

2024 Spring Tourism Update

Global Tourism Update and Hawai'i Outlook

March 6, 2024

Jennifer Chun

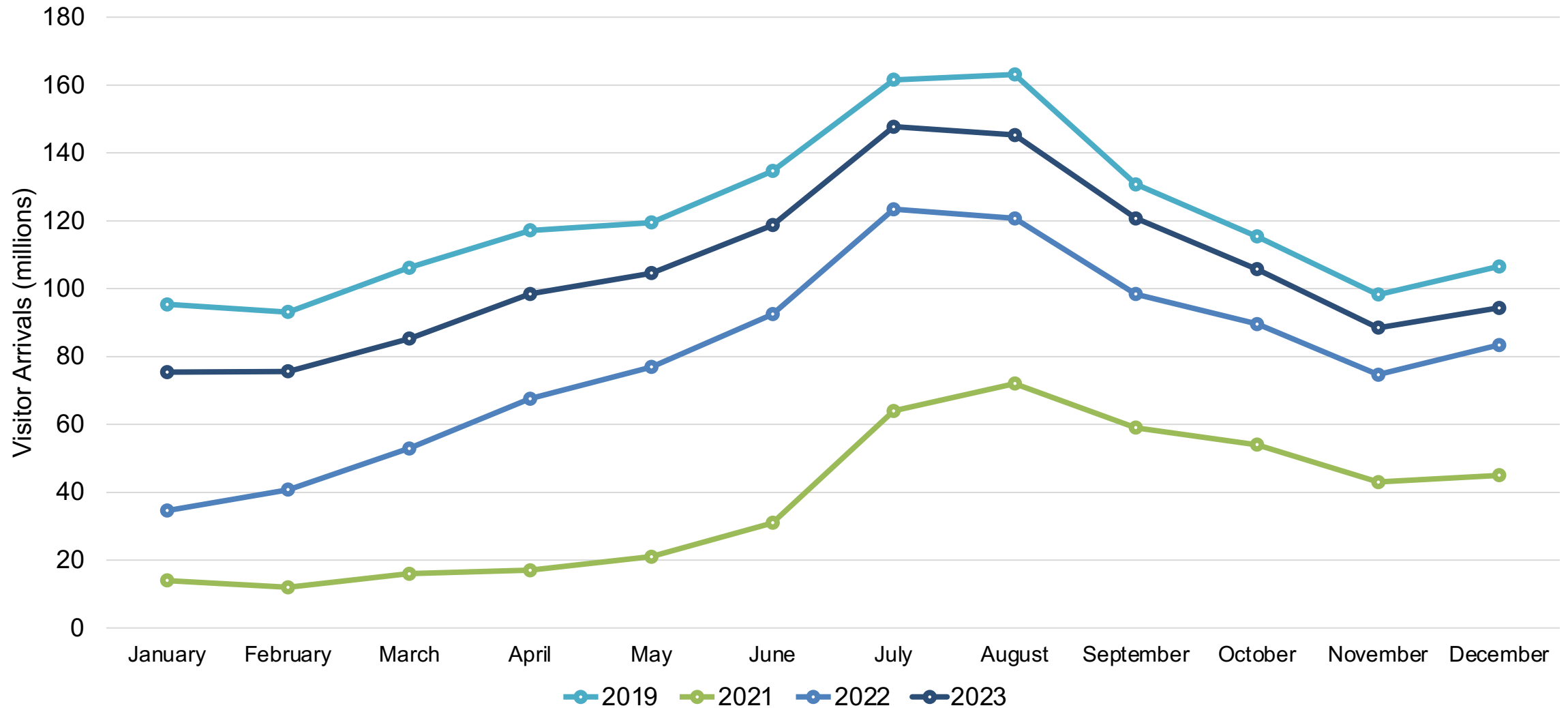
Director of Tourism Research

HAWAII TOURISM
AUTHORITY

DBEDT

STATE OF HAWAII • DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM

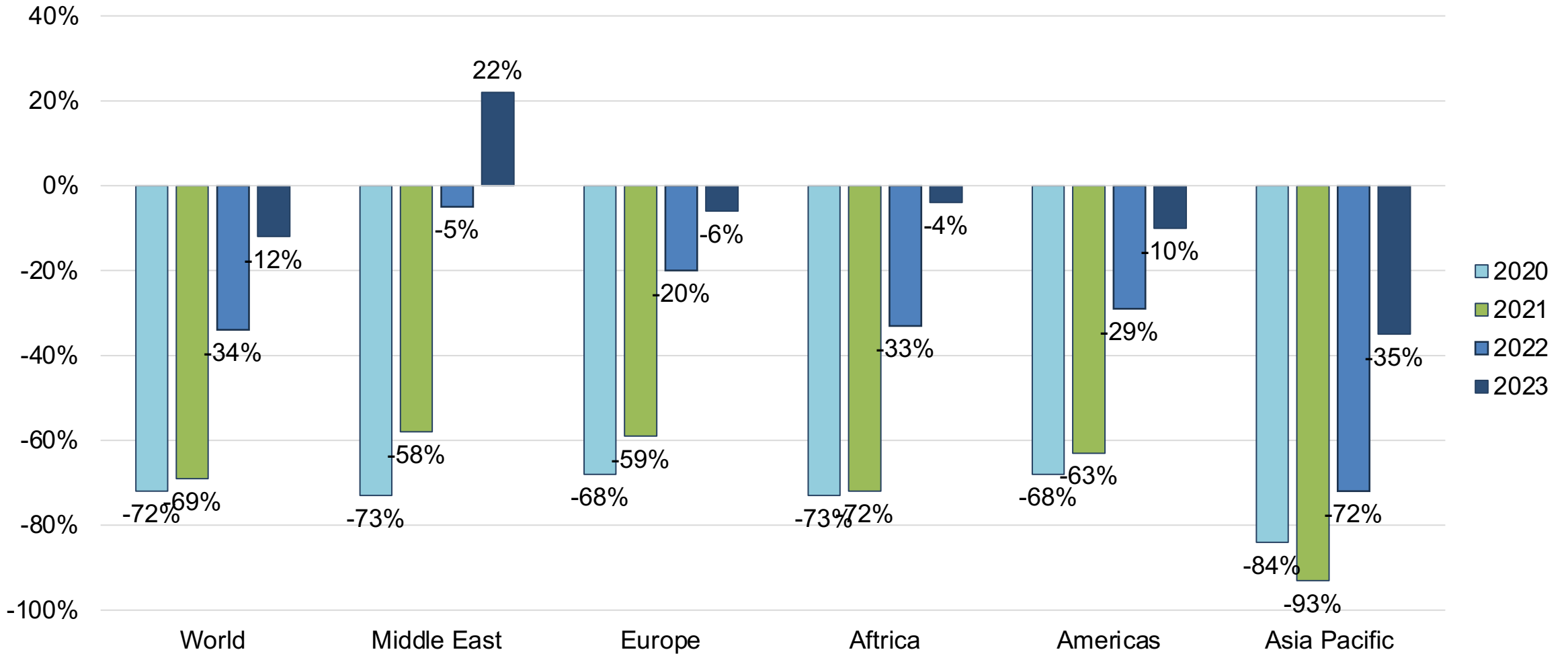
UN Tourism International Tourism Arrivals



Source: United Nations World Tourism Organization

UN Tourism International Tourism Arrivals

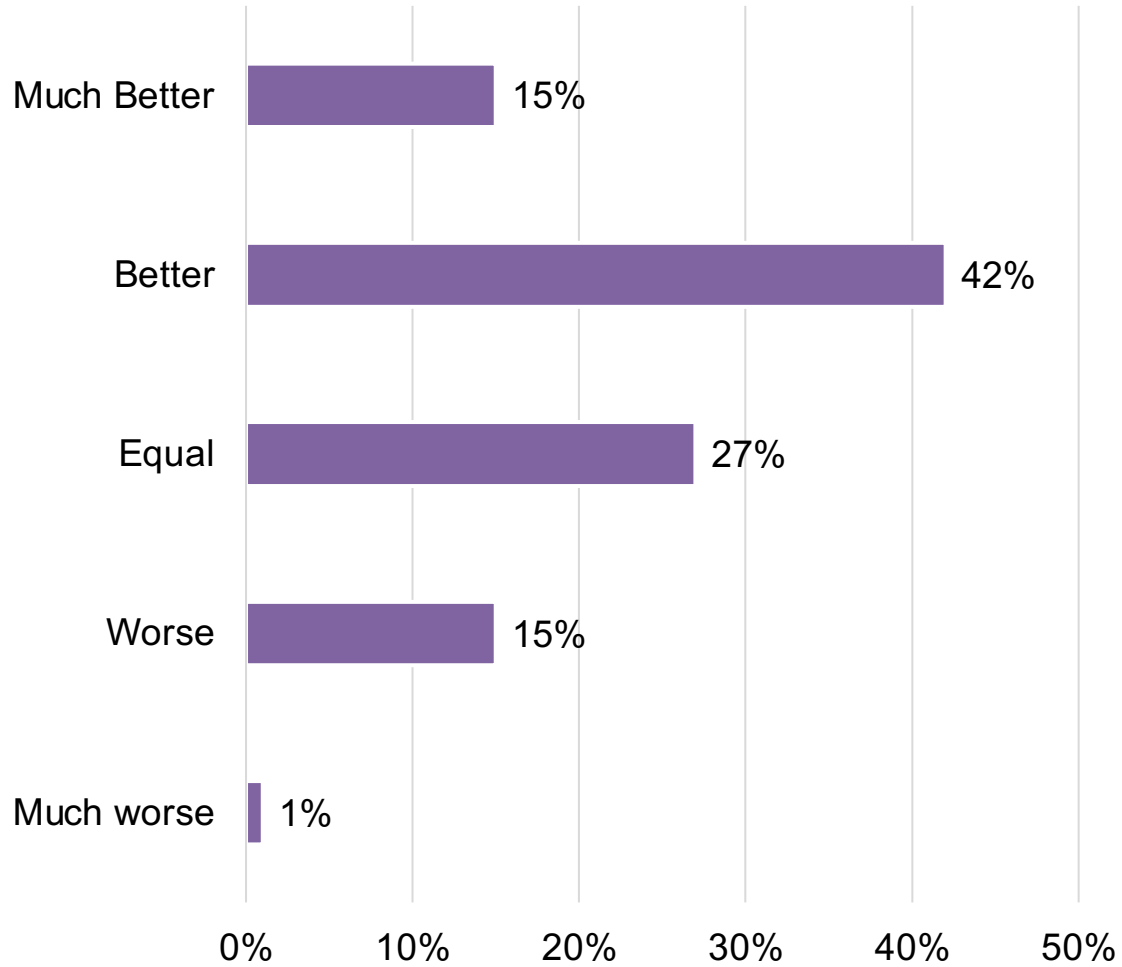
Percent Change by Region vs. 2019



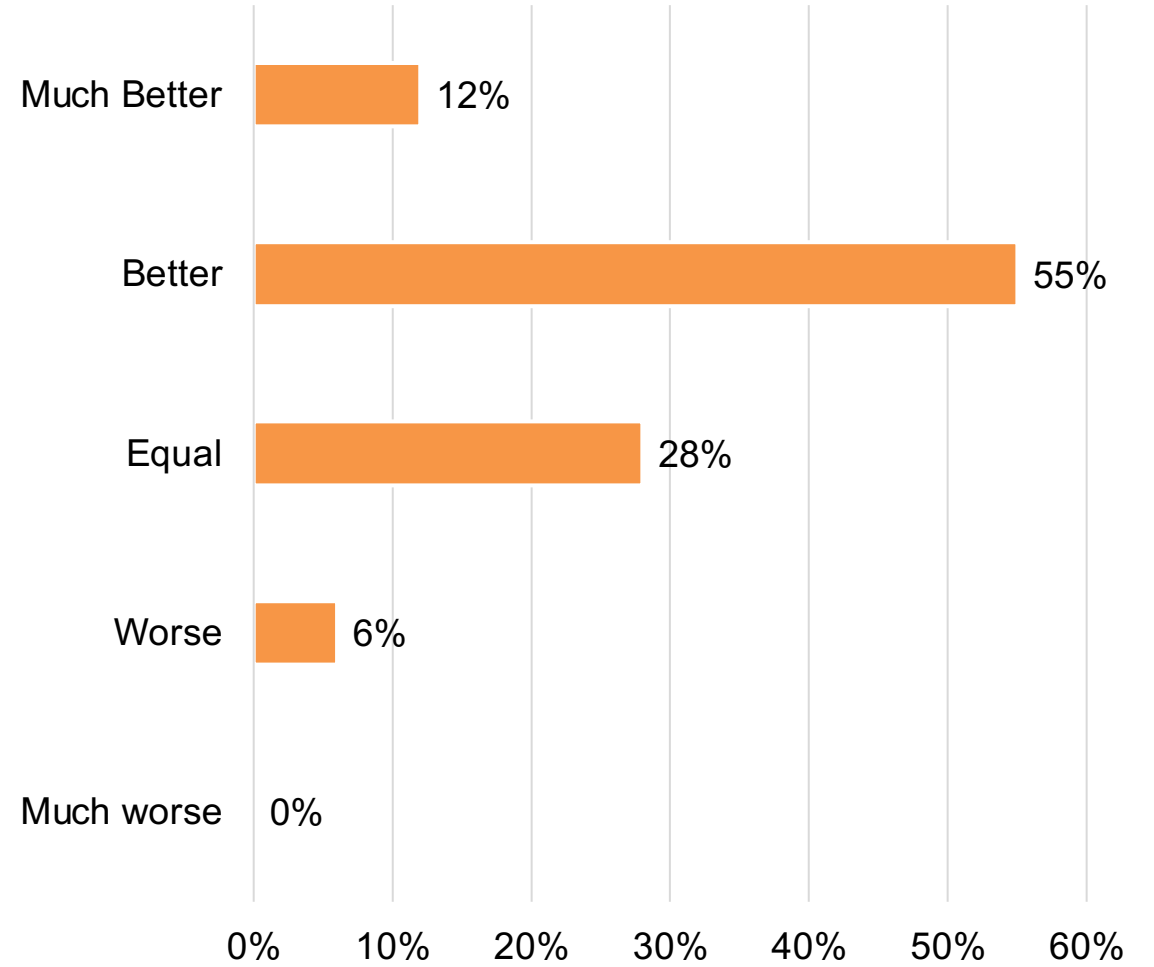
Source: UN Tourism | World Tourism Organization

UN Tourism Tourism in Your Country

Evaluation for 2023

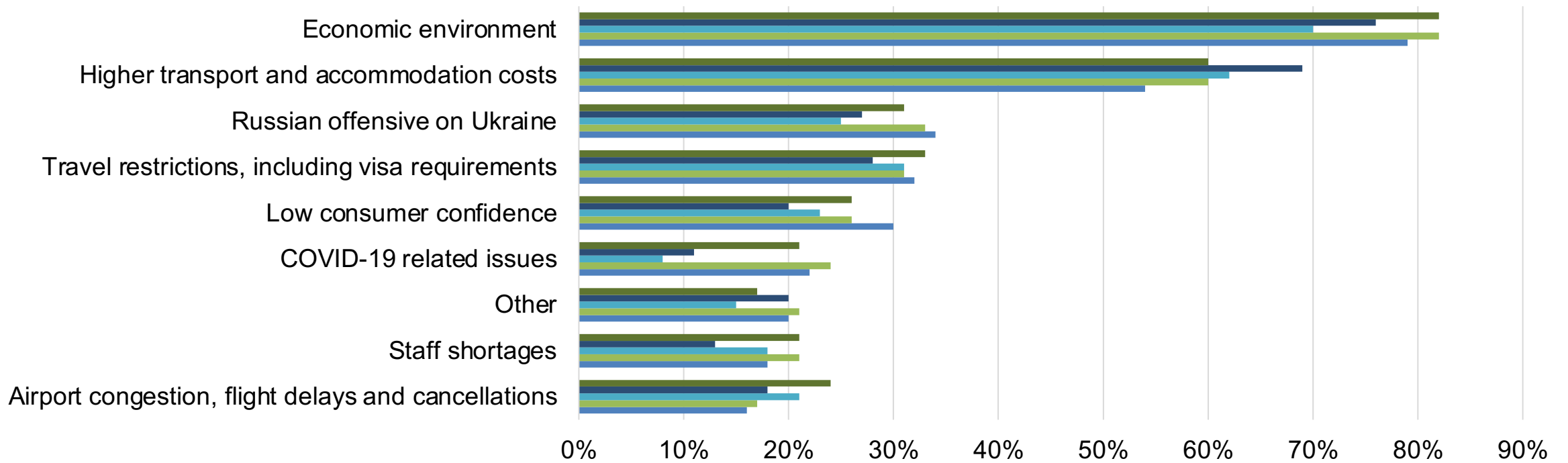


Prospects 2024



Source: UN Tourism | January 2024 Survey of the UN Tourism Panel of Tourism Experts

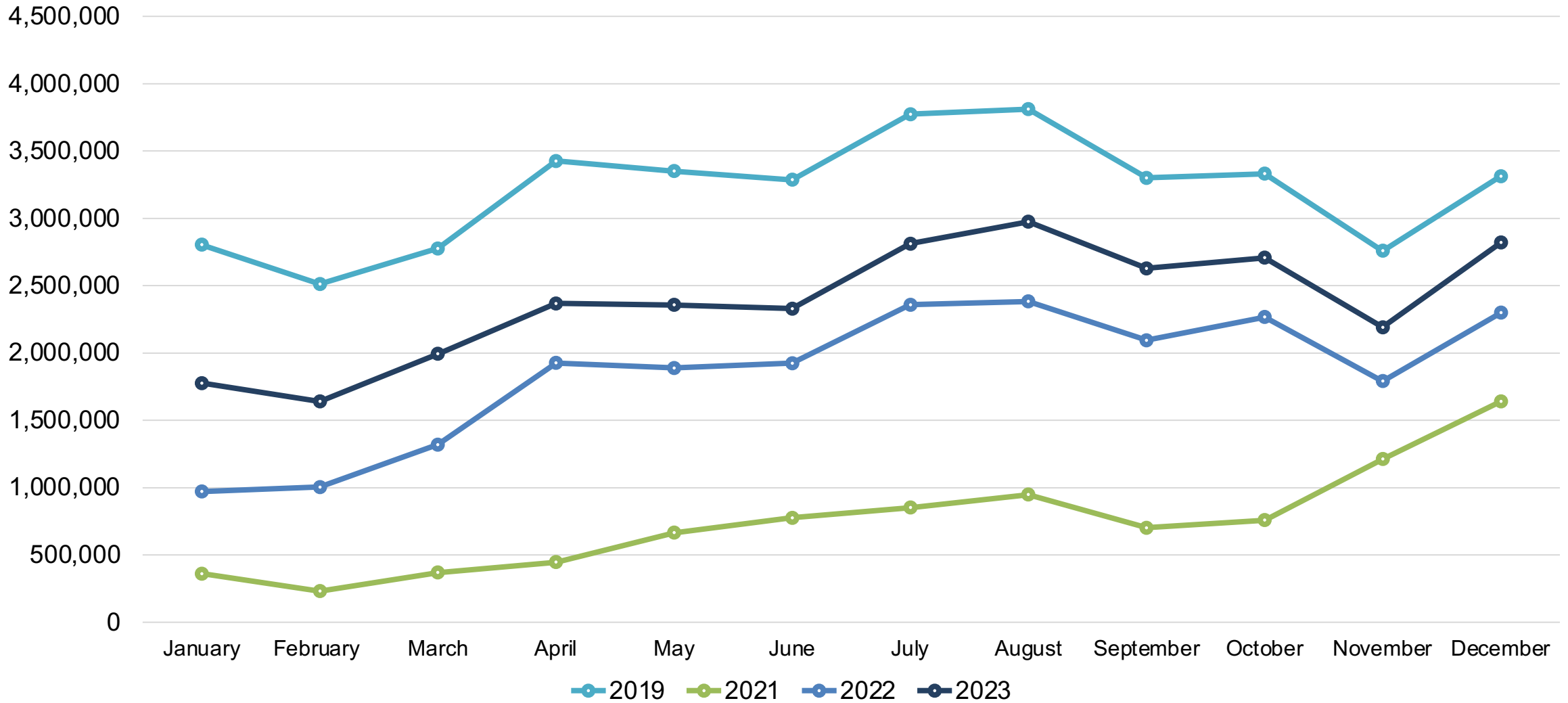
UN Tourism Factors Impacting Recovery of International Tourism



	Airport congestion, flight delays and cancellations	Staff shortages	Other	COVID-19 related issues	Low consumer confidence	Travel restrictions, including visa requirements	Russian offensive on Ukraine	Higher transport and accommodation costs	Economic environment
■ Jan-24	24%	21%	17%	21%	26%	33%	31%	60%	82%
■ Sep-23	18%	13%	20%	11%	20%	28%	27%	69%	76%
■ May-23	21%	18%	15%	8%	23%	31%	25%	62%	70%
■ Sep-22	17%	21%	21%	24%	26%	31%	33%	60%	82%
■ Jan-23	16%	18%	20%	22%	30%	32%	34%	54%	79%

Source: United Nations World Tourism Organization, January 2024 Survey of the UN Tourism Panel of Tourism Experts

International Arrivals by Air to the U.S.



Source: National Travel and Tourism Office I-94 COR

Hawai'i Tourism at a Glance

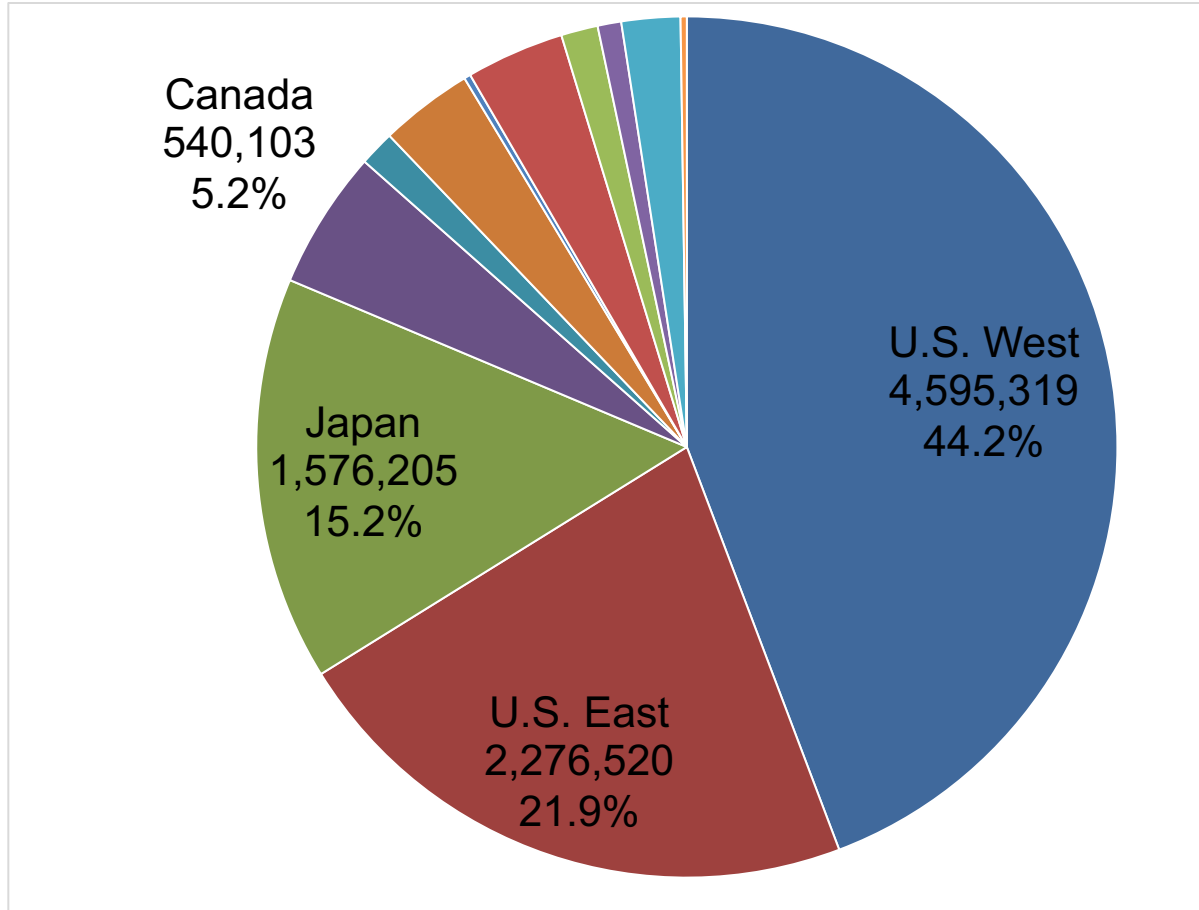
	2013	2014	2015	2016	2017R	2018	2019	2020	2021	2022	2023P ¹
Spending (including Supplemental Business)	\$14.52B	\$14.97B (3.1%)	\$15.11B (0.9%)	\$15.91B (5.3%)	\$16.79B (5.6%)	\$17.64B (5.1%)	\$17.84B (1.1%)	\$5.16B (-71.1%)	\$13.15B (154.8%)	\$19.8B (50.5%)	\$20.8B (5.1%)
Tax Revenue	\$1.55B	\$1.59B (3.2%)	\$1.71B (7.1%)	\$1.86B (8.8%)	\$1.96B (5.6%)	\$2.06B (5.1%)	\$2.08B (1.0%)	\$0.6B (-71.0%)	\$1.54B (155%)	\$2.3B (49.4%)	\$2.41B (4.8%)
Jobs Supported	163,000	168,000 (3.1%)	177,000 (5.5%)	194,000 (9.6%)	205,000 (5.7%)	215,000 (4.9%)	217,000 (0.9%)	63,000 (-71.0%)	160,000 (154.1%)	202,000 (26.3%)	212,000 (5.0%)
Arrivals	8.17M	8.32M (1.8%)	8.68M (4.3%)	8.93M (2.9%)	9.4M (5.3%)	9.89M (5.2%)	10.39M (5.0%)	2.71M (-73.9%)	6.78M (150.3%)	9.23M (36.2%)	9.64M (4.4%)
Air Seats	10.9M	11.3M (3.7%)	11.94M (5.7%)	12.02M (0.7%)	12.24M (1.8%)	13.24M (8.2%)	13.62M (2.9%)	5.32M (-60.9%)	10.74M (101.8%)	12.75M (18.7%)	13.12M (2.9%)

¹ 2023 data are preliminary. 2023 spending does not include supplemental business

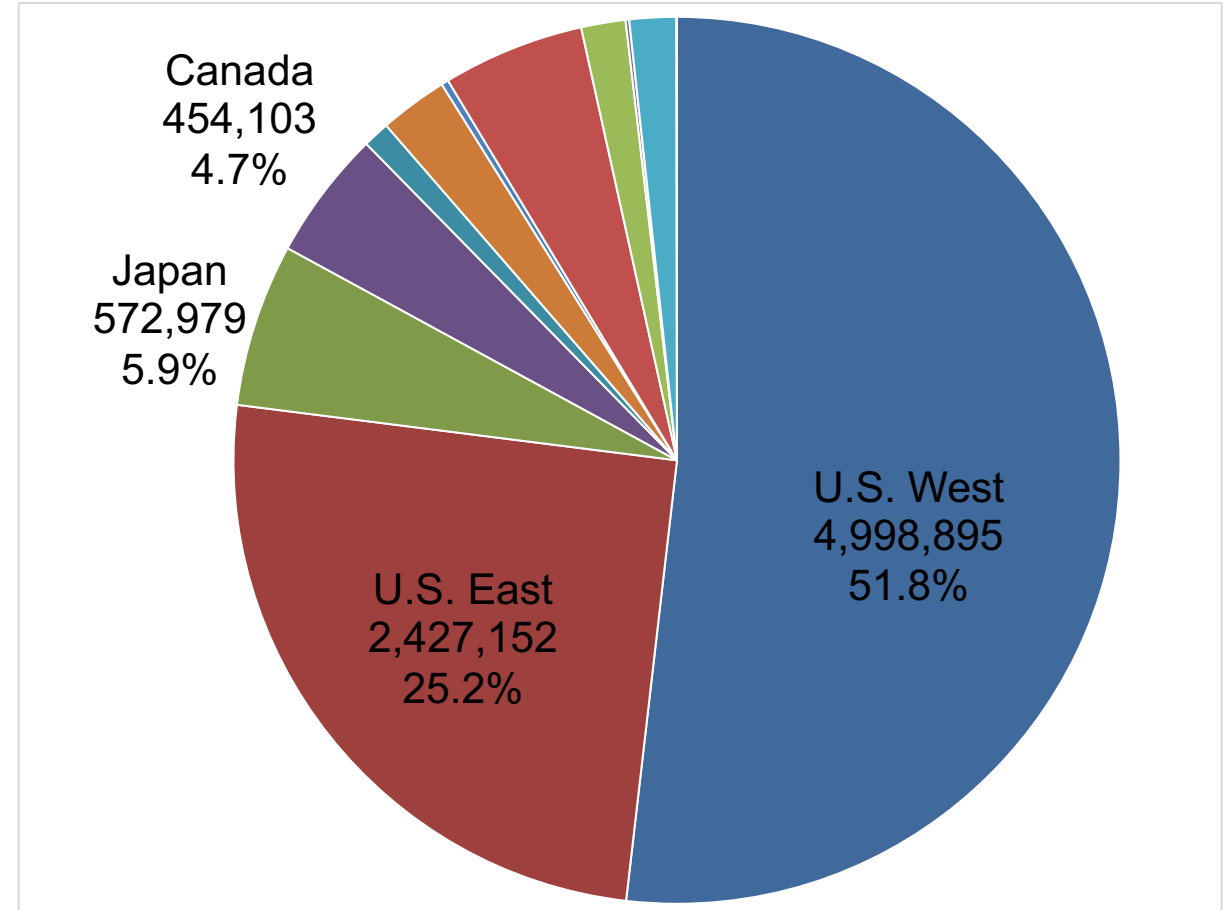
² 2020 expenditures were estimated by DBEDT. 2020 spending statistics from U.S. West and U.S. East visitors were available from January – March, November and December 2020. Visitor surveys were not conducted from April-October 2020 due to COVID-19 restrictions. For Japan, Canada, Other Asia, Oceania, Europe and Latin America, visitor spending data were only available from January-March 2020; data for November and December were not available due to limited samples. Tax revenue generated and jobs supported were calculated using this estimate.

Visitor Arrival Mix 2023P vs 2019

2019



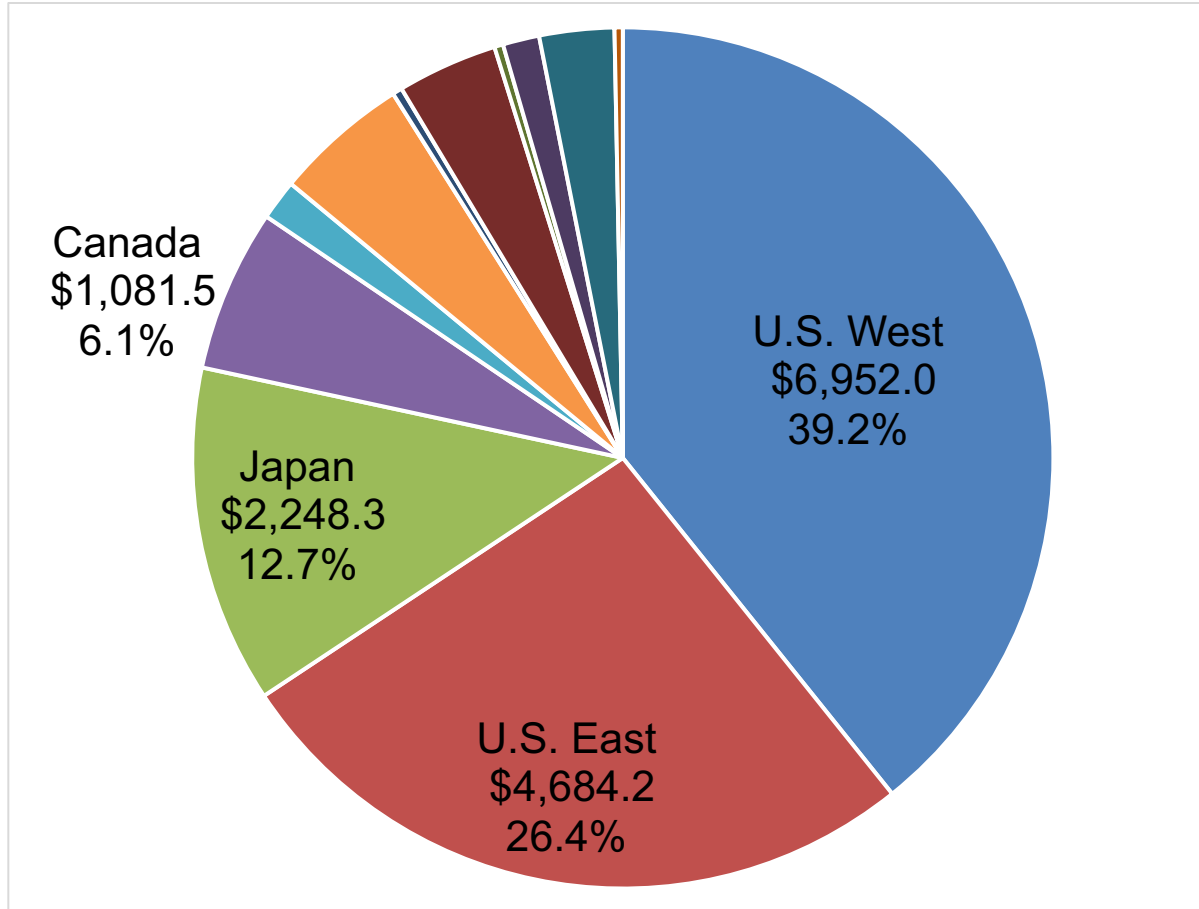
2023P



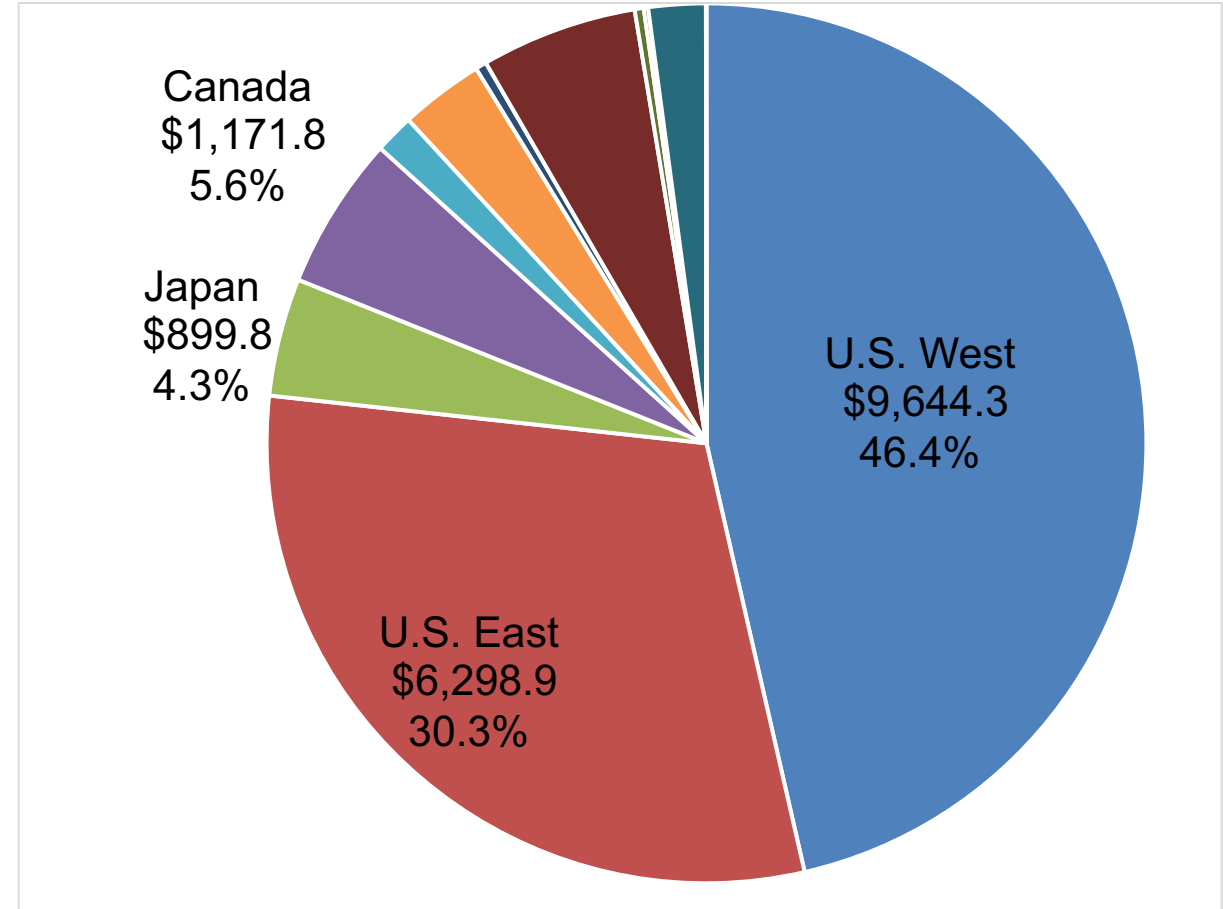
Note: 2023 figures are preliminary.

Visitor Spending Mix 2023P vs 2019

2019

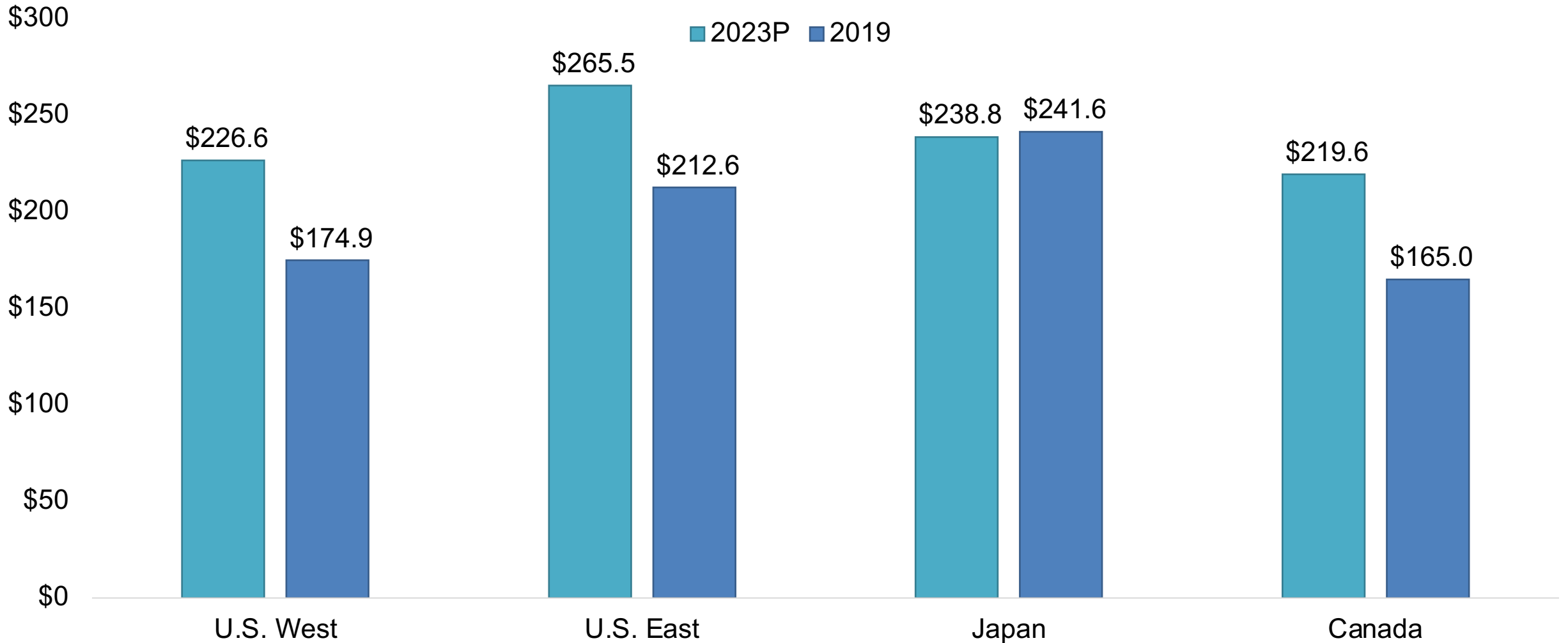


2023P



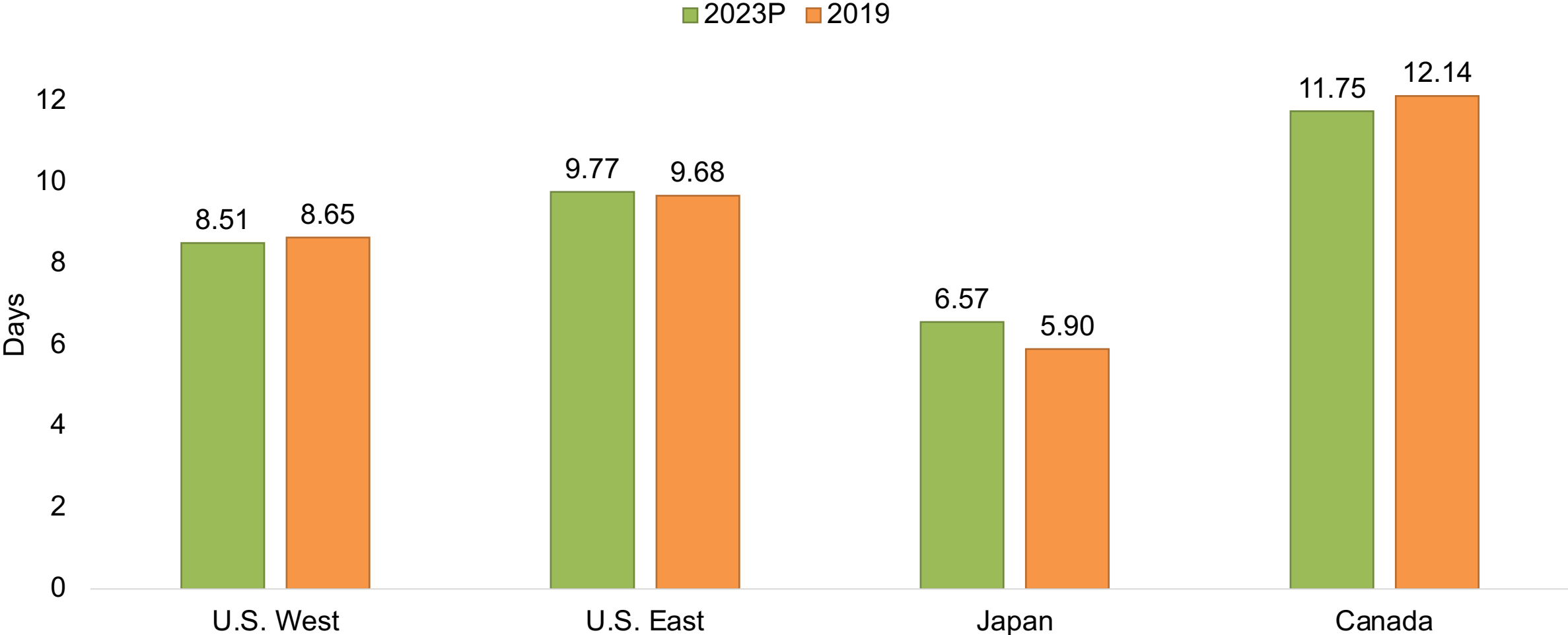
Note: 2023 figures are preliminary.

Personal Daily Spending – 2023P vs. 2019



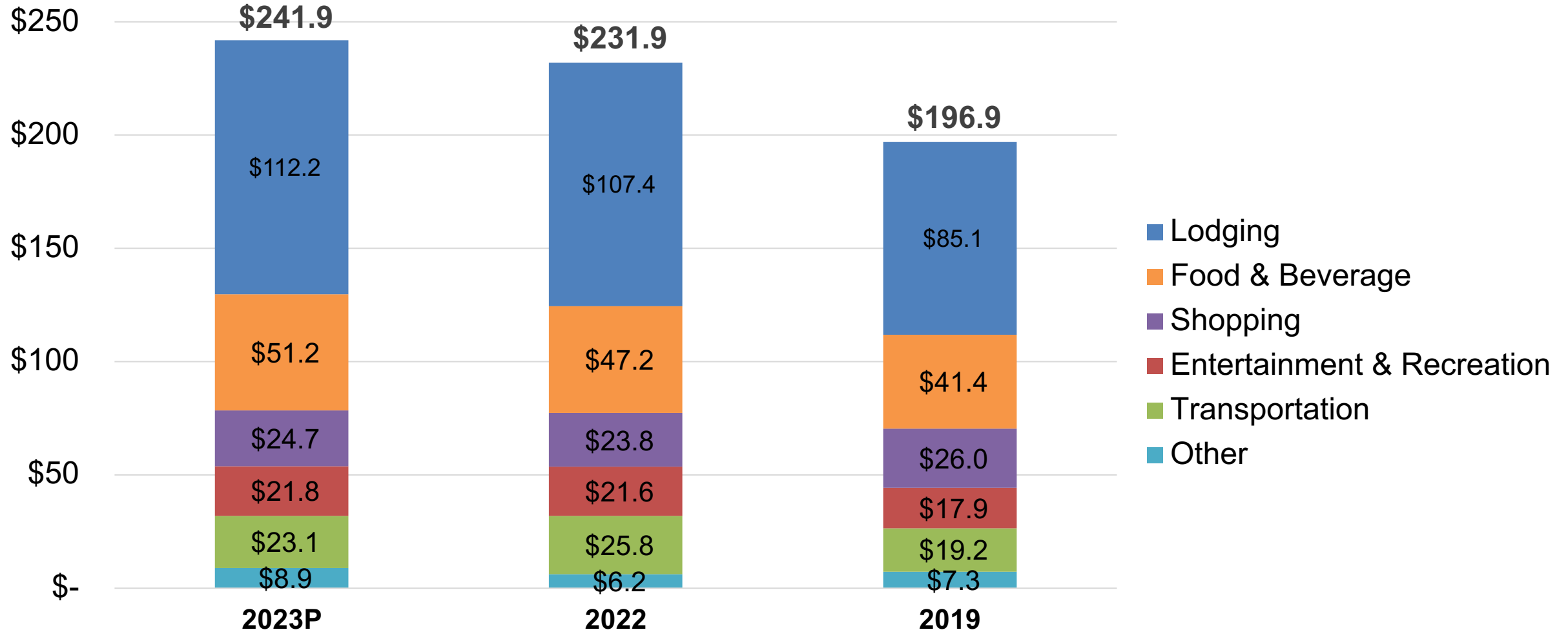
Note: 2023 figures are preliminary.

Average Length of Stay – 2023P vs. YTD 2019



Note: 2023 figures are preliminary.

Spending by Category

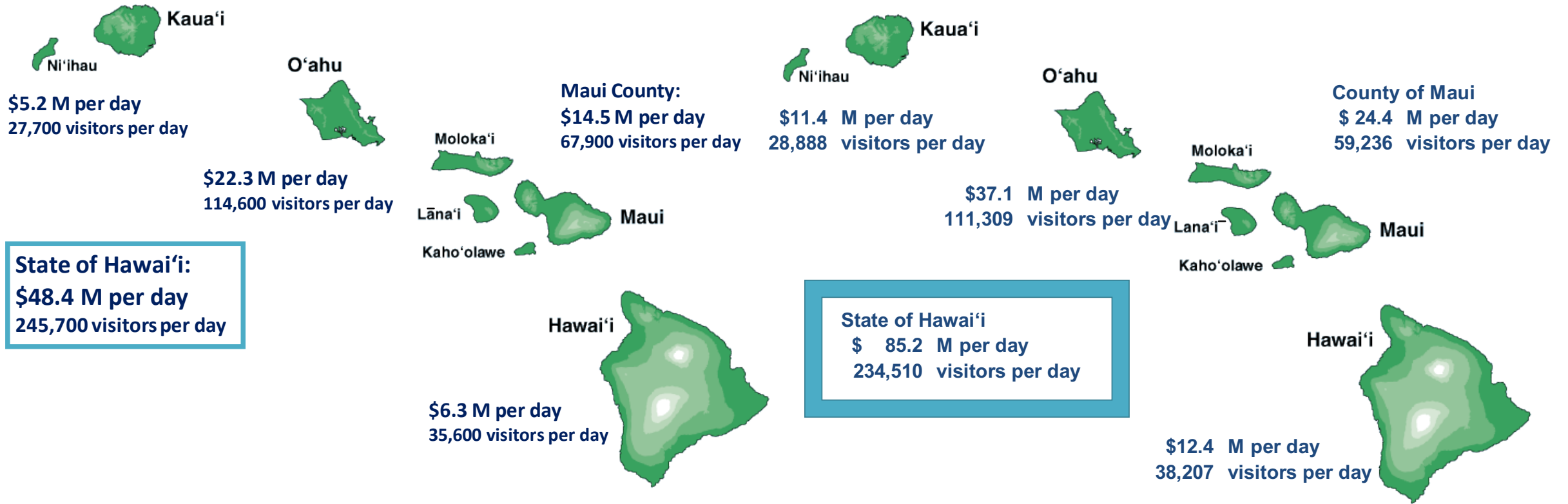


Note: 2023 figures are preliminary.

Tourism Impacts by County – 2023P vs. 2019

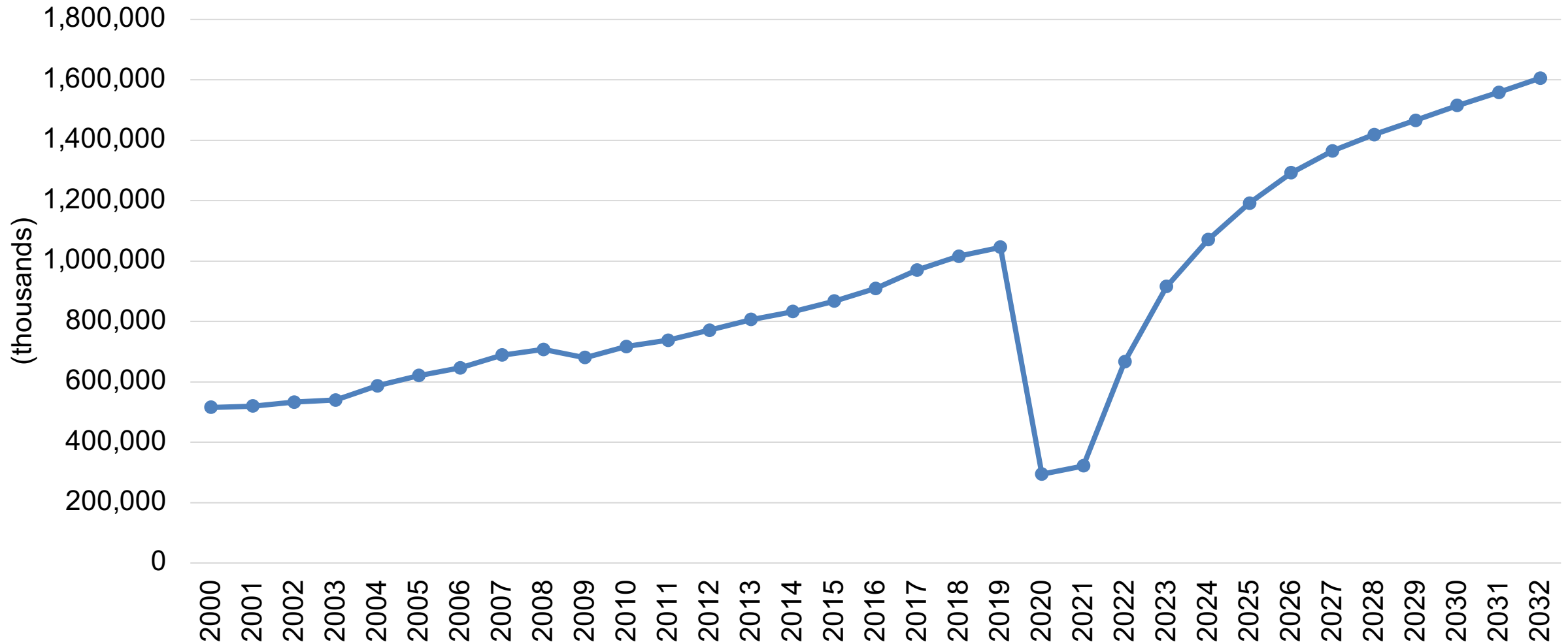
2019

2023P



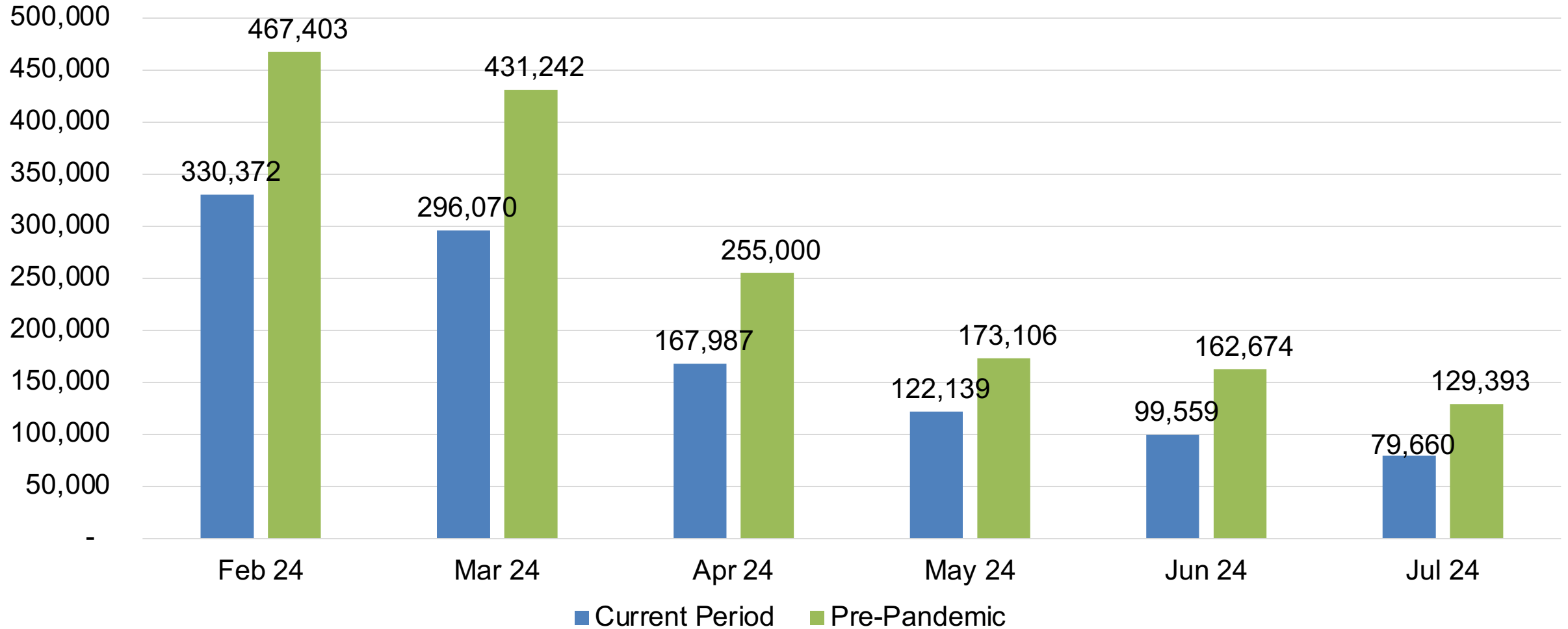
Note: 2023 figures are preliminary.

World: Total Outbound Departures



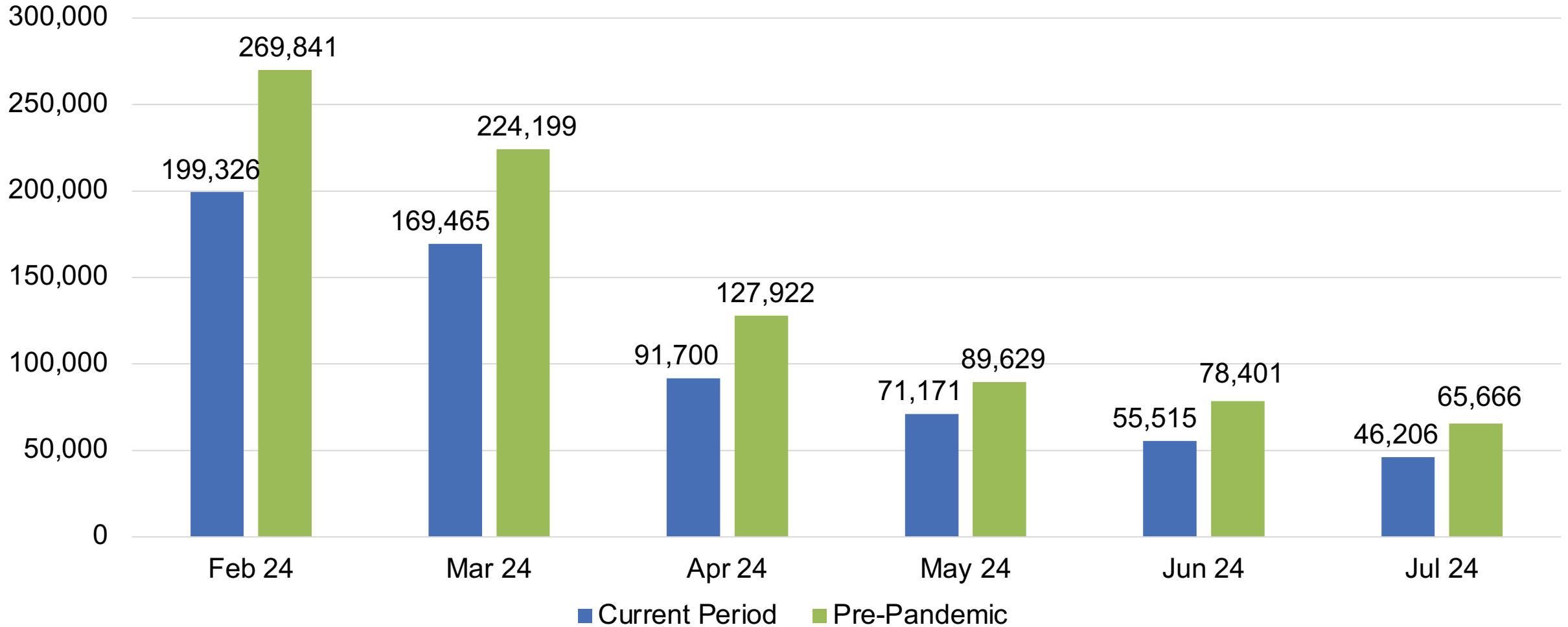
Source: Oxford Economics Ltd

Six Month Outlook: All Origins



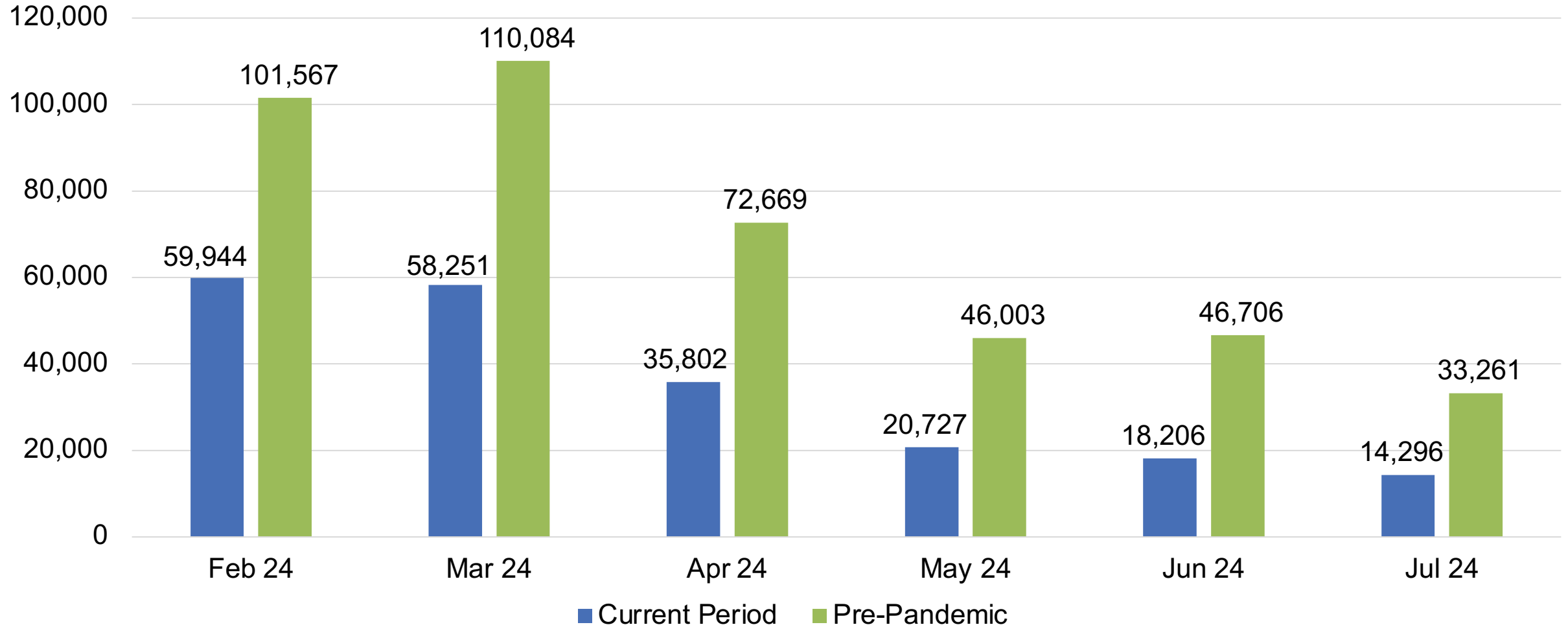
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: All Markets to O'ahu



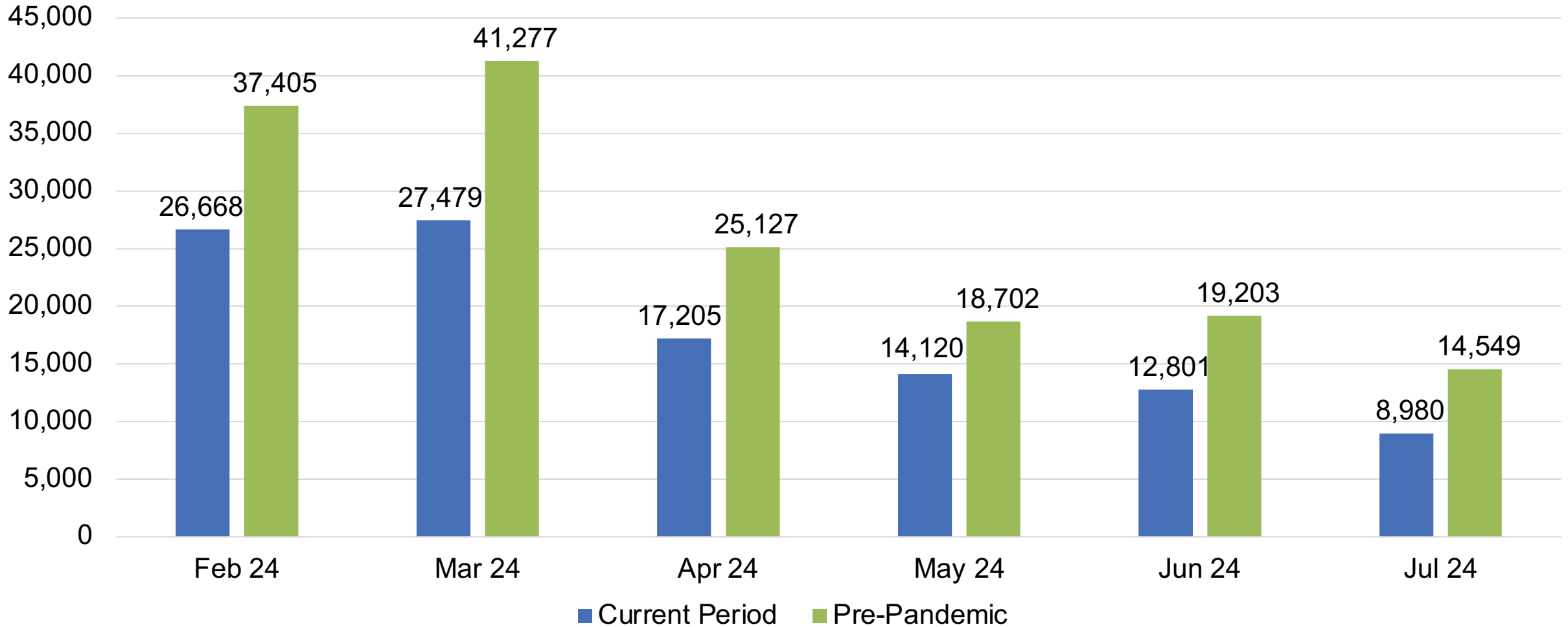
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: All Markets to Maui



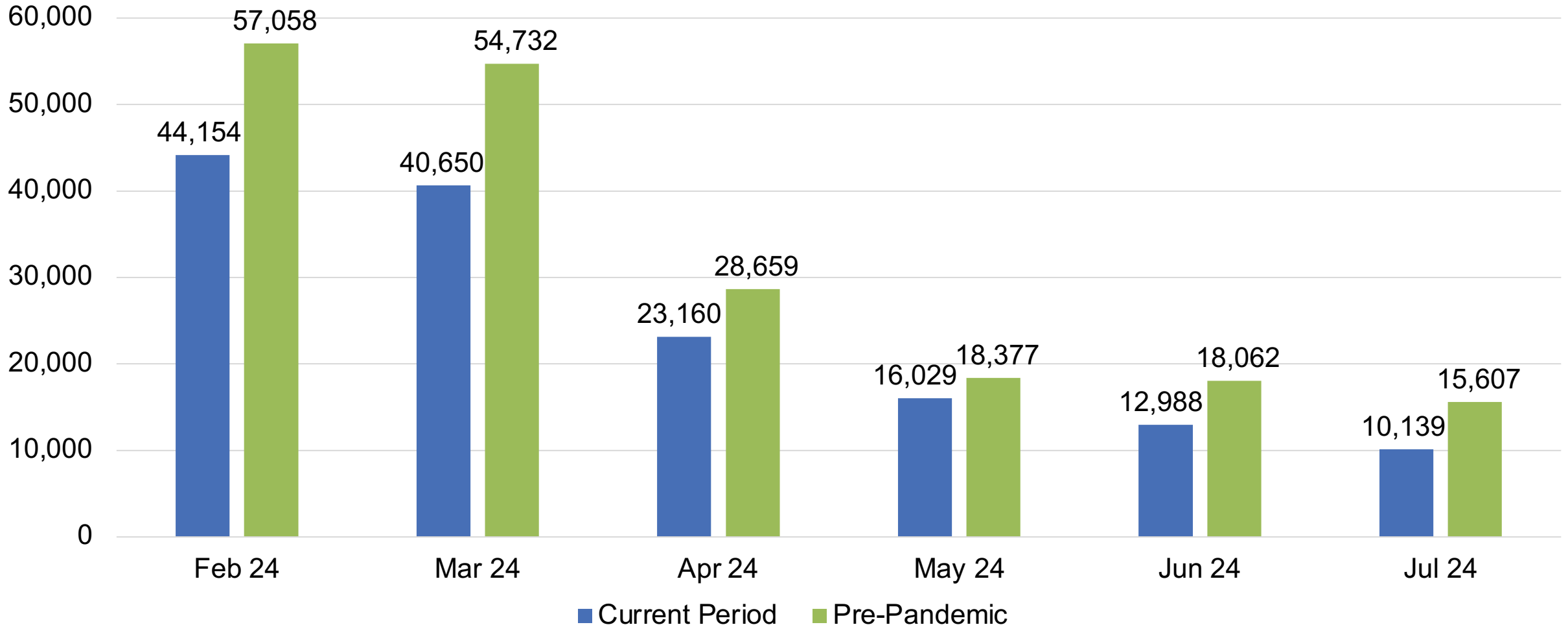
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: All Markets to Kaua'i



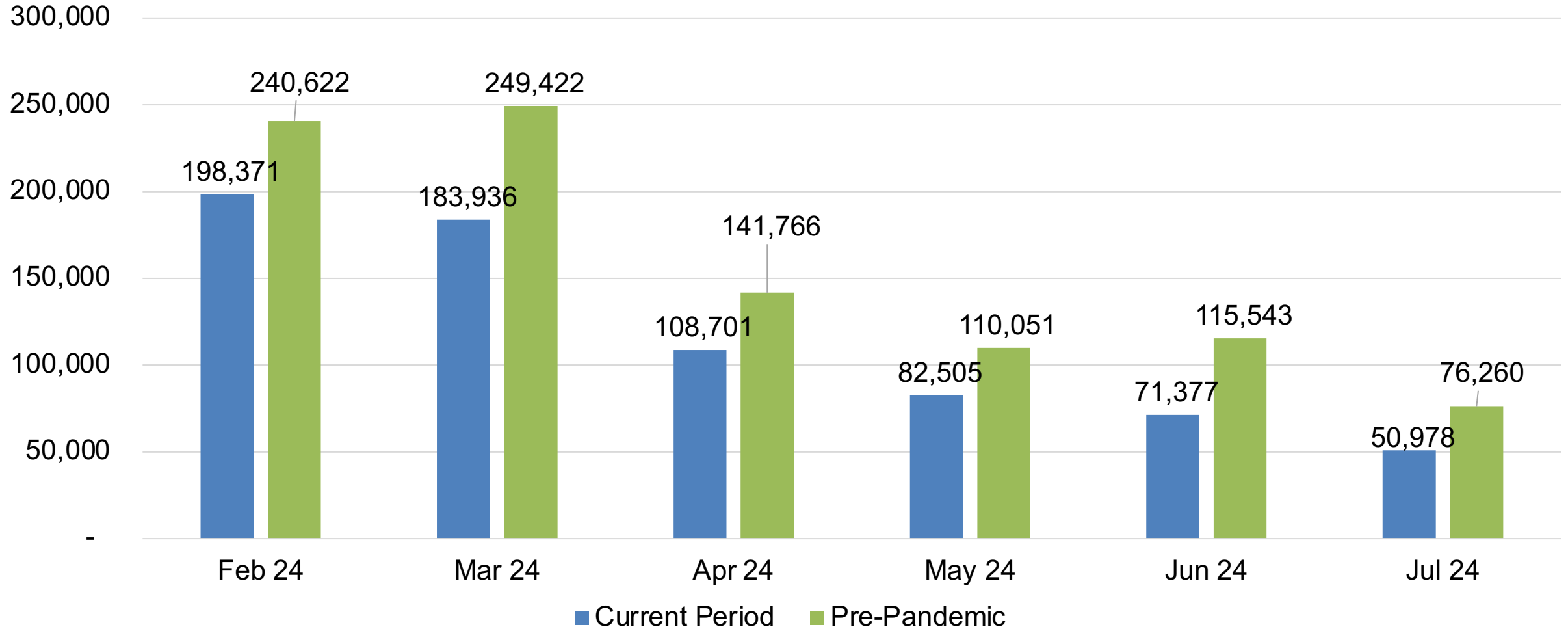
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: All Markets to Hawai'i Island



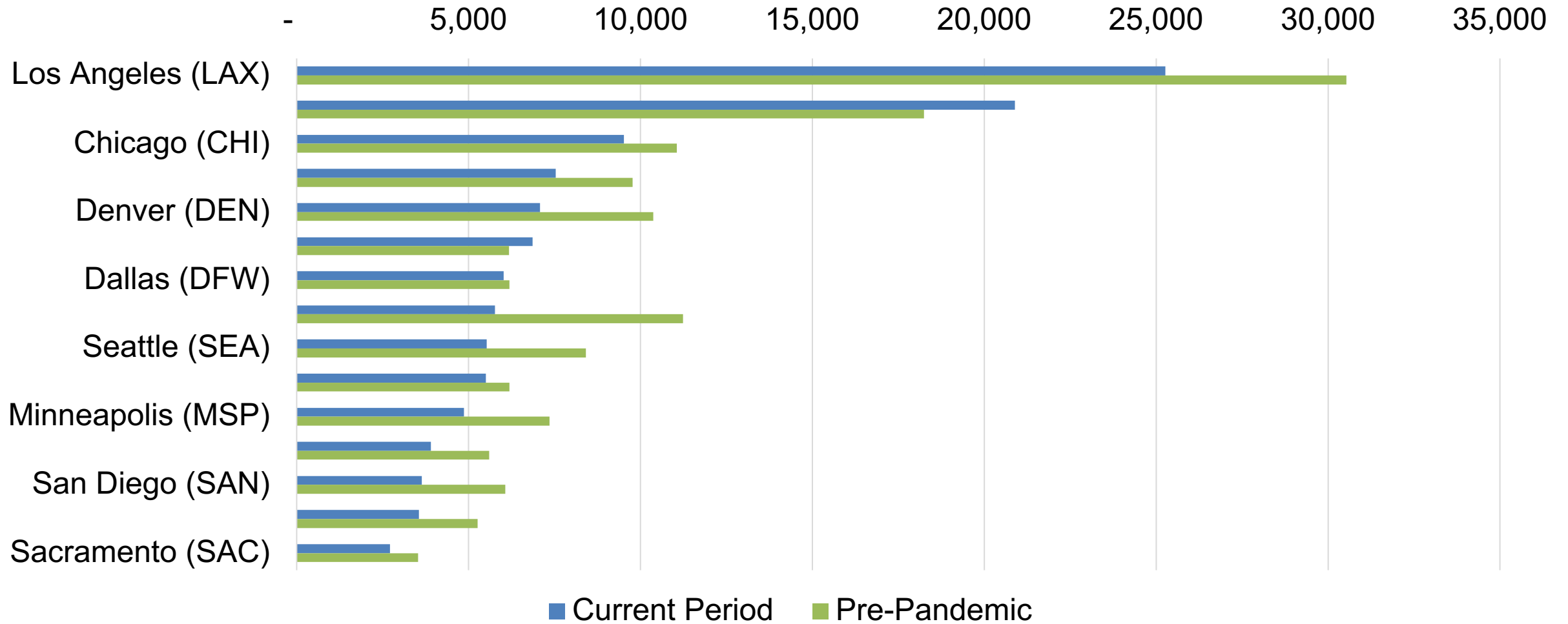
Source: ARC/ForwardKeys Destination Gateway

Six Month Outlook: United States



Source: ARC/ForwardKeys Destination Gateway

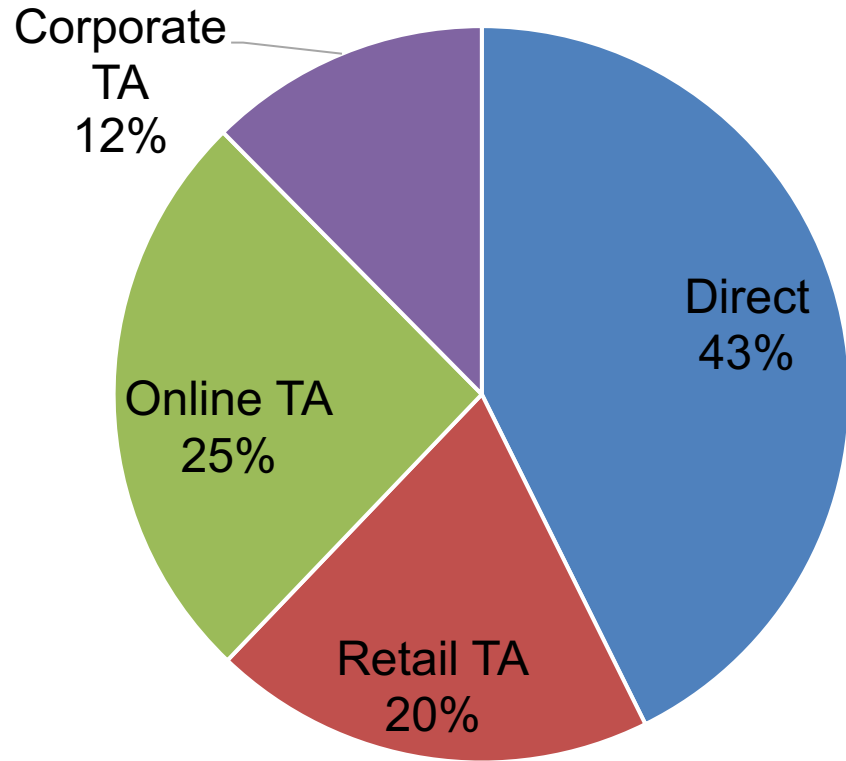
Trip Origins: United States



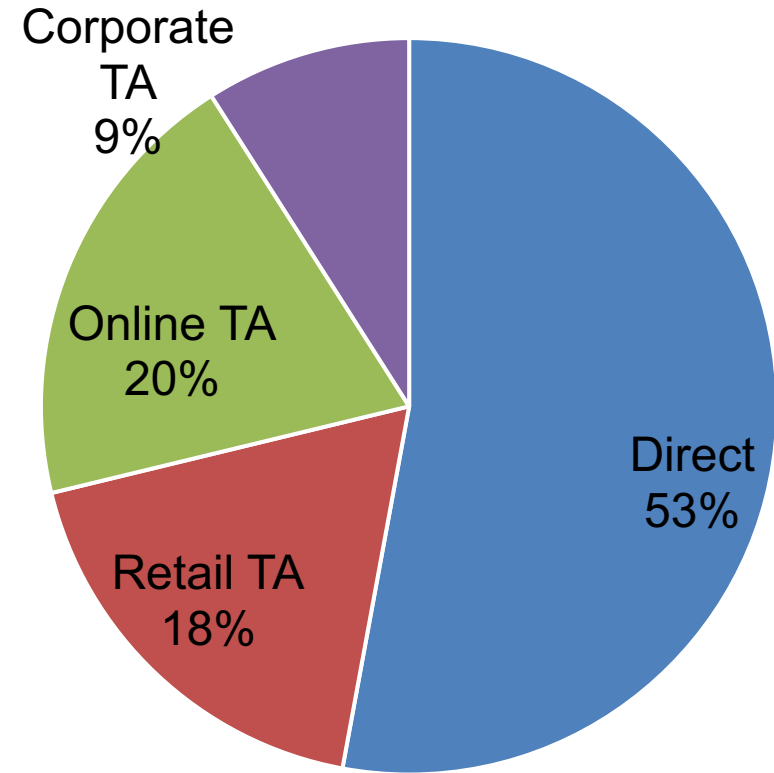
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: United States

Pre-Pandemic



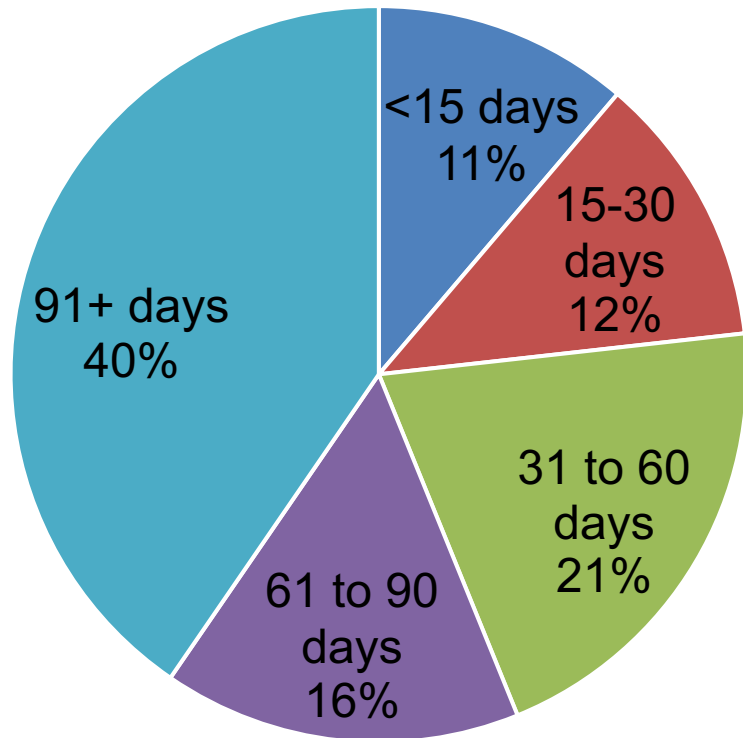
Current Period



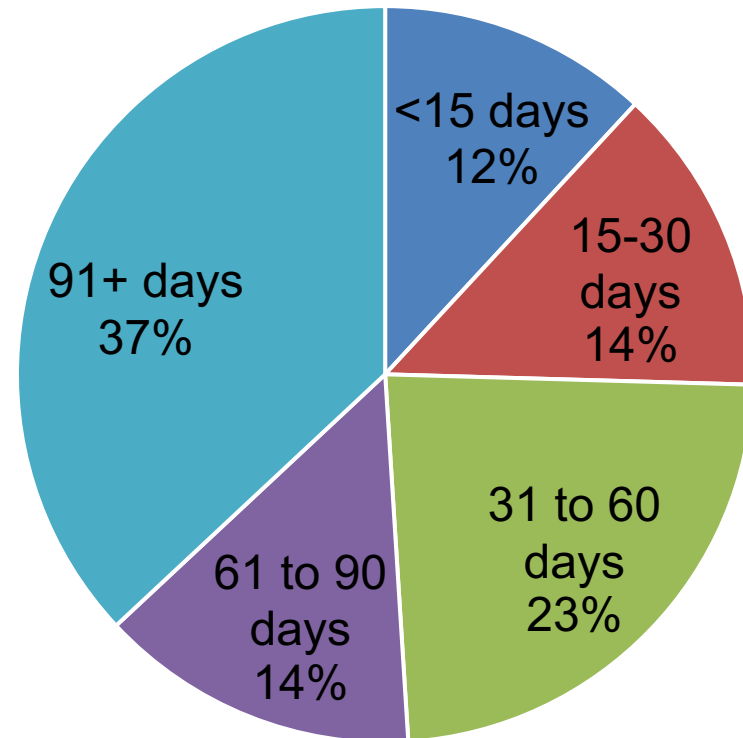
Source: ARC/ForwardKeys Destination Gateway

Lead Time: United States

Pre-Pandemic

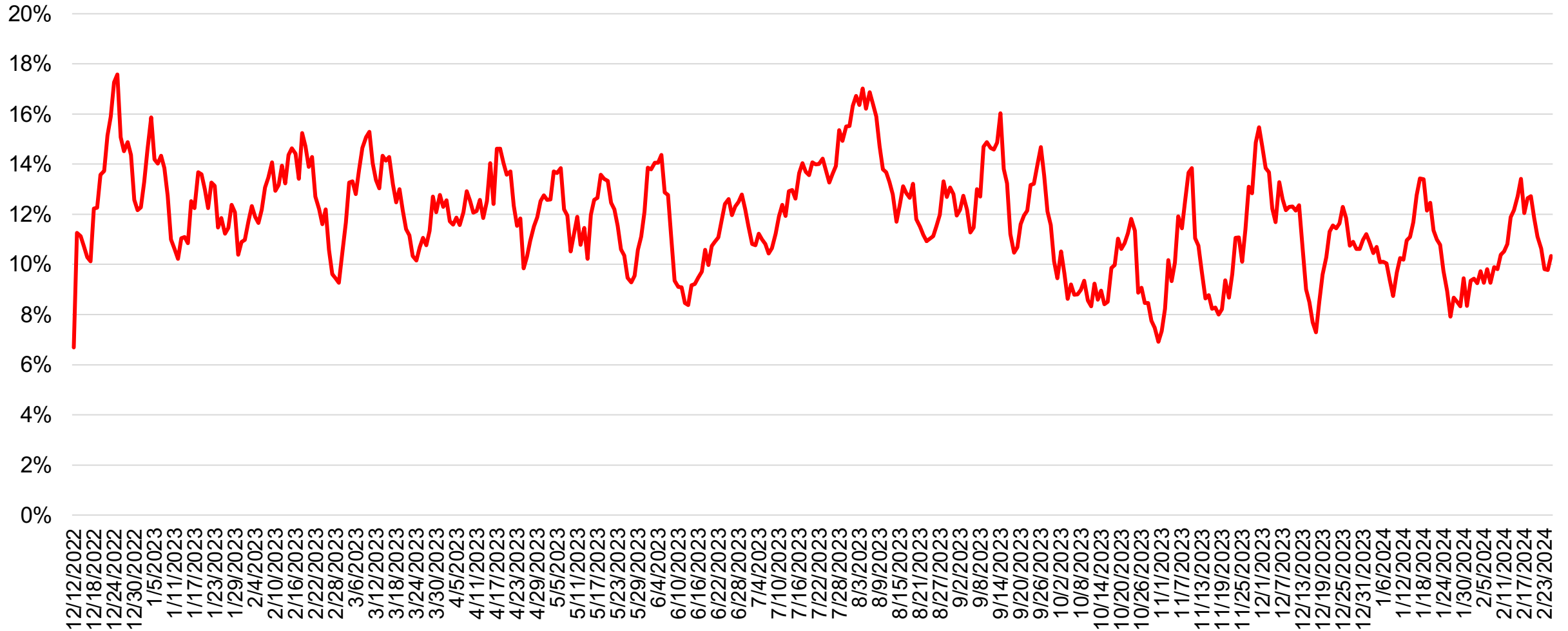


Current Period



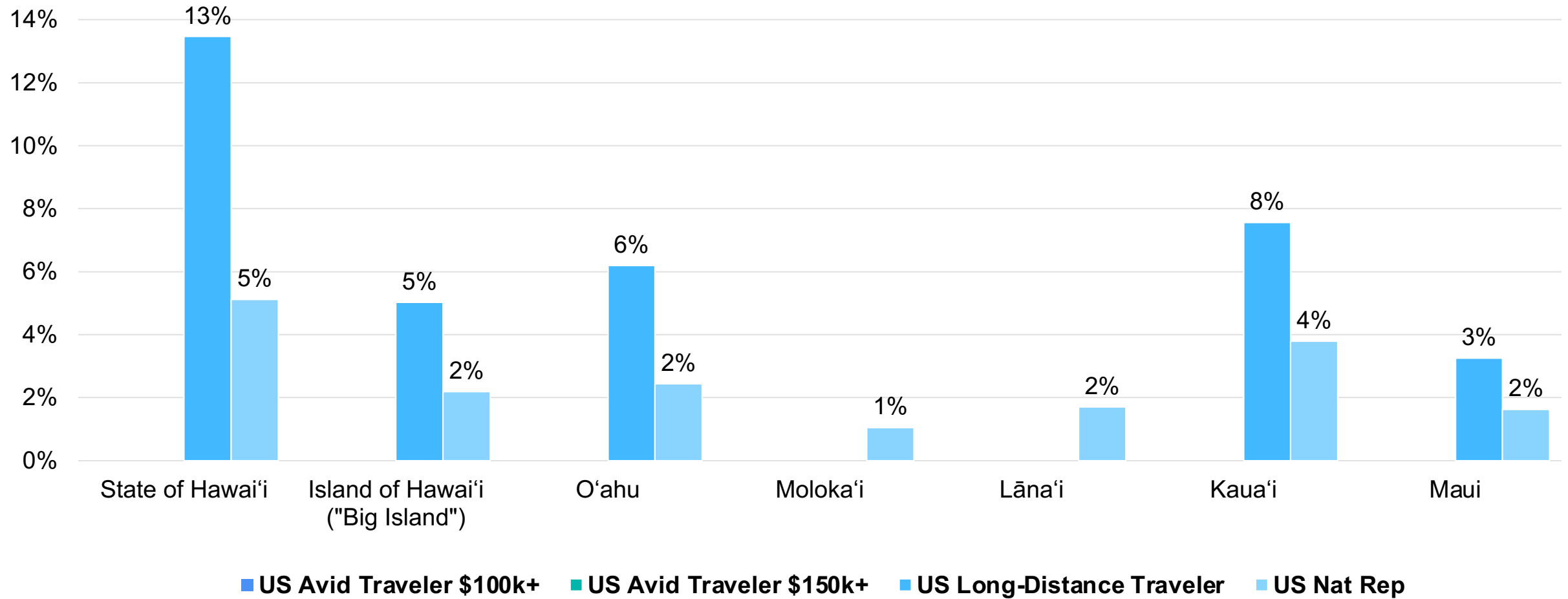
Source: ARC/ForwardKeys Destination Gateway

U.S. Intent to Travel to Any Hawaiian Island One-Week Moving Average



Source: Vision Insights Data as of February 27, 2024

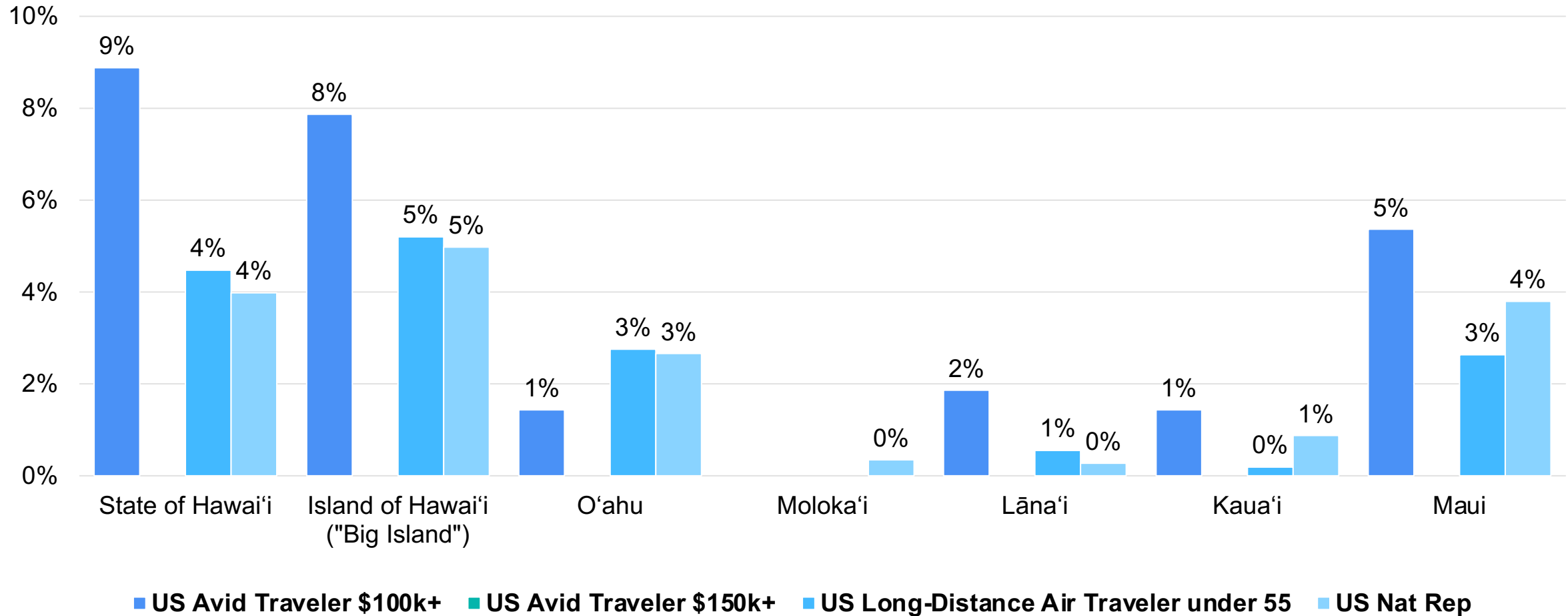
U.S. - Leisure Trip In Past 12 Months



Sample Min. n=50

Note: US Avid Traveler \$100k+, US Avid Traveler \$150k+, and US Long-Distance Traveler sample size is too small for select islands

U.S. – Next Destination for Leisure Trip



Sample Min. n=75

Top 10 States of Residence by Segment

US Avid Traveler \$100K 25-54		US Avid Traveler \$150K 25-54, 2+ household		US Long-Distance Air Traveler Under 55		US Nat Rep	
	%		%		%		%
New York	22.6%	New York	8.8%	California	14.6%	New York	8.8%
California	21.9%	Texas	8.8%	New York	11.1%	Texas	8.8%
Texas	7.0%	California	8.4%	Texas	6.4%	California	8.4%
Pennsylvania	5.1%	Florida	7.1%	Pennsylvania	5.8%	Florida	7.1%
Georgia	3.9%	Pennsylvania	5.0%	Florida	5.6%	Pennsylvania	5.0%
Virginia	3.1%	Illinois	3.3%	Illinois	3.6%	North Carolina	4.2%
Illinois	1.1%	New Jersey	3.2%	Georgia	3.6%	Ohio	3.9%
Florida	0.7%	Virginia	2.7%	Virginia	2.5%	Georgia	3.5%
Washington	0.6%	Washington	1.4%	Minnesota	0.2%	Illinois	3.3%
Minnesota	0.0%	Colorado	1.0%	Washington	0.0%	Virginia	2.7%
Sample Size:	n=95	Sample Size:	n=44	Sample Size:	n=396	Sample Size:	n=1,929

U.S. - Importance of Travel Factors

	Very Important 5			
	US: Avid Traveler \$100k+	US: Avid Traveler \$150k+	US: Long-Distance Air Traveler under 55	US Market
Value for money	51%	64%	52%	56%
Comfort and accessibility	42%	55%	47%	51%
Natural attractions/activities	51%	66%	47%	45%
Family friendly locations and activities	47%	64%	45%	41%
Opportunity to experience local restaurants/businesses	44%	62%	46%	41%
Cultural attractions	40%	58%	42%	38%
Entertainment and nightlife	35%	43%	36%	29%
Consideration of sustainable principles	40%	54%	37%	26%

Sample Size:

n=95

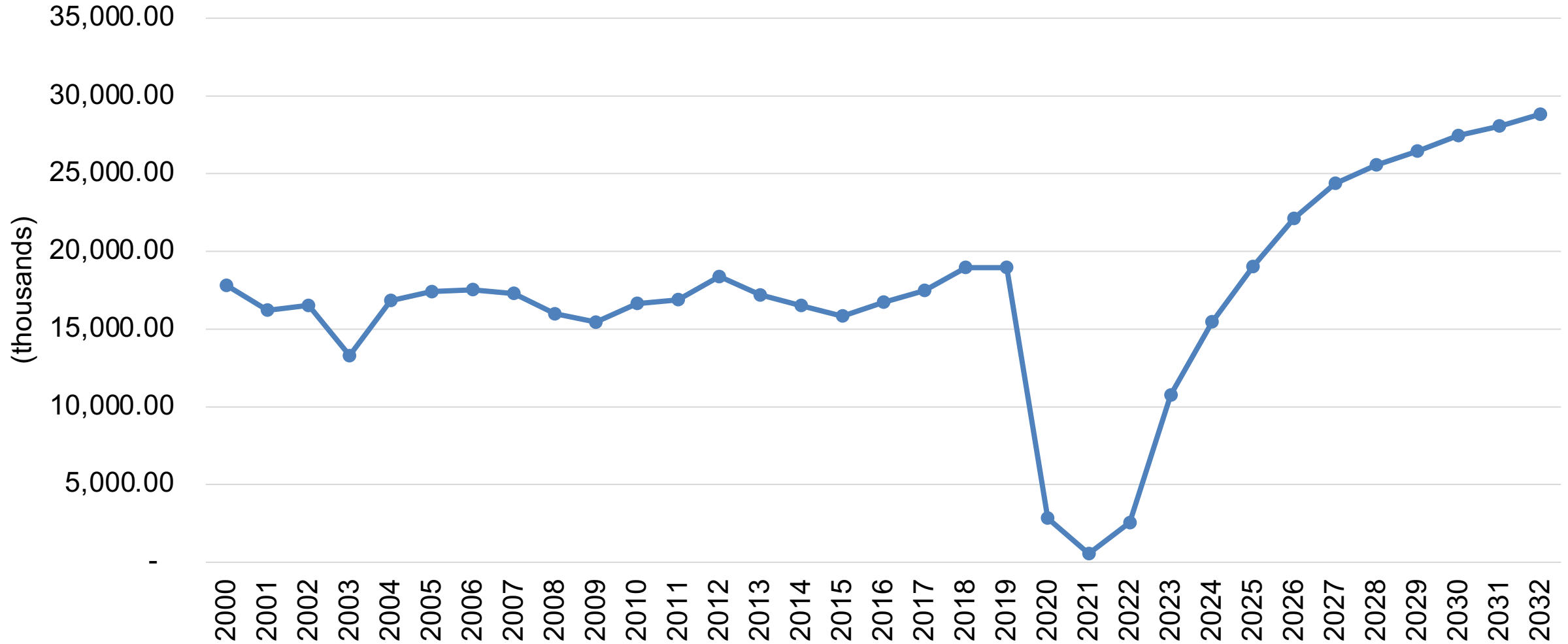
N=44

n=396

n=1,929

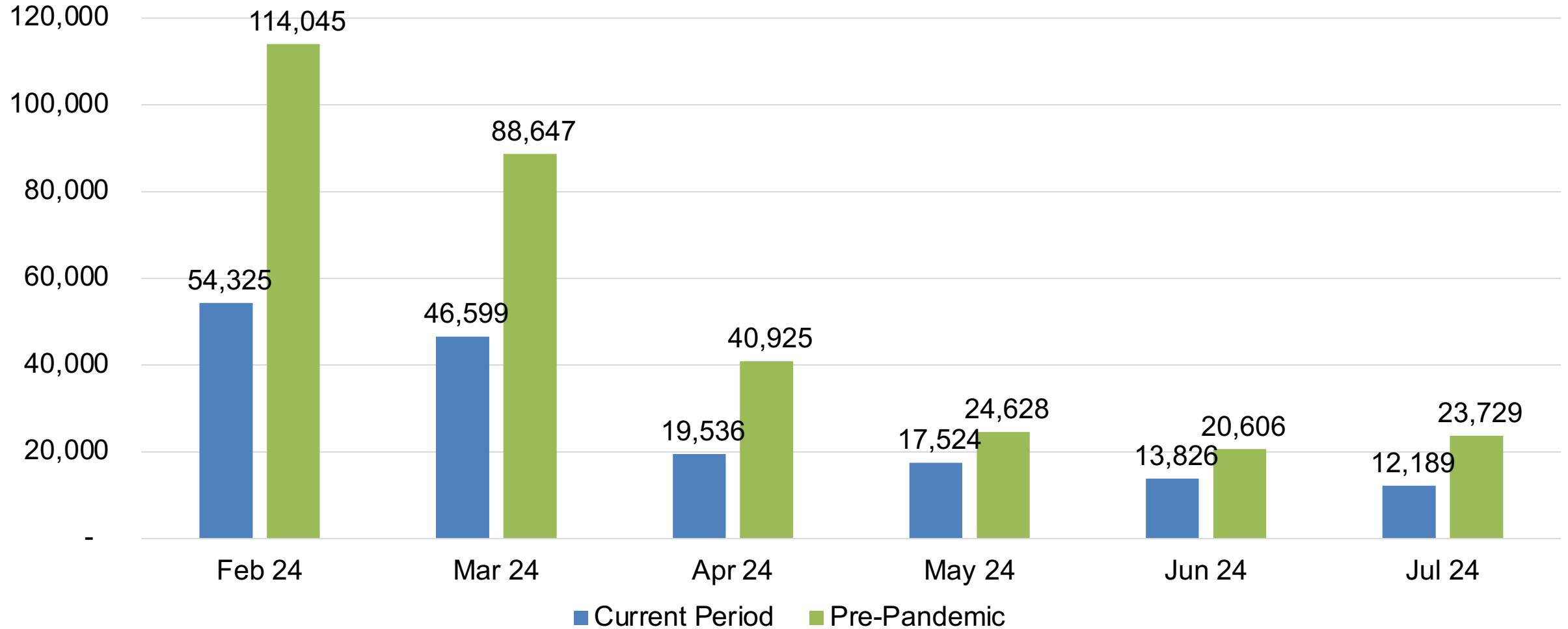
How important are the following factors in choosing your travel destination. Please rate the following list with 1 = not very important and 5 = very important?

Japan: Total Outbound Departures



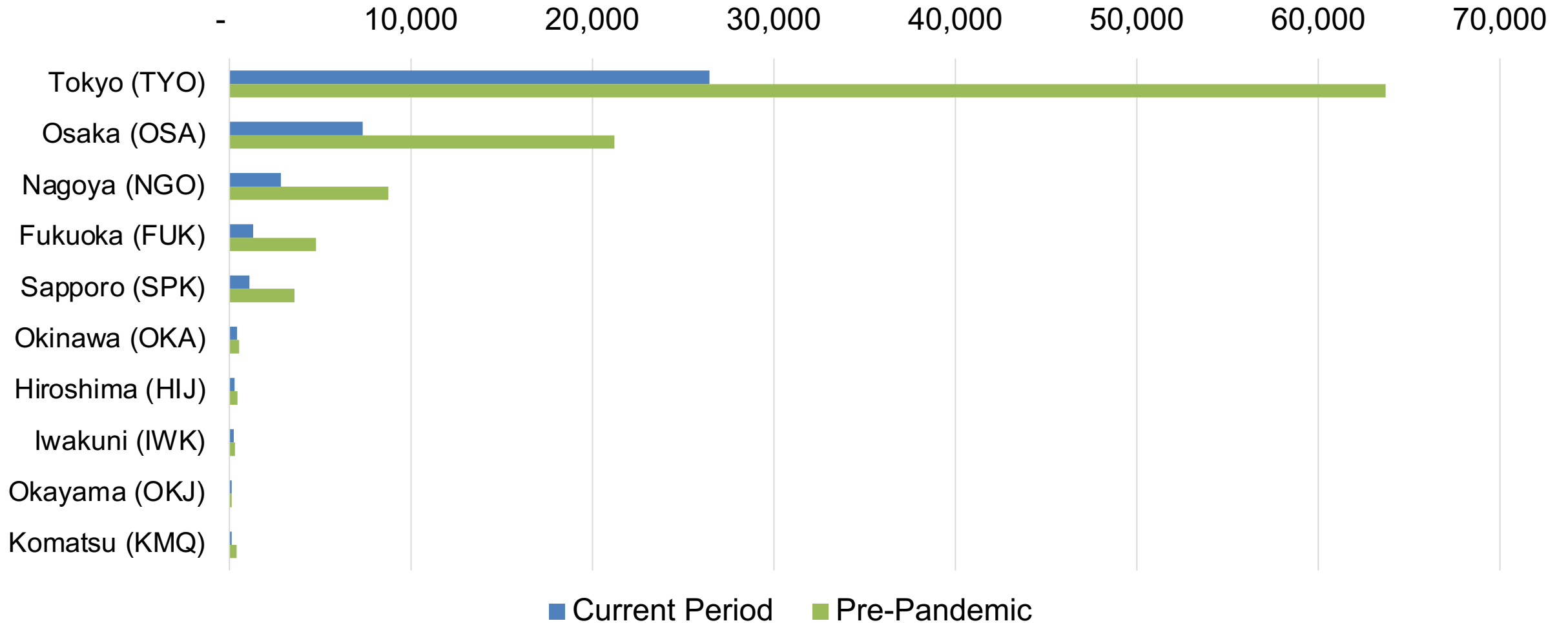
Source: Oxford Economics Ltd

Six Month Outlook: Japan



Source: ARC/ForwardKeys Destination Gateway

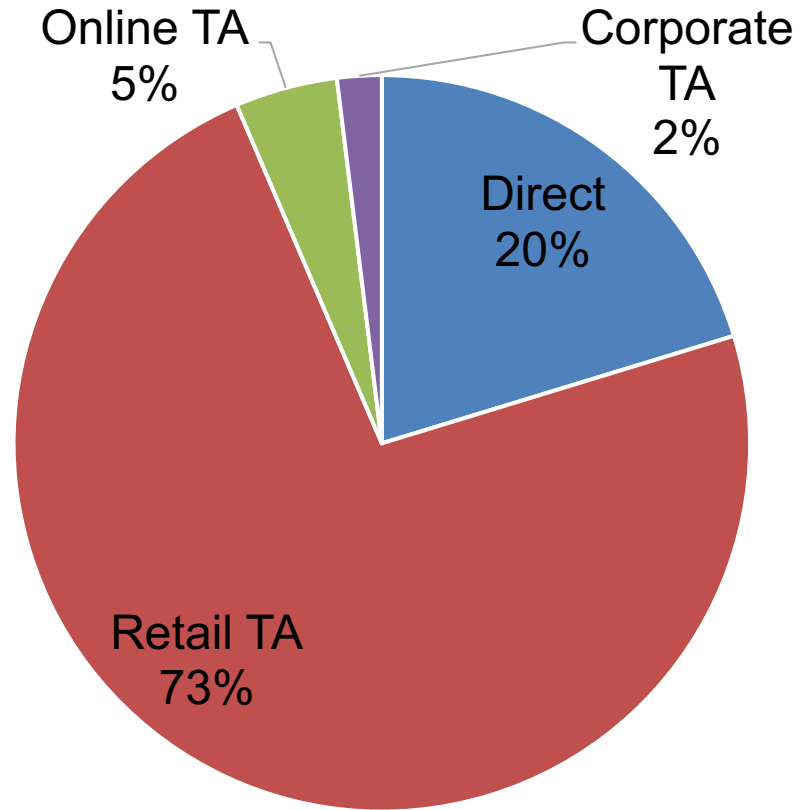
Trip Origins: Japan



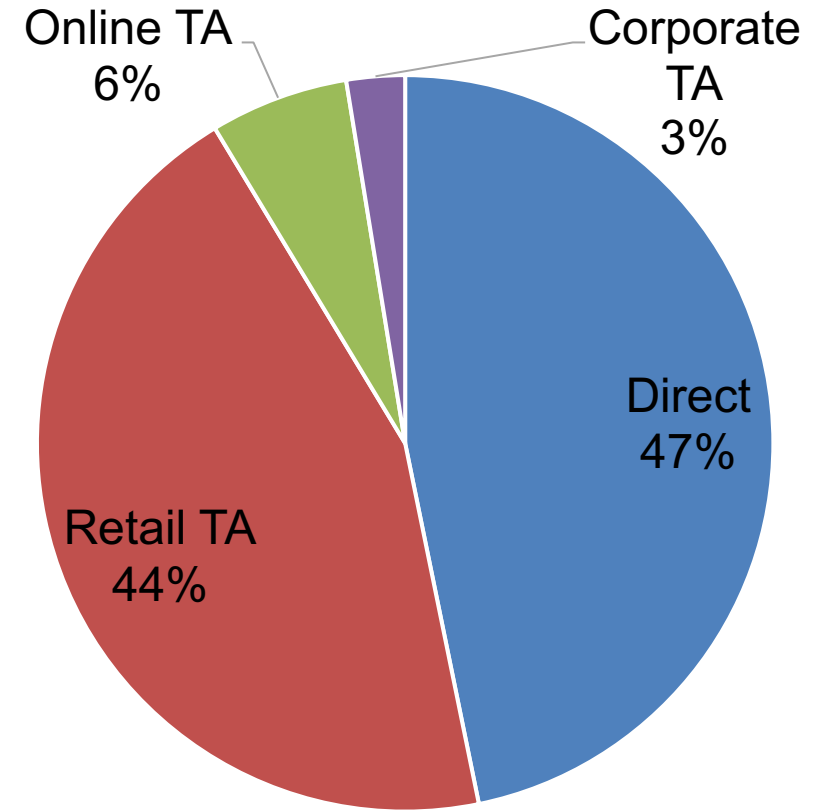
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: Japan

Pre-Pandemic



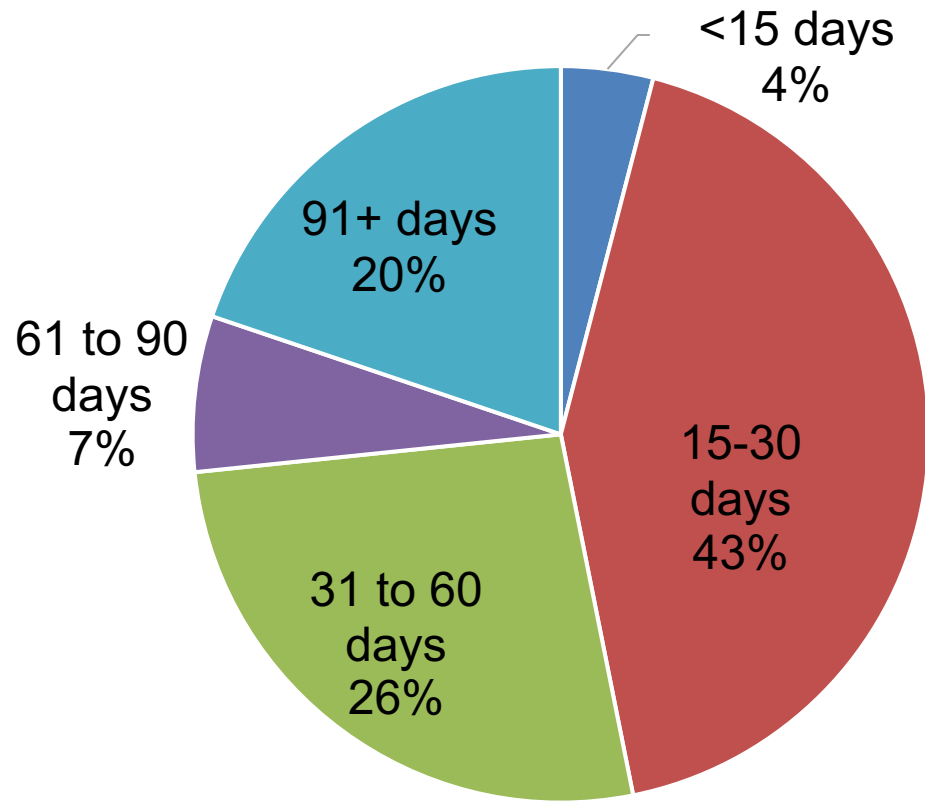
Current Period



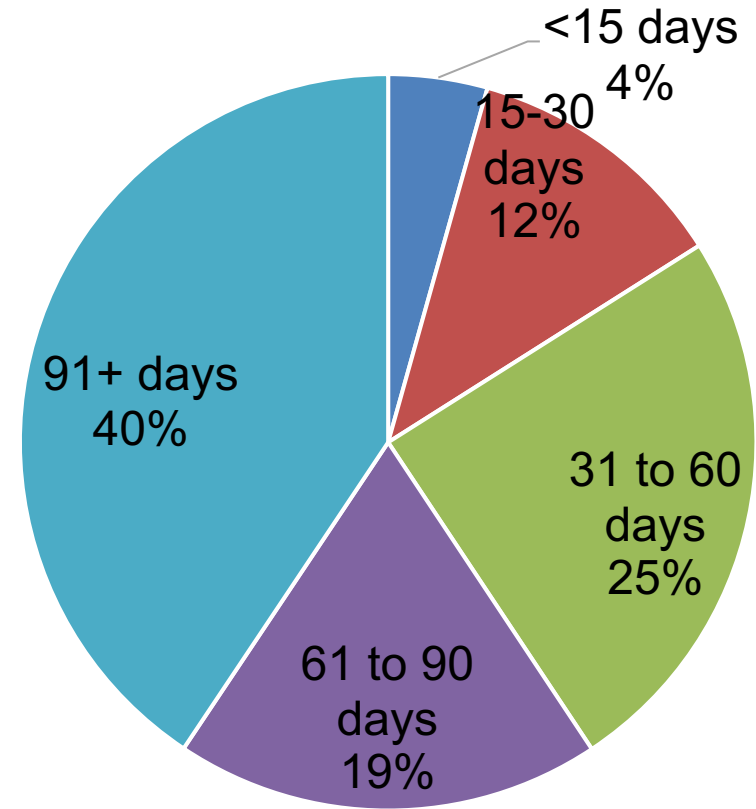
Source: ARC/ForwardKeys Destination Gateway

Lead Time: Japan

Pre-Pandemic

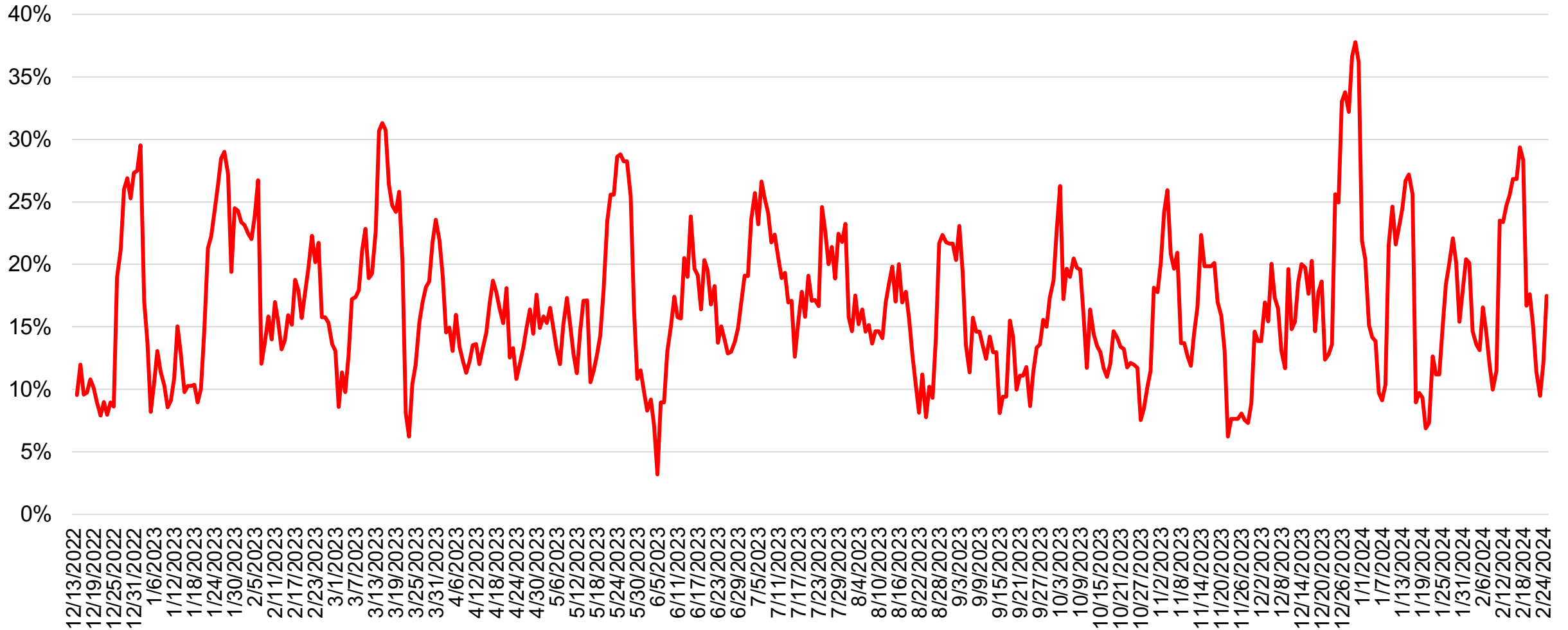


Current Period



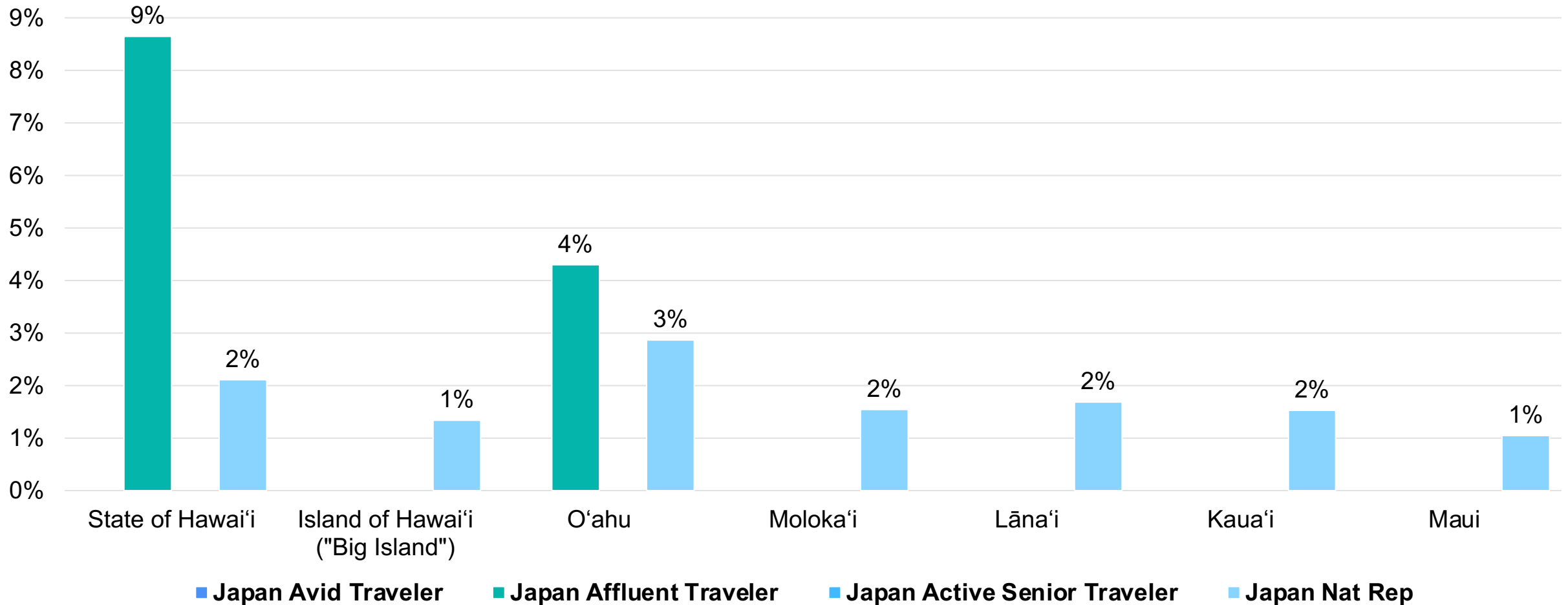
Source: ARC/ForwardKeys Destination Gateway

Japan Intent to Travel to Any Hawaiian Island One-Week Moving Average



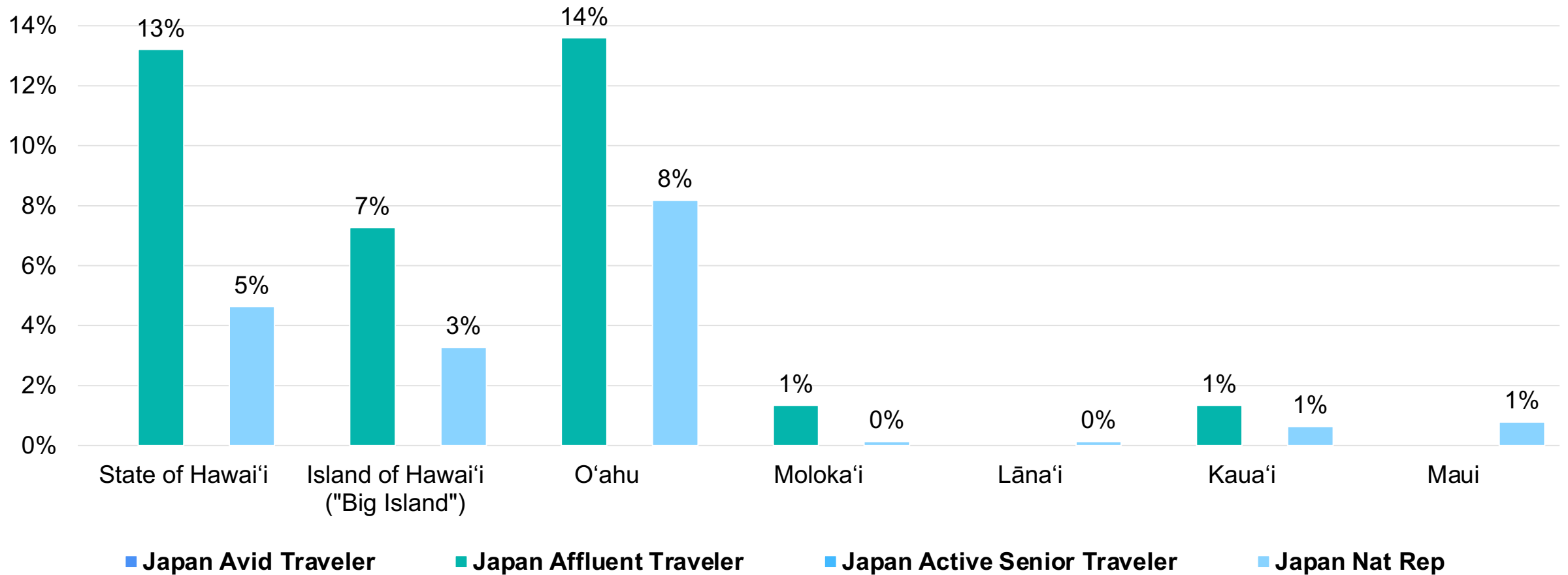
Source: Vision Insights Data as of February 27, 2024

Japan - Leisure Trip in Past 12 Months



Sample Min. n=50

Japan - Next Destination for Leisure Trip



Sample Min. n=50

Japan - Importance of Travel Factors

	Very Important 5			
	Japan: Avid Traveler	Japan: Affluent Traveler	Japan: Active Senior Traveler	Japan Market
Value for money	18%	32%	14%	23%
Comfort and accessibility	27%	44%	36%	33%
Natural attractions/activities	0%	34%	35%	23%
Family friendly locations and activities	27%	35%	20%	22%
Opportunity to experience local restaurants/businesses	0%	23%	11%	15%
Cultural attractions	27%	23%	33%	22%
Entertainment and nightlife	0%	18%	13%	12%
Consideration of sustainable principles	0%	12%	10%	8%

Sample Size:

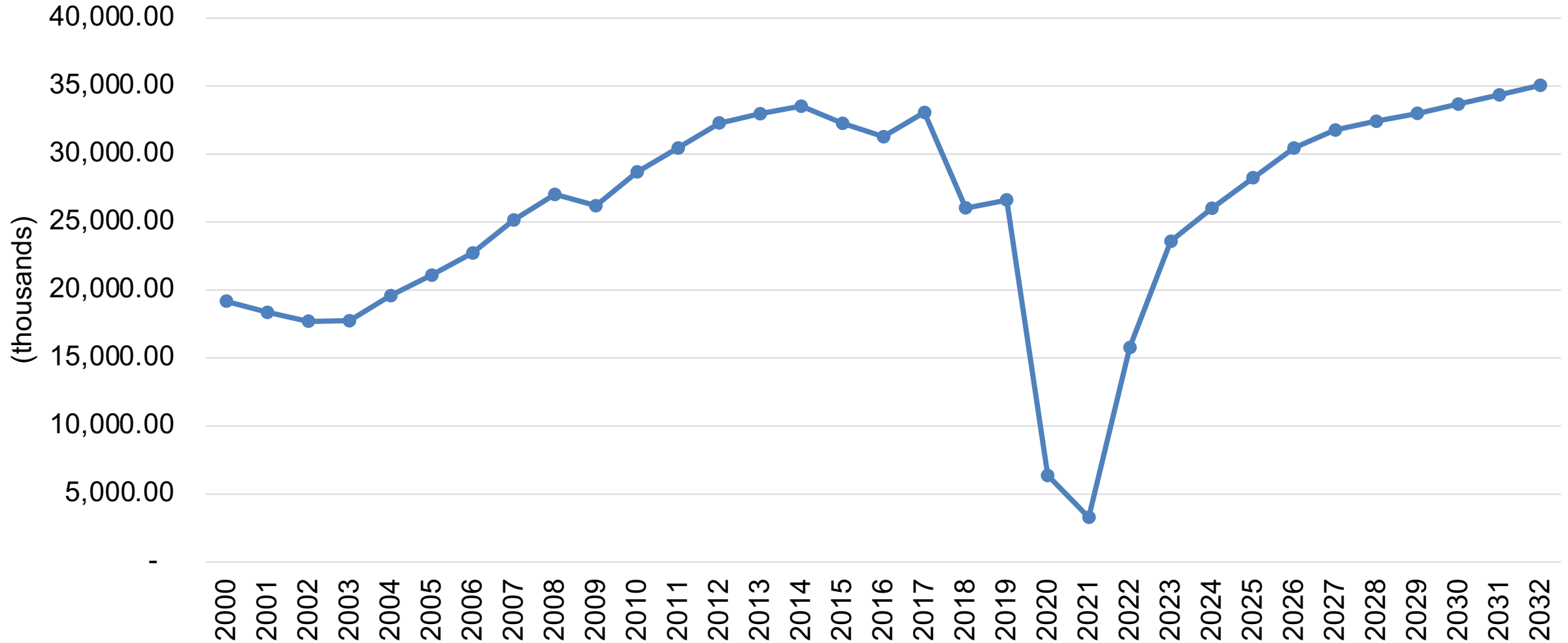
n=8

N=75

n=58

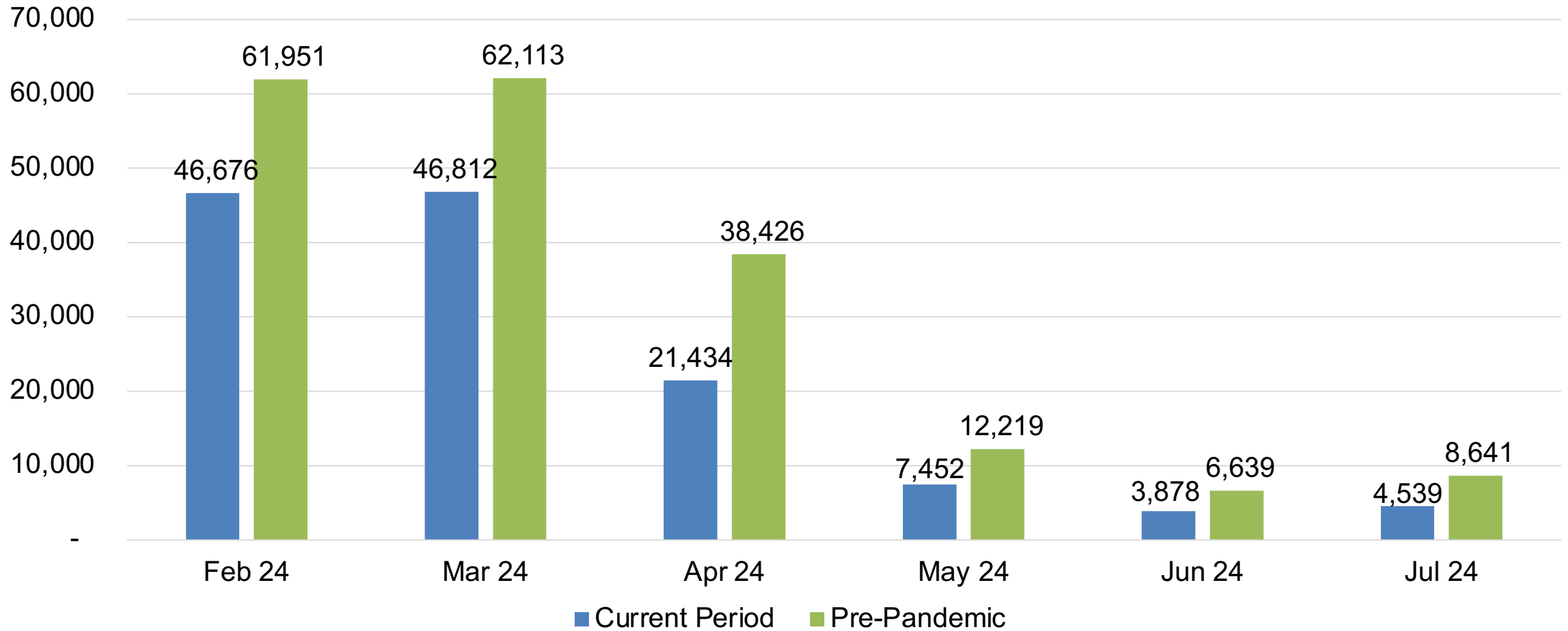
n=5,374

Canada: Total Outbound Departures



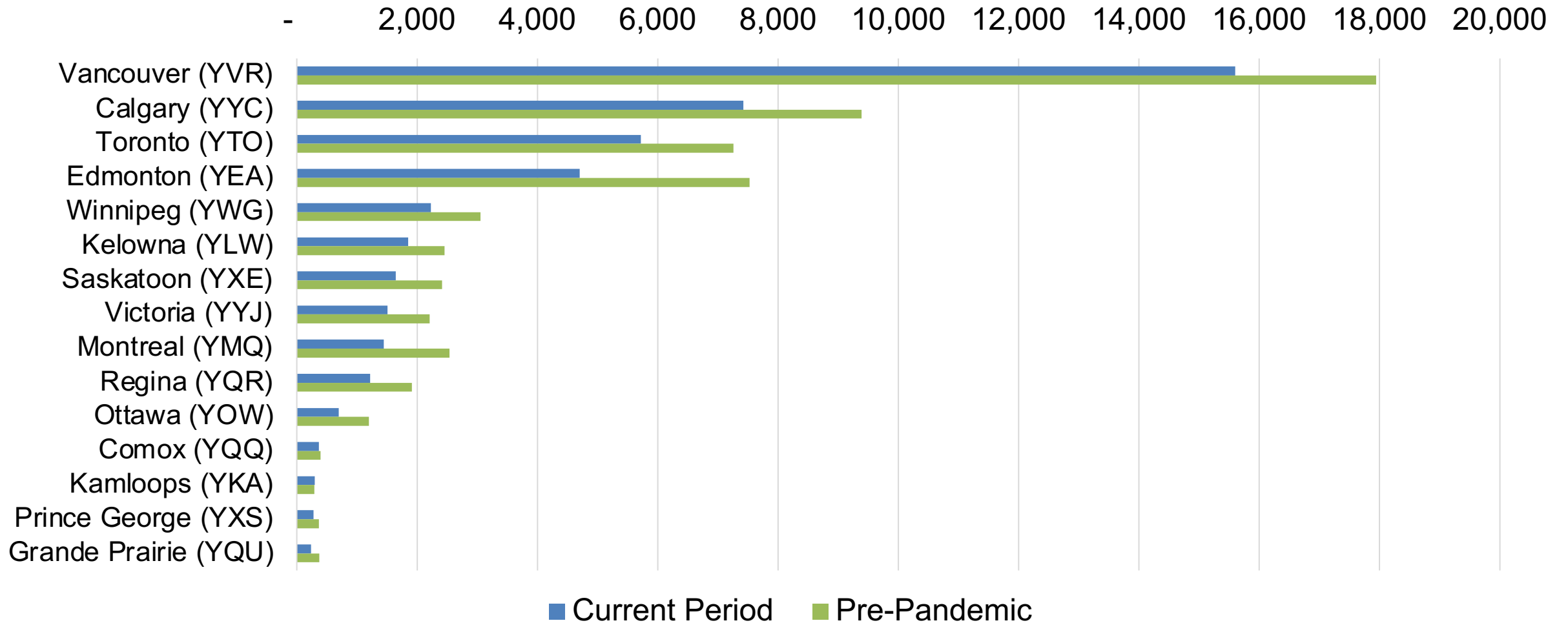
Source: Oxford Economics Ltd

Six Month Outlook: Canada



Source: ARC/ForwardKeys Destination Gateway

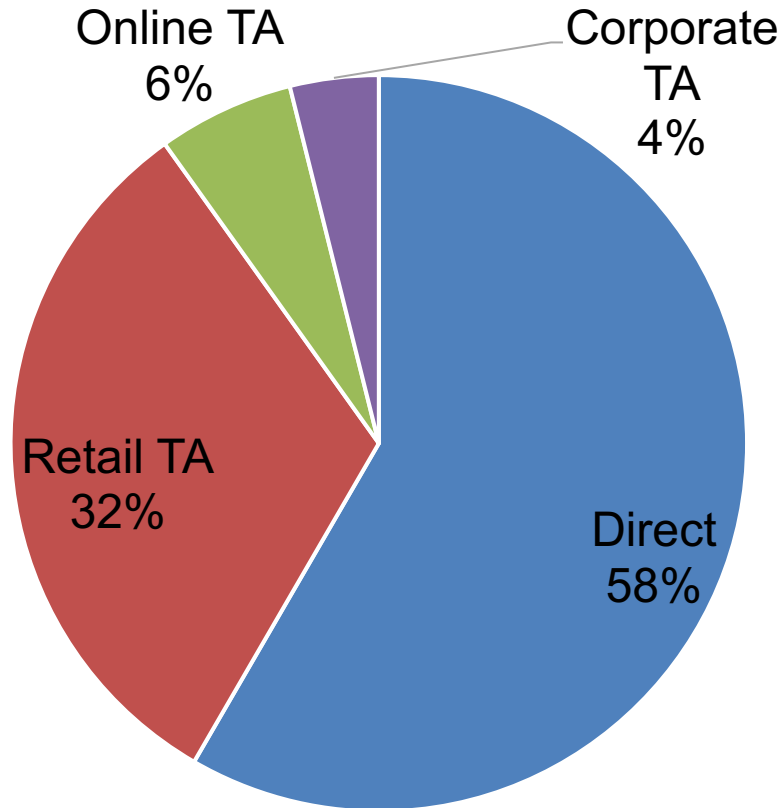
Trip Origins: Canada



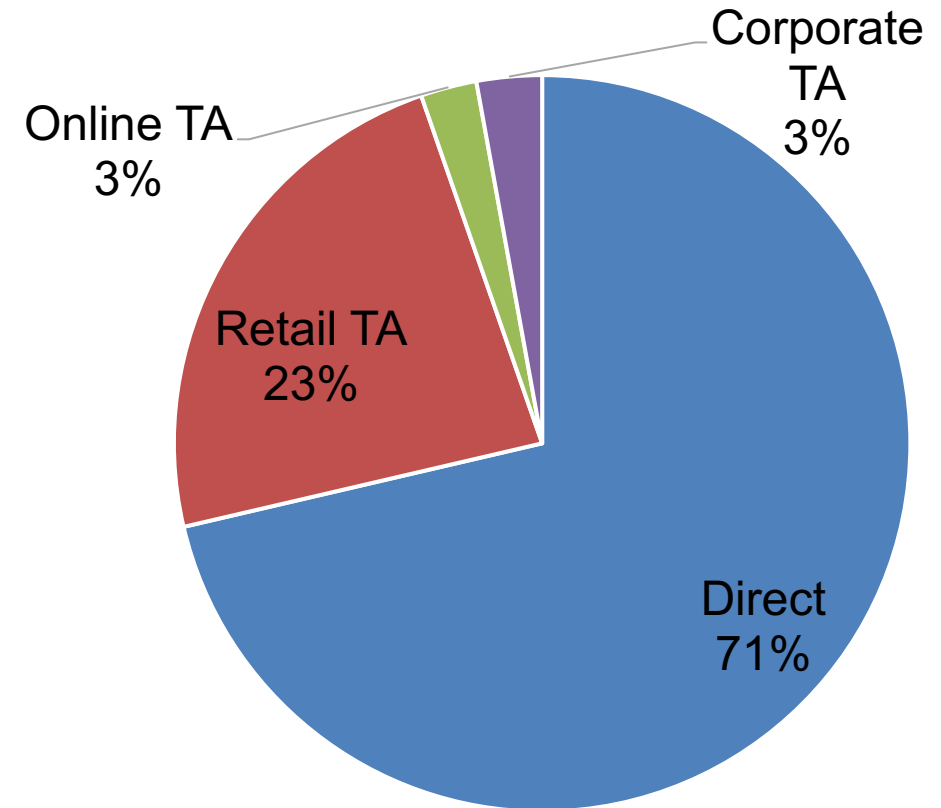
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: Canada

Pre-Pandemic



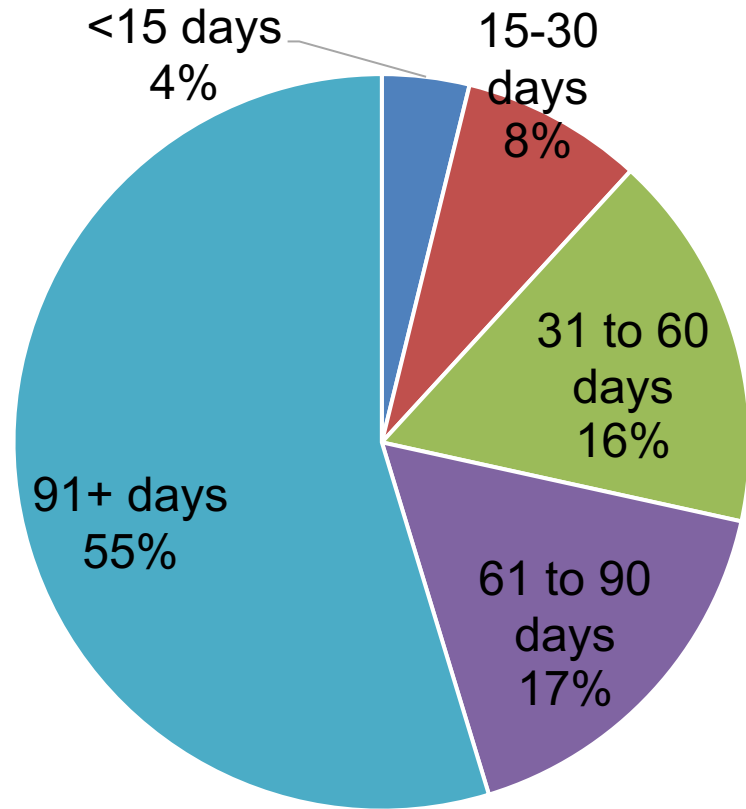
Current Period



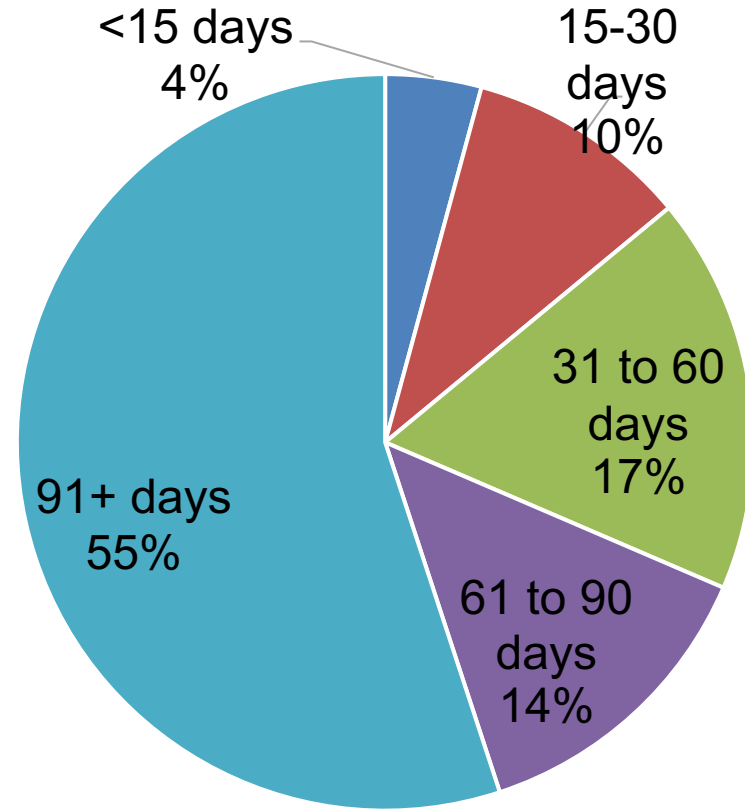
Source: ARC/ForwardKeys Destination Gateway

Lead Time: Canada

Pre-Pandemic



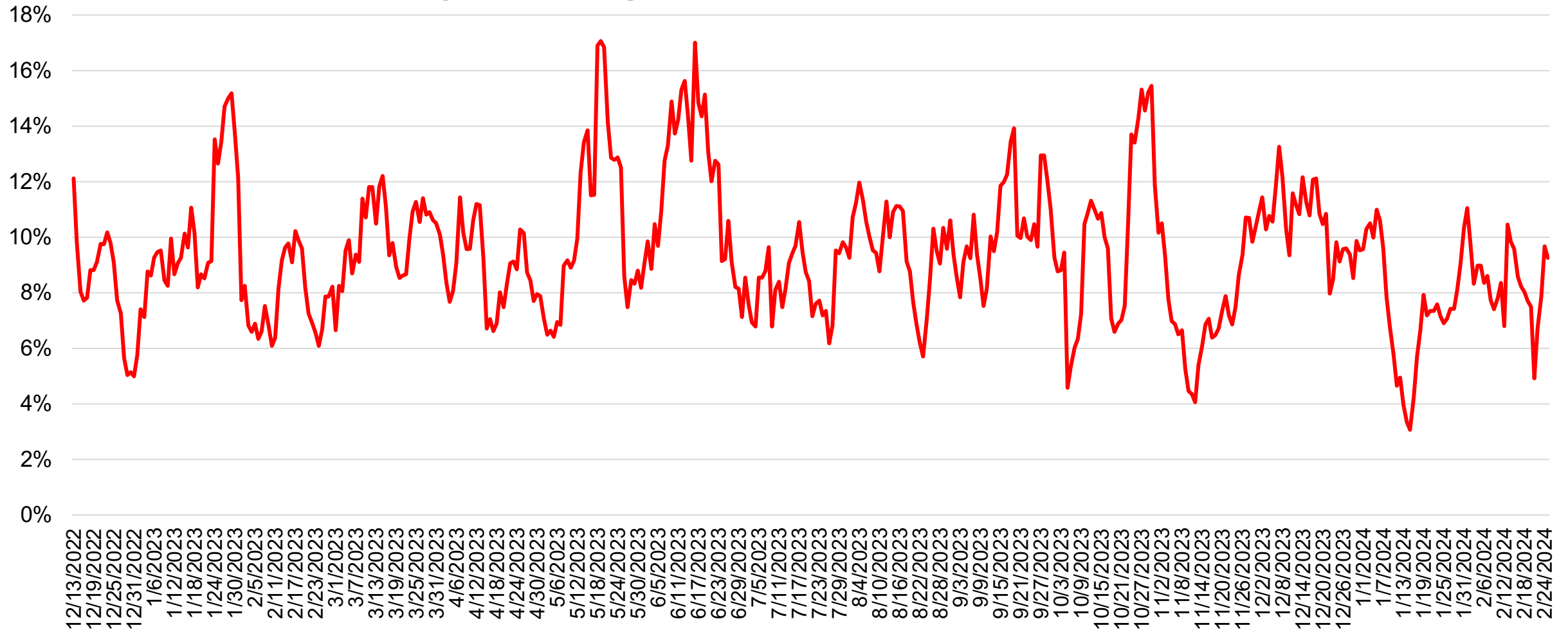
Current Period



Source: ARC/ForwardKeys Destination Gateway

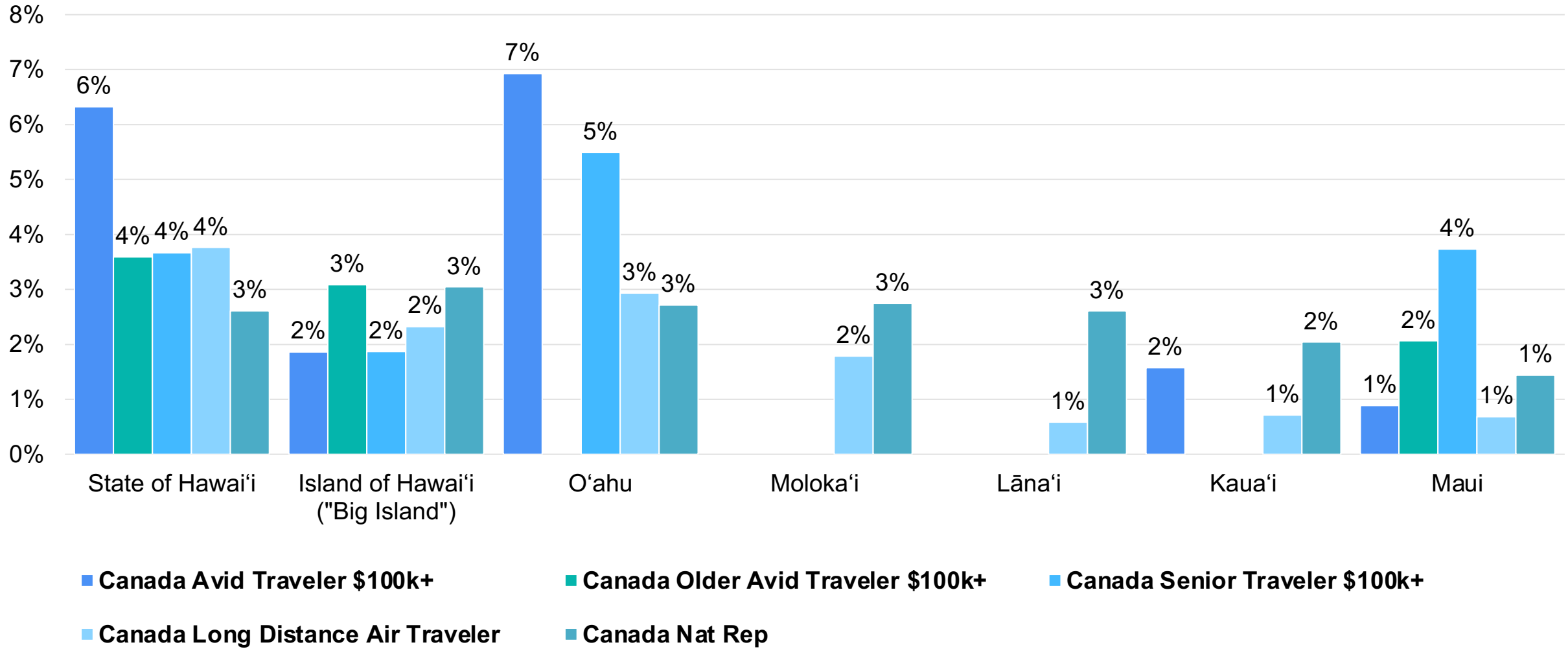
Canada Intent to Travel to Any Hawaiian Island

One-Week Moving Average



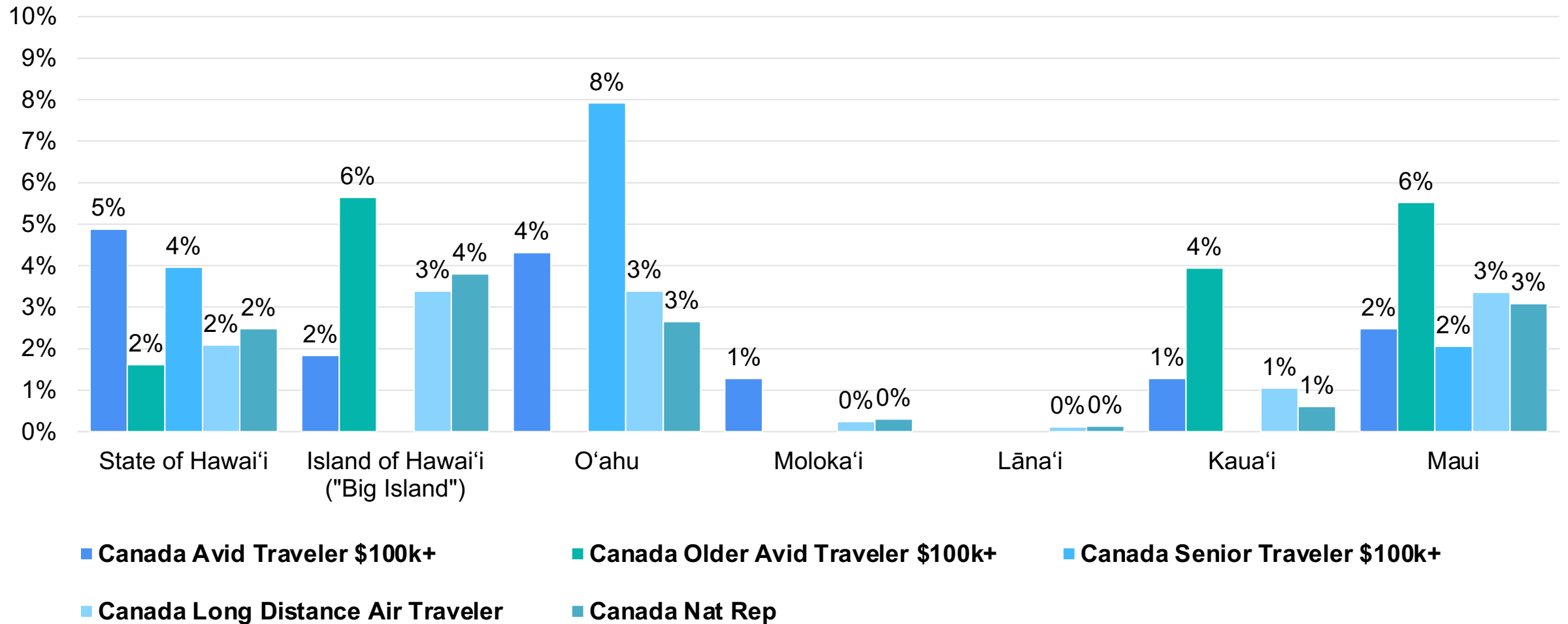
Source: Vision Insights Data as of February 27, 2024

Canada - Leisure Trip in Past 12 Months



Sample Min. n=50

Canada - Next Destination for Leisure Trip



Sample Min. n=75

Canada - Importance of Travel Factors

	Very Important 5				
	Canada: Avid Traveler \$100k+	Canada: Older Avid Traveler \$100k+	Canada: Senior Traveler \$100k+	Canada: Long-Distance Air Traveler	Canada Market
Value for money	54%	49%	47%	59%	55%
Comfort and accessibility	42%	43%	32%	46%	44%
Natural attractions/activities	41%	36%	37%	42%	41%
Family friendly locations and activities	37%	18%	11%	32%	30%
Opportunity to experience local restaurants/businesses	36%	34%	27%	36%	33%
Cultural attractions	37%	32%	27%	35%	33%
Entertainment and nightlife	17%	11%	5%	18%	20%
Consideration of sustainable principles	18%	14%	14%	20%	19%

Sample Size:

n=134

N=114

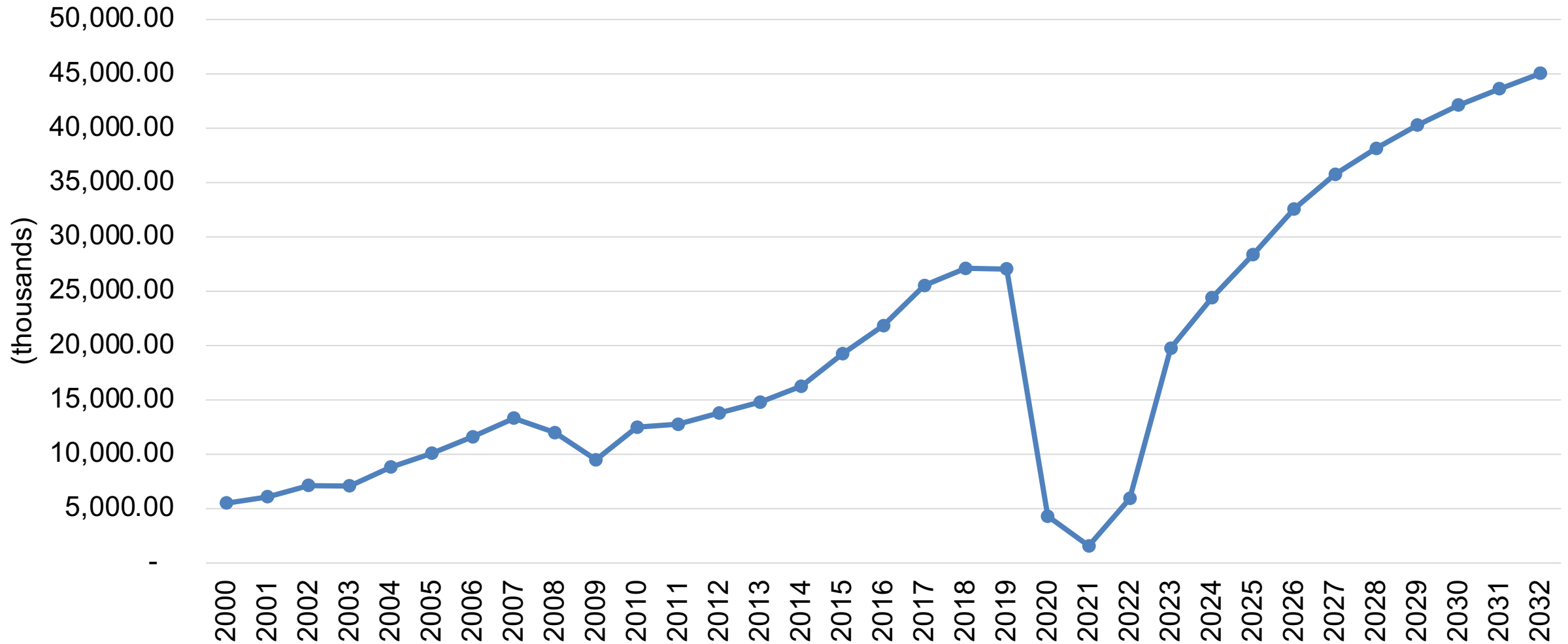
n=57

n=781

n=2,162

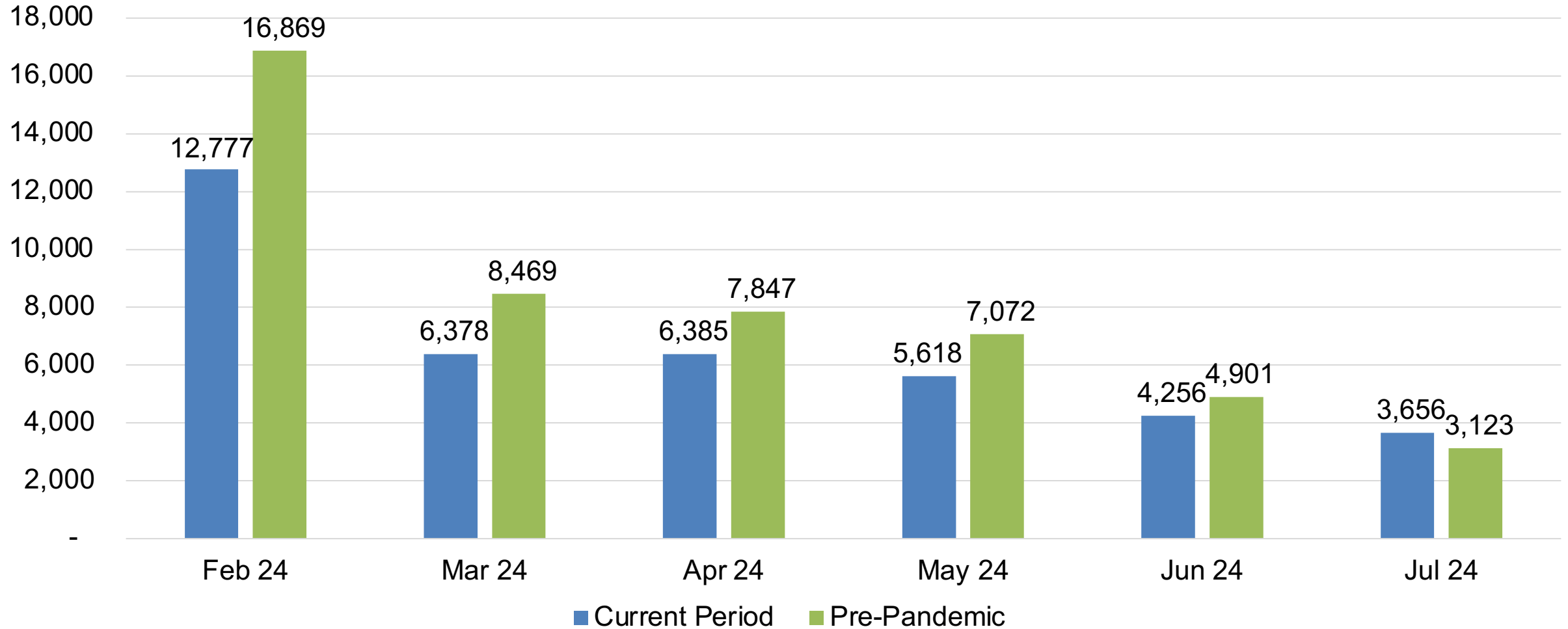
How important are the following factors in choosing your travel destination. Please rate the following list with 1 = not very important and 5 = very important?

Korea: Total Outbound Departures



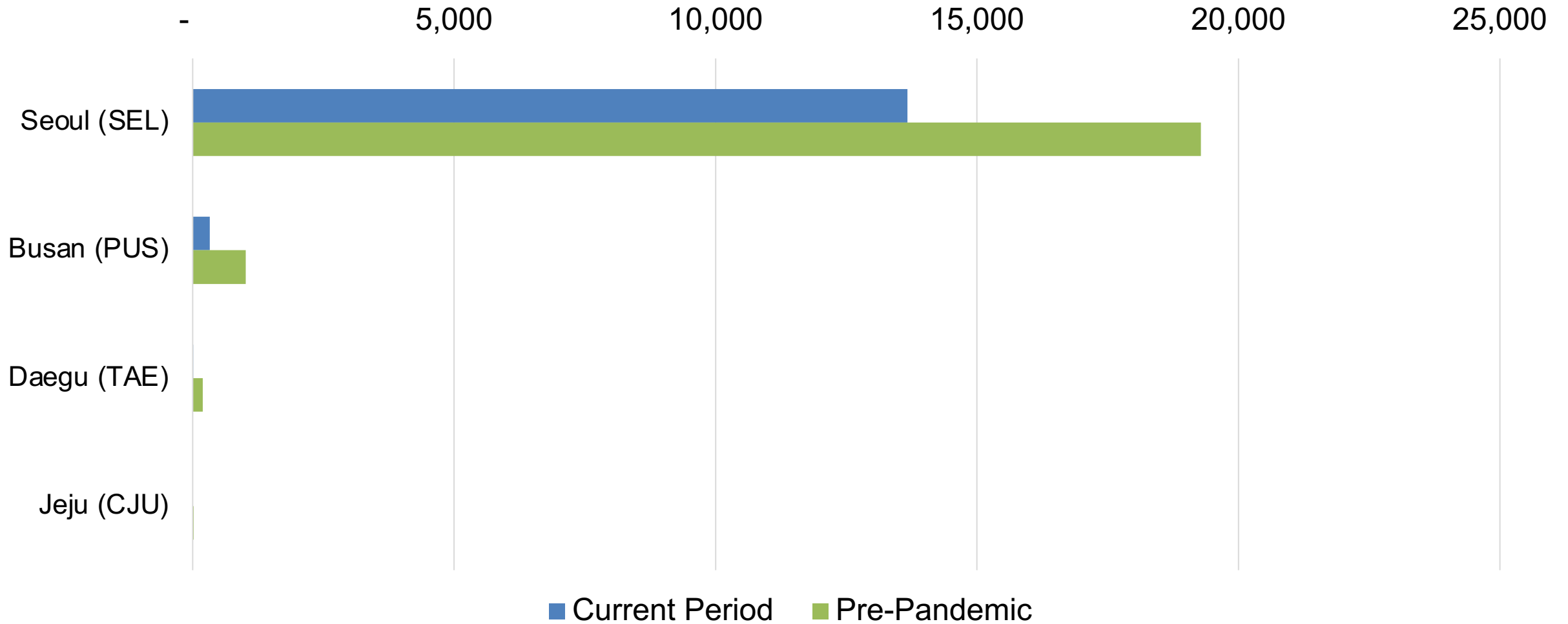
Source: Oxford Economics Ltd

Six Month Outlook: Korea



Source: ARC/ForwardKeys Destination Gateway

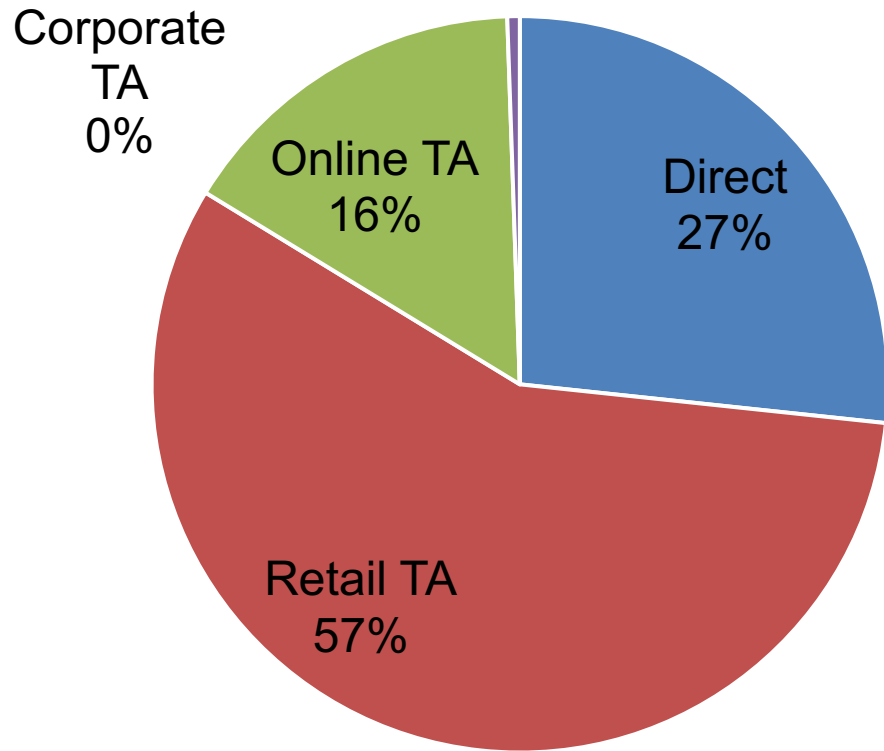
Trip Origins: Korea



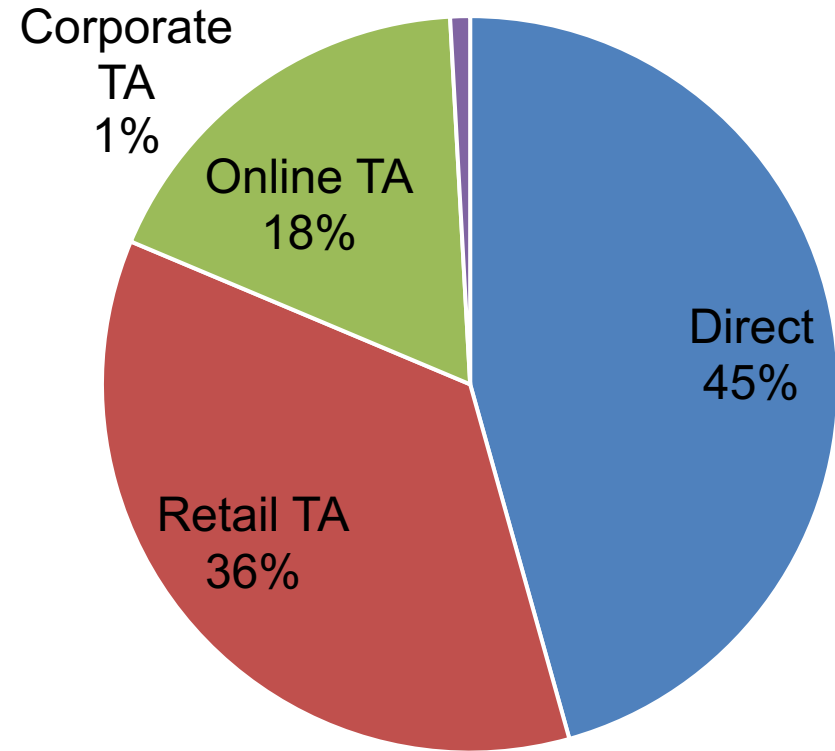
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: Korea

Pre-Pandemic



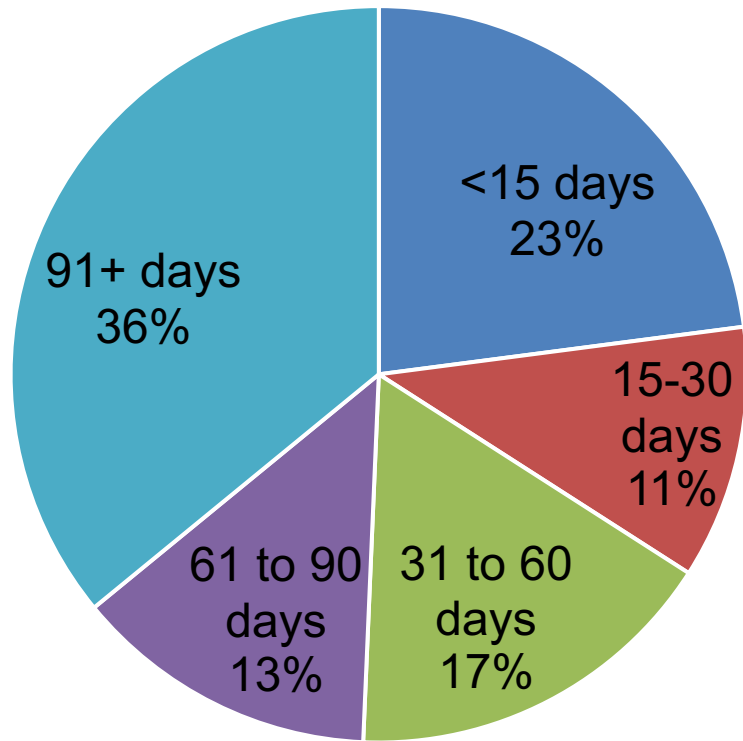
Current Period



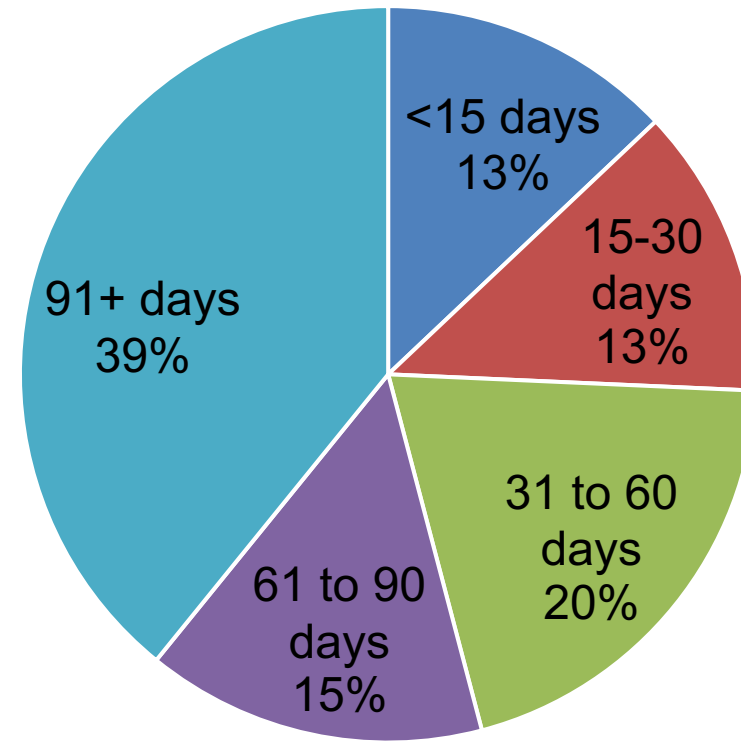
Source: ARC/ForwardKeys Destination Gateway

Lead Time: Korea

Pre-Pandemic

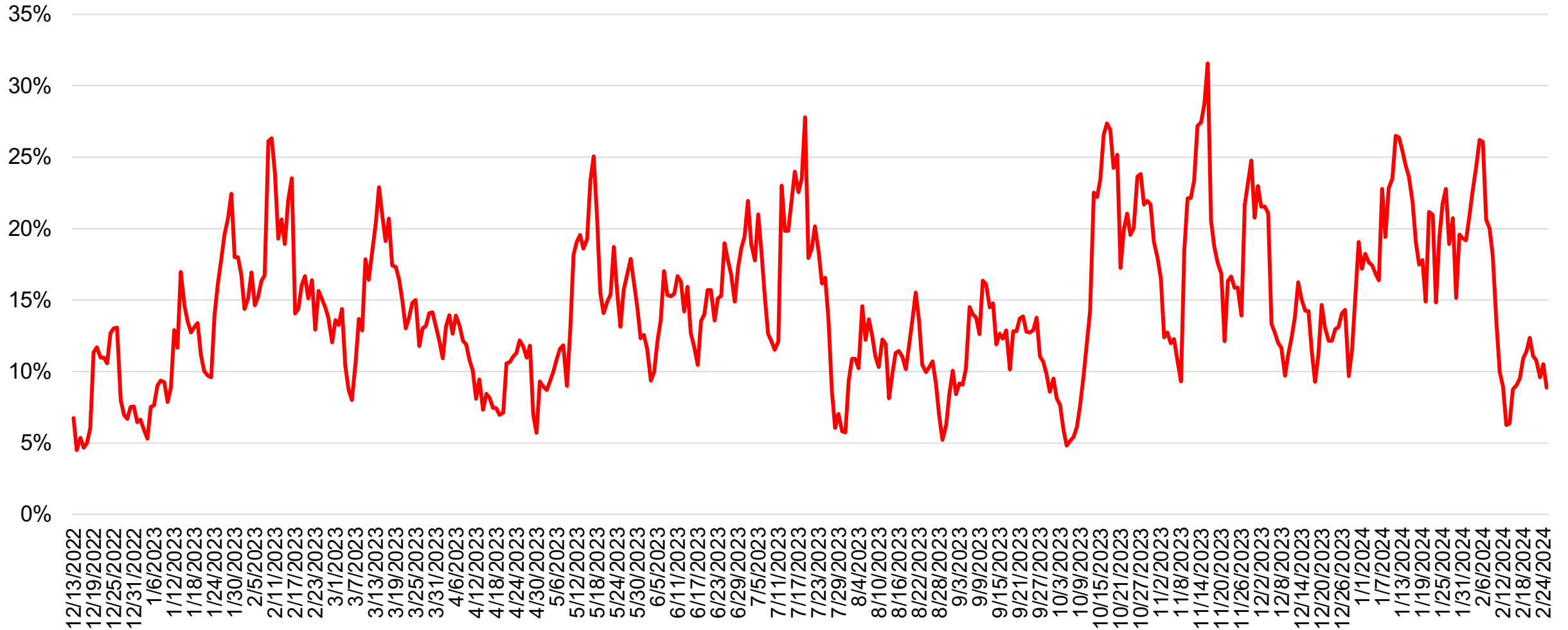


Current Period



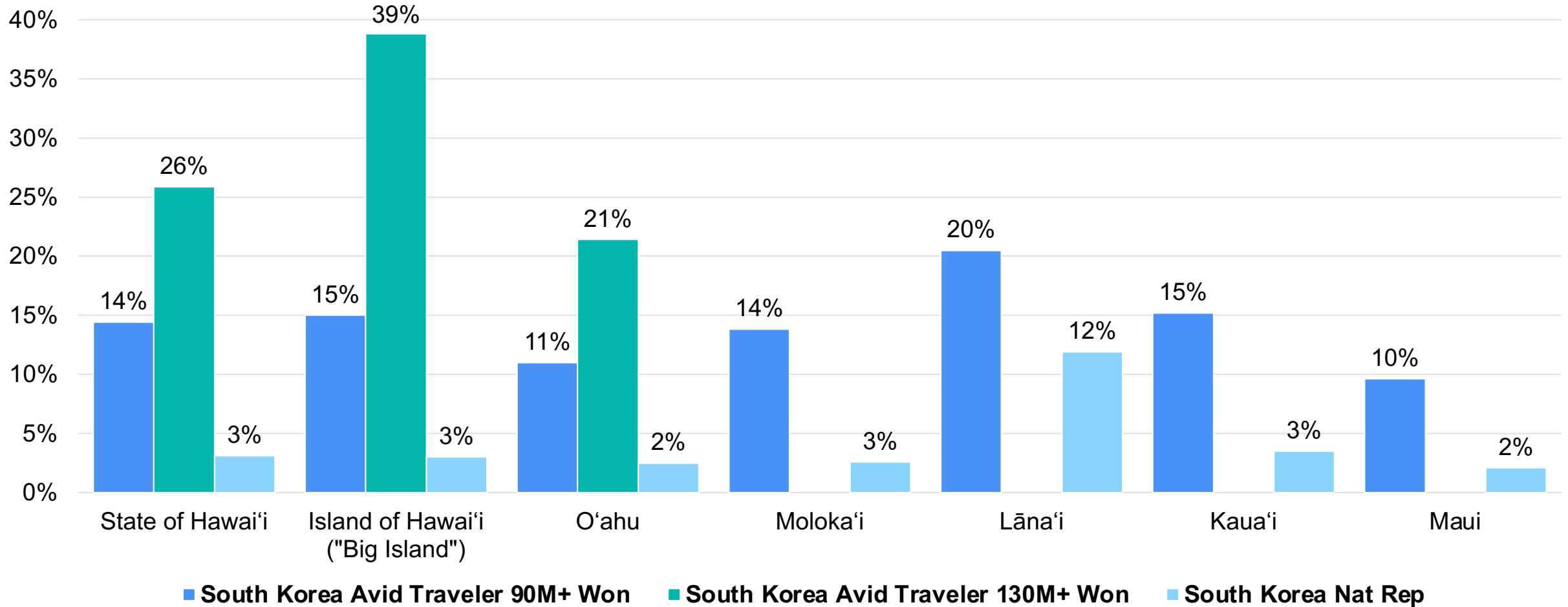
Source: ARC/ForwardKeys Destination Gateway

Korea Intent to Travel to Any Hawaiian Island One-Week Moving Average



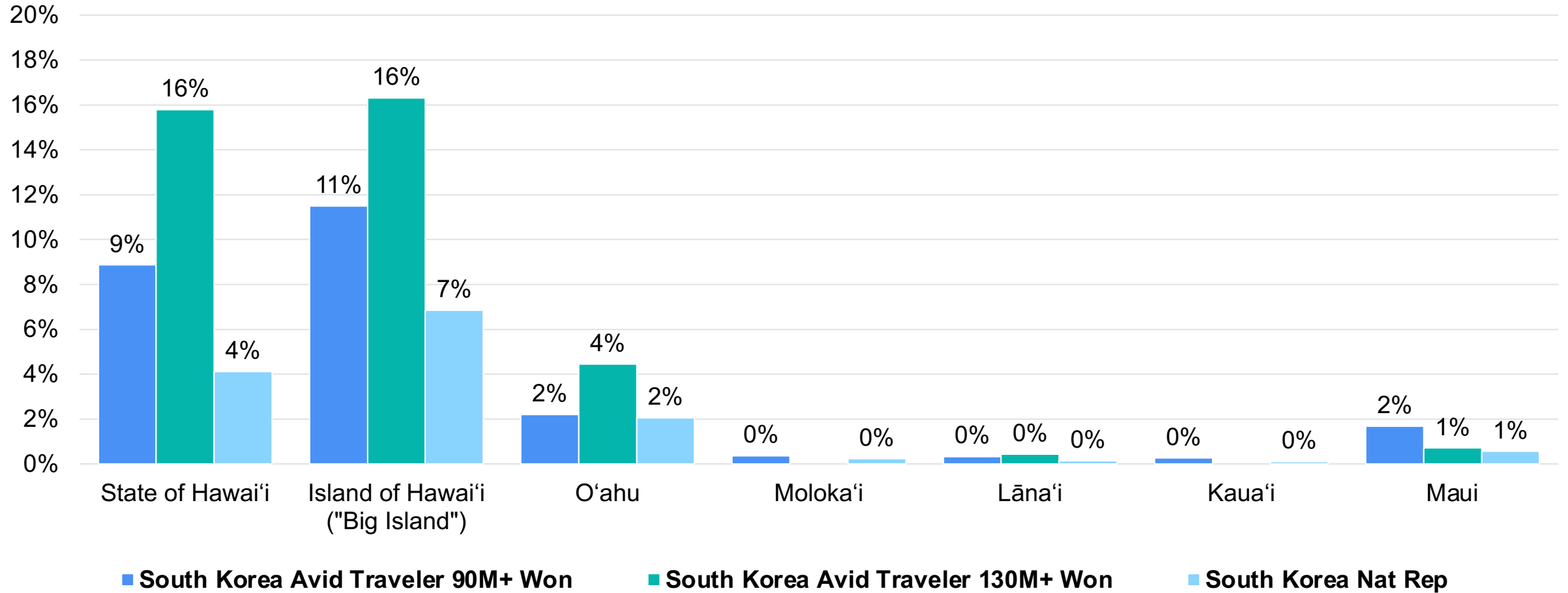
Source: Vision Insights Data as of February 27, 2024

South Korea - Leisure Trip in Past 12 Months



Sample Min. n=50

South Korea - Next Destination for Leisure Trip



Sample Min. n=50

South Korea - Importance of Travel Factors

	Very Important 5		
	South Korea: Avid Traveler 90M+ Won	South Korea: Avid Traveler 130M+ Won	South Korea Market
Value for money	34%	37%	43%
Comfort and accessibility	34%	42%	40%
Natural attractions/activities	30%	42%	28%
Family friendly locations and activities	30%	45%	25%
Opportunity to experience local restaurants/businesses	28%	40%	21%
Cultural attractions	28%	41%	26%
Entertainment and nightlife	24%	37%	14%
Consideration of sustainable principles	25%	30%	16%

Sample Size:

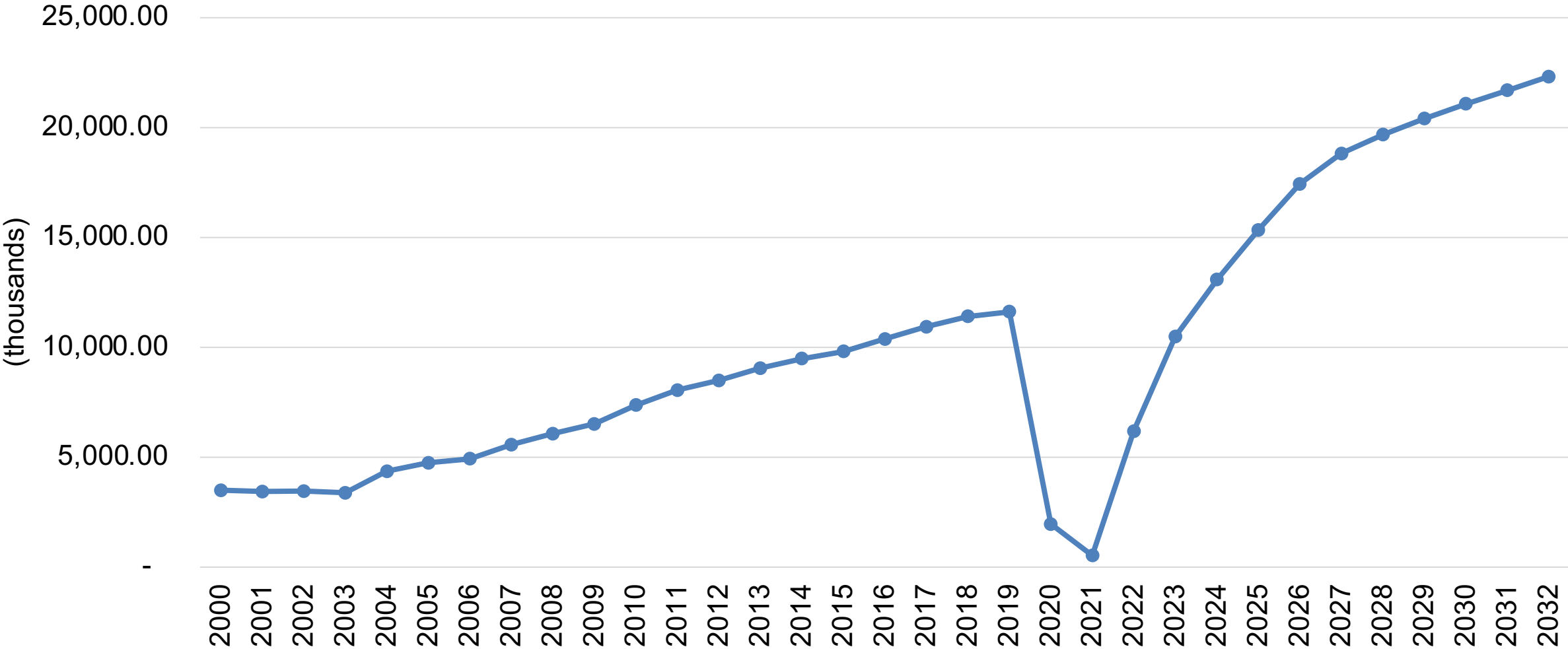
n=750

n=184

n=6,511

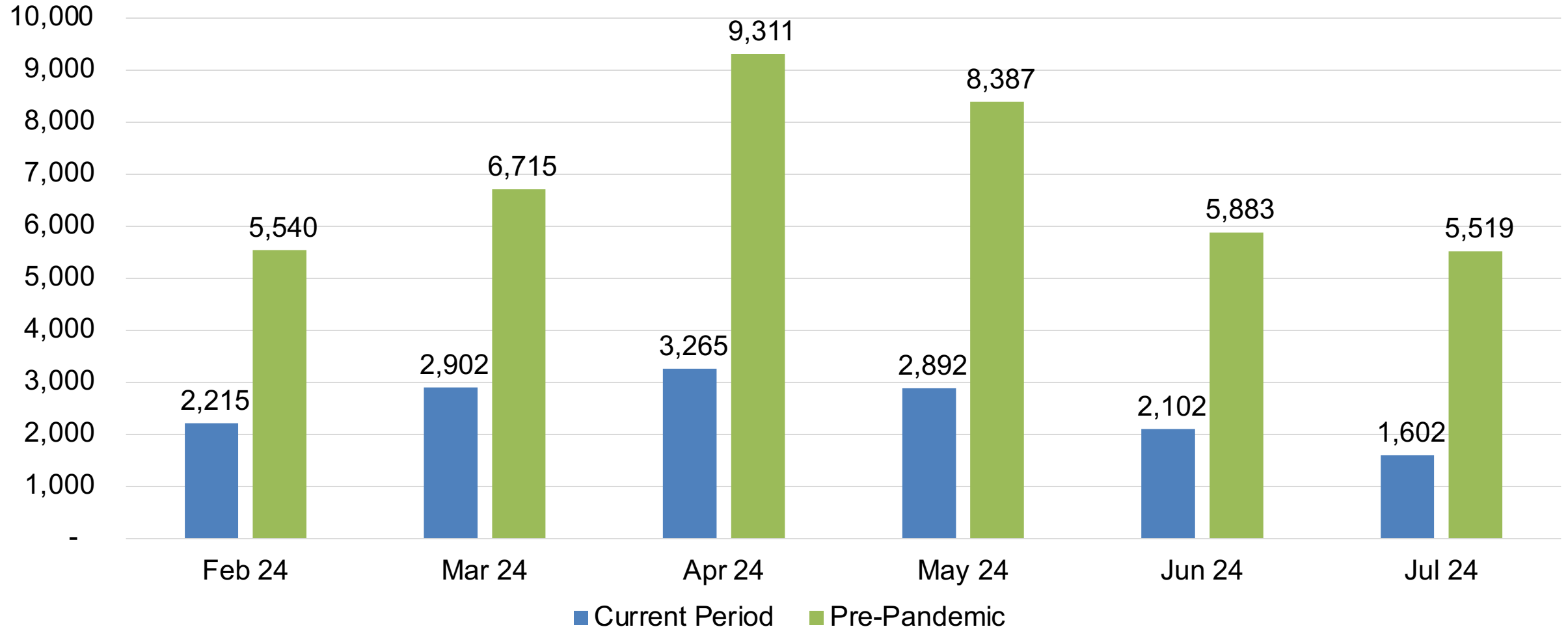
How important are the following factors in choosing your travel destination. Please rate the following list with 1 = not very important and 5 = very important?

Australia: Total Outbound Departures



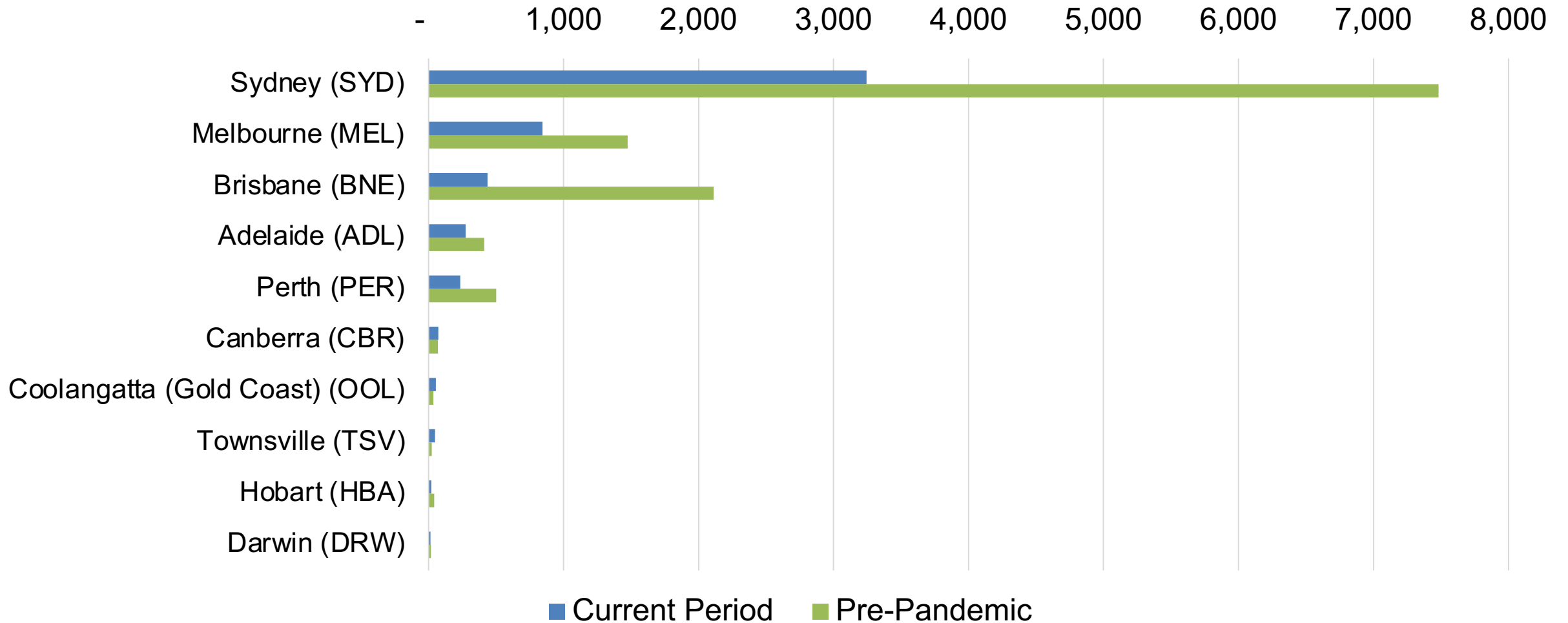
Source: Oxford Economics Ltd

Six Month Outlook: Australia



Source: ARC/ForwardKeys Destination Gateway

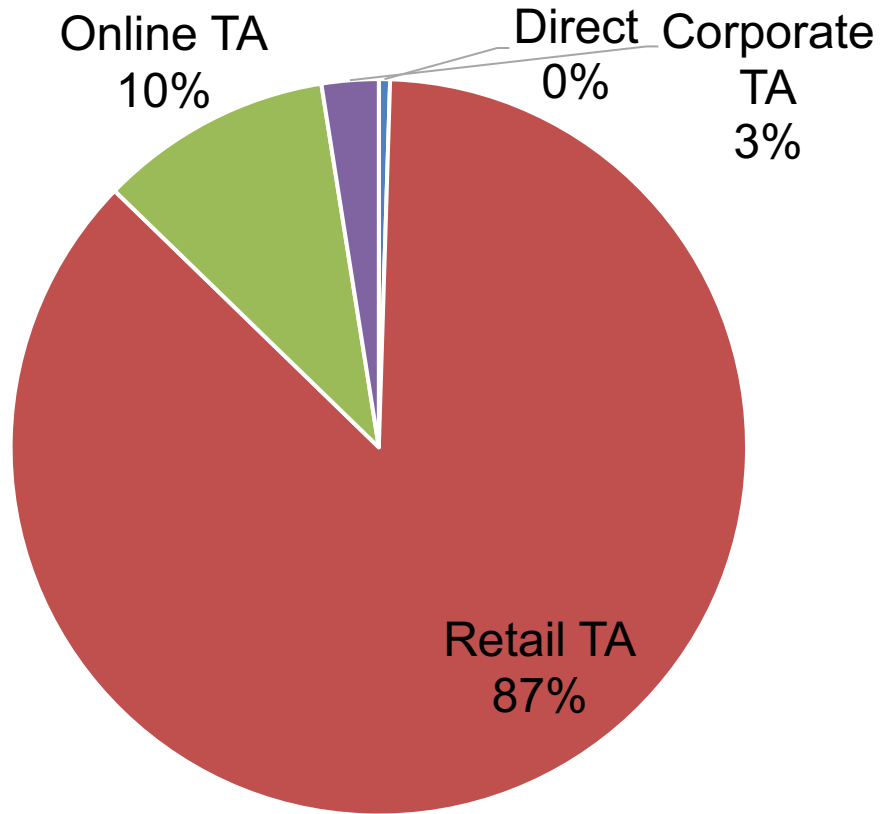
Trip Origins: Australia



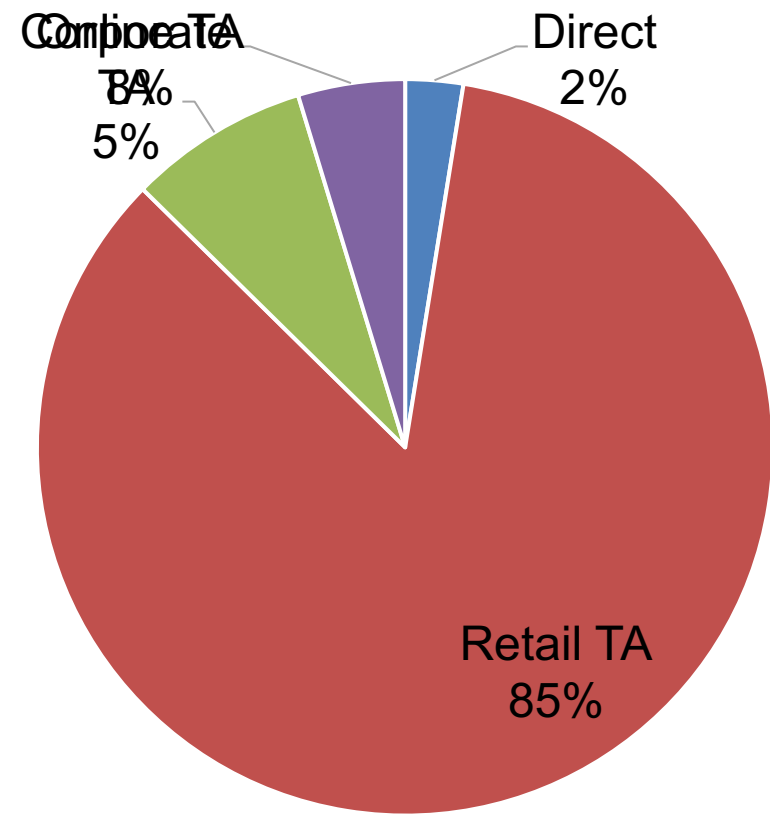
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: Australia

Pre-Pandemic



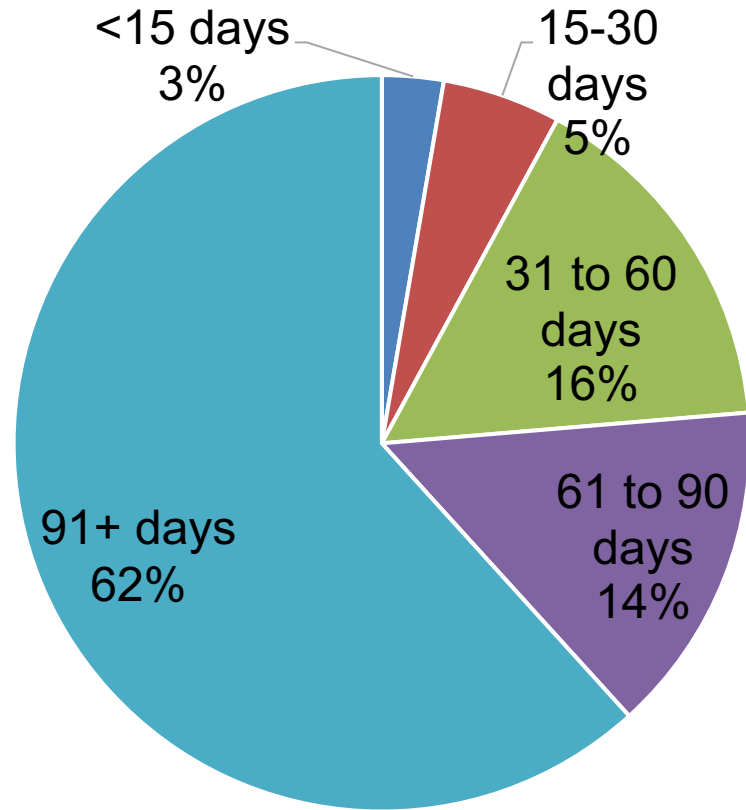
Current Period



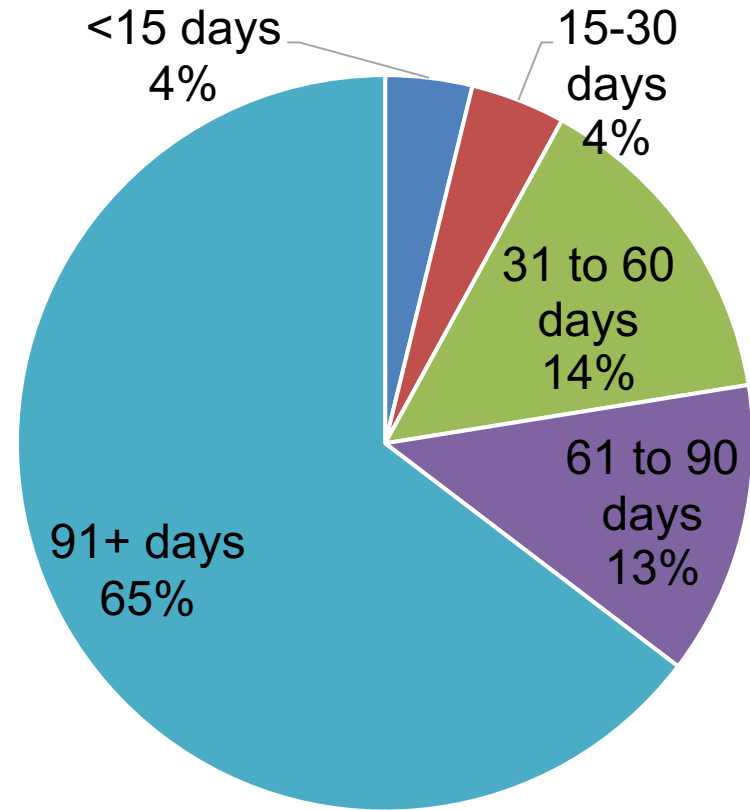
Source: ARC/ForwardKeys Destination Gateway

Lead Time: Australia

Pre-Pandemic

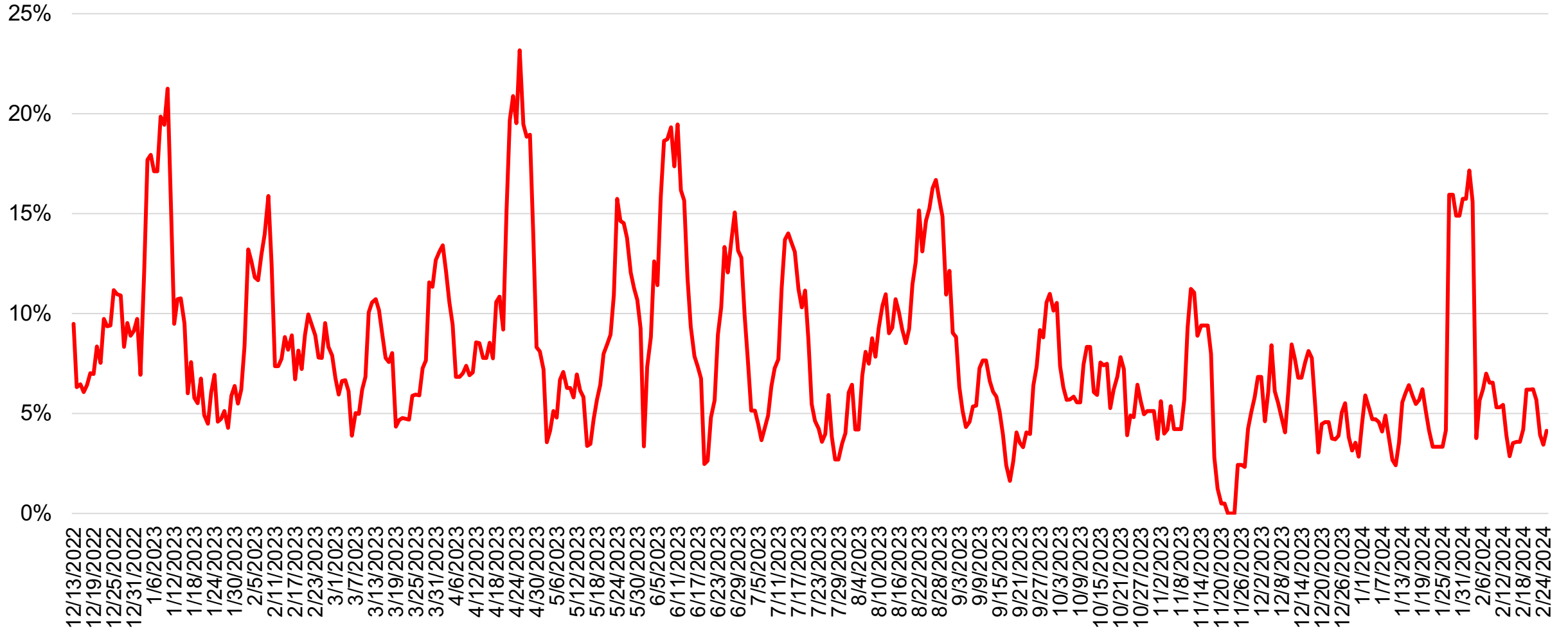


Current Period



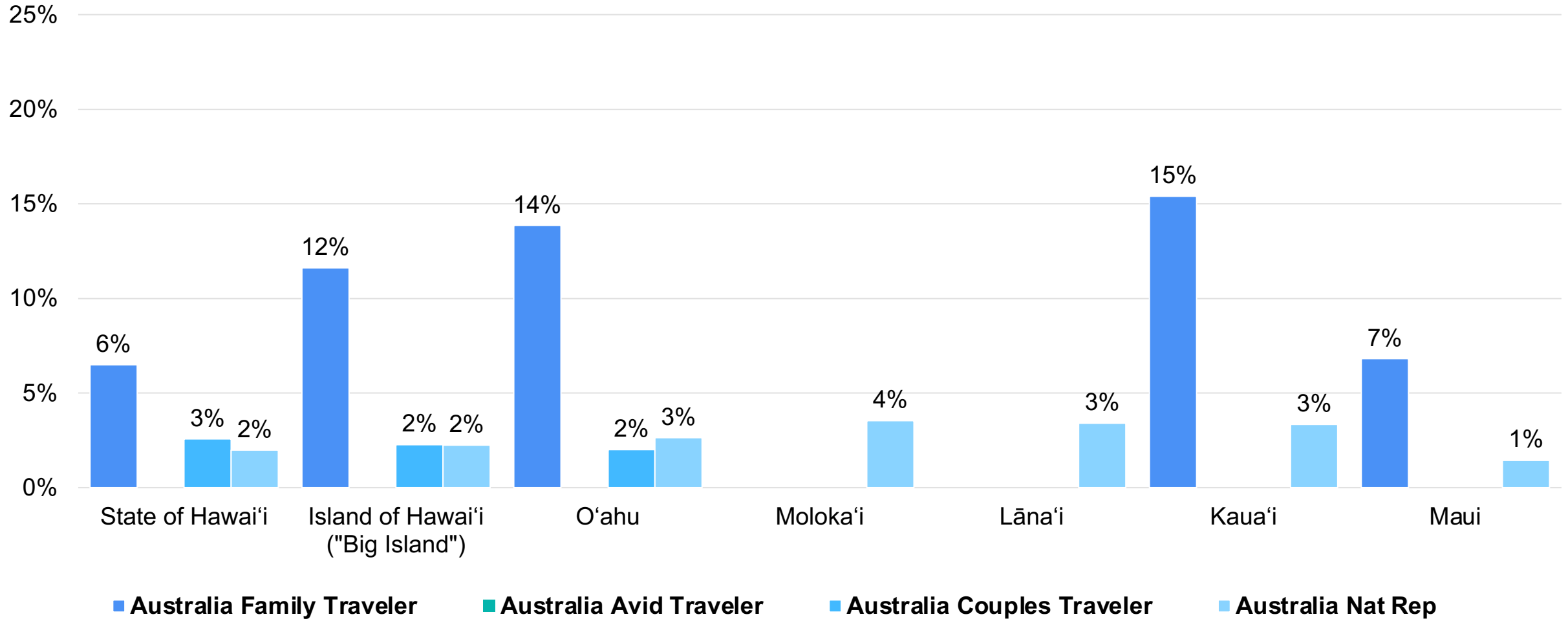
Source: ARC/ForwardKeys Destination Gateway

Australia Intent to Travel to Any Hawaiian Island One-Week Moving Average



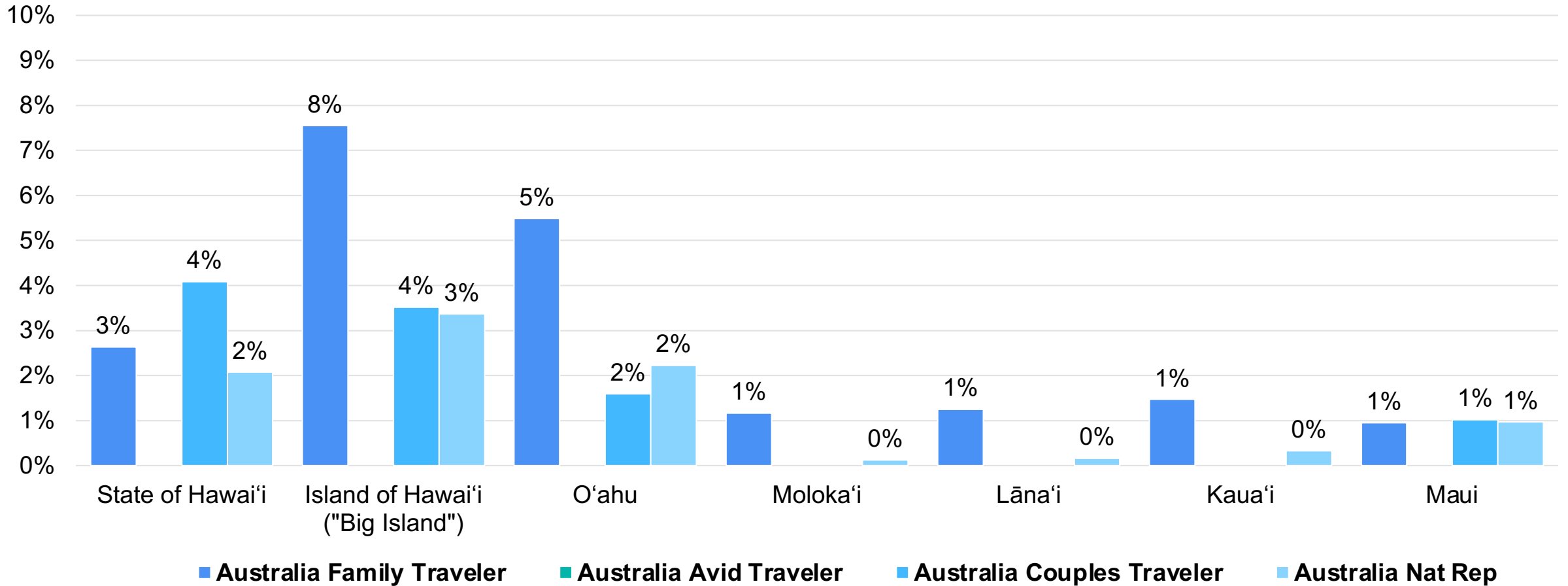
Source: Vision Insights Data as of February 27, 2024

Australia - Leisure Trip in Past 12 Months



Sample Min. n=50

Australia - Next Destination for Leisure Trip



Sample Min. n=50

Australia - Importance of Travel Factors

	Very Important 5			
	Australia: Family Traveler	Australia: Older Avid Traveler	Australia: Couples Traveler	Australia Market
Value for money	46%	19%	54%	56%
Comfort and accessibility	43%	45%	43%	45%
Natural attractions/activities	39%	46%	44%	43%
Family friendly locations and activities	45%	26%	23%	34%
Opportunity to experience local restaurants/businesses	42%	25%	47%	36%
Cultural attractions	37%	40%	45%	35%
Entertainment and nightlife	27%	21%	21%	21%
Consideration of sustainable principles	26%	31%	14%	18%

Sample Size:

n=308

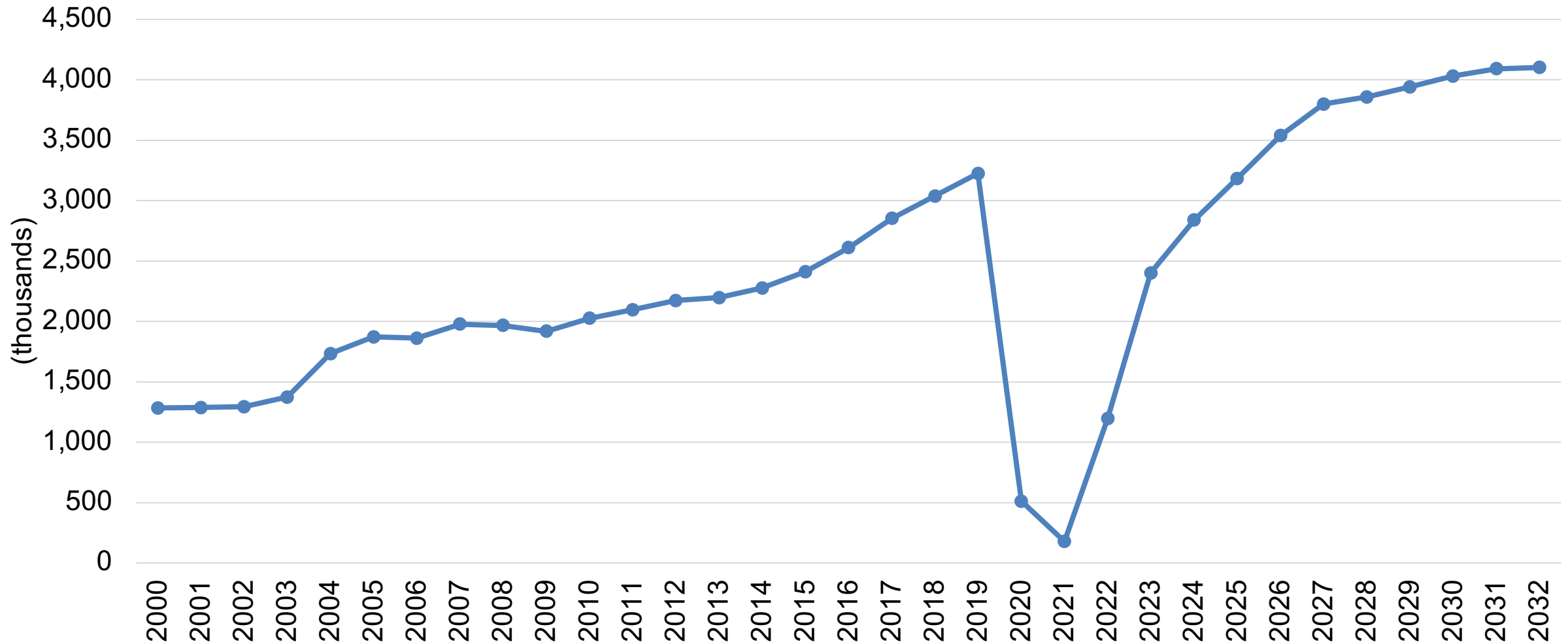
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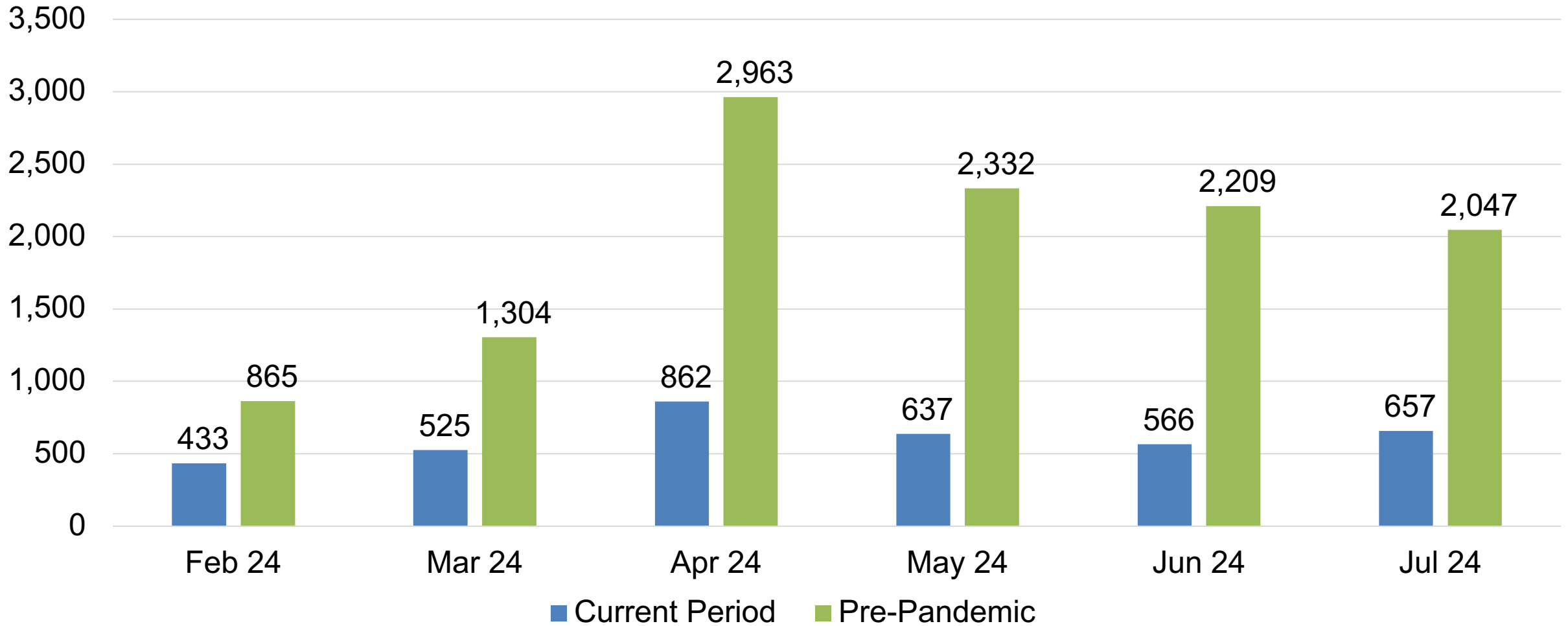
How important are the following factors in choosing your travel destination. Please rate the following list with 1 = not very important and 5 = very important?

New Zealand: Total Outbound Departures



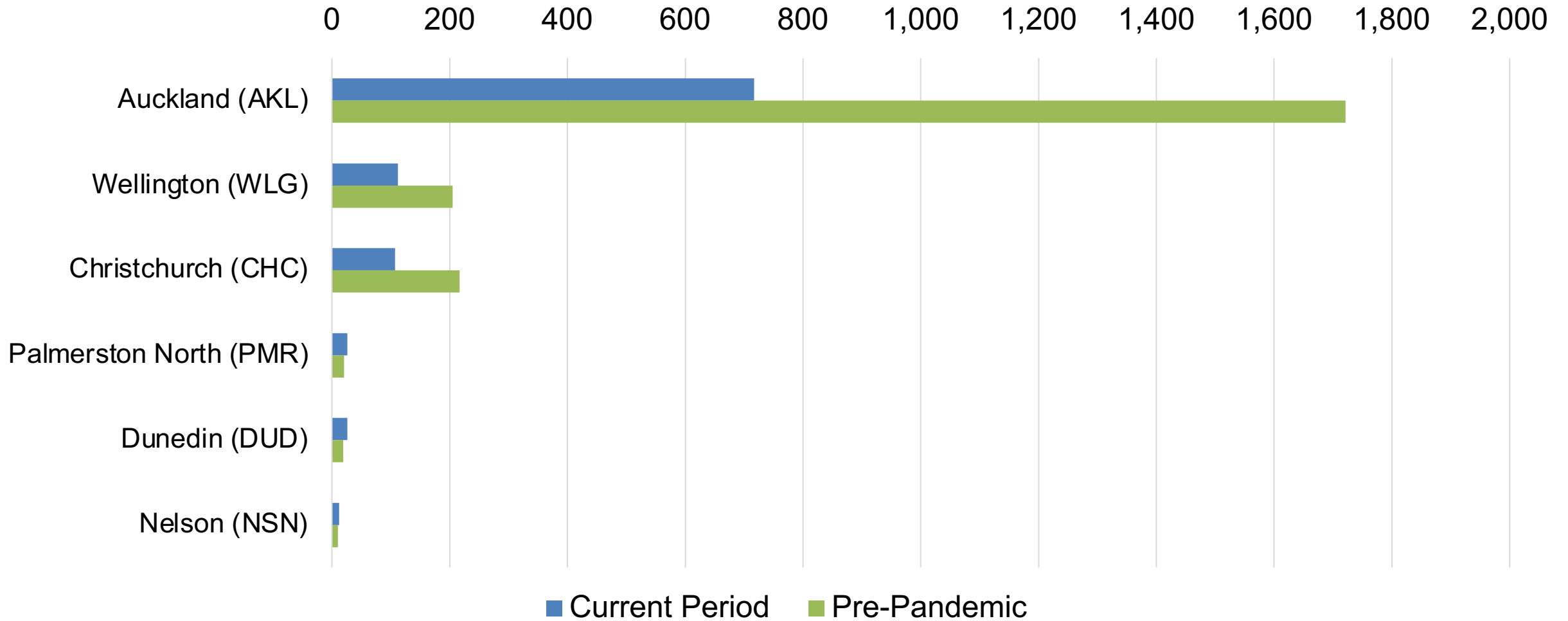
Source: Oxford Economics Ltd

Six Month Outlook: New Zealand



Source: ARC/ForwardKeys Destination Gateway

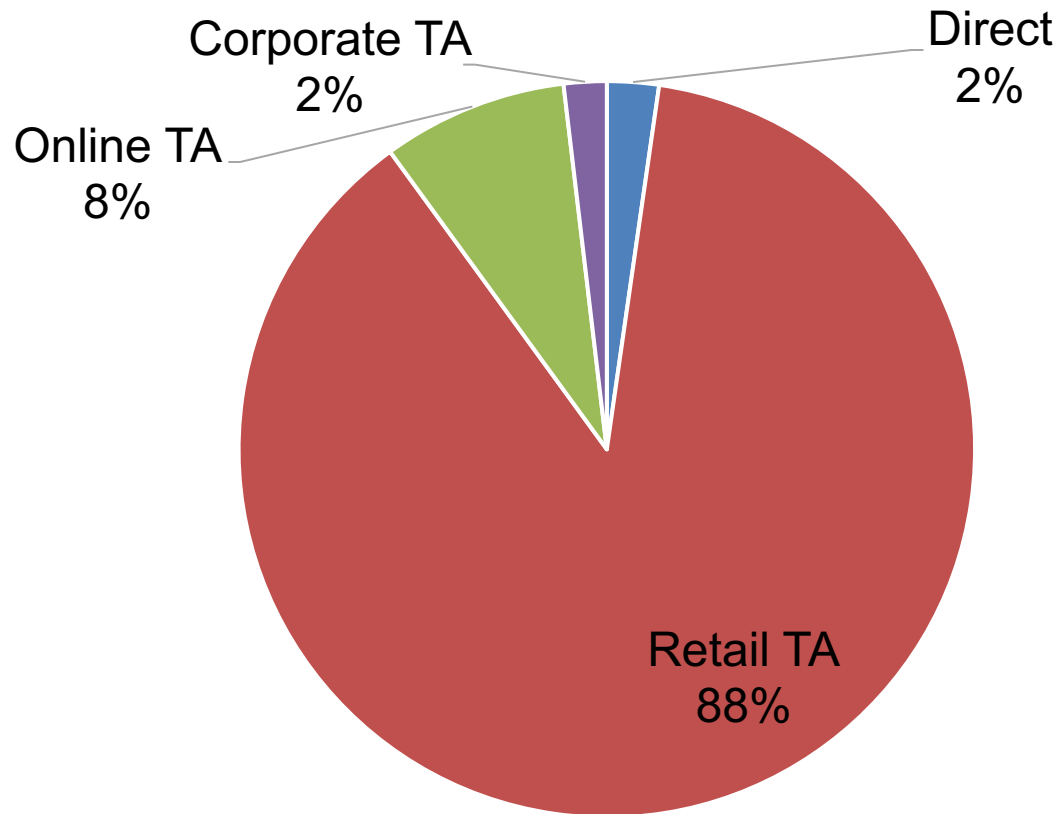
Trip Origins: New Zealand



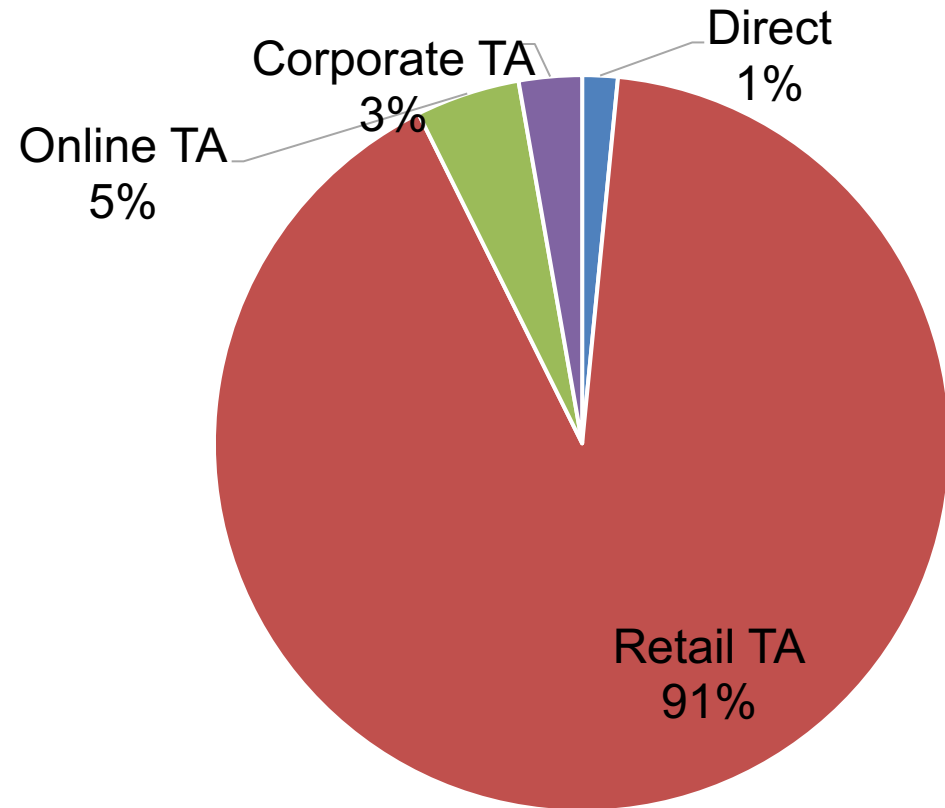
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: New Zealand

Pre-Pandemic



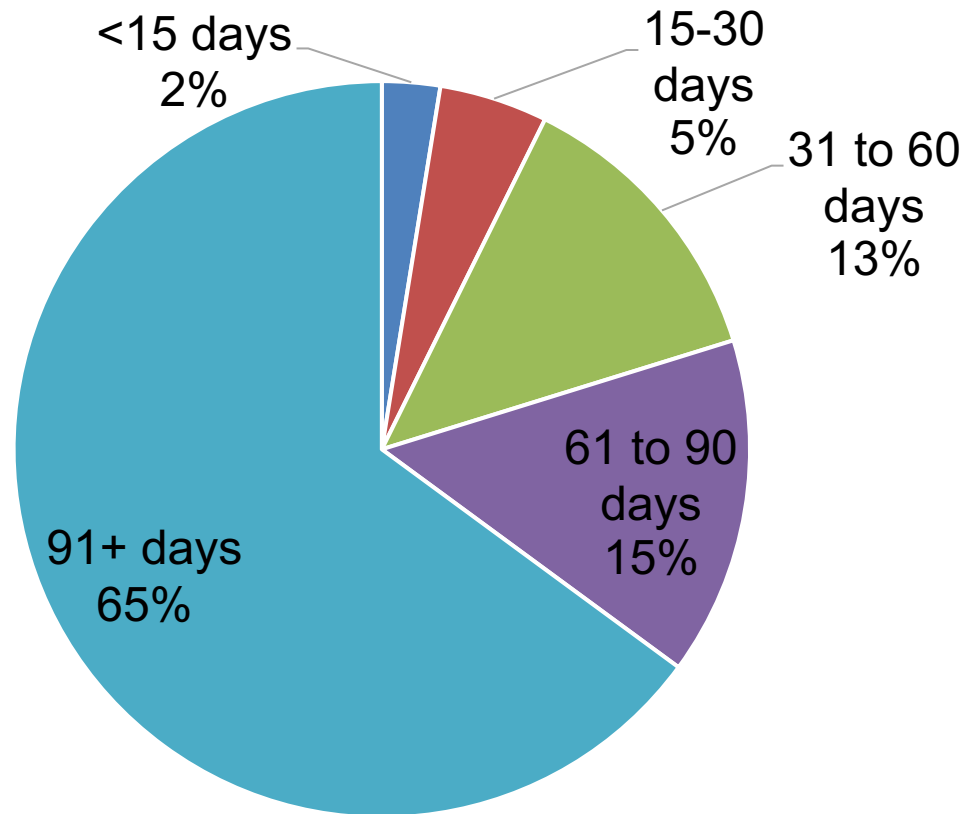
Current Period



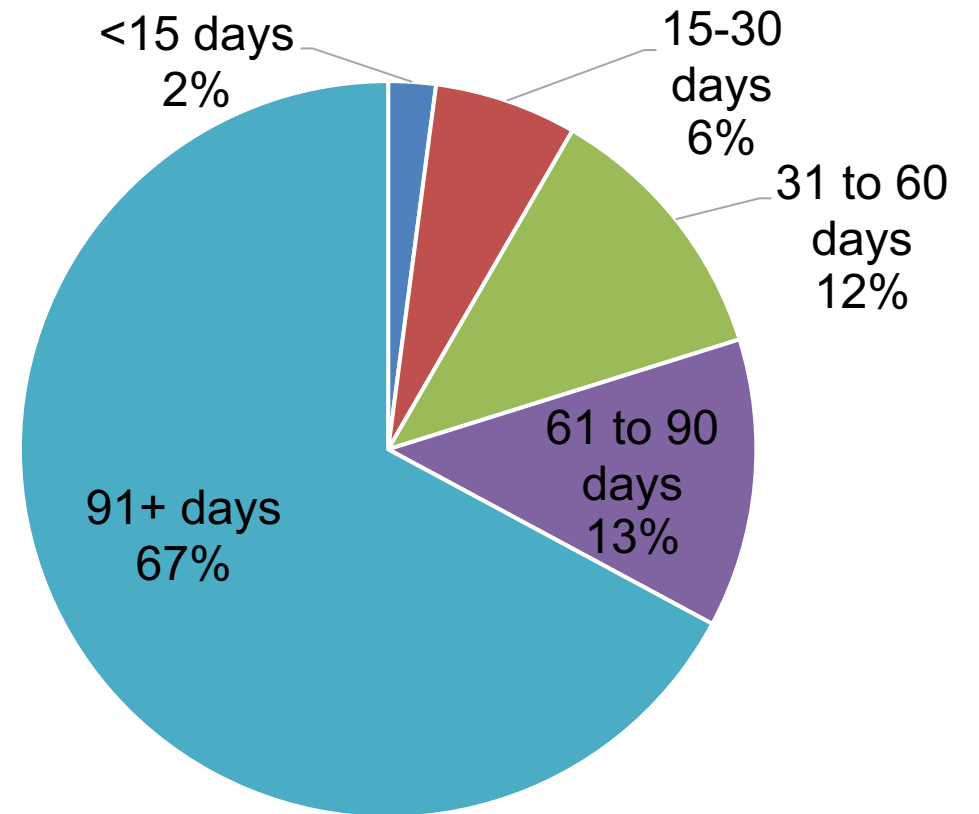
Source: ARC/ForwardKeys Destination Gateway

Lead Time: New Zealand

Pre-Pandemic

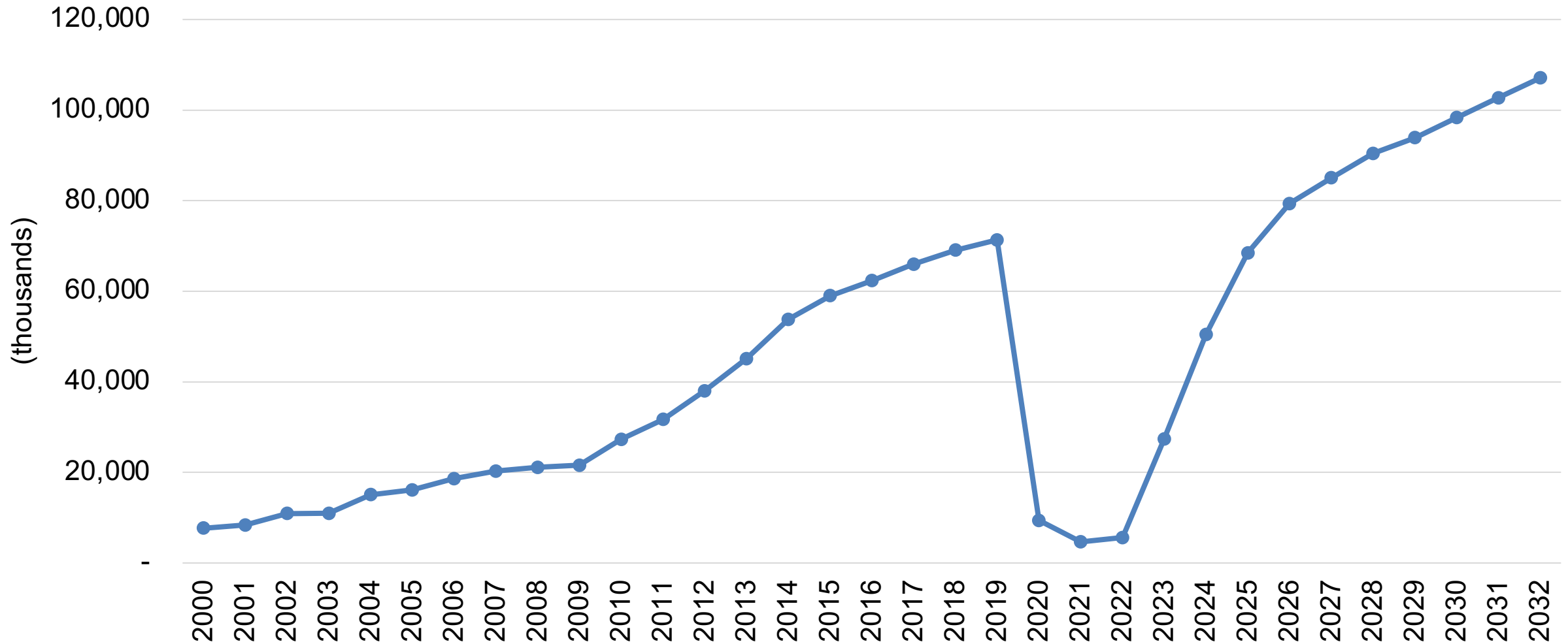


Current Period



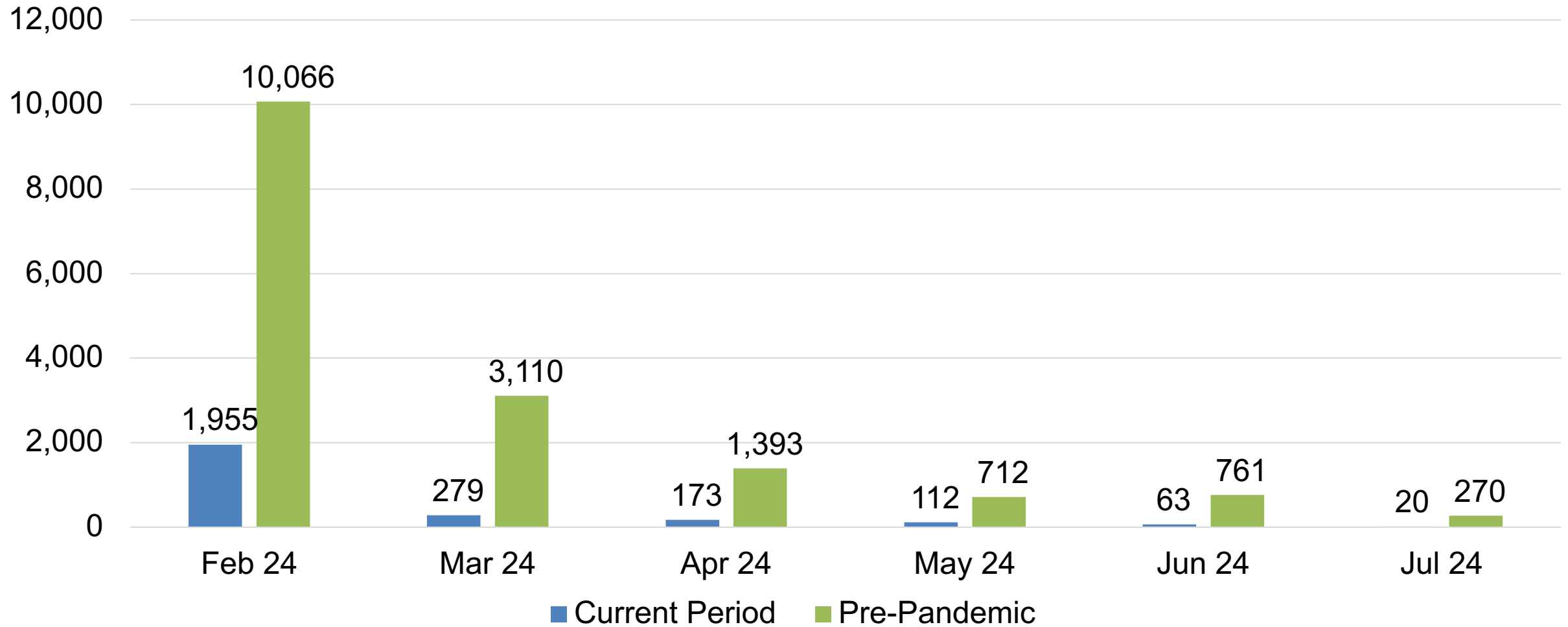
Source: ARC/ForwardKeys Destination Gateway

China: Total Outbound Departures



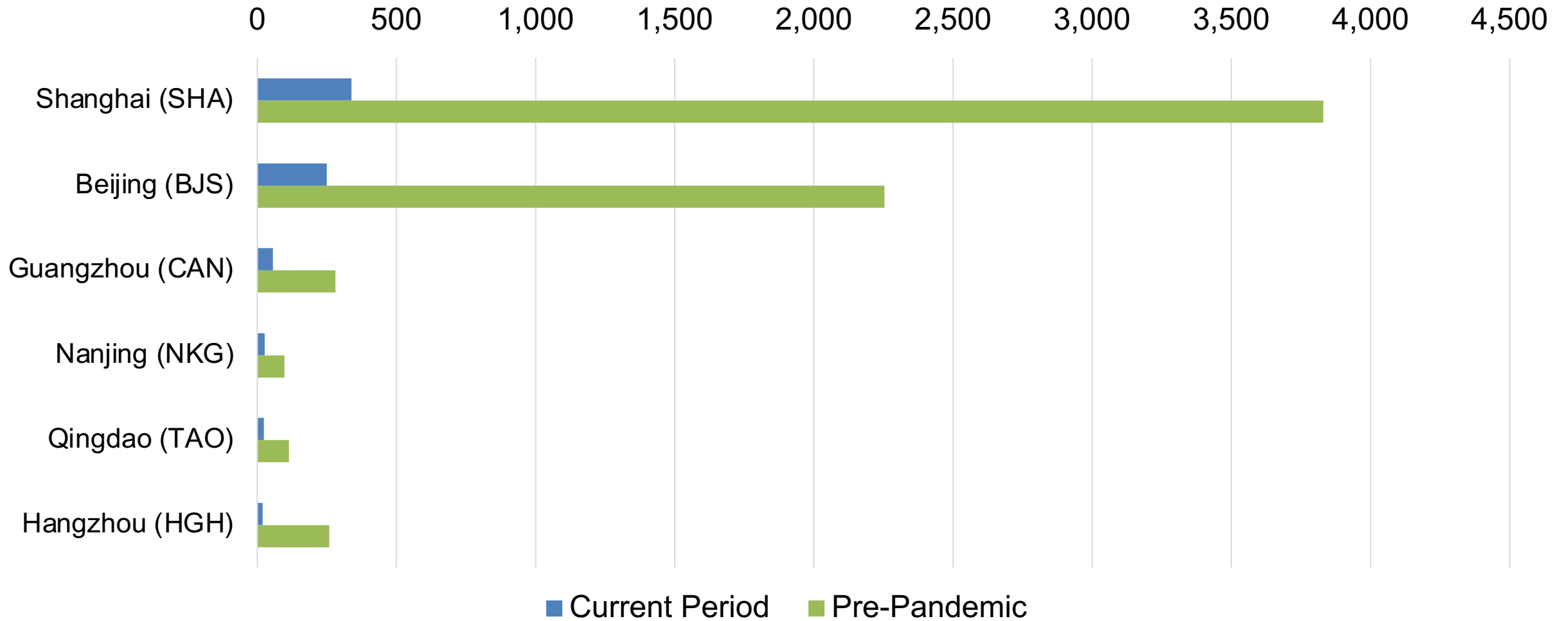
Source: Oxford Economics Ltd

Six Month Outlook: China



Source: ARC/ForwardKeys Destination Gateway

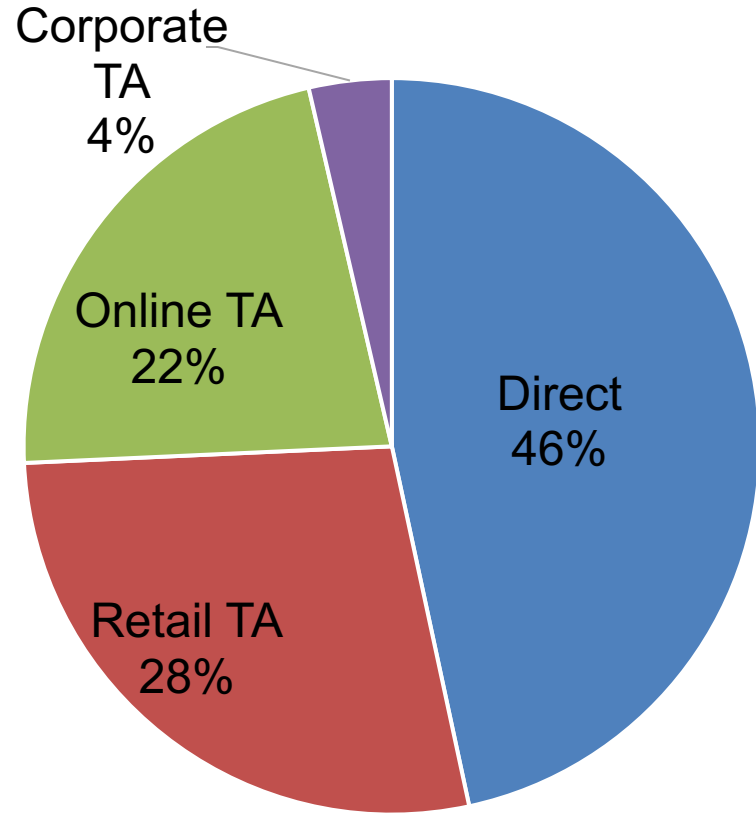
Trip Origins: China



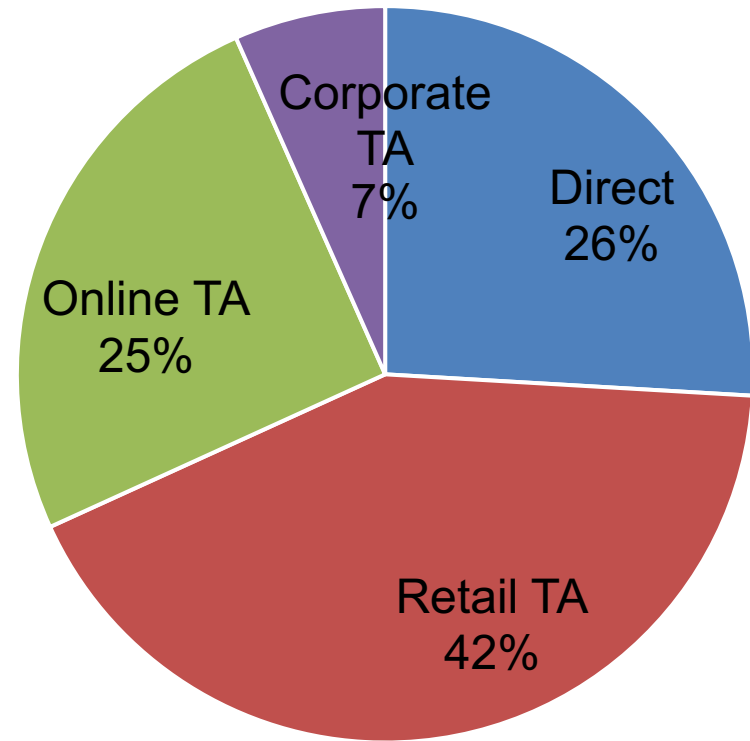
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: China

Pre-Pandemic



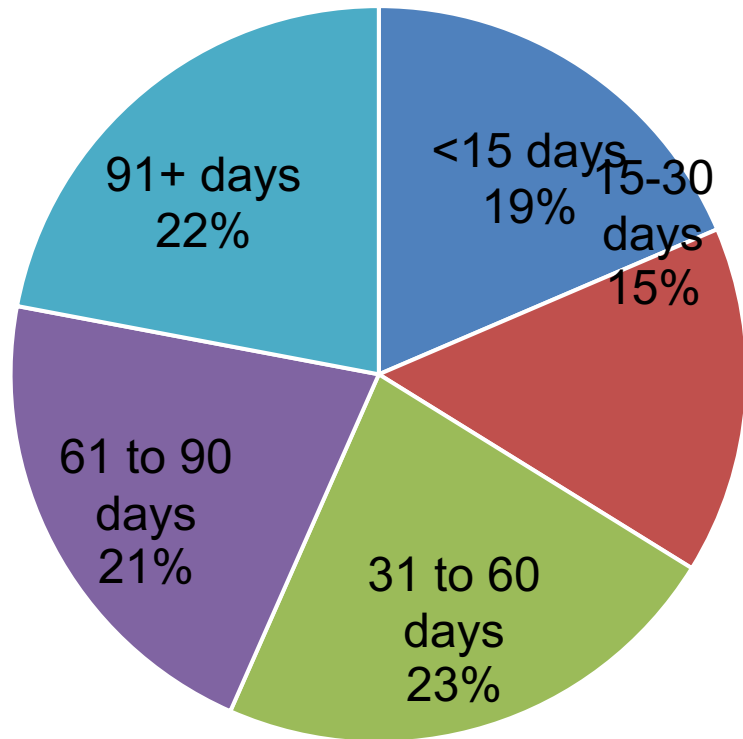
Current Period



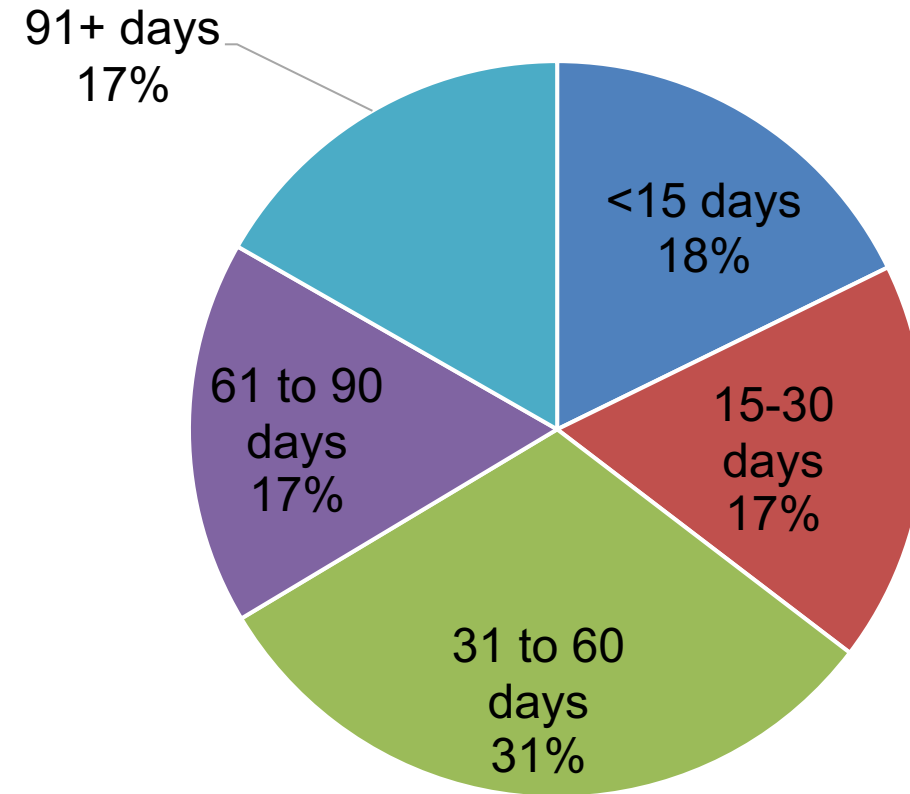
Source: ARC/ForwardKeys Destination Gateway

Lead Time: China

Pre-Pandemic

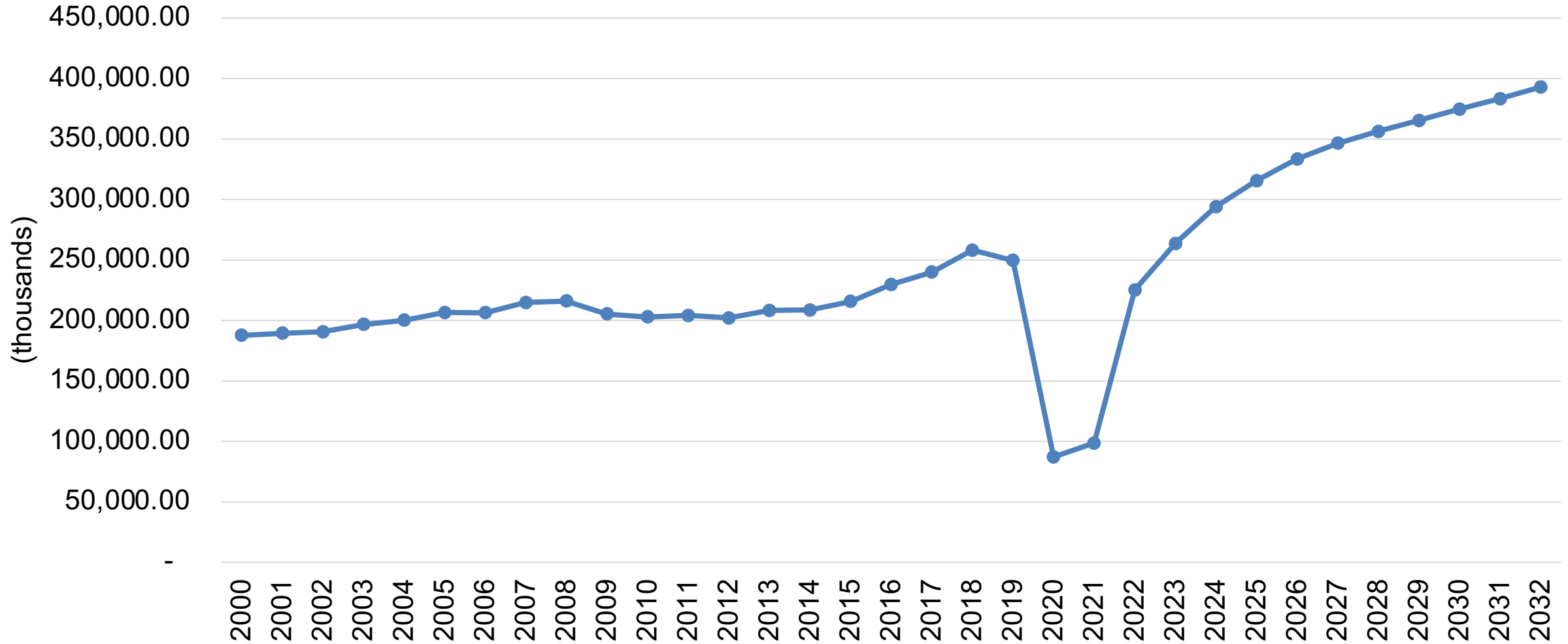


Current Period



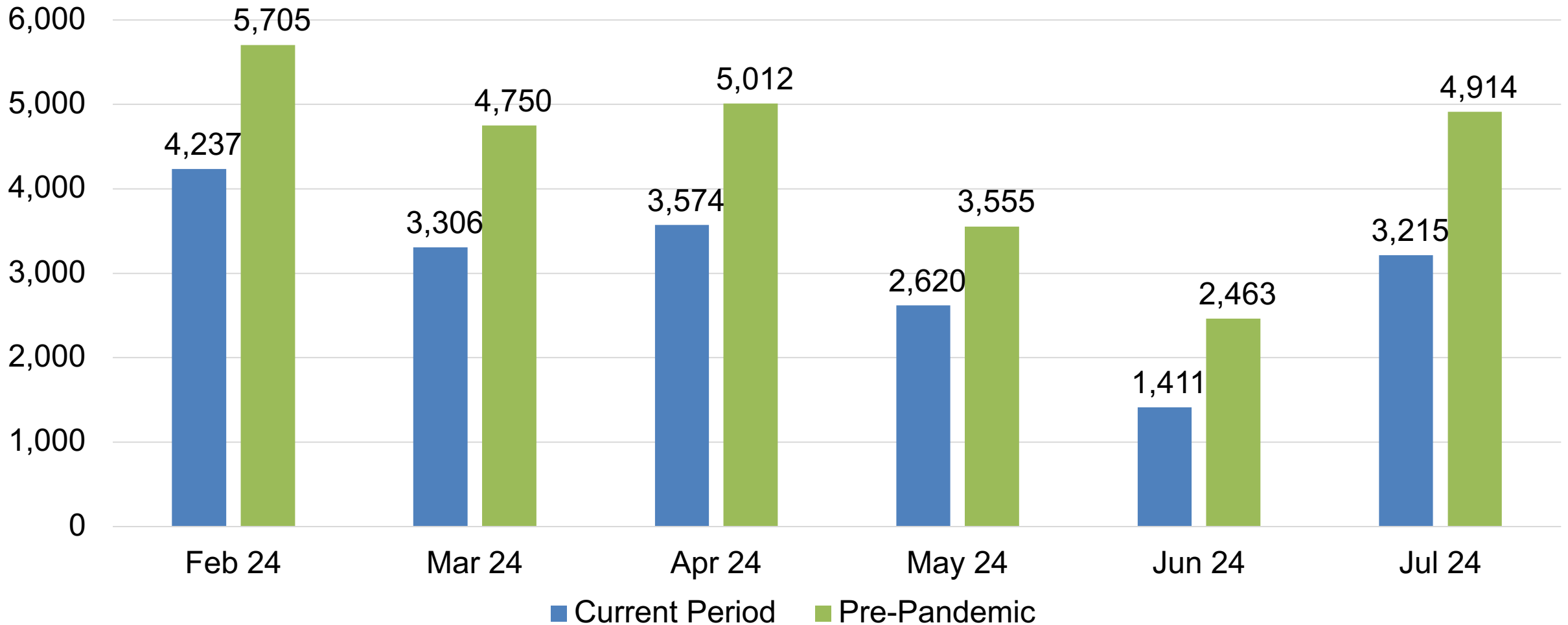
Source: ARC/ForwardKeys Destination Gateway

Europe MMA: Total Outbound Departures



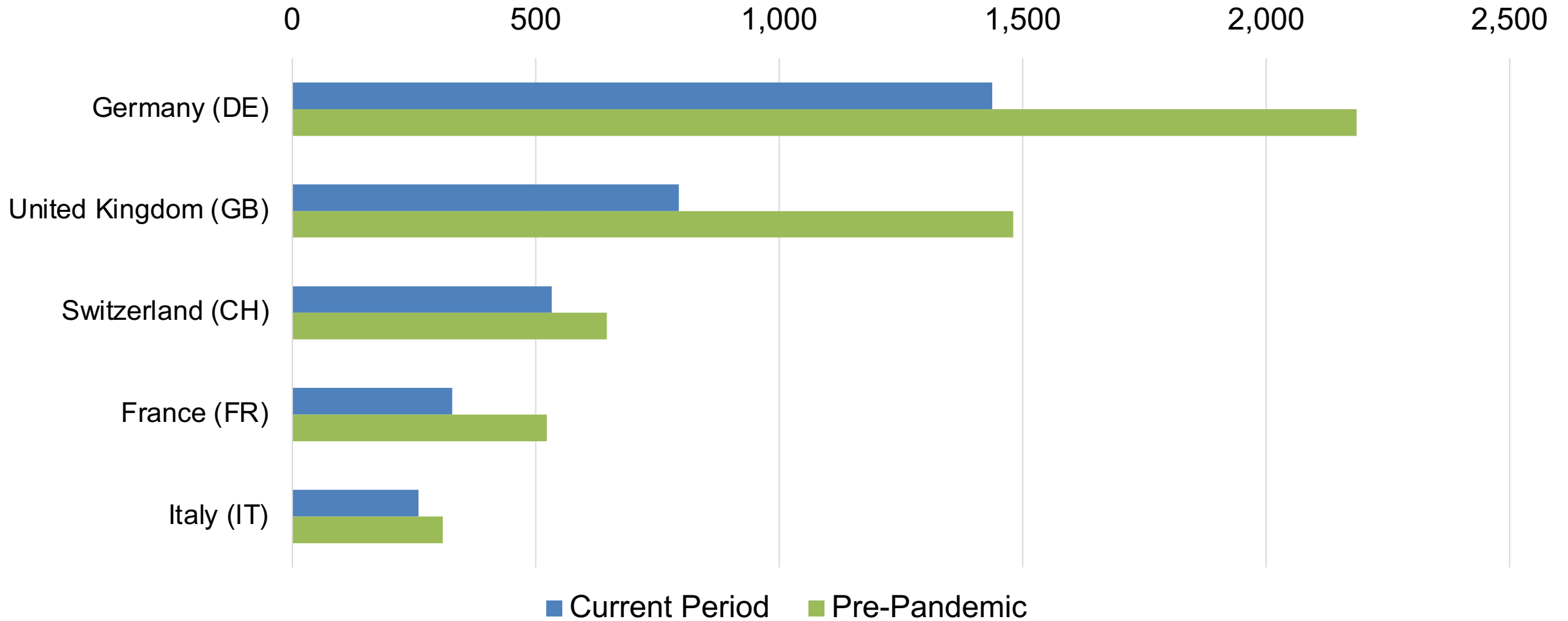
Source: Oxford Economics Ltd

Six Month Outlook: Europe



Source: ARC/ForwardKeys Destination Gateway

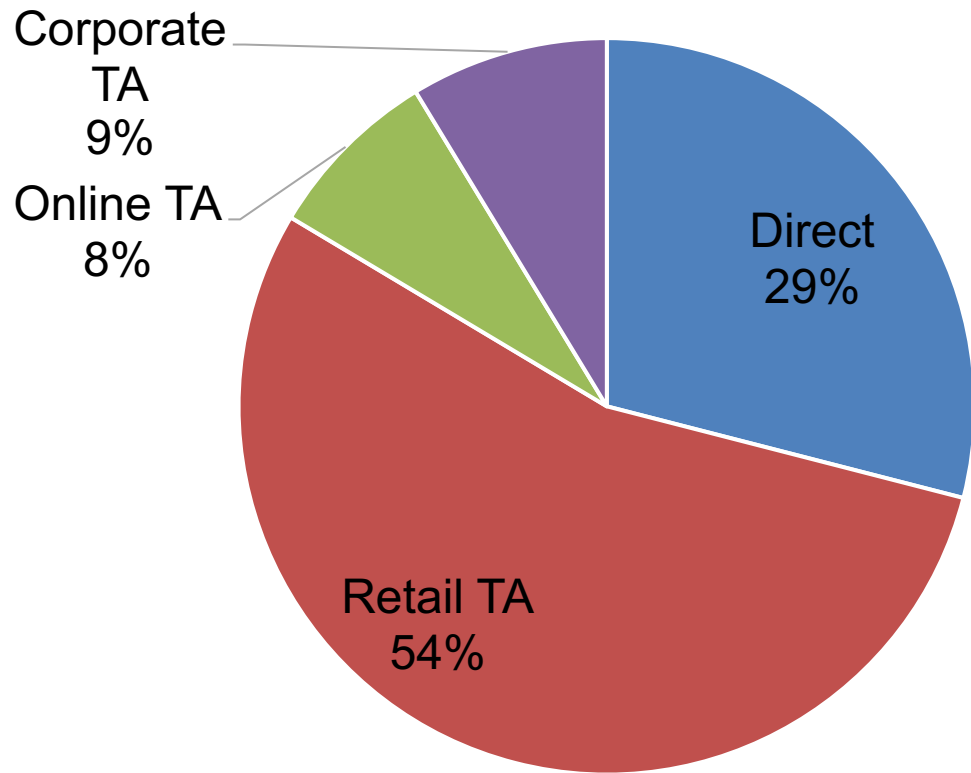
Trip Origins: Europe



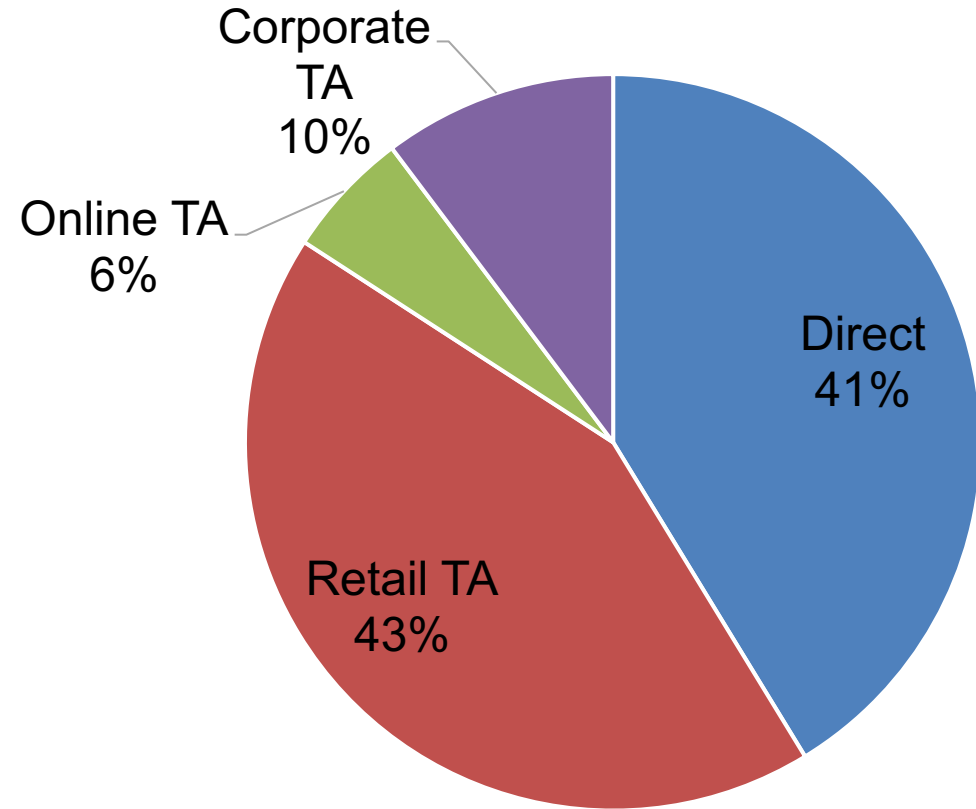
Source: ARC/ForwardKeys Destination Gateway

Distribution Channel: Europe

Pre-Pandemic



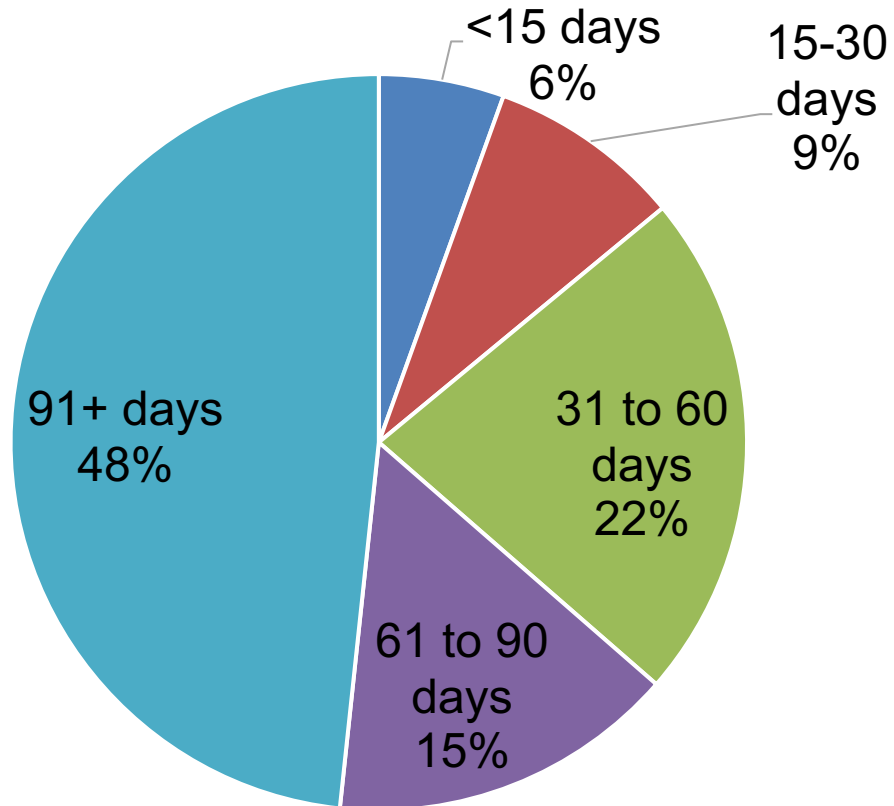
Current Period



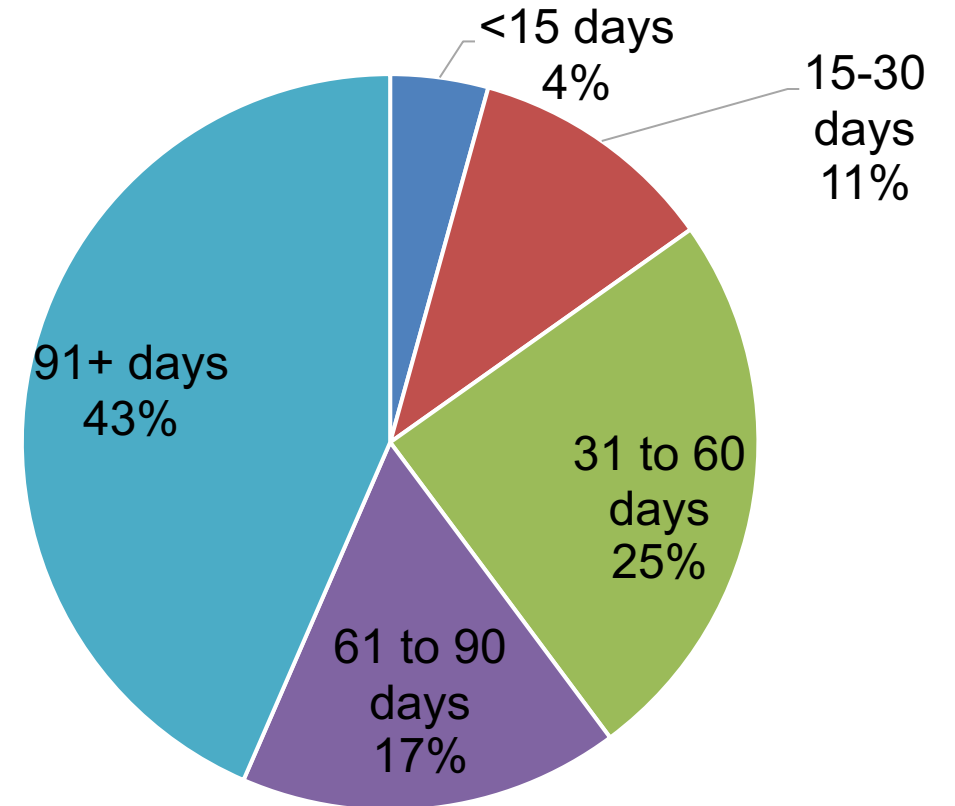
Source: ARC/ForwardKeys Destination Gateway

Lead Time: Europe

Pre-Pandemic

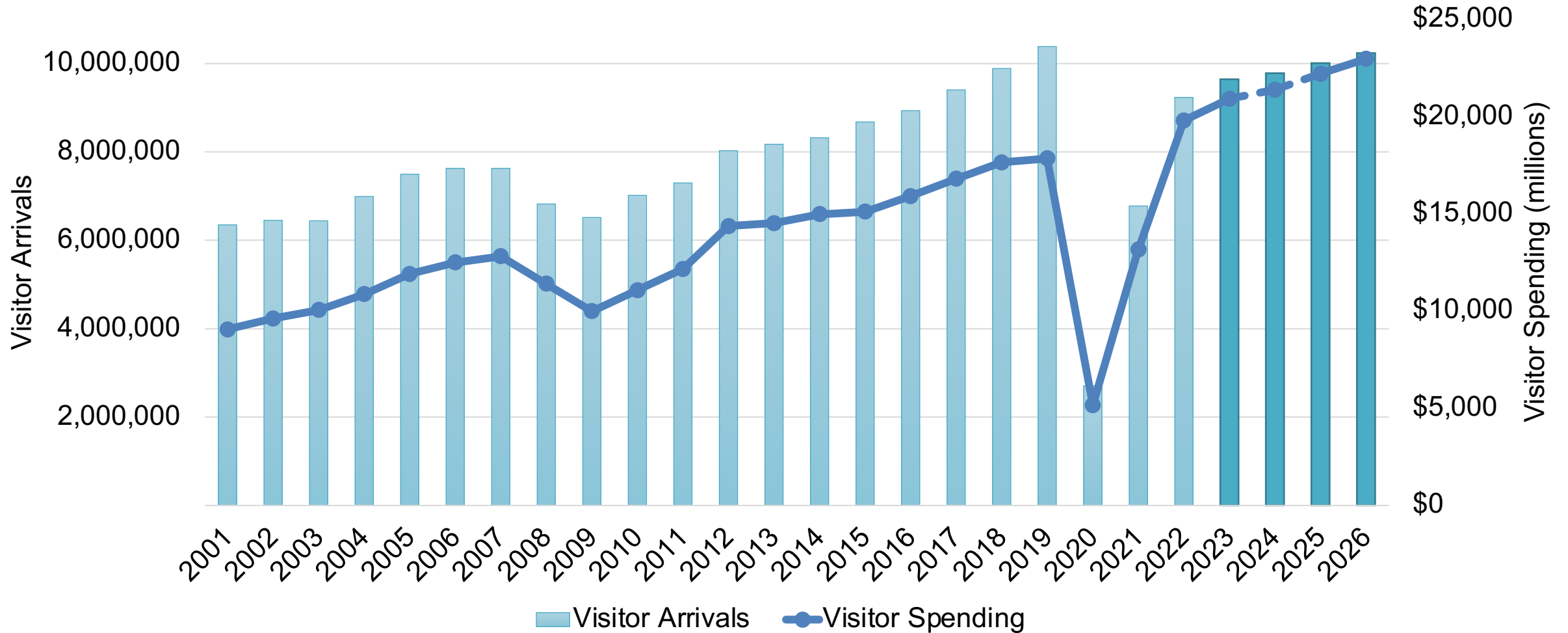


Current Period



Source: ARC/ForwardKeys Destination Gateway

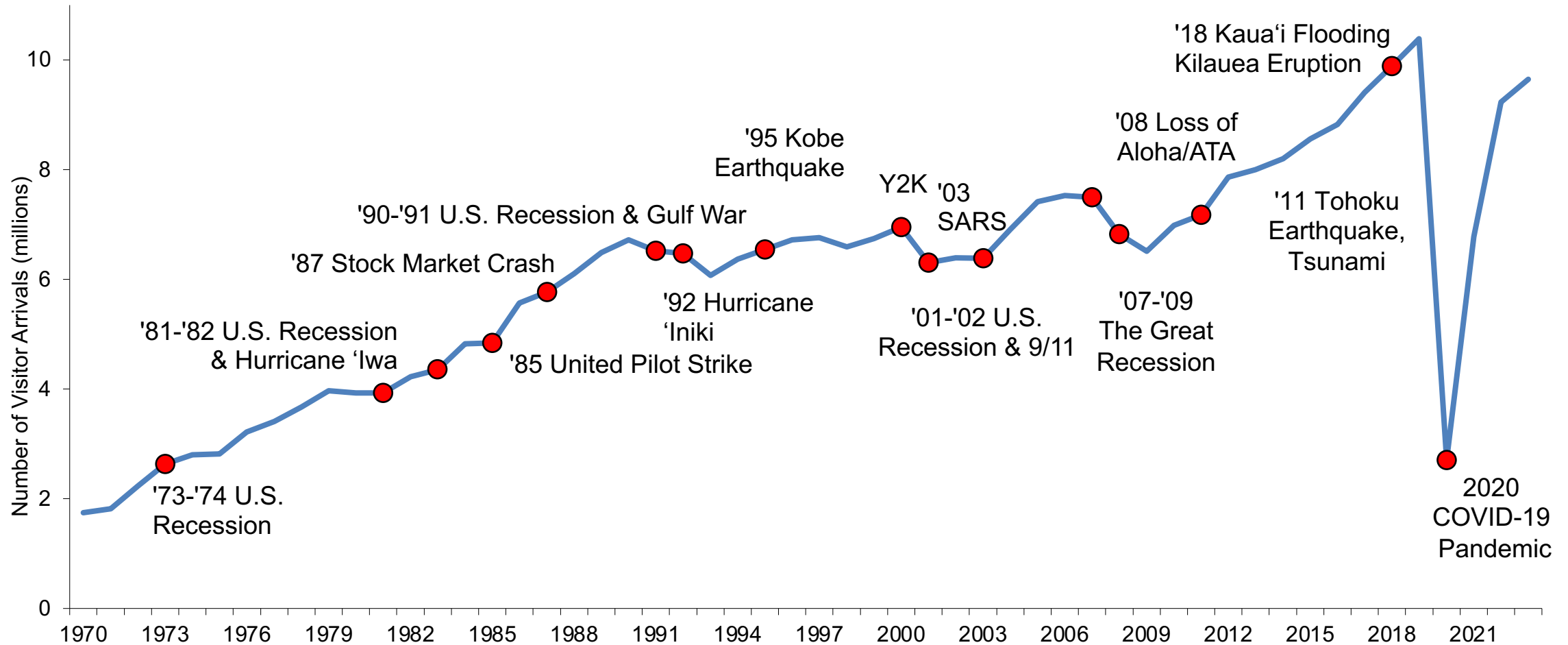
DBEDT Tourism Forecast



Source: DBEDT, Q1 2024 Forecast

Historical Visitor Arrivals

Visitor Arrivals to the State of Hawai'i 1970 - 2023



2023 data are preliminary.

MAHALO!



STATE OF HAWAII • DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM



AUTHORITY



2024 Spring Tourism Update

Air Service

March 6, 2024

Jeffrey Eslinger

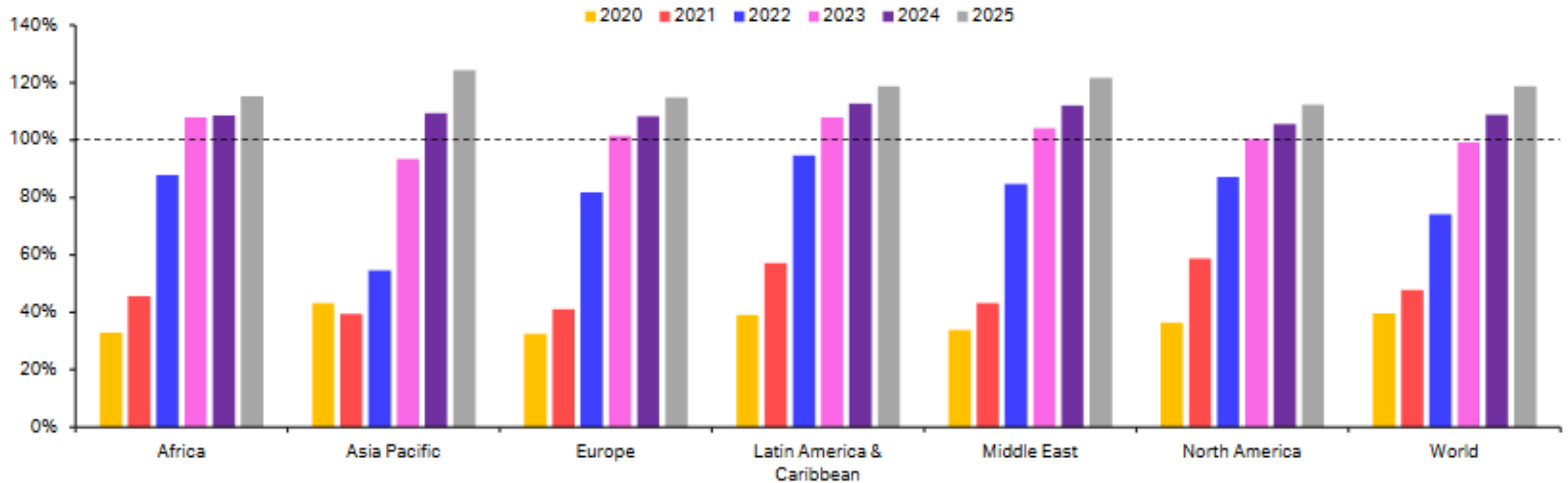
Senior Director, Market Insights



Key

- U.S. international ticket sales continue to outpace domestic sales. International outbound continue to book closer to home.
- Airlines have faced inflationary pressures across several categories (e.g. labor, fuel, maintenance, airport rent, landing fees).
- Asia Pacific passenger totals will fully recover to 2019 by the end of 2024, North America fully recovered at the end of 2023.
- The USD is expected to hold its strength or strengthen further versus most other currencies.

Passenger Traffic Forecast by Region % Share of 2019 Levels



Source: IATA Sustainability and Economics/Tourism Economics

The Need for Economic Stability Has Forced Consolidation – Those Forces Continue to Impact the Marketplace

NETWORK AIRLINES

American Airlines 

 DELTA

UNITED 

HYBRID/LOW-COST (LCC) AIRLINES

Southwest 

jetBlue

Alaska®

 HAWAIIAN
AIRLINES

ULTRA LOW-COST (ULCC) AIRLINES

 **allegiant**

FRONTIER
AIRLINES

spirit™

 sun country
airlines

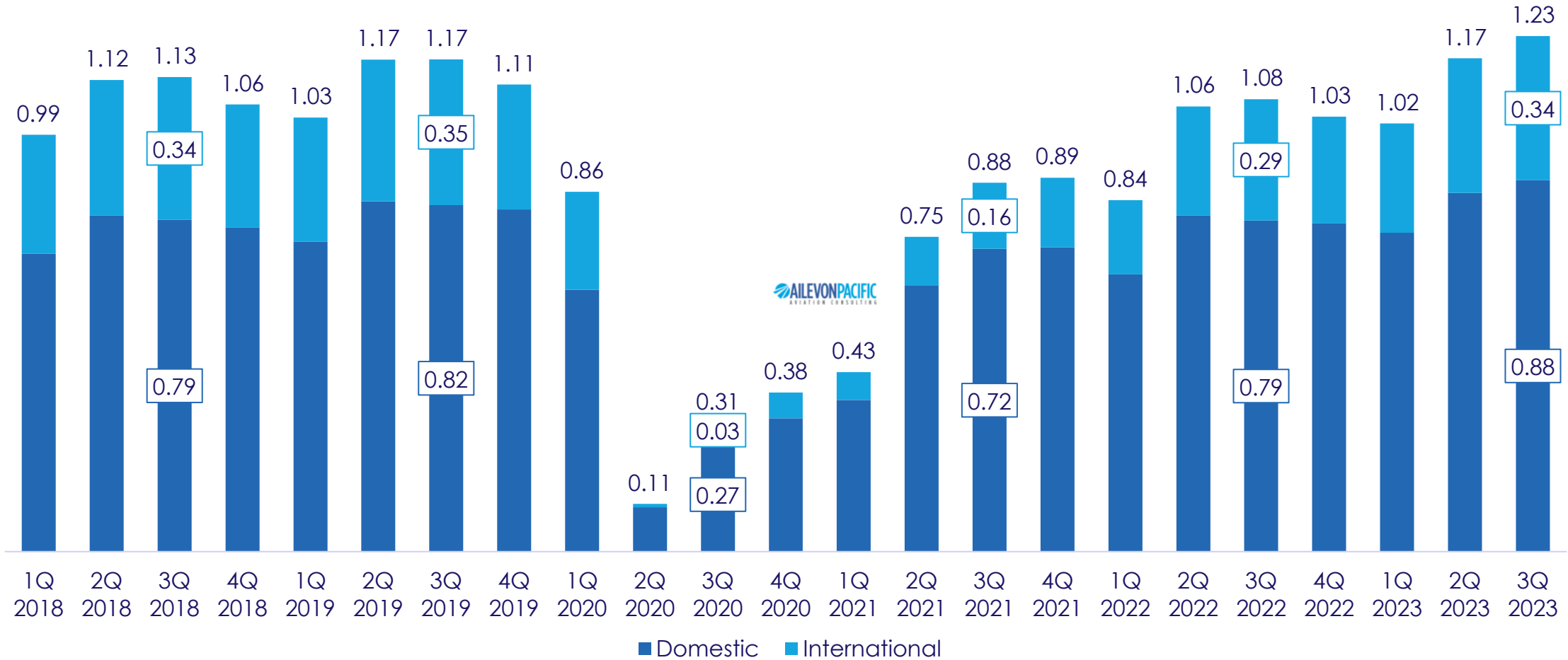
Breeze 

avelo 
AIRLINES

Overall demand has returned to the industry post-pandemic

TOTAL U.S. DEMAND BY QUARTER - DOMESTIC VS. INTERNATIONAL

Total daily passengers in millions: 1Q 2014 to 3Q 2023

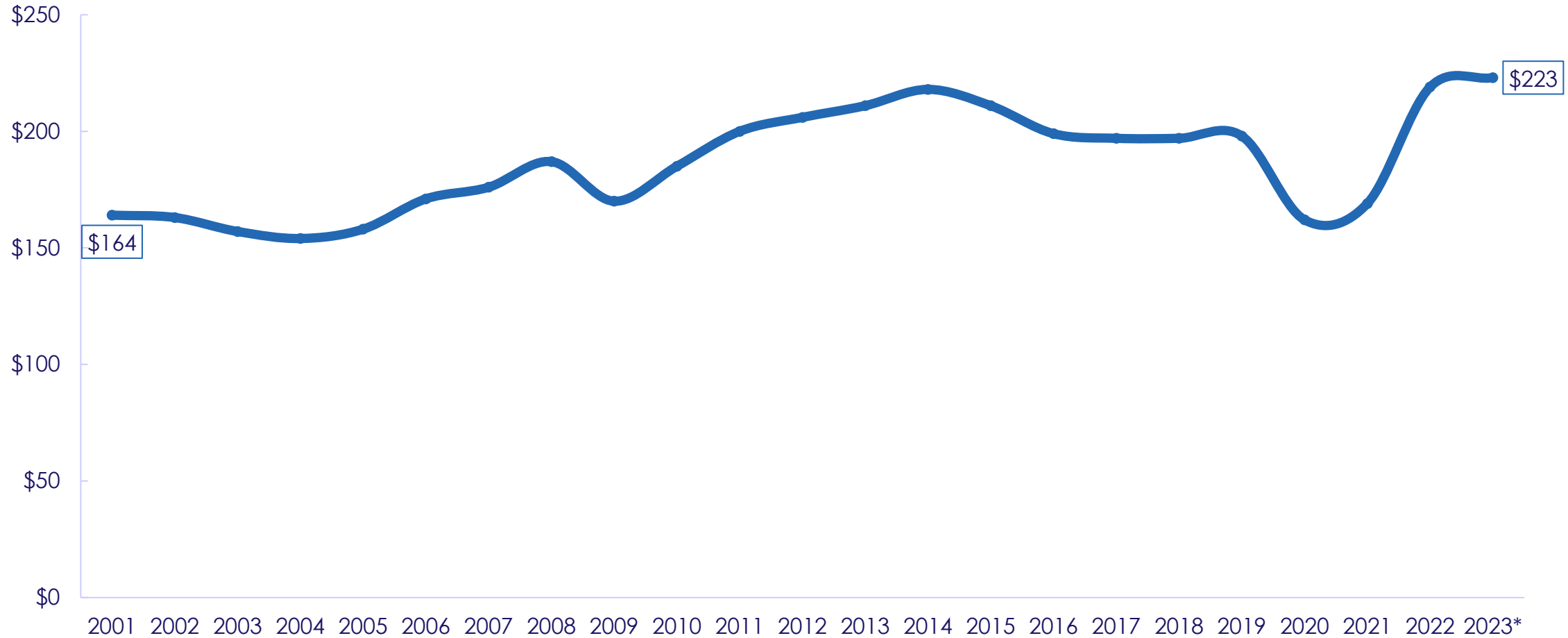


Source: Cirium FM Traffic Data via Diio Mi, Ailevon Pacific Aviation Consulting analysis

Resulting in higher fares across the board, however inflation-adjusted well below historic levels

ACTUAL ONE WAY DOMESTIC GROSS FARES

USD \$. By year: 2001 to 2023*

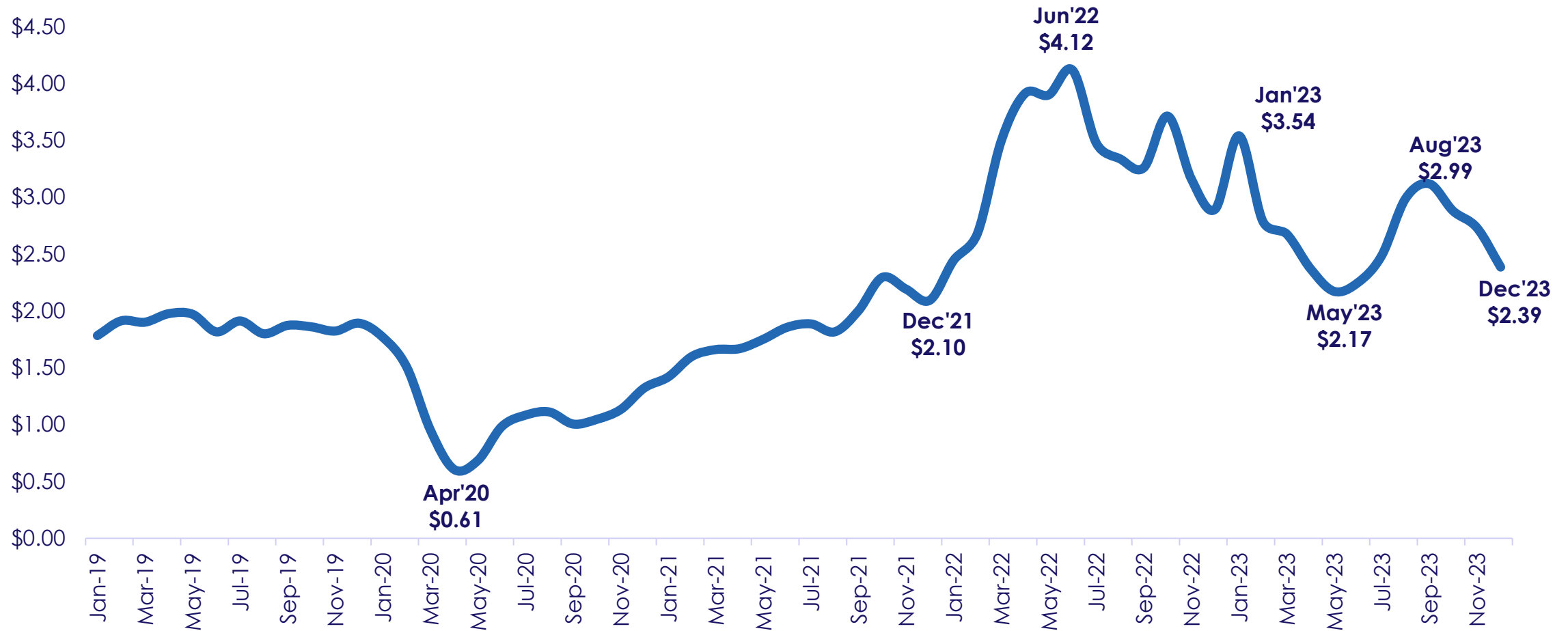


Source: Cirium FM Traffic Data via Diio Mi, Ailevon Pacific Aviation Consulting analysis

While fuel prices are always volatile, they have come down from post-pandemic highs

U.S. GULF COAST KEROSENE-TYPE JET FUEL SPOT PRICE FOB

Dollars per gallon as of January 9, 2024

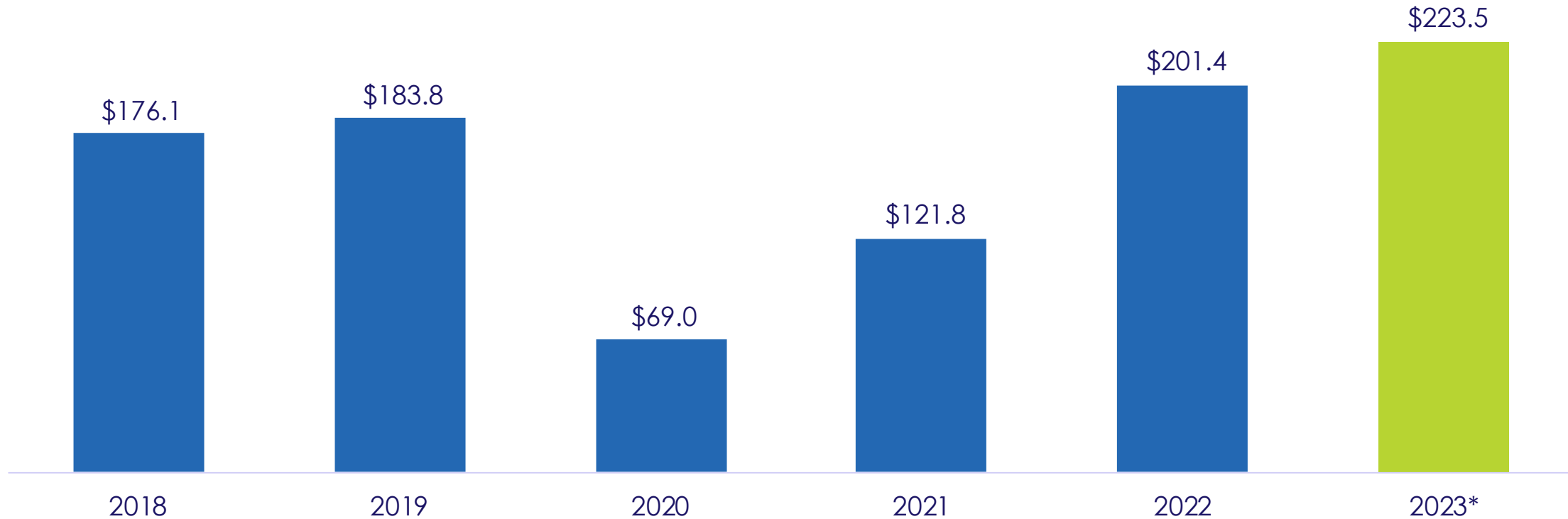


Source: Cirium FM Traffic Data via Diio Mi, Ailevon Pacific Aviation Consulting analysis

2023* was a year for record revenues U.S. Airlines.....

U.S. EARNINGS - OPERATING REVENUE

USD \$. In billions. Full year: 2018 to 2023*



Note 1: Airlines included AA, AS, B6, DL, F9, G4, HA, NK, SY, UA, WN. F9 & SY started reporting financials in 1Q 2021 after they went public

Note *: 2023* is YE 3Q 2023. All other years are YE 4Q 20XX

Sources: Airline investor relations; Ailevon Pacific Aviation Consulting analysis

....2023* was also a year for record expenses....

U.S. EARNINGS - OPERATING REVENUE & COSTS

USD \$. In billions. Full year: 2018 to 2023*



Note 1: Airlines included AA, AS, B6, DL, F9, G4, HA, NK, SY, UA, WN. F9 & SY started reporting financials in 1Q 2021 after they went public

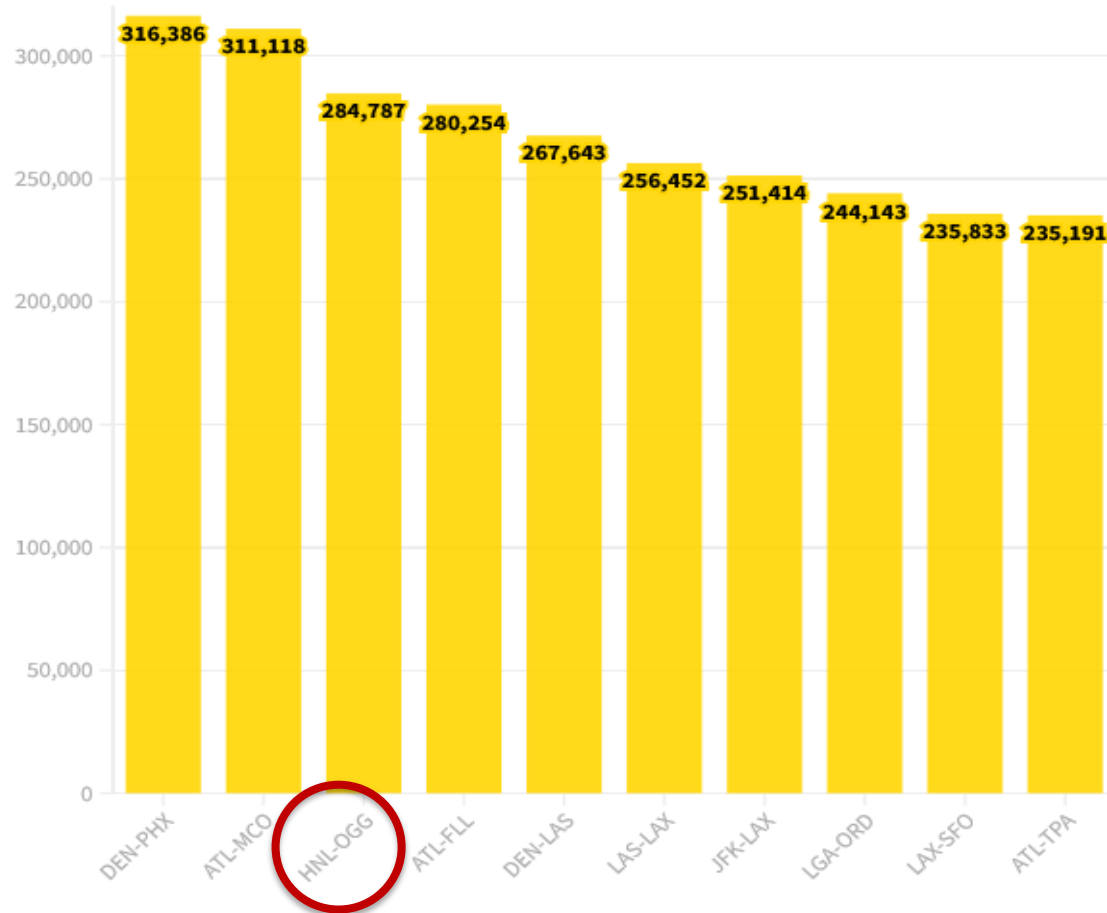
Note *: 2023* is YE 3Q 2023. All other years are YE 4Q 20XX

Sources: Airline investor relations; Ailevon Pacific Aviation Consulting analysis



Top 10 Busiest Airline Routes by Seats

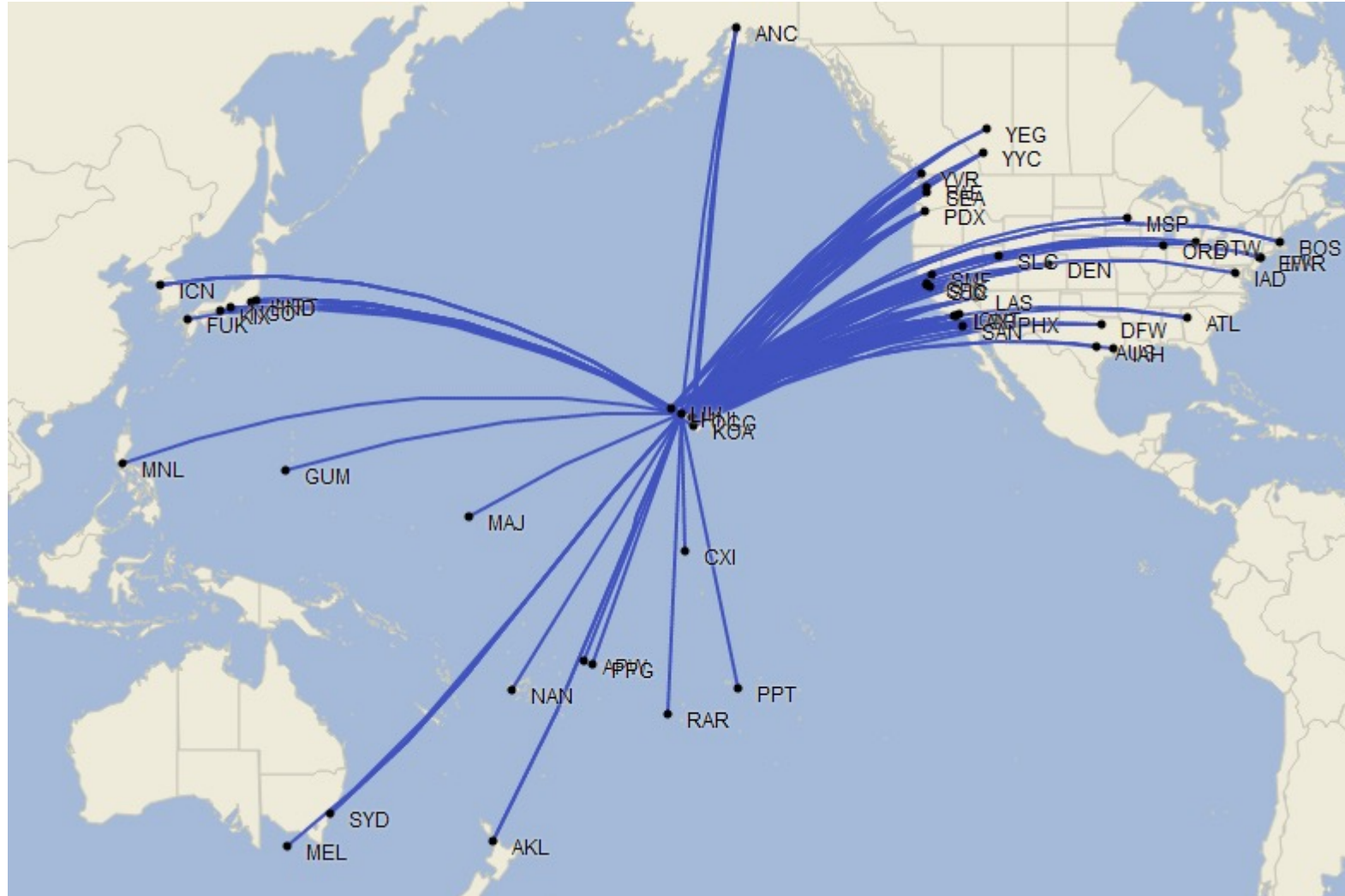
Top 10 Busiest Airline Routes in the US by departing seats in March 2024.



Source: [OAG](#)

OAG

Non-Stop Transpacific Flights into Hawai'i Airports



Trans-pacific Air Seat Synopsis forecasted by Country January – September 2024 Projections as of March 3, 2024

	# of SEATS Jan-Sept 2019	# of Seats Jan-Sept 2023	# of SEATS Jan-Sept 2024P	% Change 24/19	% Change 24/23
Australia	280,708	180,539	177,275	-36.8%	-1.8%
Canada	356,885	336,711	300,196	-15.9%	-10.8%
China	93,471			-100.0%	
Cook Islands		3,591	7,371		105.3%
Fiji	6,294	9,520	6,630	5.3%	-30.4%
French Polynesia	12,510	10,842	11,120	-11.1%	2.6%
Japan	1,498,414	744,249	1,056,697	-29.5%	42.0%
Kiribati	5,262	3,740	6,630	26.0%	77.3%

Trans-pacific Air Seat Synopsis forecasted by Country

January – September 2024 Projections as of March 3, 2024

	# of SEATS Jan-Sept. 2019	# of SEATS Jan-Sept 2023	# of SEATS Jan-Sept. 2024P	% Change 24/19	% Change 24/23
Marshall Islands	25,816	20,916	26,062	3.5%	3.5%
New Zealand	96,060	70,367	46,103	-18.3%	-18.3%
Philippines	55,326	59,637	62,418	12.8%	4.7%
South Korea	244,014	208,444	218,995	-10.3%	5.1%
Taiwan	30,600			-100.0%	
United States	7,448,568	8,439,955	8,109,926	8.9%	-3.9%
Western Samoa	6,252	6,630	6,630	6.0%	0.0%
TOTAL	10,160,180	10,095,141	10,036,053	-1.2%	-0.6%

U.S. MMA Trans-pacific Air Seat Synopsis

January – September 2024 Projections as of March 3, 2024

	# of SEATS 2019 Jan-Sept	# of SEATS 2023 Jan-Sept	# of SEATS 2024P Jan-Sept	% Change 24/19	% Change 24/23
O'ahu	3,711,208	4,369,513	4,521,863	21.8%	3.5%
Maui	1,995,845	2,183,068	1,784,090	-10.6%	-18.3%
Kona	855,307	994,464	946,258	10.6%	-4.8%
Kaua'i	725,806	769,510	735,127	1.3%	-4.5%
Hilo	35,090	1,162			-100.0%
Total	7,323,256	8,317,717	7,987,338	9.1%	-4.0%

Airfare Comparison – U.S. West

DOMESTIC				
US WEST	Q4 2022	Q1 2023	Q2 2023	Q3 2023
Anchorage	\$668	\$475	\$597	\$565
Bellingham	\$629	\$554	\$572	\$531
Boise	\$603	\$553	\$617	\$569
Denver	\$775	\$705	\$766	\$756
Eugene	\$597	\$601	\$634	\$628
Fresno	\$733	\$699	\$770	\$735
Las Vegas	\$587	\$529	\$589	\$627
Los Angeles	\$487	\$427	\$513	\$536
Oakland	\$414	\$340	\$415	\$417
Orange County	\$541	\$494	\$568	\$526
Phoenix	\$617	\$615	\$658	\$654
Portland	\$559	\$497	\$511	\$492
Sacramento	\$548	\$473	\$545	\$527
Salt Lake City	\$681	\$639	\$692	\$668
San Diego	\$472	\$399	\$469	\$475
San Francisco	\$583	\$487	\$542	\$525
San Jose	\$400	\$333	\$390	\$382
Seattle	\$629	\$546	\$569	\$495
Spokane	\$612	\$559	\$618	\$532

Airfare Comparison – U.S. East

US EAST	Q4 2022	Q1 2023	Q2 2023	Q3 2023
Atlanta	\$1,153	\$1,137	\$1,184	\$1,139
Chicago	\$1,095	\$1,011	\$1,084	\$1,034
Dallas	\$1,042	\$980	\$1,054	\$992
Houston	\$993	\$998	\$1,040	\$986
Newark	\$1,316	\$1,125	\$1,180	\$1,146
New York	\$1,045	\$904	\$1,084	\$1,091
Washington D.C.	\$1,322	\$1,286	\$1,275	\$1,189

Airfare Comparison – Japan - Canada

INTERNATIONAL				
JAPAN	Q4 2022	Q1 2023	Q2 2023	Q3 2023
Fukuoka	\$736	\$779	\$866	\$808
Nagoya	\$919	\$953	\$829	\$728
Osaka	\$1,289	\$1,009	\$899	\$891
Sapporo	\$635	\$687	\$681	\$712
Tokyo - Haneda	\$993	\$892	\$846	\$836
Tokyo - Narita	\$794	\$746	\$754	\$765

CANADA	Q4 2022	Q1 2023	Q2 2023	Q3 2023
Calgary	\$711	\$659	\$729	\$752
Toronto	\$1,039	\$938	\$1,107	\$1,102
Vancouver	\$710	\$661	\$675	\$692

Airfare Comparison – Other Asia, Oceania, Europe

INTERNATIONAL CONTINUED				
OTHER ASIA	Q4 2022	Q1 2023	Q2 2023	Q3 2023
Beijing	\$971	\$827	\$966	\$939
Seoul	\$959	\$1,012	\$998	\$1,046
Shanghai	\$791	\$953	\$919	\$983
Taipei	\$1,057	\$1,037	\$1,015	\$1,008

OCEANIA	Q4 2022	Q1 2023	Q2 2023	Q3 2023
Auckland	\$1,138	\$1,106	\$988	\$1,003
Brisbane	\$1,143	\$1,093	\$1,073	\$1,044
Melbourne	\$969	\$884	\$965	\$953
Sydney	\$1,065	\$1,036	\$991	\$963

EUROPE	Q4 2022	Q1 2023	Q2 2023	Q3 2023
London Heathrow	\$1,434	\$1,378	\$1,600	\$1,588
Frankfurt	\$1,405	\$1,393	\$1,511	\$1,550
Paris - Charles de Gaulle	\$1,453	\$1,400	\$1,522	\$1,520
Rome - Fiumicino	\$1,333	\$1,257	\$1,578	\$1,534
Zurich	\$1,395	\$1,409	\$1,612	\$1,728

Note: Base airfares exclude all taxes, fees, fuel surcharges, etc.

Air Service Development Overview

Maintain, update, and distribute the following reports on a routine basis:

- Air service grid, rolling three months (monthly)
- Airfare grid (quarterly)
- Seven-day moving average of air passengers (weekly)
- Daily seats into Hawaii by origin country (weekly)
- Meet regularly with airlines network planning, revenue, marketing and international development teams.
- Attend World Routes, Routes Americas and other appropriate meetings.

Air Service Development Strategy

Areas of strategic focus:

Maui Recovery – Maui’s importance to the North American visitor market cannot be overstated. It simply must recover to support the economic needs of its residents and visitor industry.

Long-Haul Markets – The Hawai‘i long-haul market had seen robust expansion before the pandemic. New routes and airlines were added across the Pacific region and North America. Since long-distance visitors tend to stay longer and spend more, renewed long-haul emphasis should be a cornerstone of Hawai‘i’s future air service development strategy. Since the pandemic, the international air service market has changed. Visitors from the Asian markets have been slower to return due to exchange rates, fuel surcharges, and increased competition. Recruiting more long-haul service will help to diversify the visitor mix and provide more travel opportunities for the people of Hawai‘i.

Hawaiian Airlines/Alaska Airlines Merger – For most of commercial aviation’s history, Hawai‘i has had the distinction of having its own “flag carrier.” Alaska Airlines’ proposed purchase of Hawaiian will have wide-ranging impacts. Understanding those impacts is critical to developing a strategy and action plan that accentuates the benefits and mitigates any potential challenges of the merger.

Air Service Development Conference



March 18-21, 2024