

# Market Insights – March 2023

The HTA Monthly Market Insights reports on the most recent key performance indicators that the Hawai'i Tourism Authority (HTA) uses to measure success. The following measures provide indicators of the overall health of Hawai'i's visitor industry and help to gauge if the HTA is successfully attaining its goals.

## Report on Economic Impact

For the first quarter of 2023, Hawai'i's tourism economy experienced:

- Total visitor spending: \$5.37 billion, compared to \$4.23 billion (+26.8%) in the first quarter of 2022. Total visitor spending was \$4.49 billion (+19.5%) in the first quarter of 2019, prior to the COVID-19 pandemic.
- Visitor arrivals: 2,446,331 visitors, compared to 1,993,761 visitors (+22.7%) in the first quarter of 2022. Total arrivals were down 3.2 percent when compared to 2,527,277 visitors in the first quarter of 2019.
- Statewide average daily census<sup>1</sup>: 252,388 visitors, compared to 213,432 visitors (+18.3%) in the first quarter of 2022 and 253,382 visitors (-0.4%) in the first two months of 2019.
- Air service: 15,288 trans-Pacific flights with 3,384,098 seats, compared to 15,000 flights (+1.9%) with 3,137,184 seats (+7.9%) in the first quarter of 2022, and 15,214 flights (+0.5%) with 3,337,280 seats (+1.4%) in the first quarter of 2019.
- For FY2023 through March 2023, the state collected \$650.8 million in TAT, compared to \$526.8 million (+23.5%) collected in FY 2022 through March 2022, and \$449.8 million (+44.7%) collected in FY 2019 through March 2019 (Preliminary data from Dept of Taxation).

**Table 1: Overall Key Performance Indicators – Total (Air + Cruise) – Year-to-date Mar. 2023 vs. Year-to-date Mar. 2022**

		YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	26.8%	4,233.6	5,369.6	20,661.0
Daily Spend (\$PPPD)	👉	7.3%	220.4	236.4	235.2
Visitor Days	👆	18.3%	19,208,877	22,714,914	87,853,338
Arrivals	👆	22.7%	1,993,761	2,446,331	9,621,436
Daily Census	👆	18.3%	213,432	252,388	240,694
Airlift (scheduled seats) <sup>^</sup>	👉	8.7%	3,132,470	3,403,923	13,422,448

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

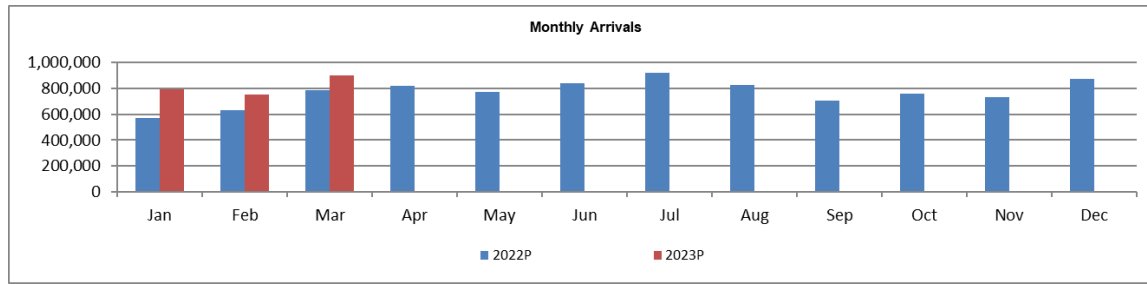
**Table 2: Overall Key Performance Indicators – Total (Air + Cruise) – Year-to-date Mar. 2023 vs. Year-to-date Mar. 2019**

		YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	19.5%	4,494.0	5,369.6	20,661.0
Daily Spend (\$PPPD)	👆	20.0%	197.1	236.4	235.2
Visitor Days	👉	-0.4%	22,804,420	22,714,914	87,853,338
Arrivals	👉	-3.2%	2,527,277	2,446,331	9,621,436
Daily Census	👉	-0.4%	253,382	252,388	240,694
Airlift (scheduled seats) <sup>^</sup>	👉	2.6%	3,318,733	3,403,923	13,422,448

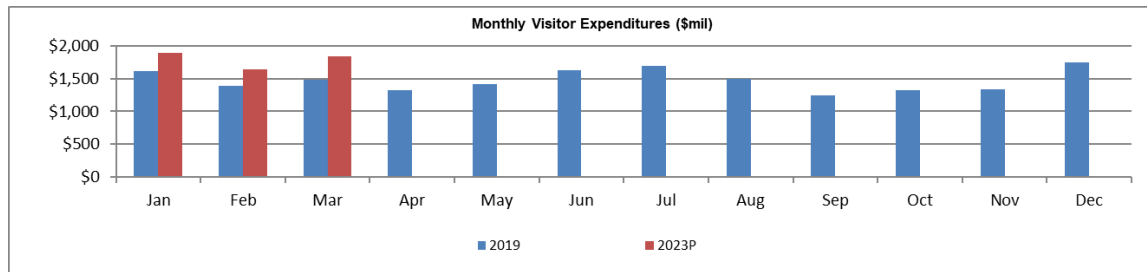
\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

<sup>1</sup> Average daily census measures the number of visitors present on any given day.

**Figure 1: Monthly Visitor Expenditures (\$mil) – Year-to-date Mar. 2023 vs. Year-to-date Mar. 2022**



**Figure 2: Monthly Visitor Expenditures (\$mil) – Year-to-date Mar. 2023 vs. Year-to-date Mar. 2019**



## Major Market Areas (MMAs)

### USA

**Table 3: Key Performance Indicators - U.S. Total (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2022)**

	YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑ 10.5%	3,712.7	4,102.9	15,913.9
Daily Spend (\$PPPD)	↔ 4.1%	227.1	236.3	242.7
Visitor Days	↔ 6.2%	16,349,230	17,362,782	65,577,785
Arrivals	↔ 7.3%	1,760,017	1,888,463	7,235,320
Daily Census	↔ 6.2%	181,658	192,920	179,665
Airlift (scheduled seats) ^	↔ -1.0%	2,792,914	2,764,512	10,850,948

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

**Table 4: Key Performance Indicators - U.S. Total (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2019)**

	YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑ 42.8%	2,873.4	4,102.9	15,913.9
Daily Spend (\$PPPD)	↑ 23.6%	191.2	236.3	242.7
Visitor Days	↑ 15.5%	15,026,373	17,362,782	65,577,785
Arrivals	↑ 16.8%	1,616,616	1,888,463	7,235,320
Daily Census	↑ 15.5%	166,960	192,920	179,665
Airlift (scheduled seats) ^	↑ 21.3%	2,279,579	2,764,512	10,850,948

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

- The Conference Board Consumer Confidence Index increased slightly in March 2023. The Index now stands at 104.2 (1985=100), up from 103.4 in February 2023. The Present Situation Index based on consumers' assessment of current business and labor market conditions decreased to 151.1 from 153.0 last month. The Expectations Index, based on consumers' short-term outlook for income, business, and labor market conditions grew to 73.0 from 70.4, in February 2023.
- Destination Analysts reports leisure travel demand does not appear to be abating with America's excitement to travel at record highs and more than half (55%) planning to prioritize leisure travel spending.

- The forecast for domestic scheduled nonstop air seats to Hawai'i during April-June 2023 will decrease 2.8 percent compared to the same period in 2022. This projection is based on flights appearing in Diio Mi. A decreased in flights is expected from U.S. West (-2.7%). The decrease in U.S. East (-3.3%) is a result of some frequency reductions, most specifically on American from DFW-OGG, United from ORD-OGG/KOA, and EWR-OGG.

## US WEST

**Table 5: Key Performance Indicators - U.S. West (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2022)**

		YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👉	6.4%	2,239.3	2,382.7	9,715.3
Daily Spend (\$PPPD)	👉	1.2%	220.6	223.2	231.7
Visitor Days	👉	5.2%	10,150,927	10,674,174	41,931,662
Arrivals	👉	6.1%	1,156,009	1,226,548	4,858,825
Daily Census	👉	5.2%	112,788	118,602	114,881
Airlift (scheduled seats) ^	👉	-3.8%	2,468,737	2,374,199	9,552,672

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

**Table 6: Key Performance Indicators - U.S. West (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2019)**

		YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	45.8%	1,634.4	2,382.7	9,715.3
Daily Spend (\$PPPD)	👆	24.3%	179.6	223.2	231.7
Visitor Days	👆	17.3%	9,098,812	10,674,174	41,931,662
Arrivals	👆	19.2%	1,028,938	1,226,548	4,858,825
Daily Census	👆	17.3%	101,098	118,602	114,881
Airlift (scheduled seats) ^	👆	19.9%	1,980,931	2,374,199	9,552,672

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

- In March 2023, 464,295 visitors arrived from the U.S. West, compared to 452,752 (+2.5%) in March 2022 and 399,049 visitors (+16.4%) in March 2019. U.S. West visitors spent \$838.5 million in March 2023, compared to \$805.5 million (+4.1%) in March 2022 and \$578.1 million (+44.1%) in March 2019. Daily spending by U.S. West visitors in March 2023 (\$220 per person) was up slightly from March 2022 (\$215 per person, +2.4%), but was much higher compared to March 2019 (\$176 per person, +25.4%).
- In the first quarter of 2023, there were 1,226,548 visitors from the U.S. West, compared to 1,156,009 visitors (+6.1%) in the first quarter of 2022, and 1,028,938 visitors (+19.2%) in the first quarter of 2019. U.S. West visitors spent \$2.38 billion in the first quarter of 2023, compared to \$2.24 billion (+6.4%) in the first quarter of 2022, and \$1.63 billion (+45.8%) in the first quarter of 2019.

## US EAST

**Table 7: Key Performance Indicators - U.S. East (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2022)**

		YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	16.8%	1,473.4	1,720.3	6,198.6
Daily Spend (\$PPPD)	👉	8.2%	237.7	257.2	262.1
Visitor Days	👉	7.9%	6,198,303	6,688,608	23,646,123
Arrivals	👉	9.6%	604,008	661,915	2,376,495
Daily Census	👉	7.9%	68,870	74,318	64,784
Airlift (scheduled seats) ^	👆	20.4%	324,177	390,313	1,298,276

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

**Table 8: Key Performance Indicators - U.S. East (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2019)**

		YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	38.8%	1,239.0	1,720.3	6,198.6
Daily Spend (\$PPPD)	👆	23.1%	209.0	257.2	262.1
Visitor Days	👆	12.8%	5,927,561	6,688,608	23,646,123
Arrivals	👆	12.6%	587,678	661,915	2,376,495
Daily Census	👆	12.8%	65,862	74,318	64,784
Airlift (scheduled seats) ^	👆	30.7%	298,648	390,313	1,298,276

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

- There were 245,466 visitors from the U.S. East in March 2023, compared to 233,286 visitors (+5.2%) in March 2022 and 225,648 visitors (+8.8%) in March 2019. U.S. East visitors spent \$577.3 million in March 2023, compared to \$507.0 million (+13.9%) in March 2022 and \$404.5 million (+42.7%) in March 2019. Daily spending by U.S. East visitors in March 2023 (\$257 per person) increased in comparison to March 2022 (\$237 per person, +8.5%) and March 2019 (\$201 per person, +27.8%).
- In the first quarter of 2023, 661,915 visitors arrived from the U.S. East, compared to 604,008 (+9.6%) in the first quarter of 2022, and 587,678 visitors (+12.6%) in the first quarter of 2019. U.S. East visitors spent \$1.72 billion in the first quarter of 2023, compared to \$1.47 billion (+16.8%) in the first quarter of 2022, and \$1.24 billion (+38.8%) in the first quarter of 2019.

## JAPAN

**Table 9: Key Performance Indicators – Japan (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2022)**

		YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	418.2%	31.5	163.2	1,768.9
Daily Spend (\$PPPD)	👉	9.2%	215.2	235.1	245.1
Visitor Days	👆	374.4%	146,352	694,241	7,216,077
Arrivals	👆	991.6%	9,068	98,994	962,144
Daily Census	👆	374.4%	1,626	7,714	19,770
Airlift (scheduled seats) ^	👆	324.5%	51,243	217,538	1,149,166

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

**Table 10: Key Performance Indicators – Japan (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2019)**

		YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-68.9%	524.1	163.2	1,768.9
Daily Spend (\$PPPD)	👉	-2.0%	239.8	235.1	245.1
Visitor Days	👇	-68.2%	2,185,655	694,241	7,216,077
Arrivals	👇	-73.6%	374,929	98,994	962,144
Daily Census	👇	-68.2%	24,285	7,714	19,770
Airlift (scheduled seats) ^	👇	-57.0%	505,898	217,538	1,149,166

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

- There were 40,039 visitors from Japan in March 2023, compared to 4,038 visitors (+891.6%) in March 2022 and 133,858 visitors (-70.1%) in March 2019. Visitors from Japan spent \$61.3 million in March 2023, compared to \$11.8 million (+419.0%) in March 2022 and \$185.2 million (-66.9%) in March 2019. Daily spending by Japanese visitors in March 2023 (\$232 per person) increased compared to March 2022 (\$224 per person, +3.4%), but was lower than March 2019 (\$238 per person, -2.5%).
- In the first quarter of 2023, there were 98,994 visitors from Japan, compared to 9,068 visitors (+991.6%) in the first quarter of 2022, and 374,929 visitors (-73.6%) in the first quarter of 2019. Visitors from Japan spent \$163.2 million in the first quarter of 2023, compared to \$31.5 million (+418.2%) in the first quarter of 2022, and \$524.1 million (-68.9%) in the first quarter of 2019.

- Consumption data for February 2023 showed an increase of approximately 9.2 percent compared to the pre-COVID period. Consumption expenditures for households of two or more people increased 59.2 percent for lodging and doubled for domestic package travel due to the effect of the resumption of the "The National Travel Assistance."
- Fuel surcharges for tickets issued in April and May 2023 dropped from 30,500 yen to 21,000 (ANA) 23,600 (HAL & JAL) yen for one-way, resulting round-trip fuel surcharges dropped down to less than 50,000 yen.
- Japanese government announced to downgrade COVID-19 to the same level with flu from May 8, 2023. The restriction of wearing masks had been loosened from March 13.
- Air Service: All Nippon Airlines (ANA): Currently operating double daily flights from Narita and Haneda. For summer vacation period, ANA will increase to triple daily flights. Hawaiian Airlines: Currently operating 6 times for all Hawai'i bound from Haneda, Narita, and Kansai (KIX). Starting from April 30, 2023, Fukuoka-Honolulu will resume as 3 times a week operation. Japan Airlines: Flight from Narita and Haneda has been operating 7 times daily. KIX – Honolulu is operating once a week. ZIPAIR: operated 3 flights a week from Narita. For 2023 spring vacation period (3/15 to 3/24), ZIPAIR increased to daily flights.

## CANADA

**Table 11: Key Performance Indicators – Canada (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2022)**

	YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	75.6%	264.3	464.1	1,130.5
Daily Spend (\$PPPD)	22.1%	175.9	214.9	197.8
Visitor Days	43.8%	1,502,383	2,159,828	5,716,654
Arrivals	64.1%	107,072	175,738	461,829
Daily Census	43.8%	16,693	23,998	15,662
Airlift (scheduled seats) ^	2.2%	191,476	195,687	485,774

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

**Table 12: Key Performance Indicators – Canada (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2019)**

	YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	1.3%	458.3	464.1	1,130.5
Daily Spend (\$PPPD)	27.1%	169.1	214.9	197.8
Visitor Days	-20.3%	2,710,297	2,159,828	5,716,654
Arrivals	-17.6%	213,190	175,738	461,829
Daily Census	-20.3%	30,114	23,998	15,662
Airlift (scheduled seats) ^	-7.4%	211,342	195,687	485,774

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

- In March 2023, 64,377 visitors arrived from Canada, compared to 54,475 visitors (+18.2%) in March 2022 and 76,913 visitors (-16.3%) in March 2019. Visitors from Canada spent \$162.4 million in March 2023, compared to \$116.1 million (+39.9%) in March 2022 and \$139.8 million (+16.2%) in March 2019. Daily spending by Canadian visitors in March 2023 (\$213 per person) increased significantly, compared to March 2022 (\$173 per person, +23.4%), and March 2019 (\$158 per person, +35.4%).
- In the first quarter of 2023, there were 175,738 visitors from Canada, compared to 107,072 visitors (+64.1%) in the first quarter of 2022, and 213,190 visitors (-17.6%) in the first quarter of 2019. Visitors from Canada spent \$464.1 million in the first quarter of 2023, compared to \$264.3 million (+75.6%) in the first quarter of 2022, and \$458.3 million (+1.3%) in the first quarter of 2019.

- Growth in real GDP is projected to slow from 3.2 percent in 2022 to 1 percent in 2023 before strengthening to 1.3 percent in 2024 according to the OECD.
- Strength in Canada's resources sectors has helped offset slower growth in services. Industry GDP data suggest activity has cooled after an earlier post-pandemic rebound in hard-hit sectors including travel and accommodation.
- Canada's remoteness from hard-hit European markets and its domestic oil and gas capacity continue to help shield the country from high economic pressures arising from Russia's war of aggression against Ukraine. Energy price rises have been lower than in Europe. Lower oil prices have helped to reduce consumer price inflation from its peaks earlier in the year.
- The index of consumer confidence was 75.7 points in March 2023, the highest rating since summer 2022. The share of respondents to the Conference Board of Canada's survey who think it is a good time to purchase large-ticket items also increased slightly, but at 10.7 percent, remains well below pre-pandemic levels.

## OCEANIA

**Table 13: Key Performance Indicators – Oceania (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2022)**

		YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	288.5%	38.6	149.9	691.2
Daily Spend (\$PPPD)	👉	9.0%	266.2	290.1	299.5
Visitor Days	👆	256.5%	144,984	516,808	2,307,871
Arrivals	👆	308.6%	14,081	57,533	240,536
Daily Census	👆	256.5%	1,611	5,742	6,323
Airlift (scheduled seats) <sup>^</sup>	👆	186.9%	27,873	79,980	332,614

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

**Table 14: Key Performance Indicators – Oceania (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2019)**

		YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-12.1%	170.6	149.9	691.2
Daily Spend (\$PPPD)	👆	10.3%	263.1	290.1	299.5
Visitor Days	👇	-20.3%	648,450	516,808	2,307,871
Arrivals	👇	-16.1%	68,598	57,533	240,536
Daily Census	👇	-20.3%	7,205	5,742	6,323
Airlift (scheduled seats) <sup>^</sup>	👇	-31.0%	115,945	79,980	332,614

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

- A new survey by Airservices Australia suggests that more than a third of Aussies are expecting to fly more for leisure travel than they did before the pandemic. The study of 1,000 people also found that 37 percent of travelers believe air travel is now essential to their wellbeing, with younger demographics placing the highest premium on air travel's relationship to mental health. Around 45 percent of those aged 18-29 and 49 percent between 30-39 claimed air travel to be essential to wellbeing, while the same report also showed that close to 60 percent of Aussies plan to fly internationally over the next 12 months, and 68 percent said they are intending to take a flight for leisure in Australia.
- Airlift from Australia and New Zealand is increasing slightly with 120,757 air seats expected in the first half of the year. The current airlift schedules through 2023 still sit below pre-Covid/2019 levels, down 31 percent. However recent Oceania arrivals show that this gap can be minimized if load factors are high. For example, Jan/Feb YTD arrivals from Oceania in 2023 were only 16 percent down from Jan/Feb YTD 2019.
- Hawaiian Airlines is increasing to a daily service from Sydney in April 2023 and then back to 5 days a week from May 2023.
- Unemployment remains low in Australia and New Zealand at 3.5% and 3.4% respectively.

- Labor shortages in Australia has pushed the government to add more professions to the skills list, to allow more people to work in Australia.
- Exchange rates are currently sitting at 69 cents (AUD) and 62 cents (NZD) to one USD.

## OTHER ASIA

**Table 15: Key Performance Indicators – Other Asia (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2022)**

		YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	247.8%	37.6	130.9	N/A
Daily Spend (\$PPPD)	👉	2.7%	296.0	303.9	N/A
Visitor Days	👆	238.8%	127,163	430,856	N/A
Arrivals	👆	377.9%	10,115	48,340	N/A
Daily Census	👆	238.8%	1,413	4,787	N/A
Airlift (scheduled seats) ^	👆	193.9%	25,636	75,354	290,195

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

**Table 16: Key Performance Indicators – Other Asia (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2019)**

		YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-46.0%	242.6	130.9	N/A
Daily Spend (\$PPPD)	👉	3.8%	292.7	303.9	N/A
Visitor Days	👇	-48.0%	828,868	430,856	N/A
Arrivals	👇	-51.5%	99,569	48,340	N/A
Daily Census	👇	-48.0%	9,210	4,787	N/A
Airlift (scheduled seats) ^	👇	-41.8%	129,397	75,354	290,195

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

## KOREA

**Table 17: Key Performance Indicators – Korea (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2022)**

		YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	397.3%	24.3	121.0	345.6
Daily Spend (\$PPPD)	👆	11.3%	273.2	303.9	308.2
Visitor Days	👆	347.0%	89,096	398,267	1,121,316
Arrivals	👆	655.2%	5,846	44,145	144,322
Daily Census	👆	347.0%	990	4,425	3,072
Airlift (scheduled seats) ^	👆	193.9%	25,636	75,354	283,157

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

**Table 18: Key Performance Indicators – Korea (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2019)**

		YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-10.9%	135.8	121.0	345.6
Daily Spend (\$PPPD)	👆	13.9%	266.8	303.9	308.2
Visitor Days	👇	-21.8%	509,080	398,267	1,121,316
Arrivals	👇	-30.1%	63,131	44,145	144,322
Daily Census	👇	-21.8%	5,656	4,425	3,072
Airlift (scheduled seats) ^	👇	-14.6%	88,217	75,354	283,157

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). Scheduled seats forecast from Diio Mi flight schedules as of March 21, 2023, subject to change.

- Korea's exports fell 13.6 percent from a year earlier to \$55.12 billion in March 2023.
- In March 2023, the South Korean exchange rate was 1,307.95(KRW/USD), which depreciated from the previous month's rate of 1,280.53(KRW/USD).

- Korea recorded 87.5 percent vaccination rate and 65.7 percent booster rate as of March 29, 2023; and the rate of 4th shots is 14.8 percent.
- South Korea lifted the mask mandate for public transportation from March 20, 2023. The types of public transportation where people are no longer required to wear masks include public and school buses, the subway, KTX bullet trains, taxis and airplanes.
- The number of Korean departures, according to Korea Tourism Organization, was 1,782,313 in January 2023. The figure represents a recovery of 61.2 percent compared to January 2019 and is 12.1 times higher than January 2022. The number of Korean outbound travelers in February 2023 was 1,724,880, a year over year increase of 1,430.2 percent.

## CHINA

**Table 19: Key Performance Indicators – China (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2022)**

		YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↗	5.1%	6.9	7.3	N/A
Daily Spend (\$PPPD)	↗	2.8%	336.9	346.3	N/A
Visitor Days	↗	2.2%	20,488	20,941	N/A
Arrivals	↗	2.4%	2,708	2,772	N/A
Daily Census	↗	2.2%	228	233	N/A
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023) N/A=Not available.

**Table 20: Key Performance Indicators – China (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2019)**

		YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↘	-91.4%	84.0	7.3	N/A
Daily Spend (\$PPPD)	↗	3.8%	333.6	346.3	N/A
Visitor Days	↘	-91.7%	251,780	20,941	N/A
Arrivals	↘	-90.5%	29,289	2,772	N/A
Daily Census	↘	-91.7%	2,798	233	N/A
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). N/A=Not available

- March 2023 month-end (ME) rate for Chinese Yuan (CNY) vs. USD was 6.87, versus 6.95 in February 2023 and 6.35 in March 2022.
- In March 2023, the Purchasing Manager Index (PMI) of China's manufacturing industry was 51.9 percent, a decrease of 70 basis points from the prior month figure of 52.6 percent.
- In March 2023, China's annual inflation rate is expected to be 0.9 percent year on year (versus 1.0% last month and 1.5% in March 2022).
- The US has relaxed all COVID-19 testing restrictions for travelers from China as of March 10, 2023, citing a decline in COVID cases, hospitalizations and deaths and more data surrounding the variants that were circulating in China.
- Overall domestic travel bookings during the May holidays this year have increased by 150 percent year-on-year, and the number of outbound travel bookings has increased by nearly 17 times year-on-year, according to data from Trip.com.
- China added another 40 countries for resumption of outbound group tours in March 2023 including Nepal, France, Spain, Italy, Greece and Brazil.



## EUROPE

Table 21: Key Performance Indicators – Europe (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2022)

		YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	84.1%	29.2	53.7	254.4
Daily Spend (\$PPPD)	↑	66.6%	141.4	235.6	167.4
Visitor Days	↑	10.4%	206,383	227,937	1,519,811
Arrivals	↑	20.2%	13,494	16,221	115,457
Daily Census	↑	10.4%	2,293	2,533	4,164
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). N/A=Not available

Table 22: Key Performance Indicators – Europe (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2019)

		YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↔	6.8%	50.3	53.7	254.4
Daily Spend (\$PPPD)	↑	53.8%	153.3	235.6	167.4
Visitor Days	↓	-30.5%	328,183	227,937	1,519,811
Arrivals	↓	-33.6%	24,443	16,221	115,457
Daily Census	↓	-30.5%	3,646	2,533	4,164
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). N/A=Not available

## LATIN AMERICA

Table 23: Key Performance Indicators – Latin America (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2022)

		YOY Rate	Mar'22 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	220.2%	5.7	18.2	N/A
Daily Spend (\$PPPD)	↑	136.9%	120.7	285.9	N/A
Visitor Days	↑	35.1%	47,153	63,714	N/A
Arrivals	↑	45.8%	3,942	5,747	N/A
Daily Census	↑	35.1%	524	708	N/A
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). N/A=Not available

Table 24: Key Performance Indicators – Latin America (Year-to-date Mar. 2023 vs. Year-to-date Mar. 2019)

		YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	19.4%	15.3	18.2	N/A
Daily Spend (\$PPPD)	↑	20.7%	236.8	285.9	N/A
Visitor Days	↔	-1.1%	64,436	63,714	N/A
Arrivals	↔	-1.2%	5,818	5,747	N/A
Daily Census	↔	-1.1%	716	708	N/A
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

\*DBEDT 2023 annual forecast (as of Quarter 1, 2023). N/A=Not available

## **ISLAND VISITATION:**

- **O'ahu:** There were 487,393 visitors to O'ahu in March 2023, compared to 404,274 visitors (+20.6%) in March 2022 and 523,904 visitors (-7.0%) in March 2019. Visitor spending was \$731.4 million in March 2023, compared to \$672.8 million (+8.7%) in March 2022, and \$672.9 million (+8.7%) in March 2019. The average daily census on O'ahu was 110,626 visitors in March 2023, compared to 96,050 visitors (+15.2%) in March 2022, and 111,696 visitors (-1.0%) in March 2019.
- In the first quarter of 2023, there were 1,335,130 visitors to O'ahu, compared to 990,208 visitors (+34.8%) in the first quarter of 2022, and 1,467,031 visitors (-9.0%) in the first quarter of 2019. For the first quarter of 2023, total visitor spending was \$2.11 billion, up from \$1.78 billion (+18.5%) in the first quarter of 2022, and \$1.98 billion (+6.4%) in the first quarter of 2019.
- **Maui:** There were 276,485 visitors to Maui in March 2023, compared to 239,538 visitors (+15.4%) in March 2022, and 271,934 visitors (+1.7%) in March 2019. Visitor spending was \$619.9 million in March 2023, compared to \$458.8 million in March 2022 (+35.1%), and \$443.3 million (+39.8%) in March 2019. The average daily census on Maui was 70,111 visitors in March 2023, compared to 63,948 visitors (+9.6%) in March 2022, and 69,349 visitors (+1.1%) in March 2019.
- In the first quarter of 2023, there were 725,969 visitors to Maui, compared to 616,048 visitors (+17.8%) in the first quarter of 2022, and 726,959 visitors (-0.1%) in the first quarter of 2019. For the first quarter of 2023, total visitor spending was \$1.79 billion, compared to \$1.29 billion (+38.8%) in the first quarter of 2022, and \$1.33 billion (+34.1%) in the first quarter of 2019.
- **Hawai'i Island:** There were 161,172 visitors to Hawai'i Island in March 2023, compared to 141,854 visitors (+13.6%) in March 2022, and 161,087 visitors (+0.1%) in March 2019. Visitor spending was \$236.9 million in March 2023, compared to \$217.3 million (+9.1%) in March 2022, and \$200.7 million (+18.0%) in March 2019. The average daily census on Hawai'i Island was 39,862 visitors in March 2023, compared to 37,725 visitors (+5.7%) in March 2022, and 37,520 visitors (+6.2%) in March 2019.
- In the first quarter of 2023, there were 446,993 visitors to Hawai'i Island, compared to 375,031 visitors (+19.2%) in the first quarter of 2022, and 446,877 visitors (0.0%) in the first quarter of 2019. For the first quarter of 2023, total visitor spending was \$741.1 million, compared to \$652.0 million (+13.7%) in the first quarter of 2022, and \$646.4 million (+14.7%) in the first quarter of 2019.
- **Kaua'i** There were 122,585 visitors to Kaua'i in March 2023, compared to 106,544 visitors (+15.1%) in March 2022, and 122,876 visitors (-0.2%) in March 2019. Visitor spending was \$222.5 million in March 2023, compared to \$159.9 million in March 2022 (+39.1%), and \$152.6 million (+45.8%) in March 2019. The average daily census on Kaua'i was 29,003 visitors in March 2023, compared to 27,263 visitors (+6.4%) in March 2022, and 28,844 visitors (+0.6%) in March 2019.
- In the first quarter of 2023, there were 330,090 visitors to Kaua'i, compared to 279,801 visitors (+18.0%) in the first quarter of 2022, and 333,462 visitors (-1.0%) in the first quarter of 2019. For the first quarter of 2023, total visitor spending was \$660.9 million, compared to \$470.3 million (+40.5%) in the first quarter of 2022, and \$481.9 million (+37.1%) in the first quarter of 2019.