

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

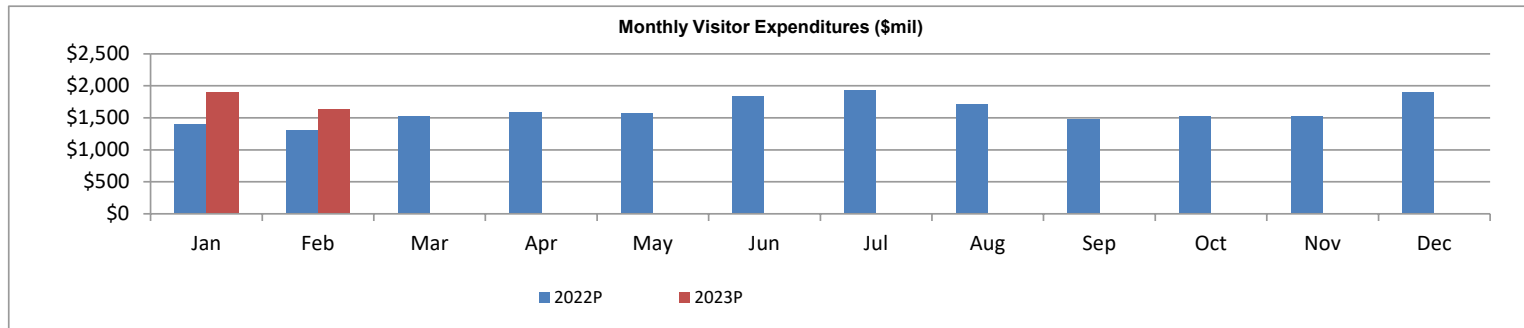
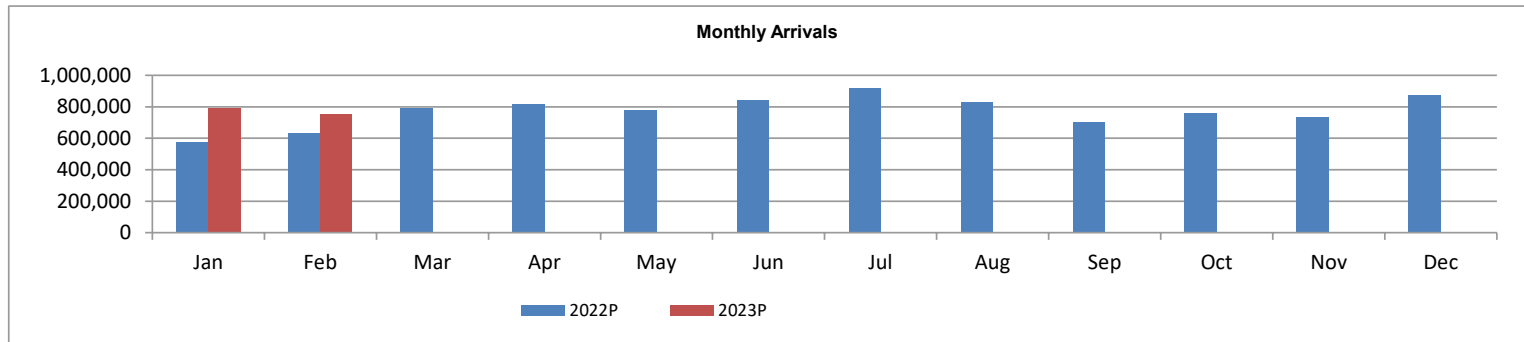
Key Performance Indicators

	YOY Rate	Feb'22 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 30.5%	2,707.8	3,532.5	20,661.0	O'ahu	44.7%	847,737
Daily Spend (\$PPPD)	↔ 6.7%	222.4	237.3	235.2	Mauī	19.4%	449,484
Visitor Days	↑ 22.2%	12,176,308	14,883,304	87,853,338	Moloka'i	23.9%	7,589
Arrivals	↑ 28.3%	1,204,830	1,545,531	9,621,436	Lāna'i	21.2%	10,528
Daily Census	↑ 22.2%	206,378	252,259	240,694	Kaua'i	19.8%	207,505
Airlift (scheduled seats) [^]	↑ 11.9%	1,972,516	2,206,806	13,422,448	Hawai'i Island	22.6%	285,821

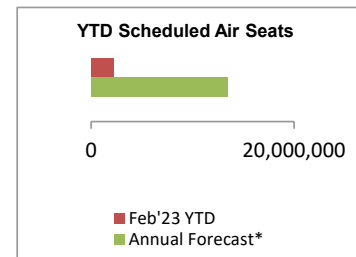
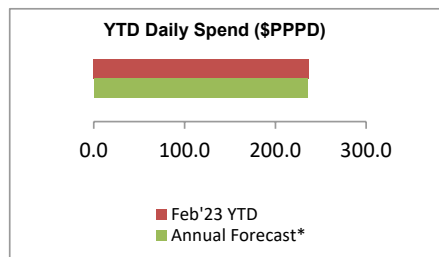
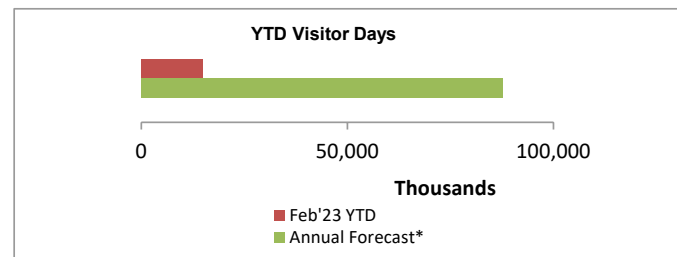
* DBEDT Annual Forecast as of Q1 2023.

[^] HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

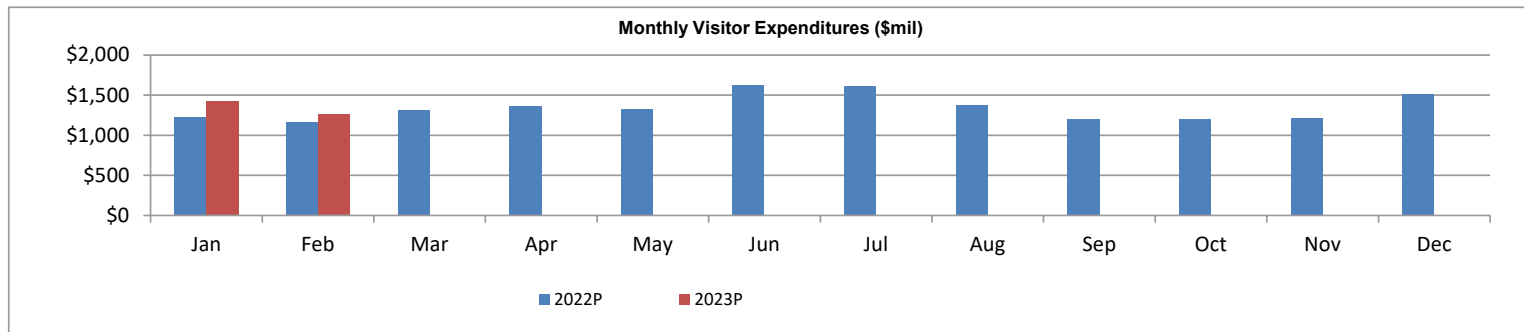
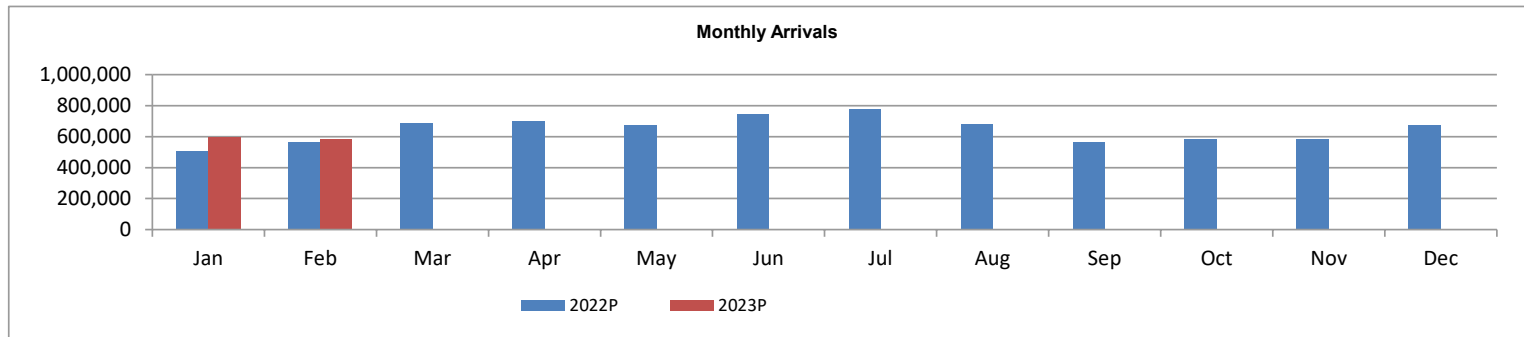
Key Performance Indicators

	YOY Rate	Feb'22 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 11.9%	2,400.3	2,687.1	15,913.9	O'ahu	15.5%	596,558
Daily Spend (\$PPPD)	↔ 3.6%	229.4	237.6	242.7	Mauī	9.9%	372,150
Visitor Days	↔ 8.1%	10,463,524	11,308,411	65,577,785	Moloka'i	23.4%	6,367
Arrivals	↔ 9.8%	1,073,979	1,178,701	7,235,320	Lāna'i	15.5%	8,816
Daily Census	↔ 8.1%	177,348	191,668	179,665	Kaua'i	14.5%	181,810
Airlift (scheduled seats) [^]	↔ 1.3%	1,763,166	1,786,025	10,850,948	Hawai'i Island	11.6%	236,287

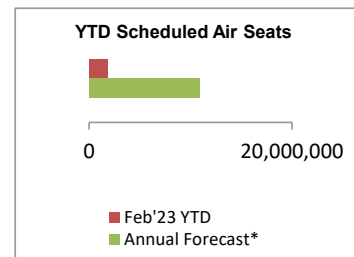
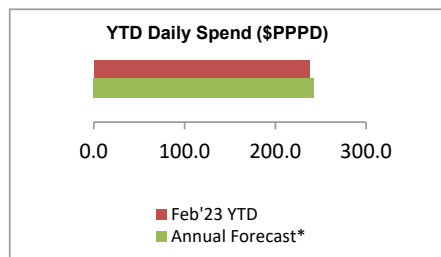
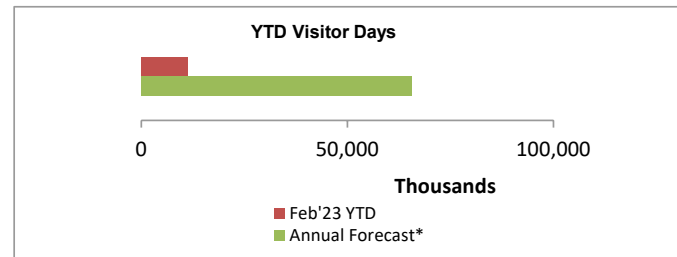
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. WEST**

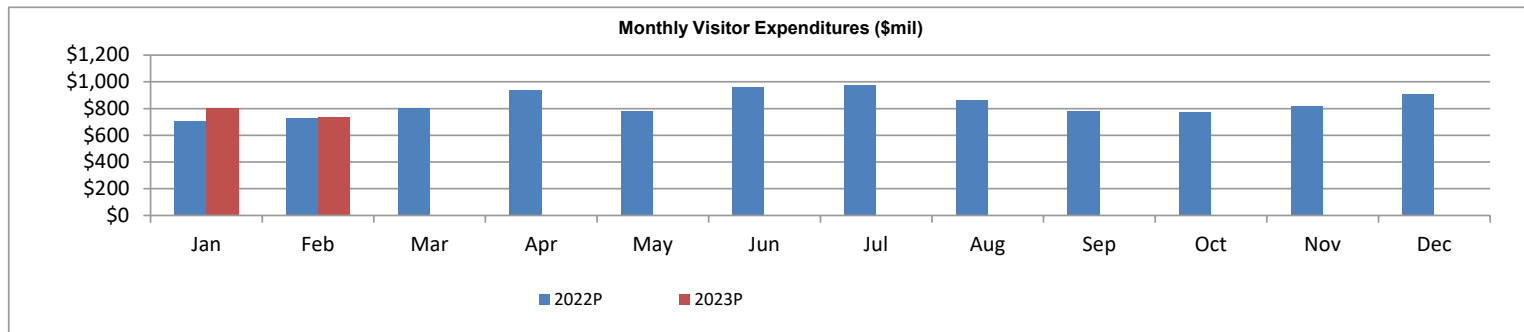
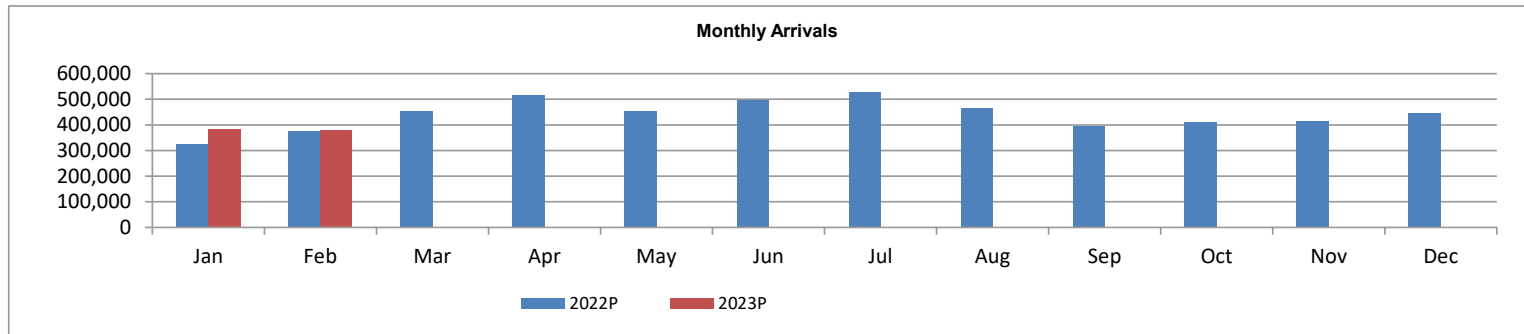
Key Performance Indicators

	YOY Rate	Feb'22 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 7.7%	1,433.8	1,544.1	9,715.3	O'ahu	12.8%	364,022
Daily Spend (\$PPPD)	↗ 0.5%	224.0	225.0	231.7	Mauī	7.2%	225,057
Visitor Days	↗ 7.2%	6,402,418	6,863,473	41,931,662	Moloka'i	9.9%	3,754
Arrivals	↗ 8.4%	703,257	762,253	4,858,825	Lāna'i	10.9%	4,717
Daily Census	↗ 7.2%	108,516	116,330	114,881	Kaua'i	9.8%	110,420
Airlift (scheduled seats) [^]	↘ -2.1%	1,557,220	1,524,474	9,552,672	Hawai'i Island	8.9%	144,946

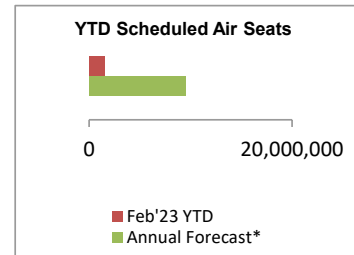
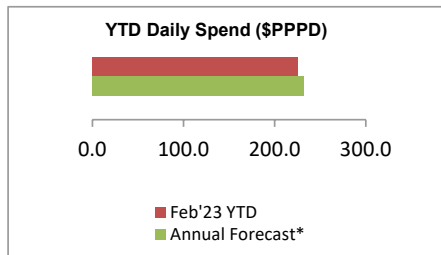
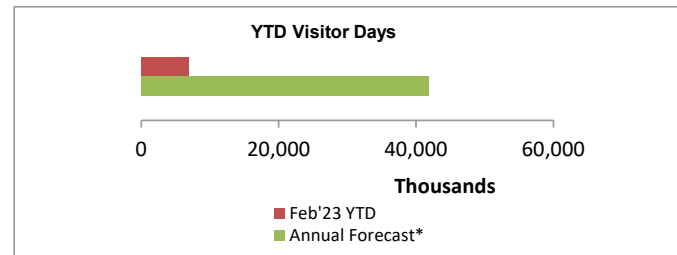
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. EAST**

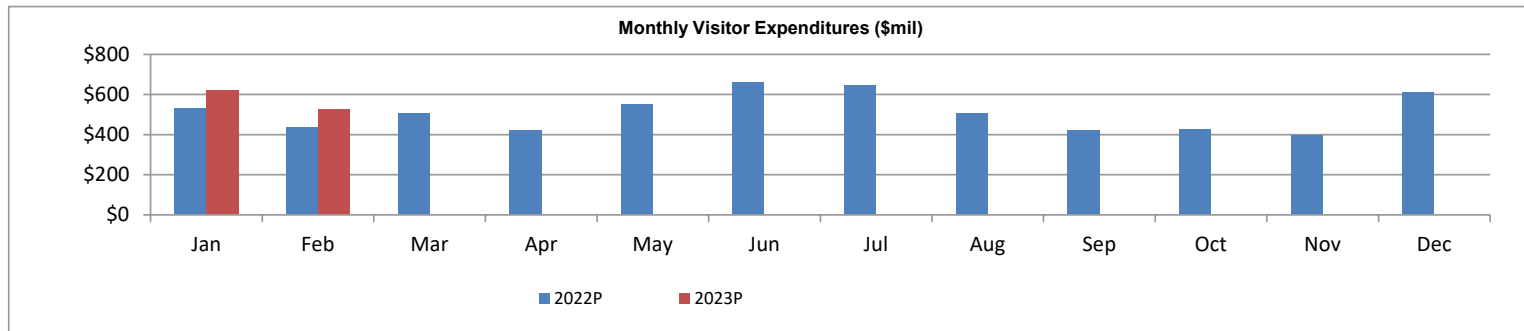
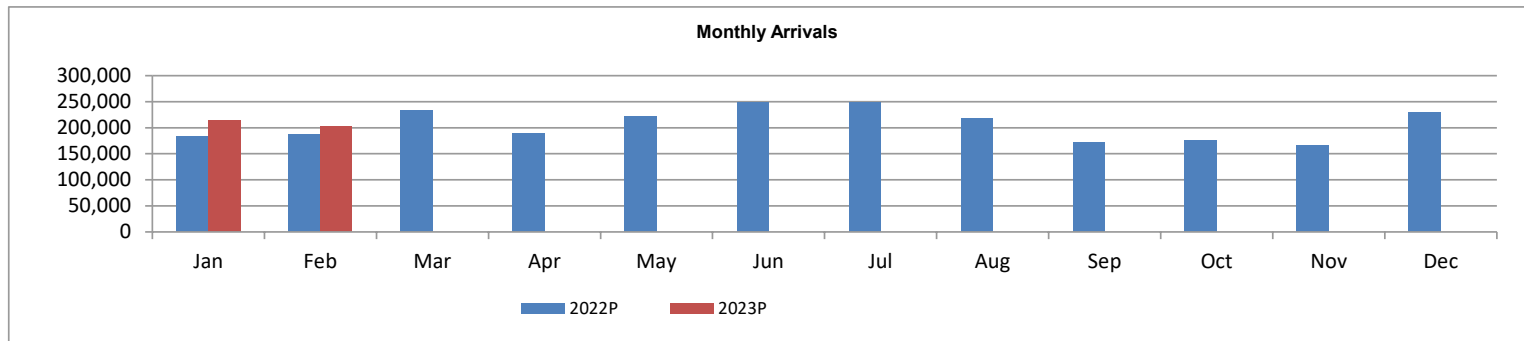
Key Performance Indicators

	YOY Rate	Feb'22 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 18.3%	966.5	1,142.9	6,198.6	O'ahu	20.1%	232,536
Daily Spend (\$PPPD)	↔ 8.0%	238.0	257.1	262.1	Mauī	14.3%	147,093
Visitor Days	↔ 9.5%	4,061,106	4,444,937	23,646,123	Moloka'i	49.8%	2,613
Arrivals	↑ 12.3%	370,722	416,449	2,376,495	Lāna'i	21.4%	4,100
Daily Census	↔ 9.5%	68,832	75,338	64,784	Kaua'i	22.6%	71,390
Airlift (scheduled seats) [^]	↑ 27.0%	205,946	261,551	1,298,276	Hawai'i Island	16.2%	91,341

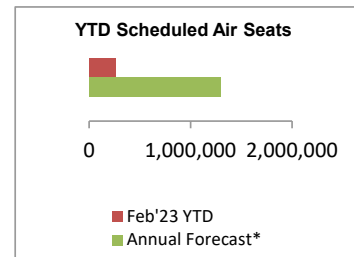
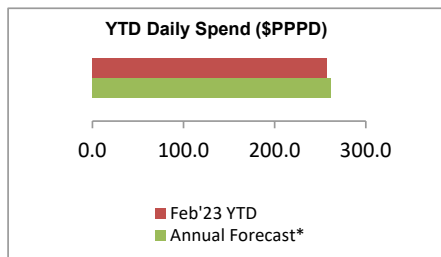
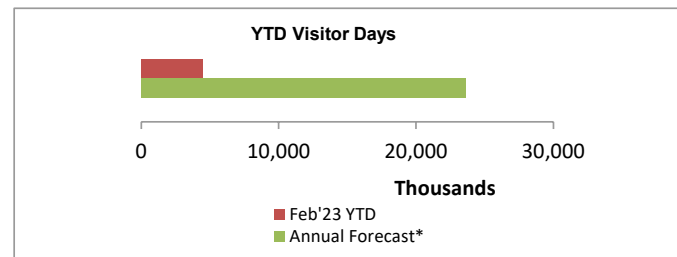
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **JAPAN**

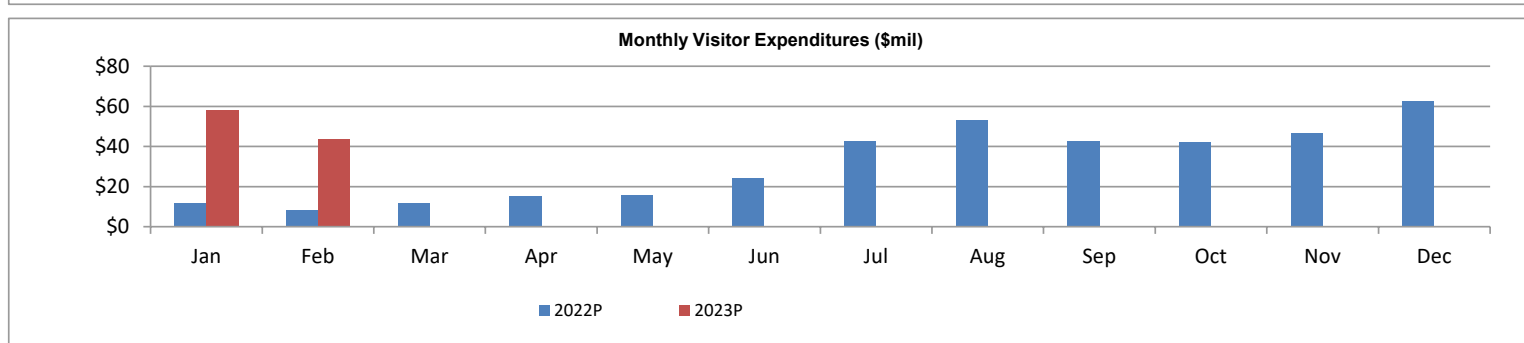
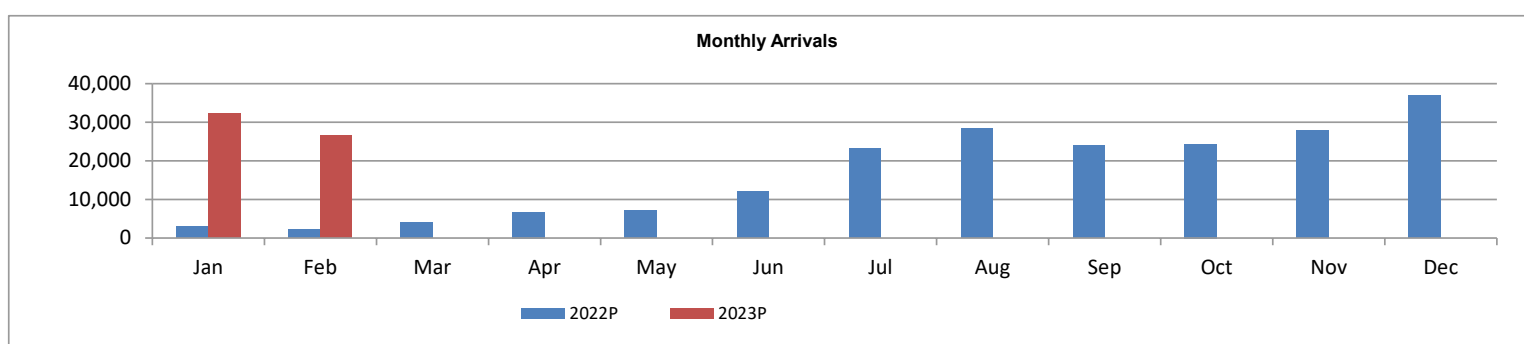
Key Performance Indicators

	YOY Rate	Feb'22 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 417.7%	19.7	101.9	1,768.9	O'ahu	1130.6%	57,620
Daily Spend (\$PPPD)	↑ 12.9%	210.0	237.0	245.1	Mau	323.9%	1,607
Visitor Days	↑ 358.7%	93,700	429,822	7,216,077	Moloka'i	N/A	85
Arrivals	↑ 1071.9%	5,031	58,955	962,144	Lāna'i	172.3%	48
Daily Census	↑ 358.7%	1,588	7,285	19,770	Kaua'i	994.7%	967
Airlift (scheduled seats) [^]	↑ 314.8%	34,012	141,065	1,149,166	Hawai'i Island	799.1%	4,181

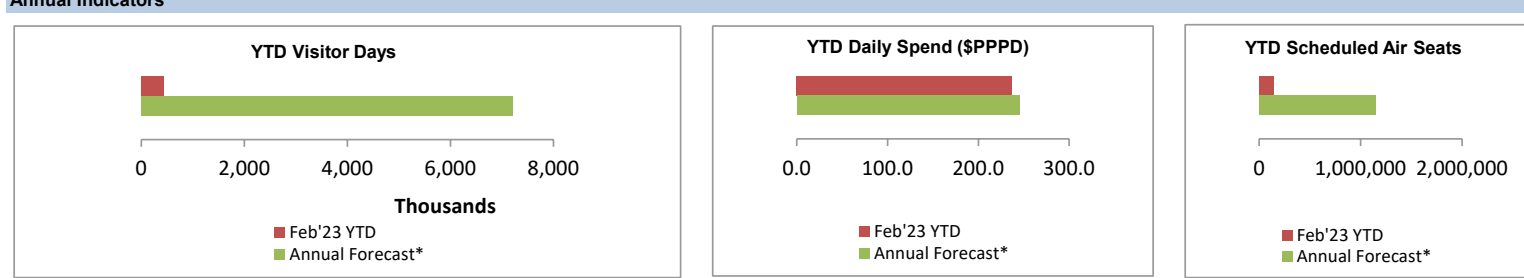
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CANADA**

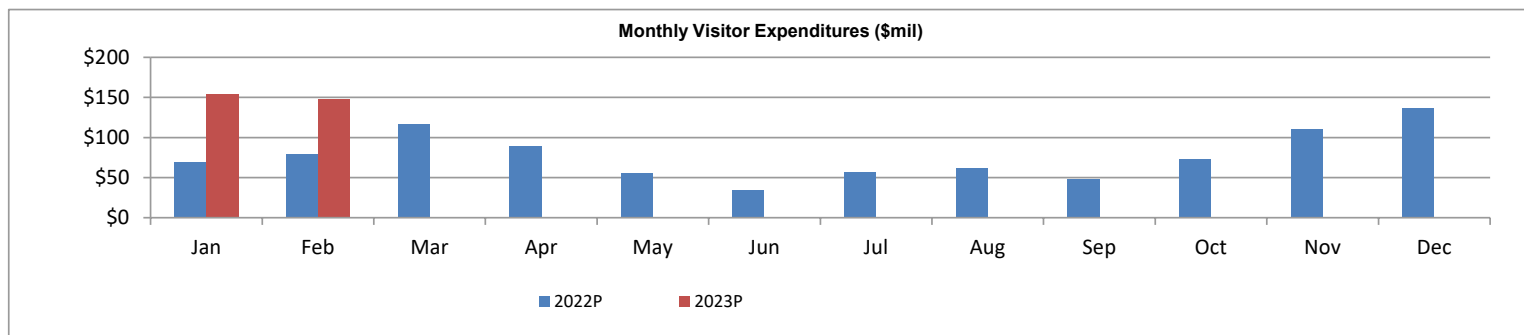
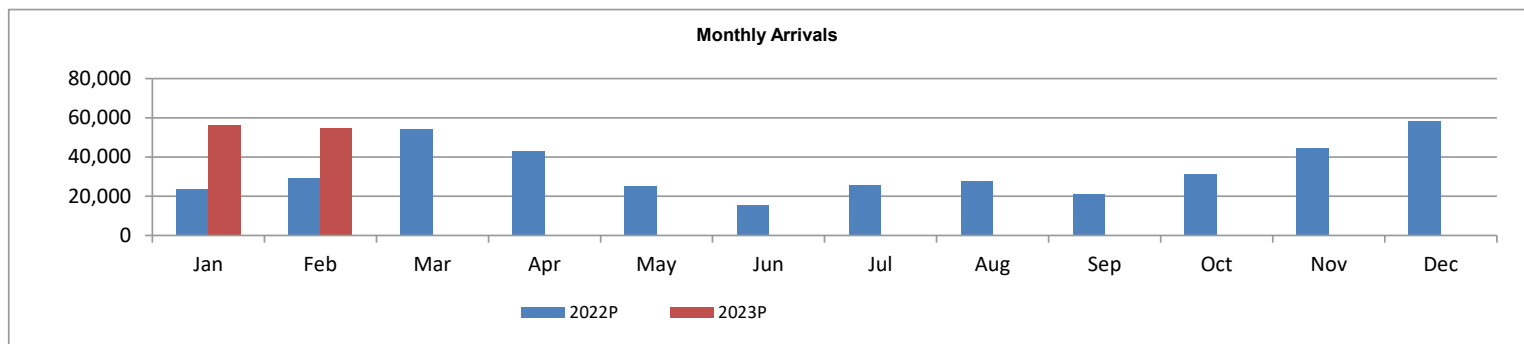
Key Performance Indicators

	YOY Rate	Feb'22 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 103.5%	148.2	301.6	1,130.5	O'ahu	130.6%	53,168
Daily Spend (\$PPPD)	↑ 20.9%	178.3	215.7	197.8	Mauī	96.0%	47,685
Visitor Days	↑ 68.3%	830,919	1,398,719	5,716,654	Moloka'i	3.3%	523
Arrivals	↑ 111.7%	52,597	111,361	461,829	Lāna'i	24.0%	760
Daily Census	↑ 68.3%	14,083	23,707	15,662	Kaua'i	101.3%	11,980
Airlift (scheduled seats) [^]	↑ 11.4%	114,037	127,002	485,774	Hawai'i Island	115.2%	19,600

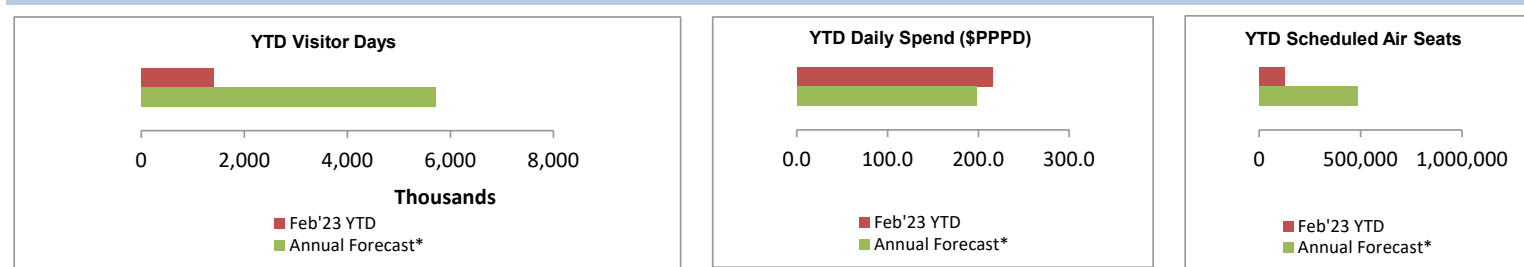
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OCEANIA**

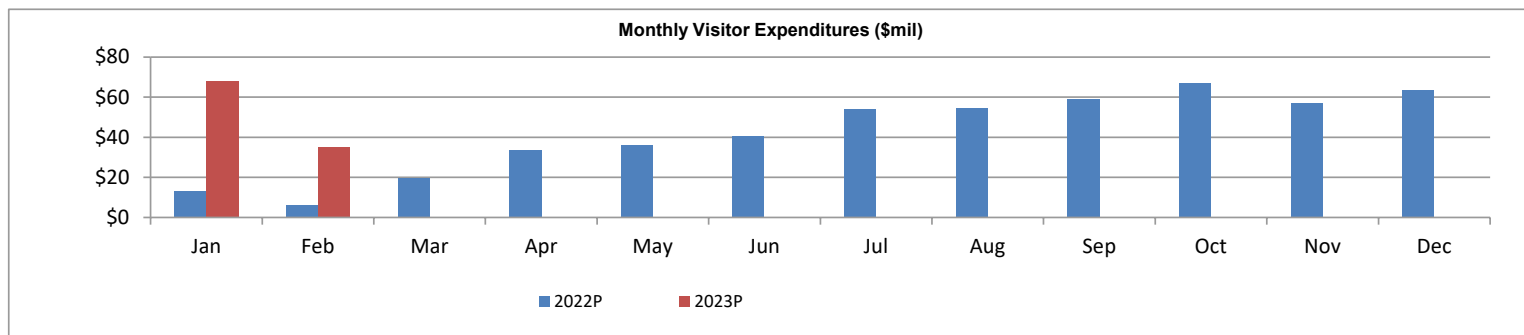
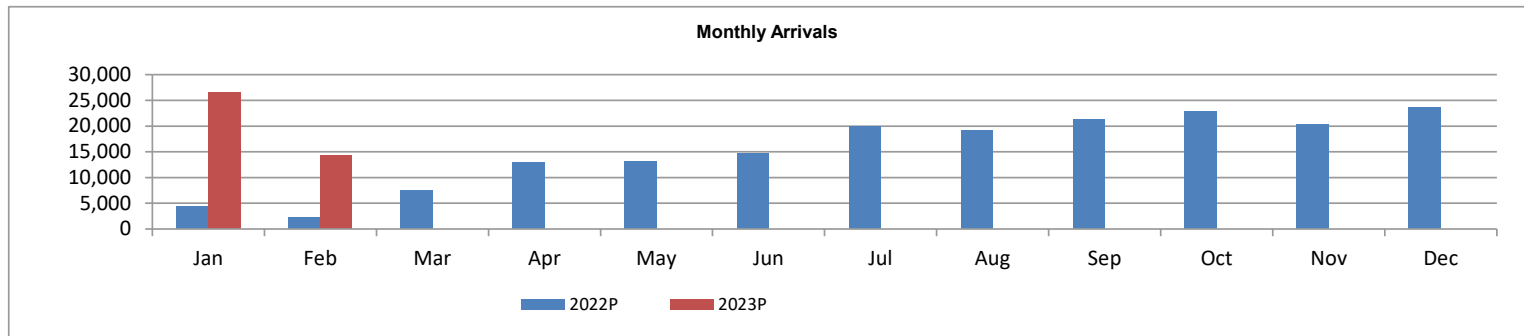
Key Performance Indicators

	YOY Rate	Feb'22 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 442.9%	19.0	103.3	691.2	O'ahu	535.5%	40,028
Daily Spend (\$PPPD)	↔ 6.6%	268.3	286.0	299.5	Mauī	330.2%	3,784
Visitor Days	↑ 409.3%	70,891	361,013	2,307,871	Moloka'i	426.3%	111
Arrivals	↑ 512.2%	6,678	40,880	240,536	Lāna'i	499.0%	208
Daily Census	↑ 409.3%	1,202	6,119	6,323	Kaua'i	244.4%	1,774
Airlift (scheduled seats) [^]	↑ 246.8%	15,613	54,143	332,614	Hawai'i Island	385.3%	3,353

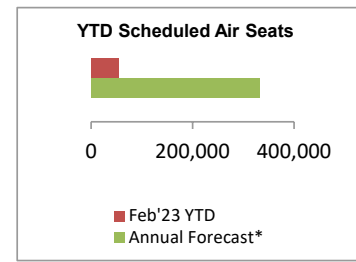
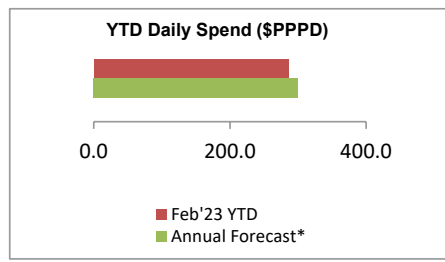
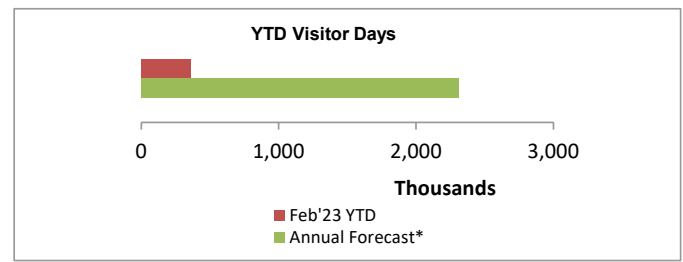
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

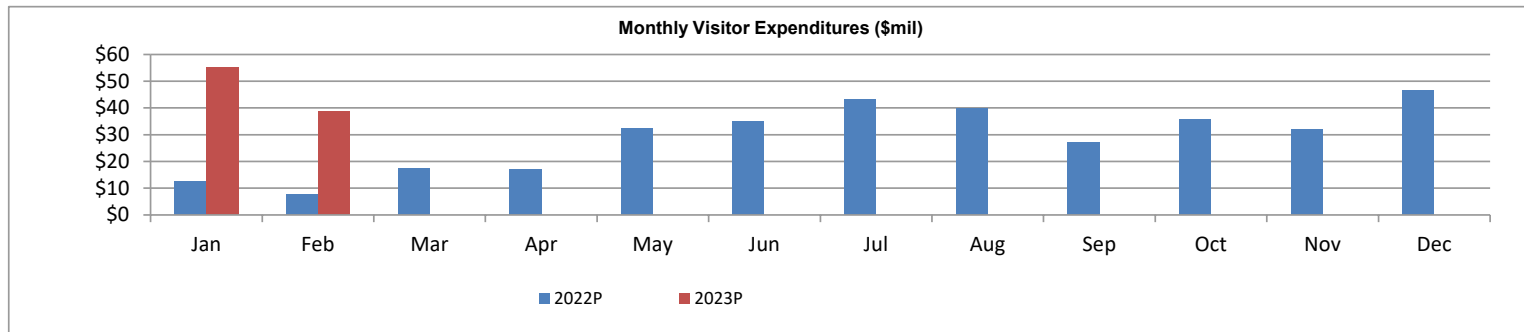
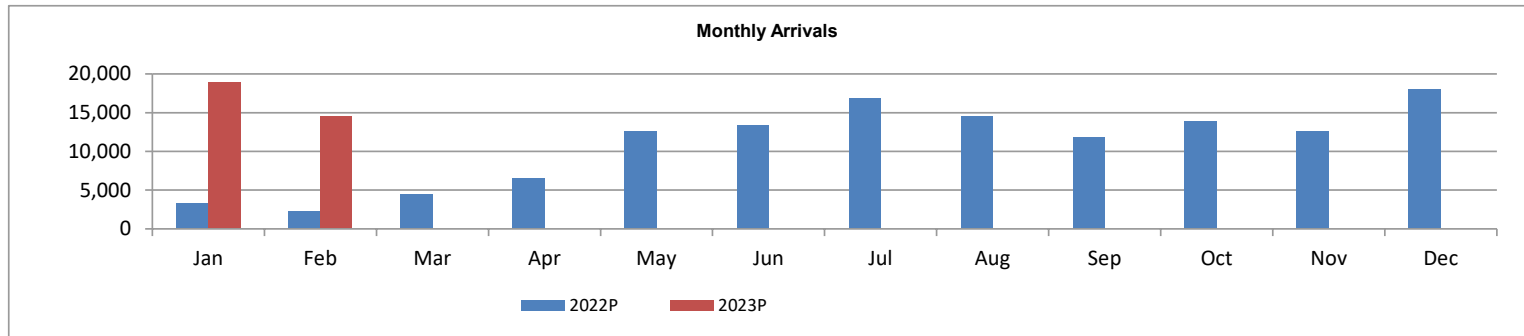
Key Performance Indicators

	YOY Rate	Feb'22 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 362.2%	20.3	93.7	N/A	O'ahu	564.3%	32,683
Daily Spend (\$PPPD)	↑ 15.1%	266.3	306.5	N/A	Maui	192.5%	2,861
Visitor Days	↑ 301.6%	76,149	305,822	N/A	Moloka'i	131.4%	66
Arrivals	↑ 495.0%	5,627	33,481	N/A	Lāna'i	378.4%	230
Daily Census	↑ 301.6%	1,291	5,183	N/A	Kaua'i	274.3%	1,333
Airlift (scheduled seats) [^]	↑ 178.9%	18,354	51,191	290,195	Hawai'i Island	501.1%	6,885

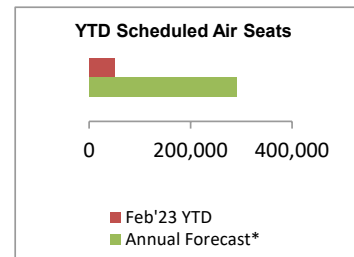
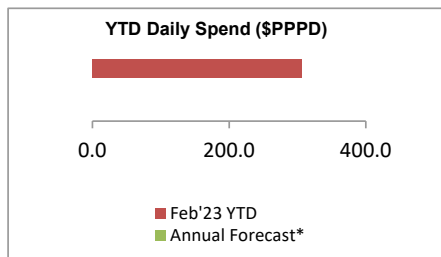
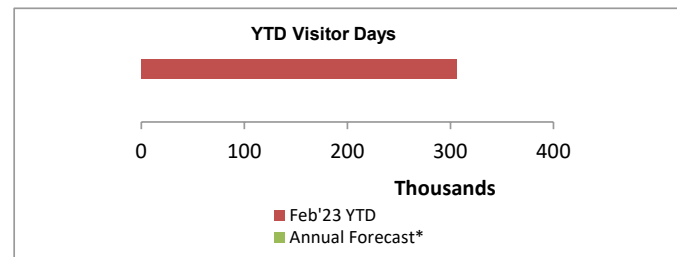
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **KOREA**

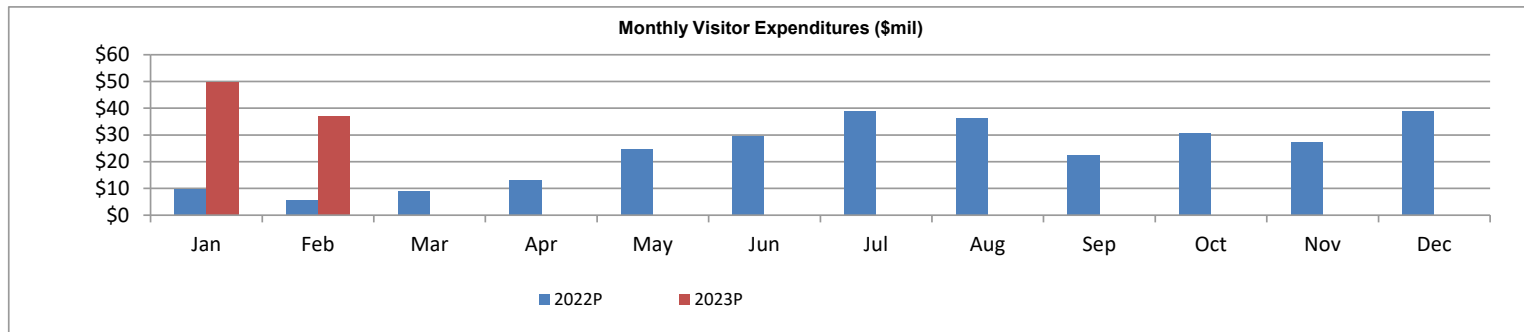
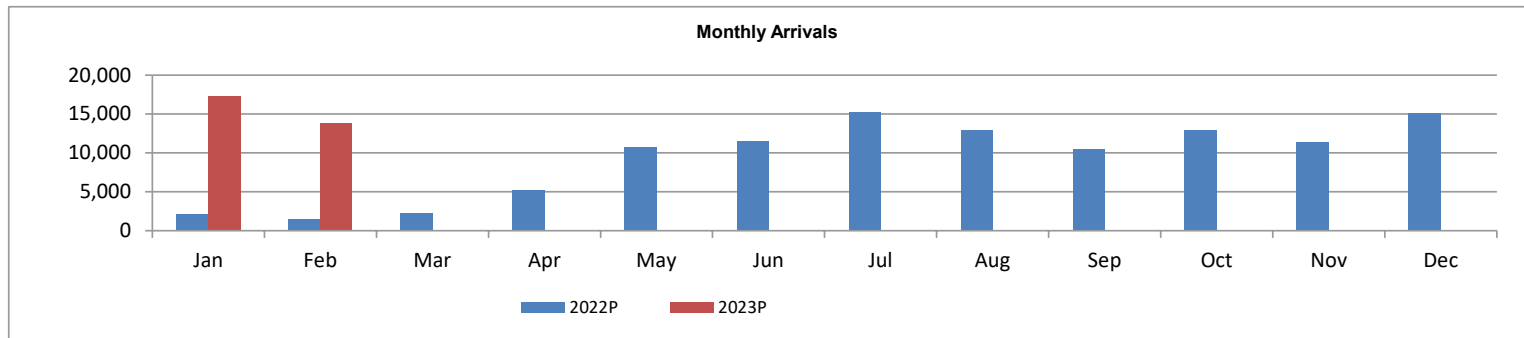
Key Performance Indicators

	YOY Rate	Feb'22 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 463.9%	15.4	86.8	345.6	O'ahu	800.4%	30,762
Daily Spend (\$PPPD)	↑ 11.9%	271.5	303.8	308.2	Mau	316.6%	2,340
Visitor Days	↑ 403.9%	56,722	285,799	1,121,316	Moloka'i	191.9%	62
Arrivals	↑ 755.1%	3,627	31,013	144,322	Lāna'i	1021.4%	213
Daily Census	↑ 403.9%	961	4,844	3,072	Kaua'i	447.1%	1,126
Airlift (scheduled seats) [^]	↑ 178.9%	18,354	51,191	283,157	Hawai'i Island	929.1%	6,243

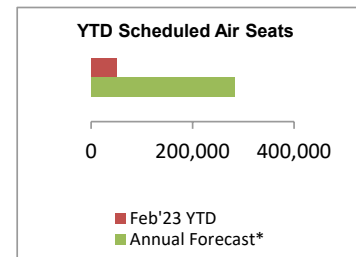
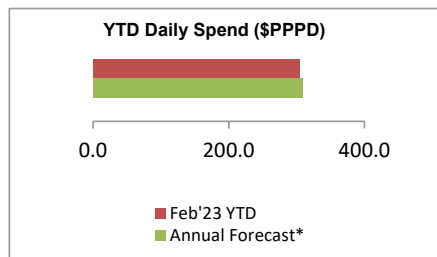
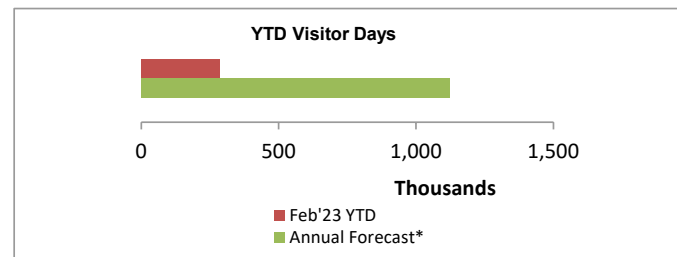
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **CHINA**

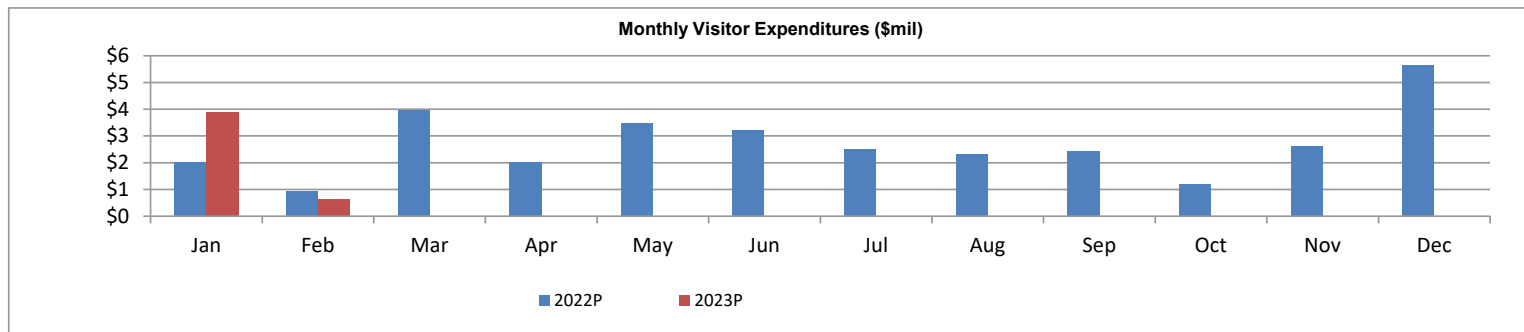
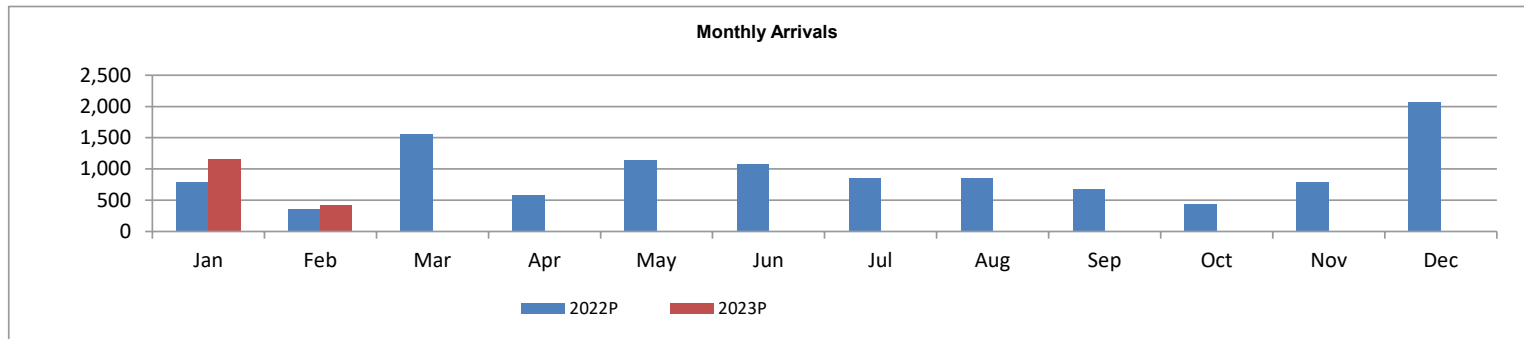
Key Performance Indicators

	YOY Rate	Feb'22 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 54.4%	2.9	4.5	N/A	O'ahu	40.0%	1,327
Daily Spend (\$PPPD)	↑ 14.5%	311.6	356.6	N/A	Mau	26.3%	287
Visitor Days	↑ 34.9%	9,428	12,719	N/A	Moloka'i	-82.4%	1
Arrivals	↑ 38.1%	1,148	1,585	N/A	Lāna'i	-47.1%	10
Daily Census	↑ 34.9%	160	216	N/A	Kaua'i	104.4%	106
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	48.2%	498

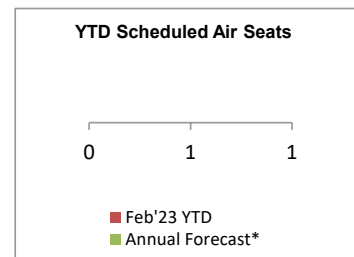
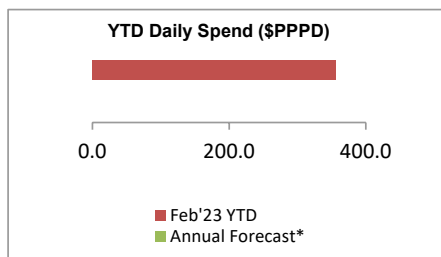
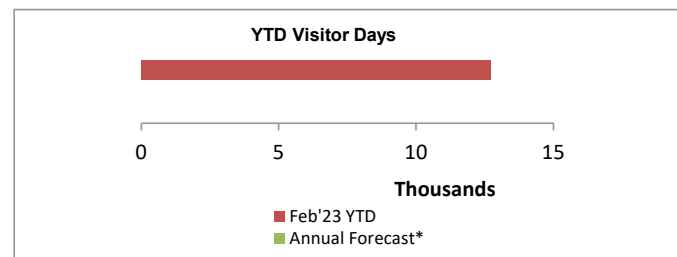
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Visitor Industry Performance Measures

Market: **EUROPE**

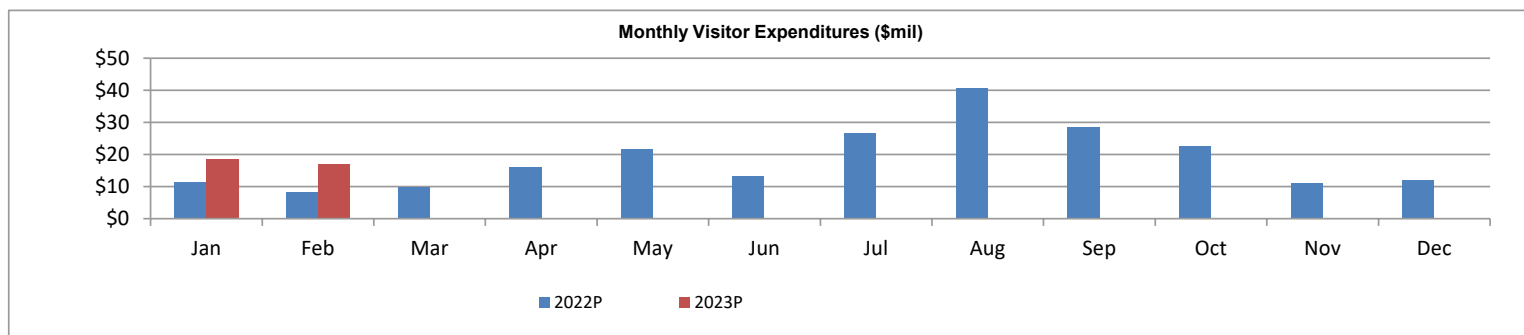
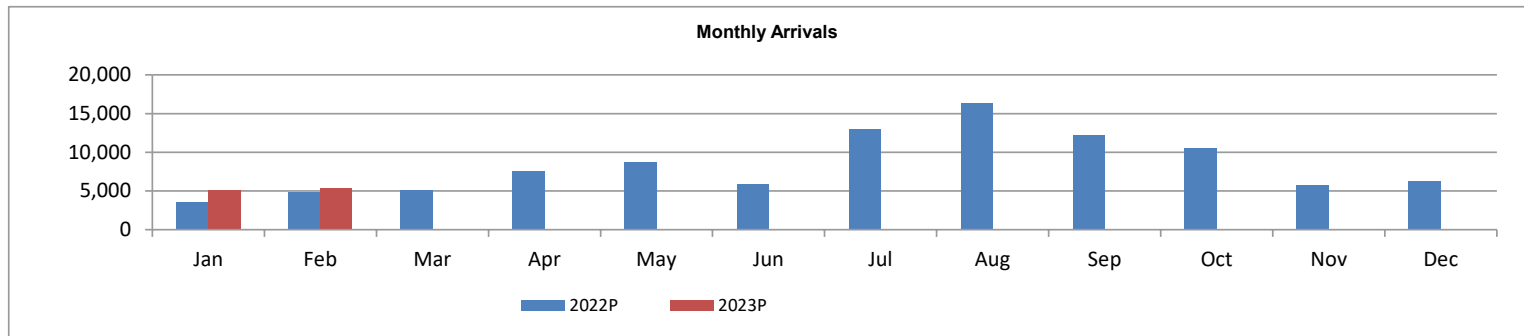
Key Performance Indicators

	YOY Rate	Feb'22 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 83.7%	19.4	35.7	254.4	O'ahu	30.5%	7,066
Daily Spend (\$PPPD)	↑ 68.3%	144.9	243.7	167.4	Maui	44.8%	4,087
Visitor Days	↔ 9.2%	133,983	146,282	1,519,811	Moloka'i	-22.1%	120
Arrivals	↑ 23.4%	8,424	10,395	115,457	Lāna'i	1.5%	106
Daily Census	↔ 9.2%	2,271	2,479	4,164	Kaua'i	10.9%	1,861
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-17.8%	2,801

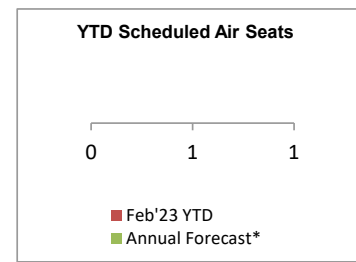
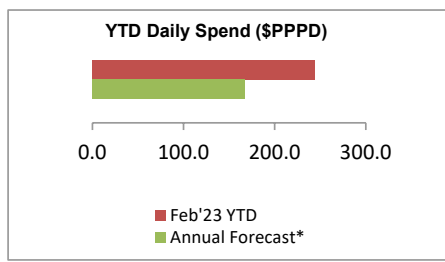
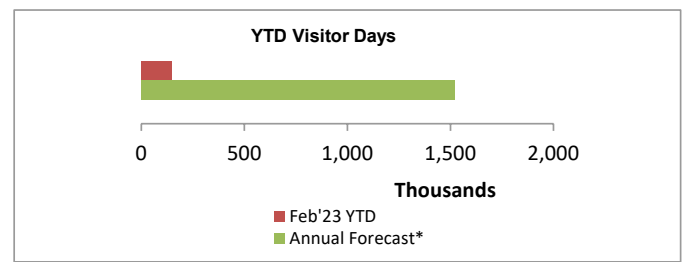
* DBEDT Annual Forecast as of Q1 2023.

[^] HTA/DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

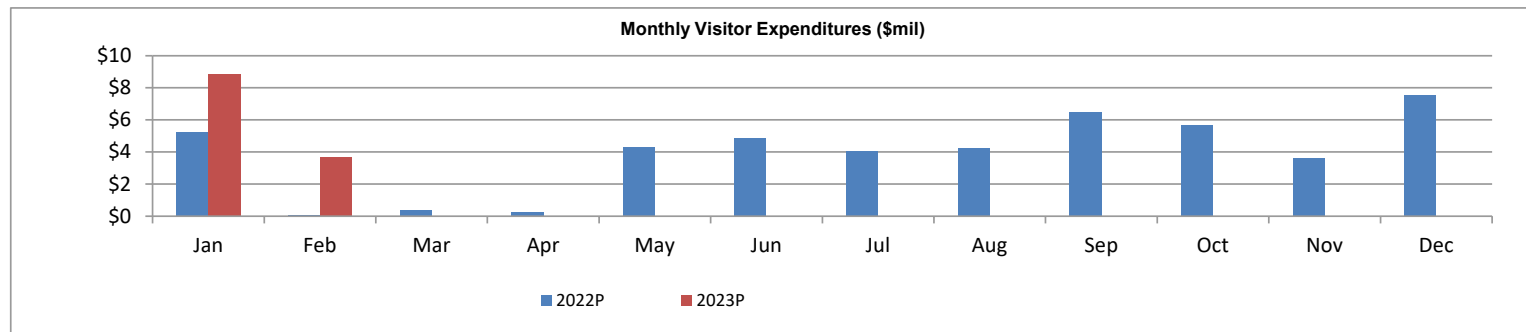
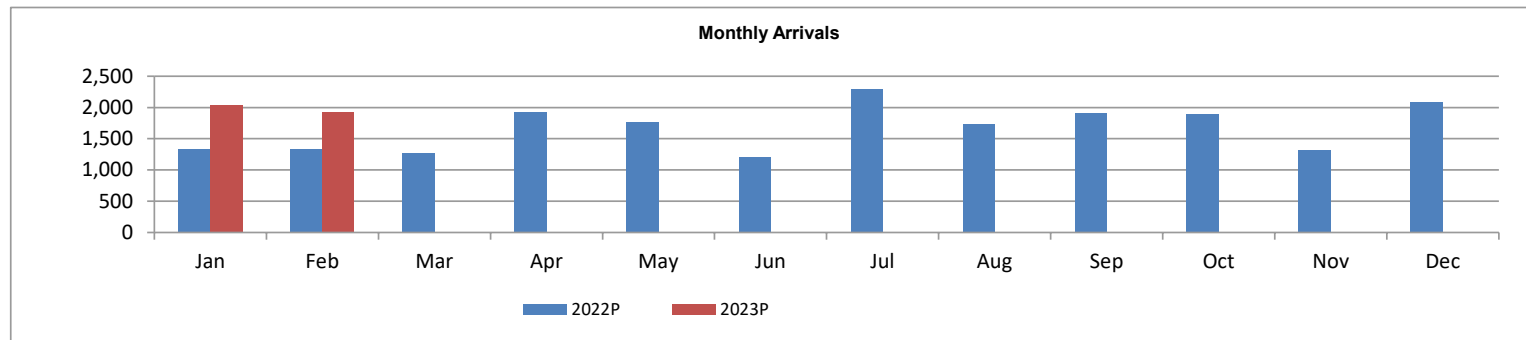
Key Performance Indicators

	YOY Rate	Feb'22 YTD	Feb'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 136.9%	5.3	12.5	N/A	O'ahu	50.7%	2,927
Daily Spend (\$PPPD)	↑ 73.6%	158.3	274.9	N/A	Mau	74.7%	1,335
Visitor Days	↑ 36.5%	33,401	45,580	N/A	Moloka'i	134.8%	39
Arrivals	↑ 47.9%	2,676	3,957	N/A	Lāna'i	134.1%	47
Daily Census	↑ 36.5%	566	773	N/A	Kaua'i	68.0%	431
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-3.4%	617

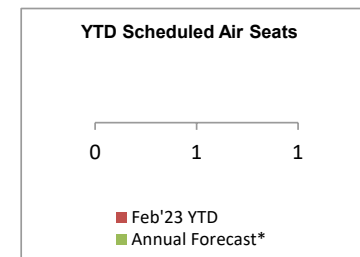
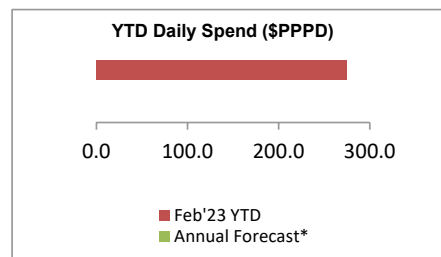
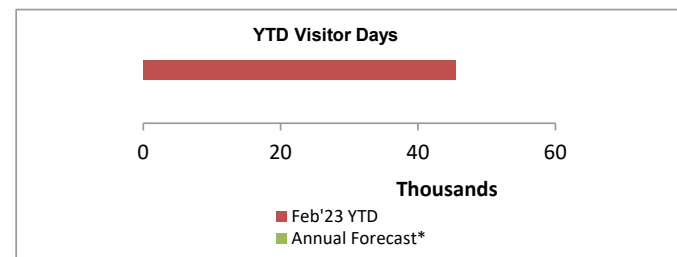
* DBEDT Annual Forecast as of Q1 2023.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures