

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

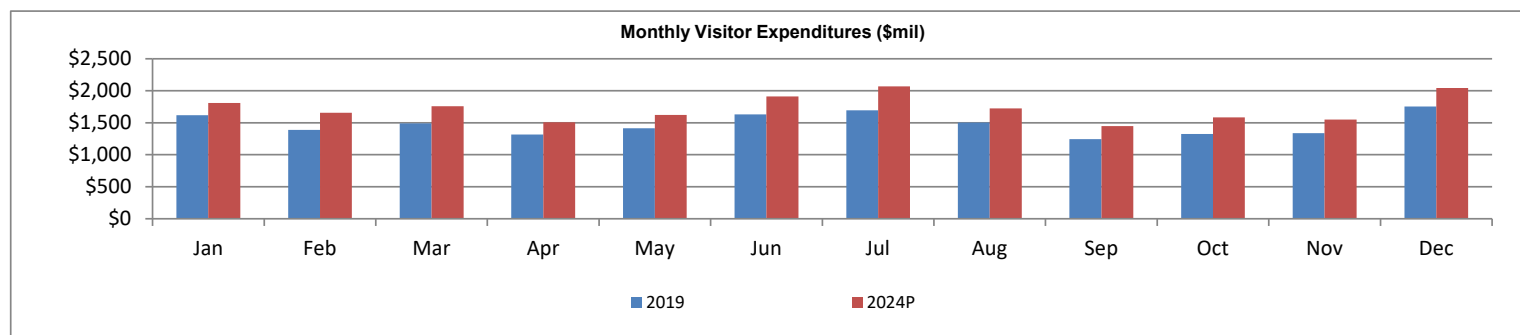
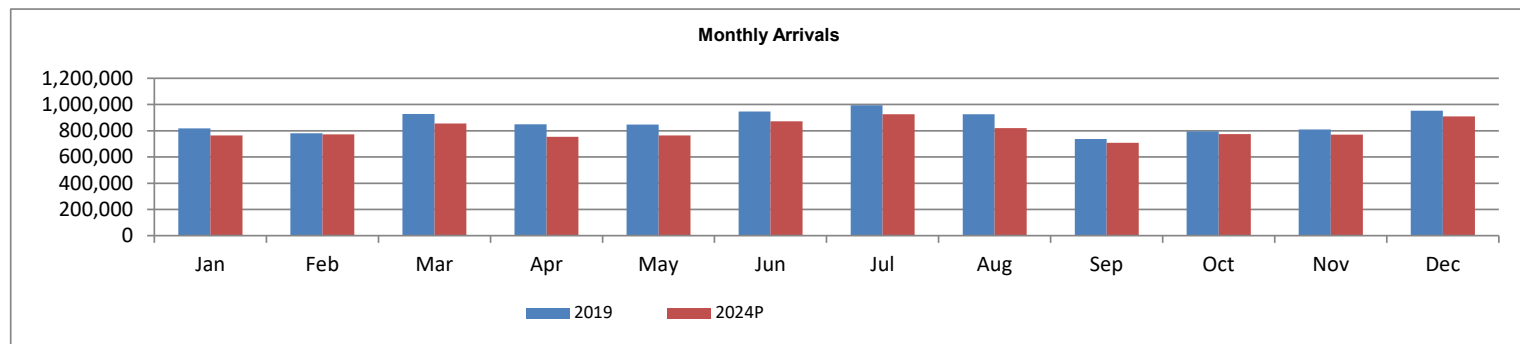
Market: **OVERALL**

Key Performance Indicators

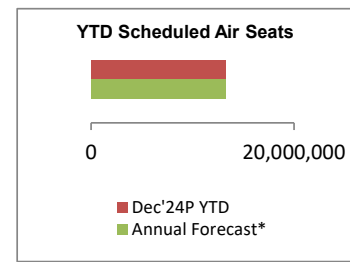
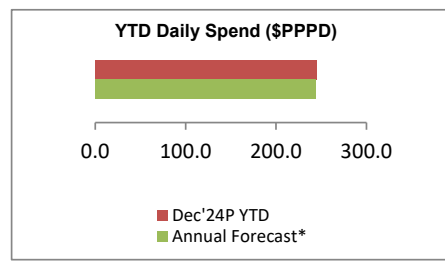
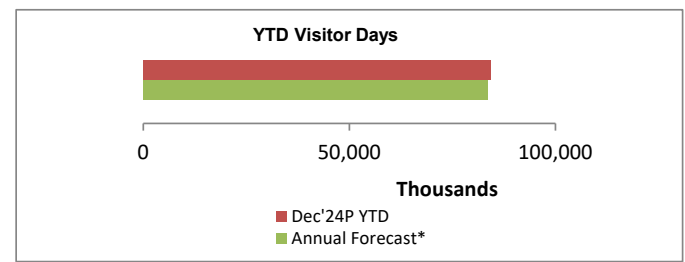
	YOY Rate	Dec'19 YTD	Dec'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 16.7%	17,716.1	20,682.9	20,421.8	O'ahu	-5.5%	5,814,176
Daily Spend (\$PPPD)	↑ 25.1%	196.1	245.2	244.4	Maui	-23.4%	2,345,288
Visitor Days	↓ -6.7%	90,360,946	84,340,211	83,561,384	Moloka'i	-52.7%	29,844
Arrivals	↓ -6.7%	10,386,673	9,689,113	9,602,210	Lāna'i	-45.5%	45,874
Daily Census	↓ -6.9%	247,564	230,438	228,310	Kaua'i	-0.1%	1,369,012
Airlift (scheduled seats)^	↓ -2.2%	13,524,164	13,226,786	13,226,786	Hawai'i Island	-2.0%	1,729,027

\* DBEDT Annual Forecast as of Q4 2024.  
 DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

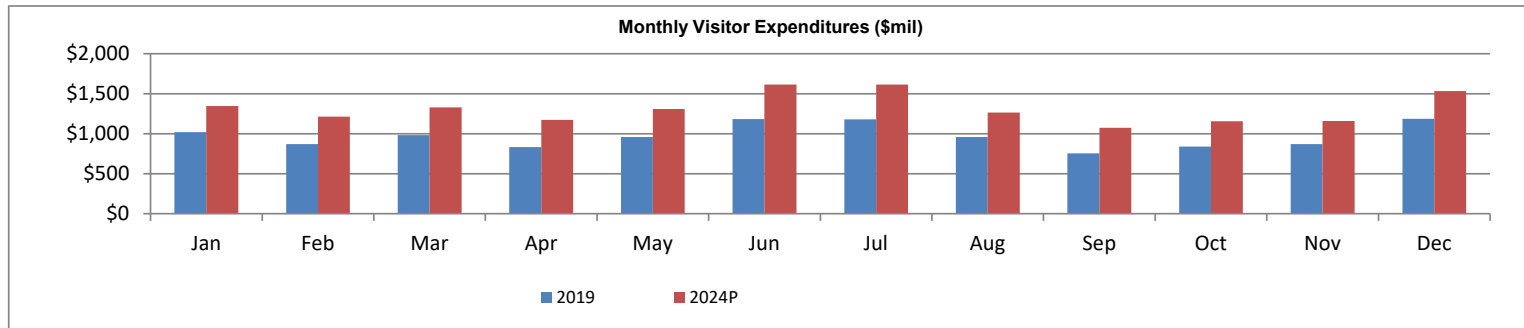
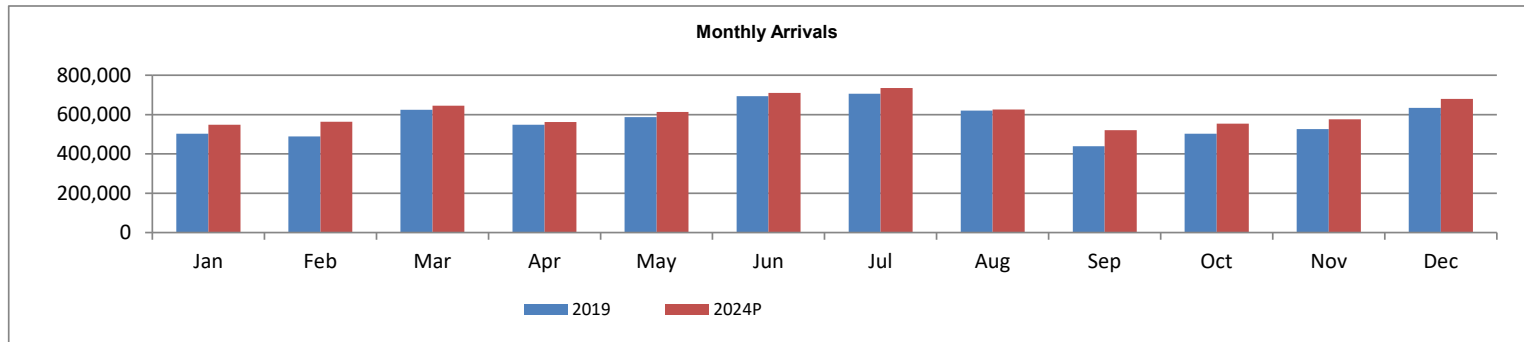
Key Performance Indicators

	YOY Rate	Dec'19 YTD	Dec'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 35.6%	11,636.2	15,779.9	15,761.7	O'ahu	19.0%	3,958,331
Daily Spend (\$PPPD)	↑ 29.8%	188.3	244.4	245.3	Maui	-18.5%	1,995,996
Visitor Days	↔ 4.5%	61,786,807	64,565,873	64,266,296	Moloka'i	-48.4%	22,002
Arrivals	↔ 6.7%	6,871,839	7,333,120	7,289,482	Lāna'i	-39.9%	35,931
Daily Census	↔ 4.2%	169,279	176,409	175,591	Kaua'i	6.5%	1,209,375
Airlift (scheduled seats) <sup>^</sup>	↔ 8.3%	9,746,790	10,558,192	10,558,192	Hawai'i Island	13.5%	1,419,684

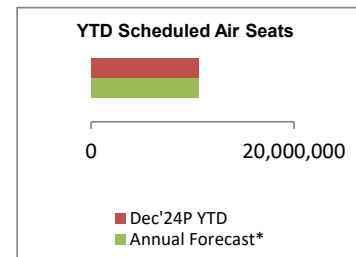
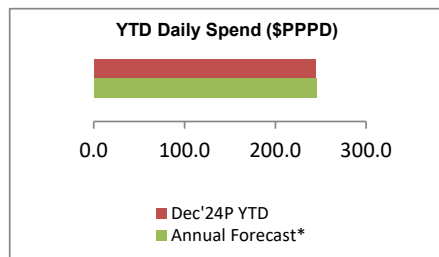
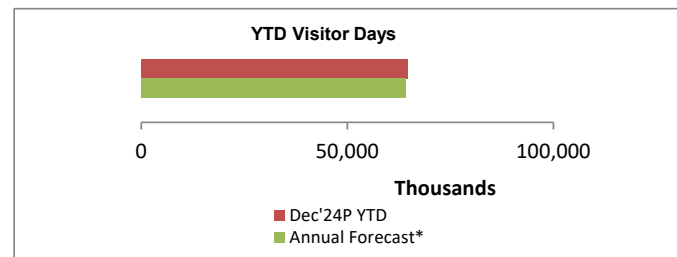
\* DBEDT Annual Forecast as of Q4 2024.

<sup>^</sup> DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. WEST**

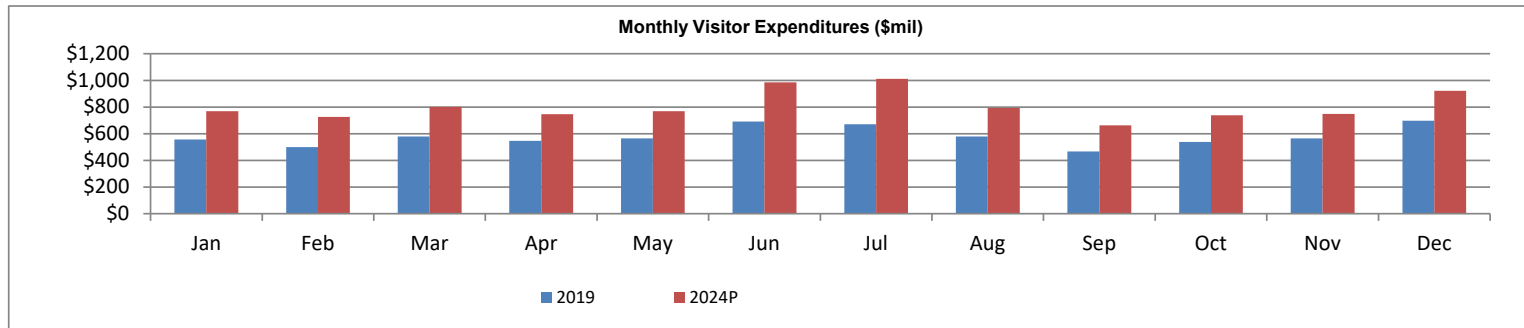
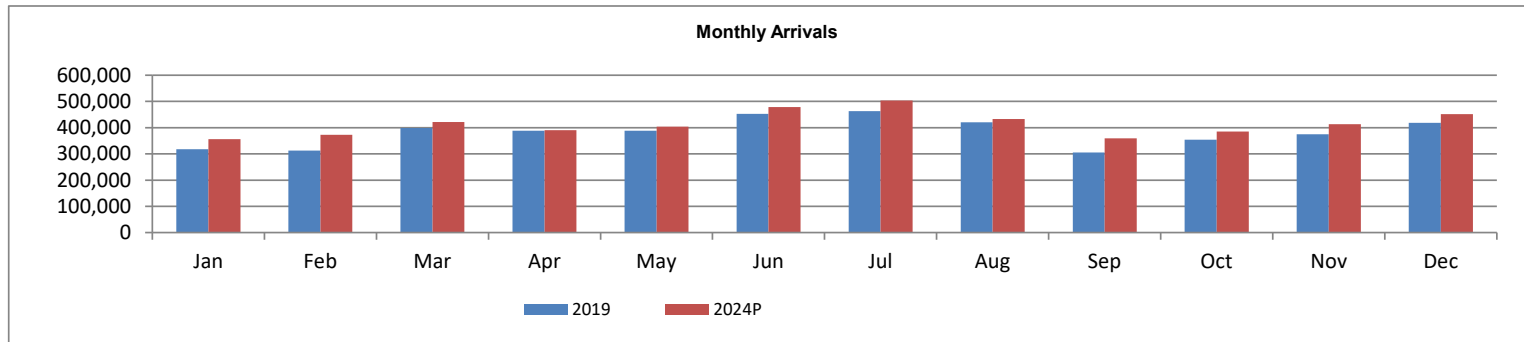
Key Performance Indicators

	YOY Rate	Dec'19 YTD	Dec'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 39.1%	6,952.0	9,671.8	9,654.7	O'ahu	24.8%	2,502,523
Daily Spend (\$PPPD)	↑ 32.5%	174.9	231.7	233.5	Maui	-19.0%	1,308,828
Visitor Days	↔ 5.0%	39,752,689	41,749,317	41,350,674	Moloka'i	-50.1%	12,889
Arrivals	↔ 8.2%	4,595,319	4,970,901	4,922,522	Lāna'i	-36.0%	20,266
Daily Census	↔ 4.7%	108,911	114,069	112,980	Kaua'i	7.4%	784,736
Airlift (scheduled seats) <sup>^</sup>	↔ 9.4%	8,564,295	9,365,338	9,365,338	Hawai'i Island	14.4%	900,099

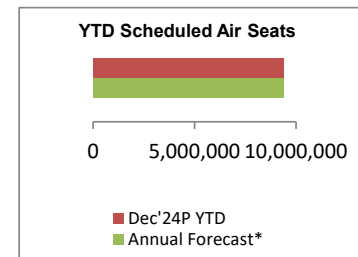
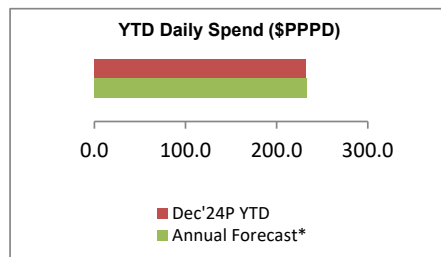
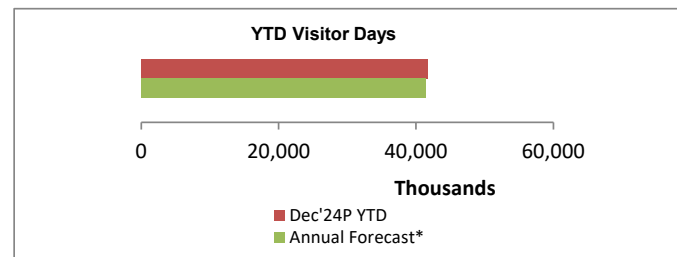
\* DBEDT Annual Forecast as of Q4 2024.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. EAST**

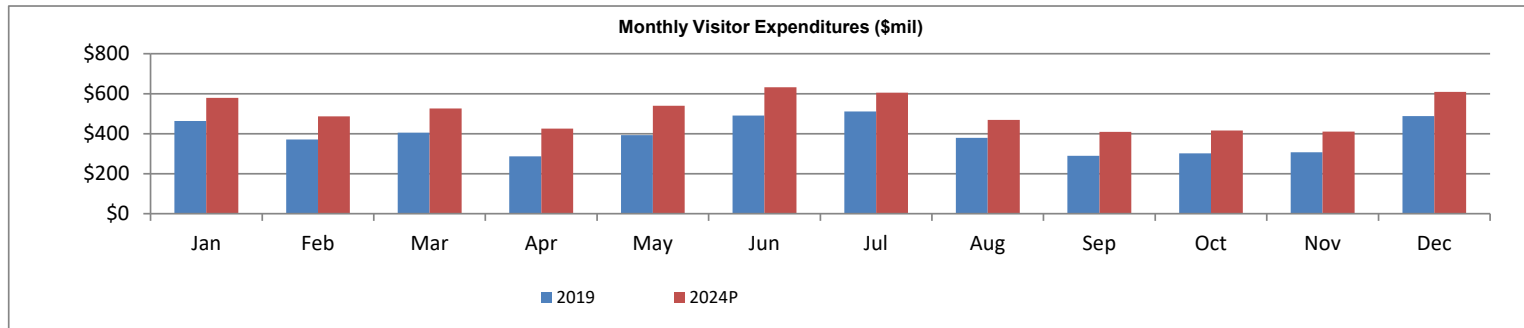
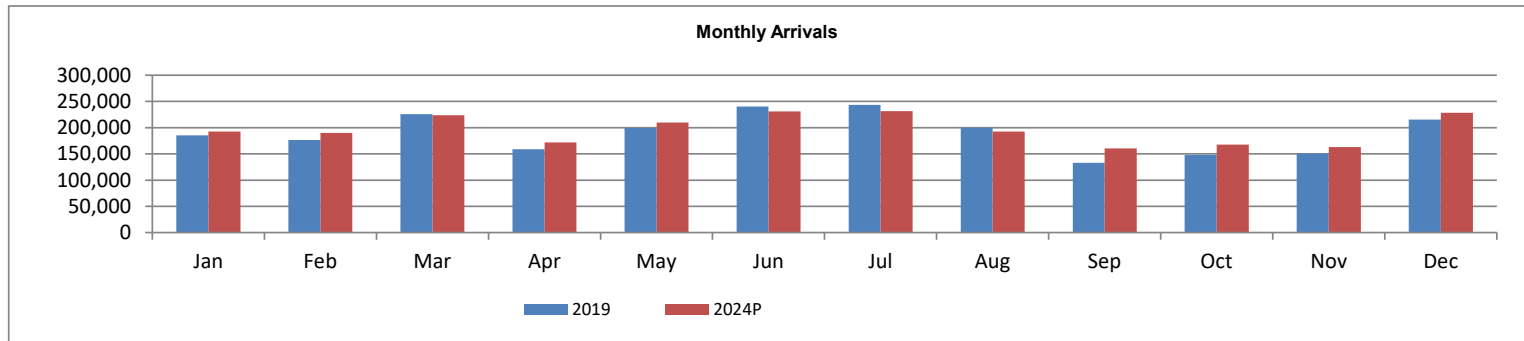
Key Performance Indicators

	YOY Rate	Dec'19 YTD	Dec'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 30.4%	4,684.2	6,108.1	6,107.0	O'ahu	10.2%	1,455,808
Daily Spend (\$PPPD)	↑ 25.9%	212.6	267.7	266.5	Maui	-17.5%	687,168
Visitor Days	↔ 3.6%	22,034,119	22,816,556	22,915,622	Moloka'i	-45.7%	9,113
Arrivals	↔ 3.8%	2,276,520	2,362,218	2,366,960	Lāna'i	-44.3%	15,665
Daily Census	↔ 3.3%	60,367	62,340	62,611	Kaua'i	4.9%	424,639
Airlift (scheduled seats) <sup>^</sup>	↔ 0.9%	1,182,495	1,192,854	1,192,854	Hawai'i Island	11.8%	519,586

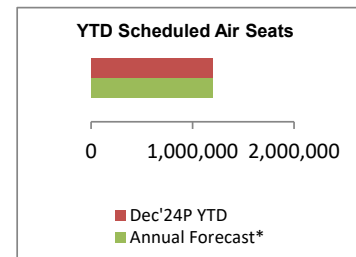
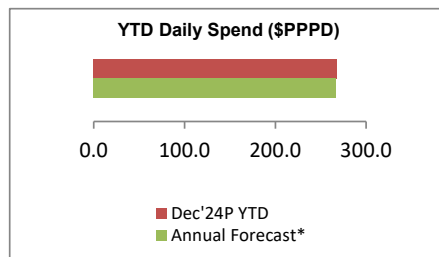
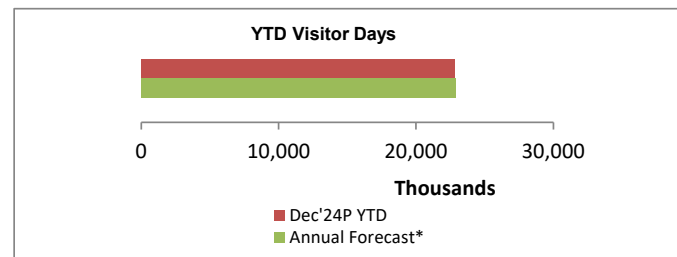
\* DBEDT Annual Forecast as of Q4 2024.

<sup>^</sup> DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

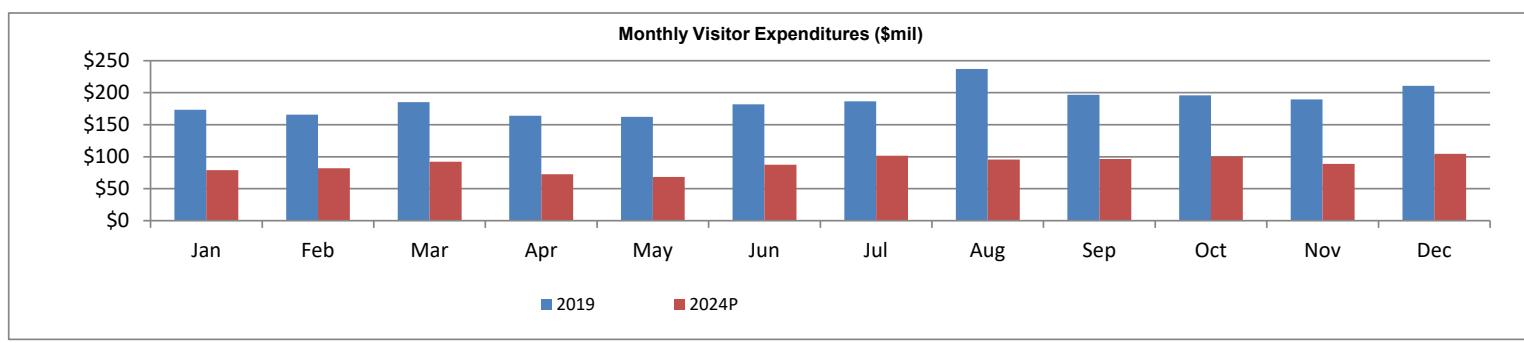
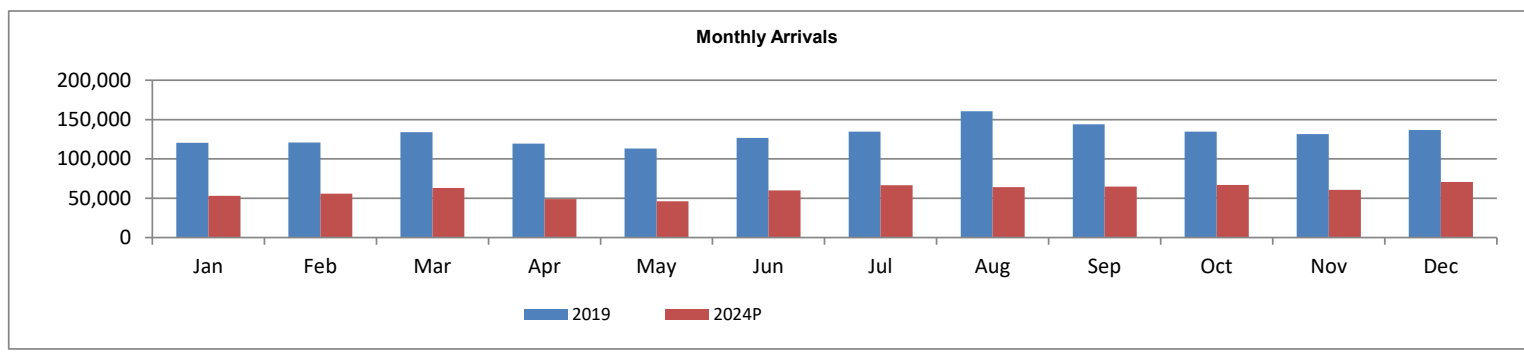
Market: **JAPAN**

Key Performance Indicators

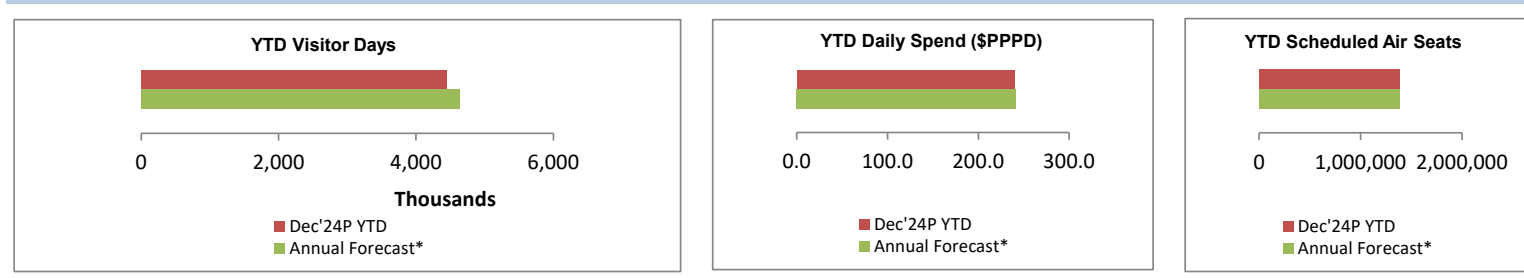
	YOY Rate	Dec'19 YTD	Dec'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -52.5%	2,248.3	1,067.8	1,122.2	O'ahu	-52.8%	705,163
Daily Spend (\$PPPD)	↔ -0.8%	241.6	239.7	241.9	Maui	-70.6%	13,711
Visitor Days	↓ -52.1%	9,306,767	4,454,166	4,638,781	Moloka'i	-64.2%	695
Arrivals	↓ -54.3%	1,576,205	720,488	754,410	Lāna'i	-82.5%	403
Daily Census	↓ -52.3%	25,498	12,170	12,674	Kaua'i	-72.1%	7,057
Airlift (scheduled seats) <sup>^</sup>	↓ -30.8%	1,999,204	1,384,265	1,384,265	Hawai'i Island	-72.7%	46,677

<sup>\*</sup> DBEDT Annual Forecast as of Q4 2024.  
<sup>^</sup> DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

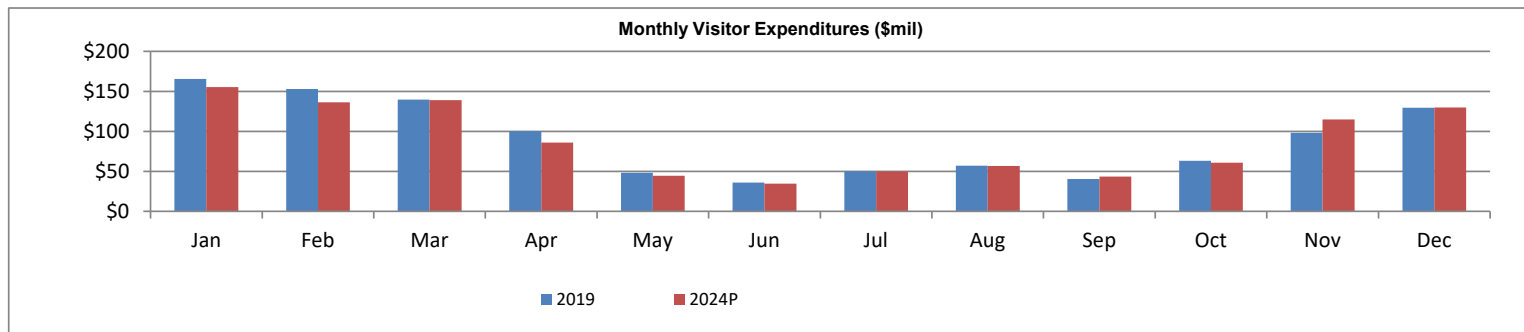
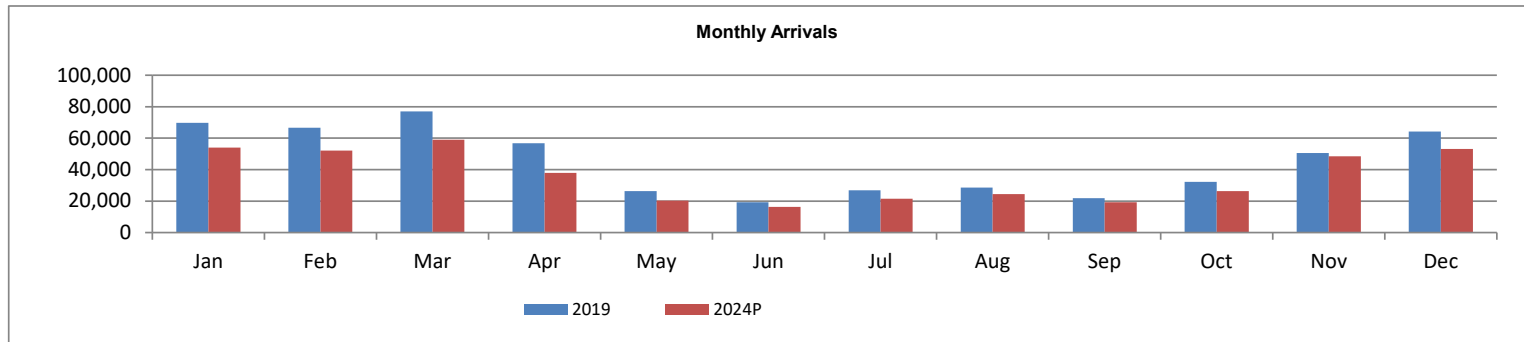
Market: **CANADA**

Key Performance Indicators

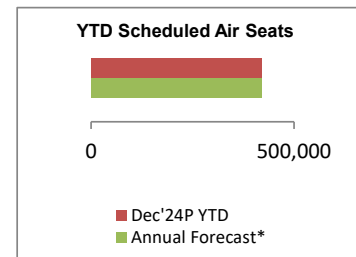
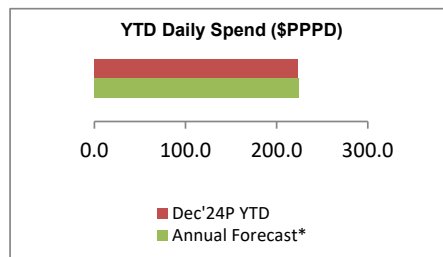
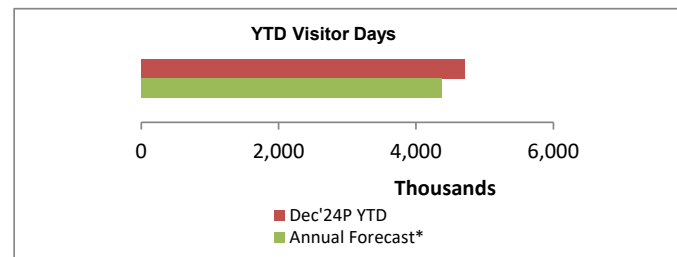
	YOY Rate	Dec'19 YTD	Dec'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -2.8%	1,081.5	1,051.2	982.8	O'ahu	6.9%	243,103
Daily Spend (\$PPPD)	👈 35.3%	165.0	223.2	224.7	Maui	-42.4%	159,338
Visitor Days	👇 -28.2%	6,554,493	4,708,524	4,374,151	Moloka'i	-58.9%	1,989
Arrivals	👇 -19.8%	540,103	433,049	397,173	Lāna'i	-64.0%	2,054
Daily Census	👇 -28.4%	17,958	12,865	11,951	Kaua'i	-42.0%	44,568
Airlift (scheduled seats) <sup>^</sup>	👇 -13.3%	484,613	420,172	420,172	Hawai'i Island	-23.5%	74,749

\* DBEDT Annual Forecast as of Q4 2024.  
DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OCEANIA**

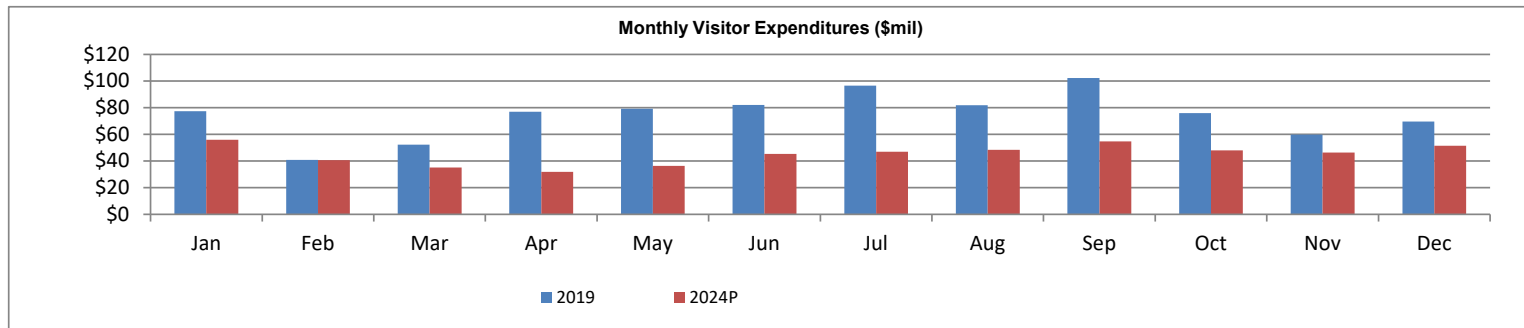
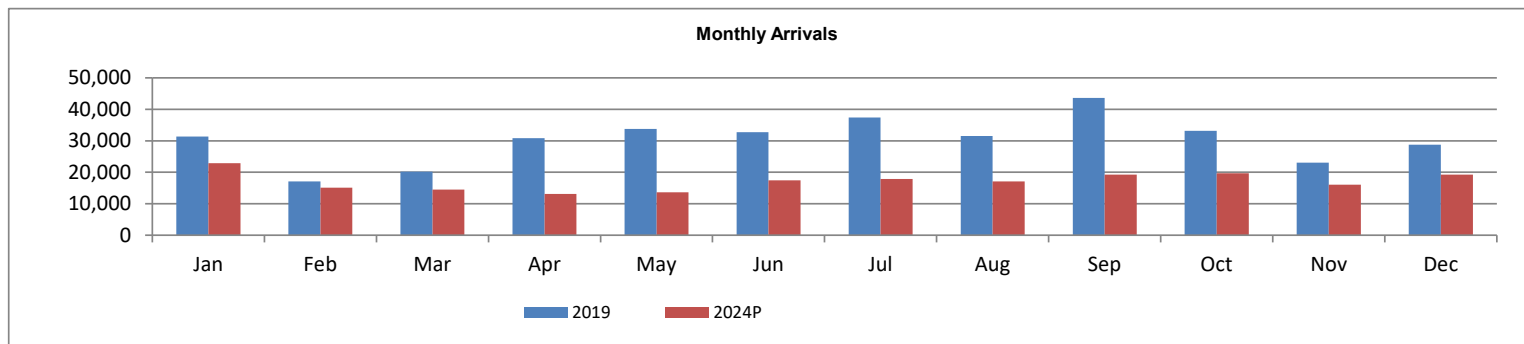
Key Performance Indicators

	YOY Rate	Dec'19 YTD	Dec'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -39.5%	895.1	541.4	534.4	O'ahu	-43.4%	201,706
Daily Spend (\$PPPD)	↑ 14.5%	261.7	299.6	297.7	Mauī	-64.5%	21,512
Visitor Days	↓ -47.2%	3,420,593	1,806,999	1,794,958	Moloka'i	-59.0%	1,919
Arrivals	↓ -43.3%	363,551	206,001	204,669	Lāna'i	-67.0%	2,025
Daily Census	↓ -47.3%	9,371	4,937	4,904	Kaua'i	-48.1%	16,693
Airlift (scheduled seats) <sup>^</sup>	↓ -40.3%	494,582	295,421	295,421	Hawai'i Island	-48.8%	24,256

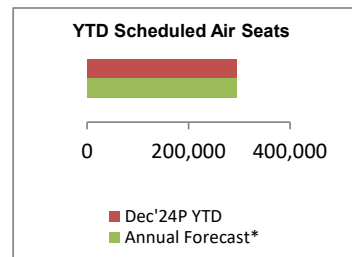
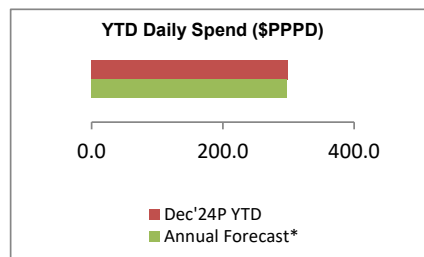
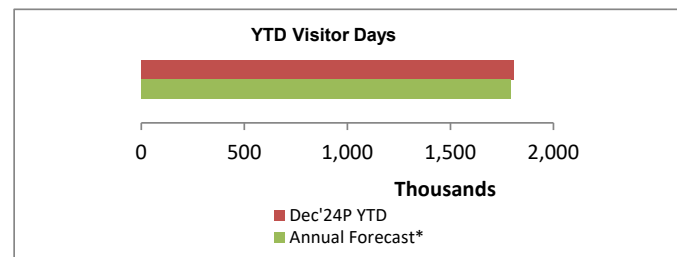
\* DBEDT Annual Forecast as of Q4 2024.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

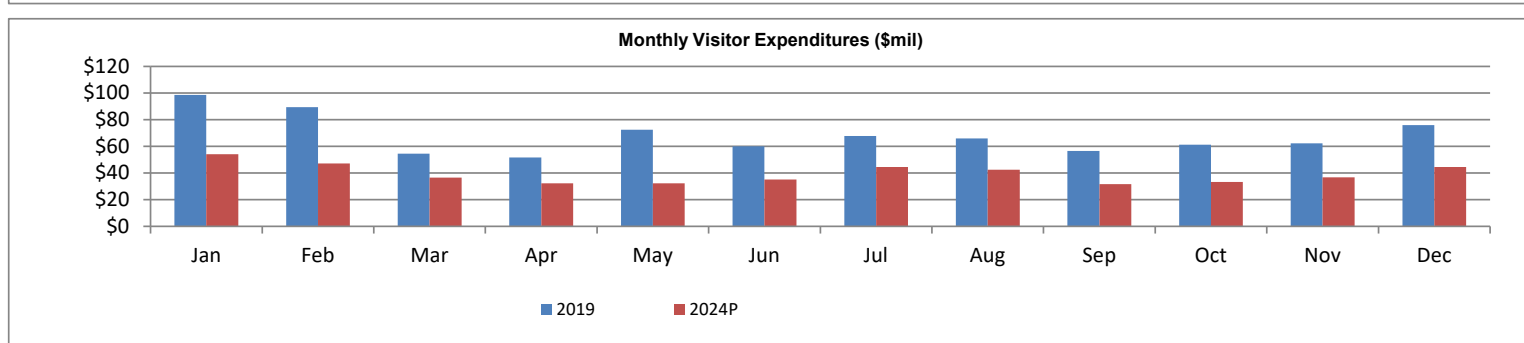
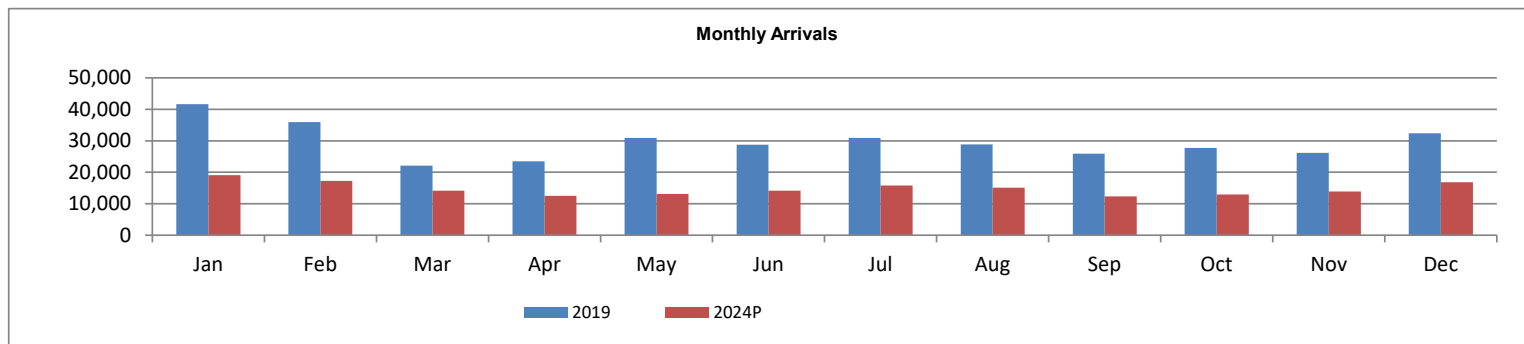
Market: **OTHER ASIA**

Key Performance Indicators

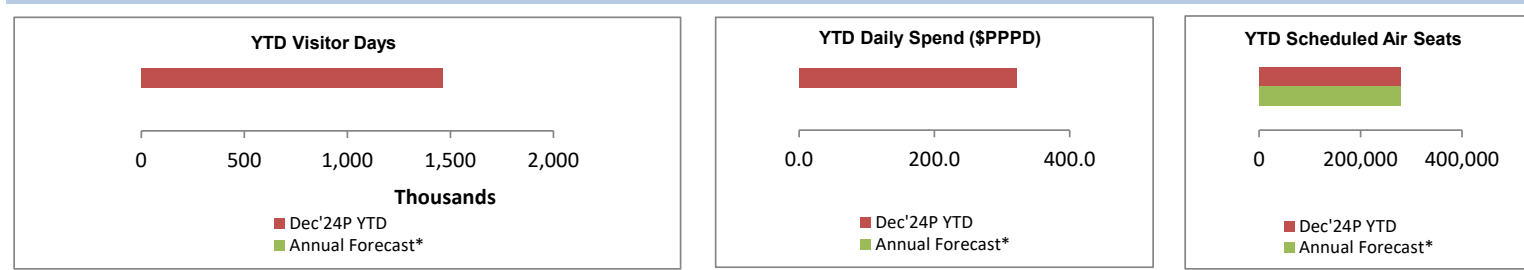
	YOY Rate	Dec'19 YTD	Dec'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -42.4%	816.7	470.6	NA	O'ahu	-50.7%	170,630
Daily Spend (\$PPPD)	↔ 9.7%	293.6	322.1	NA	Mauī	-80.8%	10,465
Visitor Days	↓ -47.5%	2,781,593	1,461,196	NA	Moloka'i	-78.0%	383
Arrivals	↓ -50.1%	354,680	177,151	NA	Lāna'i	-70.1%	456
Daily Census	↓ -47.6%	7,621	3,992	NA	Kaua'i	-50.9%	6,195
Airlift (scheduled seats) <sup>^</sup>	↓ -42.2%	482,717	278,982	278,982	Hawai'i Island	-50.3%	33,665

<sup>\*</sup> DBEDT Annual Forecast as of Q4 2024.  
<sup>^</sup> DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures



HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

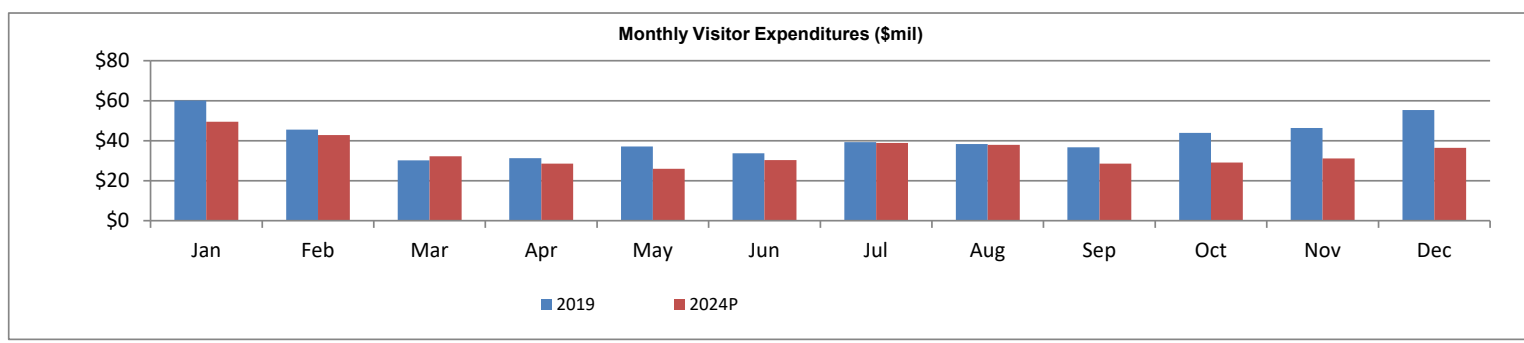
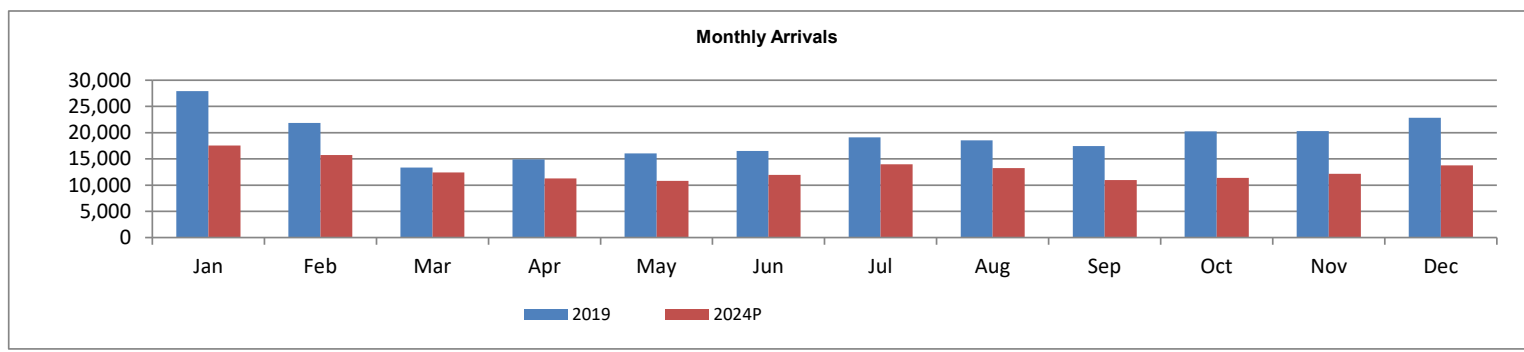
Market: **KOREA**

Key Performance Indicators

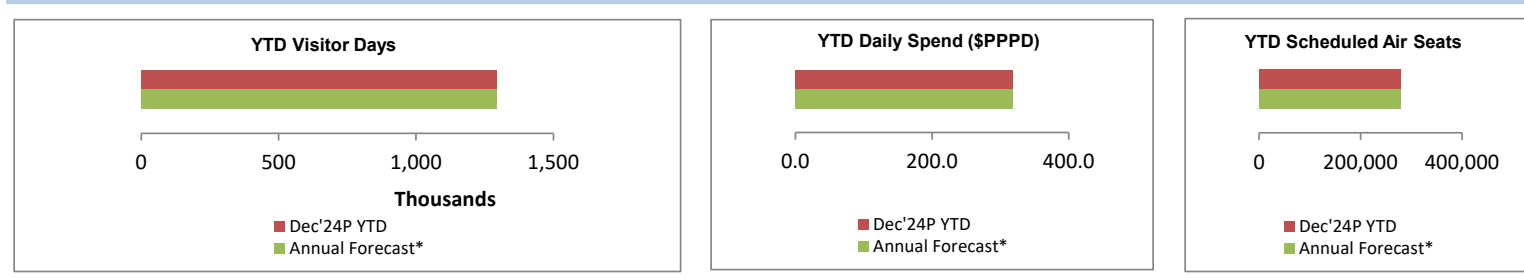
	YOY Rate	Dec'19 YTD	Dec'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -17.4%	497.9	411.3	410.6	O'ahu	-32.4%	152,377
Daily Spend (\$PPPD)	↑ 11.5%	285.2	318.1	317.4	Maui	-75.7%	7,128
Visitor Days	↓ -25.9%	1,745,666	1,292,909	1,293,671	Moloka'i	-61.7%	324
Arrivals	↓ -32.2%	229,056	155,221	154,981	Lāna'i	-42.3%	288
Daily Census	↓ -26.1%	4,783	3,533	3,535	Kaua'i	-35.3%	4,654
Airlift (scheduled seats) <sup>^</sup>	↓ -14.5%	326,398	278,982	278,982	Hawai'i Island	10.9%	28,038

<sup>\*</sup> DBEDT Annual Forecast as of Q4 2024.  
<sup>^</sup> DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

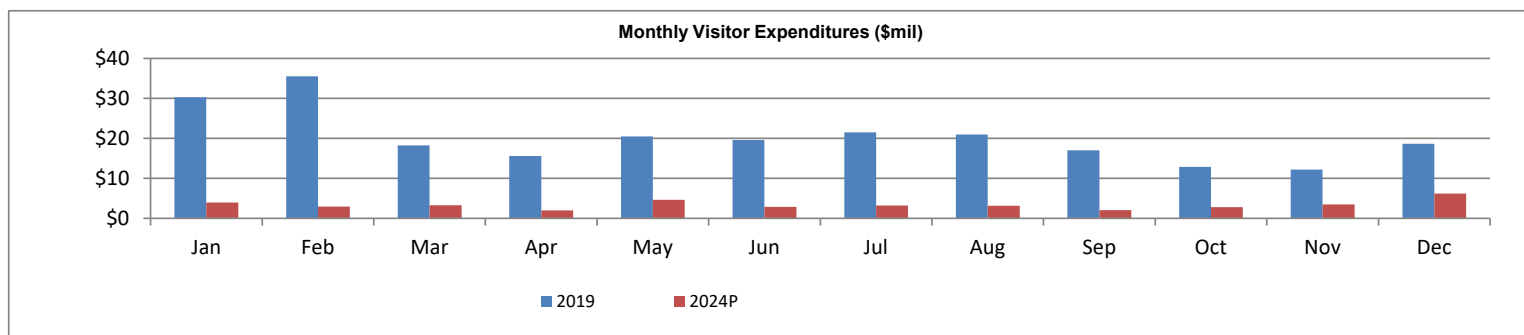
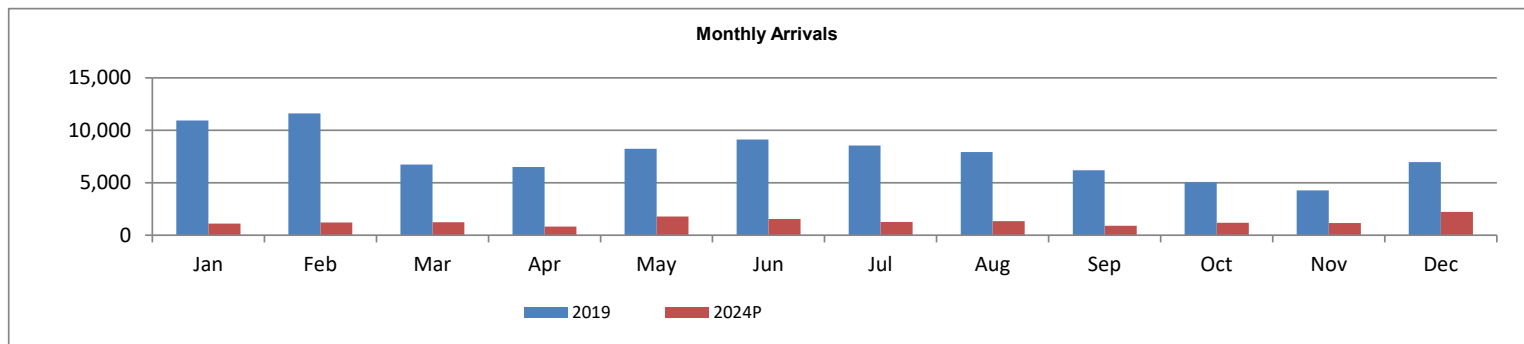
Market: **CHINA**

Key Performance Indicators

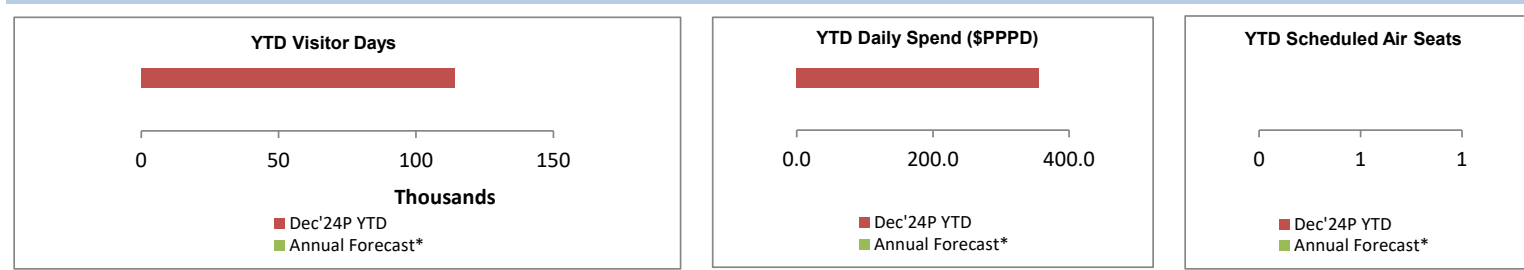
	YOY Rate	Dec'19 YTD	Dec'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -83.3%	242.8	40.5	NA	O'ahu	-84.5%	13,692
Daily Spend (\$PPPD)	↔ 8.0%	329.0	355.3	NA	Maui	-88.8%	2,181
Visitor Days	↓ -84.5%	737,950	114,025	NA	Moloka'i	-94.5%	39
Arrivals	↓ -82.9%	92,082	15,741	NA	Lāna'i	-83.8%	137
Daily Census	↓ -84.6%	2,022	312	NA	Kaua'i	-75.3%	934
Airlift (scheduled seats) <sup>^</sup>	N/A	116,539	N/A	N/A	Hawai'i Island	-87.3%	4,368

<sup>\*</sup> DBEDT Annual Forecast as of Q4 2024.  
<sup>^</sup> DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

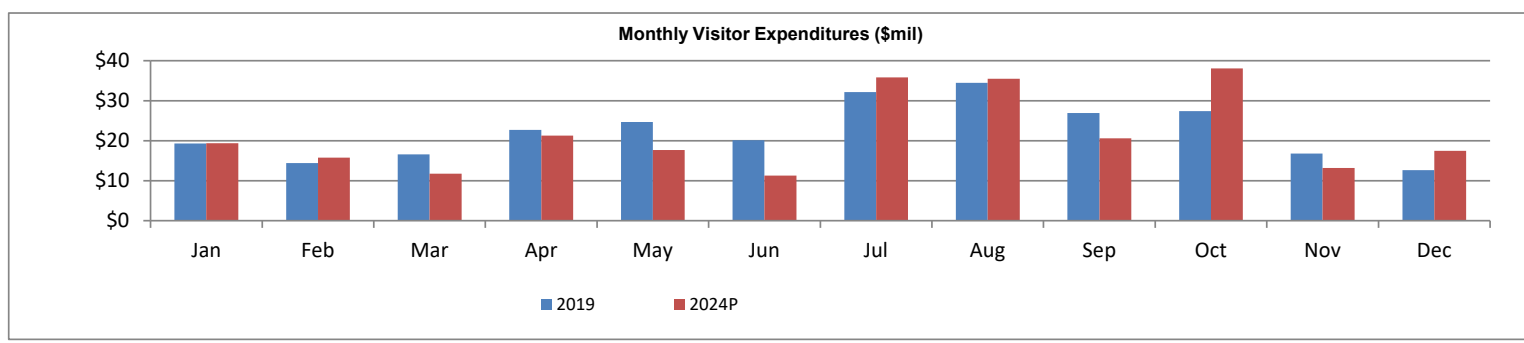
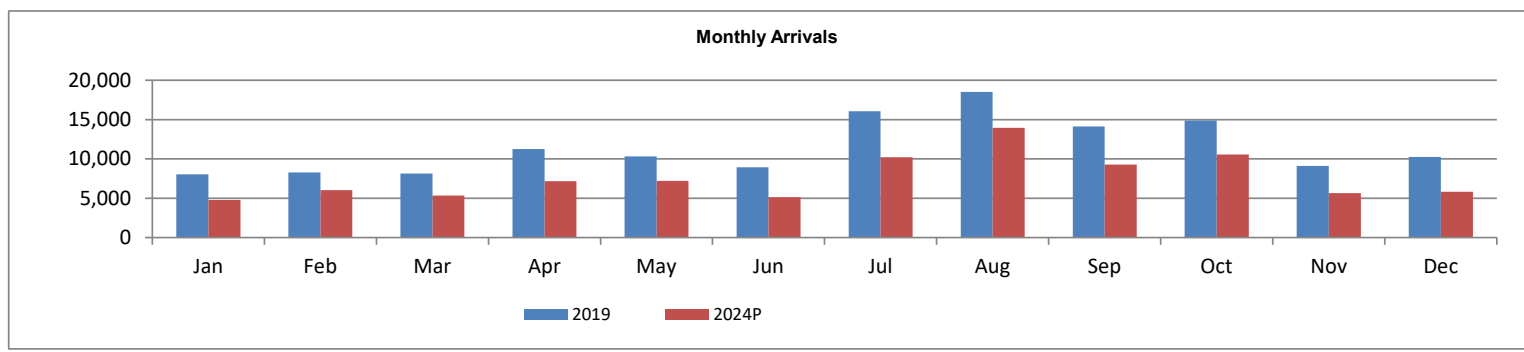
Market: **EUROPE**

Key Performance Indicators

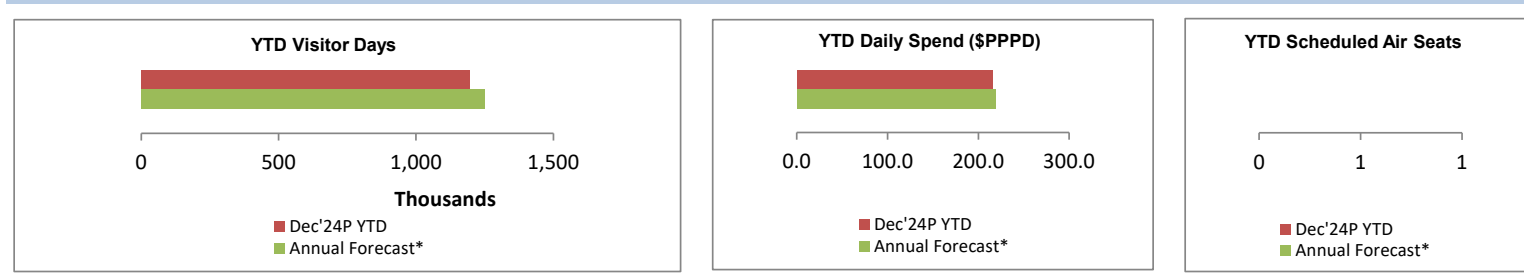
	YOY Rate	Dec'19 YTD	Dec'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -3.9%	268.1	257.7	273.7	O'ahu	-31.4%	70,121
Daily Spend (\$PPPD)	👈 43.2%	150.6	215.7	218.9	Maui	-50.3%	30,130
Visitor Days	👇 -32.9%	1,780,190	1,194,789	1,250,378	Moloka'i	-65.7%	607
Arrivals	👇 -33.9%	137,908	91,110	95,461	Lāna'i	-73.8%	428
Daily Census	👇 -33.1%	4,877	3,264	3,416	Kaua'i	-37.6%	22,144
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	-32.1%	29,624

\* DBEDT Annual Forecast as of Q4 2024.  
DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

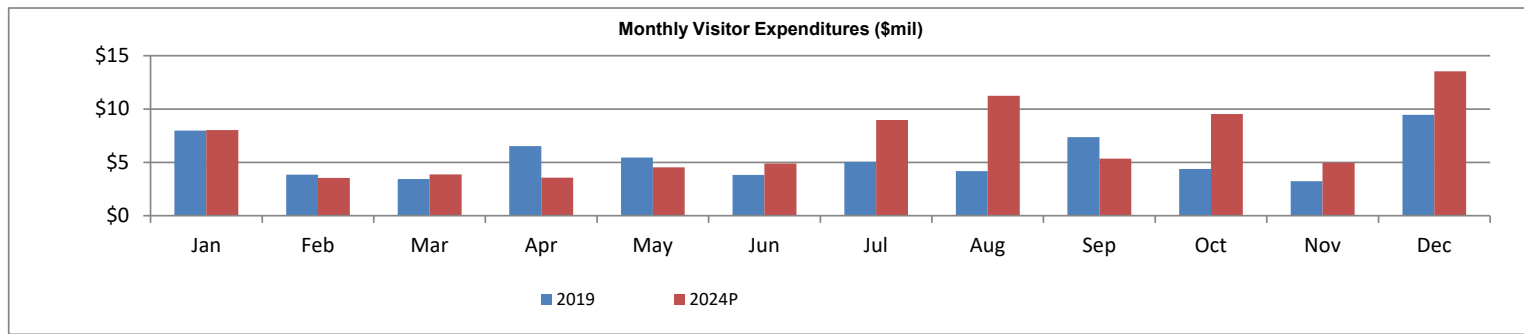
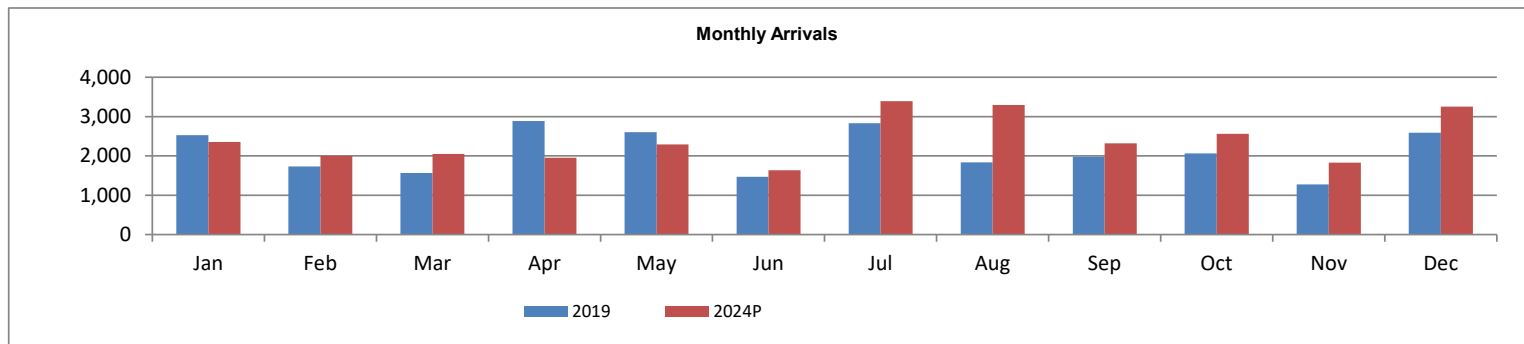
Market: **LATIN AMERICA**

Key Performance Indicators

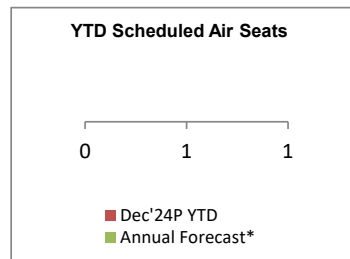
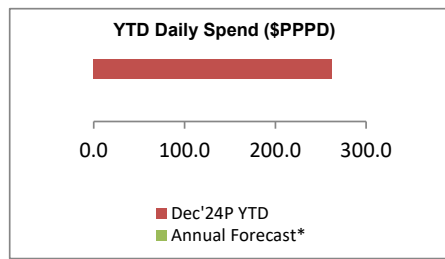
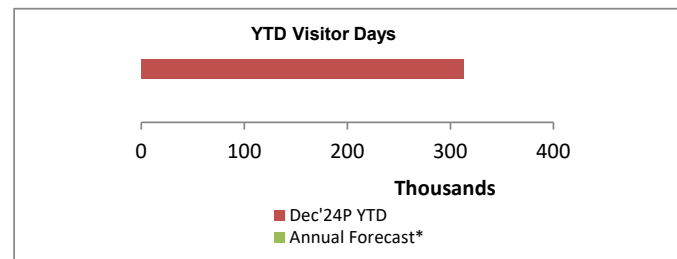
	YOY Rate	Dec'19 YTD	Dec'24P YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 26.8%	64.7	82.0	NA		O'ahu	11.7%	21,273
Daily Spend (\$PPPD)	↑ 12.2%	233.7	262.1	NA		Maui	-5.3%	8,546
Visitor Days	↑ 13.0%	276,859	312,902	NA		Moloka'i	-60.7%	121
Arrivals	↑ 14.1%	25,344	28,927	NA		Lāna'i	-72.6%	156
Daily Census	↑ 12.7%	759	855	NA		Kaua'i	2.8%	3,456
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A		Hawai'i Island	14.7%	6,426

<sup>\*</sup> DBEDT Annual Forecast as of Q4 2024.  
<sup>^</sup> DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures