HTA REGULAR BOARD MEETING Thursday, July 28, 2022

Hō 'ike 'Ikepili Noi 'i 'Oihana Ho 'omāka 'ika 'i Presentation and Discussion of Current Market Insights and Conditions in Hawai'i and Key Major Hawai'i Tourism Markets, including the United States, Japan, Canada, Oceania, and Cruise

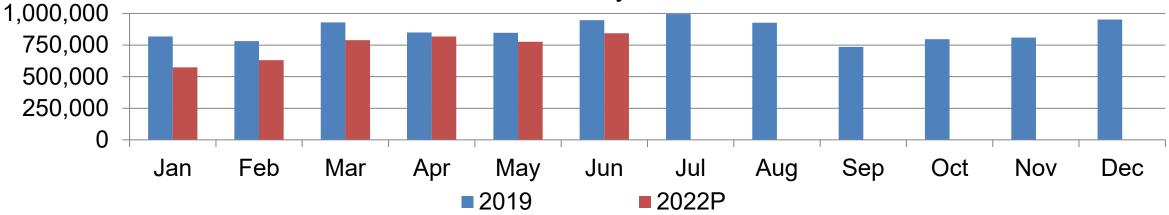
Jennifer Chun Director of Tourism Research



AUTHORITY







Note: 2022 figures are preliminary.



EXPENDITURES				PPPD			
(\$mil.)	2022P	2021P	2019	SPENDING (\$)	2022P	2021P	2019
TOTAL (AIR)	1,831.6	1,483.7	1,630.5	TOTAL (AIR)	230.4	193.2	195.6
U.S. West	963.3	916.4	691.2	U.S. West	215.3	188.0	171.1
U.S. East	662.5	513.3	491.1	U.S. East	260.3	201.9	209.9
Japan	24.3	7.4	182.0	Japan	243.8	222.4	248.5
Canada	34.4	2.0	36.1	Canada	195.9	175.7	159.9
All Others	147.2	44.6	230.0	All Others	224.8	205.4	230.9

VISITOR				AVERAGE DAILY			
ARRIVALS	2022P	2021P	2019	CENSUS	2022P	2021P	2019
TOTAL (AIR)	841,809	791,053	946,373	TOTAL (AIR)	264,942	255,936	277,805
U.S. West	498,358	521,796	452,958	U.S. West	149,109	162,440	134,664
U.S. East	249,684	247,382	240,223	U.S. East	84,835	84,772	77,986
Japan	11,940	1,859	126,592	Japan	3,319	1,103	24,419
Canada	15,634	627	19,172	Canada	5,856	384	7,526
All Others	66,193	19,390	107,428	All Others	21,823	7,237	33,211

Note: 2022 and 2021 figures are preliminary.



EXPENDITURES				PPPD			
(\$mil.)	2022P	2021P	2019	SPENDING (\$)	2022P	2021P	2019
Oʻahu	787.9	641.1	738.1	Oʻahu	236.9	197.8	190.8
Maui	549.8	448.7	477.1	Maui	240.2	200.1	209.2
Molokaʻi	2.6	2.1	2.3	Molokaʻi	134.8	113.1	116.3
Lānaʻi	12.8	10.2	11.1	Lānaʻi	505.7	431.5	441.3
Kauaʻi	231.2	177.8	196.1	Kaua'i	222.6	196.3	198.1
Hawai'i Island	247.2	203.8	205.8	Hawai'i Island	197.8	163.5	178.9

VISITOR				AVERAGE DAILY			
ARRIVALS	2022P	2021P	2019	CENSUS	2022P	2021P	2019
Oʻahu	437,769	394,726	562,749	Oʻahu	110,855	108,037	128,968
Maui	288,333	260,618	295,926	Maui	76,288	74,731	76,008
Molokaʻi	3,549	2,977	5,776	Moloka'i	654	631	664
Lānaʻi	6,082	5,016	9,020	Lāna'i	846	789	840
Kauaʻi	133,517	104,329	134,790	Kauaʻi	34,631	30,194	32,986
Hawaiʻi Island	157,443	136,781	163,564	Hawai'i Island	41,669	41,555	38,338

Note: 2022 and 2021 figures are preliminary.



Hawai'i Airport Throughput



Hawaii Airports

Throughput for the last 6 months, % change compared to same time 2 years ago

	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22
Daniel K. Inouye International Airport	-38%	-33%	-23%	-15%	-19 %	-25%
Kahului	-15%	-8 %	1%	5%	0%	-1%
Ellison Onizuka Kona International Airport	-13%	-10%	1%	8%	7 %	-4%
Lihue	-16%	-6 %	-1%	9 %	5%	5%
Hilo International	-23%	-20%	-4%	-4%	0%	5%

Source: TSA by Tourism Economics



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PURPOSE OF TRIP - % Total	Total b	v Air	US W	lest	US E	ast	Japa	an	Cana	Ida
	2022P	2019	2022P	2019	2022P	2019	2022P	2019	2022P	2019
Pleasure (Net)	86.8%	84.7%	87.4%	84.6%	85.0%	81.7%	79.8%	81.9%	89.7%	<mark>95.1%</mark>
Honeymoon/Get Married	4.7%	4.8%	3.0%	2.2%	4.8%	3.4%	15.8%	11.4%	6.8%	1.6%
Honeymoon	4.0%	4.3%	2.4%	1.8%	4.1%	2.9%	15.1%	10.6%	6.6%	<mark>1.4%</mark>
Get Married	0.9%	0.8%	0.8%	0.5%	0.9%	0.6%	3.5%	1.8%	0.2%	0.2%
Pleasure/Vacation	82.8%	80.4%	85.0%	82.8%	80.9%	78.9%	65.6%	71.1%	83.3%	93.8%
Mtgs/Conventions/Incentive	2.6%	2.9%	2.1%	1.8%	3.3%	2.5%	9.9%	6.1%	2.4%	2.0%
Conventions	1.4%	1.2%	1.2%	1.0%	1.9%	1.5%	1.7%	0.5%	1.1%	1.2%
Corporate Meetings	0.7%	0.7%	0.6%	0.6%	0.9%	0.7%	1.7%	0.1%	1.0%	0.7%
Incentive	0.7%	1.1%	0.4%	0.2%	0.7%	0.4%	7.7%	5.5%	0.6%	0.2%
Other Business	2.2%	2.2%	2.3%	2.9%	2.3%	3.0%	2.2%	0.6%	2.1%	0.6%
Visit Friends/Rel.	9.8%	10.1%	10.0%	12.5%	10.8%	14.3%	6.5%	1.5%	6.4%	4.2%
Gov't/Military	1.0%	0.6%	0.8%	0.6%	1.8%	1.2%	0.4%	0.0%	0.3%	0.0%
Attend School	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.4%	0.5%	0.1%	0.1%
Sport Events	0.4%	2.5%	0.4%	1.3%	0.3%	1.4%	0.3%	9.6%	0.3%	1.1%
Other	3.2%	3.2%	2.9%	2.6%	3.5%	3.1%	9.9%	6.8%	3.3%	0.9%

Note: 2022 figures are preliminary.



ACCOMMODATIONS - % Total	Total b	y Air	US W	US West		US East		an	Canada	
	2022P	2019	2022P	2019	2022P	2019	2022P	2019	2022P	2019
Plan to stay in Hotel	55.4%	58.4%	50.8%	48.5%	58.4%	56.5%	69.1%	82.5%	55.1%	45.5%
Plan to stay in Condo	18.0%	16.7%	19.7%	18.7%	16.7%	14.0%	17.8%	13.2%	21.5%	32.5%
Plan to stay in Timeshare	9.2%	7.2%	10.5%	8.6%	8.3%	7.3%	13.7%	5.3%	5.5%	8.8%
Cruise Ship	0.7%	1.1%	0.2%	0.7%	1.7%	2.5%	0.0%	0.3%	0.9%	1.1%
Friends/Relatives	10.1%	12.2%	10.6%	15.3%	10.5%	16.0%	4.6%	1.2%	7.5%	5.8%
Bed & Breakfast	1.0%	1.2%	0.8%	1.2%	1.0%	1.5%	0.0%	0.2%	1.0%	1.5%
Rental House	12.8%	10.5%	13.1%	12.1%	14.3%	12.2%	0.6%	0.4%	14.4%	13.0%
Hostel	0.7%	0.8%	0.4%	0.7%	0.5%	0.9%	0.2%	0.1%	3.3%	1.8%
Camp Site, Beach	0.7%	0.7%	0.5%	0.8%	0.6%	0.7%	0.0%	0.0%	3.0%	1.9%
Private Room in Private Home**	1.1%	1.8%	0.9%	1.4%	0.8%	1.4%	0.5%	0.4%	7.2%	1.8%
Shared Room/Space in Private										
Home**	0.3%	0.5%	0.3%	0.5%	0.4%	0.5%	0.3%	0.3%	0.3%	0.6%
Other	1.9%	1.5%	1.9%	2.0%	2.1%	2.0%	1.1%	0.0%	1.6%	1.4%

Note: 2022 figures are preliminary.



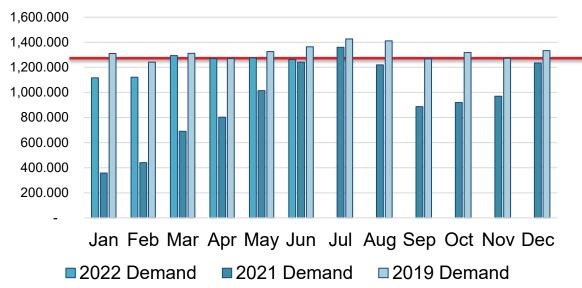
State of Hawai'i Hotel Performance

	2022	2021	2019
Occupancy	75.8%	76.9%	83.9%
ADR	\$392	\$330	\$281
RevPAR	\$297	\$254	\$235

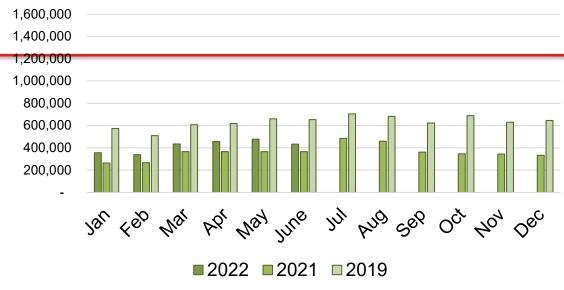
State of Hawai'i Vacation Rental Performance

	2022	2021	2019
Occupancy	69.6%	79.9%	73.7%
ADR	\$295	\$242	\$203

State of Hawai'i Hotel Demand



State of Hawai'i Vacation Rental Demand



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Hotel **Performance:** Hawai'i vs. Other **Destinations**

	Year-To-Date June 2022									
Destination	(Occupancy		Average	e Daily Rate	e (USD)	RevPAR (USD)			
	2022	2021	% Pt. Δ	2022	2021	%Δ	2022	2021	%Δ	
State of Hawai'i	73.0%	48.0%	25.0%	\$364.75	\$295.45	23.5%	\$266.16	\$141.86	87.6%	
Oʻahu	73.4%	46.3%	27.1%	\$252.17	\$196.94	28.0%	\$185.03	\$91.15	103.0%	
Maui County	68.7%	52.1%	16.6%	\$606.36	\$483.36	25.4%	\$416.78	\$251.77	65.5%	
Kaua'i	77.7%	42.2%	35.4%	\$395.58	\$260.17	52.0%	\$307.28	\$109.89	179.6%	
Hawaiʻi Island	76.2%	50.8%	25.4%	\$404.44	\$312.13	29.6%	\$307.98	\$158.41	94.4%	
Aruba	63.3%	41.5%	21.8%	\$389.25	\$291.22	33.7%	\$246.53	\$120.96	103.8%	
Bali	34.4%	13.1%	21.3%	\$82.72	\$63.09	31.1%	\$28.49	\$8.26	244.8%	
Bangkok	44.0%	21.5%	22.5%	\$77.96	\$67.30	15.8%	\$34.31	\$14.48	136.9%	
Beijing	42.0%	54.2%	-12.3%	\$72.43	\$80.23	-9.7%	\$30.40	\$43.52	-30.2%	
Cabo San Lucas	64.3%	45.0%	19.3%	\$423.43	\$402.91	5.1%	\$272.15	\$181.37	50.1%	
Cancun	73.1%	52.6%	20.5%	\$231.49	\$194.53	19.0%	\$169.24	\$102.30	65.4%	
Caribbean	61.0%	35.3%	25.7%	\$301.02	\$237.17	26.9%	\$183.48	\$83.70	119.2%	
Costa Rica	60.8%	35.2%	25.6%	\$215.67	\$180.91	19.2%	\$131.21	\$63.76	105.8%	
Fiji	59.7%	24.7%	35.1%	\$179.14	\$61.06	193.4%	\$107.00	\$15.06	610.3%	
French Polynesia	61.9%	31.2%	30.7%	\$675.96	\$642.02	5.3%	\$418.28	\$200.05	109.1%	
Hong Kong	59.5%	50.1%	9.3%	\$134.44	\$92.40	45.5%	\$79.94	\$46.31	72.6%	
Los Angeles/Long Beach, CA	70.4%	57.9%	12.5%	\$198.12	\$138.46	43.1%	\$139.49	\$80.12	74.1%	
Maldives	66.9%	52.7%	14.1%	\$685.30	\$657.66	4.2%	\$458.34	\$346.82	32.2%	
Miami/Hialeah, FL	75.4%	68.6%	6.8%	\$286.22	\$224.09	27.7%	\$215.73	\$153.67	40.4%	
New Zealand	44.4%	56.4%	-12.0%	\$122.94	\$130.44	-5.7%	\$54.61	\$73.62	-25.8%	
Orlando, FL	73.6%	53.6%	20.0%	\$155.61	\$110.30	41.1%	\$114.47	\$59.14	93.6%	
Philippines	50.0%	45.9%	4.1%	\$78.10	\$53.83	45.1%	\$39.02	\$24.71	57.9%	
Phuket	39.8%	9.2%	30.6%	\$116.84	\$82.71	41.3%	\$46.48	\$7.57	513.7%	
Puerto Rico	71.0%	61.1%	9.9%	\$291.43	\$239.49	21.7%	\$206.81	\$146.22	41.4%	
Puerto Vallarta	73.7%	50.2%	23.5%	\$123.47	\$101.39	21.8%	\$90.99	\$50.93	78.6%	
San Diego, CA	72.1%	54.9%	17.2%	\$190.97	\$139.37	37.0%	\$137.60	\$76.45	80.0%	
San Francisco/San Mateo, CA	60.5%	39.8%	20.7%	\$202.64	\$130.76	55.0%	\$122.55	\$51.98	135.8%	
Seoul	51.3%	35.7%	15.5%	\$133.54	\$127.44	4.8%	\$68.45	\$45.56	50.2%	
Shanghai	49.5%	62.3%	-12.7%	\$70.52	\$79.80	-11.6%	\$34.94	\$49.70	-29.7%	
Sydney	56.7%	45.8%	11.0%	\$164.63	\$145.81	12.9%	\$93.36	\$66.71	40.0%	
Taiwan	37.0%	32.2%	4.8%	\$142.05	\$130.31	9.0%	\$52.62	\$42.00	25.3%	
Vancouver	65.5%	35.2%	30.3%	\$165.96	\$111.02	49.5%	\$108.71	\$39.05	178.4%	
Vietnam	32.1%	21.8%	10.3%	\$101.04	\$90.37	11.8%	\$32.41	\$19.72	64.3%	
2022 Hawai'i Tourism Authority							 HAM 	Al'I TOUR	. IS M	

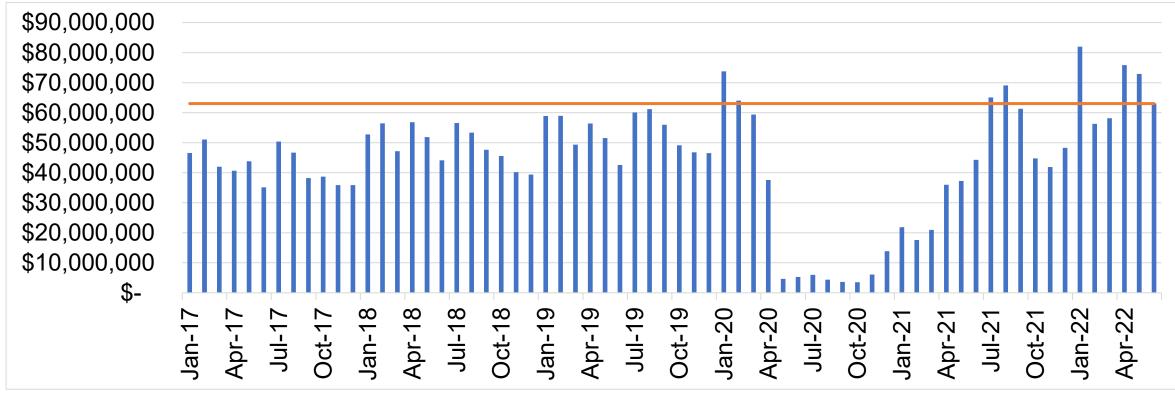
Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority



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July 28, 2022

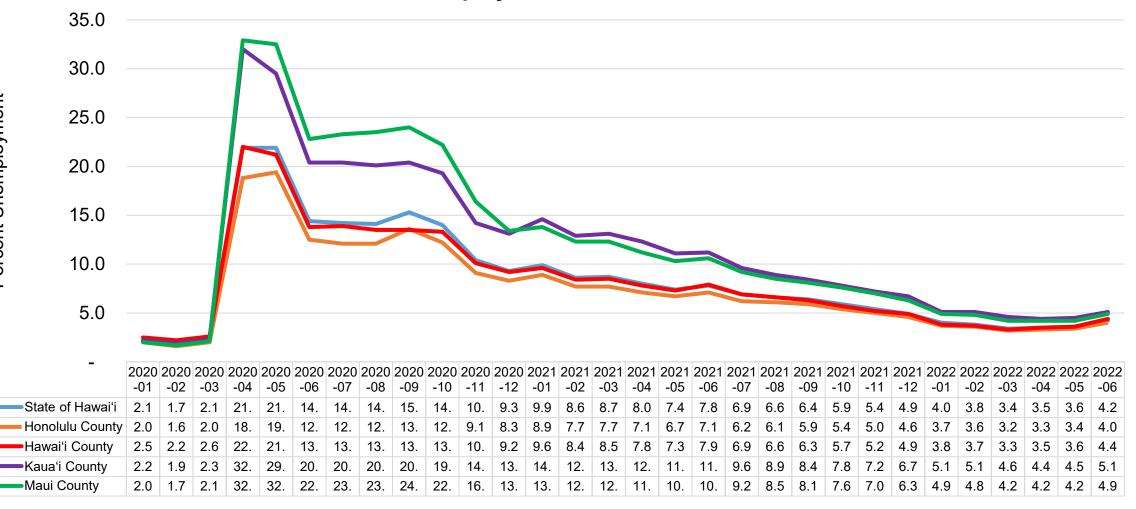
- Preliminary TAT Collections: \$63.04 million
- Preliminary YTD Fiscal 22 TAT Collections: \$738.7 million (+243.1%)
- YTD Fiscal 21 TAT Collections: \$215.3 million (+\$523.3 million)



Source: Department of Taxation



Unemployment Rate, Civilian



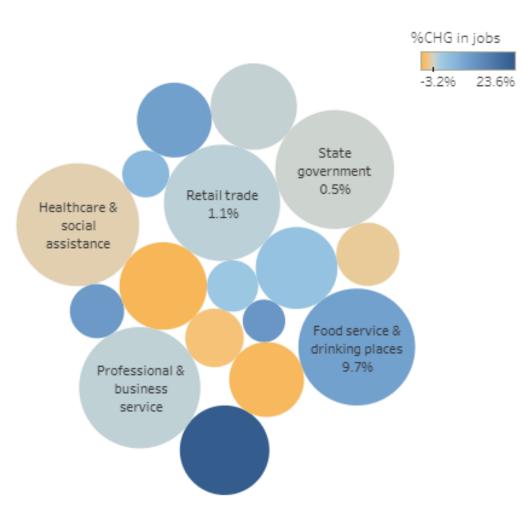
Compiled by Research & Economic Analysis Division, State of Hawaii Department of Business, Economic Development and Tourism. Source: State of Hawai'i Dep. of Labor & Industrial Relations



11 July 28, 2022

Percent Unemployment

	Jobs	CHG*	%CHG*
Total non-agriculture W&S jobs	607,400	19,000	3.2%
Nat'l resources, mining & construction	36,000	-1,200	-3.2%
Manufacturing	12,400	400	3.3%
Wholesale trade	16,100	-300	-1.8%
Retail trade	63,600	700	1.1%
Transportation, warehousing & utilities	31,500	1,300	4.3%
Information	8,500	900	11.8%
Financial activities	26,400	-800	-2.9%
Professional & business service	69,200	700	1.0%
Educational service	13,800	1,400	11.3%
Healthcare & social assistance	71,000	-400	-0.6%
Arts, entertainment & recreation	10,400	600	6.1%
Accommodation	37,700	7,200	23.6%
Food service & drinking places	64,200	5,700	9.7%
Other service	26,300	2,400	10.0%
Federal government	35,100	300	0.9%
State government	66,400	300	0.5%
Local government	18,800	-200	-1.1%



*Change from the same period of previous year

Compiled by Research & Economic Analysis Division, State of Hawaii Department of Business, Economic Development and Tourism. Source: State of Hawai'i Dep. of Labor & Industrial Relations

Scheduled Nonstop Seats to Hawai'i by Port Entry

June		Total		C	omestic		International		
	2022	2021	2019	2022	2021	2019	2022	2021	2019
STATE	1,049,608	994,026	1,182,276	954,848	972,327	903,624	94,760	21,699	278,652
HONOLULU	529,531	499,661	707,149	443,495	477,962	446,144	86,036	21,699	261,005
KAHULUI	287,701	280,976	266,126	278,977	280,976	258,063	8,724	0	8,063
KONA	124,791	125,211	114,157	124,791	125,211	104,573	0	0	9,584
HILO	5,191	4,999	4,700	5,191	4,999	4,700	0	0	0
LIHU'E	102,394	83,179	90,144	102,394	83,179	90,144	0	0	0

July	Total			Domestic			International		
	2022	2021	2019	2022	2021	2019	2022	2021	2019
STATE	1,184,531	1,175,933	1,237,099	1,051,452	1,149,908	935,384	133,079	26,025	301,715
HONOLULU	624,076	583,089	736,331	501,630	557,412	452,553	122,446	25,677	283,778
KAHULUI	312,586	345,407	281,408	301,953	345,059	273,254	10,633	348	8,154
KONA	133,559	140,019	119,878	133,559	140,019	110,095	0	0	9,783
HILO	5,549	5,549	5,146	5,549	5,549	5,146	0	0	0
LIHU'E	108,761	101,869	94,336	108,761	101,869	94,336	0	0	0

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of July 25, 2022, subject to change



Scheduled Nonstop Seats to Hawai'i by Port Entry

August	Total			Domestic			International		
	2022	2021	2019	2022	2021	2019	2022	2021	2019
STATE	1,153,745	1,126,296	1,193,649	990,450	1,092,775	881,533	163,295	33,521	312,116
HONOLULU	628,485	568,905	737,103	478,410	539,147	443,146	150,075	29,758	293,957
KAHULUI	295,627	308,898	257,291	284,994	305,135	248,915	10,633	3,763	<mark>8,376</mark>
KONA	121,033	138,197	108,231	118,446	138,197	98,448	2,587	0	9,783
HILO	5,549	5,549	4,804	5,549	5,549	4,804	0	0	0
LIHU'E	103,051	104,747	86,220	103,051	104,747	86,220	0	0	0
September		Total		C	omestic		Ir	ternationa	al
September	2022	Total 2021	2019	C 2022	omestic 2021	2019	lr 2022	iternationa 2021	al 2019
September STATE	2022 976,588		2019 1,006,133			2019 711,307			
•	-	2021		2022	2021		2022 151,580	2021	2019
STATE	976,588	2021 958,679	1,006,133	2022 825,008	2021 923,953	711,307	2022 151,580	2021 34,726	2019 294,826
STATE HONOLULU	976,588 559,183	2021 958,679 486,410	1,006,133 659,708	2022 825,008 419,262	2021 923,953 455,149	711,307 381,546	2022 151,580 139,921	2021 34,726 31,261	2019 294,826 278,162
STATE HONOLULU KAHULUI	976,588 559,183 232,628	2021 958,679 486,410 251,430	1,006,133 659,708 204,791	2022 825,008 419,262 223,556	2021 923,953 455,149 247,965	711,307 381,546 197,711	2022 151,580 139,921 9,072 2,587	2021 34,726 31,261 3,465	2019 294,826 278,162 7,080

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of July 25, 2022, subject to change





Scheduled Nonstop Seats to Hawai'i From Japan

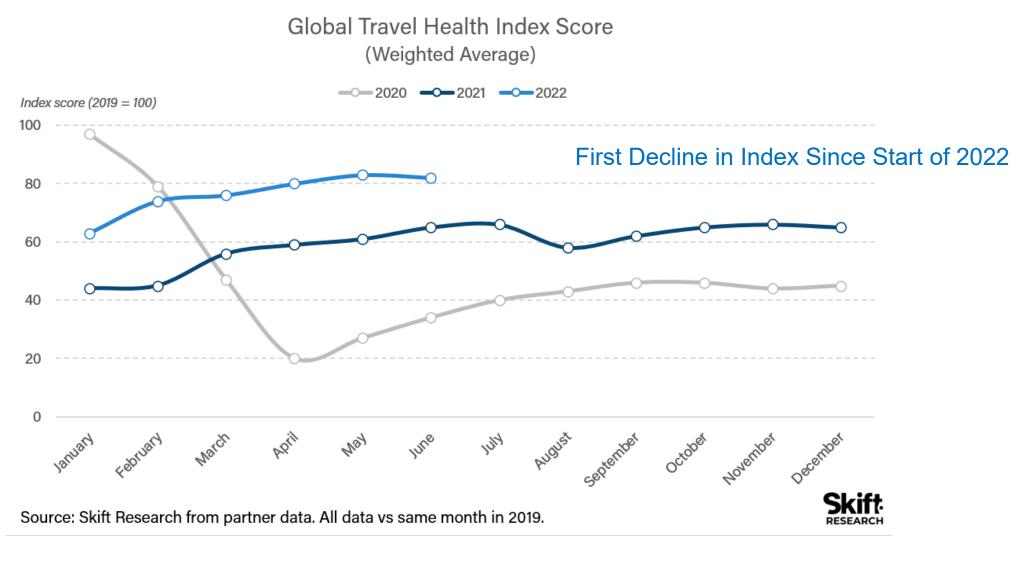
	July		August			September			
	2022	2021	2019	2022	2021	2019	2022	2021	2019
JAPAN	37,108	9,626	165,392	70,709	11,214	179,764	61,912	11,650	171,968
Nagoya			14,415	1,592	0	14,415	995	0	13,498
Osaka	1,709	1,390	30,573	10,848	1,112	34,720	9,335	1,390	33,600
Sapporo			3,614			4,448			3,614
Tokyo HND	14,677	3,764	24,862	27,426	4,010	24,862	26,326	3,746	24,060
Tokyo NRT	20,722	4,472	91,928	30,843	6,092	101,319	25,256	6,514	97,196

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of July 25, 2022, subject to change





Skift Travel Health Index June 2022 = 82



Source: Skift Research



Skift Travel Health Index by Country



Source: Skift Research



Pacific Asia Travel Association COVID-19 Update & Recovery Dashboard

DESTINATION	LOCKDOWN STATUS	INBOUND TRAVEL	OUTBOUND TRAVEL	VACCINATION RATE
CANADA	OPEN	OPEN	OPEN	31,475,439 (82.9%)
CHILE	OPEN	OPEN	OPEN	17,602,109 (92.1)
MEXICO	OPEN	OPEN	OPEN	79,947,470 (63.2%)
USA	OPEN	OPEN	OPEN	222,682,652 (67.6%)

Open – no restrictions on capacities, all economic sectors open - but face maskwearing may still be imposed.

Partial – some restrictions are in place - that could be certain school classes, nightclubs/ bars, certain economic sectors, limits on the number of people in gatherings, etc.

Restricted – closure of all non-essential businesses, restricted movement.

Inbound travel:

Open – leisure tourism permitted for majority of inbound travellers, although testing/ pre-registration/ visas may be required.

Partial – leisure tourism may be permitted, either to certain parts of the country or for certain nationalities to enter the country only. Could also apply to certain "Green Lane" schemes.

Restricted – leisure tourism not permitted.

Closed – all entry not permitted.



DESTINATION	LOCKDOWN STATUS	INBOUND TRAVEL	OUTBOUND TRAVEL	VACCINATION RATE
CHINA	PARTIAL	PARTIAL	PARTIAL	1,261,908,000 (90%)
CHINESE TAIPEI	PARTIAL	PARTIAL	PARTIAL	19,827,559 (84%)
HONG KONG SAR	PARTIAL	OPEN	OPEN	6,491,394 (89.2%)
JAPAN	PARTIAL	PARTIAL	PARTIAL	102,437,005 (81.3%)
KOREA (ROK)	OPEN	OPEN	OPEN	44,638,788 (86.2%)
MACAO, CHINA	PARTIAL	PARTIAL	PARTIAL	586,977 (86.4%)
MONGOLIA	OPEN	OPEN	OPEN	2,175,617 (65.7%)

DESTINATION	LOCKDOWN STATUS	INBOUND TRAVEL	OUTBOUND TRAVEL	VACCINATION RATE
AUSTRALIA	OPEN	OPEN	OPEN	21,704,850 (84.6%)
NEW ZEALAND	OPEN	OPEN	OPEN	4,122,064 (83.0%)

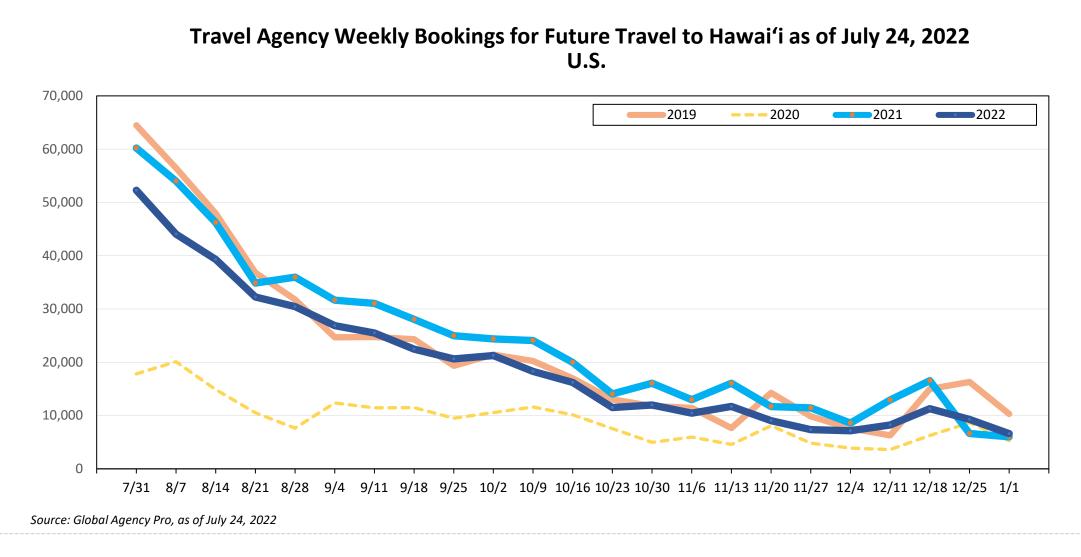
Source: Copyright © 2022 Pacific Asia Travel Association, as of July 27, 2022

TRAVEL AGENCY BOOKING TRENDS



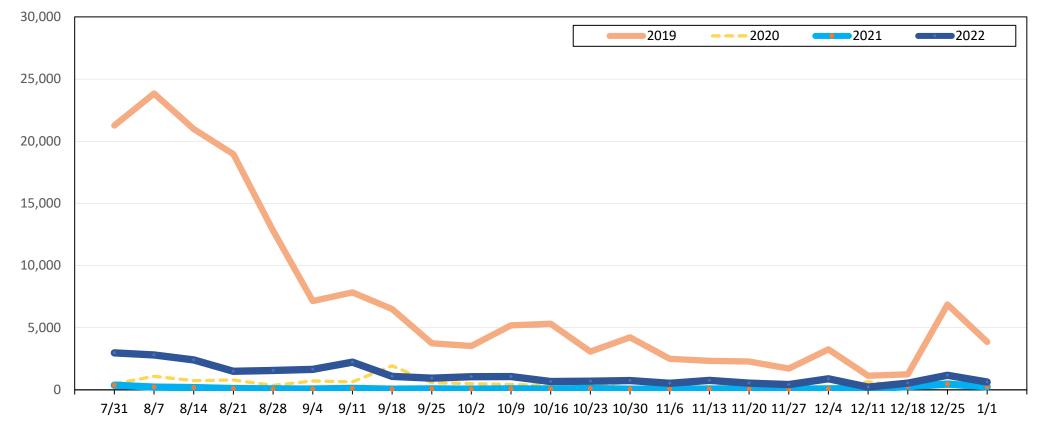


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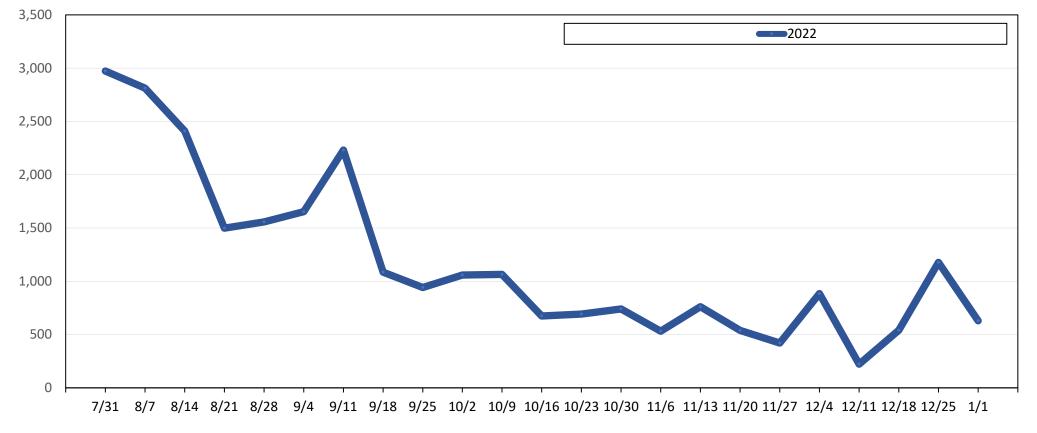
Travel Agency Weekly Bookings for Future Travel to Hawai'i as of July 24, 2022 Japan



Source: Global Agency Pro, as of July 24, 2022



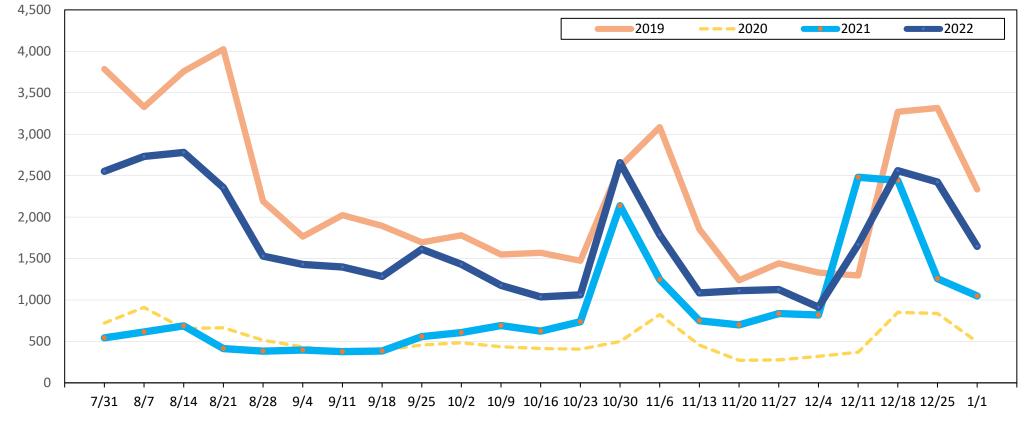






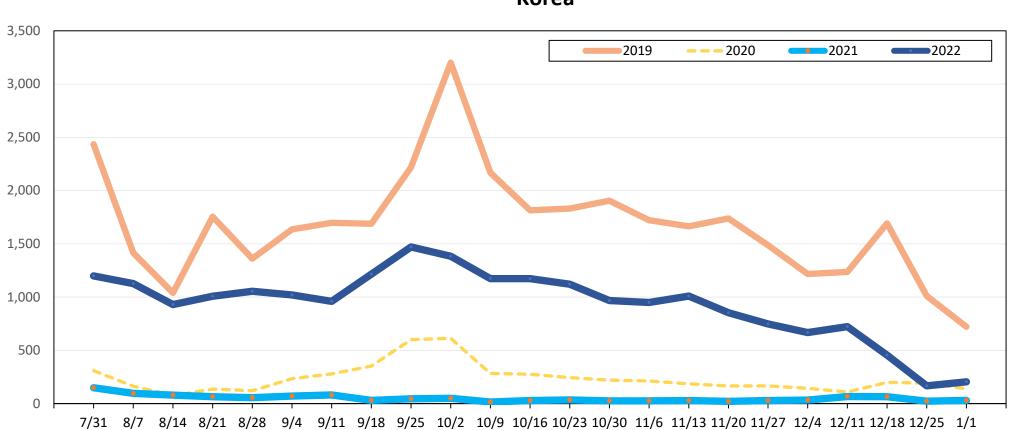
Source: Global Agency Pro, as of July 24, 2022





Source: Global Agency Pro, as of July 24, 2022



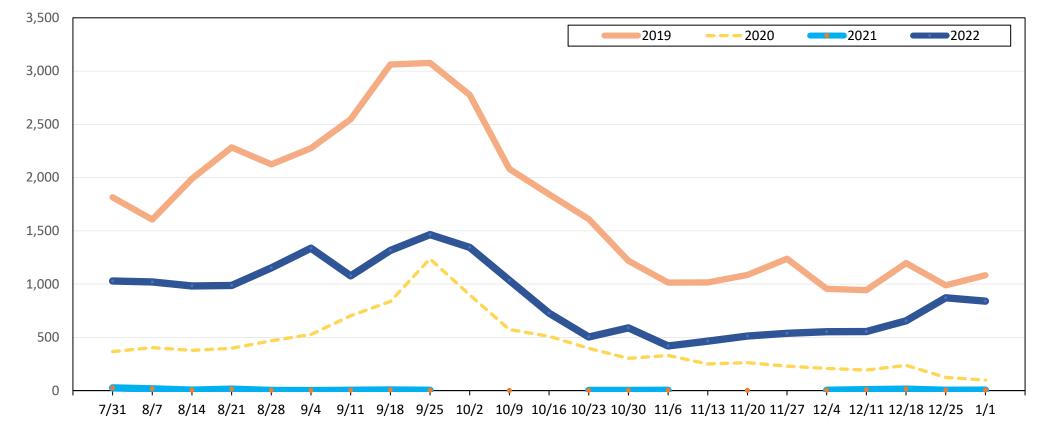


Travel Agency Weekly Bookings for Future Travel to Hawai'i as of July 24, 2022 Korea

Source: Global Agency Pro, as of July 24, 2022







Source: Global Agency Pro, as of July 24, 2022



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