

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

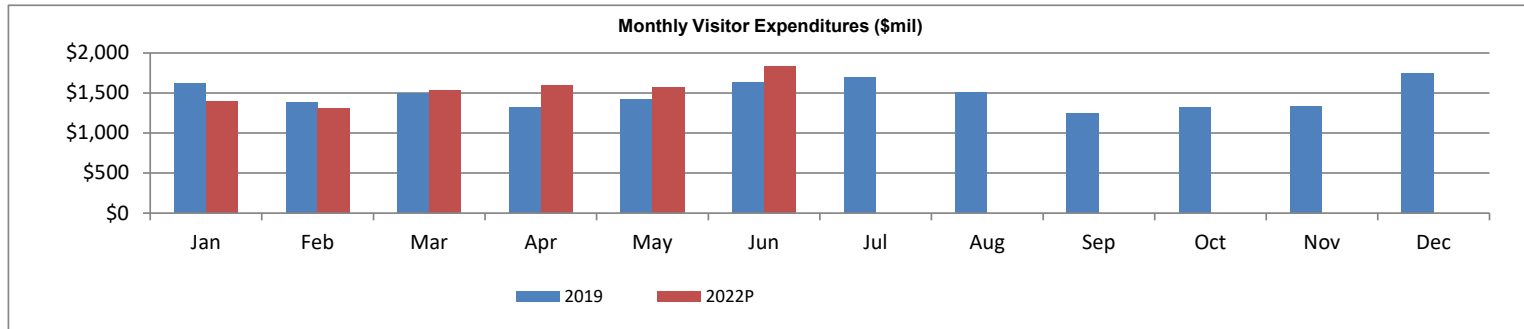
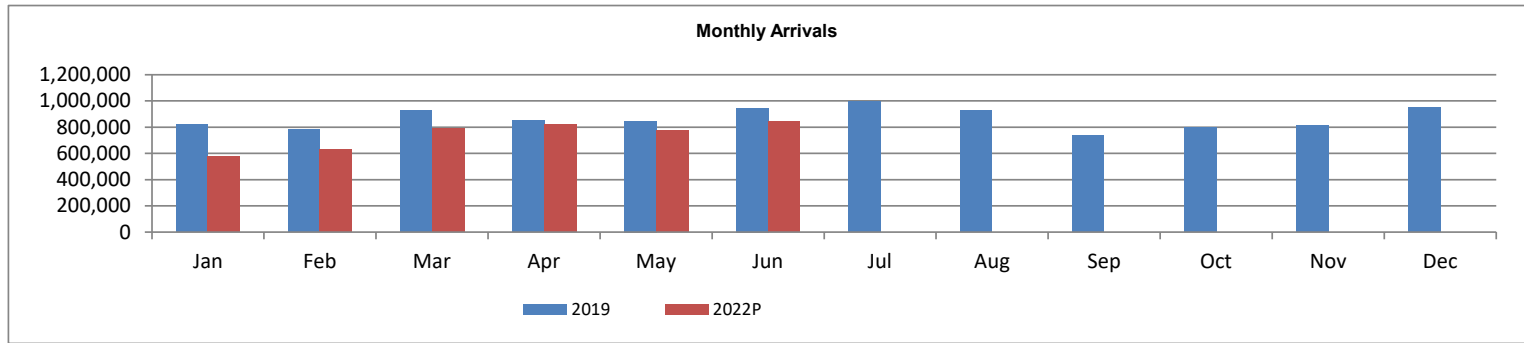
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 4.2%	8,857.8	9,225.5	16,620.5	O'ahu	-25.3%	2,260,353
Daily Spend (\$PPPD)	↕ 14.5%	195.8	224.2	206.0	Maui	-7.7%	1,406,058
Visitor Days	↘ -9.0%	45,242,600	41,152,840	80,674,664	Moloka'i	-36.3%	19,899
Arrivals	↘ -14.3%	5,171,182	4,431,332	8,867,698	Lāna'i	-23.7%	32,482
Daily Census	↘ -9.0%	249,959	227,364	221,026	Kaua'i	-6.2%	644,139
Airlift (scheduled seats)^	↘ -6.0%	6,702,620	6,299,331	13,304,808	Hawai'i Island	-7.7%	812,729

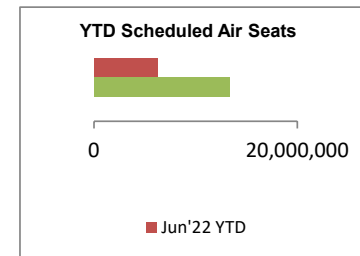
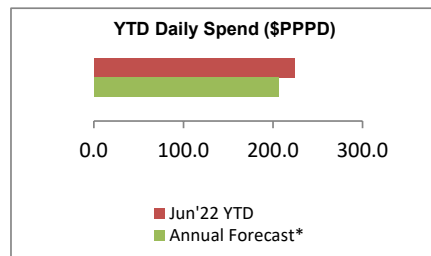
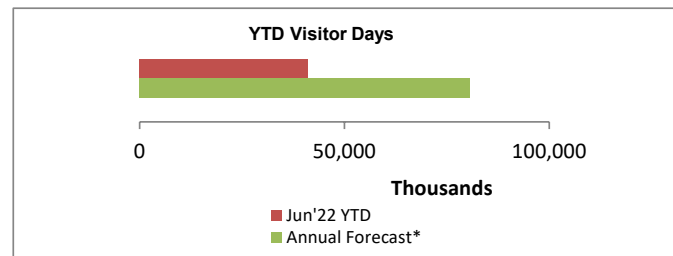
* DBEDT Annual Forecast as of Q1 2022.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

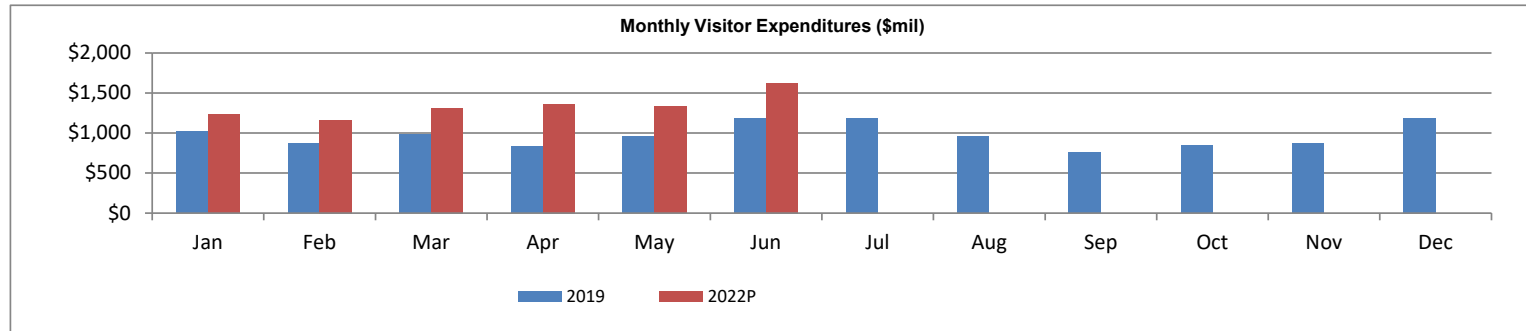
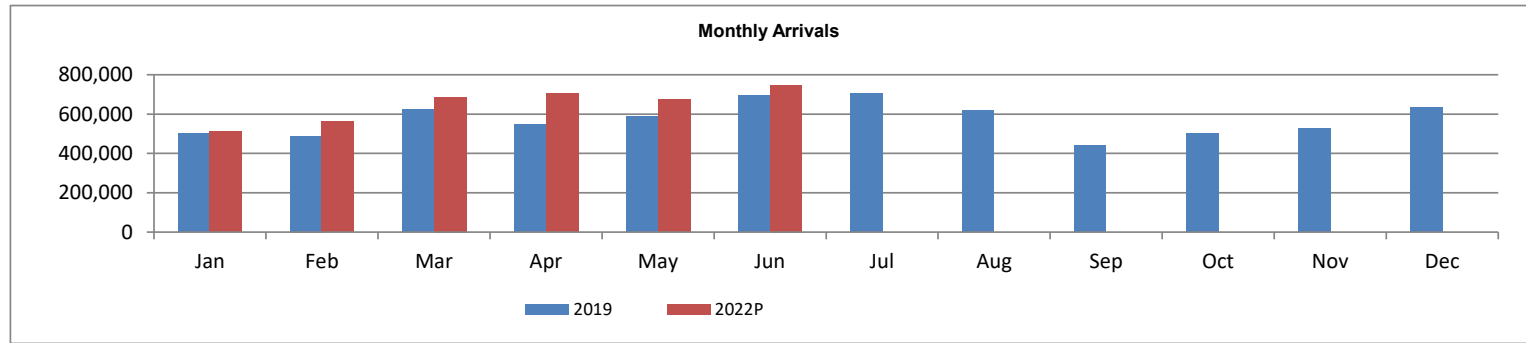
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 37.4%	5,846.0	8,035.2	13,988.8	O'ahu	14.8%	1,912,042
Daily Spend (\$PPPD)	↑ 21.4%	187.8	228.0	201.3	Maui	3.6%	1,248,304
Visitor Days	↑ 13.2%	31,133,890	35,245,414	69,490,874	Moloka'i	-23.1%	17,260
Arrivals	↑ 12.9%	3,444,673	3,887,939	7,666,485	Lāna'i	-6.3%	27,714
Daily Census	↑ 13.2%	172,010	194,726	190,386	Kaua'i	3.5%	591,628
Airlift (scheduled seats) [^]	↑ 18.1%	4,774,353	5,638,148	11,272,244	Hawai'i Island	14.7%	726,801

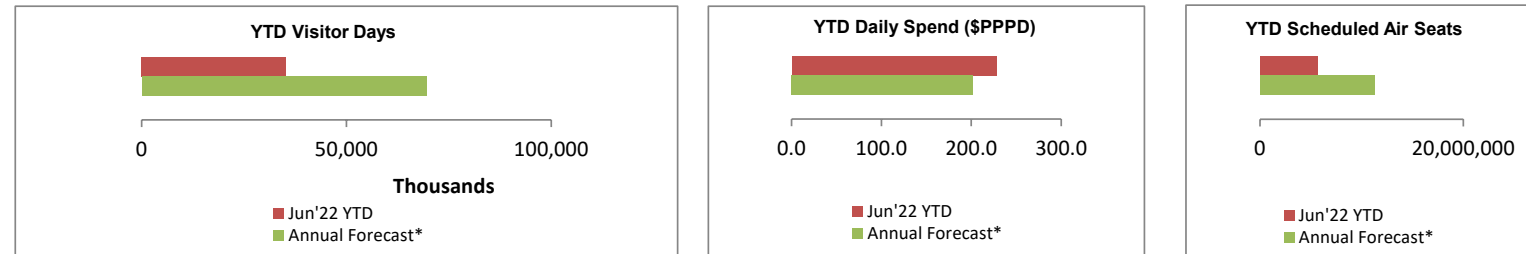
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

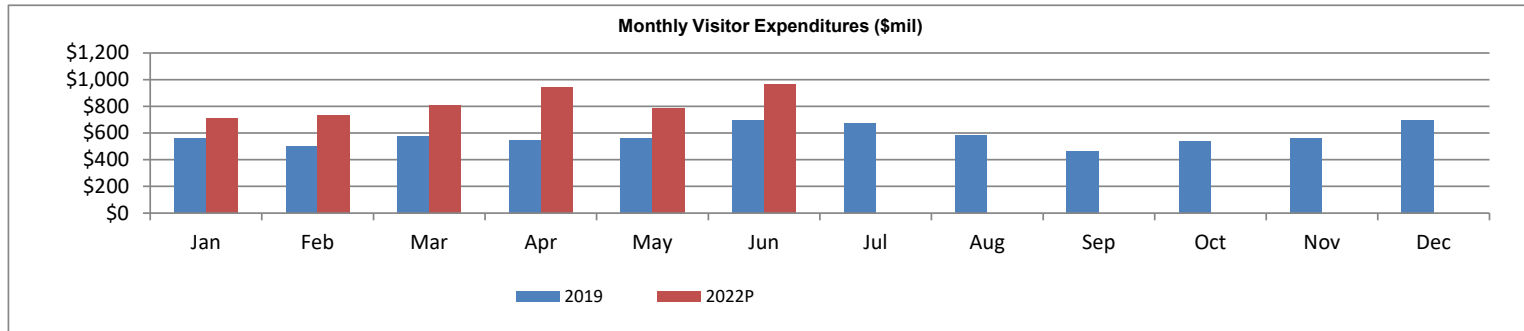
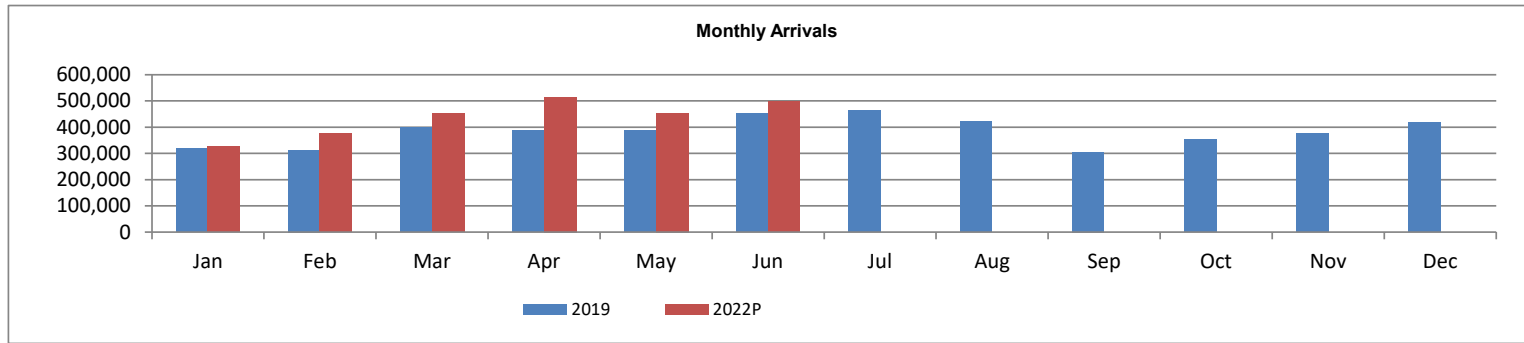
Market: **U.S. WEST**

Key Performance Indicators						Arrivals		
	YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*		YOY Rate	YTD	
Visitor Spending (\$mil)	↑ 43.3%	3,436.7	4,926.1	8,781.5	O'ahu	22.5%	1,205,638	
Daily Spend (\$PPPD)	↑ 24.0%	175.6	217.7	194.1	Maui	4.4%	809,023	
Visitor Days	↑ 15.6%	19,574,516	22,627,624	45,239,109	Moloka'i	-15.6%	11,134	
Arrivals	↑ 16.2%	2,258,313	2,623,235	5,183,426	Lāna'i	2.2%	15,567	
Daily Census	↑ 15.6%	108,146	125,014	123,943	Kaua'i	9.4%	392,716	
Airlift (scheduled seats) [^]	↑ 20.0%	4,177,896	5,013,883	9,975,115	Hawai'i Island	17.5%	464,986	

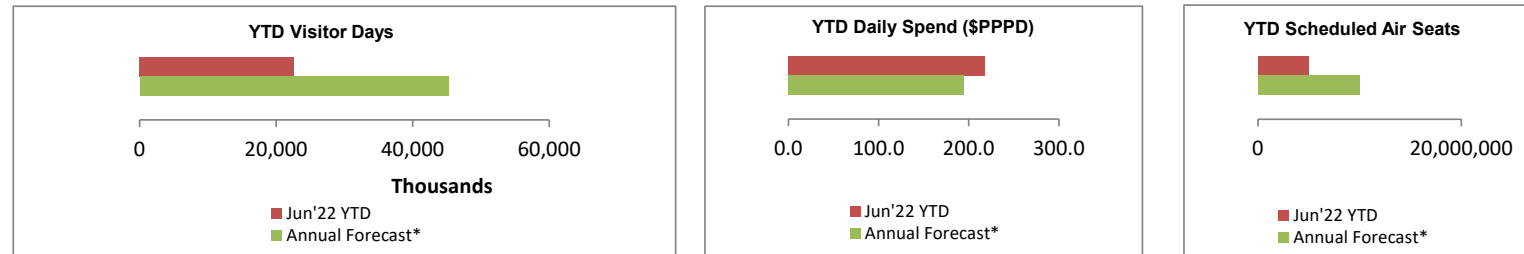
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. EAST**

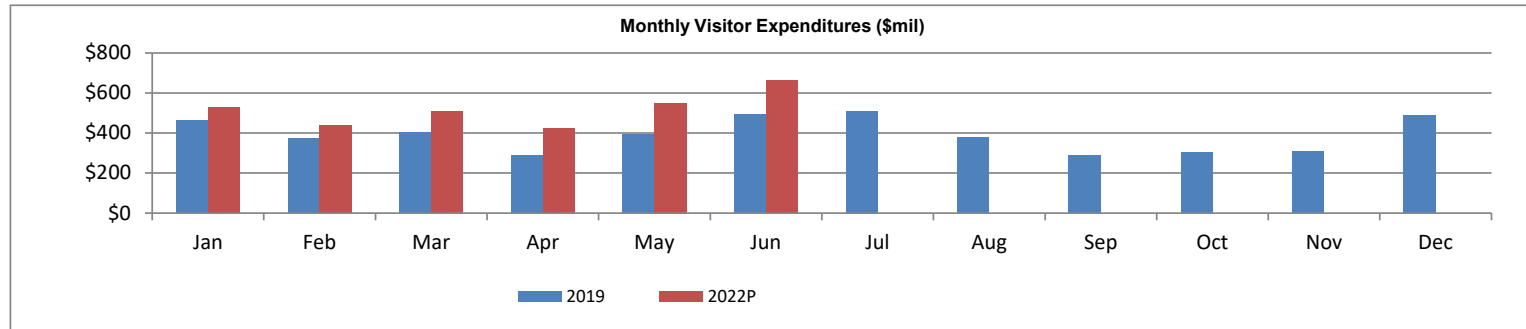
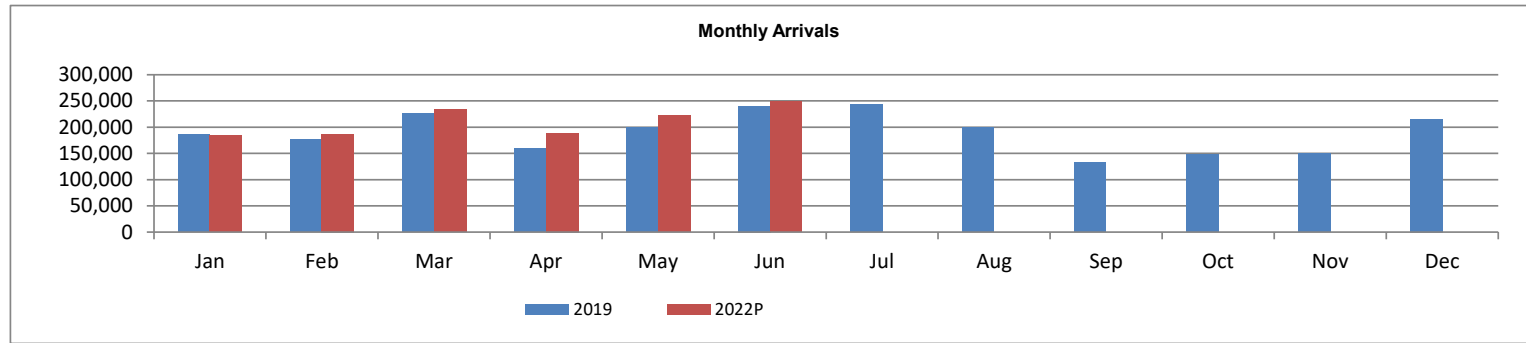
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 29.0%	2,409.3	3,109.1	5,207.4	O'ahu	3.7%	706,404
Daily Spend (\$PPPD)	↑ 18.2%	208.4	246.4	214.7	Maui	2.1%	439,281
Visitor Days	↔ 9.2%	11,559,374	12,617,790	24,251,765	Moloka'i	-33.8%	6,126
Arrivals	↔ 6.6%	1,186,360	1,264,704	2,483,059	Lāna'i	-15.4%	12,147
Daily Census	↔ 9.2%	63,864	69,712	66,443	Kaua'i	-6.4%	198,912
Airlift (scheduled seats)^	↔ 4.7%	596,457	624,265	1,297,129	Hawai'i Island	10.0%	261,815

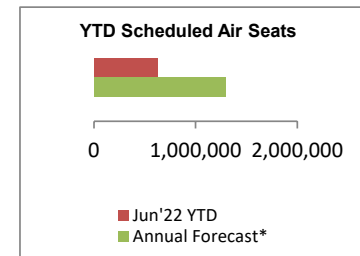
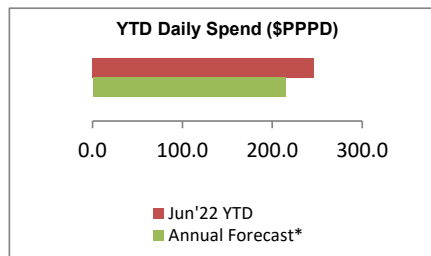
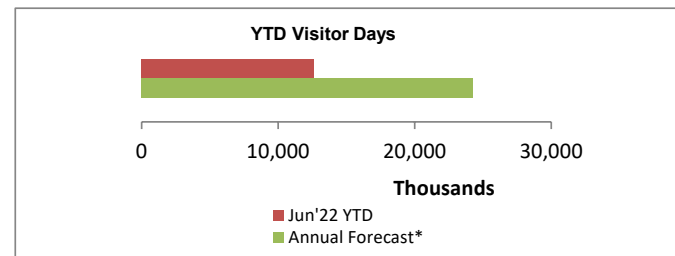
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **JAPAN**

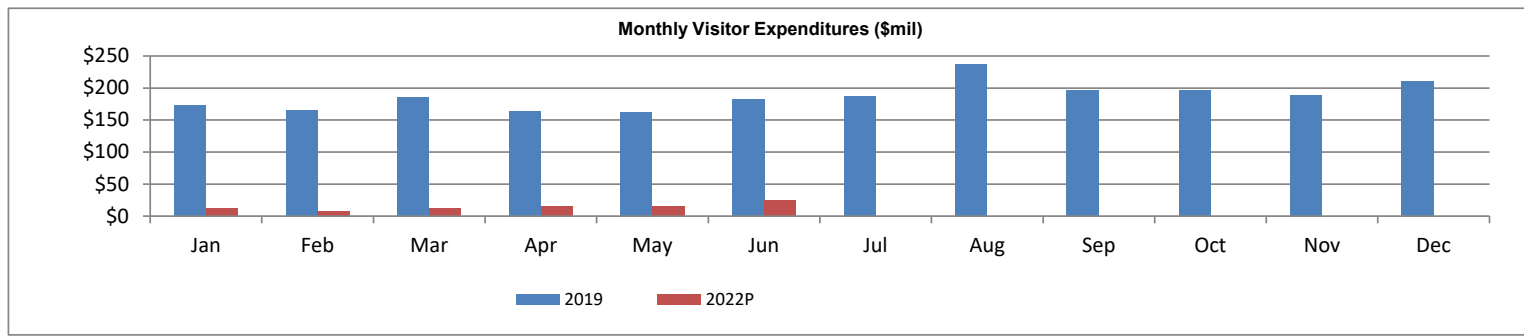
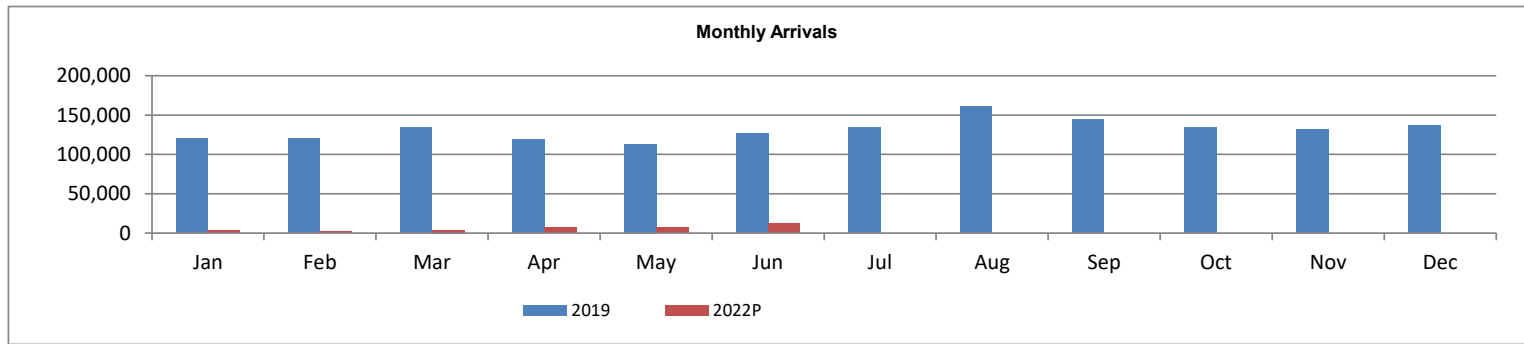
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -91.6%	1,032.5	86.7	805.1	O'ahu	-95.2%	33,275
Daily Spend (\$PPPD)	↓ -4.3%	240.9	230.5	254.2	Maui	-93.4%	1,571
Visitor Days	↓ -91.2%	4,286,038	375,971	3,167,750	Moloka'i	-98.4%	14
Arrivals	↓ -95.2%	734,235	34,925	521,380	Lāna'i	-84.4%	171
Daily Census	↓ -91.2%	23,680	2,077	8,679	Kaua'i	-94.6%	658
Airlift (scheduled seats)^	↓ -88.2%	981,290	115,549	810,127	Hawai'i Island	-95.9%	3,059

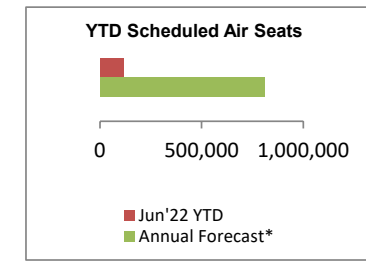
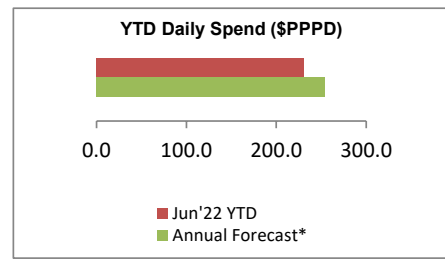
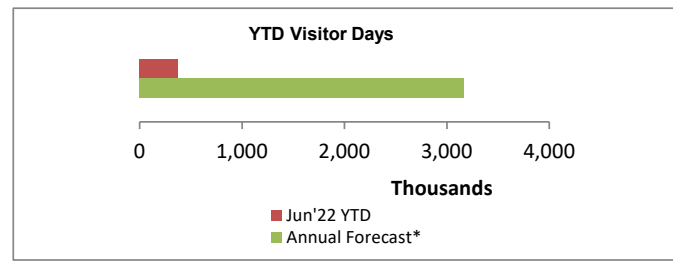
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CANADA**

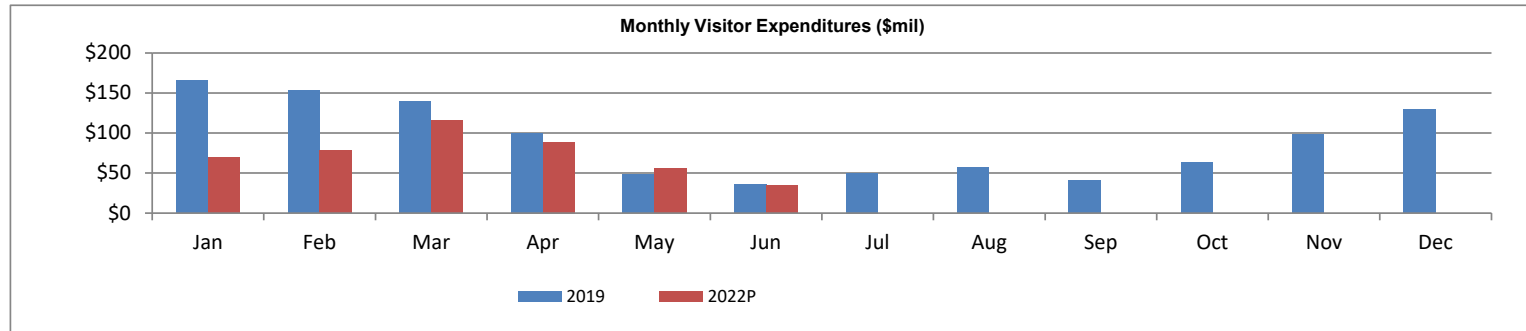
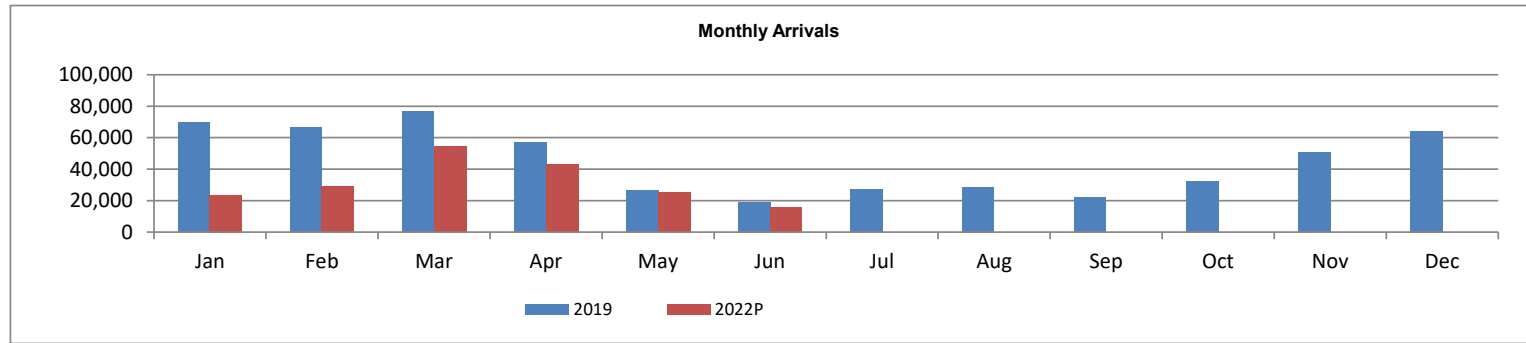
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -31.1%	642.8	443.0	426.6	O'ahu	-31.3%	90,541
Daily Spend (\$PPPD)	↗ 9.4%	166.0	181.6	173.6	Maui	-43.8%	87,773
Visitor Days	↓ -37.0%	3,871,900	2,438,975	2,457,615	Moloka'i	-68.1%	950
Arrivals	↓ -39.4%	315,535	191,133	194,619	Lāna'i	-43.9%	1,859
Daily Census	↓ -37.0%	21,392	13,475	6,733	Kaua'i	-57.1%	19,149
Airlift (scheduled seats) [^]	↘ -4.2%	306,686	293,742	482,947	Hawai'i Island	-47.5%	29,463

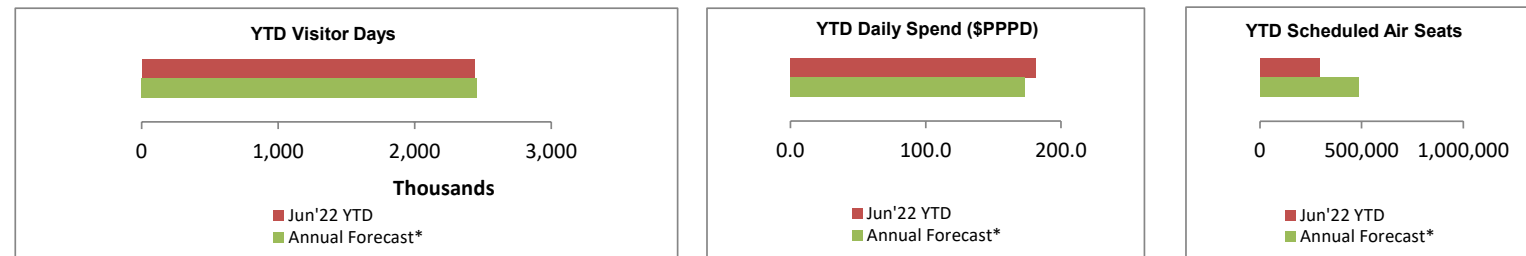
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OCEANIA**

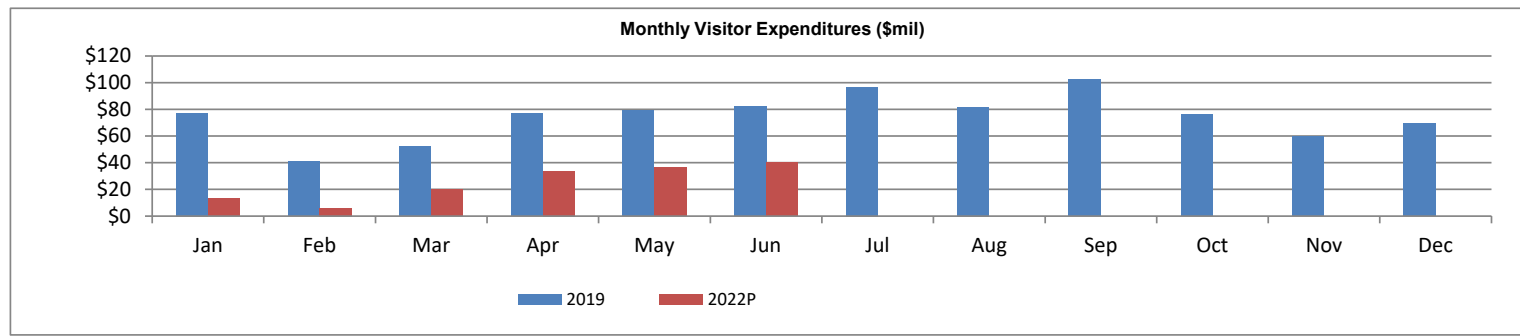
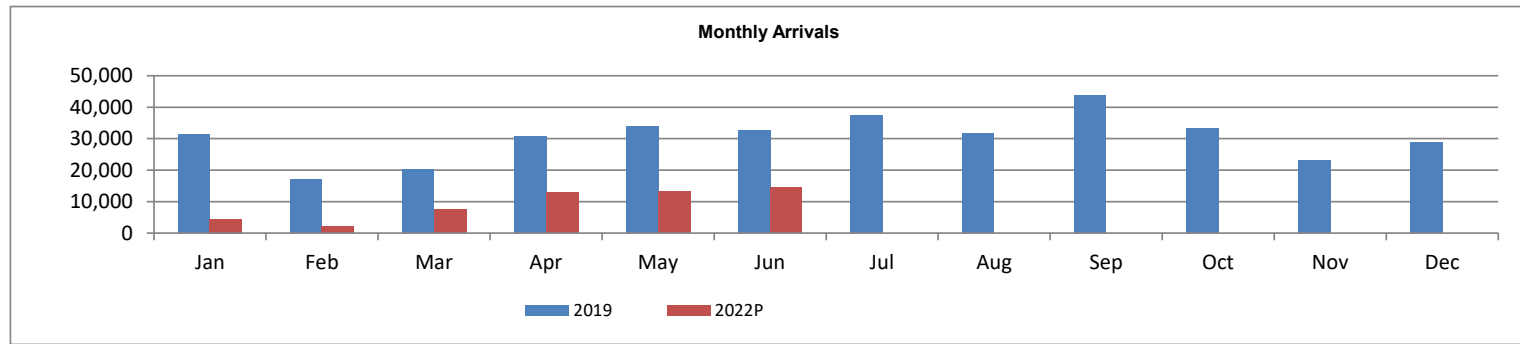
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -63.6%	408.9	148.9	298.2	O'ahu	-67.3%	53,100
Daily Spend (\$PPPD)	↔ 4.7%	263.9	276.4	275.3	Maui	-73.2%	7,414
Visitor Days	↓ -65.2%	1,549,481	538,839	1,083,103	Moloka'i	-89.1%	251
Arrivals	↓ -66.9%	165,878	54,855	110,655	Lāna'i	-87.6%	402
Daily Census	↓ -65.2%	8,561	2,977	2,967	Kaua'i	-77.1%	3,470
Airlift (scheduled seats)^	↓ -65.5%	241,091	83,288	252,570	Hawai'i Island	-71.2%	5,665

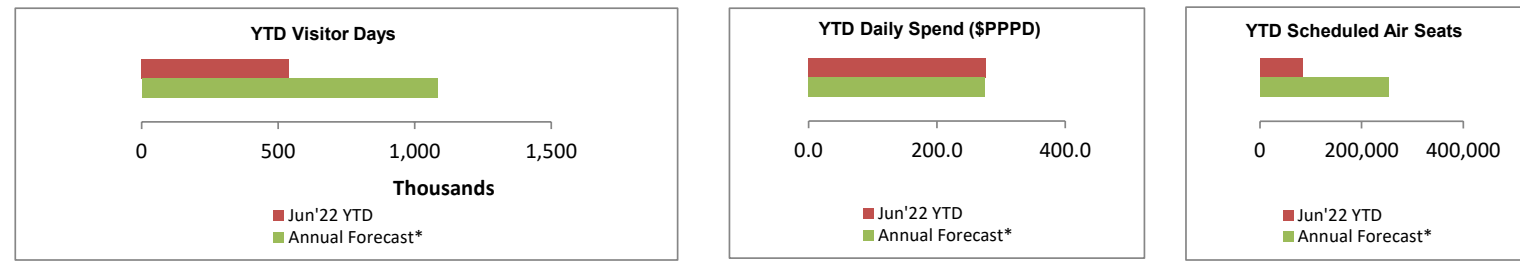
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

Key Performance Indicators

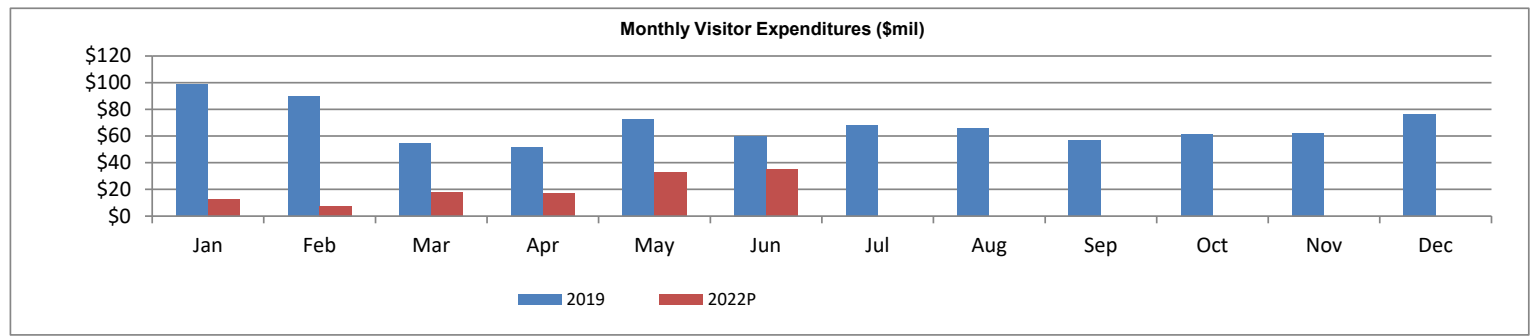
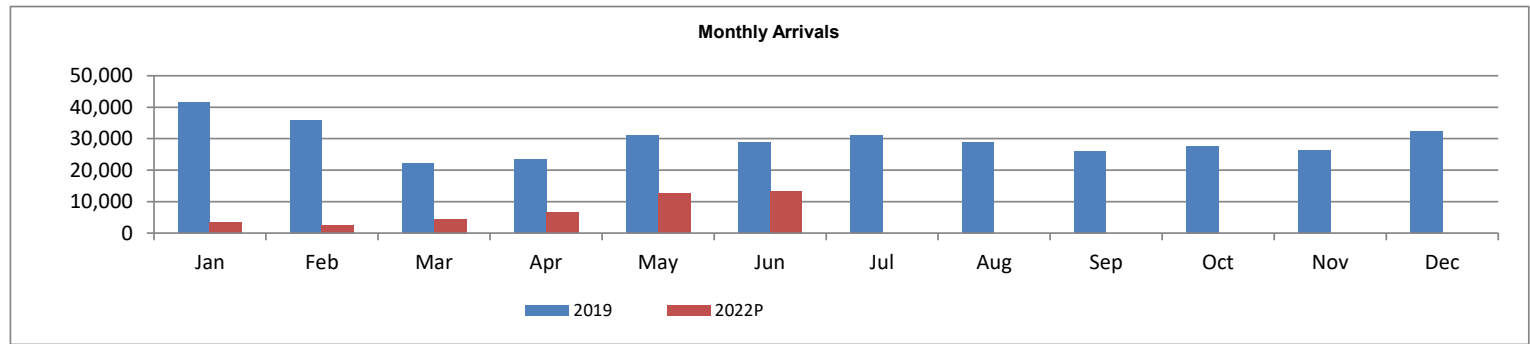
	YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↓ -71.4%	426.9	122.2	N/A
Daily Spend (\$PPPD)	↔ 3.0%	297.5	306.3	N/A
Visitor Days	↓ -72.2%	1,434,769	398,807	N/A
Arrivals	↓ -76.7%	182,675	42,474	N/A
Daily Census	↓ -72.2%	7,927	2,203	N/A
Airlift (scheduled seats) [^]	↓ -69.6%	243,011	73,771	246,101

	YOY Rate	YTD
O'ahu	-77.8%	39,484
Maui	-83.1%	5,132
Moloka'i	-87.5%	104
Lāna'i	-83.9%	175
Kaua'i	-78.9%	1,482
Hawai'i Island	-82.3%	6,537

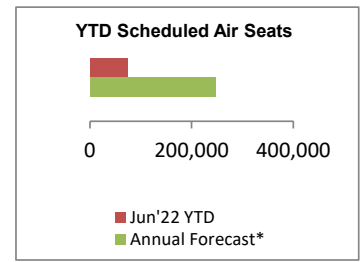
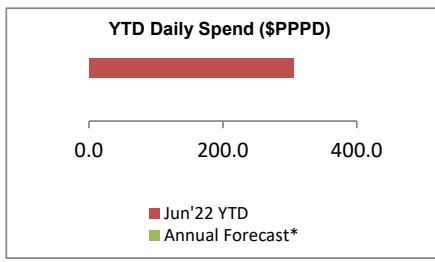
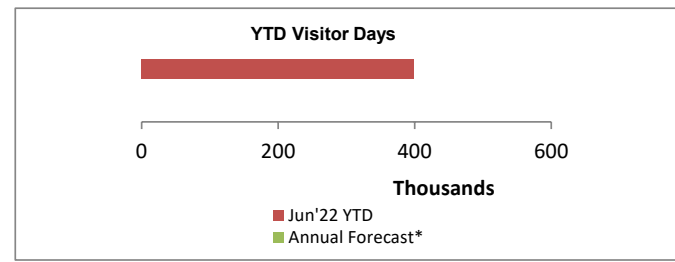
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **KOREA**

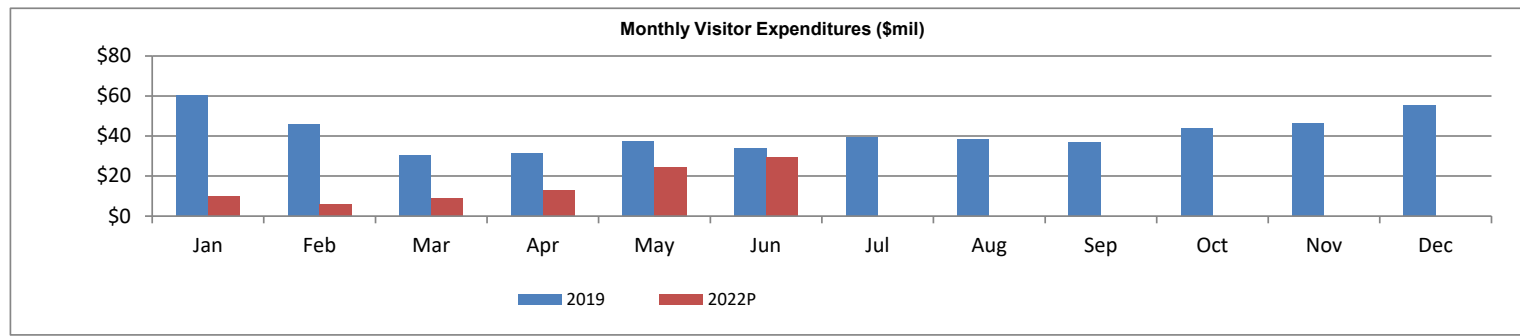
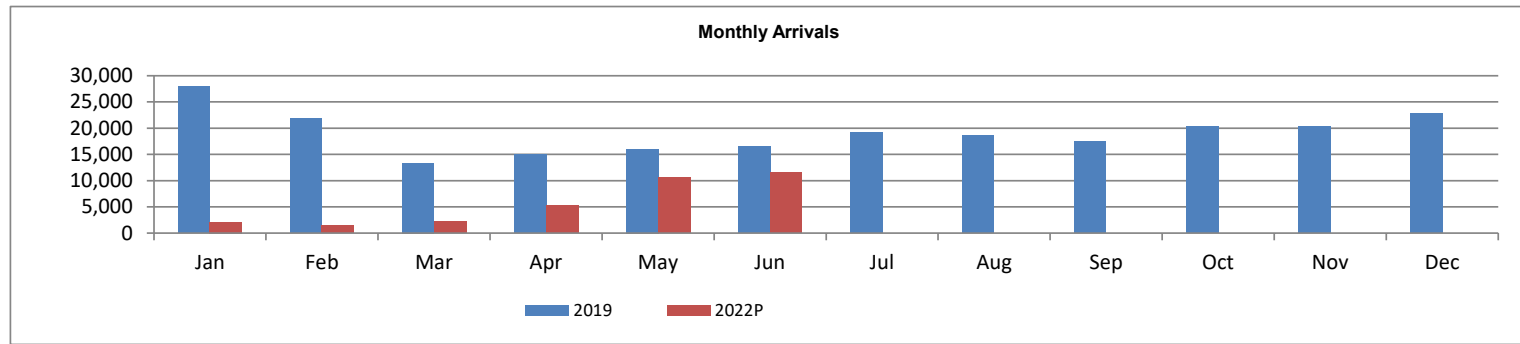
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -61.7%	237.9	91.2	192.6	O'ahu	-70.2%	32,382
Daily Spend (\$PPPD)	↔ 4.0%	279.9	291.2	300.1	Maui	-78.6%	3,230
Visitor Days	↓ -63.1%	850,171	313,307	641,680	Moloka'i	-83.6%	54
Arrivals	↓ -69.9%	110,597	33,265	80,957	Lāna'i	-81.8%	64
Daily Census	↓ -63.1%	4,697	1,731	1,758	Kaua'i	-80.7%	737
Airlift (scheduled seats) [^]	↓ -53.7%	159,338	73,771	235,391	Hawai'i Island	-69.5%	4,152

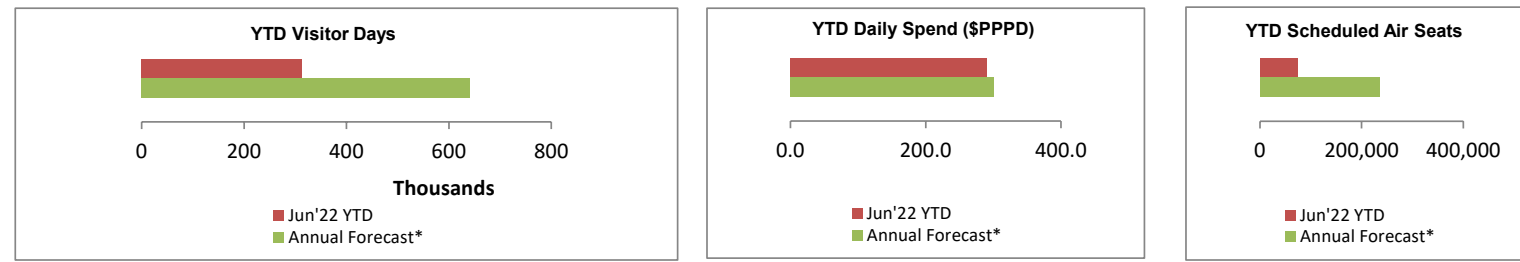
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **CHINA**

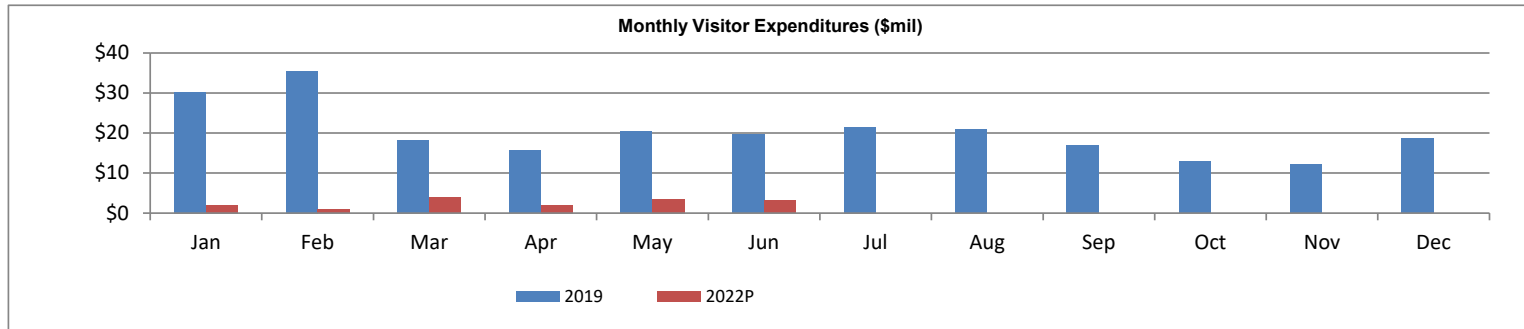
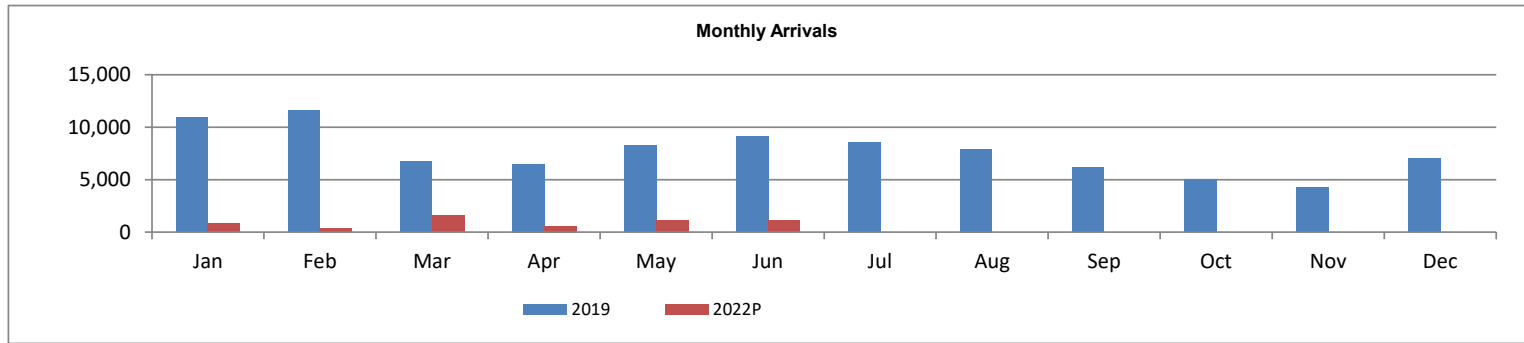
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -88.8%	139.6	15.6	N/A	O'ahu	-90.9%	4,659
Daily Spend (\$PPPD)	↔ 4.1%	333.8	347.3	N/A	Maui	-91.4%	982
Visitor Days	↓ -89.2%	418,368	45,018	N/A	Moloka'i	-92.4%	35
Arrivals	↓ -89.6%	53,141	5,519	N/A	Lāna'i	-90.1%	59
Daily Census	↓ -89.2%	2,311	249	N/A	Kaua'i	-88.7%	268
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-91.8%	1,598

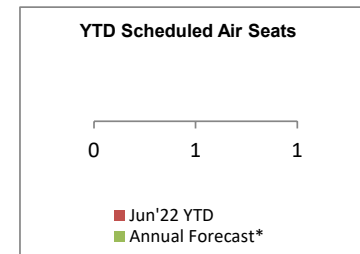
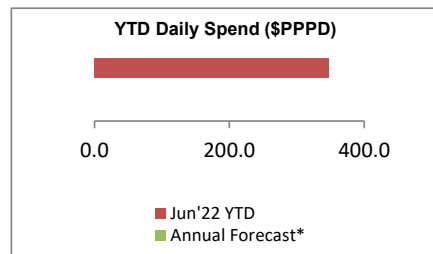
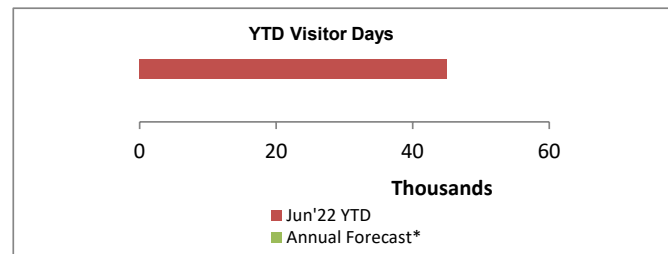
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Annual Indicators



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Visitor Industry Performance Measures

Market: **EUROPE**

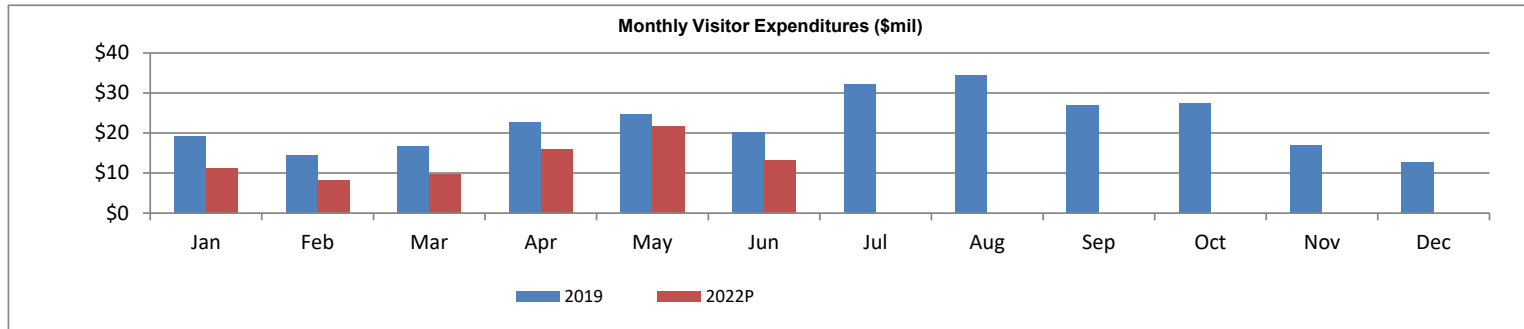
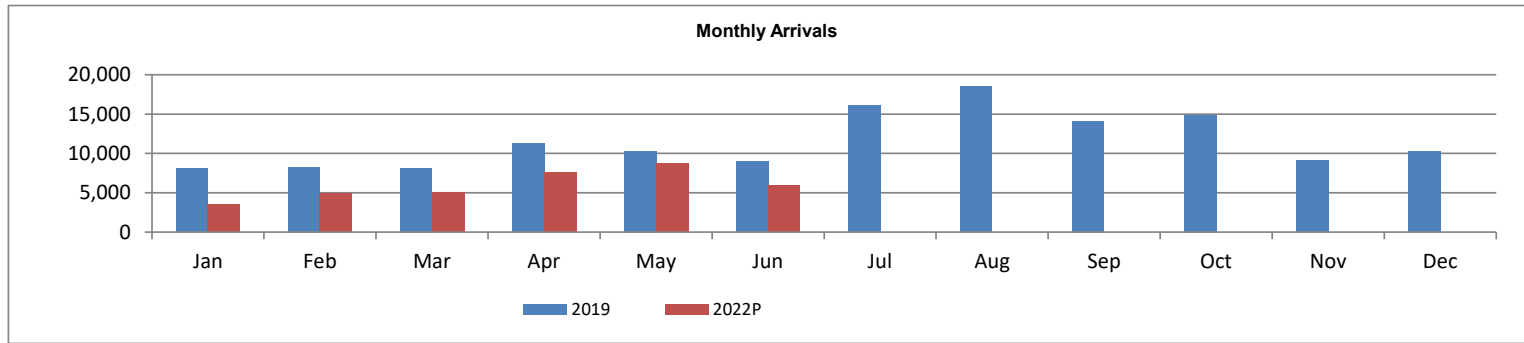
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -32.1%	117.7	80.0	100.7	O'ahu	-39.5%	24,850
Daily Spend (\$PPPD)	↔ -3.0%	165.9	160.9	158.4	Maui	-40.6%	14,158
Visitor Days	↓ -30.0%	709,598	496,995	635,609	Moloka'i	-26.1%	557
Arrivals	↓ -35.0%	54,975	35,721	47,332	Lāna'i	-40.4%	484
Daily Census	↓ -30.0%	3,920	2,746	1,741	Kaua'i	-38.9%	7,929
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-26.9%	11,873

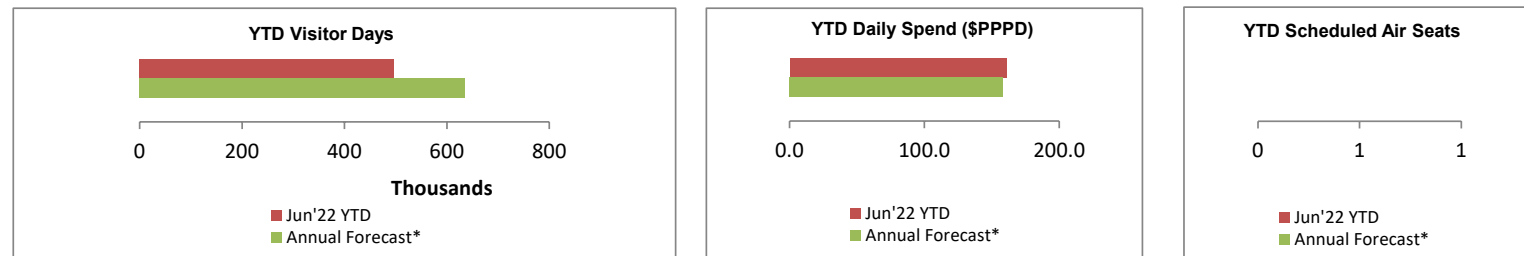
* DBEDT Annual Forecast as of Q1 2022.

^ HTA/DBEDT READ analysis based on scheduled flights from Diao Mi flight schedules as of June 24, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

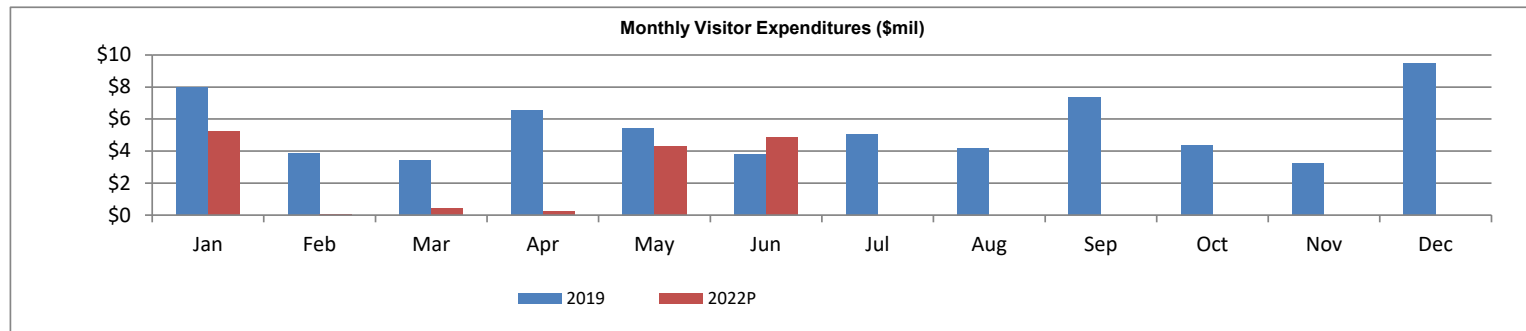
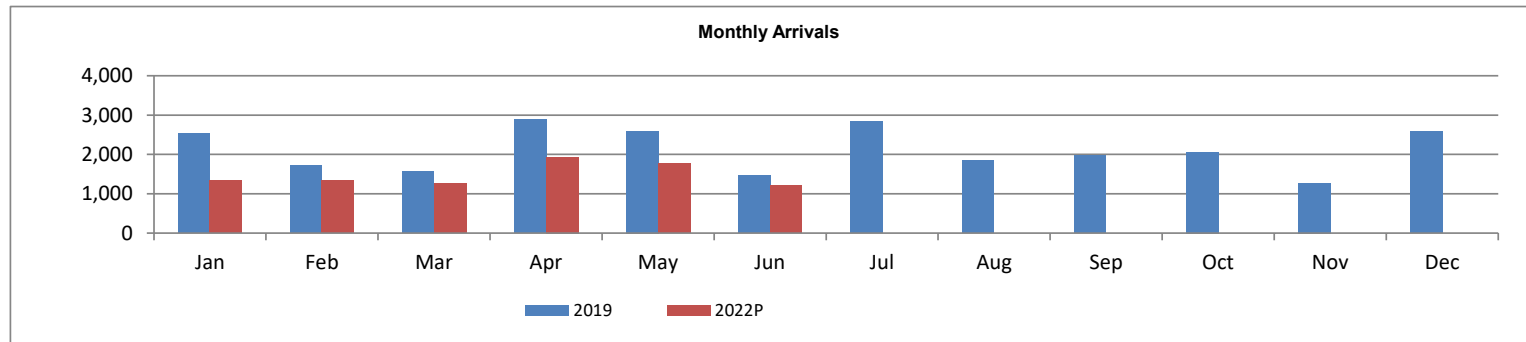
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -51.5%	31.0	15.1	N/A	O'ahu	-39.8%	5,981
Daily Spend (\$PPPD)	↓ -33.7%	230.0	152.4	N/A	Maui	-32.3%	2,922
Visitor Days	↓ -26.8%	135,015	98,782	N/A	Moloka'i	-52.1%	48
Arrivals	↓ -30.8%	12,777	8,845	N/A	Lāna'i	-69.0%	82
Daily Census	↓ -26.8%	746	546	N/A	Kaua'i	-44.2%	897
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-13.2%	2,021

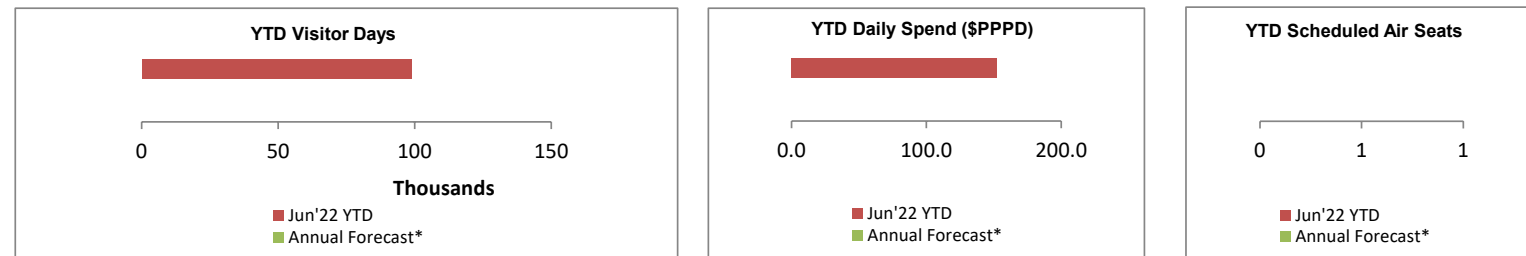
* DBEDT Annual Forecast as of Q1 2022.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures