	16,208	Kaua'i	24.0%	2,142
Airlift (scheduled seats) <sup>^</sup>	↑ 59.6%	291,534	465,341	1,424,893	Hawai'i Island	62.3%	15,380

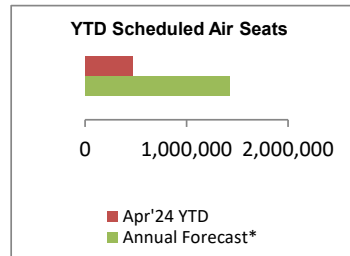
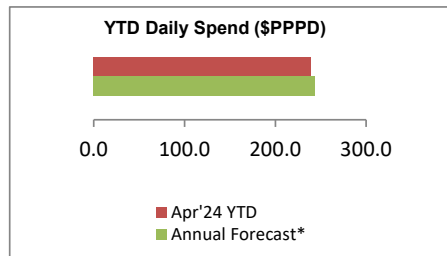
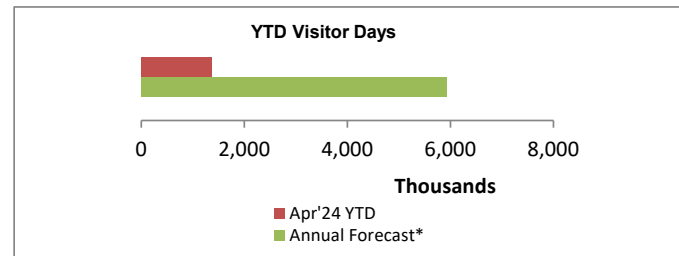
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **CANADA**

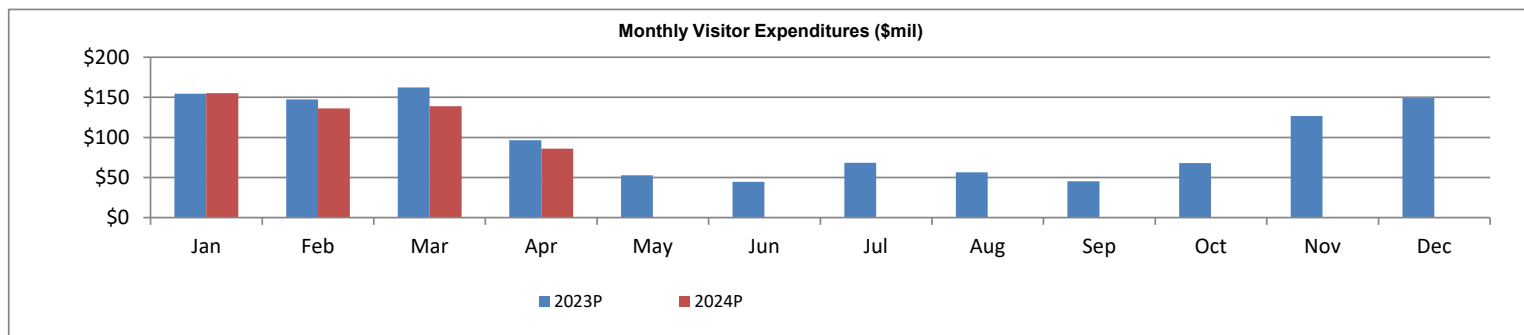
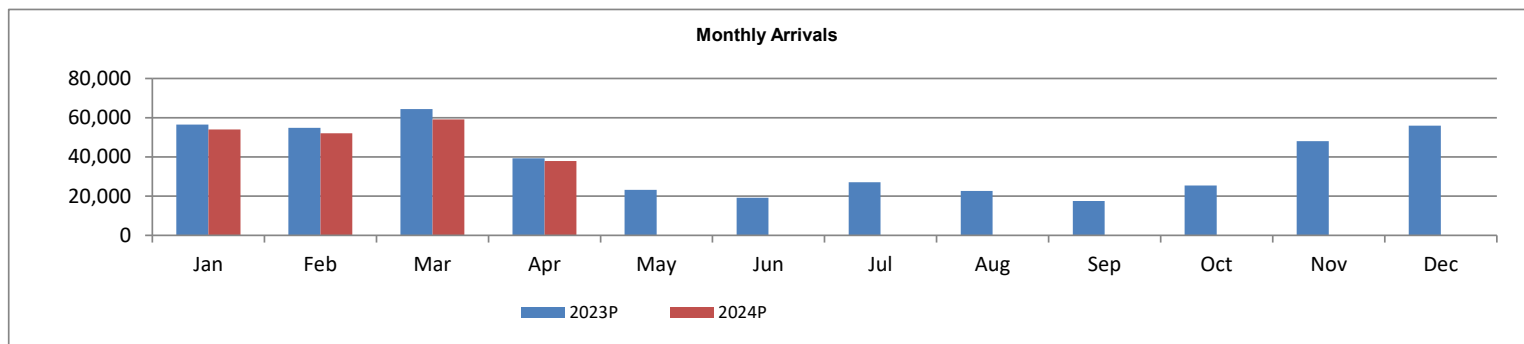
Key Performance Indicators

	YOY Rate	Apr'23 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	👇	-7.8%	560.4	516.5	1,107.8	O'ahu	3.2%	107,621
Daily Spend (\$PPPD)	👇	2.1%	215.2	219.6	223.9	Mau	-20.1%	75,989
Visitor Days	👇	-9.7%	2,604,598	2,352,411	4,946,565	Moloka'i	5.9%	1,359
Arrivals	👇	-5.6%	215,071	203,101	449,688	Lāna'i	-45.7%	1,017
Daily Census	👇	-10.4%	21,705	19,441	13,515	Kaua'i	-6.9%	21,696
Airlift (scheduled seats) <sup>^</sup>	👇	-7.3%	239,587	222,043	429,764	Hawai'i Island	-2.6%	37,198

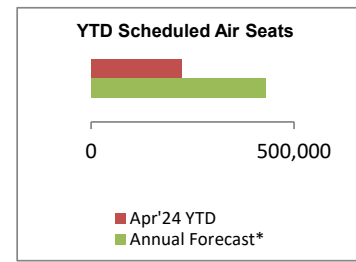
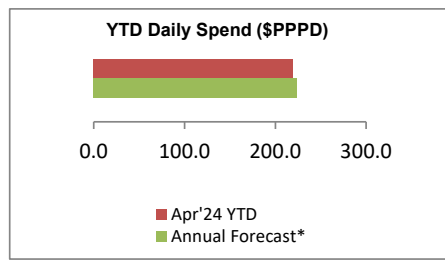
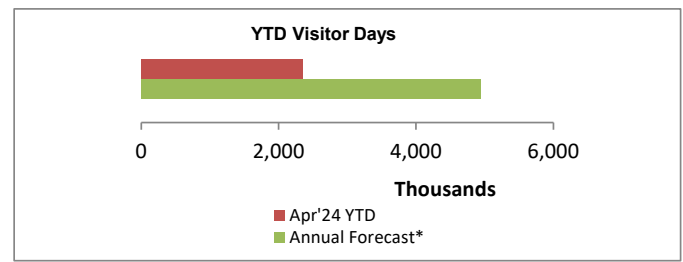
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Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OCEANIA**

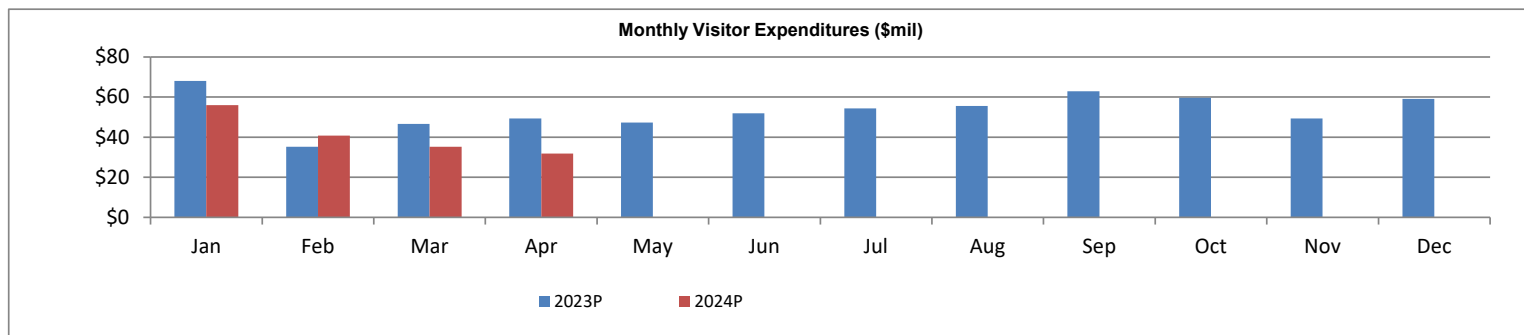
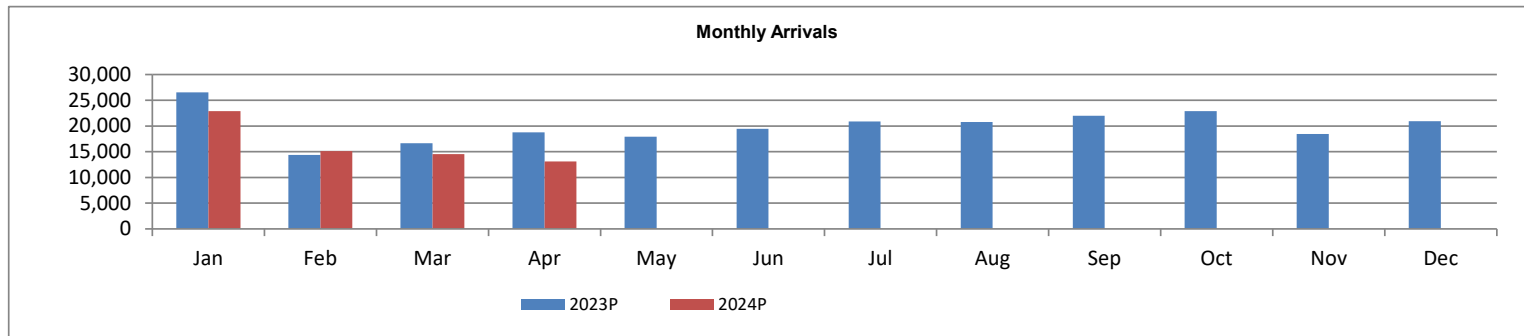
Key Performance Indicators

	YOY Rate	Apr'23 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -17.9%	199.3	163.7	673.7	O'ahu	-13.9%	64,380
Daily Spend (\$PPPD)	↔ -0.5%	290.3	288.8	300.9	Maui	-39.2%	4,988
Visitor Days	↓ -17.5%	686,675	566,841	2,238,871	Moloka'i	22.7%	557
Arrivals	↓ -14.0%	76,275	65,632	248,763	Lāna'i	5.9%	661
Daily Census	↓ -18.1%	5,722	4,685	6,117	Kaua'i	-1.7%	3,793
Airlift (scheduled seats) <sup>^</sup>	↔ -5.6%	108,260	102,243	296,701	Hawai'i Island	-21.6%	4,964

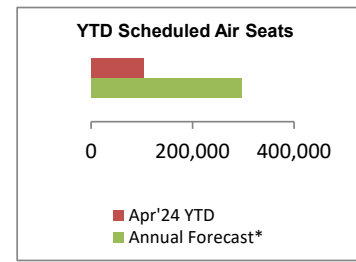
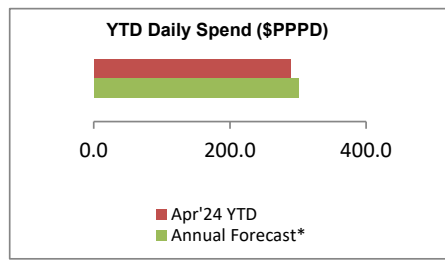
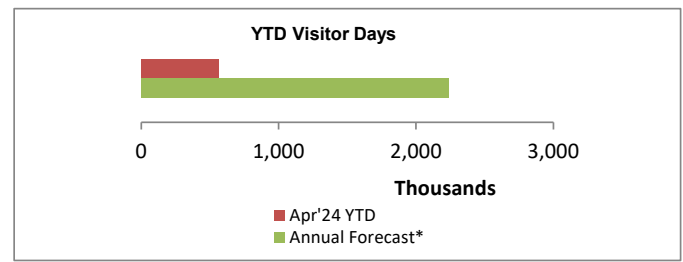
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Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

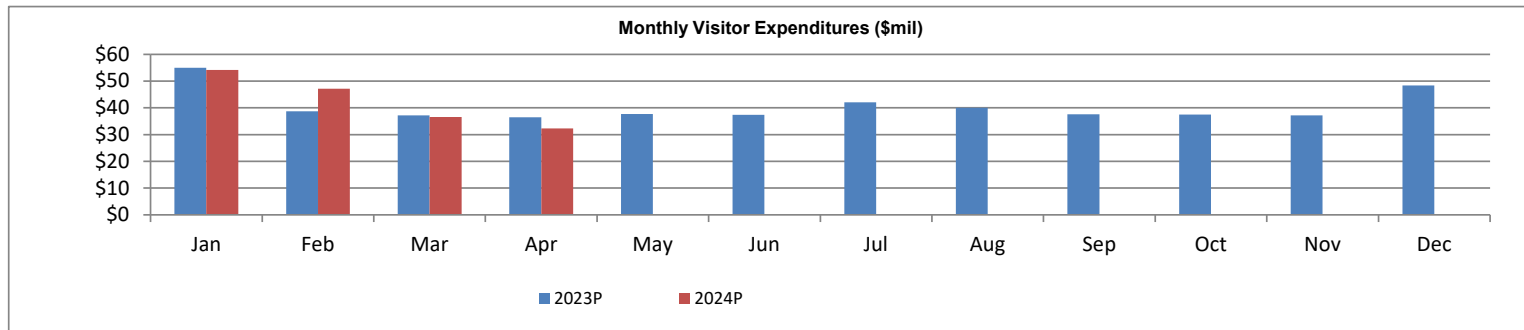
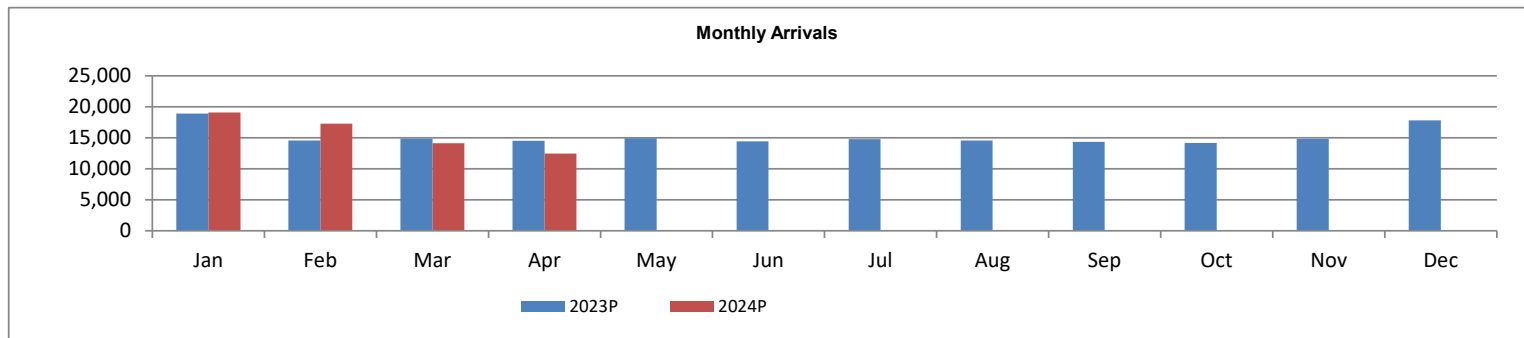
Key Performance Indicators

	YOY Rate	Apr'23 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗	167.4	170.2	NA	O'ahu	-0.8%	60,703
Daily Spend (\$PPPD)	↗	305.6	315.5	NA	Mau	-47.0%	3,300
Visitor Days	↘	548,026	539,635	NA	Moloka'i	108.2%	177
Arrivals	↗	62,847	63,002	NA	Lāna'i	-66.2%	93
Daily Census	↘	4,567	4,460	NA	Kaua'i	23.1%	2,755
Airlift (scheduled seats) <sup>^</sup>	↗	98,860	99,214	281,144	Hawai'i Island	15.6%	12,407

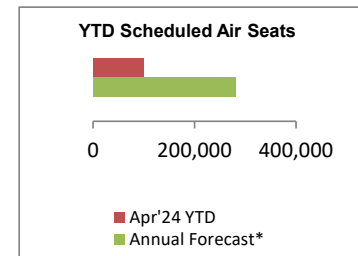
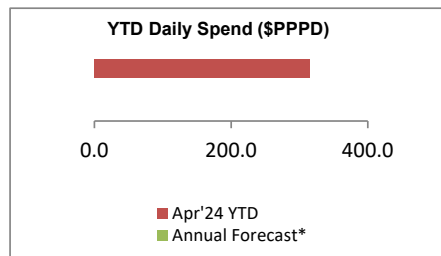
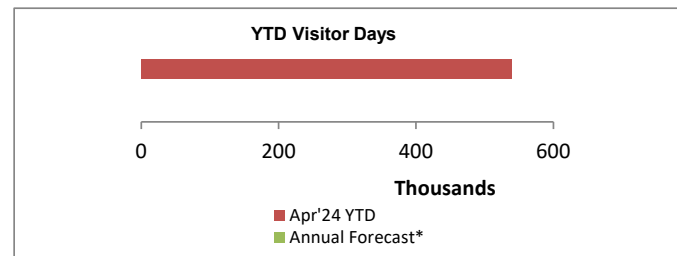
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **KOREA**

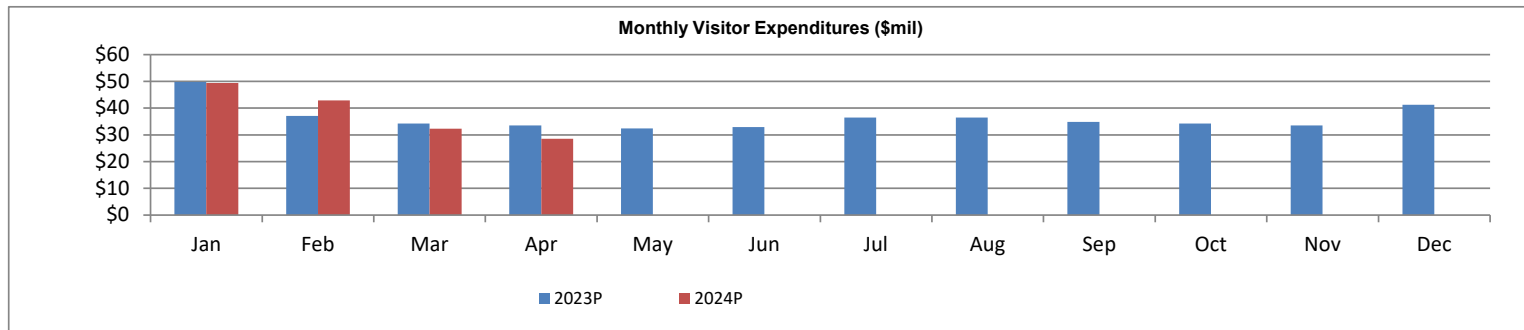
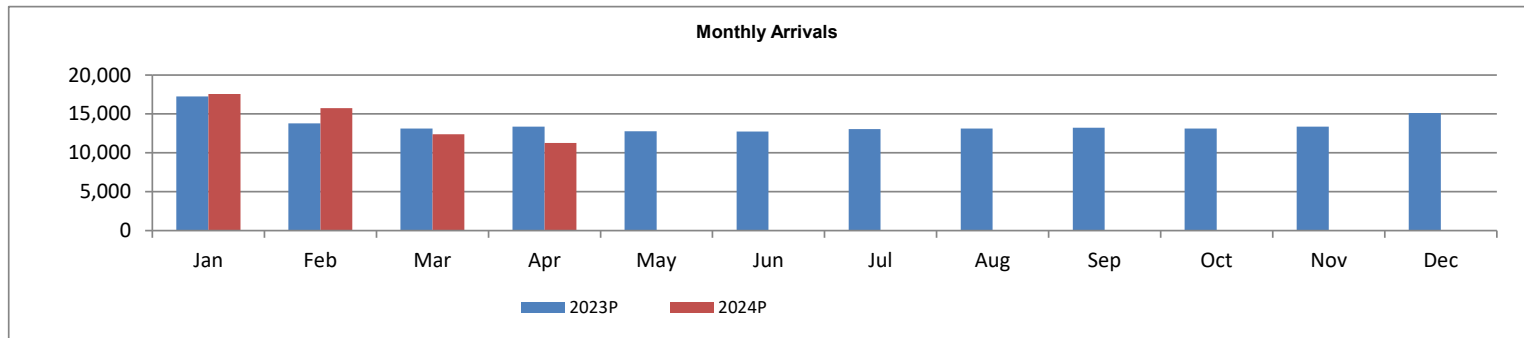
Key Performance Indicators

	YOY Rate	Apr'23 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘	154.6	153.1	431.9	O'ahu	-2.3%	55,698
Daily Spend (\$PPPD)	↘	305.1	312.0	322.4	Maui	-53.3%	2,426
Visitor Days	↘	506,506	490,575	1,339,495	Moloka'i	122.8%	145
Arrivals	↘	57,522	56,956	167,437	Lāna'i	-88.4%	27
Daily Census	↘	4,221	4,054	3,660	Kaua'i	27.8%	2,315
Airlift (scheduled seats) <sup>^</sup>	↘	98,860	99,214	281,144	Hawai'i Island	15.1%	10,805

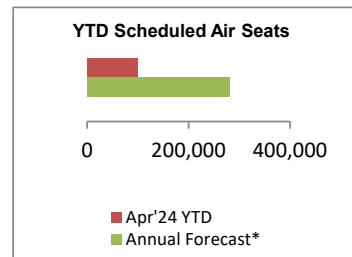
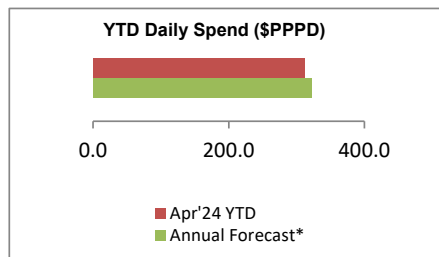
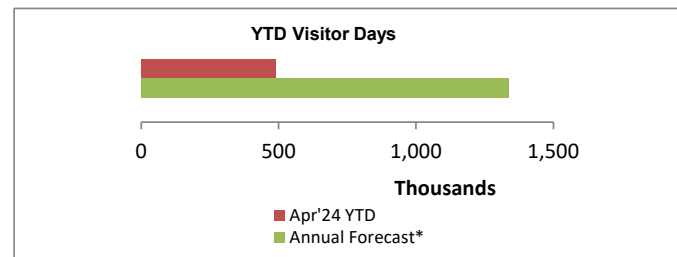
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CHINA**

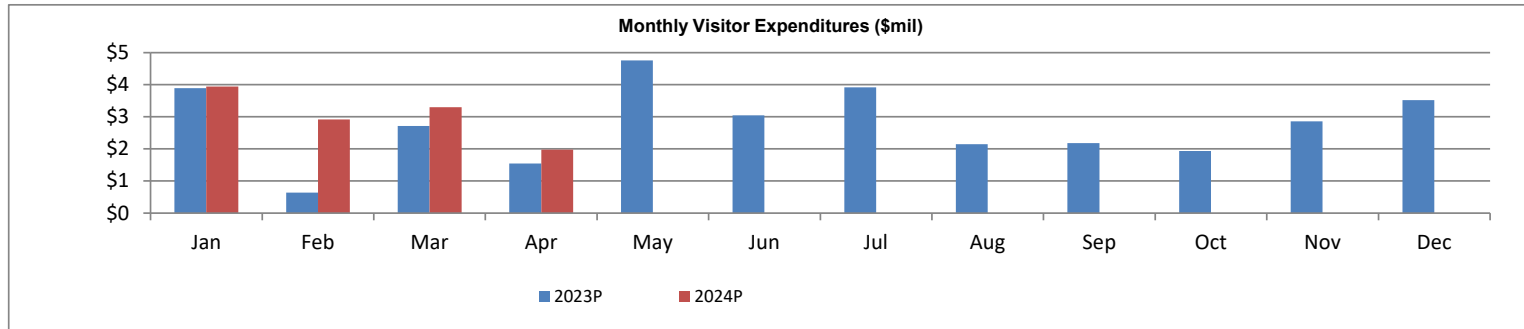
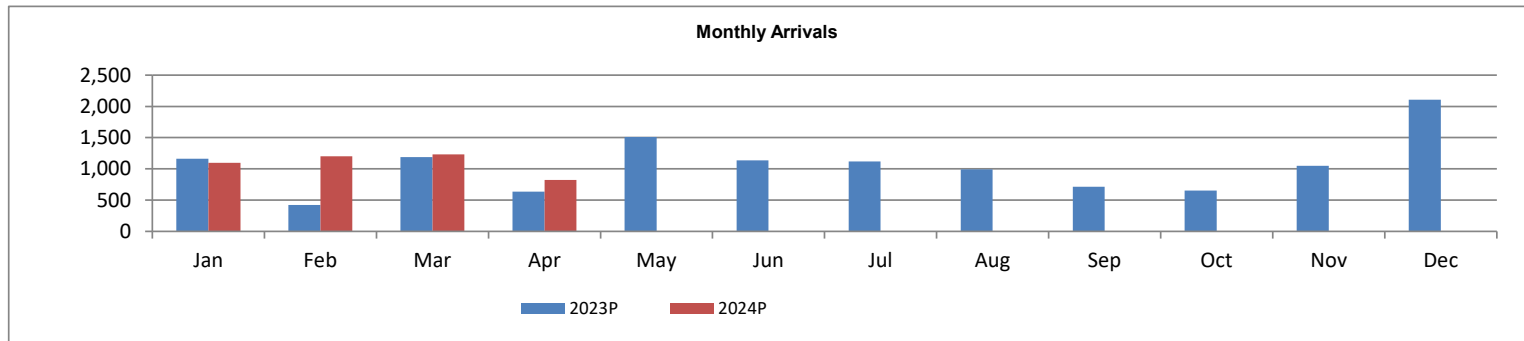
Key Performance Indicators

	YOY Rate	Apr'23 YTD	Apr'24 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 38.1%	8.8	12.1	NA		O'ahu	32.5%	3,782
Daily Spend (\$PPPD)	↑ 11.3%	343.4	382.1	NA		Maui	-6.0%	538
Visitor Days	↑ 24.1%	25,612	31,780	NA		Moloka'i	93.5%	22
Arrivals	↑ 27.7%	3,407	4,350	NA		Lāna'i	50.9%	50
Daily Census	↑ 23.1%	213	263	NA		Kaua'i	30.7%	264
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A		Hawai'i Island	23.6%	1,260

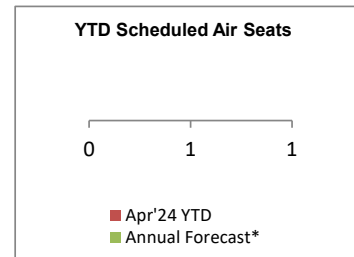
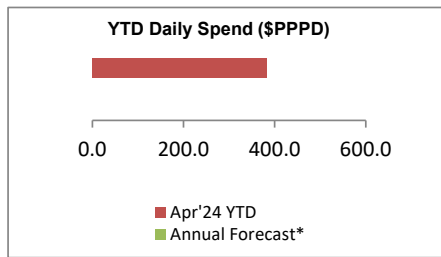
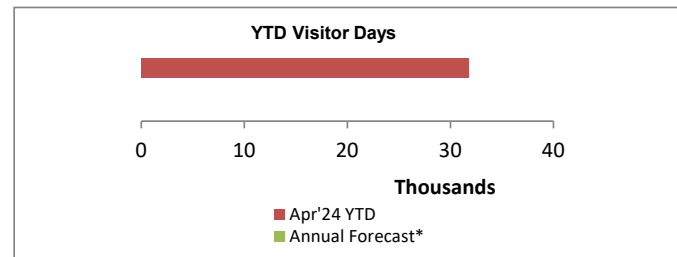
\* DBEDT Annual Forecast as of Q1 2024.

<sup>^</sup> DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of April 19, 2024, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **EUROPE**

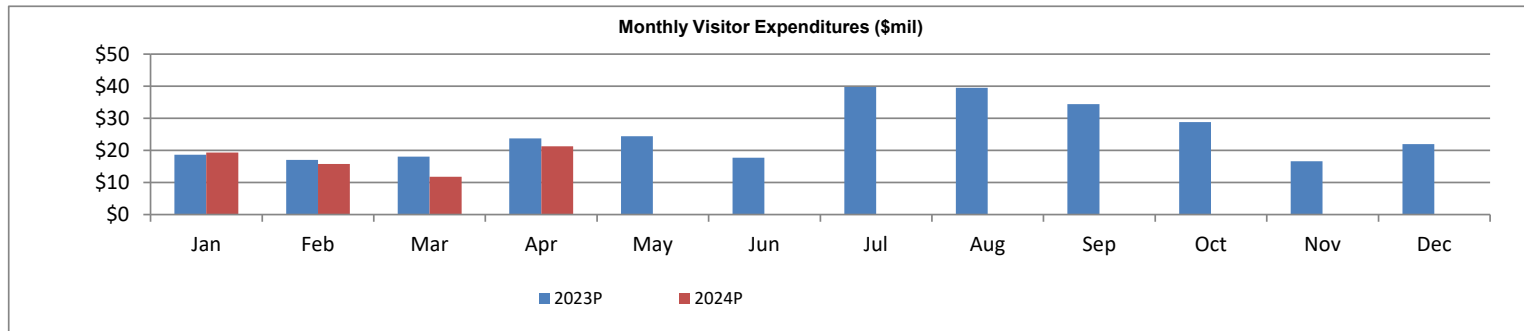
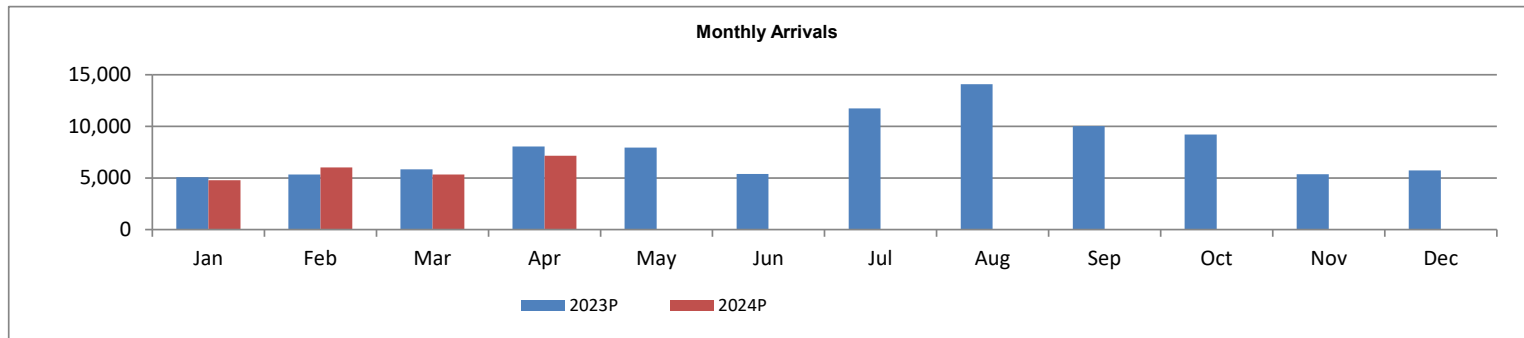
Key Performance Indicators

	YOY Rate	Apr'23 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -12.0%	77.5	68.2	302.3	O'ahu	3.7%	17,912
Daily Spend (\$PPPD)	↓ -7.4%	234.4	217.2	243.1	Maui	-29.1%	6,853
Visitor Days	↓ -5.0%	330,446	313,877	1,243,817	Moloka'i	-35.7%	199
Arrivals	↓ -4.1%	24,283	23,299	95,678	Lāna'i	-54.3%	118
Daily Census	↓ -5.8%	2,754	2,594	3,398	Kaua'i	3.7%	5,319
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	2.7%	7,409

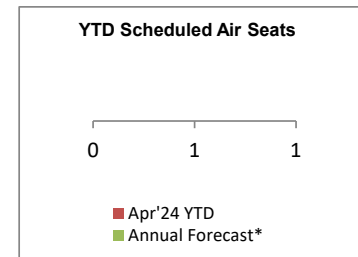
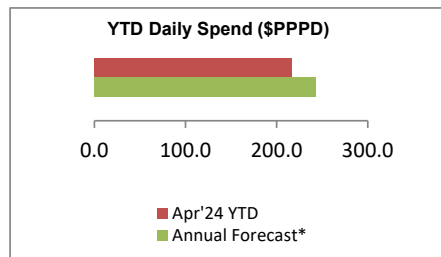
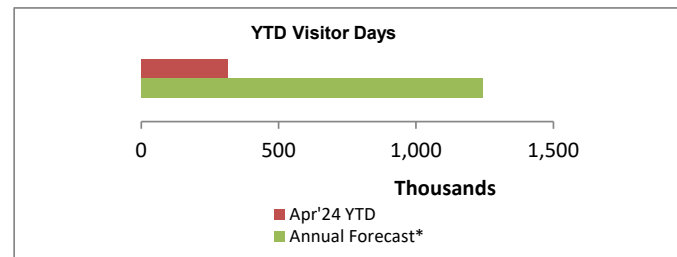
\* DBEDT Annual Forecast as of Q1 2024.

<sup>^</sup> DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of April 19, 2024, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

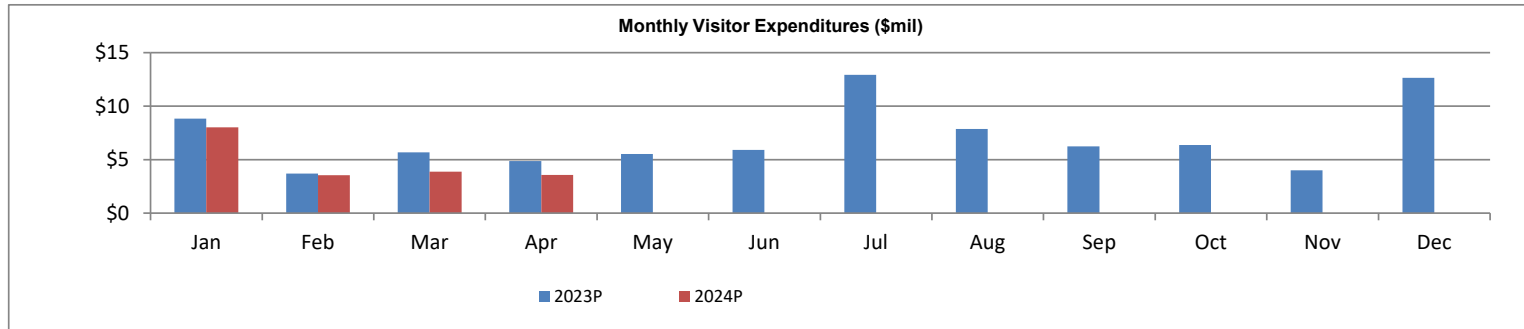
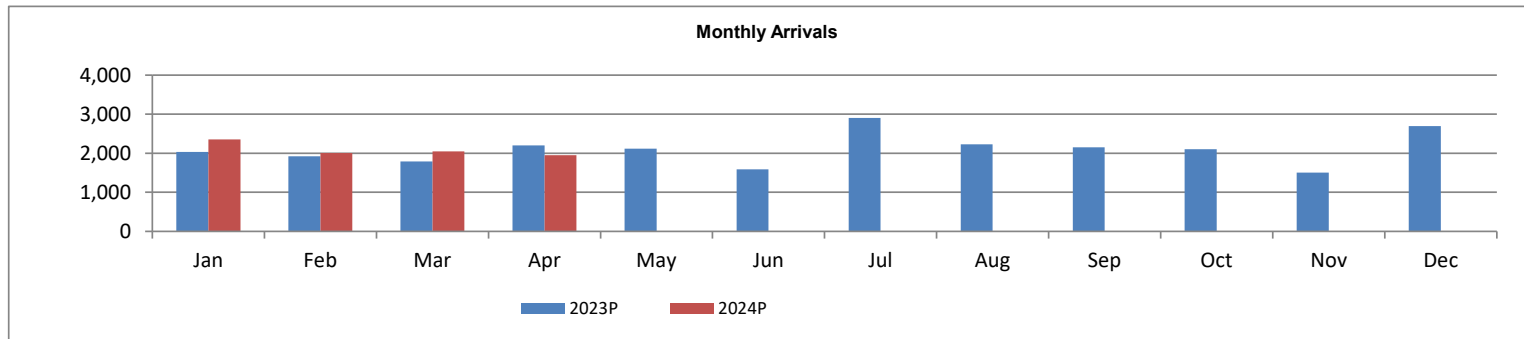
Key Performance Indicators

	YOY Rate	Apr'23 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -17.7%	23.1	19.0	NA	O'ahu	12.4%	6,471
Daily Spend (\$PPPD)	↓ -20.4%	263.9	210.0	NA	Mau	-29.2%	2,036
Visitor Days	↔ 3.5%	87,467	90,525	NA	Moloka'i	-59.2%	30
Arrivals	↔ 5.1%	7,948	8,353	NA	Lāna'i	-36.1%	40
Daily Census	↔ 2.6%	729	748	NA	Kaua'i	7.7%	978
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	6.7%	1,539

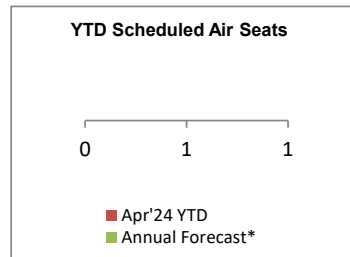
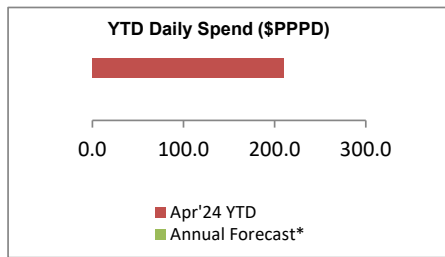
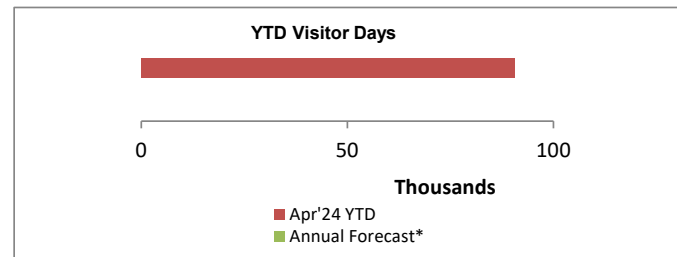
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Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures