

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

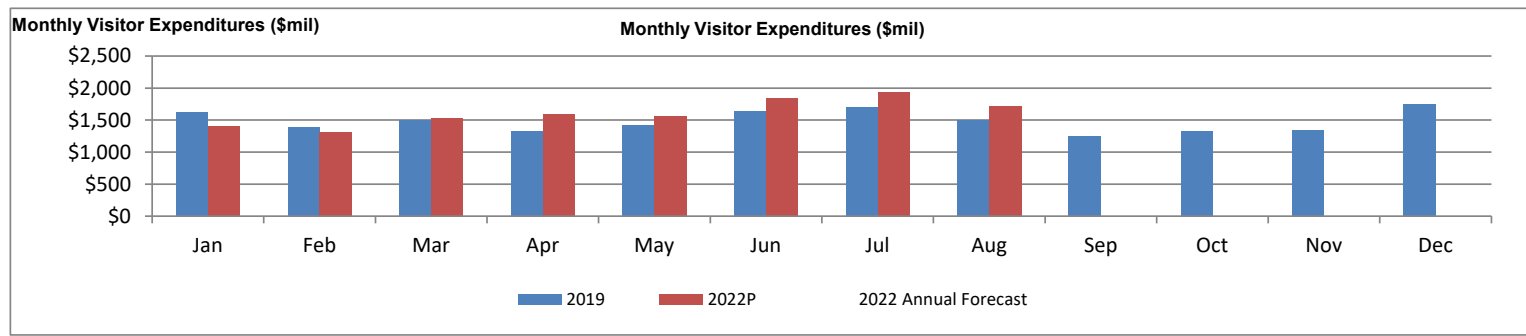
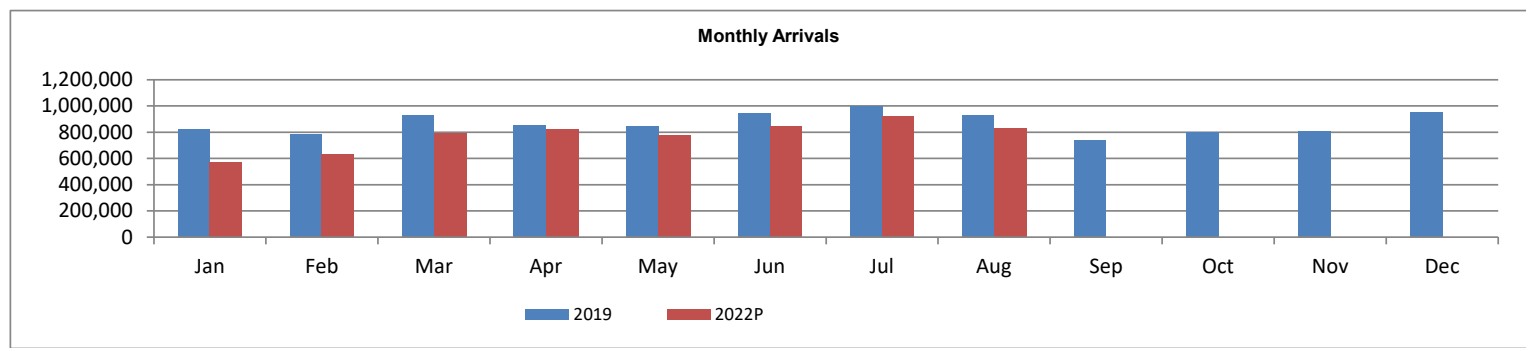
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↗	6.8%	12,055.8	12,873.7	18,997.5	O'ahu	-23.6%	3,208,900
Daily Spend (\$PPPD)	↕	15.5%	194.6	224.8	223.2	Maui	-6.1%	1,976,346
Visitor Days	↘	-7.6%	61,961,974	57,277,079	85,108,883	Moloka'i	-33.3%	28,539
Arrivals	↘	-12.9%	7,092,809	6,180,185	9,113,305	Lāna'i	-25.7%	44,245
Daily Census	↘	-7.6%	254,988	235,708	233,175	Kaua'i	-4.5%	902,920
Airlift (scheduled seats) <sup>^</sup>	↘	-6.1%	9,153,498	8,597,149	12,919,553	Hawai'i Island	-6.8%	1,129,687

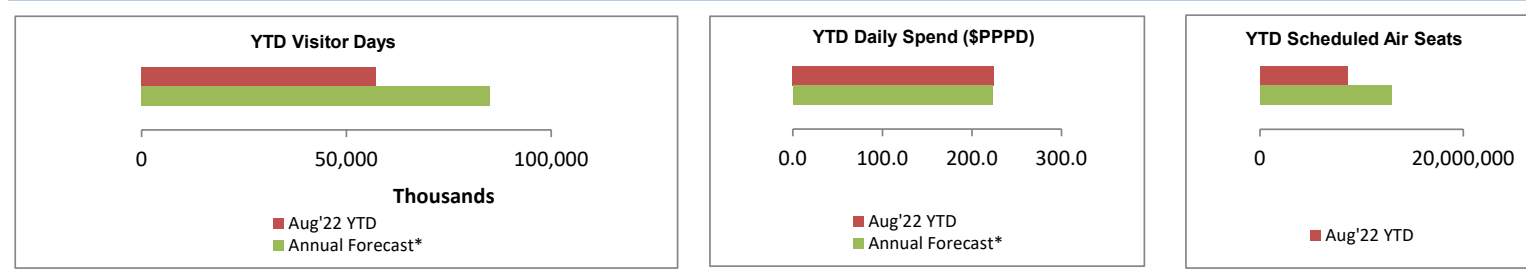
\* DBEDT Annual Forecast as of Q3 2022.

<sup>^</sup> HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of September 22, 2022, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

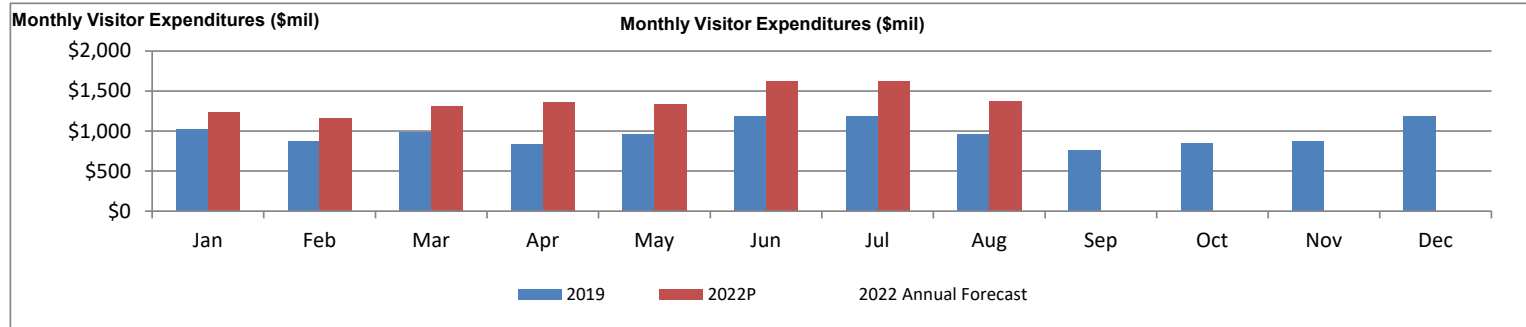
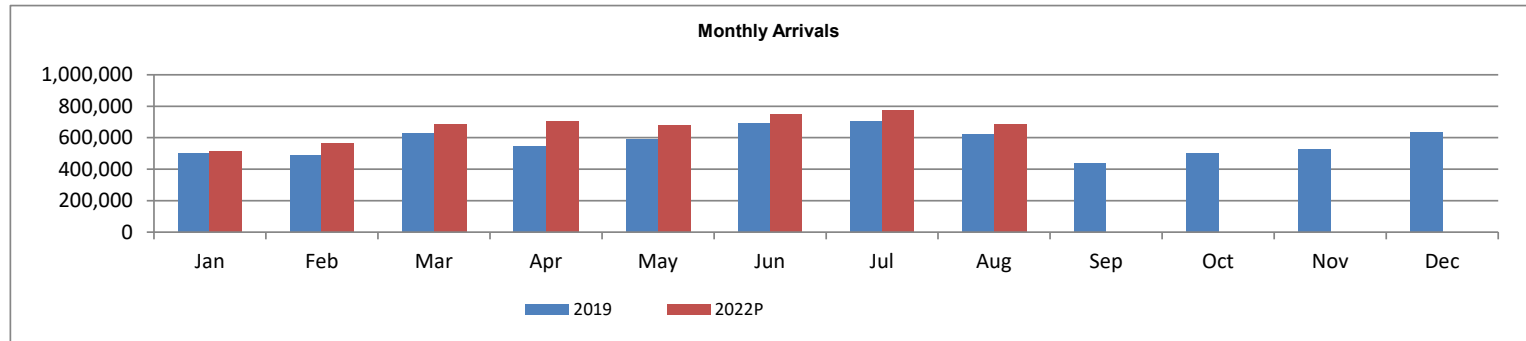
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 38.1%	7,984.9	11,024.4	16,236.3	O'ahu	13.6%	2,632,341
Daily Spend (\$PPPD)	↑ 22.5%	186.3	228.3	227.9	Maui	2.9%	1,737,828
Visitor Days	↑ 12.7%	42,851,073	48,283,091	71,234,186	Moloka'i	-20.2%	23,609
Arrivals	↑ 12.1%	4,771,257	5,349,478	7,850,503	Lāna'i	-8.9%	37,884
Daily Census	↑ 12.7%	176,342	198,696	195,162	Kaua'i	4.1%	820,016
Airlift (scheduled seats) <sup>^</sup>	↑ 15.7%	6,611,400	7,650,853	11,139,280	Hawai'i Island	14.4%	997,581

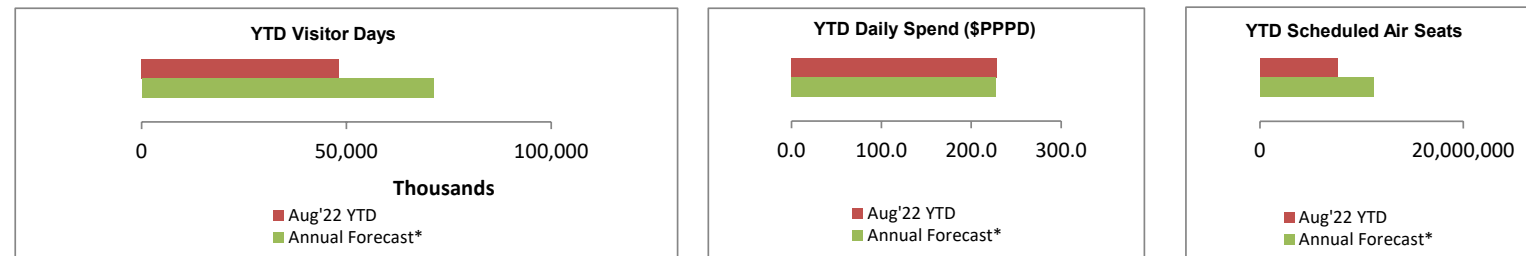
\* DBEDT Annual Forecast as of Q3 2022.

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Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. WEST**

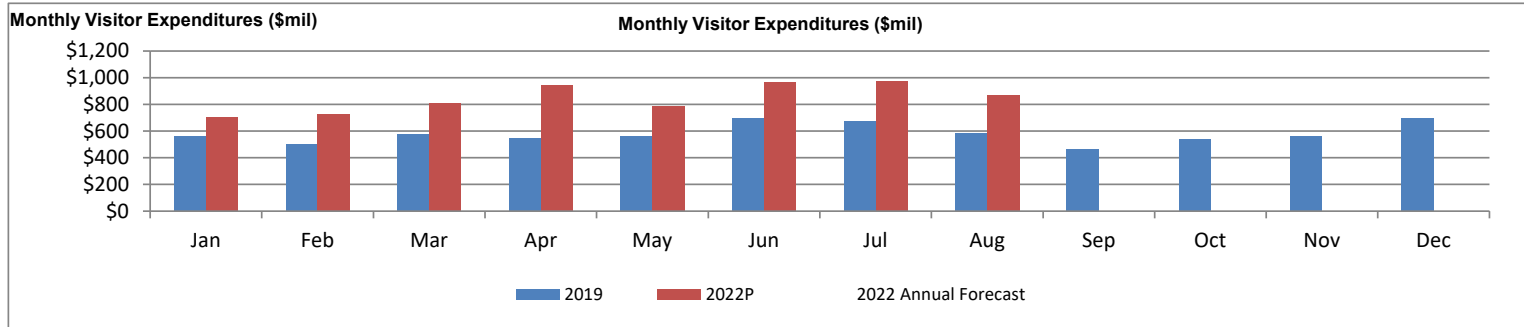
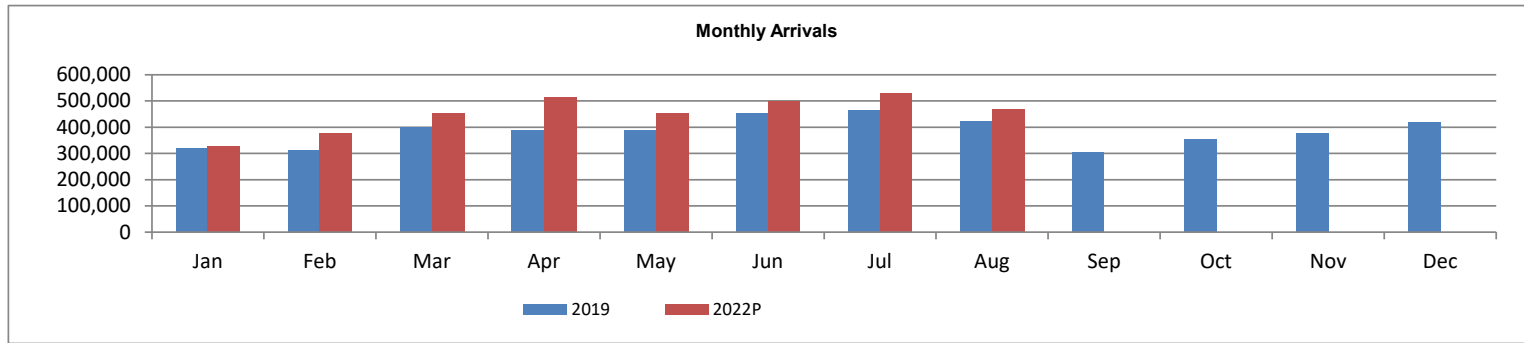
Key Performance Indicators

		YOY Rate	Aug'19 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑	44.4%	4,685.8	6,764.6	9,946.1	O'ahu	20.5%	1,656,366
Daily Spend (\$PPPD)	↑	25.7%	173.0	217.5	216.5	Maui	3.4%	1,130,412
Visitor Days	↑	14.8%	27,089,212	31,103,419	45,934,614	Moloka'i	-14.6%	14,973
Arrivals	↑	15.2%	3,141,739	3,618,403	5,312,878	Lāna'i	1.4%	21,245
Daily Census	↑	14.8%	111,478	127,998	125,848	Kaua'i	9.8%	546,040
Airlift (scheduled seats) <sup>^</sup>	↑	17.6%	5,777,523	6,797,183	9,870,430	Hawai'i Island	18.7%	638,505

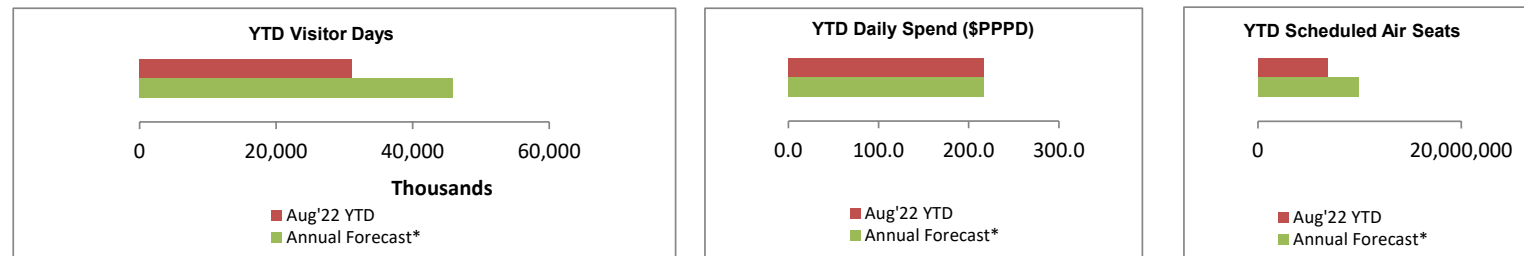
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. EAST**

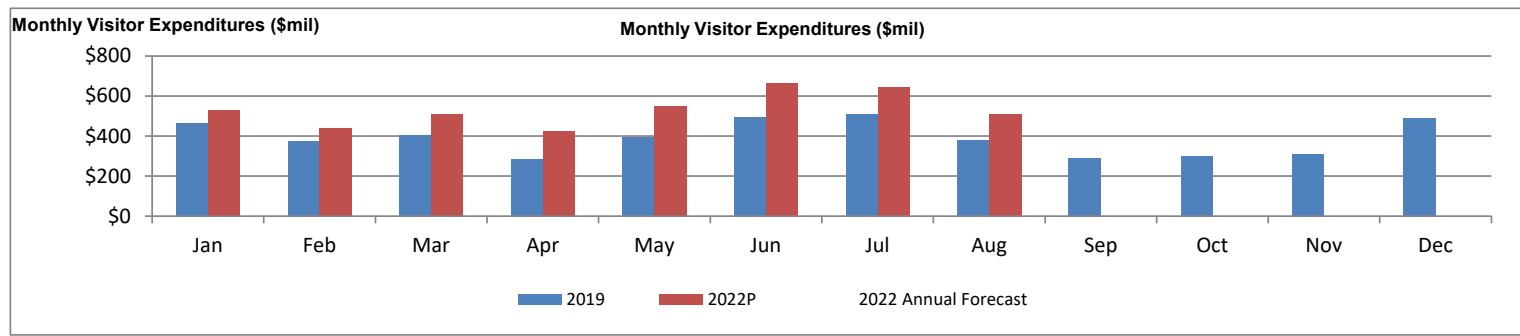
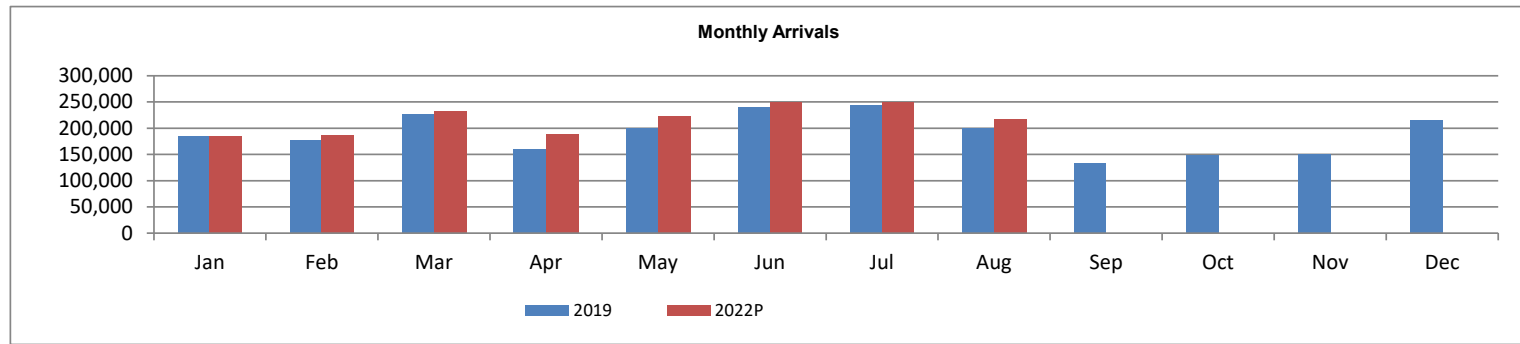
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 29.1%	3,299.0	4,259.8	6,290.2	O'ahu	3.5%	975,974
Daily Spend (\$PPPD)	↑ 18.5%	209.3	248.0	248.6	Maui	2.0%	607,416
Visitor Days	↔ 9.0%	15,761,860	17,179,672	25,299,572	Moloka'i	-28.4%	8,636
Arrivals	↔ 6.2%	1,629,517	1,731,075	2,537,626	Lāna'i	-19.4%	16,639
Daily Census	↔ 9.0%	64,864	70,698	69,314	Kaua'i	-5.6%	273,975
Airlift (scheduled seats)^	↔ 2.4%	833,877	853,670	1,268,850	Hawai'i Island	7.6%	359,076

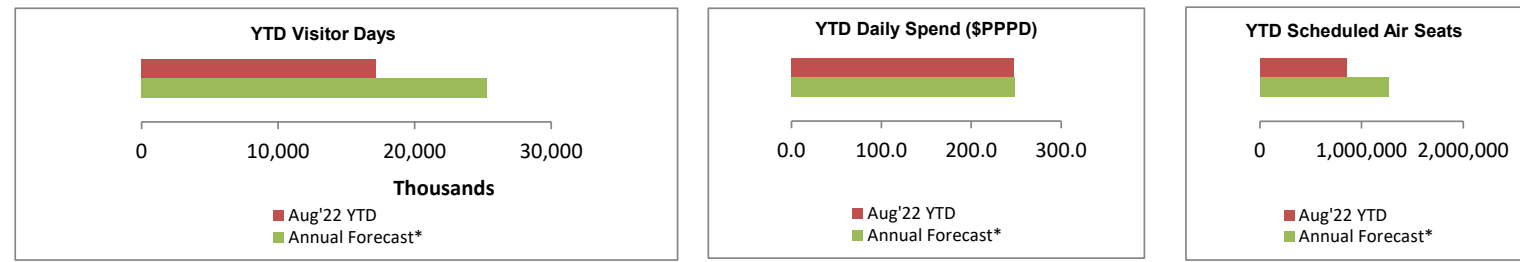
\* DBEDT Annual Forecast as of Q3 2022.

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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **JAPAN**

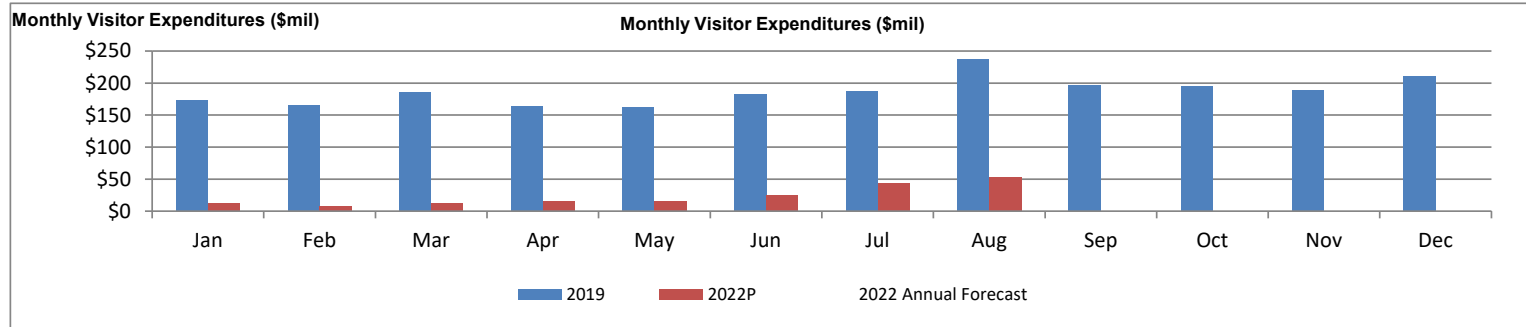
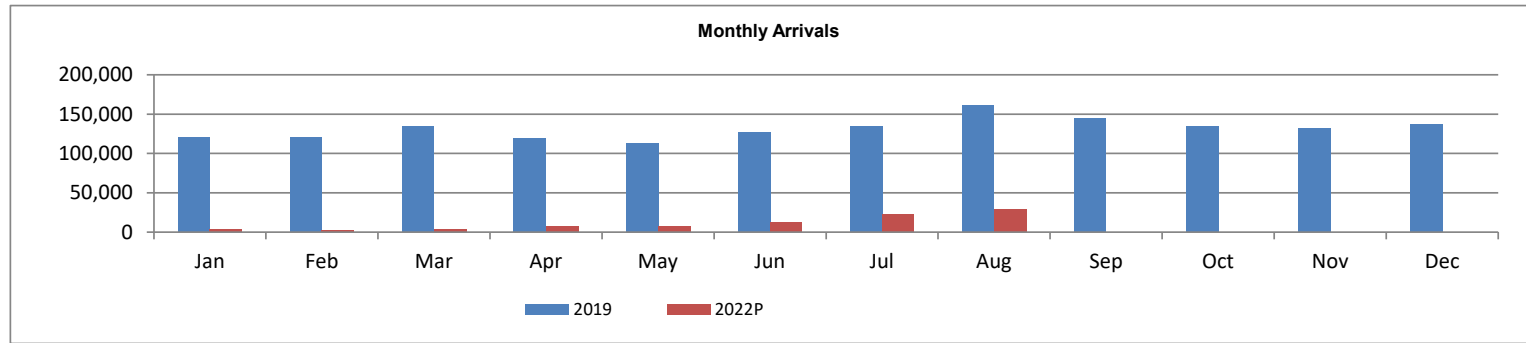
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -87.5%	1,455.9	182.4	468.1	O'ahu	-91.5%	83,301
Daily Spend (\$PPPD)	↓ -3.3%	237.8	229.9	231.2	Maui	-91.7%	2,656
Visitor Days	↓ -87.0%	6,121,180	793,427	2,024,134	Moloka'i	-92.5%	82
Arrivals	↓ -91.6%	1,029,549	86,442	209,890	Lāna'i	-85.4%	225
Daily Census	↓ -87.0%	25,190	3,265	5,546	Kaua'i	-90.3%	1,528
Airlift (scheduled seats) <sup>^</sup>	↓ -83.6%	1,326,446	217,574	586,372	Hawai'i Island	-93.6%	6,853

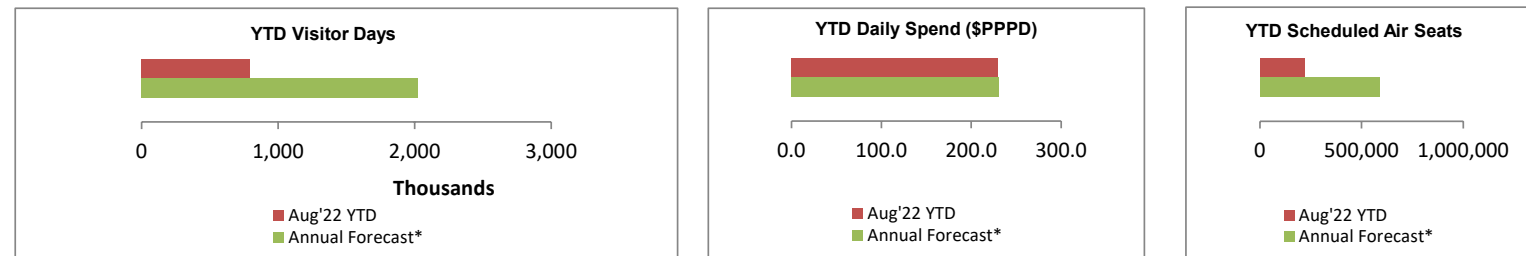
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **CANADA**

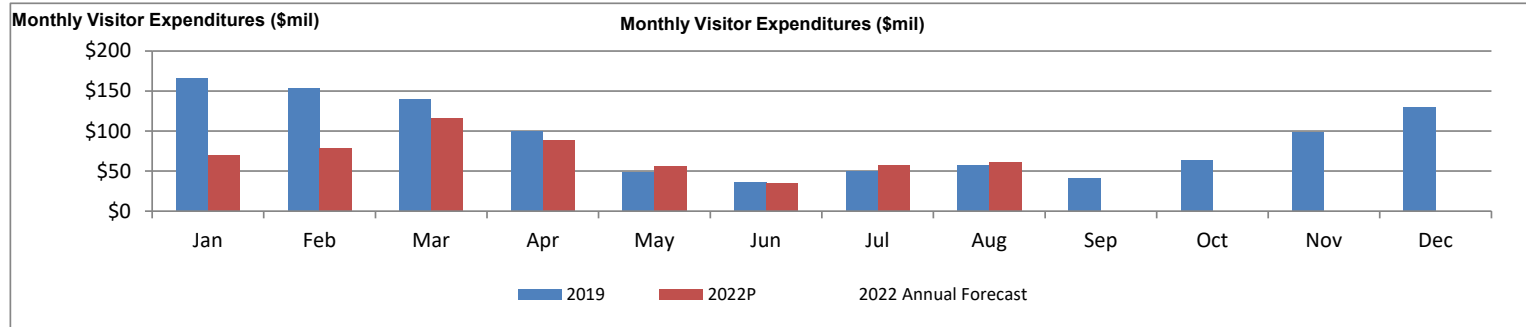
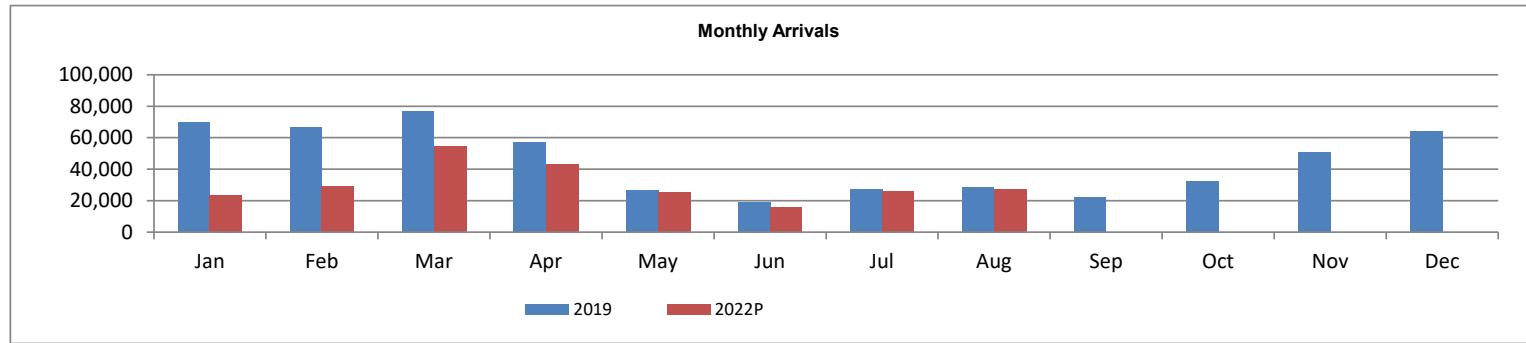
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -25.2%	750.1	561.5	876.2	O'ahu	-25.8%	118,814
Daily Spend (\$PPPD)	↑ 10.4%	166.3	183.6	182.4	Maui	-36.7%	117,936
Visitor Days	↓ -32.2%	4,510,009	3,057,245	4,802,897	Moloka'i	-64.8%	1,252
Arrivals	↓ -34.2%	371,146	244,290	379,885	Lāna'i	-42.9%	2,319
Daily Census	↓ -32.2%	18,560	12,581	13,159	Kaua'i	-52.0%	25,288
Airlift (scheduled seats) <sup>^</sup>	↔ -1.5%	341,447	336,274	487,215	Hawai'i Island	-42.3%	37,920

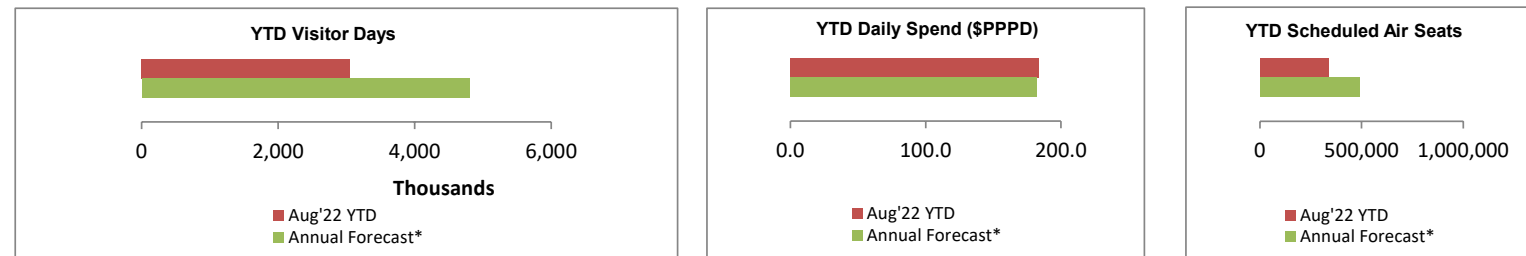
\* DBEDT Annual Forecast as of Q3 2022.

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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

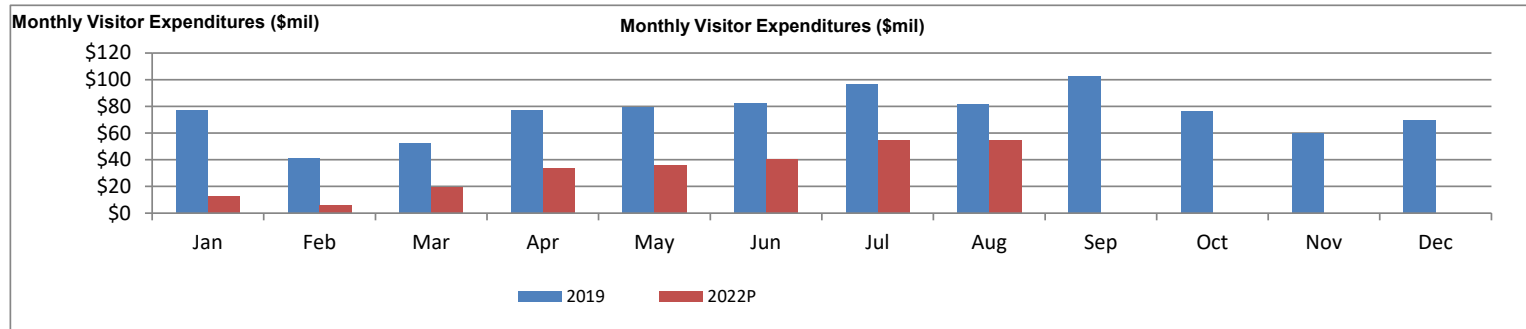
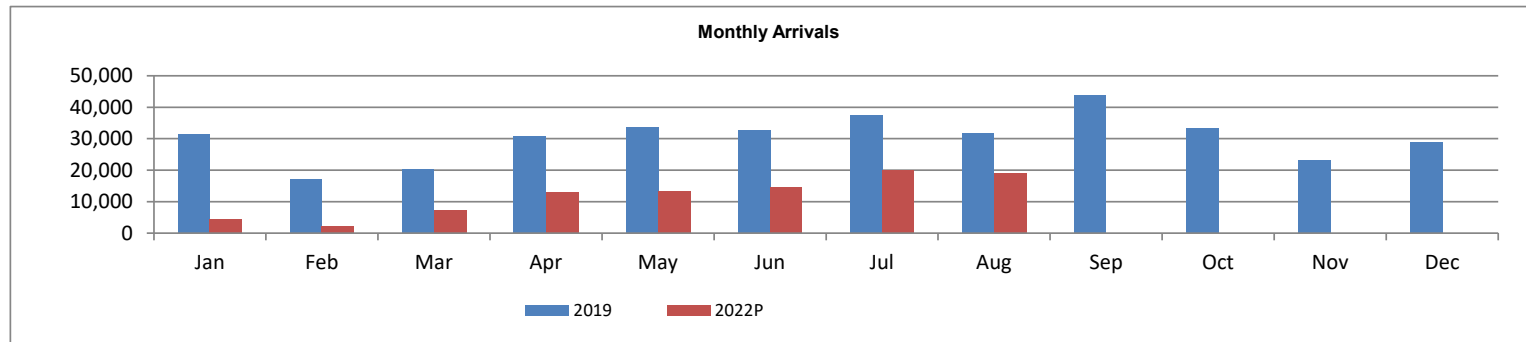
Market: **OCEANIA**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Aug'19 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -56.1%	587.3	257.6	409.2	O'ahu	-60.3%	91,398
Daily Spend (\$PPPD)	↔ 6.1%	264.5	280.8	277.9	Maui	-66.8%	13,270
Visitor Days	↓ -58.7%	2,220,599	917,554	1,472,261	Moloka'i	-86.7%	431
Arrivals	↓ -60.0%	234,869	93,960	150,711	Lāna'i	-83.6%	704
Daily Census	↓ -58.7%	9,138	3,776	4,034	Kaua'i	-74.7%	5,327
Airlift (scheduled seats) <sup>^</sup>	↓ -59.1%	331,065	135,527	45,088	Hawai'i Island	-68.4%	9,192

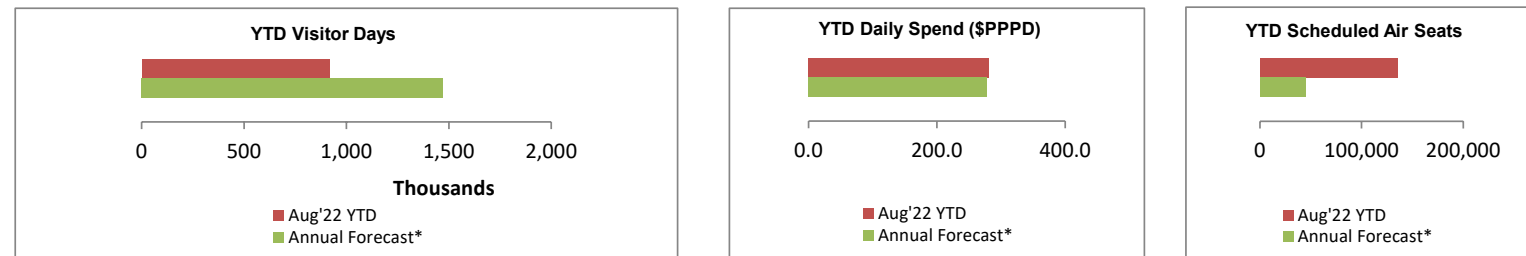
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

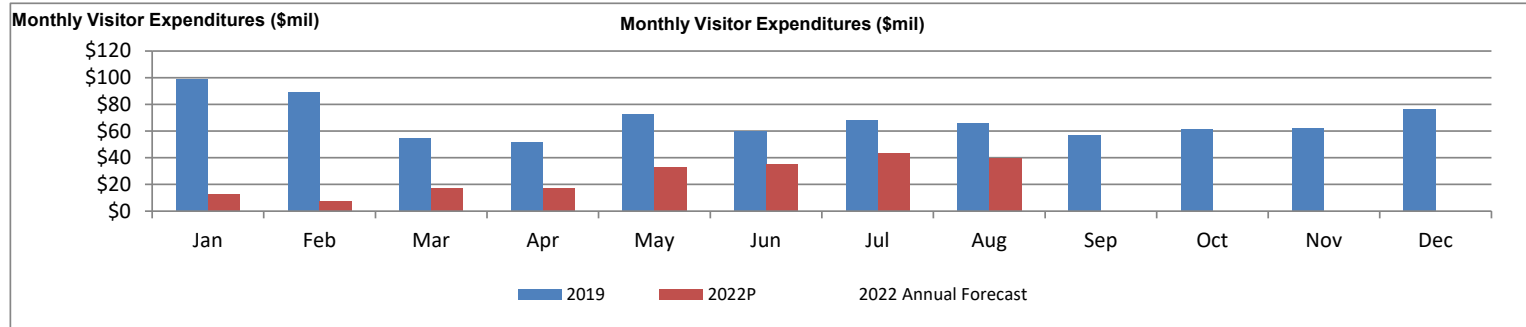
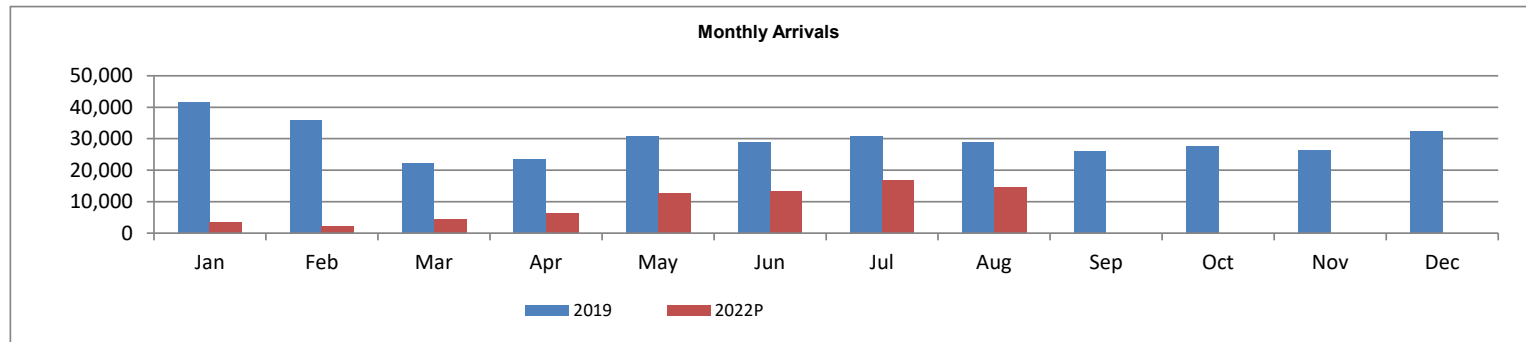
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -63.4%	560.6	204.9	N/A	O'ahu	-70.6%	69,421
Daily Spend (\$PPPD)	↔ 2.1%	289.2	295.4	N/A	Maui	-79.1%	8,154
Visitor Days	↓ -64.2%	1,938,104	693,829	N/A	Moloka'i	-82.2%	172
Arrivals	↓ -69.6%	242,458	73,717	N/A	Lāna'i	-82.0%	219
Daily Census	↓ -64.2%	7,976	2,855	N/A	Kaua'i	-71.4%	2,518
Airlift (scheduled seats) <sup>^</sup>	↓ -63.3%	331,035	121,395	230,913	Hawai'i Island	-77.1%	11,514

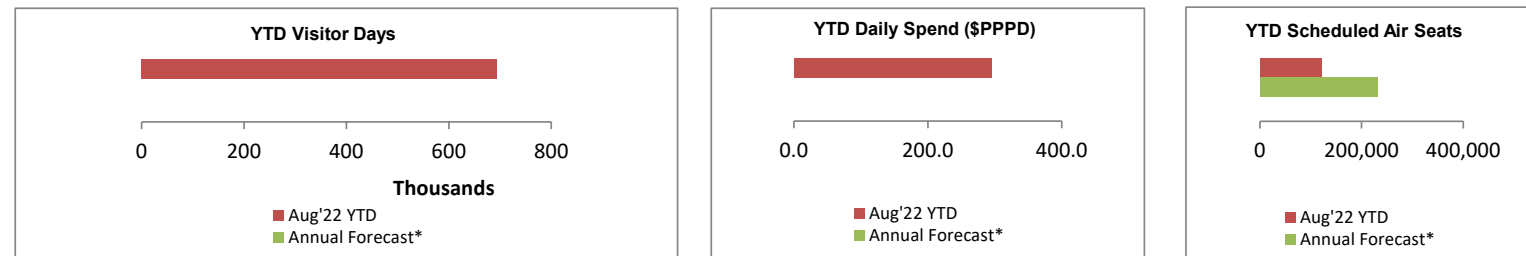
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **KOREA**

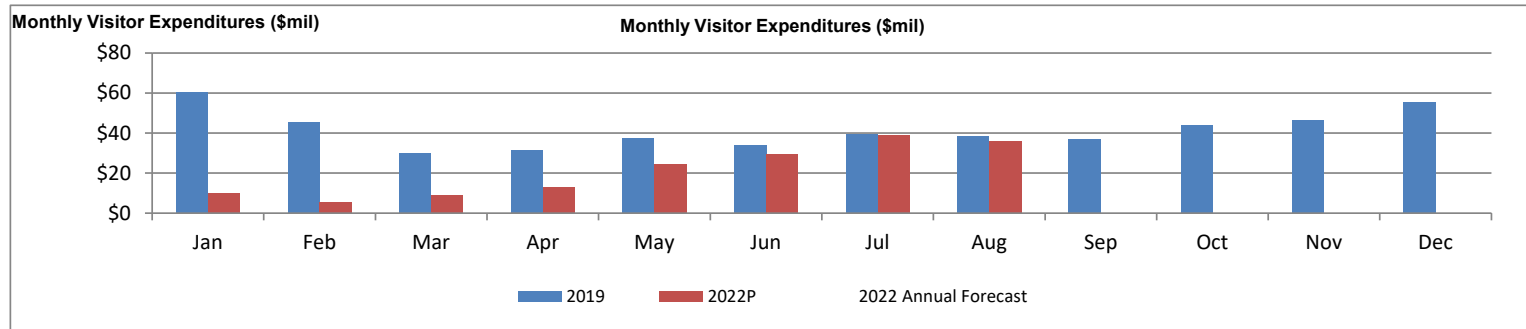
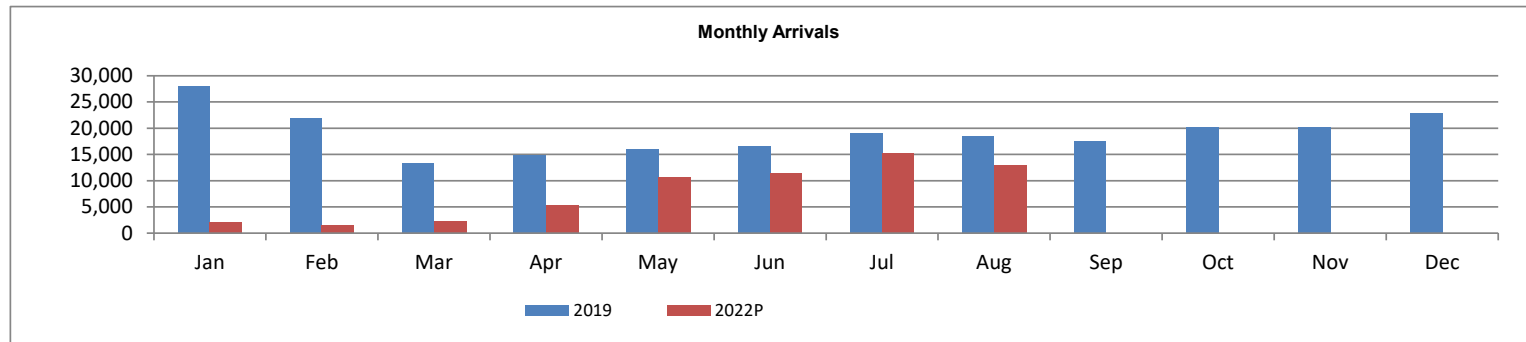
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -47.3%	315.5	166.1	252.0	O'ahu	-58.9%	59,989
Daily Spend (\$PPPD)	↔ 5.3%	272.2	286.6	288.7	Maui	-70.6%	5,602
Visitor Days	↓ -50.0%	1,159,169	579,712	872,630	Moloka'i	-76.6%	100
Arrivals	↓ -58.5%	148,233	61,450	94,014	Lāna'i	-80.5%	75
Daily Census	↓ -50.0%	4,770	2,386	2,391	Kaua'i	-68.2%	1,507
Airlift (scheduled seats) <sup>^</sup>	↓ -44.4%	218,242	121,395	230,913	Hawai'i Island	-53.8%	8,321

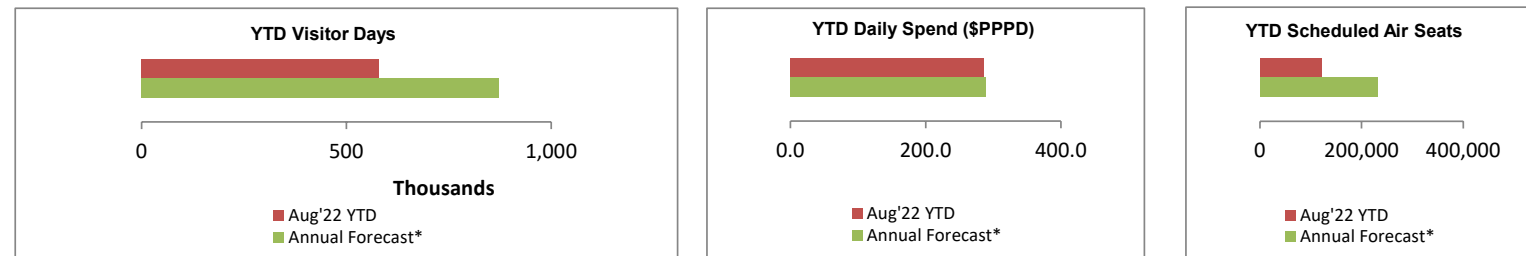
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

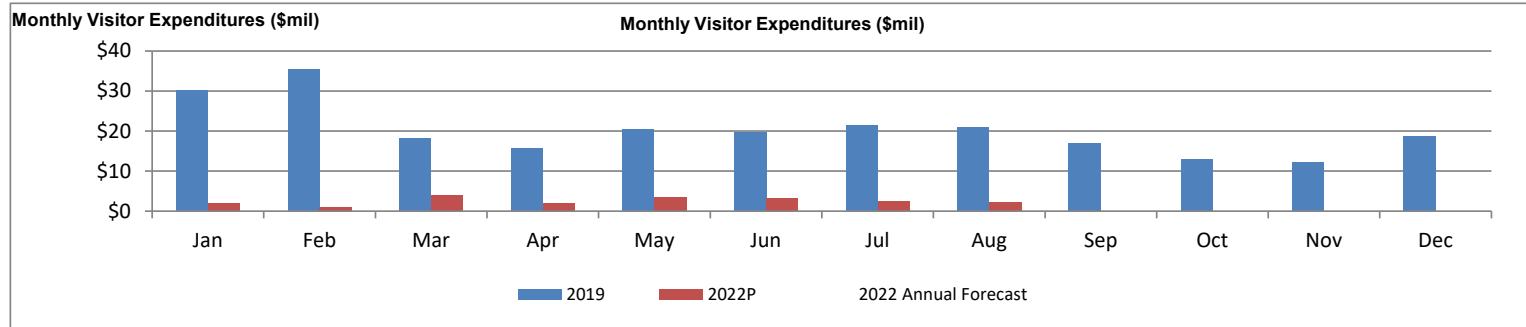
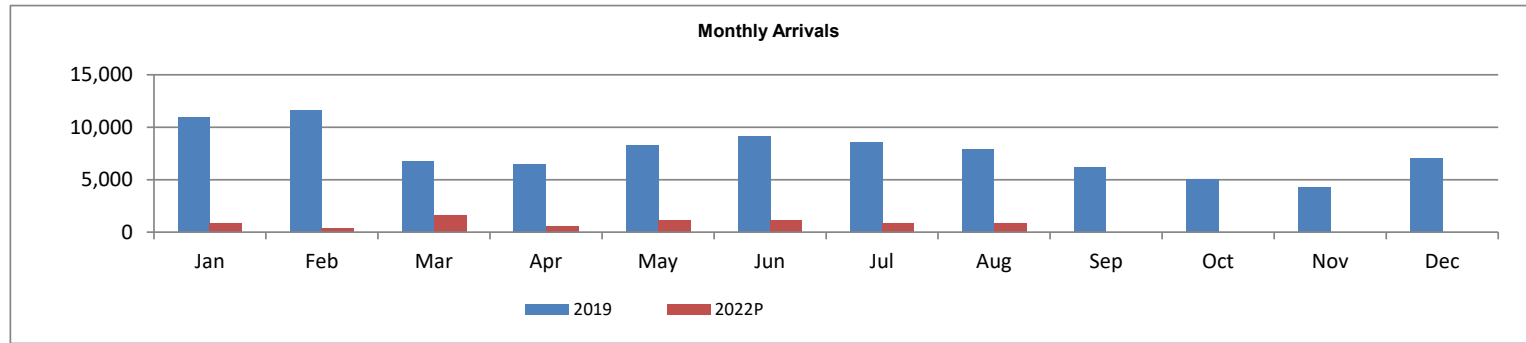
Market: **CHINA**

Key Performance Indicators						Key Performance Indicators		
	YOY Rate	Aug'19 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↓ -88.8%	182.1	20.5	N/A	O'ahu	-91.0%	6,030	
Daily Spend (\$PPPD)	↔ 4.2%	324.7	338.5	N/A	Maui	-91.3%	1,337	
Visitor Days	↓ -89.2%	560,682	60,426	N/A	Moloka'i	-89.3%	52	
Arrivals	↓ -89.6%	69,626	7,230	N/A	Lāna'i	-88.5%	77	
Daily Census	↓ -89.2%	2,307	249	N/A	Kaua'i	-86.6%	387	
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-92.1%	2,113	

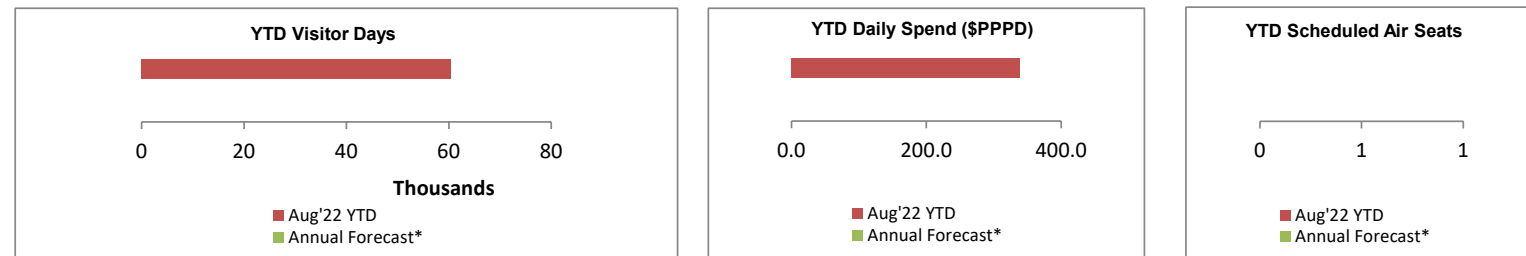
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **EUROPE**

Key Performance Indicators

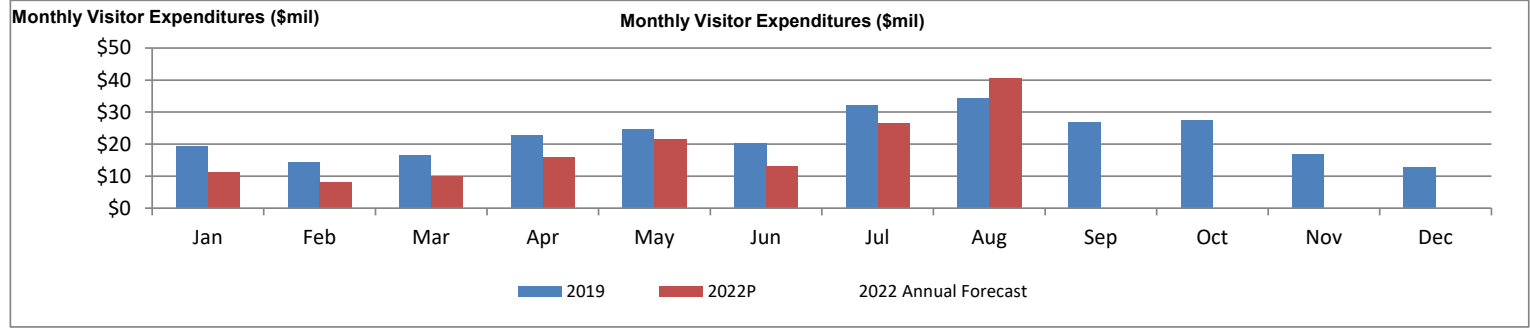
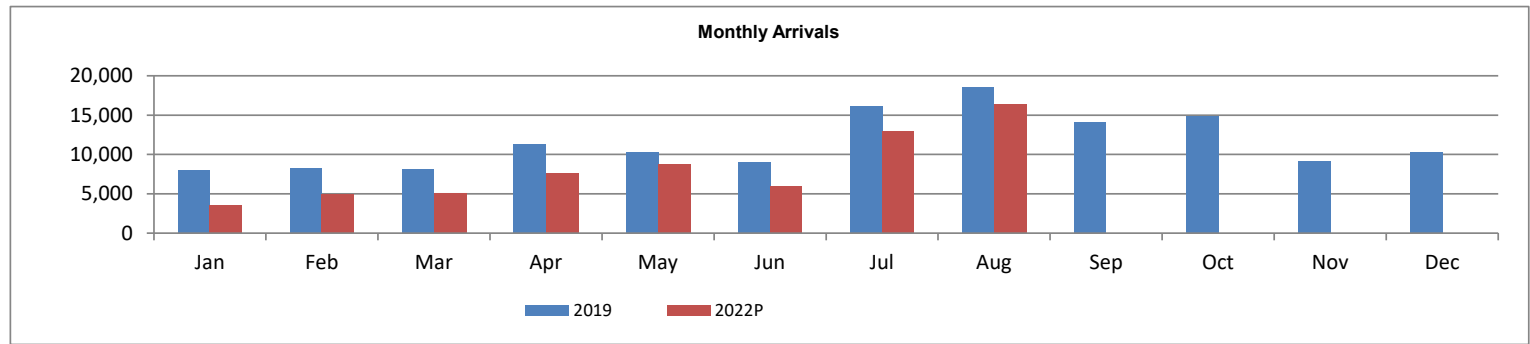
	YOY Rate	Aug'19 YTD	Aug'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↓ -20.2%	184.4	147.2	185.4
Daily Spend (\$PPPD)	↔ 2.1%	159.6	162.9	156.2
Visitor Days	↓ -21.8%	1,155,110	903,295	1,186,896
Arrivals	↓ -27.4%	89,559	65,017	84,710
Daily Census	↓ -21.8%	4,754	3,717	3,252
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A

	YOY Rate	YTD
O'ahu	-30.6%	46,282
Maui	-30.6%	27,945
Moloka'i	-15.7%	958
Lāna'i	-31.4%	784
Kaua'i	-30.5%	15,713
Hawai'i Island	-19.3%	21,875

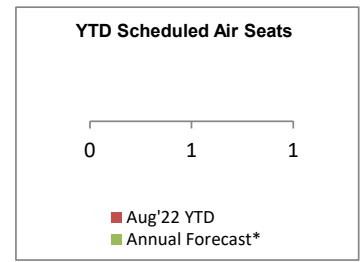
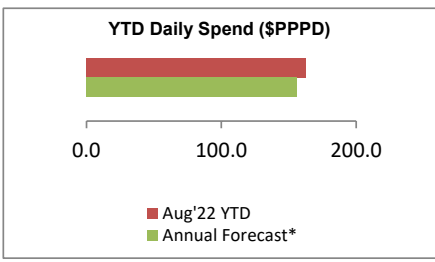
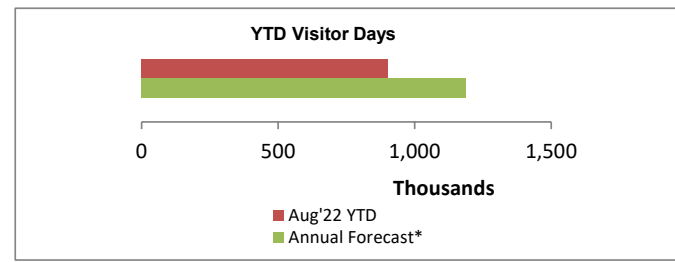
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Visitor Industry Performance Measures

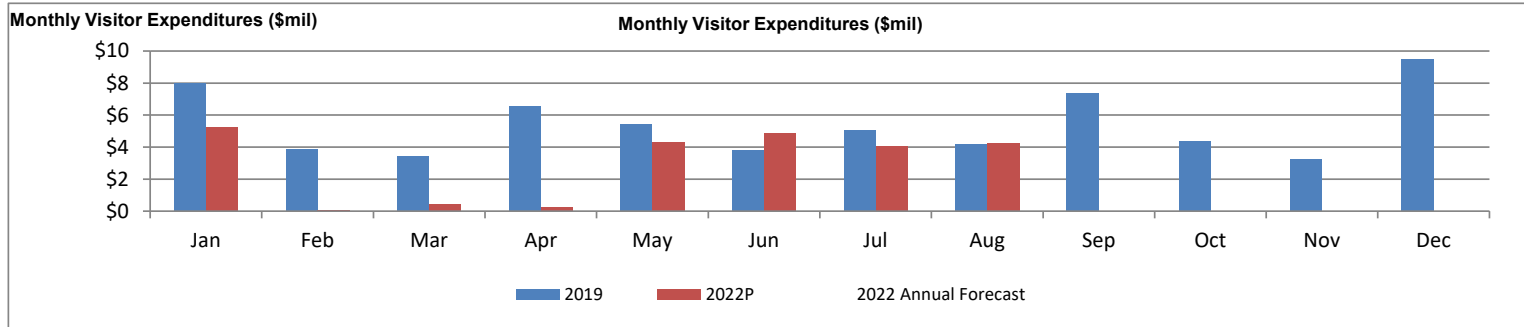
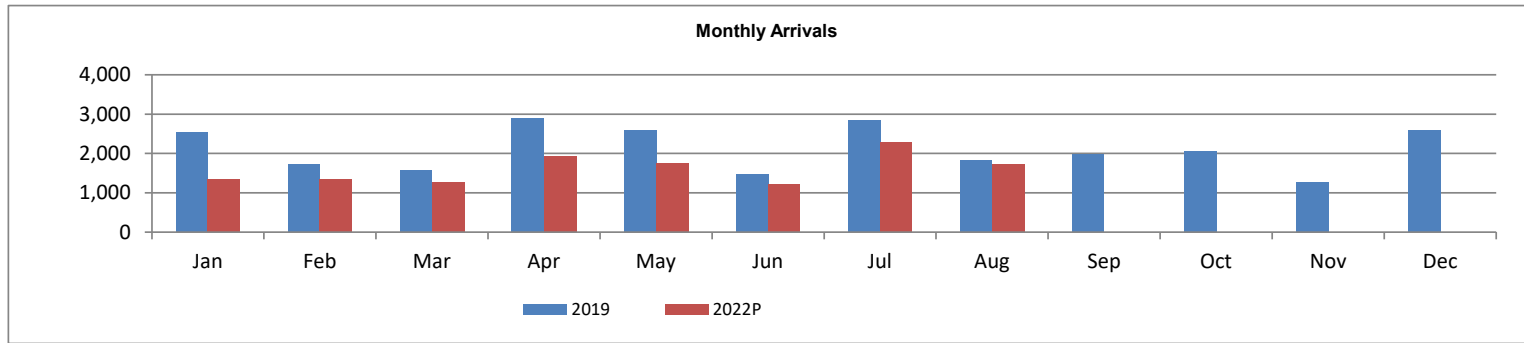
Market: **LATIN AMERICA**

Key Performance Indicators						Key Performance Indicators		
	YOY Rate	Aug'19 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↓ -42.1%	40.3	23.3	N/A	O'ahu	-34.0%	8,800	
Daily Spend (\$PPPD)	↓ -23.7%	216.8	165.3	N/A	Maui	-26.4%	4,402	
Visitor Days	↓ -24.0%	185,792	141,152	N/A	Moloka'i	-41.0%	81	
Arrivals	↓ -26.2%	17,441	12,868	N/A	Lāna'i	-68.4%	113	
Daily Census	↓ -24.0%	765	581	N/A	Kaua'i	-42.2%	1,332	
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	-18.6%	2,845	

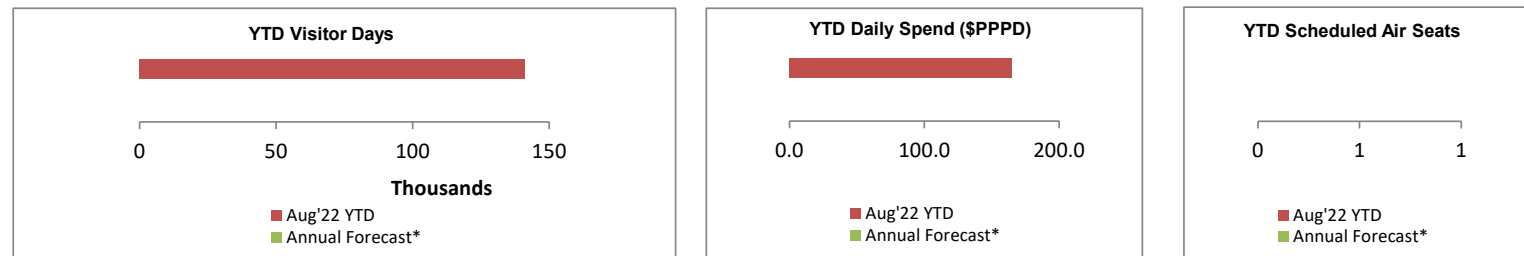
\* DBEDT Annual Forecast as of Q3 2022.

<sup>^</sup> HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of September 22, 2022, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures