

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-24** Preliminary

Visitor Industry Performance Measures

Market: **OVERALL**

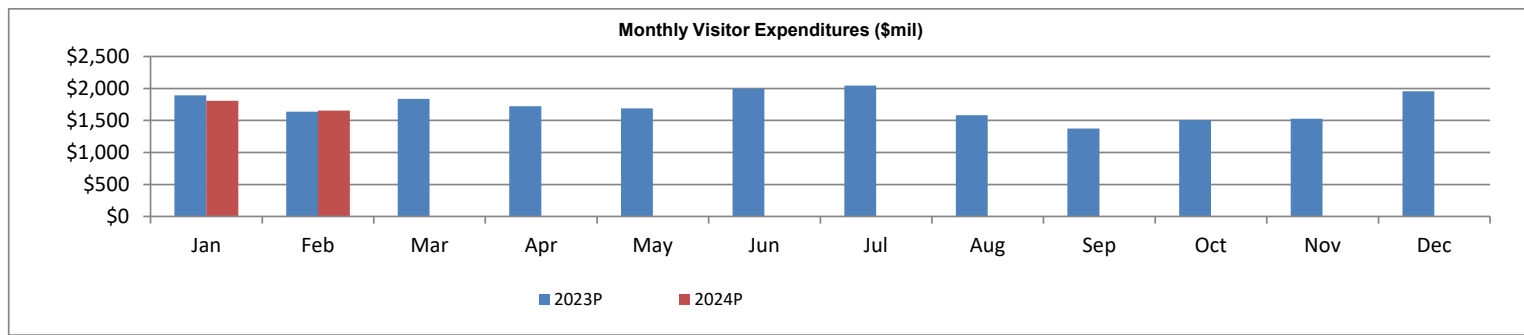
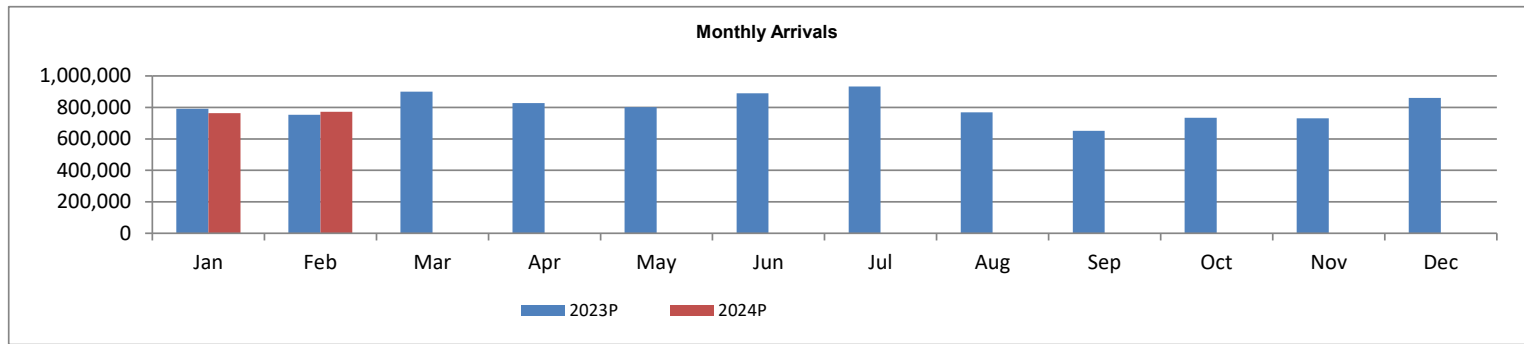
Key Performance Indicators

	YOY Rate	Feb'23 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	🔻 -1.9%	3,532.5	3,465.0	21,235.0	O'ahu	6.7%	904,222
Daily Spend (\$PPPD)	🔻 1.6%	237.3	241.2	245.2	Maui	-20.7%	356,305
Visitor Days	🔻 -3.5%	14,883,304	14,367,920	86,596,000	Moloka'i	-2.9%	7,367
Arrivals	🔻 -0.6%	1,545,531	1,535,959	9,782,000	Lāna'i	-25.2%	7,877
Daily Census	🔻 -5.1%	252,259	239,465	236,601	Kaua'i	3.6%	214,873
Airlift (scheduled seats) [^]	🔻 -2.0%	2,179,312	2,135,144	13,077,026	Hawai'i Island	0.8%	288,221

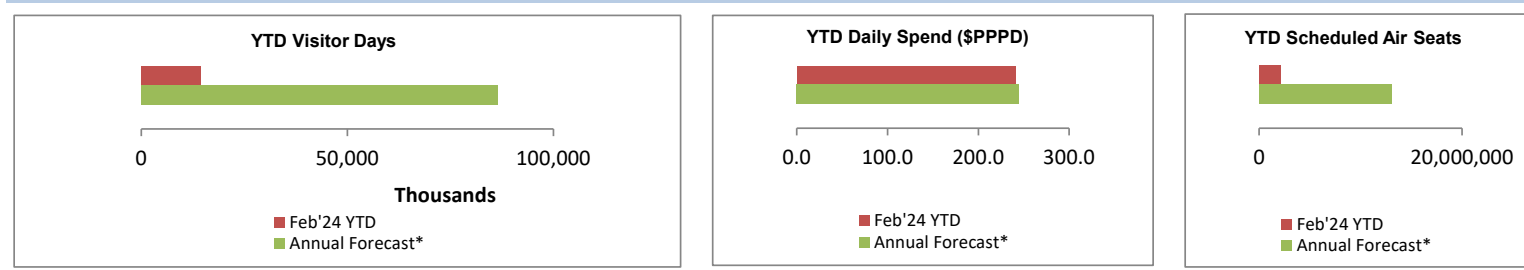
* DBEDT Annual Forecast as of Q1 2024.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-24** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

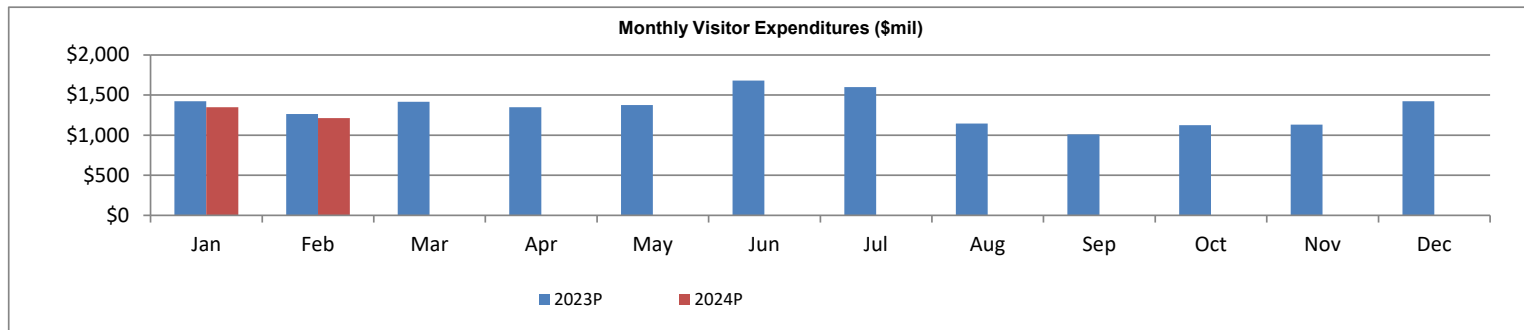
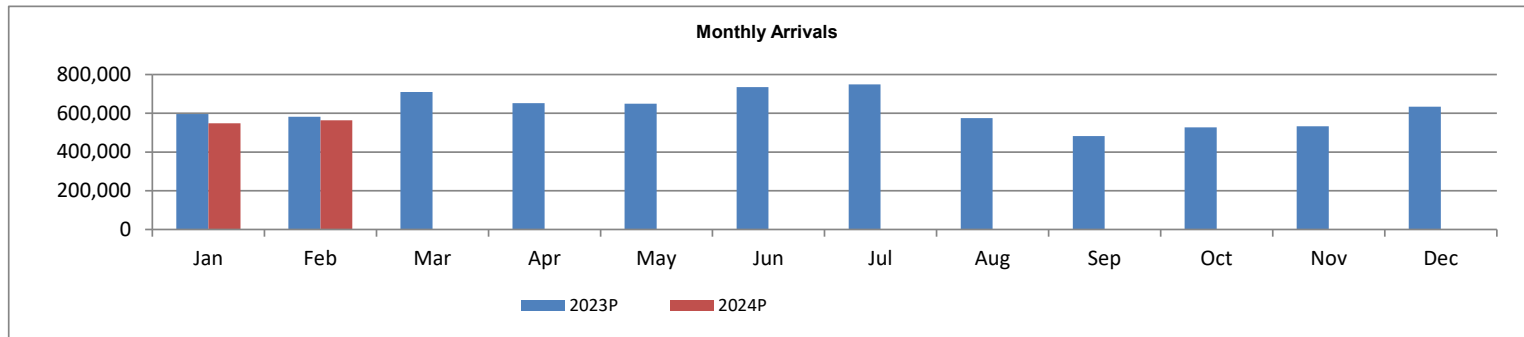
Key Performance Indicators

	YOY Rate	Feb'23 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👇 -4.7%	2,687.0	2,560.4	15,543.1	O'ahu	-1.3%	588,800
Daily Spend (\$PPPD)	👇 2.1%	237.6	242.5	245.5	Maui	-21.9%	290,580
Visitor Days	👇 -6.6%	11,308,411	10,558,336	63,320,734	Moloka'i	-11.7%	5,624
Arrivals	👇 -5.7%	1,178,701	1,111,846	7,108,894	Lāna'i	-25.5%	6,569
Daily Census	👇 -8.2%	191,668	175,972	173,007	Kaua'i	3.1%	187,494
Airlift (scheduled seats) [^]	👇 -7.4%	1,763,867	1,634,043	10,663,732	Hawai'i Island	-0.5%	235,150

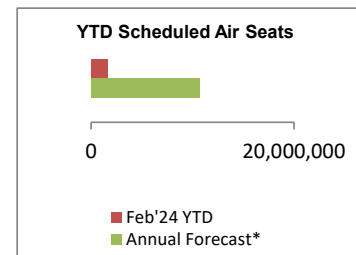
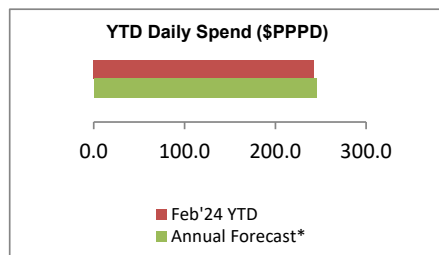
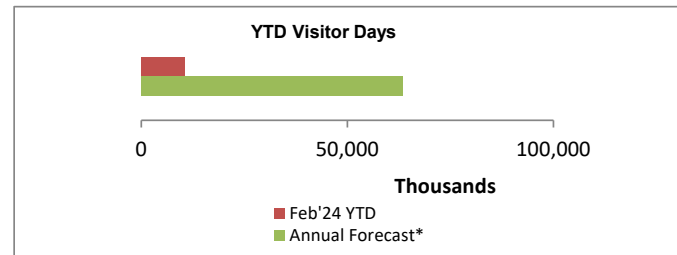
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

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Hawai'i Tourism Authority Report Date: **Feb-24** Preliminary

Visitor Industry Performance Measures

Market: **U.S. WEST**

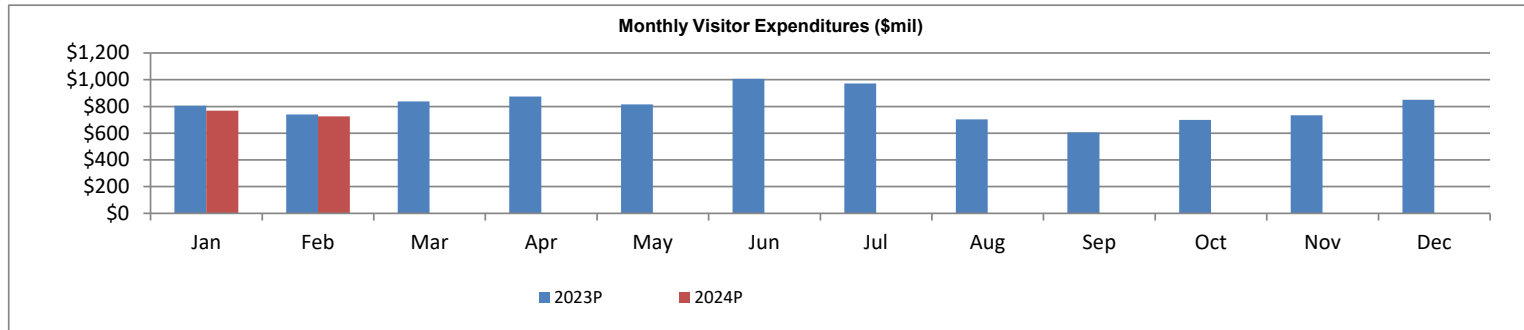
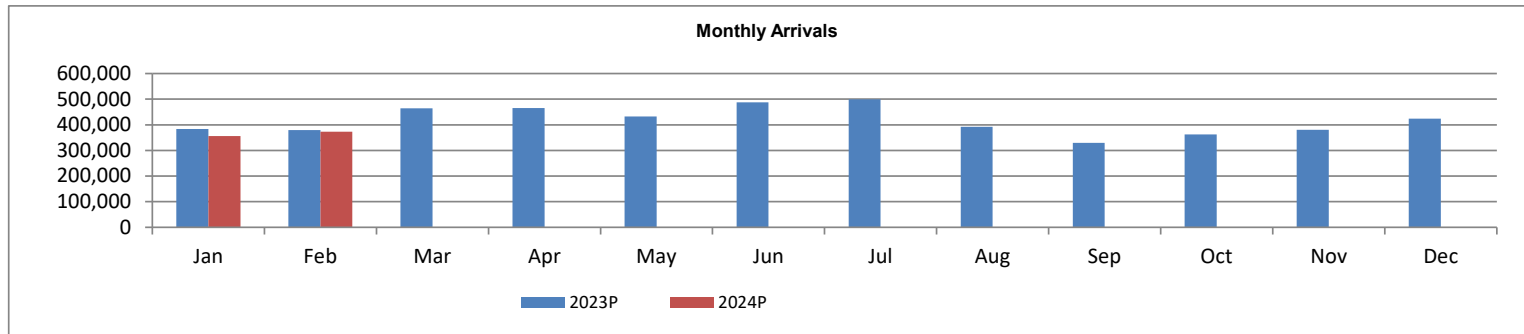
Key Performance Indicators

	YOY Rate	Feb'23 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘ -3.2%	1,544.1	1,494.7	9,362.9	O'ahu	0.2%	364,598
Daily Spend (\$PPPD)	↘ 2.7%	225.0	231.0	231.2	Maui	-20.2%	179,556
Visitor Days	↘ -5.7%	6,863,473	6,471,890	40,500,602	Moloka'i	-12.3%	3,293
Arrivals	↘ -4.3%	762,253	729,404	4,764,777	Lāna'i	-22.8%	3,642
Daily Census	↘ -7.3%	116,330	107,865	110,657	Kaua'i	3.9%	114,727
Airlift (scheduled seats) [^]	↘ -5.6%	1,504,067	1,419,361	9,438,011	Hawai'i Island	1.0%	146,328

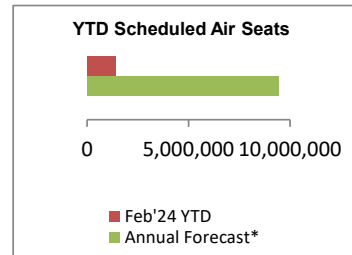
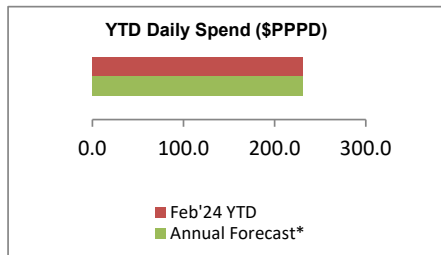
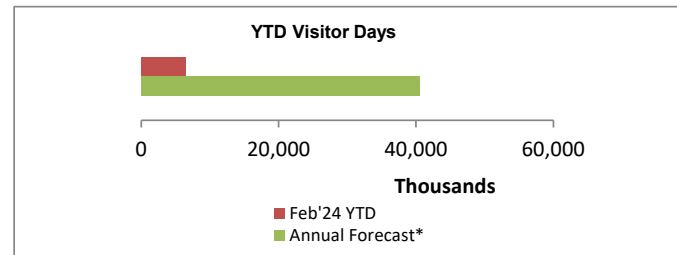
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. EAST**

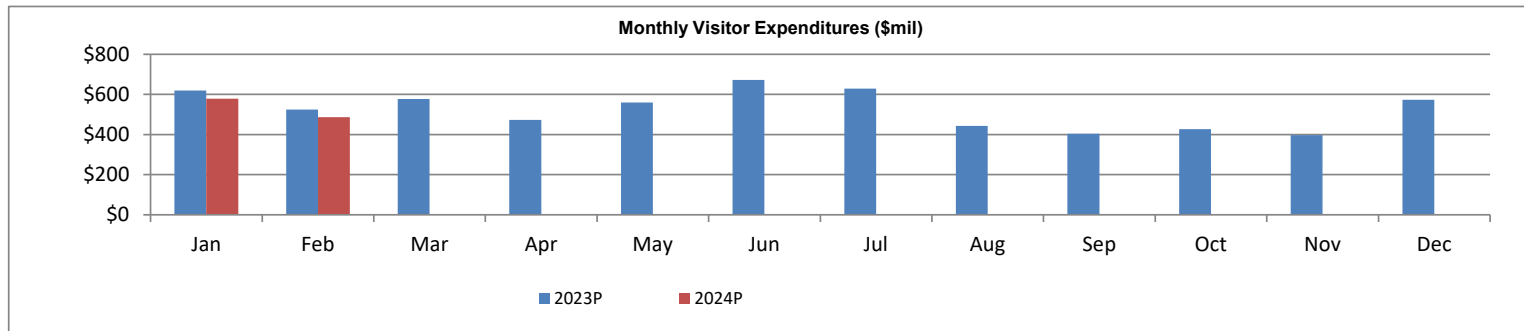
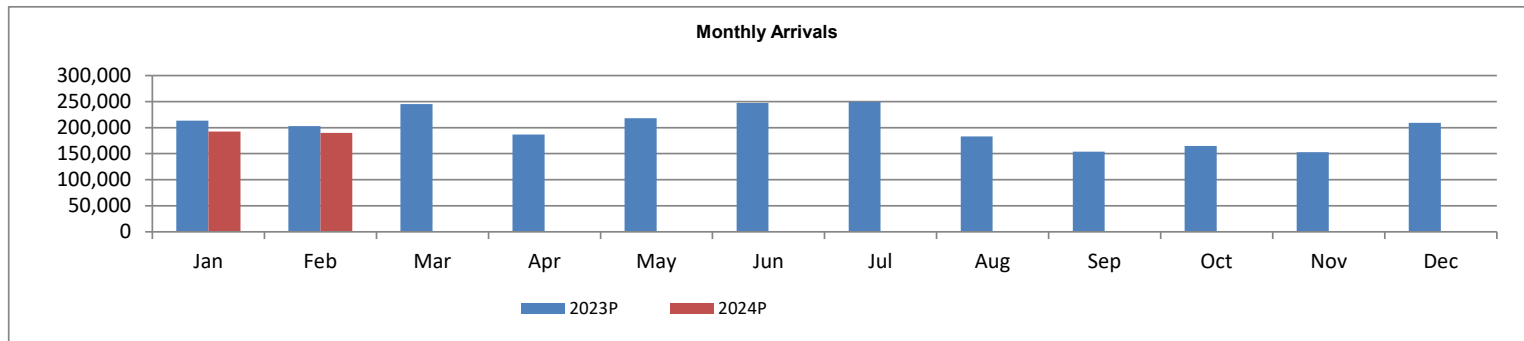
Key Performance Indicators

	YOY Rate	Feb'23 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👇 -6.8%	1,142.9	1,065.7	6,180.2	O'ahu	-3.6%	224,202
Daily Spend (\$PPPD)	👇 1.4%	257.1	260.8	270.8	Maui	-24.5%	111,024
Visitor Days	👇 -8.1%	4,444,937	4,086,446	22,820,132	Moloka'i	-10.8%	2,331
Arrivals	👇 -8.2%	416,449	382,442	2,344,117	Lāna'i	-28.6%	2,927
Daily Census	👇 -9.6%	75,338	68,107	62,350	Kaua'i	1.9%	72,766
Airlift (scheduled seats) [^]	👇 -17.4%	259,800	214,682	1,225,721	Hawai'i Island	-2.8%	88,822

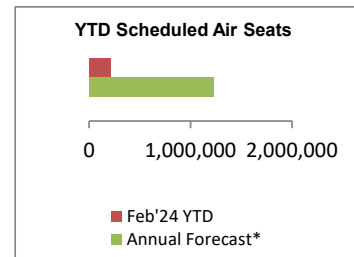
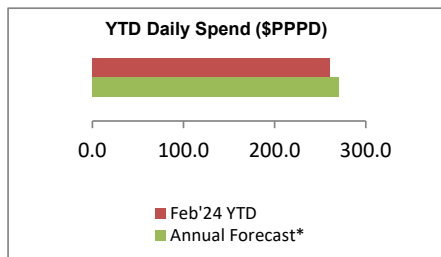
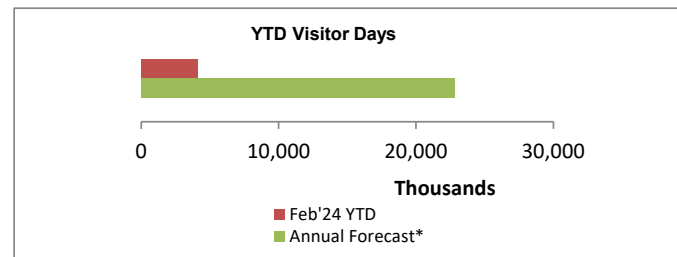
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Feb-24** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

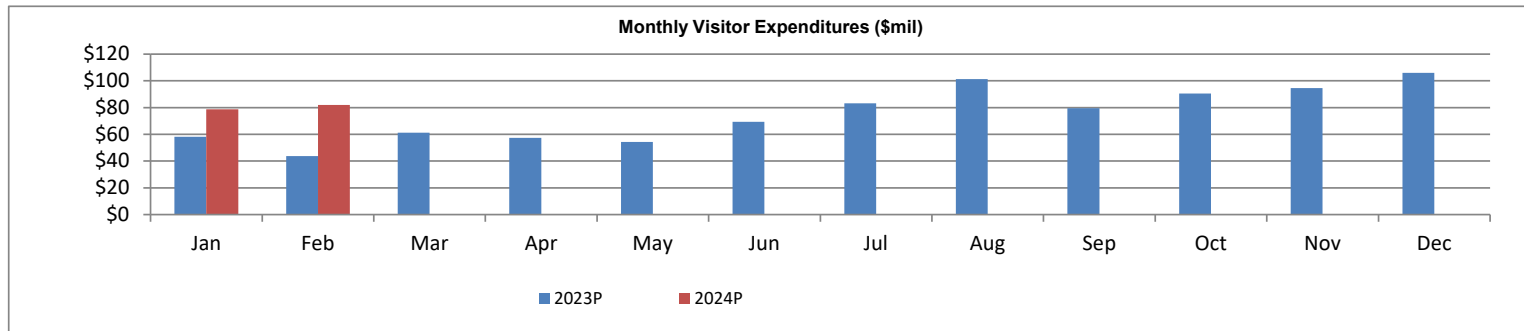
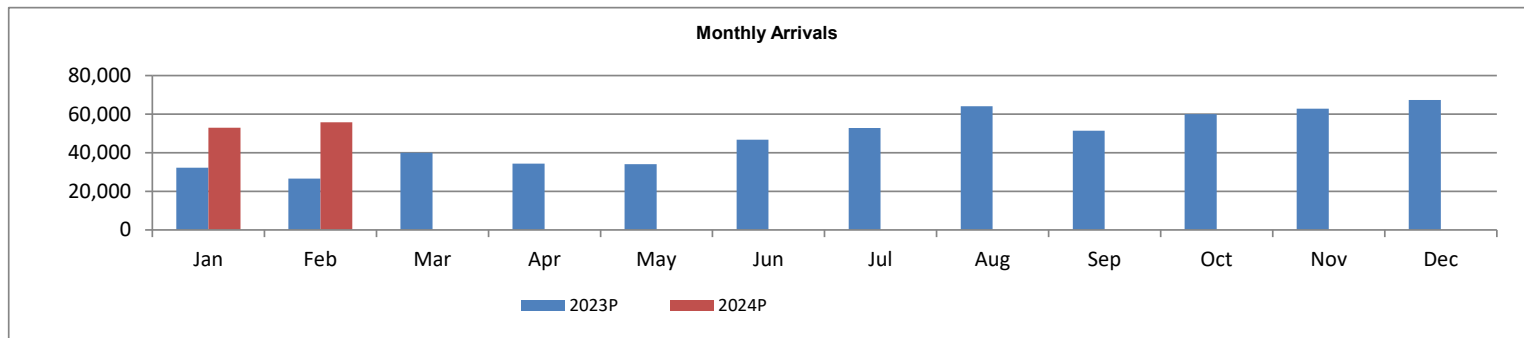
Key Performance Indicators

	YOY Rate	Feb'23 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 57.9%	101.9	160.8	1,445.2	O'ahu	84.2%	106,117
Daily Spend (\$PPPD)	↔ 1.6%	237.0	240.8	243.6	Maui	24.0%	1,993
Visitor Days	↑ 55.4%	429,822	667,887	5,932,051	Moloka'i	260.0%	307
Arrivals	↑ 84.3%	58,955	108,627	956,782	Lāna'i	-71.2%	14
Daily Census	↑ 52.8%	7,285	11,131	16,208	Kaua'i	6.4%	1,029
Airlift (scheduled seats) [^]	↑ 64.6%	139,953	230,392	1,063,623	Hawai'i Island	62.8%	6,804

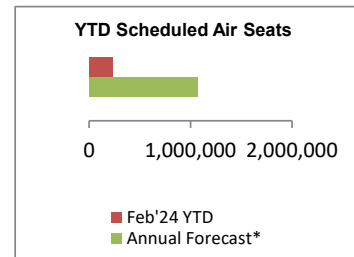
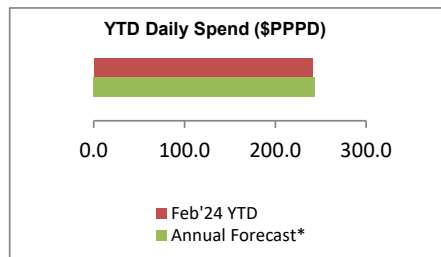
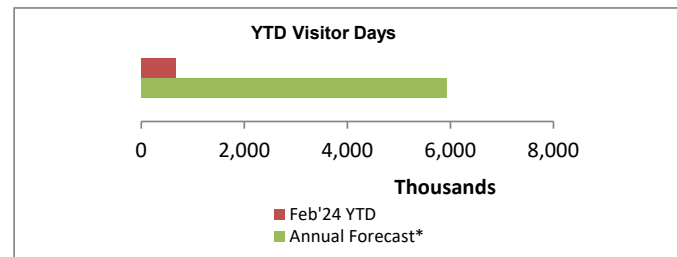
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Feb-24** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

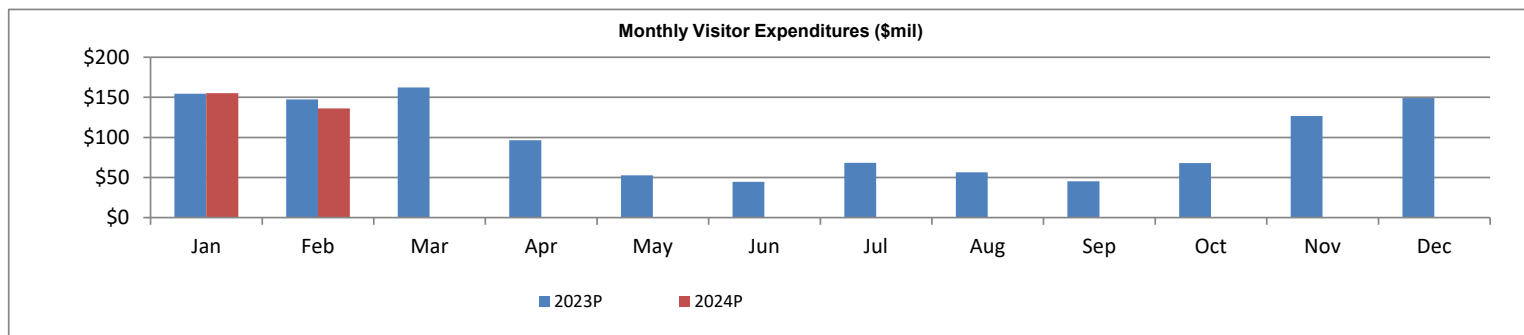
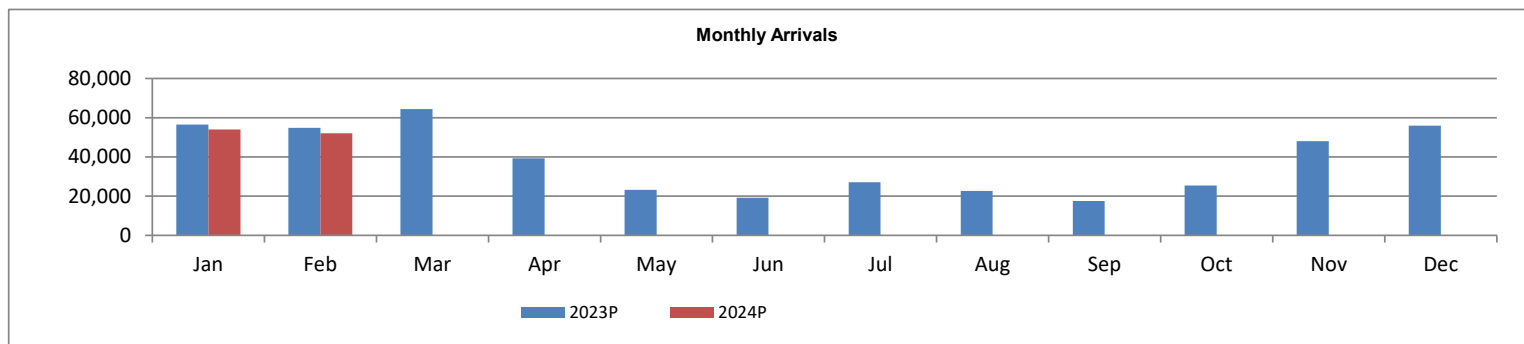
Key Performance Indicators

	YOY Rate	Feb'23 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘ -3.4%	301.6	291.5	1,107.8	O'ahu	4.3%	55,441
Daily Spend (\$PPPD)	↘ 4.0%	215.7	224.2	223.9	Maui	-18.6%	38,809
Visitor Days	↘ -7.1%	1,398,719	1,300,031	4,946,565	Moloka'i	19.1%	623
Arrivals	↘ -4.8%	111,361	106,050	449,688	Lāna'i	-33.2%	508
Daily Census	↘ -8.6%	23,707	21,667	13,515	Kaua'i	-6.2%	11,237
Airlift (scheduled seats) [^]	↘ -10.2%	127,002	114,020	466,196	Hawai'i Island	-0.9%	19,425

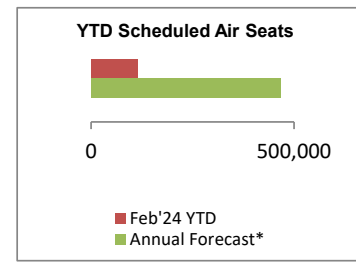
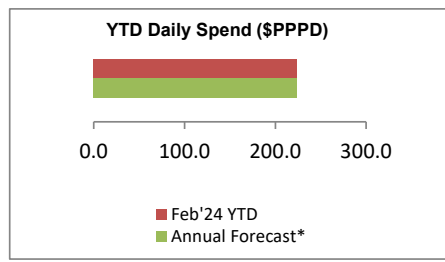
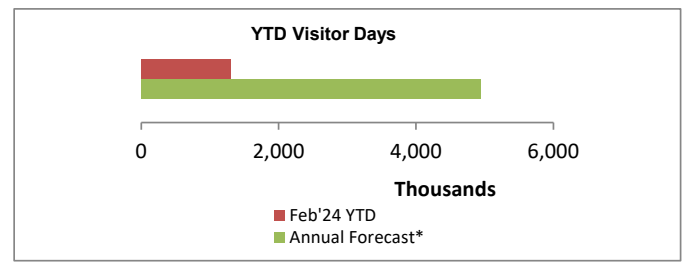
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-24** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

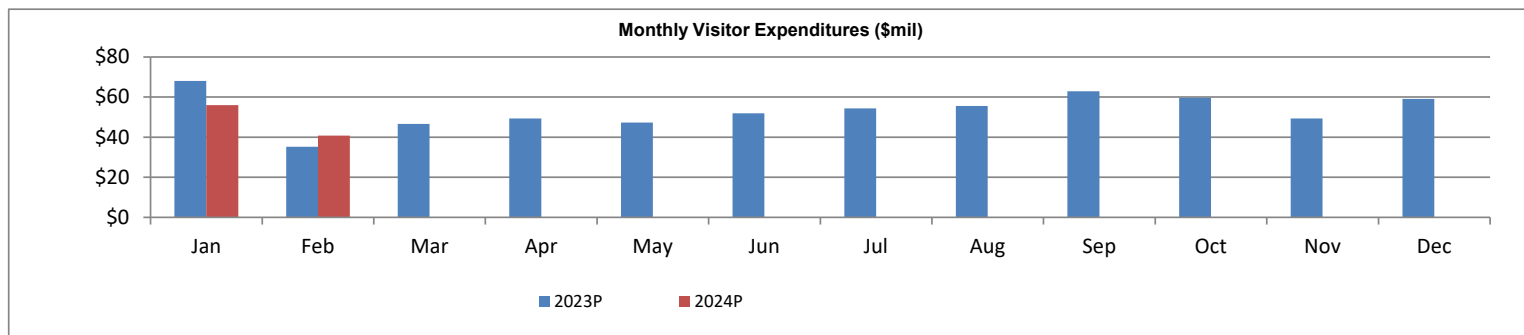
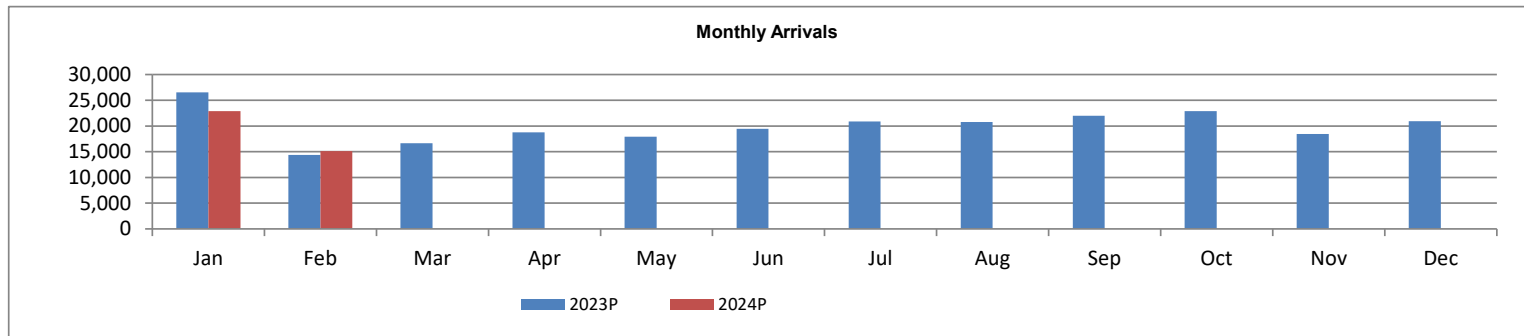
Key Performance Indicators

	YOY Rate	Feb'23 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘	103.3	96.7	673.7	O'ahu	-7.3%	37,106
Daily Spend (\$PPPD)	↘	286.0	286.6	300.9	Maui	-5.4%	3,581
Visitor Days	↘	361,013	337,455	2,238,871	Moloka'i	135.1%	262
Arrivals	↘	40,880	37,971	248,763	Lāna'i	126.4%	472
Daily Census	↘	6,119	5,624	6,117	Kaua'i	34.9%	2,392
Airlift (scheduled seats) [^]	↘	53,252	54,470	329,185	Hawai'i Island	-16.0%	2,818

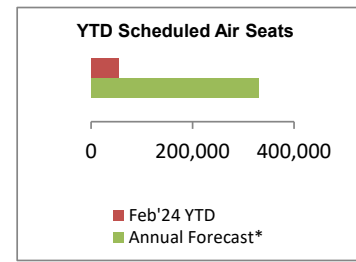
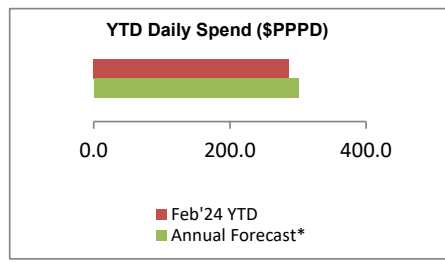
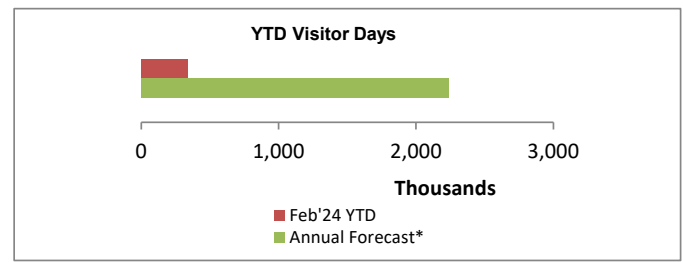
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-24** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

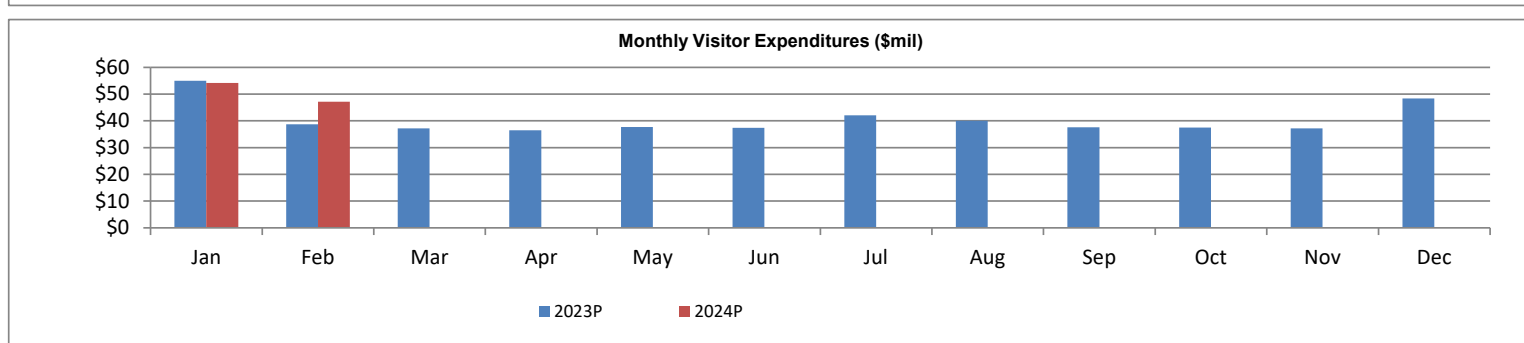
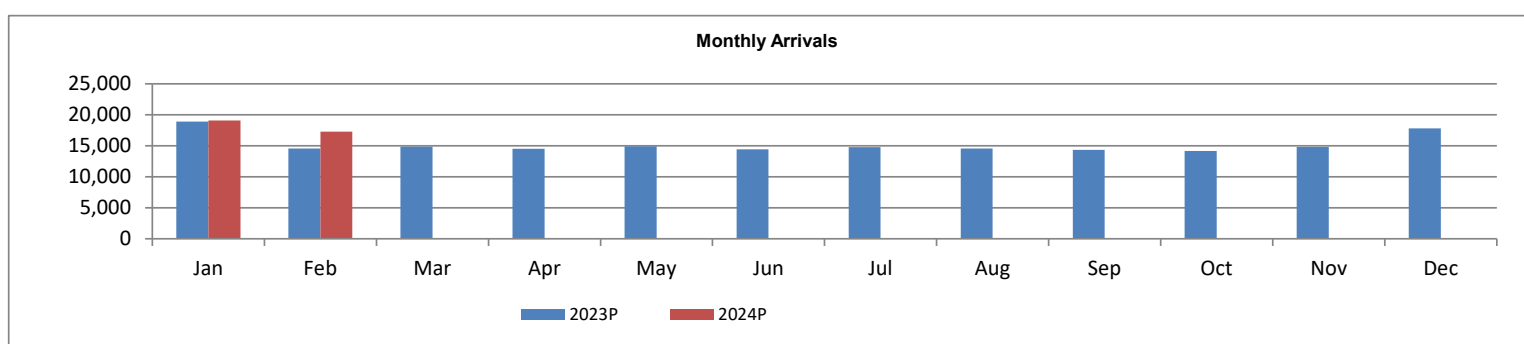
Key Performance Indicators

	YOY Rate	Feb'23 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 8.1%	93.7	101.3	NA	O'ahu	7.4%	35,112
Daily Spend (\$PPPD)	↗ 1.8%	306.5	311.9	NA	Maui	-46.1%	1,543
Visitor Days	↗ 6.2%	305,822	324,826	NA	Moloka'i	147.3%	164
Arrivals	↗ 8.7%	33,481	36,401	NA	Lāna'i	-84.4%	36
Daily Census	↗ 4.4%	5,183	5,414	NA	Kaua'i	17.8%	1,571
Airlift (scheduled seats)^	↗ 7.6%	51,191	55,085	278,670	Hawai'i Island	13.9%	7,840

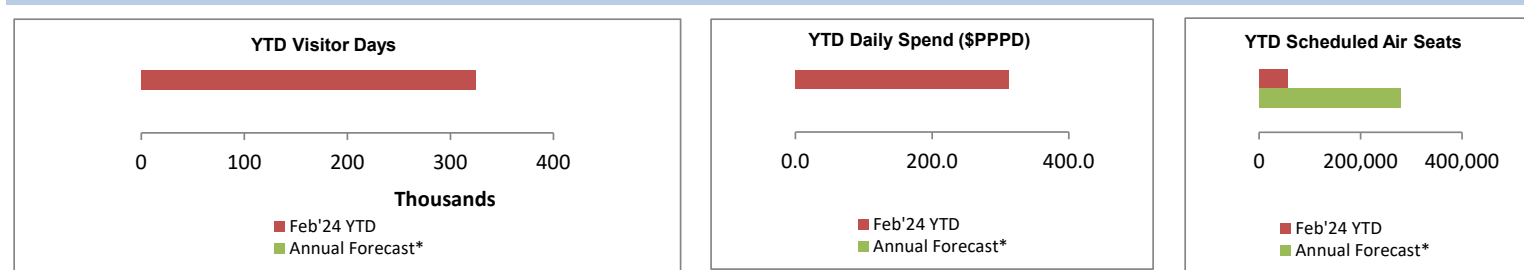
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Feb-24** Preliminary

Visitor Industry Performance Measures

Market: **KOREA**

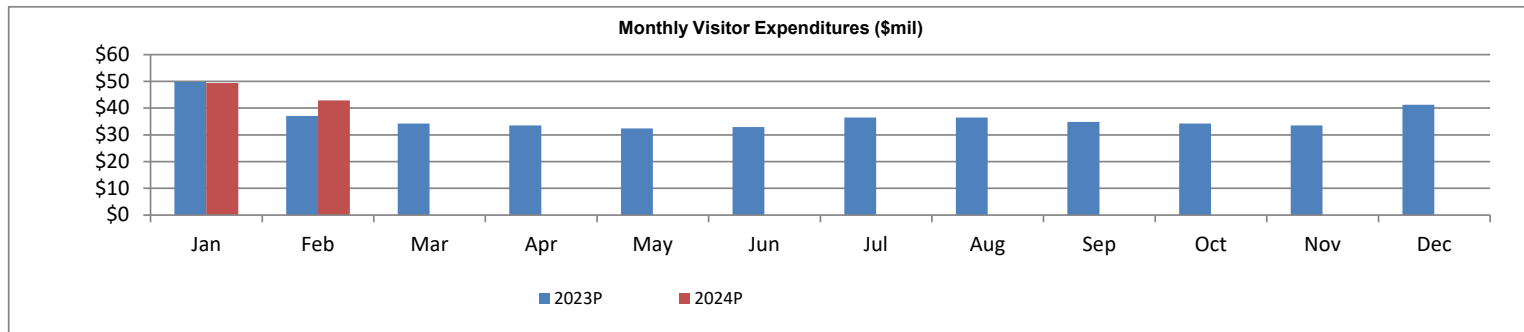
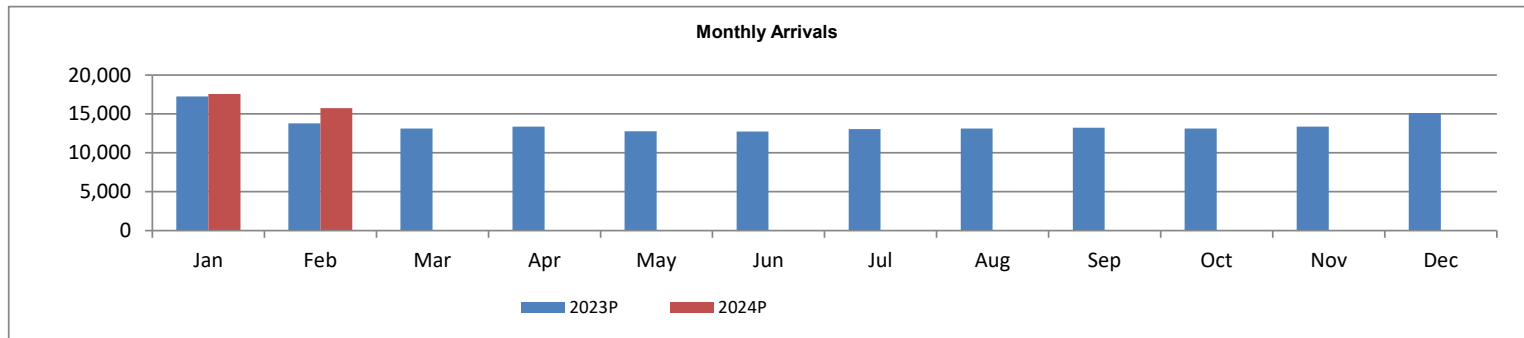
Key Performance Indicators

	YOY Rate	Feb'23 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↗	6.3%	86.8	92.3	431.9	O'ahu	5.6%	32,494
Daily Spend (\$PPPD)	↗	1.6%	303.8	308.6	322.4	Maui	-50.9%	1,150
Visitor Days	↗	4.6%	285,799	298,950	1,339,495	Moloka'i	134.9%	145
Arrivals	↗	7.4%	31,013	33,293	167,437	Lāna'i	-98.9%	2
Daily Census	↗	2.9%	4,844	4,983	3,660	Kaua'i	18.9%	1,339
Airlift (scheduled seats) [^]	↗	7.6%	51,191	55,085	278,670	Hawai'i Island	12.2%	7,004

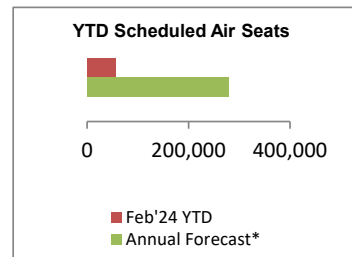
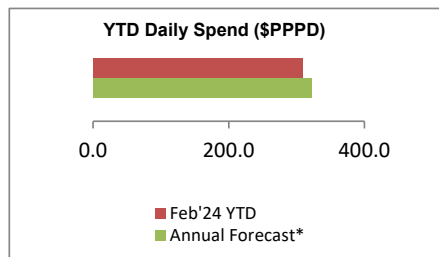
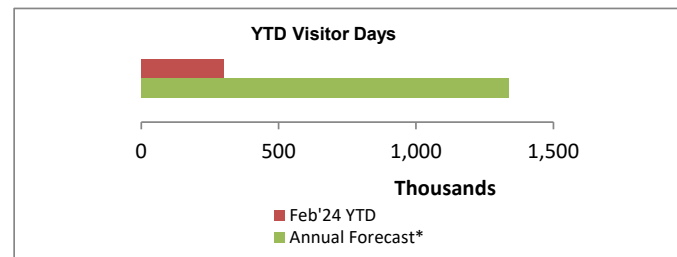
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Feb-24** Preliminary

Visitor Industry Performance Measures

Market: **CHINA**

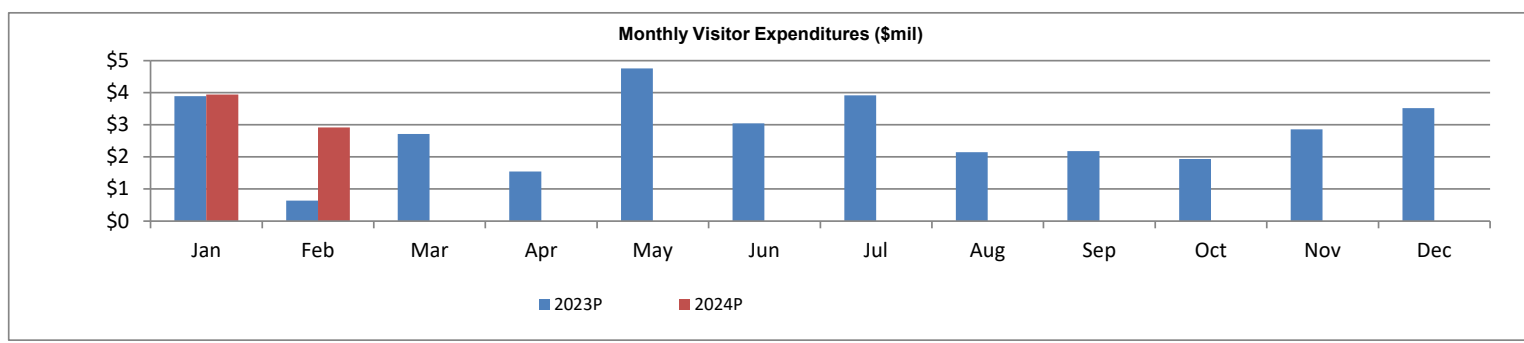
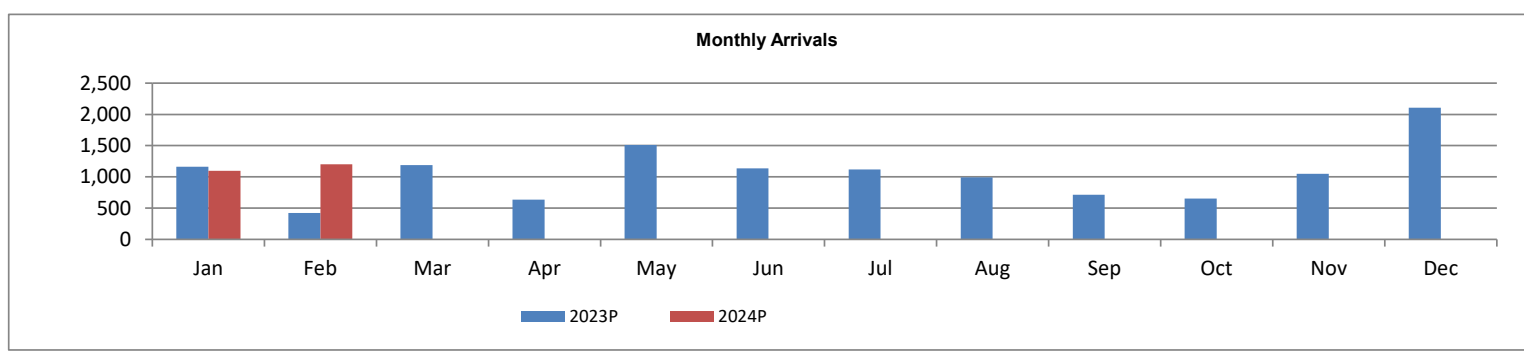
Key Performance Indicators

	YOY Rate	Feb'23 YTD	Feb'24 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 51.3%	4.5	6.9	NA		O'ahu	52.2%	2,021
Daily Spend (\$PPPD)	↑ 12.6%	356.6	401.7	NA		Maui	-19.1%	233
Visitor Days	↑ 34.3%	12,719	17,079	NA		Moloka'i	1160.1%	14
Arrivals	↑ 44.9%	1,585	2,297	NA		Lāna'i	199.5%	30
Daily Census	↑ 32.0%	216	285	NA		Kaua'i	42.6%	151
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A		Hawai'i Island	37.7%	685

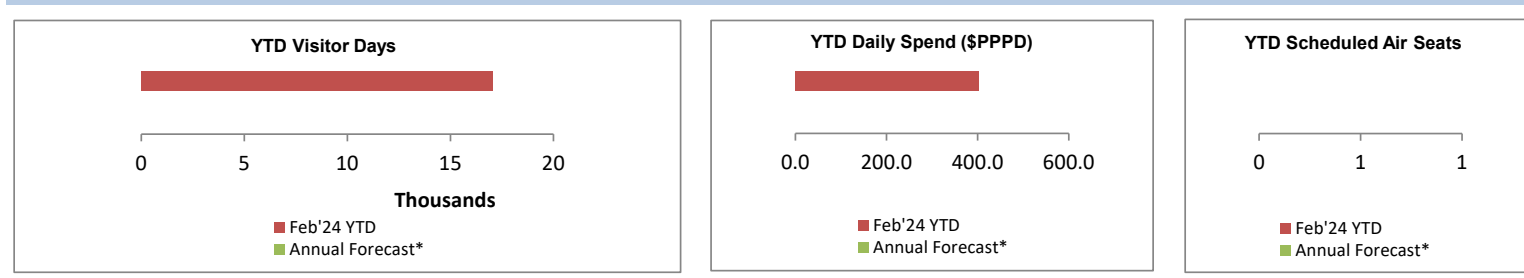
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Visitor Industry Performance Measures

Market: **EUROPE**

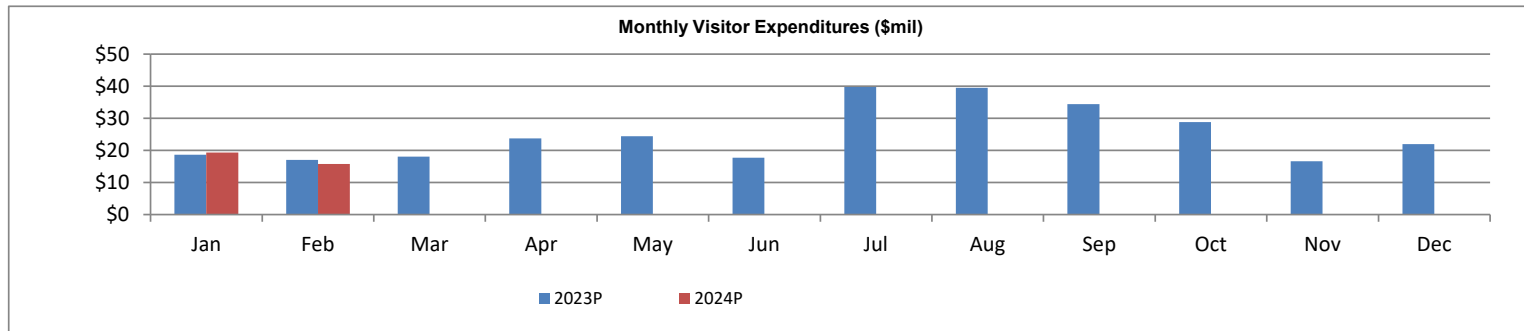
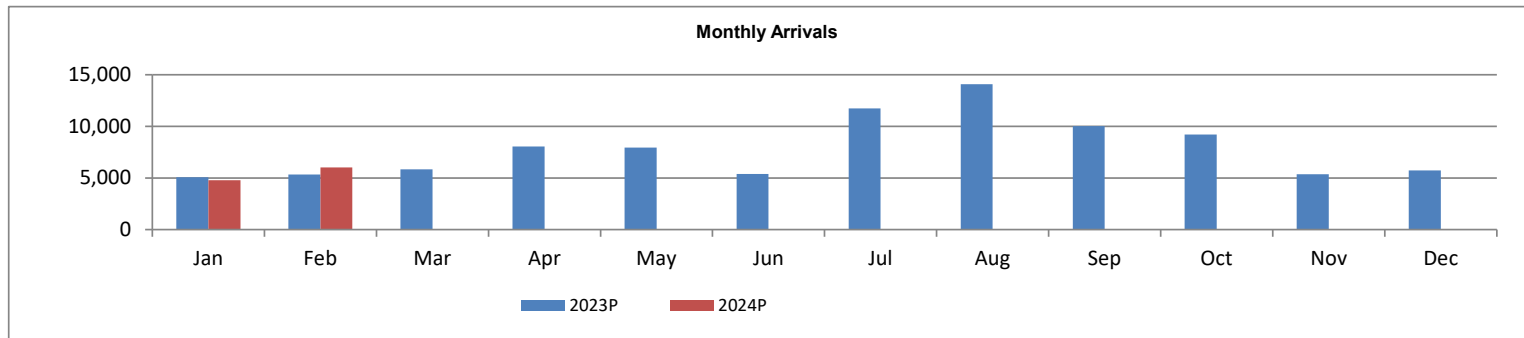
Key Performance Indicators

	YOY Rate	Feb'23 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↘	-1.5%	35.7	35.1	302.3	O'ahu	18.6%	8,383
Daily Spend (\$PPPD)	↘	-6.6%	243.7	227.6	243.1	Maui	-29.8%	2,868
Visitor Days	↗	5.4%	146,282	154,230	1,243,817	Moloka'i	18.2%	142
Arrivals	↗	4.0%	10,395	10,807	95,678	Lāna'i	-31.3%	73
Daily Census	↗	3.7%	2,479	2,570	3,398	Kaua'i	13.0%	2,104
Airlift (scheduled seats)^		N/A	N/A	N/A	N/A	Hawai'i Island	9.1%	3,056

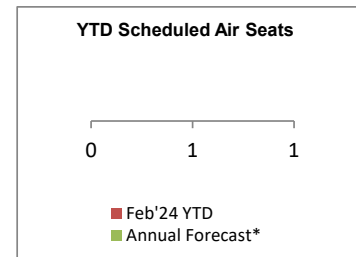
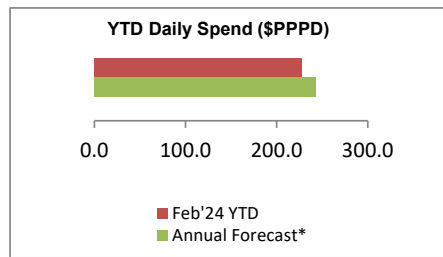
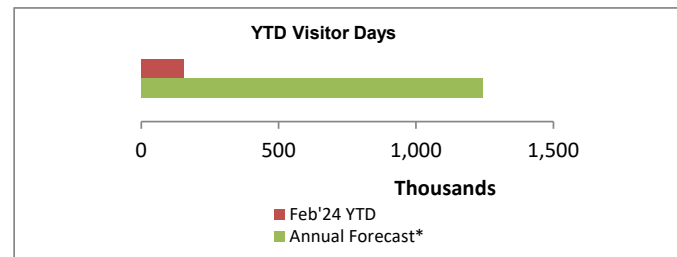
* DBEDT Annual Forecast as of Q1 2024.

^ DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-24** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

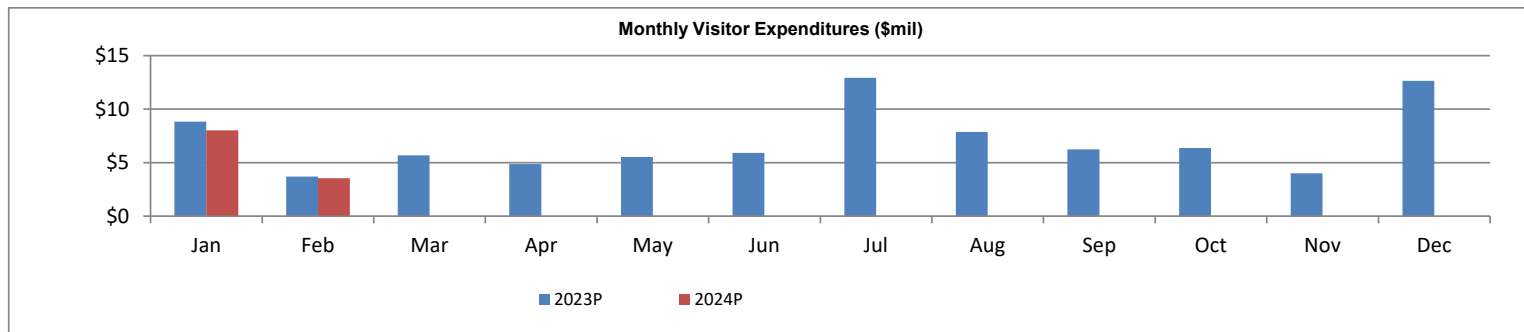
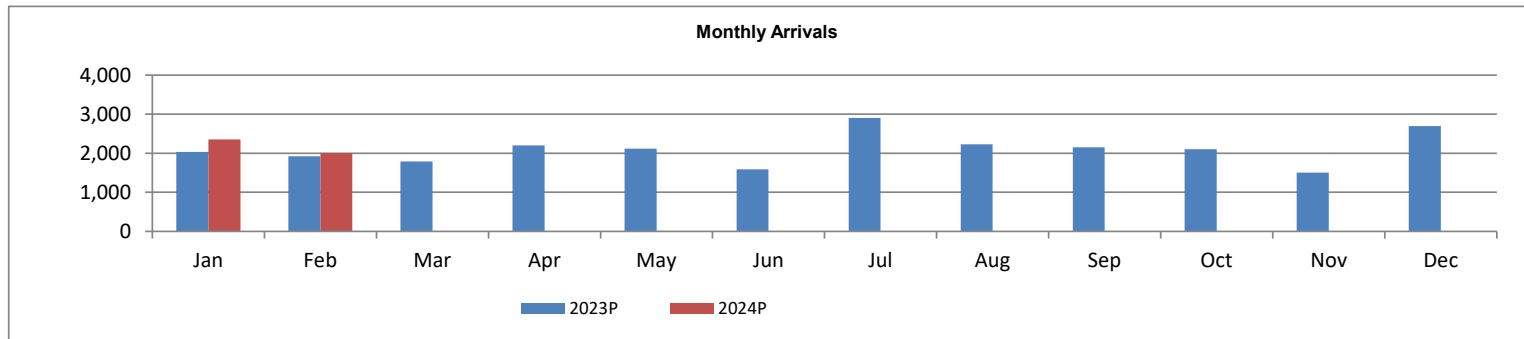
Key Performance Indicators

	YOY Rate	Feb'23 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👇 -7.7%	12.5	11.6	NA	O'ahu	20.6%	3,531
Daily Spend (\$PPPD)	👇 -16.1%	274.9	230.6	NA	Mau	-30.7%	925
Visitor Days	👆 10.0%	45,580	50,145	NA	Moloka'i	-68.5%	12
Arrivals	👆 10.1%	3,957	4,356	NA	Lāna'i	-43.2%	27
Daily Census	👉 8.2%	773	836	NA	Kaua'i	14.2%	492
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	11.9%	690

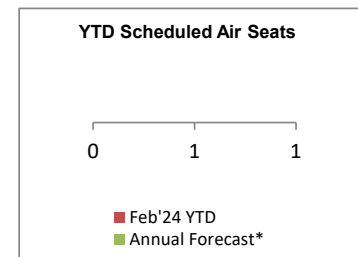
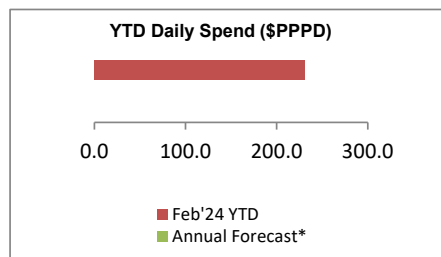
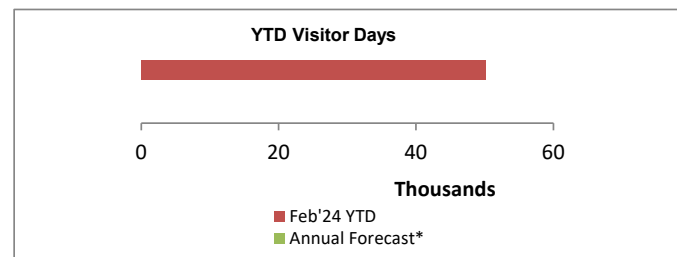
* DBEDT Annual Forecast as of Q1 2024.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures