

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

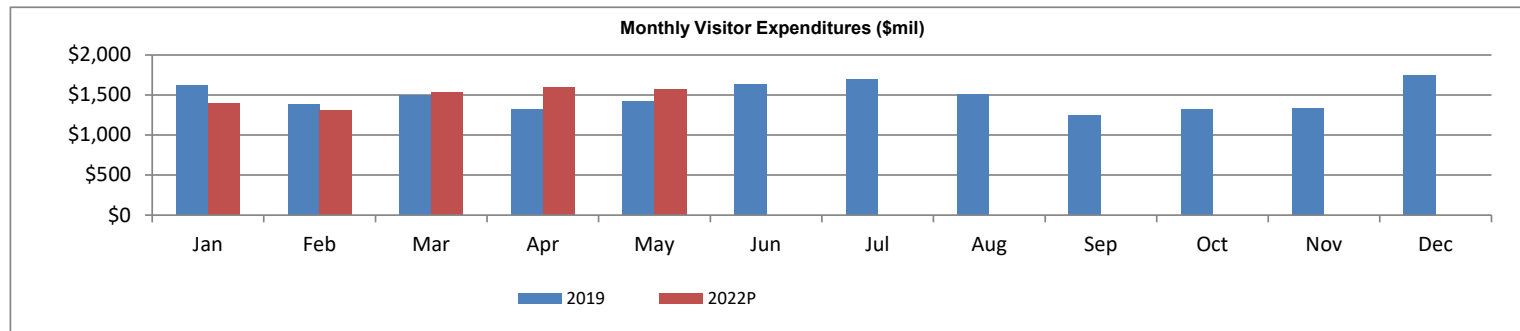
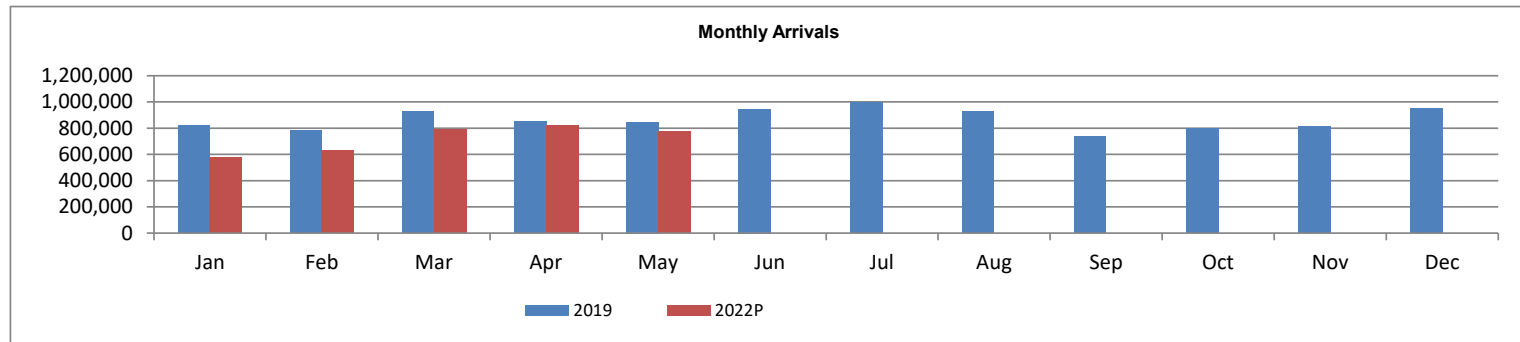
Key Performance Indicators

	YOY Rate	May'19 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 2.3%	7,227.0	7,393.4	16,620.5	O'ahu	-26.0%	1,822,584
Daily Spend (\$PPPD)	👆 13.7%	195.8	222.7	206.0	Maui	-8.9%	1,117,725
Visitor Days	👇 -10.0%	36,904,705	33,198,136	80,674,664	Moloka'i	-35.8%	16,350
Arrivals	👇 -15.0%	4,224,071	3,588,405	8,867,698	Lāna'i	-21.4%	26,400
Daily Census	👇 -10.0%	244,402	219,855	221,026	Kaua'i	-7.5%	510,622
Airlift (scheduled seats)^	👉 -4.9%	5,526,217	5,253,291	13,304,808	Hawai'i Island	-8.6%	655,286

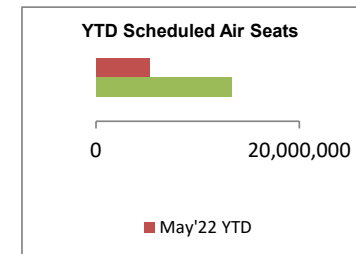
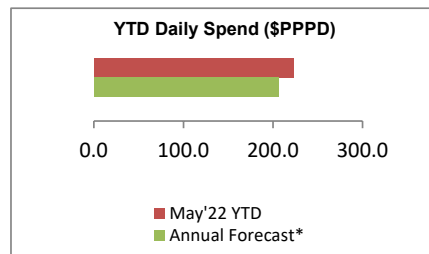
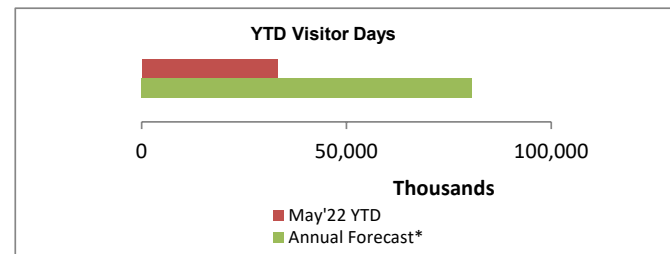
* DBEDT Annual Forecast as of Q1 2022.

^ 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**

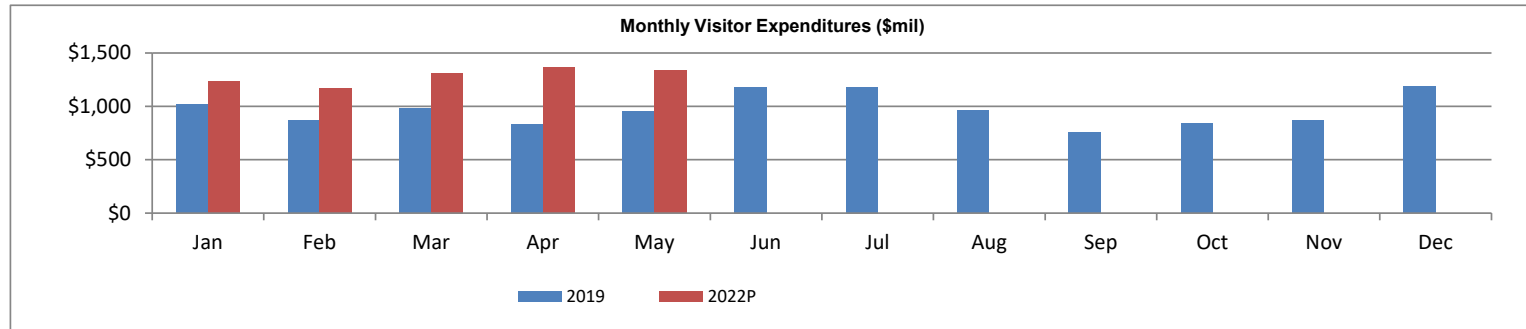
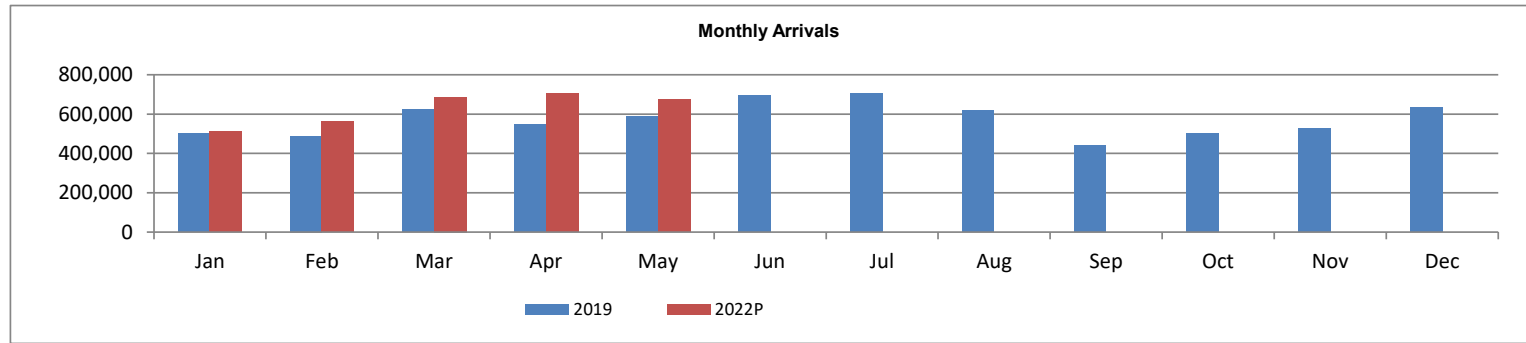
Key Performance Indicators

	YOY Rate	May'19 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 37.4%	4,663.6	6,409.4	13,988.8	O'ahu	16.7%	1,549,379
Daily Spend (\$PPPD)	↑ 20.5%	188.4	227.1	201.3	Maui	3.6%	986,014
Visitor Days	↑ 14.0%	24,754,405	28,227,095	69,490,874	Moloka'i	-22.0%	14,048
Arrivals	↑ 14.1%	2,751,492	3,139,897	7,666,485	Lāna'i	-2.9%	22,368
Daily Census	↑ 14.0%	163,936	186,934	190,386	Kaua'i	3.3%	468,291
Airlift (scheduled seats)^	↑ 20.9%	3,875,933	4,686,385	11,272,244	Hawai'i Island	15.1%	584,578

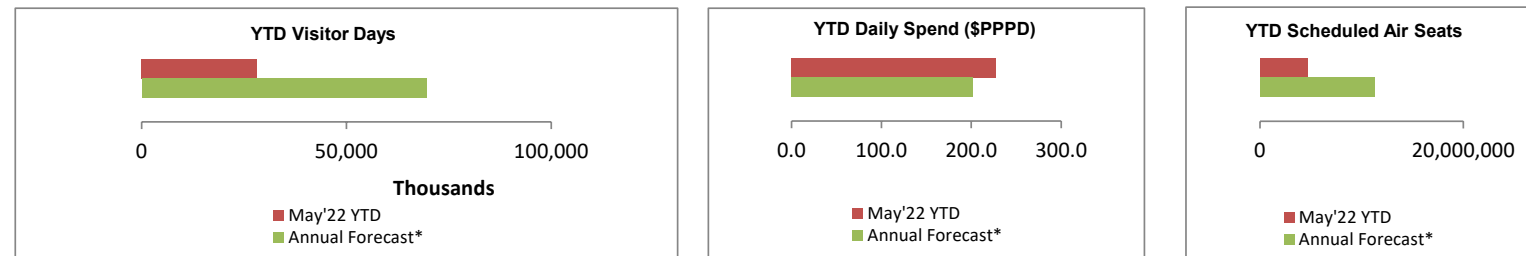
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

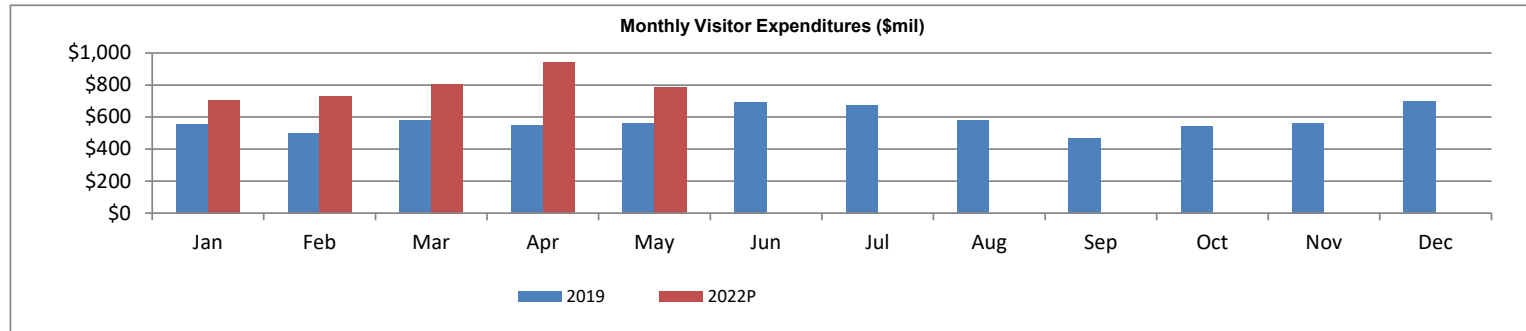
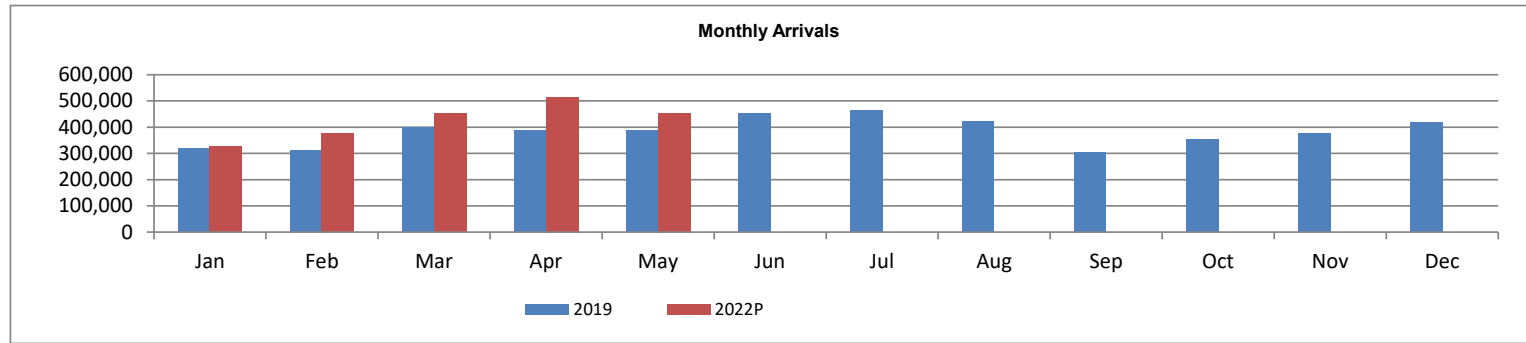
Market: **U.S. WEST**

Key Performance Indicators						Key Performance Indicators		
	YOY Rate	May'19 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↑ 44.3%	2,745.5	3,962.8	8,781.5	O'ahu	25.0%	985,625	
Daily Spend (\$PPPD)	↑ 23.5%	176.7	218.3	194.1	Maui	4.6%	639,995	
Visitor Days	↑ 16.9%	15,534,602	18,154,364	45,239,109	Moloka'i	-17.6%	9,162	
Arrivals	↑ 17.7%	1,805,355	2,124,876	5,183,426	Lāna'i	2.2%	12,572	
Daily Census	↑ 16.9%	102,878	120,228	123,943	Kaua'i	10.3%	312,776	
Airlift (scheduled seats) [^]	↑ 22.4%	3,393,809	4,154,637	9,975,115	Hawai'i Island	18.3%	377,766	

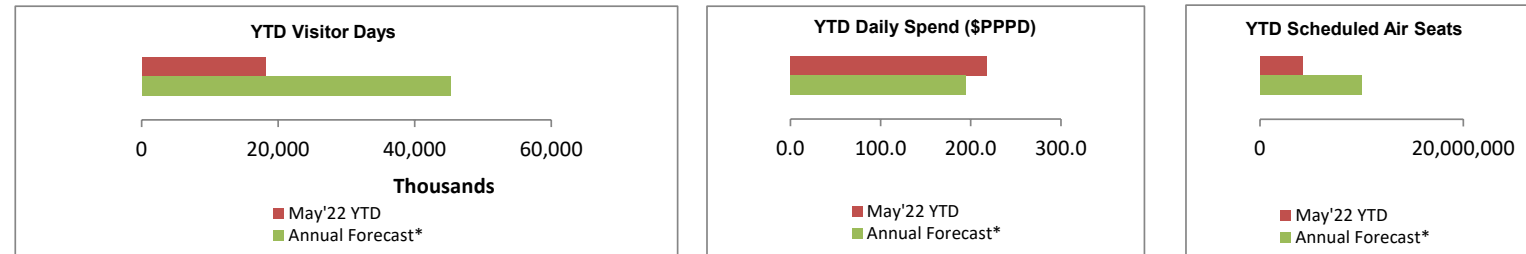
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. EAST**

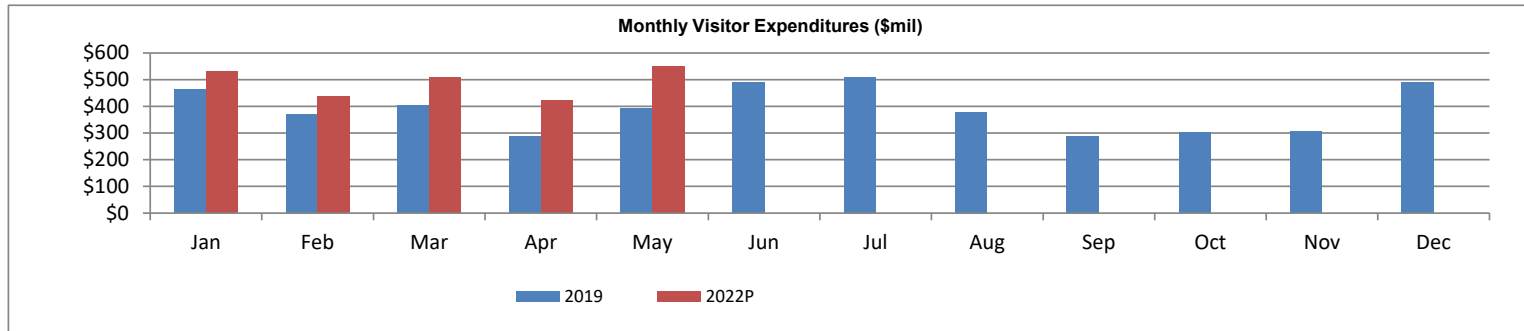
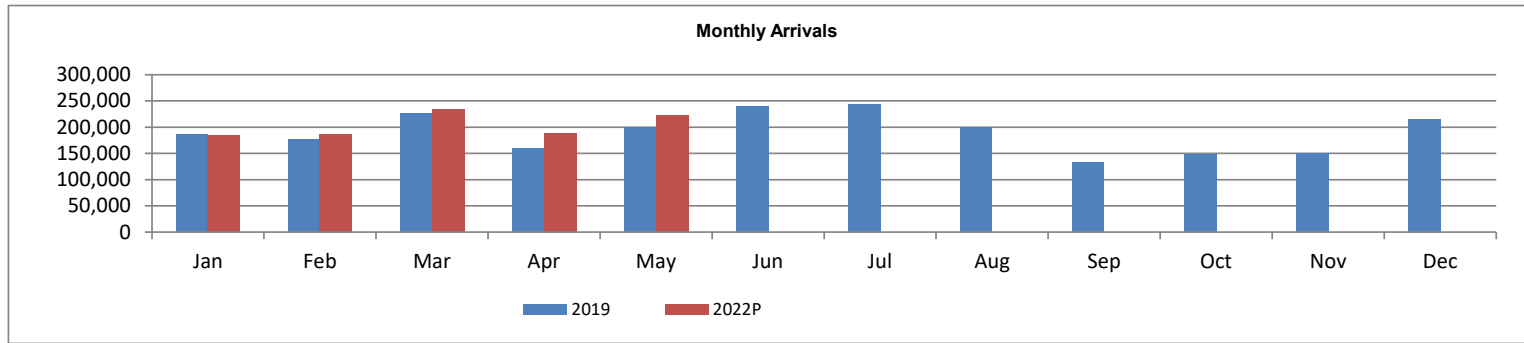
Key Performance Indicators

	YOY Rate	May'19 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 27.6%	1,918.1	2,446.6	5,207.4	O'ahu	4.5%	563,754
Daily Spend (\$PPPD)	↑ 16.7%	208.0	242.9	214.7	Maui	1.8%	346,019
Visitor Days	↔ 9.3%	9,219,803	10,072,732	24,251,765	Moloka'i	-29.2%	4,885
Arrivals	↔ 7.3%	946,137	1,015,020	2,483,059	Lāna'i	-8.7%	9,796
Daily Census	↔ 9.3%	61,058	66,707	66,443	Kaua'i	-8.3%	155,515
Airlift (scheduled seats) [^]	↑ 10.3%	482,124	531,748	1,297,129	Hawai'i Island	9.7%	206,812

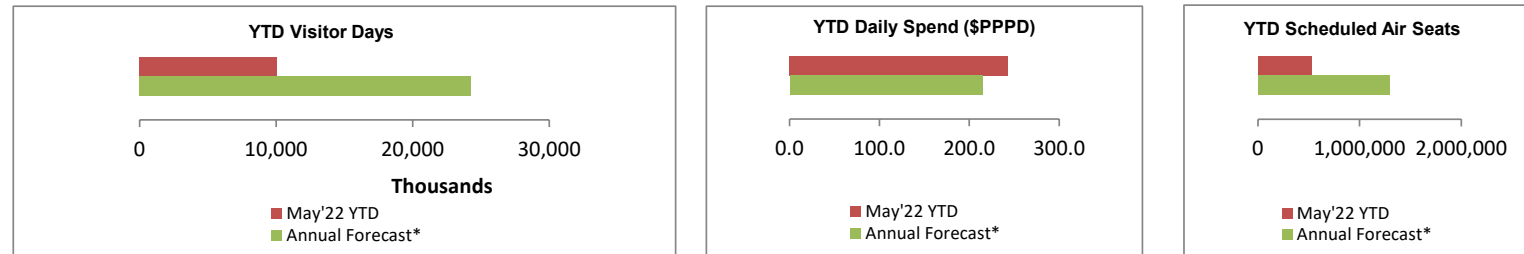
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **JAPAN**

Key Performance Indicators

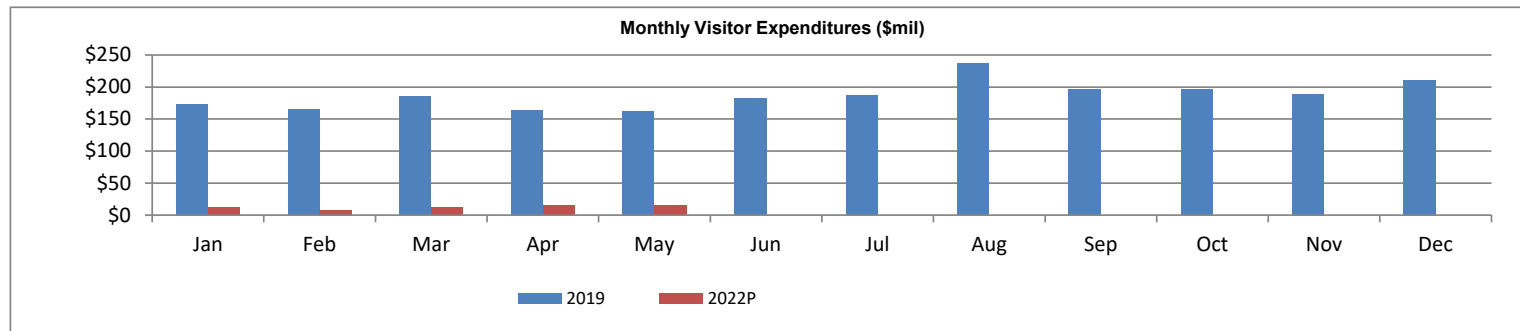
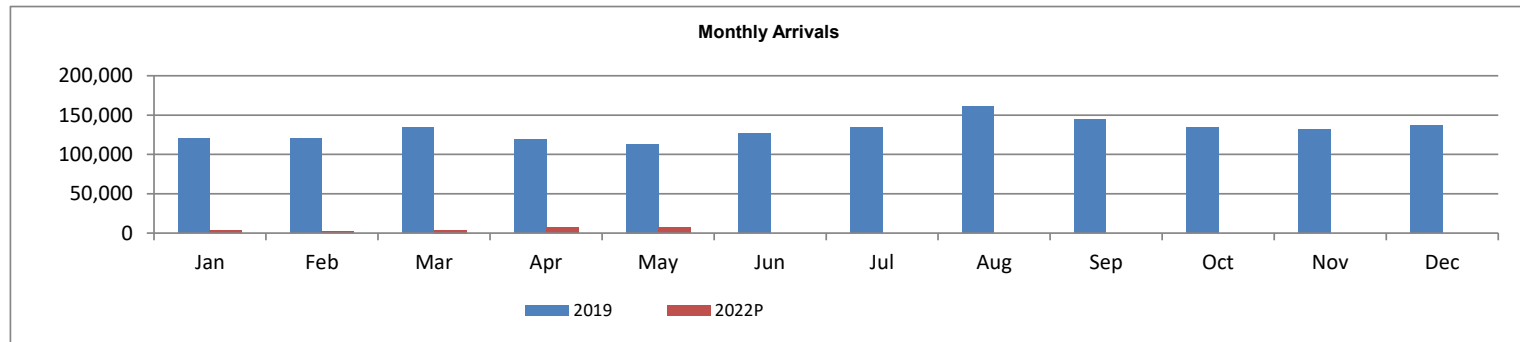
	YOY Rate	May'19 YTD	May'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↓ -92.7%	850.4	62.4	805.1
Daily Spend (\$PPPD)	↓ -5.7%	239.3	225.7	254.2
Visitor Days	↓ -92.2%	3,553,482	276,392	3,167,750
Arrivals	↓ -96.2%	607,643	22,984	521,380
Daily Census	↓ -92.2%	23,533	1,830	8,679
Airlift (scheduled seats) [^]	↓ -88.9%	825,902	92,015	810,127

	YOY Rate	YTD
O'ahu	-96.2%	21,688
Maui	-93.2%	1,334
Moloka'i	-97.8%	13
Lāna'i	-89.5%	77
Kaua'i	-95.4%	460
Hawai'i Island	-96.3%	2,282

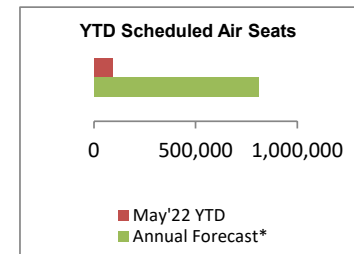
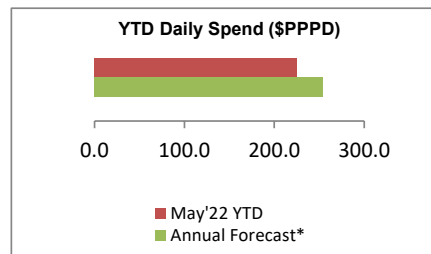
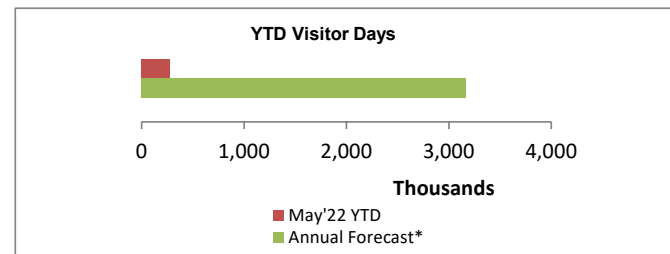
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Monthly Indicators



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

Visitor Industry Performance Measures

Market: **CANADA**

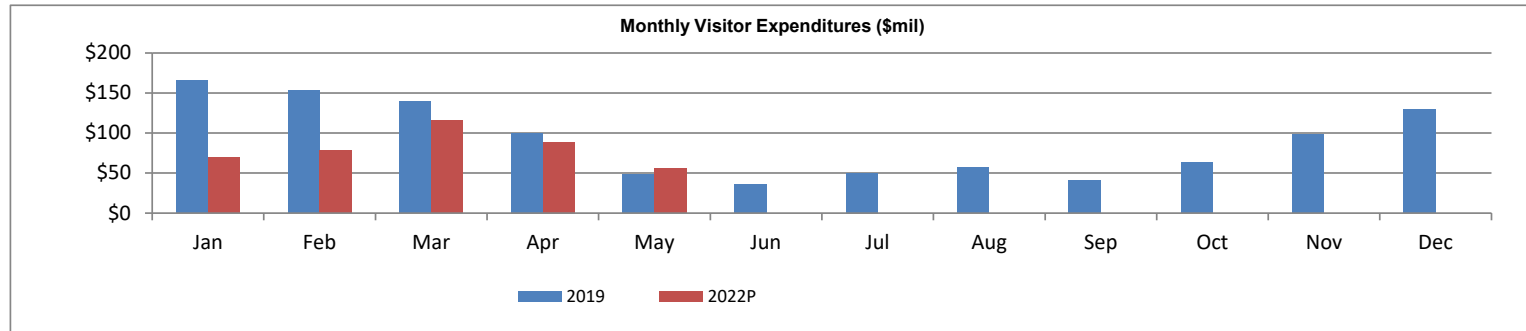
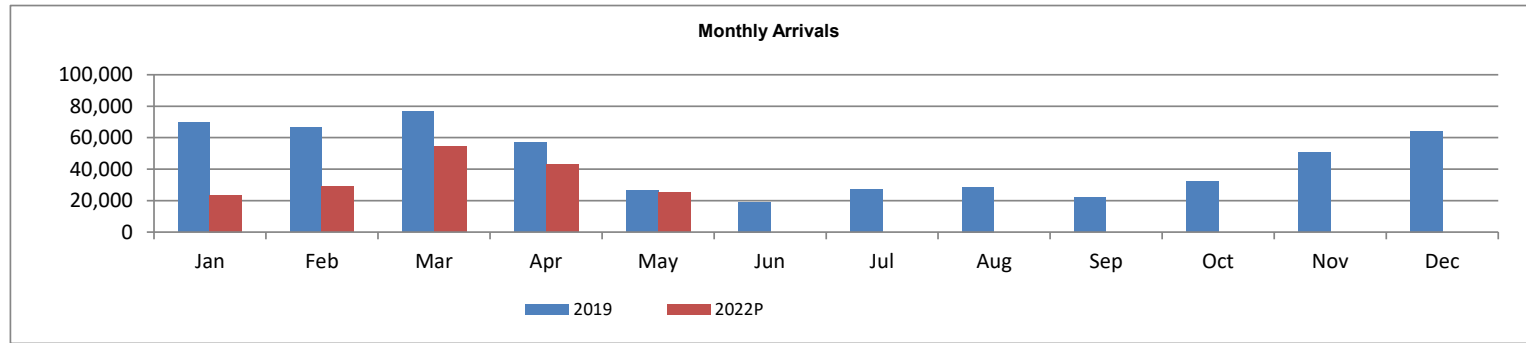
Key Performance Indicators

	YOY Rate	May'19 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -32.7%	606.7	408.6	426.6	O'ahu	-33.1%	81,314
Daily Spend (\$PPPD)	↗ 8.5%	166.4	180.5	173.6	Maui	-44.6%	80,304
Visitor Days	↓ -37.9%	3,646,133	2,263,290	2,457,615	Moloka'i	-65.9%	931
Arrivals	↓ -40.8%	296,362	175,500	194,619	Lāna'i	-47.3%	1,606
Daily Census	↓ -37.9%	24,147	14,989	6,733	Kaua'i	-59.2%	17,221
Airlift (scheduled seats) [^]	↘ -4.7%	289,796	276,294	482,947	Hawai'i Island	-48.6%	27,237

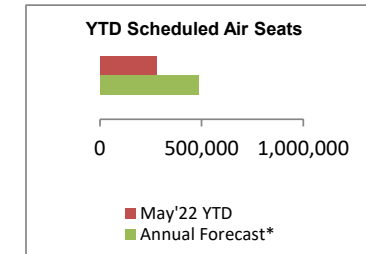
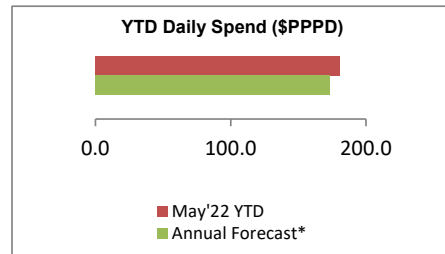
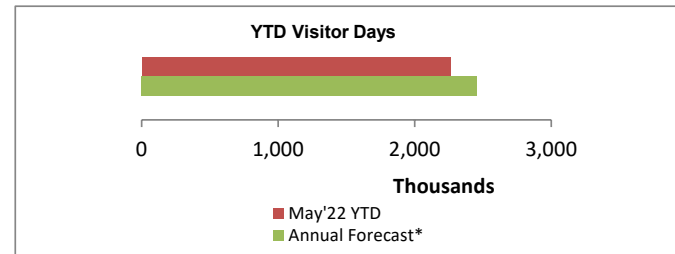
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Visitor Industry Performance Measures

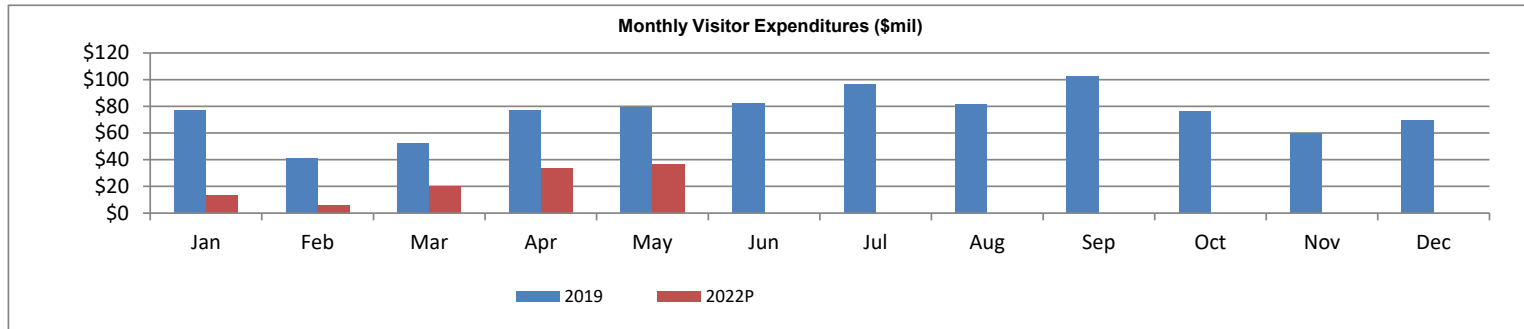
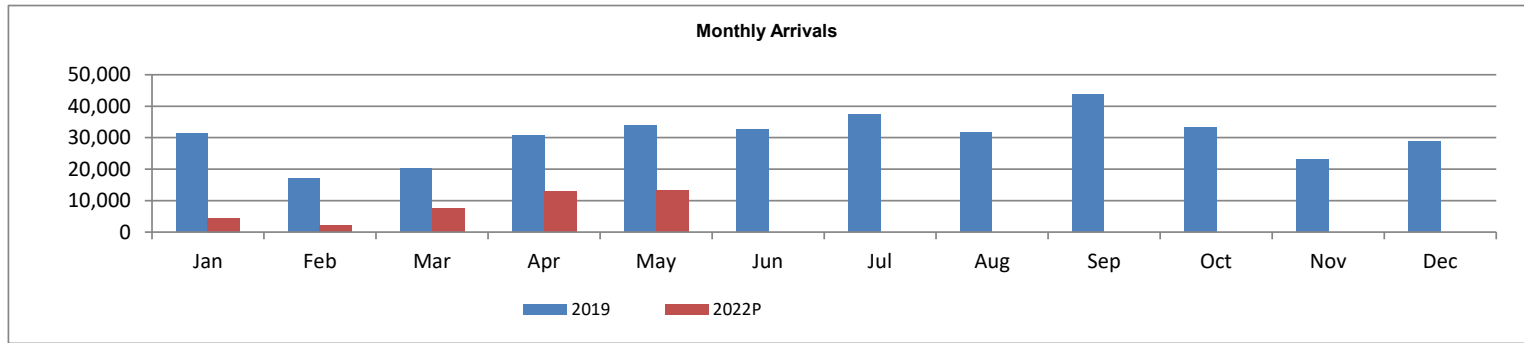
Market: **OCEANIA**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	May'19 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -66.8%	326.8	108.5	298.2	O'ahu	-70.2%	38,828
Daily Spend (\$PPPD)	↔ 4.2%	263.1	274.2	275.3	Maui	-75.3%	5,393
Visitor Days	↓ -68.1%	1,242,158	395,826	1,083,103	Moloka'i	-88.4%	209
Arrivals	↓ -69.8%	133,172	40,253	110,655	Lāna'i	-88.5%	287
Daily Census	↓ -68.1%	8,226	2,621	2,967	Kaua'i	-78.3%	2,559
Airlift (scheduled seats) [^]	↓ -67.2%	200,684	65,777	252,570	Hawai'i Island	-72.0%	4,304

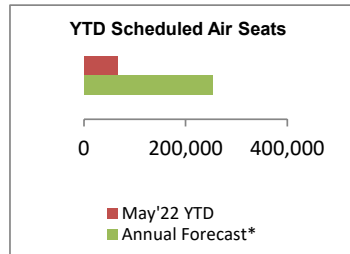
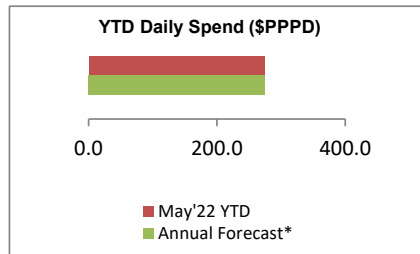
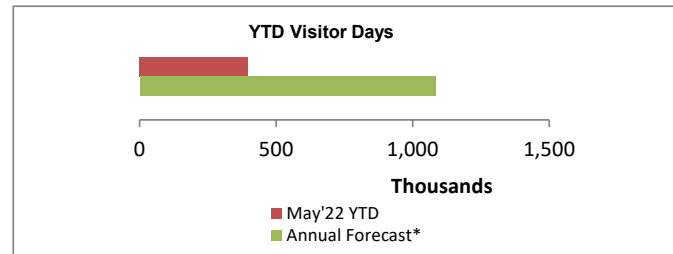
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

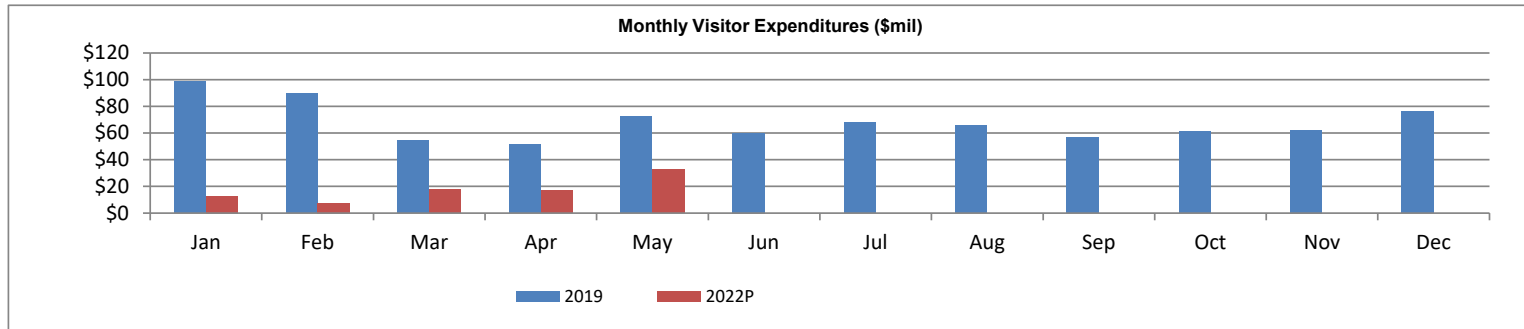
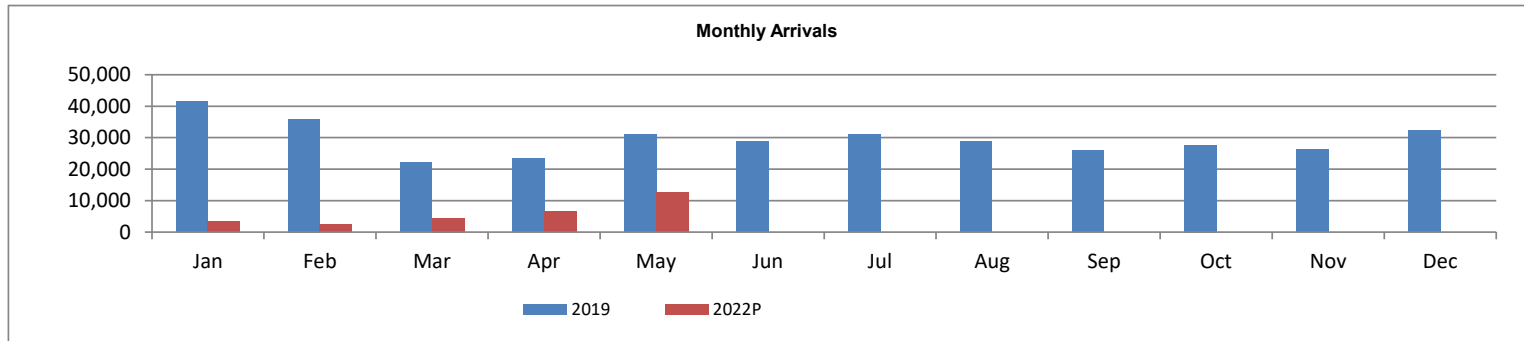
Key Performance Indicators

	YOY Rate	May'19 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -76.2%	366.7	87.1	N/A	O'ahu	-82.1%	26,896
Daily Spend (\$PPPD)	↔ 3.3%	297.8	307.5	N/A	Maui	-86.1%	3,654
Visitor Days	↓ -77.0%	1,231,490	283,305	N/A	Moloka'i	-93.0%	54
Arrivals	↓ -81.1%	153,953	29,149	N/A	Lāna'i	-86.7%	124
Daily Census	↓ -77.0%	8,156	1,876	N/A	Kaua'i	-80.4%	1,178
Airlift (scheduled seats) [^]	↓ -72.5%	205,111	56,331	246,101	Hawai'i Island	-84.4%	4,980

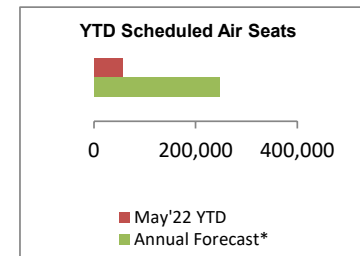
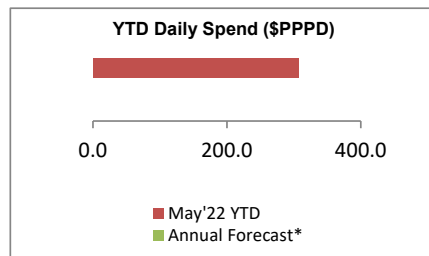
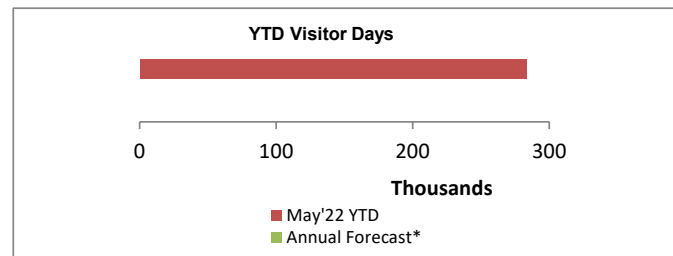
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **KOREA**

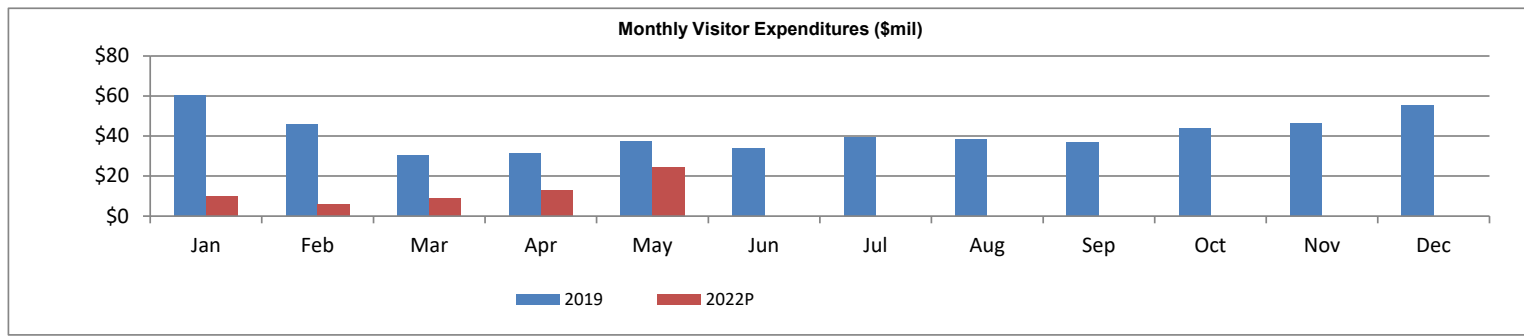
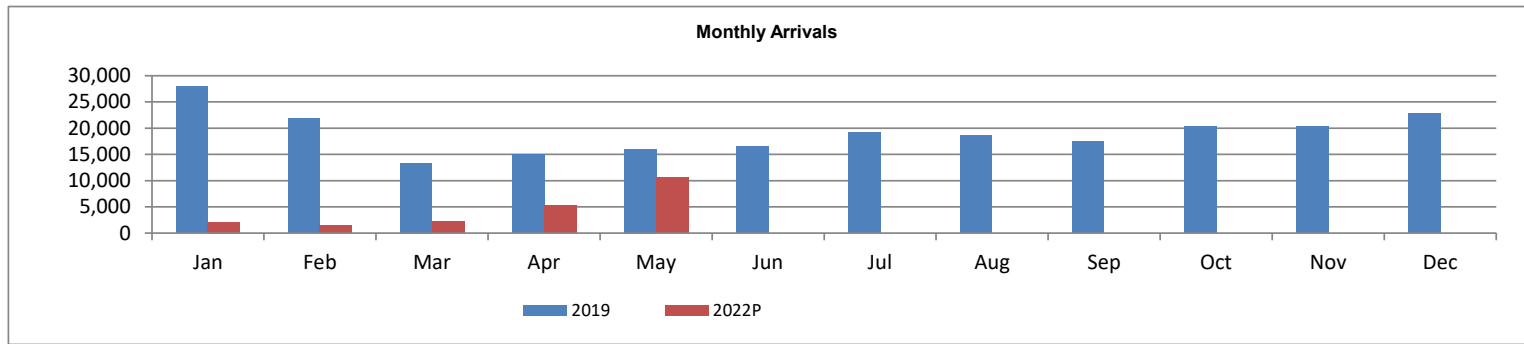
Key Performance Indicators

	YOY Rate	May'19 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -69.7%	204.2	61.9	192.6	O'ahu	-77.1%	21,121
Daily Spend (\$PPPD)	↔ 2.9%	278.5	286.7	300.1	Maui	-82.1%	2,270
Visitor Days	↓ -70.6%	733,030	215,819	641,680	Moloka'i	-92.6%	24
Arrivals	↓ -76.9%	94,062	21,774	80,957	Lāna'i	-87.4%	40
Daily Census	↓ -70.6%	4,855	1,429	1,758	Kaua'i	-82.2%	595
Airlift (scheduled seats) [^]	↓ -58.6%	136,117	56,331	235,391	Hawai'i Island	-74.3%	3,078

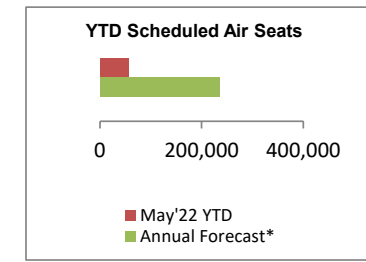
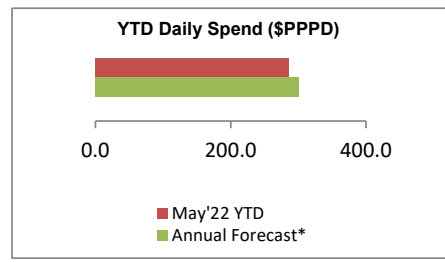
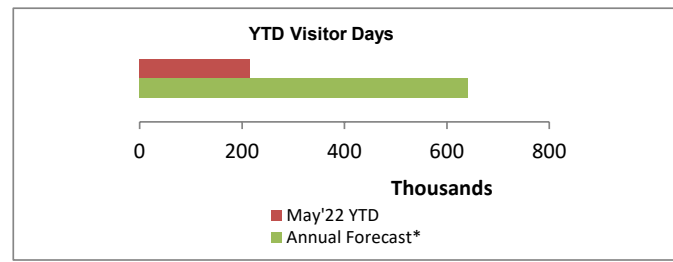
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **CHINA**

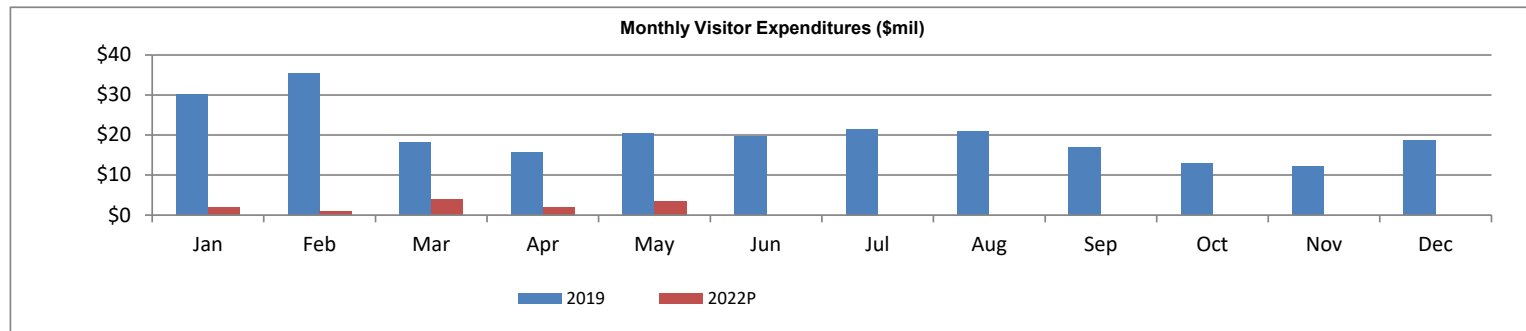
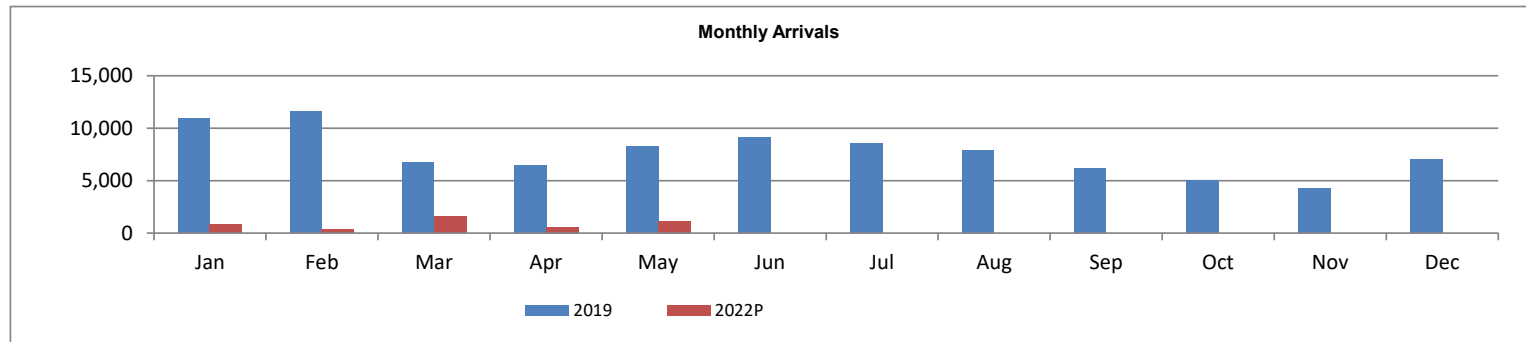
Key Performance Indicators

	YOY Rate	May'19 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -89.7%	120.1	12.4	N/A	O'ahu	-91.0%	3,814
Daily Spend (\$PPPD)	↔ 4.0%	334.2	347.5	N/A	Maui	-93.1%	701
Visitor Days	↓ -90.1%	359,255	35,710	N/A	Moloka'i	-95.5%	18
Arrivals	↓ -89.9%	44,022	4,439	N/A	Lāna'i	-91.5%	45
Daily Census	↓ -90.1%	2,379	236	N/A	Kaua'i	-90.0%	195
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-92.5%	1,251

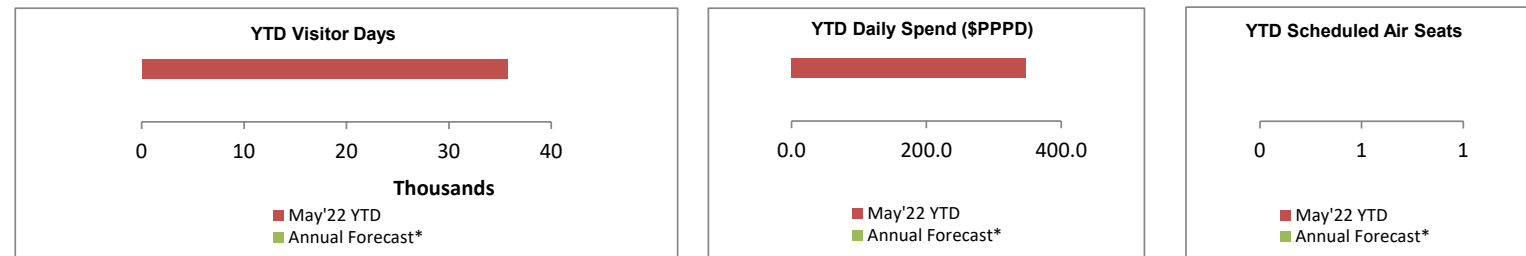
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Visitor Industry Performance Measures

Market: **EUROPE**

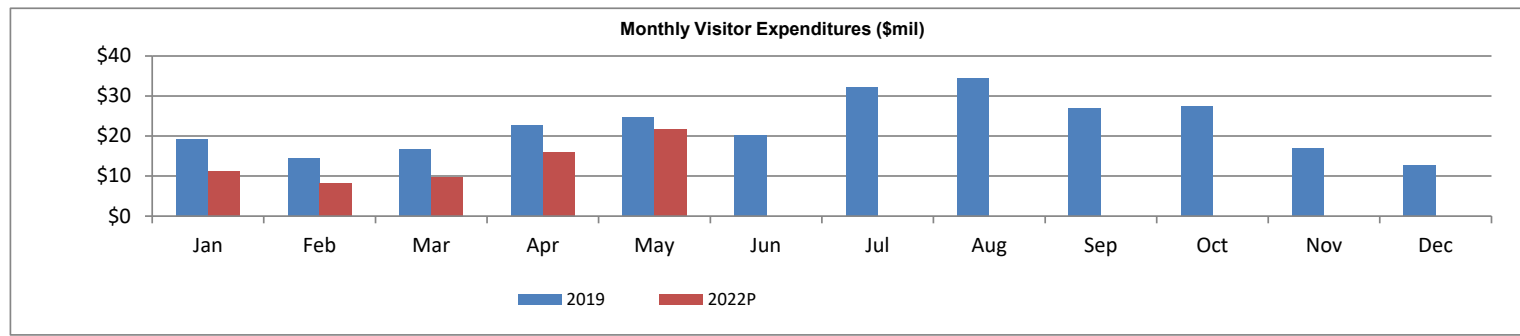
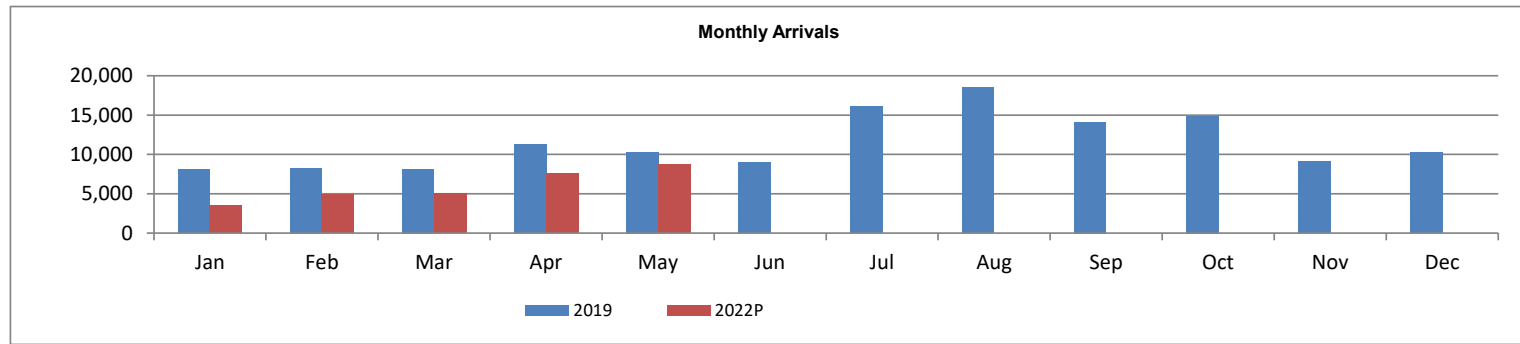
Key Performance Indicators

	YOY Rate	May'19 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -31.6%	97.6	66.8	100.7	O'ahu	-39.6%	20,635
Daily Spend (\$PPPD)	↔ -2.8%	164.4	159.8	158.4	Mau	-40.3%	11,568
Visitor Days	↓ -29.6%	593,835	418,081	635,609	Moloka'i	-26.7%	486
Arrivals	↓ -35.2%	46,035	29,843	47,332	Lāna'i	-20.0%	420
Daily Census	↓ -29.6%	3,933	2,769	1,741	Kaua'i	-38.6%	6,630
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-20.8%	10,147

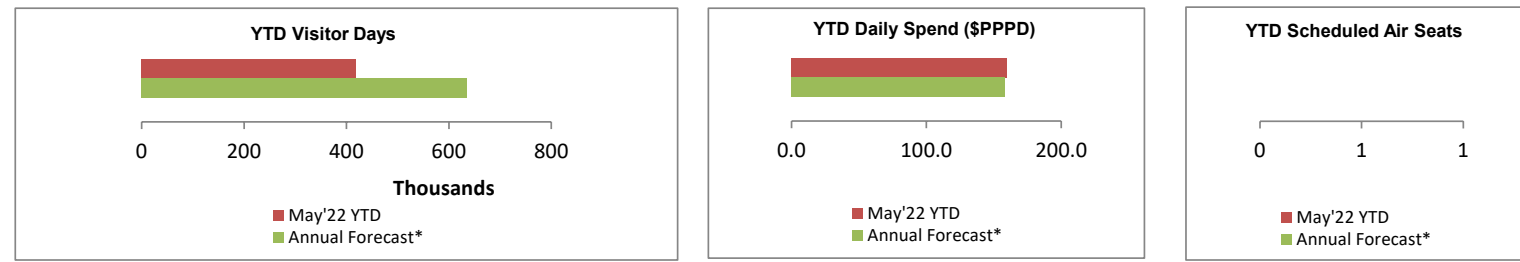
* DBEDT Annual Forecast as of Q1 2022.

^ 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**

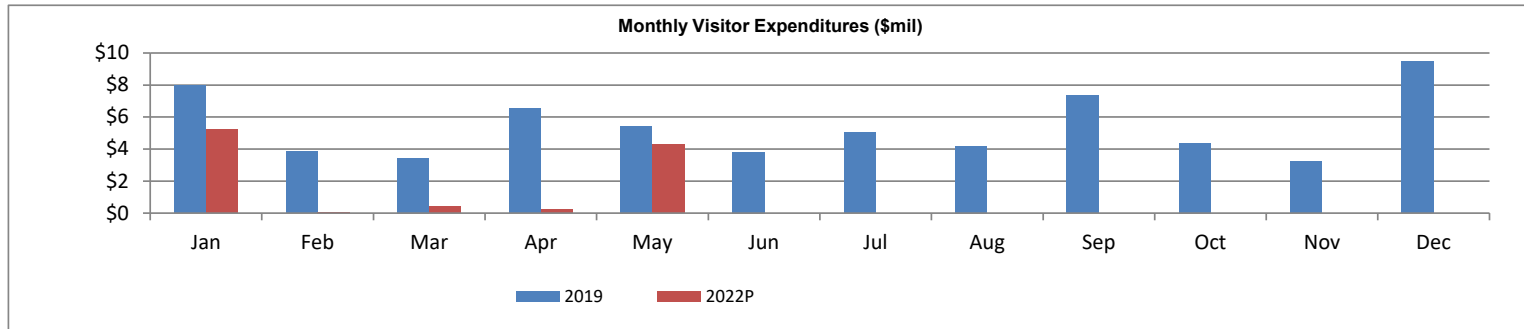
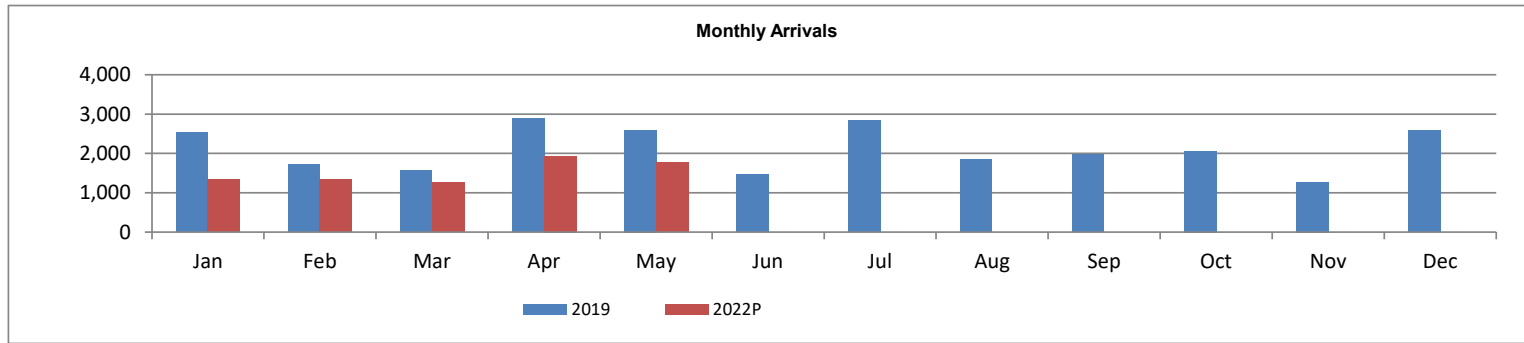
Key Performance Indicators

	YOY Rate	May'19 YTD	May'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -62.6%	27.2	10.2	N/A	O'ahu	-40.6%	5,243
Daily Spend (\$PPPD)	↓ -47.3%	228.8	120.6	N/A	Maui	-35.8%	2,457
Visitor Days	↓ -29.0%	119,015	84,490	N/A	Moloka'i	-60.5%	30
Arrivals	↓ -32.5%	11,306	7,633	N/A	Lāna'i	-69.2%	70
Daily Census	↓ -29.0%	788	560	N/A	Kaua'i	-45.9%	745
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-16.5%	1,722

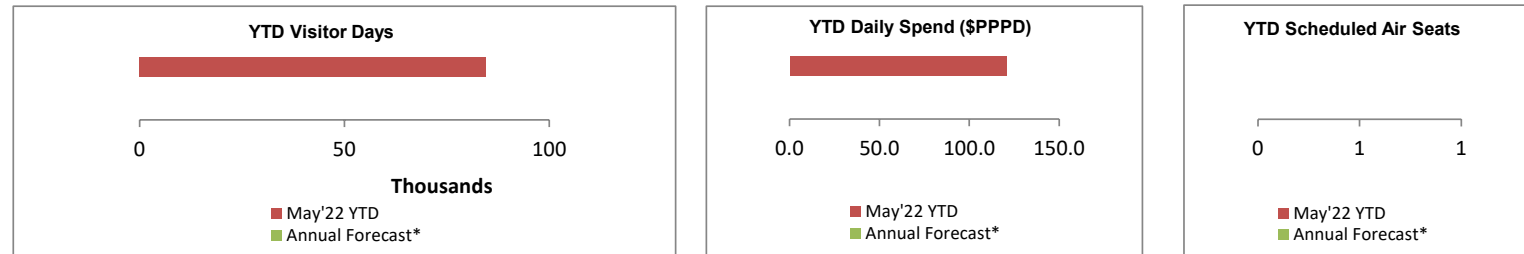
* DBEDT Annual Forecast as of Q1 2022.

[^] 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