

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

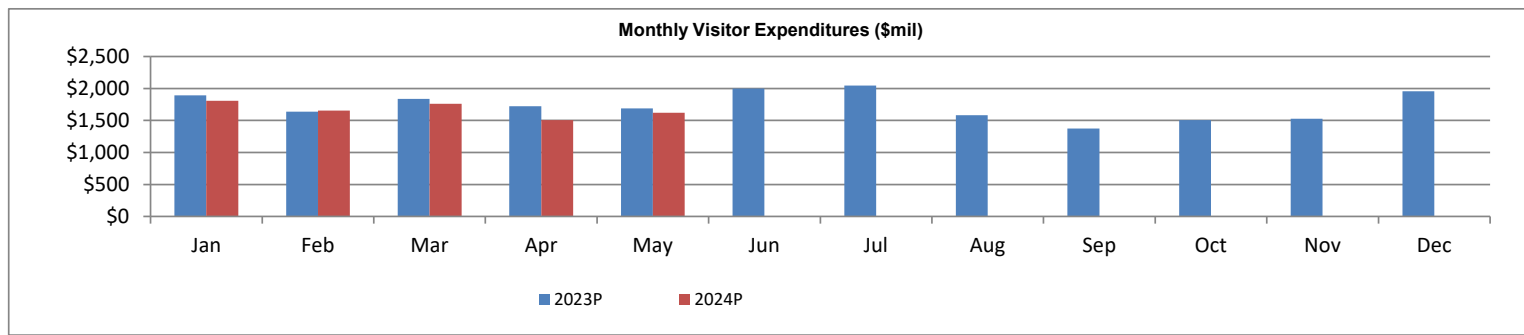
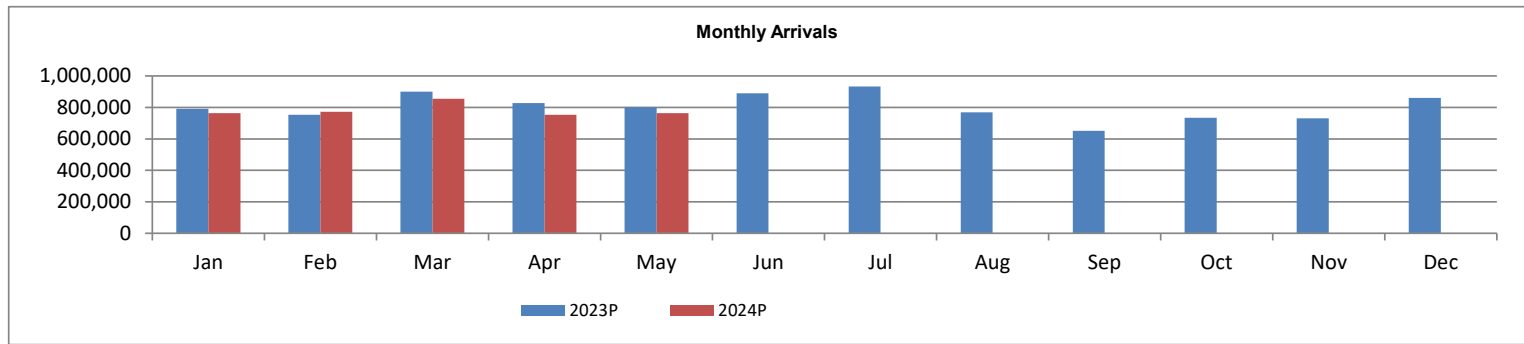
Key Performance Indicators

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	🔻 -4.9%	8,781.6	8,352.7	20,955.2	O'ahu	3.6%	2,322,676
Daily Spend (\$PPPD)	🔻 1.9%	238.7	243.1	244.4	Maui	-24.3%	916,169
Visitor Days	🔻 -6.6%	36,796,254	34,362,066	85,754,711	Moloka'i	-26.4%	14,181
Arrivals	🔻 -4.1%	4,075,437	3,908,307	9,644,345	Lāna'i	-40.8%	17,507
Daily Census	🔻 -7.2%	243,684	226,066	234,302	Kaua'i	-2.2%	551,099
Airlift (scheduled seats) <sup>^</sup>	🔻 -0.2%	5,524,757	5,512,991	13,409,335	Hawai'i Island	-1.7%	709,174

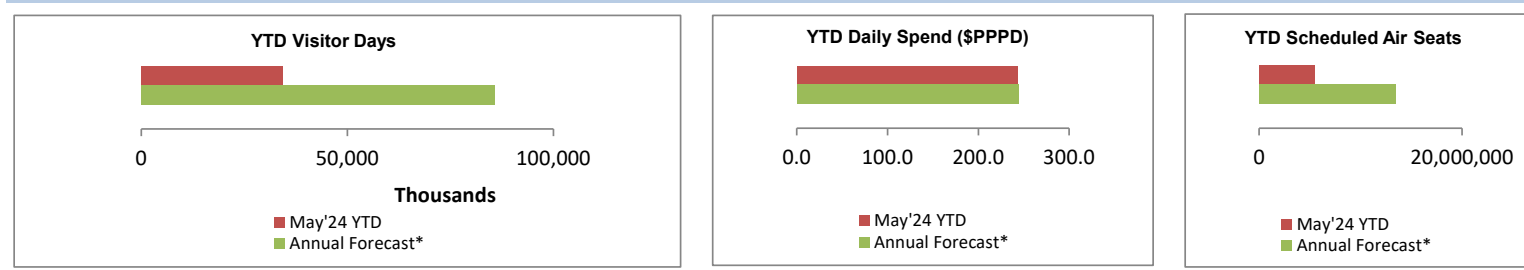
\* DBEDT Annual Forecast as of Q2 2024.

<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: **May-24** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

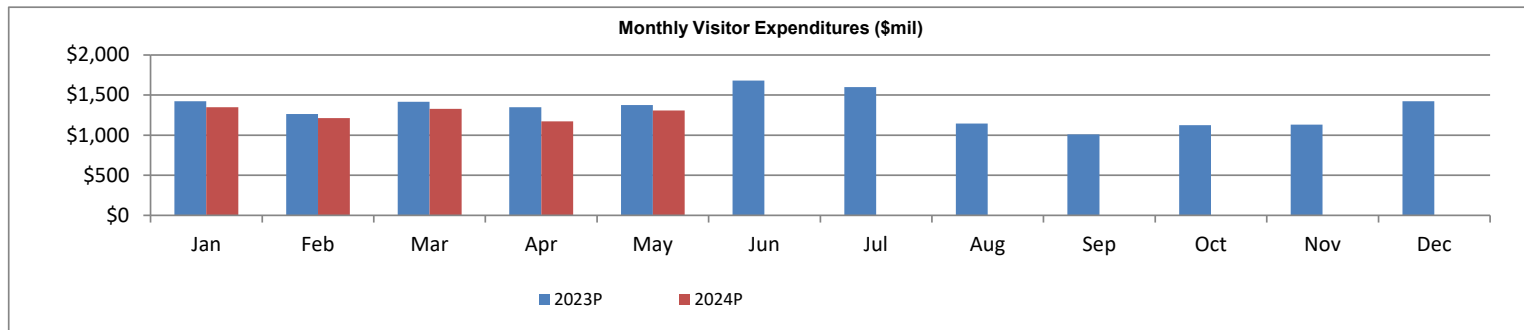
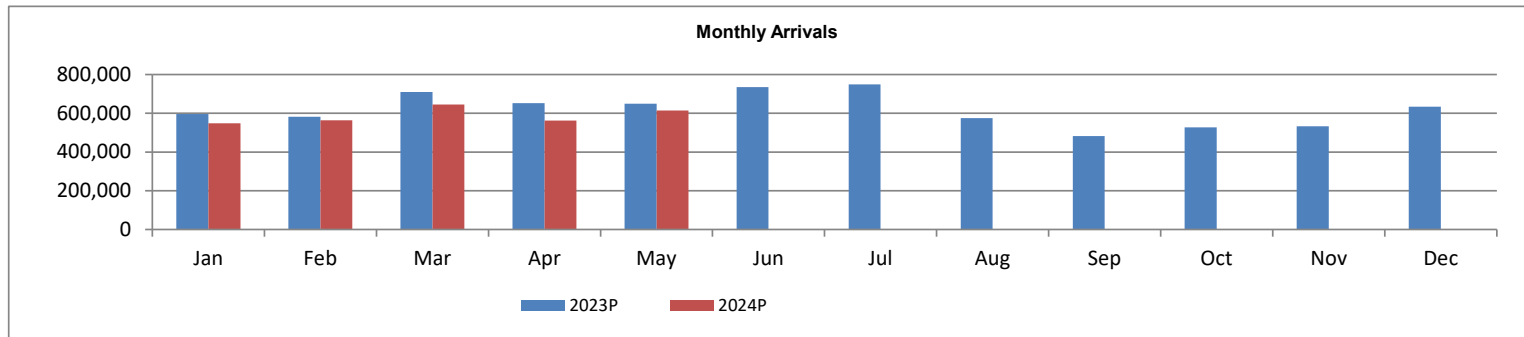
Key Performance Indicators

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	🔻	6,825.5	6,367.2	15,666.3	O'ahu	-1.8%	1,589,458
Daily Spend (\$PPPD)	🔻	240.0	244.8	244.6	Mau	-24.3%	770,781
Visitor Days	🔻	28,434,790	26,012,656	64,059,129	Moloka'i	-32.9%	10,381
Arrivals	🔻	3,190,237	2,932,804	7,176,948	Lāna'i	-36.8%	14,740
Daily Census	🔻	188,310	171,136	175,025	Kaua'i	-2.9%	484,468
Airlift (scheduled seats) <sup>^</sup>	🔻	4,524,439	4,324,731	10,655,166	Hawai'i Island	-3.3%	586,575

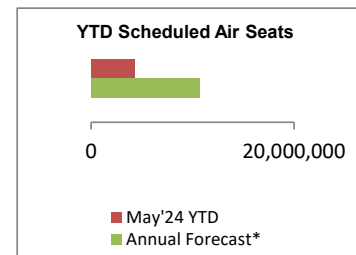
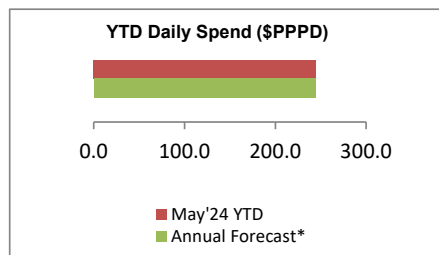
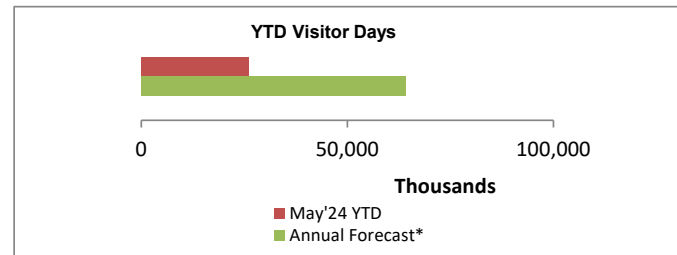
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. WEST**

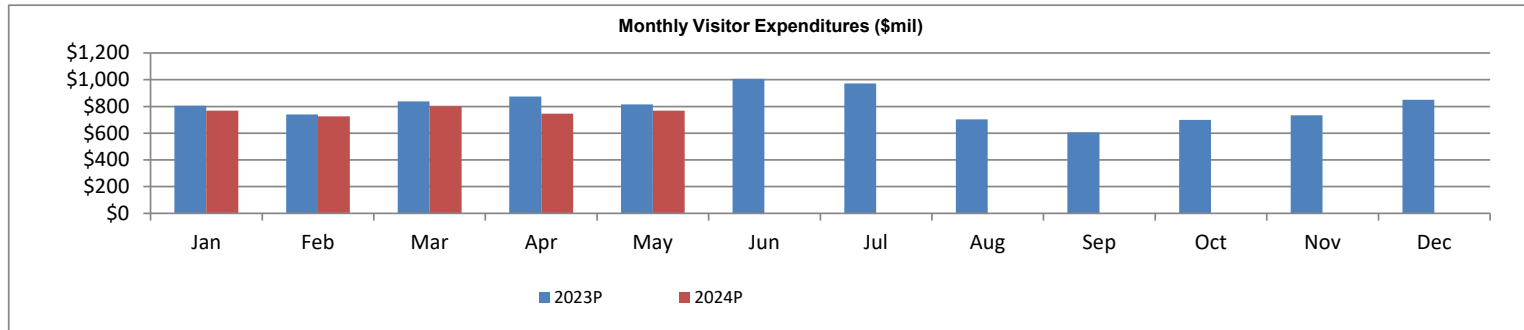
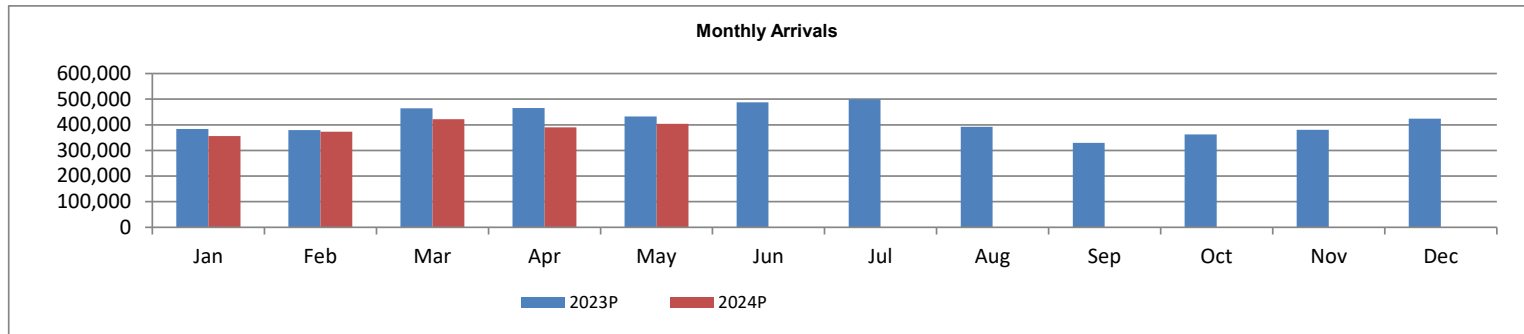
Key Performance Indicators

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	👇	-6.4%	4,072.1	3,809.8	9,533.5	O'ahu	-1.3%	987,658
Daily Spend (\$PPPD)	👇	2.7%	226.5	232.6	233.0	Mau	-24.4%	488,648
Visitor Days	👇	-8.9%	17,981,418	16,381,884	40,916,237	Moloka'i	-33.0%	6,113
Arrivals	👇	-8.4%	2,123,646	1,945,227	4,825,028	Lāna'i	-35.7%	8,085
Daily Census	👇	-9.5%	119,082	107,776	111,793	Kaua'i	-4.3%	304,706
Airlift (scheduled seats) <sup>^</sup>	👇	-3.4%	3,947,822	3,812,214	9,437,312	Hawai'i Island	-4.0%	366,139

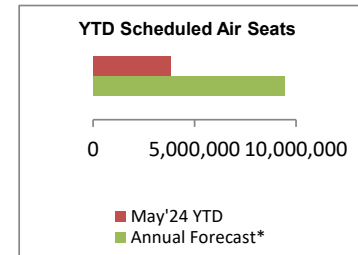
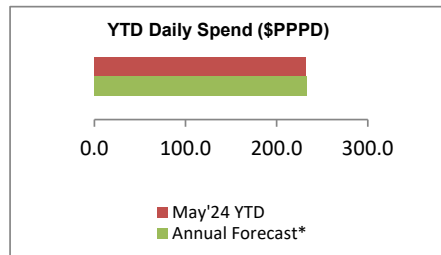
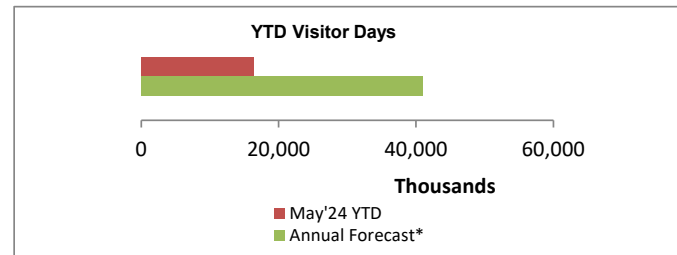
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. EAST**

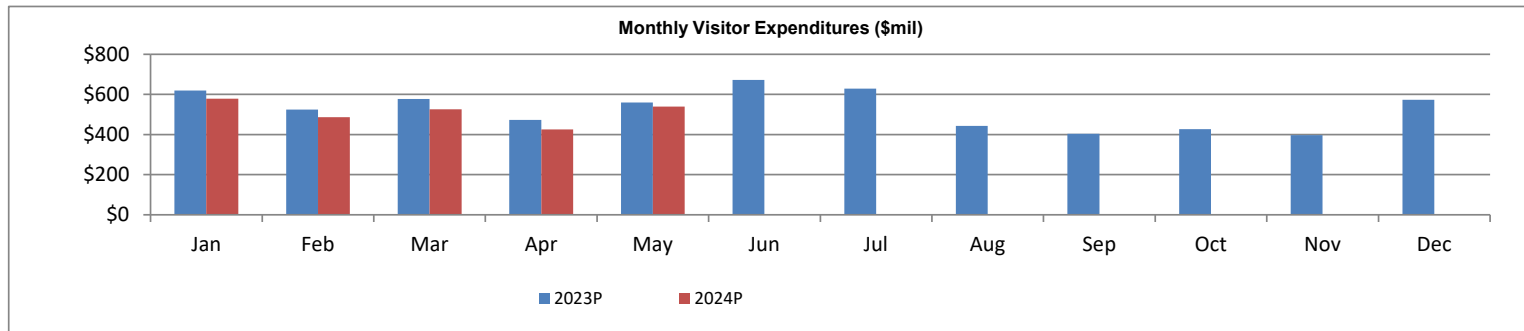
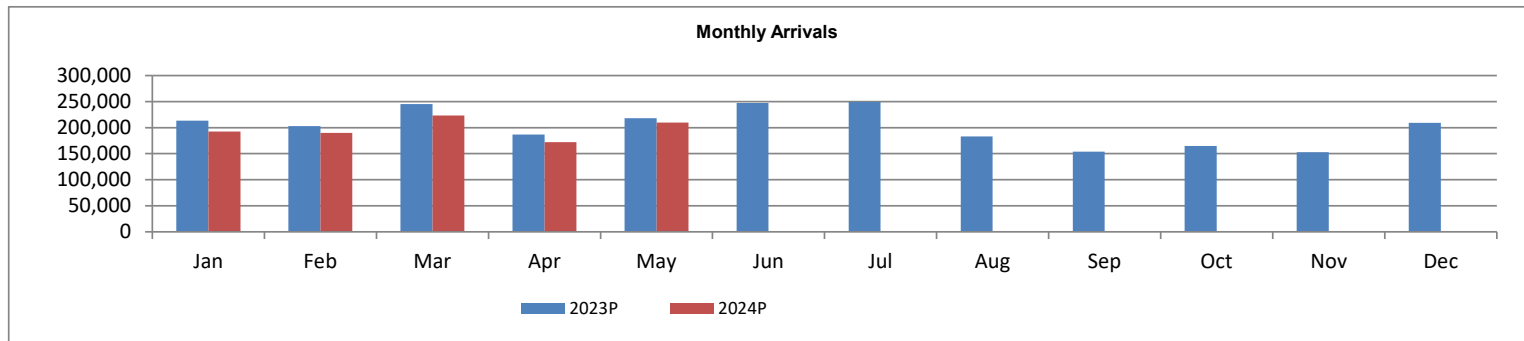
Key Performance Indicators

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👇 -7.1%	2,753.4	2,557.4	6,132.9	O'ahu	-2.6%	601,800
Daily Spend (\$PPPD)	👇 0.8%	263.4	265.5	265.0	Mau'i	-24.1%	282,133
Visitor Days	👇 -7.9%	10,453,373	9,630,772	23,142,892	Moloka'i	-32.7%	4,268
Arrivals	👇 -7.4%	1,066,591	987,577	2,351,920	Lāna'i	-38.0%	6,655
Daily Census	👇 -8.5%	69,228	63,360	63,232	Kaua'i	-0.5%	179,762
Airlift (scheduled seats) <sup>^</sup>	👇 -11.1%	576,617	512,517	1,217,854	Hawai'i Island	-2.0%	220,436

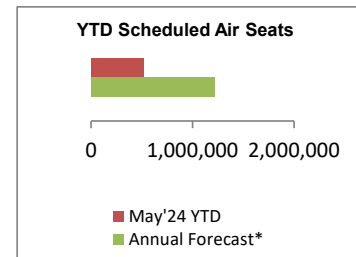
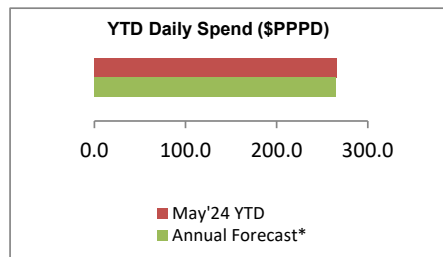
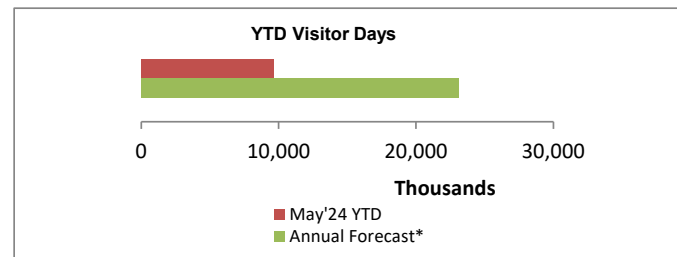
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **JAPAN**

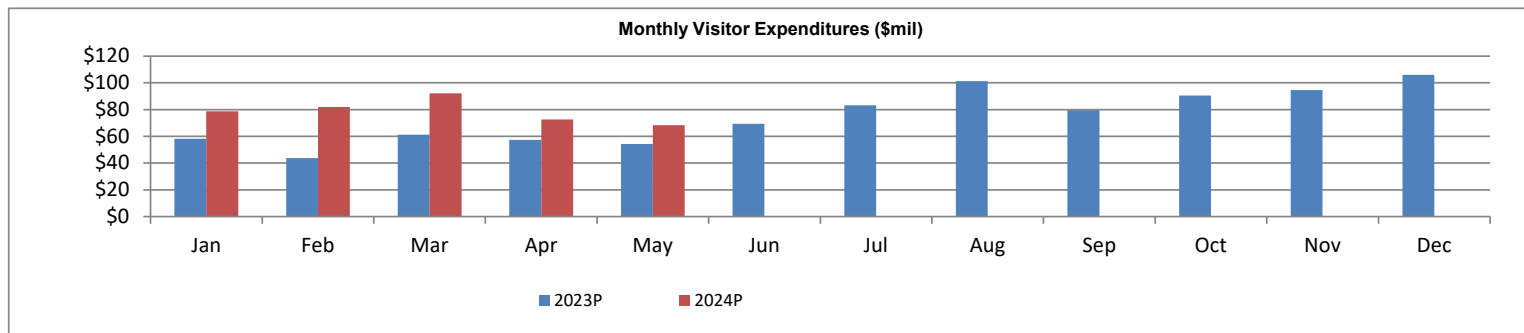
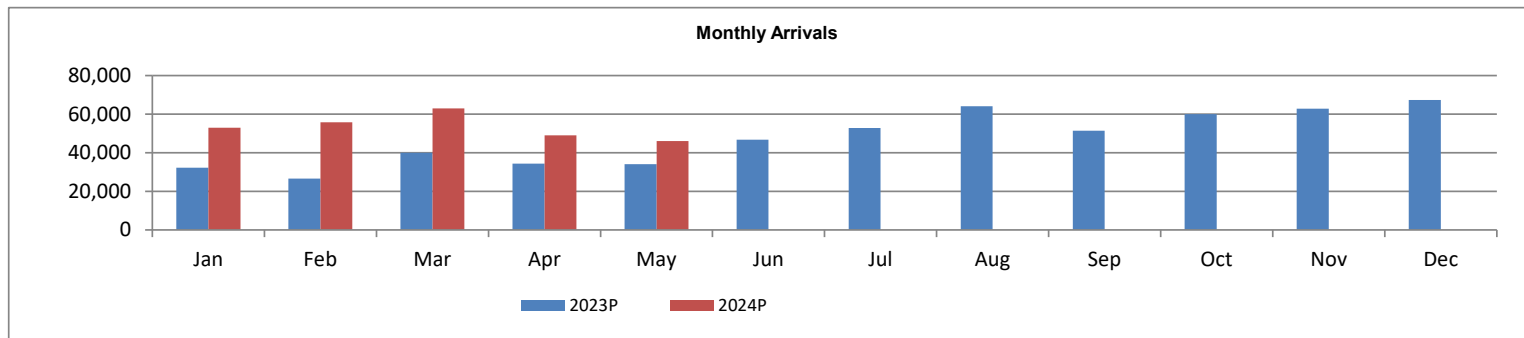
Key Performance Indicators

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 43.4%	274.9	394.0	1,130.3	O'ahu	59.0%	260,583
Daily Spend (\$PPPD)	↔ 1.1%	236.3	238.9	239.0	Maui	36.5%	5,092
Visitor Days	↑ 41.8%	1,163,161	1,649,408	4,729,243	Moloka'i	59.4%	398
Arrivals	↑ 59.2%	167,493	266,687	770,235	Lāna'i	-35.4%	121
Daily Census	↑ 40.9%	7,703	10,851	12,921	Kaua'i	28.7%	2,613
Airlift (scheduled seats) <sup>^</sup>	↑ 55.5%	374,296	581,888	1,424,893	Hawai'i Island	52.4%	17,771

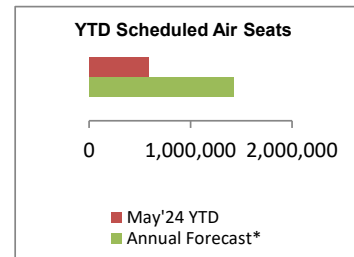
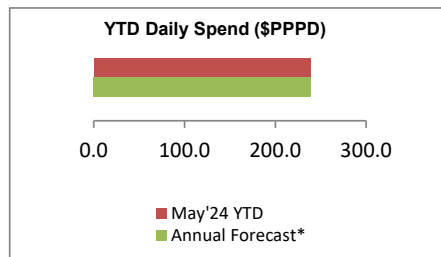
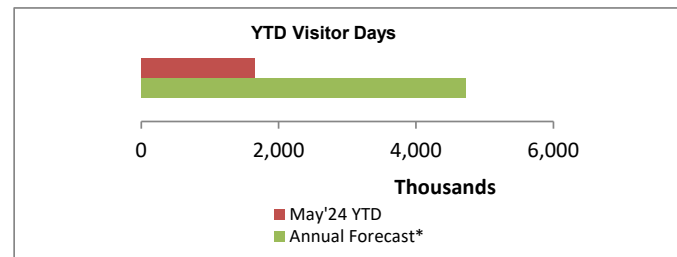
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Monthly Indicators



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Visitor Industry Performance Measures

Market: **CANADA**

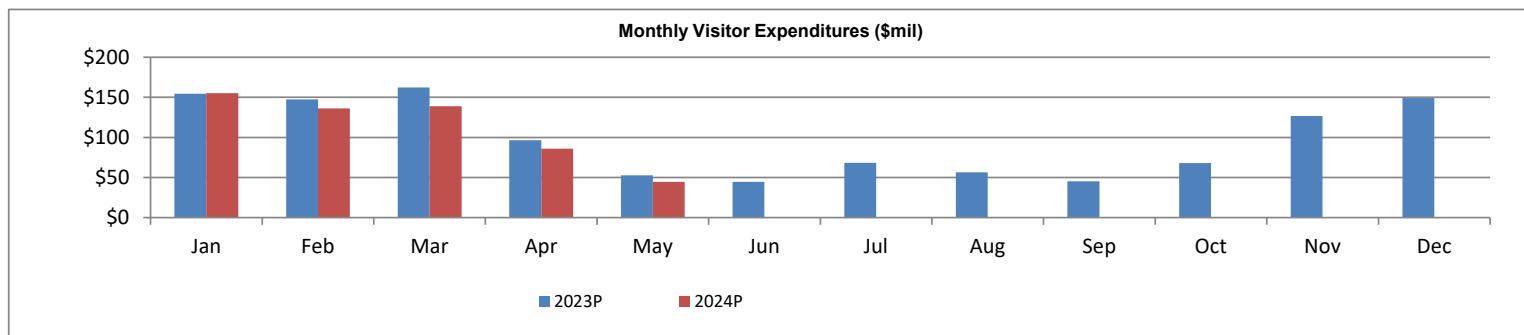
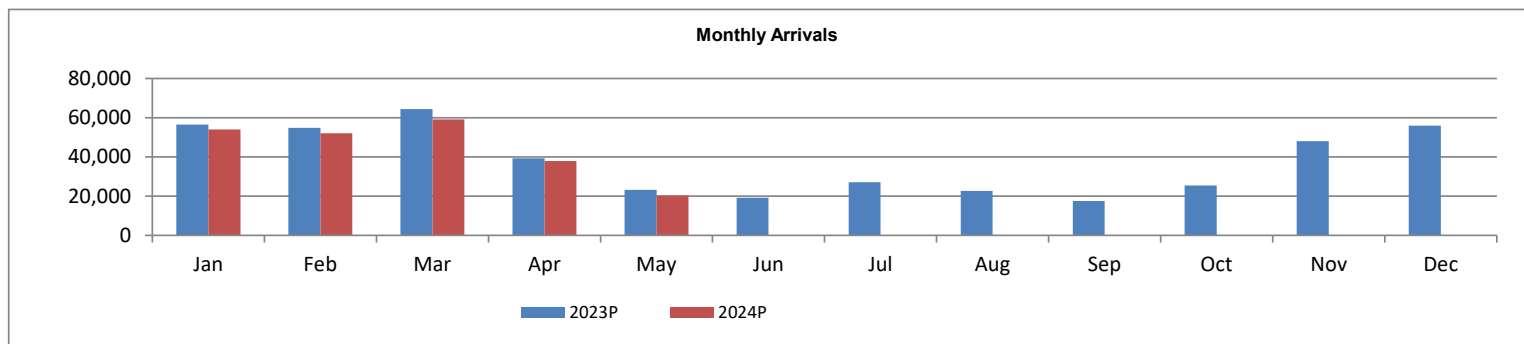
Key Performance Indicators

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👇	613.2	561.1	1,107.7	O'ahu	3.4%	120,559
Daily Spend (\$PPPD)	👉	215.3	220.0	223.0	Mau	-23.6%	82,737
Visitor Days	👇	2,848,668	2,550,968	4,967,107	Moloka'i	10.1%	1,472
Arrivals	👇	238,250	223,402	439,567	Lāna'i	-51.7%	1,111
Daily Census	👇	18,865	16,783	13,571	Kaua'i	-6.5%	23,766
Airlift (scheduled seats) <sup>^</sup>	👉	258,149	238,592	429,764	Hawai'i Island	-5.4%	39,558

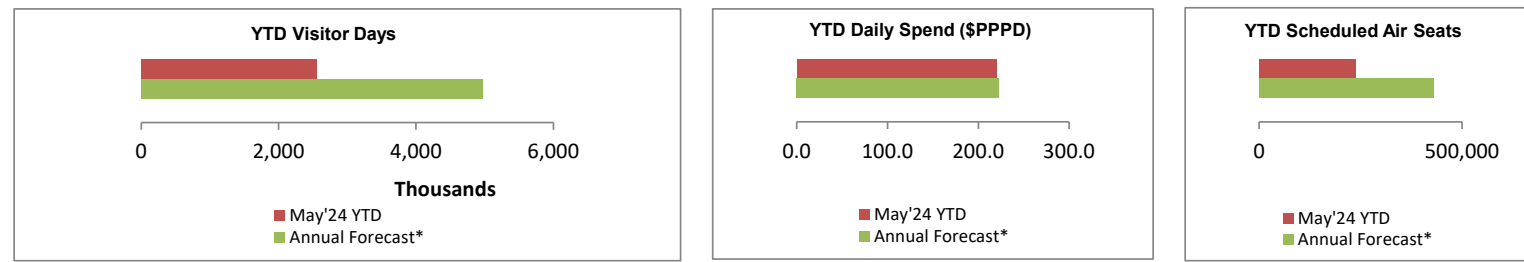
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OCEANIA**

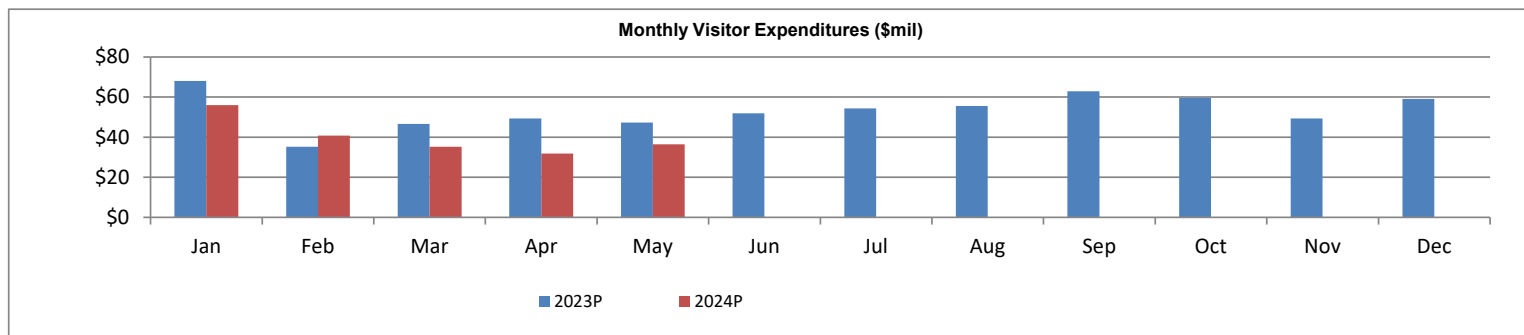
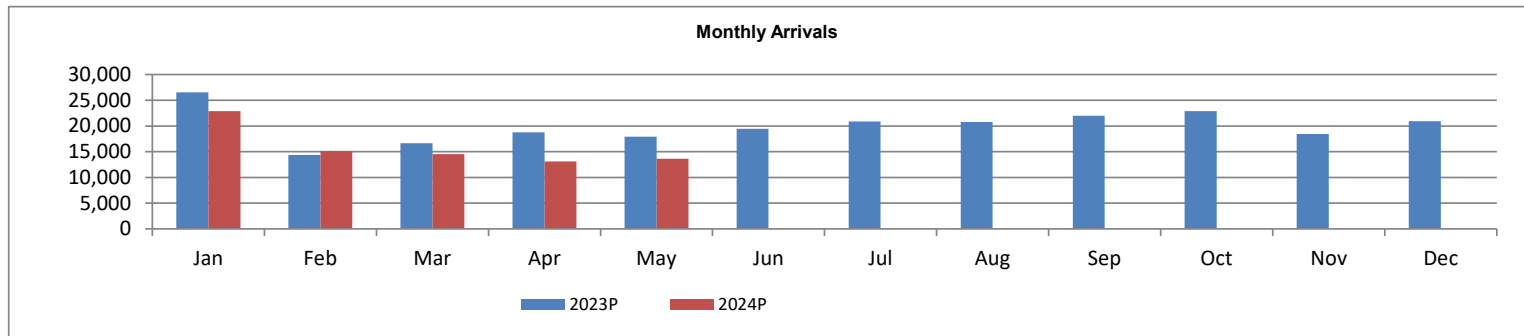
Key Performance Indicators

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -18.9%	246.6	200.1	585.9	O'ahu	-15.8%	77,835
Daily Spend (\$PPPD)	→ 0.0%	292.0	291.8	294.0	Maui	-39.6%	6,330
Visitor Days	↓ -18.8%	844,616	685,647	1,992,855	Moloka'i	25.6%	910
Arrivals	↓ -15.8%	94,185	79,291	230,655	Lāna'i	-23.0%	732
Daily Census	↓ -19.4%	5,593	4,511	5,445	Kaua'i	-3.7%	4,781
Airlift (scheduled seats) <sup>^</sup>	→ -8.1%	135,245	124,329	296,701	Hawai'i Island	-24.3%	6,476

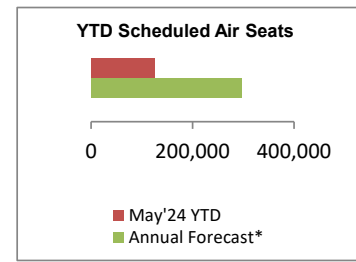
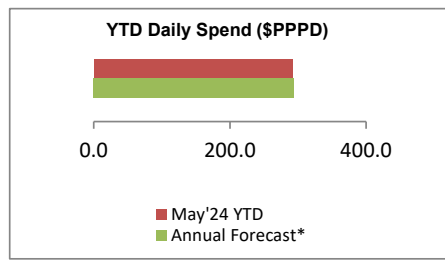
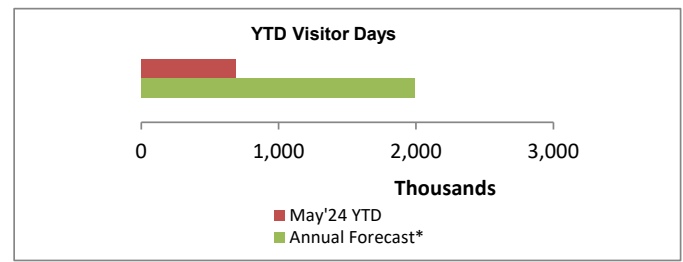
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

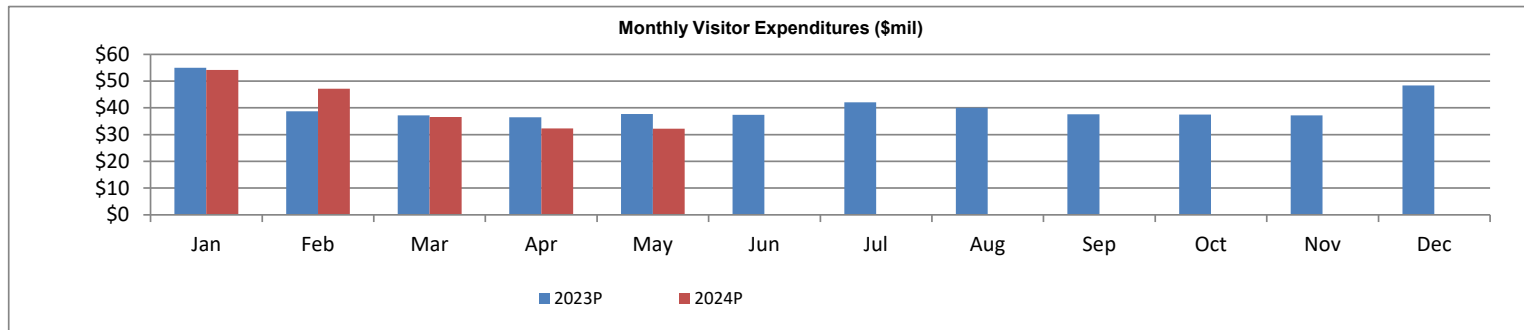
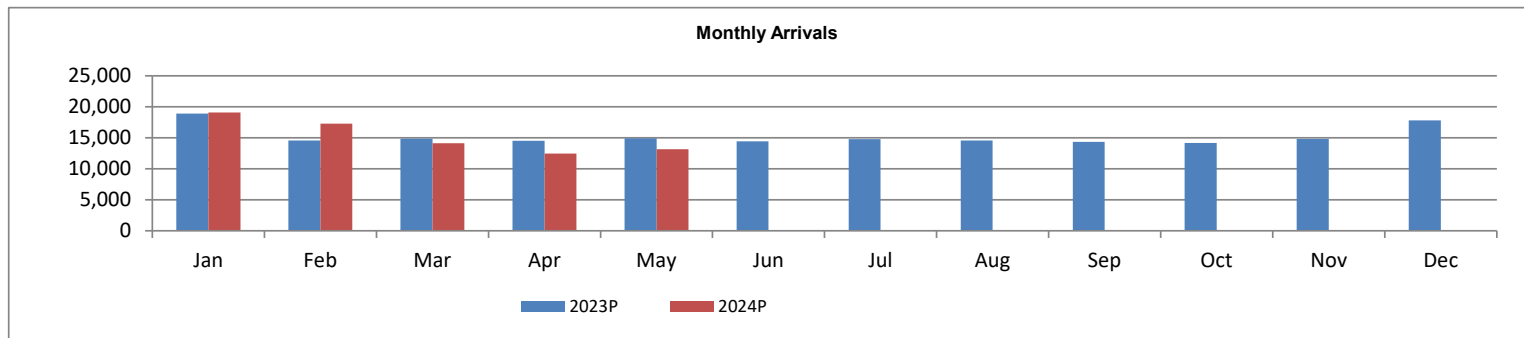
Key Performance Indicators

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	🔻	-1.3%	205.2	202.5	NA	O'ahu	-3.1%	73,260
Daily Spend (\$PPPD)	🔻	2.9%	308.1	317.2	NA	Maui	-48.9%	4,051
Visitor Days	🔻	-4.1%	665,888	638,428	NA	Moloka'i	120.7%	274
Arrivals	🔻	-2.0%	77,743	76,154	NA	Lāna'i	-72.4%	104
Daily Census	🔻	-4.8%	4,410	4,200	NA	Kaua'i	24.3%	3,326
Airlift (scheduled seats) <sup>^</sup>	🔻	0.4%	122,173	122,668	281,144	Hawai'i Island	12.3%	14,779

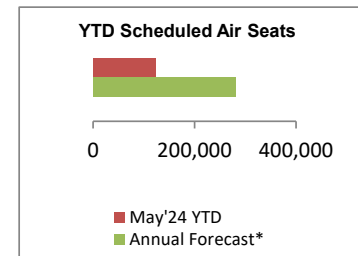
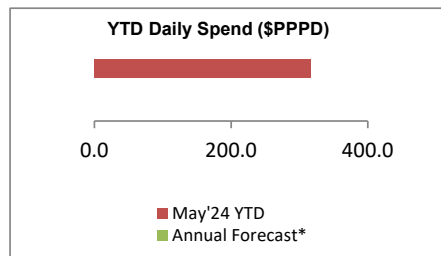
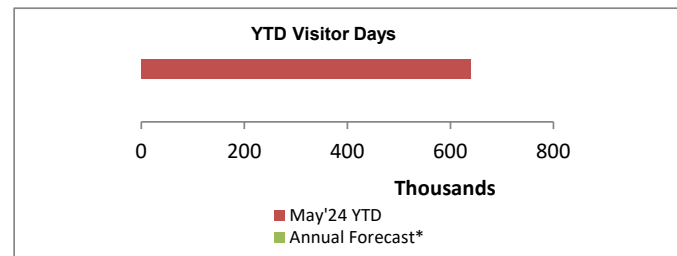
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **KOREA**

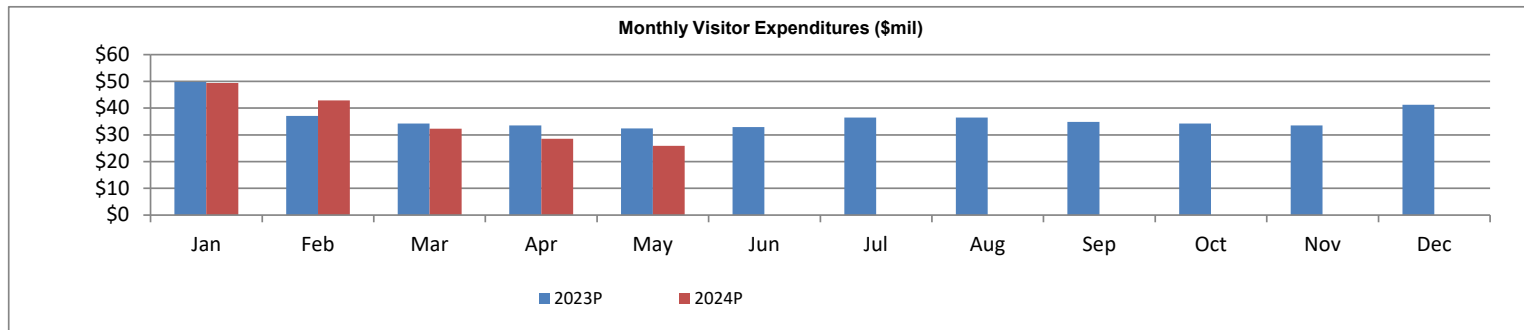
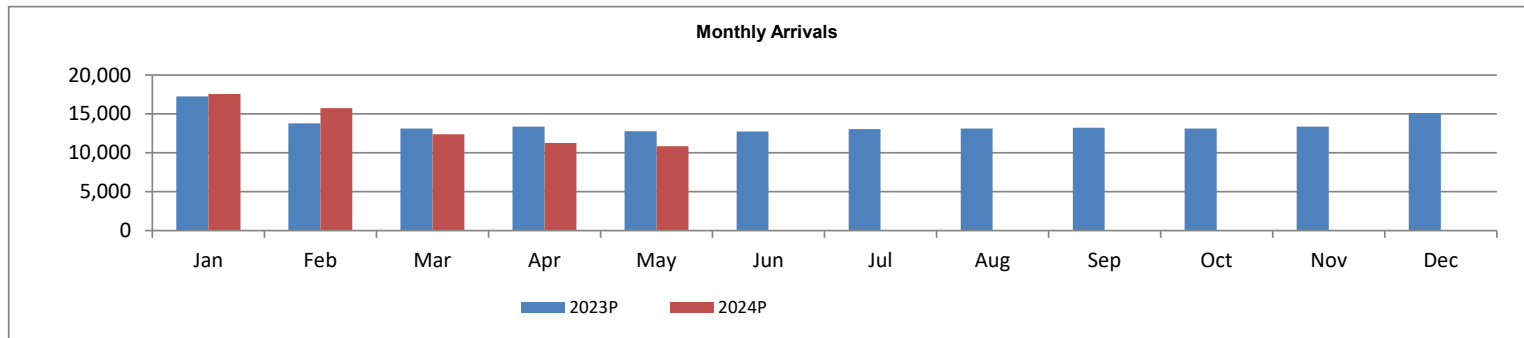
Key Performance Indicators

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Visitor Spending (\$mil)	↘ -4.2%	187.0	179.0	438.1	O'ahu	-4.9%	66,251
Daily Spend (\$PPPD)	↘ 2.0%	307.0	313.1	317.0	Maui	-56.6%	2,829
Visitor Days	↘ -6.1%	609,027	571,860	1,382,037	Moloka'i	143.4%	234
Arrivals	↘ -3.6%	70,302	67,787	162,593	Lāna'i	-91.1%	27
Daily Census	↘ -6.7%	4,033	3,762	3,776	Kaua'i	28.2%	2,689
Airlift (scheduled seats) <sup>^</sup>	↘ 0.4%	122,173	122,668	281,144	Hawai'i Island	10.6%	12,518

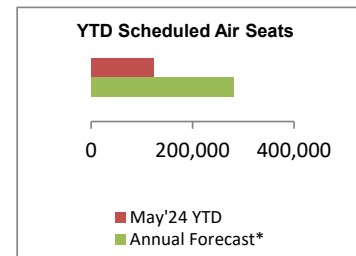
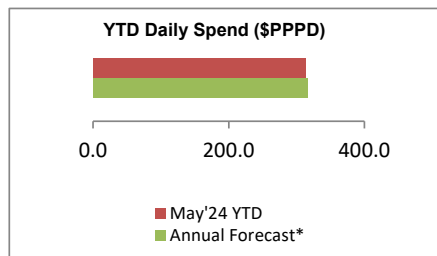
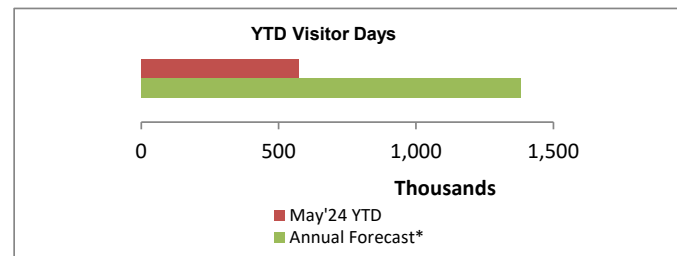
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Monthly Indicators



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Visitor Industry Performance Measures

Market: **CHINA**

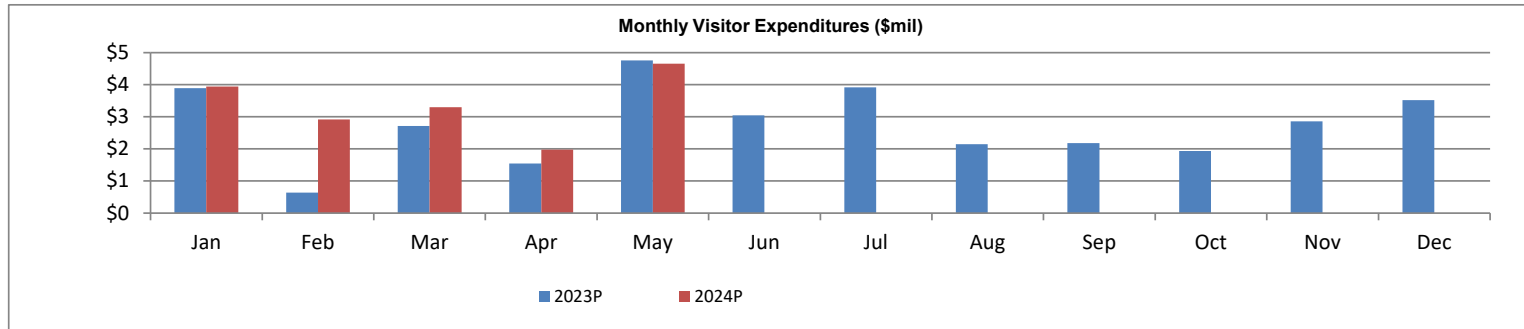
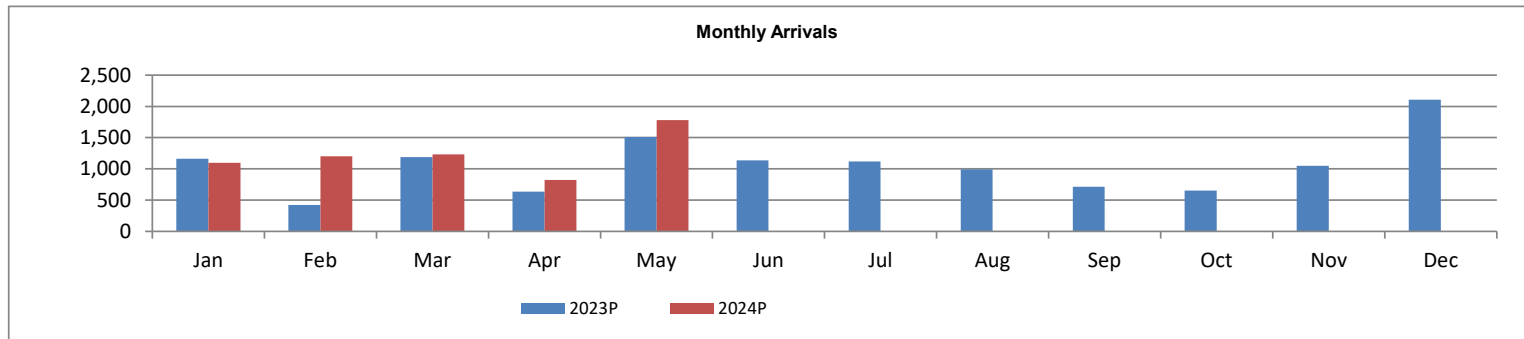
Key Performance Indicators

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Visitor Spending (\$mil)	↑ 24.0%	13.6	16.8	NA		O'ahu	28.1%	5,372
Daily Spend (\$PPPD)	↔ 0.2%	374.1	374.7	NA		Maui	-0.4%	787
Visitor Days	↑ 23.8%	36,229	44,838	NA		Moloka'i	71.3%	28
Arrivals	↑ 24.7%	4,917	6,131	NA		Lāna'i	16.0%	59
Daily Census	↑ 22.9%	240	295	NA		Kaua'i	33.5%	397
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A		Hawai'i Island	27.9%	1,804

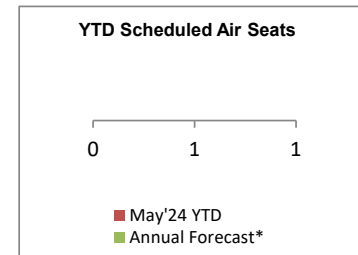
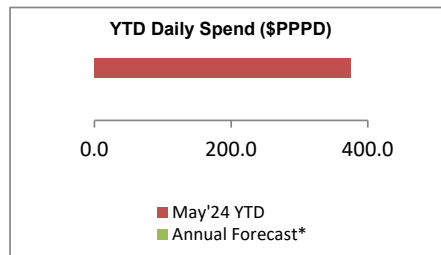
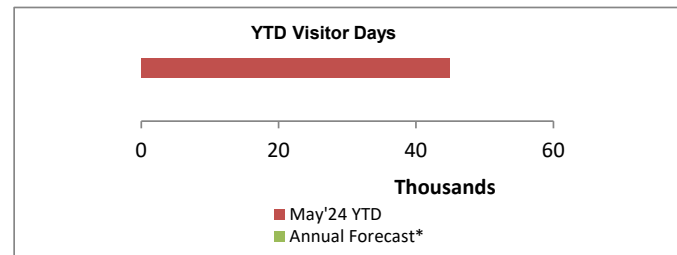
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\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **EUROPE**

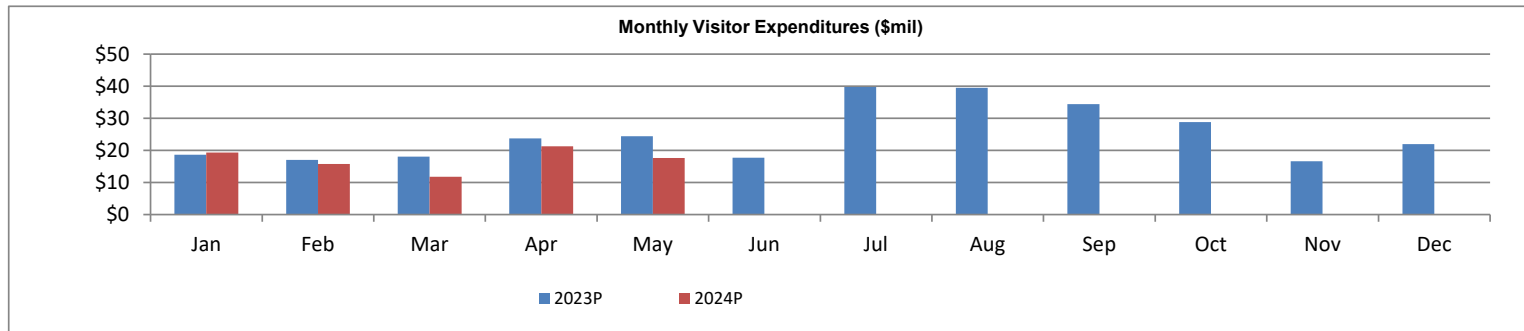
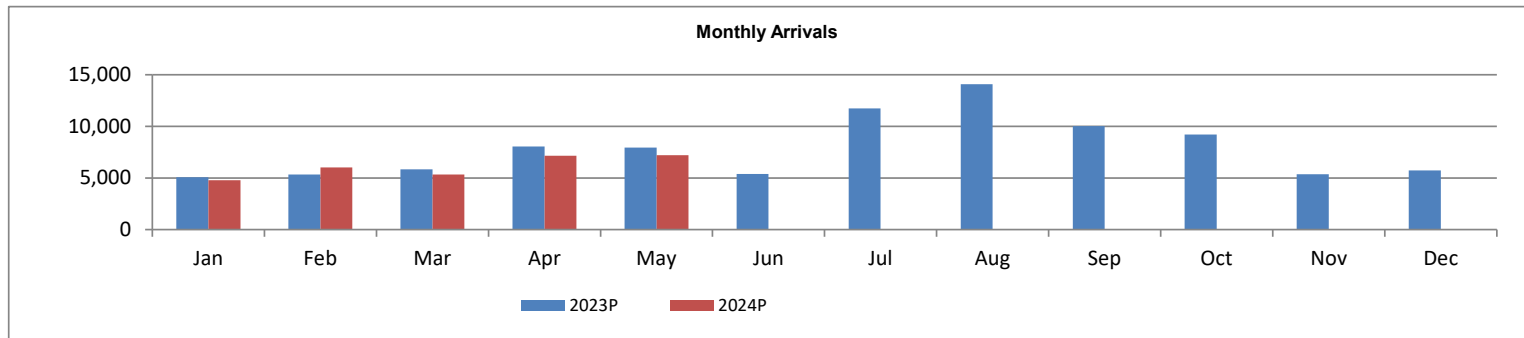
Key Performance Indicators

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -15.8%	101.9	85.8	276.3	O'ahu	1.3%	23,555
Daily Spend (\$PPPD)	↓ -10.6%	238.6	213.4	224.0	Maui	-29.1%	9,122
Visitor Days	↘ -5.8%	427,134	402,174	1,233,293	Moloka'i	-42.0%	231
Arrivals	↘ -5.3%	32,223	30,506	91,695	Lāna'i	-52.9%	154
Daily Census	↘ -6.5%	2,829	2,646	3,370	Kaua'i	3.2%	7,216
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	0.5%	9,679

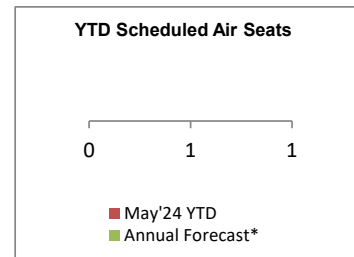
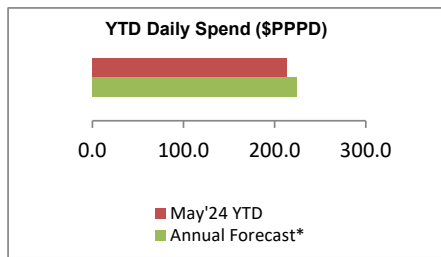
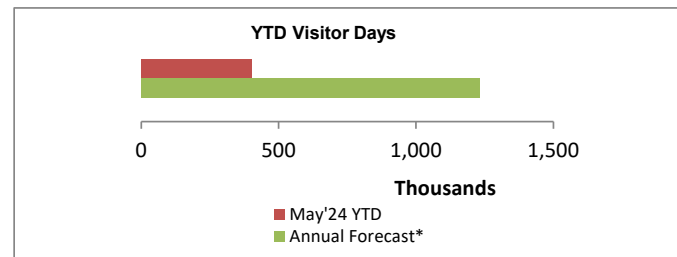
\* DBEDT Annual Forecast as of Q2 2024.

<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: **May-24** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

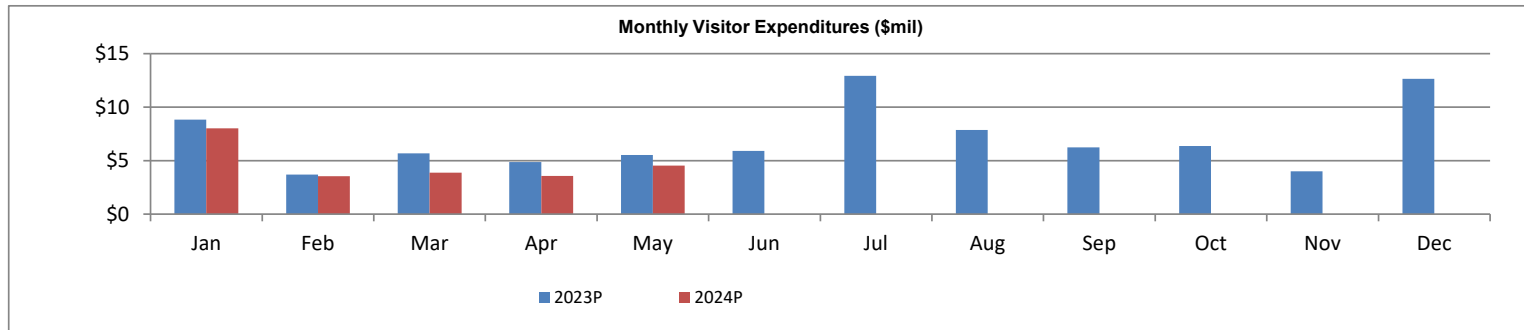
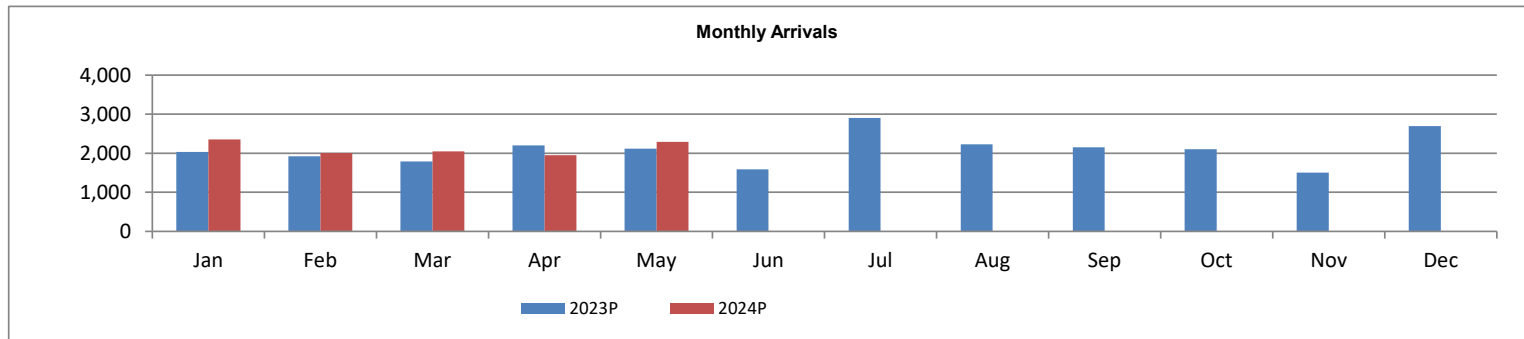
Key Performance Indicators

	YOY Rate	May'23 YTD	May'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -17.8%	28.6	23.5	NA	O'ahu	11.4%	8,100
Daily Spend (\$PPPD)	↓ -20.5%	262.4	208.7	NA	Maui	-19.8%	2,888
Visitor Days	↔ 3.4%	109,087	112,799	NA	Moloka'i	-42.5%	53
Arrivals	↔ 5.8%	10,064	10,647	NA	Lāna'i	-29.4%	67
Daily Census	↔ 2.7%	722	742	NA	Kaua'i	8.5%	1,243
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	9.1%	2,006

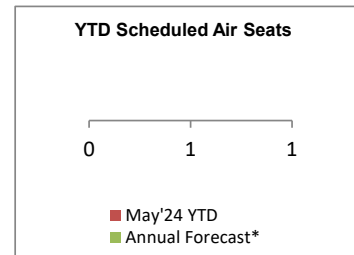
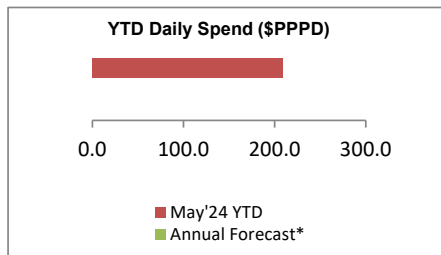
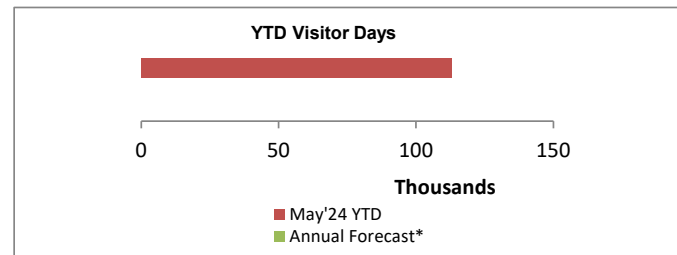
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Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures