Market Insights – May 2024

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

Hawai‘i's tourism economy experienced:

- Total visitor spending: $8.35 billion, down from $8.78 billion (-4.9%) in the first five months of 2023, but higher than $7.23 billion (+15.6%) in the first five months of pre-pandemic 2019.
- Visitor arrivals: 3,908,307 visitors, compared to 4,075,437 visitors (-4.1%) in the first five months of 2023 and 4,224,071 visitors (-7.5%) in the first five months of 2019.
- Statewide average daily census[1]: 226,066 total visitors in the first five months of 2024, 243,684 visitors (-7.2%) in first five months of 2023 and 244,402 visitors (-7.5%) in first five months of 2019.
- Air service: 24,873 transpacific flights with 5,537,891 seats, compared to 25,261 flights (-1.5%) with 5,537,814 seats (+0.0%) in the first five months of 2023 and 25,330 flights (-1.8%) with 5,567,901 seats (-0.5%) in the first five months of 2019.
- For FY2024 (July 2023 - May 2024), the state collected $724.2 million in TAT, compared $803.0 million (-9.8%) collected in FY 2023 (July 2022 – May 2023), and $559.0 million (+29.5%) collected in FY 2020 (July 2019 – May 2020) (Preliminary data from Dept of Taxation).

Table 1: Overall Key Performance Indicators – Total (Air + Cruise) – Year-to-Date May 2024P vs. Year-to-Date May 2023P

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-4.9%	8,781.6	8,352.7	20,955.2
Daily Spend ($PPPD)	1.9%	238.7	243.1	244.4
Visitor Days	-6.6%	36,796,254	34,362,066	85,754,711
Arrivals	-4.1%	4,075,437	3,908,307	9,644,345
Daily Census	-7.2%	243,684	226,066	234,302
Airlift (scheduled seats)^	-0.2%	5,524,757	5,512,991	13,409,335

*DBEDT 2023 annual forecast (Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April *19, 2024*, subject to change.

Table 2: Overall Key Performance Indicators – Total (Air + Cruise) – Year-to-Date May 2024P vs. Year-to-Date May 2019

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	15.6%	7,227.0	8,352.7	20,955.2
Daily Spend ($PPPD)	24.1%	195.8	243.1	244.4
Visitor Days	-6.9%	36,904,705	34,362,066	85,754,711
Arrivals	-7.5%	4,224,071	3,908,307	9,644,345
Daily Census	-7.5%	244,402	226,066	234,302
Airlift (scheduled seats)^	-0.2%	5,526,217	5,512,991	13,409,335

*DBEDT 2023 annual forecast (Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April *19*, 2024, 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 May 2024P vs. Year-to-Date May 2023P

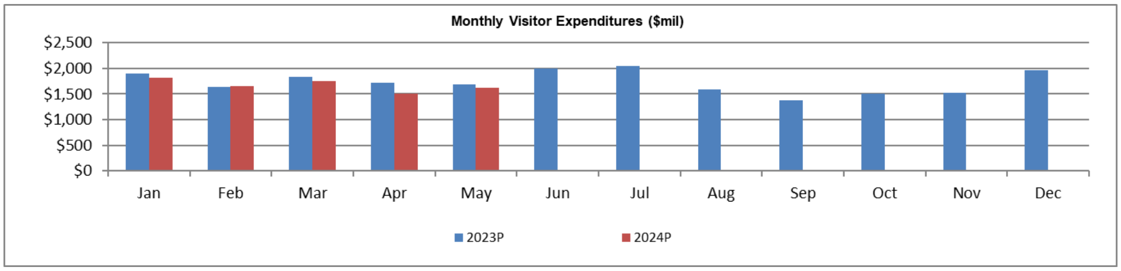
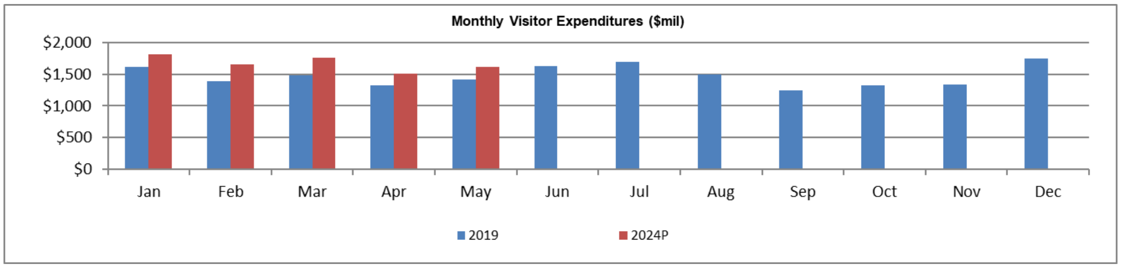


Figure 2: Monthly Visitor Expenditures ($mil) – Year-to-Date May 2024P vs. Year-to-Date May 2019



Major Market Areas (MMAs)

USA

Table 3: Key Performance Indicators - U.S. Total (Year-to-Date May 2024P vs. Year-to-Date May 2023P)

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-6.7%	6,825.5	6,367.2	15,666.3
Daily Spend ($PPPD)	2.0%	240.0	244.8	244.6
Visitor Days	-8.5%	28,434,790	26,012,656	64,059,129
Arrivals	-8.1%	3,190,237	2,932,804	7,176,948
Daily Census	-9.1%	188,310	171,136	175,025
Airlift (scheduled seats)^	-4.4%	4,524,439	4,324,731	10,655,166

*DBEDT 2023 annual forecast (Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April 19, 2024, subject to change.

Table 4: Key Performance Indicators - U.S. Total (Year-to-Date May 2024P vs. Year-to-Date May 2019)

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	36.5%	4,663.6	6,367.2	15,666.3
Daily Spend ($PPPD)	29.9%	188.4	244.8	244.6
Visitor Days	5.1%	24,754,405	26,012,656	64,059,129
Arrivals	6.6%	2,751,492	2,932,804	7,176,948
Daily Census	4.4%	163,936	171,136	175,025
Airlift (scheduled seats)^	11.6%	3,875,933	4,324,731	10,655,166

*DBEDT 2023 annual forecast (Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April 19, 2024, subject to change.

- The US economy continues to grow at a solid pace. Adjusted for inflation, GDP was reported to have increased at a 1.6 percent annual rate in the first quarter of 2024. That was a moderation from a 3.4 percent expansion in the fourth quarter of 2023. However, private domestic final purchases – which excludes inventory investment, government spending, and net exports and usually sends a clearer signal on underlying demand – grew 3.1 percent in the first quarter of 2024 which was as strong as the second half of 2023.
- The Conference Board Consumer Confidence Index rose in May 2024 to 102.0 (1985=100) from 97.5 in April 2024. The Present Situation Index—based on consumers' assessment of current business and labor market conditions—increased to 143.1 (1985=100) in May 2024 from 140.6 in April. Meanwhile, the Expectations Index—based on consumers' short-term outlook for income,

business, and labor market conditions—rose to 74.6 (1985=100) from 68.8 last month. Despite this improvement, for the fourth consecutive month, the Expectations Index was below 80, the threshold which usually signals a recession ahead.

- Sixty-one percent of Americans plan to travel overnight for leisure in the next four months and 34 percent of Americans expect to increase their overnight leisure travel this summer compared to 2023, according to a new survey commissioned by the American Hotel & Lodging Association (AHLA) and conducted by Morning Consult. More adults plan to travel for leisure (61%) than for business (35%) in the next four months, and hotels are the most popular lodging option for those likely travelers. Hotels continue to be the most popular lodging choice for leisure (46%) and business (60%) travelers. Yet, a third of leisure travelers would stay with family or friends; mainly when in relation to holiday traveling. Few leisure travelers would opt to stay at a short-term rental like Airbnb when traveling. Inflation continues to negatively impact growth for hoteliers and other travel-related businesses. Adults are less likely to stay in a hotel (55%), travel overnight (51%), travel by airplane (46%), and rent cars (44%) because of inflation. One-third of travelers (34%) plan to increase the amount of leisure travel they take this summer compared to last summer. Thirty-one percent said they are more likely to stay in a hotel this summer compared to last summer. Those traveling for romantic getaways or solo adventures are more likely to stay at a hotel than those traveling for family excursions or upcoming holidays.
- Airline Seat Capacity Outlook for June-August 2024 was updated on June 3, 2024. The forecast for domestic scheduled nonstop air seats to Hawai‘i during this period will be flat at 0.5 percent compared to the same period in 2023. This projection is based on flights appearing in Diio Mi. A slight increase in seats is expected from U.S. West (+0.2%) with an increase from the U.S. East (+3.1%).

US WEST

Table 5: Key Performance Indicators - U.S. West (Year-to-Date May 2024P vs. Year-to-Date May 2023P)

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-6.4%	4,072.1	3,809.8	9,533.5
Daily Spend ($PPPD)	2.7%	226.5	232.6	233.0
Visitor Days	-8.9%	17,981,418	16,381,884	40,916,237
Arrivals	-8.4%	2,123,646	1,945,227	4,825,028
Daily Census	-9.5%	119,082	107,776	111,793
Airlift (scheduled seats)^	-3.4%	3,947,822	3,812,214	9,437,312

*DBEDT 2023 annual forecast (Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April *19*, 2024, subject to change.

Table 6: Key Performance Indicators - U.S. West (Year-to-Date May 2024P vs. Year-to-Date May 2019)

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	38.8%	2,745.5	3,809.8	9,533.5
Daily Spend ($PPPD)	31.6%	176.7	232.6	233.0
Visitor Days	5.5%	15,534,602	16,381,884	40,916,237
Arrivals	7.7%	1,805,355	1,945,227	4,825,028
Daily Census	4.8%	102,878	107,776	111,793
Airlift (scheduled seats)^	12.3%	3,393,809	3,812,214	9,437,312

*DBEDT 2023 annual forecast (Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April *19*, 2024, subject to change.

- In the first five months of 2024, there were 1,945,227 visitors from the U.S. West, compared to 2,123,646 visitors (-8.4%) in the first five months of 2023 and 1,805,355 visitors (+7.7%) in the first five months of 2019. U.S. West visitors spent $3.81 billion in the first five months of 2024, compared to $4.07 billion (-6.4%) in the first five months of 2023 and $2.75 billion (+38.8%) in the first five months of 2019.
- In the first five months of 2024, 18,270 scheduled flights with 3,812,214 seats serviced Hawai‘i from U.S. West. In the first five months of 2023, there were 19,123 scheduled flights (-4.5%) with 3,947,822 seats (-3.4%). In the first five months of 2019 there were 16,914 scheduled flights (+8.0%) with 3,393,809 seats (+12.3%).

US EAST

Table 7: Key Performance Indicators - U.S. East (Year-to-Date May 2024P vs. Year-to-Date May 2023P)

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-7.1%	2,753.4	2,557.4	6,132.9
Daily Spend ($PPPD)	0.8%	263.4	265.5	265.0
Visitor Days	-7.9%	10,453,373	9,630,772	23,142,892
Arrivals	-7.4%	1,066,591	987,577	2,351,920
Daily Census	-8.5%	69,228	63,360	63,232
Airlift (scheduled seats)^	-11.1%	576,617	512,517	1,217,854

*DBEDT 2023 annual forecast Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April *19*, 2024, subject to change.

Table 8: Key Performance Indicators - U.S. East (Year-to-Date May 2024P vs. Year-to-Date May 2019)

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	33.3%	1,918.1	2,557.4	6,132.9
Daily Spend ($PPPD)	27.6%	208.0	265.5	265.0
Visitor Days	4.5%	9,219,803	9,630,772	23,142,892
Arrivals	4.4%	946,137	987,577	2,351,920
Daily Census	3.8%	61,058	63,360	63,232
Airlift (scheduled seats)^	6.3%	482,124	512,517	1,217,854

*DBEDT 2023 annual forecast (Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April *19*, 2024, subject to change.

- In the first five months of 2024, 987,577 visitors arrived from the U.S. East, compared to 1,066,591 visitors (-7.4%) in the first five months of 2023 and 946,137 visitors (+4.4%) in the first five months of 2019. U.S. East visitors spent $2.56 billion in the first five months of 2024, compared to $2.75 billion (-7.1%) in the first five months of 2023 and $1.92 billion (+33.3%) in the first five months of 2019.
- In the first five months of 2024, 1,932 scheduled flights with 512,517 seats serviced Hawai‘i from U.S. East. In the first five months of 2023, there were 2,068 scheduled flights (-6.6%) with 576,617 seats (-11.1%). In the first five months of 2019 there were 1,669 scheduled flights (+15.8%) with 482,124 seats (+6.3%).

JAPAN

Table 9: Key Performance Indicators – Japan (Year-to-Date May 2024P vs. Year-to-Date May 2023P)

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	43.4%	274.9	394.0	1,130.3
Daily Spend ($PPPD)	1.1%	236.3	238.9	239.0
Visitor Days	41.8%	1,163,161	1,649,408	4,729,243
Arrivals	59.2%	167,493	266,687	770,235
Daily Census	40.9%	7,703	10,851	12,921
Airlift (scheduled seats)^	55.5%	374,296	581,888	1,424,893

*DBEDT 2023 annual forecast Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April *19*, 2024, subject to change.

Table 10: Key Performance Indicators – Japan (Year-to-Date May 2024P vs. Year-to-Date May 2019)

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-53.7%	850.4	394.0	1,130.3
Daily Spend ($PPPD)	-0.2%	239.3	238.9	239.0
Visitor Days	-53.6%	3,553,482	1,649,408	4,729,243
Arrivals	-56.1%	607,643	266,687	770,235
Daily Census	-53.9%	23,533	10,851	12,921
Airlift (scheduled seats)^	-29.5%	825,902	581,888	1,424,893

*DBEDT 2023 annual forecast (Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April *19*, 2024, subject to change.

- In the first five months of 2024, there were 266,687 visitors from Japan, compared to 167,493 visitors (+59.2%) in the first five months of 2023 and 607,643 visitors (-56.1%) in the first five months of 2019. Visitors from Japan spent $394.0 million in the first five months of 2024, compared to $274.9 million (+43.4%) in the first five months of 2023 and $850.4 million (-53.7%) in the first five months of 2019.
- In the first five months of 2024, 1,985 scheduled flights with 581,888 seats serviced Hawai‘i from Japan. In the first five months of 2023, there were 1,391 scheduled flights (+42.7%) with 374,296 seats (+55.5 %). In the first five months of 2019 there were 3,297 scheduled flights (-39.8%) with 825,902 seats (-29.5%).
- In April 2024, the estimated number of Japanese departing from Japan was 888,800, representing a 53.3 percent recovery compared to the same month in 2019 and a significant increase of 58.7 percent from April 2023 (560,183), according to JNTO.
- According to TripAdvisor's Summer 2024 Travel Trends Survey, 68 percent of respondents plan to travel this summer, a slight increase from the previous year. Between June 1 and August 31, 2024, 68 percent of respondents intend to travel, with 85 percent planning domestic trips, 5 percent opting for overseas destinations, and 10 percent planning both types of travel. Overseas travel plans are affected by the weak yen and other economic factors. The most popular overseas summer destinations are Seoul, South Korea, followed by Honolulu, Hawai‘i.
- A survey on global travel trends amidst inflation revealed that one-third of respondents would consider altering their travel plans for a more affordable option, with 52 percent of Japanese respondents indicating a willingness to adjust their itineraries based on price. When choosing destinations, 66 percent of Japanese respondents prioritize landmarks, galleries, museums, and other sights. Recommendations from friends and family influence destination decisions for more than half (52%) of Japanese respondents, followed by TV programs and advertisements (47%). Additionally, 43% of respondents rely on travel booking sites, blogs, and related content.
- Due to yen depreciation, Japanese consumers are increasingly considering alternative beach resort destinations such as Bali, Thailand, and Singapore. However, airlines are focusing their resources on promoting Hawai‘i as their primary summer and Quarter 3 destination, with HTJ's "Yappari Hawai‘i" promotion collaborating closely with airlines to enhance promotional effectiveness.
- Starting May 1, 2024, Hawaiian Airlines launched a campaign featuring a weekly drawing for a 200,000-mile round-trip ticket (two roundtrips) from Japan to Hawai‘i. This campaign coincides with the Lei Day celebration, symbolizing aloha, and extends throughout May as part of the "31 Days of Lei" giveaway. Eligibility is open to residents of Japan aged 18 and above.

CANADA

Table 11: Key Performance Indicators – Canada (Year-to-Date May 2024P vs. Year-to-Date May 2023P)

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-8.5%	613.2	561.1	1,107.7
Daily Spend ($PPPD)	2.2%	215.3	220.0	223.0
Visitor Days	-10.5%	2,848,668	2,550,968	4,967,107
Arrivals	-6.2%	238,250	223,402	439,567
Daily Census	-11.0%	18,865	16,783	13,571
Airlift (scheduled seats)^	-7.6%	258,149	238,592	429,764

*DBEDT 2023 annual forecast (Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April 19, 2024, subject to change.

Table 12: Key Performance Indicators – Canada (Year-to-Date May 2024P vs. Year-to-Date May 2019)

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-7.5%	606.7	561.1	1,107.7
Daily Spend ($PPPD)	32.2%	166.4	220.0	223.0
Visitor Days	-30.0%	3,646,133	2,550,968	4,967,107
Arrivals	-24.6%	296,362	223,402	439,567
Daily Census	-30.5%	24,147	16,783	13,571
Airlift (scheduled seats)^	-17.7%	289,796	238,592	429,764

DBEDT 2023 annual forecast (Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April 19, 2024, subject to change.

- In the first five months of 2024, there were 223,402 visitors from Canada, compared to 238,250 visitors (-6.2%) in the first five months of 2023 and 296,362 visitors (-24.6%) in the first five months of 2019. Visitors from Canada spent $561.1 million in the first five months of 2024, compared to $613.2 million (-8.5%) in the first five months of 2023 and $606.7 million (-7.5%) in the first five months of 2019.
- In the first five months of 2024, 1,307 scheduled flights with 238,592 seats serviced Hawai'i from Canada. In the first five months of 2023, there were 1,396 scheduled flights (-6.4%) with 258,149 seats (-7.6%). In the first five months of 2019 there were 1,540 scheduled flights (-15.1%) with 289,796 seats (-17.7%).
- The average currency exchange rate in May 2024 was $0.73, which tends to unfavorably impact considerations for US travel. However, this rate has remained below $0.75 for the past 10 months, establishing a "new normal" that has a diminished effect on US travel considerations.
- The Canadian economy has exceeded expectations, avoiding the recession that some had predicted despite higher interest rates. Inflation, which peaked at 8.1 percent in June 2022, decreased to 2.9 percent in January and further to 2.8 percent by February 2024.
- According to a recent survey on summer outbound travel, nearly half of leisure travelers who have chosen a destination plan to visit the US for their longest trip this summer (46%), a higher proportion than reported at the beginning of the 2019 season (42%). The majority of cross-border travelers planning trips reside in Ontario (40%), Quebec (21%), and British Columbia (17%), a distribution similar to pre-pandemic levels.
- Nearly four-in-ten travelers intending to visit the US are aged 35-54, while one-third are 55 and older. Sixty-three percent do not have dependent children at home, although 25 percent plan to travel with their children this summer. Additionally, half of the travelers' plan to travel only with their significant other (33%) or with a group of other adults (20%). Nearly eight-in-ten have taken at least one outbound trip in the past two years.
- WestJet has indicated plans to reduce its Calgary (YYC) to Honolulu flights from 5 times a week to 4 starting in January 2025, while aiming to increase frequencies to Maui.

OCEANIA

Table 13: Key Performance Indicators – Oceania (Year-to-Date May 2024P vs. Year-to-Date May 2023P)

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-18.9%	246.6	200.1	585.9
Daily Spend ($PPPD)	0.0%	292.0	291.8	294.0
Visitor Days	-18.8%	844,616	685,647	1,992,855
Arrivals	-15.8%	94,185	79,291	230,655
Daily Census	-19.4%	5,593	4,511	5,445
Airlift (scheduled seats)^	-8.1%	135,245	124,329	296,701

*DBEDT 2023 annual forecast (Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April 19, 2024, subject to change.

Table 14: Key Performance Indicators – Oceania (Year-to-Date May 2024P vs. Year-to-Date May 2019)

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-38.8%	326.8	200.1	585.9
Daily Spend ($PPPD)	10.9%	263.1	291.8	294.0
Visitor Days	-44.8%	1,242,158	685,647	1,992,855
Arrivals	-40.5%	133,172	79,291	230,655
Daily Census	-45.2%	8,226	4,511	5,445
Airlift (scheduled seats)^	-38.0%	200,684	124,329	296,701

*DBEDT 2023 annual forecast (Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April *19*, 2024, subject to change.

- In the first five months of 2024, 79,291 visitors arrived from Oceania (Australia and New Zealand) and visitor spending was $200.1 million. There were 94,185 visitors (-15.8%) in the first five months of 2023 and visitor spending was $246.6 million (-18.9%). In the first five months of 2019, 133,172 visitors (-40.5%) arrived from this market and visitor spending was $326.8 million (-38.8%).
- In the first five months of 2024, there were 322 scheduled flights with 94,915 seats from Melbourne and Sydney compared to 327 flights (-1.5%) with 98,487 seats (-3.6%) in the first five months of 2023. Air capacity remained below the first five months of 2019 level (475 flights, -33.0% with 149,798 seats, -36.6%) with service from Brisbane, Melbourne, and Sydney.
- There were 101 scheduled flights with 29,414 seats from Auckland in the first five months of 2024, compared to 127 flights (-20.5%) with 36,758 seats (-20.0%) in the first five months of 2023 and 175 flights (-42.3%) with 50,886 seats (-42.2%) in the first five months of 2019
- The AUD and NZD remained stable throughout May 2024, albeit lingering at the lower end of their historical strength against the USD. The AUD closed the month at 66 cents, while the NZD experienced some late strengthening to surpass 61 cents against the USD.
- Australia's economy expanded by 0.1 percent in the last three months leading up to March 2024. The latest GDP figures indicate a slowdown compared to the final quarter of 2023, marking the weakest quarterly growth since September 2022. However, spending on gambling, sporting events, and musical performances increased during this period.
- New Zealand's newly elected government released its inaugural budget for the country, featuring widespread tax cuts benefiting a significant portion of the population. These measures fulfill their election promise and aim to assist families grappling with the current cost of living.
- According to new findings from Skyscanner, over half of Australians planning winter travel have yet to book their trips. This hesitation is driven by the need to find the best travel deals in an inflationary environment. Forty percent of Australians are still searching for the most competitive prices, with 18 percent waiting for compelling last-minute offers. Only 39 percent of respondents believe they will secure a deal for under $500 AUD this year, while 45 percent anticipate spending more than $500 AUD on flights alone.
- Airlift between New Zealand and the continental USA faces challenges following a significant increase over the past six months. Industry analysts' predictions of oversupply appear validated, leading Delta, United, and Air New Zealand to announce reductions in flight frequencies. The influx of direct flights from NZ to the continental USA contributed to Hawaiian Airlines adjusting to seasonal service, impacting their business connections to other US cities via Hawai‘i.

OTHER ASIA

Table 15: Key Performance Indicators – Other Asia (Year-to-Date May 2024P vs. Year-to-Date May 2023P)

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-1.3%	205.2	202.5	NA
Daily Spend ($PPPD)	2.9%	308.1	317.2	NA
Visitor Days	-4.1%	665,888	638,428	NA
Arrivals	-2.0%	77,743	76,154	NA
Daily Census	-4.8%	4,410	4,200	NA
Airlift (scheduled seats)^	0.4%	122,173	122,668	281,144

*DBEDT 2023 annual forecast (Quarter 2, 2024) N/A=Not available. Scheduled seats forecast from Diio Mi flight schedules as of April 19, 2024, subject to change.

Table 16: Key Performance Indicators – Other Asia (Year-to-Date May 2024P vs. Year-to-Date May 2019)

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-44.8%	366.7	202.5	NA
Daily Spend ($PPPD)	6.5%	297.8	317.2	NA
Visitor Days	-48.2%	1,231,490	638,428	NA
Arrivals	-50.5%	153,953	76,154	NA
Daily Census	-48.5%	8,156	4,200	NA
Airlift (scheduled seats)^	-40.2%	205,111	122,668	281,144

*DBEDT 2023 annual forecast (Quarter 2, 2024) N/A=Not available. Scheduled seats forecast from Diio Mi flight schedules as of April 19, 2024, subject to change.

KOREA

Table 17: Key Performance Indicators – Korea (Year-to-Date May 2024P vs. Year-to-Date May 2023P)

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-4.2%	187.0	179.0	438.1
Daily Spend ($PPPD)	2.0%	307.0	313.1	317.0
Visitor Days	-6.1%	609,027	571,860	1,382,037
Arrivals	-3.6%	70,302	67,787	162,593
Daily Census	-6.7%	4,033	3,762	3,776
Airlift (scheduled seats)^	0.4%	122,173	122,668	281,144

*DBEDT 2023 annual forecast (Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April 19, 2024, subject to change.

Table 18: Key Performance Indicators – Korea (Year-to-Date May 2024P vs. Year-to-Date May 2019)

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-12.3%	204.2	179.0	438.1
Daily Spend ($PPPD)	12.4%	278.5	313.1	317.0
Visitor Days	-22.0%	733,030	571,860	1,382,037
Arrivals	-27.9%	94,062	67,787	162,593
Daily Census	-22.5%	4,855	3,762	3,776
Airlift (scheduled seats)^	-9.9%	136,117	122,668	281,144

*DBEDT 2023 annual forecast (Quarter 2, 2024). Scheduled seats forecast from Diio Mi flight schedules as of April 19, 2024, subject to change.

- In the first five months of 2024, 67,787 visitors arrived from Korea and visitor spending was $179.0 million. There were 70,302 visitors (-3.6%) in the first five months of 2023 and visitor spending was $187.0 million (-4.2%). In the first five months of 2019, 94,062 visitors (-27.9%) arrived from this market and visitor spending was $204.2 million (-12,3%).
- In the first five months of 2024, 403 scheduled flights with 122,668 seats serviced Hawai‘i from Korea. In the first five months of 2023, there were 383 scheduled flights (+5.2%) with 122,173 seats (+0.4%). In the first five months of 2019 there were 424 scheduled flights (-5.0%) with 136,117 seats (-9.9%).
- In May 2024, the exchange rate for the South Korean won was 1,365.63 KRW/USD, down from 1,371.18 KRW/USD in April.

- Korean outbound travelers in April 2024 numbered 2,110,954, showing a 41 percent increase compared to the 1,497,105 departures recorded in the same month last year.
- Following a year of pent-up travel demand from COVID-19, the trend of "revenge travel" is gradually diminishing. According to a report by Consumer Insight, willingness to spend more on both domestic and outbound travel has declined from 50 percent in April 2023 to 41 percent in April 2024. This shift is attributed to factors such as inflation (approximately 11% since 2019) and the weakened Korean won against major foreign currencies. Consequently, it is expected that Korean consumers will further cut back on holiday expenditures in the upcoming months.
- 'Hyper-personalization' and 'ultra-luxury' are emerging trends in the Korean honeymoon market. Expectations for luxurious accommodations have significantly risen, with preferences for diverse destinations and travel styles reflecting personal tastes. Korean honeymooners increasingly favor resort destinations over bustling cities to indulge in upscale amenities. They are also willing to opt for luxury hotels despite higher costs, emphasizing the role of personal preferences in destination and activity choices.
- Airlift operations in May 2024 included daily flights by Korean Air, 5 weekly flights by Asiana Airlines, and 5 weekly flights by Hawaiian Airlines.

CHINA

Table 19: Key Performance Indicators – China (Year-to-Date May 2024P vs. Year-to-Date May 2023P)

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	24.0%	13.6	16.8	NA
Daily Spend ($PPPD)	0.2%	374.1	374.7	NA
Visitor Days	23.8%	36,229	44,838	NA
Arrivals	24.7%	4,917	6,131	NA
Daily Census	22.9%	240	295	NA
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A

*DBEDT 2023 annual forecast (Quarter 2, 2024) N/A=Not available.

Table 20: Key Performance Indicators – China (Year-to-Date May 2024P vs. Year-to-Date May 2019)

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-86.0%	120.1	16.8	NA
Daily Spend ($PPPD)	12.1%	334.2	374.7	NA
Visitor Days	-87.5%	359,255	44,838	NA
Arrivals	-86.1%	44,022	6,131	NA
Daily Census	-87.6%	2,379	295	NA
Airlift (scheduled seats)^	N/A	54,306	N/A	N/A

*DBEDT 2023 annual forecast (Quarter 2, 2024). N/A=Not available

- In the first five months of 2024, 6,131 visitors arrived from China and visitor spending was $16.8 million. There were 4,917 visitors (+24.7%) in the first five months of 2023 and visitor spending was $13.6 million (+24.0%). In the first five months of 2019, 44,022 visitors (-86.1%) arrived from this market and visitor spending was $120.1 million (-86.0%).
- There have been no direct flights from China to Hawai‘i since service ended in early February 2020. There were 199 flights with 54,306 seats in the first five months of 2019 with service to Shanghai (37,376 seats), Beijing (16,144) and Hangzhou (786).
- The month-end (ME) exchange rate for the Chinese Yuan (CNY) against the USD was 7.11 in May 2024, slightly up from 7.10 in April 2024 and 7.08 in May 2023.
- China's inflation rate in April 2024 registered a year-over-year increase of 0.3 percent, compared to a 0.1 percent rise in March 2024.

- Chinese holidaymakers are projected to spend 1.8 trillion yuan ($250 billion) internationally this year, marking a 10 percent increase from 2019 levels, according to the World Travel and Tourism Council. Despite full global travel recovery, visa processing backlogs in countries such as the U.S. and higher international flight costs have led Chinese holidaymakers to favor domestic and nearby destinations.
- As of March 31, 2024 the U.S. Department of Transportation (DOT) and Civil Aviation Administration of China (CAAC) agreed to increase the number of round-trip direct flights between the U.S. and China from 35 to 50. This number remains significantly lower than the pre-pandemic level of 150 flights each way. Challenges such as airspace restrictions over Russia, barring U.S. carriers from the shortest routes, give Chinese airlines a cost advantage due to reduced fuel and time requirements, impacting profitability for U.S. carriers.
- Brand USA, together with the U.S. Department of Commerce and the Ministry of Culture and Tourism of the People's Republic of China, hosted the 14th U.S.–China Tourism Leadership Summit in Xian, China, from May 21-23, 2024. This event, the first since 2019, brought together government officials and travel industry leaders from both nations to encourage the return of Chinese tourists to the United States. The summit aimed to foster deeper business insights into the Chinese tourism market and to establish new connections with influential decision-makers. Hawai'i Tourism Authority was among the 75 U.S. participants.

EUROPE

Table 21: Key Performance Indicators – Europe (Year-to-Date May 2024P vs. Year-to-Date May 2023P)

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-15.8%	101.9	85.8	276.3
Daily Spend ($PPPD)	-10.6%	238.6	213.4	224.0
Visitor Days	-5.8%	427,134	402,174	1,233,293
Arrivals	-5.3%	32,223	30,506	91,695
Daily Census	-6.5%	2,829	2,646	3,370
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A

*DBEDT 2023 annual forecast (Quarter 2, 2024). N/A=Not available

Table 22: Key Performance Indicators – Europe (Year-to-Date May 2024P vs. Year-to-Date May 2019)

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-12.1%	97.6	85.8	276.3
Daily Spend ($PPPD)	29.8%	164.4	213.4	224.0
Visitor Days	-32.3%	593,835	402,174	1,233,293
Arrivals	-33.7%	46,035	30,506	91,695
Daily Census	-32.7%	3,933	2,646	3,370
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A

*DBEDT 2023 annual forecast Quarter 2, 2024). N/A=Not available

- In the first five months of 2024, 30,506 visitors arrived from Europe (including United Kingdom, France, Germany, Italy, and Switzerland) and visitor spending was $85.8 million. There were 32,223 visitors (-5.3%) in the first five months of 2023 and visitor spending was $101.9 million (-15.8%). In the first five months of 2019, 46,035 visitors (-33.7%) arrived from this market and visitor spending was $97.6 million (-12.1%).
- In May 2024, the Euro averaged 1.09 USD, showing a slight strengthening compared to April 2024. Meanwhile, the British Pound also strengthened slightly, now averaging 1.25 USD. The Swiss Franc remained stable at an average of 1.10 USD, consistent with April 2024.
- Germany's inflation rate is expected to reach +2.4 percent in May 2024, measured by the change in the consumer price index (CPI) compared to the same month a year earlier.

- Switzerland's inflation rate climbed to 1.4 percent in April 2024, accelerating from 1 percent in the previous month and exceeding market expectations of 1.1 percent. This marked the highest level since December 2023, primarily driven by significant price increases in food and non-alcoholic beverages.
- Germany remains a robust leader in supplying visitors to the USA, with 396,000 arrivals in the first quarter of 2024, surpassing the same period in 2023 by 24.4 percent and even exceeding pre-crisis levels in 2019 by 5 percent. Despite the distortion caused by early Easter vacations in 2024 compared to the previous year, Germany is expected to contribute nearly 2.1 million visitors in total this year, slightly more than in 2019. The German market continues its strong recovery trajectory, ranking second among overseas countries with 1.84 million arrivals, trailing only behind the UK.
- In the UK, consumer spending priorities favor holidays and entertainment, though dining out faces economic pressures. Sustainability and a brand's environmental credentials are increasingly important to consumers, but convenience and cost remain paramount in the current economic climate, according to HSBC.
- HTE executed a tactical, multi-channel cooperative campaign with Condor as the primary partner to promote flights via the mainland US to the Hawaiian Islands. The campaign aims to enhance awareness of Hawai'i's diverse attractions and experiences among key audience segments, while also showcasing Condor's premium cabin experience. Utilizing targeted video on demand, Connected TV, video display, tactical retargeting, and paid social media, the campaign focuses on driving traffic and sales to Condor's website for travel to Hawai'i.

LATIN AMERICA

Table 23: Key Performance Indicators – Latin America (Year-to-Date May 2024P vs. Year-to-Date May 2023P)

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-17.8%	28.6	23.5	NA
Daily Spend ($PPPD)	-20.5%	262.4	208.7	NA
Visitor Days	3.4%	109,087	112,799	NA
Arrivals	5.8%	10,064	10,647	NA
Daily Census	2.7%	722	742	NA
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A

*DBEDT 2023 annual forecast (Quarter 2, 2024). N/A=Not available

Table 24: Key Performance Indicators – Latin America (Year-to-Date May 2024P vs. Year-to-Date May 2019)

	YOY Rate	May'19 YTD	May'24 YTD	Annual Forecast*
Visitor Spending ($mil)	-13.6%	27.2	23.5	NA
Daily Spend ($PPPD)	-8.8%	228.8	208.7	NA
Visitor Days	-5.2%	119,015	112,799	NA
Arrivals	-5.8%	11,306	10,647	NA
Daily Census	-5.8%	788	742	NA
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A

*DBEDT 2023 annual forecast (Quarter 2, 2024). N/A=Not available

ISLAND VISITATION:

- **O‘ahu:** In the first five months of 2024, there were 2,322,676 visitors to O‘ahu, compared to 2,241,408 visitors (+3.6%) in the first five months of 2023 and 2,462,487 visitors (-5.7%) in the first five months of 2019. For the first five months of 2024, total visitor spending was $3.51 billion, down from $3.56 billion (-1.4%) in the first five months of 2023, but higher than $3.29 billion (+6.7%) in the first five months of 2019.

- **Maui:** In the first five months of 2024, there were 916,169 visitors to Maui, compared to 1,209,621 visitors (-24.3%) in the first five months of 2023 and 1,226,608 visitors (-25.3%) in the first five months of 2019. For the first five months of 2024, total visitor spending was $2.19 billion, compared to $2.85 billion (-23.3%) in the first five months of 2023 and $2.13 billion (+2.8%) in the first five months of 2019.

- **Hawai‘i Island:** In the first five months of 2024, there were 709,174 visitors to Hawai‘i Island, compared to 721,747 visitors (-1.7%) in the first five months of 2023 and 716,797 visitors (-1.1%) in the first five months of 2019. For the first five months of 2024, total visitor spending was $1.35 billion, compared to $1.17 billion (+15.1%) in the first five months of 2023 and $949.7 million (+41.9%) in the first five months of 2019.

- **Kaua‘i:** In the first five months of 2024, there were 551,099 visitors to Kaua‘i, compared to 563,713 visitors (-2.2%) in the first five months of 2023 and 551,749 visitors (-0.1%) in the first five months of 2019. For the first five months of 2024, total visitor spending was $1.20 billion, compared to $1.08 billion (+11.4%) in the first five months of 2023 and $767.6 million (+56.8%) in the first five months of 2019.