

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

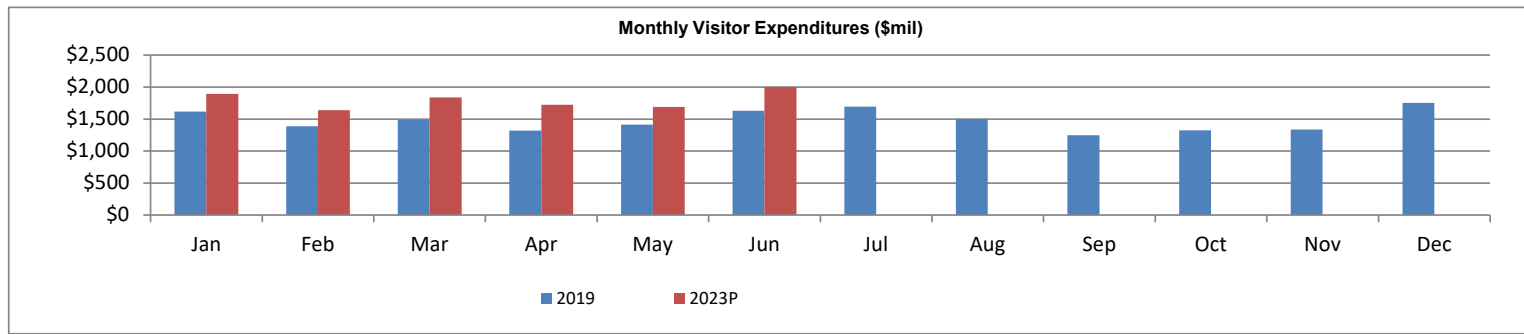
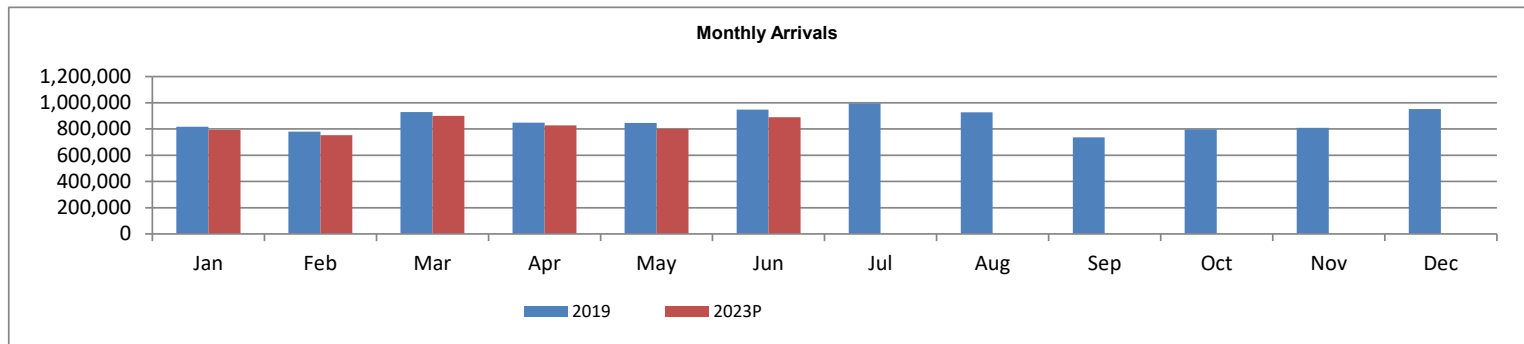
Market: **OVERALL**

Key Performance Indicators

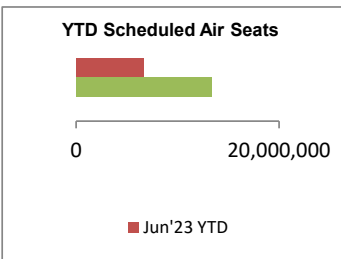
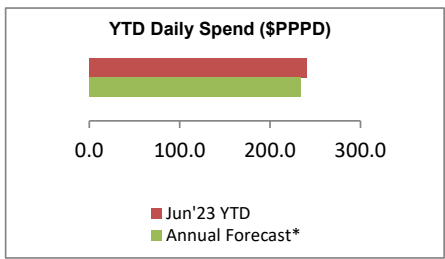
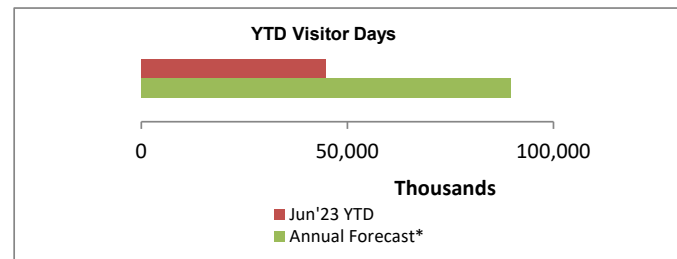
	YOY Rate	Jun'19 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 21.7%	8,857.8	10,782.6	21,029.6	O'ahu	-9.3%	2,742,970
Daily Spend (\$PPPD)	↑ 22.8%	195.8	240.4	234.6	Maui	-2.4%	1,485,757
Visitor Days	↓ -0.8%	45,242,600	44,861,969	89,633,330	Moloka'i	-26.1%	23,085
Arrivals	↓ -4.0%	5,171,182	4,964,711	9,914,201	Lāna'i	-17.0%	35,337
Daily Census	↓ -0.8%	249,959	247,856	245,571	Kaua'i	1.0%	693,618
Airlift (scheduled seats) [^]	↓ -0.6%	6,702,620	6,664,117	13,366,686	Hawai'i Island	0.0%	880,486

* DBEDT Annual Forecast as of Q1 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

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Visitor Industry Performance Measures

Market: **U.S. TOTAL**

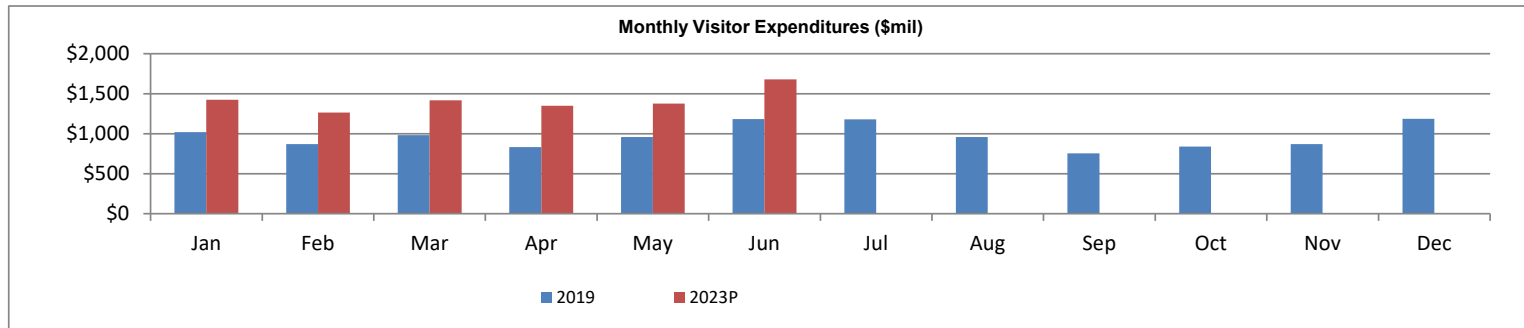
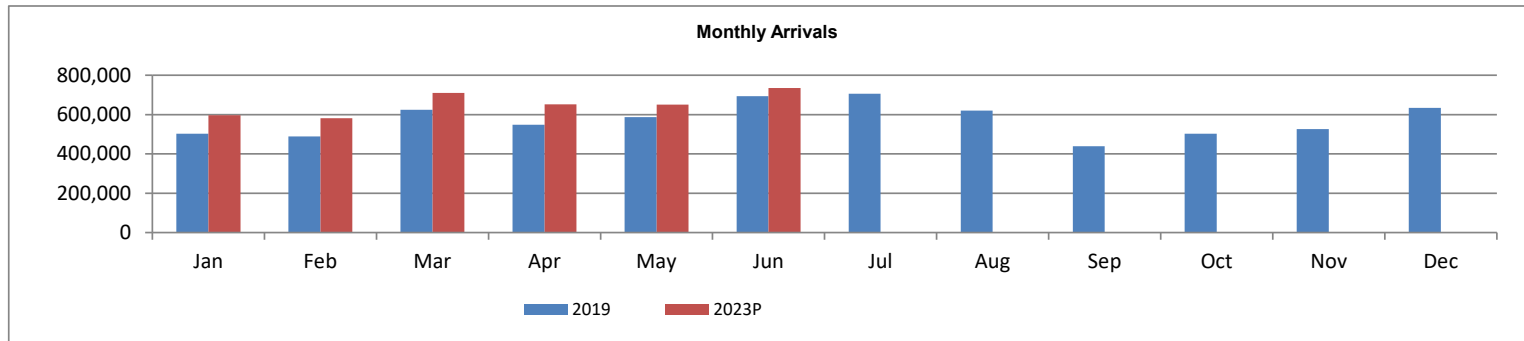
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 45.5%	5,846.0	8,505.5	15,878.6	O'ahu	19.6%	1,992,263
Daily Spend (\$PPPD)	↑ 28.9%	187.8	241.9	237.8	Maui	4.9%	1,263,933
Visitor Days	↑ 12.9%	31,133,890	35,155,275	66,776,959	Moloka'i	-17.1%	18,605
Arrivals	↑ 13.9%	3,444,673	3,924,906	7,438,651	Lāna'i	-3.9%	28,437
Daily Census	↑ 12.9%	172,010	194,228	182,951	Kaua'i	8.3%	619,064
Airlift (scheduled seats) [^]	↑ 14.9%	4,774,353	5,487,116	10,815,264	Hawai'i Island	17.9%	747,610

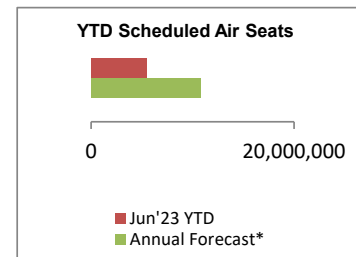
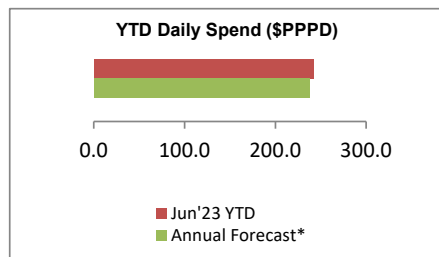
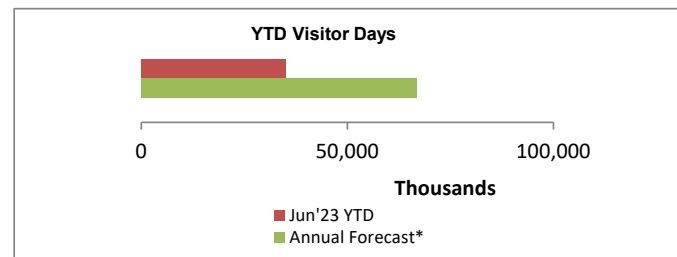
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

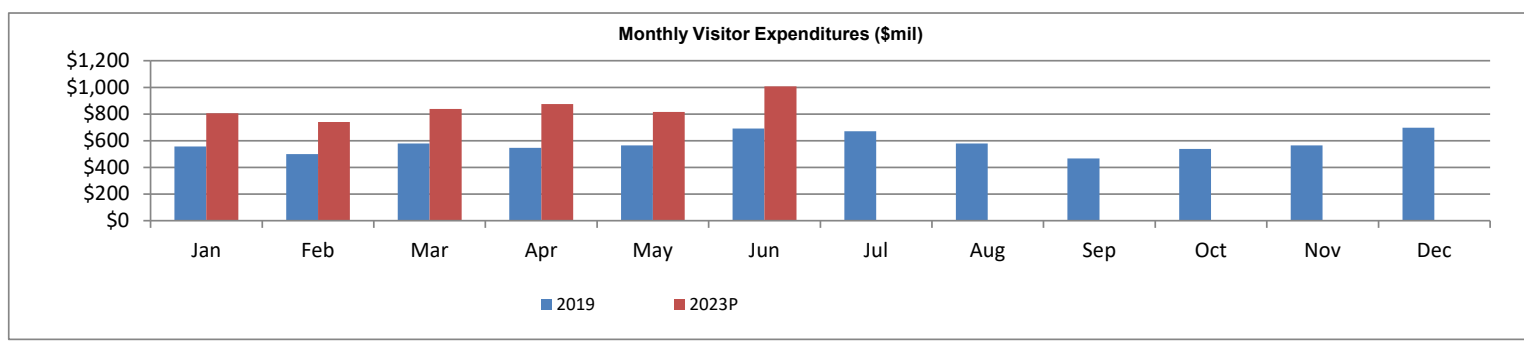
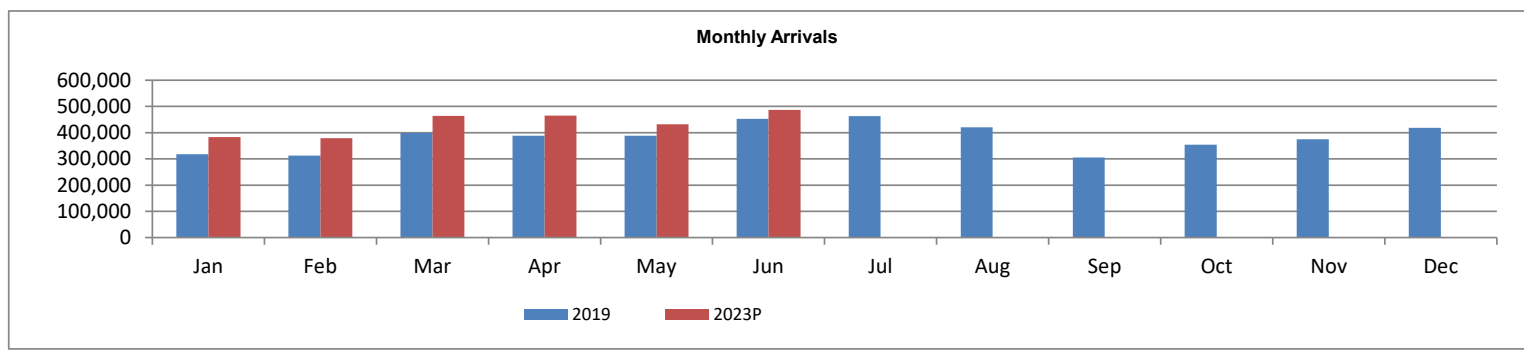
Market: **U.S. WEST**

Key Performance Indicators

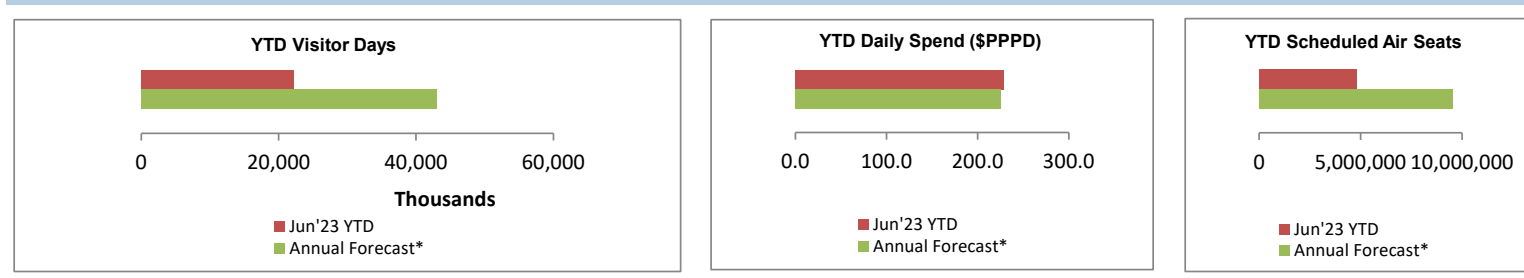
	YOY Rate	Jun'19 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 47.8%	3,436.7	5,079.5	9,699.9	O'ahu	24.5%	1,224,978
Daily Spend (\$PPPD)	↑ 30.0%	175.6	228.3	225.8	Maui	3.9%	805,204
Visitor Days	↑ 13.7%	19,574,516	22,252,442	42,961,283	Moloka'i	-17.5%	10,885
Arrivals	↑ 15.6%	2,258,313	2,611,016	5,030,595	Lāna'i	0.6%	15,310
Daily Census	↑ 13.7%	108,146	122,942	117,702	Kaua'i	10.3%	395,930
Airlift (scheduled seats) [^]	↑ 15.2%	4,177,896	4,811,301	9,521,871	Hawai'i Island	18.0%	466,994

^{*} DBEDT Annual Forecast as of Q1 2023.
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. EAST**

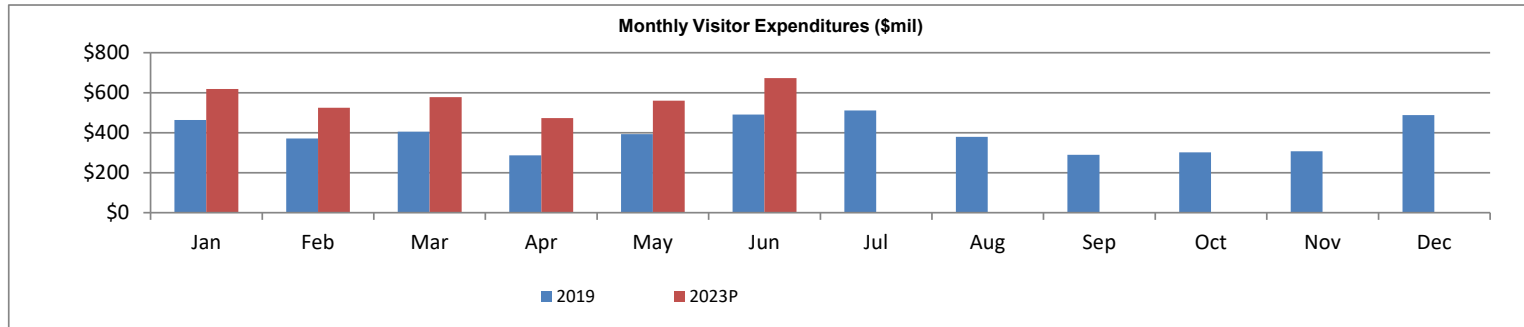
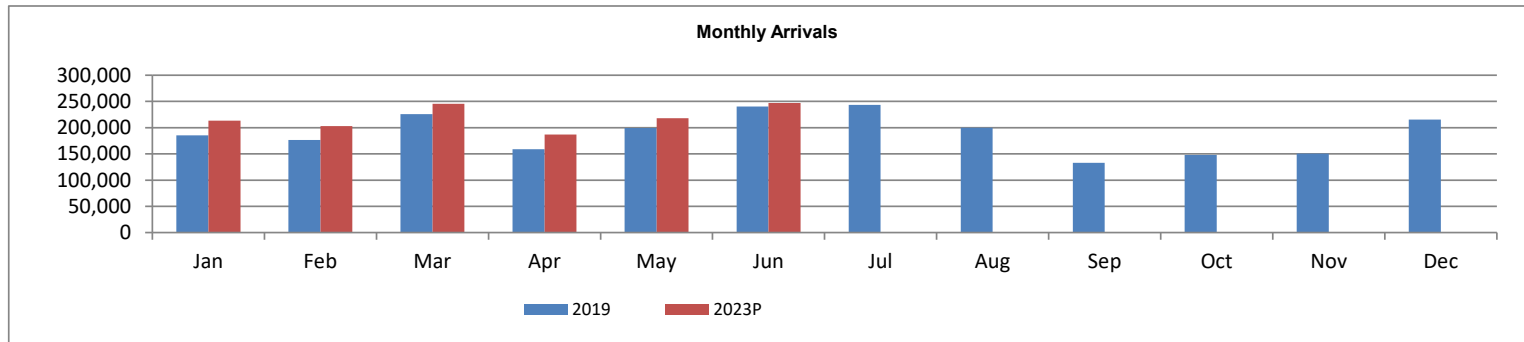
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 42.2%	2,409.3	3,426.0	6,178.7	O'ahu	12.6%	767,285
Daily Spend (\$PPPD)	↑ 27.4%	208.4	265.5	259.4	Maui	6.6%	458,728
Visitor Days	↑ 11.6%	11,559,374	12,902,833	23,815,676	Moloka'i	-16.6%	7,721
Arrivals	↑ 10.7%	1,186,360	1,313,890	2,408,056	Lāna'i	-8.6%	13,127
Daily Census	↑ 11.6%	63,864	71,286	65,248	Kaua'i	5.0%	223,135
Airlift (scheduled seats) [^]	↑ 13.3%	596,457	675,815	1,293,393	Hawai'i Island	17.9%	280,616

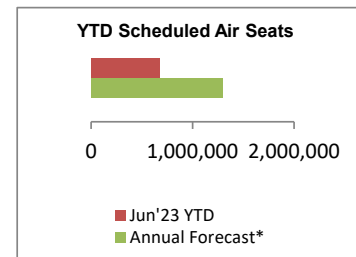
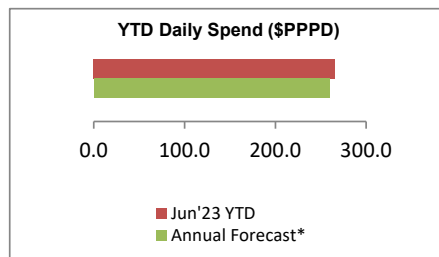
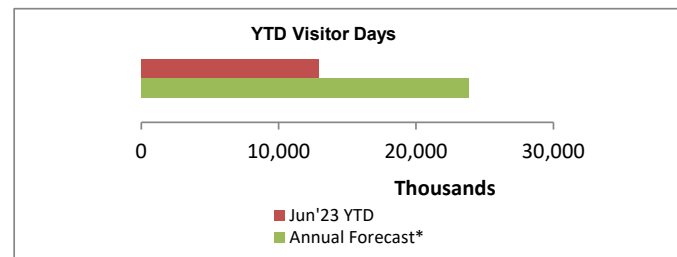
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Monthly Indicators



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Visitor Industry Performance Measures

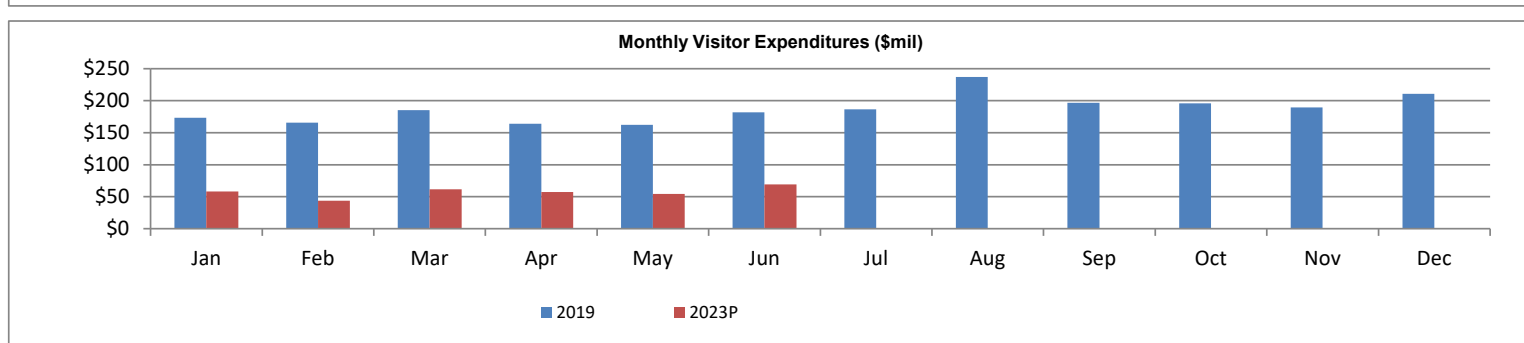
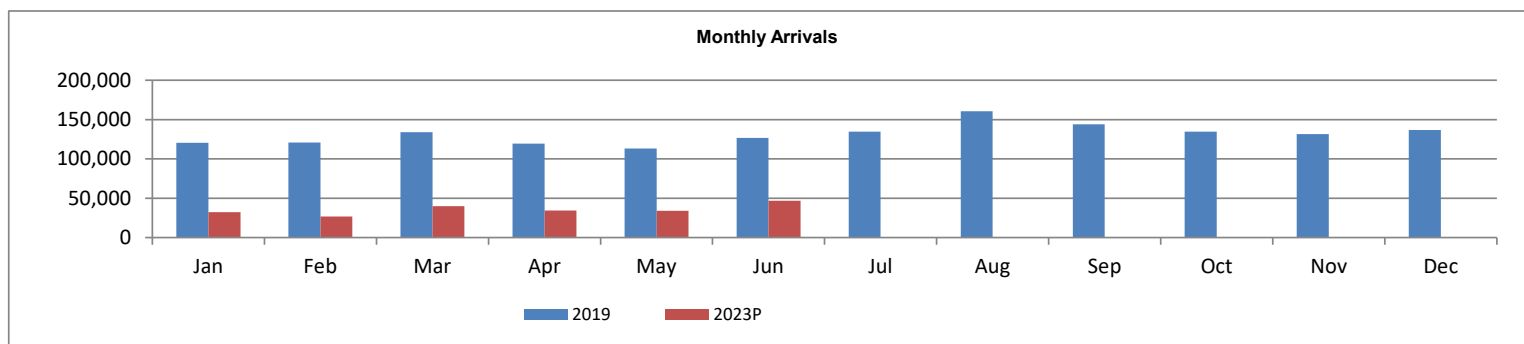
Market: **JAPAN**

Key Performance Indicators

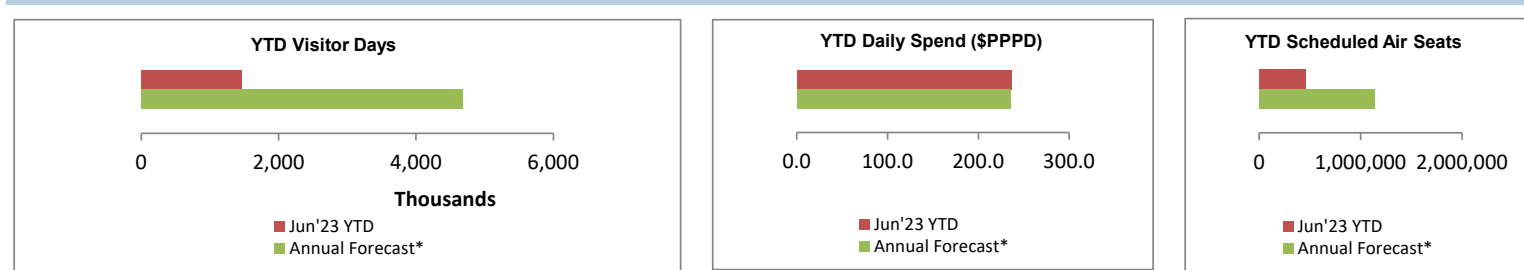
	YOY Rate	Jun'19 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -66.7%	1,032.5	344.3	1,098.9	O'ahu	-69.9%	209,546
Daily Spend (\$PPPD)	↓ -1.8%	240.9	236.6	235.1	Maui	-79.1%	4,954
Visitor Days	↓ -66.1%	4,286,038	1,454,914	4,673,774	Moloka'i	-65.4%	291
Arrivals	↓ -70.8%	734,235	214,246	662,947	Lāna'i	-75.7%	268
Daily Census	↓ -66.1%	23,680	8,038	12,805	Kaua'i	-78.7%	2,582
Airlift (scheduled seats) [^]	↓ -53.7%	981,290	454,462	1,134,126	Hawai'i Island	-80.9%	14,377

^{*} DBEDT Annual Forecast as of Q1 2023.
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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: **CANADA**

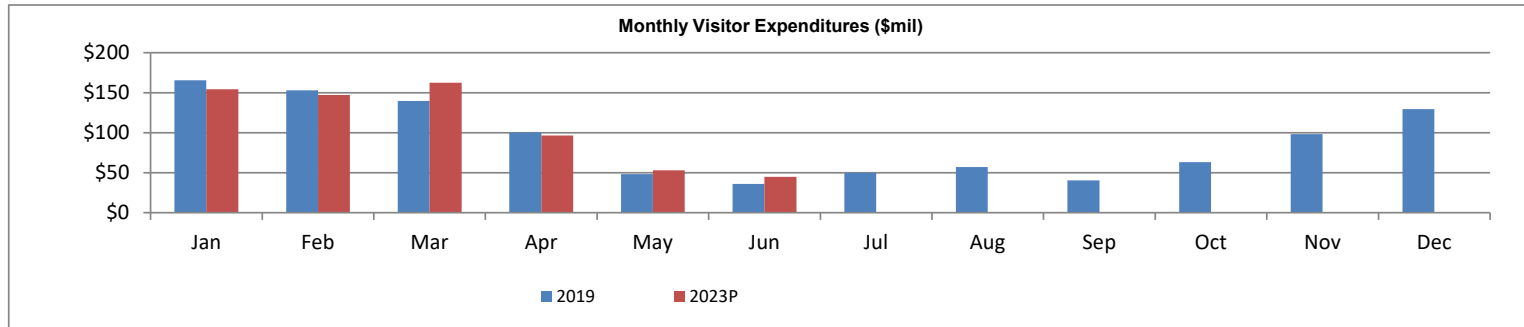
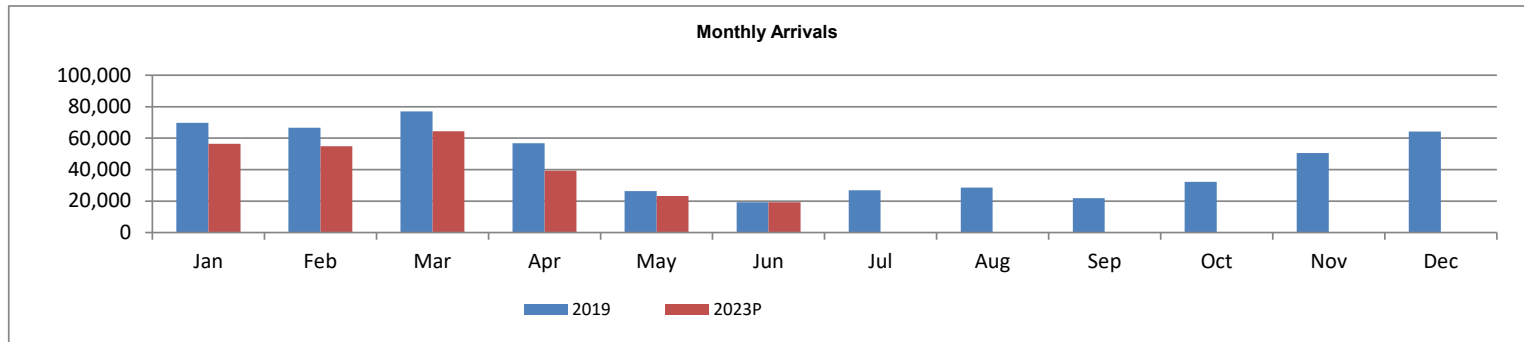
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 2.4%	642.8	658.0	1,394.9	O'ahu	-4.9%	125,447
Daily Spend (\$PPPD)	↕ 30.1%	166.0	215.9	210.2	Maui	-21.7%	122,312
Visitor Days	↘ -21.3%	3,871,900	3,046,893	6,637,325	Moloka'i	-45.5%	1,626
Arrivals	↘ -18.4%	315,535	257,487	536,207	Lāna'i	-26.4%	2,440
Daily Census	↘ -21.3%	21,392	16,834	18,184	Kaua'i	-37.5%	27,914
Airlift (scheduled seats) [^]	↗ -9.2%	306,686	278,381	485,426	Hawai'i Island	-20.2%	44,739

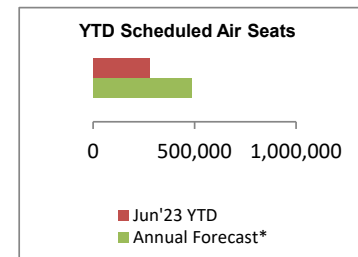
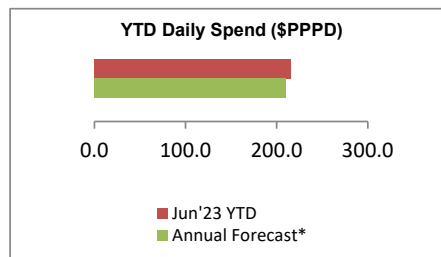
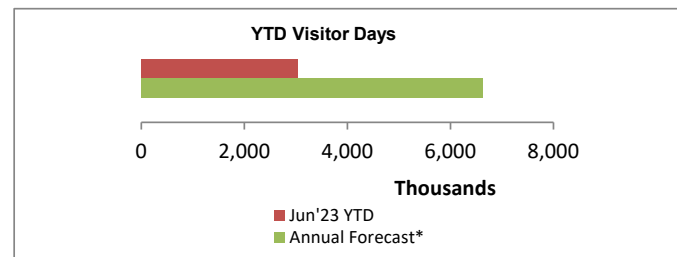
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Monthly Indicators



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Visitor Industry Performance Measures

Market: **OCEANIA**

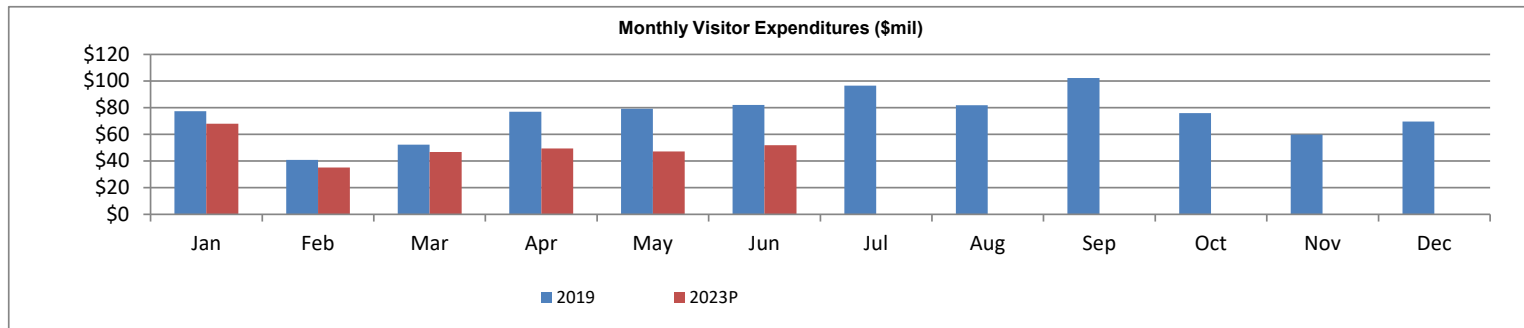
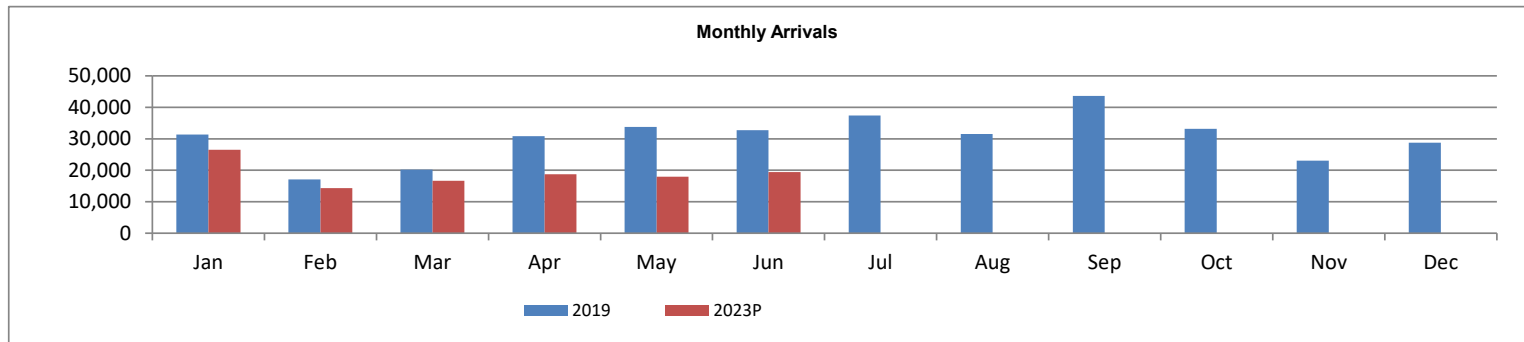
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -27.0%	408.9	298.5	706.0	O'ahu	-31.4%	111,553
Daily Spend (\$PPPD)	↑ 10.8%	263.9	292.4	290.3	Maui	-53.9%	12,765
Visitor Days	↓ -34.1%	1,549,481	1,021,132	2,432,062	Moloka'i	-63.4%	847
Arrivals	↓ -31.5%	165,878	113,648	253,480	Lāna'i	-65.2%	1,123
Daily Census	↓ -34.1%	8,561	5,642	6,663	Kaua'i	-58.8%	6,241
Airlift (scheduled seats) [^]	↓ -32.4%	241,091	163,061	331,997	Hawai'i Island	-46.6%	10,493

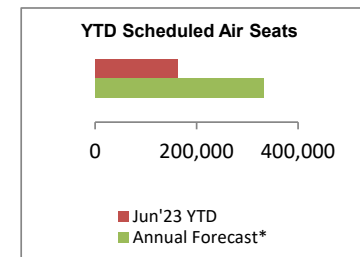
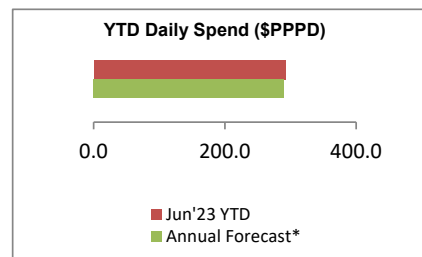
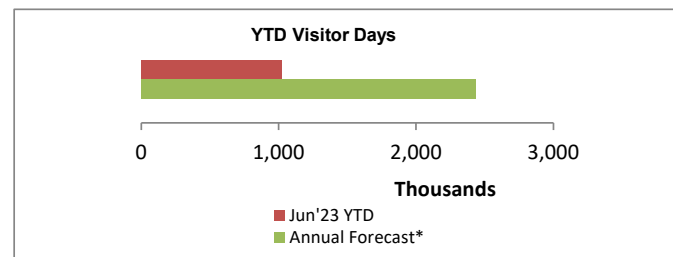
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

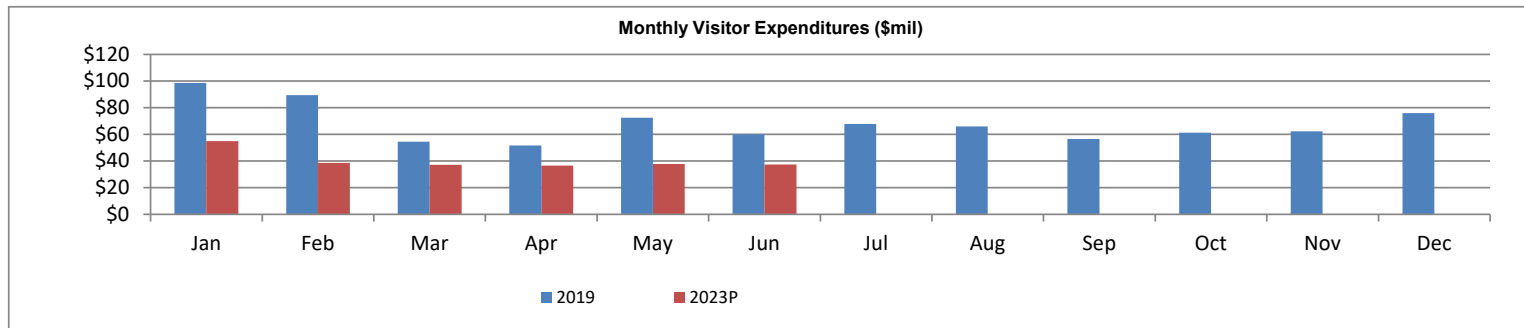
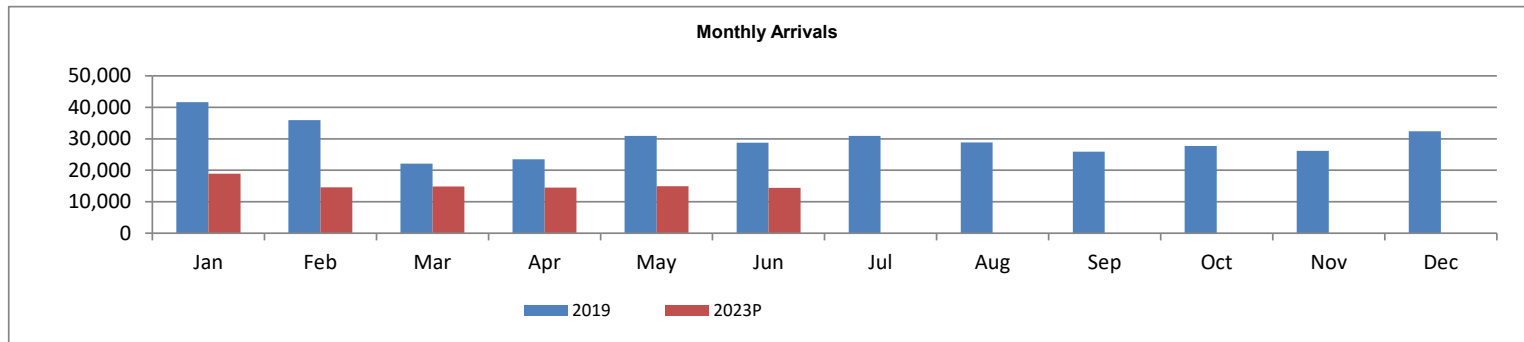
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -43.2%	426.9	242.6	NA	O'ahu	-49.7%	89,476
Daily Spend (\$PPPD)	↔ 4.3%	297.5	310.4	NA	Maui	-69.3%	9,330
Visitor Days	↓ -45.5%	1,434,769	781,517	NA	Moloka'i	-84.2%	131
Arrivals	↓ -49.5%	182,675	92,173	NA	Lāna'i	-63.5%	396
Daily Census	↓ -45.5%	7,927	4,318	NA	Kaua'i	-56.8%	3,038
Airlift (scheduled seats) [^]	↓ -41.2%	243,011	142,999	290,191	Hawai'i Island	-58.4%	15,358

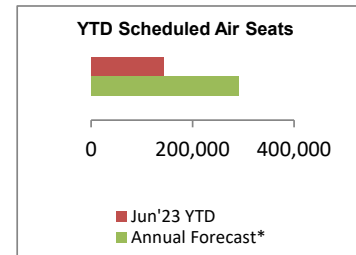
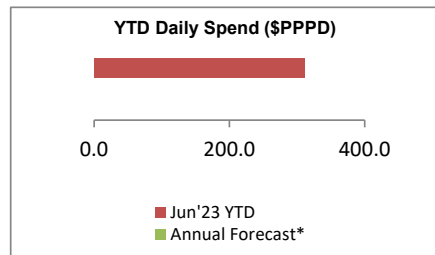
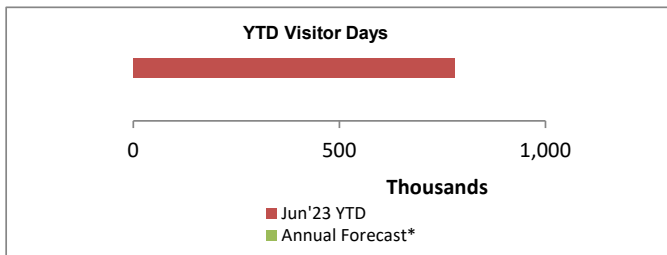
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Annual Indicators



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Visitor Industry Performance Measures

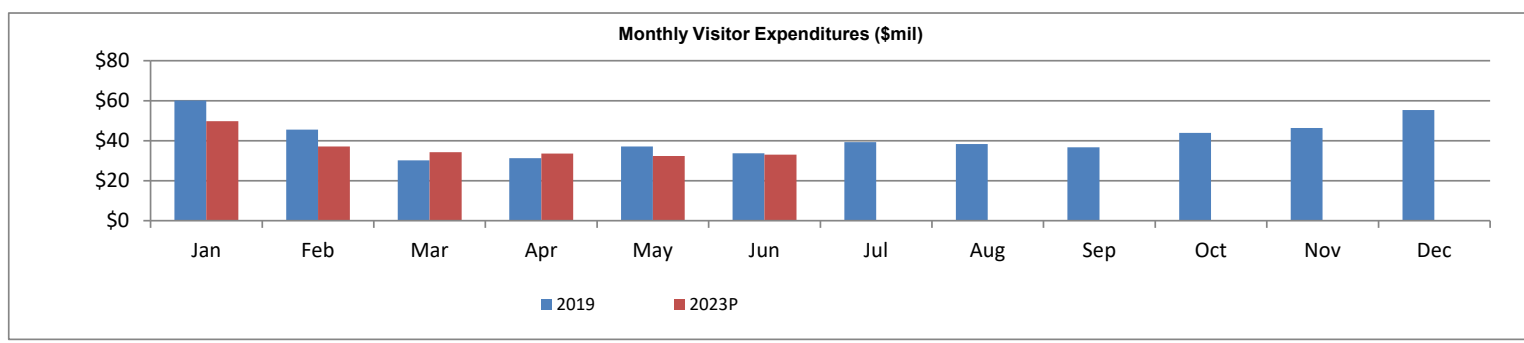
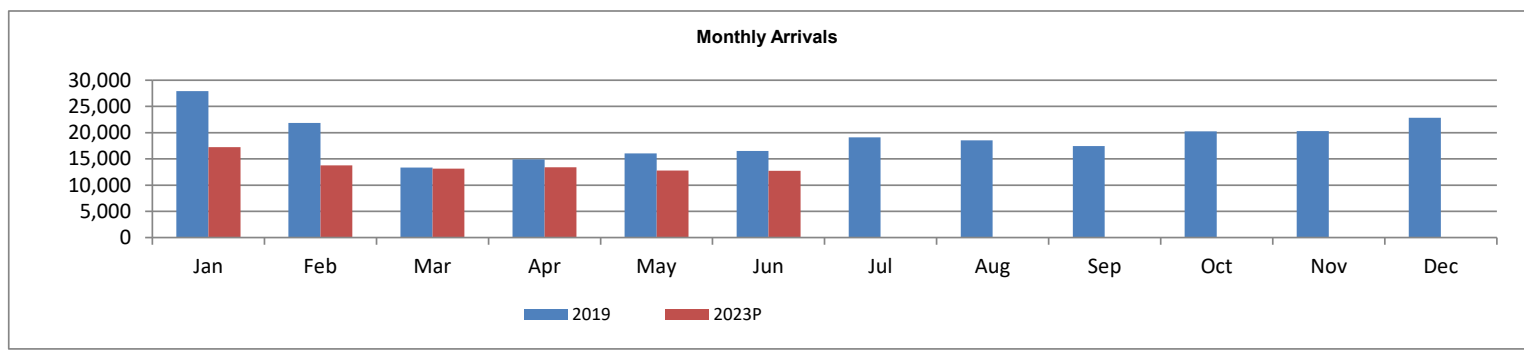
Market: **KOREA**

Key Performance Indicators

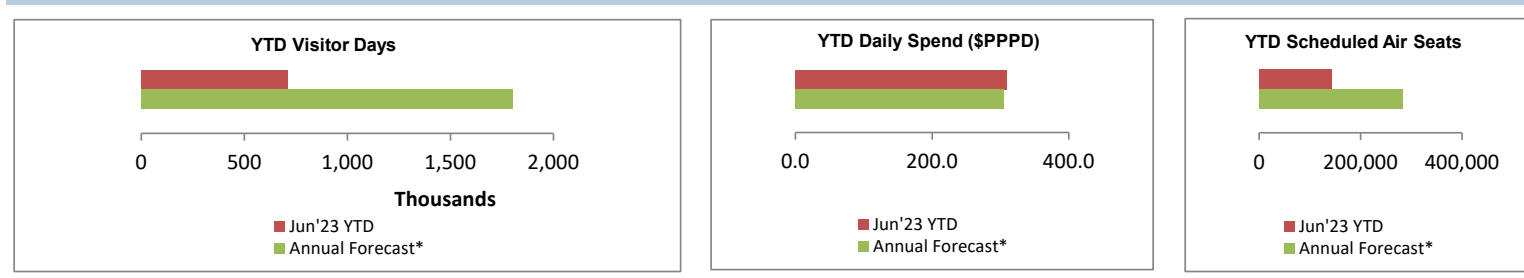
	YOY Rate	Jun'19 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -7.6%	237.9	219.9	550.1	O'ahu	-24.4%	82,169
Daily Spend (\$PPPD)	👈 10.6%	279.9	309.5	305.1	Mauī	-49.6%	7,600
Visitor Days	👇 -16.4%	850,171	710,572	1,802,736	Moloka'i	-71.0%	96
Arrivals	👇 -24.9%	110,597	83,034	204,734	Lāna'i	-13.6%	306
Daily Census	👇 -16.4%	4,697	3,926	4,939	Kaua'i	-38.7%	2,346
Airlift (scheduled seats) [^]	👇 -10.3%	159,338	142,999	283,153	Hawai'i Island	-3.9%	13,080

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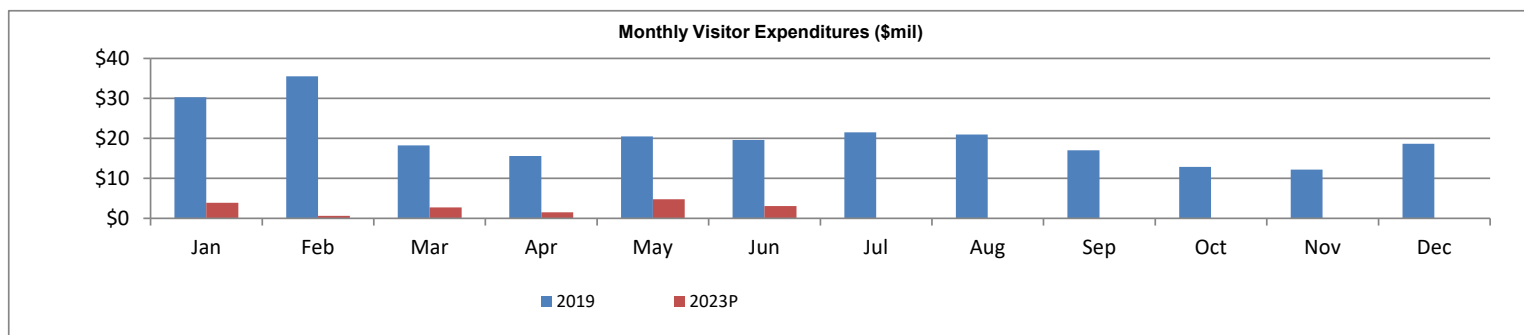
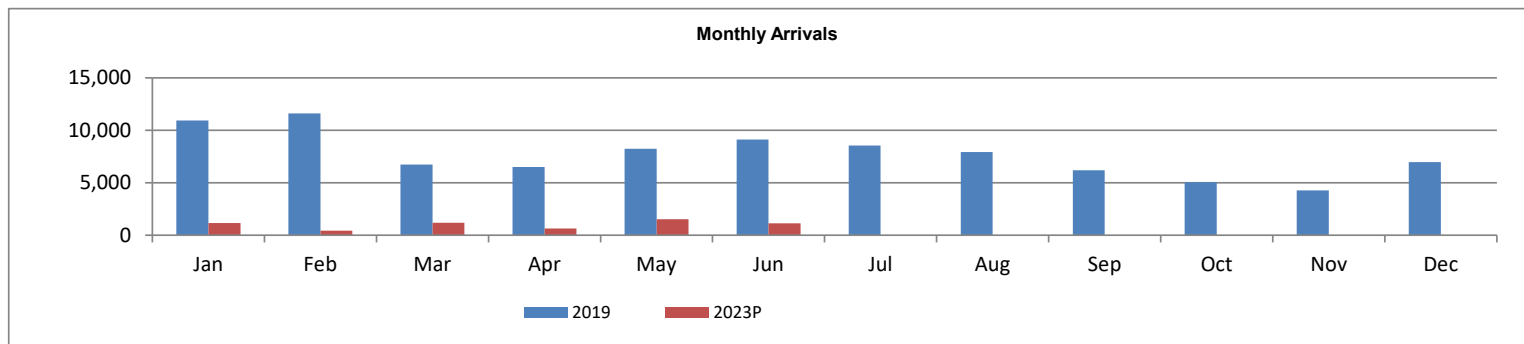
Market: **CHINA**

Key Performance Indicators

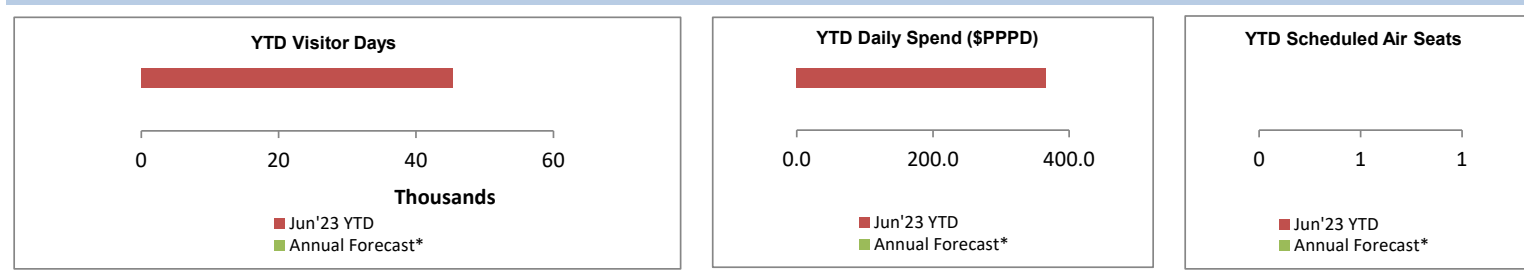
	YOY Rate	Jun'19 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -88.1%	139.6	16.6	NA	O'ahu	-89.9%	5,182
Daily Spend (\$PPPD)	↔ 9.8%	333.8	366.3	NA	Maui	-91.5%	973
Visitor Days	↓ -89.2%	418,368	45,309	NA	Moloka'i	-94.9%	23
Arrivals	↓ -88.6%	53,141	6,052	NA	Lāna'i	-88.8%	67
Daily Census	↓ -89.2%	2,311	250	NA	Kaua'i	-84.4%	368
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-91.3%	1,694

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Visitor Industry Performance Measures

Market: **EUROPE**

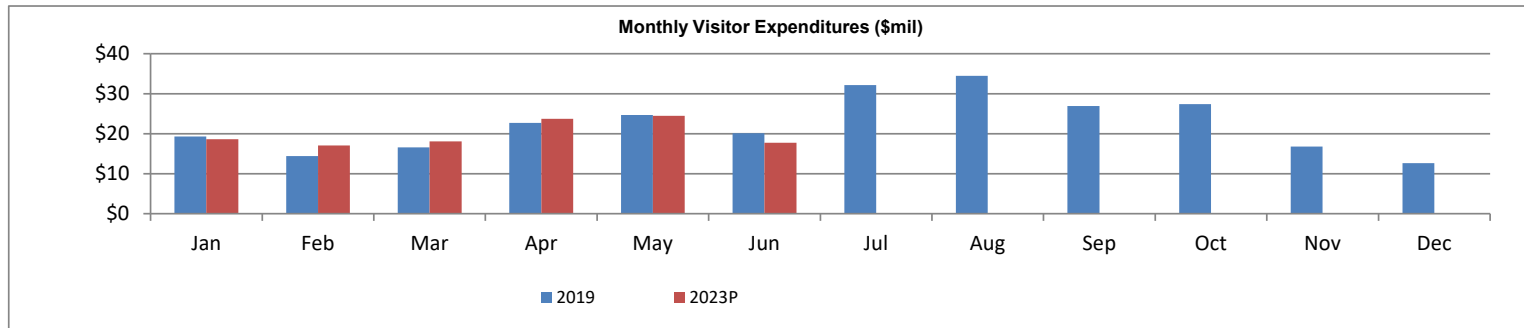
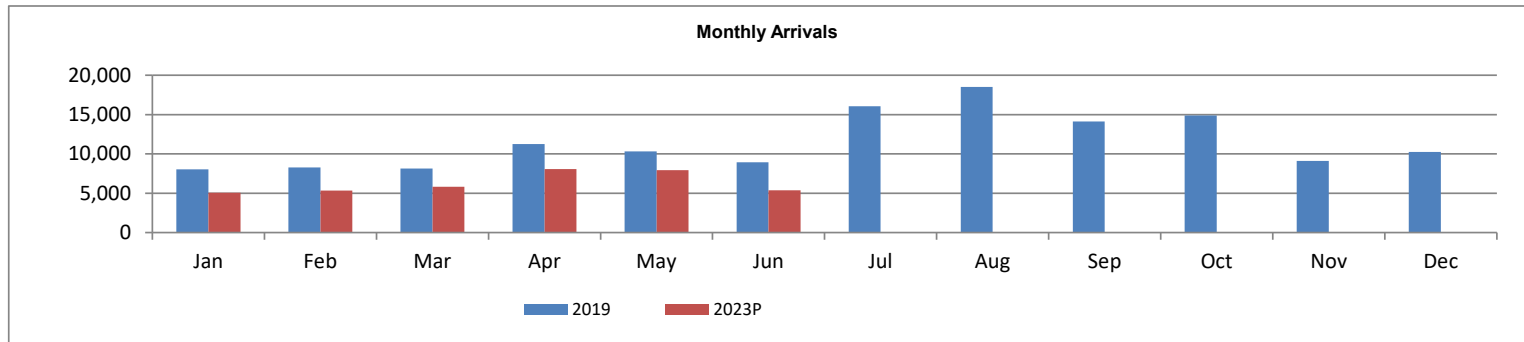
Key Performance Indicators

	YOY Rate	Jun'19 YTD	Jun'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 1.6%	117.7	119.6	403.2	O'ahu	-34.0%	27,127
Daily Spend (\$PPPD)	↕ 44.5%	165.9	239.7	224.4	Maui	-36.3%	15,183
Visitor Days	↘ -29.7%	709,598	498,953	1,796,660	Moloka'i	-36.4%	480
Arrivals	↘ -31.6%	54,975	37,611	136,489	Lāna'i	-52.0%	390
Daily Census	↘ -29.7%	3,920	2,757	4,922	Kaua'i	-35.3%	8,395
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-30.2%	11,342

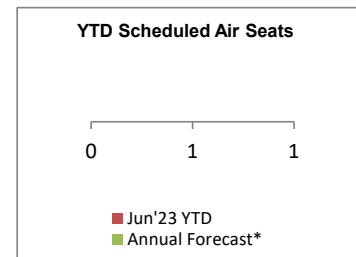
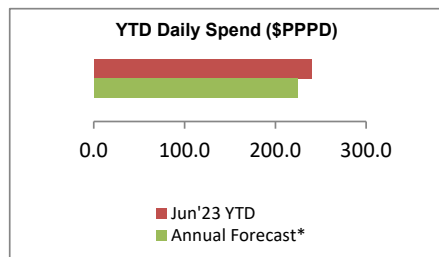
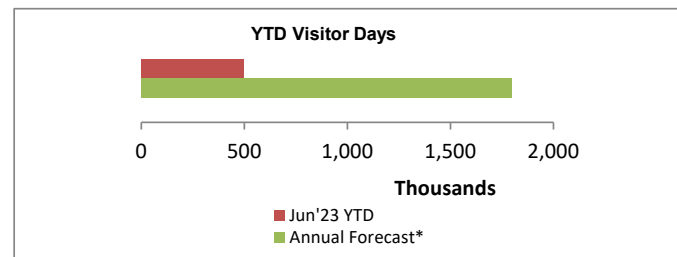
* DBEDT Annual Forecast as of Q1 2023.

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

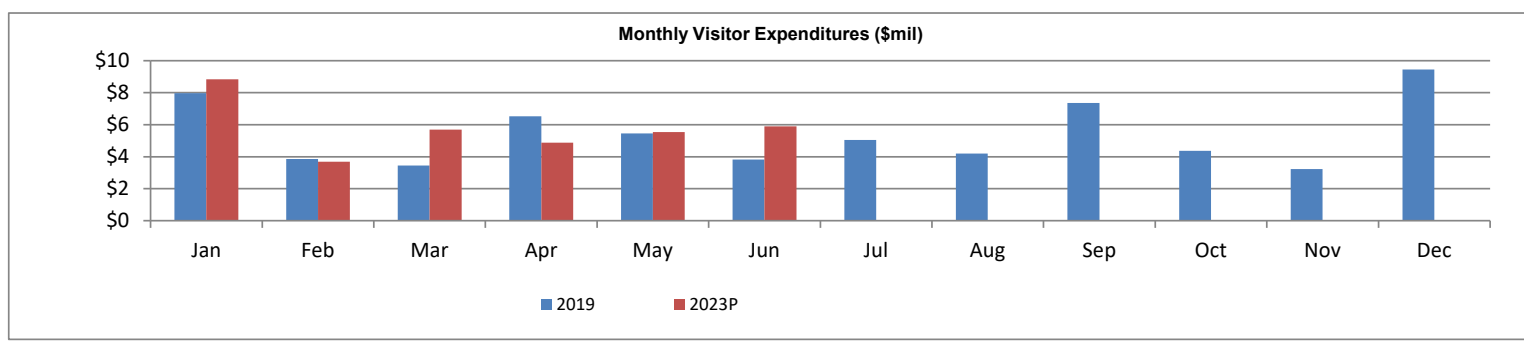
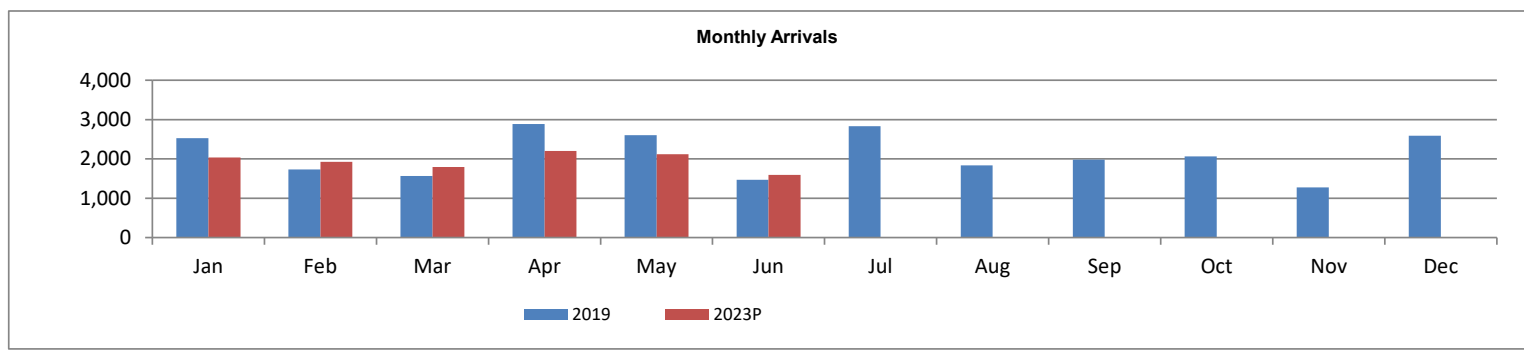
Market: **LATIN AMERICA**

Key Performance Indicators

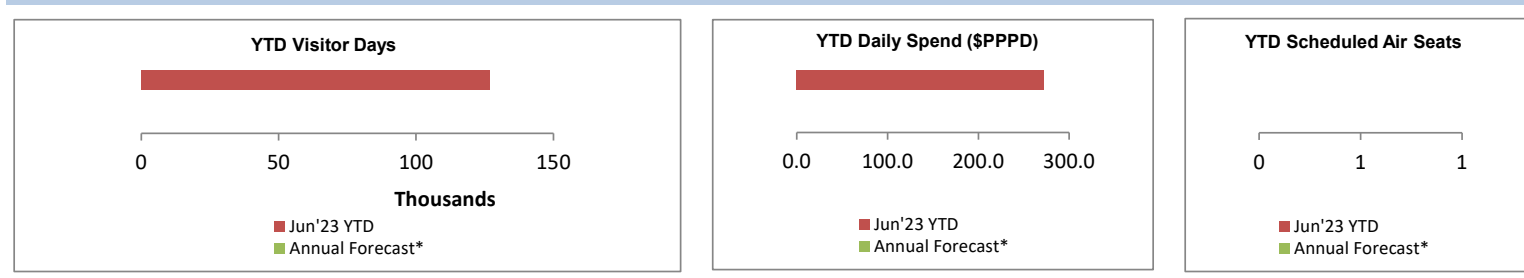
	YOY Rate	Jun'19 YTD	Jun'23 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 11.2%	31.0	34.5	NA		O'ahu	-16.7%	8,285
Daily Spend (\$PPPD)	↑ 18.4%	230.0	272.2	NA		Mauī	-4.8%	4,113
Visitor Days	↓ -6.1%	135,015	126,785	NA		Moloka'i	3.7%	103
Arrivals	↓ -8.8%	12,777	11,655	NA		Lāna'i	-58.9%	108
Daily Census	↓ -6.1%	746	700	NA		Kaua'i	-15.8%	1,354
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A		Hawai'i Island	-4.3%	2,228

^{*} DBEDT Annual Forecast as of Q1 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