

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-25** Preliminary

Visitor Industry Performance Measures

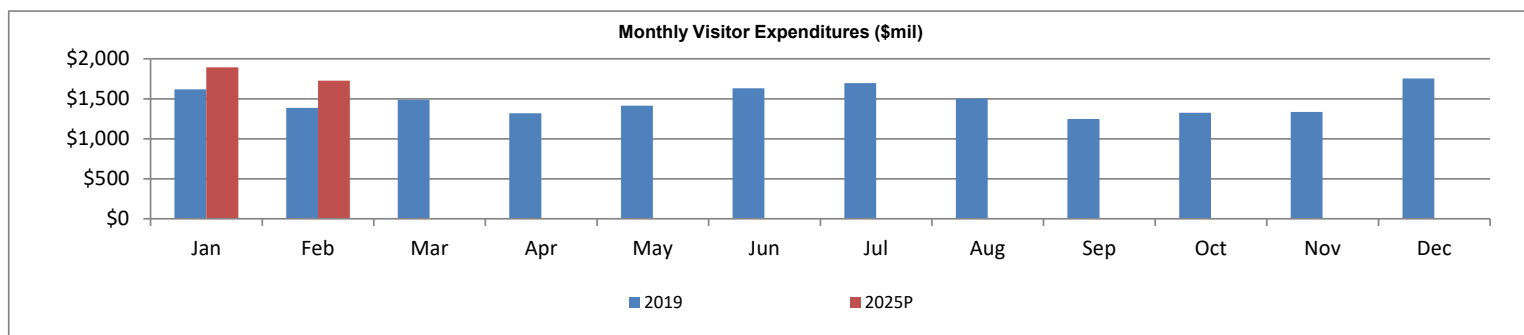
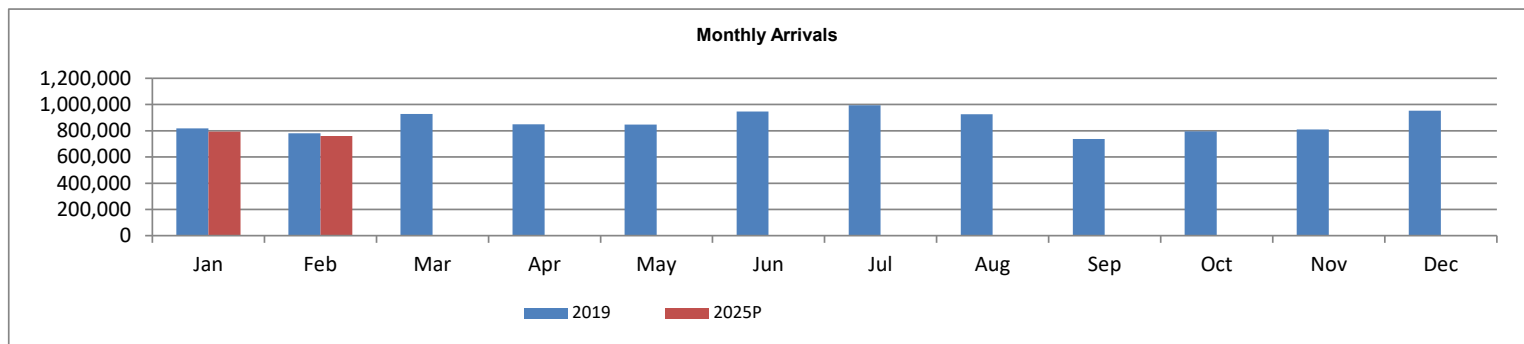
Market: **OVERALL**

Key Performance Indicators

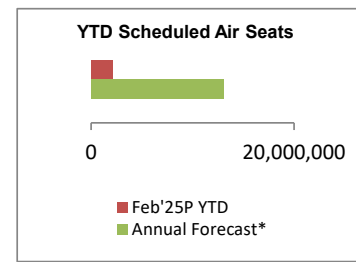
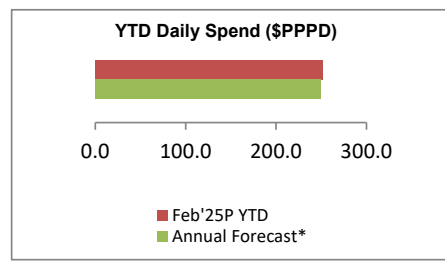
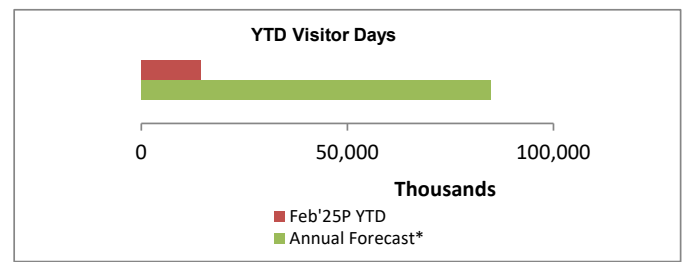
	YOY Rate	Feb'19 YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 20.5%	3,005.0	3,621.4	21,192.6	O'ahu	-5.8%	888,051
Daily Spend (\$PPPD)	↑ 25.9%	199.8	251.5	249.5	Maui	-11.5%	402,583
Visitor Days	↓ -4.3%	15,038,051	14,397,243	84,937,699	Moloka'i	-53.4%	5,172
Arrivals	↓ -2.9%	1,598,428	1,551,855	9,786,004	Lāna'i	-38.8%	7,735
Daily Census	↓ -4.3%	254,882	244,021	232,706	Kaua'i	3.2%	217,308
Airlift (scheduled seats) [^]	↓ -1.0%	2,133,307	2,112,674	13,027,854	Hawai'i Island	4.8%	299,375

* DBEDT Annual Forecast as of Q1 2025.
DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of February 21, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

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Hawai'i Tourism Authority Report Date: **Feb-25** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

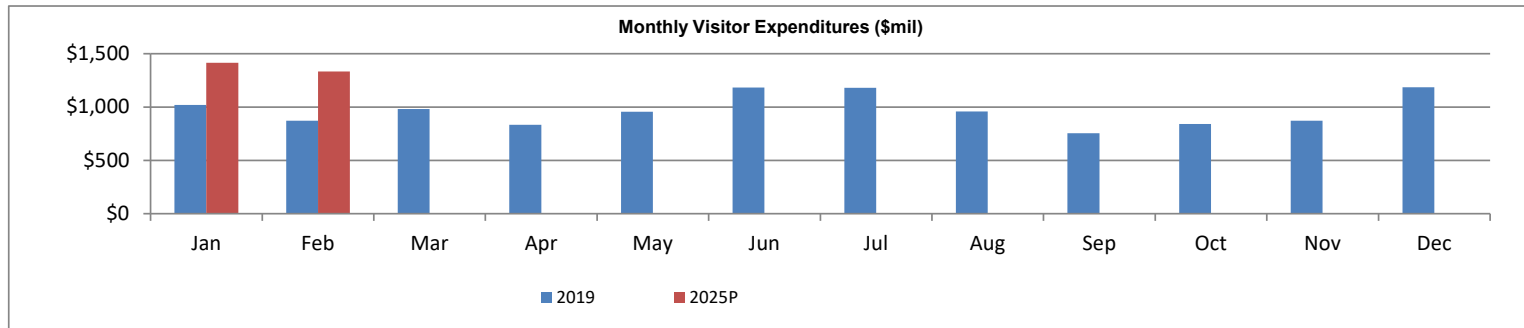
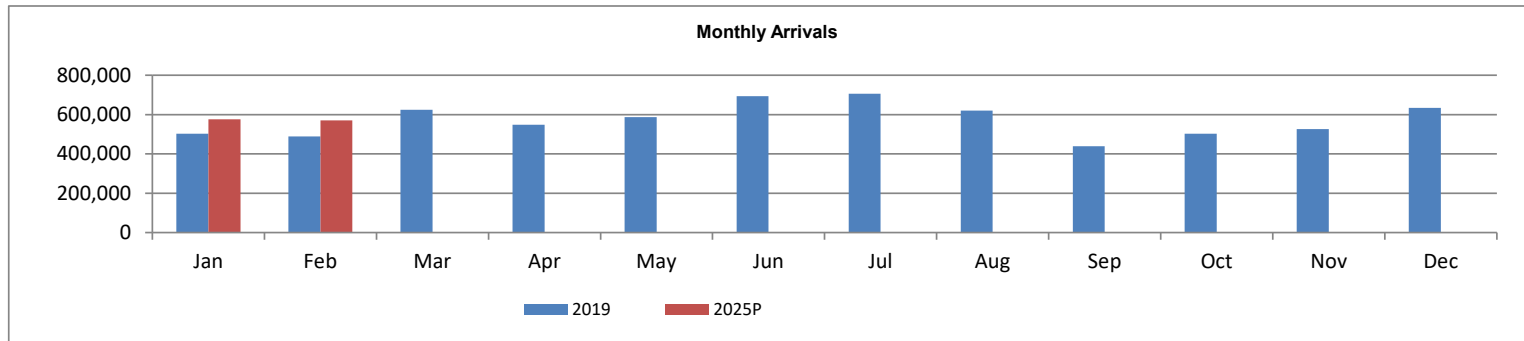
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 45.2%	1,890.8	2,746.4	16,123.5	O'ahu	23.9%	594,030
Daily Spend (\$PPPD)	↑ 31.6%	194.5	256.0	250.0	Maui	-1.8%	329,992
Visitor Days	↑ 10.3%	9,723,120	10,728,773	64,499,074	Moloka'i	-50.9%	3,793
Arrivals	↑ 15.5%	991,919	1,145,616	7,339,945	Lāna'i	-35.0%	5,571
Daily Census	↑ 10.3%	164,799	181,844	176,710	Kaua'i	13.2%	187,570
Airlift (scheduled seats) [^]	↑ 15.9%	1,442,996	1,672,873	10,426,273	Hawai'i Island	24.1%	240,327

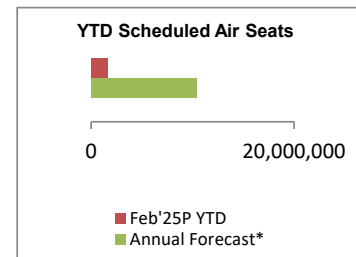
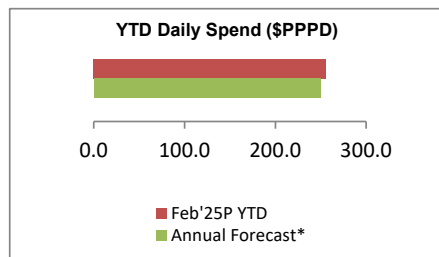
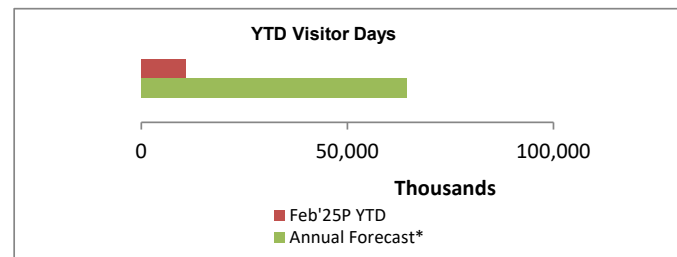
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. WEST**

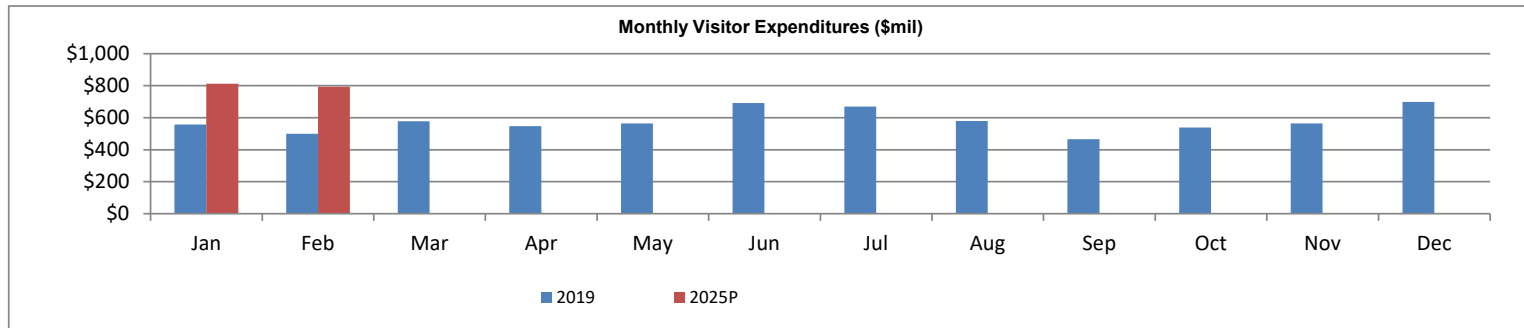
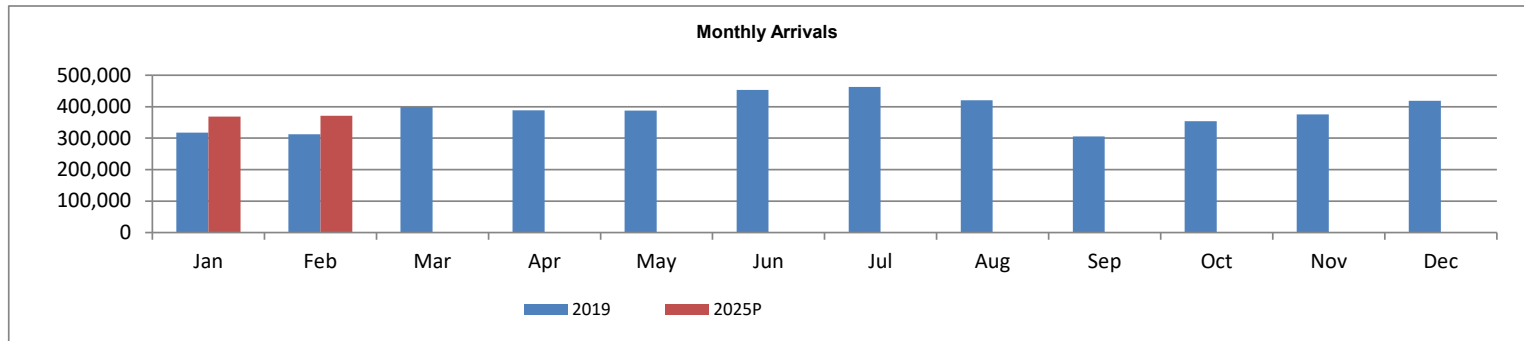
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 52.0%	1,056.4	1,605.5	9,826.0	O'ahu	29.6%	360,633
Daily Spend (\$PPPD)	↑ 35.4%	182.0	246.5	237.9	Maui	-1.7%	201,764
Visitor Days	↑ 12.2%	5,805,074	6,513,937	41,299,871	Moloka'i	-54.0%	2,133
Arrivals	↑ 17.3%	629,890	739,111	4,928,386	Lāna'i	-34.6%	2,817
Daily Census	↑ 12.2%	98,391	110,406	113,150	Kaua'i	13.5%	111,098
Airlift (scheduled seats) [^]	↑ 14.2%	1,259,601	1,438,886	9,205,448	Hawai'i Island	20.8%	144,298

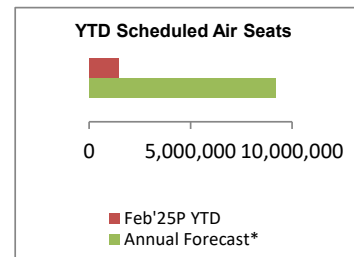
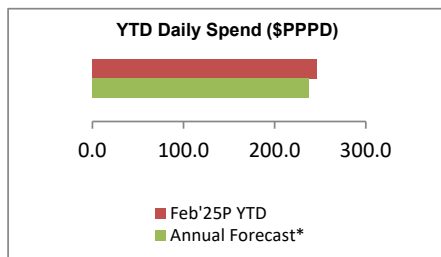
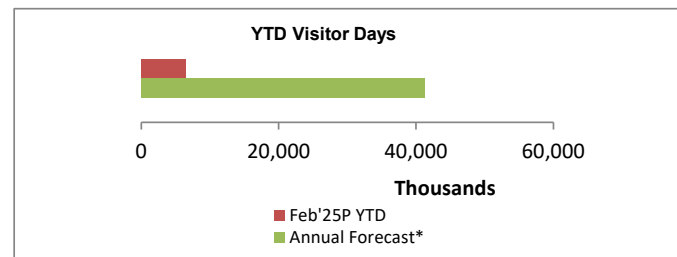
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. EAST**

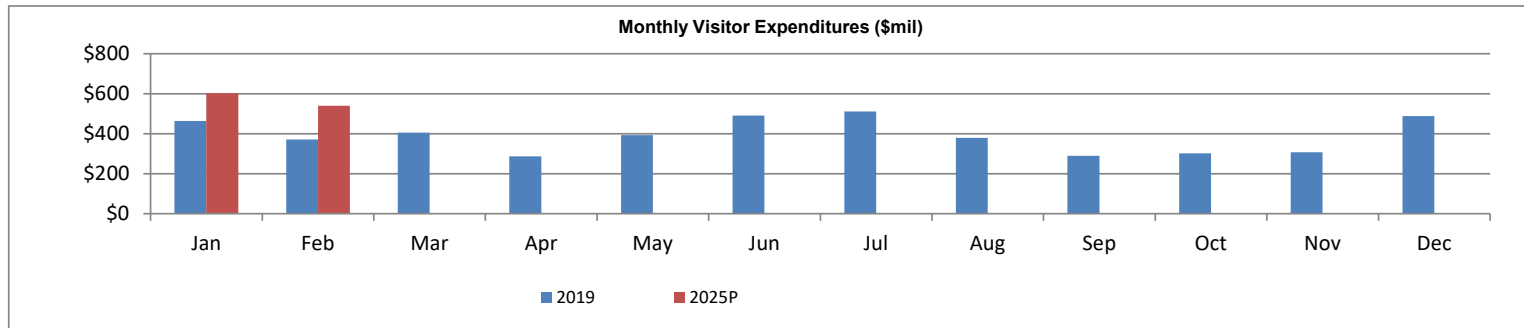
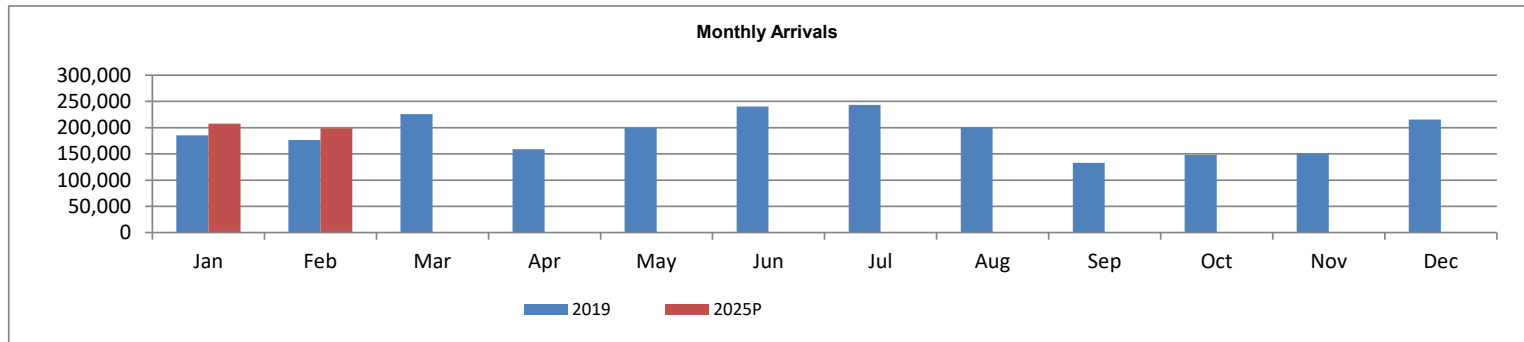
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 36.7%	834.5	1,140.9	6,297.5	O'ahu	16.0%	233,397
Daily Spend (\$PPPD)	↑ 27.1%	213.0	270.7	271.5	Maui	-1.9%	128,229
Visitor Days	↔ 7.6%	3,918,046	4,214,836	23,199,203	Moloka'i	-46.3%	1,660
Arrivals	↑ 12.3%	362,029	406,504	2,411,560	Lāna'i	-35.5%	2,753
Daily Census	↔ 7.6%	66,408	71,438	63,559	Kaua'i	12.7%	76,472
Airlift (scheduled seats) [^]	↑ 27.6%	183,395	233,987	1,220,825	Hawai'i Island	29.6%	96,029

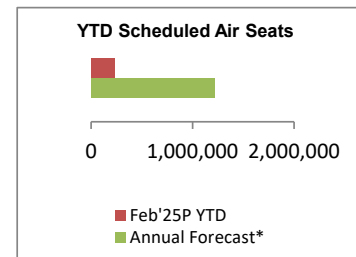
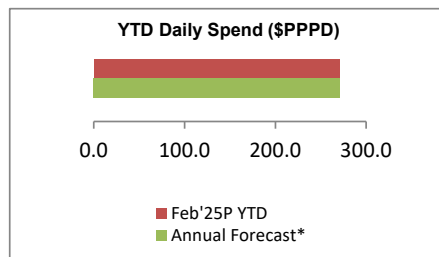
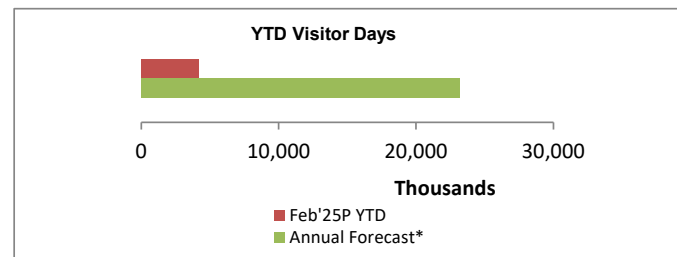
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **JAPAN**

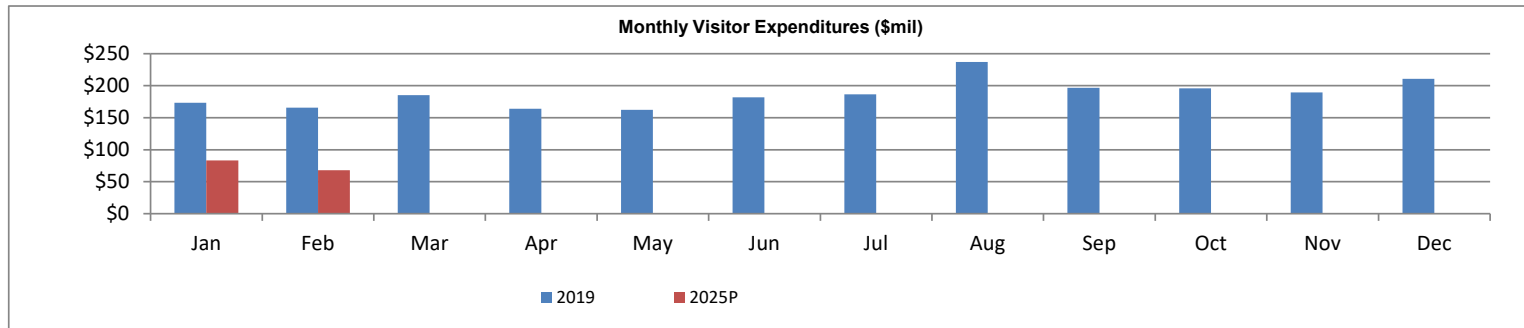
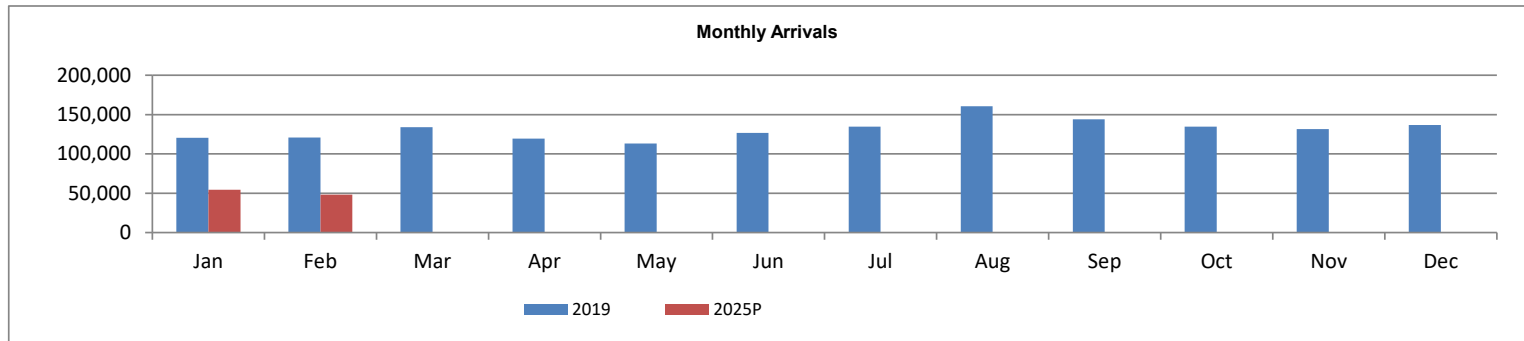
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -55.3%	338.9	151.4	1,139.7	O'ahu	-56.5%	99,919
Daily Spend (\$PPPD)	↔ 2.1%	240.9	246.0	244.1	Maui	-73.4%	2,280
Visitor Days	↓ -56.3%	1,406,768	615,368	4,670,004	Moloka'i	-56.5%	53
Arrivals	↓ -57.6%	241,071	102,328	765,574	Lāna'i	-71.2%	88
Daily Census	↓ -56.3%	23,844	10,430	12,795	Kaua'i	-79.3%	948
Airlift (scheduled seats) [^]	↓ -40.6%	332,260	197,207	1,311,440	Hawai'i Island	-76.5%	5,657

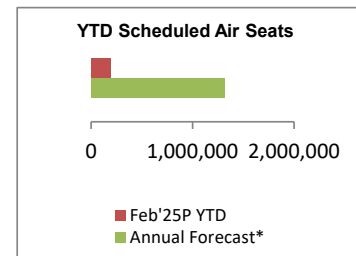
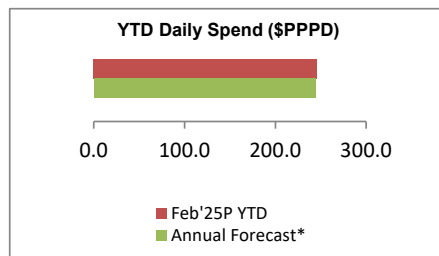
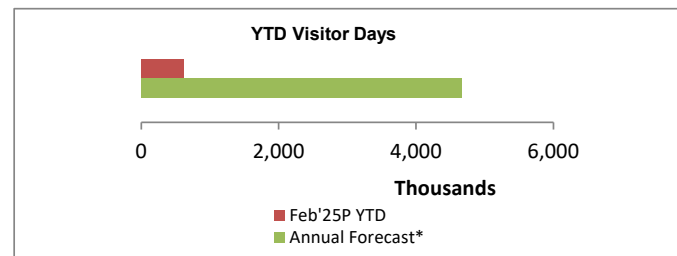
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Monthly Indicators



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Visitor Industry Performance Measures

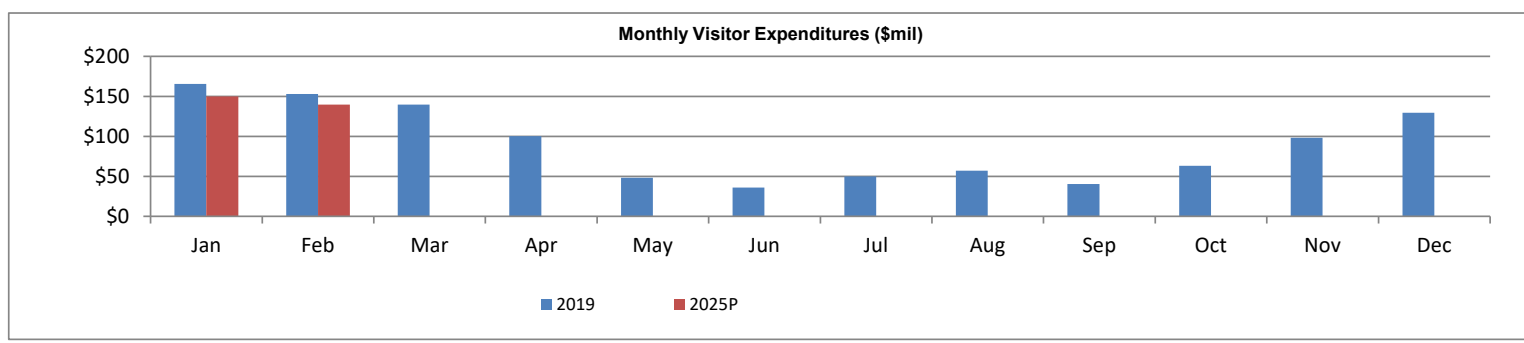
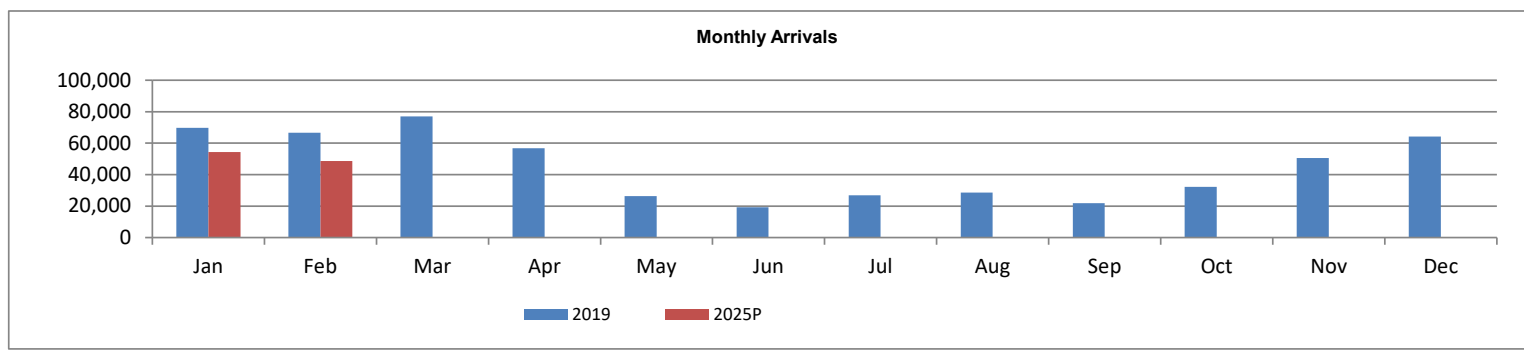
Market: **CANADA**

Key Performance Indicators

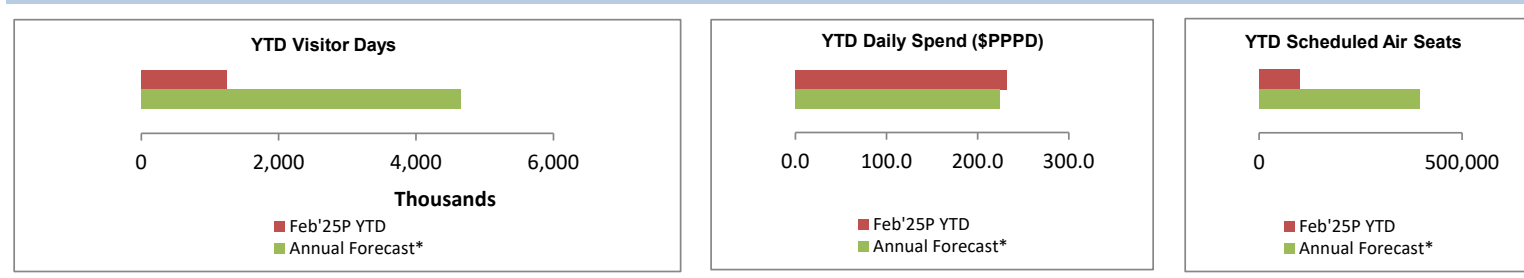
	YOY Rate	Feb'19 YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -9.0%	318.5	289.7	1,043.5	O'ahu	0.6%	54,592
Daily Spend (\$PPPD)	👈 33.1%	174.6	232.4	224.4	Maui	-40.6%	39,654
Visitor Days	👇 -31.7%	1,823,571	1,246,407	4,650,865	Moloka'i	-53.8%	683
Arrivals	👇 -24.4%	136,277	102,984	430,636	Lāna'i	-72.8%	519
Daily Census	👇 -31.7%	30,908	21,126	12,742	Kaua'i	-45.9%	11,636
Airlift (scheduled seats) [^]	👇 -26.7%	137,674	100,941	395,145	Hawai'i Island	-26.2%	19,819

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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-25** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

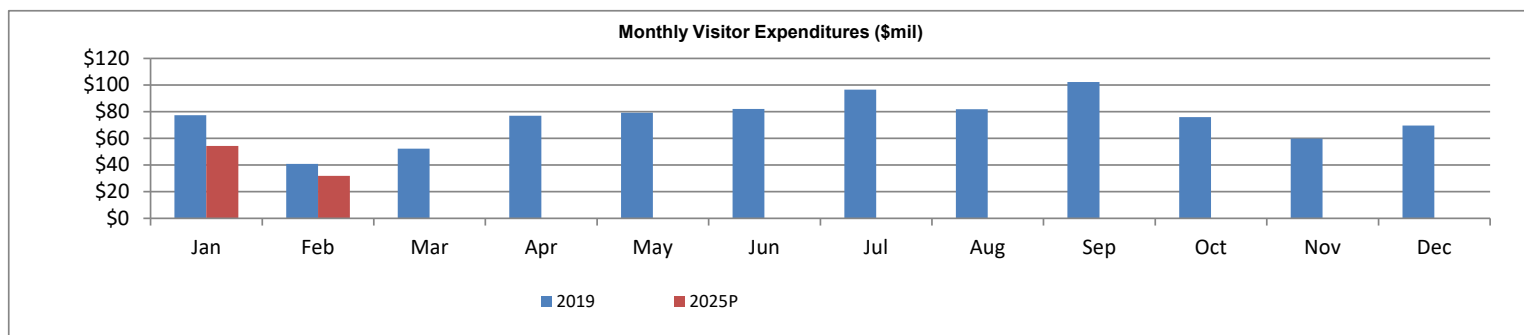
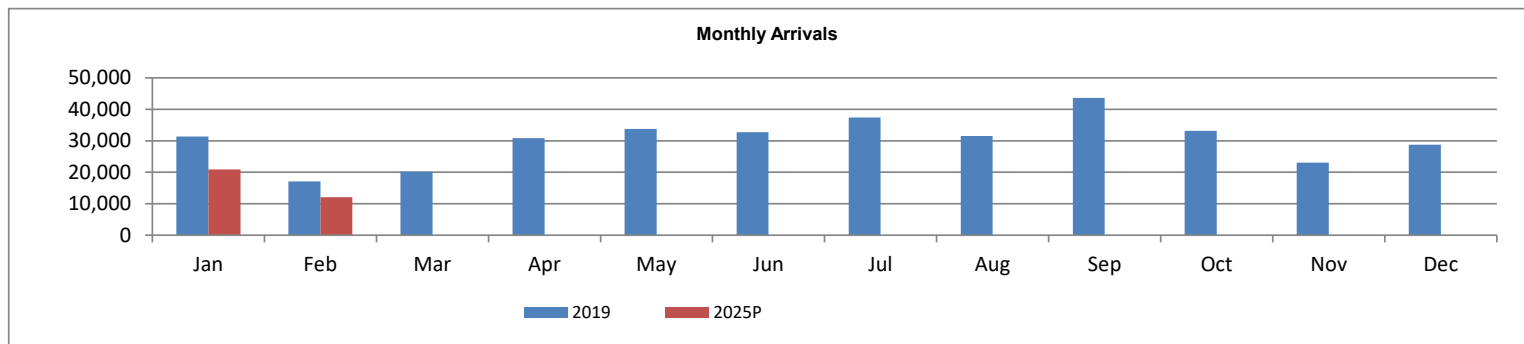
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -27.1%	118.3	86.2	531.3	O'ahu	-31.5%	32,210
Daily Spend (\$PPPD)	↑ 12.5%	258.7	291.2	303.2	Maui	-49.9%	3,663
Visitor Days	↓ -35.3%	457,199	296,003	1,752,400	Moloka'i	-37.3%	366
Arrivals	↓ -32.0%	48,364	32,898	200,963	Lāna'i	-51.1%	387
Daily Census	↓ -35.3%	7,749	5,017	4,801	Kaua'i	-39.6%	2,602
Airlift (scheduled seats) [^]	↓ -35.7%	79,163	50,870	289,987	Hawai'i Island	-30.4%	3,261

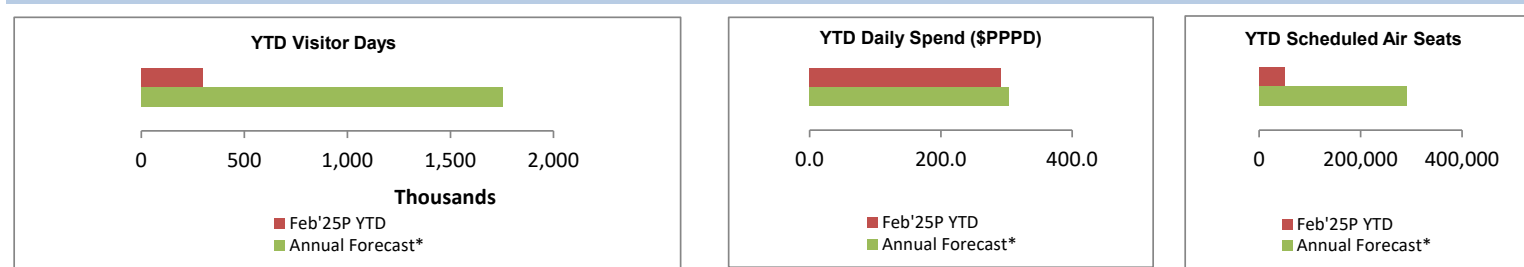
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Feb-25** Preliminary

Visitor Industry Performance Measures

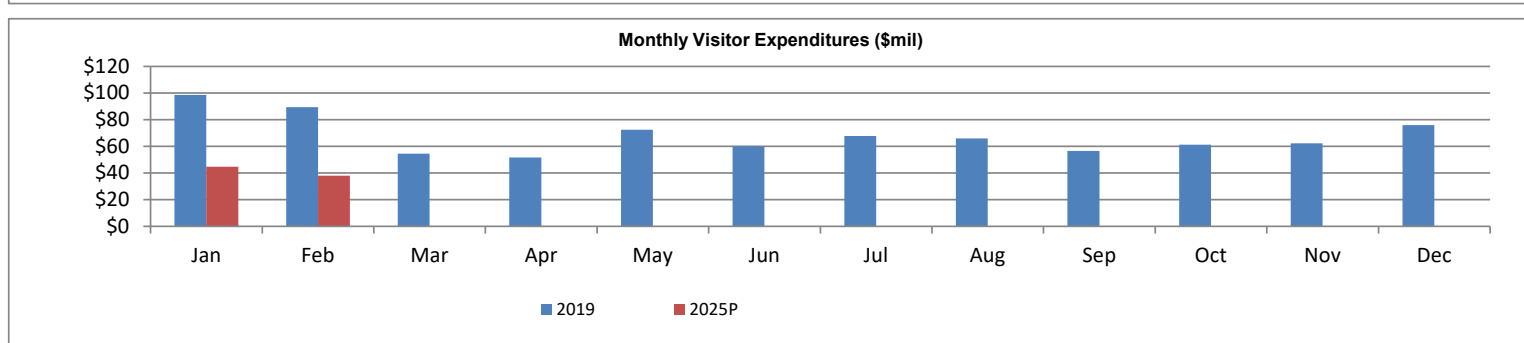
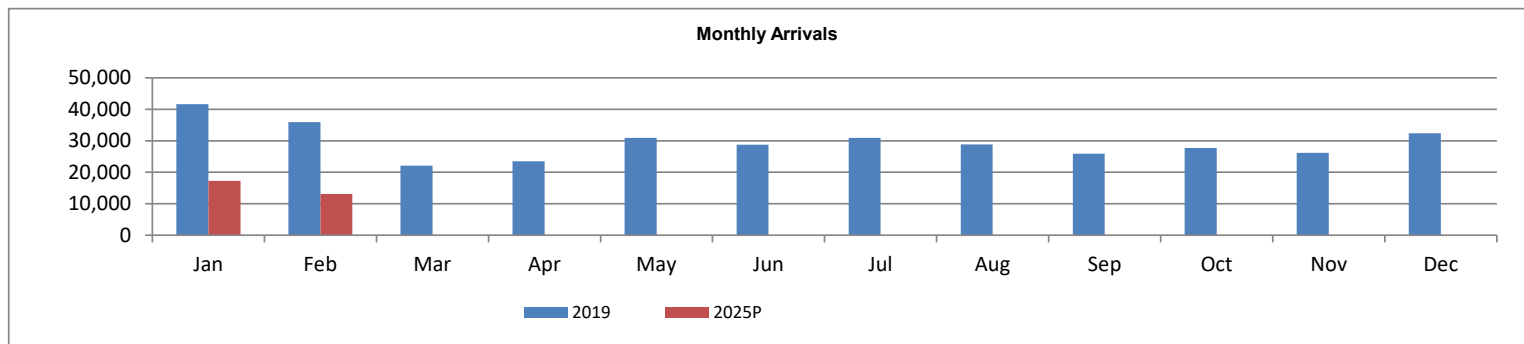
Market: **OTHER ASIA**

Key Performance Indicators

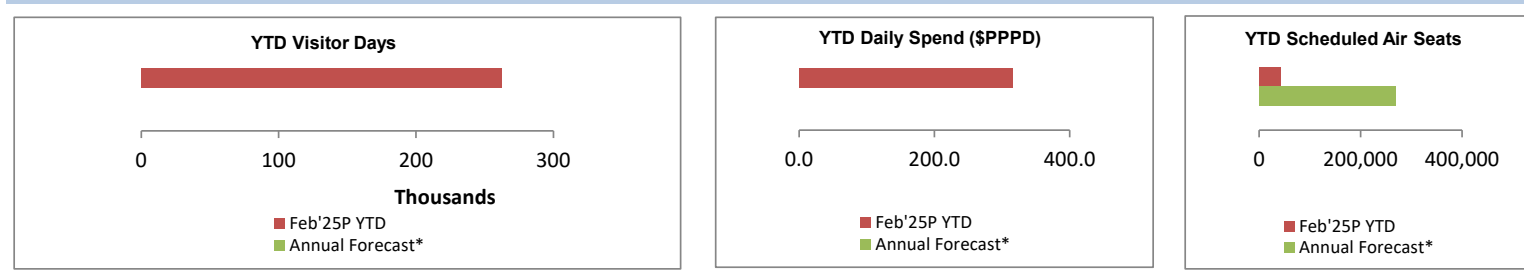
	YOY Rate	Feb'19 YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -55.9%	188.0	82.9	NA	O'ahu	-61.3%	29,238
Daily Spend (\$PPPD)	↑ 11.2%	284.1	315.9	NA	Maui	-85.0%	2,147
Visitor Days	↓ -60.4%	661,759	262,347	NA	Moloka'i	-88.1%	53
Arrivals	↓ -60.8%	77,494	30,409	NA	Lāna'i	-57.9%	245
Daily Census	↓ -60.4%	11,216	4,447	NA	Kaua'i	-63.2%	1,271
Airlift (scheduled seats) [^]	↓ -52.6%	91,196	43,224	269,551	Hawai'i Island	-63.0%	7,001

^{*} DBEDT Annual Forecast as of Q1 2025.
[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of February 21, 2025, subject to change.

Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

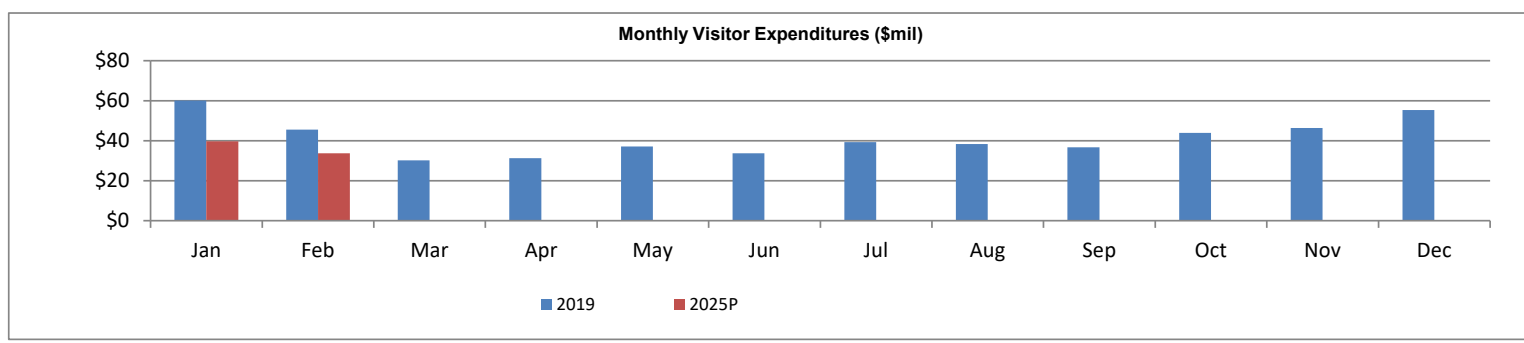
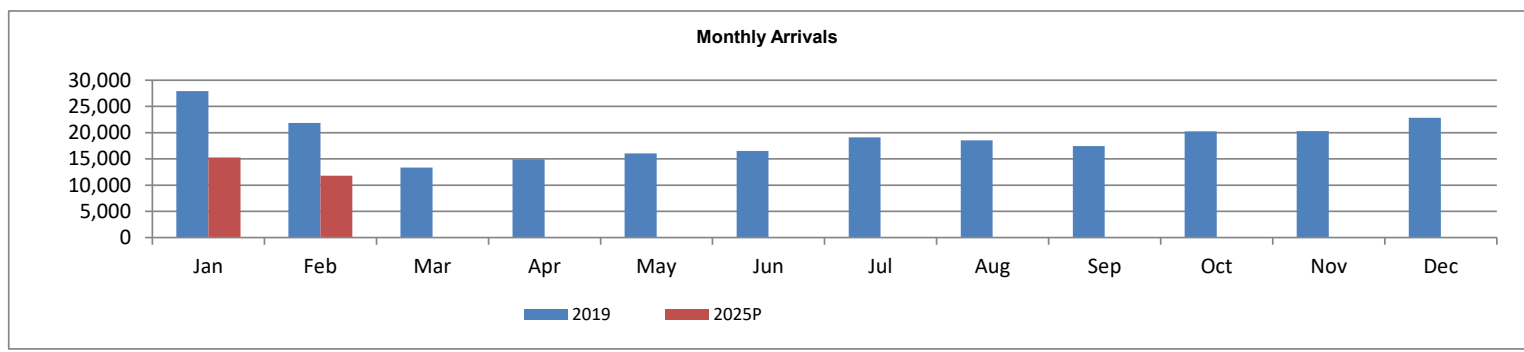
Market: **KOREA**

Key Performance Indicators

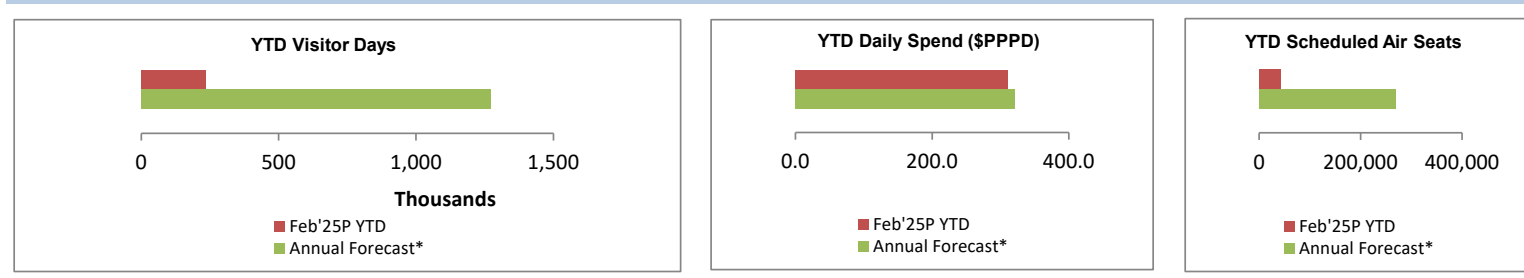
	YOY Rate	Feb'19 YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -30.6%	105.7	73.4	408.4	O'ahu	-46.2%	26,358
Daily Spend (\$PPPD)	↑ 21.0%	256.3	310.2	321.3	Maui	-76.6%	1,606
Visitor Days	↓ -42.7%	412,433	236,474	1,270,854	Moloka'i	-84.0%	47
Arrivals	↓ -45.7%	49,778	27,023	153,115	Lāna'i	-27.8%	201
Daily Census	↓ -42.7%	6,990	4,008	3,482	Kaua'i	-45.2%	1,078
Airlift (scheduled seats) [^]	↓ -32.4%	63,972	43,224	269,551	Hawai'i Island	-26.1%	5,972

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **CHINA**

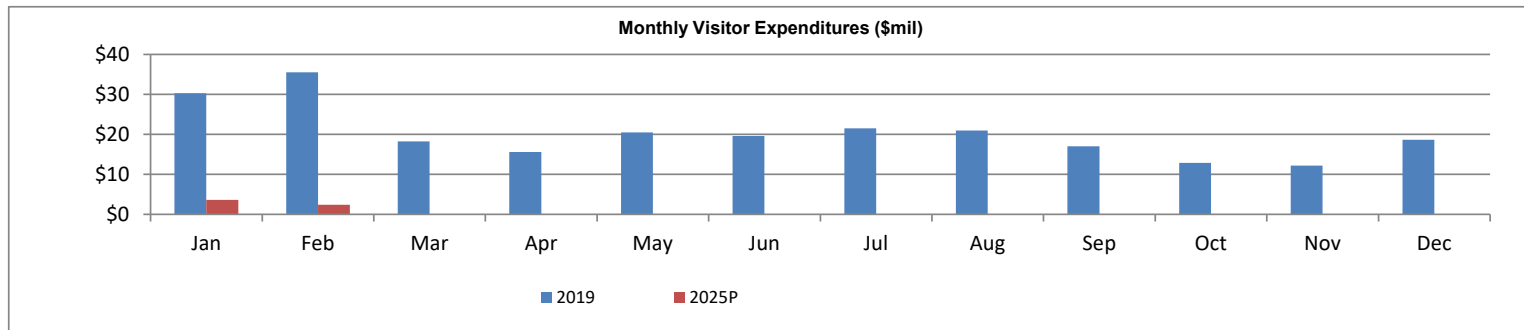
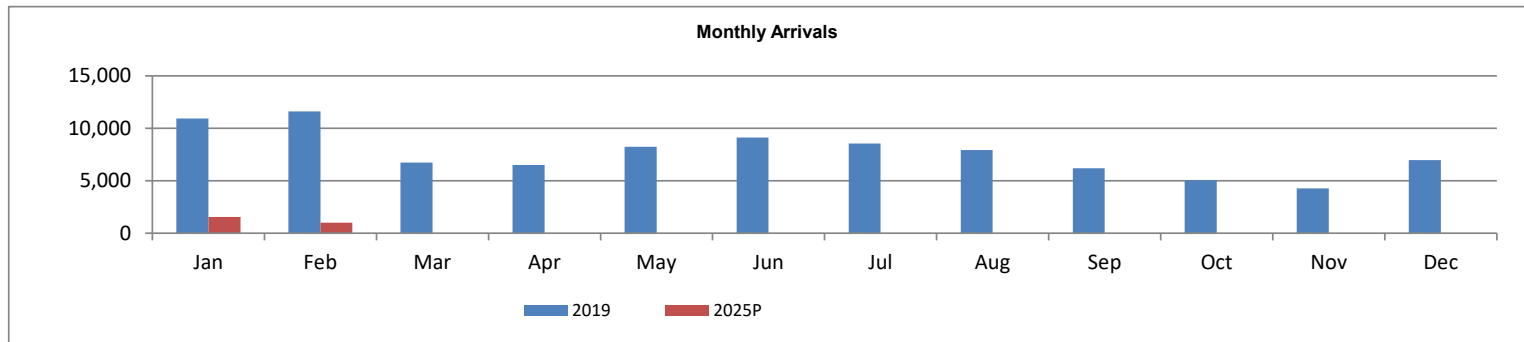
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -90.9%	65.8	6.0	NA	O'ahu	-89.6%	2,271
Daily Spend (\$PPPD)	↓ -3.5%	329.1	317.7	NA	Maui	-94.0%	359
Visitor Days	↓ -90.5%	199,868	18,896	NA	Moloka'i	-95.1%	6
Arrivals	↓ -88.7%	22,548	2,539	NA	Lāna'i	-87.0%	35
Daily Census	↓ -90.5%	3,388	320	NA	Kaua'i	-89.1%	120
Airlift (scheduled seats) [^]	N/A	22,022	N/A	N/A	Hawai'i Island	-91.3%	846

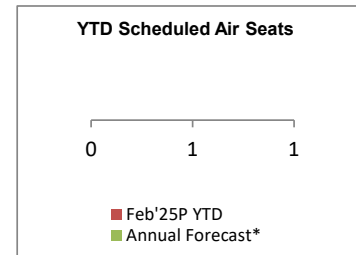
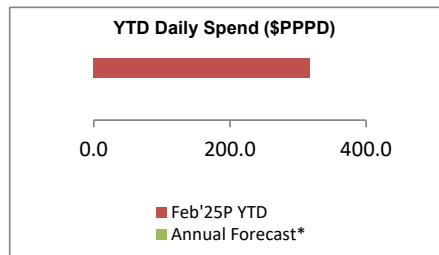
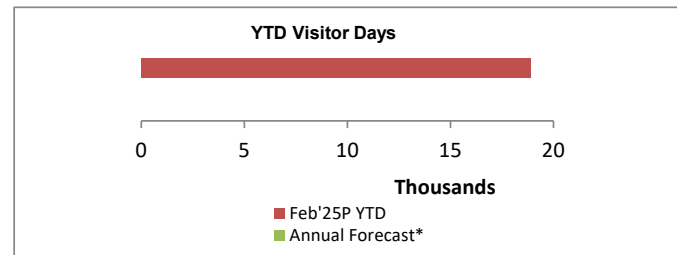
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Visitor Industry Performance Measures

Market: **EUROPE**

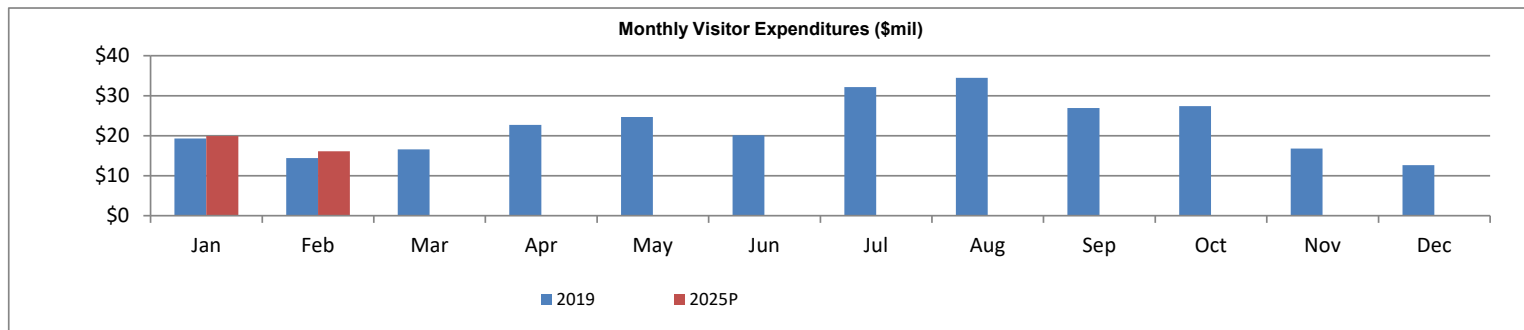
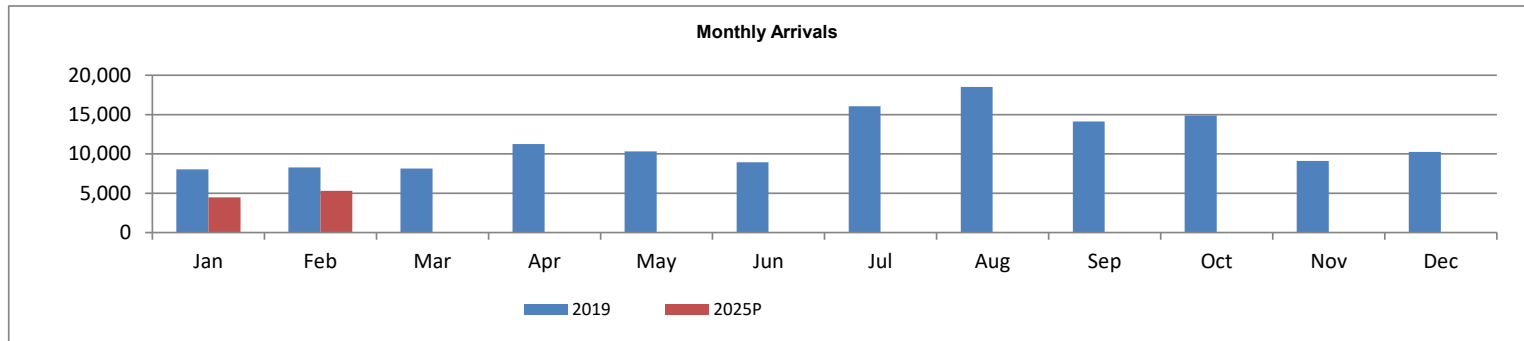
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 6.8%	33.7	36.0	281.7	O'ahu	-43.5%	6,681
Daily Spend (\$PPPD)	↕ 81.6%	148.9	270.4	226.5	Maui	-49.9%	3,616
Visitor Days	↘ -41.2%	226,310	133,090	1,244,058	Moloka'i	-67.8%	78
Arrivals	↘ -40.1%	16,305	9,773	95,697	Lāna'i	-69.5%	37
Daily Census	↘ -41.2%	3,836	2,256	3,408	Kaua'i	-52.5%	1,930
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-42.0%	2,850

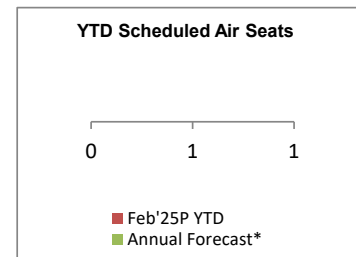
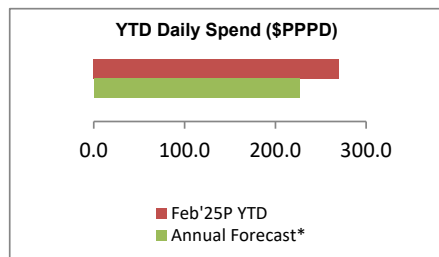
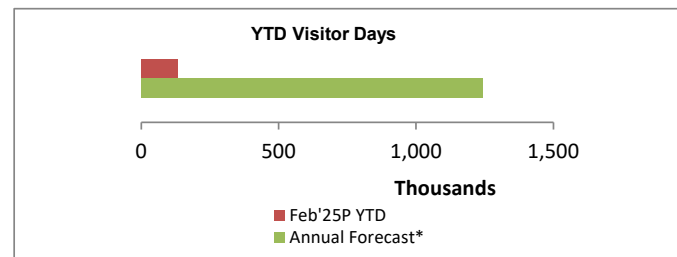
* DBEDT Annual Forecast as of Q1 2025.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of February 21, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-25** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

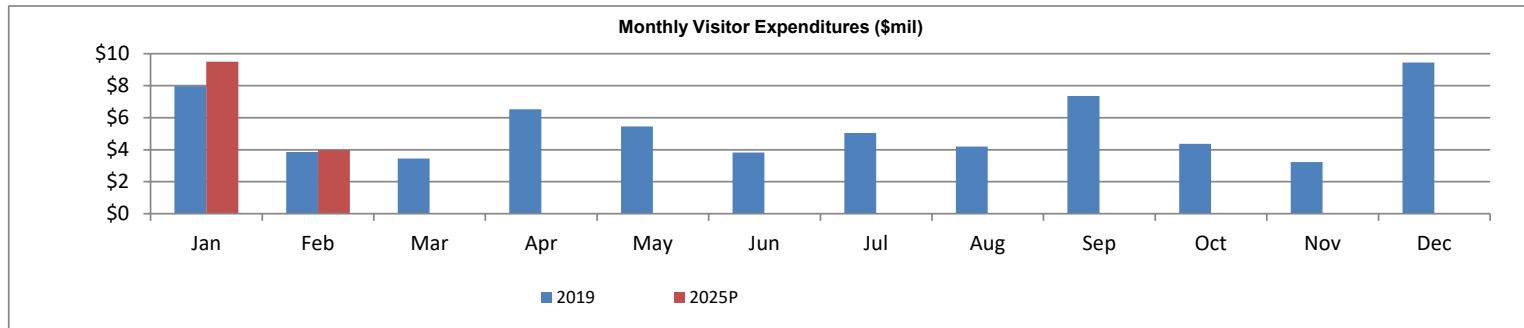
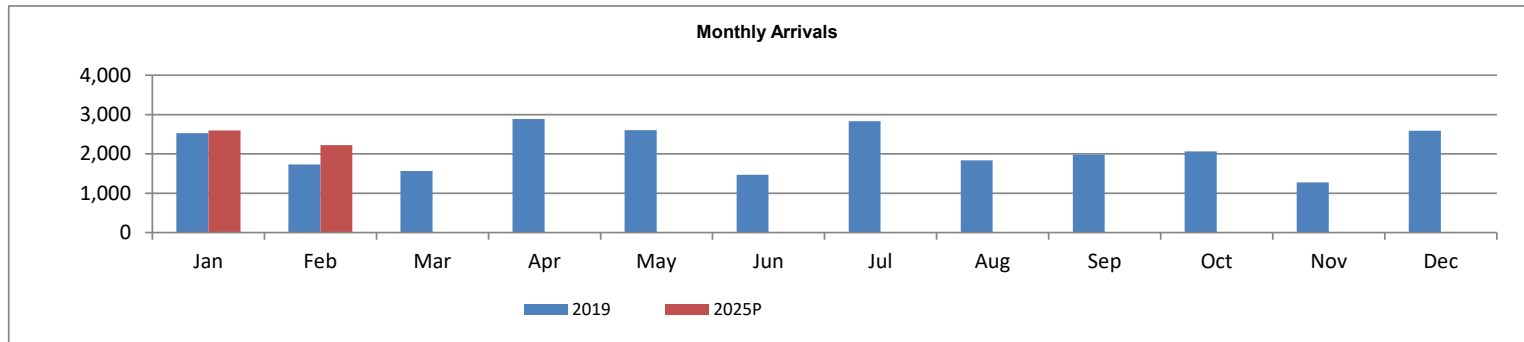
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'25P YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑	14.1%	11.8	13.5	NA	O'ahu	9.8%	3,708
Daily Spend (\$PPPD)	↔	3.7%	245.1	254.1	NA	Maui	9.5%	1,618
Visitor Days	↑	10.1%	48,195	53,039	NA	Moloka'i	-15.9%	16
Arrivals	↑	13.4%	4,253	4,821	NA	Lāna'i	-70.7%	22
Daily Census	↑	10.1%	817	899	NA	Kaua'i	-3.1%	511
Airlift (scheduled seats) [^]		N/A	N/A	N/A	N/A	Hawai'i Island	27.1%	784

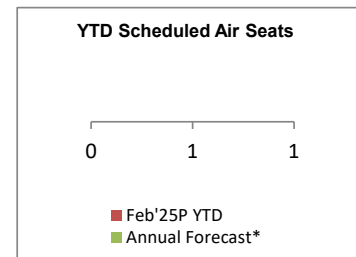
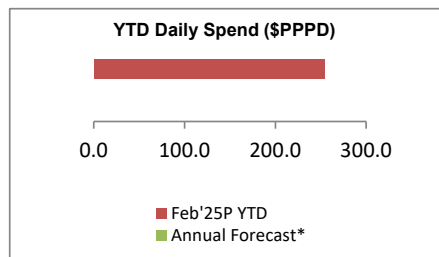
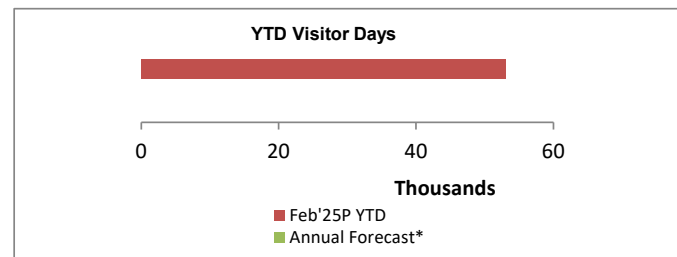
* DBEDT Annual Forecast as of Q1 2025.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures