

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-23** Preliminary

Visitor Industry Performance Measures

Market: **OVERALL**

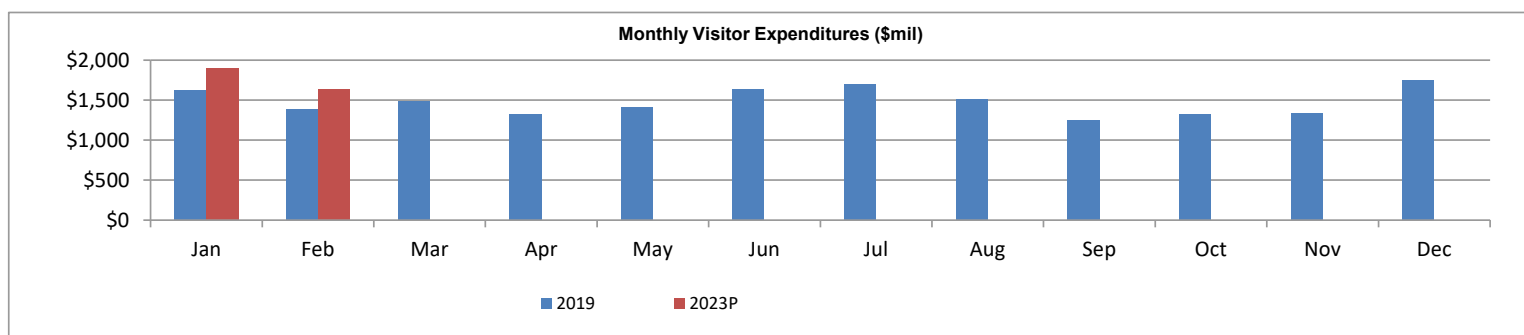
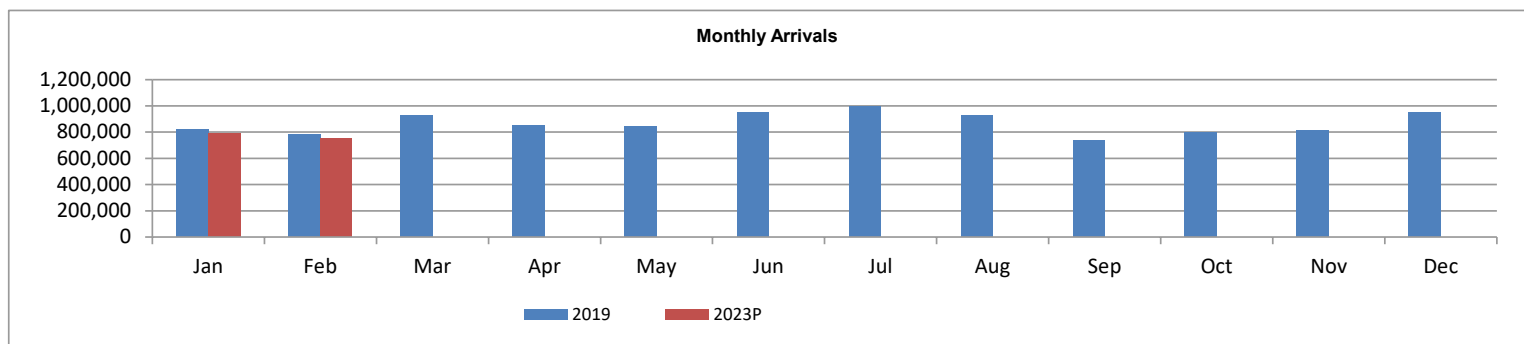
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 17.6%	3,005.0	3,532.5	20,661.0	O'ahu	-10.1%	847,737
Daily Spend (\$PPPD)	↑ 18.8%	199.8	237.3	235.2	Mauī	-1.2%	449,484
Visitor Days	↓ -1.0%	15,038,051	14,883,304	87,853,338	Moloka'i	-31.7%	7,589
Arrivals	↓ -3.3%	1,598,428	1,545,531	9,621,436	Lāna'i	-16.7%	10,528
Daily Census	↓ -1.0%	254,882	252,259	240,694	Kaua'i	-1.5%	207,505
Airlift (scheduled seats) <sup>^</sup>	↔ 3.4%	2,133,307	2,206,806	13,422,448	Hawai'i Island	0.0%	285,821

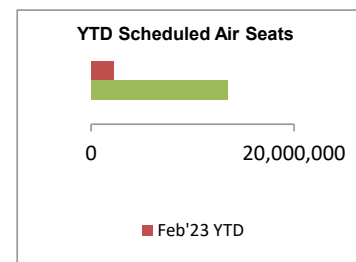
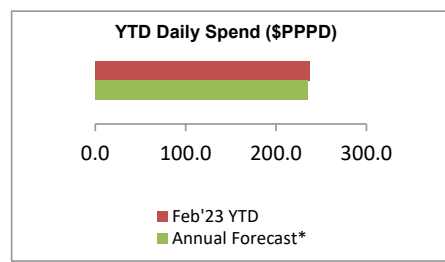
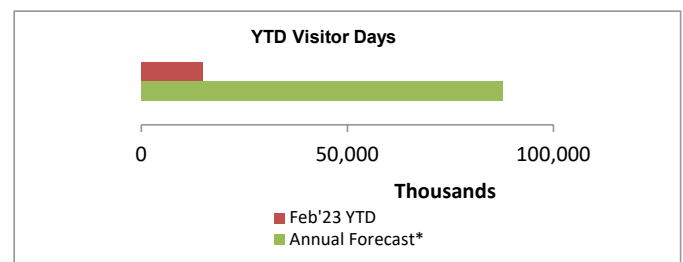
\* DBEDT Annual Forecast as of Q1 2023.

<sup>^</sup> HTA/DBEDT READ analysis based on scheduled seats from Diio MI flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-23** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

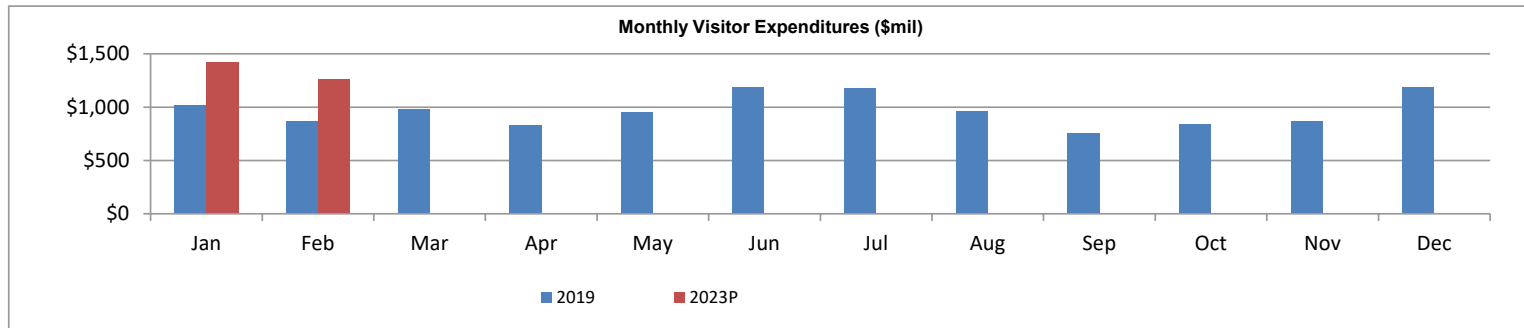
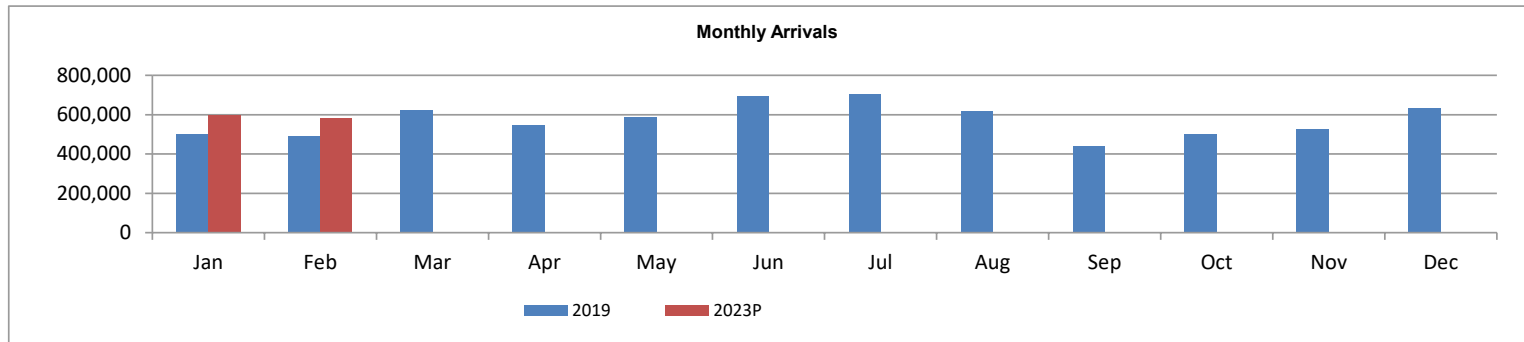
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 42.1%	1,890.8	2,687.1	15,913.9	O'ahu	24.4%	596,558
Daily Spend (\$PPPD)	↑ 22.2%	194.5	237.6	242.7	Maui	10.8%	372,150
Visitor Days	↑ 16.3%	9,723,120	11,308,411	65,577,785	Moloka'i	-17.6%	6,367
Arrivals	↑ 18.8%	991,919	1,178,701	7,235,320	Lāna'i	2.8%	8,816
Daily Census	↑ 16.3%	164,799	191,668	179,665	Kaua'i	9.7%	181,810
Airlift (scheduled seats) <sup>^</sup>	↑ 23.8%	1,442,996	1,786,025	10,850,948	Hawai'i Island	22.0%	236,287

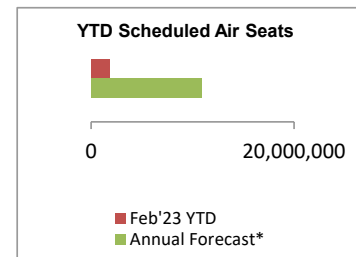
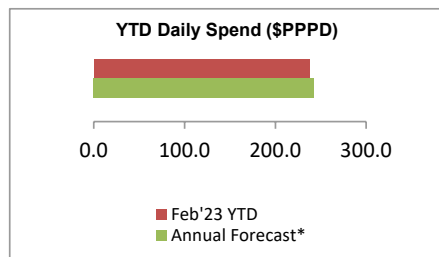
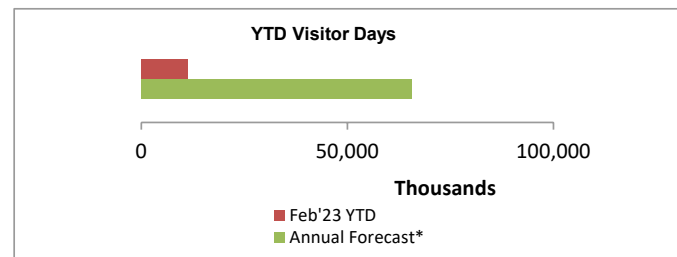
\* DBEDT Annual Forecast as of Q1 2023.

<sup>^</sup> HTA/DBEDT READ analysis based on scheduled seats from Diio MI flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-23** Preliminary

Visitor Industry Performance Measures

Market: **U.S. WEST**

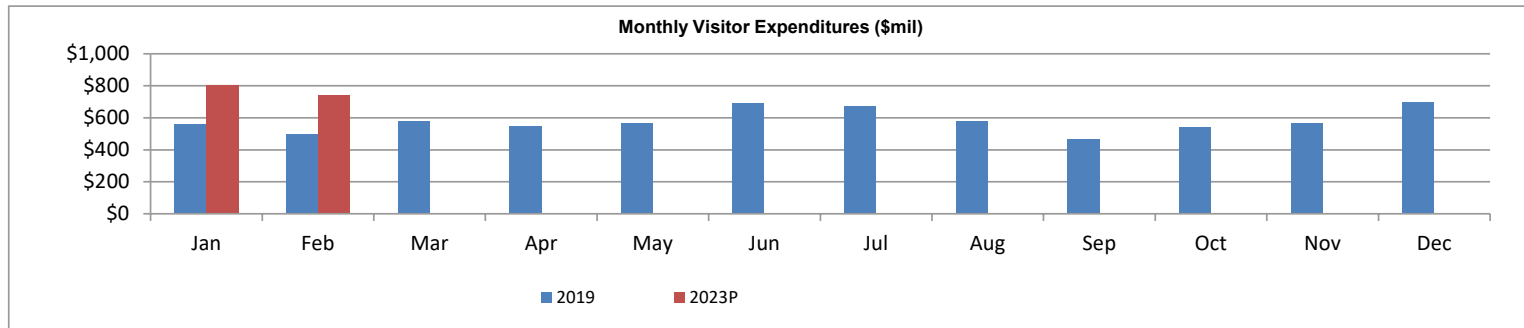
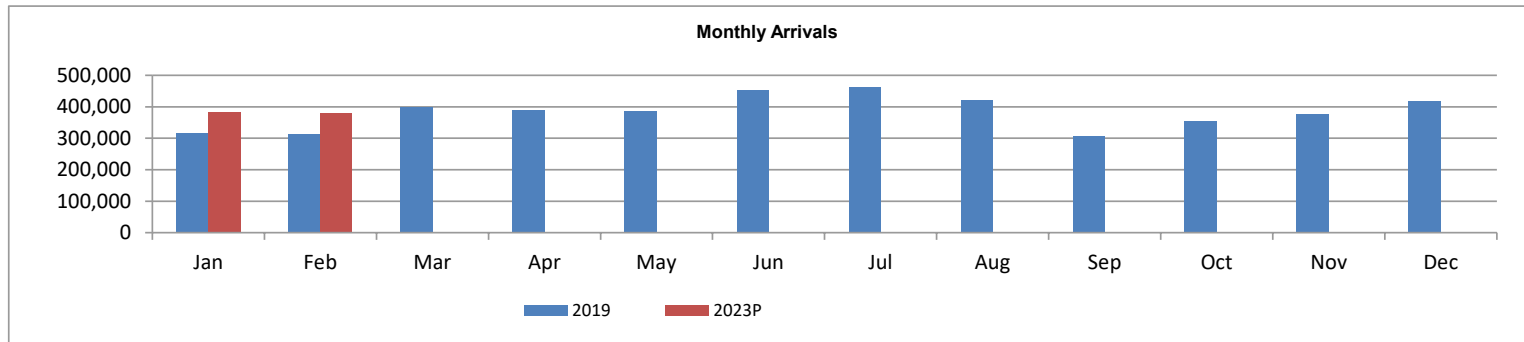
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 46.2%	1,056.4	1,544.1	9,715.3	O'ahu	30.8%	364,022
Daily Spend (\$PPPD)	↑ 23.6%	182.0	225.0	231.7	Mauī	9.6%	225,057
Visitor Days	↑ 18.2%	5,805,074	6,863,473	41,931,662	Moloka'i	-19.1%	3,754
Arrivals	↑ 21.0%	629,890	762,253	4,858,825	Lāna'i	9.5%	4,717
Daily Census	↑ 18.2%	98,391	116,330	114,881	Kaua'i	12.8%	110,420
Airlift (scheduled seats) <sup>^</sup>	↑ 21.0%	1,259,601	1,524,474	9,552,672	Hawai'i Island	21.3%	144,946

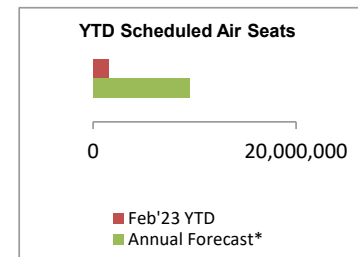
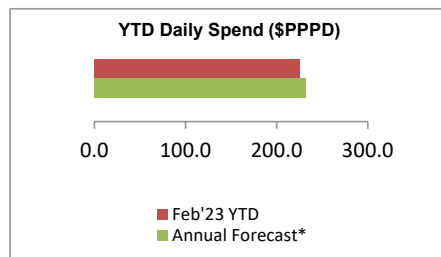
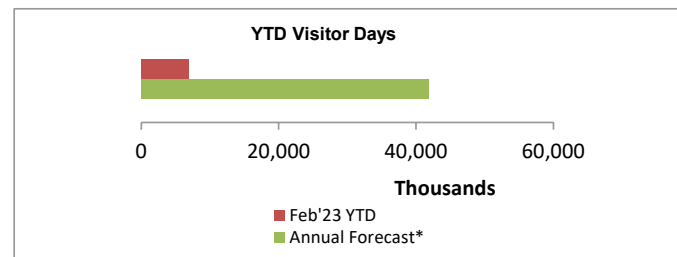
\* DBEDT Annual Forecast as of Q1 2023.

<sup>^</sup> HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-23** Preliminary

Visitor Industry Performance Measures

Market: **U.S. EAST**

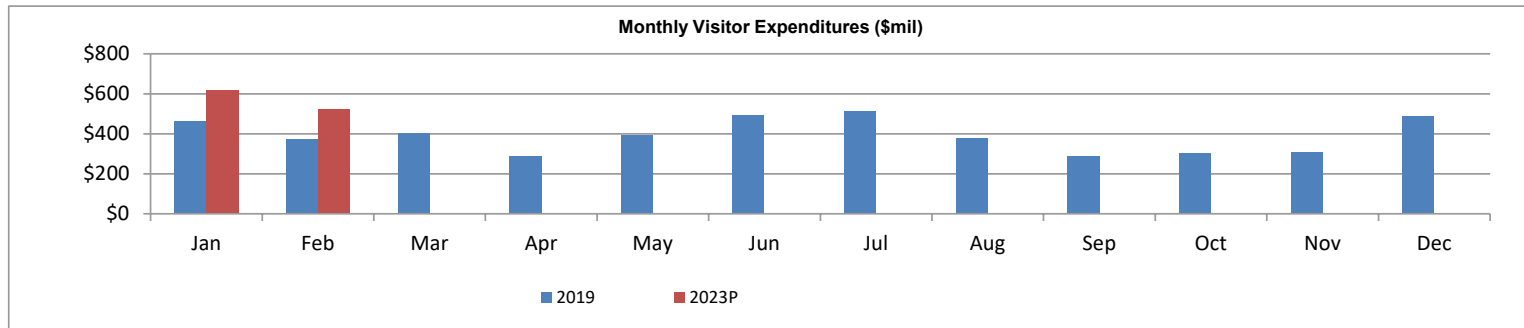
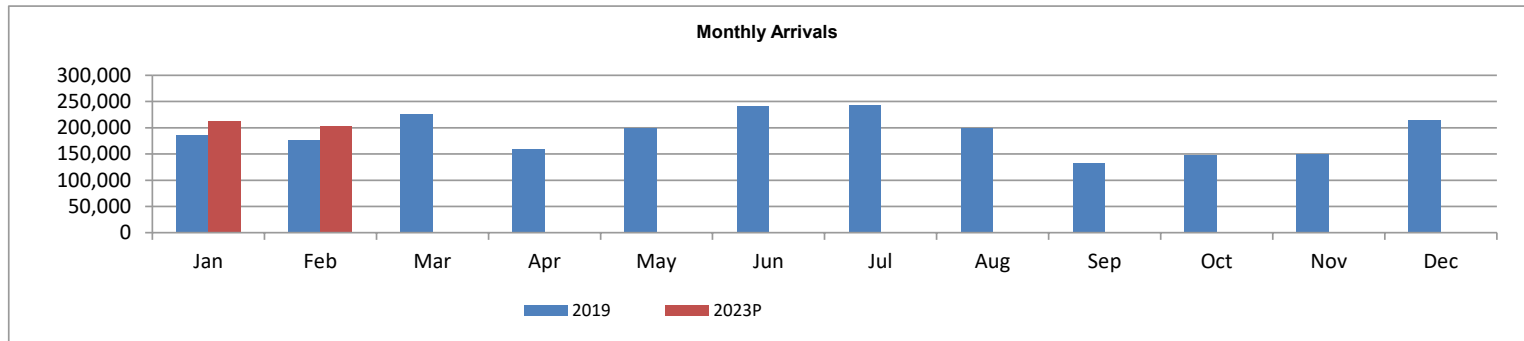
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 37.0%	834.5	1,142.9	6,198.6	O'ahu	15.5%	232,536
Daily Spend (\$PPPD)	↑ 20.7%	213.0	257.1	262.1	Maui	12.6%	147,093
Visitor Days	↑ 13.4%	3,918,046	4,444,937	23,646,123	Moloka'i	-15.5%	2,613
Arrivals	↑ 15.0%	362,029	416,449	2,376,495	Lāna'i	-3.9%	4,100
Daily Census	↑ 13.4%	66,408	75,338	64,784	Kaua'i	5.2%	71,390
Airlift (scheduled seats) <sup>^</sup>	↑ 42.6%	183,395	261,551	1,298,276	Hawai'i Island	23.3%	91,341

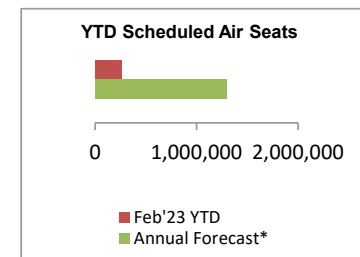
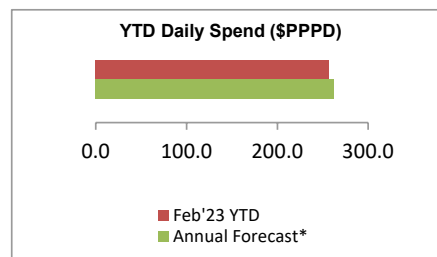
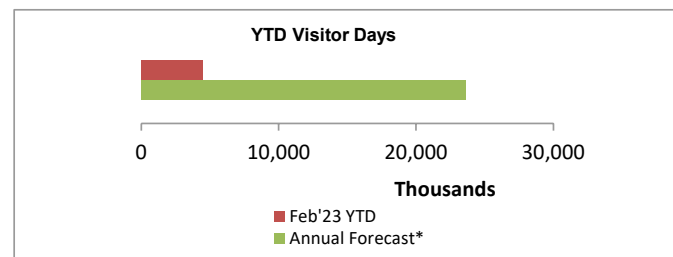
\* DBEDT Annual Forecast as of Q1 2023.

<sup>^</sup> HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-23** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

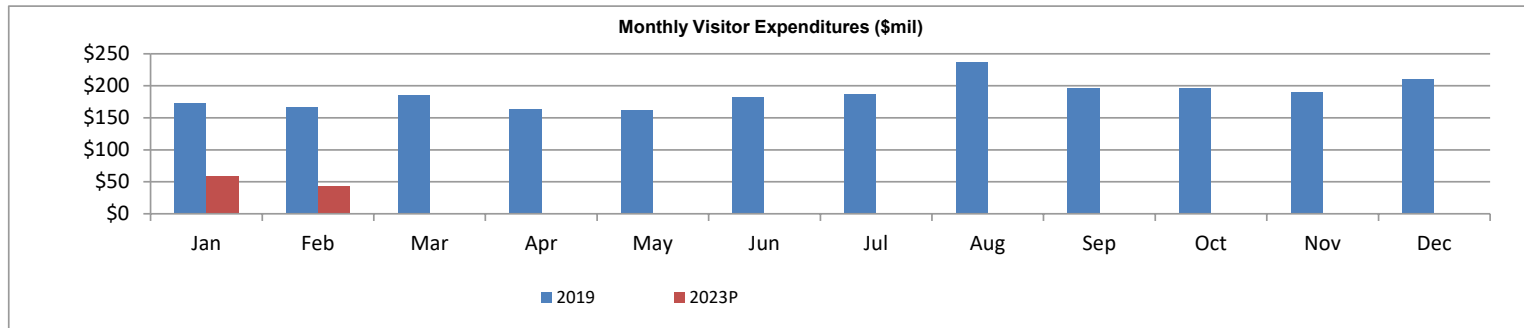
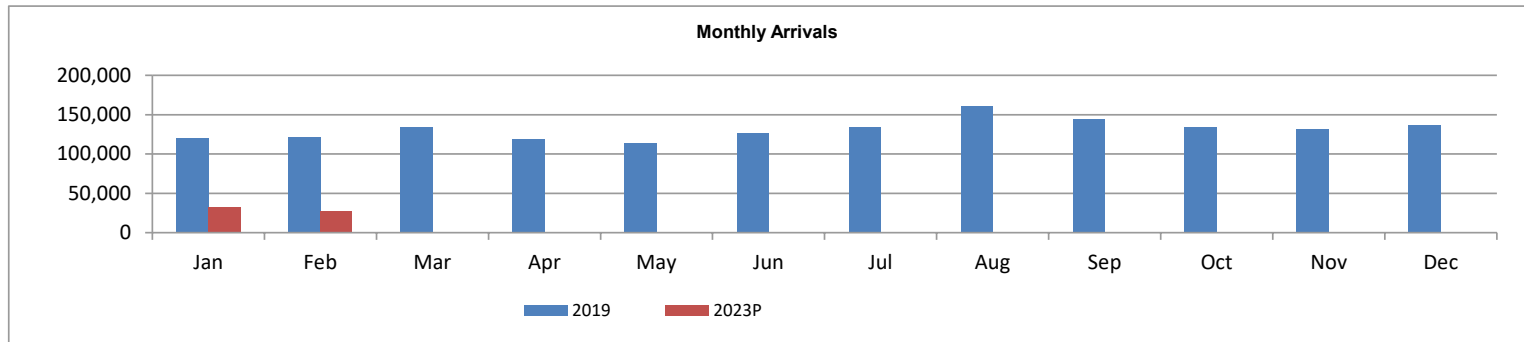
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -69.9%	338.9	101.9	1,768.9	O'ahu	-74.9%	57,620
Daily Spend (\$PPPD)	↓ -1.6%	240.9	237.0	245.1	Mauī	-81.3%	1,607
Visitor Days	↓ -69.4%	1,406,768	429,822	7,216,077	Moloka'i	-29.4%	85
Arrivals	↓ -75.5%	241,071	58,955	962,144	Lāna'i	-84.3%	48
Daily Census	↓ -69.4%	23,844	7,285	19,770	Kaua'i	-78.9%	967
Airlift (scheduled seats) <sup>^</sup>	↓ -57.5%	332,260	141,065	1,149,166	Hawai'i Island	-82.6%	4,181

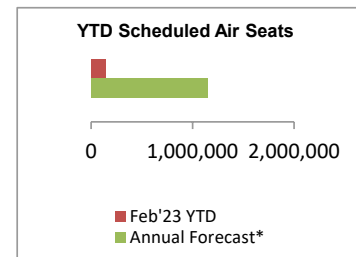
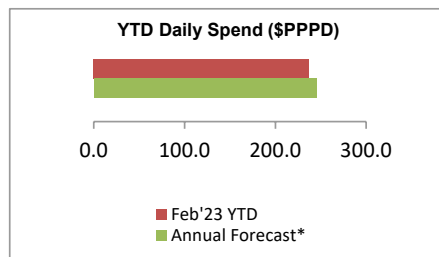
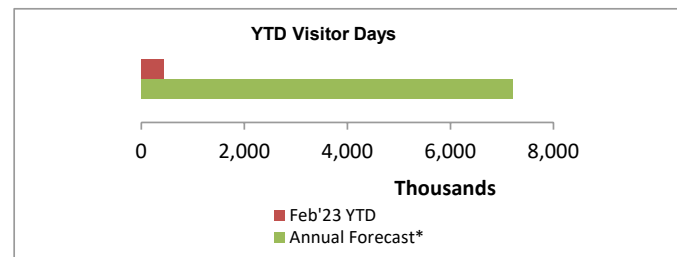
\* DBEDT Annual Forecast as of Q1 2023.

<sup>^</sup> HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-23** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

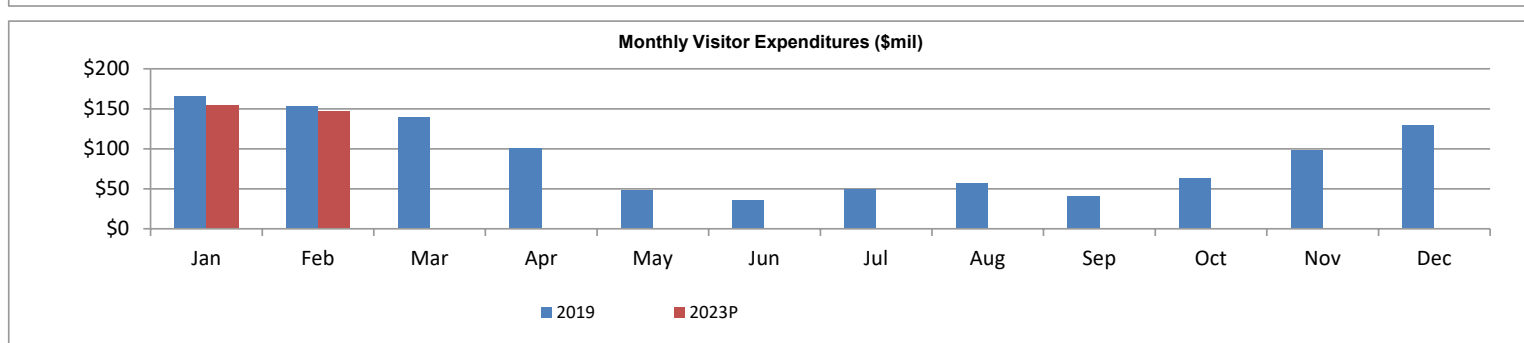
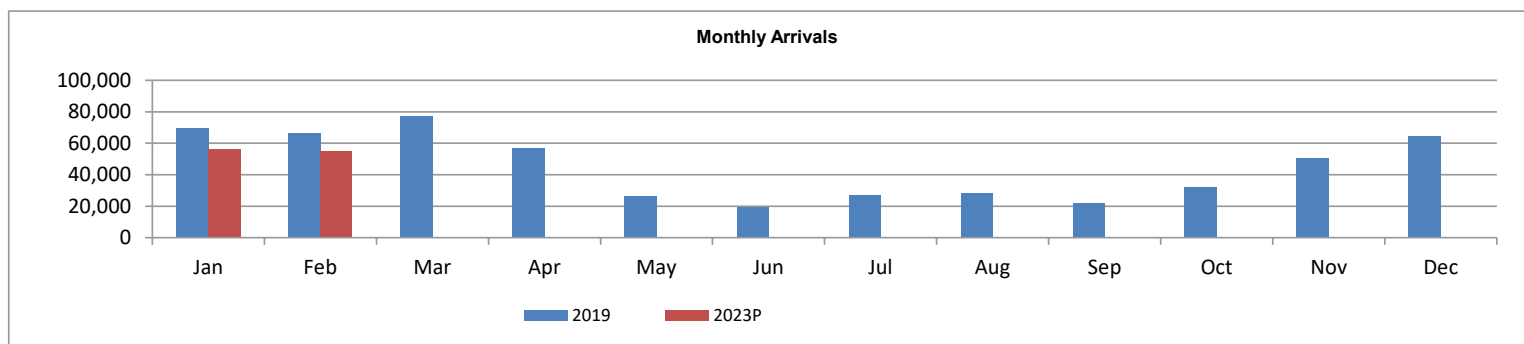
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -5.3%	318.5	301.6	1,130.5	O'ahu	-2.0%	53,168
Daily Spend (\$PPPD)	👈 23.5%	174.6	215.7	197.8	Maui	-28.6%	47,685
Visitor Days	👇 -23.3%	1,823,571	1,398,719	5,716,654	Moloka'i	-64.6%	523
Arrivals	👇 -18.3%	136,277	111,361	461,829	Lāna'i	-60.1%	760
Daily Census	👇 -23.3%	30,908	23,707	15,662	Kaua'i	-44.3%	11,980
Airlift (scheduled seats) <sup>^</sup>	👉 -7.8%	137,674	127,002	485,774	Hawai'i Island	-27.0%	19,600

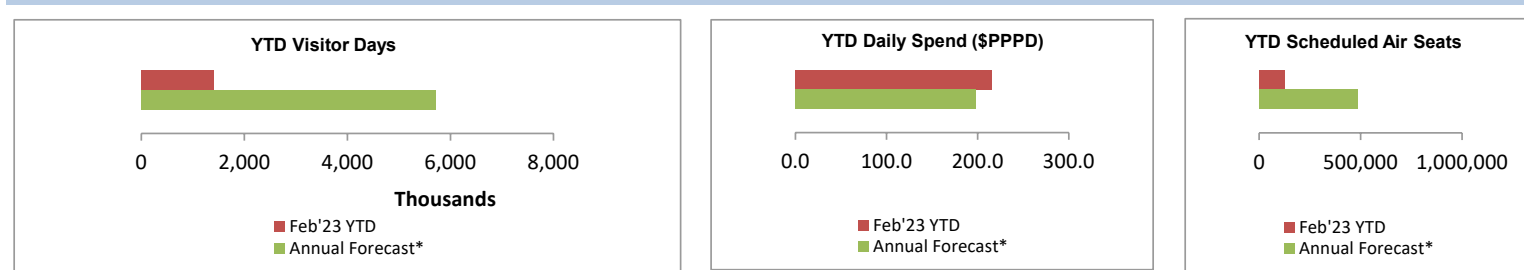
\* DBEDT Annual Forecast as of Q1 2023.

<sup>^</sup> HTA/DBEDT READ analysis based on scheduled seats from Diio MI flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-23** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

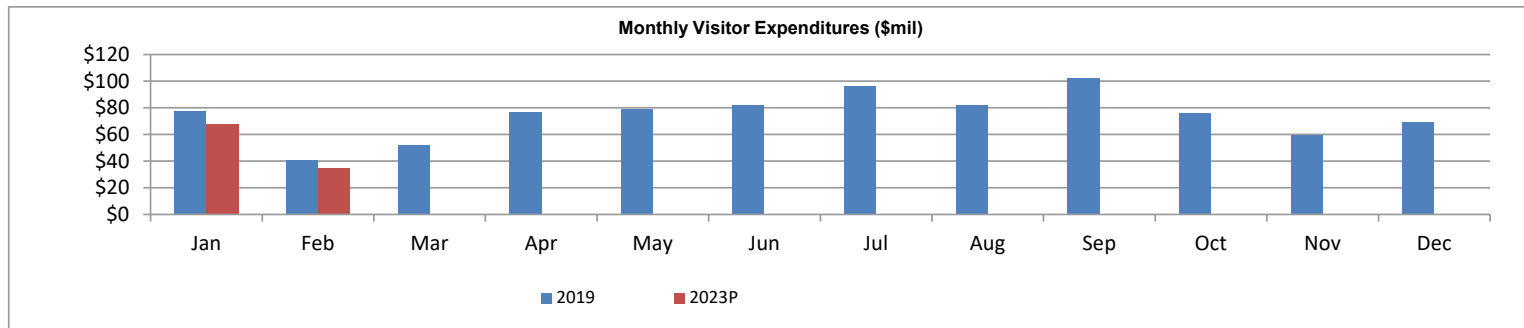
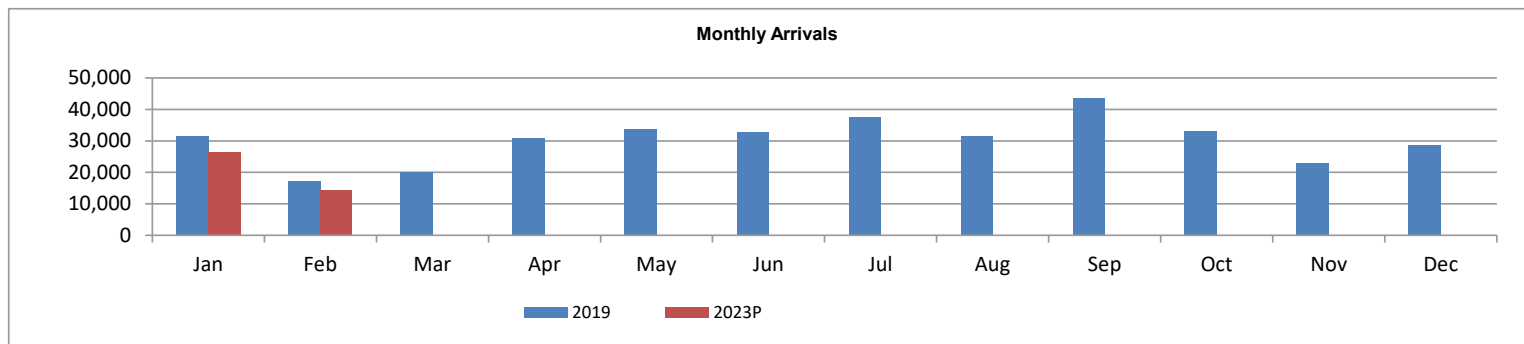
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -12.7%	118.3	103.3	691.2	O'ahu	-14.8%	40,028
Daily Spend (\$PPPD)	↑ 10.6%	258.7	286.0	299.5	Mauī	-48.3%	3,784
Visitor Days	↓ -21.0%	457,199	361,013	2,307,871	Moloka'i	-81.0%	111
Arrivals	↓ -15.5%	48,364	40,880	240,536	Lāna'i	-73.7%	208
Daily Census	↓ -21.0%	7,749	6,119	6,323	Kaua'i	-58.8%	1,774
Airlift (scheduled seats) <sup>^</sup>	↓ -31.6%	79,163	54,143	332,614	Hawai'i Island	-28.4%	3,353

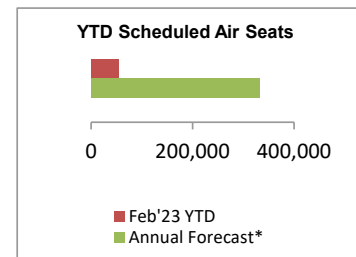
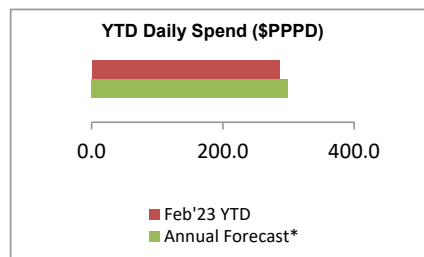
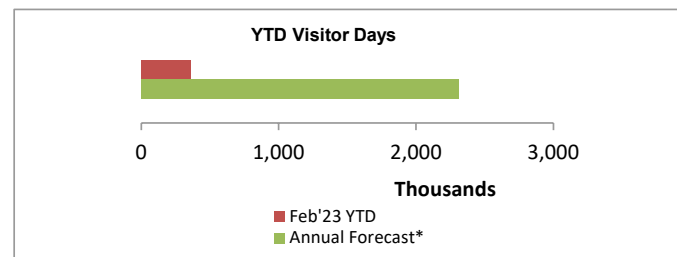
\* DBEDT Annual Forecast as of Q1 2023.

<sup>^</sup> HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-23** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

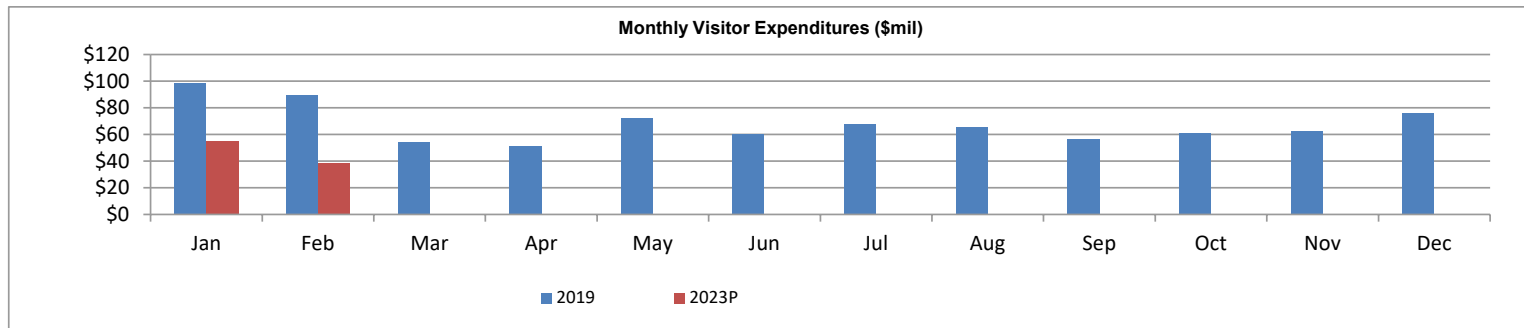
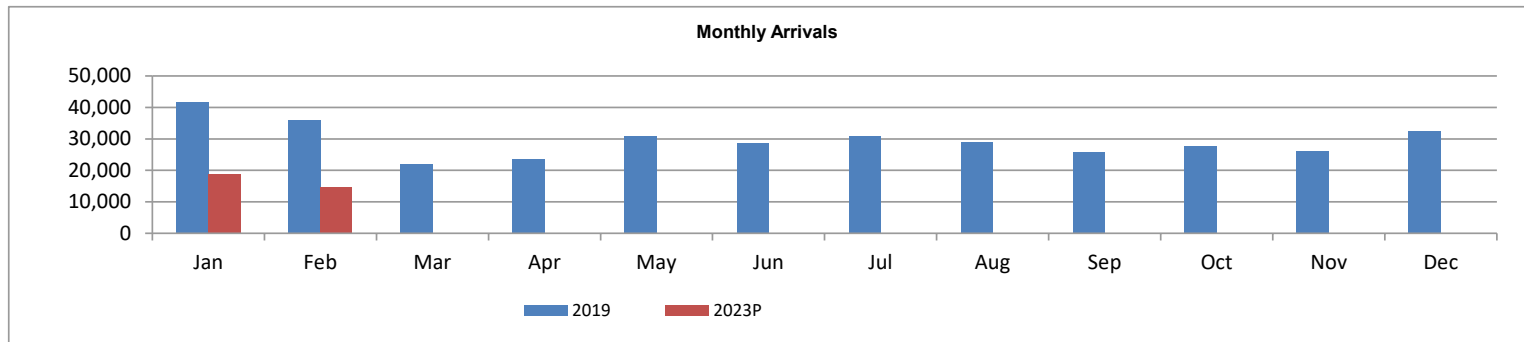
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -50.2%	188.0	93.7	N/A	O'ahu	-56.8%	32,683
Daily Spend (\$PPPD)	↔ 7.9%	284.1	306.5	N/A	Mauī	-80.0%	2,861
Visitor Days	↓ -53.8%	661,759	305,822	N/A	Moloka'i	-85.2%	66
Arrivals	↓ -56.8%	77,494	33,481	N/A	Lāna'i	-60.6%	230
Daily Census	↓ -53.8%	11,216	5,183	N/A	Kaua'i	-61.4%	1,333
Airlift (scheduled seats) <sup>^</sup>	↓ -43.9%	91,196	51,191	290,195	Hawai'i Island	-63.7%	6,885

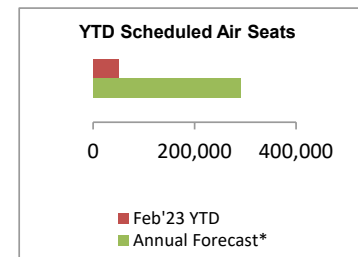
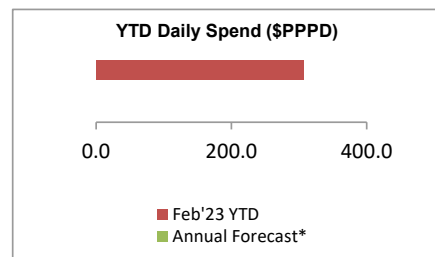
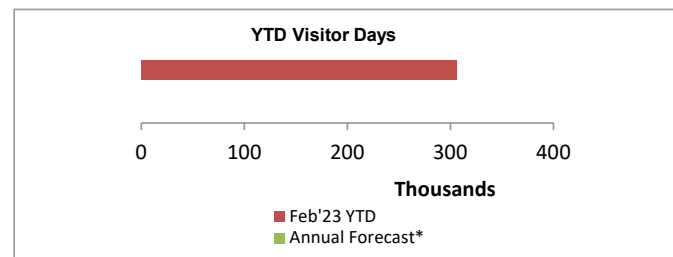
\* DBEDT Annual Forecast as of Q1 2023.

<sup>^</sup> HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures



HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-23** Preliminary

Visitor Industry Performance Measures

Market: **KOREA**

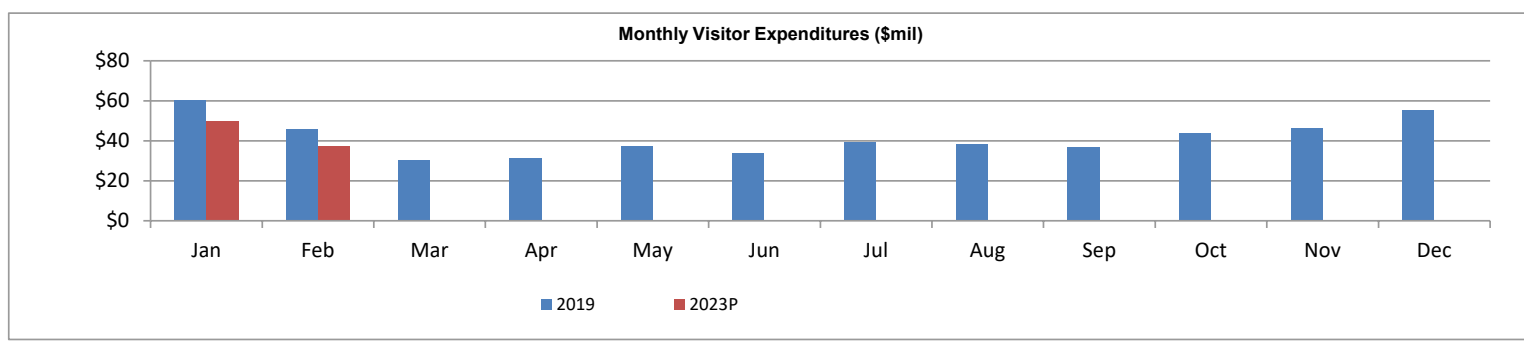
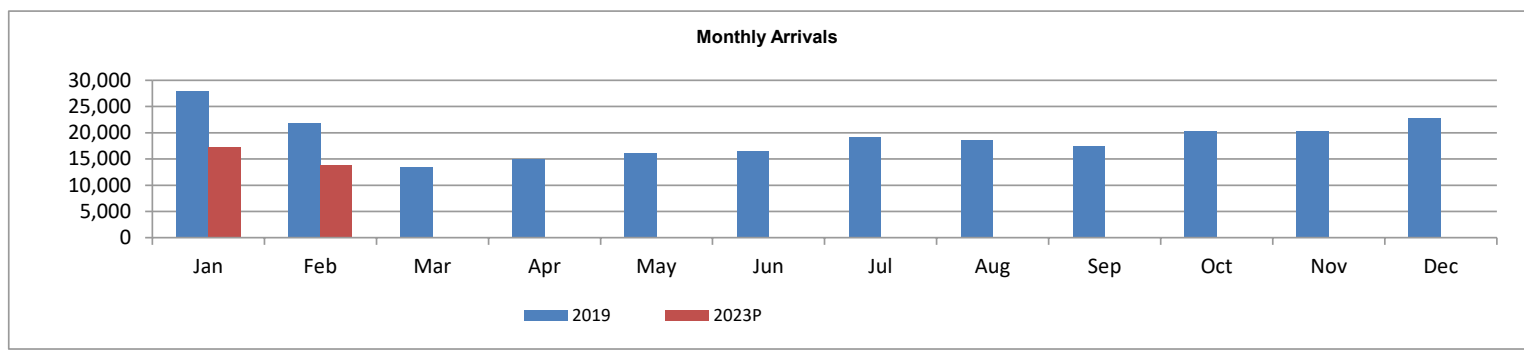
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -17.9%	105.7	86.8	345.6	O'ahu	-37.2%	30,762
Daily Spend (\$PPPD)	↑ 18.5%	256.3	303.8	308.2	Mauī	-65.9%	2,340
Visitor Days	↓ -30.7%	412,433	285,799	1,121,316	Moloka'i	-79.0%	62
Arrivals	↓ -37.7%	49,778	31,013	144,322	Lāna'i	-23.7%	213
Daily Census	↓ -30.7%	6,990	4,844	3,072	Kaua'i	-42.9%	1,126
Airlift (scheduled seats) <sup>^</sup>	↓ -20.0%	63,972	51,191	283,157	Hawai'i Island	-22.7%	6,243

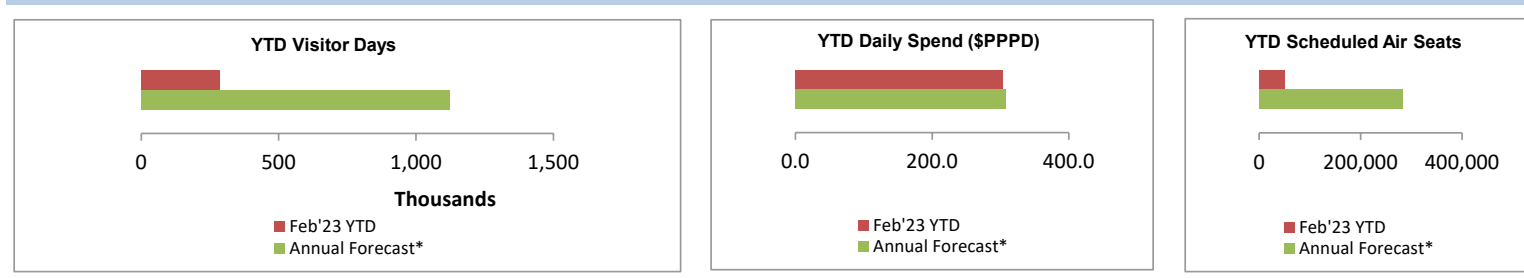
\* DBEDT Annual Forecast as of Q1 2023.

<sup>^</sup> HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-23** Preliminary

Visitor Industry Performance Measures

Market: **CHINA**

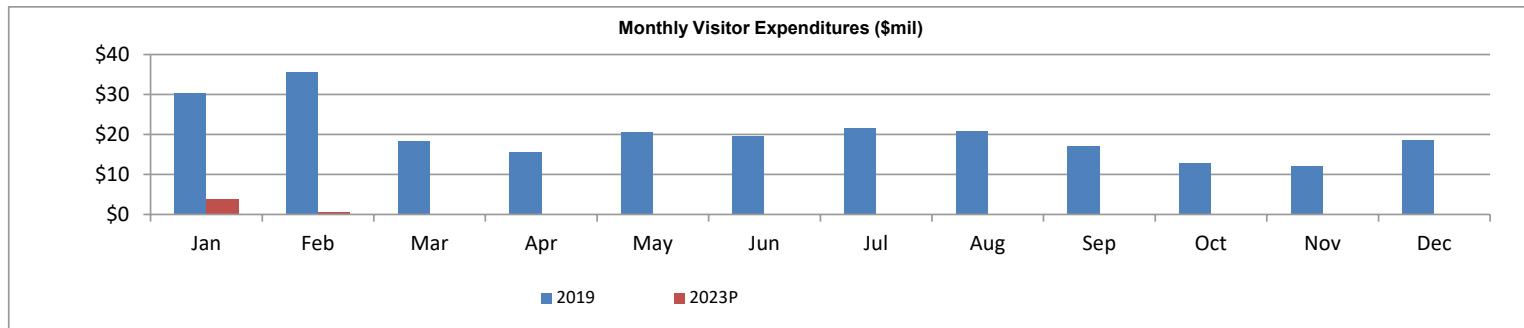
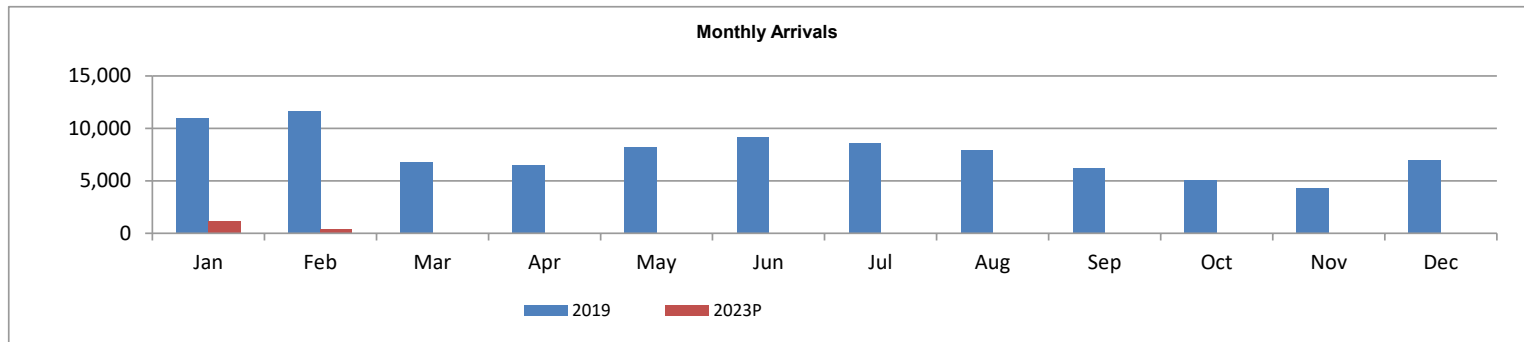
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -93.1%	65.8	4.5	N/A	O'ahu	-93.9%	1,327
Daily Spend (\$PPPD)	↔ 8.4%	329.1	356.6	N/A	Mau	-95.2%	287
Visitor Days	↓ -93.6%	199,868	12,719	N/A	Moloka'i	-99.1%	1
Arrivals	↓ -93.0%	22,548	1,585	N/A	Lāna'i	-96.2%	10
Daily Census	↓ -93.6%	3,388	216	N/A	Kaua'i	-90.4%	106
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	-94.9%	498

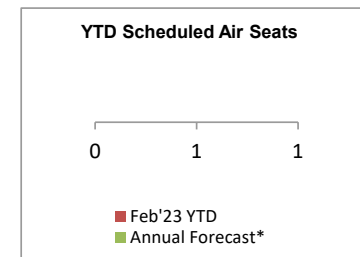
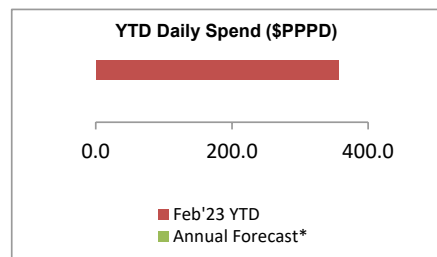
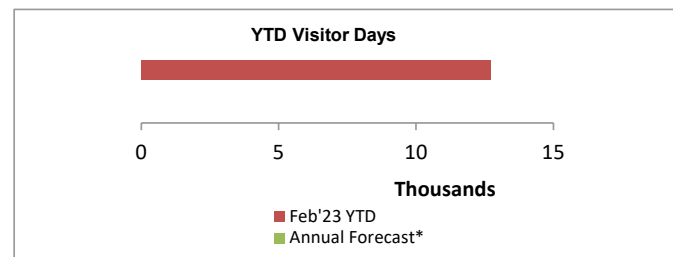
\* DBEDT Annual Forecast as of Q1 2023.

<sup>^</sup> HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-23** Preliminary

Visitor Industry Performance Measures

Market: **EUROPE**

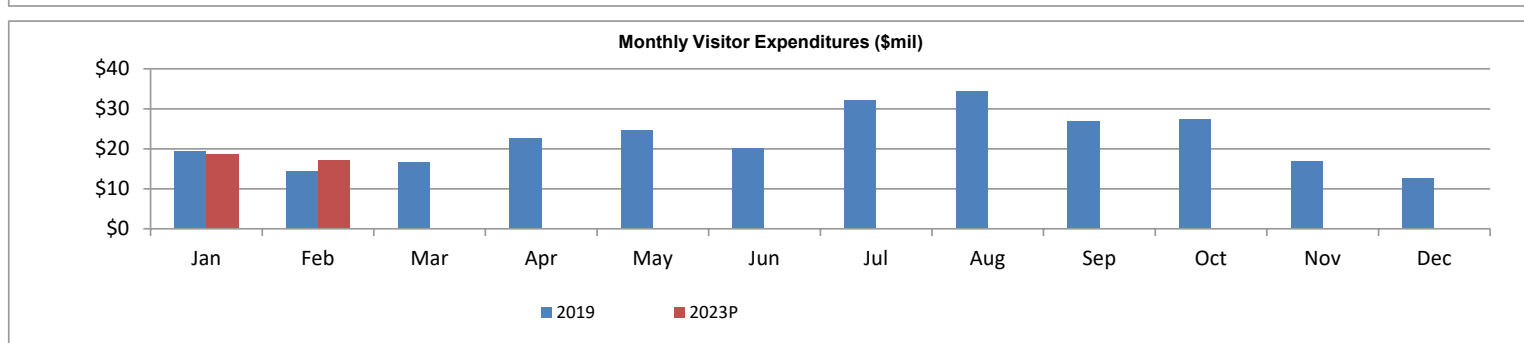
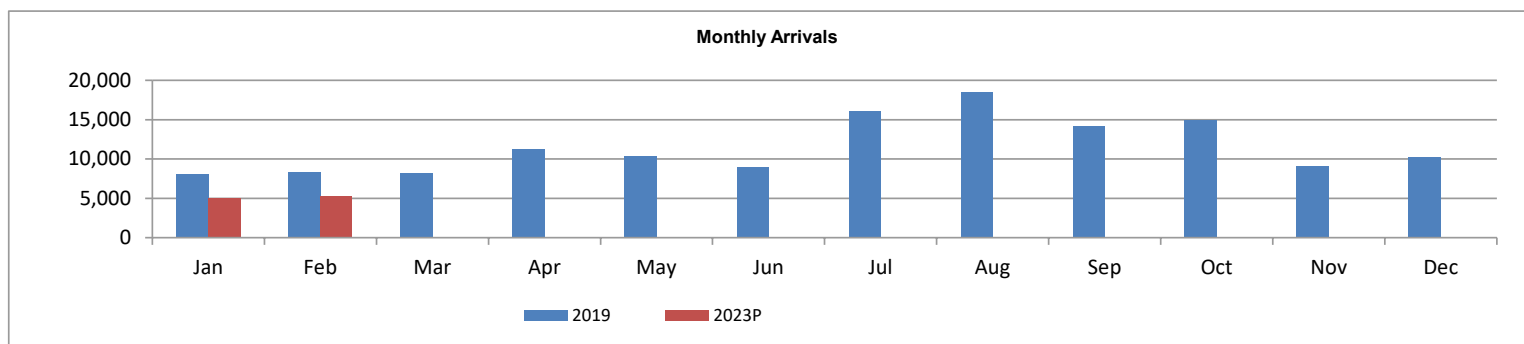
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 5.8%	33.7	35.7	254.4	O'ahu	-40.2%	7,066
Daily Spend (\$PPPD)	👆 63.7%	148.9	243.7	167.4	Maui	-43.4%	4,087
Visitor Days	👇 -35.4%	226,310	146,282	1,519,811	Moloka'i	-50.1%	120
Arrivals	👇 -36.2%	16,305	10,395	115,457	Lāna'i	-11.6%	106
Daily Census	👇 -35.4%	3,836	2,479	4,164	Kaua'i	-54.2%	1,861
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	-43.0%	2,801

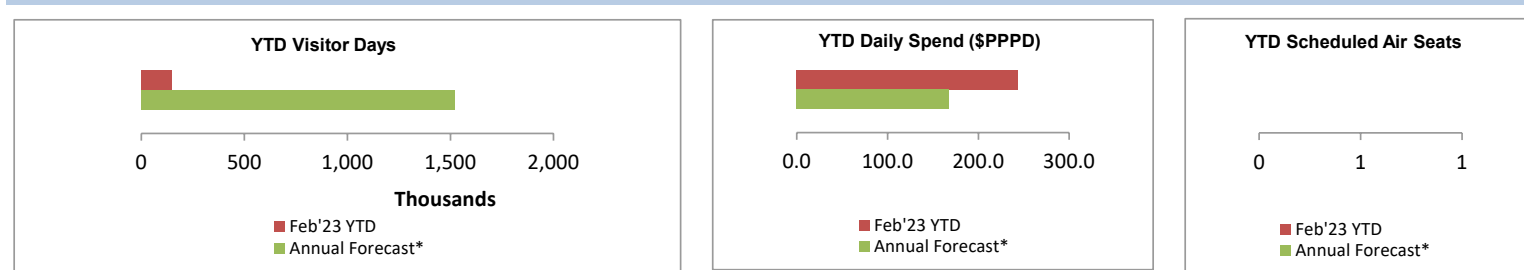
\* DBEDT Annual Forecast as of Q1 2023.

<sup>^</sup> HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-23** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

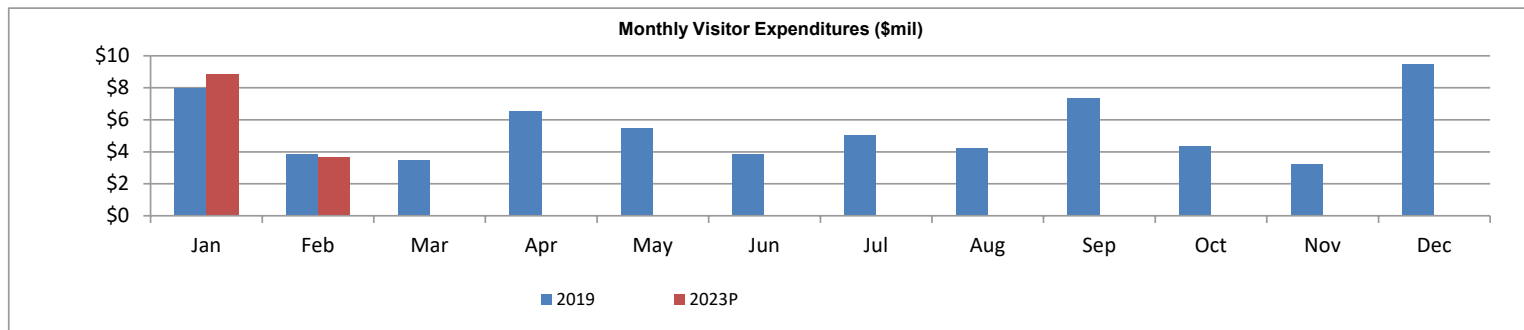
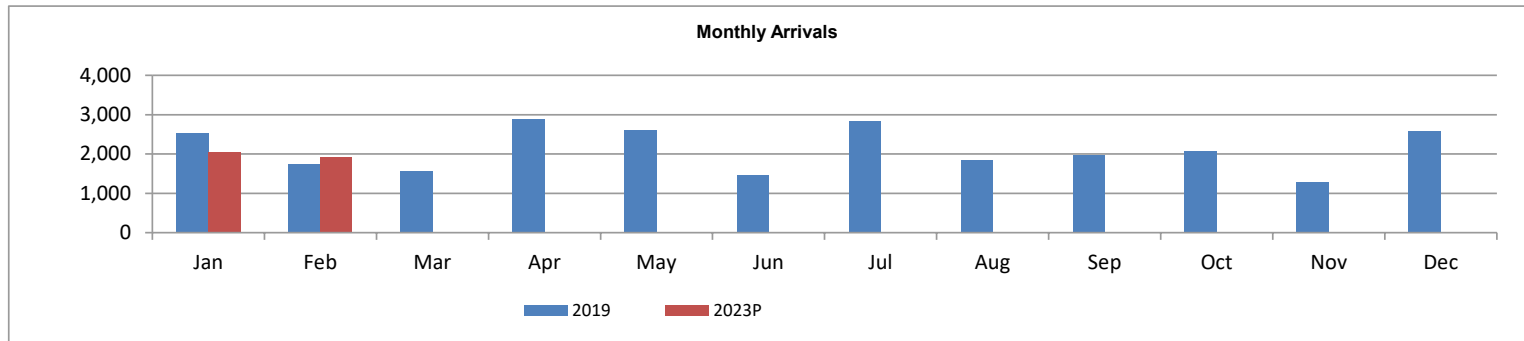
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↗	6.0%	11.8	12.5	N/A	O'ahu	-13.3%	2,927
Daily Spend (\$PPPD)	↕	12.1%	245.1	274.9	N/A	Mau	-9.7%	1,335
Visitor Days	↘	-5.4%	48,195	45,580	N/A	Moloka'i	110.5%	39
Arrivals	↘	-7.0%	4,253	3,957	N/A	Lāna'i	-37.8%	47
Daily Census	↘	-5.4%	817	773	N/A	Kaua'i	-18.3%	431
Airlift (scheduled seats) <sup>^</sup>		N/A	N/A	N/A	N/A	Hawai'i Island	0.0%	617

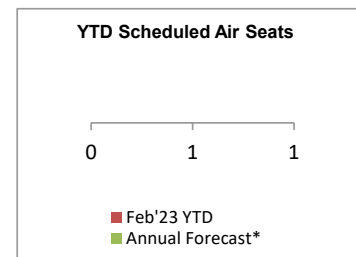
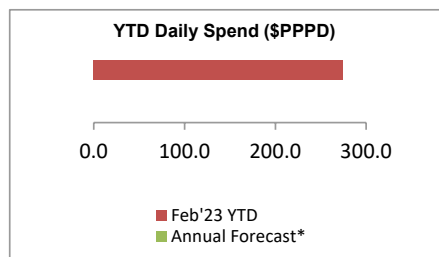
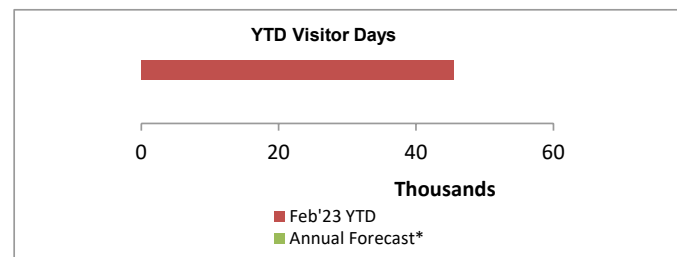
\* DBEDT Annual Forecast as of Q1 2023.

<sup>^</sup> HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures