

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

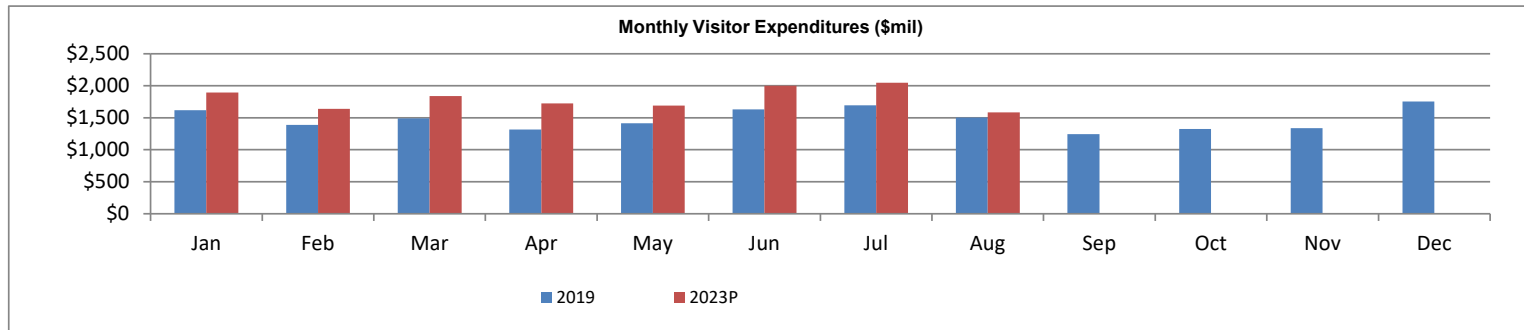
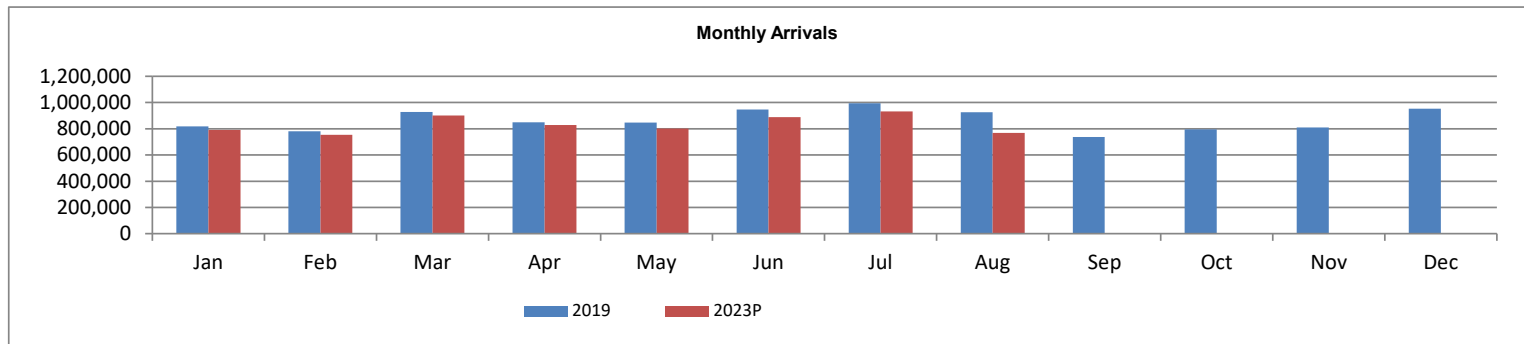
Market: **OVERALL**

Key Performance Indicators

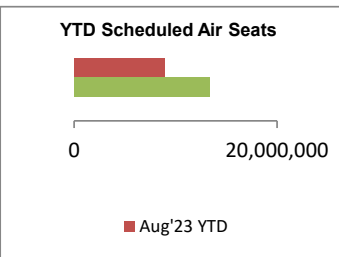
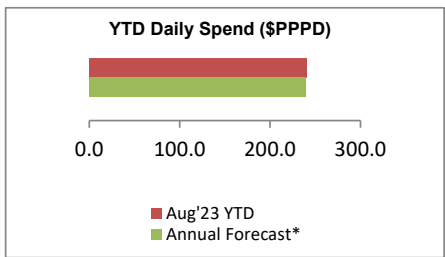
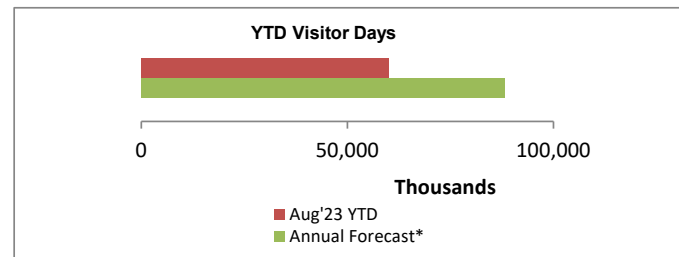
	YOY Rate	Aug'19 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 19.6%	12,055.8	14,413.1	21,106.3	O'ahu	-10.0%	3,779,257
Daily Spend (\$PPPD)	↑ 23.5%	194.6	240.3	239.3	Maui	-10.1%	1,891,697
Visitor Days	↓ -3.2%	61,961,974	59,978,887	88,203,280	Moloka'i	-26.9%	31,251
Arrivals	↓ -6.0%	7,092,809	6,666,587	9,757,000	Lāna'i	-16.4%	49,788
Daily Census	↓ -3.2%	254,988	246,827	241,653	Kaua'i	2.0%	965,016
Airlift (scheduled seats) [^]	↓ -2.1%	9,153,498	8,963,658	13,387,100	Hawai'i Island	-0.5%	1,205,394

* DBEDT Annual Forecast as of Q3 2023.
DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of August 28, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

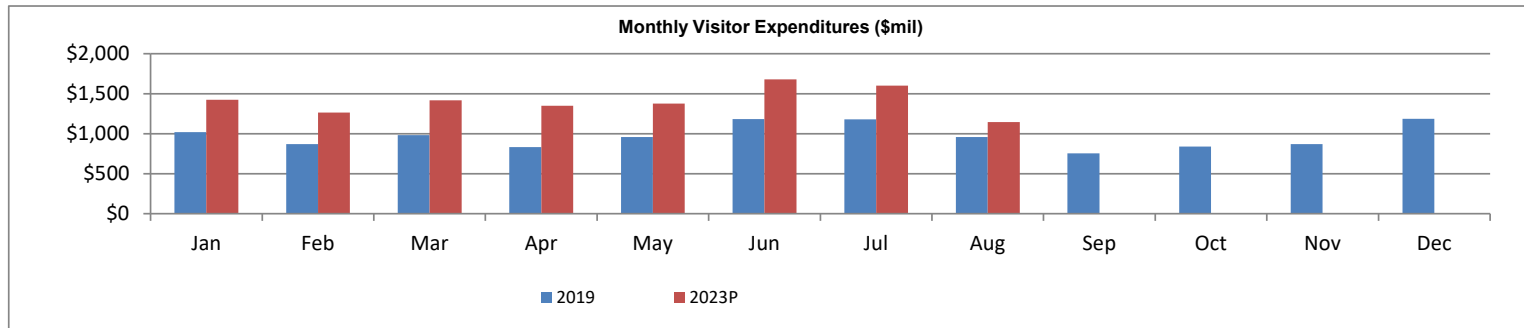
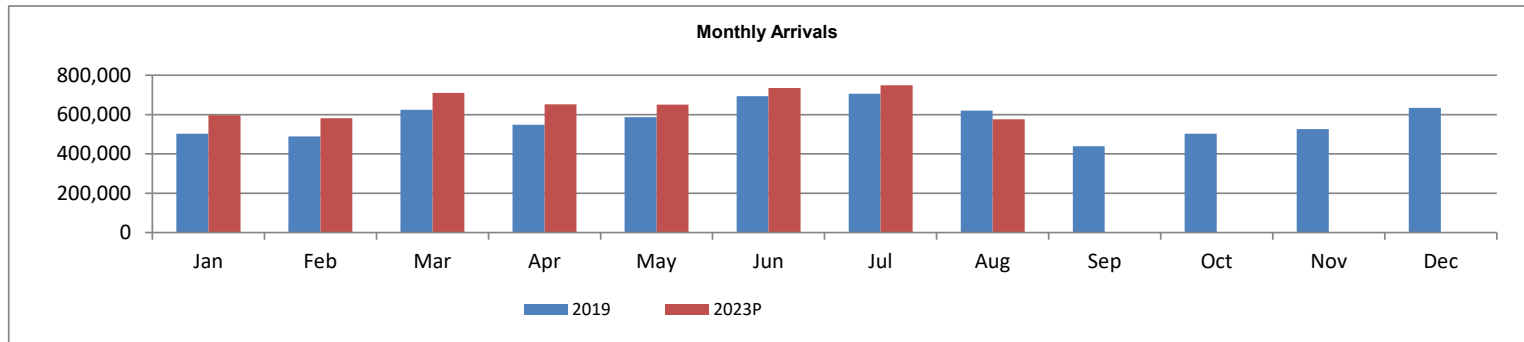
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 40.9%	7,984.9	11,252.7	16,218.7	O'ahu	16.8%	2,706,233
Daily Spend (\$PPPD)	↑ 29.0%	186.3	240.3	241.1	Maui	-4.7%	1,609,119
Visitor Days	↔ 9.3%	42,851,073	46,819,077	67,268,887	Moloka'i	-19.2%	23,919
Arrivals	↑ 10.0%	4,771,257	5,249,041	7,518,173	Lāna'i	-11.9%	36,637
Daily Census	↔ 9.3%	176,342	192,671	184,298	Kaua'i	8.4%	854,023
Airlift (scheduled seats) [^]	↑ 12.0%	6,611,400	7,403,557	10,897,078	Hawai'i Island	16.2%	1,012,472

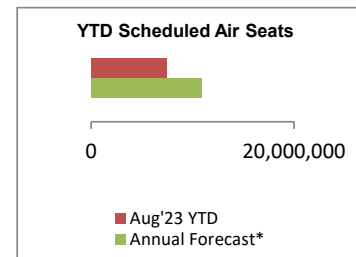
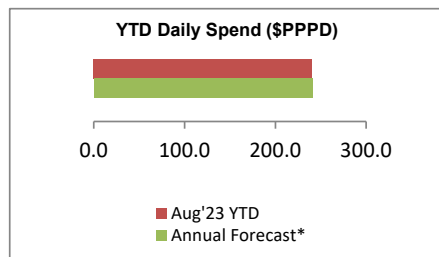
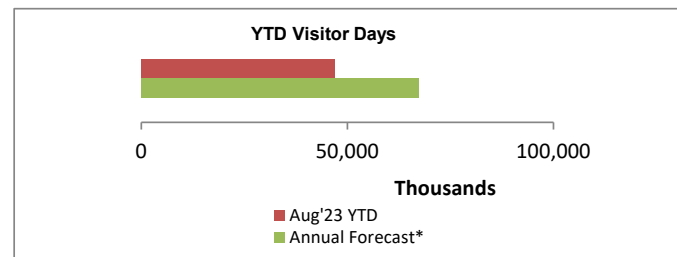
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. WEST**

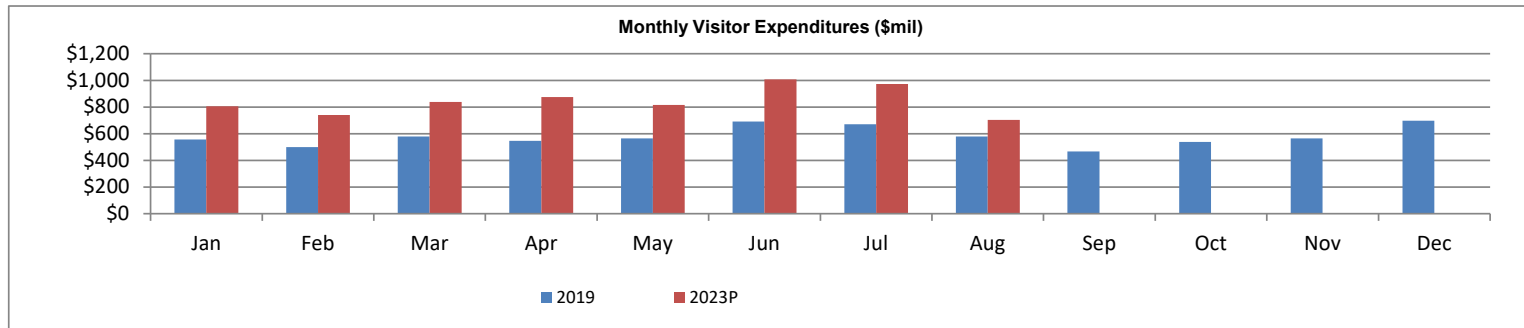
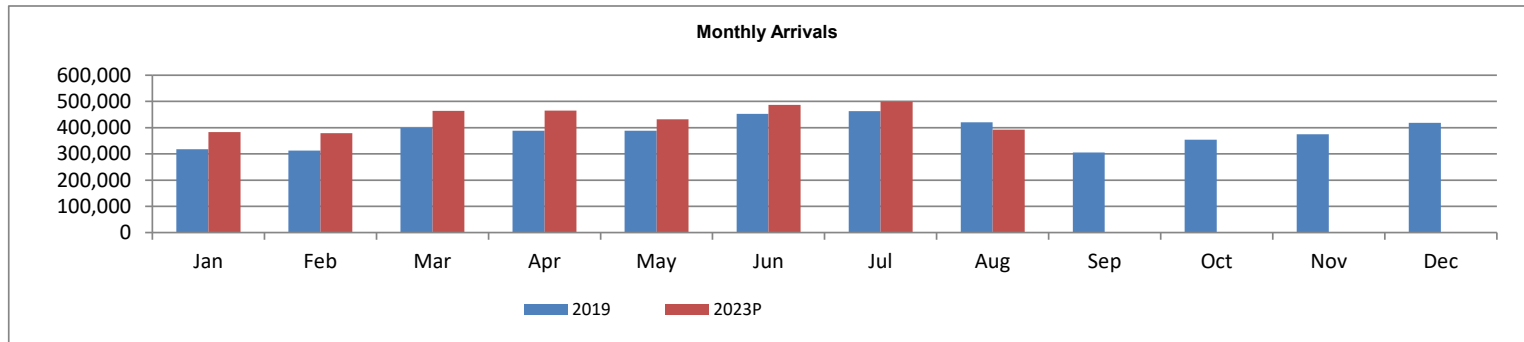
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 44.2%	4,685.8	6,754.7	9,852.5	O'ahu	21.5%	1,670,318
Daily Spend (\$PPPD)	↑ 31.3%	173.0	227.1	228.0	Mauī	-5.9%	1,029,081
Visitor Days	↔ 9.8%	27,089,212	29,748,767	43,203,993	Moloka'i	-21.2%	13,824
Arrivals	↑ 11.5%	3,141,739	3,502,473	5,063,338	Lāna'i	-6.0%	19,706
Daily Census	↔ 9.8%	111,478	122,423	118,367	Kaua'i	10.3%	548,674
Airlift (scheduled seats) [^]	↑ 13.1%	5,777,523	6,536,089	9,625,627	Hawai'i Island	17.5%	632,385

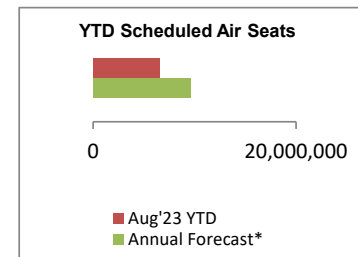
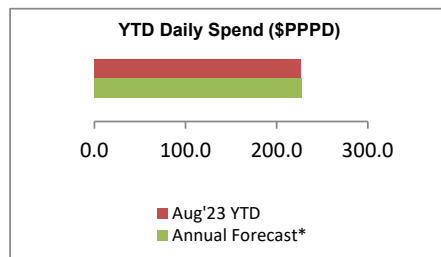
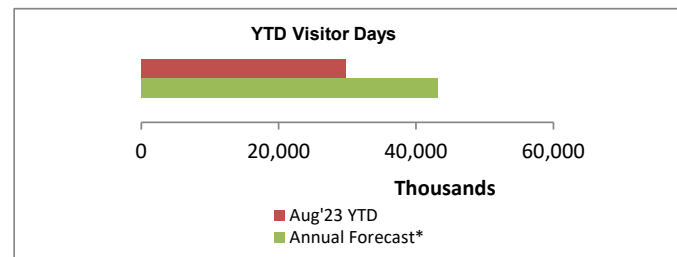
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. EAST**

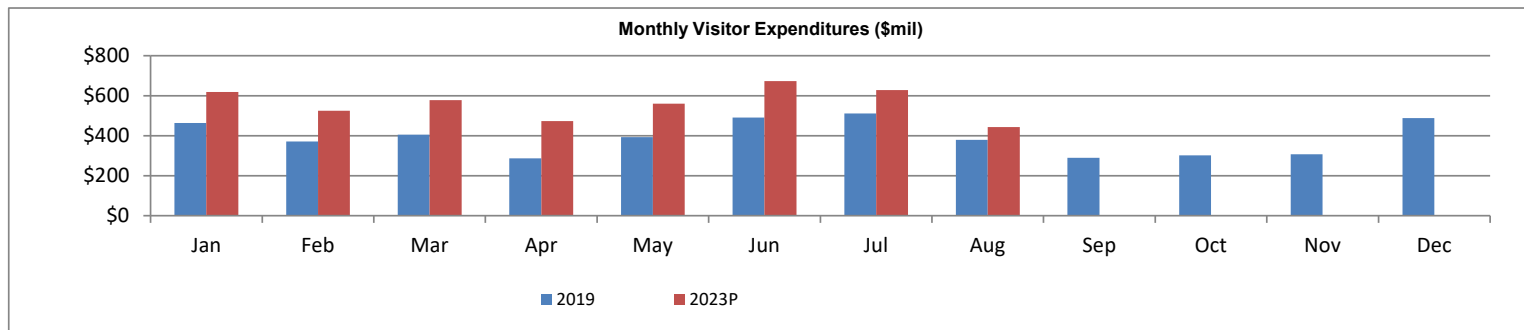
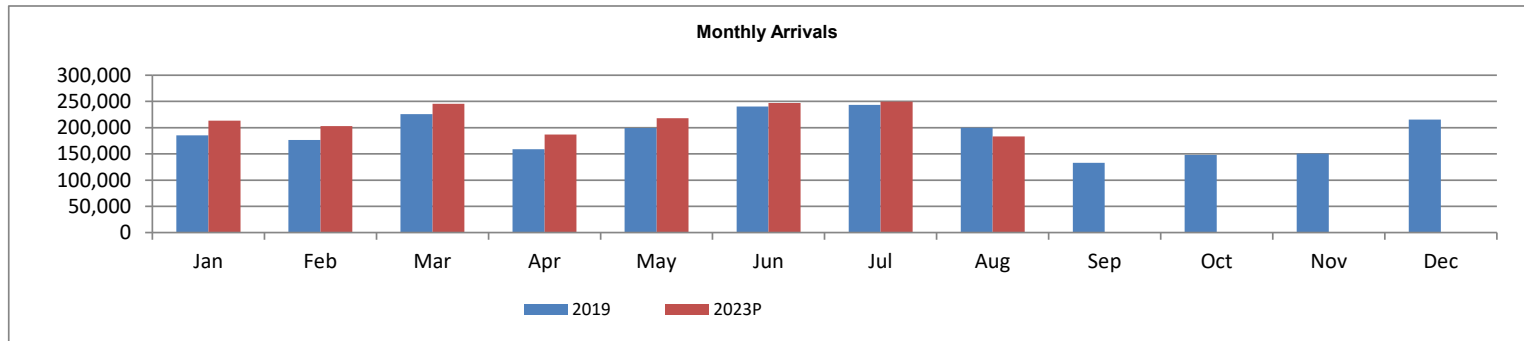
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 36.3%	3,299.0	4,498.0	6,366.2	O'ahu	9.9%	1,035,915
Daily Spend (\$PPPD)	↑ 25.9%	209.3	263.5	264.5	Mau	-2.6%	580,037
Visitor Days	↔ 8.3%	15,761,860	17,070,310	24,064,894	Moloka'i	-16.3%	10,095
Arrivals	↔ 7.2%	1,629,517	1,746,568	2,454,835	Lāna'i	-18.0%	16,931
Daily Census	↔ 8.3%	64,864	70,248	65,931	Kaua'i	5.2%	305,349
Airlift (scheduled seats) [^]	↔ 4.0%	833,877	867,468	1,271,451	Hawai'i Island	13.9%	380,087

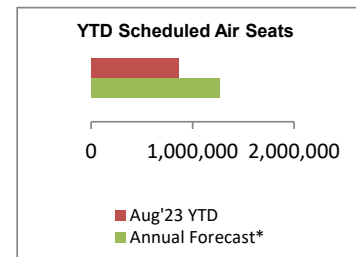
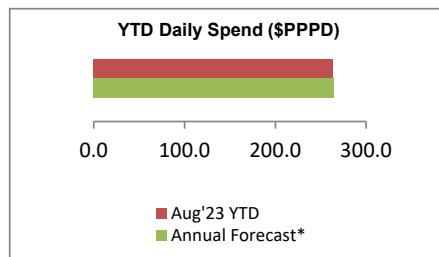
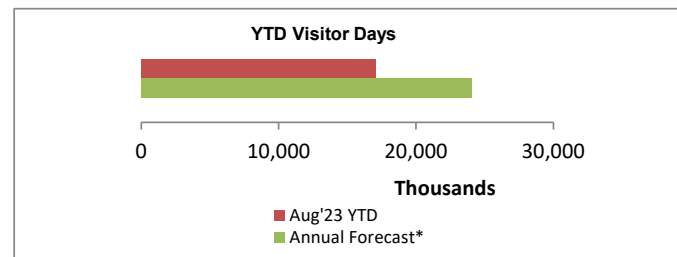
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **JAPAN**

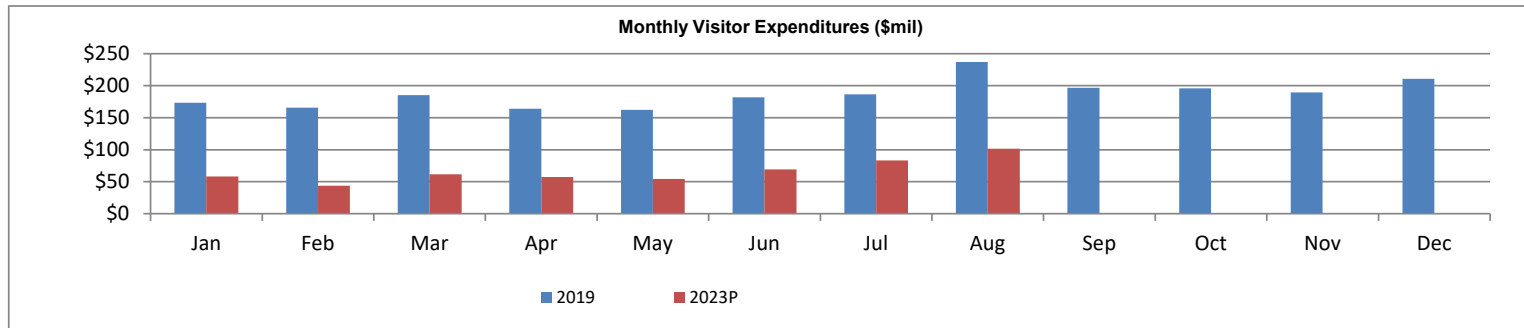
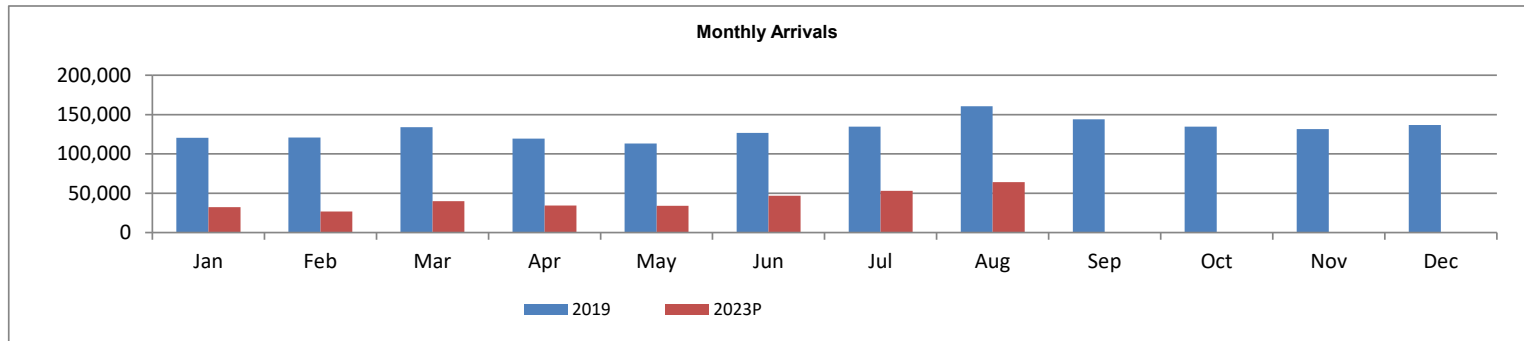
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -63.7%	1,455.9	528.9	933.0	O'ahu	-67.1%	321,168
Daily Spend (\$PPPD)	↓ -0.6%	237.8	236.4	237.8	Maui	-77.9%	7,070
Visitor Days	↓ -63.4%	6,121,180	2,237,449	3,923,246	Moloka'i	-65.7%	373
Arrivals	↓ -67.8%	1,029,549	331,286	582,975	Lāna'i	-78.8%	327
Daily Census	↓ -63.4%	25,190	9,208	10,749	Kaua'i	-77.0%	3,628
Airlift (scheduled seats) [^]	↓ -51.2%	1,326,446	646,917	1,096,935	Hawai'i Island	-74.6%	27,025

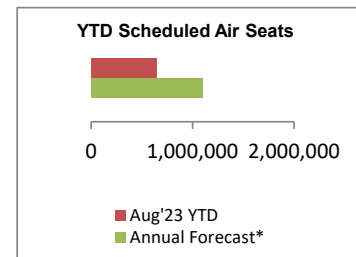
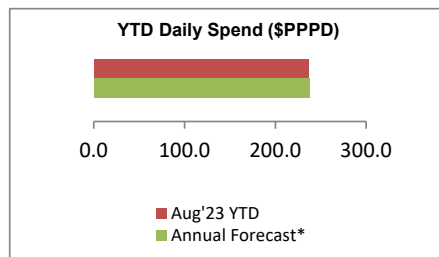
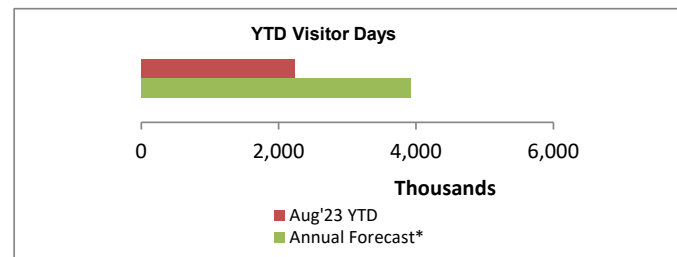
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Monthly Indicators



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Visitor Industry Performance Measures

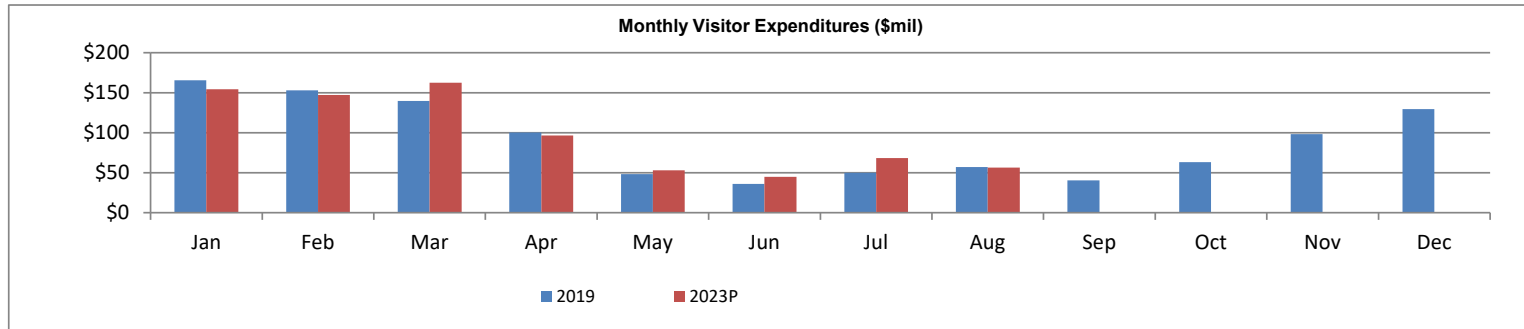
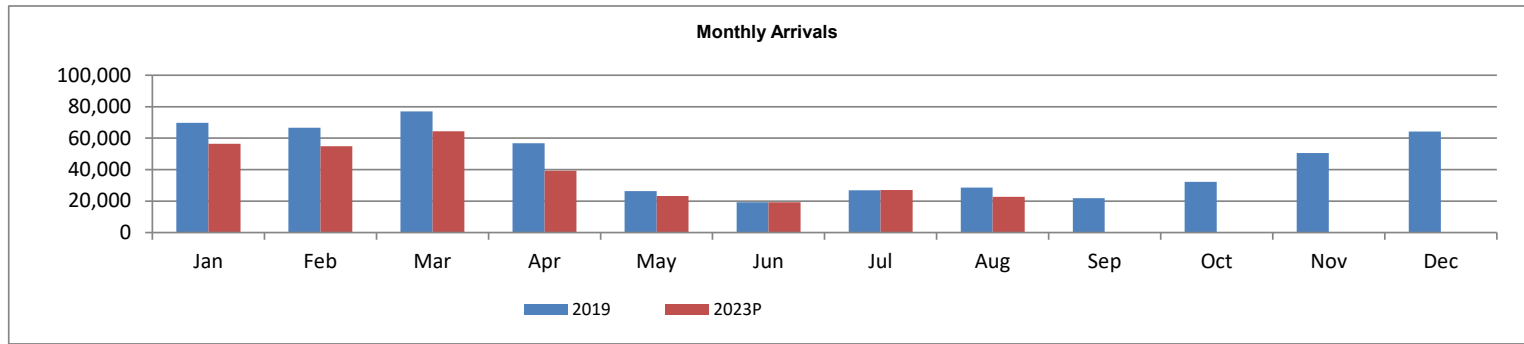
Market: **CANADA**

Key Performance Indicators

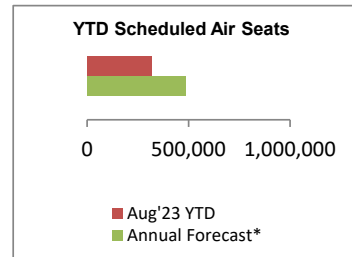
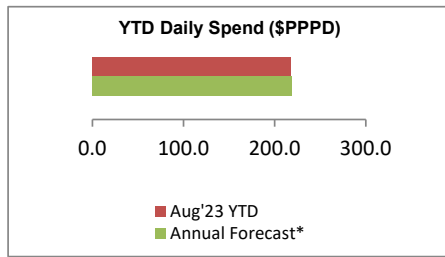
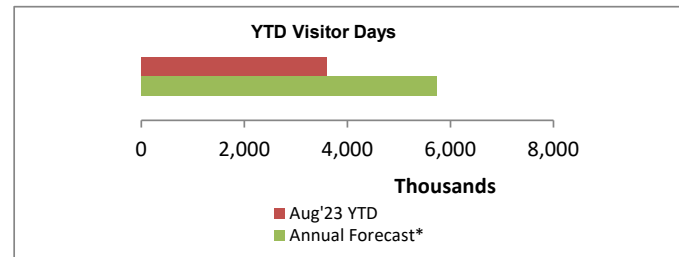
	YOY Rate	Aug'19 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 4.3%	750.1	782.5	1,255.0	O'ahu	-2.2%	156,639
Daily Spend (\$PPPD)	↕ 30.9%	166.3	217.7	219.1	Maui	-20.5%	148,142
Visitor Days	↘ -20.3%	4,510,009	3,594,570	5,727,949	Moloka'i	-41.8%	2,071
Arrivals	↘ -17.2%	371,146	307,219	477,329	Lāna'i	-23.7%	3,101
Daily Census	↘ -20.3%	18,560	14,792	15,693	Kaua'i	-32.7%	35,461
Airlift (scheduled seats) [^]	↘ -6.6%	341,447	319,009	486,879	Hawai'i Island	-15.6%	55,448

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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OCEANIA**

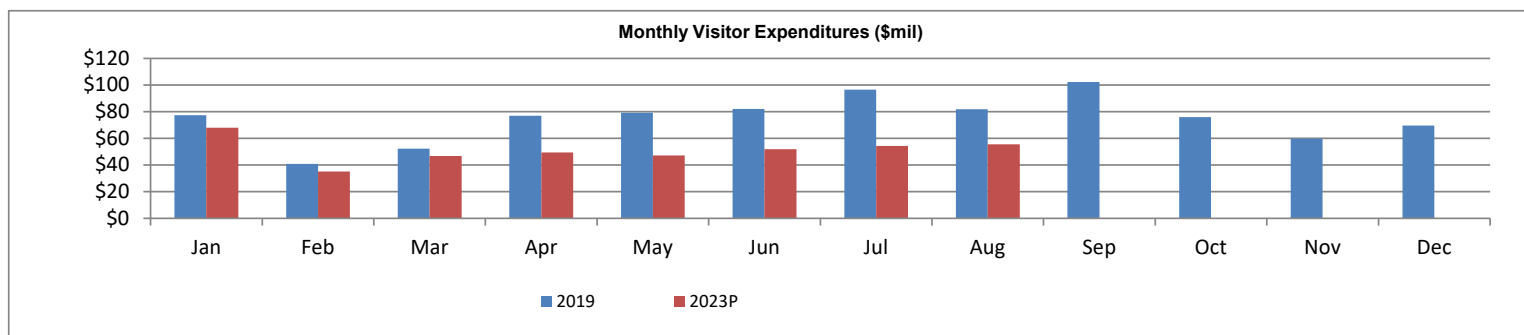
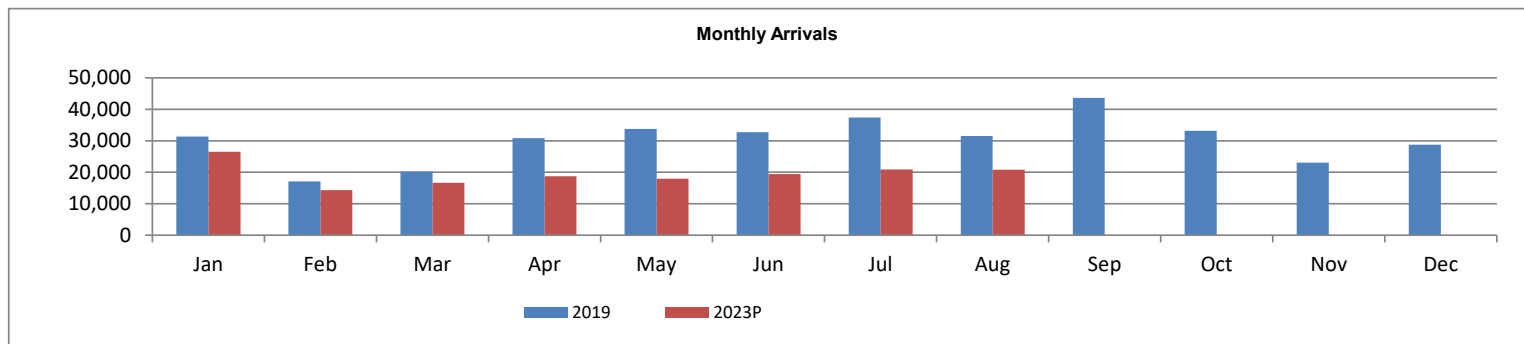
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -30.4%	587.3	408.6	605.8	O'ahu	-33.7%	152,582
Daily Spend (\$PPPD)	↑ 10.7%	264.5	292.8	292.0	Mauī	-56.9%	17,210
Visitor Days	↓ -37.2%	2,220,599	1,395,431	2,074,509	Moloka'i	-64.8%	1,138
Arrivals	↓ -33.9%	234,869	155,287	230,501	Lāna'i	-67.6%	1,387
Daily Census	↓ -37.2%	9,138	5,743	5,684	Kaua'i	-57.0%	9,053
Airlift (scheduled seats) [^]	↓ -33.5%	331,065	220,318	330,963	Hawai'i Island	-49.4%	14,736

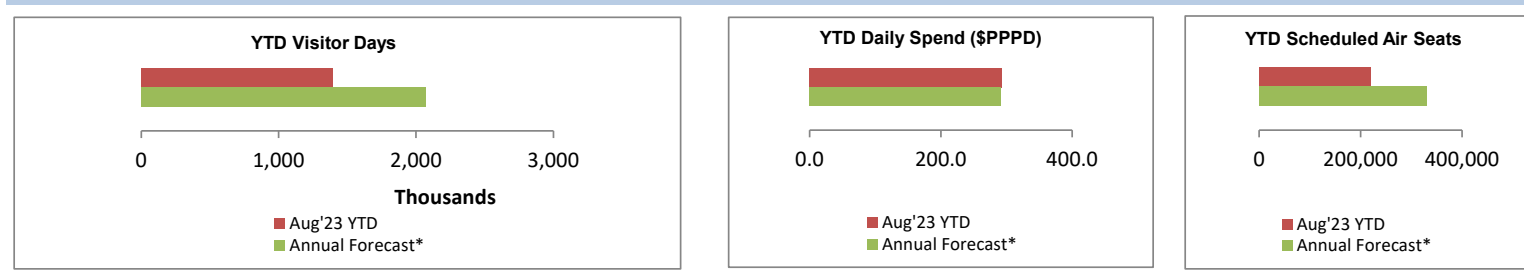
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

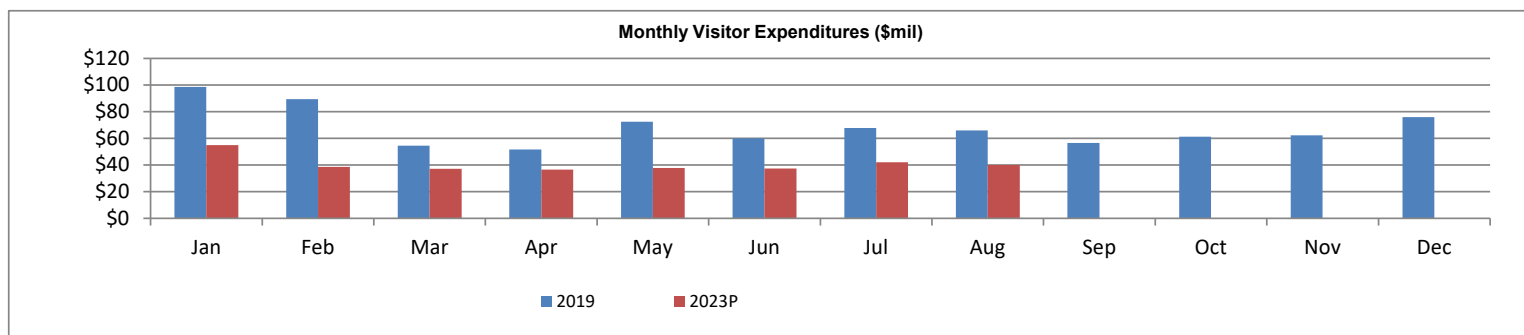
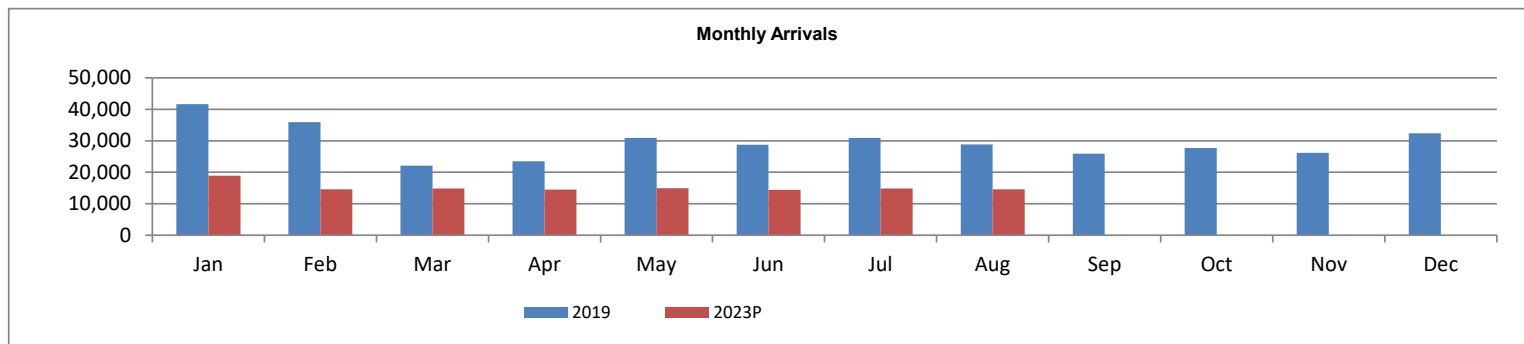
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -42.1%	560.6	324.7	NA	O'ahu	-50.2%	117,740
Daily Spend (\$PPPD)	↔ 7.9%	289.2	312.2	NA	Mauī	-70.4%	11,523
Visitor Days	↓ -46.3%	1,938,104	1,039,866	NA	Moloka'i	-81.9%	175
Arrivals	↓ -49.9%	242,458	121,551	NA	Lāna'i	-54.0%	560
Daily Census	↓ -46.3%	7,976	4,279	NA	Kaua'i	-49.1%	4,477
Airlift (scheduled seats) [^]	↓ -43.7%	331,035	186,229	278,632	Hawai'i Island	-57.9%	21,197

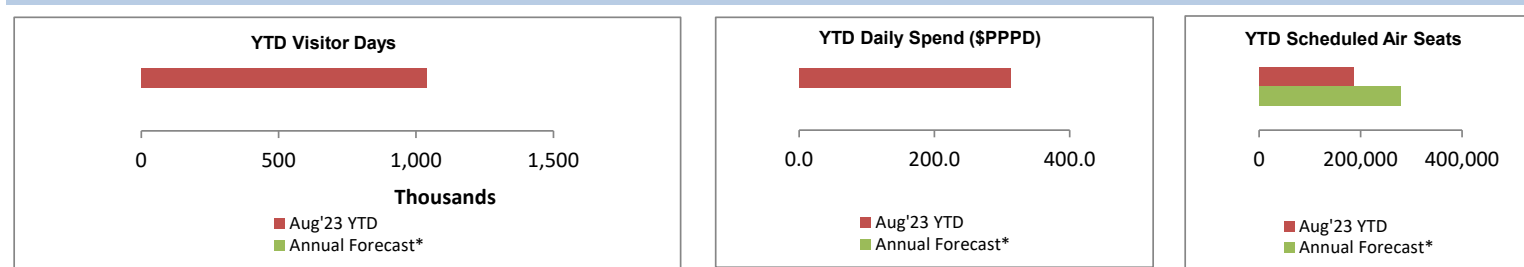
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **KOREA**

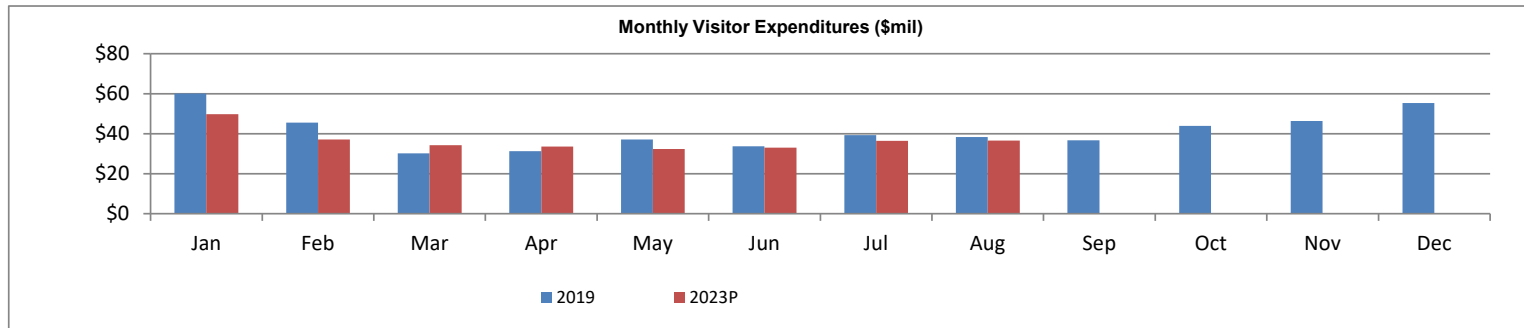
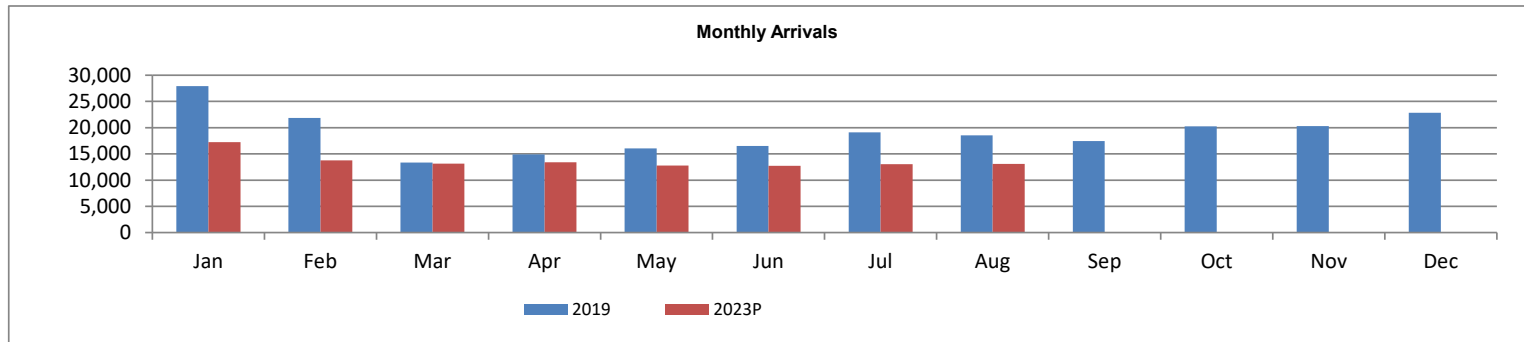
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -7.2%	315.5	292.9	438.2	O'ahu	-26.1%	107,765
Daily Spend (\$PPPD)	👈 14.3%	272.2	311.1	311.0	Mauī	-50.7%	9,385
Visitor Days	👇 -18.8%	1,159,169	941,414	1,408,925	Moloka'i	-67.6%	139
Arrivals	👇 -26.3%	148,233	109,179	164,232	Lāna'i	19.0%	460
Daily Census	👇 -18.8%	4,770	3,874	3,860	Kaua'i	-25.6%	3,531
Airlift (scheduled seats) [^]	👇 -14.7%	218,242	186,229	278,632	Hawai'i Island	1.0%	18,187

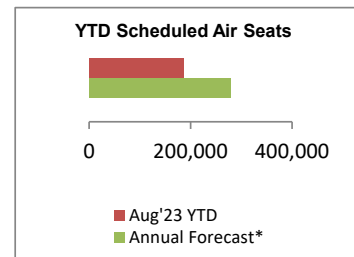
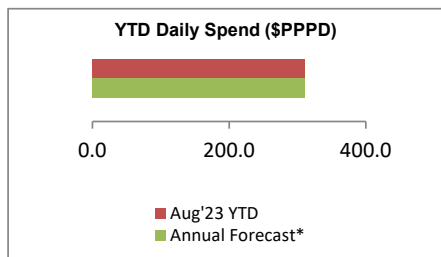
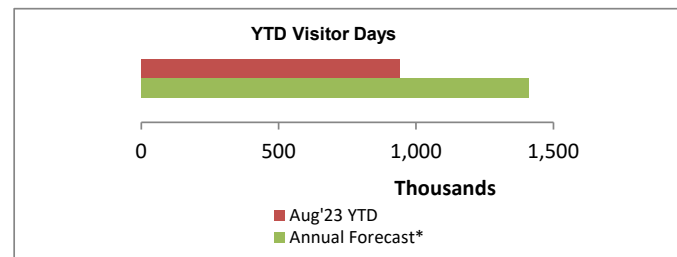
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

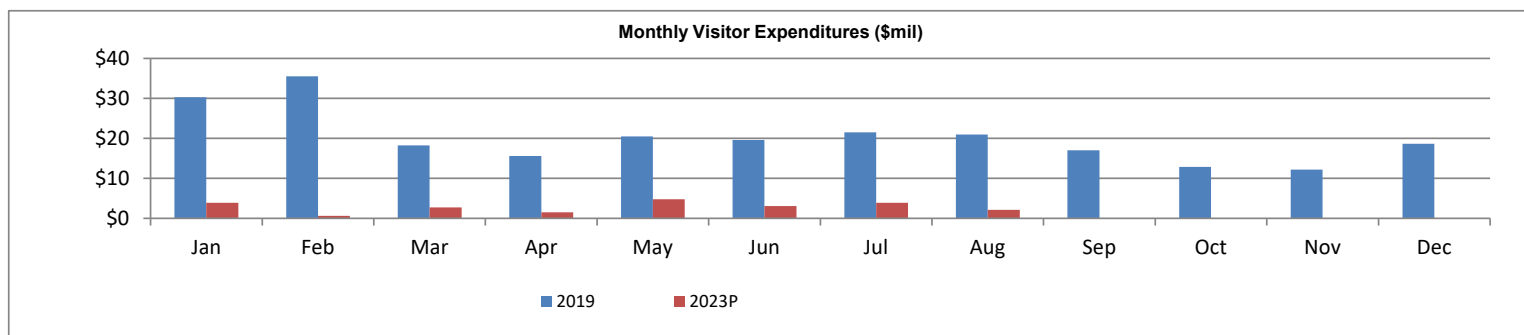
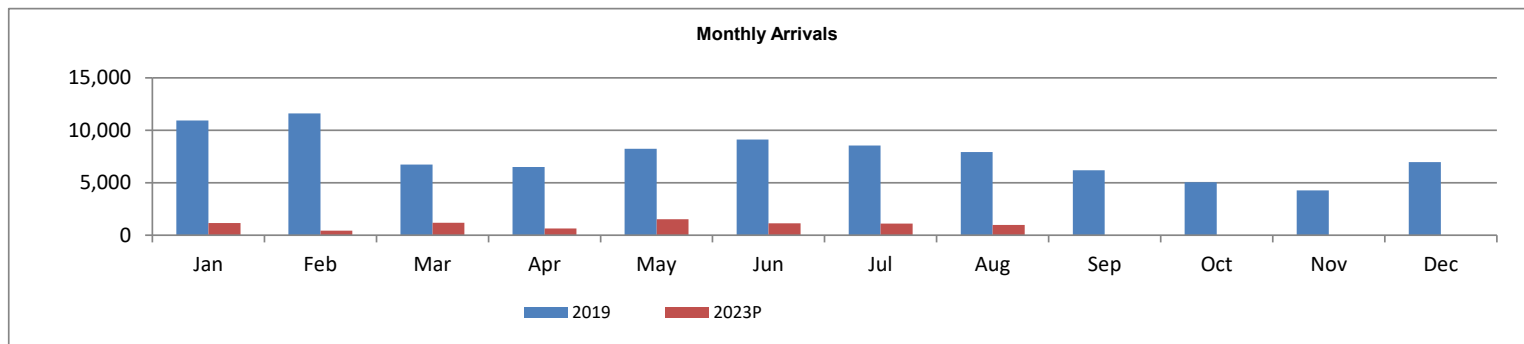
Market: **CHINA**

Key Performance Indicators

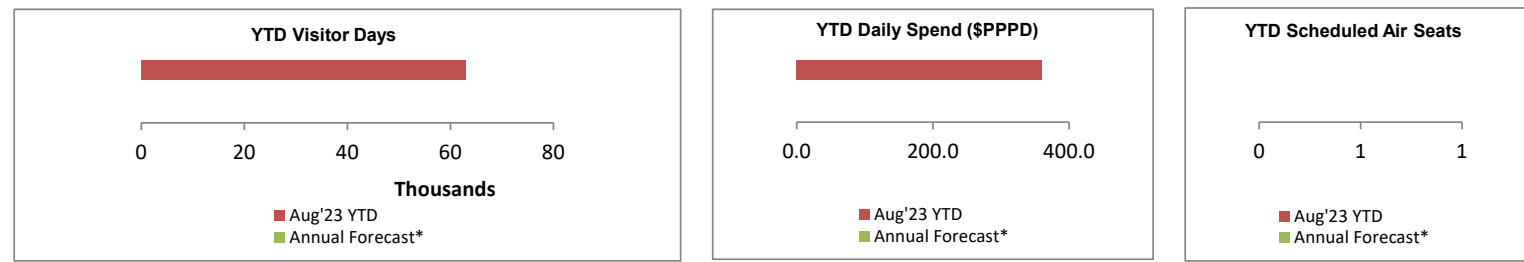
	YOY Rate	Aug'19 YTD	Aug'23 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -87.5%	182.1	22.7	NA		O'ahu	-89.6%	7,005
Daily Spend (\$PPPD)	↑ 10.8%	324.7	359.9	NA		Mauī	-92.2%	1,202
Visitor Days	↓ -88.8%	560,682	62,980	NA		Moloka'i	-95.3%	23
Arrivals	↓ -88.3%	69,626	8,160	NA		Lāna'i	-88.6%	77
Daily Census	↓ -88.8%	2,307	259	NA		Kaua'i	-83.1%	488
Airlift (scheduled seats) [^]	N/A	86,171	N/A	N/A		Hawai'i Island	-91.8%	2,201

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Visitor Industry Performance Measures

Market: **EUROPE**

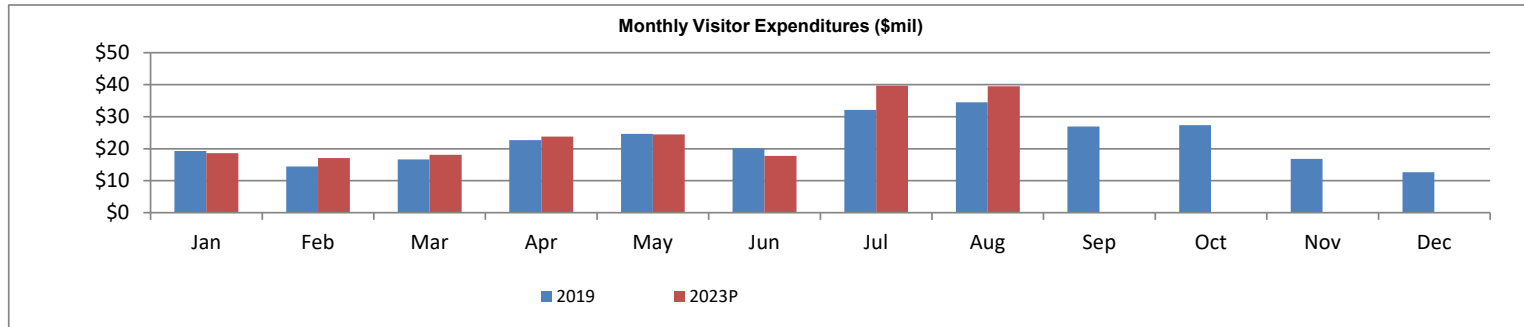
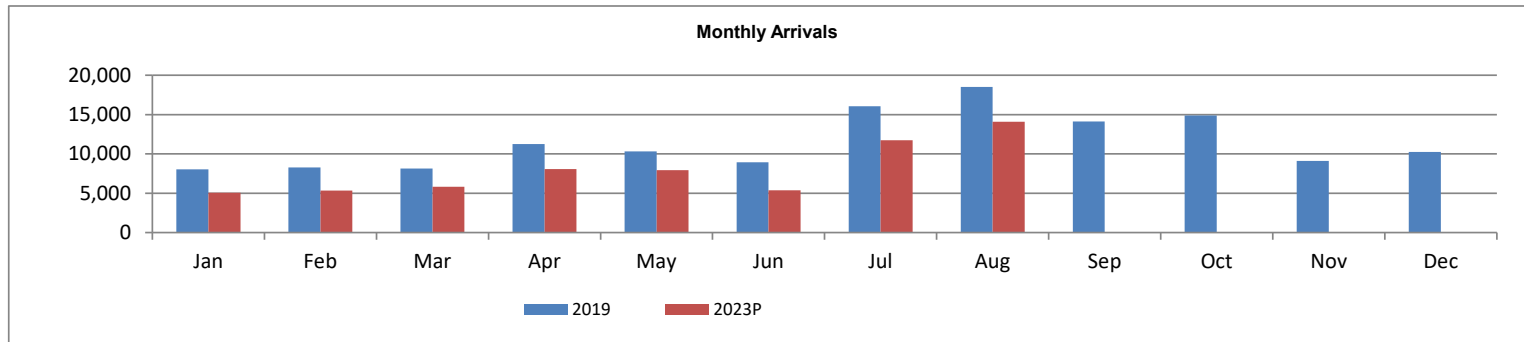
Key Performance Indicators

	YOY Rate	Aug'19 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 7.8%	184.4	198.8	384.5	O'ahu	-28.8%	47,544
Daily Spend (\$PPPD)	↕ 46.6%	159.6	234.0	239.7	Maui	-40.4%	23,997
Visitor Days	↘ -26.5%	1,155,110	849,474	1,604,402	Moloka'i	-28.7%	810
Arrivals	↘ -29.2%	89,559	63,433	119,092	Lāna'i	-45.5%	623
Daily Census	↘ -26.5%	4,754	3,496	4,396	Kaua'i	-29.7%	15,904
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-25.4%	20,226

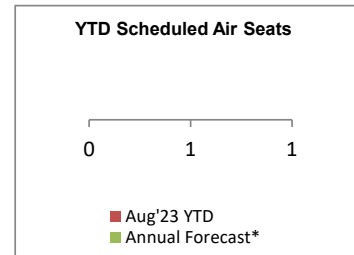
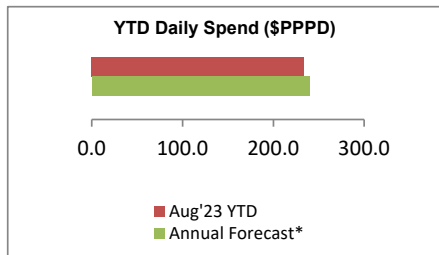
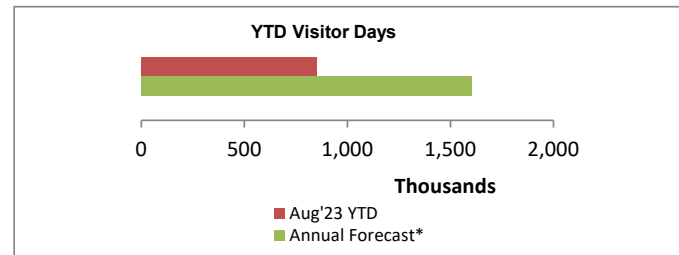
* DBEDT Annual Forecast as of Q3 2023.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of August 28, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

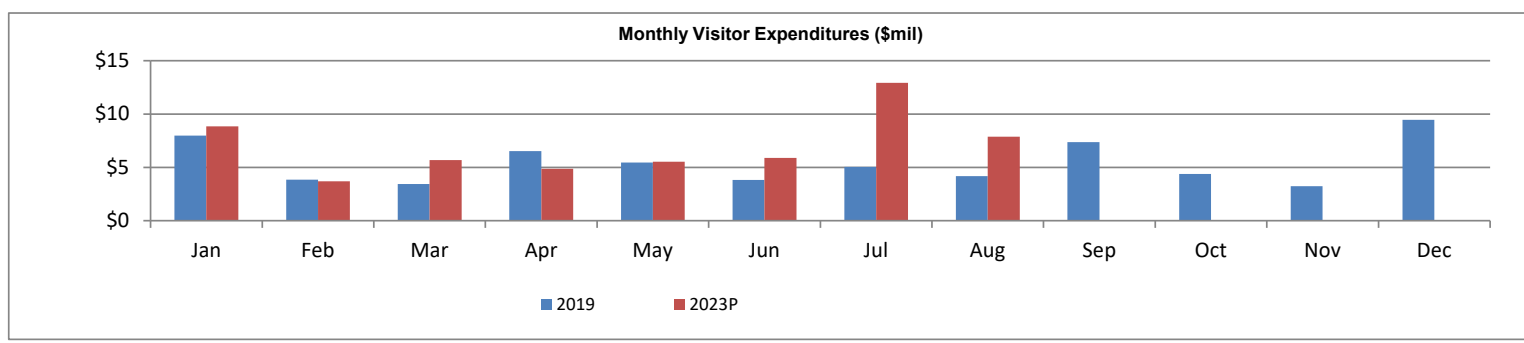
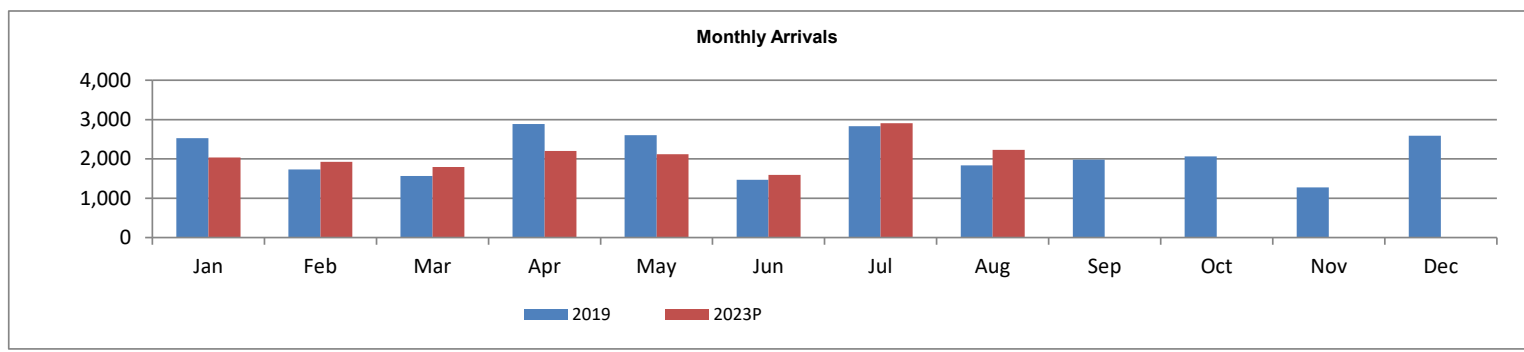
Market: **LATIN AMERICA**

Key Performance Indicators

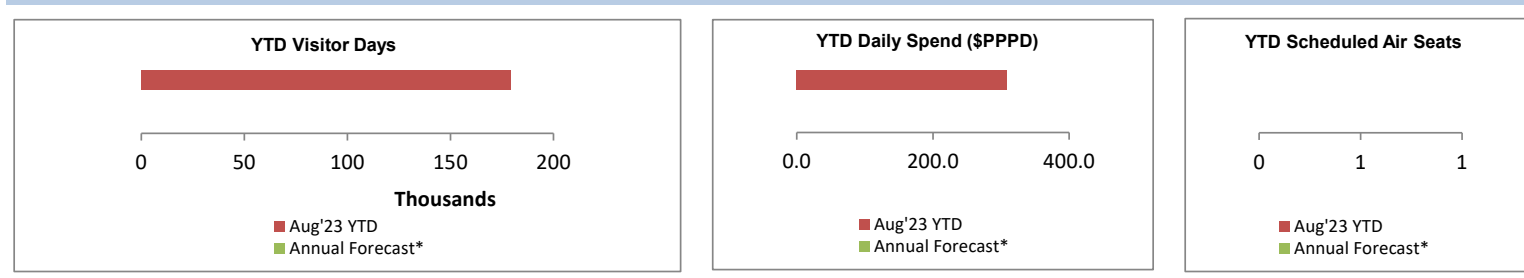
	YOY Rate	Aug'19 YTD	Aug'23 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 37.3%	40.3	55.3	NA		O'ahu	-8.7%	12,180
Daily Spend (\$PPPD)	↑ 42.2%	216.8	308.3	NA		Maui	-4.8%	5,693
Visitor Days	↓ -3.4%	185,792	179,392	NA		Moloka'i	30.2%	178
Arrivals	↓ -3.8%	17,441	16,787	NA		Lāna'i	-57.8%	151
Daily Census	↓ -3.4%	765	738	NA		Kaua'i	-11.0%	2,051
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A		Hawai'i Island	-1.7%	3,437

* DBEDT Annual Forecast as of Q3 2023.
DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of August 28, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures