

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

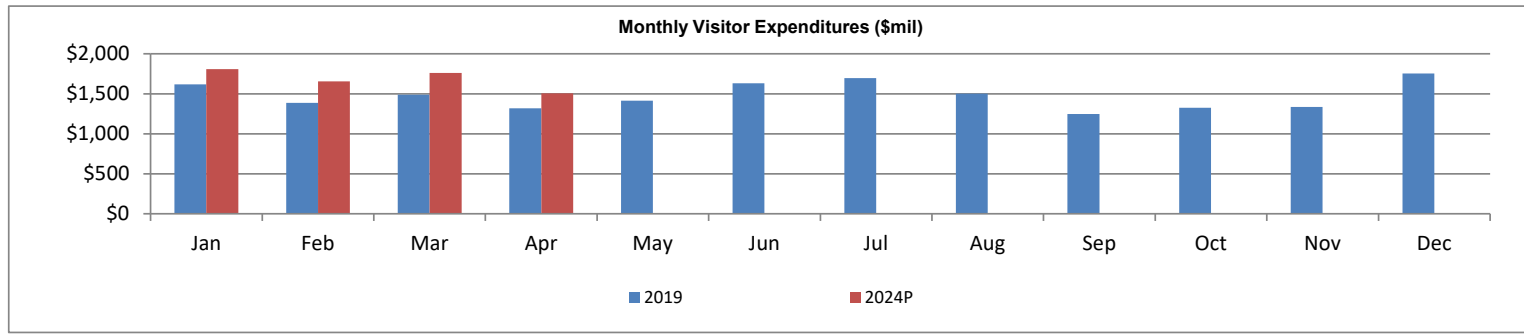
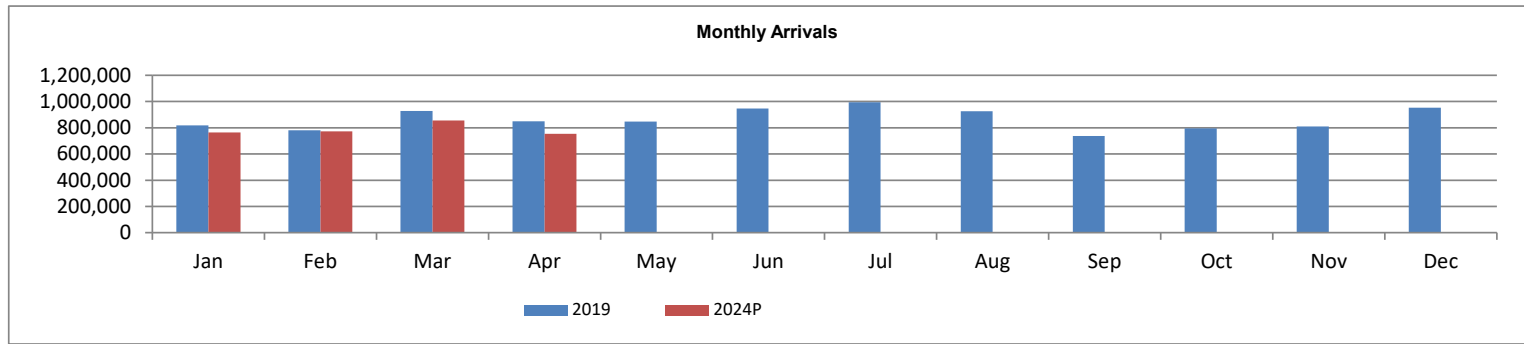
Market: **OVERALL**

Key Performance Indicators

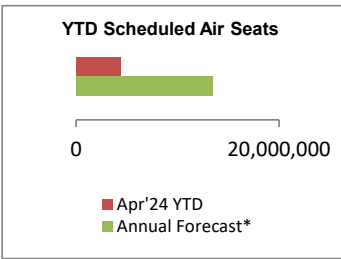
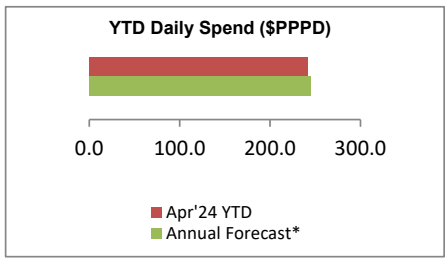
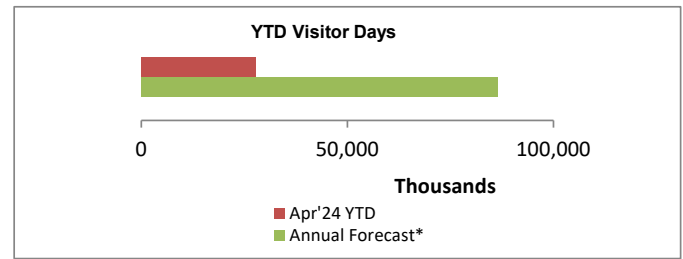
	YOY Rate	Apr'19 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 15.8%	5,812.1	6,730.7	21,235.0	O'ahu	-5.4%	1,848,839
Daily Spend (\$PPPD)	↑ 23.9%	195.0	241.5	245.2	Maui	-24.4%	736,936
Visitor Days	↓ -6.5%	29,812,910	27,866,233	86,596,000	Moloka'i	-42.9%	11,683
Arrivals	↓ -6.9%	3,376,675	3,145,047	9,782,000	Lāna'i	-48.0%	14,046
Daily Census	↓ -7.3%	248,441	230,299	236,601	Kaua'i	-0.8%	435,964
Airlift (scheduled seats) [^]	↓ -0.7%	4,417,397	4,385,272	13,409,335	Hawai'i Island	-0.2%	575,821

* DBEDT Annual Forecast as of Q1 2024.
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**

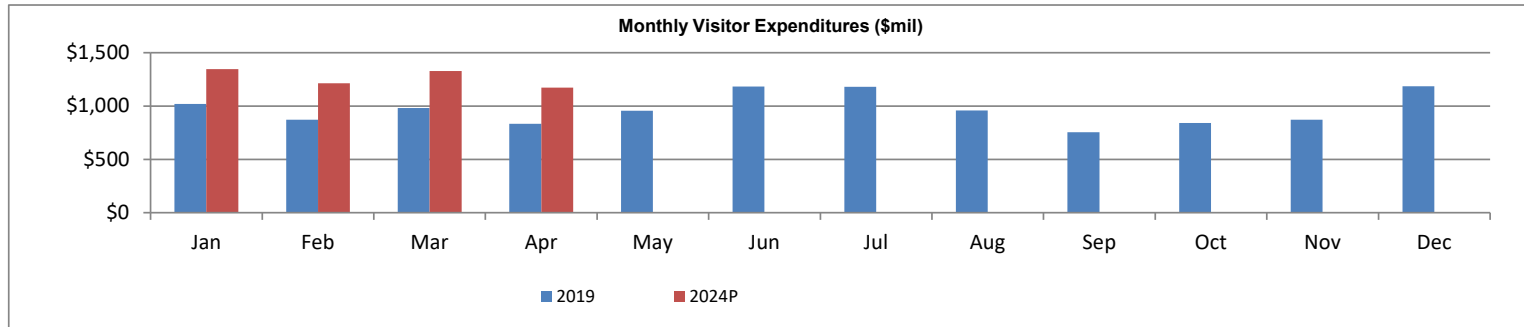
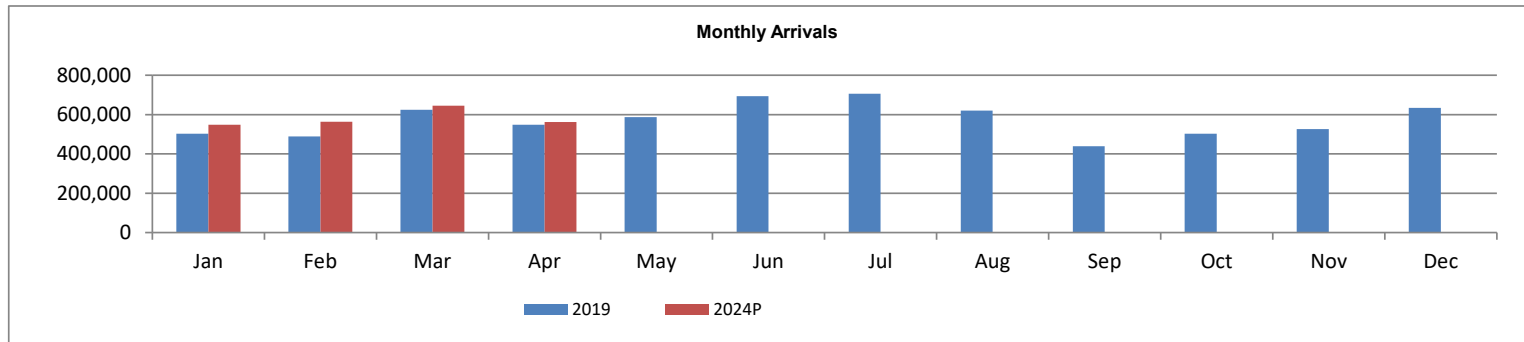
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 36.5%	3,707.2	5,060.0	15,543.1	O'ahu	19.6%	1,241,805
Daily Spend (\$PPPD)	↑ 29.3%	188.6	243.8	245.5	Maui	-17.5%	611,538
Visitor Days	↔ 5.6%	19,651,460	20,752,095	63,320,734	Moloka'i	-41.2%	8,608
Arrivals	↔ 7.2%	2,164,304	2,319,113	7,108,894	Lāna'i	-35.2%	11,662
Daily Census	↔ 4.7%	163,762	171,505	173,007	Kaua'i	7.3%	381,960
Airlift (scheduled seats) [^]	↑ 11.3%	3,057,138	3,401,195	10,655,166	Hawai'i Island	16.5%	472,083

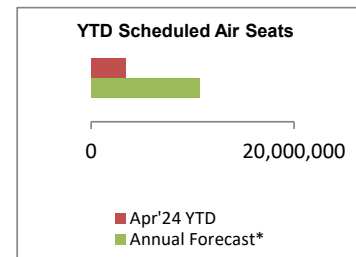
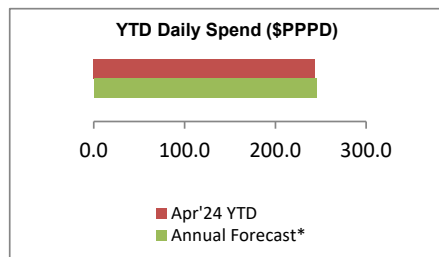
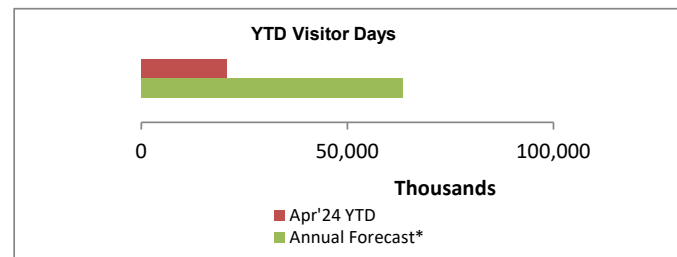
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. WEST**

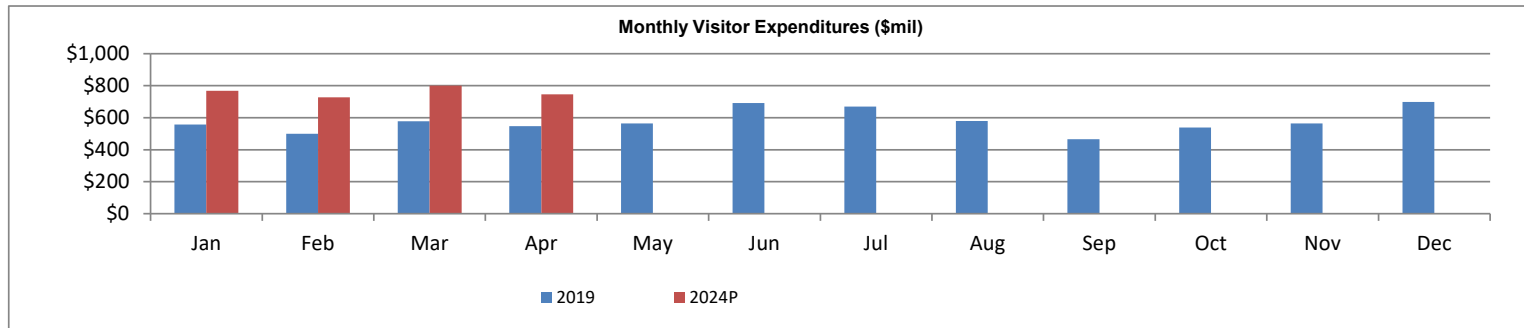
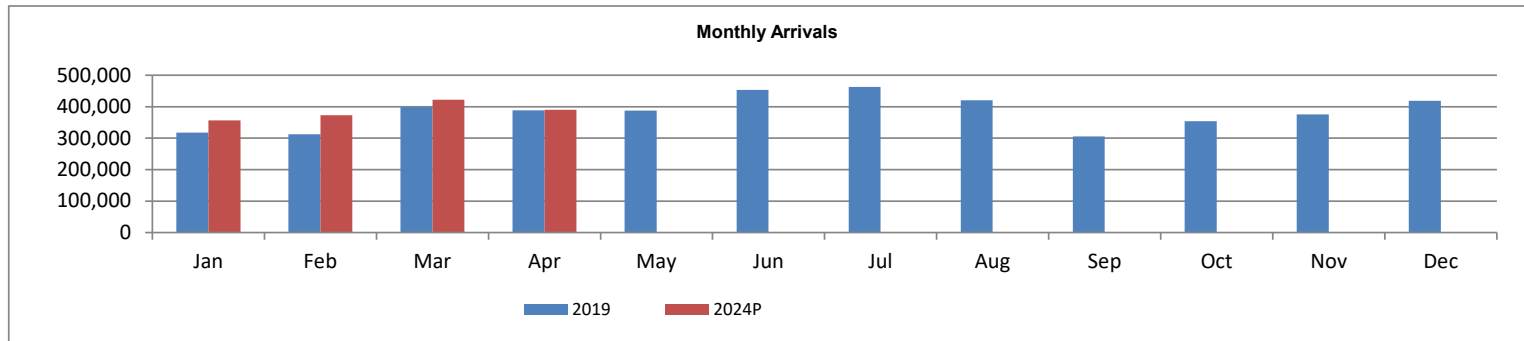
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 39.4%	2,181.5	3,041.9	9,362.9	O'ahu	25.4%	773,510
Daily Spend (\$PPPD)	↑ 31.0%	177.5	232.4	231.2	Maui	-18.3%	387,439
Visitor Days	↔ 6.5%	12,290,140	13,087,140	40,500,602	Moloka'i	-44.1%	5,104
Arrivals	↔ 8.7%	1,417,512	1,541,246	4,764,777	Lāna'i	-32.7%	6,478
Daily Census	↔ 5.6%	102,418	108,158	110,657	Kaua'i	8.2%	240,549
Airlift (scheduled seats) [^]	↑ 11.7%	2,666,749	2,979,025	9,437,312	Hawai'i Island	16.1%	298,224

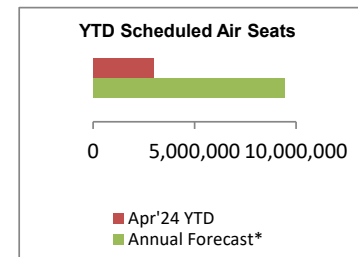
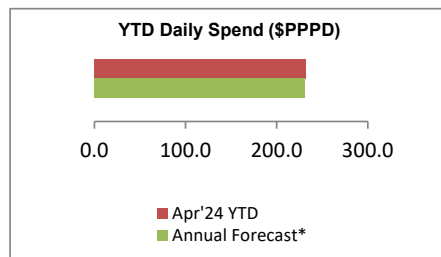
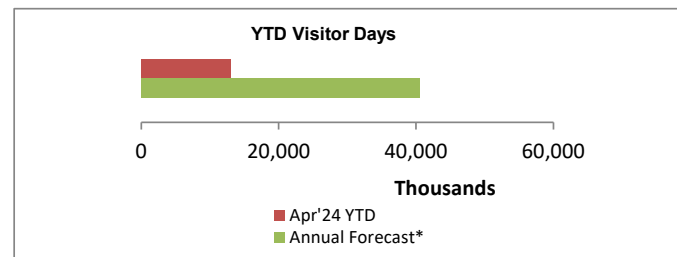
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. EAST**

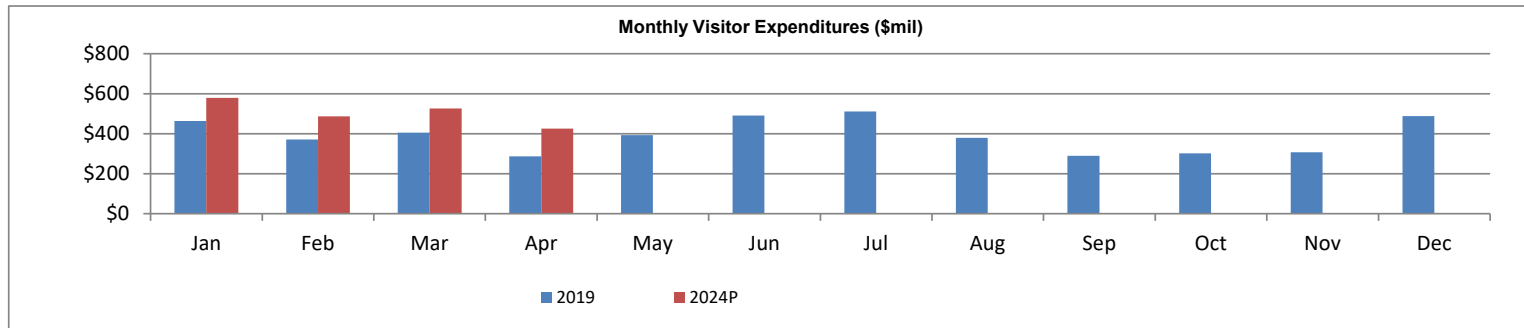
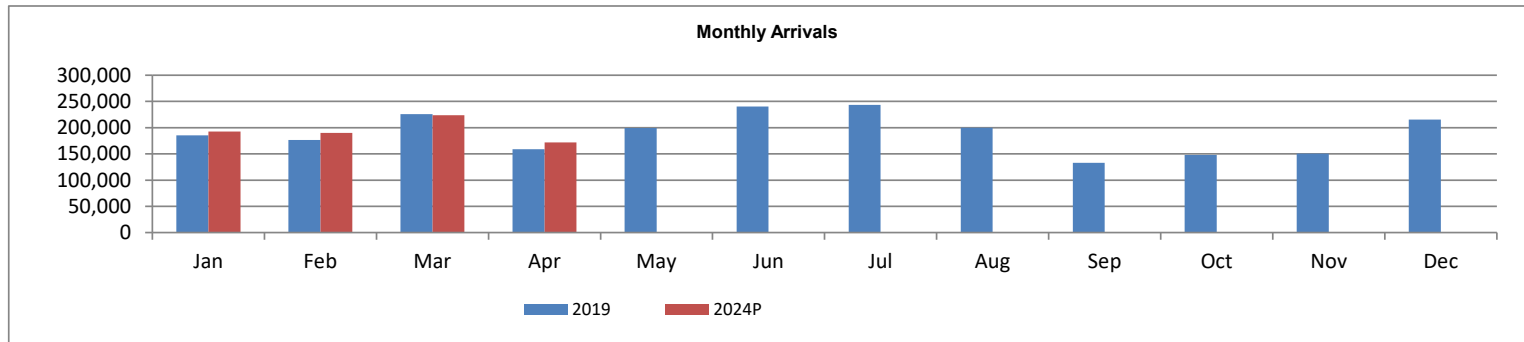
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 32.3%	1,525.7	2,018.0	6,180.2	O'ahu	11.3%	468,296
Daily Spend (\$PPPD)	↑ 27.0%	207.3	263.3	270.8	Maui	-16.2%	224,099
Visitor Days	↔ 4.1%	7,361,321	7,664,955	22,820,132	Moloka'i	-36.2%	3,504
Arrivals	↔ 4.2%	746,793	777,867	2,344,117	Lāna'i	-38.0%	5,185
Daily Census	↔ 3.3%	61,344	63,347	62,350	Kaua'i	5.7%	141,411
Airlift (scheduled seats) [^]	↔ 8.1%	390,389	422,170	1,217,854	Hawai'i Island	17.3%	173,860

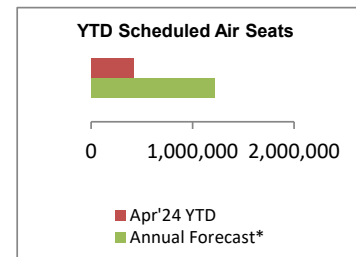
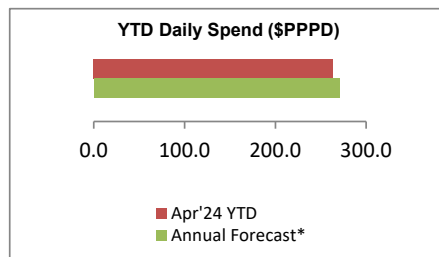
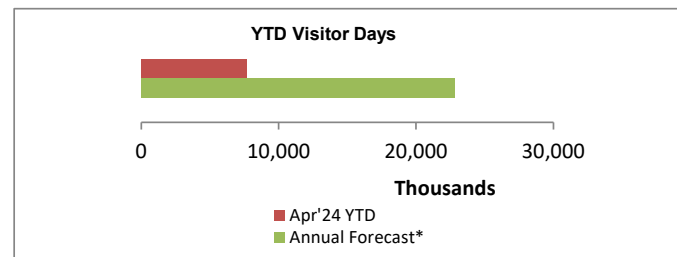
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

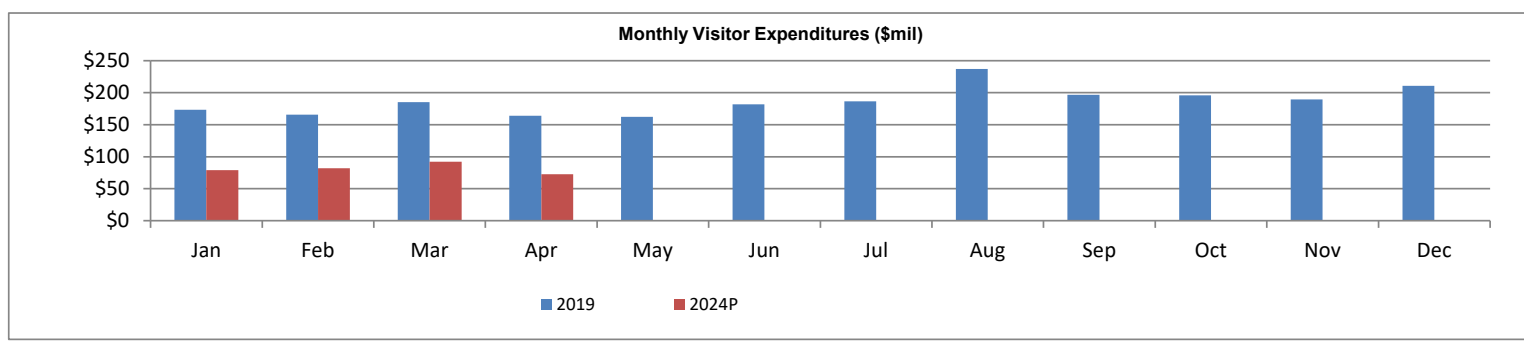
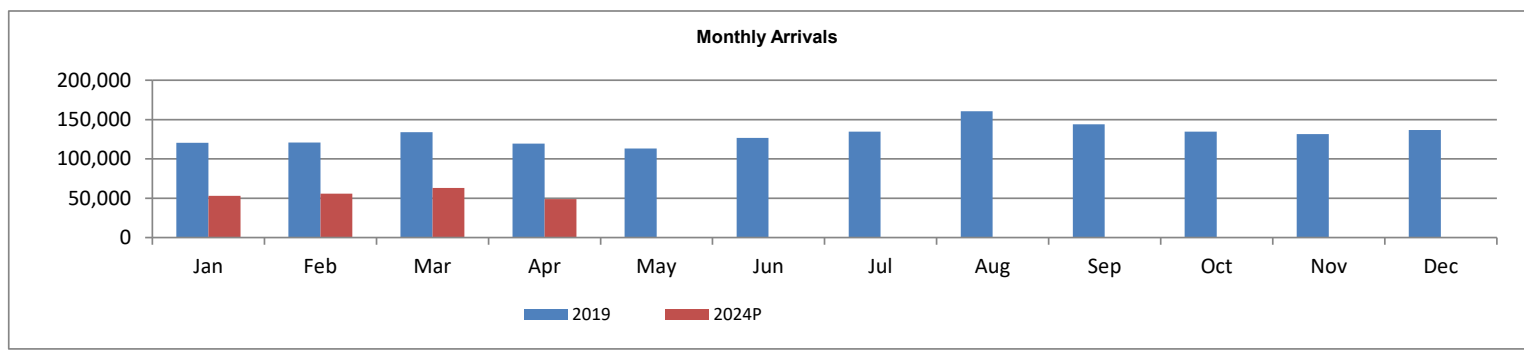
Market: **JAPAN**

Key Performance Indicators

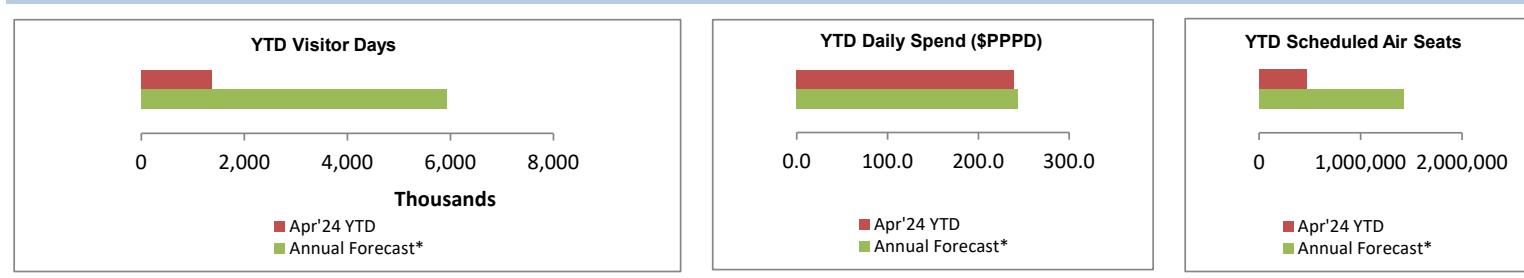
	YOY Rate	Apr'19 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -52.7%	688.1	325.7	1,445.2	O'ahu	-54.1%	215,373
Daily Spend (\$PPPD)	↔ 0.4%	238.3	239.3	243.6	Maui	-75.1%	4,033
Visitor Days	↓ -52.8%	2,886,779	1,361,120	5,932,051	Moloka'i	-6.6%	369
Arrivals	↓ -55.4%	494,416	220,563	956,782	Lāna'i	-82.5%	110
Daily Census	↓ -53.2%	24,056	11,249	16,208	Kaua'i	-75.0%	2,142
Airlift (scheduled seats) [^]	↓ -30.0%	664,654	465,341	1,424,893	Hawai'i Island	-67.0%	15,380

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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

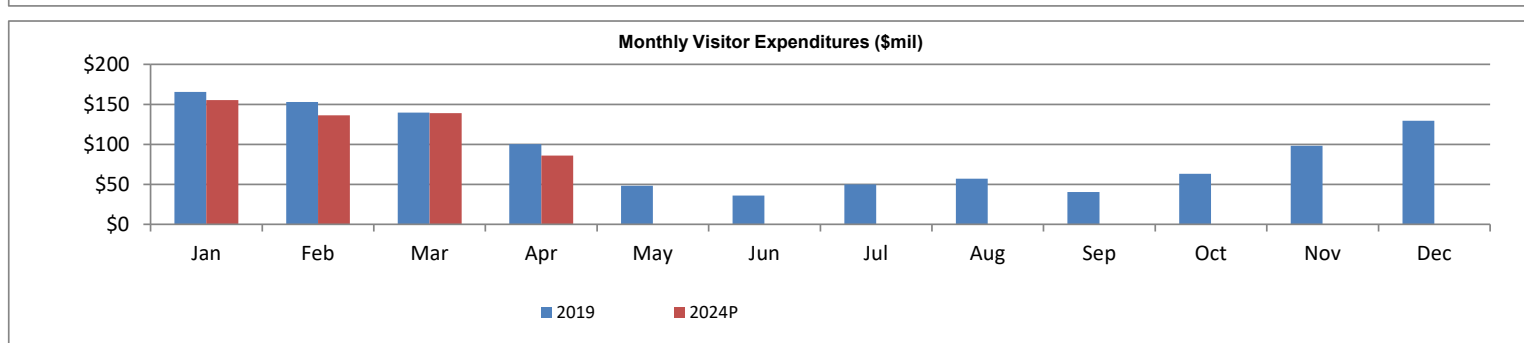
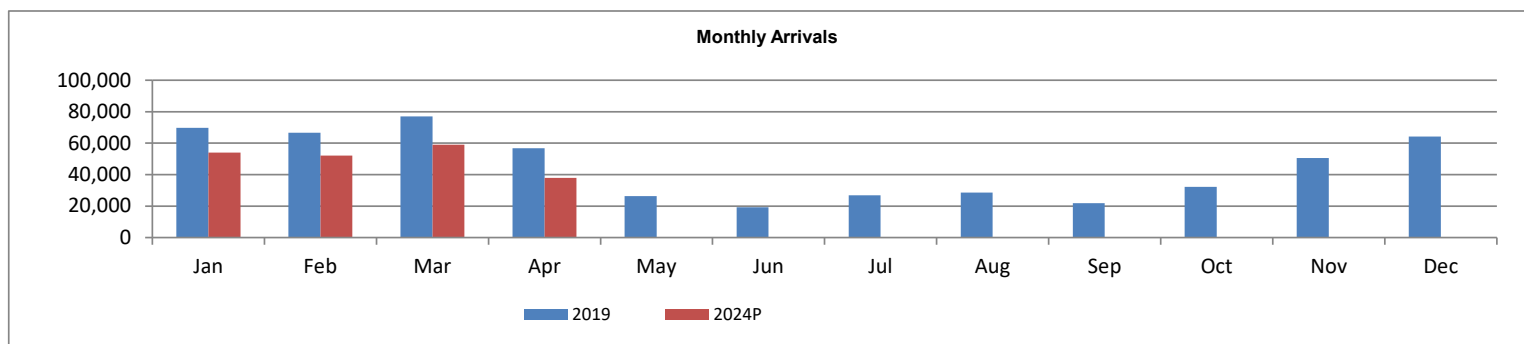
Market: **CANADA**

Key Performance Indicators

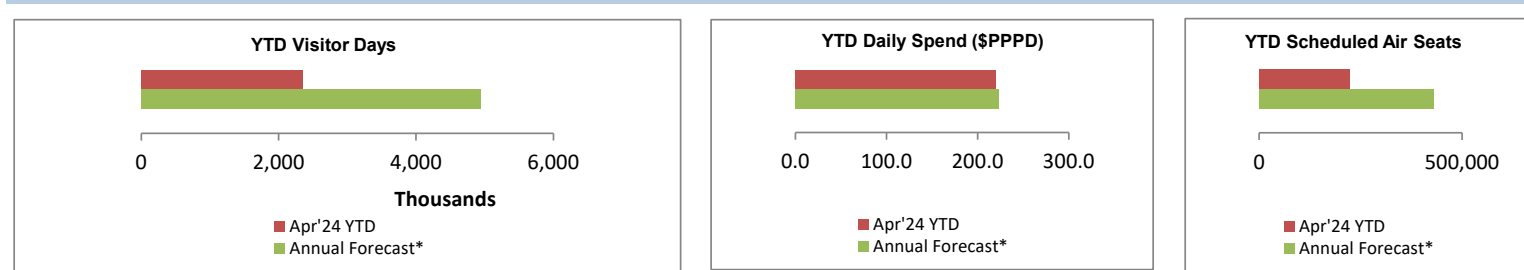
	YOY Rate	Apr'19 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -7.5%	558.4	516.5	1,107.8	O'ahu	-0.1%	107,621
Daily Spend (\$PPPD)	👈 32.2%	166.1	219.6	223.9	Maui	-42.4%	75,989
Visitor Days	👇 -30.0%	3,362,088	2,352,411	4,946,565	Moloka'i	-42.6%	1,359
Arrivals	👇 -24.8%	269,939	203,101	449,688	Lāna'i	-63.2%	1,017
Daily Census	👇 -30.6%	28,017	19,441	13,515	Kaua'i	-44.8%	21,696
Airlift (scheduled seats) [^]	👇 -17.7%	269,770	222,043	429,764	Hawai'i Island	-25.0%	37,198

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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: **OCEANIA**

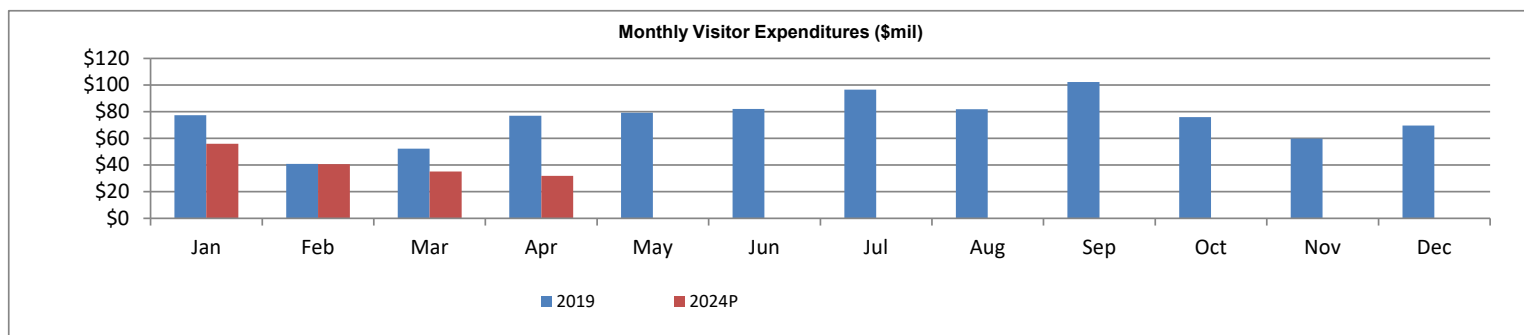
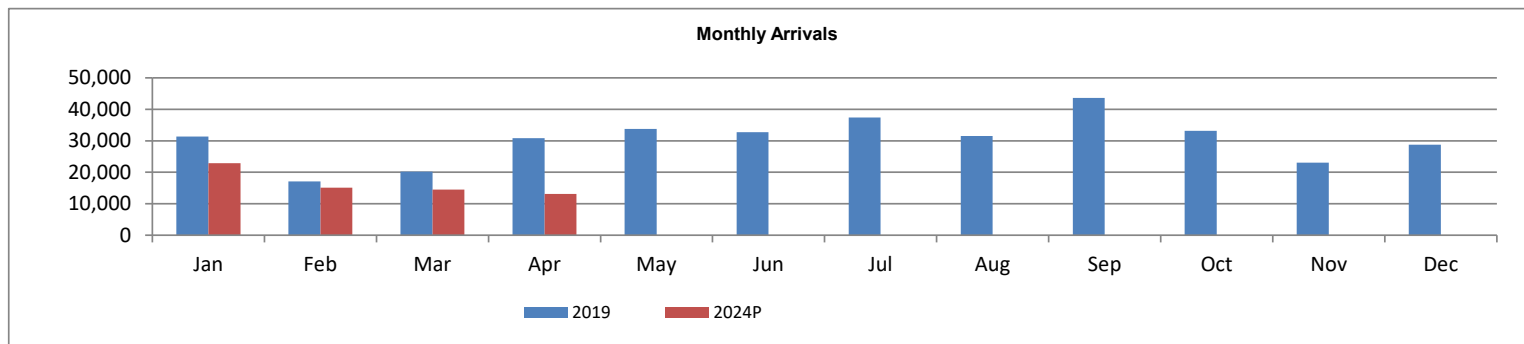
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -33.9%	247.6	163.7	673.7	O'ahu	-33.8%	64,380
Daily Spend (\$PPPD)	↔ 8.2%	266.8	288.8	300.9	Maui	-67.8%	4,988
Visitor Days	↓ -38.9%	927,903	566,841	2,238,871	Moloka'i	-50.0%	557
Arrivals	↓ -34.0%	99,399	65,632	248,763	Lāna'i	-59.6%	661
Daily Census	↓ -39.4%	7,733	4,685	6,117	Kaua'i	-56.7%	3,793
Airlift (scheduled seats) [^]	↓ -35.6%	158,779	102,243	296,701	Hawai'i Island	-55.2%	4,964

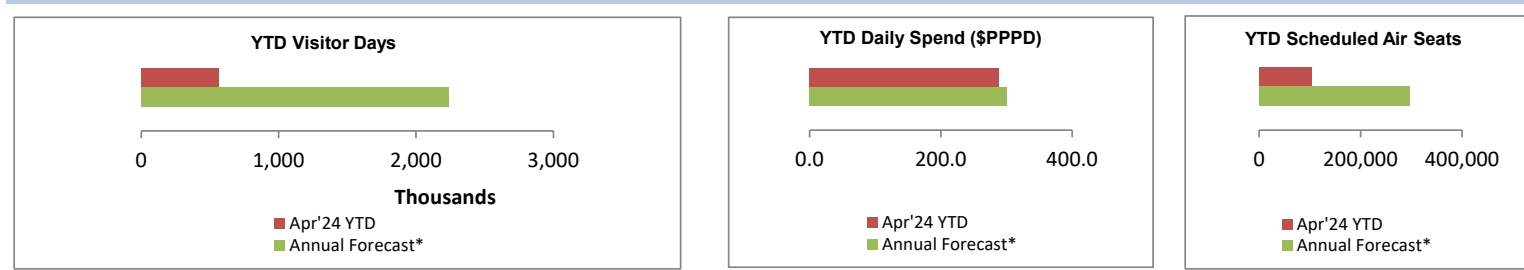
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

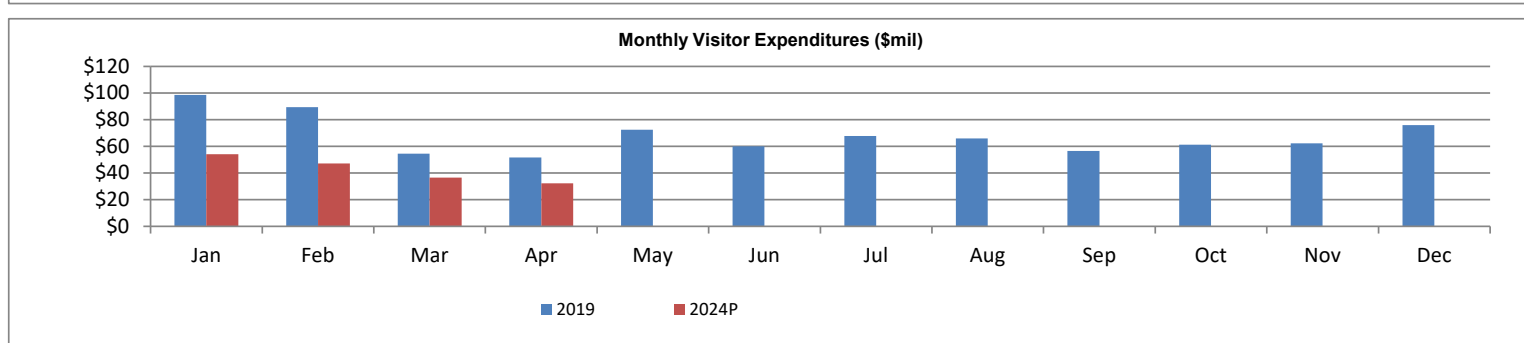
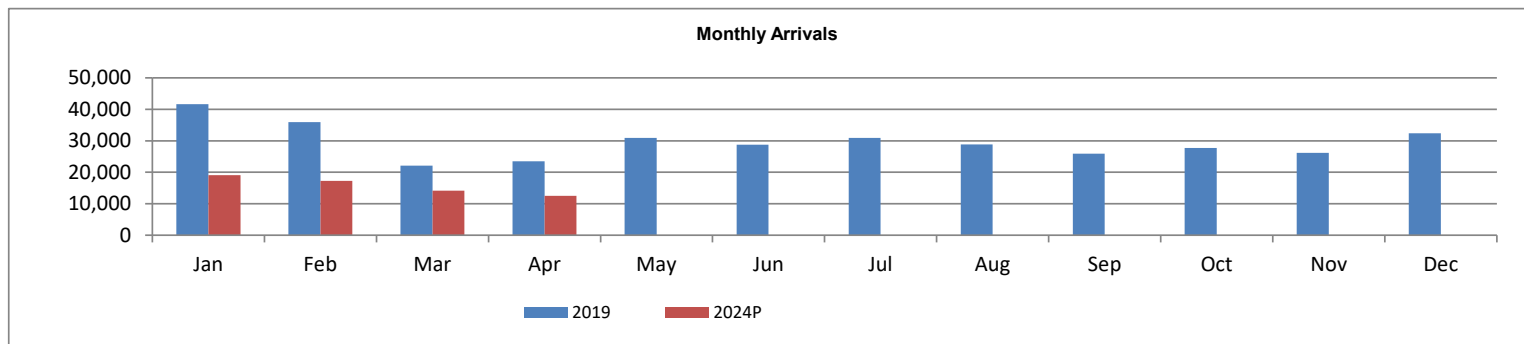
Market: **OTHER ASIA**

Key Performance Indicators

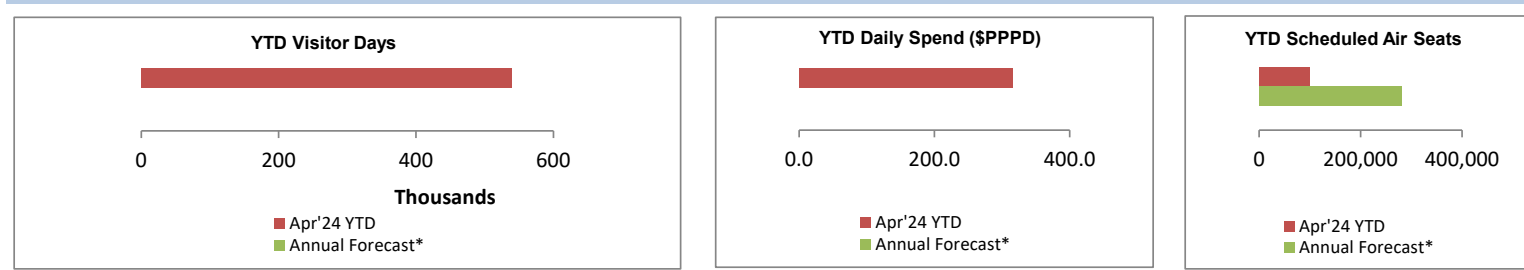
	YOY Rate	Apr'19 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -42.1%	294.2	170.2	NA	O'ahu	-49.5%	60,703
Daily Spend (\$PPPD)	↔ 7.7%	293.0	315.5	NA	Maui	-84.8%	3,300
Visitor Days	↓ -46.3%	1,004,090	539,635	NA	Moloka'i	-71.5%	177
Arrivals	↓ -48.8%	123,045	63,002	NA	Lāna'i	-88.9%	93
Daily Census	↓ -46.7%	8,367	4,460	NA	Kaua'i	-46.8%	2,755
Airlift (scheduled seats) [^]	↓ -39.9%	165,205	99,214	281,144	Hawai'i Island	-53.3%	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

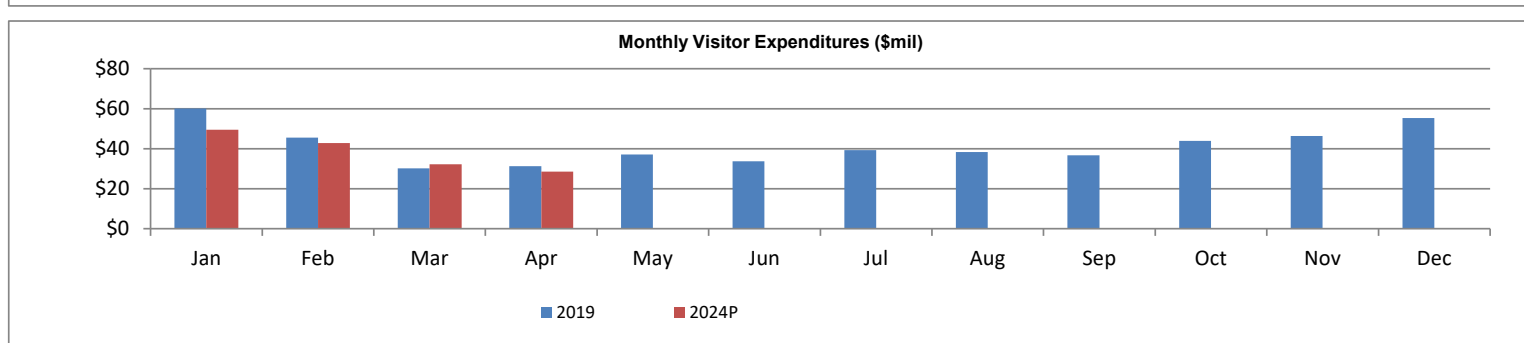
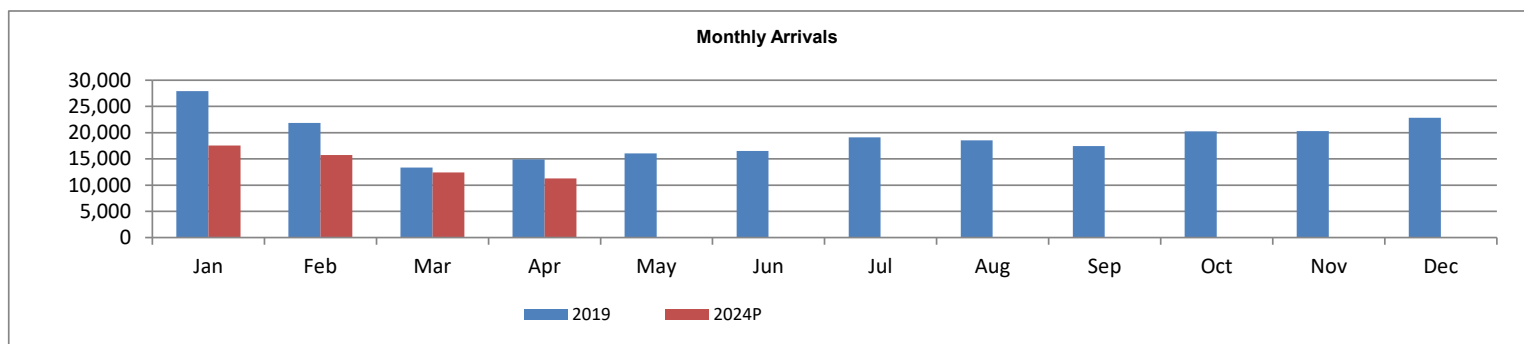
Market: **KOREA**

Key Performance Indicators

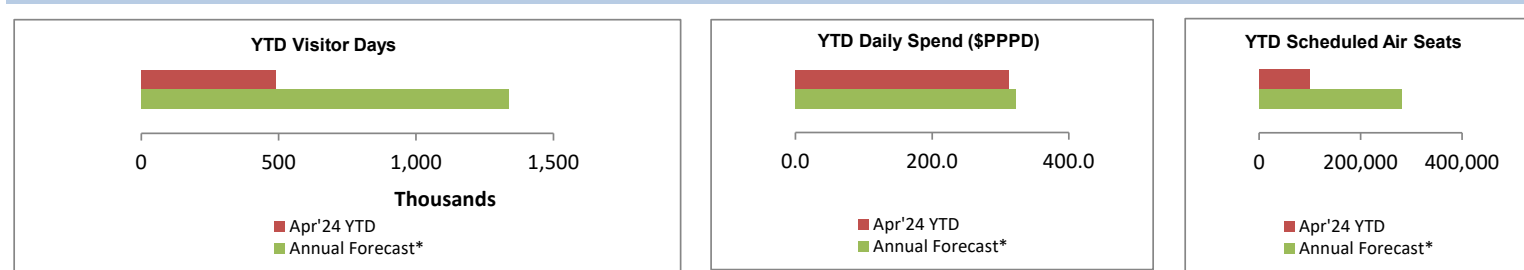
	YOY Rate	Apr'19 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -8.4%	167.1	153.1	431.9	O'ahu	-27.5%	55,698
Daily Spend (\$PPPD)	👈 15.2%	270.8	312.0	322.4	Maui	-77.3%	2,426
Visitor Days	👇 -20.5%	616,960	490,575	1,339,495	Moloka'i	-56.0%	145
Arrivals	👇 -27.0%	78,027	56,956	167,437	Lāna'i	-91.4%	27
Daily Census	👇 -21.1%	5,141	4,054	3,660	Kaua'i	-23.1%	2,315
Airlift (scheduled seats) [^]	👇 -10.8%	111,168	99,214	281,144	Hawai'i Island	4.1%	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**

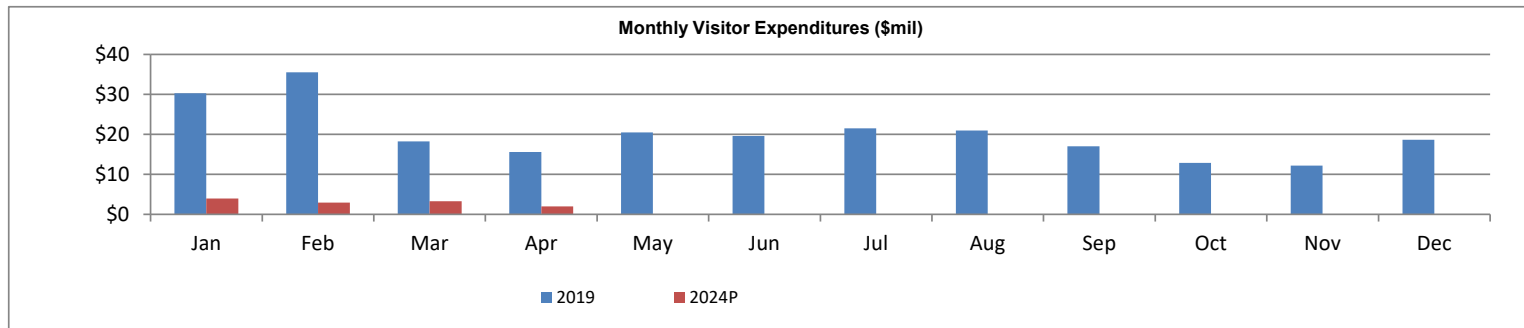
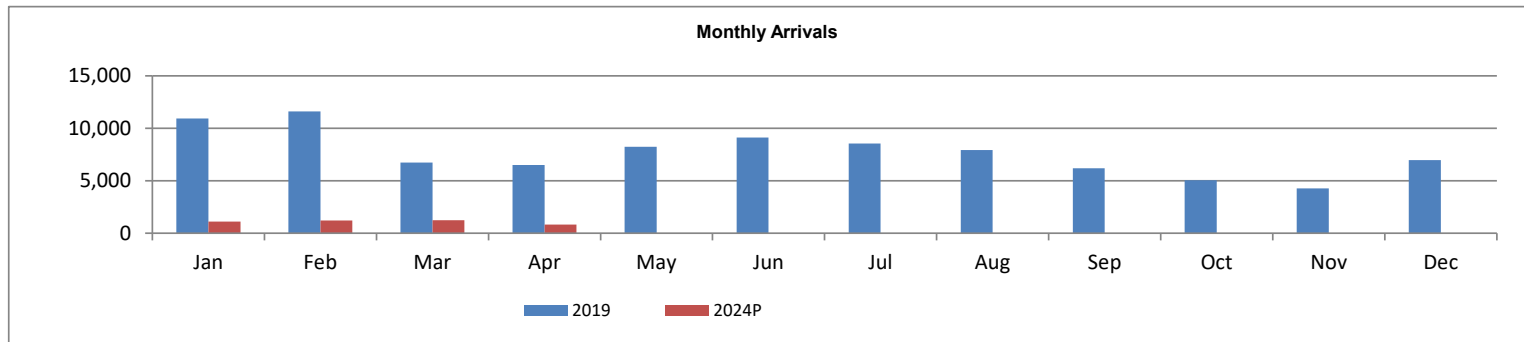
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'24 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -87.8%	99.6	12.1	NA		O'ahu	-89.1%	3,782
Daily Spend (\$PPPD)	↑ 15.9%	329.7	382.1	NA		Maui	-93.8%	538
Visitor Days	↓ -89.5%	302,061	31,780	NA		Moloka'i	-91.6%	22
Arrivals	↓ -87.8%	35,791	4,350	NA		Lāna'i	-89.0%	50
Daily Census	↓ -89.6%	2,517	263	NA		Kaua'i	-83.3%	264
Airlift (scheduled seats) [^]	N/A	43,633	N/A	N/A		Hawai'i Island	-91.1%	1,260

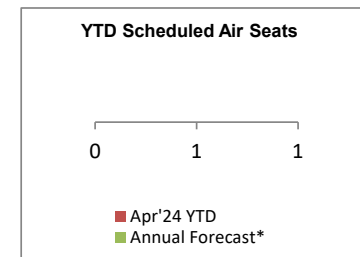
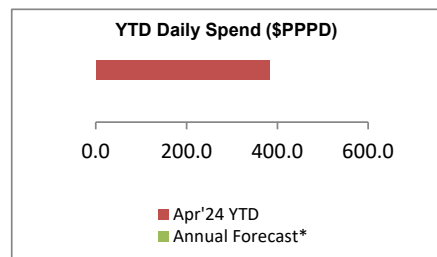
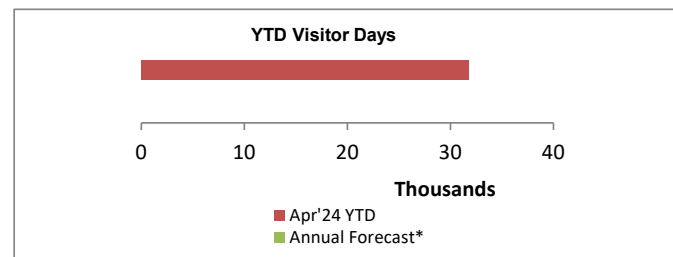
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

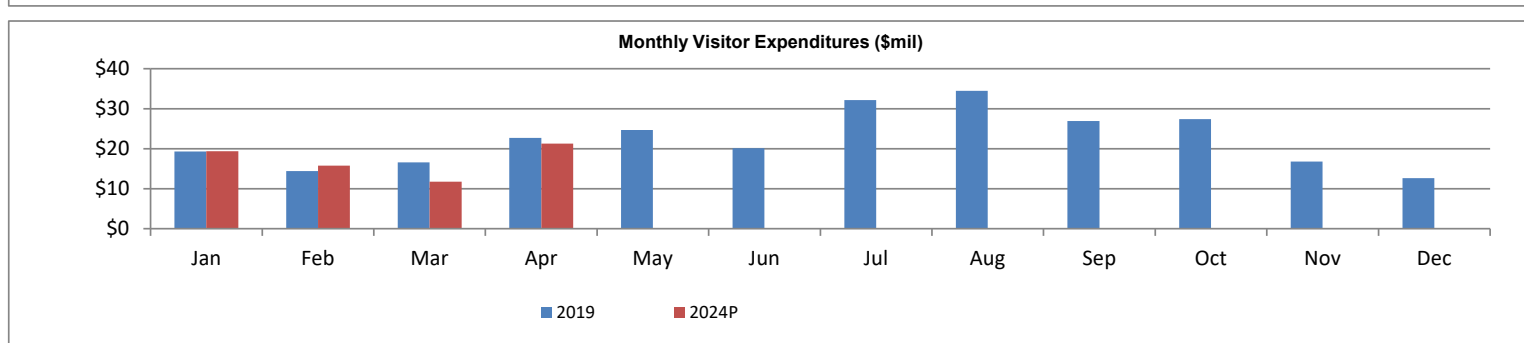
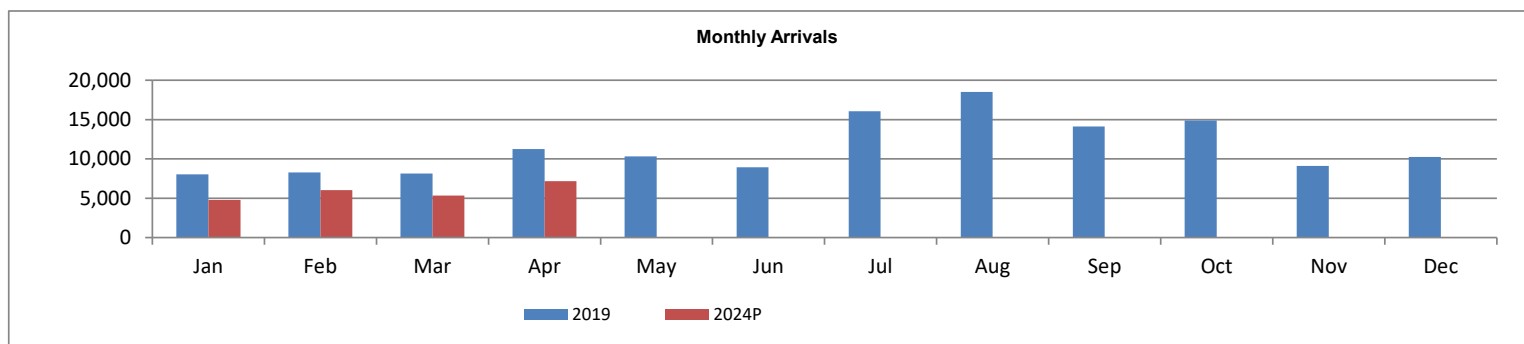
Market: **EUROPE**

Key Performance Indicators

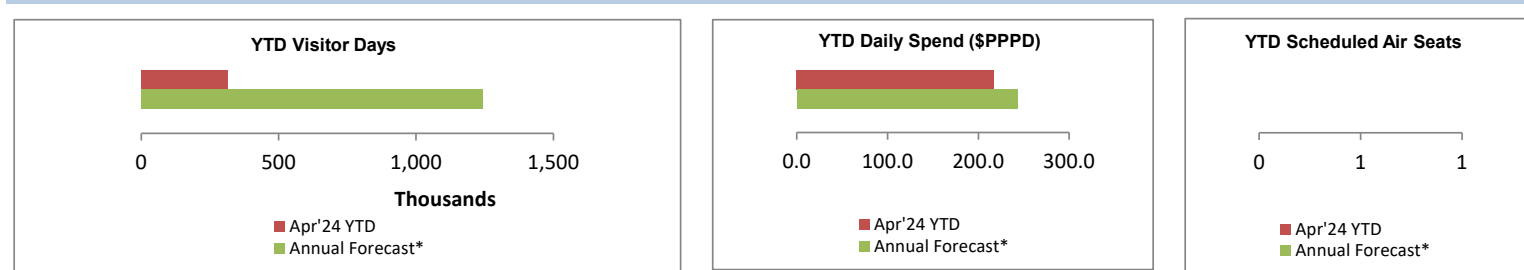
	YOY Rate	Apr'19 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👇 -6.6%	73.0	68.2	302.3	O'ahu	-32.1%	17,912
Daily Spend (\$PPPD)	👆 39.2%	156.0	217.2	243.1	Maui	-53.5%	6,853
Visitor Days	👇 -32.9%	467,685	313,877	1,243,817	Moloka'i	-64.2%	199
Arrivals	👇 -34.7%	35,704	23,299	95,678	Lāna'i	-74.9%	118
Daily Census	👇 -33.4%	3,897	2,594	3,398	Kaua'i	-32.9%	5,319
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-26.2%	7,409

^{*} DBEDT Annual Forecast as of Q1 2024.
[^] 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**

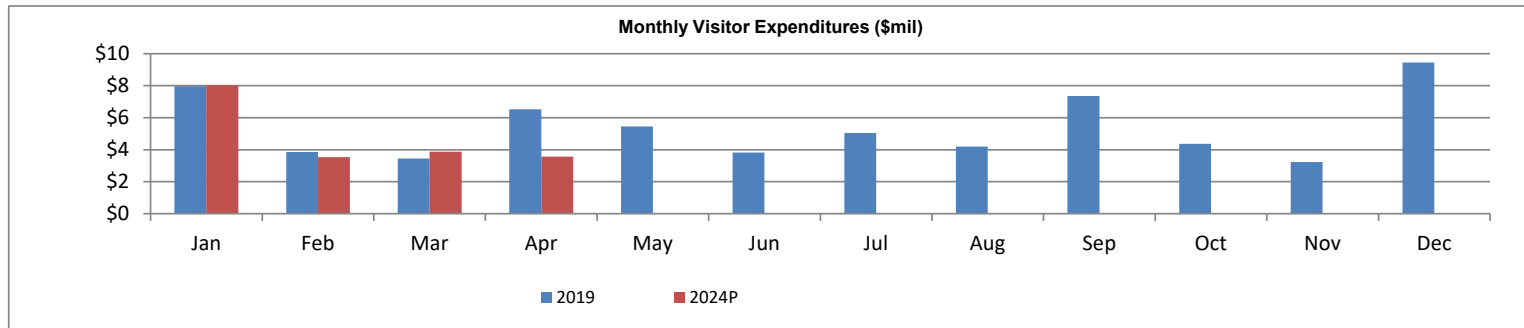
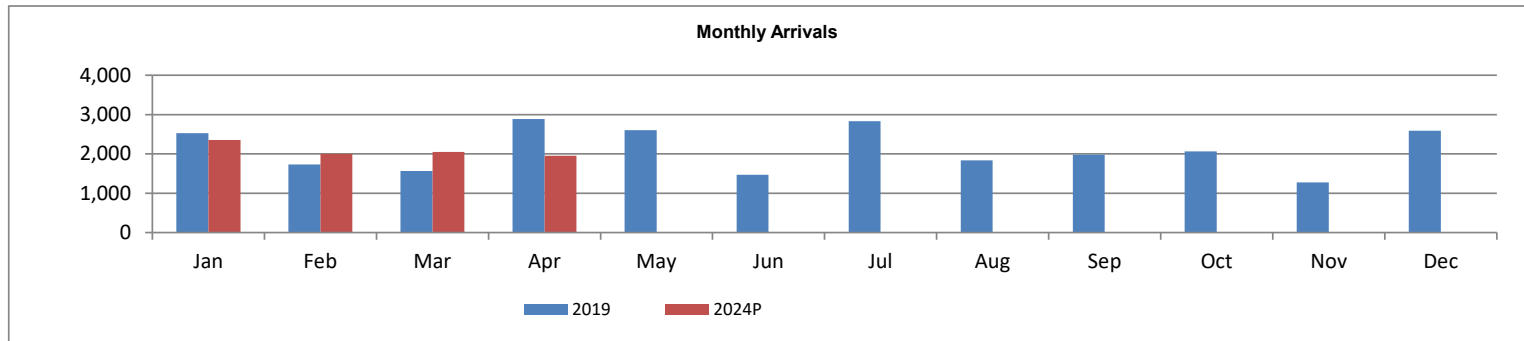
Key Performance Indicators

	YOY Rate	Apr'19 YTD	Apr'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -12.8%	21.8	19.0	NA	O'ahu	-4.4%	6,471
Daily Spend (\$PPPD)	↓ -10.4%	234.3	210.0	NA	Maui	-31.1%	2,036
Visitor Days	↓ -2.7%	92,999	90,525	NA	Moloka'i	-40.9%	30
Arrivals	↓ -4.1%	8,707	8,353	NA	Lāna'i	-78.5%	40
Daily Census	↓ -3.5%	775	748	NA	Kaua'i	-7.3%	978
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-0.1%	1,539

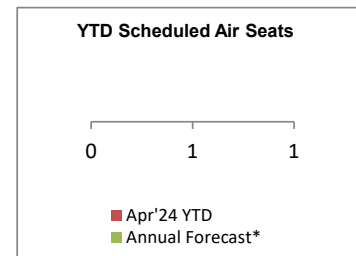
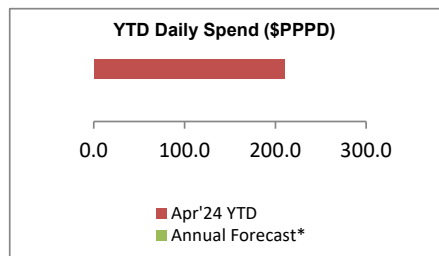
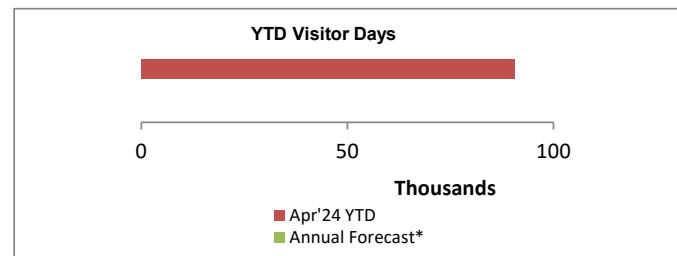
* DBEDT Annual Forecast as of Q1 2024.

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