

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

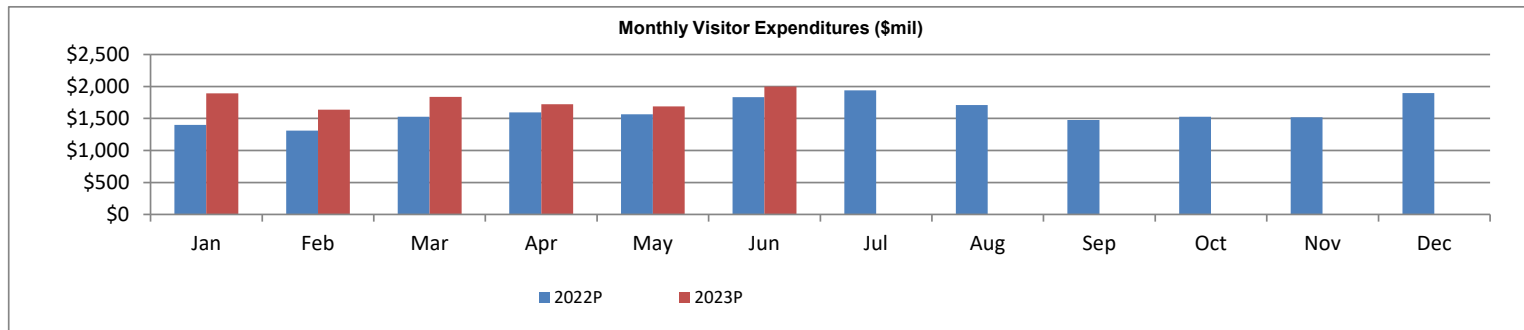
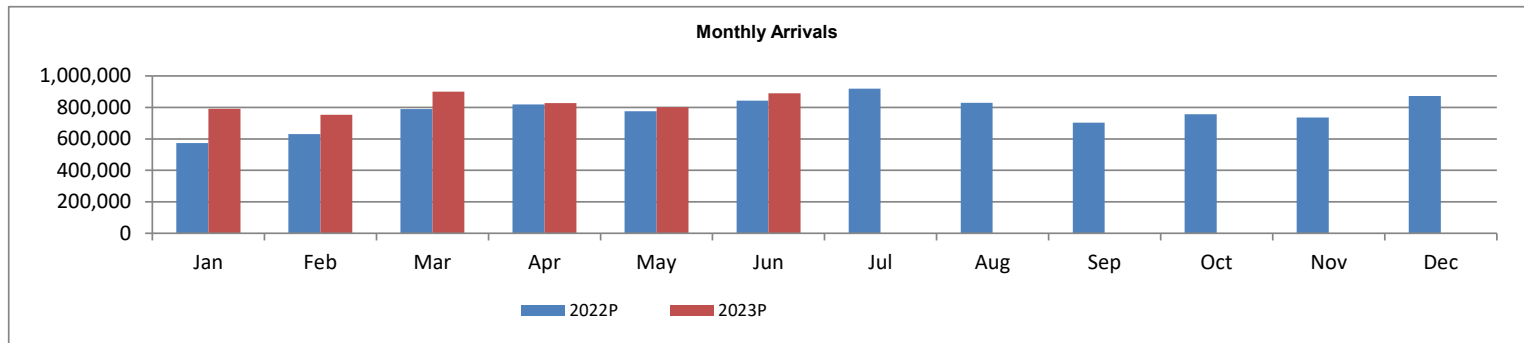
Key Performance Indicators

	YOY Rate	Jun'22 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 16.9%	9,225.5	10,782.6	21,029.6	O'ahu	21.4%	2,742,970
Daily Spend (\$PPPD)	↔ 7.2%	224.2	240.4	234.6	Maui	5.7%	1,485,757
Visitor Days	↔ 9.0%	41,152,840	44,861,969	89,633,330	Moloka'i	16.0%	23,085
Arrivals	↑ 12.0%	4,431,332	4,964,711	9,914,201	Lāna'i	8.8%	35,337
Daily Census	↔ 9.0%	227,364	247,856	245,571	Kaua'i	7.7%	693,618
Airlift (scheduled seats) [^]	↔ 5.8%	6,299,331	6,664,117	13,366,686	Hawai'i Island	8.3%	880,486

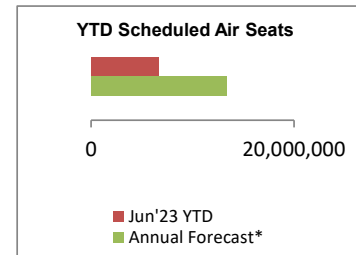
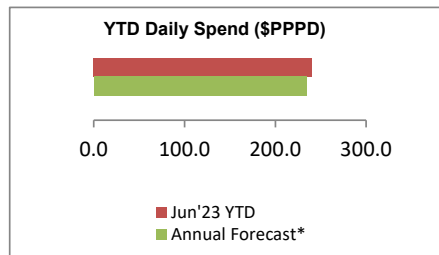
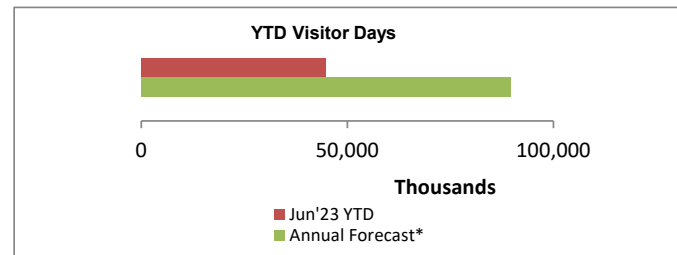
* DBEDT Annual Forecast as of Q2 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

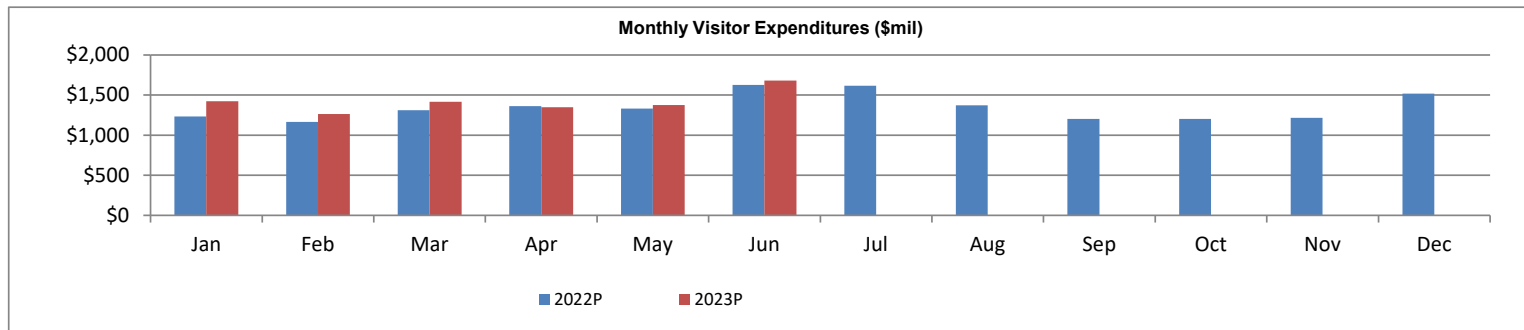
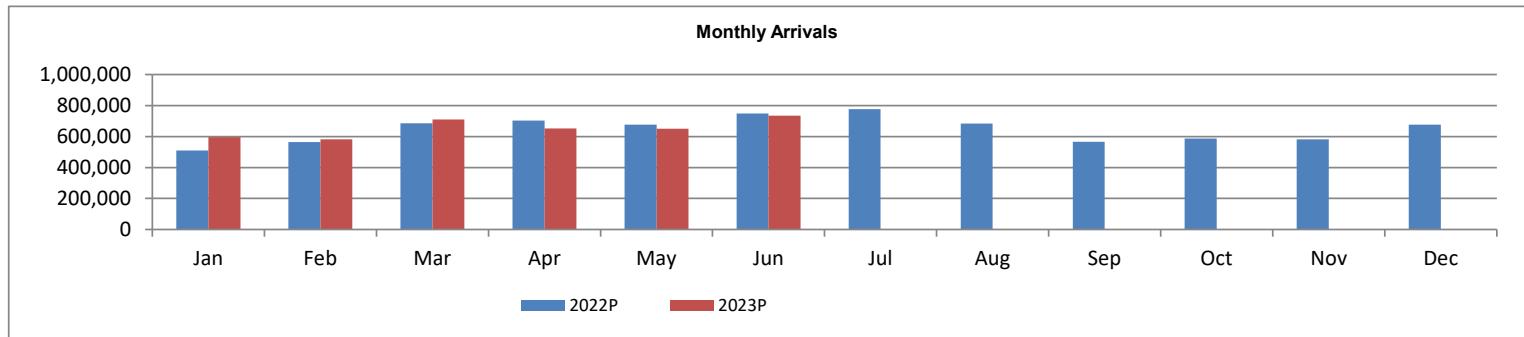
Key Performance Indicators

	YOY Rate	Jun'22 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↗	5.9%	8,035.2	8,505.5	15,878.6	O'ahu	4.2%	1,992,263
Daily Spend (\$PPPD)	↗	6.1%	228.0	241.9	237.8	Maui	1.3%	1,263,933
Visitor Days	↘	-0.3%	35,245,414	35,155,275	66,776,959	Moloka'i	7.8%	18,605
Arrivals	↗	1.0%	3,887,939	3,924,906	7,438,651	Lāna'i	2.6%	28,437
Daily Census	↘	-0.3%	194,726	194,228	182,951	Kaua'i	4.6%	619,064
Airlift (scheduled seats)^	↘	-2.7%	5,638,148	5,487,116	10,815,264	Hawai'i Island	2.9%	747,610

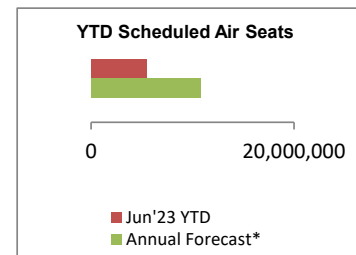
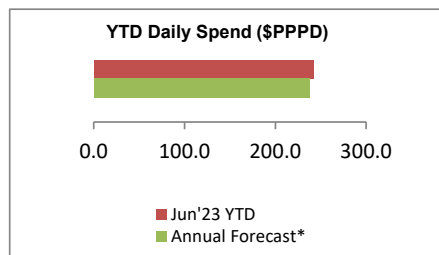
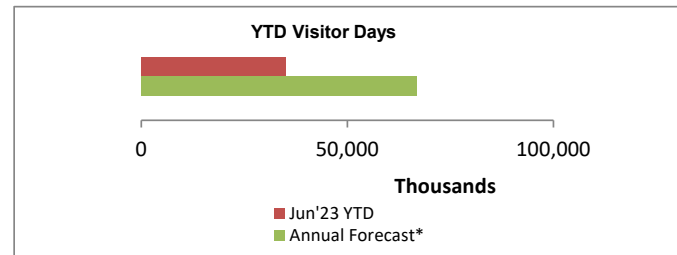
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. WEST**

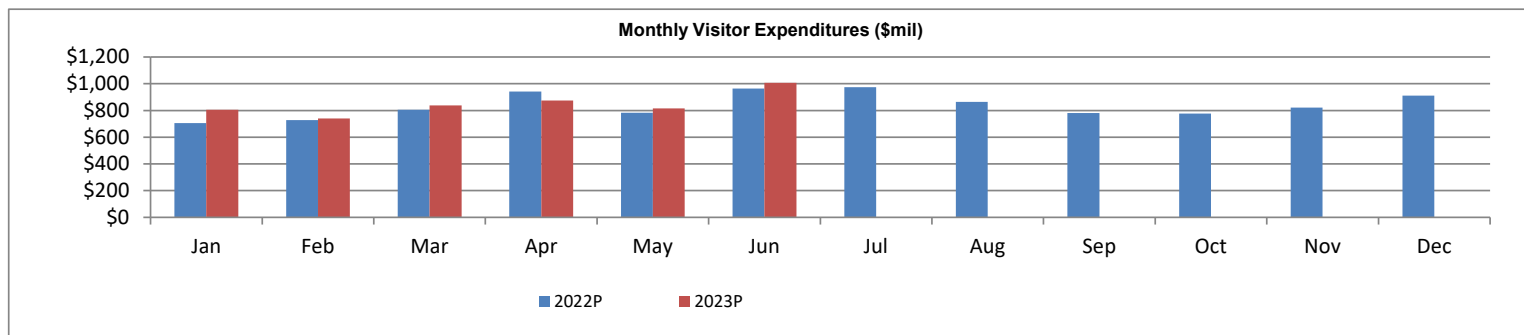
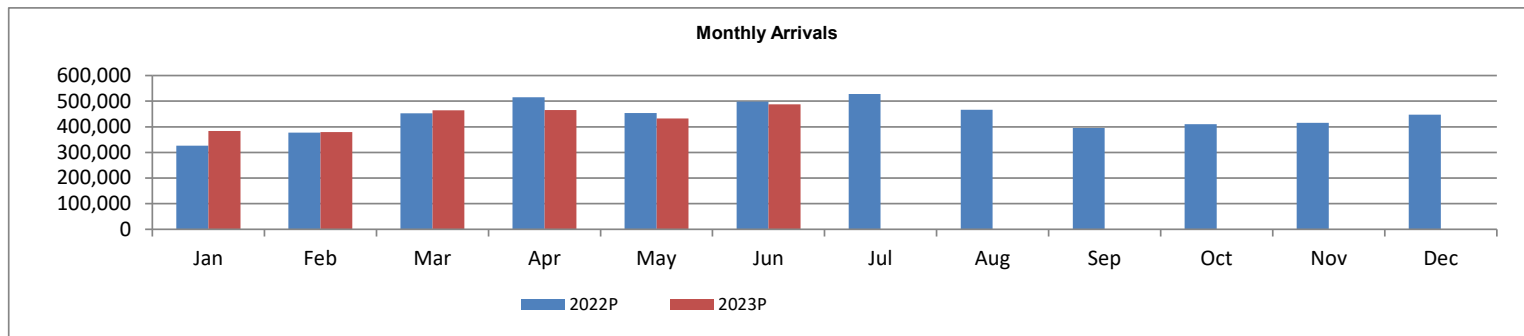
Key Performance Indicators

	YOY Rate	Jun'22 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↗	3.1%	4,926.1	5,079.5	9,699.9	O'ahu	1.6%	1,224,978
Daily Spend (\$PPPD)	↗	4.9%	217.7	228.3	225.8	Maui	-0.5%	805,204
Visitor Days	↘	-1.7%	22,627,624	22,252,442	42,961,283	Moloka'i	-2.2%	10,885
Arrivals	↘	-0.5%	2,623,235	2,611,016	5,030,595	Lāna'i	-1.6%	15,310
Daily Census	↘	-1.7%	125,014	122,942	117,702	Kaua'i	0.8%	395,930
Airlift (scheduled seats) [^]	↘	-4.0%	5,013,883	4,811,301	9,521,871	Hawai'i Island	0.4%	466,994

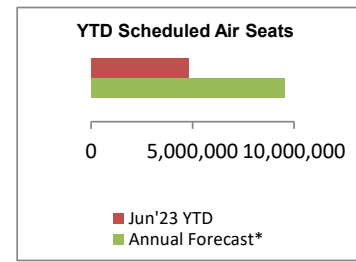
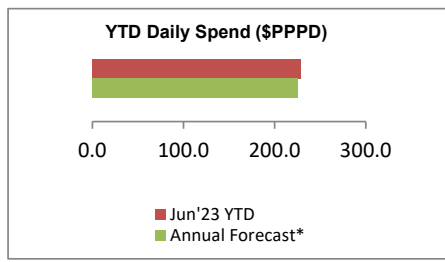
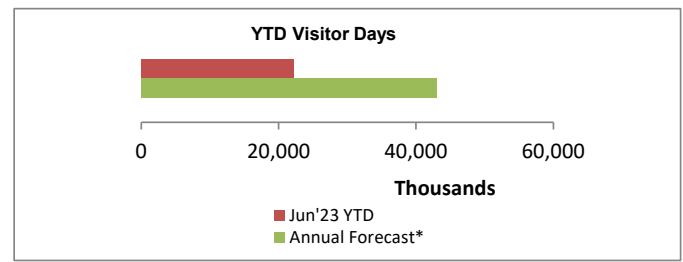
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. EAST**

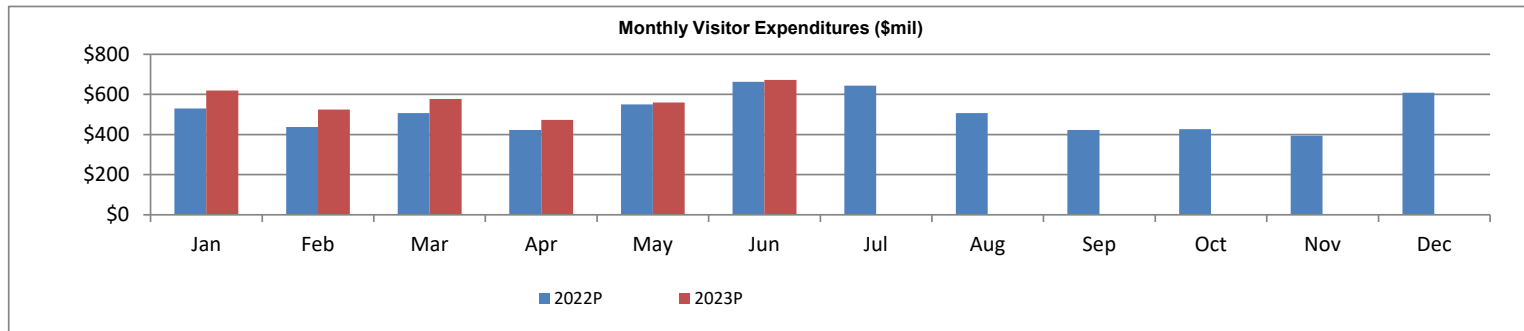
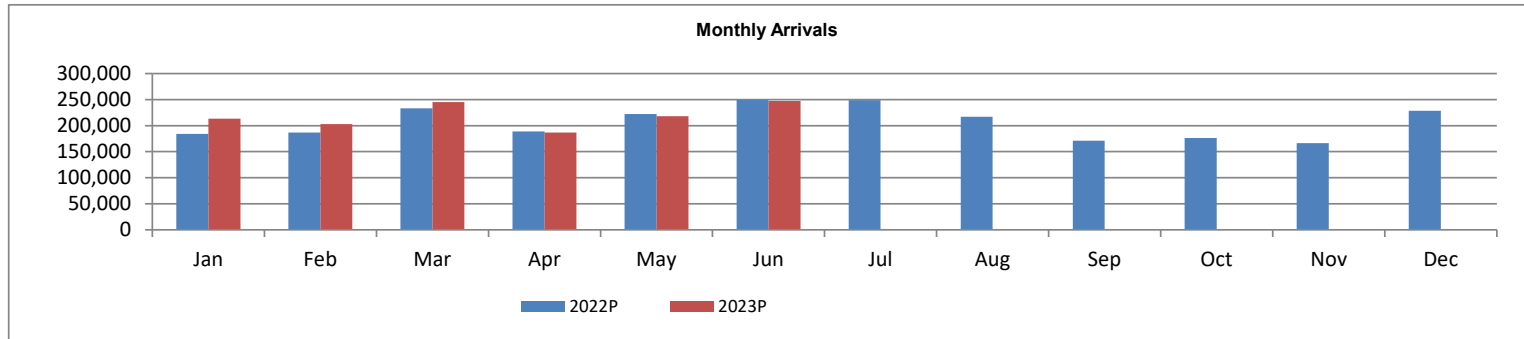
Key Performance Indicators

	YOY Rate	Jun'22 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 10.2%	3,109.1	3,426.0	6,178.7	O'ahu	8.6%	767,285
Daily Spend (\$PPPD)	↔ 7.8%	246.4	265.5	259.4	Maui	4.4%	458,728
Visitor Days	↔ 2.3%	12,617,790	12,902,833	23,815,676	Moloka'i	26.0%	7,721
Arrivals	↔ 3.9%	1,264,704	1,313,890	2,408,056	Lāna'i	8.1%	13,127
Daily Census	↔ 2.3%	69,712	71,286	65,248	Kaua'i	12.2%	223,135
Airlift (scheduled seats) [^]	↔ 8.3%	624,265	675,815	1,293,393	Hawai'i Island	7.2%	280,616

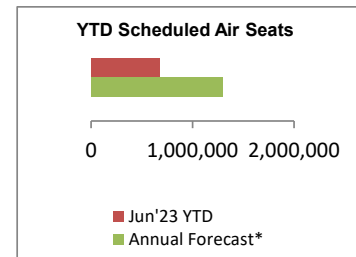
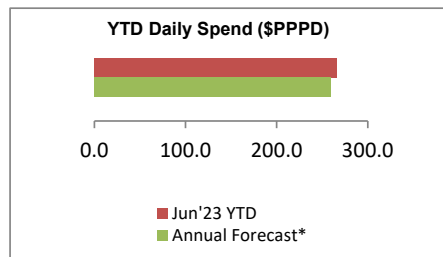
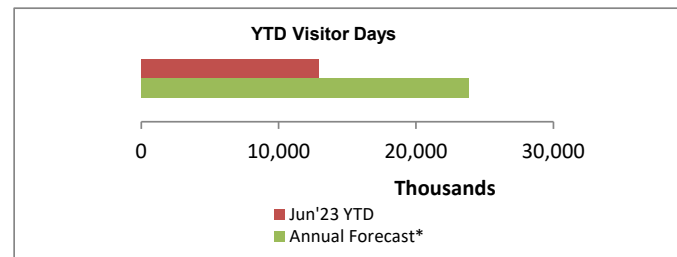
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **JAPAN**

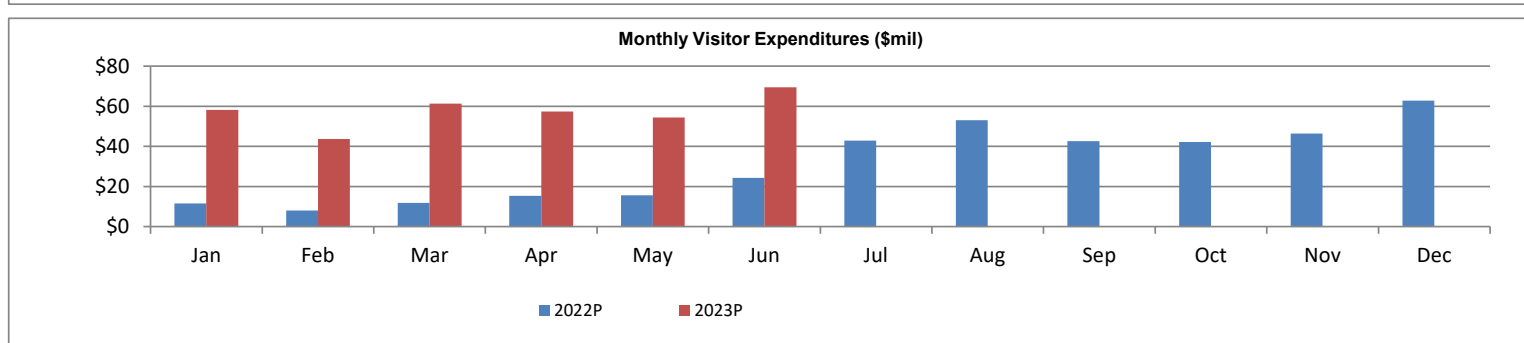
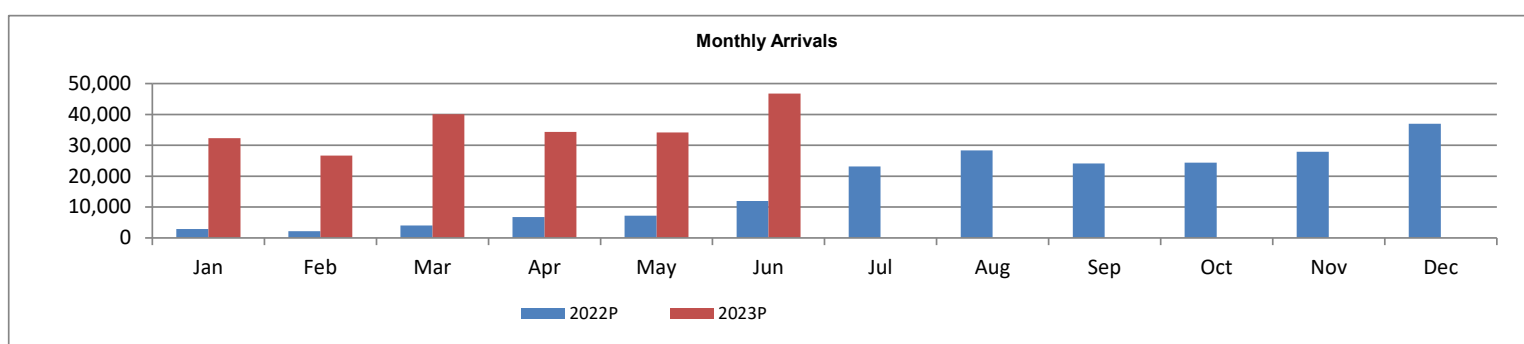
Key Performance Indicators

	YOY Rate	Jun'22 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 297.2%	86.7	344.3	1,098.9	O'ahu	529.7%	209,546
Daily Spend (\$PPPD)	↔ 2.7%	230.5	236.6	235.1	Maui	215.4%	4,954
Visitor Days	↑ 287.0%	375,971	1,454,914	4,673,774	Moloka'i	2002.8%	291
Arrivals	↑ 513.5%	34,925	214,246	662,947	Lāna'i	56.3%	268
Daily Census	↑ 287.0%	2,077	8,038	12,805	Kaua'i	292.3%	2,582
Airlift (scheduled seats) [^]	↑ 293.3%	115,549	454,462	1,134,126	Hawai'i Island	370.0%	14,377

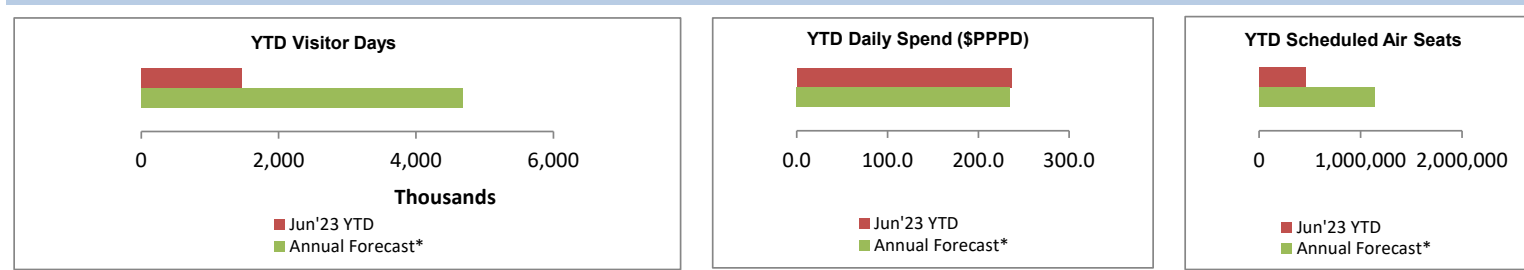
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **CANADA**

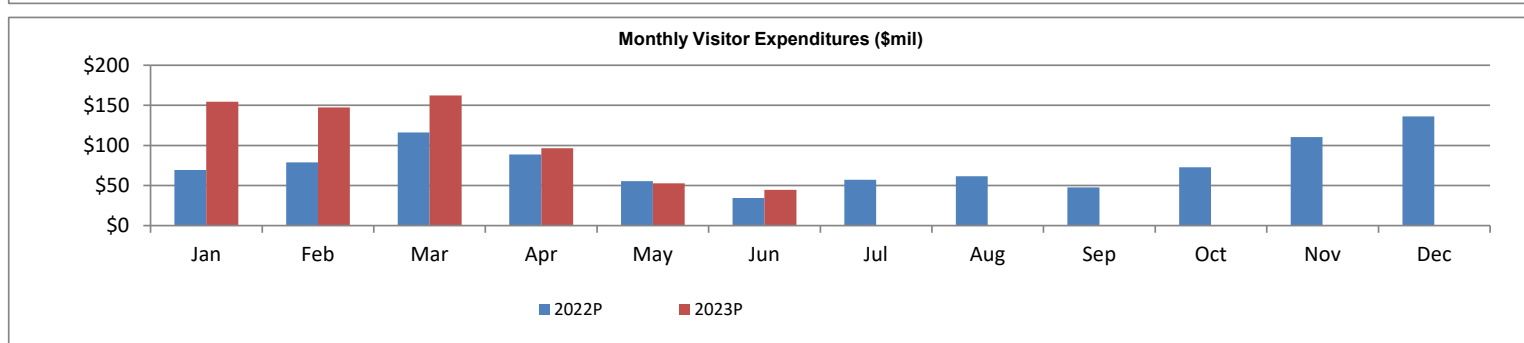
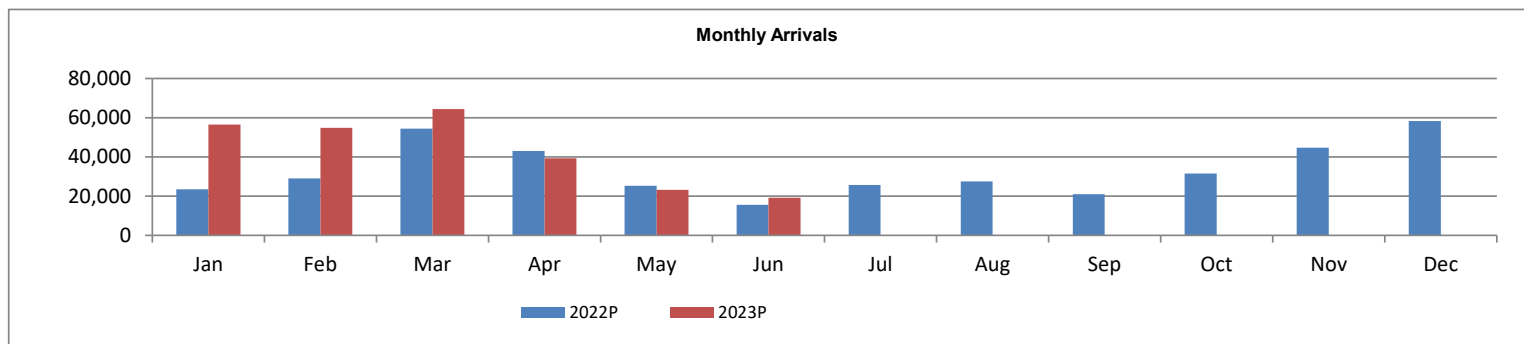
Key Performance Indicators

	YOY Rate	Jun'22 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 48.5%	443.0	658.0	1,394.9	O'ahu	38.6%	125,447
Daily Spend (\$PPPD)	↑ 18.9%	181.6	215.9	210.2	Maui	39.4%	122,312
Visitor Days	↑ 24.9%	2,438,975	3,046,893	6,637,325	Moloka'i	71.2%	1,626
Arrivals	↑ 34.7%	191,133	257,487	536,207	Lāna'i	31.2%	2,440
Daily Census	↑ 24.9%	13,475	16,834	18,184	Kaua'i	45.8%	27,914
Airlift (scheduled seats) [^]	↓ -5.2%	293,742	278,381	485,426	Hawai'i Island	51.8%	44,739

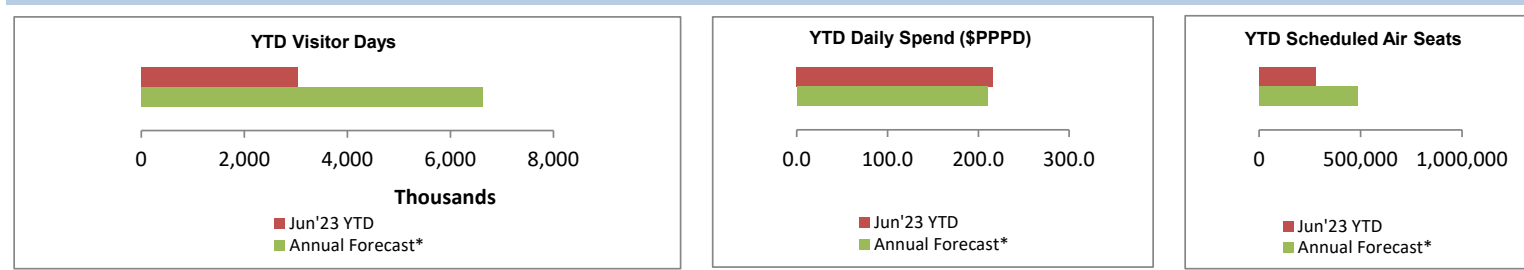
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OCEANIA**

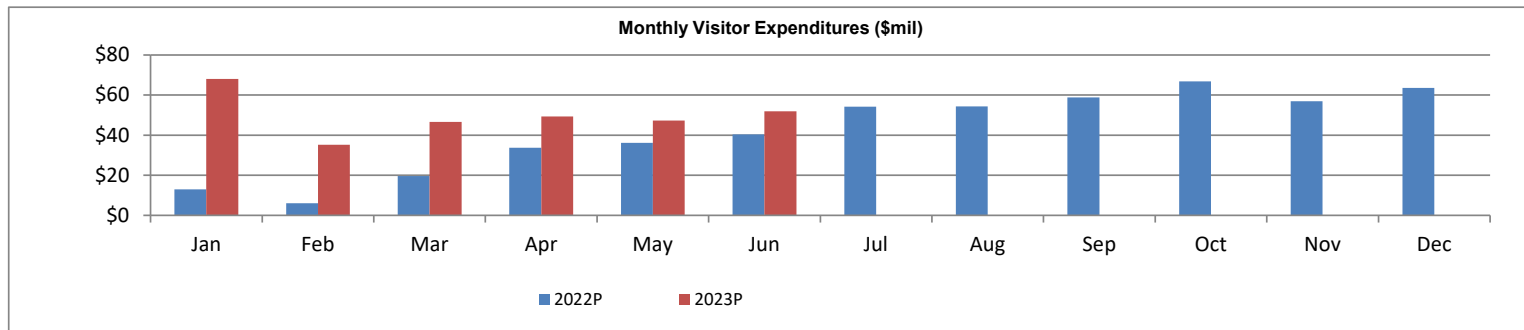
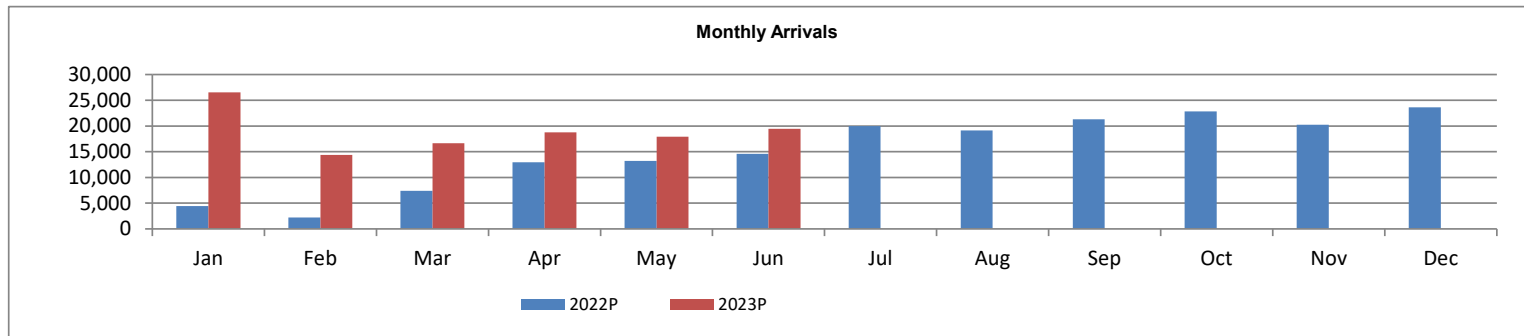
Key Performance Indicators

	YOY Rate	Jun'22 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 100.5%	148.9	298.5	706.0	O'ahu	110.1%	111,553
Daily Spend (\$PPPD)	↔ 5.8%	276.4	292.4	290.3	Maui	72.2%	12,765
Visitor Days	↑ 89.5%	538,839	1,021,132	2,432,062	Moloka'i	237.1%	847
Arrivals	↑ 107.2%	54,855	113,648	253,480	Lāna'i	179.7%	1,123
Daily Census	↑ 89.5%	2,977	5,642	6,663	Kaua'i	79.9%	6,241
Airlift (scheduled seats) [^]	↑ 95.8%	83,288	163,061	331,997	Hawai'i Island	85.2%	10,493

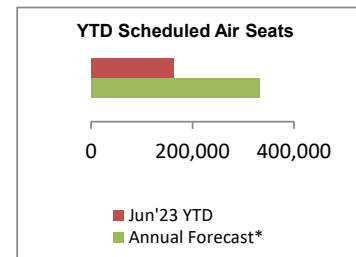
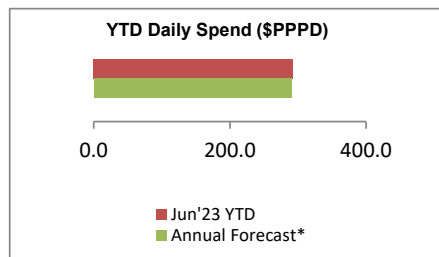
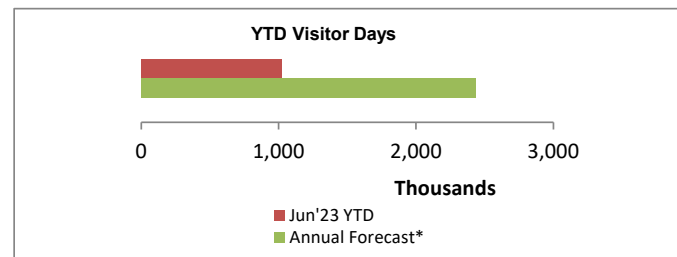
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

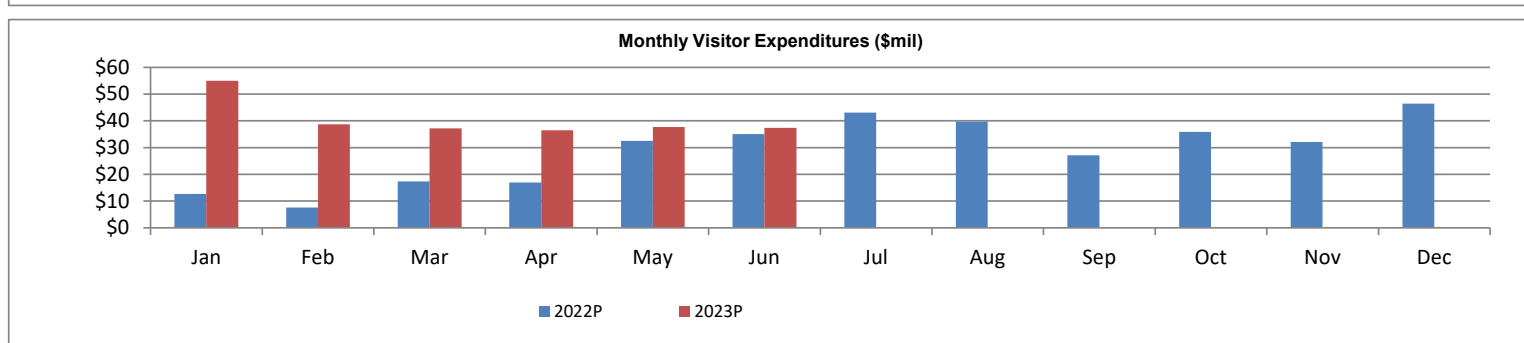
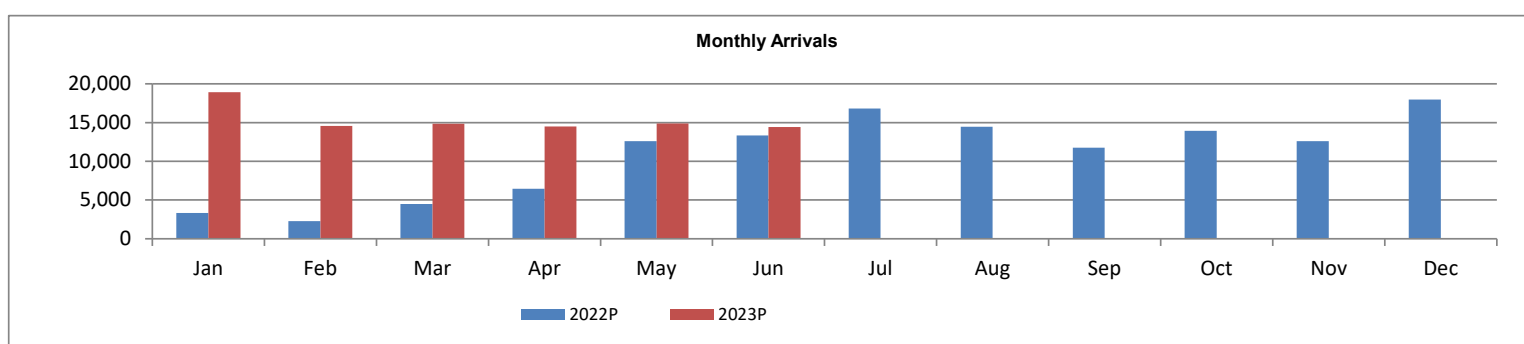
Key Performance Indicators

	YOY Rate	Jun'22 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 98.6%	122.2	242.6	NA	O'ahu	126.6%	89,476
Daily Spend (\$PPPD)	↔ 1.3%	306.3	310.4	NA	Maui	81.8%	9,330
Visitor Days	↑ 96.0%	398,807	781,517	NA	Moloka'i	26.0%	131
Arrivals	↑ 117.0%	42,474	92,173	NA	Lāna'i	126.7%	396
Daily Census	↑ 96.0%	2,203	4,318	NA	Kaua'i	105.0%	3,038
Airlift (scheduled seats) [^]	↑ 93.8%	73,771	142,999	290,191	Hawai'i Island	134.9%	15,358

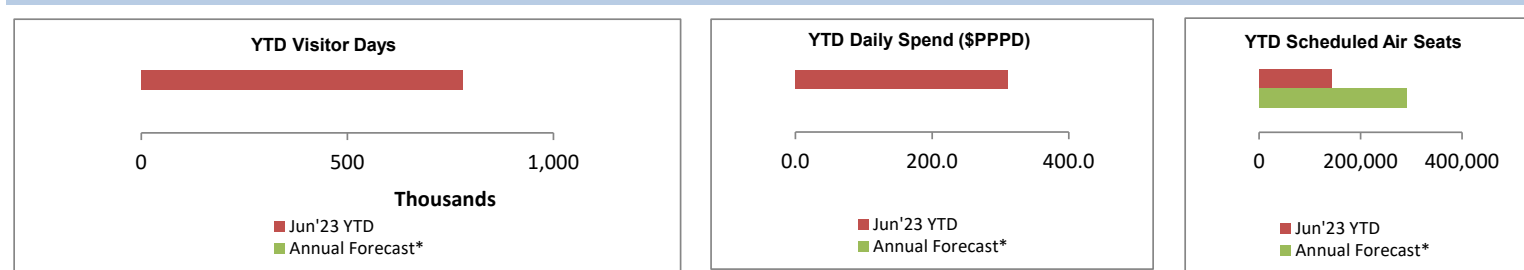
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **KOREA**

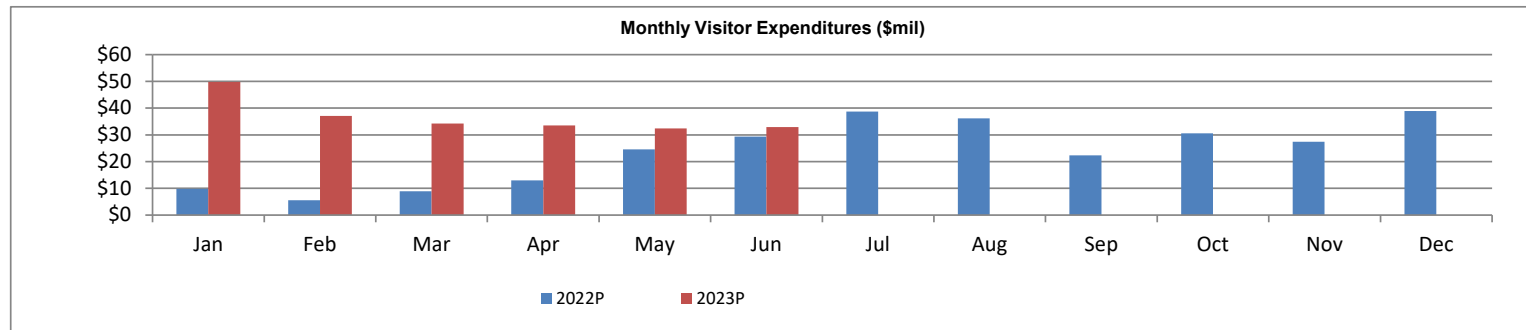
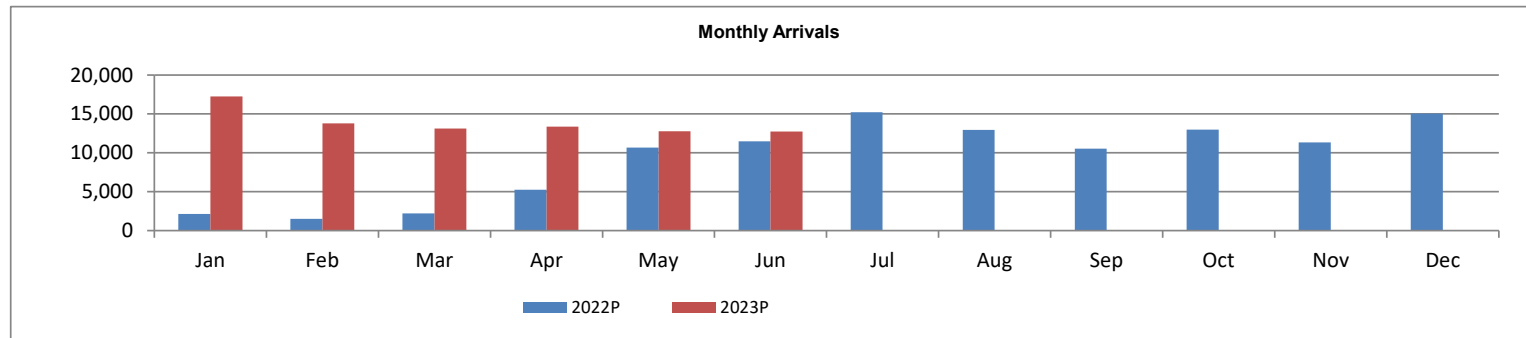
Key Performance Indicators

	YOY Rate	Jun'22 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 141.0%	91.2	219.9	550.1	O'ahu	153.7%	82,169
Daily Spend (\$PPPD)	↔ 6.3%	291.2	309.5	305.1	Maui	135.3%	7,600
Visitor Days	↑ 126.8%	313,307	710,572	1,802,736	Moloka'i	77.3%	96
Arrivals	↑ 149.6%	33,265	83,034	204,734	Lāna'i	374.8%	306
Daily Census	↑ 126.8%	1,731	3,926	4,939	Kaua'i	218.3%	2,346
Airlift (scheduled seats) [^]	↑ 93.8%	73,771	142,999	283,153	Hawai'i Island	215.0%	13,080

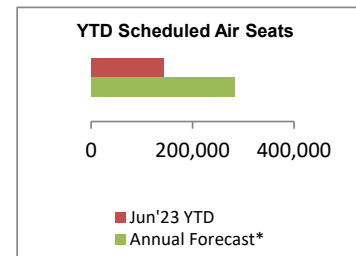
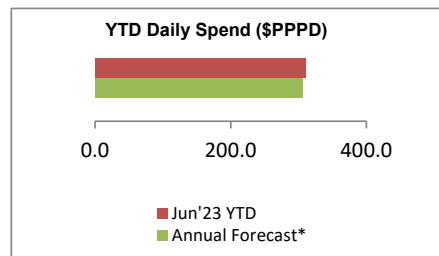
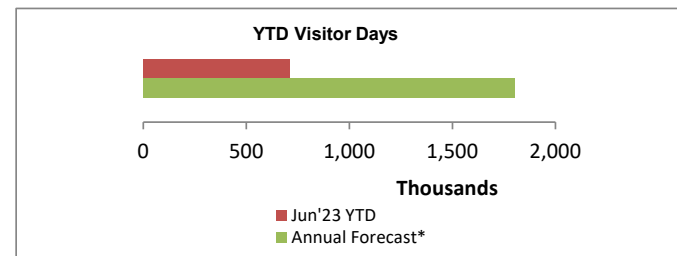
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **CHINA**

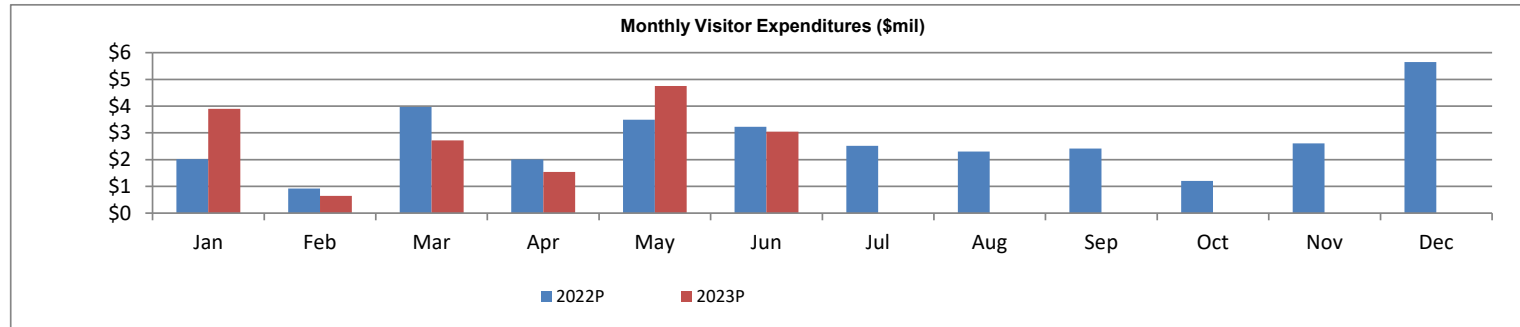
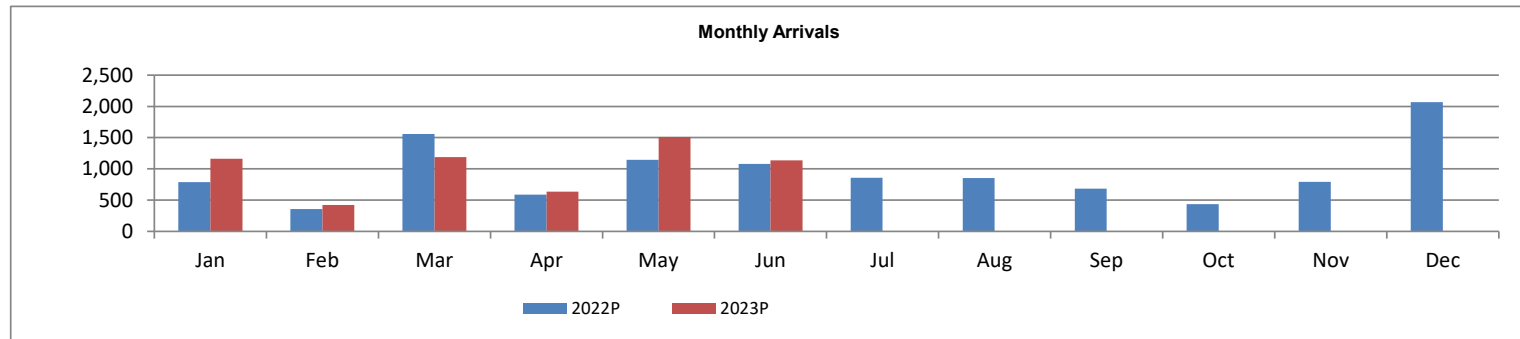
Key Performance Indicators

	YOY Rate	Jun'22 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↗	6.1%	15.6	16.6	NA	O'ahu	11.2%	5,182
Daily Spend (\$PPPD)	↗	5.5%	347.3	366.3	NA	Maui	-0.9%	973
Visitor Days	↗	0.6%	45,018	45,309	NA	Moloka'i	-33.2%	23
Arrivals	↗	9.7%	5,519	6,052	NA	Lāna'i	13.6%	67
Daily Census	↗	0.6%	249	250	NA	Kaua'i	37.4%	368
Airlift (scheduled seats) [^]		N/A	N/A	N/A	N/A	Hawai'i Island	6.0%	1,694

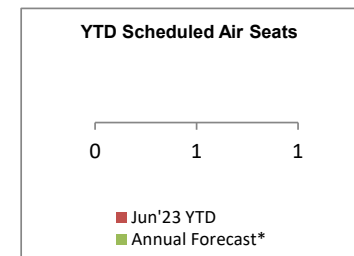
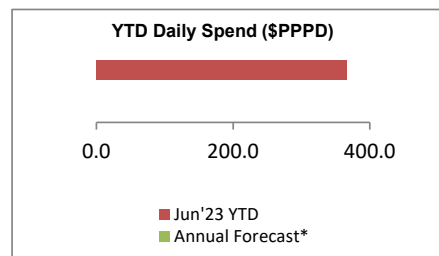
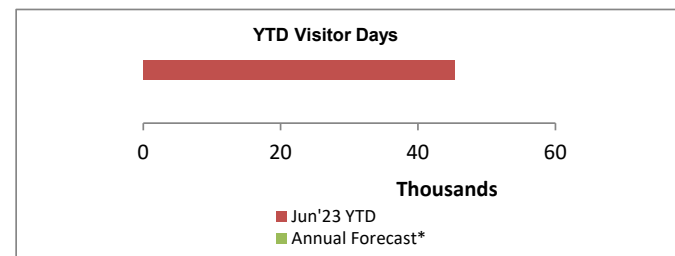
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Visitor Industry Performance Measures

Market: **EUROPE**

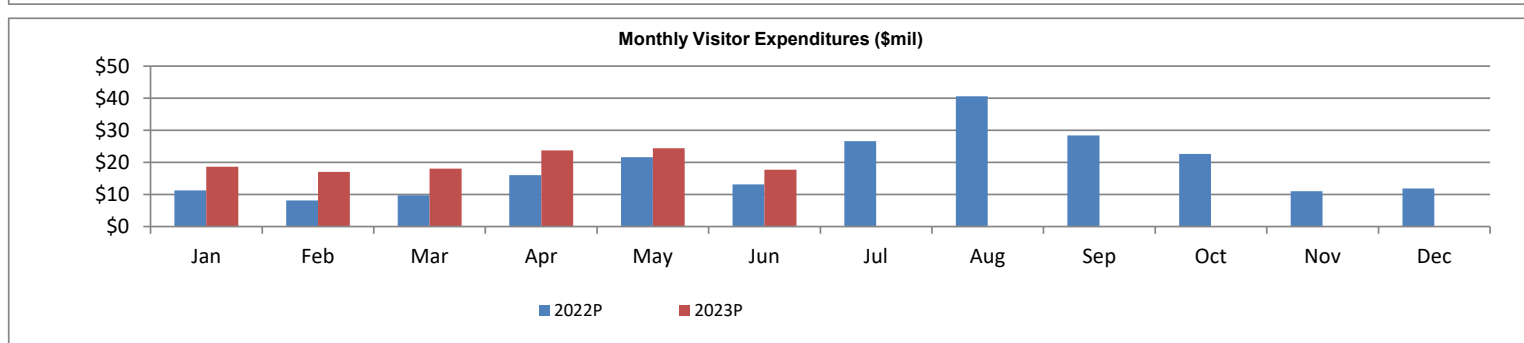
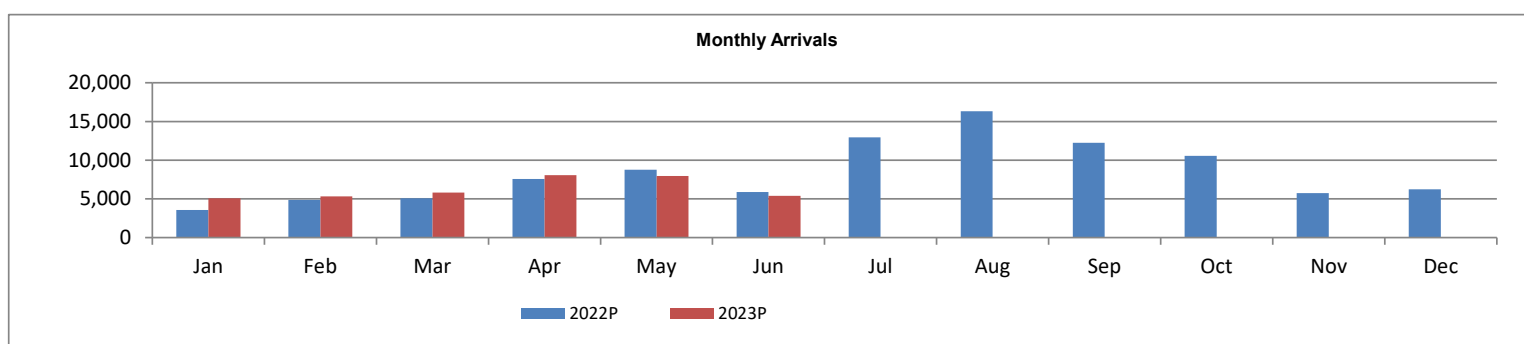
Key Performance Indicators

	YOY Rate	Jun'22 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 49.6%	80.0	119.6	403.2	O'ahu	9.2%	27,127
Daily Spend (\$PPPD)	↑ 49.0%	160.9	239.7	224.4	Maui	7.2%	15,183
Visitor Days	↔ 0.4%	496,995	498,953	1,796,660	Moloka'i	-13.9%	480
Arrivals	↔ 5.3%	35,721	37,611	136,489	Lāna'i	-19.5%	390
Daily Census	↔ 0.4%	2,746	2,757	4,922	Kaua'i	5.9%	8,395
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-4.5%	11,342

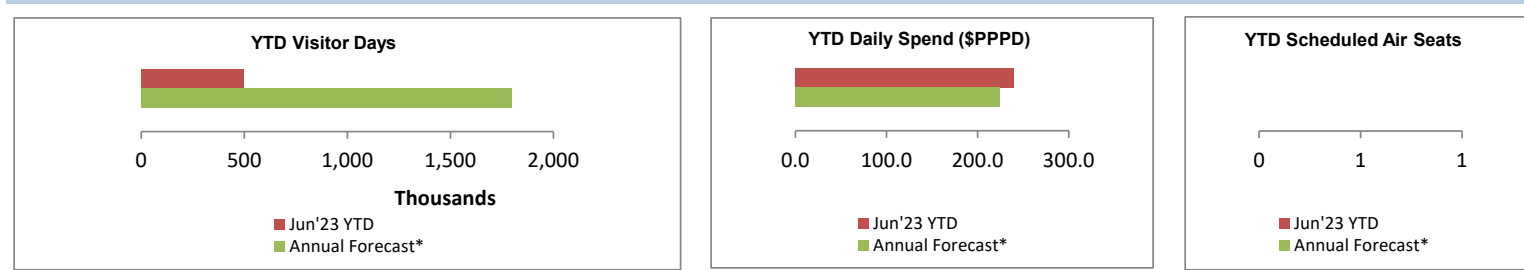
* DBEDT Annual Forecast as of Q2 2023.

^ DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

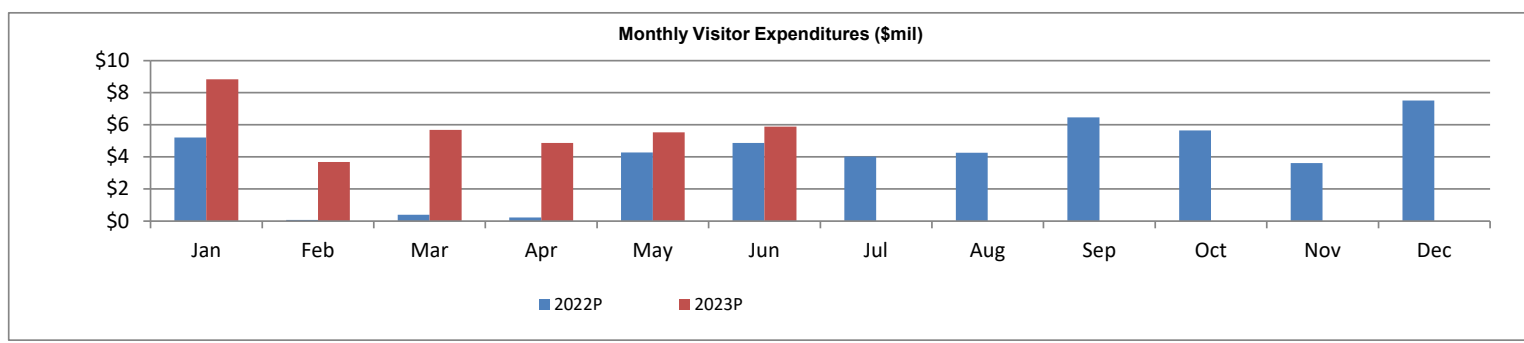
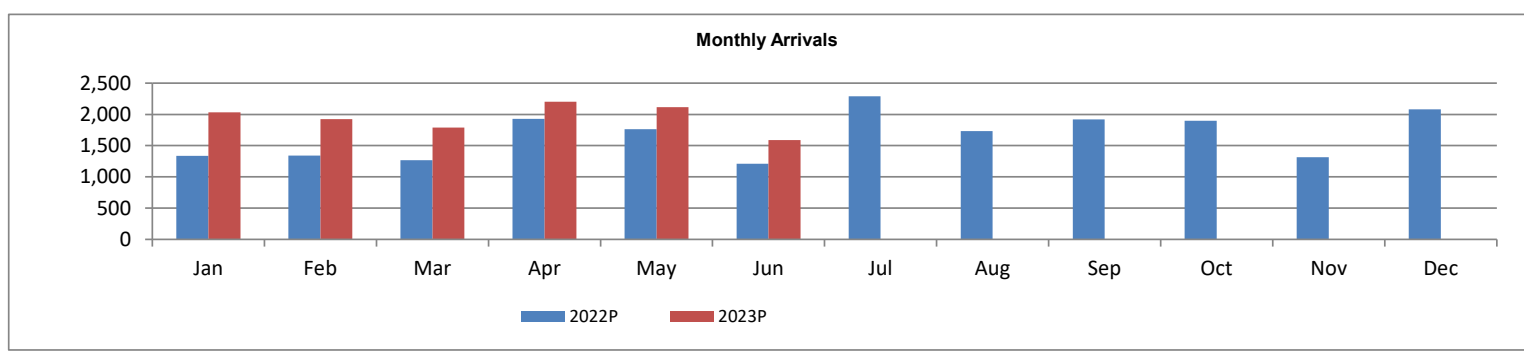
Key Performance Indicators

	YOY Rate	Jun'22 YTD	Jun'23 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 129.3%	15.1	34.5	NA		O'ahu	38.5%	8,285
Daily Spend (\$PPPD)	↑ 78.6%	152.4	272.2	NA		Mau	40.8%	4,113
Visitor Days	↑ 28.3%	98,782	126,785	NA		Moloka'i	116.6%	103
Arrivals	↑ 31.8%	8,845	11,655	NA		Lāna'i	32.4%	108
Daily Census	↑ 28.3%	546	700	NA		Kaua'i	51.0%	1,354
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A		Hawai'i Island	10.3%	2,228

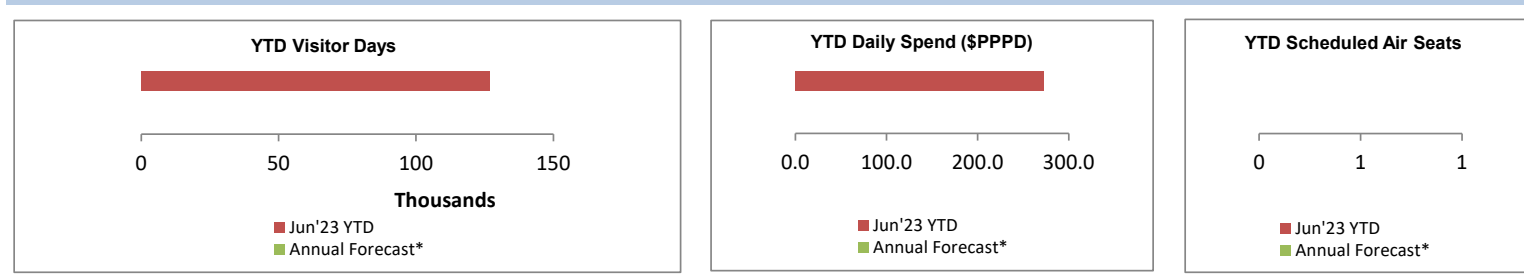
* DBEDT Annual Forecast as of Q2 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures