

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

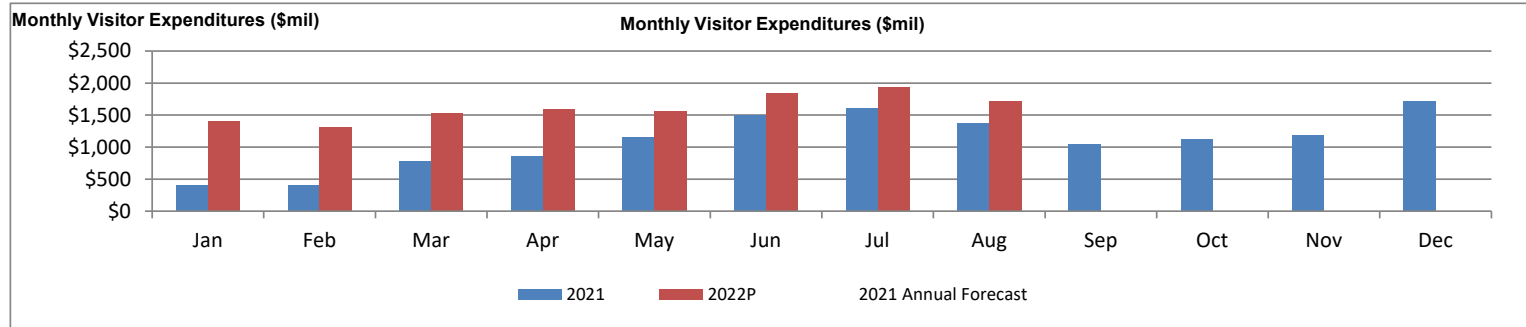
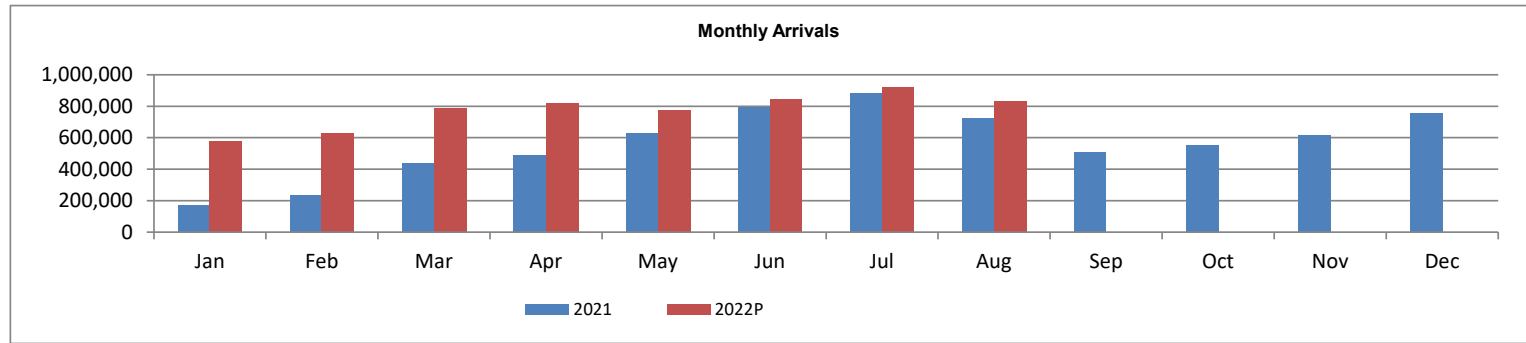
Key Performance Indicators

	YOY Rate	Aug'21 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 59.9%	8,051.6	12,873.7	18,997.5	O'ahu	49.7%	3,208,900
Daily Spend (\$PPPD)	↑ 17.8%	190.8	224.8	223.2	Maui	31.6%	1,976,346
Visitor Days	↑ 35.7%	42,209,978	57,277,079	85,108,883	Moloka'i	77.1%	28,539
Arrivals	↑ 41.9%	4,355,532	6,180,185	9,113,305	Lāna'i	49.5%	44,245
Daily Census	↑ 35.7%	173,704	235,708	233,175	Kaua'i	96.0%	902,920
Airlift (scheduled seats) [^]	↑ 29.7%	6,629,981	8,597,149	12,919,553	Hawai'i Island	49.7%	1,129,687

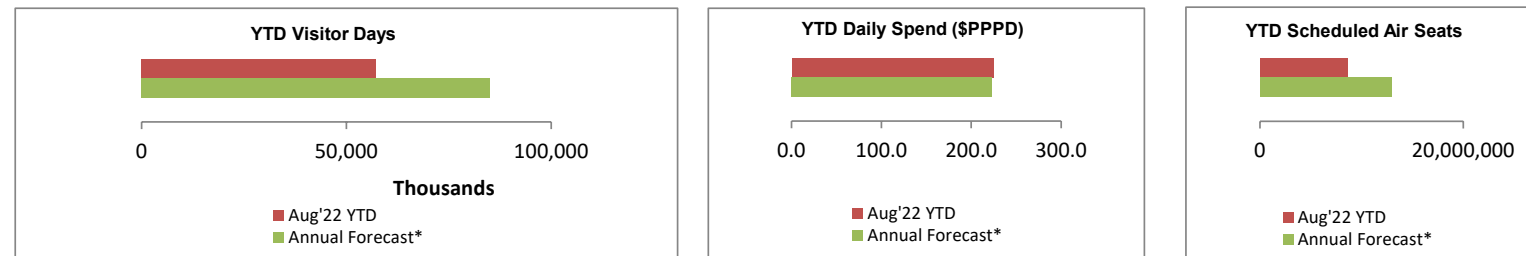
* DBEDT Annual Forecast as of Q3 2022.

[^] 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

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

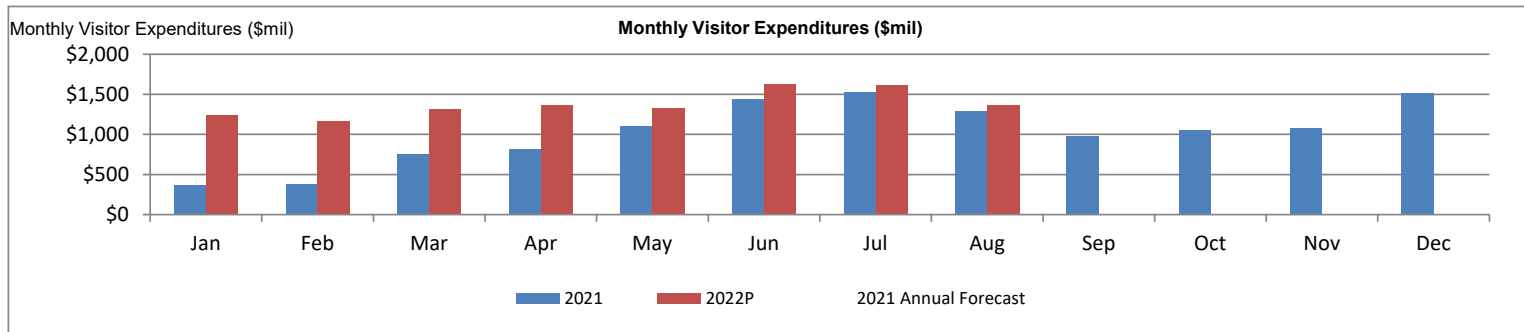
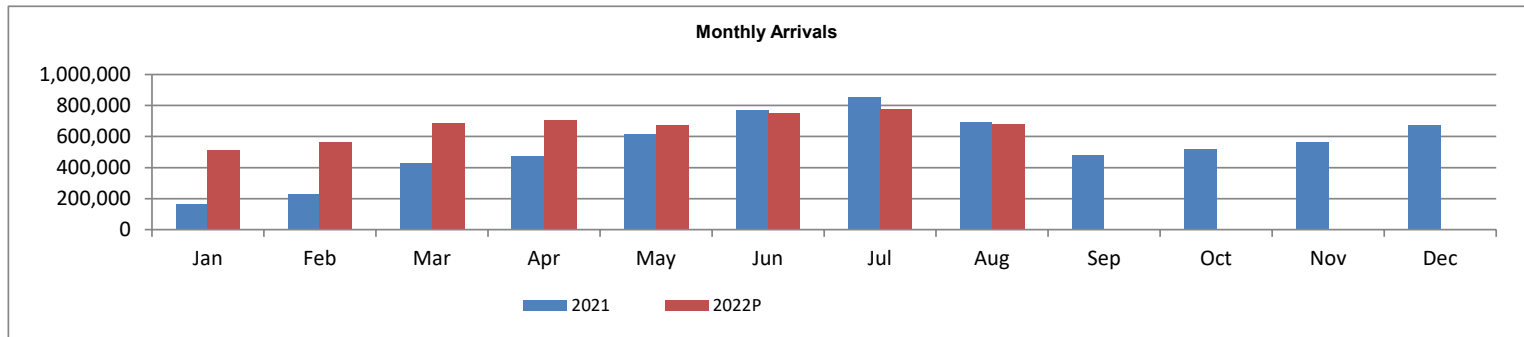
Key Performance Indicators

	YOY Rate	Aug'21 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 43.5%	7,681.0	11,024.4	16,236.3	O'ahu	27.9%	2,632,341
Daily Spend (\$PPPD)	↑ 20.3%	189.8	228.3	227.9	Maui	18.6%	1,737,828
Visitor Days	↑ 19.3%	40,465,513	48,283,091	71,234,186	Moloka'i	52.3%	23,609
Arrivals	↑ 26.7%	4,221,024	5,349,478	7,850,503	Lāna'i	32.6%	37,884
Daily Census	↑ 19.3%	166,525	198,696	195,162	Kaua'i	82.4%	820,016
Airlift (scheduled seats) [^]	↑ 18.9%	6,433,477	7,650,853	11,139,280	Hawai'i Island	35.6%	997,581

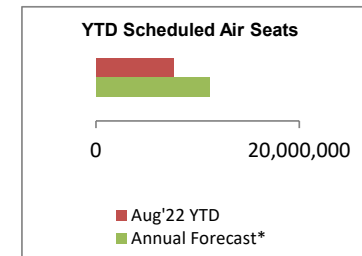
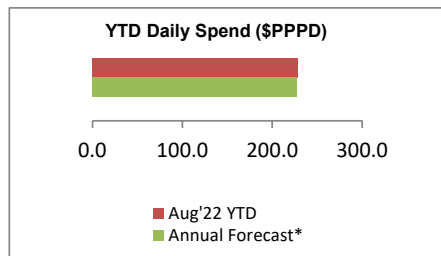
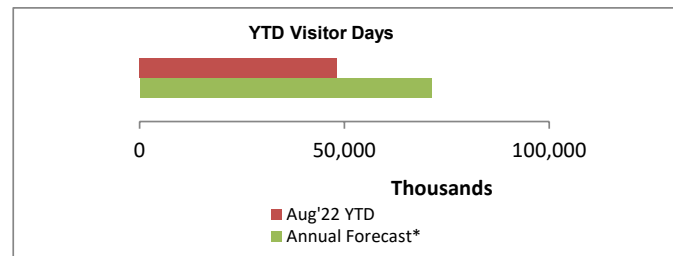
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. WEST**

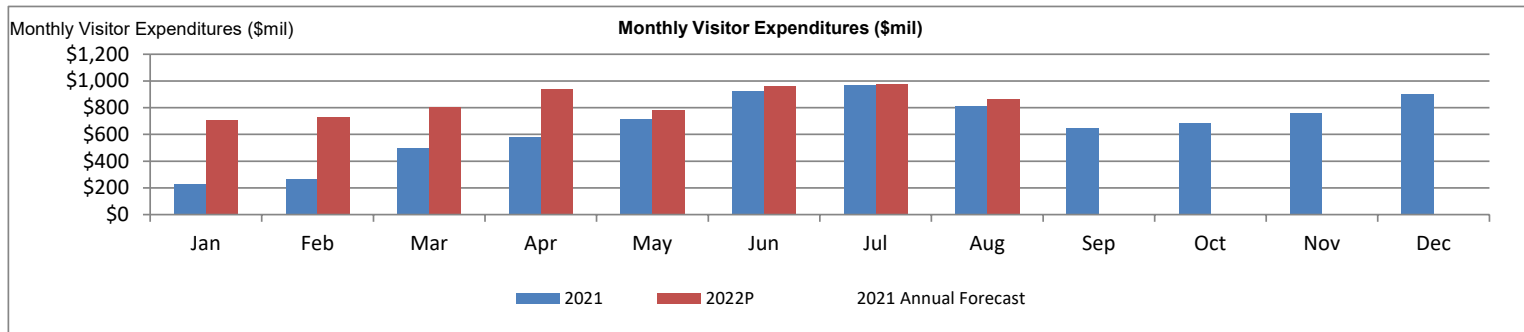
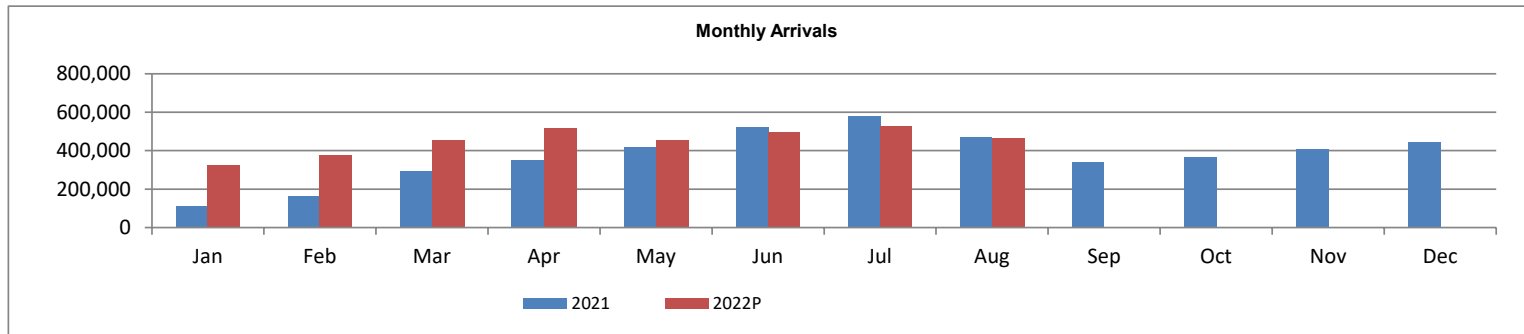
Key Performance Indicators

	YOY Rate	Aug'21 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 35.5%	4,991.6	6,764.6	9,946.1	O'ahu	26.7%	1,656,366
Daily Spend (\$PPPD)	↑ 17.7%	184.8	217.5	216.5	Maui	10.8%	1,130,412
Visitor Days	↑ 15.1%	27,012,291	31,103,419	45,934,614	Moloka'i	50.4%	14,973
Arrivals	↑ 24.2%	2,913,797	3,618,403	5,312,878	Lāna'i	26.4%	21,245
Daily Census	↑ 15.1%	111,162	127,998	125,848	Kaua'i	76.7%	546,040
Airlift (scheduled seats) [^]	↑ 20.8%	5,629,031	6,797,183	9,870,430	Hawai'i Island	28.9%	638,505

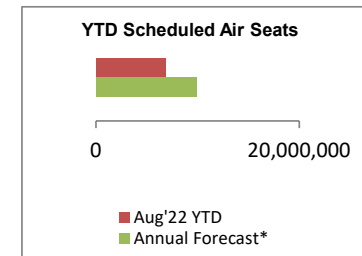
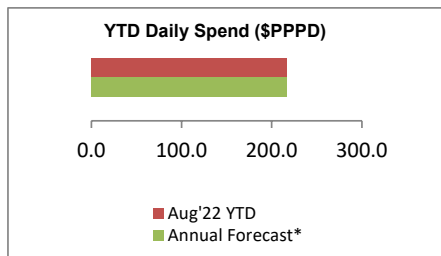
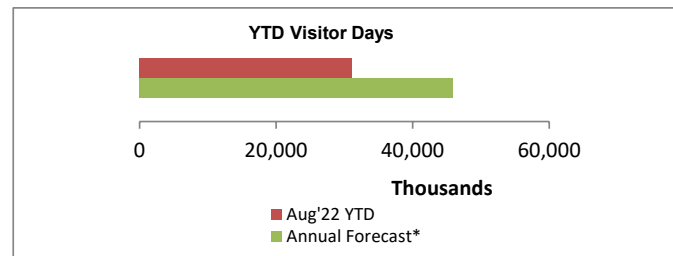
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. EAST**

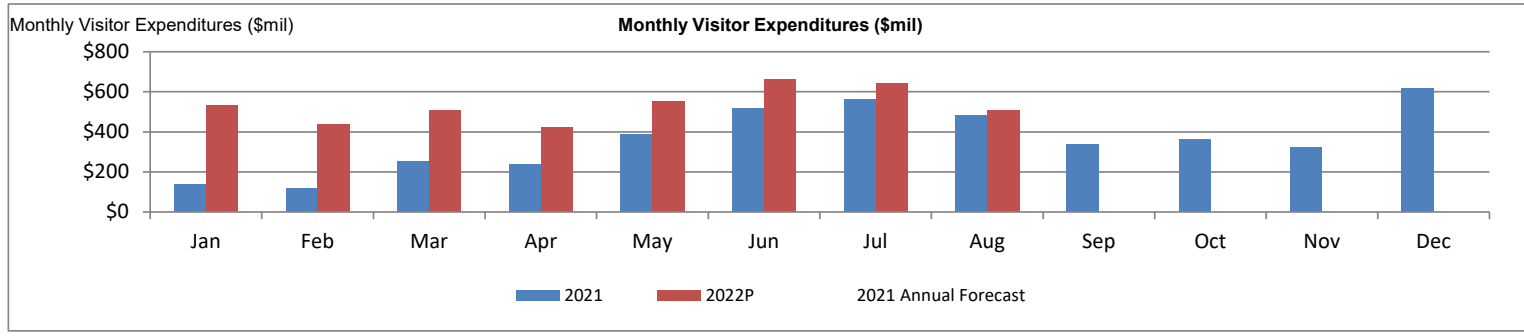
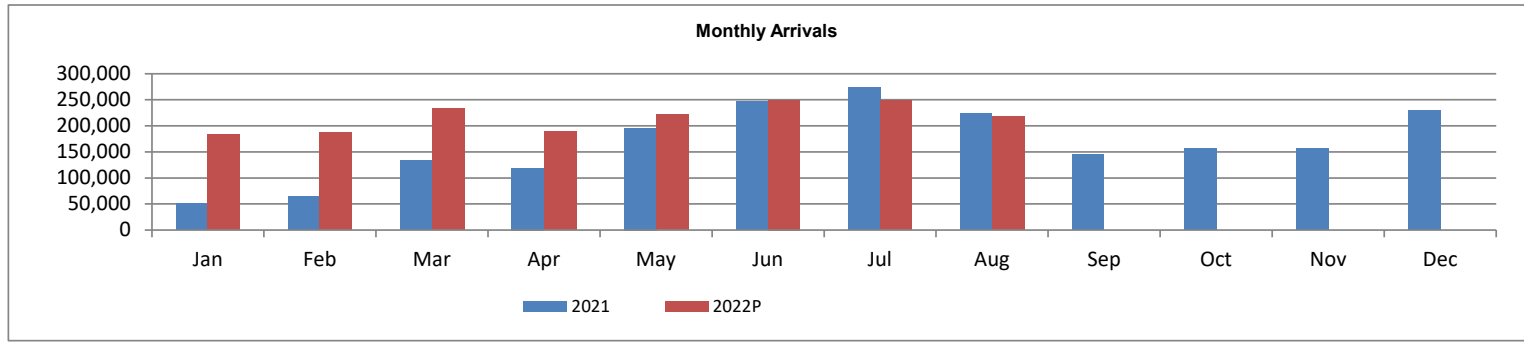
Key Performance Indicators

	YOY Rate	Aug'21 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 58.4%	2,689.4	4,259.8	6,290.2	O'ahu	29.9%	975,974
Daily Spend (\$PPPD)	↑ 24.0%	199.9	248.0	248.6	Maui	36.4%	607,416
Visitor Days	↑ 27.7%	13,453,222	17,179,672	25,299,572	Moloka'i	55.8%	8,636
Arrivals	↑ 32.4%	1,307,228	1,731,075	2,537,626	Lāna'i	41.6%	16,639
Daily Census	↑ 27.7%	55,363	70,698	69,314	Kaua'i	95.0%	273,975
Airlift (scheduled seats) [^]	↔ 6.1%	804,446	853,670	1,268,850	Hawai'i Island	49.5%	359,076

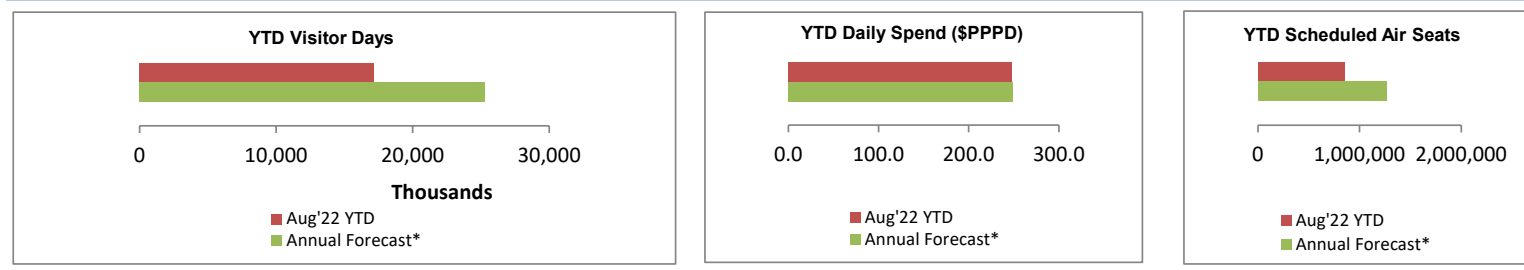
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Monthly Indicators



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: **JAPAN**

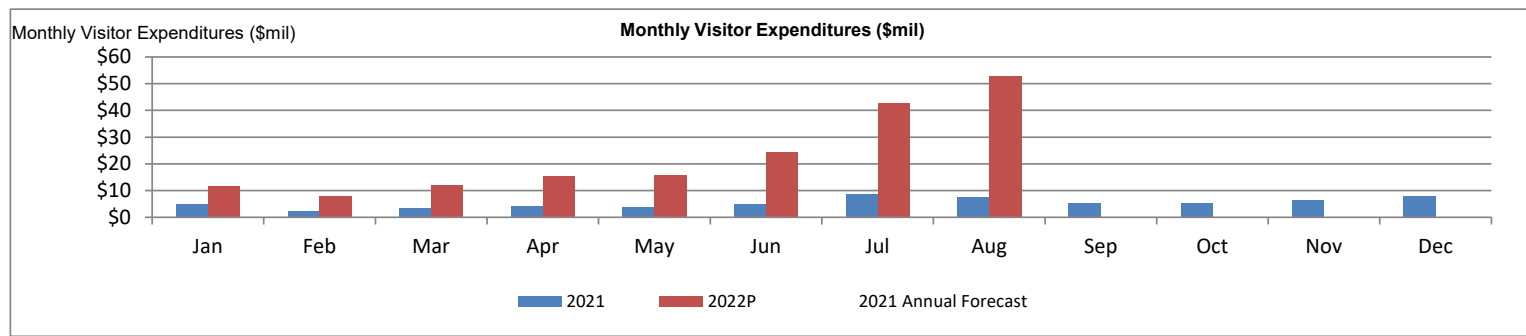
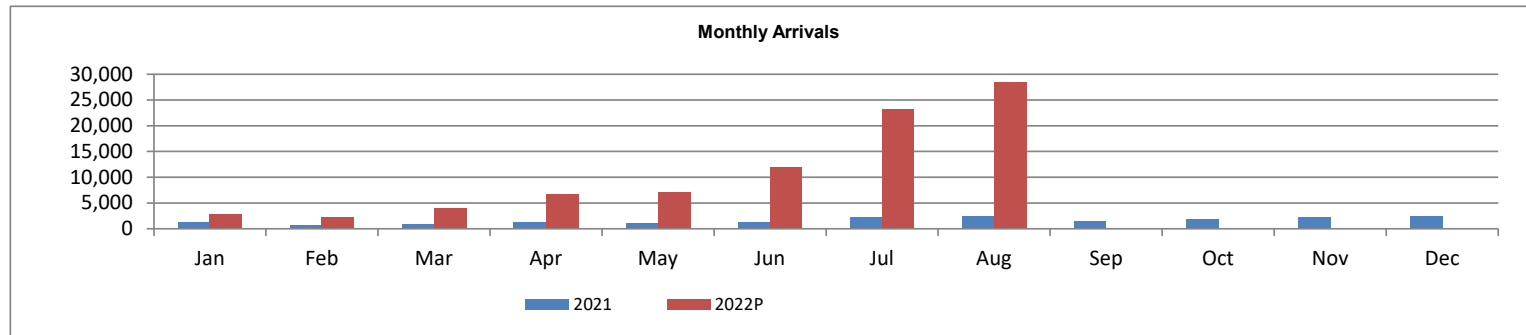
Key Performance Indicators

	YOY Rate	Aug'21 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 357.5%	39.9	182.4	468.1	O'ahu	694.5%	83,301
Daily Spend (\$PPPD)	↔ 7.2%	214.6	229.9	231.2	Maui	642.5%	2,656
Visitor Days	↑ 326.9%	185,863	793,427	2,024,134	Moloka'i	523.3%	82
Arrivals	↑ 688.4%	10,965	86,442	209,890	Lāna'i	2228.8%	225
Daily Census	↑ 326.9%	765	3,265	5,546	Kaua'i	854.5%	1,528
Airlift (scheduled seats) [^]	↑ 186.6%	75,911	217,574	586,372	Hawai'i Island	1779.5%	6,853

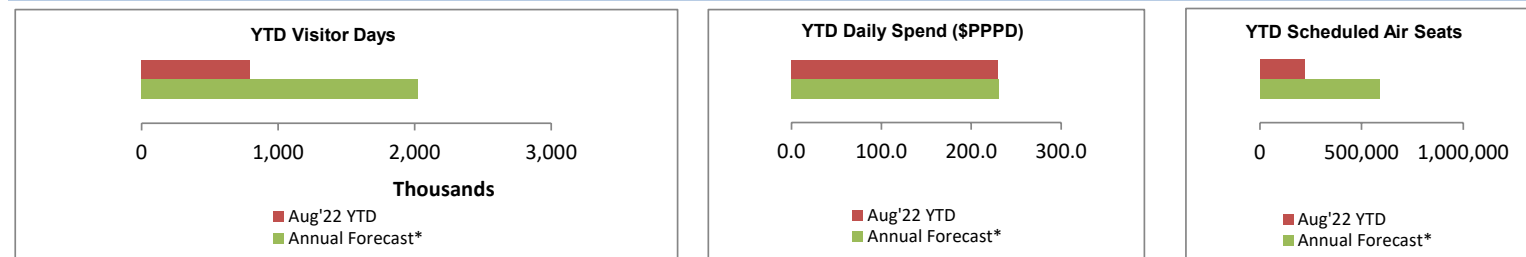
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CANADA**

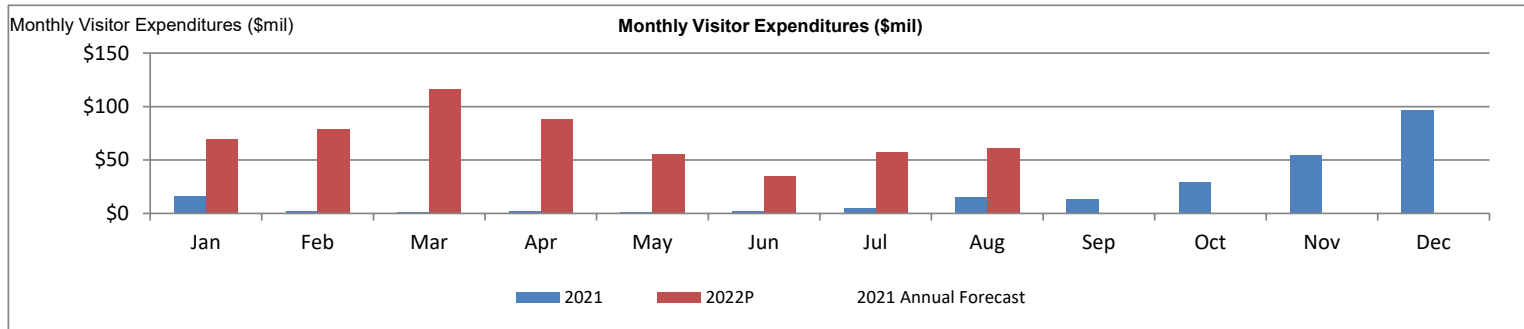
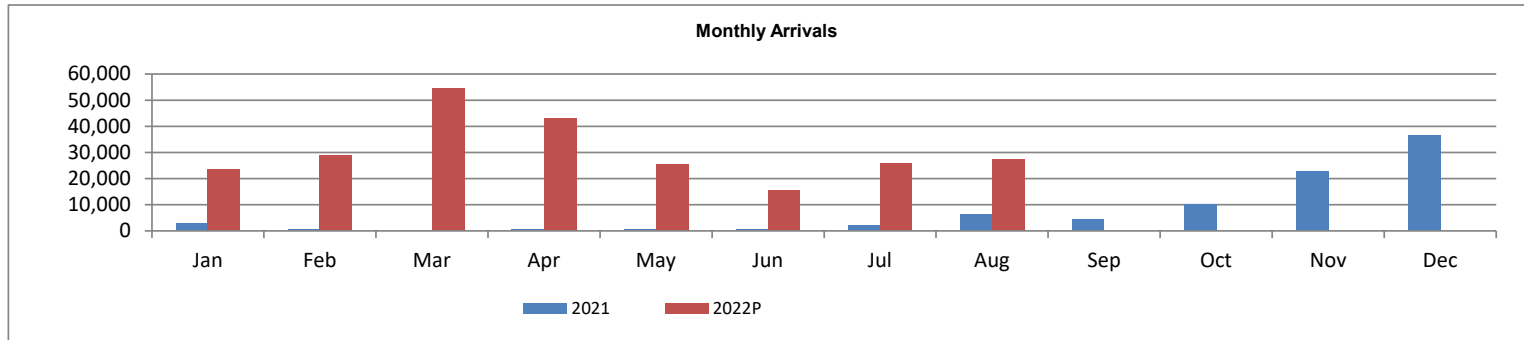
Key Performance Indicators

	YOY Rate	Aug'21 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 1132.1%	45.6	561.5	876.2	O'ahu	1803.2%	118,814
Daily Spend (\$PPPD)	↔ 5.3%	174.4	183.6	182.4	Maui	1695.3%	117,936
Visitor Days	↑ 1069.7%	261,369	3,057,245	4,802,897	Moloka'i	2641.0%	1,252
Arrivals	↑ 1645.9%	13,992	244,290	379,885	Lāna'i	2108.0%	2,319
Daily Census	↑ 1069.7%	1,076	12,581	13,159	Kaua'i	3094.1%	25,288
Airlift (scheduled seats) [^]	↑ 1073.2%	28,662	336,274	487,215	Hawai'i Island	1780.1%	37,920

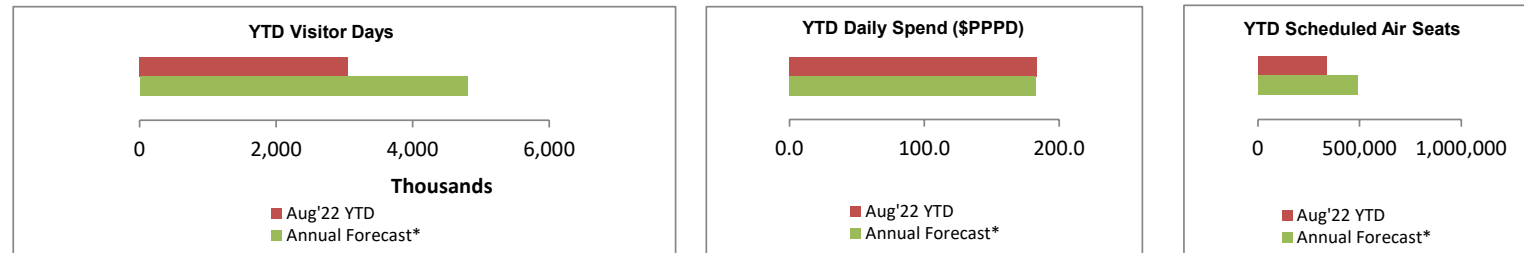
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OCEANIA**

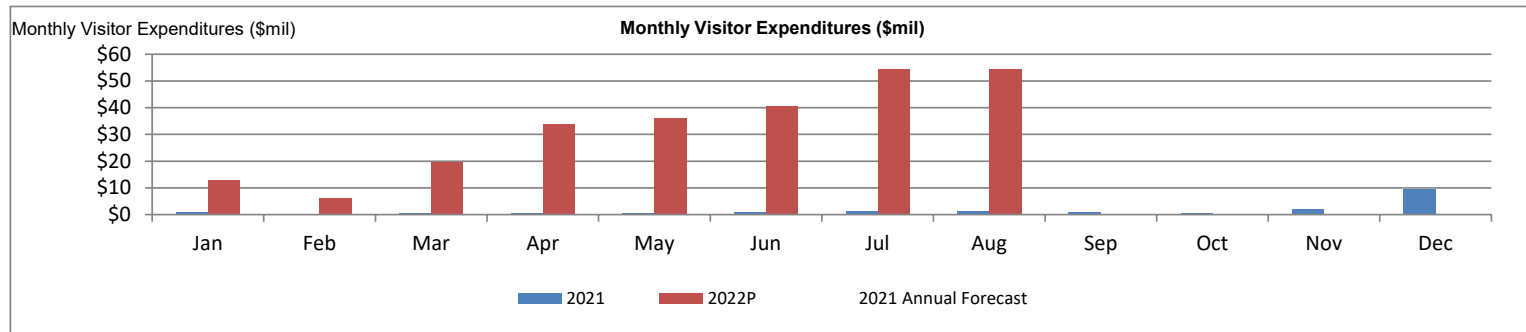
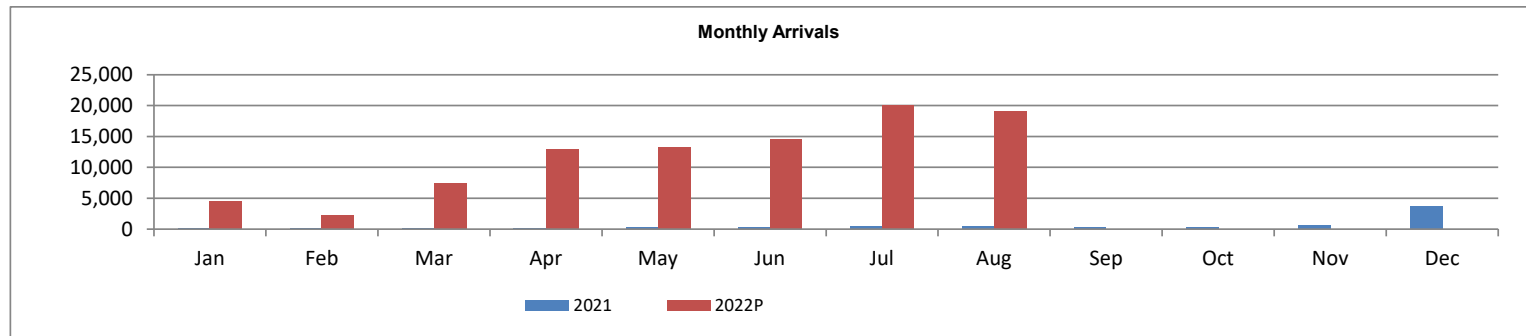
Key Performance Indicators

	YOY Rate	Aug'21 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 3633.4%	6.9	257.6	409.2	O'ahu	8425.5%	91,398
Daily Spend (\$PPPD)	↑ 16.2%	241.5	280.8	277.9	Maui	2484.4%	13,270
Visitor Days	↑ 3111.7%	28,569	917,554	1,472,261	Moloka'i	2455.5%	431
Arrivals	↑ 5023.9%	1,834	93,960	150,711	Lāna'i	3436.7%	704
Daily Census	↑ 3111.7%	118	3,776	4,034	Kaua'i	1926.7%	5,327
Airlift (scheduled seats)^	N/A	0	135,527	45,088	Hawai'i Island	2764.8%	9,192

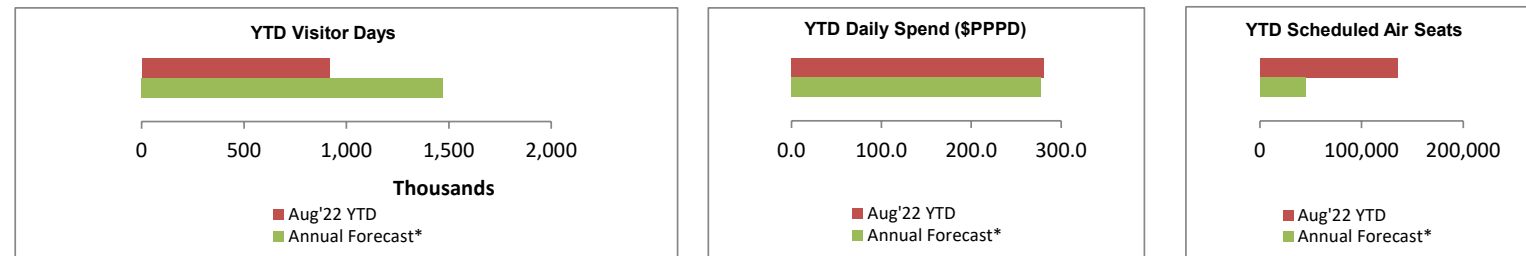
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Monthly Indicators



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: **OTHER ASIA**

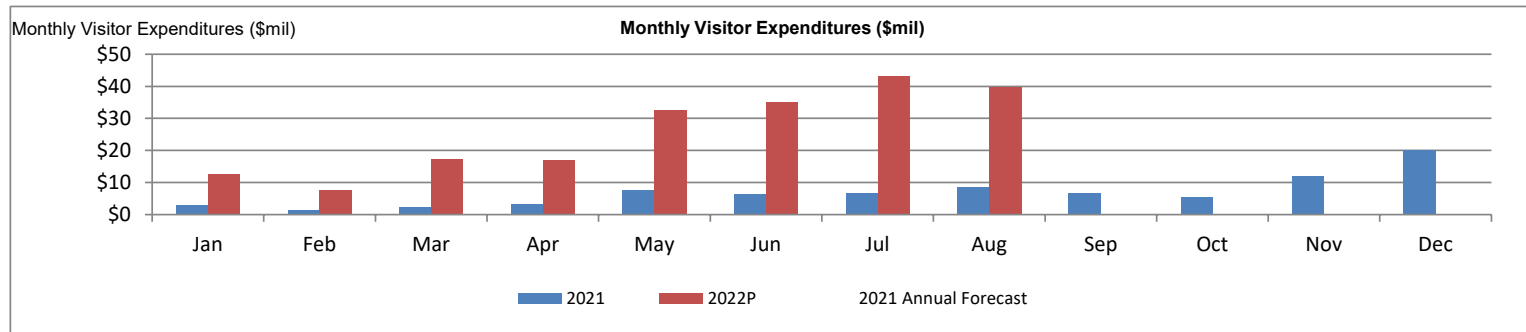
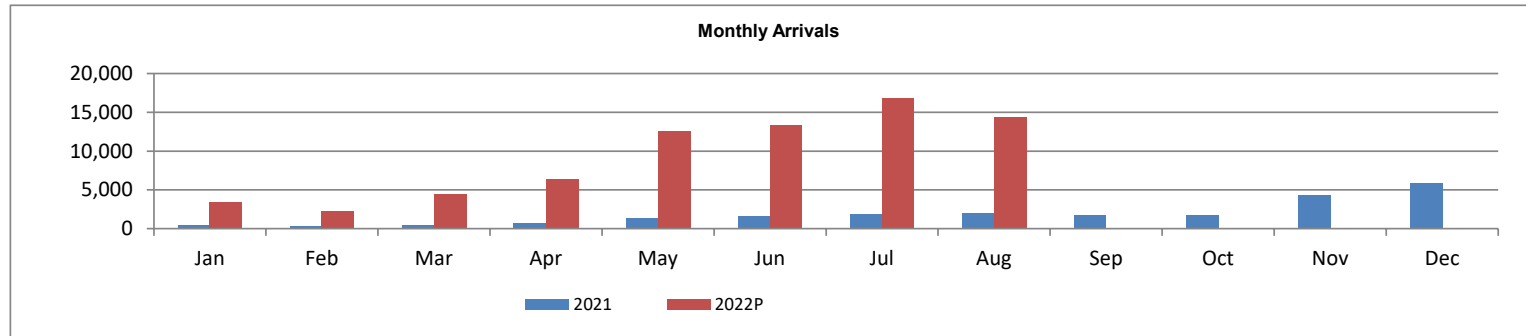
Key Performance Indicators

	YOY Rate	Aug'21 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 424.5%	39.1	204.9	N/A	O'ahu	899.4%	69,421
Daily Spend (\$PPPD)	↔ 6.2%	278.1	295.4	N/A	Maui	437.1%	8,154
Visitor Days	↑ 393.9%	140,481	693,829	N/A	Moloka'i	411.6%	172
Arrivals	↑ 739.6%	8,780	73,717	N/A	Lāna'i	204.2%	219
Daily Census	↑ 393.9%	578	2,855	N/A	Kaua'i	285.5%	2,518
Airlift (scheduled seats) [^]	↑ 615.9%	16,958	121,395	230,913	Hawai'i Island	641.6%	11,514

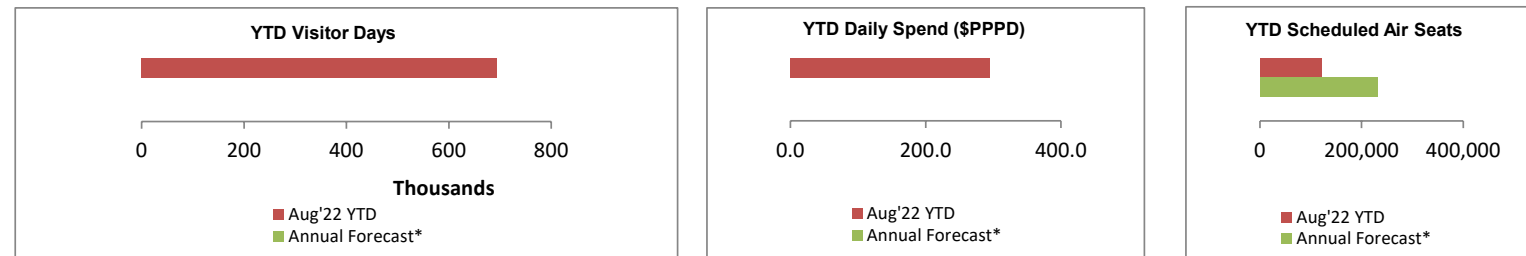
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Monthly Indicators



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: **KOREA**

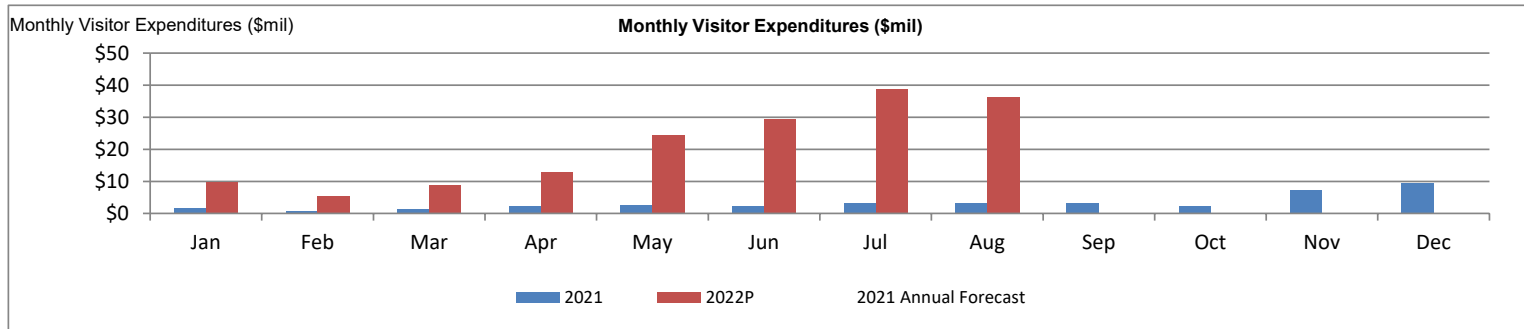
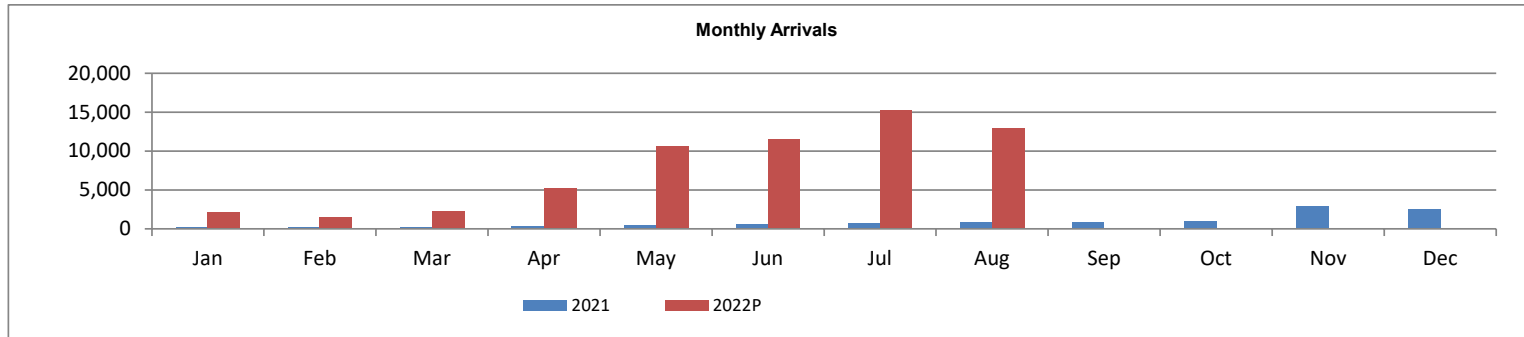
Key Performance Indicators

	YOY Rate	Aug'21 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 833.4%	17.8	166.1	252.0	O'ahu	1903.6%	59,989
Daily Spend (\$PPPD)	↑ 10.1%	260.2	286.6	288.7	Maui	1386.6%	5,602
Visitor Days	↑ 747.4%	68,409	579,712	872,630	Moloka'i	3089.9%	100
Arrivals	↑ 1659.2%	3,493	61,450	94,014	Lāna'i	797.0%	75
Daily Census	↑ 747.4%	282	2,386	2,391	Kaua'i	852.0%	1,507
Airlift (scheduled seats) [^]	↑ 615.9%	16,958	121,395	230,913	Hawai'i Island	2189.3%	8,321

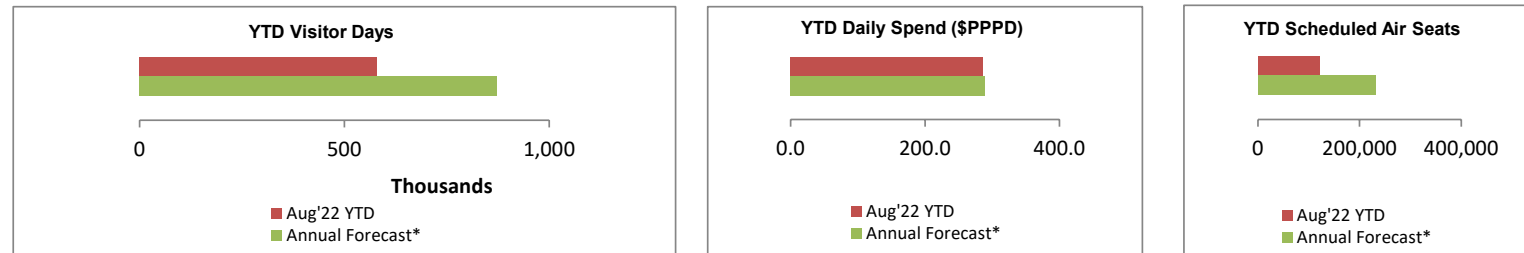
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CHINA**

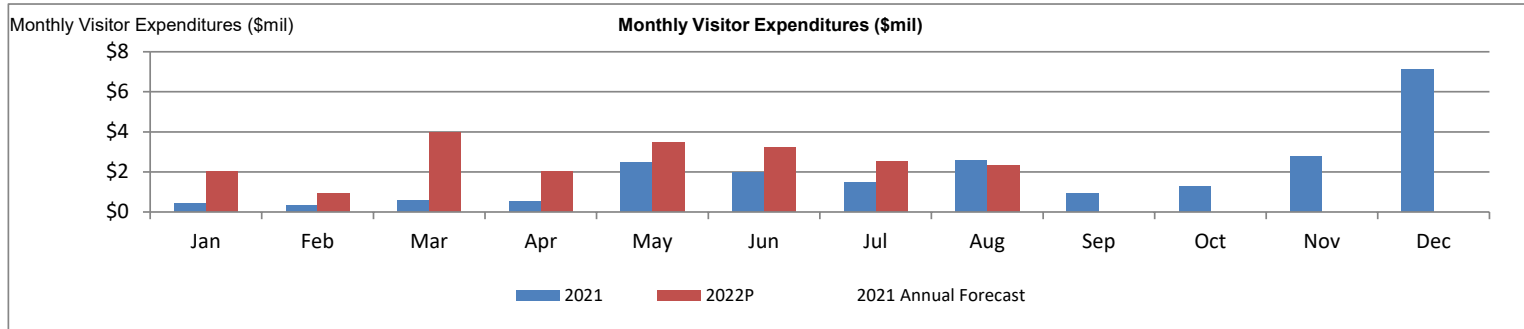
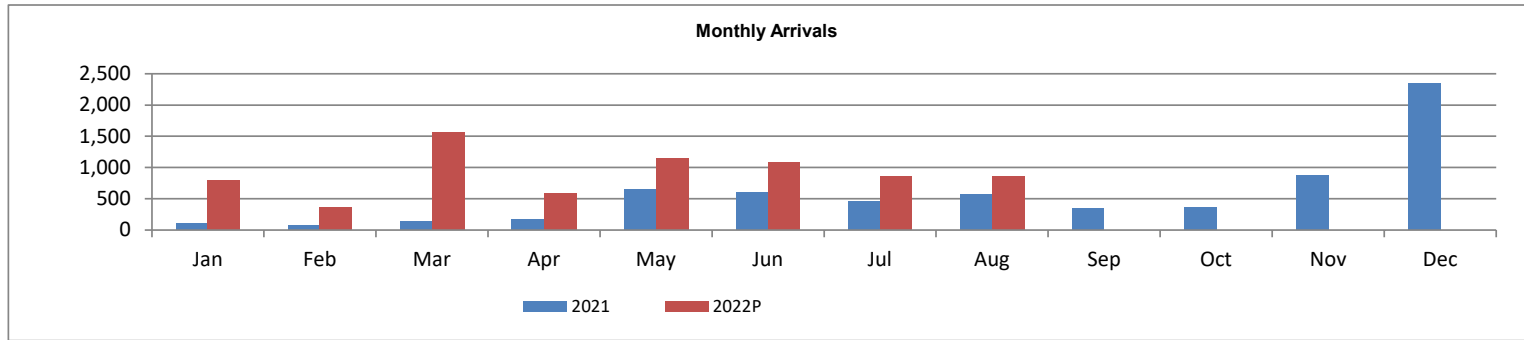
Key Performance Indicators

	YOY Rate	Aug'21 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 98.5%	10.3	20.5	N/A	O'ahu	167.7%	6,030
Daily Spend (\$PPPD)	↔ 7.8%	313.9	338.5	N/A	Maui	136.5%	1,337
Visitor Days	↑ 84.1%	32,818	60,426	N/A	Moloka'i	395.9%	52
Arrivals	↑ 160.8%	2,772	7,230	N/A	Lāna'i	162.0%	77
Daily Census	↑ 84.1%	135	249	N/A	Kaua'i	135.9%	387
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	165.8%	2,113

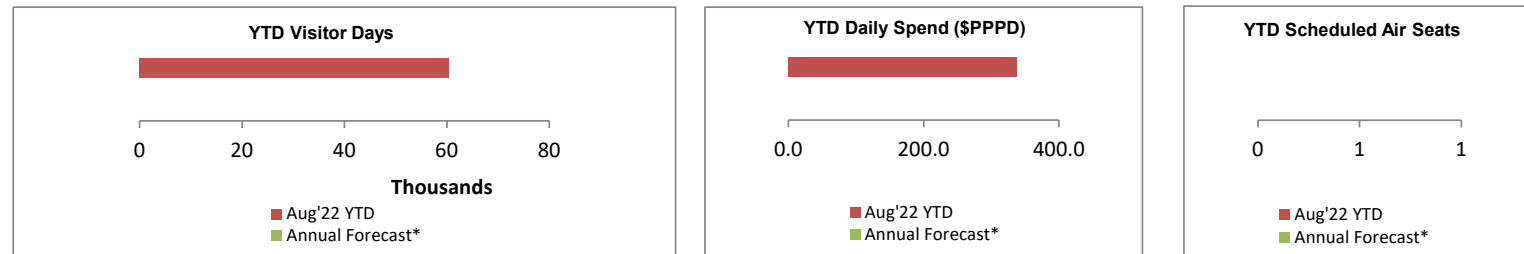
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **EUROPE**

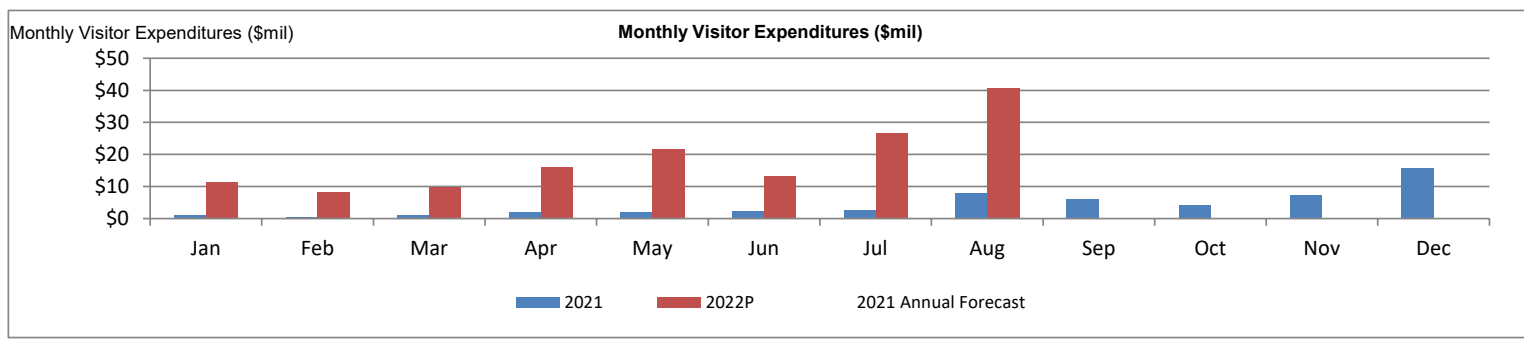
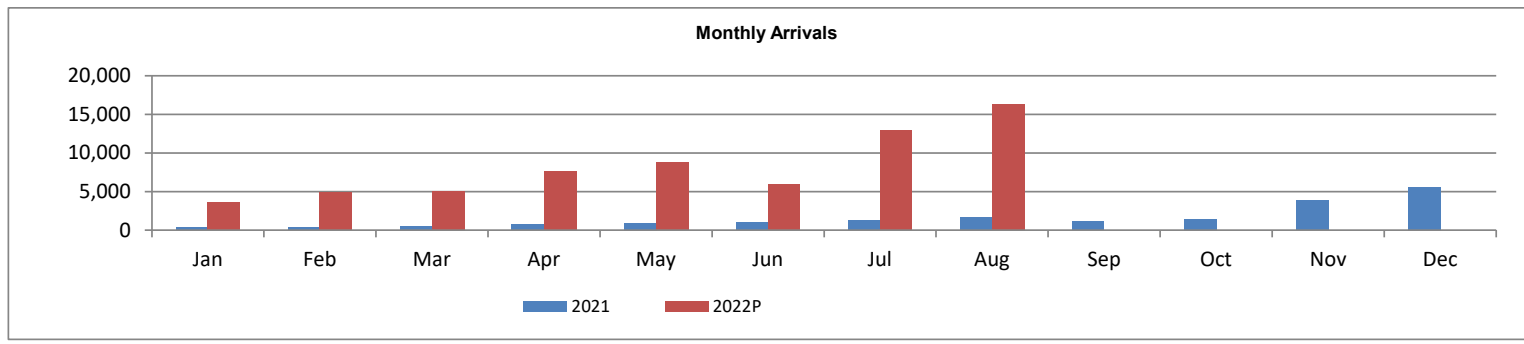
Key Performance Indicators

	YOY Rate	Aug'21 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 645.1%	19.8	147.2	185.4	O'ahu	1082.6%	46,282
Daily Spend (\$PPPD)	↓ -6.9%	175.0	162.9	156.2	Maui	1255.1%	27,945
Visitor Days	↑ 700.2%	112,885	903,295	1,186,896	Moloka'i	1324.0%	958
Arrivals	↑ 855.9%	6,802	65,017	84,710	Lāna'i	832.5%	784
Daily Census	↑ 700.2%	465	3,717	3,252	Kaua'i	1693.5%	15,713
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	1445.6%	21,875

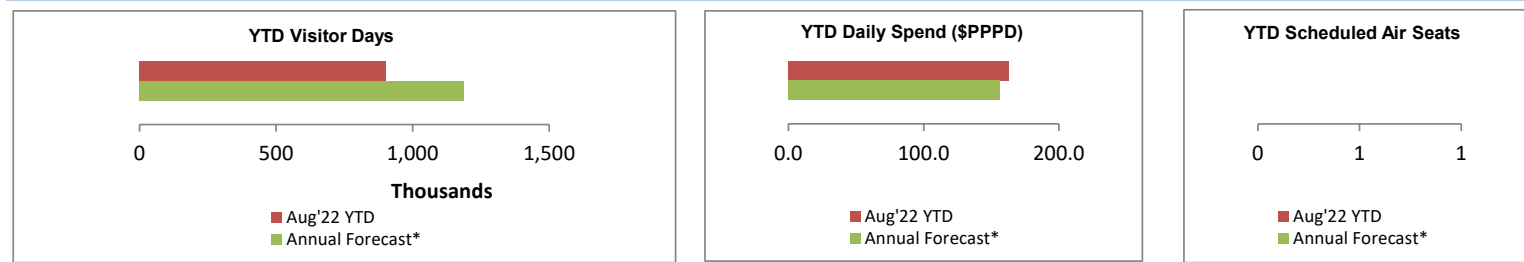
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **LATIN AMERICA**

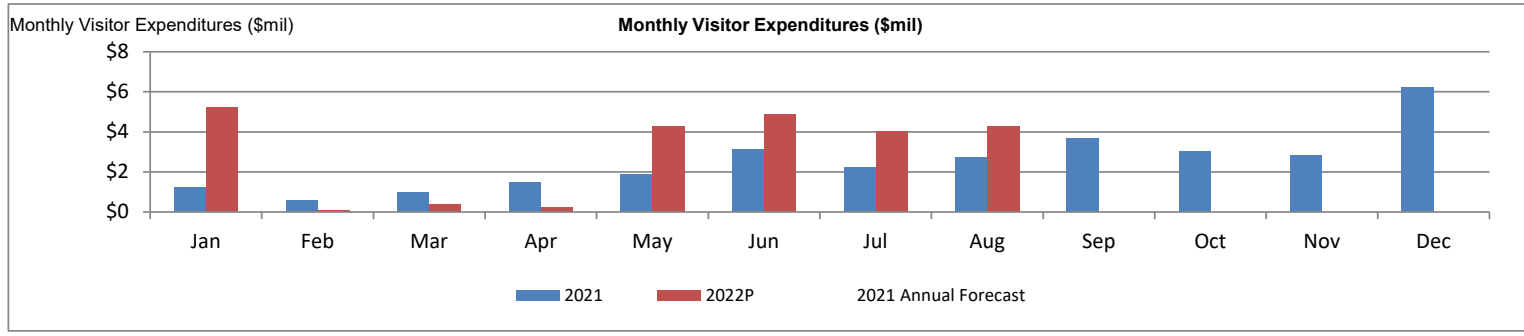
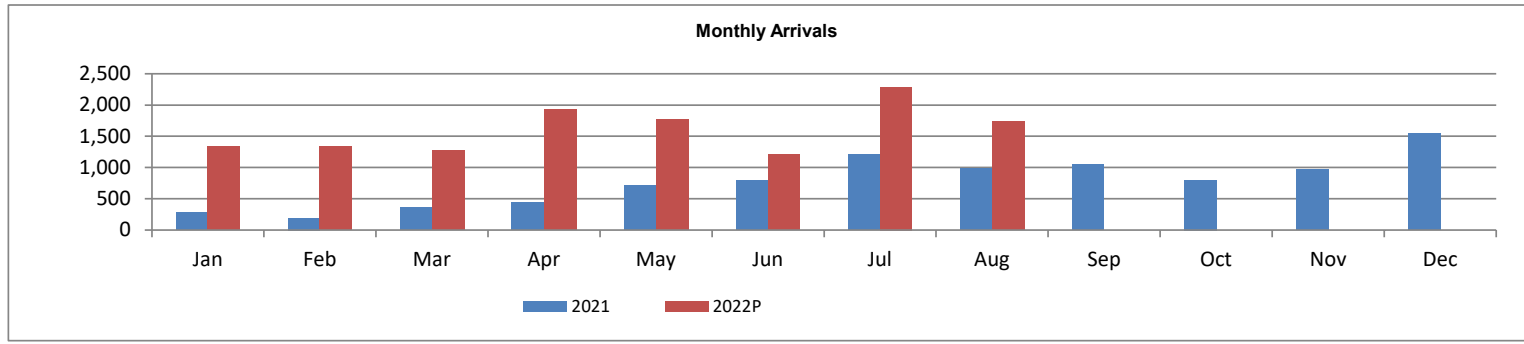
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	YOY Rate	Aug'21 YTD	Aug'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 65.3%	14.1	23.3	N/A	O'ahu	176.4%	8,800
Daily Spend (\$PPPD)	↓ -28.3%	230.4	165.3	N/A	Maui	141.2%	4,402
Visitor Days	↑ 130.4%	61,261	141,152	N/A	Moloka'i	116.3%	81
Arrivals	↑ 159.0%	4,969	12,868	N/A	Lāna'i	89.1%	113
Daily Census	↑ 130.4%	252	581	N/A	Kaua'i	233.3%	1,332
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	179.3%	2,845

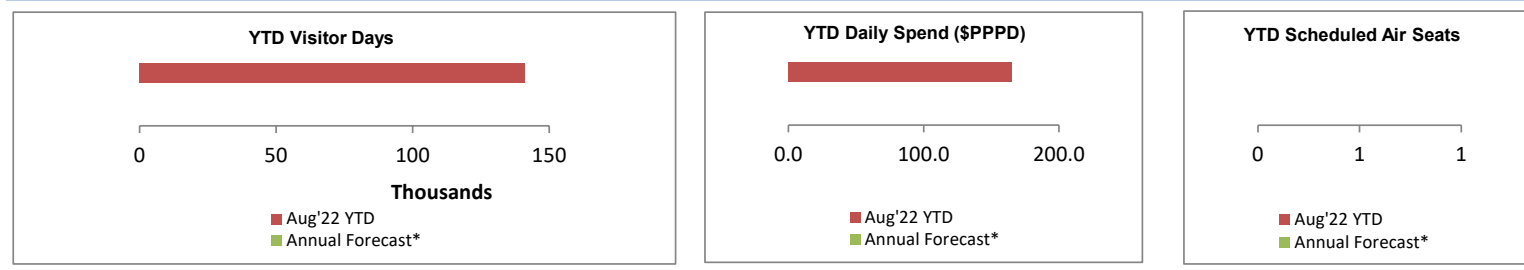
* DBEDT Annual Forecast as of Q3 2022.

[^] 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