



Market Insights – June 2022

The HTA Monthly Market Insights reports on the most recent key performance indicators that the Hawai'i Tourism Authority (HTA) uses to measure success. The following measures provide indicators of the overall health of Hawai'i's visitor industry and help to gauge if the HTA is successfully attaining its goals.

Report on Economic Impact

Prior to the global COVID-19 pandemic, Hawai'i achieved record-level visitor expenditures and arrivals in 2019 through February 2020. On March 26, 2020, the state implemented mandatory quarantine and travel restrictions. Subsequently, nearly all trans-Pacific and interisland flights were canceled, cruise ship activities were suspended and tourism to the islands all but shut down. In October 2020, the state initiated the Safe Travels program, which allowed travelers to bypass quarantine if they had a valid negative COVID test. Through March 25, 2022, domestic passengers could bypass the state's mandatory self-quarantine if they were vaccinated or have a negative COVID pre-travel test. The Safe Travels Program ended on March 26, 2022. In June 2022, there were no travel restrictions for passengers arriving on U.S. mainland flights. Passengers arriving on direct international flights were subjected to federal U.S. entry requirements which included up-to-date vaccination document and a negative COVID test taken within one day of travel, or documentation of having recovered from COVID in the past 90 days.

For the first half of 2022, Hawai'i's tourism economy experienced:

- Total visitor spending was \$9.23 billion, up 4.2 percent from \$8.86 billion in the first half of 2019.
- A total of 4,431,332 visitors arrived in the first half of 2022 which was a decrease compared to the first half of 2019 at 5,171,182 visitors (-14.3%).
- For FY2022 Through June 2022, the state collected \$738.7 million in TAT, up 23 percent compared to \$600.3 million collected in FY 2019 through June 2019 (Preliminary data from Dept of Taxation).
- there were 30,289 trans-Pacific flights and 6,312,102 seats compared to 30,729 flights and 6,750,177 seats in the first half of 2019.

Table 1: Overall Key Performance Indicators – Total (Air + Cruise) – YTD June 2022 vs. YTD June 2021

		YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	83.5%	5,027.4	9,225.5	16,620.5
Daily Spend (\$PPPD)	↑	22.3%	183.3	224.2	206.0
Visitor Days	↑	50.0%	27,431,121	41,152,840	80,674,664
Arrivals	↑	61.0%	2,751,849	4,431,332	8,867,698
Daily Census	↑	50.0%	151,553	227,364	221,026
Airlift (scheduled seats) [^]	↑	45.7%	4,322,816	6,299,331	13,304,808

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

Table 2: Overall Key Performance Indicators – Total (Air + Cruise) – YTD June 2022 vs. YTD June 2019

		YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👉	4.2%	8,857.8	9,225.5	16,620.5
Daily Spend (\$PPPD)	👆	14.5%	195.8	224.2	206.0
Visitor Days	👉	-9.0%	45,242,600	41,152,840	80,674,664
Arrivals	👇	-14.3%	5,171,182	4,431,332	8,867,698
Daily Census	👉	-9.0%	249,959	227,364	221,026
Airlift (scheduled seats) ^	👉	-6.0%	6,702,620	6,299,331	13,304,808

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

Figure 1: Monthly Visitor Expenditures (\$mil) – 2022 vs. 2021

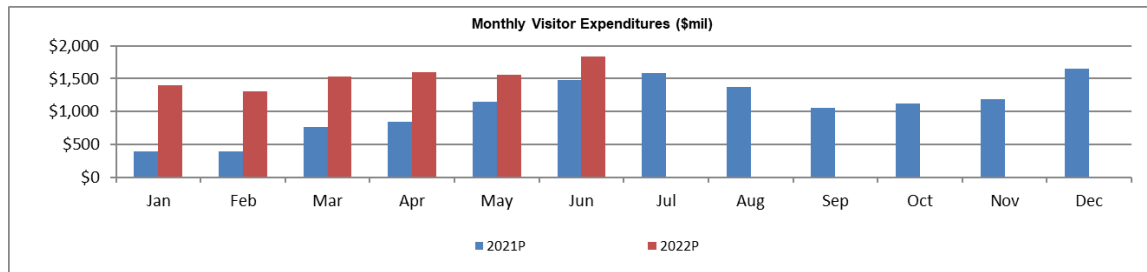
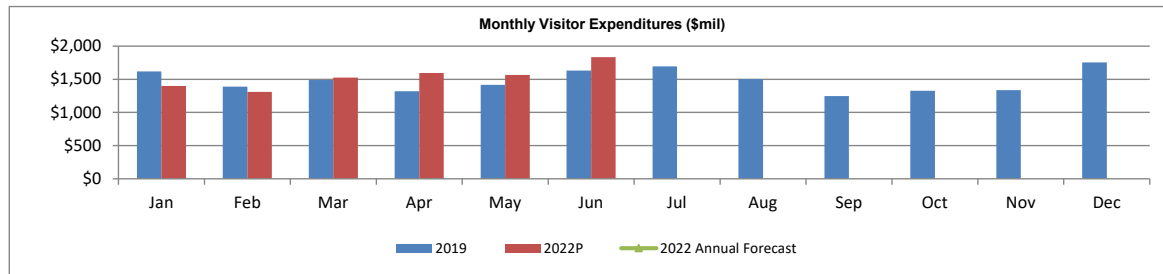


Figure 2: Monthly Visitor Expenditures (\$mil) – 2021 vs. 2019



Major Market Areas (MMAs)

USA

Table 3: Key Performance Indicators - U.S. Total (YTD June 2022 vs. YTD June 2021)

		YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	66.7%	4,819.5	8,035.2	13,988.8
Daily Spend (\$PPPD)	👆	24.8%	182.7	228.0	201.3
Visitor Days	👆	33.6%	26,374,897	35,245,414	69,490,874
Arrivals	👆	45.4%	2,673,818	3,887,939	7,666,485
Daily Census	👆	33.6%	145,718	194,726	190,386
Airlift (scheduled seats) ^	👆	34.7%	4,184,364	5,638,148	11,272,244

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

Table 4: Key Performance Indicators - U.S. Total (YTD June 2022 vs. YTD June 2019)

		YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	37.4%	5,846.0	8,035.2	13,988.8
Daily Spend (\$PPPD)	👆	21.4%	187.8	228.0	201.3
Visitor Days	👆	13.2%	31,133,890	35,245,414	69,490,874
Arrivals	👆	12.9%	3,444,673	3,887,939	7,666,485
Daily Census	👆	13.2%	172,010	194,726	190,386
Airlift (scheduled seats) ^	👆	18.1%	4,774,353	5,638,148	11,272,244

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

- According to the latest Destination Analysts tracking study of American travelers, the number of Americans traveling may start to retreat. The percent of American travelers who expect to take at least one leisure trip in the next 12 months has dropped nearly eight points since February 2022—from 93.3 percent to 85.8 percent now—and those with trip plans has dropped -3 points to 82.3 percent in the same period. However, Americans still appear to be holding on to their Fall travel plans—with 25 percent of American travelers reporting trip plans in September 2022, and 20.7 percent reporting trip plans in October 2022. Although Americans remain bullish about their future travel planning, their excitement for travel inspiration has dropped slightly from the previous recorded high in April 2022.
- Consumers are increasingly concerned about environmental and ethical sustainability. This consumer trend has accelerated, with 85 percent of people changing their purchase behavior towards more sustainable products and services over the last five years. In a 2020 survey, 77 percent of consumers stated that it was very or moderately important that a brand was sustainable and environmentally responsible. Consumers also preferred brands that support recycling, with 76 percent believing it was very or moderately important.
- The Conference Board Consumer Confidence Index decreased in June 2022, following a decline in May 2022. The Index now stands at 98.7 (1985=100), down from 103.2 in May (now stands at its lowest level since February 2021).
 - The Present Situation Index based on consumers' assessment of current business and labor market conditions declined to 147.1 from 147.4 last month.
 - The Expectations Index based on consumers' short-term outlook for income, business and labor market conditions decreased sharply to 66.4 from 73.7 and is at its lowest level since March 2013.
 - "Consumer confidence fell for a second consecutive month in June 2022," said Lynn Franco, Senior Director of Economic Indicators at The Conference Board. "While the Present Situation Index was relatively unchanged, the Expectations Index continued its recent downward trajectory—falling to its lowest point in nearly a decade. Consumers' grimmer outlook was driven by increasing concerns about inflation, in particular rising gas and food prices. Expectations have now fallen well below a reading of 80, suggesting weaker growth in the second half of 2022 as well as growing risk of recession by yearend."

US WEST

Table 5: Key Performance Indicators - U.S. West (YTD June 2022 vs. YTD June 2021)

	YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	54.5%	3,187.7	4,926.1	8,781.5
Daily Spend (\$PPPD)	21.7%	178.8	217.7	194.1
Visitor Days	26.9%	17,827,133	22,627,624	45,239,109
Arrivals	40.6%	1,865,897	2,623,235	5,183,426
Daily Census	26.9%	98,492	125,014	123,943
Airlift (scheduled seats) [^]	36.5%	3,672,379	5,013,883	9,975,115

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diao Mi flight schedules as of June 24, 2022, subject to change.

Table 6: Key Performance Indicators - U.S. West (YTD June 2022 vs. YTD June 2019)

	YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	43.3%	3,436.7	4,926.1	8,781.5
Daily Spend (\$PPPD)	24.0%	175.6	217.7	194.1
Visitor Days	15.6%	19,574,516	22,627,624	45,239,109
Arrivals	16.2%	2,258,313	2,623,235	5,183,426
Daily Census	15.6%	108,146	125,014	123,943
Airlift (scheduled seats) [^]	20.0%	4,177,896	5,013,883	9,975,115

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diao Mi flight schedules as of June 24, 2022, subject to change.

- In June 2022, 498,358 visitors arrived by air from the U.S. West, an increase of 10 percent compared to 452,958 visitors in June 2019. U.S. West visitors spent \$963.3 million in June 2022, up 39.4 percent from \$691.2 million in June 2019. Daily spending by U.S. West visitors in June 2022 (\$215 per person) was considerably higher compared to June 2019 (\$171 per person, +25.9%).
- Through the first half of 2022 there were 2,623,235 visitors from the U.S. West compared to 2,258,313 visitors (+16.2%) in the first half of 2019. U.S. West visitors spent \$4.93 billion in the first half of 2022 compared to \$3.44 billion (+43.3%) in the first half of 2019.

US EAST

Table 7: Key Performance Indicators - U.S. East (YTD June 2022 vs. YTD June 2021)

		YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	90.5%	1,631.7	3,109.1	5,207.4
Daily Spend (\$PPPD)	👆	29.1%	190.9	246.4	214.7
Visitor Days	👆	47.6%	8,547,763	12,617,790	24,251,765
Arrivals	👆	56.5%	807,922	1,264,704	2,483,059
Daily Census	👆	47.6%	47,225	69,712	66,443
Airlift (scheduled seats) ^	👆	21.9%	511,985	624,265	1,297,129

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diao Mi flight schedules as of June 24, 2022, subject to change.

Table 8: Key Performance Indicators - U.S. East (YTD June 2022 vs. YTD June 2019)

		YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	29.0%	2,409.3	3,109.1	5,207.4
Daily Spend (\$PPPD)	👆	18.2%	208.4	246.4	214.7
Visitor Days	👉	9.2%	11,559,374	12,617,790	24,251,765
Arrivals	👉	6.6%	1,186,360	1,264,704	2,483,059
Daily Census	👉	9.2%	63,864	69,712	66,443
Airlift (scheduled seats) ^	👉	4.7%	596,457	624,265	1,297,129

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diao Mi flight schedules as of June 24, 2022, subject to change.

- There were 249,684 visitors from the U.S. East in June 2022, a 3.9 percent growth compared to the 240,223 visitors in June 2019. U.S. East visitors spent \$662.5 million in June 2022, up 34.9 percent from \$491.1 million in June 2019. Daily spending by U.S. East visitors in June 2022 (\$260 per person) increased significantly in comparison to June 2019 (\$210 per person, +24%).
- Through the first half of 2022, 1,264,704 visitors arrived from the U.S. East, compared to 1,186,360 visitors (+6.6%) in the first half of 2019. U.S. East visitors spent \$3.11 billion in the first half of 2022 compared to \$2.41 billion (+29%) in the first half of 2019.

JAPAN

Table 9: Key Performance Indicators – Japan (YTD June 2022 vs. YTD June 2021)

		YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	212.7%	27.7	86.7	805.1
Daily Spend (\$PPPD)	👉	6.8%	215.8	230.5	254.2
Visitor Days	👆	192.7%	128,471	375,971	3,167,750
Arrivals	👆	368.9%	7,448	34,925	521,380
Daily Census	👆	192.7%	710	2,077	8,679
Airlift (scheduled seats) ^	👆	109.8%	55,071	115,549	810,127

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diao Mi flight schedules as of June 24, 2022, subject to change.

Table 10: Key Performance Indicators – Japan (YTD June 2022 vs. YTD June 2019)

		YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	📉	-91.6%	1,032.5	86.7	805.1
Daily Spend (\$PPPD)	👉	-4.3%	240.9	230.5	254.2
Visitor Days	📉	-91.2%	4,286,038	375,971	3,167,750
Arrivals	📉	-95.2%	734,235	34,925	521,380
Daily Census	📉	-91.2%	23,680	2,077	8,679
Airlift (scheduled seats) [^]	📉	-88.2%	981,290	115,549	810,127

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

- There were 11,940 visitors from Japan in June 2022 compared to 126,592 visitors (-90.6%) in June 2019. Visitors from Japan spent \$24.3 million in June 2022 compared to \$182 million (-86.7%) in June 2019. Daily spending by Japanese visitors in June 2022 (\$244 per person) was slightly lower compared to June 2019 (\$248 per person, -1.9%).
- Through the first half of 2022 there were 34,925 visitors from Japan compared to 734,235 visitors (-95.2%) in the first half of 2019. Visitors from Japan spent \$86.7 million in the first half of 2022 compared to \$1.03 billion (-91.6%) in the first half of 2019.
- The summer bonuses of major companies increased by 13.8 percent from last year. It shows that economy has recovered since the pandemic and become positive as four years ago. According to Royalty marketing's consumer sentiment survey, the number one use of bonuses was "savings/deposits" for nine consecutive years, while the number two use "travel" increased the most from last year. The desire to save money has also decreased from the previous survey, and the results show that the willingness to both travel and consume have increased. According to Nowcast's household survey result, consumption in the first half of June 2022 increased by 6.5 percent compared to year 2016 to 2018. The overall recovery trend including service consumption continues.
- Japan's government and central bank were concerned by the recent sharp falls in the yen. In their joint statement, they warned that Tokyo could intervene to support the currency as it dropped to 20-year lows. The statement underscores growing concern among policymakers over the damage that sharp yen depreciation could inflict on Japan's fragile economy by hurting business activity and consumers.
- As of July 10, 80.8 percent of the population are fully vaccinated and 62.1 percent have received the booster shot.
- Japan increased its daily new entry capacity up to 20,000 since June 1, 2022. The boarder entry requirements haven't changed.
- According to Japan National Tourism Organization (JNTO), the number of Japanese departures in May 2022 was 134,000, the number exceeded 100,000 consecutively from April 2022. The recovery of international flights is remarkable, and in May, the number of flights departing from the six major airports increased by 30.9 percent YOY and the number of seats increased by 32.7 percent YOY. Flight to Hawai'i alone also increased by 160 percent YOY.
- Hawaiian Airlines announced that they will resume their daily flights between Haneda and Honolulu from August 2022. Narita and KIX flights currently in service will also operate daily. They aim to recover demand by launching a special project "HAWAII Omotenashi Campaign" that offers numerous benefits in Hawai'i exclusively for passengers departing from Japan.

CANADA

Table 11: Key Performance Indicators – Canada (YTD June 2022 vs. YTD June 2021)

		YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	1729.7%	24.2	443.0	426.6
Daily Spend (\$PPPD)	👉	8.3%	167.7	181.6	173.6
Visitor Days	👆	1589.2%	144,383	2,438,975	2,457,615
Arrivals	👆	3417.6%	5,434	191,133	194,619
Daily Census	👆	1589.2%	798	13,475	6,733
Airlift (scheduled seats) [^]	👆	1225.6%	22,160	293,742	482,947

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diao Mi flight schedules as of June 24, 2022, subject to change.

Table 12: Key Performance Indicators – Canada (YTD June 2022 vs. YTD June 2019)

		YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-31.1%	642.8	443.0	426.6
Daily Spend (\$PPPD)	👉	9.4%	166.0	181.6	173.6
Visitor Days	👇	-37.0%	3,871,900	2,438,975	2,457,615
Arrivals	👇	-39.4%	315,535	191,133	194,619
Daily Census	👇	-37.0%	21,392	13,475	6,733
Airlift (scheduled seats) [^]	👉	-4.2%	306,686	293,742	482,947

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diao Mi flight schedules as of June 24, 2022, subject to change.

- In June 2022, 15,634 visitors arrived from Canada compared to 19,172 visitors (-18.5%) in June 2019. Visitors from Canada spent \$34.4 million in June 2022, compared to \$36.1 million (-4.6%) in June 2019. Daily spending by Canadian visitors in June 2022 (\$196 per person) increased compared to June 2019 (\$160 per person, +22.5%).
- Through the first half of 2022 there were 191,133 visitors from Canada compared to 315,535 visitors (-39.4%) in the first half of 2019. Visitors from Canada spent \$443 million in the first half of 2022, compared to \$642.8 million (-31.1%) in the first half of 2019.
- Canada's economy has largely recovered from the COVID-19 crisis. Domestic demand is picking up following the easing of containment measures. Exports are expected to strengthen, demand for commodities buoying trade amid shocks to world growth. Limited trade ties to economies hard-hit by the war in Ukraine, and income from high resources prices, shield Canada from larger economic impacts.
- Real GDP is projected to grow by 3.8 percent in 2022 and 2.6 percent in 2023. Unemployment will remain low as output rises slightly above potential. Global supply tensions will keep price growth high this year, compounding underlying inflationary pressures.
- The average value of the loonie during the period was US \$0.79.
- After dropping 11.7 points in May 2022, the Index of Consumer Confidence fell a further 8.8 points in June to 79.4, the lowest level in more than 18 months. High inflation and elevated gas prices continue to fuel worries about the future as pessimism regarding current finances increased to 32.5 percent. With higher interest rates on the horizon, only 12 percent of respondents (2,000 sample) believe now is a good time to make a large purchase, well below the rating reported in 2019 (31%).
- The first four months of 2022 saw close to 5.3 million Canadians return home from an overnight trip to the U.S. and other destinations. This was eight and a half times the volume recorded in 2021, and 45 percent of pre-pandemic activity.
- Overall, carriers are currently reporting almost half a million seats throughout 2022, the same level as in 2019. Scheduled capacity throughout Jan-May 2022 was 19 times the volume offered a year ago.

OCEANIA

Table 13: Key Performance Indicators – Oceania (YTD June 2022 vs. YTD June 2021)

	YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆 3764.2%	3.9	148.9	298.2
Daily Spend (\$PPPD)	👆 17.3%	235.7	276.4	275.3
Visitor Days	👆 3195.1%	16,353	538,839	1,083,103
Arrivals	👆 5562.8%	969	54,855	110,655
Daily Census	👆 3195.1%	90	2,977	2,967
Airlift (scheduled seats) [^]	N/A	0	83,288	252,570

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

Table 14: Key Performance Indicators – Oceania (YTD June 2022 vs. YTD June 2019)

	YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇 -63.6%	408.9	148.9	298.2
Daily Spend (\$PPPD)	👉 4.7%	263.9	276.4	275.3
Visitor Days	👇 -65.2%	1,549,481	538,839	1,083,103
Arrivals	👇 -66.9%	165,878	54,855	110,655
Daily Census	👇 -65.2%	8,561	2,977	2,967
Airlift (scheduled seats) [^]	👇 -65.5%	241,091	83,288	252,570

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diio Mi flight schedules as of June 24, 2022, subject to change.

- The USA remains incredibly popular among Australian visitors with California being the top choice, closely followed by The Hawaiian Islands.
- Travelling with purpose continues to be an emerging trend. Bucket-list trips and “dream destinations” set to continue for remainder of 2022.
- New Australian Bureau of Statistics (ABS) data shows the number of trips in and out of Australia has almost doubled since March 2022.
- New Zealand’s outbound market, while later to restart, is now on a significant rise due to the removal of restrictions such as pre-travel return testing.
- Traditional booking lead times continue to shift as new factors emerge, including the rising cost of flights. Consumers seem to be waiting later in the hope that they will get a better deal.
- The outlook for the labor market is broadly unchanged, with unemployment expected to continue to decline (currently 4%) and wage growth to pick up.
- GDP is now expected to grow by 2.7 percent over 2022 (was 3.4%). Inflation is accelerating, which is putting pressure on the cost of living.
- The June ANZ Business Outlook survey in New Zealand showed business main concerns are linked to inflation and labor shortages.
- The respective exchange rate values ended the month slightly lower against the USD at 69 cents (AUD) and 62 cents (NZD)

OTHER ASIA

Table 15: Key Performance Indicators – Other Asia (YTD June 2022 vs. YTD June 2021)

		YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	413.4%	23.8	122.2	N/A
Daily Spend (\$PPPD)	👆	17.6%	260.6	306.3	N/A
Visitor Days	👆	336.7%	91,320	398,807	N/A
Arrivals	👆	691.8%	5,364	42,474	N/A
Daily Census	👆	336.7%	505	2,203	N/A
Airlift (scheduled seats) ^	👆	598.3%	10,564	73,771	246,101

*DBEDT 2022 annual forecast (Quarter 1, 2022) N/A=Not available. Scheduled seats forecast from Diao Mi flight schedules as of June 24, 2022, subject to change.

Table 16: Key Performance Indicators – Other Asia (YTD June 2022 vs. YTD June 2019)

		YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-71.4%	426.9	122.2	N/A
Daily Spend (\$PPPD)	👉	3.0%	297.5	306.3	N/A
Visitor Days	👇	-72.2%	1,434,769	398,807	N/A
Arrivals	👇	-76.7%	182,675	42,474	N/A
Daily Census	👇	-72.2%	7,927	2,203	N/A
Airlift (scheduled seats) ^	👇	-69.6%	243,011	73,771	246,101

*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available. Scheduled seats forecast from Diao Mi flight schedules as of June 24, 2022, subject to change.

KOREA

Table 17: Key Performance Indicators – Korea (YTD June 2022 vs. YTD June 2021)

		YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	548.2%	14.1	91.2	192.6
Daily Spend (\$PPPD)	👆	16.2%	250.6	291.2	300.1
Visitor Days	👆	457.9%	56,161	313,307	641,680
Arrivals	👆	1269.5%	2,429	33,265	80,957
Daily Census	👆	457.9%	310	1,731	1,758
Airlift (scheduled seats) ^	👆	598.3%	10,564	73,771	235,391

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diao Mi flight schedules as of June 24, 2022, subject to change.

Table 18: Key Performance Indicators – Korea (YTD June 2022 vs. YTD June 2019)

		YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-61.7%	237.9	91.2	192.6
Daily Spend (\$PPPD)	👉	4.0%	279.9	291.2	300.1
Visitor Days	👇	-63.1%	850,171	313,307	641,680
Arrivals	👇	-69.9%	110,597	33,265	80,957
Daily Census	👇	-63.1%	4,697	1,731	1,758
Airlift (scheduled seats) ^	👇	-53.7%	159,338	73,771	235,391

*DBEDT 2022 annual forecast (Quarter 1, 2022). Scheduled seats forecast from Diao Mi flight schedules as of June 24, 2022, subject to change.

- South Korea's exports rose 5.4 percent to US\$57.73 billion in June 2022. In the first half of this year, exports grew 15.6 percent to \$35.03 billion, the highest figure ever.
- In June 2022, the South Korean exchange rate was 1,281.95 (KRW/USD), slightly depreciated from the last month.
- Korea recorded 86.9 percent vaccination rate and 65.0 percent booster rate as of June 30, 2022.
- Hotels.com survey of overseas travel showed, that 86 percent of Korean travelers said they would like to travel abroad within three months.

- For June-September 2022, the search volume for overseas travel increased by 566 percent compared to the same period last year. Also, 38 percent of Korean tourists said they had plans to travel more within these three months.
- Reservations within 15 to 60 days are increasing. Booking lead times, which shortened due to the pandemic, are getting longer again as uncertainty decreases.
- There was a high preference for high-end accommodations with clean and well-equipped facilities. Hotels.com's search volume for each hotel accommodation class was 4-5 stars (56%), 3-3.5-stars (34%), and 1-2.5-stars (10%).
- Airlift: Korean Air increased service to daily flights in July 2022. Asiana Airlines increased service to five weekly flights in July 2022. Hawaiian Airlines increased service to 5 flights a week in July 2022.

CHINA

Table 19: Key Performance Indicators – China (YTD June 2022 vs. YTD June 2021)

		YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	179.9%	5.6	15.6	N/A
Daily Spend (\$PPPD)	👆	11.7%	310.9	347.3	N/A
Visitor Days	👆	150.5%	17,971	45,018	N/A
Arrivals	👆	226.0%	1,693	5,519	N/A
Daily Census	👆	150.5%	99	249	N/A
Airlift (scheduled seats) [^]		N/A	N/A	N/A	N/A

*DBEDT 2022 annual forecast (Quarter 1, 2022) N/A=Not available.

Table 20: Key Performance Indicators – China (YTD June 2022 vs. YTD June 2019)

		YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-88.8%	139.6	15.6	N/A
Daily Spend (\$PPPD)	👉	4.1%	333.8	347.3	N/A
Visitor Days	👇	-89.2%	418,368	45,018	N/A
Arrivals	👇	-89.6%	53,141	5,519	N/A
Daily Census	👇	-89.2%	2,311	249	N/A
Airlift (scheduled seats) [^]		N/A	N/A	N/A	N/A

*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

- Chinese government announced in June 2022 that quarantine for international arrivals to any part of China will now be cut down to 7 days in an official quarantine facility, followed by 3 days of home isolation – the most significant loosening of inbound travel policy in years.
- June 2022 month-end (ME) rate for Chinese Yuan (CNY) vs. USD was 6.71 vs. 6.66 May 2022 ME rate.
- The consumer price index (CPI) increased by 2.5 percent in June 2022 from a year earlier, which also went up from 2.1 percent in May 2022, the National Bureau of Statistics (NBS) stated in early July. This was above expectations, with CPI having been expected to increase by 2.4 percent, according to Chinese financial data provider Wind.
- In May 2022, the national urban survey unemployment rate was 5.9 percent, up 0.9 percent vs May 2021 and down 0.2 percent vs April 2022.
- As of July 8, 2022, 89.3 percent of China's population has been fully vaccinated (assuming two shots), with over 3.4B doses given and 1.26B fully vaccinated.

EUROPE

Table 21: Key Performance Indicators – Europe (YTD June 2022 vs. YTD June 2021)

		YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	709.7%	9.9	80.0	100.7
Daily Spend (\$PPPD)	👎	-7.0%	173.0	160.9	158.4
Visitor Days	👆	770.8%	57,075	496,995	635,609
Arrivals	👆	829.7%	3,842	35,721	47,332
Daily Census	👆	770.8%	315	2,746	1,741
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

*DBEDT 2022 annual forecast (Quarter 1, 2022).

Table 22: Key Performance Indicators – Europe (YTD June 2022 vs. YTD June 2019)

		YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-32.1%	117.7	80.0	100.7
Daily Spend (\$PPPD)	👎	-3.0%	165.9	160.9	158.4
Visitor Days	👇	-30.0%	709,598	496,995	635,609
Arrivals	👇	-35.0%	54,975	35,721	47,332
Daily Census	👇	-30.0%	3,920	2,746	1,741
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

*DBEDT 2022 annual forecast (Quarter 1, 2022).

LATIN AMERICA

Table 23: Key Performance Indicators – Latin America (YTD June 2022 vs. YTD June 2021)

		YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	101.8%	7.5	15.1	N/A
Daily Spend (\$PPPD)	👇	-25.8%	205.3	152.4	N/A
Visitor Days	👆	171.8%	36,342	98,782	N/A
Arrivals	👆	221.3%	2,753	8,845	N/A
Daily Census	👆	171.8%	201	546	N/A
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available.

Table 24: Key Performance Indicators – Latin America (YTD June 2022 vs. YTD June 2019)

		YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-51.5%	31.0	15.1	N/A
Daily Spend (\$PPPD)	👇	-33.7%	230.0	152.4	N/A
Visitor Days	👇	-26.8%	135,015	98,782	N/A
Arrivals	👇	-30.8%	12,777	8,845	N/A
Daily Census	👇	-26.8%	746	546	N/A
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available.

ISLAND VISITATION:

- **Oahu:** There were 437,769 visitors to O'ahu in June 2022 compared to 562,749 visitors (-22.2%) in June 2019. Visitor spending was \$787.9 million compared to \$738.1 million (+6.8%) in June 2019. The average daily census on O'ahu was 110,855 visitors in June 2022 compared to 128,968 visitors (-14%) in June 2019.

Through the first half of 2022, there were 2,260,353 visitors to O'ahu compared to 3,025,236 visitors (-25.3%) in the first half of 2019. For the first half of 2022, total visitor spending was \$4 billion (-0.5%) down slightly compared to \$4.02 billion in the first half of 2019.

- **Maui:** There were 288,333 visitors to Maui in June 2022 compared to 295,926 visitors (-2.6%) in June 2019. Visitor spending was \$549.8 million compared to \$477.1 million (+15.2%) in June 2019. The average daily census on Maui was 76,288 visitors in June 2022 similar to the 76,008 visitors (+0.4%) in June 2019.

Through the first half of 2022, there were 1,406,058 visitors to Maui compared to 1,522,534 visitors (-7.7%) in the first half of 2019. For the first half of 2022, total visitor spending was \$2.79 billion compared to \$2.61 billion (+6.9%) in the first half of 2019.

- **Hawai'i Island:** There were 157,443 visitors to Hawai'i Island in June 2022 compared to 163,564 visitors (-3.7%) in June 2019. Visitor spending was \$247.2 million compared to \$205.8 million (+20.1%) in June 2019. The average daily census on Hawai'i Island was 41,669 visitors in June 2022 compared to 38,338 visitors (+8.7%) in June 2019.

Through the first half of 2022, there were 812,729 visitors to Hawai'i Island, compared to 880,361 visitors (-7.7%) in the first half of 2019. For the first half of 2022, total visitor spending was \$1.28 billion compared to \$1.16 billion (+11%) in the first half of 2019.

- **Kaua'i:** There were 133,517 visitors to Kaua'i in June 2022 compared to 134,790 visitors (-0.9%) in June 2019. Visitor spending was \$231.2 million compared to \$196.1 million (+17.9%) in June 2019. The average daily census on Kaua'i was 34,631 visitors in June 2022, up from 32,986 visitors (+5%) in June 2019.

Through the first half of 2022, there were 644,139 visitors to Kaua'i compared to 686,539 visitors (-6.2%) in the first half of 2019. For the first half of 2022, total visitor spending was \$1.06 billion compared to \$963.6 million (+9.5%) in the first half of 2019.