

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

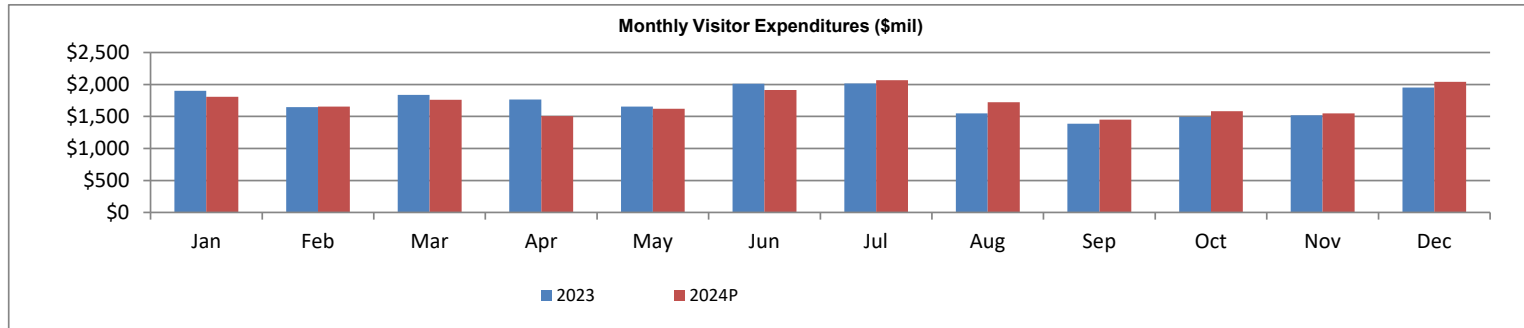
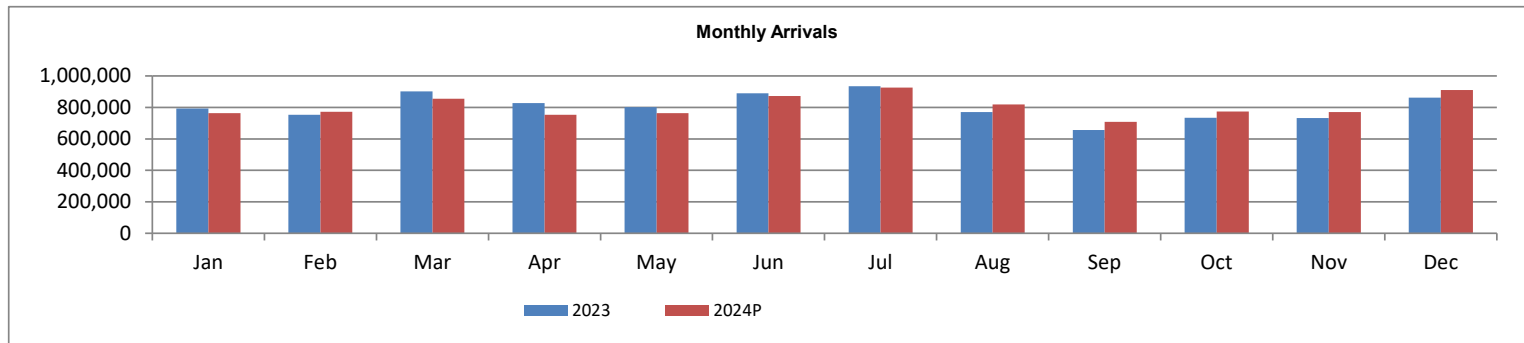
Key Performance Indicators

| | YOY Rate | Dec'23 YTD | Dec'24P YTD | Annual Forecast* | Arrivals | YOY Rate | YTD | |
|----------------------------|----------|------------|-------------|------------------|------------|----------------|--------|-----------|
| Visitor Spending (\$mil) | ↘ | -0.2% | 20,734.3 | 20,682.9 | 20,421.8 | O'ahu | 3.6% | 5,814,176 |
| Daily Spend (\$PPPD) | ↘ | 2.2% | 239.9 | 245.2 | 244.4 | Maui | -6.0% | 2,345,288 |
| Visitor Days | ↘ | -2.4% | 86,426,013 | 84,340,211 | 83,561,384 | Moloka'i | -10.2% | 29,844 |
| Arrivals | ↘ | 0.3% | 9,657,607 | 9,689,113 | 9,602,210 | Lāna'i | -14.8% | 45,874 |
| Daily Census | ↘ | -2.7% | 236,784 | 230,438 | 228,310 | Kaua'i | -3.5% | 1,369,012 |
| Airlift (scheduled seats)^ | ↘ | 1.1% | 13,077,026 | 13,226,786 | 13,226,786 | Hawai'i Island | -2.8% | 1,729,027 |

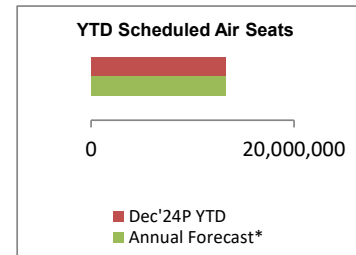
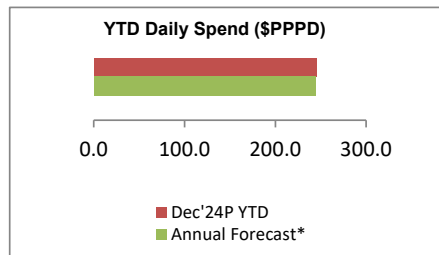
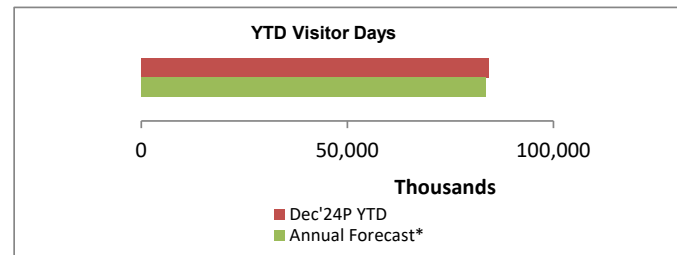
* DBEDT Annual Forecast as of Q4 2024.

^ 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**

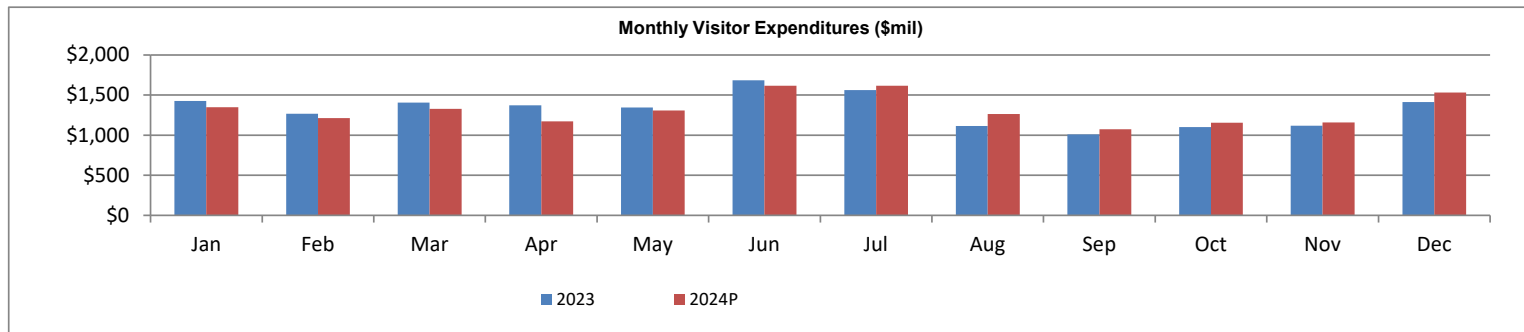
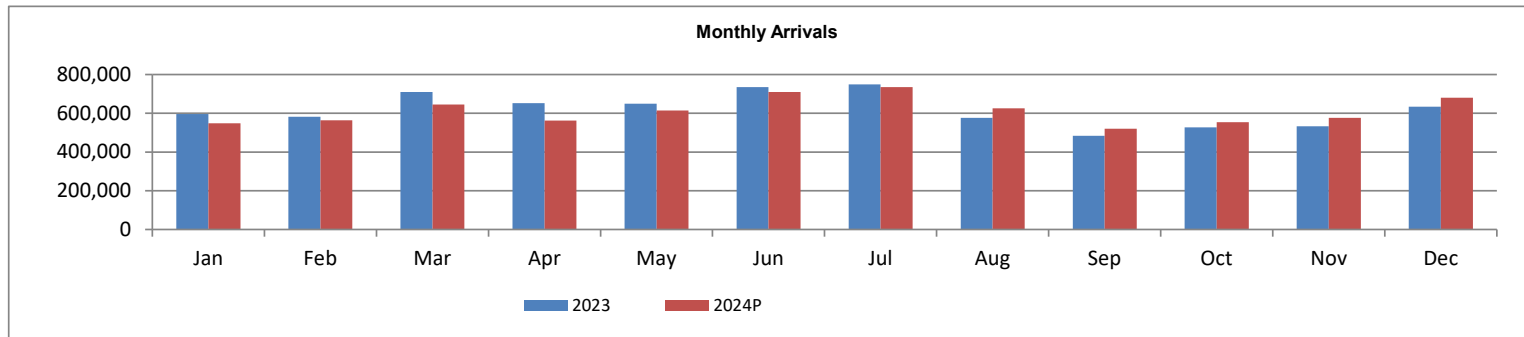
Key Performance Indicators

| | YOY Rate | Dec'23 YTD | Dec'24P YTD | Annual Forecast* | Arrivals | YOY Rate | YTD | |
|--|----------|------------|-------------|------------------|------------|----------------|-------|-----------|
| Visitor Spending (\$mil) | ↘ | -0.3% | 15,821.7 | 15,779.9 | 15,761.7 | O'ahu | 0.9% | 3,958,331 |
| Daily Spend (\$PPPD) | ↘ | 2.4% | 238.7 | 244.4 | 245.3 | Maui | -4.6% | 1,995,996 |
| Visitor Days | ↘ | -2.6% | 66,288,269 | 64,565,873 | 64,266,296 | Moloka'i | -3.1% | 22,002 |
| Arrivals | ↘ | -1.3% | 7,427,242 | 7,333,120 | 7,289,482 | Lāna'i | -6.2% | 35,931 |
| Daily Census | ↘ | -2.9% | 181,612 | 176,409 | 175,591 | Kaua'i | -3.1% | 1,209,375 |
| Airlift (scheduled seats) [^] | ↘ | -1.0% | 10,663,732 | 10,558,192 | 10,558,192 | Hawai'i Island | -3.5% | 1,419,684 |

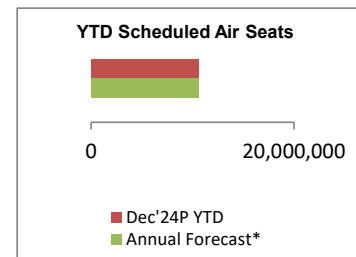
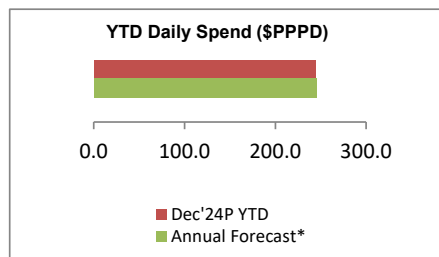
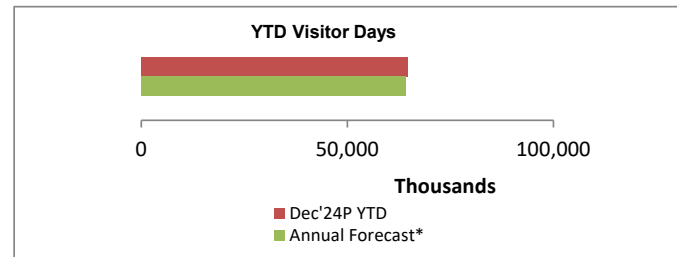
* DBEDT Annual Forecast as of Q4 2024.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

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

Visitor Industry Performance Measures

Market: **U.S. WEST**

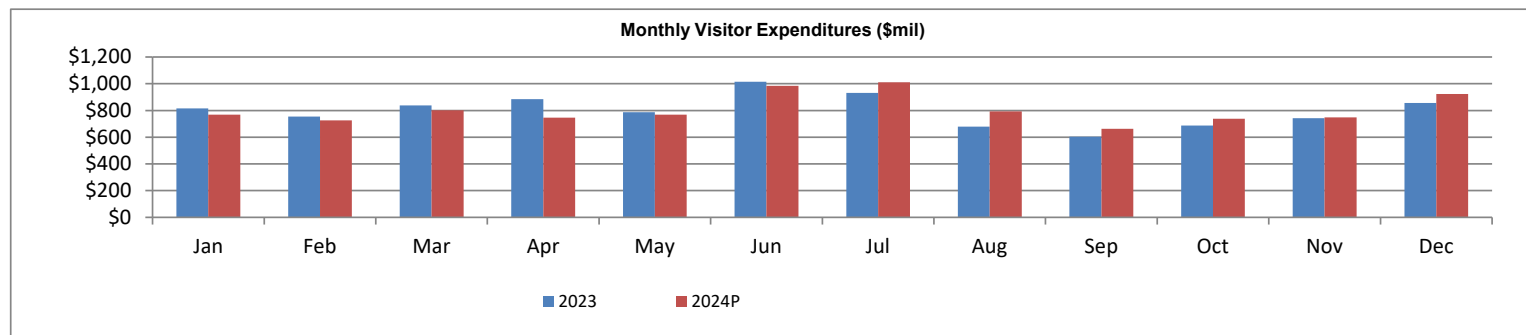
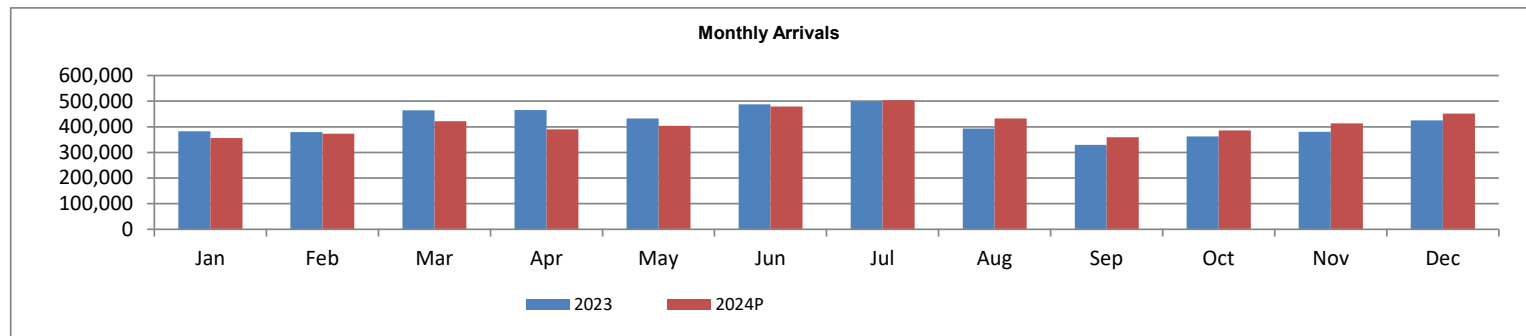
Key Performance Indicators

| | YOY Rate | Dec'23 YTD | Dec'24P YTD | Annual Forecast* | Arrivals | YOY Rate | YTD | |
|--|----------|------------|-------------|------------------|------------|----------------|-------|-----------|
| Visitor Spending (\$mil) | ↗ | 0.8% | 9,592.7 | 9,671.8 | 9,654.7 | O'ahu | 2.2% | 2,502,523 |
| Daily Spend (\$PPPD) | ↗ | 2.8% | 225.4 | 231.7 | 233.5 | Maui | -3.4% | 1,308,828 |
| Visitor Days | ↘ | -1.9% | 42,564,352 | 41,749,317 | 41,350,674 | Moloka'i | -2.0% | 12,889 |
| Arrivals | ↘ | -0.6% | 5,000,099 | 4,970,901 | 4,922,522 | Lāna'i | -2.4% | 20,266 |
| Daily Census | ↘ | -2.2% | 116,615 | 114,069 | 112,980 | Kaua'i | -3.2% | 784,736 |
| Airlift (scheduled seats) [^] | ↘ | -0.8% | 9,438,011 | 9,365,338 | 9,365,338 | Hawai'i Island | -3.6% | 900,099 |

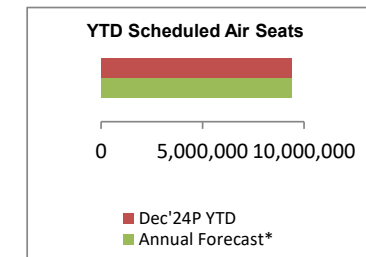
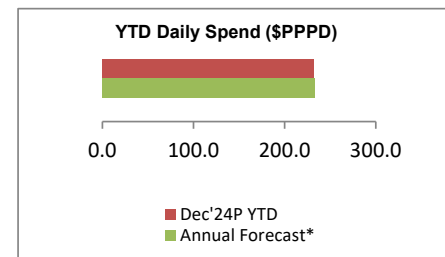
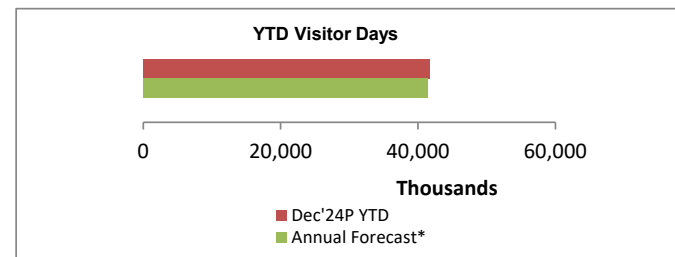
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. EAST**

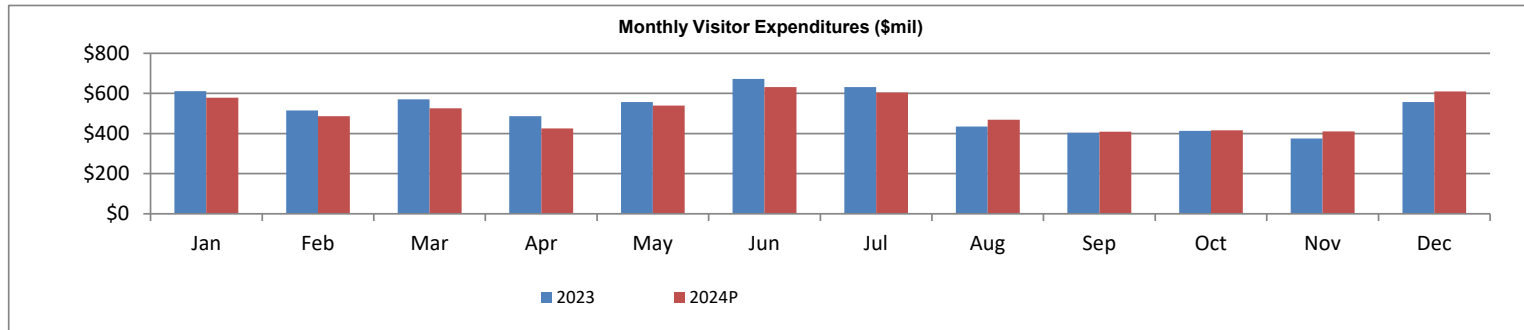
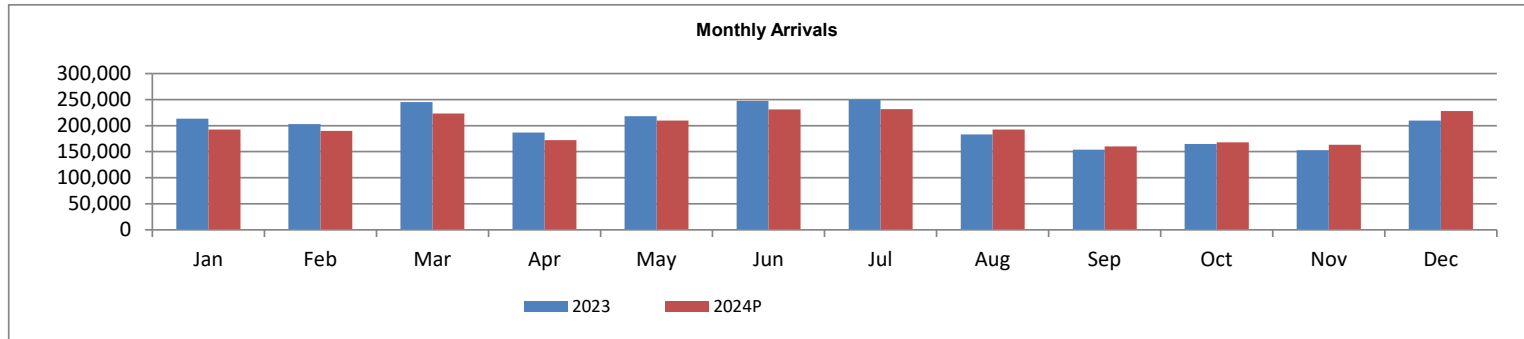
Key Performance Indicators

| | YOY Rate | Dec'23 YTD | Dec'24P YTD | Annual Forecast* | Arrivals | YOY Rate | YTD | |
|--|----------|------------|-------------|------------------|------------|----------------|--------|-----------|
| Visitor Spending (\$mil) | 🔻 | -1.9% | 6,229.0 | 6,108.1 | 6,107.0 | O'ahu | -1.3% | 1,455,808 |
| Daily Spend (\$PPPD) | 🔻 | 2.0% | 262.6 | 267.7 | 266.5 | Maui | -6.8% | 687,168 |
| Visitor Days | 🔻 | -3.8% | 23,723,917 | 22,816,556 | 22,915,622 | Moloka'i | -4.6% | 9,113 |
| Arrivals | 🔻 | -2.7% | 2,427,144 | 2,362,218 | 2,366,960 | Lāna'i | -10.7% | 15,665 |
| Daily Census | 🔻 | -4.1% | 64,997 | 62,340 | 62,611 | Kaua'i | -3.0% | 424,639 |
| Airlift (scheduled seats) [^] | 🔻 | -2.7% | 1,225,721 | 1,192,854 | 1,192,854 | Hawai'i Island | -3.4% | 519,586 |

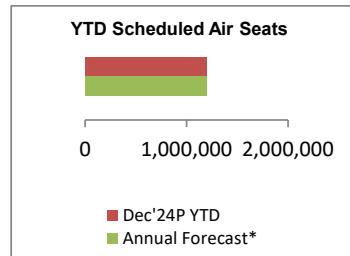
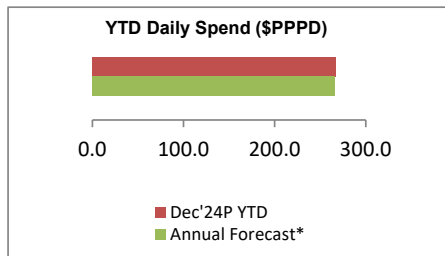
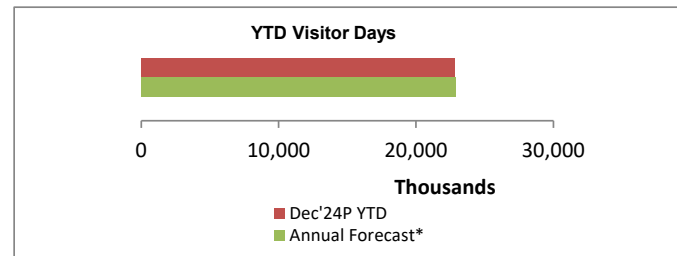
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

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

Visitor Industry Performance Measures

Market: **JAPAN**

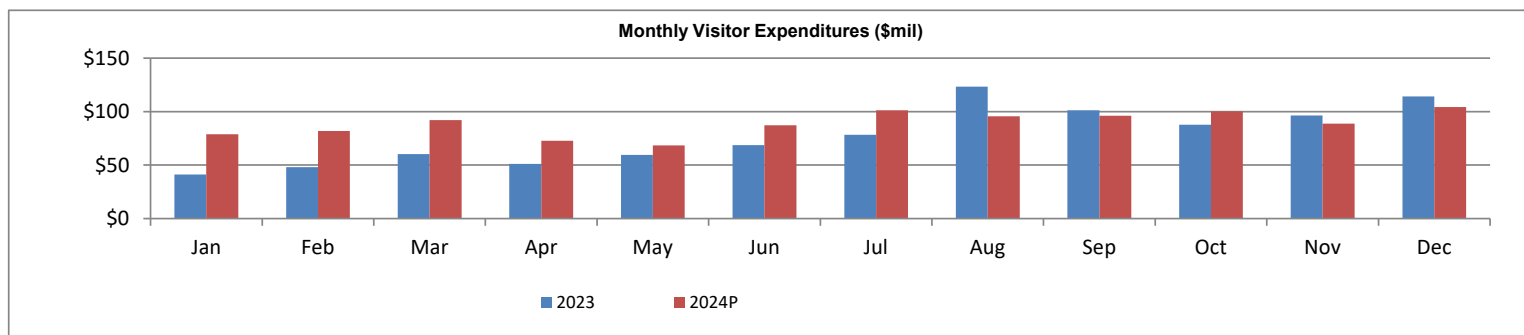
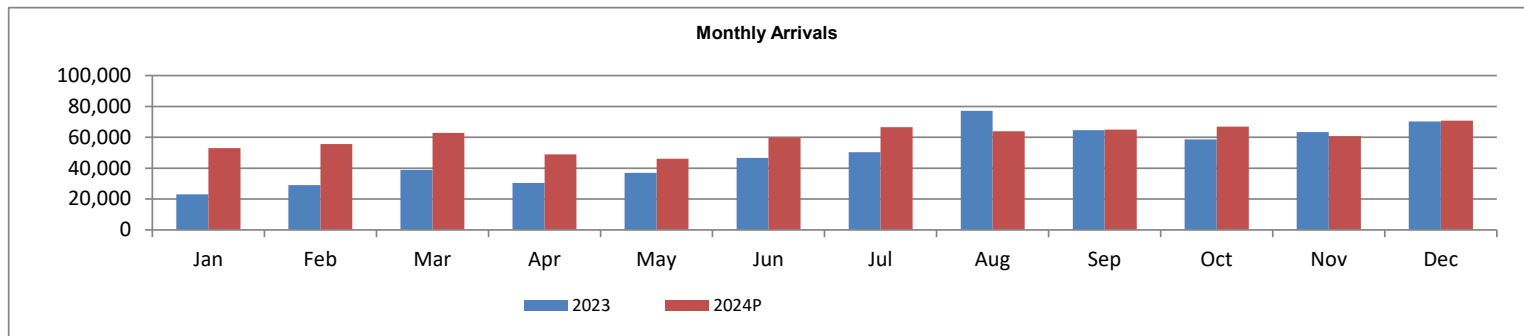
Key Performance Indicators

| | YOY Rate | Dec'23 YTD | Dec'24P YTD | Annual Forecast* | Arrivals | YOY Rate | YTD |
|--|----------|------------|-------------|------------------|----------------|----------|---------|
| Visitor Spending (\$mil) | ↑ 14.8% | 930.3 | 1,067.8 | 1,122.2 | O'ahu | 22.9% | 705,163 |
| Daily Spend (\$PPPD) | ↓ -0.4% | 240.7 | 239.7 | 241.9 | Mauī | 20.5% | 13,711 |
| Visitor Days | ↑ 15.3% | 3,864,472 | 4,454,166 | 4,638,781 | Moloka'i | 18.3% | 695 |
| Arrivals | ↑ 22.3% | 589,172 | 720,488 | 754,410 | Lāna'i | -17.7% | 403 |
| Daily Census | ↑ 14.9% | 10,588 | 12,170 | 12,674 | Kaua'i | 19.9% | 7,057 |
| Airlift (scheduled seats) [^] | ↑ 30.1% | 1,063,623 | 1,384,265 | 1,384,265 | Hawai'i Island | 4.3% | 46,677 |

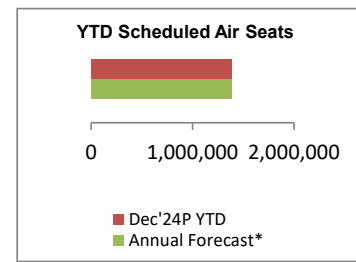
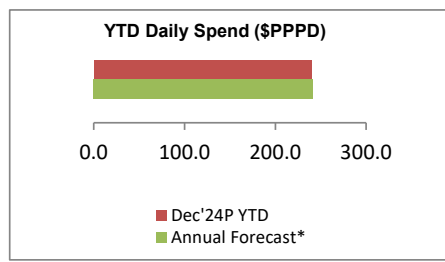
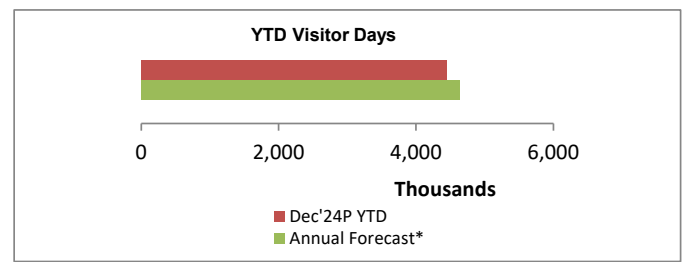
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **CANADA**

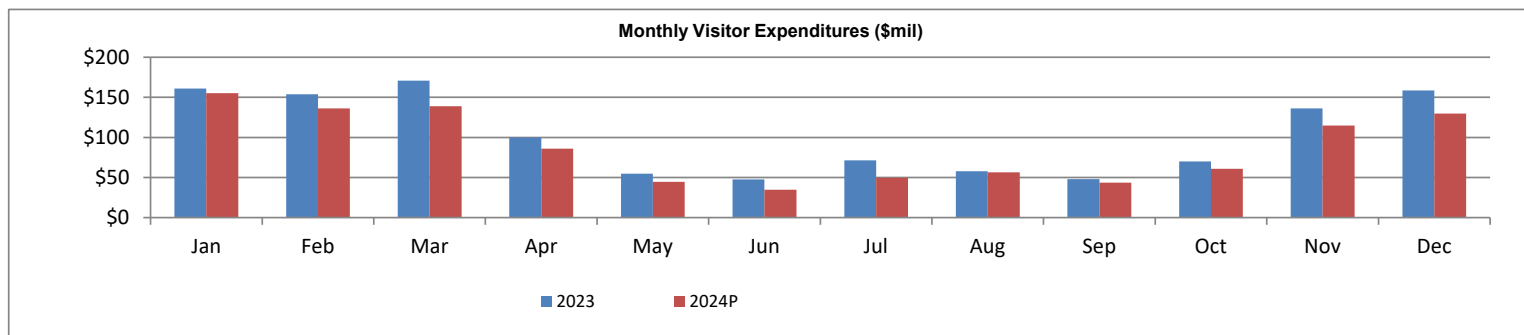
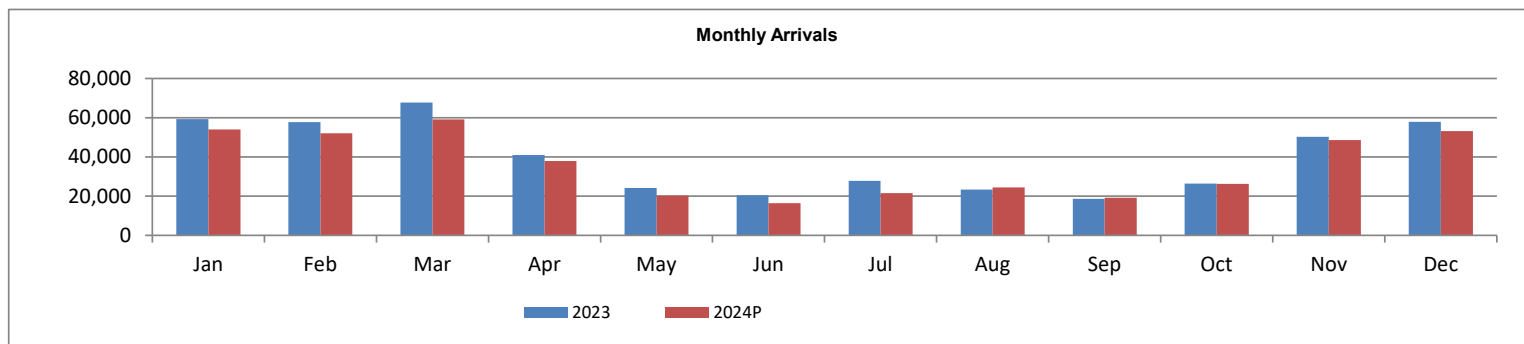
Key Performance Indicators

| | YOY Rate | Dec'23 YTD | Dec'24P YTD | Annual Forecast* | Arrivals | YOY Rate | YTD |
|--|----------|------------|-------------|------------------|----------------|----------|---------|
| Visitor Spending (\$mil) | ↓ -14.6% | 1,230.3 | 1,051.2 | 982.8 | O'ahu | -0.5% | 243,103 |
| Daily Spend (\$PPPD) | ↔ 1.4% | 220.3 | 223.2 | 224.7 | Maui | -26.1% | 159,338 |
| Visitor Days | ↓ -15.7% | 5,585,244 | 4,708,524 | 4,374,151 | Moloka'i | -23.0% | 1,989 |
| Arrivals | ↓ -8.8% | 474,727 | 433,049 | 397,173 | Lāna'i | -44.3% | 2,054 |
| Daily Census | ↓ -15.9% | 15,302 | 12,865 | 11,951 | Kaua'i | -21.0% | 44,568 |
| Airlift (scheduled seats) [^] | ↔ -9.9% | 466,196 | 420,172 | 420,172 | Hawai'i Island | -15.3% | 74,749 |

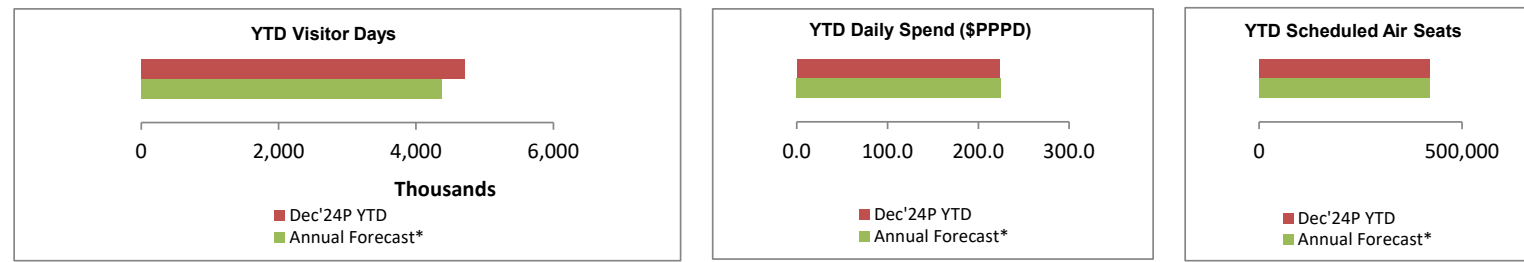
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OCEANIA**

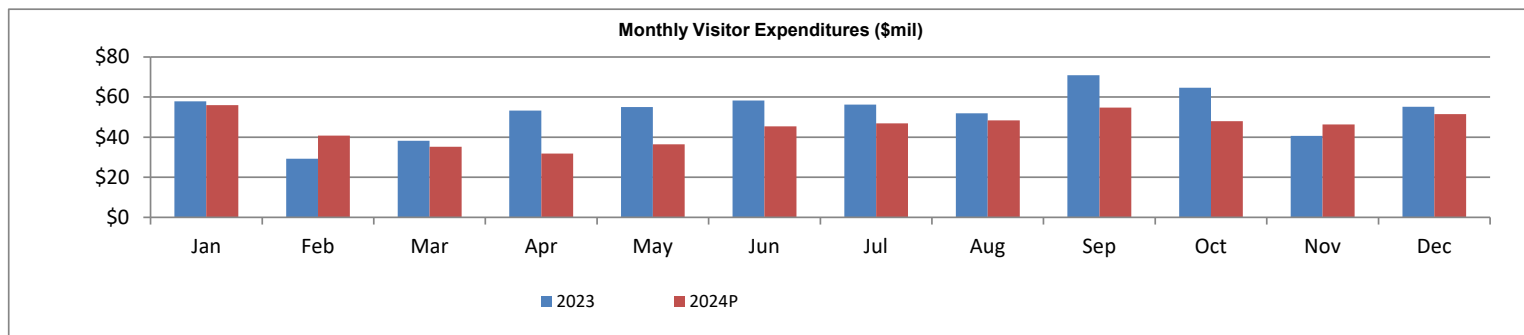
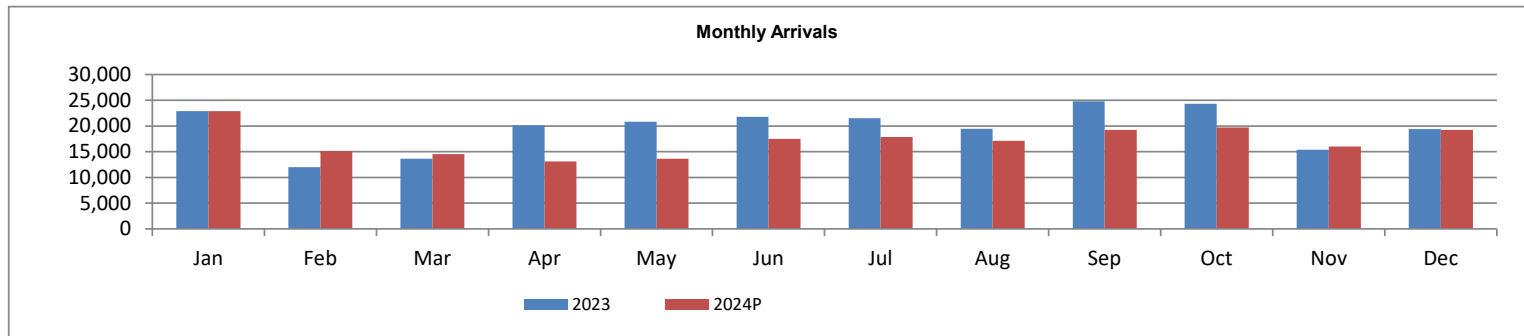
Key Performance Indicators

| | YOY Rate | Dec'23 YTD | Dec'24P YTD | Annual Forecast* | Arrivals | YOY Rate | YTD |
|--|----------|------------|-------------|------------------|----------------|----------|---------|
| Visitor Spending (\$mil) | ↓ -14.2% | 631.2 | 541.4 | 534.4 | O'ahu | -13.2% | 201,706 |
| Daily Spend (\$PPPD) | ↔ 1.3% | 295.6 | 299.6 | 297.7 | Mauī | -13.0% | 21,512 |
| Visitor Days | ↓ -15.4% | 2,135,047 | 1,806,999 | 1,794,958 | Moloka'i | 3.0% | 1,919 |
| Arrivals | ↓ -12.8% | 236,127 | 206,001 | 204,669 | Lāna'i | -15.3% | 2,025 |
| Daily Census | ↓ -15.6% | 5,849 | 4,937 | 4,904 | Kaua'i | -3.8% | 16,693 |
| Airlift (scheduled seats) [^] | ↓ -10.3% | 329,185 | 295,421 | 295,421 | Hawai'i Island | -6.1% | 24,256 |

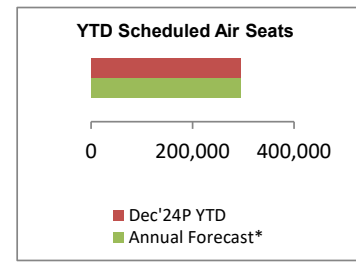
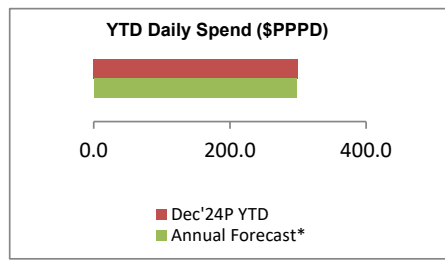
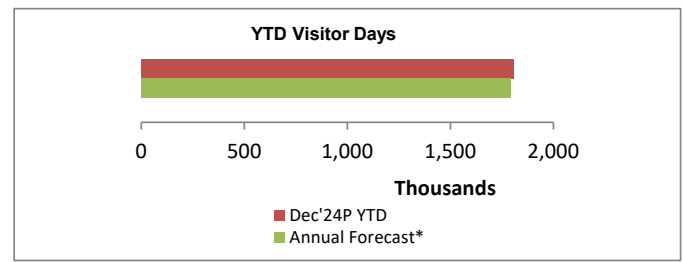
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

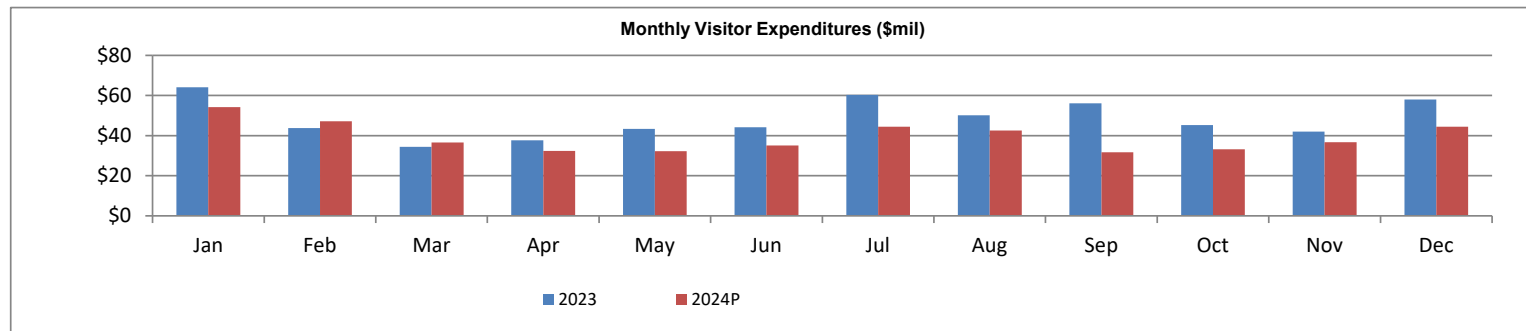
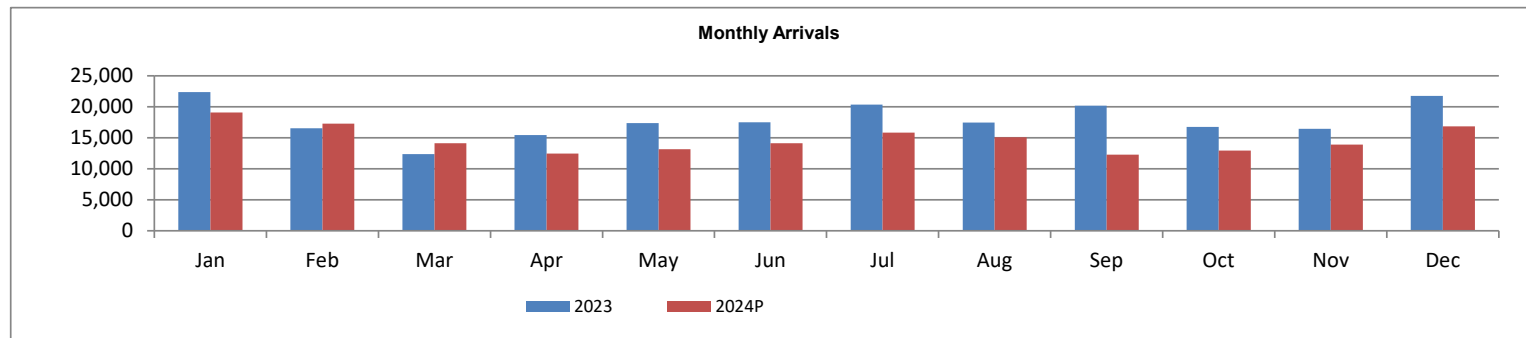
Key Performance Indicators

| | YOY Rate | Dec'23 YTD | Dec'24P YTD | Annual Forecast* | Arrivals | YOY Rate | YTD |
|--|----------|------------|-------------|------------------|----------------|----------|---------|
| Visitor Spending (\$mil) | ↓ -18.8% | 579.3 | 470.6 | NA | O'ahu | -18.1% | 170,630 |
| Daily Spend (\$PPPD) | ↔ 1.6% | 316.9 | 322.1 | NA | Mauī | -43.2% | 10,465 |
| Visitor Days | ↓ -20.1% | 1,828,030 | 1,461,196 | NA | Moloka'i | -13.7% | 383 |
| Arrivals | ↓ -17.5% | 214,609 | 177,151 | NA | Lāna'i | -28.2% | 456 |
| Daily Census | ↓ -20.3% | 5,008 | 3,992 | NA | Kaua'i | -26.3% | 6,195 |
| Airlift (scheduled seats) [^] | ↔ 0.1% | 278,670 | 278,982 | 278,982 | Hawai'i Island | -16.6% | 33,665 |

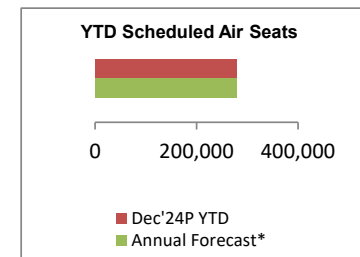
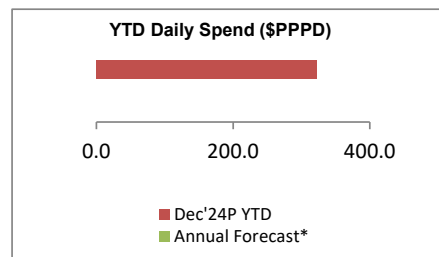
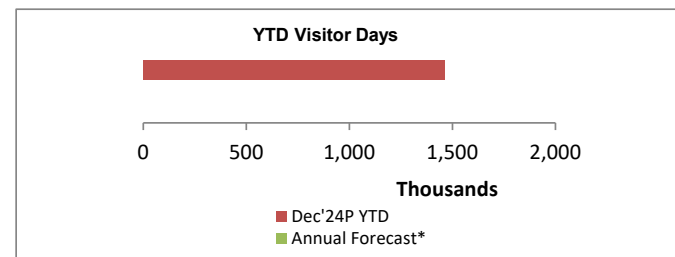
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **KOREA**

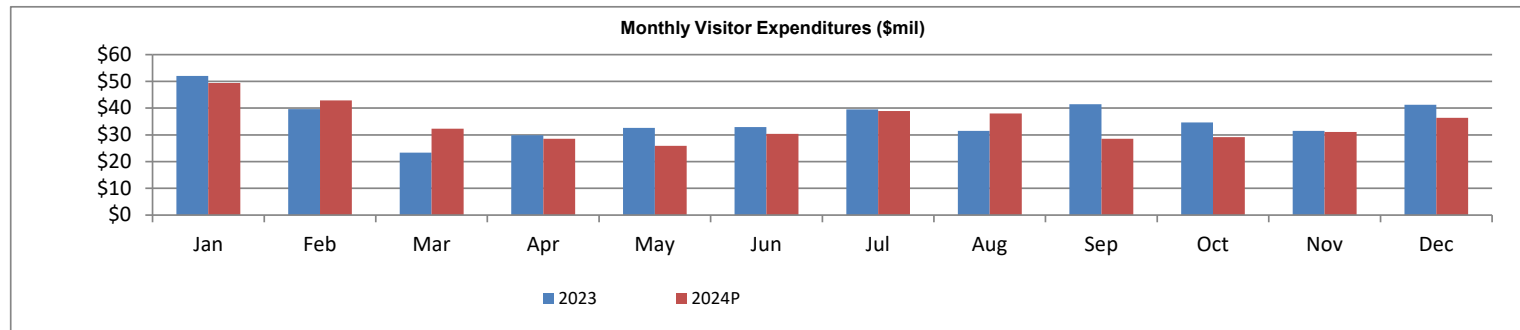
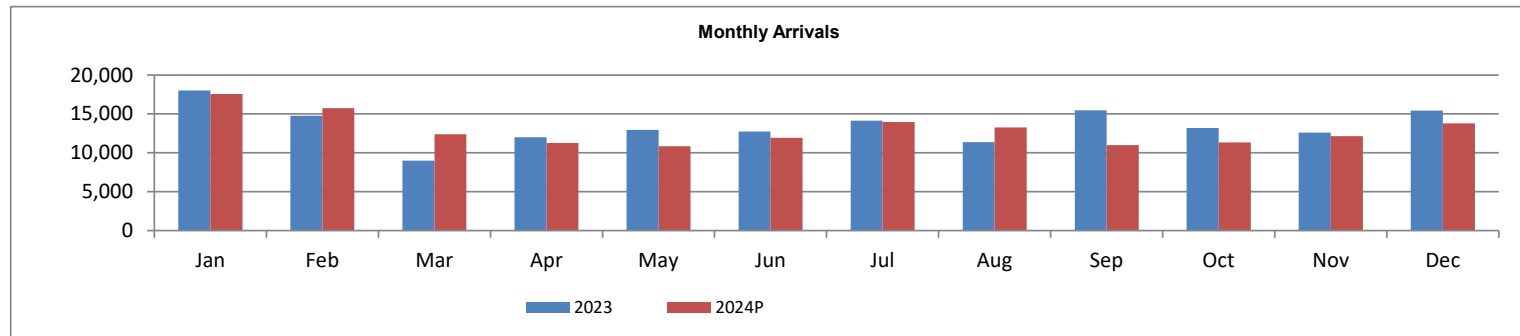
Key Performance Indicators

| | YOY Rate | Dec'23 YTD | Dec'24P YTD | Annual Forecast* | Arrivals | YOY Rate | YTD |
|--|----------|------------|-------------|------------------|----------------|----------|---------|
| Visitor Spending (\$mil) | ↘ -4.4% | 430.3 | 411.3 | 410.6 | O'ahu | -4.6% | 152,377 |
| Daily Spend (\$PPPD) | ↘ 0.7% | 315.8 | 318.1 | 317.4 | Mau | -32.2% | 7,128 |
| Visitor Days | ↘ -5.1% | 1,362,397 | 1,292,909 | 1,293,671 | Moloka'i | 14.1% | 324 |
| Arrivals | ↘ -4.0% | 161,706 | 155,221 | 154,981 | Lāna'i | -45.5% | 288 |
| Daily Census | ↘ -5.4% | 3,733 | 3,533 | 3,535 | Kaua'i | 2.6% | 4,654 |
| Airlift (scheduled seats) [^] | ↘ 0.1% | 278,670 | 278,982 | 278,982 | Hawai'i Island | 4.4% | 28,038 |

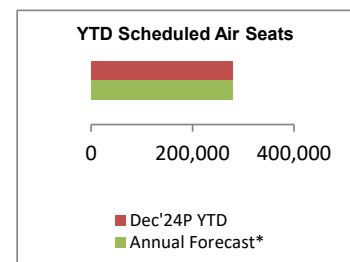
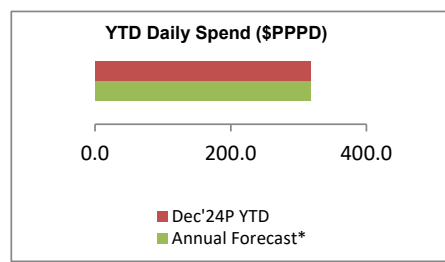
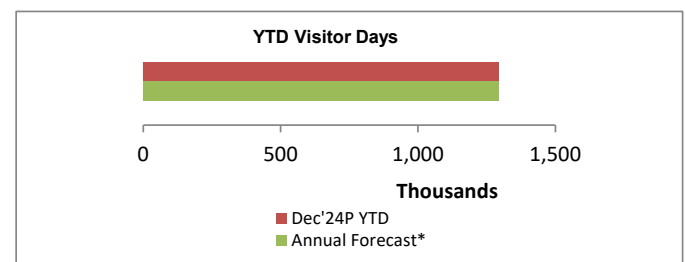
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Monthly Indicators



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**

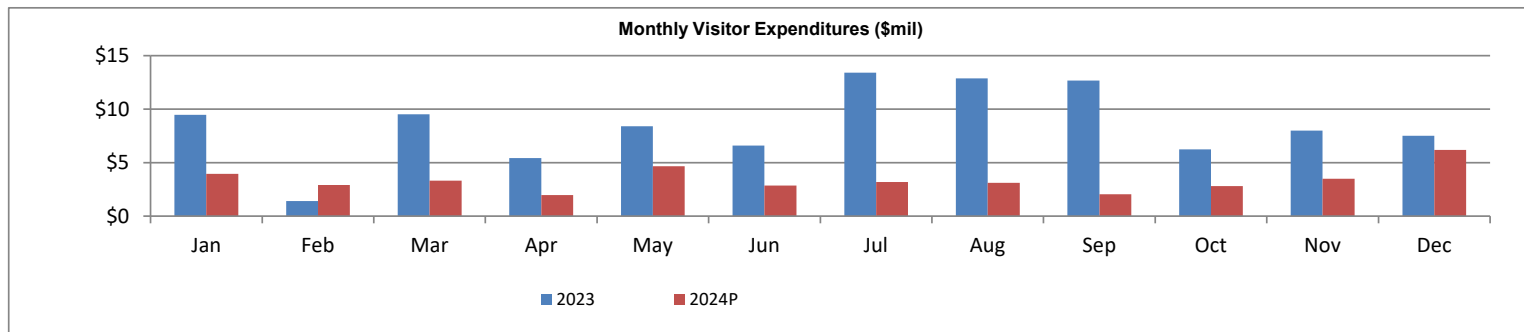
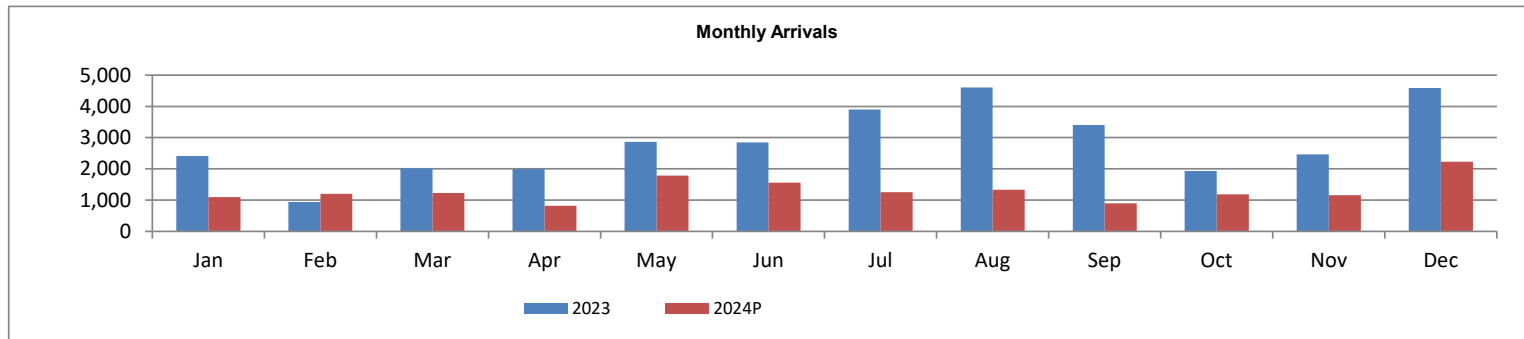
Key Performance Indicators

| | YOY Rate | Dec'23 YTD | Dec'24P YTD | Annual Forecast* | Arrivals | YOY Rate | YTD |
|--|----------|------------|-------------|------------------|----------------|----------|--------|
| Visitor Spending (\$mil) | ↓ -60.1% | 101.5 | 40.5 | NA | O'ahu | -56.8% | 13,692 |
| Daily Spend (\$PPPD) | ↔ 0.7% | 353.0 | 355.3 | NA | Mau | -58.3% | 2,181 |
| Visitor Days | ↓ -60.3% | 287,464 | 114,025 | NA | Moloka'i | -49.7% | 39 |
| Arrivals | ↓ -53.7% | 33,966 | 15,741 | NA | Lāna'i | 83.6% | 137 |
| Daily Census | ↓ -60.4% | 788 | 312 | NA | Kaua'i | -64.9% | 934 |
| Airlift (scheduled seats) [^] | N/A | N/A | N/A | N/A | Hawai'i Island | -56.6% | 4,368 |

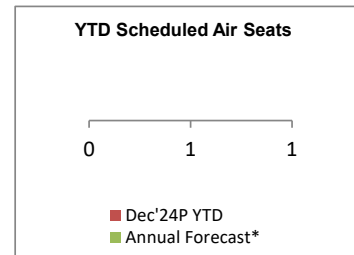
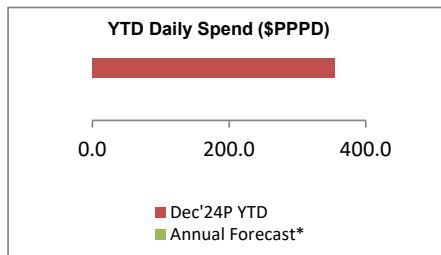
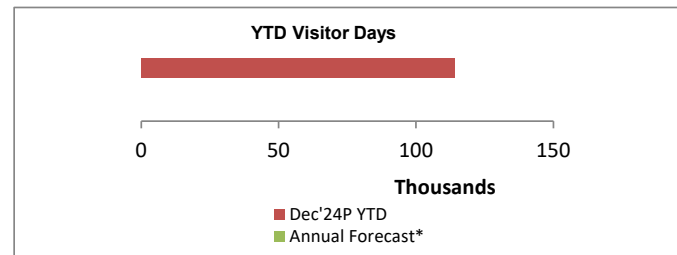
* DBEDT Annual Forecast as of Q4 2024.

[^] 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: **EUROPE**

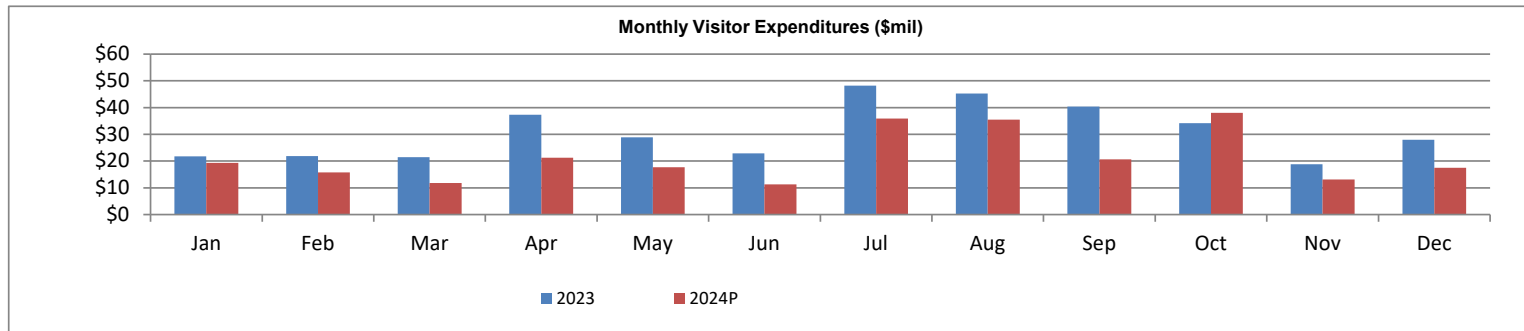
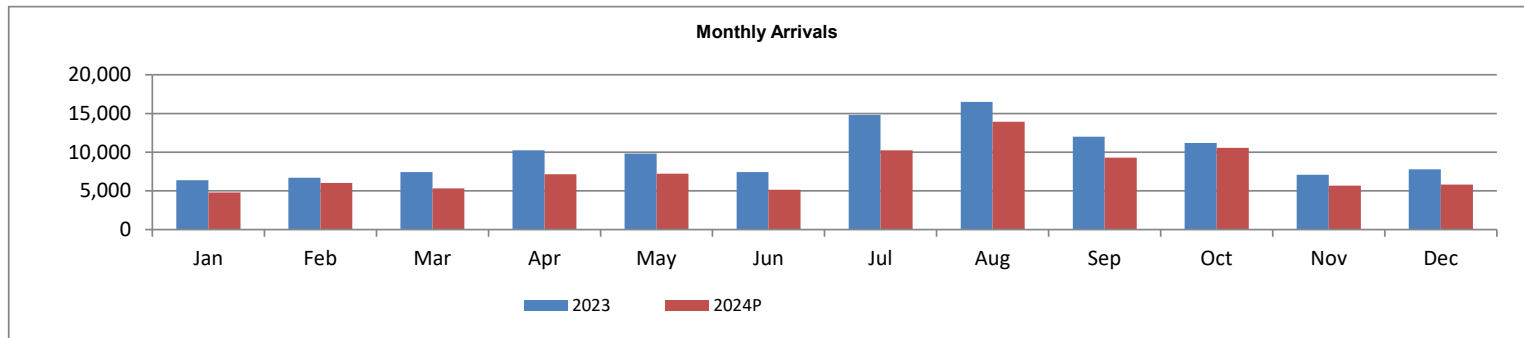
Key Performance Indicators

| | YOY Rate | Dec'23 YTD | Dec'24P YTD | Annual Forecast* | Arrivals | YOY Rate | YTD |
|--|----------|------------|-------------|------------------|----------------|----------|--------|
| Visitor Spending (\$mil) | ↓ -30.2% | 369.0 | 257.7 | 273.7 | O'ahu | -24.4% | 70,121 |
| Daily Spend (\$PPPD) | ↓ -11.3% | 243.2 | 215.7 | 218.9 | Maui | -22.1% | 30,130 |
| Visitor Days | ↓ -21.2% | 1,517,015 | 1,194,789 | 1,250,378 | Moloka'i | -47.8% | 607 |
| Arrivals | ↓ -22.3% | 117,241 | 91,110 | 95,461 | Lāna'i | -76.8% | 428 |
| Daily Census | ↓ -21.5% | 4,156 | 3,264 | 3,416 | Kaua'i | -21.2% | 22,144 |
| Airlift (scheduled seats) [^] | N/A | N/A | N/A | N/A | Hawai'i Island | -19.2% | 29,624 |

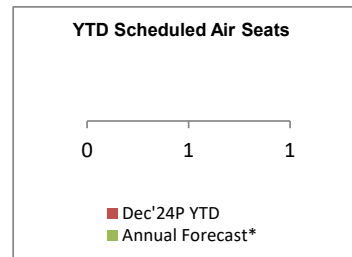
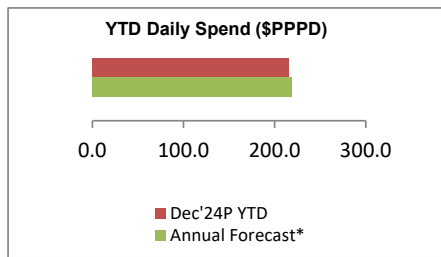
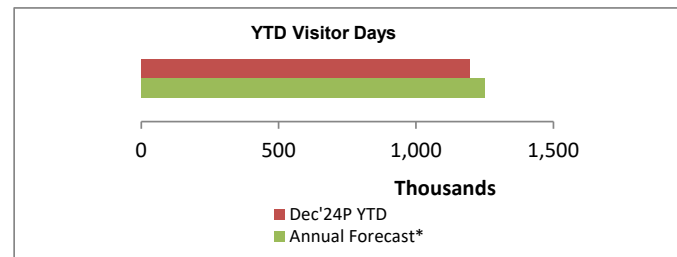
* DBEDT Annual Forecast as of Q4 2024.

[^] 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**

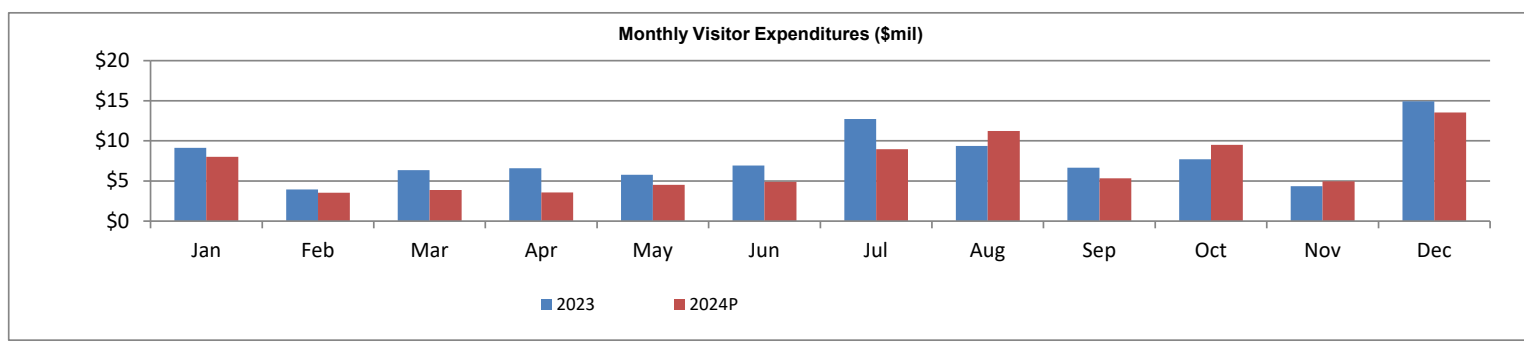
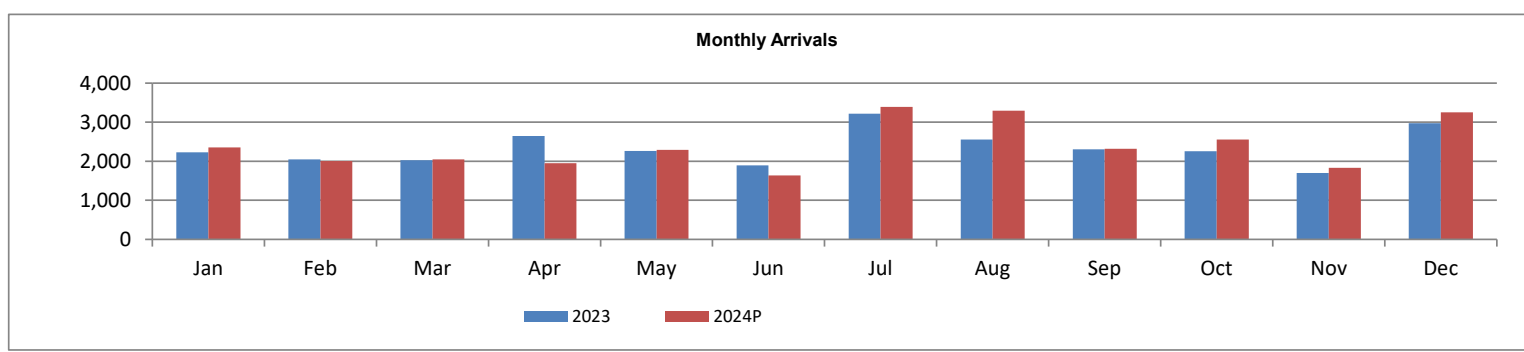
Key Performance Indicators

| | YOY Rate | Dec'23 YTD | Dec'24P YTD | Annual Forecast* | | Arrivals | YOY Rate | YTD |
|--|----------|------------|-------------|------------------|--|----------------|----------|--------|
| Visitor Spending (\$mil) | ↓ -13.2% | 94.4 | 82.0 | NA | | O'ahu | 3.6% | 21,273 |
| Daily Spend (\$PPPD) | ↓ -16.4% | 313.5 | 262.1 | NA | | Mauī | -1.9% | 8,546 |
| Visitor Days | ↔ 3.9% | 301,263 | 312,902 | NA | | Moloka'i | -4.7% | 121 |
| Arrivals | ↔ 2.9% | 28,121 | 28,927 | NA | | Lāna'i | -66.5% | 156 |
| Daily Census | ↔ 3.6% | 825 | 855 | NA | | Kaua'i | -3.4% | 3,456 |
| Airlift (scheduled seats) [^] | N/A | N/A | N/A | N/A | | Hawai'i Island | 4.3% | 6,426 |

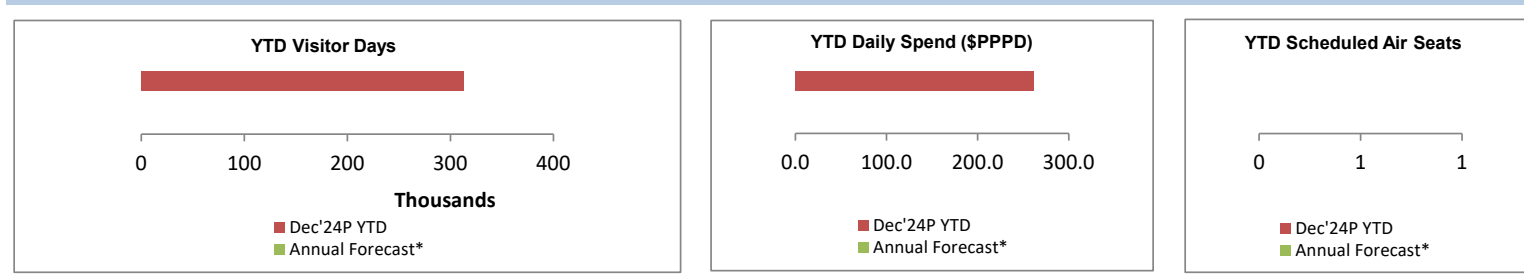
* DBEDT Annual Forecast as of Q4 2024.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures