

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

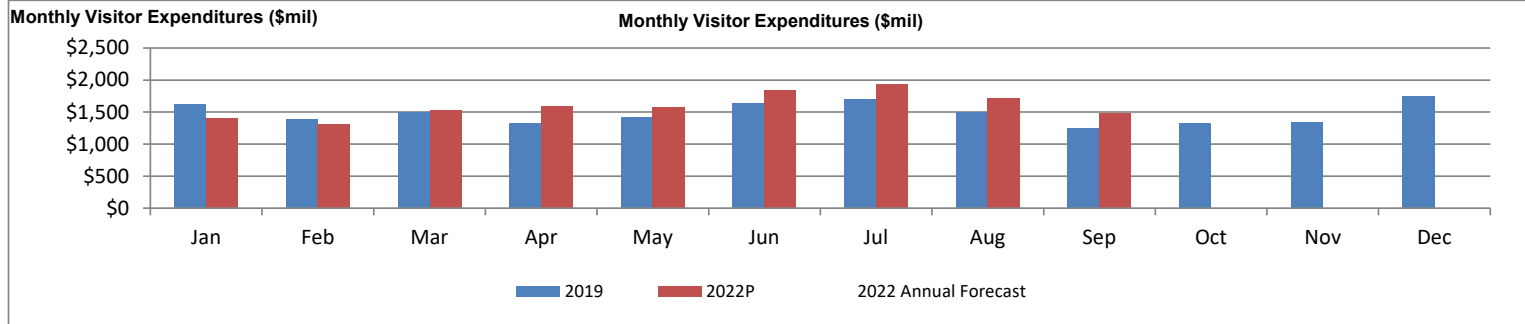
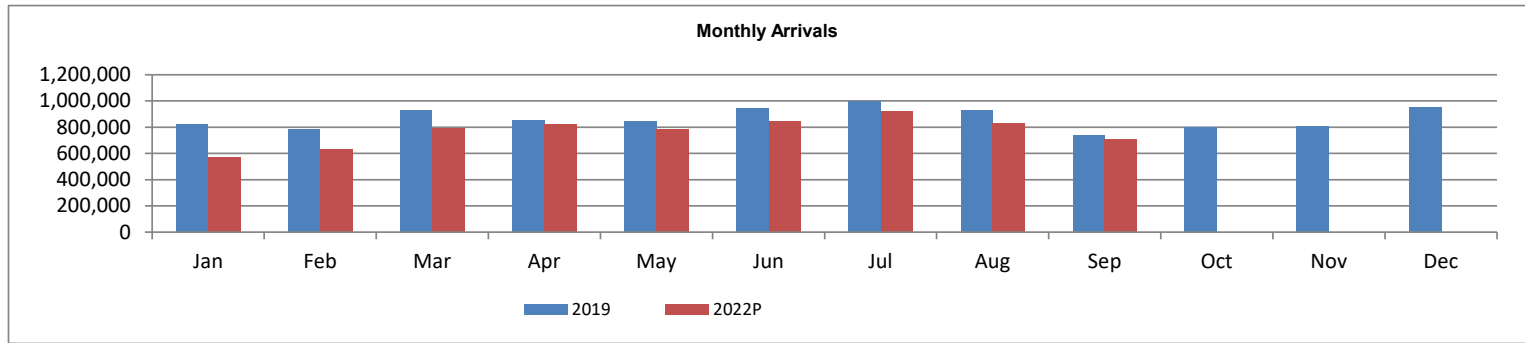
Key Performance Indicators

	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 7.9%	13,302.1	14,353.7	18,997.5	O'ahu	-22.8%	3,594,425
Daily Spend (\$PPPD)	↕ 15.7%	195.2	225.7	223.2	Maui	-5.2%	2,194,814
Visitor Days	↘ -6.7%	68,147,048	63,582,182	85,108,883	Moloka'i	-33.7%	31,867
Arrivals	↘ -12.0%	7,828,965	6,888,439	9,113,305	Lāna'i	-23.8%	49,726
Daily Census	↘ -6.7%	249,623	232,902	233,175	Kaua'i	-3.0%	1,008,065
Airlift (scheduled seats)^	↘ -6.0%	10,160,180	9,553,346	12,919,553	Hawai'i Island	-5.8%	1,247,765

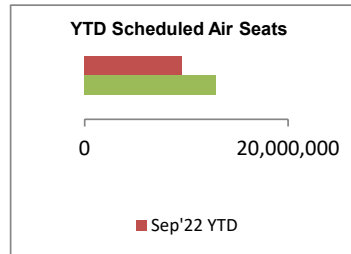
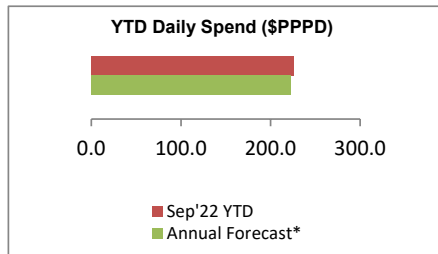
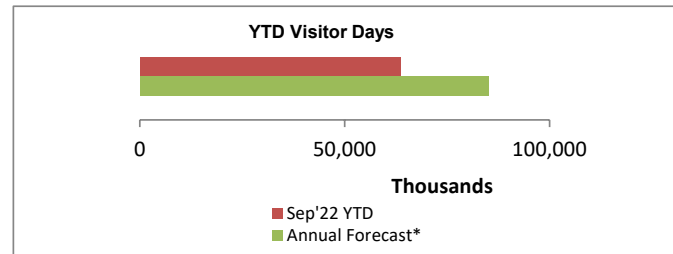
\* DBEDT Annual Forecast as of Q3 2022.

^ 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

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

Visitor Industry Performance Measures

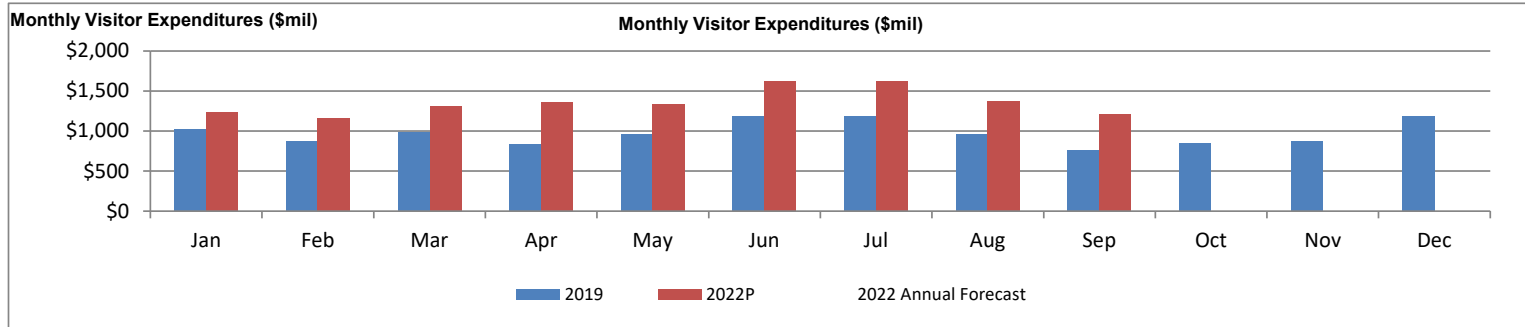
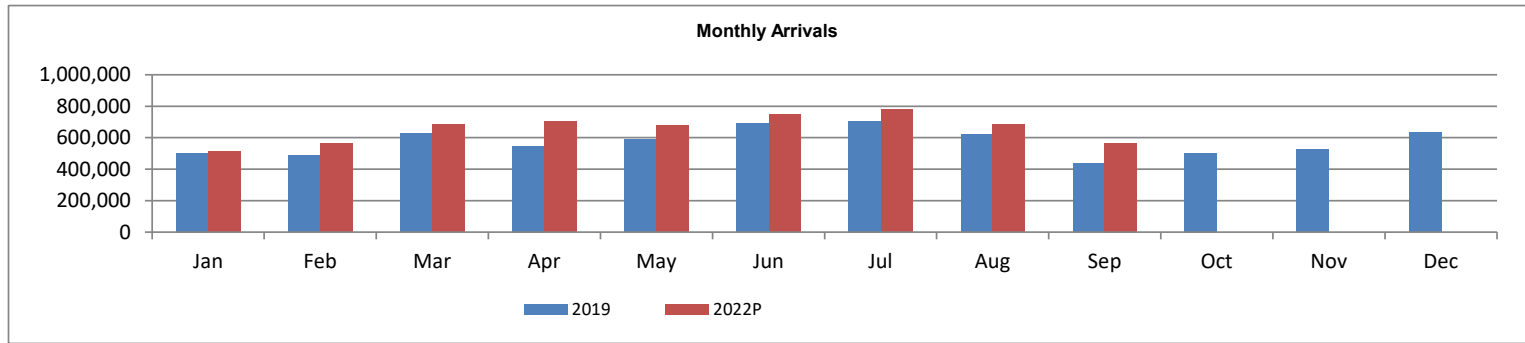
Market: **U.S. TOTAL**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 39.9%	8,739.8	12,227.4	16,236.3	O'ahu	15.5%	2,917,203
Daily Spend (\$PPPD)	↑ 22.7%	187.1	229.6	227.9	Maui	3.8%	1,926,574
Visitor Days	↑ 14.0%	46,717,448	53,253,954	71,234,186	Moloka'i	-18.6%	26,167
Arrivals	↑ 13.5%	5,210,250	5,915,588	7,850,503	Lāna'i	-7.3%	42,237
Daily Census	↑ 14.0%	171,126	195,069	195,162	Kaua'i	5.9%	913,511
Airlift (scheduled seats) <sup>^</sup>	↑ 15.6%	7,323,256	8,462,689	11,139,280	Hawai'i Island	16.2%	1,095,533

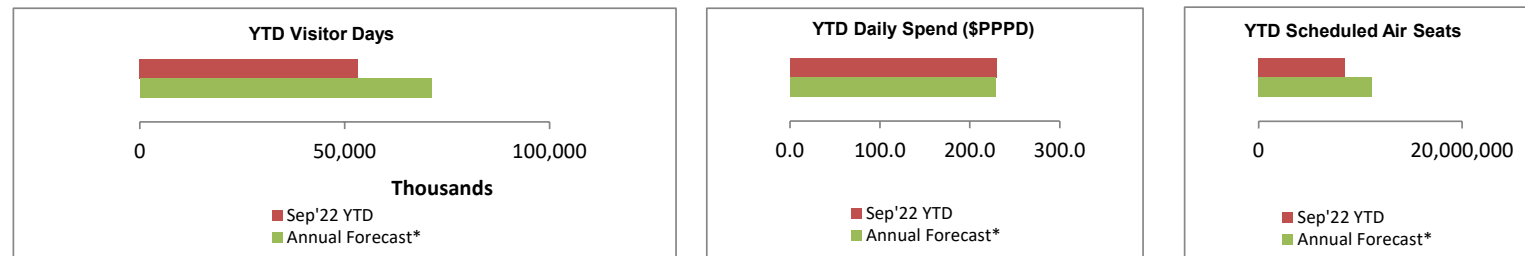
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. WEST**

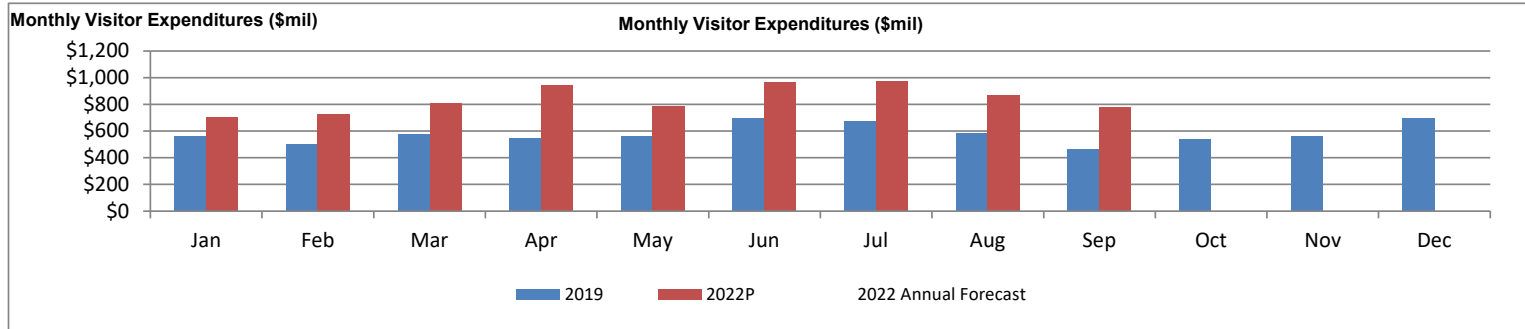
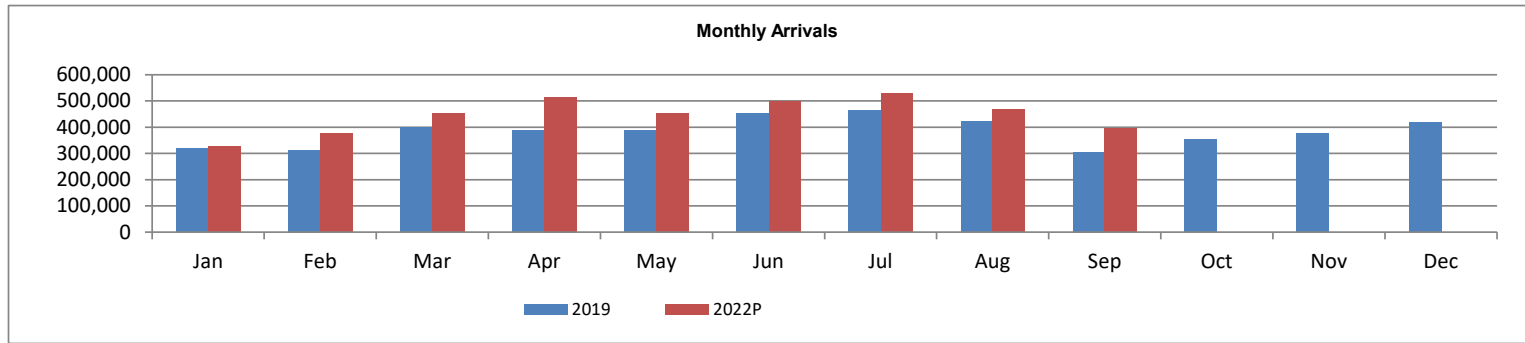
Key Performance Indicators

	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 46.4%	5,151.9	7,544.4	9,946.1	O'ahu	22.1%	1,841,795
Daily Spend (\$PPPD)	↑ 26.4%	173.5	219.2	216.5	Maui	4.2%	1,259,241
Visitor Days	↑ 15.9%	29,691,370	34,411,273	45,934,614	Moloka'i	-13.9%	16,541
Arrivals	↑ 16.4%	3,447,548	4,013,518	5,312,878	Lāna'i	2.1%	23,674
Daily Census	↑ 15.9%	108,760	126,049	125,848	Kaua'i	11.5%	609,769
Airlift (scheduled seats) <sup>^</sup>	↑ 17.3%	6,413,400	7,525,748	9,870,430	Hawai'i Island	20.1%	700,658

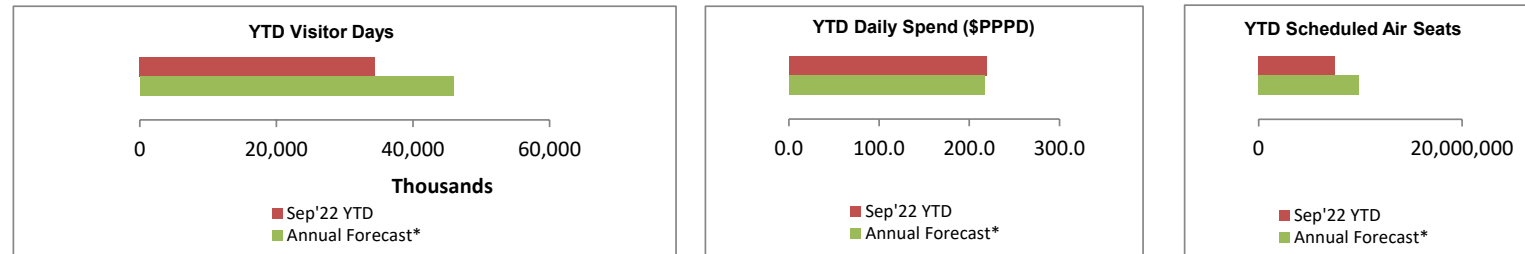
\* DBEDT Annual Forecast as of Q3 2022.

<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

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

Visitor Industry Performance Measures

Market: **U.S. EAST**

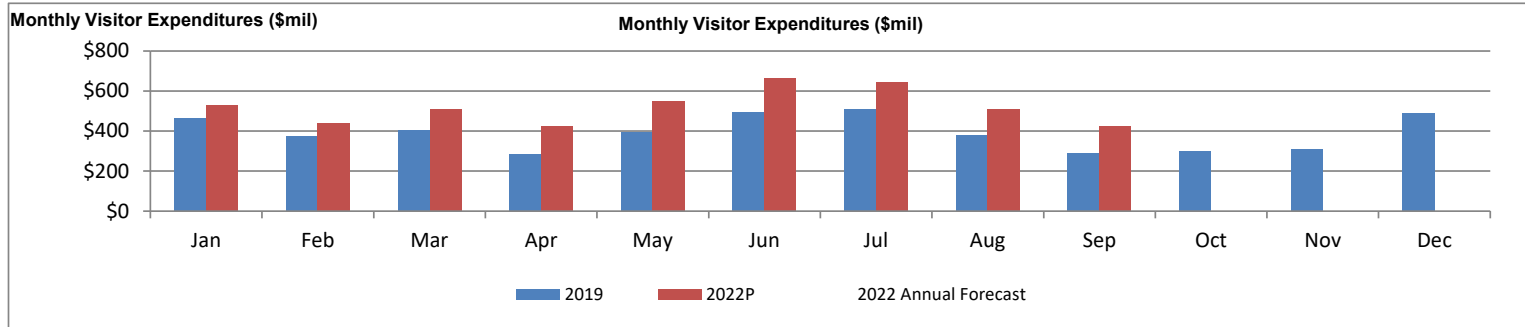
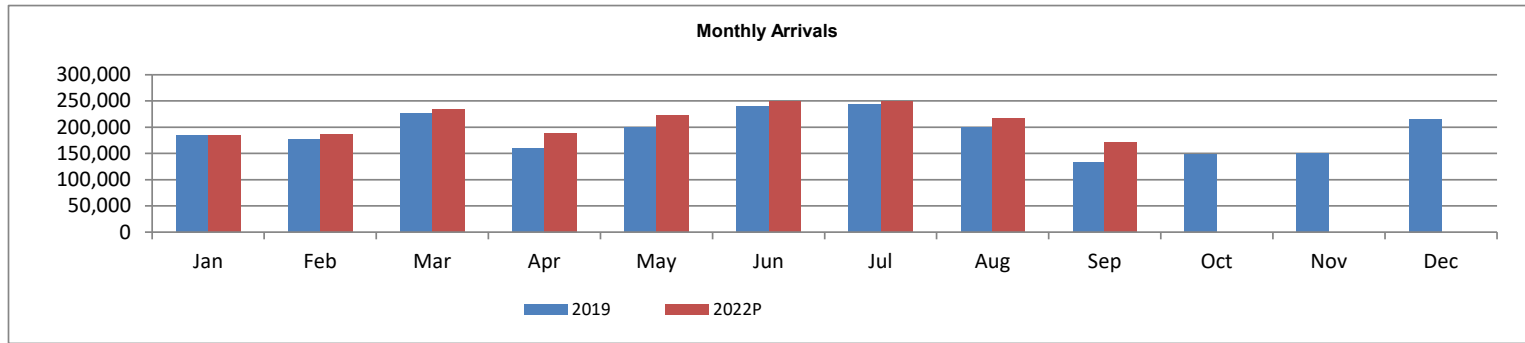
Key Performance Indicators

	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 30.5%	3,587.9	4,682.9	6,290.2	O'ahu	5.6%	1,075,408
Daily Spend (\$PPPD)	↑ 17.9%	210.7	248.5	248.6	Maui	3.2%	667,333
Visitor Days	↑ 10.7%	17,026,078	18,842,681	25,299,572	Moloka'i	-25.7%	9,627
Arrivals	↔ 7.9%	1,762,702	1,902,070	2,537,626	Lāna'i	-16.9%	18,563
Daily Census	↑ 10.7%	62,367	69,021	69,314	Kaua'i	-3.7%	303,742
Airlift (scheduled seats)^	↔ 3.0%	909,856	936,941	1,268,850	Hawai'i Island	9.9%	394,874

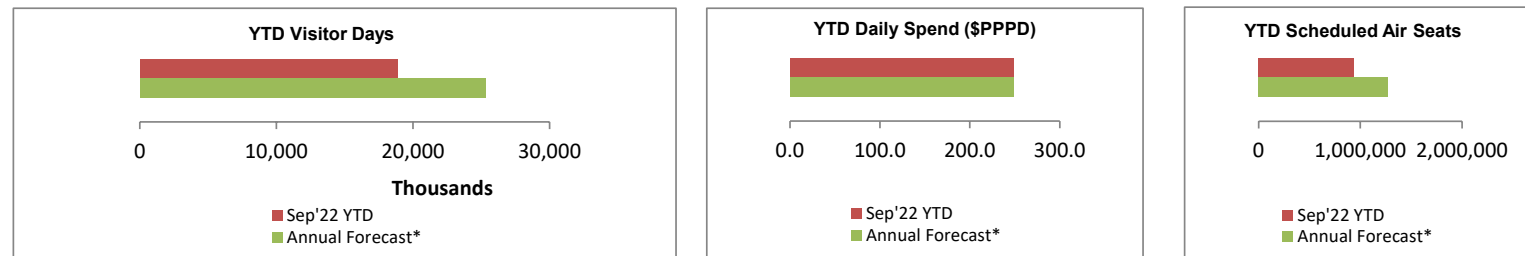
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **JAPAN**

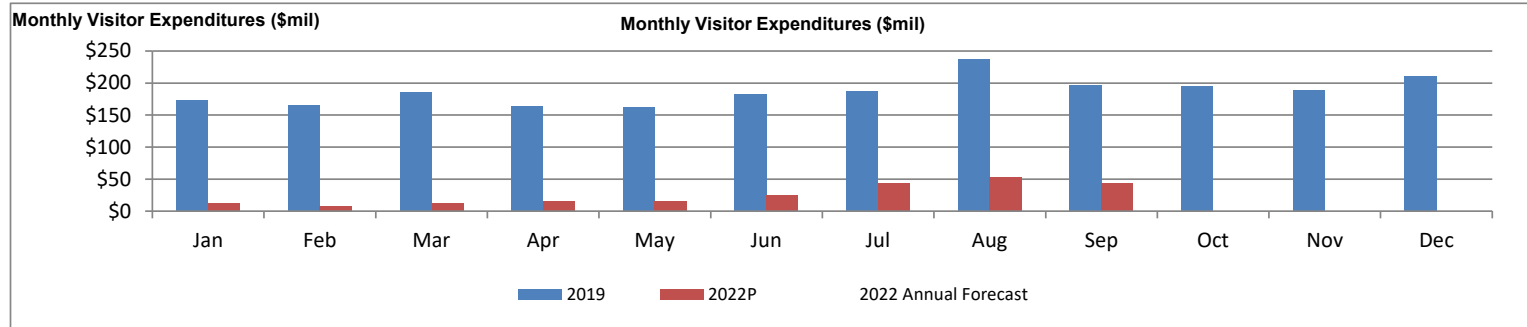
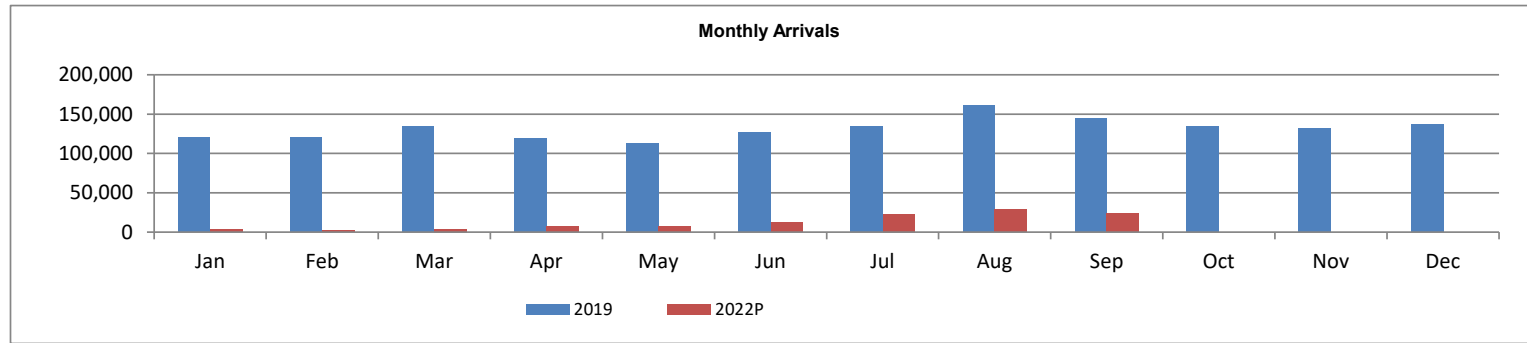
Key Performance Indicators

	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -86.4%	1,652.4	225.0	468.1	O'ahu	-90.4%	106,833
Daily Spend (\$PPPD)	↓ -2.7%	237.0	230.5	231.2	Maui	-91.1%	3,307
Visitor Days	↓ -86.0%	6,971,475	975,880	2,024,134	Moloka'i	-91.7%	111
Arrivals	↓ -90.6%	1,173,477	110,534	209,890	Lāna'i	-83.9%	266
Daily Census	↓ -86.0%	25,537	3,575	5,546	Kaua'i	-89.9%	1,882
Airlift (scheduled seats) <sup>^</sup>	↓ -81.5%	1,498,414	276,662	586,372	Hawai'i Island	-92.3%	9,463

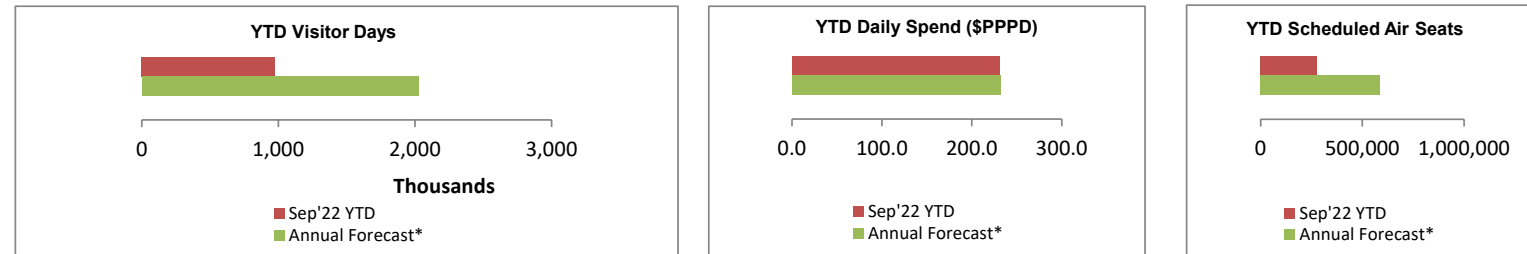
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CANADA**

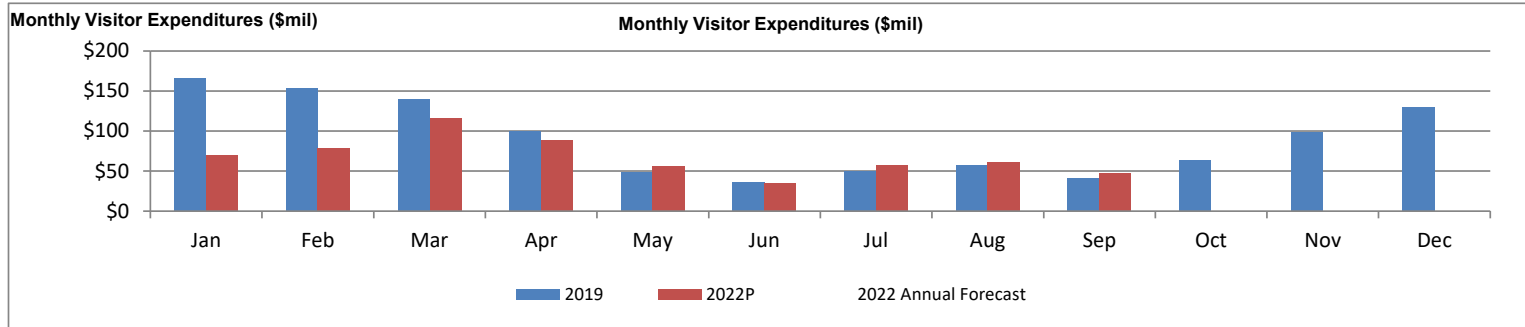
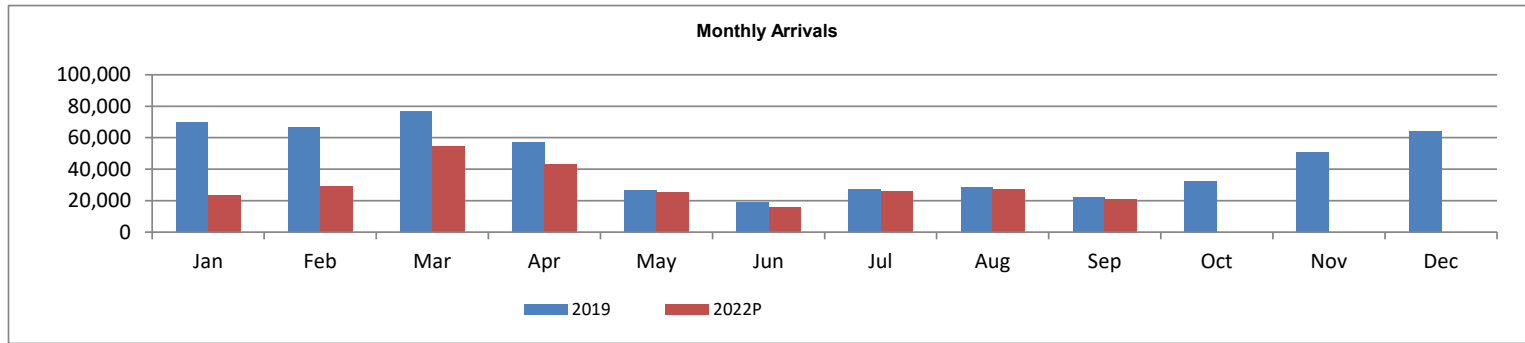
Key Performance Indicators

	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -23.0%	790.6	608.9	876.2	O'ahu	-24.8%	129,664
Daily Spend (\$PPPD)	↑ 11.4%	165.9	184.9	182.4	Maui	-34.6%	129,307
Visitor Days	↓ -30.9%	4,764,961	3,294,220	4,802,897	Moloka'i	-63.3%	1,331
Arrivals	↓ -32.5%	393,074	265,250	379,885	Lāna'i	-38.9%	2,697
Daily Census	↓ -30.9%	17,454	12,067	13,159	Kaua'i	-51.0%	27,343
Airlift (scheduled seats) <sup>^</sup>	↔ -0.7%	356,885	354,418	487,215	Hawai'i Island	-41.2%	40,915

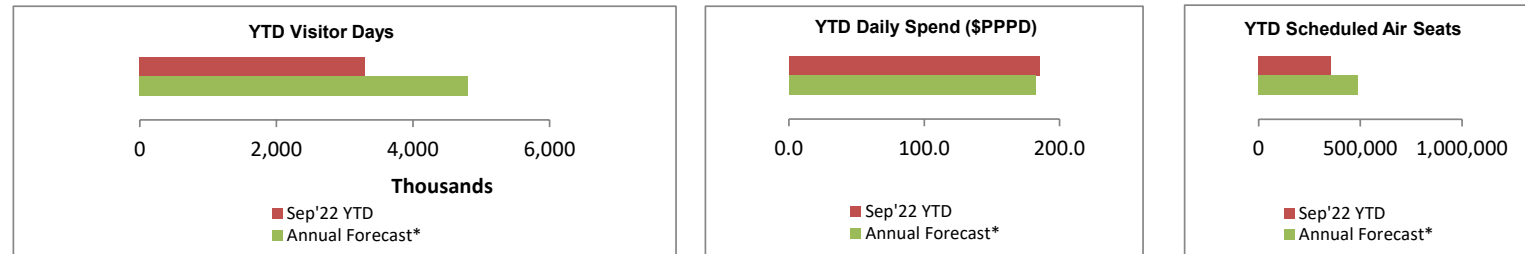
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

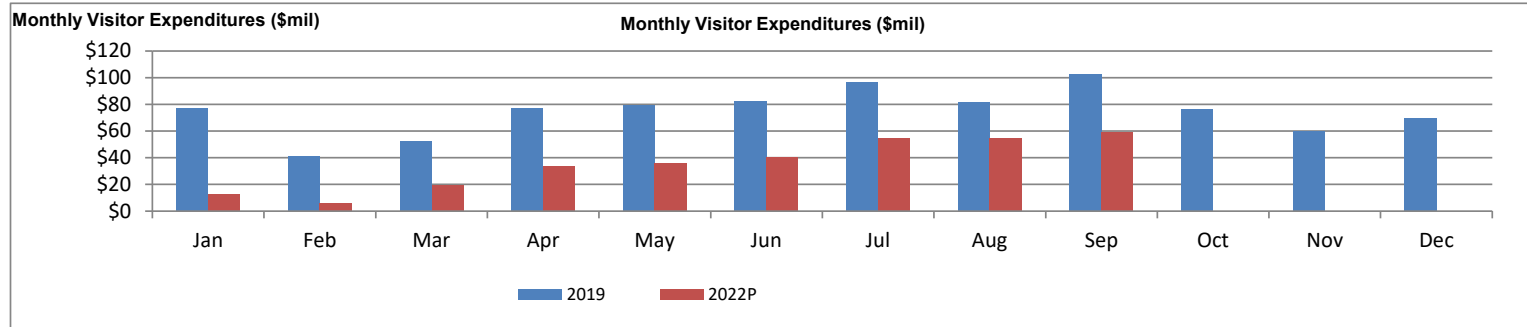
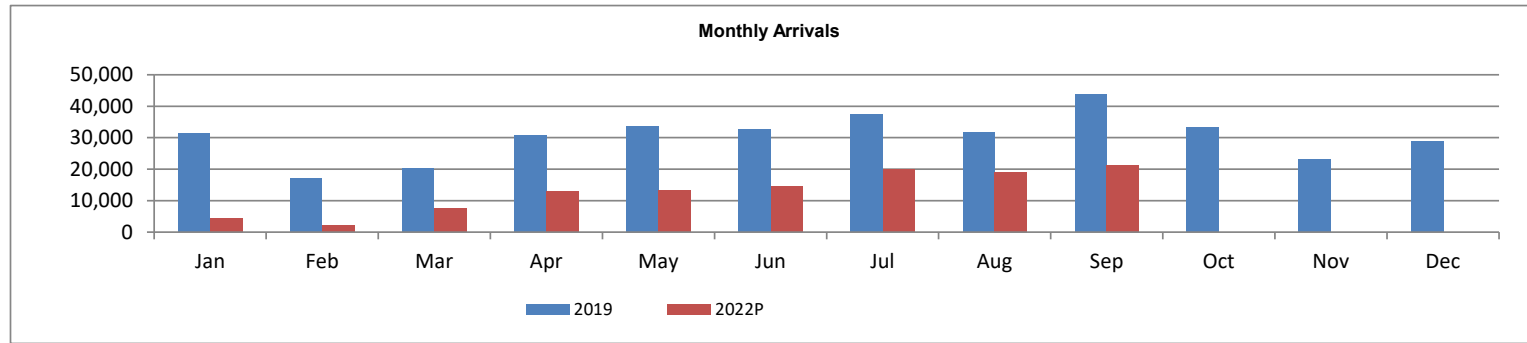
Market: **OCEANIA**

Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -54.1%	689.7	316.4	409.2	O'ahu	-58.9%	112,256
Daily Spend (\$PPPD)	↔ 7.5%	262.4	282.1	277.9	Maui	-66.7%	16,050
Visitor Days	↓ -57.3%	2,628,085	1,121,414	1,472,261	Moloka'i	-82.8%	673
Arrivals	↓ -58.6%	278,530	115,281	150,711	Lāna'i	-81.4%	948
Daily Census	↓ -57.3%	9,627	4,108	4,034	Kaua'i	-74.7%	6,535
Airlift (scheduled seats) <sup>^</sup>	↓ -57.5%	376,768	160,137	45,088	Hawai'i Island	-69.6%	10,902

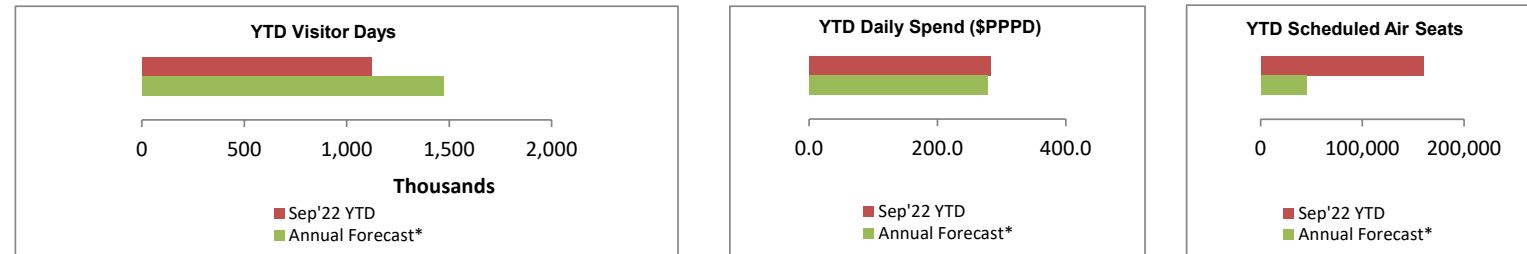
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

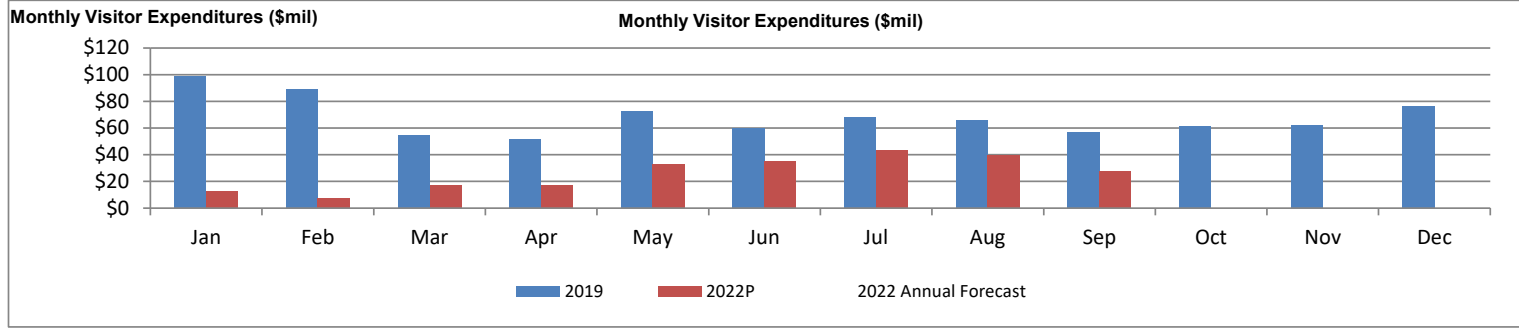
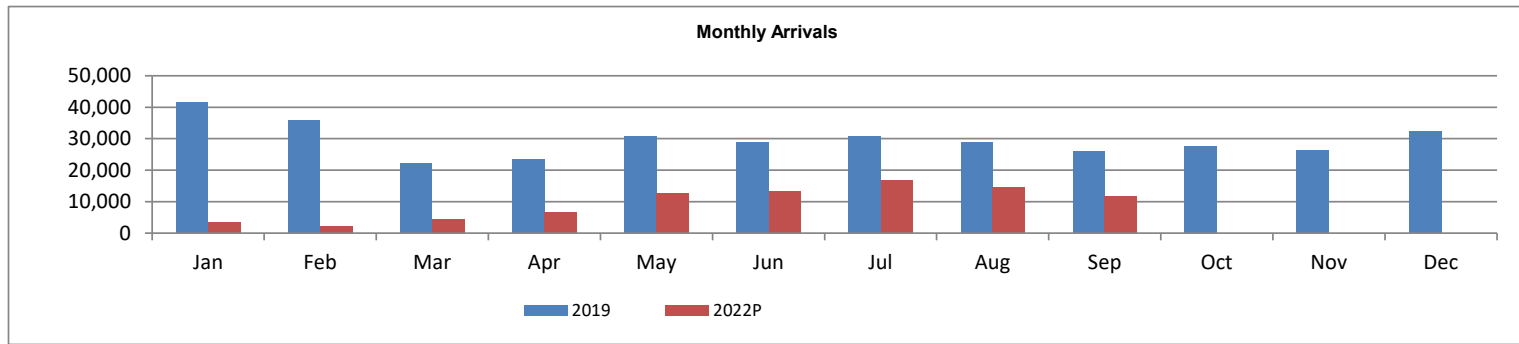
Key Performance Indicators

	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -62.4%	617.2	232.1	N/A	O'ahu	-69.3%	80,508
Daily Spend (\$PPPD)	↔ 2.3%	287.9	294.6	N/A	Maui	-77.8%	9,484
Visitor Days	↓ -63.2%	2,143,962	787,944	N/A	Moloka'i	-83.1%	191
Arrivals	↓ -68.2%	268,393	85,473	N/A	Lāna'i	-80.6%	264
Daily Census	↓ -63.2%	7,853	2,886	N/A	Kaua'i	-71.3%	2,784
Airlift (scheduled seats) <sup>^</sup>	↓ -60.8%	368,085	144,253	230,913	Hawai'i Island	-75.2%	13,659

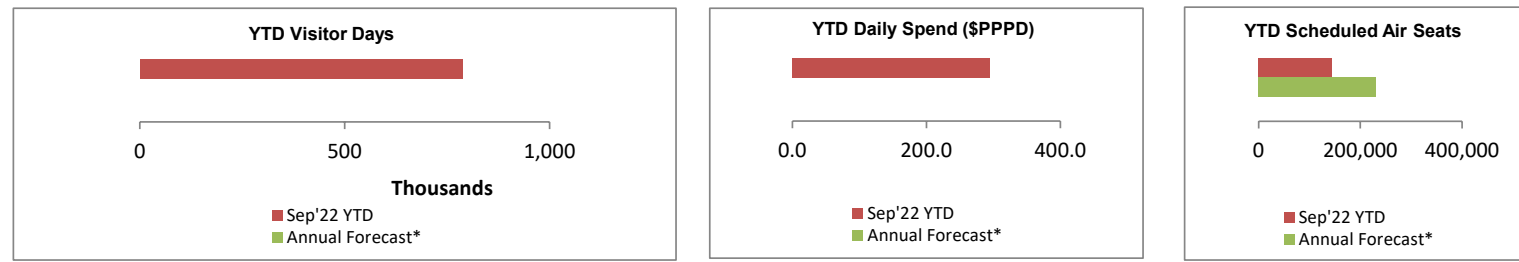
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **KOREA**

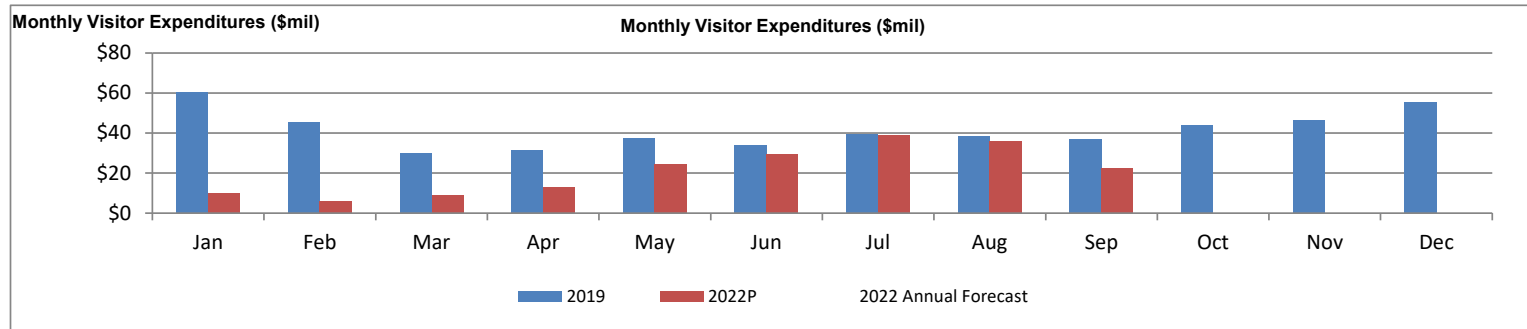
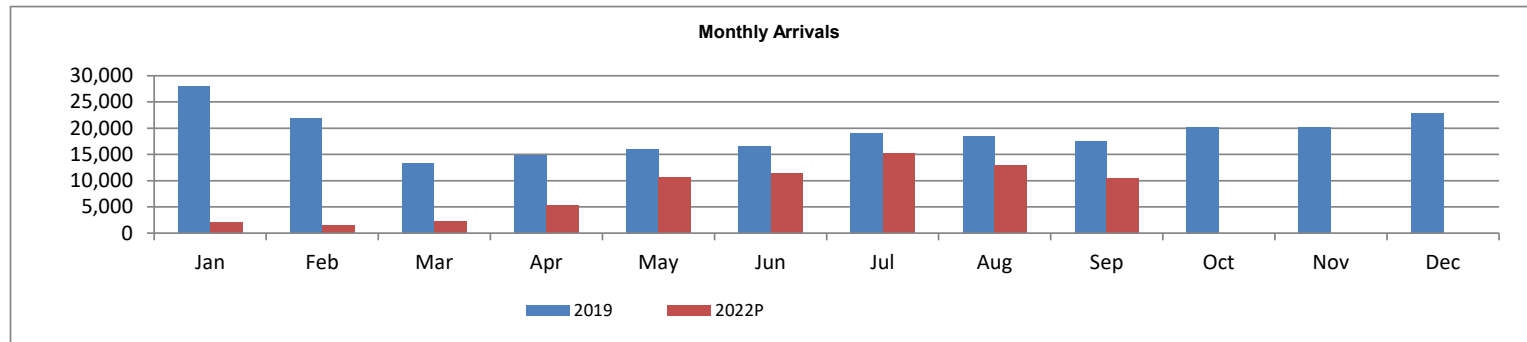
Key Performance Indicators

	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -46.5%	352.2	188.5	252.0	O'ahu	-56.9%	70,232
Daily Spend (\$PPPD)	↔ 4.6%	272.3	284.8	288.7	Maui	-69.2%	6,587
Visitor Days	↓ -48.8%	1,293,565	661,866	872,630	Moloka'i	-78.8%	100
Arrivals	↓ -56.6%	165,690	71,971	94,014	Lāna'i	-75.1%	115
Daily Census	↓ -48.8%	4,738	2,424	2,391	Kaua'i	-68.8%	1,653
Airlift (scheduled seats) <sup>^</sup>	↓ -40.9%	244,014	144,253	230,913	Hawai'i Island	-49.5%	10,166

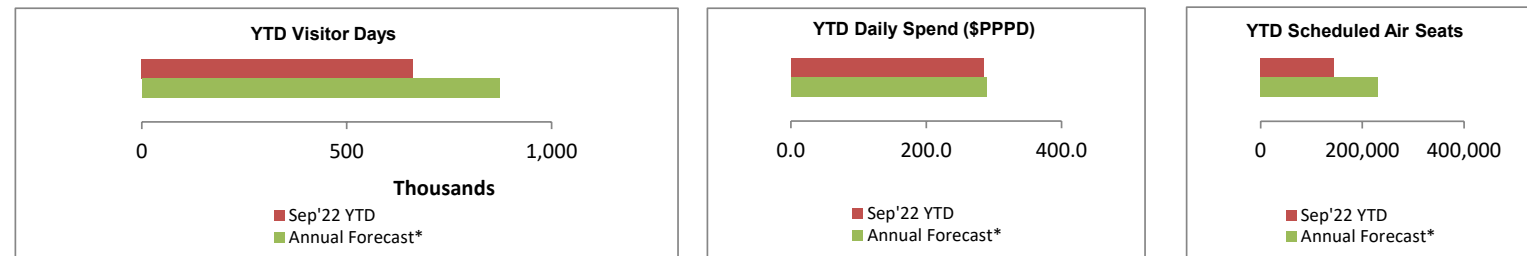
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CHINA**

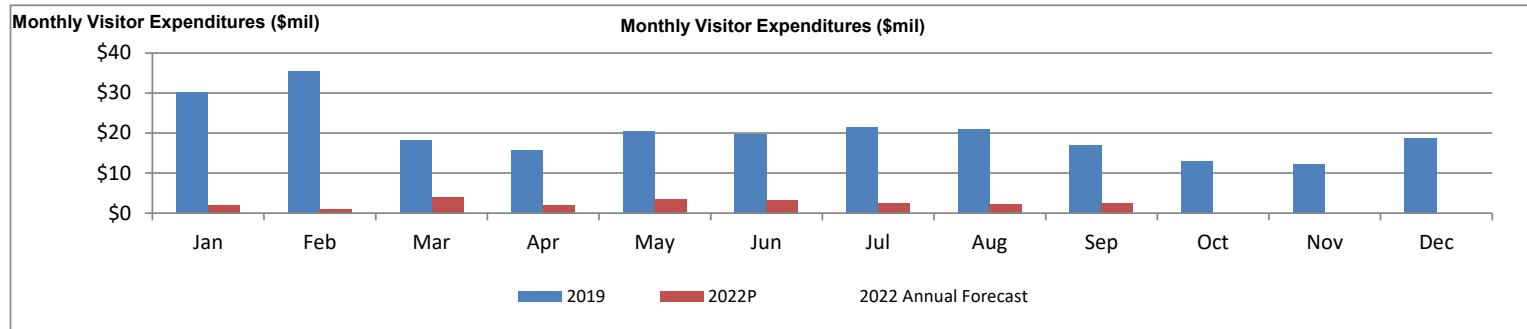
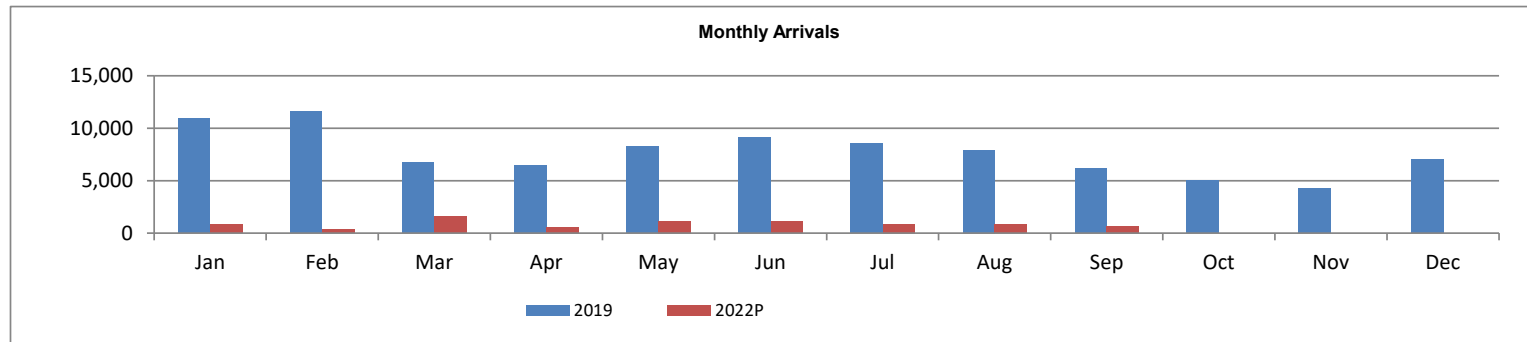
Key Performance Indicators

	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -88.5%	199.1	22.9	N/A	O'ahu	-91.1%	6,518
Daily Spend (\$PPPD)	↔ 4.3%	326.2	340.3	N/A	Maui	-90.6%	1,545
Visitor Days	↓ -89.0%	610,356	67,191	N/A	Moloka'i	-89.5%	64
Arrivals	↓ -89.6%	75,805	7,914	N/A	Lāna'i	-89.1%	80
Daily Census	↓ -89.0%	2,236	246	N/A	Kaua'i	-85.9%	432
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	-92.1%	2,278

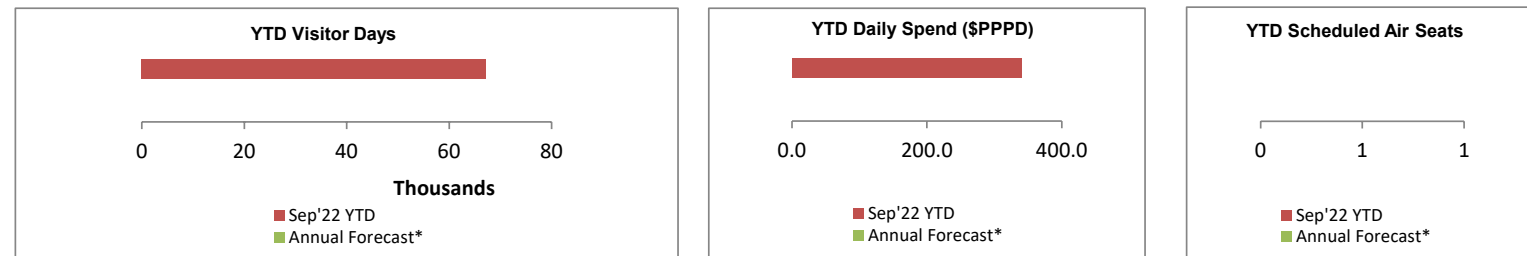
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **EUROPE**

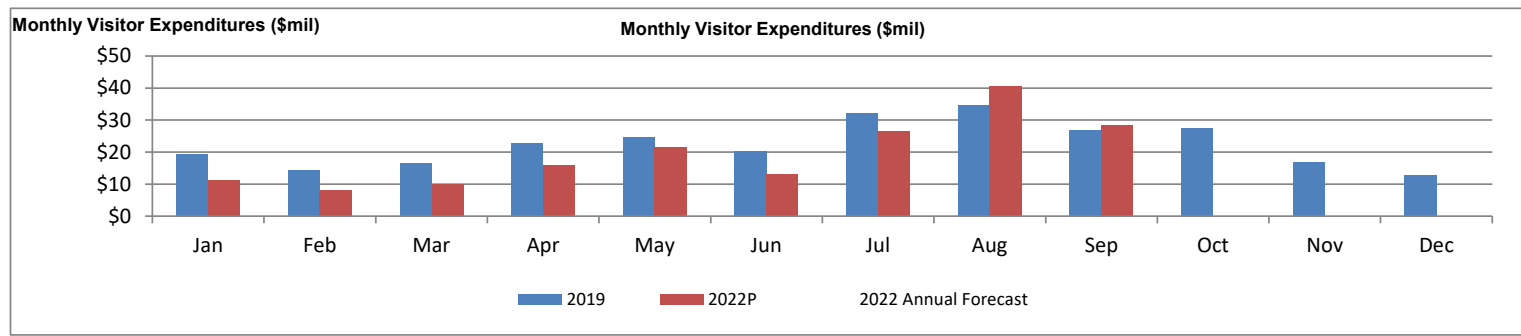
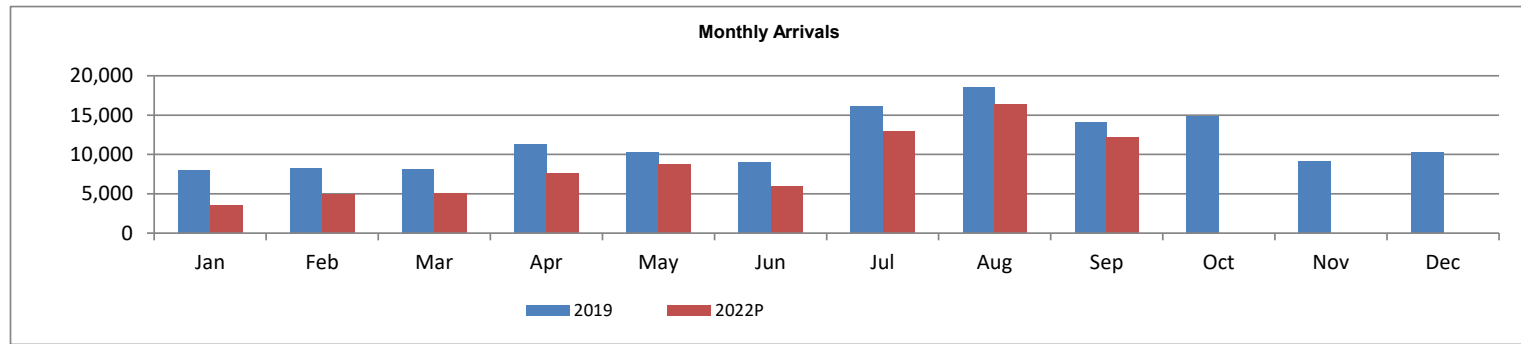
Key Performance Indicators

	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -16.9%	211.3	175.5	185.4	O'ahu	-29.6%	54,487
Daily Spend (\$PPPD)	↔ 3.1%	157.6	162.5	156.2	Maui	-29.4%	32,839
Visitor Days	↓ -19.4%	1,341,011	1,080,451	1,186,896	Moloka'i	-12.7%	1,150
Arrivals	↓ -25.5%	103,667	77,248	84,710	Lāna'i	-29.8%	968
Daily Census	↓ -19.4%	4,912	3,958	3,252	Kaua'i	-29.2%	18,709
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	-15.7%	26,943

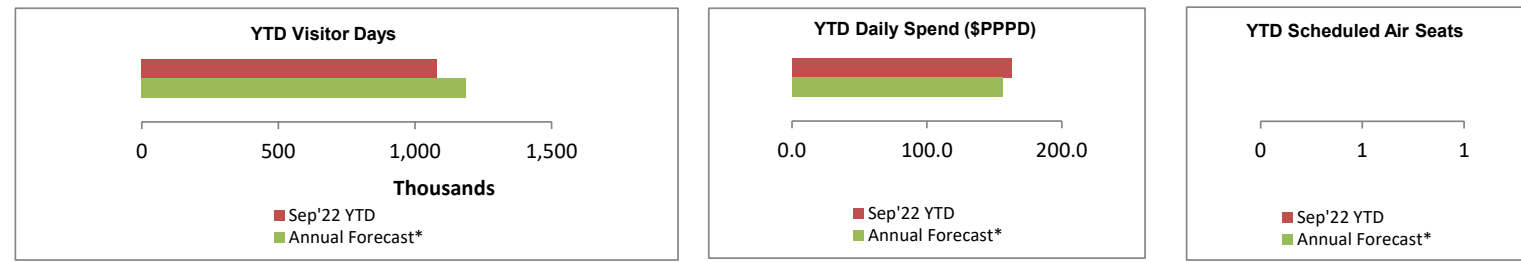
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **LATIN AMERICA**

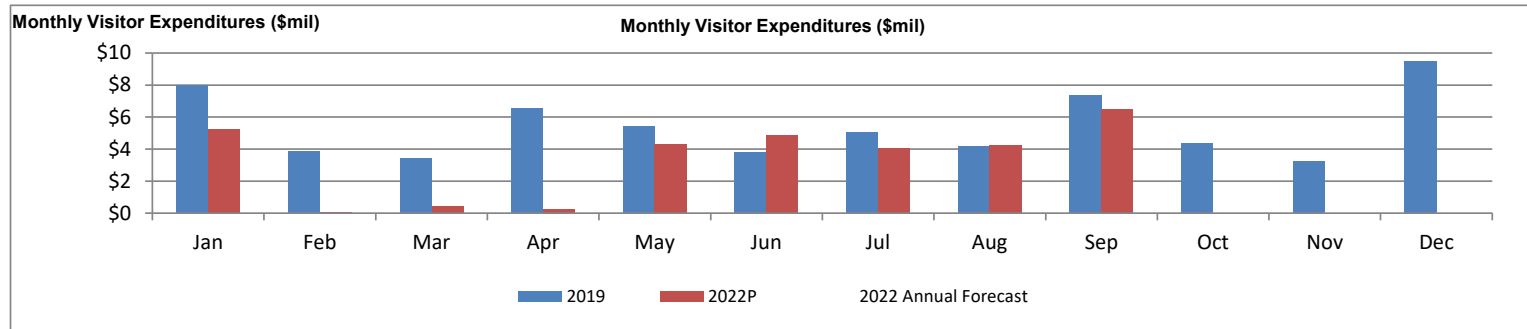
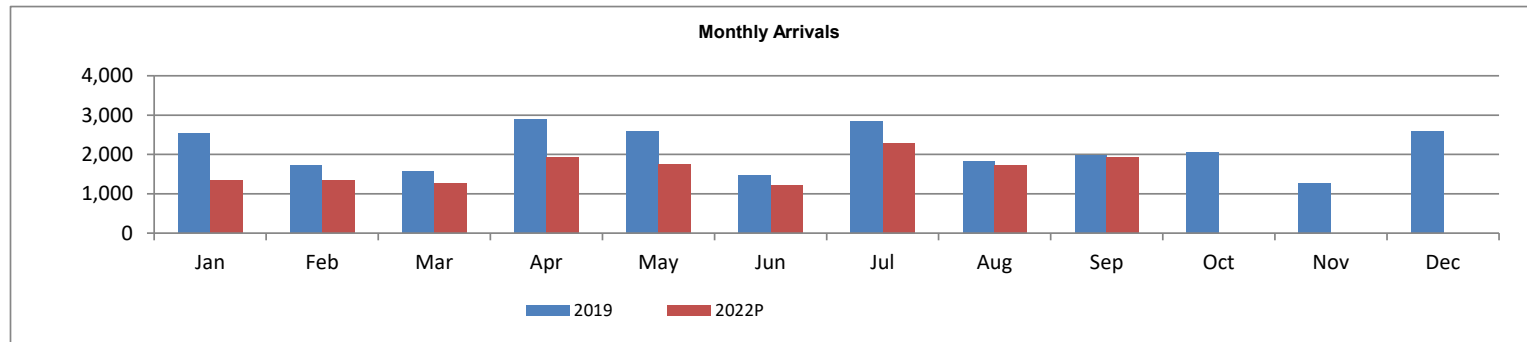
Key Performance Indicators

	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -37.4%	47.6	29.8	N/A	O'ahu	-32.0%	10,071
Daily Spend (\$PPPD)	↓ -20.9%	232.2	183.8	N/A	Maui	-24.3%	5,023
Visitor Days	↓ -21.0%	205,158	162,142	N/A	Moloka'i	-37.4%	91
Arrivals	↓ -23.9%	19,422	14,787	N/A	Lāna'i	-67.5%	129
Daily Census	↓ -21.0%	751	594	N/A	Kaua'i	-38.1%	1,563
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	-13.3%	3,368

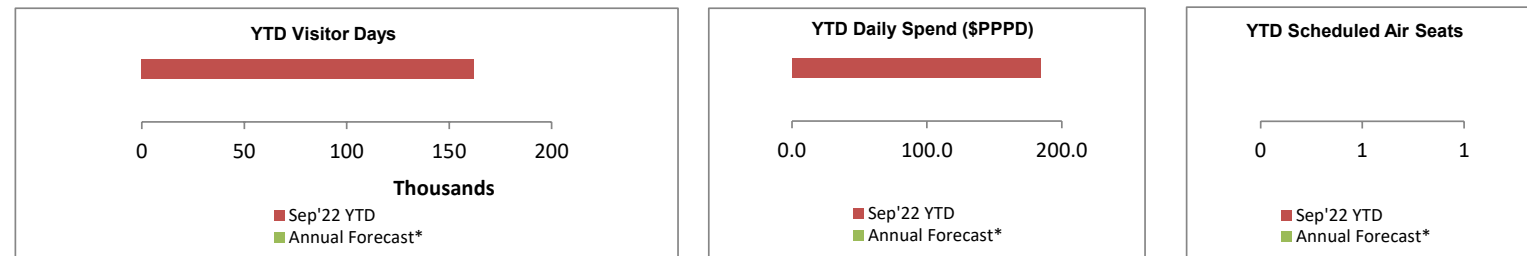
\* DBEDT Annual Forecast as of Q3 2022.

<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