



# Market Insights – September 2022

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

Prior to the global COVID-19 pandemic, Hawai'i achieved record-level visitor expenditures and arrivals in 2019 through February 2020. On March 26, 2020, the state implemented mandatory quarantine and travel restrictions. Subsequently, nearly all trans-Pacific and interisland flights were canceled, cruise ship activities were suspended and tourism to the islands all but shut down. In October 2020, the state initiated the Safe Travels program, which allowed travelers to bypass quarantine if they had a valid negative COVID test. Through March 25, 2022, domestic passengers could bypass the state's mandatory self-quarantine if they were vaccinated or have a negative COVID pre-travel test. The Safe Travels Program ended on March 26, 2022. In September 2022, there were no travel restrictions for passengers arriving to Hawai'i on domestic direct flights from the U.S. Mainland or for passengers arriving on direct international flights.

For the first nine months of 2022, Hawai'i's tourism economy experienced:

- Total visitor spending: \$14.35 billion, up 7.9 percent from \$13.3 billion in the first nine months of 2019.
- Visitor arrivals: 6,888,439 visitors, down 12 percent from 7,092,809 visitors in the first nine months of 2019.
- For FY2023 Through September 2022, the state collected \$236.6 million in TAT, up 33.5 percent compared to \$177.2 million collected in FY 20 through September 2019.
- Air service: 45,579 trans-Pacific flights and 9,570,270 seats compared to 46,412 flights and 10,230,151 seats in the first nine months of 2019.

**Table 1: Overall Key Performance Indicators – Total (Air + Cruise) – YTD Sep. 2022 vs. YTD Sep. 2021**

		YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	57.7%	9,099.8	14,353.7	18,997.5
Daily Spend (\$PPPD)	👆	16.2%	194.3	225.7	223.2
Visitor Days	👆	35.8%	46,832,007	63,582,182	85,108,883
Arrivals	👆	41.7%	4,860,117	6,888,439	9,113,305
Daily Census	👆	35.8%	171,546	232,902	233,175
Airlift (scheduled seats) ^	👆	25.9%	7,589,590	9,553,346	12,919,553

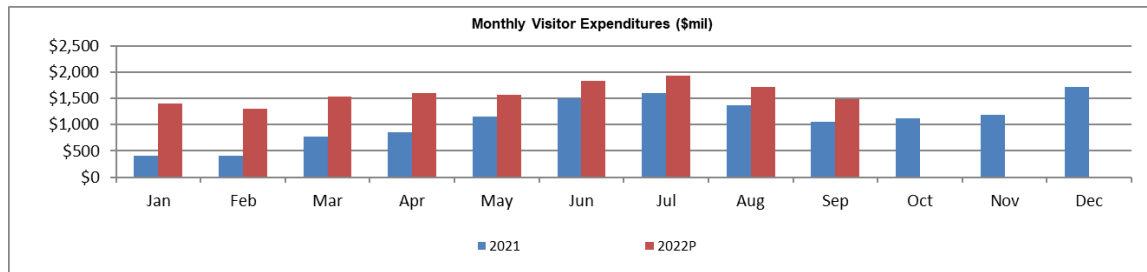
\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

**Table 2: Overall Key Performance Indicators – Total (Air + Cruise) – YTD Sep. 2022 vs. YTD Sep. 2019**

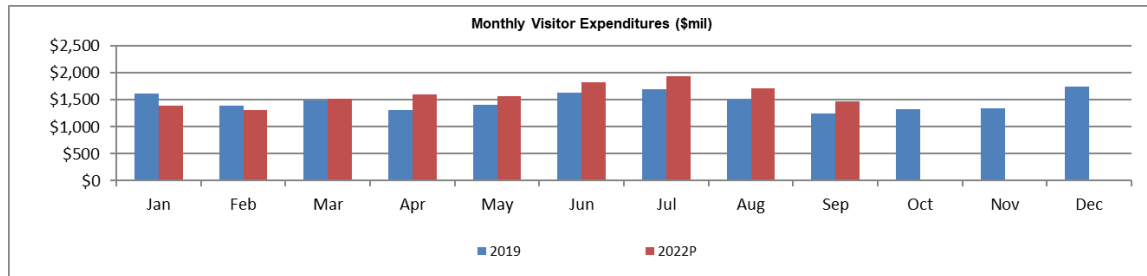
	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👉 7.9%	13,302.1	14,353.7	18,997.5
Daily Spend (\$PPPD)	👆 15.7%	195.2	225.7	223.2
Visitor Days	👉 -6.7%	68,147,048	63,582,182	85,108,883
Arrivals	👇 -12.0%	7,828,965	6,888,439	9,113,305
Daily Census	👉 -6.7%	249,623	232,902	233,175
Airlift (scheduled seats) ^	👉 -6.0%	10,160,180	9,553,346	12,919,553

\*DBEDT 2022 annual forecast (Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

**Figure 1: Monthly Visitor Expenditures (\$mil) – 2022 vs. 2021**



**Figure 2: Monthly Visitor Expenditures (\$mil) – 2021 vs. 2019**



## Major Market Areas (MMAs)

### USA

**Table 3: Key Performance Indicators - U.S. Total (YTD Sep. 2022 vs. YTD Sep. 2021)**

	YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆 41.1%	8,666.2	12,227.4	16,236.3
Daily Spend (\$PPPD)	👆 18.7%	193.4	229.6	227.9
Visitor Days	👆 18.9%	44,801,799	53,253,954	71,234,186
Arrivals	👆 25.7%	4,704,273	5,915,588	7,850,503
Daily Census	👆 18.9%	164,109	195,069	195,162
Airlift (scheduled seats) ^	👆 15.0%	7,358,360	8,462,689	11,139,280

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

**Table 4: Key Performance Indicators - U.S. Total (YTD Sep. 2022 vs. YTD Sep. 2019)**

	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆 39.9%	8,739.8	12,227.4	16,236.3
Daily Spend (\$PPPD)	👆 22.7%	187.1	229.6	227.9
Visitor Days	👆 14.0%	46,717,448	53,253,954	71,234,186
Arrivals	👆 13.5%	5,210,250	5,915,588	7,850,503
Daily Census	👆 14.0%	171,126	195,069	195,162
Airlift (scheduled seats) ^	👆 15.6%	7,323,256	8,462,689	11,139,280

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

- The Conference Board Consumer Confidence Index increased in September 2022 for the second consecutive month, supported in particular by jobs, wages, and declining gas prices. The Index now stands at 108.0 (1985=100), up from 103.6 in August.
- The Present Situation Index based on consumers' assessment of current business and labor market conditions improved to 149.6 in September 2022 from 145.3 last month. This index rose again, after declining from April through July 2022.
- The Expectations Index based on consumers' short-term outlook for income, business and labor market conditions increased to 80.3 in September 2022 from 75.8. This index also improved from summer lows, but recession risks nonetheless persist. Concerns about inflation dissipated further in September—prompted largely by declining prices at the gas pump—and are now at their lowest level since the start of the year.
- According to the latest Longwoods International tracking study of American travelers, as the pandemic recedes, two thirds of these travelers are focused on finding a balance between their work world and their non-work life. More than half of them are less likely to do work on their leisure trips than they did during the pandemic. The decline in both COVID-19 cases and gas prices have reduced the impact of both factors in travel planning. Only 17 percent of travelers say coronavirus will greatly impact their travel decisions in the next six months, the lowest level since March of 2020. About 23 percent say that gas prices will greatly impact their travel in the next six months, down from 43 percent in July 2022.
- HTA Airline Seat Capacity Outlook for October 2022–December 2022 was updated on October 25th. The forecast for domestic scheduled nonstop air seats to Hawai'i during this period will decrease - 7.2 percent compared to the same period in 2021. This projection is based on flights appearing in Diio Mi. The constant fluidity of seats and flights will continue as Hawai'i emerges from the COVID-19 pandemic. A decrease in flights is expected from U.S. West (-8%) as well as from the U.S. East (-1.9%). Schedules are continuously monitored, and the forecast adjusted accordingly.

## US WEST

**Table 5: Key Performance Indicators - U.S. West (YTD Sep. 2022 vs. YTD Sep. 2021)**

		YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	33.7%	5,641.6	7,544.4	9,946.1
Daily Spend (\$PPPD)	👆	16.3%	188.6	219.2	216.5
Visitor Days	👆	15.0%	29,915,370	34,411,273	45,934,614
Arrivals	👆	23.4%	3,251,689	4,013,518	5,312,878
Daily Census	👆	15.0%	109,580	126,049	125,848
Airlift (scheduled seats) ^	👆	16.8%	6,445,488	7,525,748	9,870,430

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

**Table 6: Key Performance Indicators - U.S. West (YTD Sep. 2022 vs. YTD Sep. 2019)**

		YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	46.4%	5,151.9	7,544.4	9,946.1
Daily Spend (\$PPPD)	👆	26.4%	173.5	219.2	216.5
Visitor Days	👆	15.9%	29,691,370	34,411,273	45,934,614
Arrivals	👆	16.4%	3,447,548	4,013,518	5,312,878
Daily Census	👆	15.9%	108,760	126,049	125,848
Airlift (scheduled seats) ^	👆	17.3%	6,413,400	7,525,748	9,870,430

\*\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

- In September 2022, 395,115 visitors arrived from the U.S. West, an increase of 29.2 percent compared to 305,808 visitors in September 2019. U.S. West visitors spent \$779.8 million in September 2022, up 67.3 percent from \$466 million in September 2019. Daily spending by U.S. West visitors in September 2022 (\$236 per person) was much higher compared to September 2019 (\$179 per person, +31.6%).

- Through the first nine months of 2022, there were 4,013,518 visitors from the U.S. West compared to 3,447,548 visitors (+16.4%) in the first nine months of 2019. U.S. West visitors spent \$7.54 billion in the first nine months of 2022 compared to \$5.15 billion (+46.4%) in the first nine months of 2019.

## US EAST

Table 7: Key Performance Indicators - U.S. East (YTD Sep. 2022 vs. YTD Sep. 2021)

		YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	54.8%	3,024.6	4,682.9	6,290.2
Daily Spend (\$PPPD)	↑	22.3%	203.2	248.5	248.6
Visitor Days	↑	26.6%	14,886,429	18,842,681	25,299,572
Arrivals	↑	30.9%	1,452,584	1,902,070	2,537,626
Daily Census	↑	26.6%	54,529	69,021	69,314
Airlift (scheduled seats) ^	↔	2.6%	912,872	936,941	1,268,850

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

Table 8: Key Performance Indicators - U.S. East (YTD Sep. 2022 vs. YTD Sep. 2019)

		YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	30.5%	3,587.9	4,682.9	6,290.2
Daily Spend (\$PPPD)	↑	17.9%	210.7	248.5	248.6
Visitor Days	↑	10.7%	17,026,078	18,842,681	25,299,572
Arrivals	↔	7.9%	1,762,702	1,902,070	2,537,626
Daily Census	↑	10.7%	62,367	69,021	69,314
Airlift (scheduled seats) ^	↔	3.0%	909,856	936,941	1,268,850

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

- There were 170,995 visitors from the U.S. East in September 2022, a 28.4 percent growth compared to the 133,185 visitors in September 2019. U.S. East visitors spent \$423.1 million in September 2022, up 46.5 percent from \$288.9 million in September 2019. Daily spending by U.S. East visitors in September 2022 (\$254 per person) increased in comparison to September 2019 (\$229 per person, +11.3%).
- Through the first nine months of 2022, 1,902,070 visitors arrived from the U.S. East, compared to 1,762,702 visitors (+7.9%) in the first nine months of 2019. U.S. East visitors spent \$4.68 billion in the first nine months of 2022 compared to \$3.59 billion (+30.5%) in the first nine months of 2019.

## JAPAN

Table 9: Key Performance Indicators – Japan (YTD Sep. 2022 vs. YTD Sep. 2021)

		YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	397.0%	45.3	225.0	468.1
Daily Spend (\$PPPD)	↔	6.1%	217.4	230.5	231.2
Visitor Days	↑	368.5%	208,288	975,880	2,024,134
Arrivals	↑	786.5%	12,469	110,534	209,890
Daily Census	↑	368.5%	763	3,575	5,546
Airlift (scheduled seats) ^	↑	216.0%	87,561	276,662	586,372

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

**Table 10: Key Performance Indicators – Japan (YTD Sep. 2022 vs. YTD Sep. 2019)**

		YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	📉	-86.4%	1,652.4	225.0	468.1
Daily Spend (\$PPPD)	👉	-2.7%	237.0	230.5	231.2
Visitor Days	📉	-86.0%	6,971,475	975,880	2,024,134
Arrivals	📉	-90.6%	1,173,477	110,534	209,890
Daily Census	📉	-86.0%	25,537	3,575	5,546
Airlift (scheduled seats) ^	📉	-81.5%	1,498,414	276,662	586,372

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

- There were 24,092 visitors from Japan in September 2022 compared to 143,928 visitors (-83.3%) in September 2019. Visitors from Japan spent \$42.5 million in September 2022 compared to \$196.5 million (-78.4%) in September 2019. Daily spending by Japanese visitors in September 2022 (\$233 per person) was slightly higher compared to September 2019 (\$231 per person, +0.9%).
- Through the first nine months of 2022 there were 110,534 visitors from Japan compared to 1,173,477 visitors (-90.6%) in the first nine months of 2019. Visitors from Japan spent \$225 million in the first nine months of 2022 compared to \$1.65 billion (-86.4%) in the first nine months of 2019.
- With the lifting of the ban on visa-free and individual travel to Japan from October 11, 2022 and the lifting of the upper limit on the number of people visiting Japan, it is expected that there will be a recovery in the number of visitors to Japan from overseas, which will revitalize the domestic economy and serve as an opportunity to put a brake on the continued depreciation of the yen. On the other hand, with the launch of the nationwide travel support and event discounts, domestic travel will begin to revive.
- In response to the continued depreciation of the yen, which temporarily reached the 145-yen level to the dollar, the Bank of Japan decided to intervene for the first time in 24 years by buying the yen and selling the dollar in order to prevent an increase in the burden on household budgets due to soaring prices. On the other hand, consumption has increased compared to before the pandemic, with consumption in the second half of August 2022 increasing by 5.3 percent and consumption of goods by 15.4 percent. Consumption of services including travel is declining and is expected to recover from October.
- According to the Japan National Tourism Organization, an estimated 386,400 Japanese people left the country in August 2022, an increase of 100,000 over July due to the summer vacation season. Although it decreased by 81.7 percent compared to 2019, the number of international flights from each major airport exceeded 100 percent compared to previous year. According to IATA's latest forecast, recovery of passenger levels as 2019 is expected in 2025, as the relaxation of border measures in the Asia-Pacific region has been delayed compared to other regions.
- As of October 10, 80.4 percent are fully vaccinated and 65.5 percent have taken booster shots.
- The increase in fuel surcharge for tickets issued in October 2022 has a significant impact. Round-trip JAL costs 74,800 yen, and ANA costs 73,400 yen, which is almost the same as the air ticket price.

## CANADA

**Table 11: Key Performance Indicators – Canada (YTD Sep. 2022 vs. YTD Sep. 2021)**

		YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	📈	932.8%	59.0	608.9	876.2
Daily Spend (\$PPPD)	👉	3.8%	178.1	184.9	182.4
Visitor Days	📈	895.0%	331,084	3,294,220	4,802,897
Arrivals	📈	1333.8%	18,500	265,250	379,885
Daily Census	📈	895.0%	1,213	12,067	13,159
Airlift (scheduled seats) ^	📈	910.6%	35,070	354,418	487,215

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

**Table 12: Key Performance Indicators – Canada (YTD Sep. 2022 vs. YTD Sep. 2019)**

	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	-23.0%	790.6	608.9	876.2
Daily Spend (\$PPPD)	11.4%	165.9	184.9	182.4
Visitor Days	-30.9%	4,764,961	3,294,220	4,802,897
Arrivals	-32.5%	393,074	265,250	379,885
Daily Census	-30.9%	17,454	12,067	13,159
Airlift (scheduled seats) <sup>^</sup>	-0.7%	356,885	354,418	487,215

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

- In September 2022, 20,960 visitors arrived from Canada compared to 21,928 visitors (-4.4%) in September 2019. Visitors from Canada spent \$47.5 million in September 2022, compared to \$40.5 million (+17.2%) in September 2019. Daily spending by Canadian visitors in September 2022 (\$200 per person) increased significantly compared to September 2019 (\$159 per person, +26.1%).
- Through the first nine months of 2022 there were 265,250 visitors from Canada compared to 393,074 visitors (-32.5%) in the first nine months of 2019. Visitors from Canada spent \$608.9 million in the first nine months of 2022, compared to \$790.6 million (-23%) in the first nine months of 2019.
- Employment held steady in September 2022, following three consecutive months of decline. The labor force participation rate continued to trend downwards, falling by 0.1 percent from the previous month. Fewer people searching for work pulled the unemployment rate down to 5.2 percent. Today's Labor Force Survey release caps off a sluggish third quarter in which the labor market made scant progress in terms of employment growth.
- Average hourly wages grew by 5.2 percent on a year-over-year basis. The rising cost of living and tight labor markets are the principal drivers of higher wage growth. With inflation appearing to have peaked and hiring among firms slowing, some of this pressure will subside in the months ahead.
- The loonie averaged USD \$0.7815 throughout the first eight months of 2022.
- Nearly 6.8 million Canadians returned home from an overnight transborder trip during the first seven months of 2022, nine times the volume recorded last year. Auto travel accounted for 52 percent of trips during the period, a similar share as seen in 2019 (53%). So far this year, transborder activity has reached 58 percent of the volume recorded during the same period in 2019. The first half of the summer travel season saw 3.7 million Canadians return home from the U.S., compared to 344 thousand last year and close to 5.2 million pre-pandemic (-28%).
- Sun destinations in the Caribbean, Mexico and Central America reported almost 2 million arrivals from Canada during the first seven months of 2022. This is 52 percent of the activity recorded in 2019, though destinations in Central America (64%) and Mexico (58%) have experienced a faster rate of recovery. Although not a prime time for visitation, there were 643 thousand Canadian arrivals in the region throughout the first half of the summer season, compared to just 60 thousand last year and 763 thousand in 2019 (-16%).

## OCEANIA

**Table 13: Key Performance Indicators – Oceania (YTD Sep. 2022 vs. YTD Sep. 2021)**

	YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	3991.9%	7.7	316.4	409.2
Daily Spend (\$PPPD)	16.1%	243.1	282.1	277.9
Visitor Days	3425.2%	31,812	1,121,414	1,472,261
Arrivals	5396.6%	2,097	115,281	150,711
Daily Census	3425.2%	117	4,108	4,034
Airlift (scheduled seats) <sup>^</sup>	N/A	0	160,137	45,088

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

**Table 14: Key Performance Indicators – Oceania (YTD Sep. 2022 vs. YTD Sep. 2019)**

	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↓ -54.1%	689.7	316.4	409.2
Daily Spend (\$PPPD)	↔ 7.5%	262.4	282.1	277.9
Visitor Days	↓ -57.3%	2,628,085	1,121,414	1,472,261
Arrivals	↓ -58.6%	278,530	115,281	150,711
Daily Census	↓ -57.3%	9,627	4,108	4,034
Airlift (scheduled seats) ^	↓ -57.5%	376,768	160,137	45,088

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

- Australia recorded an annual inflation rate of 6.8 percent in August 2022, down from 7 percent in July.
- Cost of living continues to increase in both Australia and New Zealand.
- The record low for GBP/USD as well as a broadly stronger USD resulted in softer AUD & NZD. The exchange rates were sitting at 64 cents (AUD) and 58 cents (NZD) to one USD at the end of September 2022.
- Disruption and long queues at airports seem to have calmed down this month which will increase travel confidence.
- Booking patterns remain the same for both Australia and New Zealand with flight prices impacting level of bookings and how far in advance consumers are booking.

## OTHER ASIA

**Table 15: Key Performance Indicators – Other Asia (YTD Sep. 2022 vs. YTD Sep. 2021)**

	YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑ 407.4%	45.7	232.1	N/A
Daily Spend (\$PPPD)	↔ 6.8%	275.8	294.6	N/A
Visitor Days	↑ 375.1%	165,865	787,944	N/A
Arrivals	↑ 710.4%	10,547	85,473	N/A
Daily Census	↑ 375.1%	608	2,886	N/A
Airlift (scheduled seats) ^	↑ 601.2%	20,572	144,253	230,913

\*DBEDT 2022 annual forecast (Quarter 3, 2022) N/A=Not available. Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

**Table 16: Key Performance Indicators – Other Asia (YTD Sep. 2022 vs. YTD Sep. 2019)**

	YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↓ -62.4%	617.2	232.1	N/A
Daily Spend (\$PPPD)	↔ 2.3%	287.9	294.6	N/A
Visitor Days	↓ -63.2%	2,143,962	787,944	N/A
Arrivals	↓ -68.2%	268,393	85,473	N/A
Daily Census	↓ -63.2%	7,853	2,886	N/A
Airlift (scheduled seats) ^	↓ -60.8%	368,085	144,253	230,913

\*DBEDT 2022 annual forecast (Quarter 3, 2022) N/A=Not available. Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

## KOREA

Table 17: Key Performance Indicators – Korea (YTD Sep. 2022 vs. YTD Sep. 2021)

		YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	799.9%	20.9	188.5	252.0
Daily Spend (\$PPPD)	↑	11.9%	254.4	284.8	288.7
Visitor Days	↑	704.0%	82,325	661,866	872,630
Arrivals	↑	1566.3%	4,319	71,971	94,014
Daily Census	↑	704.0%	302	2,424	2,391
Airlift (scheduled seats) ^	↑	601.2%	20,572	144,253	230,913

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

Table 18: Key Performance Indicators – Korea (YTD Sep. 2022 vs. YTD Sep. 2019)

		YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↓	-46.5%	352.2	188.5	252.0
Daily Spend (\$PPPD)	↔	4.6%	272.3	284.8	288.7
Visitor Days	↓	-48.8%	1,293,565	661,866	872,630
Arrivals	↓	-56.6%	165,690	71,971	94,014
Daily Census	↓	-48.8%	4,738	2,424	2,391
Airlift (scheduled seats) ^	↓	-40.9%	244,014	144,253	230,913

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). Scheduled seats forecast from Diio Mi flight schedules as of September 22, 2022, subject to change.

- Exports from South Korea increased by 2.8 percent year-on-year to \$57.46 billion in September 2022, easing sharply from a 6.6 percent rise a month earlier and compared with market consensus of 2.9 percent growth.
- In September 2022, the South Korean exchange rate was 1,399.93 (KRW/USD), appreciated from the previous month's 1,321.05 (KRW/USD).
- The number of outbound travelers from Korea in August 2022 was 310,945, a 220.3 percent year-on-year increase.
- Korea recorded 87.0 percent vaccination rate and 65.3 percent booster rate as of September 31. The rate of 4th shot is 14.1 percent.
- The announcement on August 31, 2022 of a pre-departure Covid-19 test exemption for all arrivals has resulted in a boost in the number of package travel product bookings with major travel agencies. Very Good Tour, Kyowon Tour, and Hana Tour all reported increased bookings immediately after the announcement.
- From September 30, 2022 Korean Air resumed its 'transfer-only internal flight' service between Gimhae and Incheon airports. The service had been suspended due to Covid-19. Passengers departing from Gimhae Airport and then on through Incheon International Airport can now check-in for all international flights, including departure screening and baggage check-in, at Gimhae. The changes increase the convenience for passengers departing from Busan and Gyeongnam who board international flights at Incheon International Airport.
- Air service in September 2022: Korean Air operates daily flights; Asiana Airlines operates 5 weekly flights; Asiana Airlines operates 5 weekly flights.



## CHINA

Table 19: Key Performance Indicators – China (YTD Sep. 2022 vs. YTD Sep. 2021)

		YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	103.8%	11.2	22.9	N/A
Daily Spend (\$PPPD)	👉	8.1%	314.7	340.3	N/A
Visitor Days	👆	88.5%	35,653	67,191	N/A
Arrivals	👆	154.3%	3,112	7,914	N/A
Daily Census	👆	88.5%	131	246	N/A
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). N/A=Not available.

Table 20: Key Performance Indicators – China (YTD Sep. 2022 vs. YTD Sep. 2019)

		YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👇	-88.5%	199.1	22.9	N/A
Daily Spend (\$PPPD)	👉	4.3%	326.2	340.3	N/A
Visitor Days	👇	-89.0%	610,356	67,191	N/A
Arrivals	👇	-89.6%	75,805	7,914	N/A
Daily Census	👇	-89.0%	2,236	246	N/A
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). N/A=Not available

- September 2022 month-end (ME) rate for Chinese Yuan (CNY) vs. USD was 7.10, versus August 2022 ME rate of 6.88, versus September 2021 ME rate of 6.49.
- China's year-to-date June 2022 GDP stood at 56.26 trillion-yuan (US\$8.35 trillion) +2.5 percent, per National Bureau of Statistics (NBS). China's 2022 Quarter 2 GDP stood at 29.24 trillion-yuan (US\$4.34 trillion) +0.4 percent, per NBS.
- In September 2022, the Purchasing Manager Index (PMI) of China's manufacturing industry was 50.1 percent, an increase of 70 basis points from the prior month figure of 49.5 percent. In terms of enterprise size, the PMI of large enterprises was 51.1 percent, up 0.6 percentage points from the previous month. The PMI for small and medium enterprises was 49.7 percent and 48.3 percent, respectively, up 0.8 and 0.7 percentage points from the previous month.
- Morgan Stanley predicts China will reopen next spring. Morgan Stanley published an article on September 26: "China's Covid Management is about to Change." It noted that the pandemic has led to significantly weaker income growth and a sharp rise in youth unemployment, while weak exports and real estate mean the remaining source of growth is consumption. To unleash this force, China's approach to Covid management will need to shift, and reopening is expected to begin in spring 2023.

## EUROPE

Table 21: Key Performance Indicators – Europe (YTD Sep. 2022 vs. YTD Sep. 2021)

		YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	👆	582.5%	25.7	175.5	185.4
Daily Spend (\$PPPD)	👉	-5.7%	172.3	162.5	156.2
Visitor Days	👆	623.7%	149,286	1,080,451	1,186,896
Arrivals	👆	872.0%	7,947	77,248	84,710
Daily Census	👆	623.7%	547	3,958	3,252
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022).

**Table 22: Key Performance Indicators – Europe (YTD Sep. 2022 vs. YTD Sep. 2019)**

		YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↓	-16.9%	211.3	175.5	185.4
Daily Spend (\$PPPD)	↔	3.1%	157.6	162.5	156.2
Visitor Days	↓	-19.4%	1,341,011	1,080,451	1,186,896
Arrivals	↓	-25.5%	103,667	77,248	84,710
Daily Census	↓	-19.4%	4,912	3,958	3,252
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022).

## LATIN AMERICA

**Table 23: Key Performance Indicators – Latin America (YTD Sep. 2022 vs. YTD Sep. 2021)**

		YOY Rate	Sep'21 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	67.7%	17.8	29.8	N/A
Daily Spend (\$PPPD)	↓	-24.7%	243.9	183.8	N/A
Visitor Days	↑	122.6%	72,856	162,142	N/A
Arrivals	↑	145.4%	6,024	14,787	N/A
Daily Census	↑	122.6%	267	594	N/A
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). N/A=Not available.

**Table 24: Key Performance Indicators – Latin America (YTD Sep. 2022 vs. YTD Sep. 2019)**

		YOY Rate	Sep'19 YTD	Sep'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↓	-37.4%	47.6	29.8	N/A
Daily Spend (\$PPPD)	↓	-20.9%	232.2	183.8	N/A
Visitor Days	↓	-21.0%	205,158	162,142	N/A
Arrivals	↓	-23.9%	19,422	14,787	N/A
Daily Census	↓	-21.0%	751	594	N/A
Airlift (scheduled seats) ^		N/A	N/A	N/A	N/A

\*DBEDT 2022 annual forecast (as of Quarter 3, 2022). N/A=Not available.

## **ISLAND VISITATION:**

- **O'ahu:** There were 385,525 visitors to O'ahu in September 2022 compared to 458,588 visitors (-15.9%) in September 2019. Visitor spending was \$680.1 million compared to \$607.3 million (+12%) in September 2019. The average daily census on O'ahu was 90,476 visitors in September 2022 compared to 101,093 visitors (-10.5%) in September 2019.

Through the first nine months of 2022, there were 3,594,425 visitors to O'ahu compared to 4,657,880 visitors (-22.8%) in the first nine months of 2019. Total visitor spending was \$6.30 billion (+3.1%) compared to \$6.11 billion in the first nine months of 2019.

- **Maui:** There were 218,468 visitors to Maui in September 2022 compared to 210,108 visitors (+4%) in September 2019. Visitor spending was \$415.3 million compared to \$339.7 million (+22.3%) in September 2019. The average daily census on Maui was 55,720 visitors in September 2022 up from the 52,053 visitors (+7%) in September 2019.

Through the first nine months of 2022, there were 2,194,814 visitors to Maui compared to 2,314,113 visitors (-5.2%) in the first nine months of 2019. Total visitor spending was \$4.27 billion compared to \$3.86 billion (+10.6%) in the first nine months of 2019.

- **Hawai'i Island:** There were 118,078 visitors to Hawai'i Island in September 2022 compared to 112,138 visitors (+5.3%) in September 2019. Visitor spending was \$192.8 million compared to \$145.9 million (+32.1%) in September 2019. The average daily census on Hawai'i Island was 33,142 visitors in September 2022 compared to 26,750 visitors (+23.9%) in September 2019.

Through the first nine months of 2022, there were 1,247,765 visitors to Hawai'i Island, compared to 1,323,943 visitors (-5.8%) in the first nine months of 2019. Total visitor spending was \$1.98 billion compared to \$1.72 billion (+15.2%) in the first nine months of 2019.

- **Kaua'i** There were 105,145 visitors to Kaua'i in September 2022 compared to 93,501 visitors (+12.5%) in September 2019. Visitor spending was \$170.7 million compared to \$132 million (+29.3%) in September 2019. The average daily census on Kaua'i was 26,136 visitors in September 2022, up from 21,967 visitors (+19%) in September 2019.

Through the first nine months of 2022, there were 1,008,065 visitors to Kaua'i compared to 1,039,227 visitors (-3%) in the first nine months of 2019. Total visitor spending was \$1.66 billion compared to \$1.46 billion (+13.7%) in the first nine months of 2019.