

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **May-22** Preliminary

Visitor Industry Performance Measures

Market: **OVERALL**

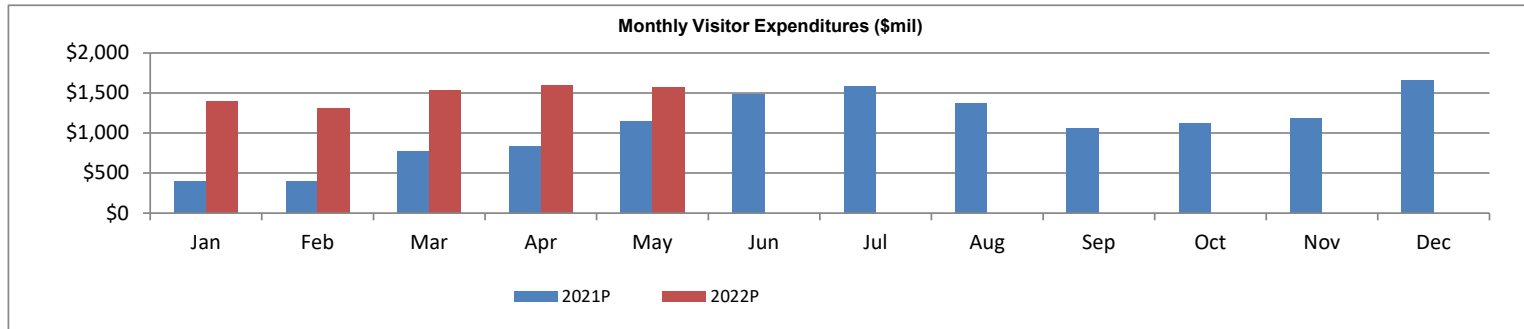
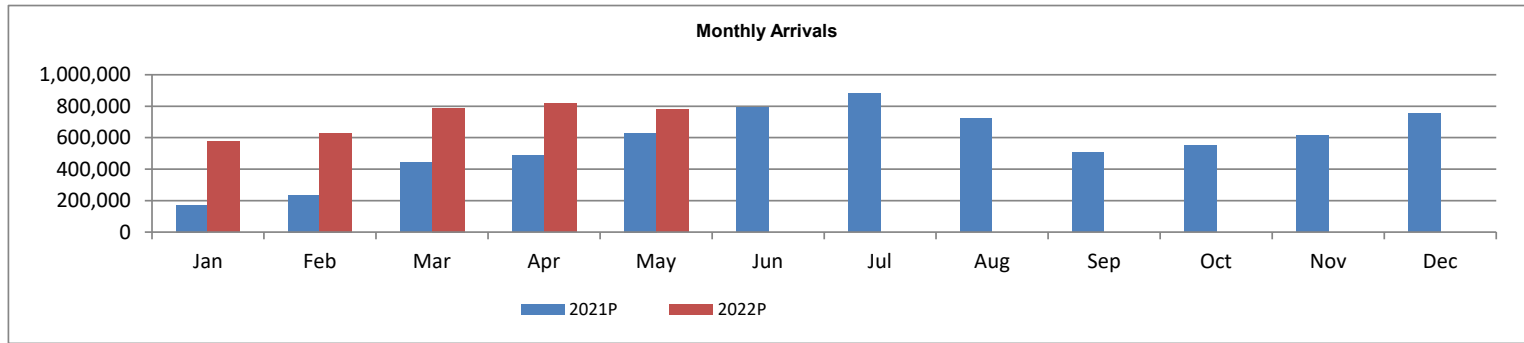
Key Performance Indicators

	YOY Rate	May'21 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 108.6%	3,543.7	7,393.4	16,620.5	O'ahu	97.0%	1,822,584
Daily Spend (\$PPPD)	↑ 24.1%	179.4	222.7	206.0	Maui	54.5%	1,117,725
Visitor Days	↑ 68.1%	19,753,038	33,198,136	80,674,664	Moloka'i	123.4%	16,350
Arrivals	↑ 83.0%	1,960,796	3,588,405	8,867,698	Lāna'i	105.8%	26,400
Daily Census	↑ 68.1%	130,815	219,855	221,026	Kaua'i	261.1%	510,622
Airlift (scheduled seats) [^]	↑ 57.5%	3,334,834	5,253,291	13,304,808	Hawai'i Island	87.7%	655,286

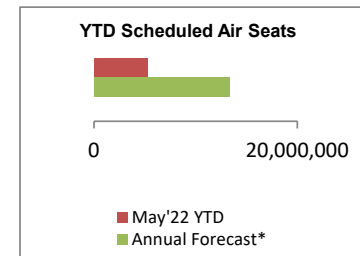
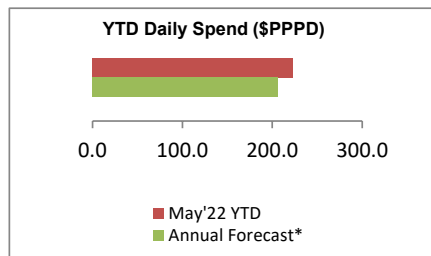
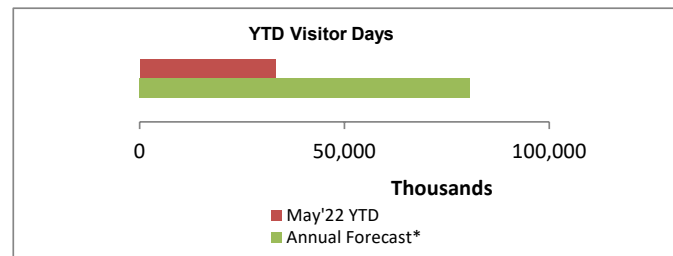
* DBEDT Annual Forecast as of Q1 2022.

[^] HTA/DBEDT READ analysis based on scheduled flights from Diao Mi flight schedules as of June 24, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **May-22** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

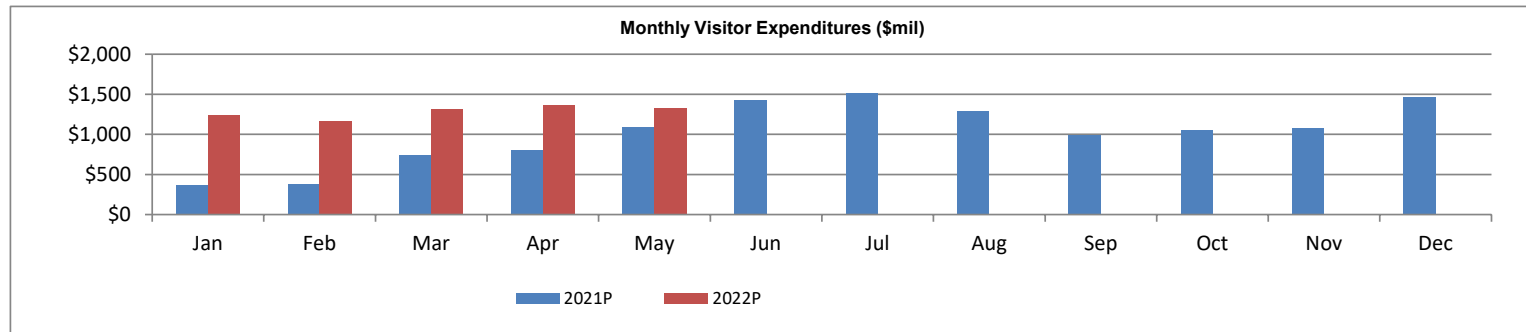
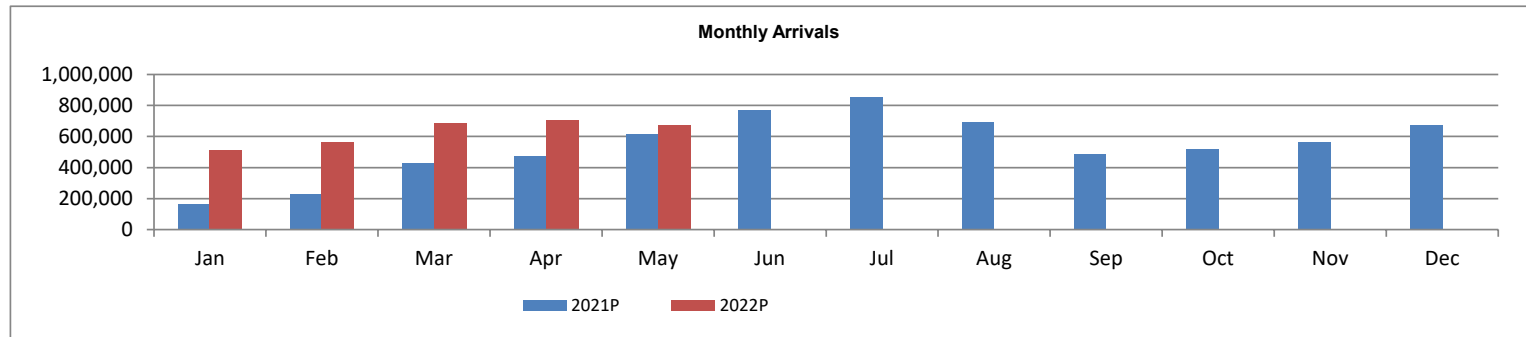
Key Performance Indicators

	YOY Rate	May'21 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 89.1%	3,389.7	6,409.4	13,988.8	O'ahu	74.0%	1,549,379
Daily Spend (\$PPPD)	↑ 27.0%	178.8	227.1	201.3	Maui	39.3%	986,014
Visitor Days	↑ 48.9%	18,958,543	28,227,095	69,490,874	Moloka'i	98.6%	14,048
Arrivals	↑ 64.9%	1,904,640	3,139,897	7,666,485	Lāna'i	79.6%	22,368
Daily Census	↑ 48.9%	125,553	186,934	190,386	Kaua'i	239.4%	468,291
Airlift (scheduled seats)^	↑ 45.7%	3,217,019	4,686,385	11,272,244	Hawai'i Island	71.5%	584,578

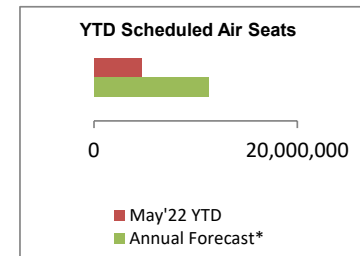
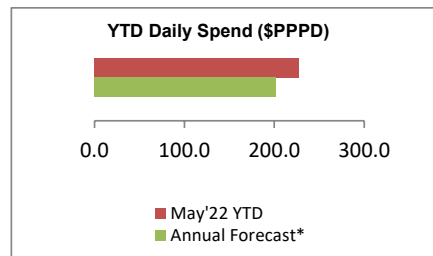
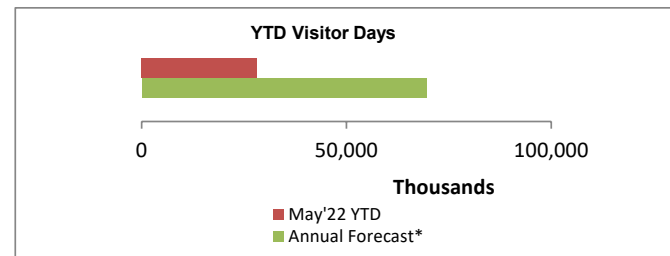
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **May-22** Preliminary

Visitor Industry Performance Measures

Market: **U.S. WEST**

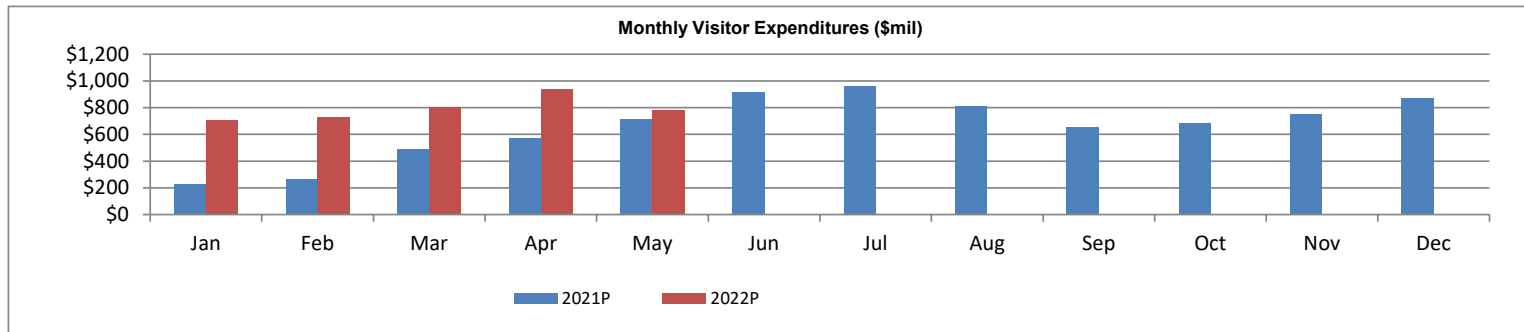
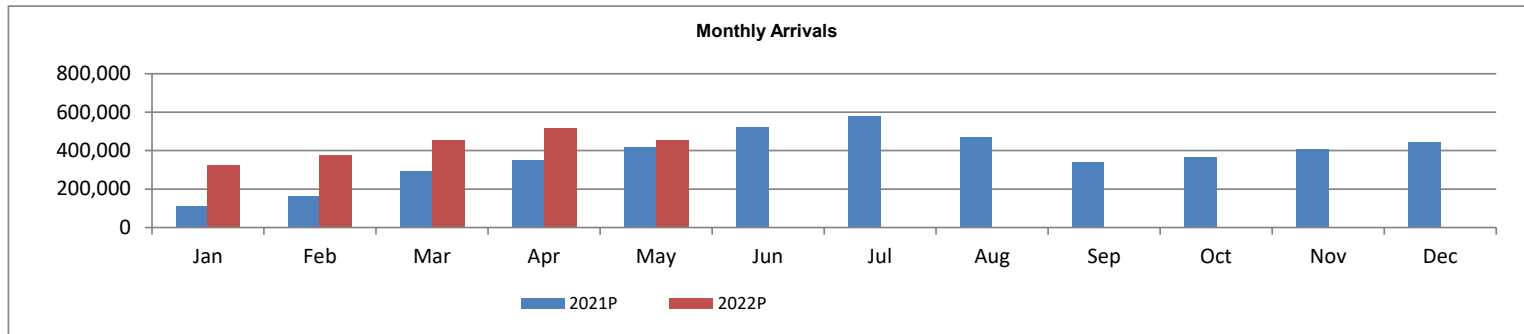
Key Performance Indicators

	YOY Rate	May'21 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 74.5%	2,271.3	3,962.8	8,781.5	O'ahu	71.2%	985,625
Daily Spend (\$PPPD)	↑ 24.5%	175.3	218.3	194.1	Maui	24.2%	639,995
Visitor Days	↑ 40.1%	12,953,932	18,154,364	45,239,109	Moloka'i	94.2%	9,162
Arrivals	↑ 58.1%	1,344,101	2,124,876	5,183,426	Lāna'i	62.3%	12,572
Daily Census	↑ 40.1%	85,788	120,228	123,943	Kaua'i	228.4%	312,776
Airlift (scheduled seats)^	↑ 46.5%	2,836,598	4,154,637	9,975,115	Hawai'i Island	55.8%	377,766

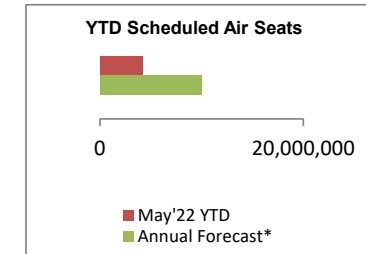
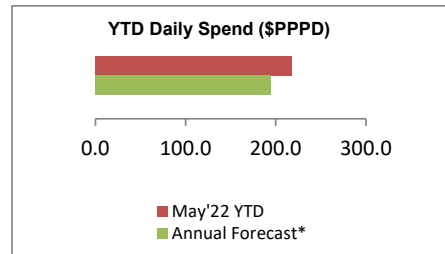
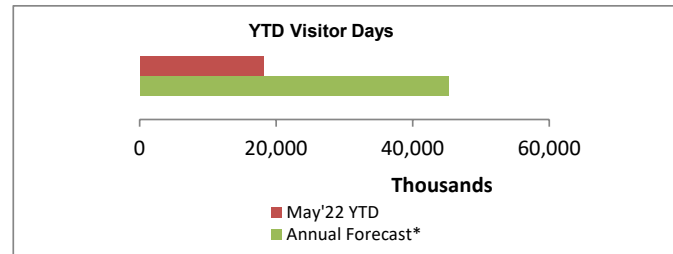
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. EAST**

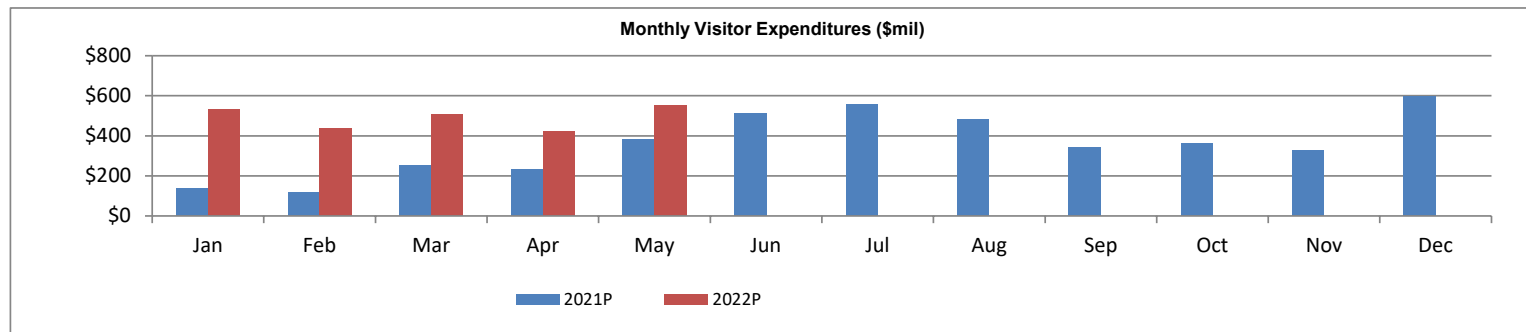
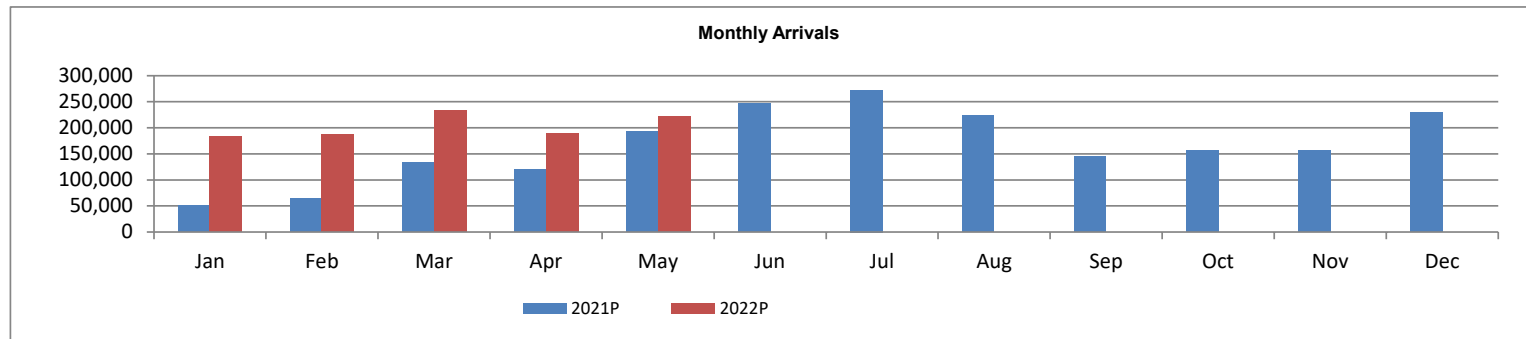
Key Performance Indicators

	YOY Rate	May'21 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 118.8%	1,118.4	2,446.6	5,207.4	O'ahu	79.1%	563,754
Daily Spend (\$PPPD)	↑ 30.4%	186.3	242.9	214.7	Maui	79.6%	346,019
Visitor Days	↑ 67.7%	6,004,611	10,072,732	24,251,765	Moloka'i	107.4%	4,885
Arrivals	↑ 81.1%	560,540	1,015,020	2,483,059	Lāna'i	108.1%	9,796
Daily Census	↑ 67.7%	39,766	66,707	66,443	Kaua'i	263.9%	155,515
Airlift (scheduled seats) [^]	↑ 39.8%	380,421	531,748	1,297,129	Hawai'i Island	110.1%	206,812

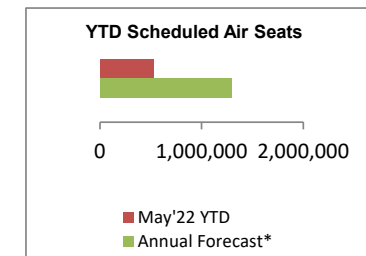
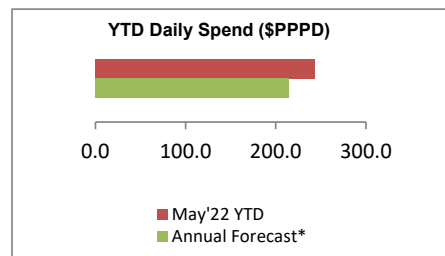
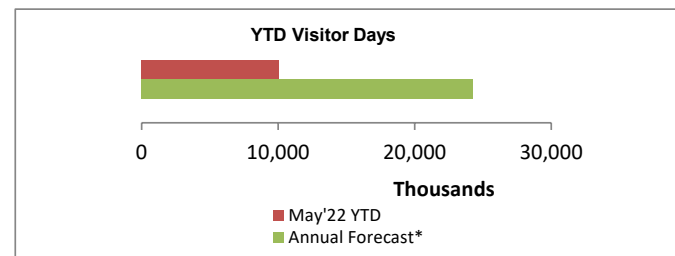
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Visitor Industry Performance Measures

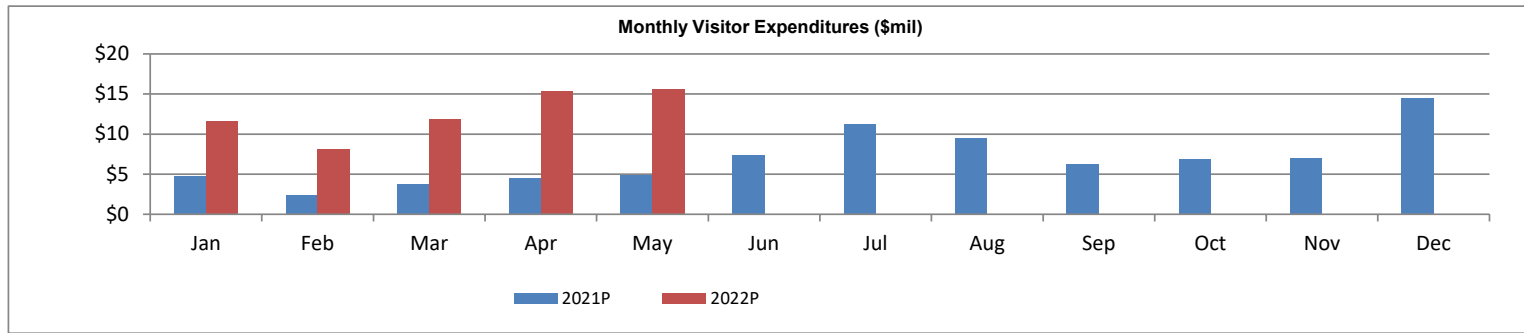
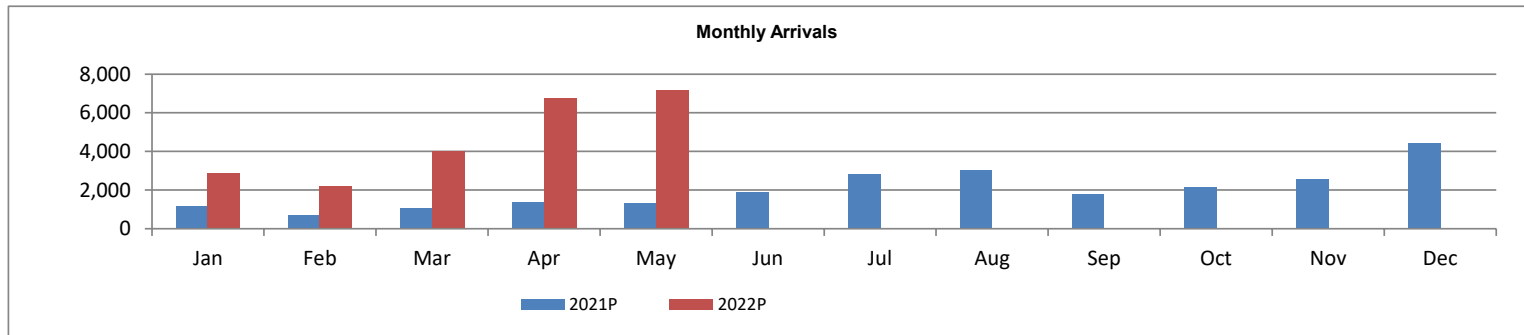
Market: **JAPAN**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	May'21 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 206.4%	20.4	62.4	805.1	O'ahu	302.8%	21,688
Daily Spend (\$PPPD)	↔ 5.7%	213.5	225.7	254.2	Maui	981.5%	1,334
Visitor Days	↑ 189.8%	95,369	276,392	3,167,750	Moloka'i	178.4%	13
Arrivals	↑ 311.2%	5,589	22,984	521,380	Lāna'i	1037.1%	77
Daily Census	↑ 189.8%	632	1,830	8,679	Kaua'i	939.5%	460
Airlift (scheduled seats)^	↑ 94.2%	47,385	92,015	810,127	Hawai'i Island	1180.5%	2,282

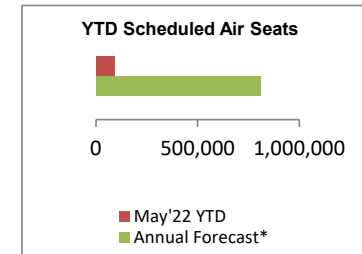
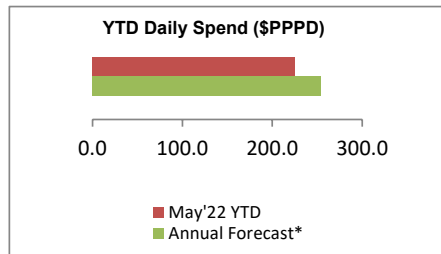
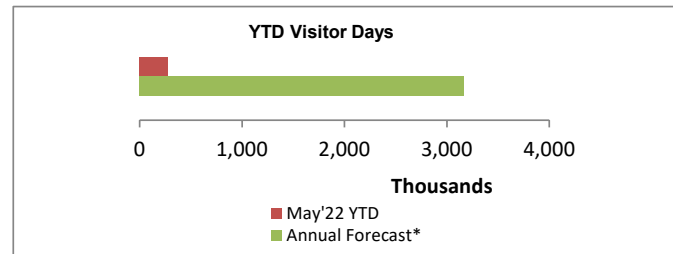
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **May-22** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

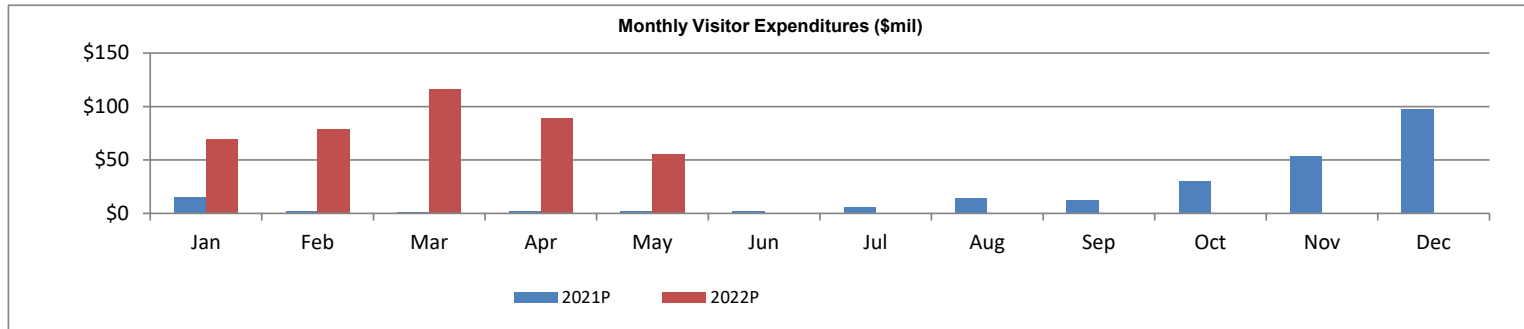
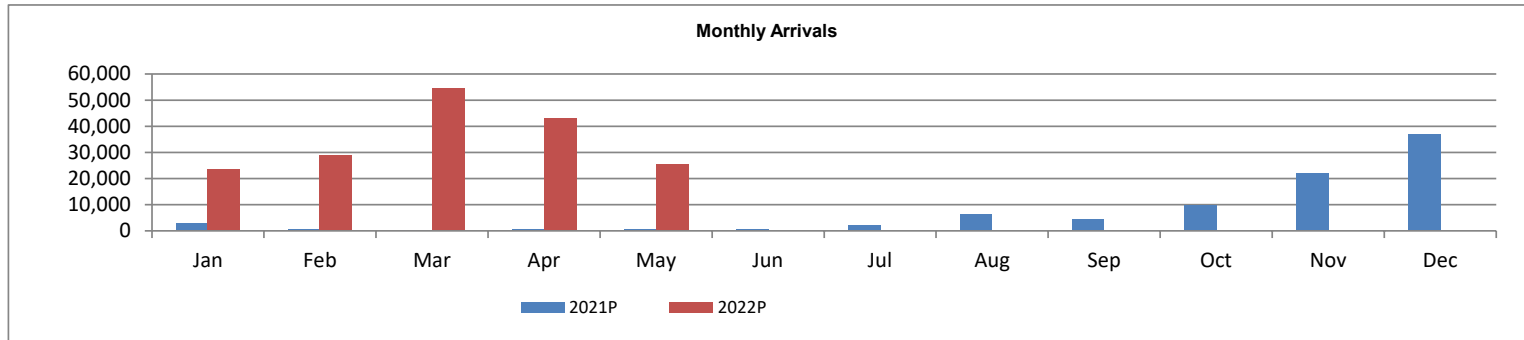
Key Performance Indicators

	YOY Rate	May'21 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 1741.5%	22.2	408.6	426.6	O'ahu	5110.5%	81,314
Daily Spend (\$PPPD)	↔ 8.1%	167.0	180.5	173.6	Maui	3018.2%	80,304
Visitor Days	↑ 1603.5%	132,862	2,263,290	2,457,615	Moloka'i	4426.9%	931
Arrivals	↑ 3550.8%	4,807	175,500	194,619	Lāna'i	3203.6%	1,606
Daily Census	↑ 1603.5%	880	14,989	6,733	Kaua'i	10783.1%	17,221
Airlift (scheduled seats)^	↑ 2393.6%	11,080	276,294	482,947	Hawai'i Island	3070.5%	27,237

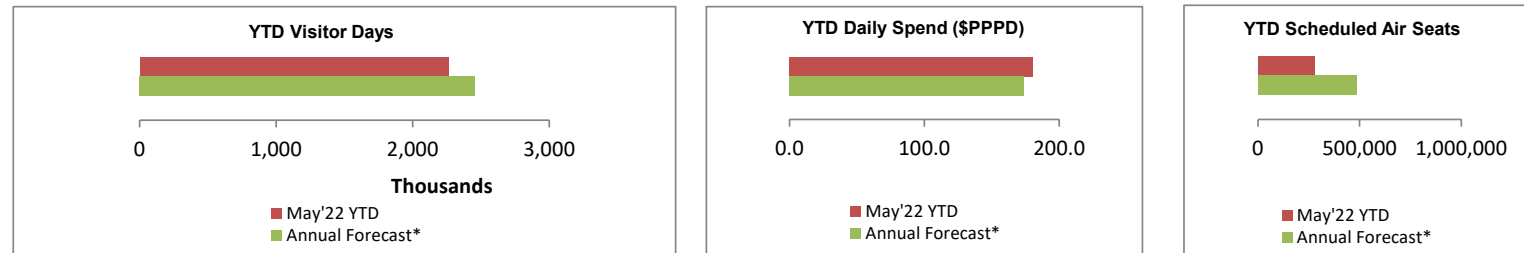
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **OCEANIA**

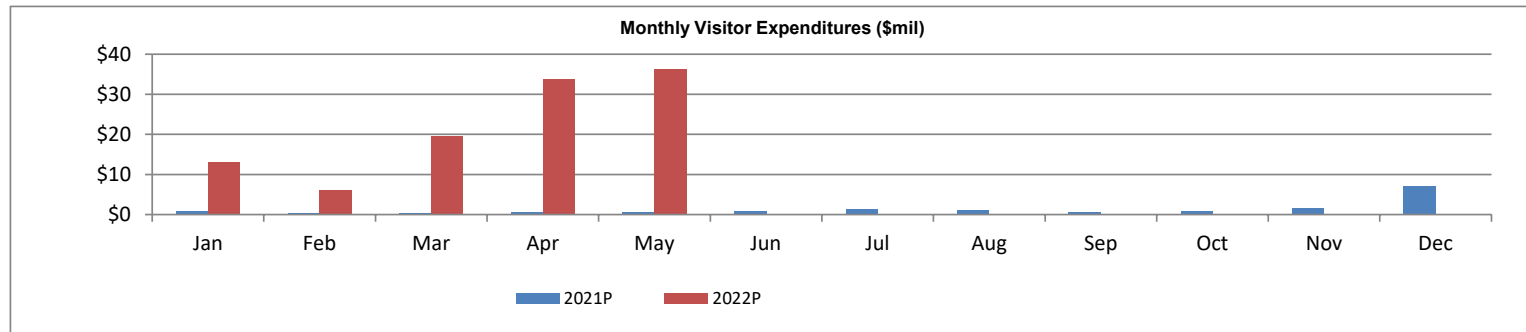
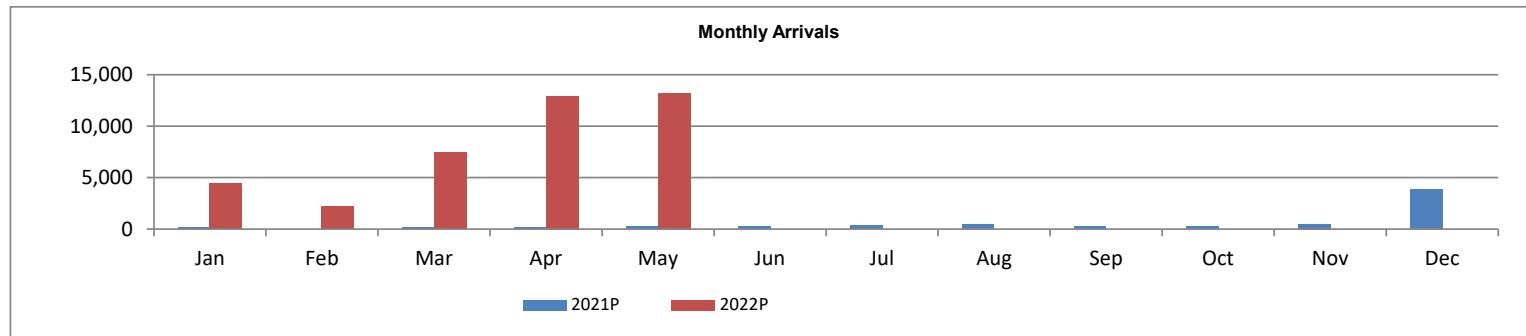
Key Performance Indicators

	YOY Rate	May'21 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 3682.4%	2.9	108.5	298.2	O'ahu	9539.0%	38,828
Daily Spend (\$PPPD)	↑ 16.9%	234.6	274.2	275.3	Maui	2725.8%	5,393
Visitor Days	↑ 3135.5%	12,234	395,826	1,083,103	Moloka'i	N/A	209
Arrivals	↑ 5726.7%	691	40,253	110,655	Lāna'i	13522.4%	287
Daily Census	↑ 3135.5%	81	2,621	2,967	Kaua'i	3018.3%	2,559
Airlift (scheduled seats)^	N/A	0	65,777	252,570	Hawai'i Island	3236.6%	4,304

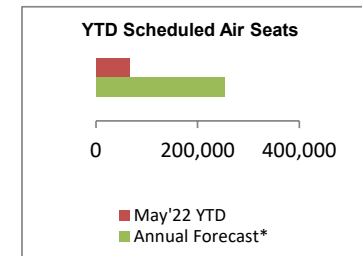
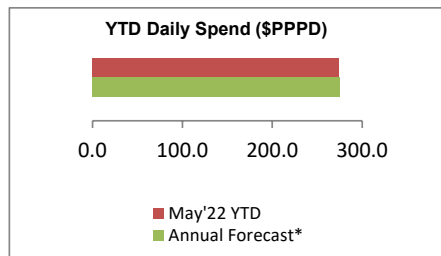
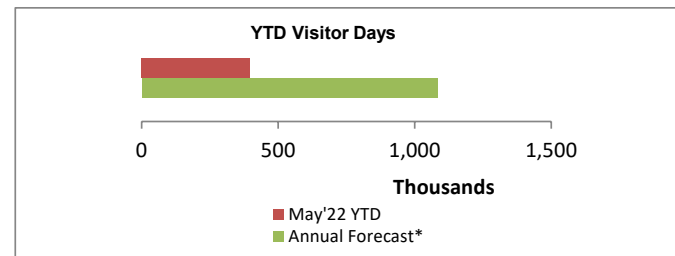
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **May-22** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

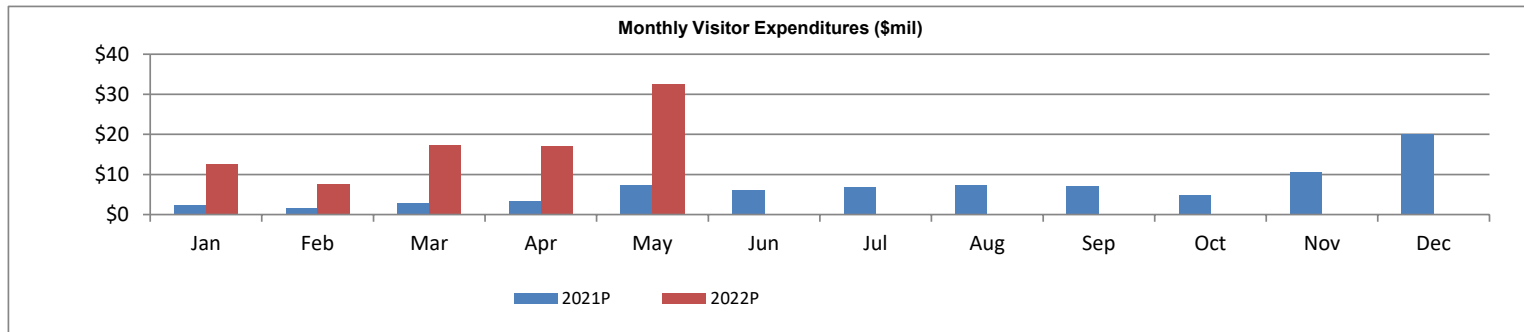
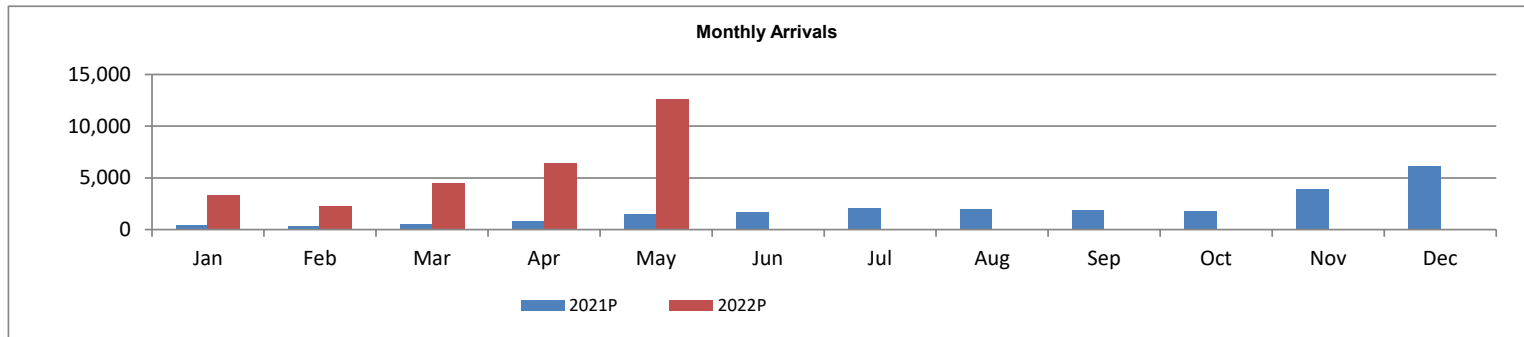
Key Performance Indicators

	YOY Rate	May'21 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 390.0%	17.8	87.1	N/A	O'ahu	820.4%	26,896
Daily Spend (\$PPPD)	↑ 16.7%	263.4	307.5	N/A	Maui	476.5%	3,654
Visitor Days	↑ 319.8%	67,492	283,305	N/A	Moloka'i	184.0%	54
Arrivals	↑ 703.6%	3,627	29,149	N/A	Lāna'i	349.0%	124
Daily Census	↑ 319.8%	447	1,876	N/A	Kaua'i	420.5%	1,178
Airlift (scheduled seats) [^]	↑ 575.4%	8,340	56,331	246,101	Hawai'i Island	641.2%	4,980

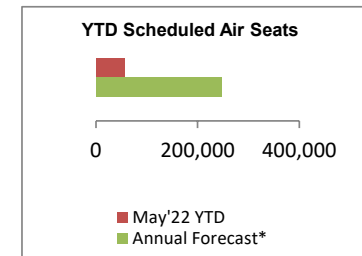
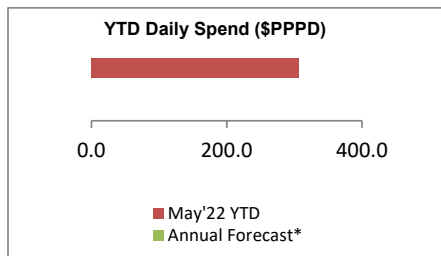
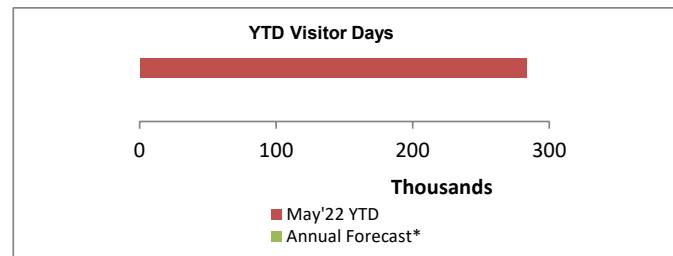
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **May-22** Preliminary

Visitor Industry Performance Measures

Market: **KOREA**

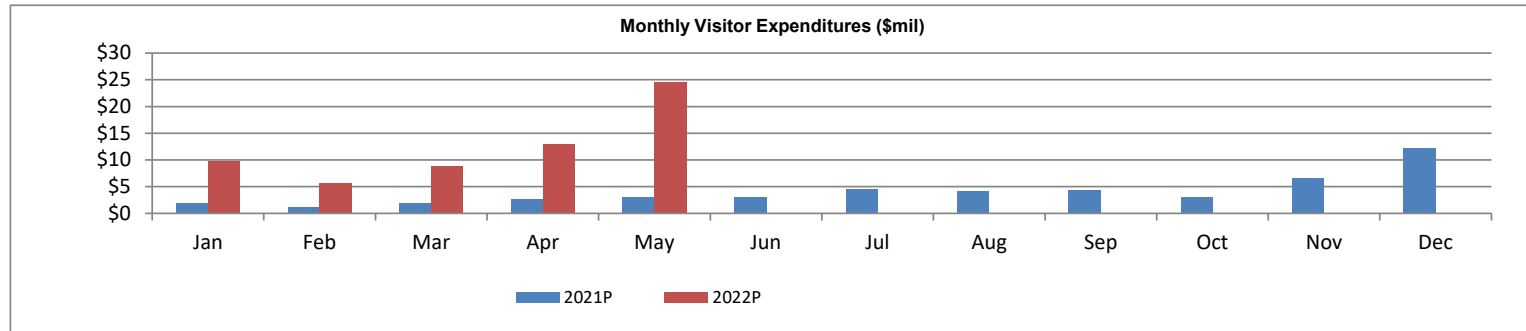
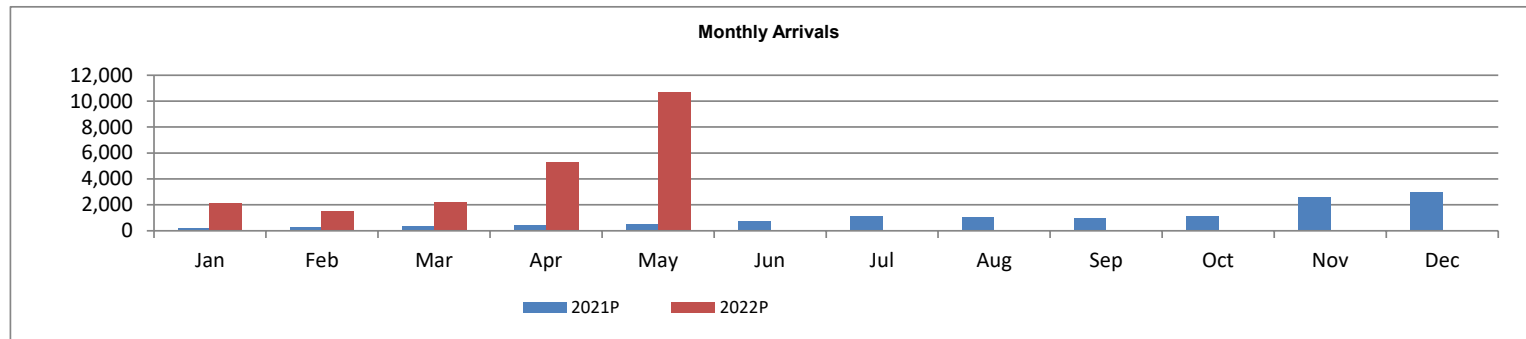
Key Performance Indicators

	YOY Rate	May'21 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 465.2%	10.9	61.9	192.6	O'ahu	1327.5%	21,121
Daily Spend (\$PPPD)	↑ 12.2%	255.5	286.7	300.1	Maui	1314.8%	2,270
Visitor Days	↑ 403.7%	42,846	215,819	641,680	Moloka'i	1053.2%	24
Arrivals	↑ 1175.5%	1,707	21,774	80,957	Lāna'i	530.2%	40
Daily Census	↑ 403.7%	284	1,429	1,758	Kaua'i	859.9%	595
Airlift (scheduled seats) [^]	↑ 575.4%	8,340	56,331	235,391	Hawai'i Island	1659.1%	3,078

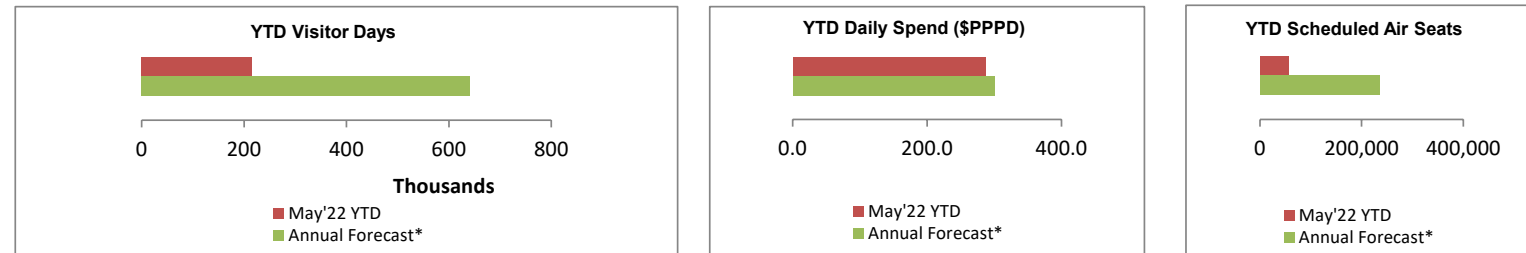
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **CHINA**

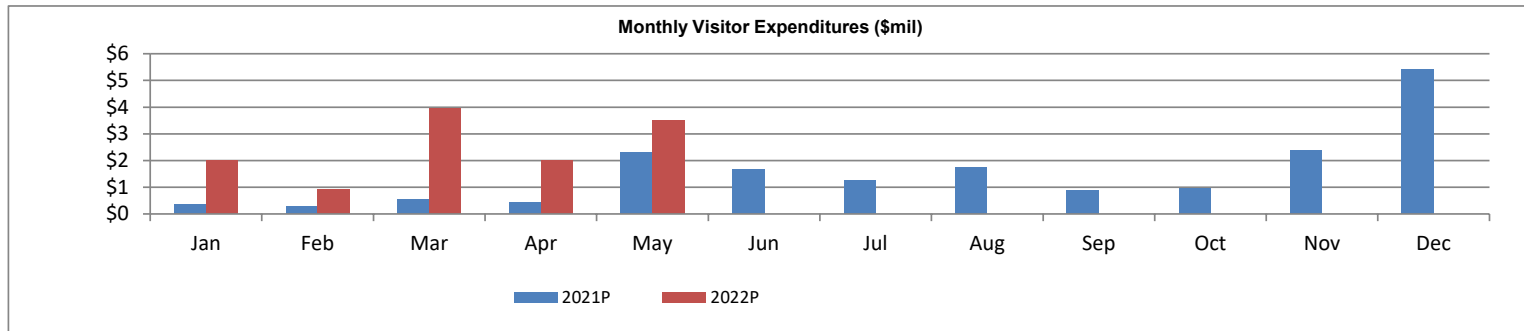
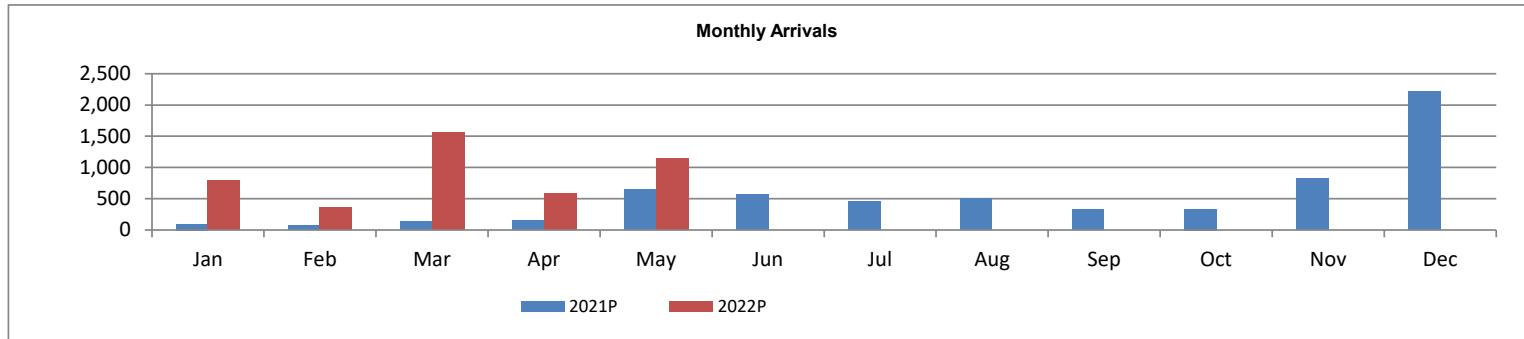
Key Performance Indicators

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Visitor Spending (\$mil)	↑ 215.9%	3.9	12.4	N/A	O'ahu	316.5%	3,814
Daily Spend (\$PPPD)	↔ 9.5%	317.4	347.5	N/A	Maui	202.8%	701
Visitor Days	↑ 188.5%	12,377	35,710	N/A	Moloka'i	1599.4%	18
Arrivals	↑ 296.0%	1,121	4,439	N/A	Lāna'i	974.8%	45
Daily Census	↑ 188.5%	82	236	N/A	Kaua'i	223.6%	195
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	244.1%	1,251

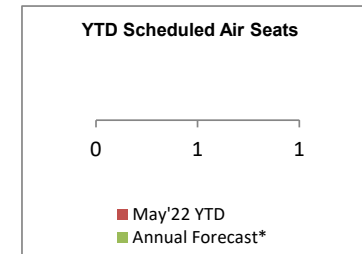
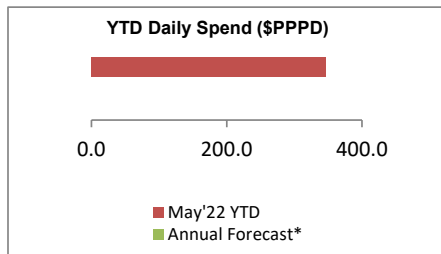
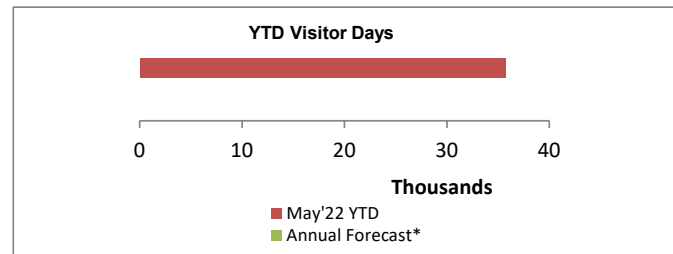
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Visitor Industry Performance Measures

Market: **EUROPE**

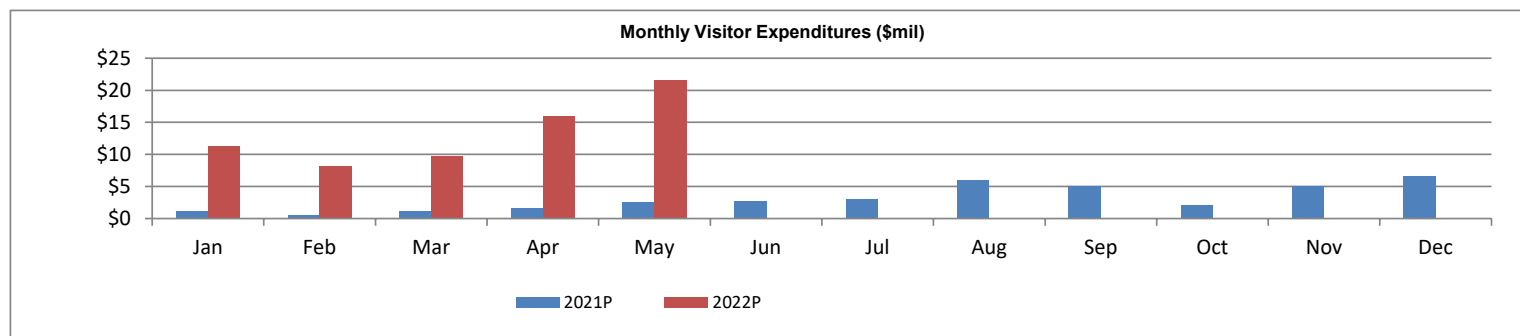
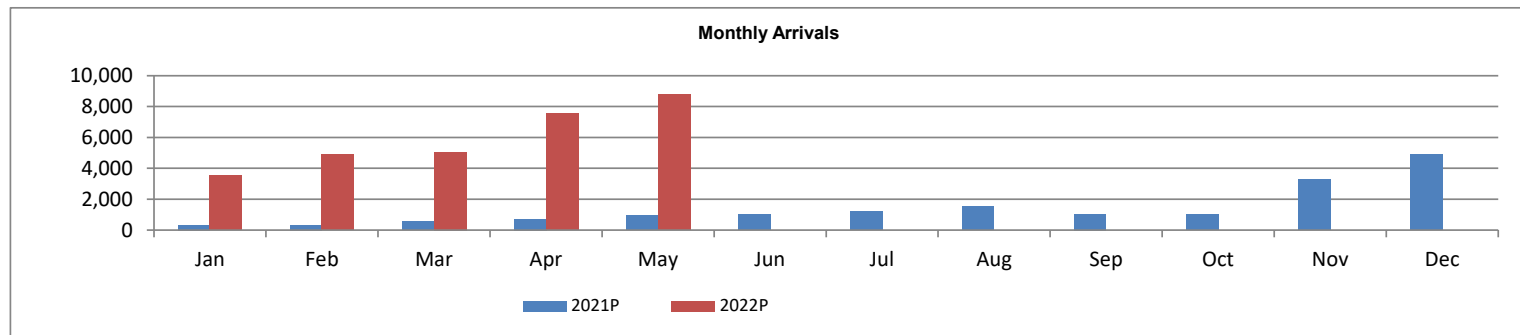
Key Performance Indicators

	YOY Rate	May'21 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 839.5%	7.1	66.8	100.7	O'ahu	1221.0%	20,635
Daily Spend (\$PPPD)	↓ -4.3%	167.0	159.8	158.4	Maui	1186.8%	11,568
Visitor Days	↑ 881.7%	42,587	418,081	635,609	Moloka'i	2059.9%	486
Arrivals	↑ 951.1%	2,839	29,843	47,332	Lāna'i	1417.6%	420
Daily Census	↑ 881.7%	282	2,769	1,741	Kaua'i	1890.8%	6,630
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	1559.3%	10,147

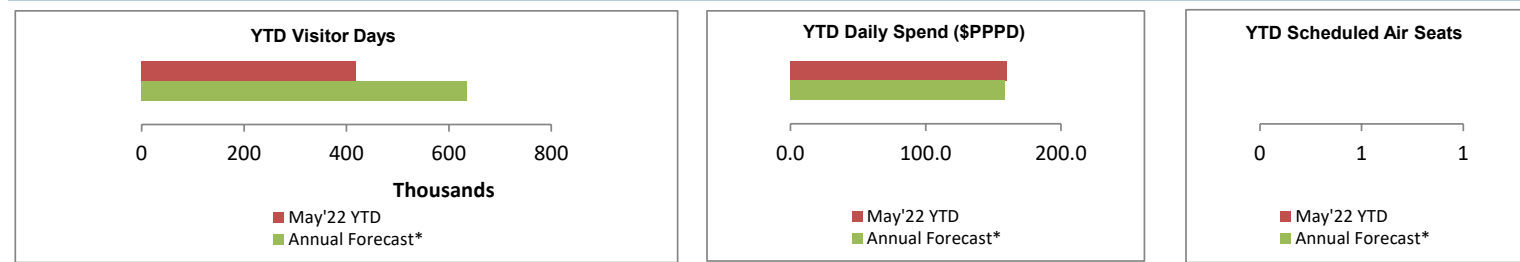
* DBEDT Annual Forecast as of Q1 2022.

^ HTA/DBEDT READ analysis based on scheduled flights from Diao Mi flight schedules as of June 24, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **May-22** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

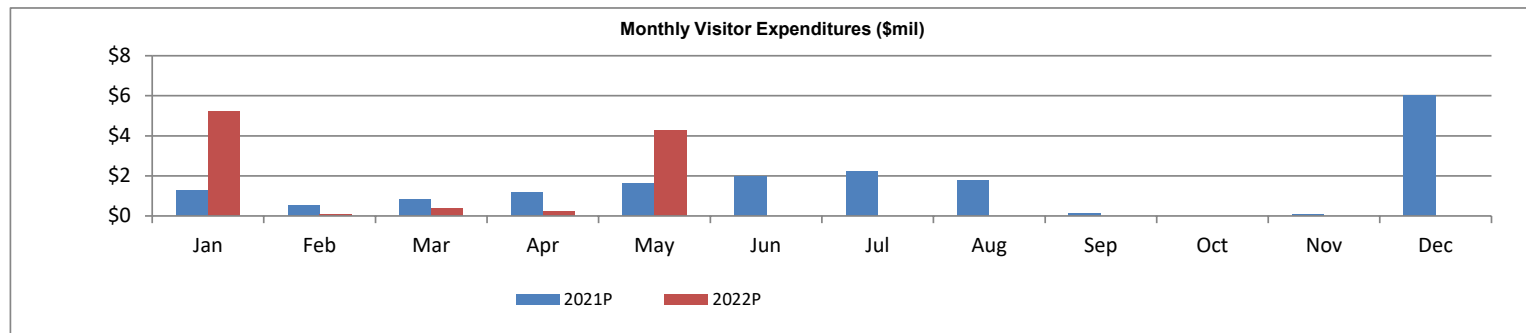
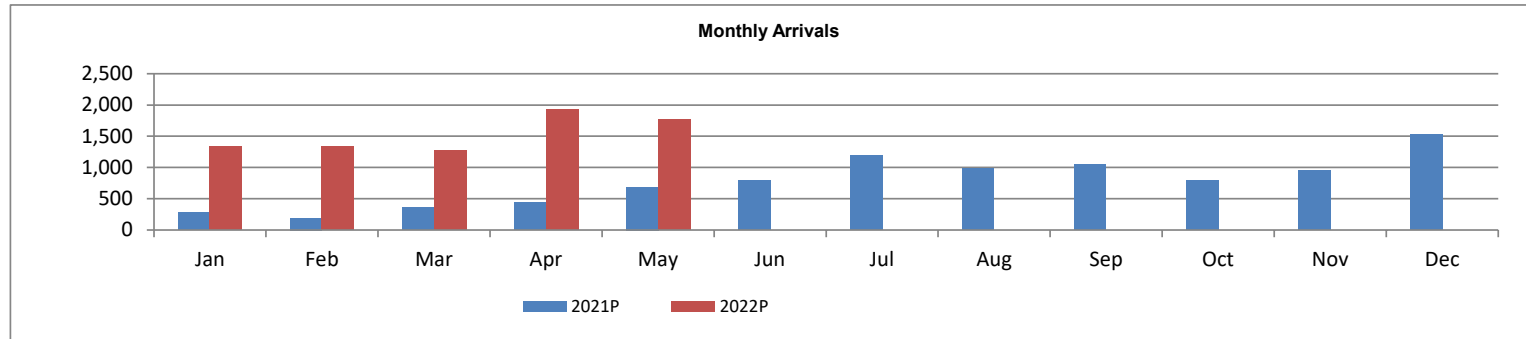
Key Performance Indicators

	YOY Rate	May'21 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 86.2%	5.5	10.2	N/A	O'ahu	313.5%	5,243
Daily Spend (\$PPPD)	↓ -40.5%	202.5	120.6	N/A	Maui	224.0%	2,457
Visitor Days	↑ 212.8%	27,014	84,490	N/A	Moloka'i	299.3%	30
Arrivals	↑ 289.0%	1,962	7,633	N/A	Lāna'i	160.7%	70
Daily Census	↑ 212.8%	179	560	N/A	Kaua'i	533.8%	745
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	384.0%	1,722

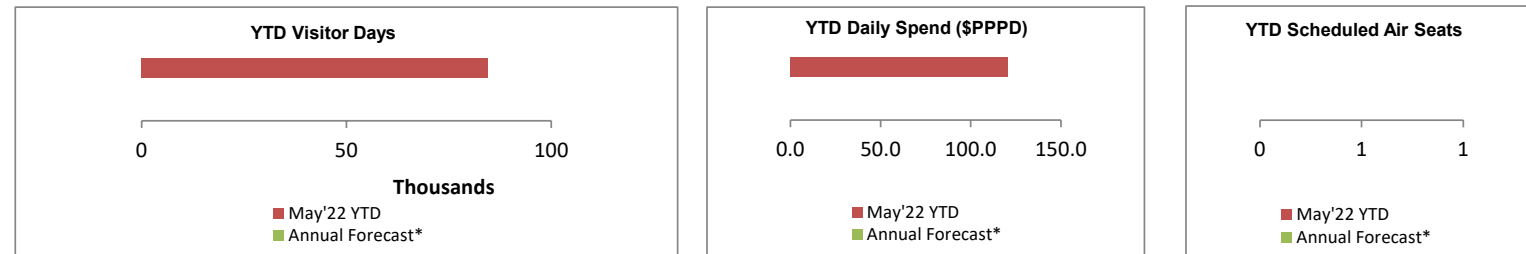
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures