

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

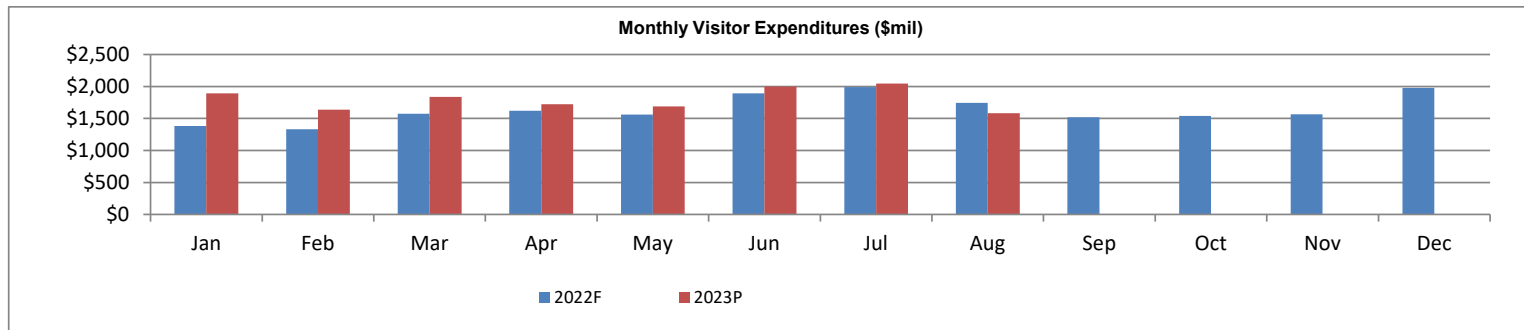
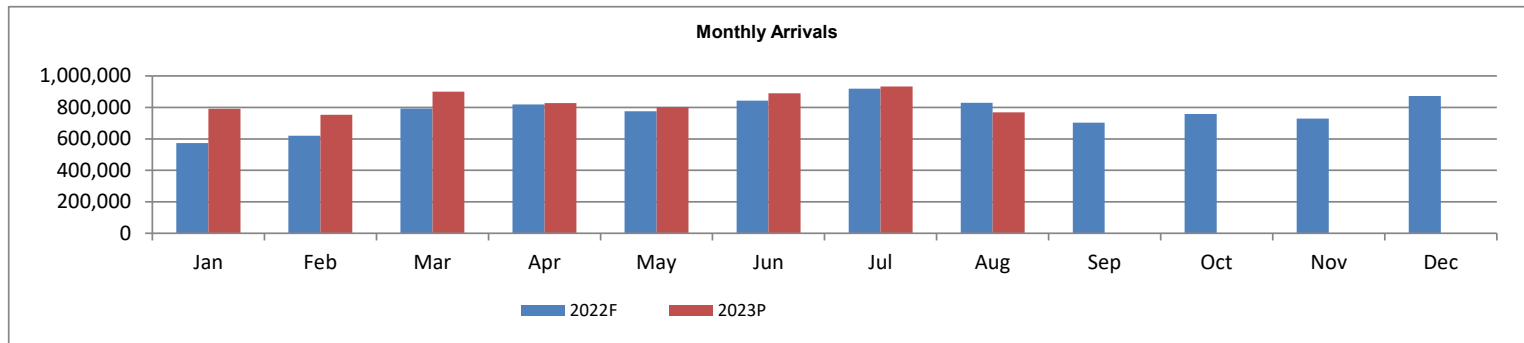
Key Performance Indicators

	YOY Rate	Aug'22 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 10.1%	13,096.2	14,413.1	21,106.3	O'ahu	18.0%	3,779,257
Daily Spend (\$PPPD)	↔ 5.0%	228.9	240.3	239.3	Maui	-4.4%	1,891,697
Visitor Days	↔ 4.8%	57,221,228	59,978,887	88,203,280	Moloka'i	11.2%	31,251
Arrivals	↔ 8.0%	6,170,921	6,666,587	9,757,000	Lāna'i	13.3%	49,788
Daily Census	↔ 4.8%	235,478	246,827	241,653	Kaua'i	6.3%	965,016
Airlift (scheduled seats)^	↔ 4.3%	8,597,149	8,963,658	13,387,100	Hawai'i Island	7.6%	1,205,394

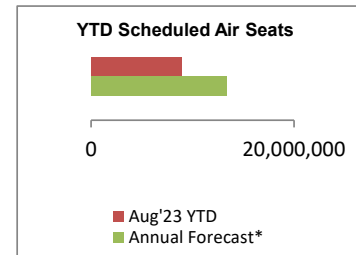
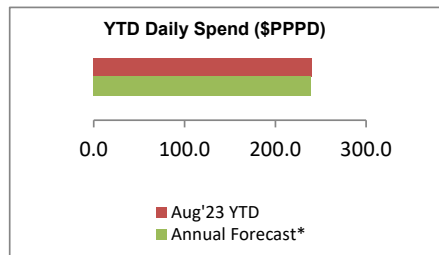
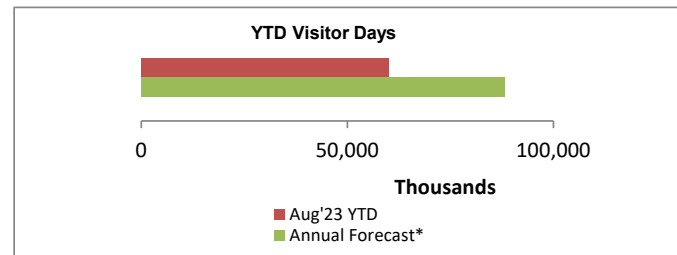
\* DBEDT Annual Forecast as of Q3 2023.

^ 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

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

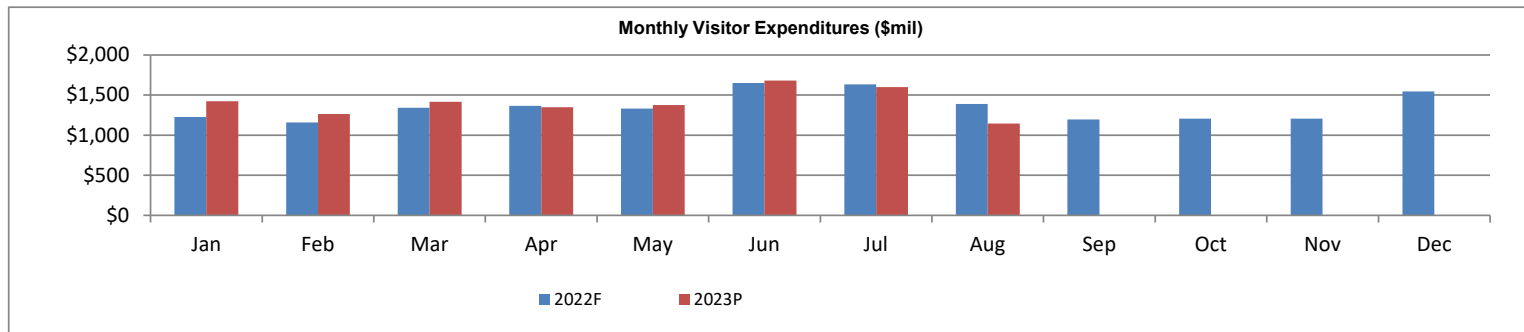
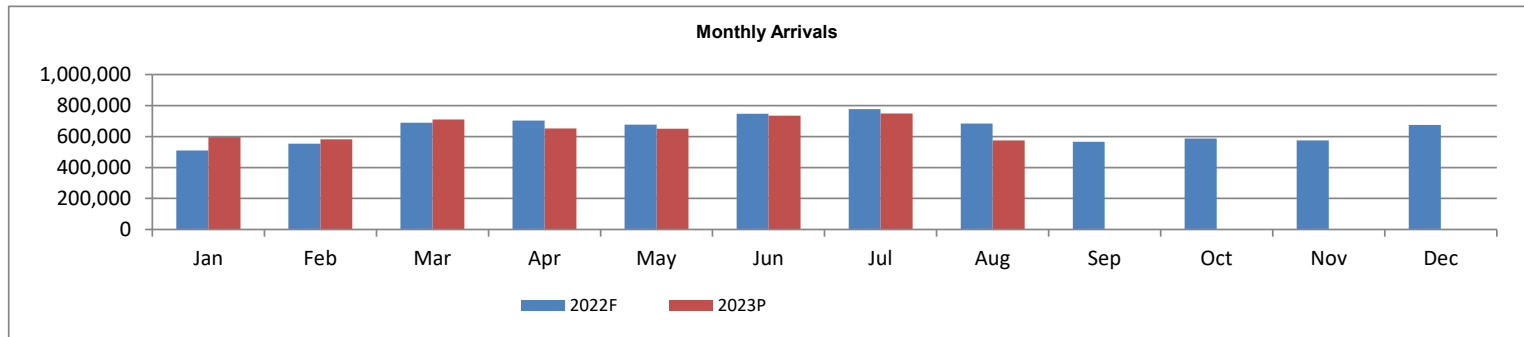
Key Performance Indicators

	YOY Rate	Aug'22 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↗	1.4%	11,094.1	11,252.7	16,218.7	O'ahu	2.8%	2,706,233
Daily Spend (\$PPPD)	↗	4.4%	230.1	240.3	241.1	Mau	-7.3%	1,609,119
Visitor Days	↘	-2.9%	48,205,373	46,819,077	67,268,887	Moloka'i	1.4%	23,919
Arrivals	↘	-1.7%	5,341,909	5,249,041	7,518,173	Lāna'i	-3.2%	36,637
Daily Census	↘	-2.9%	198,376	192,671	184,298	Kaua'i	3.8%	854,023
Airlift (scheduled seats) <sup>^</sup>	↘	-3.2%	7,650,853	7,403,557	10,897,078	Hawai'i Island	2.5%	1,012,472

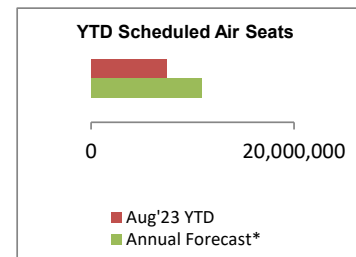
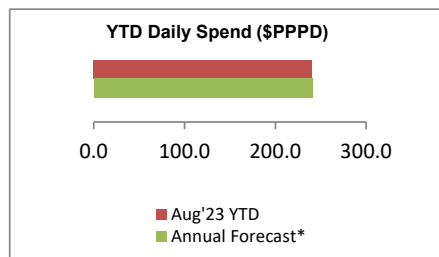
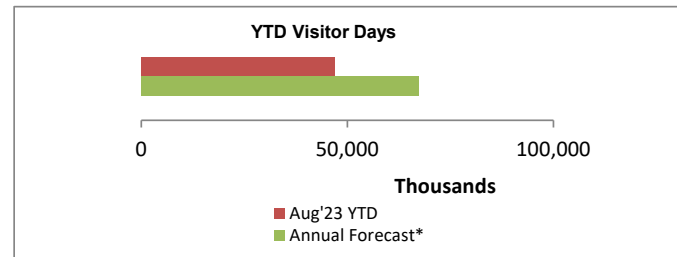
\* DBEDT Annual Forecast as of Q3 2023.

<sup>^</sup> 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: **U.S. WEST**

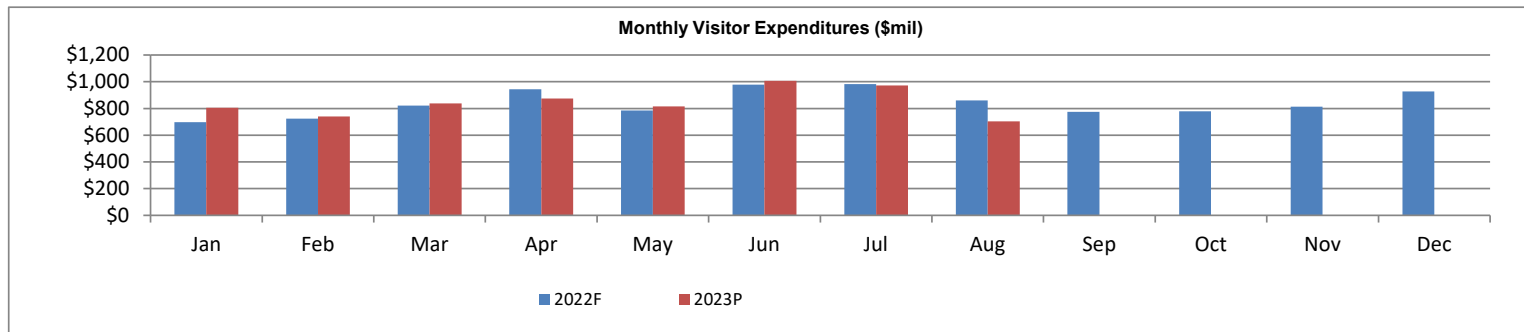
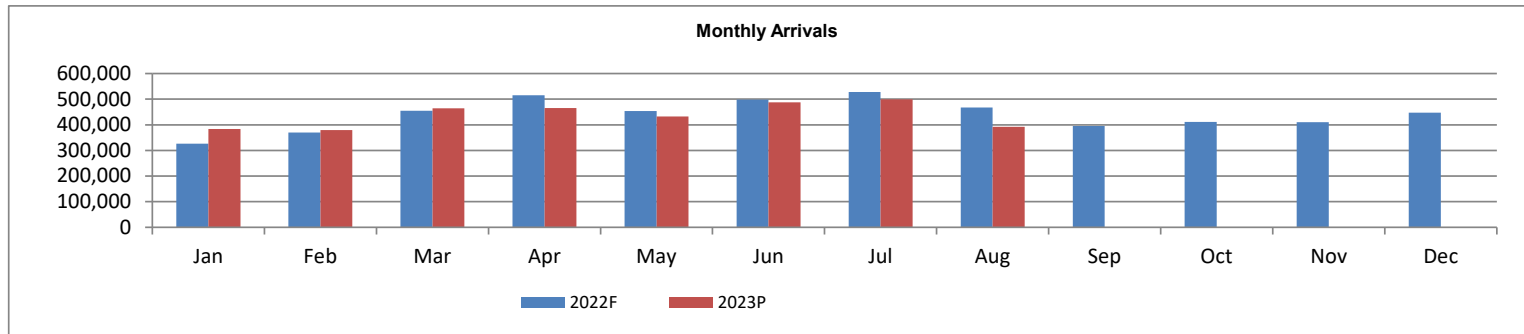
Key Performance Indicators

	YOY Rate	Aug'22 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘ -0.6%	6,793.5	6,754.7	9,852.5	O'ahu	0.8%	1,670,318
Daily Spend (\$PPPD)	↘ 3.8%	218.8	227.1	228.0	Mau	-8.9%	1,029,081
Visitor Days	↘ -4.2%	31,054,333	29,748,767	43,203,993	Moloka'i	-7.6%	13,824
Arrivals	↘ -3.1%	3,613,478	3,502,473	5,063,338	Lāna'i	-7.2%	19,706
Daily Census	↘ -4.2%	127,796	122,423	118,367	Kaua'i	0.1%	548,674
Airlift (scheduled seats) <sup>^</sup>	↘ -3.8%	6,797,183	6,536,089	9,625,627	Hawai'i Island	0.1%	632,385

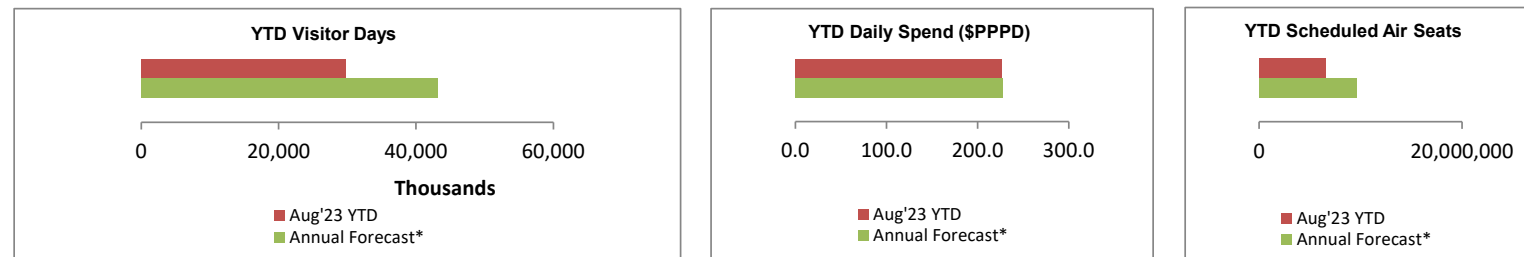
\* DBEDT Annual Forecast as of Q3 2023.

<sup>^</sup> 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: **U.S. EAST**

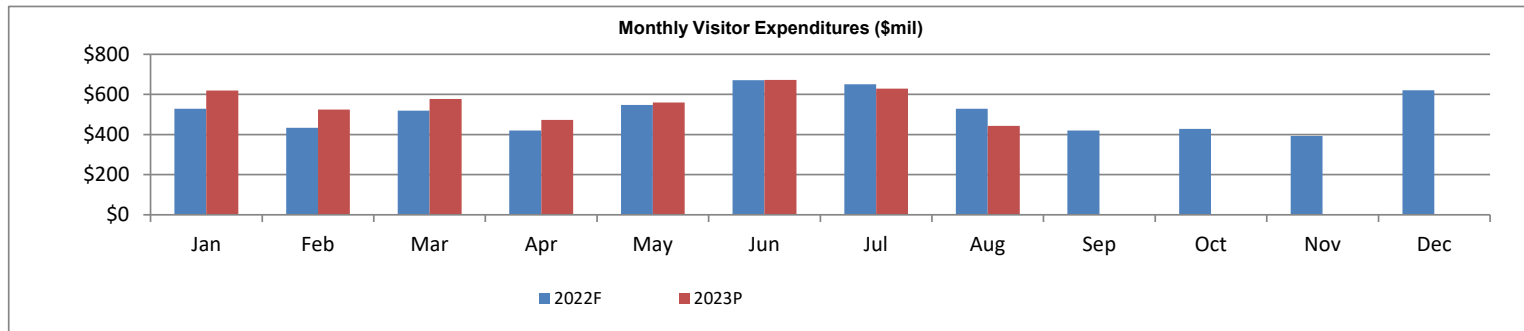
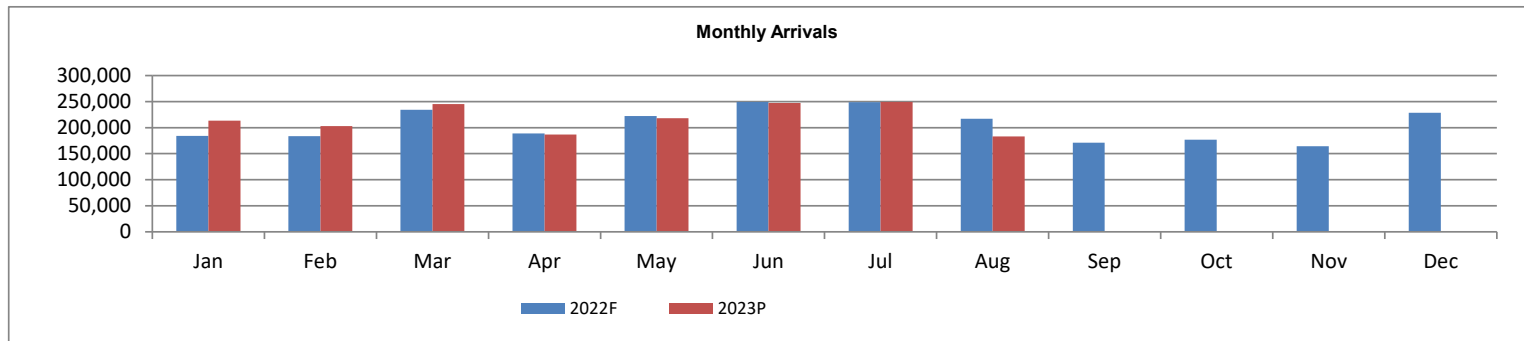
Key Performance Indicators

	YOY Rate	Aug'22 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗	4,300.6	4,498.0	6,366.2	O'ahu	6.2%	1,035,915
Daily Spend (\$PPPD)	↗	250.8	263.5	264.5	Maui	-4.4%	580,037
Visitor Days	↘	17,151,040	17,070,310	24,064,894	Moloka'i	17.0%	10,095
Arrivals	↗	1,728,431	1,746,568	2,454,835	Lāna'i	1.8%	16,931
Daily Census	↘	70,580	70,248	65,931	Kaua'i	11.2%	305,349
Airlift (scheduled seats) <sup>^</sup>	↗	853,670	867,468	1,271,451	Hawai'i Island	6.8%	380,087

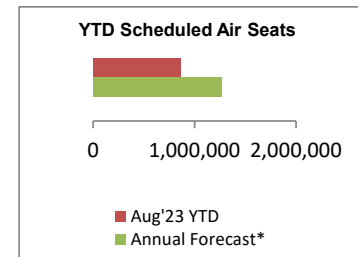
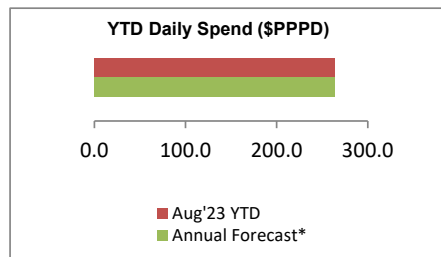
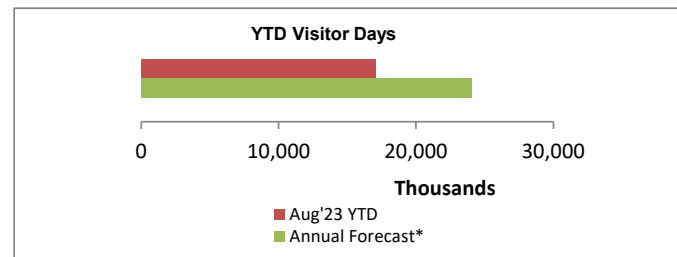
\* DBEDT Annual Forecast as of Q3 2023.

<sup>^</sup> 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: **JAPAN**

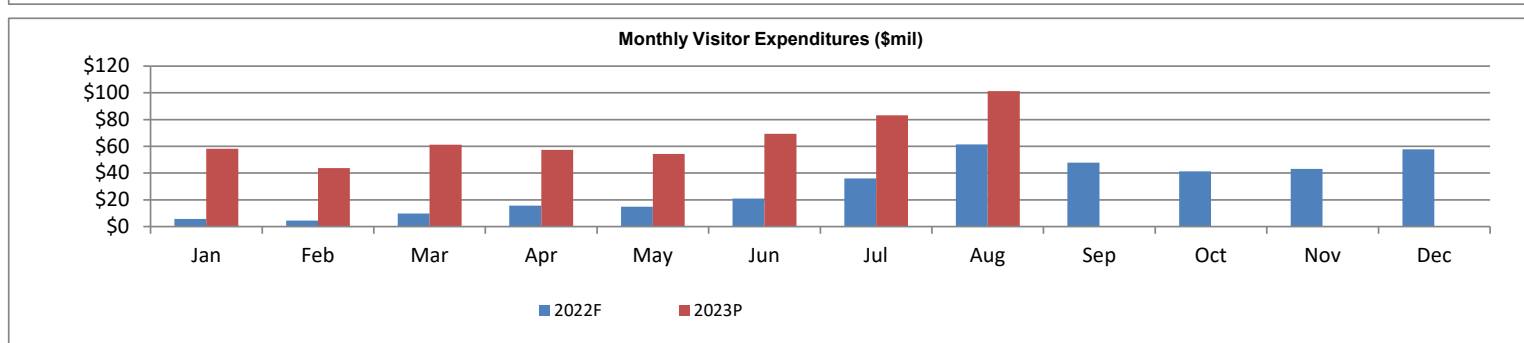
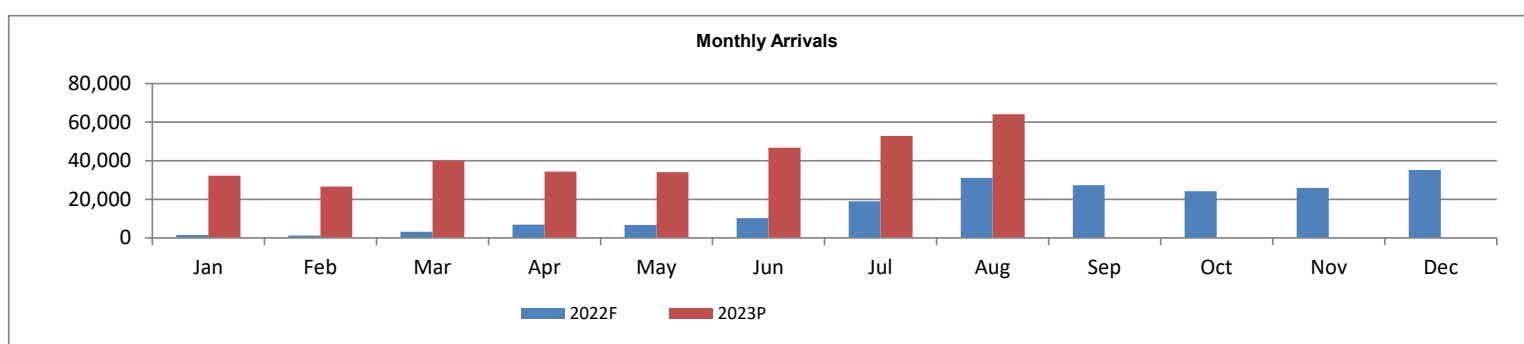
Key Performance Indicators

	YOY Rate	Aug'22 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 212.6%	169.2	528.9	933.0	O'ahu	317.1%	321,168
Daily Spend (\$PPPD)	↓ -0.6%	237.9	236.4	237.8	Maui	192.8%	7,070
Visitor Days	↑ 214.6%	711,281	2,237,449	3,923,246	Moloka'i	427.5%	373
Arrivals	↑ 314.4%	79,950	331,286	582,975	Lāna'i	73.7%	327
Daily Census	↑ 214.6%	2,927	9,208	10,749	Kaua'i	138.9%	3,628
Airlift (scheduled seats) <sup>^</sup>	↑ 197.3%	217,574	646,917	1,096,935	Hawai'i Island	330.5%	27,025

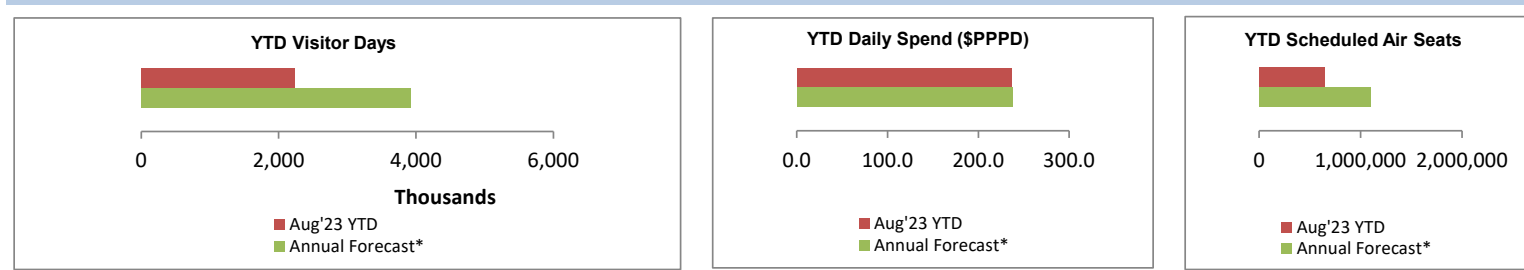
\* DBEDT Annual Forecast as of Q3 2023.

<sup>^</sup> 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: **CANADA**

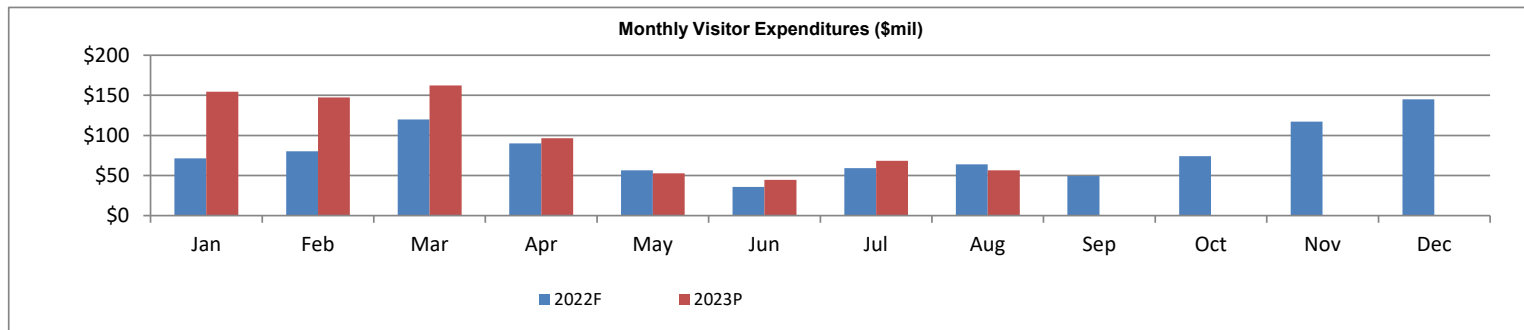
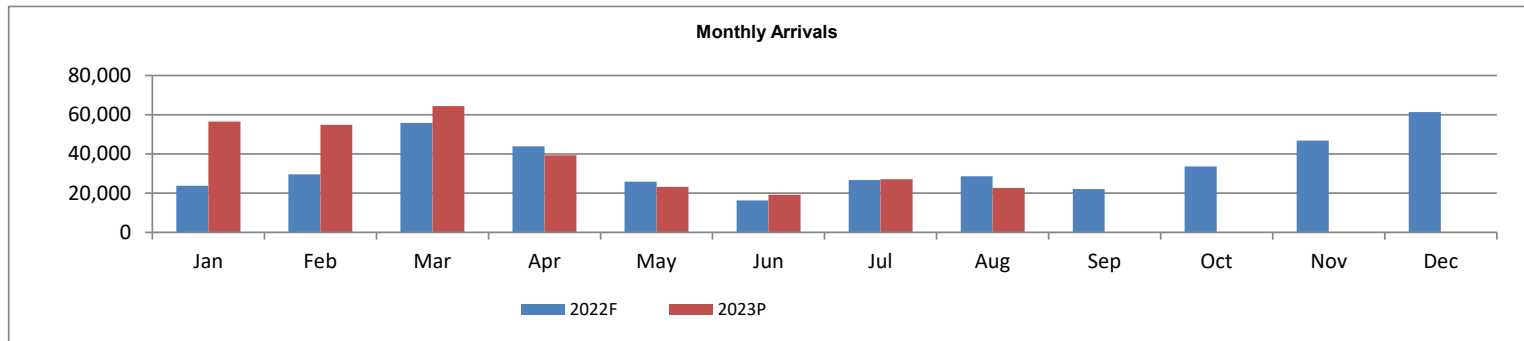
Key Performance Indicators

	YOY Rate	Aug'22 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 35.7%	576.6	782.5	1,255.0	O'ahu	28.5%	156,639
Daily Spend (\$PPPD)	↑ 18.2%	184.2	217.7	219.1	Maui	21.8%	148,142
Visitor Days	↑ 14.8%	3,131,107	3,594,570	5,727,949	Moloka'i	63.7%	2,071
Arrivals	↑ 22.7%	250,385	307,219	477,329	Lāna'i	30.0%	3,101
Daily Census	↑ 14.8%	12,885	14,792	15,693	Kaua'i	37.6%	35,461
Airlift (scheduled seats) <sup>^</sup>	↓ -5.1%	336,274	319,009	486,879	Hawai'i Island	43.2%	55,448

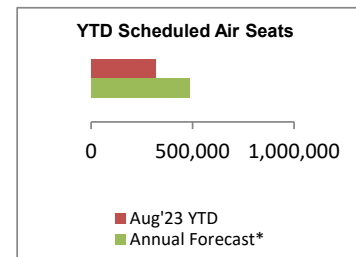
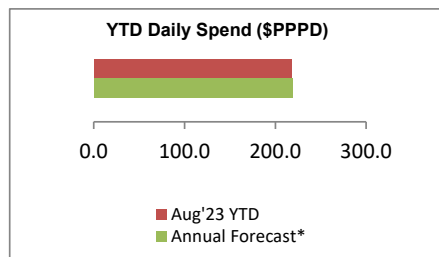
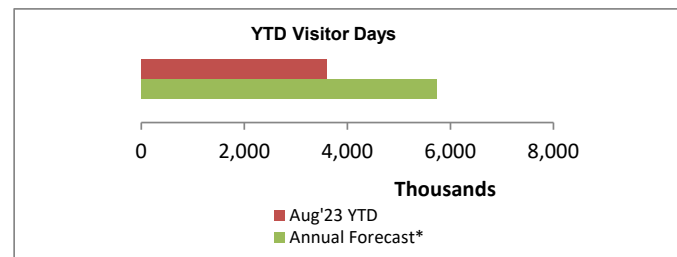
\* DBEDT Annual Forecast as of Q3 2023.

<sup>^</sup> 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: **OCEANIA**

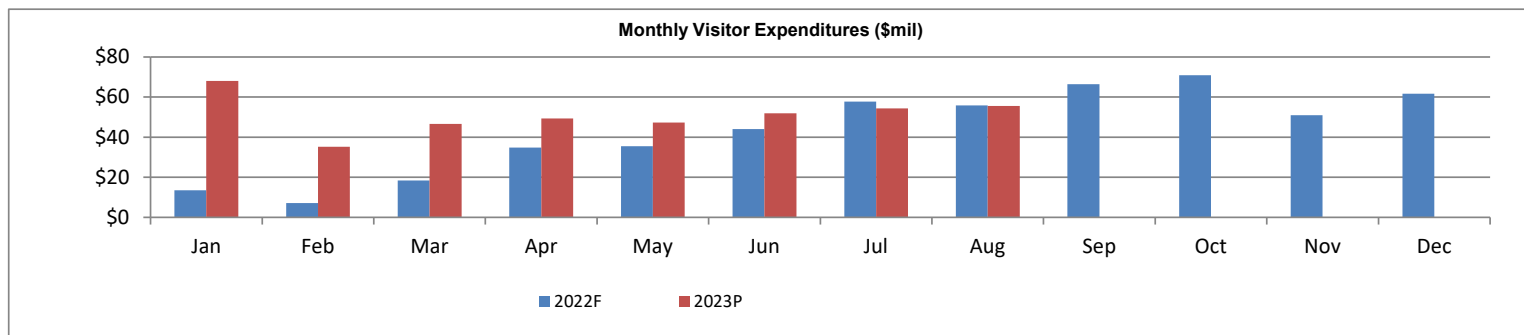
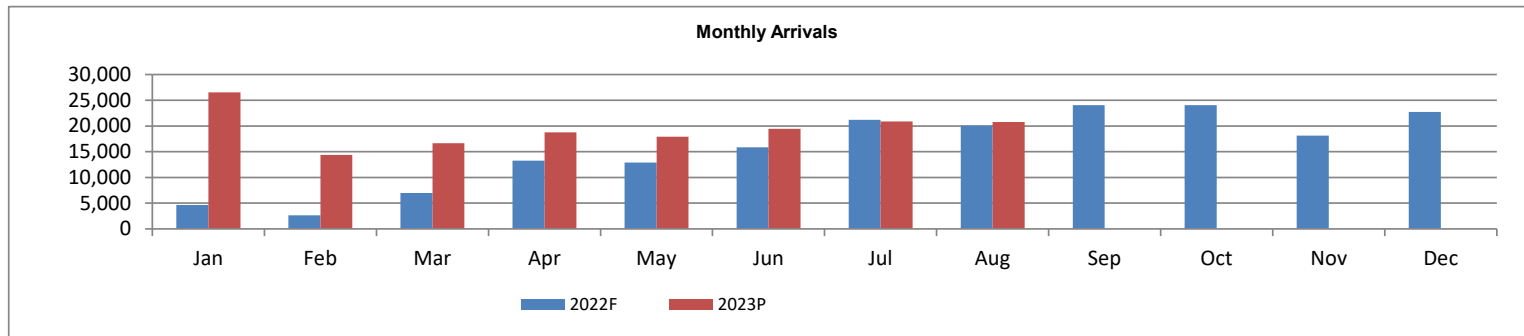
Key Performance Indicators

	YOY Rate	Aug'22 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 53.1%	266.9	408.6	605.8	O'ahu	60.8%	152,582
Daily Spend (\$PPPD)	↔ 4.8%	279.5	292.8	292.0	Maui	26.0%	17,210
Visitor Days	↑ 46.1%	955,011	1,395,431	2,074,509	Moloka'i	157.4%	1,138
Arrivals	↑ 59.2%	97,533	155,287	230,501	Lāna'i	94.5%	1,387
Daily Census	↑ 46.1%	3,930	5,743	5,684	Kaua'i	65.7%	9,053
Airlift (scheduled seats) <sup>^</sup>	↑ 62.6%	135,527	220,318	330,963	Hawai'i Island	56.5%	14,736

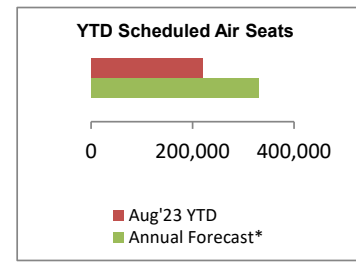
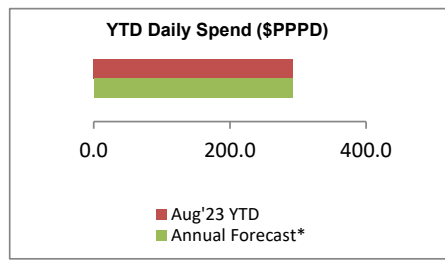
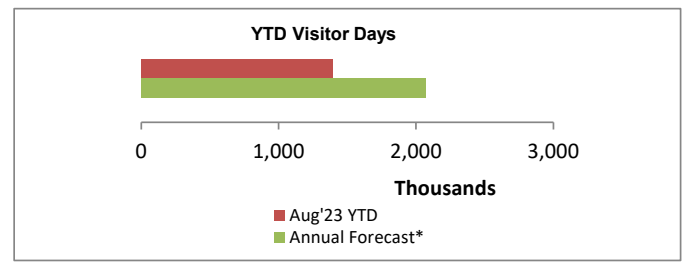
\* DBEDT Annual Forecast as of Q3 2023.

<sup>^</sup> 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: **OTHER ASIA**

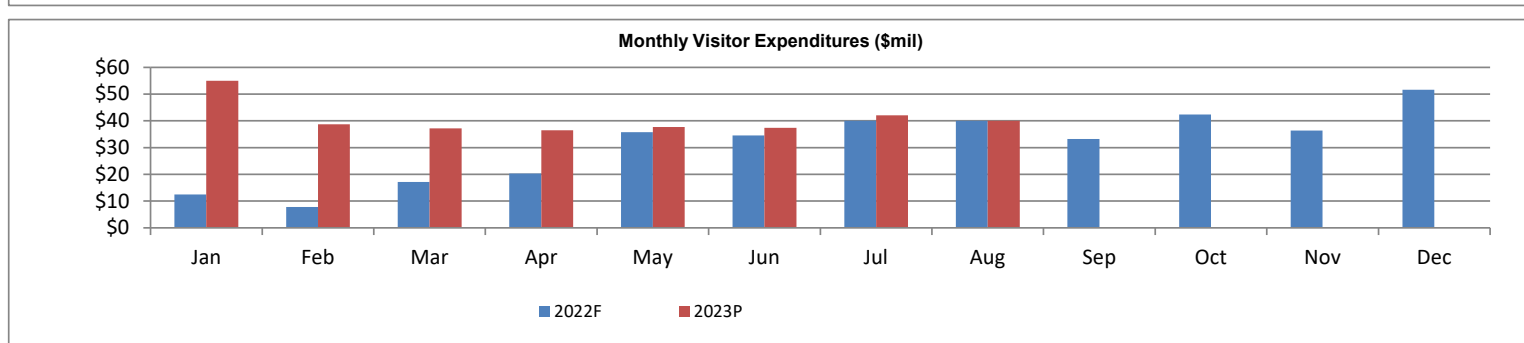
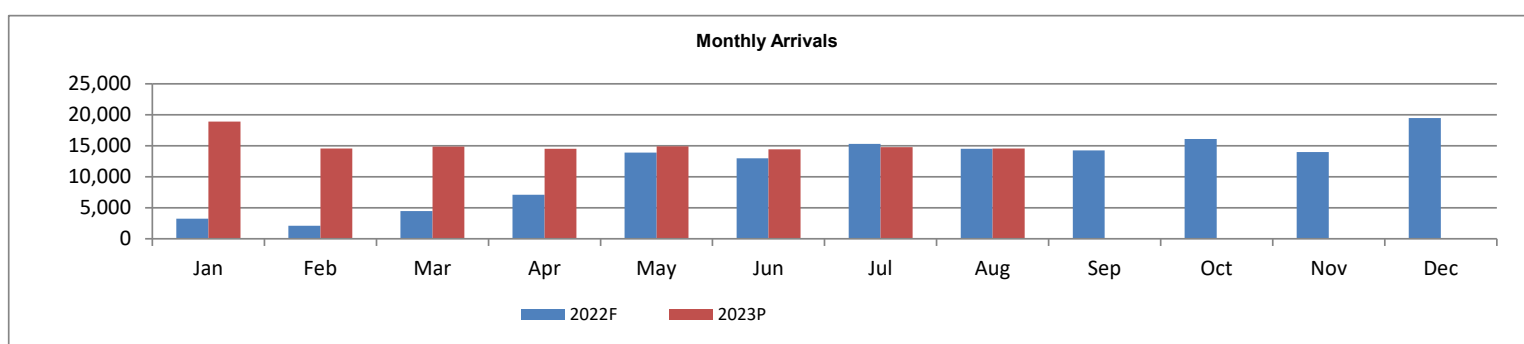
Key Performance Indicators

	YOY Rate	Aug'22 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 55.9%	208.3	324.7	NA	O'ahu	69.6%	117,740
Daily Spend (\$PPPD)	↔ 4.2%	299.6	312.2	NA	Mau	36.3%	11,523
Visitor Days	↑ 49.6%	695,119	1,039,866	NA	Moloka'i	-0.9%	175
Arrivals	↑ 65.0%	73,672	121,551	NA	Lāna'i	158.9%	560
Daily Census	↑ 49.6%	2,861	4,279	NA	Kaua'i	57.0%	4,477
Airlift (scheduled seats) <sup>^</sup>	↑ 53.4%	121,395	186,229	278,632	Hawai'i Island	79.5%	21,197

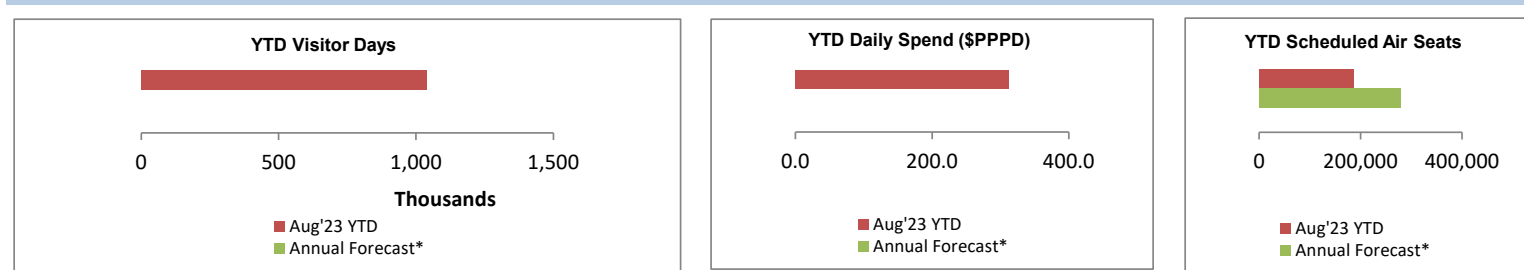
\* DBEDT Annual Forecast as of Q3 2023.

<sup>^</sup> 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: **KOREA**

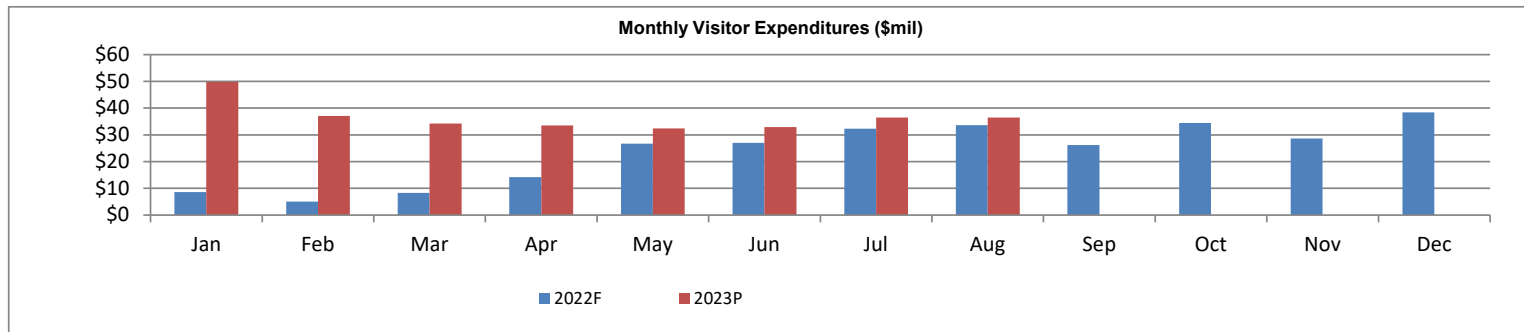
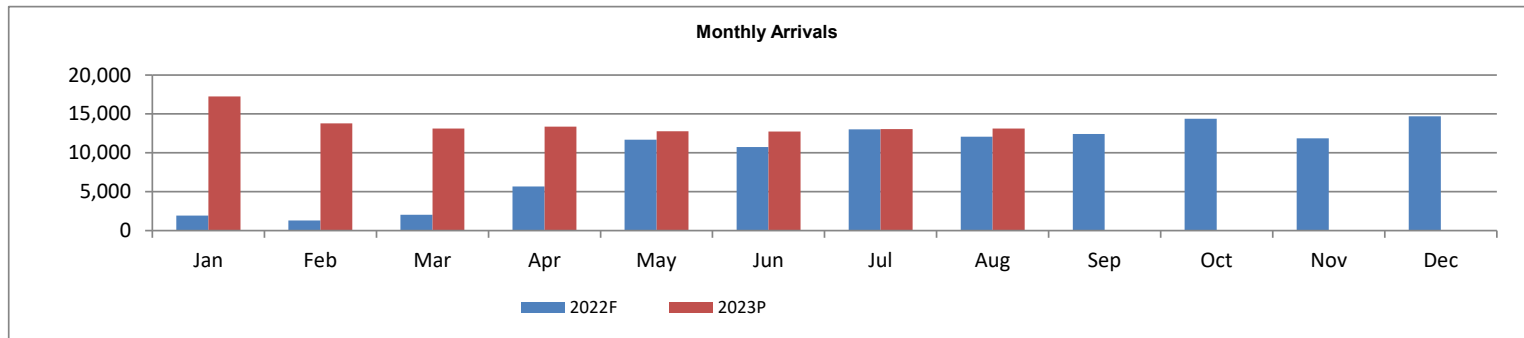
Key Performance Indicators

	YOY Rate	Aug'22 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 88.0%	155.8	292.9	438.2	O'ahu	88.8%	107,765
Daily Spend (\$PPPD)	↔ 9.1%	285.1	311.1	311.0	Mau	75.5%	9,385
Visitor Days	↑ 72.3%	546,500	941,414	1,408,925	Moloka'i	53.7%	139
Arrivals	↑ 86.7%	58,468	109,179	164,232	Lāna'i	533.8%	460
Daily Census	↑ 72.3%	2,249	3,874	3,860	Kaua'i	151.9%	3,531
Airlift (scheduled seats) <sup>^</sup>	↑ 53.4%	121,395	186,229	278,632	Hawai'i Island	130.4%	18,187

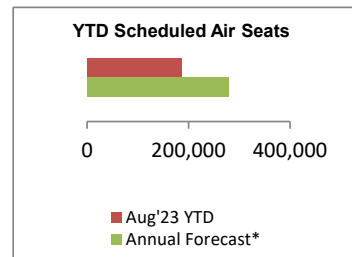
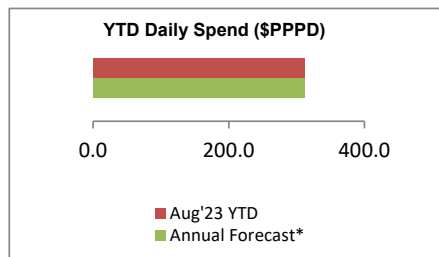
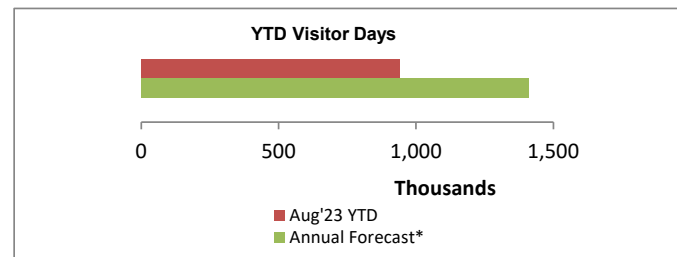
\* DBEDT Annual Forecast as of Q3 2023.

<sup>^</sup> 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: **CHINA**

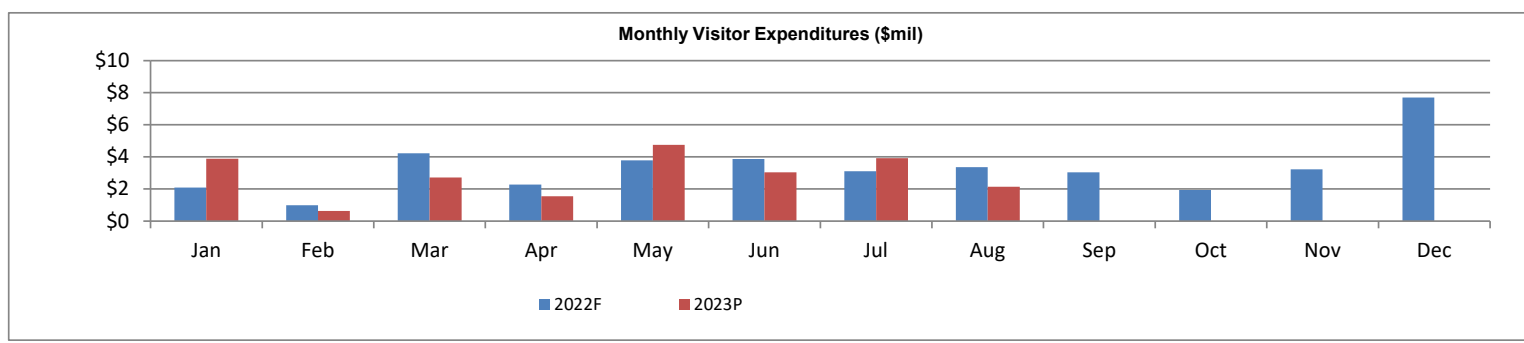
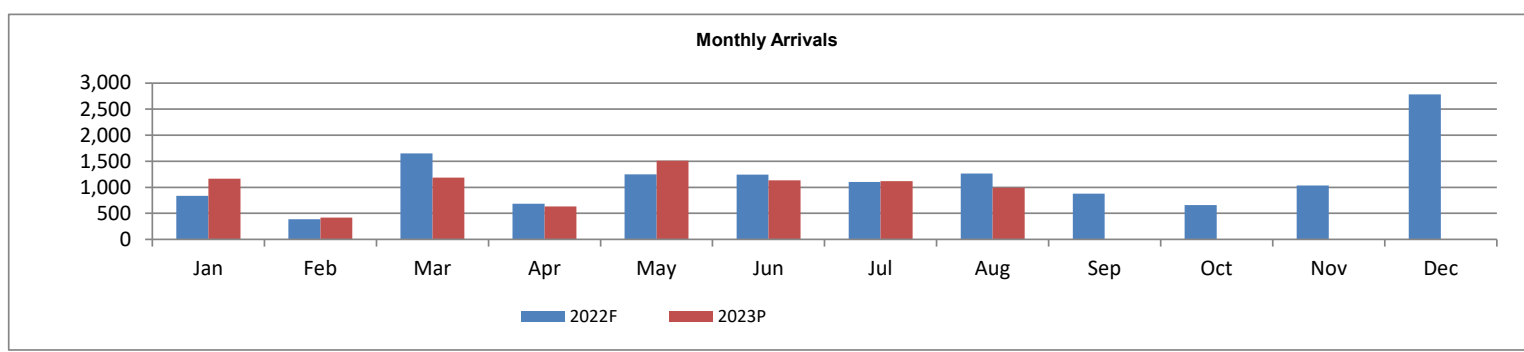
Key Performance Indicators

	YOY Rate	Aug'22 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	👇	-4.3%	23.7	22.7	NA	O'ahu	-2.9%	7,005
Daily Spend (\$PPPD)	👉	6.9%	336.8	359.9	NA	Maui	-26.6%	1,202
Visitor Days	👇	-10.5%	70,355	62,980	NA	Moloka'i	-55.5%	23
Arrivals	👇	-3.0%	8,414	8,160	NA	Lāna'i	-0.7%	77
Daily Census	👇	-10.5%	290	259	NA	Kaua'i	2.1%	488
Airlift (scheduled seats) <sup>^</sup>		N/A	N/A	N/A	N/A	Hawai'i Island	-13.2%	2,201

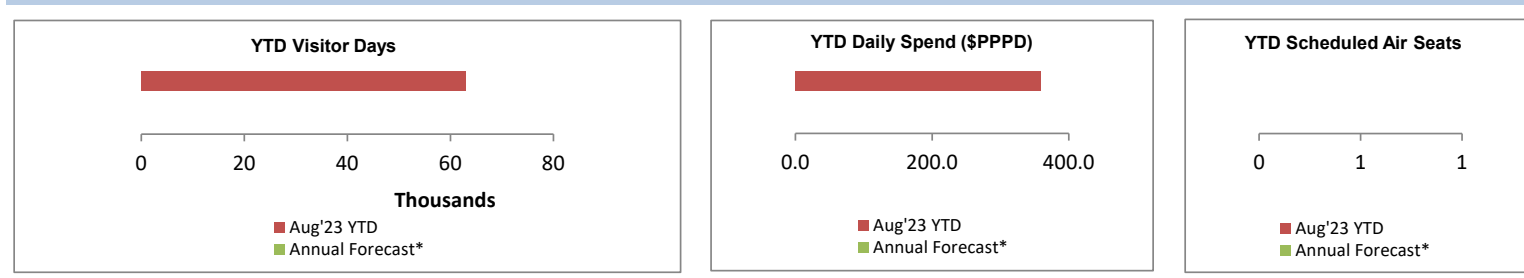
\* DBEDT Annual Forecast as of Q3 2023.

<sup>^</sup> 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: **EUROPE**

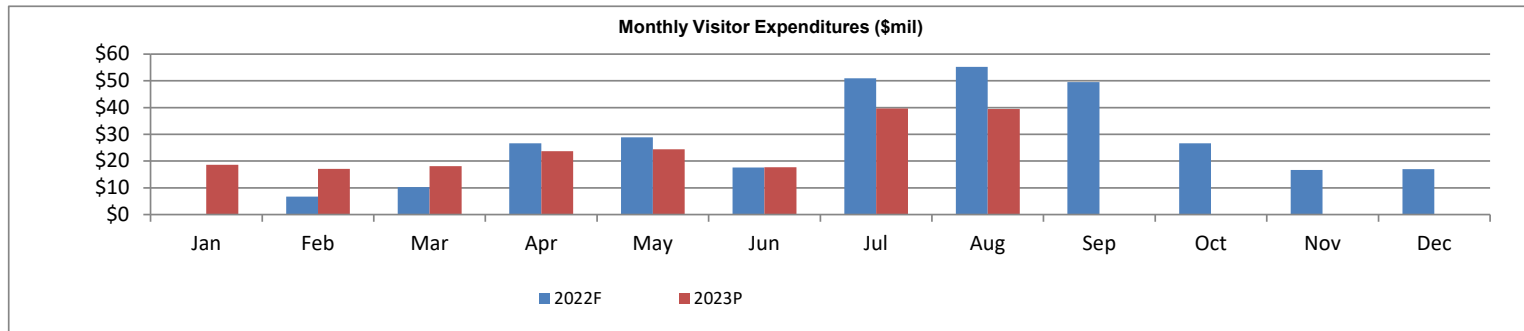
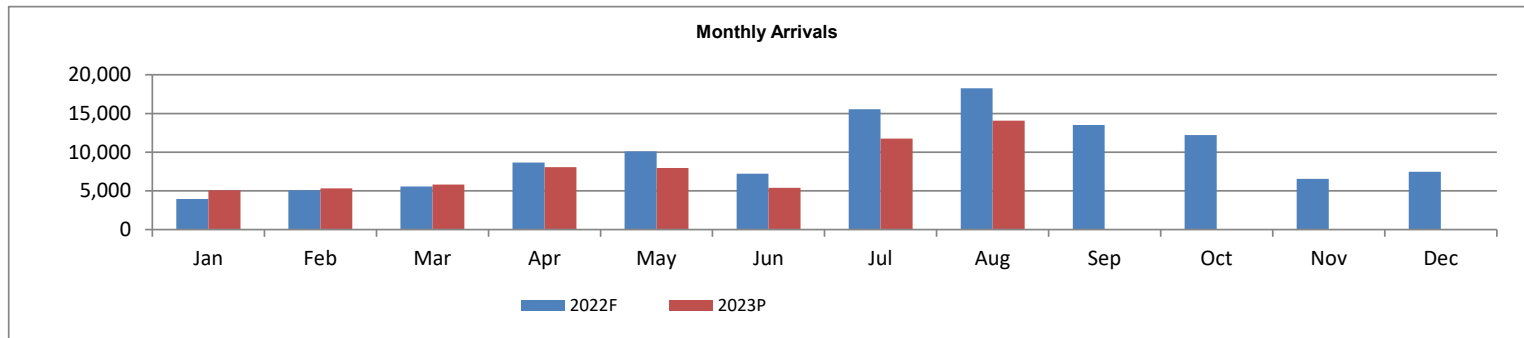
Key Performance Indicators

	YOY Rate	Aug'22 YTD	Aug'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↔ 1.3%	196.2	198.8	384.5	O'ahu	-12.9%	47,544
Daily Spend (\$PPPD)	↑ 22.4%	191.1	234.0	239.7	Maui	-22.1%	23,997
Visitor Days	↓ -17.3%	1,026,730	849,474	1,604,402	Moloka'i	-15.3%	810
Arrivals	↓ -14.6%	74,312	63,433	119,092	Lāna'i	-20.5%	623
Daily Census	↓ -17.3%	4,225	3,496	4,396	Kaua'i	-10.3%	15,904
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-18.0%	20,226

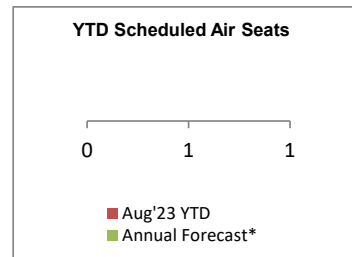
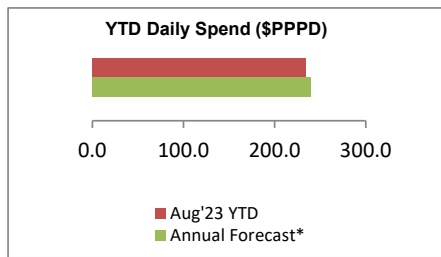
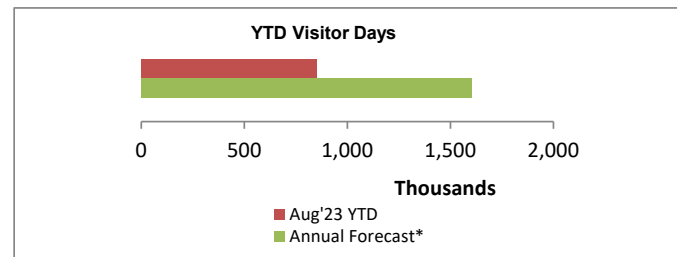
\* DBEDT Annual Forecast as of Q3 2023.

^ 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**

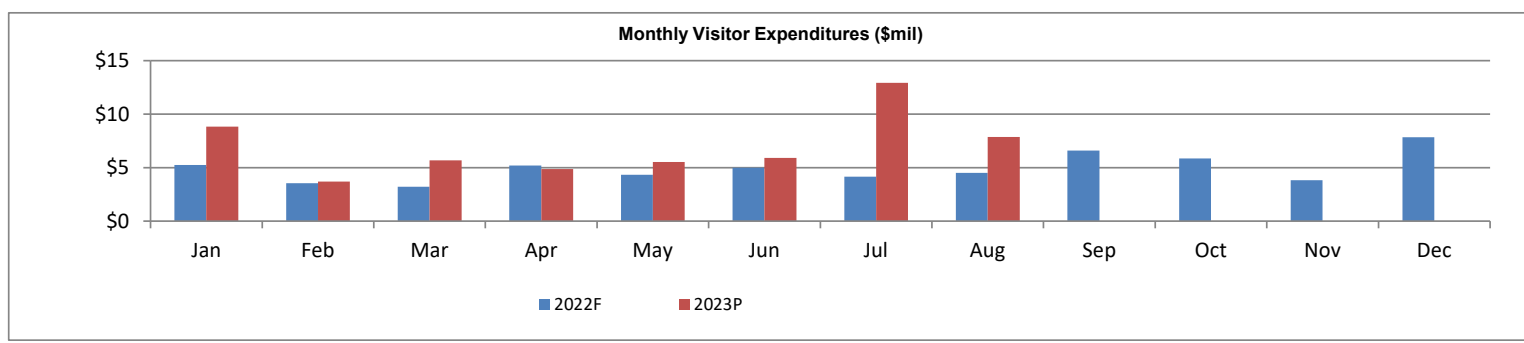
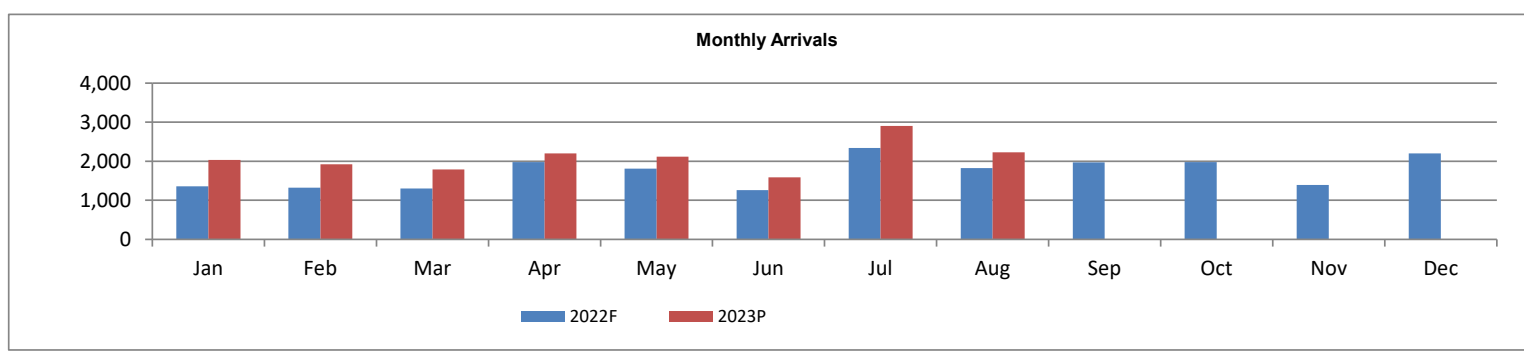
Key Performance Indicators

	YOY Rate	Aug'22 YTD	Aug'23 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 57.2%	35.2	55.3	NA		O'ahu	33.5%	12,180
Daily Spend (\$PPPD)	↑ 26.4%	244.0	308.3	NA		Maui	26.1%	5,693
Visitor Days	↑ 24.4%	144,174	179,392	NA		Moloka'i	120.9%	178
Arrivals	↑ 27.1%	13,203	16,787	NA		Lāna'i	33.5%	151
Daily Census	↑ 24.4%	593	738	NA		Kaua'i	47.1%	2,051
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A		Hawai'i Island	19.3%	3,437

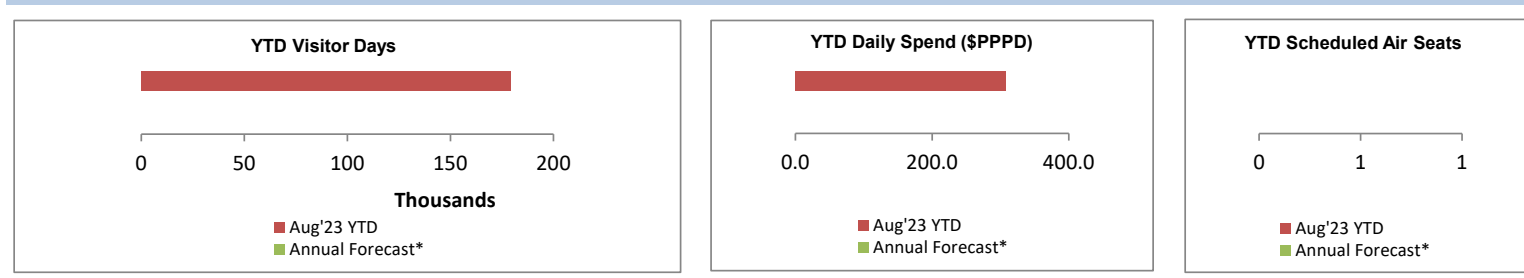
\* DBEDT Annual Forecast as of Q3 2023.

<sup>^</sup> 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