

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

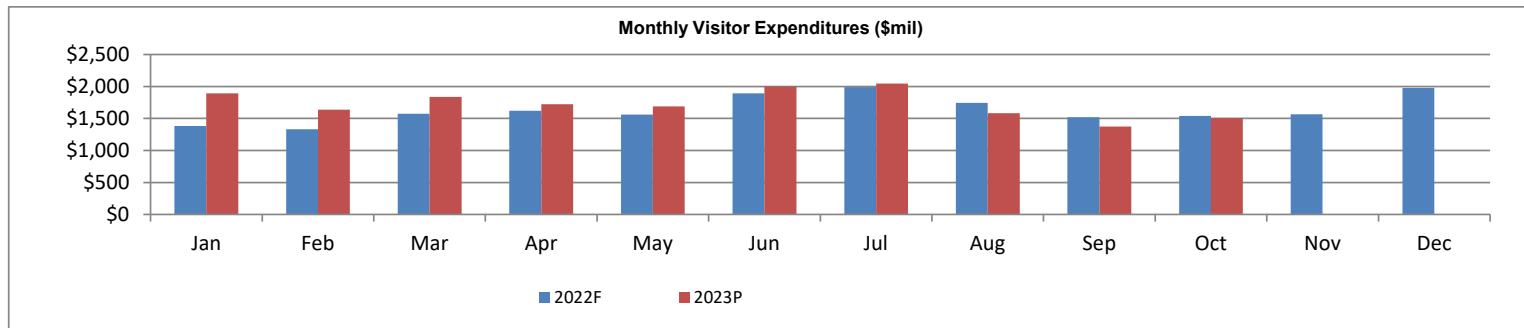
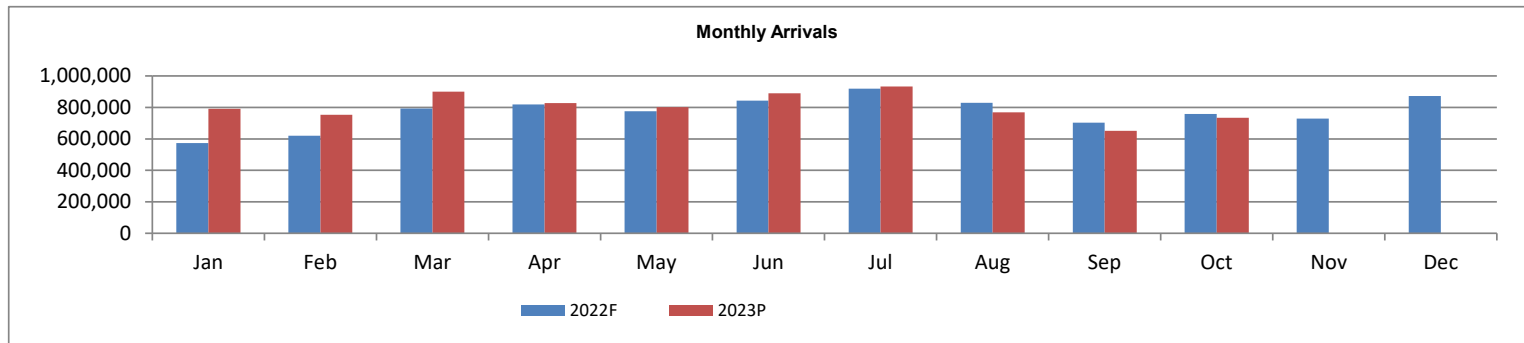
Key Performance Indicators

	YOY Rate	Oct'22 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 7.1%	16,154.3	17,294.5	21,106.3	O'ahu	17.1%	4,660,562
Daily Spend (\$PPPD)	↗ 4.8%	229.7	240.6	239.3	Maui	-12.8%	2,118,827
Visitor Days	↗ 2.2%	70,336,924	71,868,040	88,203,280	Moloka'i	6.2%	37,164
Arrivals	↗ 5.5%	7,633,208	8,052,455	9,757,000	Lāna'i	3.5%	57,914
Daily Census	↗ 2.2%	231,371	236,408	241,653	Kaua'i	6.1%	1,189,658
Airlift (scheduled seats)^	↗ 3.6%	10,526,392	10,908,047	13,142,888	Hawai'i Island	6.3%	1,467,919

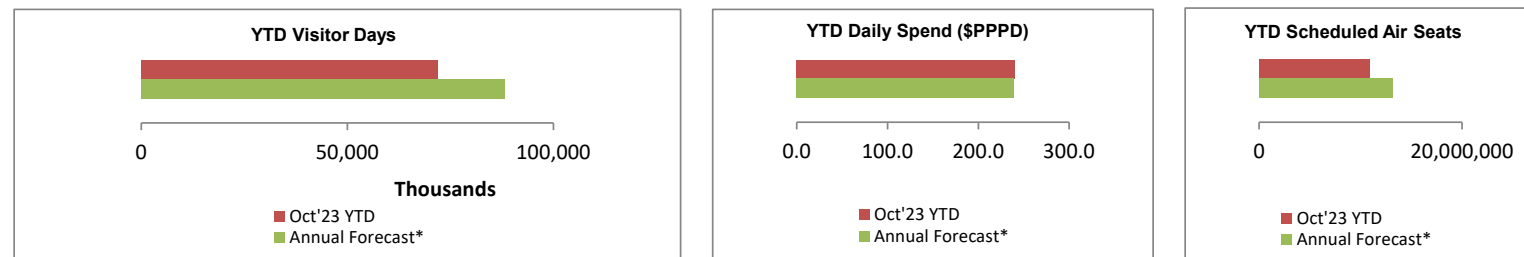
\* DBEDT Annual Forecast as of Q3 2023.

^ DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 24, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

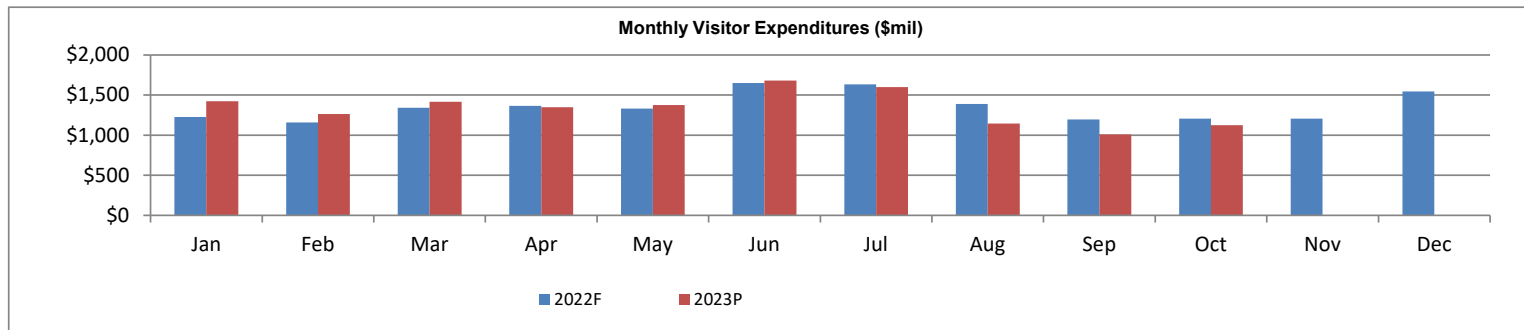
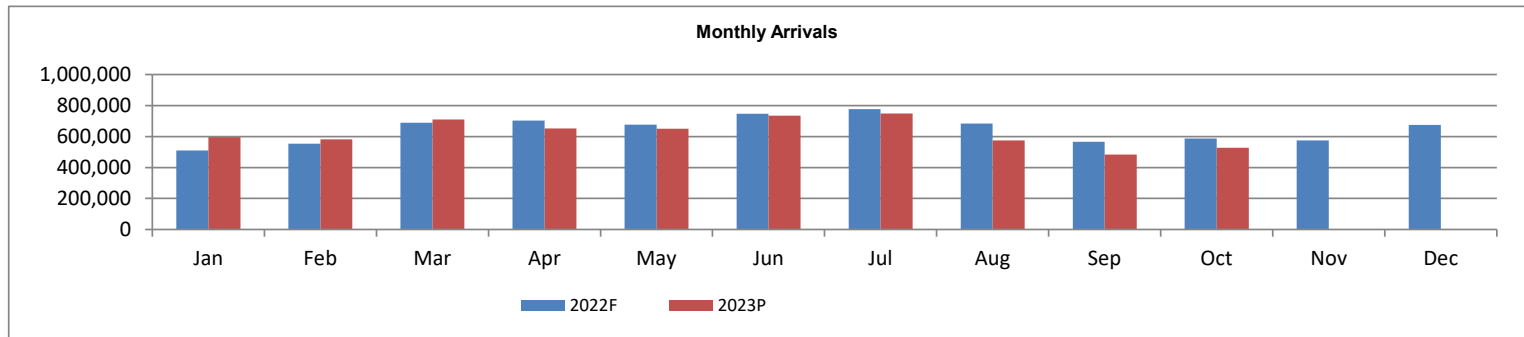
Key Performance Indicators

	YOY Rate	Oct'22 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👇 -0.8%	13,496.8	13,388.7	16,218.7	O'ahu	2.9%	3,292,488
Daily Spend (\$PPPD)	👇 4.2%	230.9	240.6	241.1	Mauī	-15.1%	1,797,779
Visitor Days	👇 -4.8%	58,450,458	55,657,974	67,268,887	Moloka'i	-3.7%	27,725
Arrivals	👇 -3.6%	6,495,824	6,259,113	7,518,173	Lāna'i	-8.6%	42,873
Daily Census	👇 -4.8%	192,271	183,085	184,298	Kaua'i	3.7%	1,050,845
Airlift (scheduled seats) <sup>^</sup>	👇 -3.2%	9,277,885	8,979,294	10,719,534	Hawai'i Island	1.9%	1,226,430

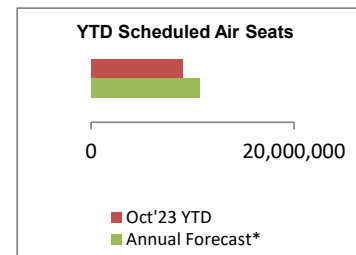
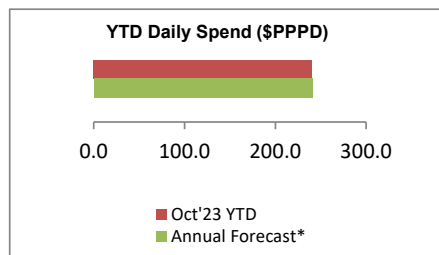
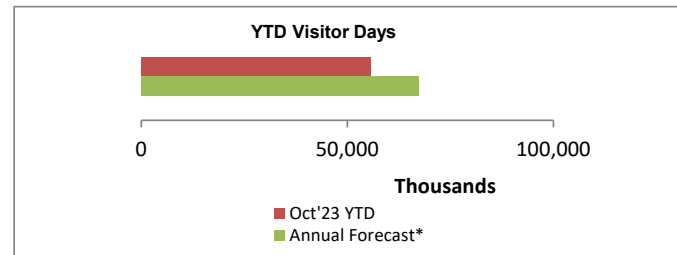
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. WEST**

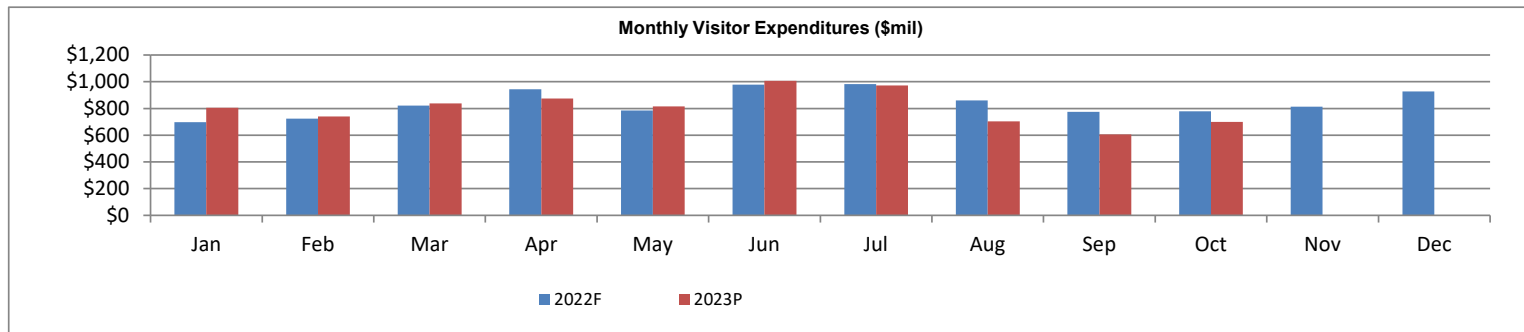
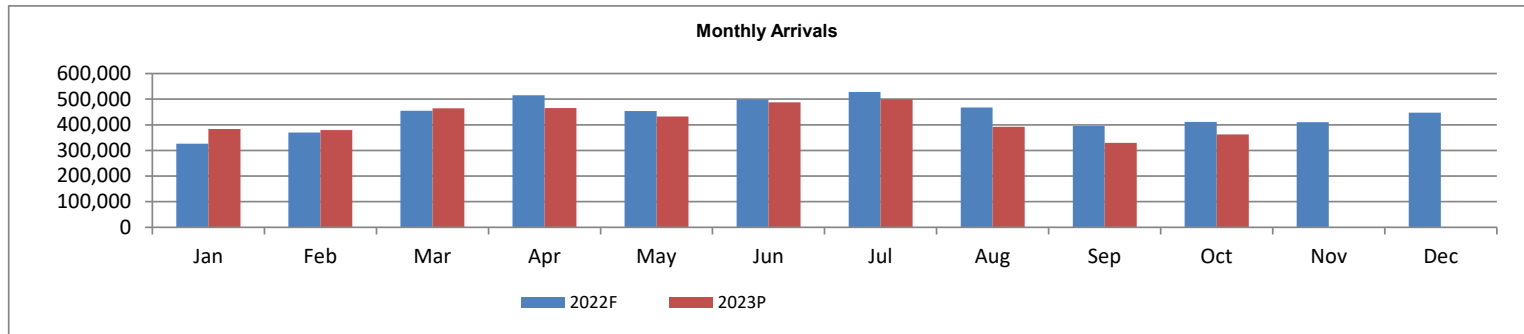
Key Performance Indicators

	YOY Rate	Oct'22 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘ -3.4%	8,347.1	8,060.0	9,852.5	O'ahu	1.0%	2,044,183
Daily Spend (\$PPPD)	↘ 3.0%	220.1	226.7	228.0	Mau	-17.1%	1,154,843
Visitor Days	↘ -6.2%	37,927,411	35,557,376	43,203,993	Moloka'i	-11.8%	16,093
Arrivals	↘ -5.1%	4,419,404	4,193,917	5,063,338	Lāna'i	-12.2%	23,184
Daily Census	↘ -6.2%	124,761	116,965	118,367	Kaua'i	0.0%	678,460
Airlift (scheduled seats)^	↘ -3.7%	8,251,452	7,947,385	9,483,838	Hawai'i Island	0.3%	771,708

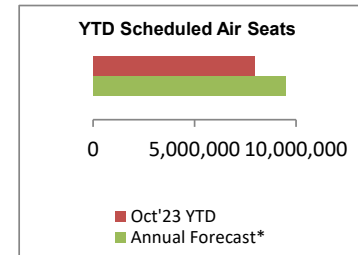
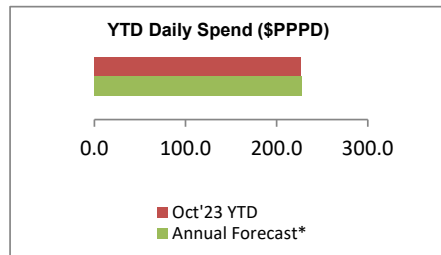
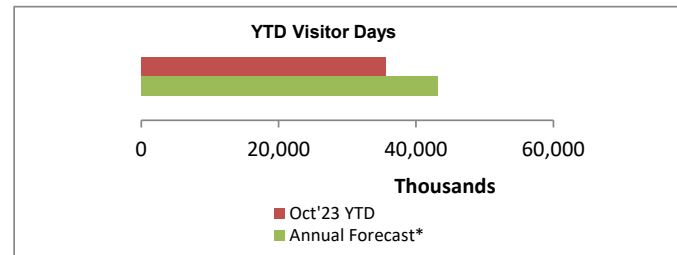
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. EAST**

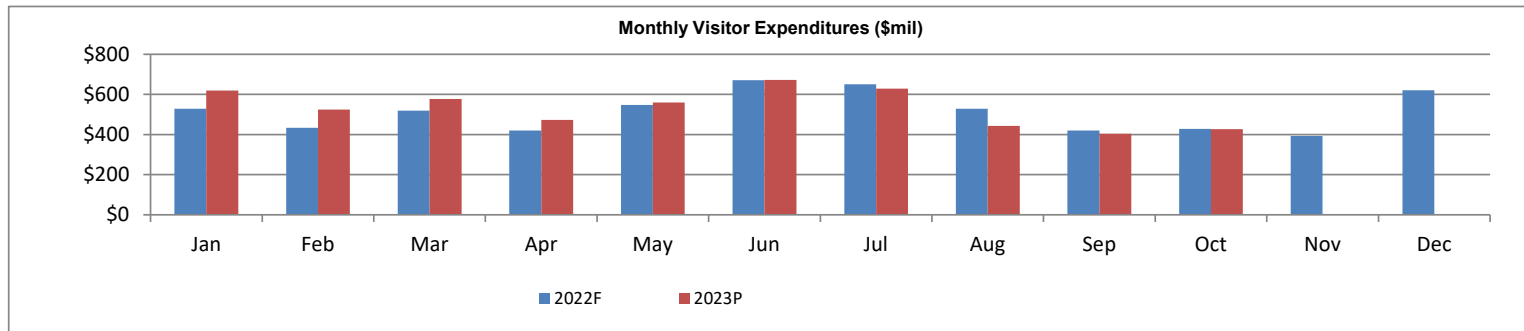
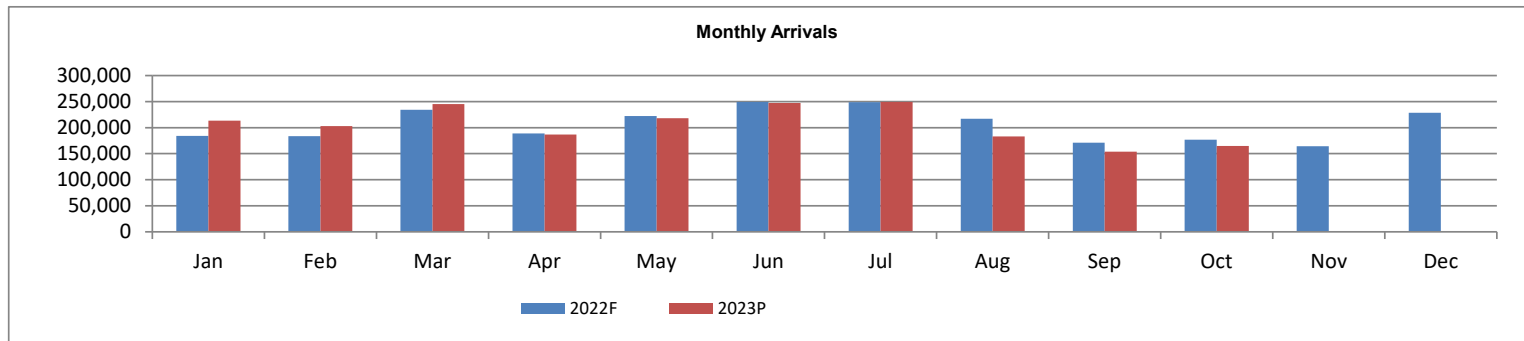
Key Performance Indicators

	YOY Rate	Oct'22 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 3.5%	5,149.8	5,328.7	6,366.2	O'ahu	6.1%	1,248,304
Daily Spend (\$PPPD)	↗ 5.6%	250.9	265.1	264.5	Maui	-11.3%	642,935
Visitor Days	↘ -2.1%	20,523,047	20,100,597	24,064,894	Moloka'i	10.3%	11,632
Arrivals	↘ -0.5%	2,076,420	2,065,195	2,454,835	Lāna'i	-4.0%	19,689
Daily Census	↘ -2.1%	67,510	66,120	65,931	Kaua'i	11.1%	372,384
Airlift (scheduled seats) <sup>^</sup>	↗ 0.5%	1,026,433	1,031,909	1,235,696	Hawai'i Island	4.8%	454,722

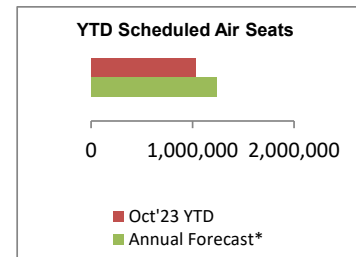
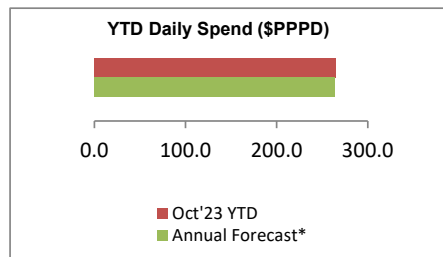
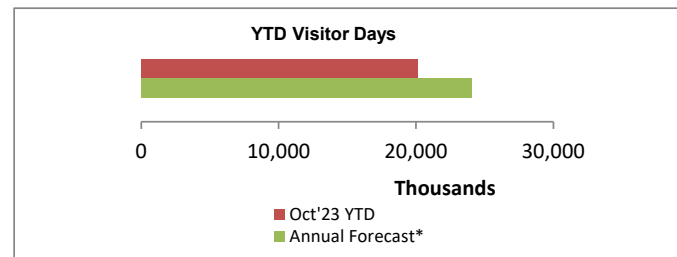
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **JAPAN**

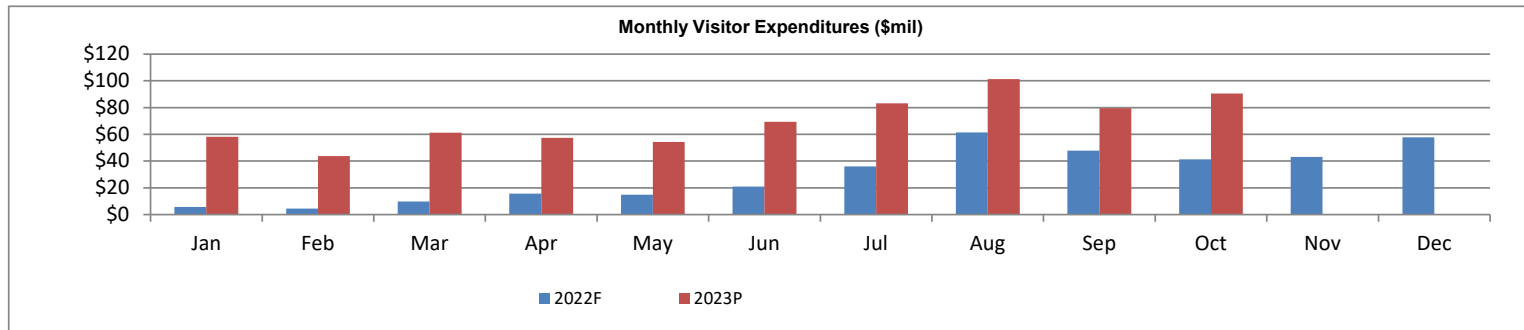
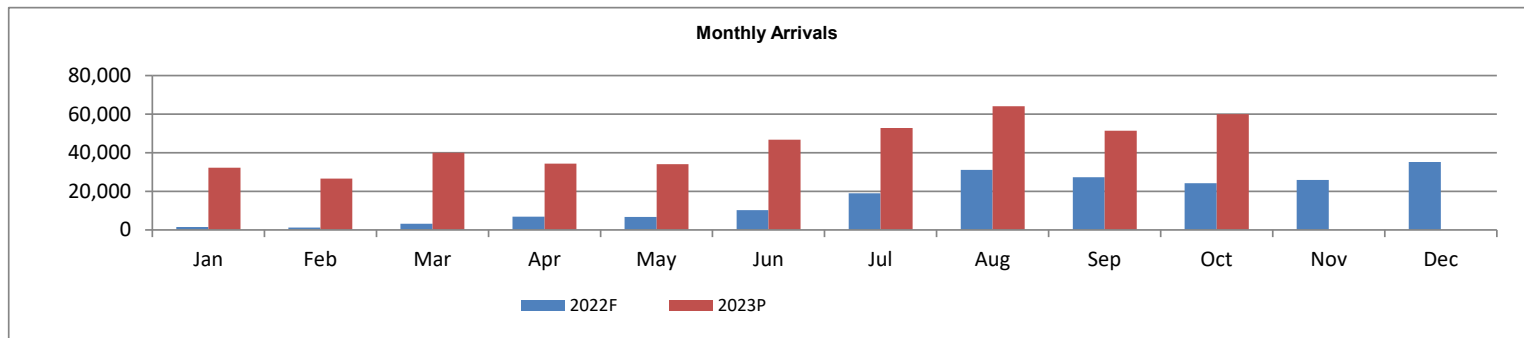
Key Performance Indicators

	YOY Rate	Oct'22 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 170.5%	258.4	699.0	933.0	O'ahu	237.3%	430,029
Daily Spend (\$PPPD)	↔ 0.9%	235.4	237.5	237.8	Maui	130.1%	8,672
Visitor Days	↑ 168.1%	1,097,586	2,942,906	3,923,246	Moloka'i	425.1%	547
Arrivals	↑ 236.8%	131,453	442,681	582,975	Lāna'i	59.5%	375
Daily Census	↑ 168.1%	3,610	9,681	10,749	Kaua'i	111.8%	4,789
Airlift (scheduled seats) <sup>^</sup>	↑ 150.6%	335,134	839,981	1,064,912	Hawai'i Island	222.8%	34,927

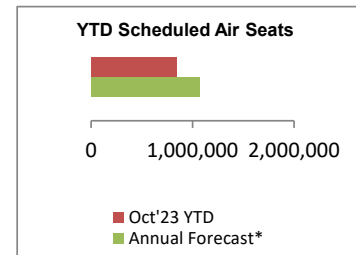
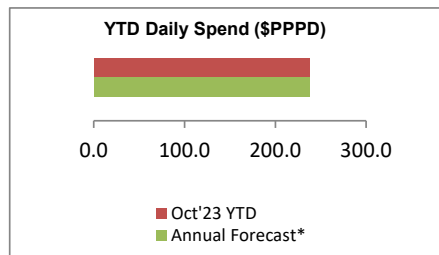
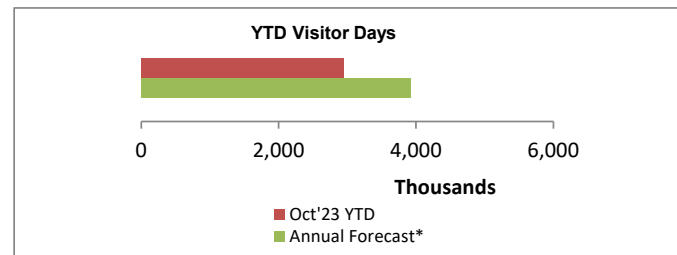
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Monthly Indicators



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

Visitor Industry Performance Measures

Market: **CANADA**

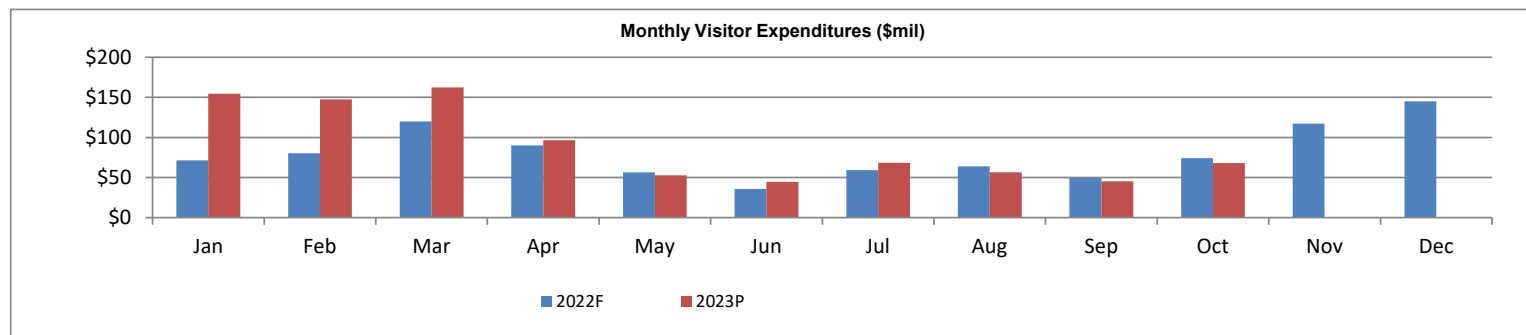
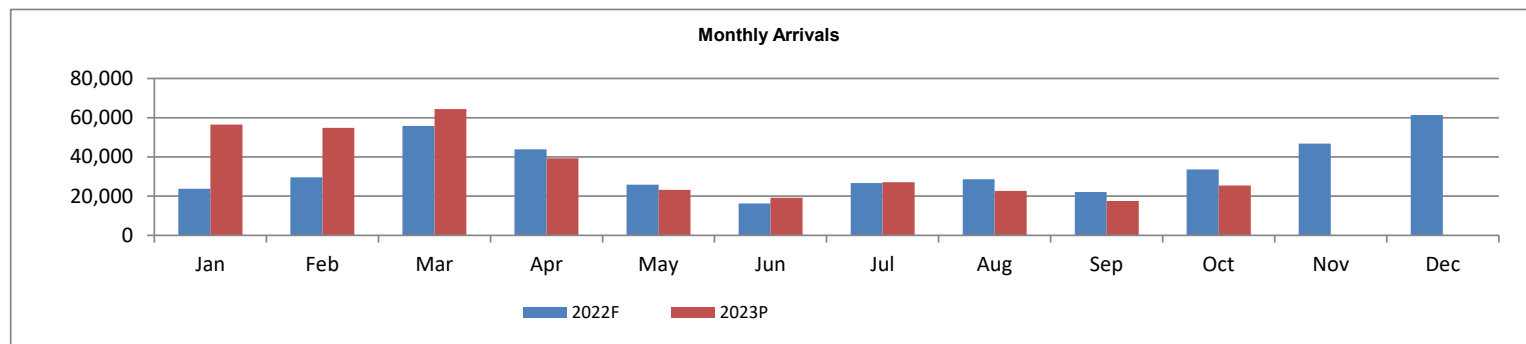
Key Performance Indicators

	YOY Rate	Oct'22 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 28.0%	699.9	895.8	1,255.0	O'ahu	23.2%	183,853
Daily Spend (\$PPPD)	↑ 17.4%	186.8	219.3	219.1	Mauī	7.4%	164,058
Visitor Days	↔ 9.0%	3,747,661	4,085,734	5,727,949	Moloka'i	46.6%	2,292
Arrivals	↑ 14.4%	306,094	350,095	477,329	Lāna'i	-12.5%	3,251
Daily Census	↔ 9.0%	12,328	13,440	15,693	Kaua'i	35.9%	42,321
Airlift (scheduled seats) <sup>^</sup>	↓ -6.9%	380,615	354,408	466,196	Hawai'i Island	34.6%	63,408

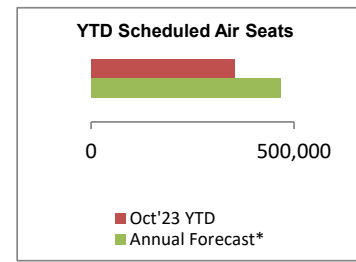
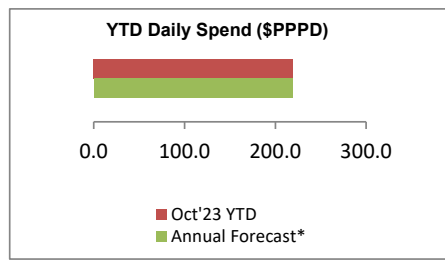
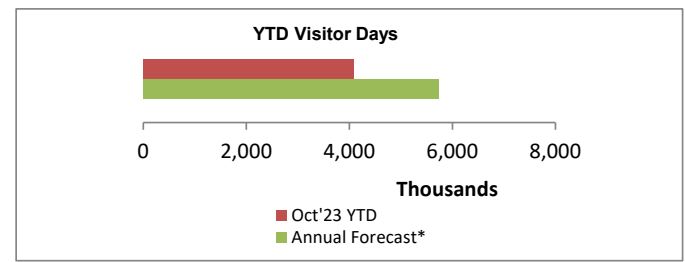
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OCEANIA**

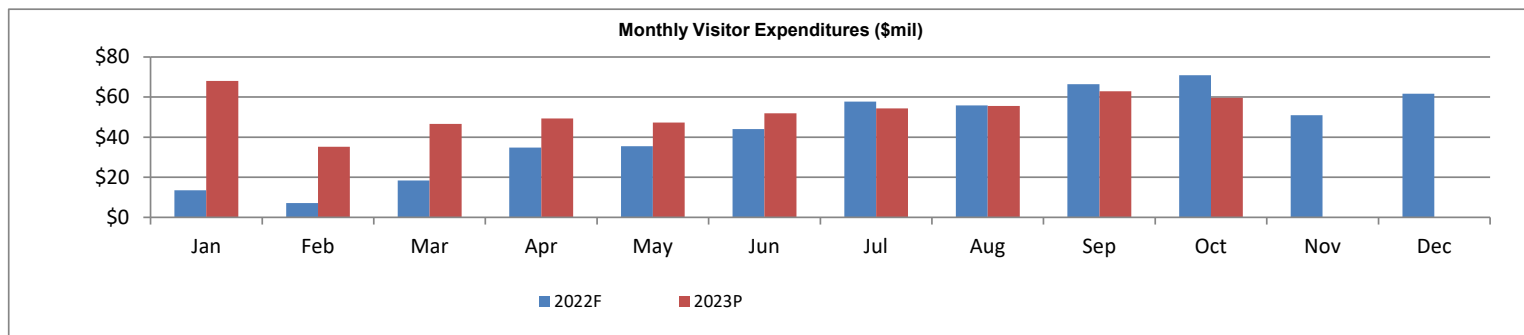
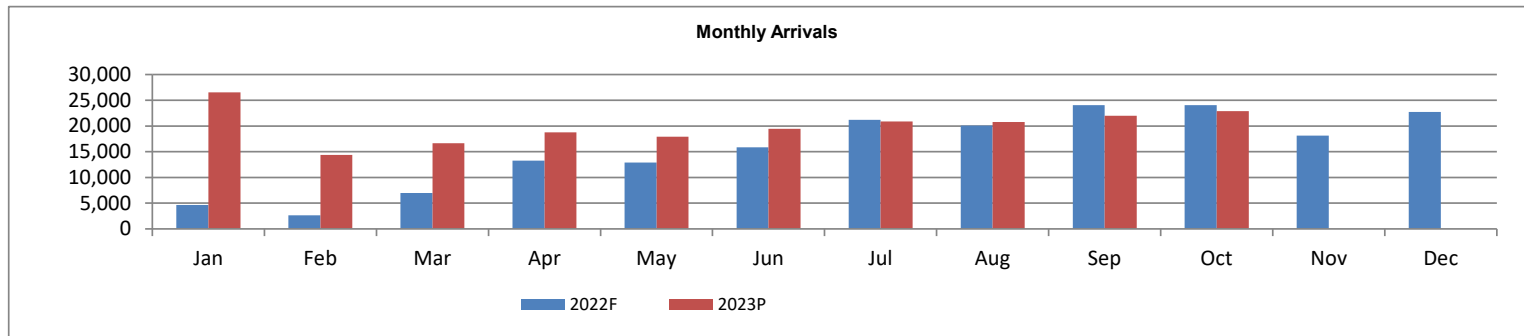
Key Performance Indicators

	YOY Rate	Oct'22 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 31.4%	404.2	531.1	605.8	O'ahu	38.6%	196,860
Daily Spend (\$PPPD)	↔ 3.7%	284.3	295.0	292.0	Maui	3.2%	21,318
Visitor Days	↑ 26.7%	1,421,483	1,800,623	2,074,509	Moloka'i	78.8%	1,557
Arrivals	↑ 37.4%	145,644	200,181	230,501	Lāna'i	41.6%	1,922
Daily Census	↑ 26.7%	4,676	5,923	5,684	Kaua'i	71.1%	14,104
Airlift (scheduled seats) <sup>^</sup>	↑ 45.3%	188,545	274,046	329,765	Hawai'i Island	55.8%	21,579

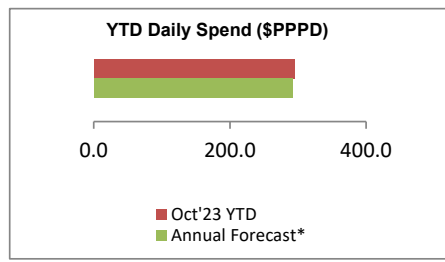
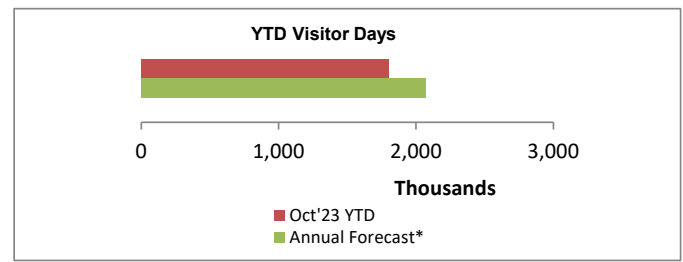
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

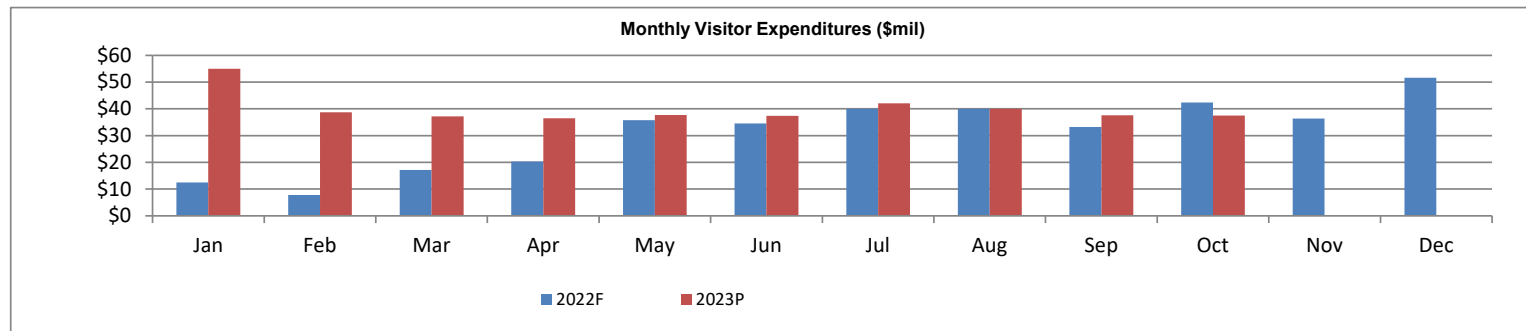
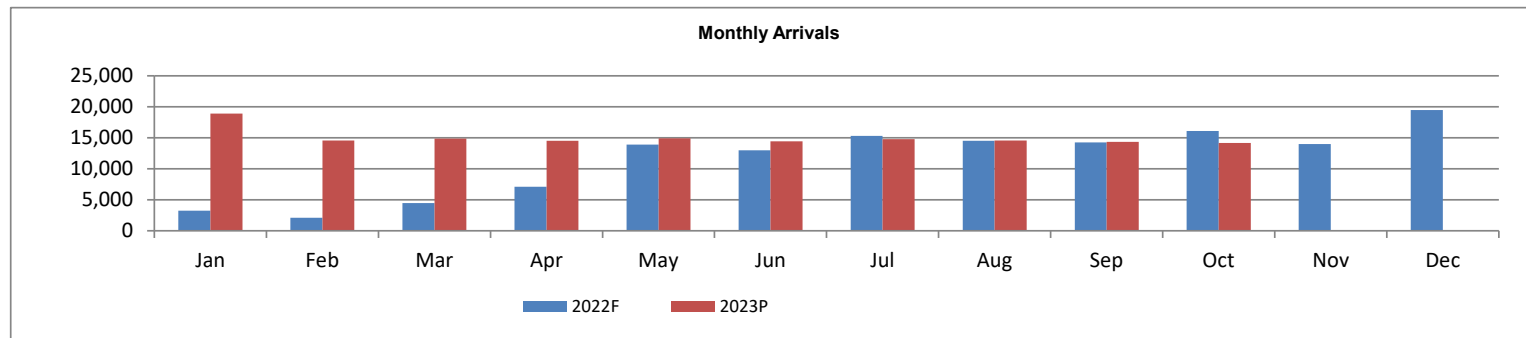
Key Performance Indicators

	YOY Rate	Oct'22 YTD	Oct'23 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 40.9%	283.8	399.8	NA		O'ahu	47.7%	145,665
Daily Spend (\$PPPD)	↔ 4.3%	302.4	315.3	NA		Mau	1.1%	12,581
Visitor Days	↑ 35.1%	938,602	1,267,871	NA		Moloka'i	19.5%	265
Arrivals	↑ 44.2%	104,049	150,065	NA		Lāna'i	57.8%	579
Daily Census	↑ 35.1%	3,088	4,171	NA		Kaua'i	38.3%	5,053
Airlift (scheduled seats) <sup>^</sup>	↑ 36.4%	168,977	230,442	278,670		Hawai'i Island	58.2%	26,131

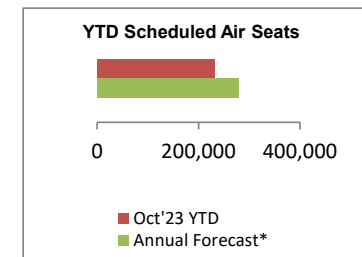
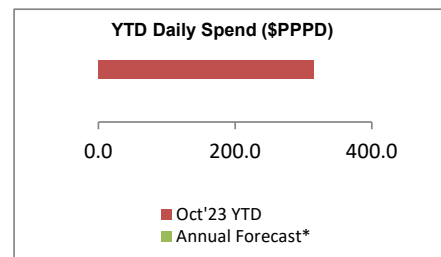
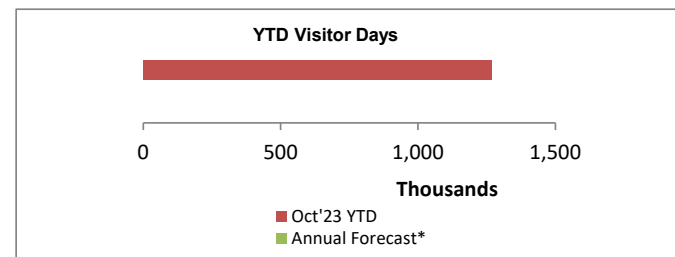
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **KOREA**

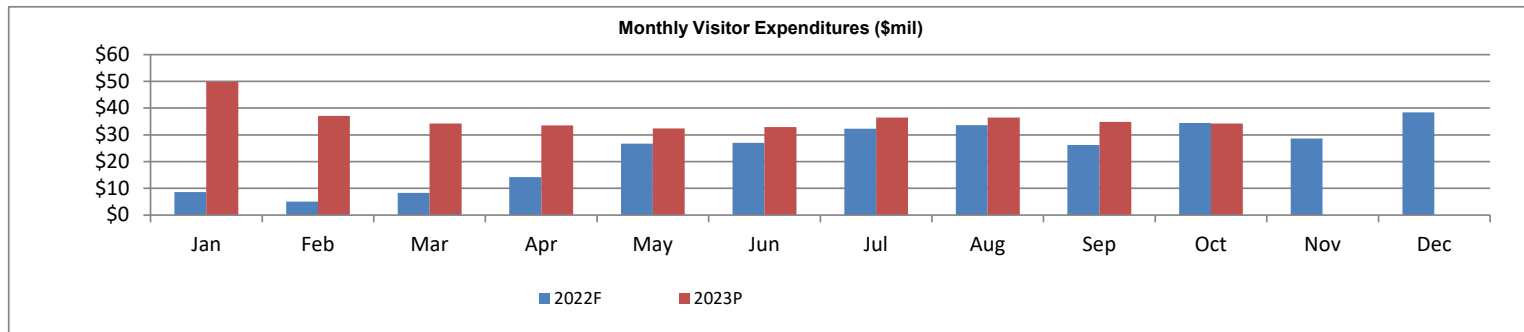
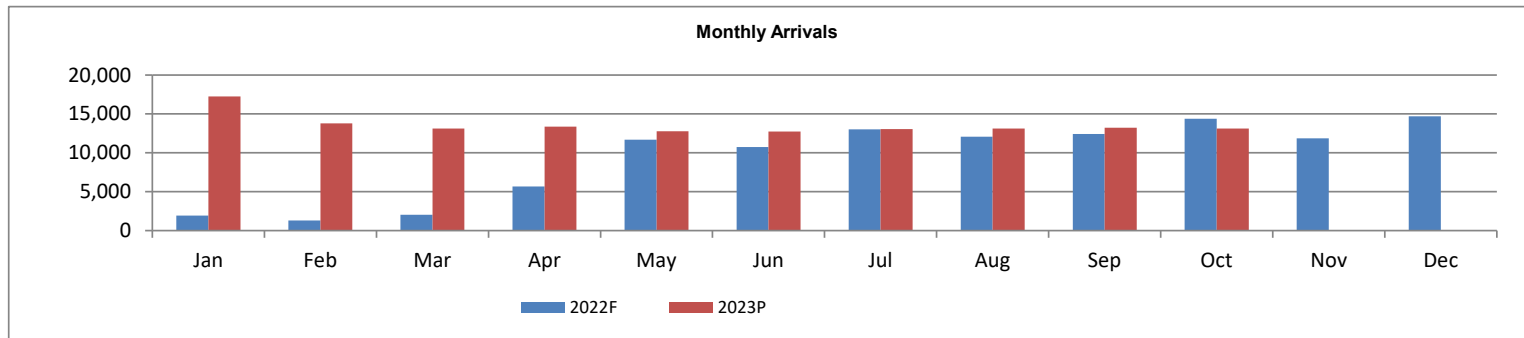
Key Performance Indicators

	YOY Rate	Oct'22 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 67.2%	216.4	361.9	438.2	O'ahu	60.5%	133,935
Daily Spend (\$PPPD)	↔ 9.7%	286.3	314.0	311.0	Mauī	20.3%	10,187
Visitor Days	↑ 52.5%	756,019	1,152,723	1,408,925	Moloka'i	91.4%	204
Arrivals	↑ 58.9%	85,282	135,523	164,232	Lāna'i	209.7%	465
Daily Census	↑ 52.5%	2,487	3,792	3,860	Kaua'i	110.5%	3,900
Airlift (scheduled seats) <sup>^</sup>	↑ 36.4%	168,977	230,442	278,670	Hawai'i Island	92.2%	22,641

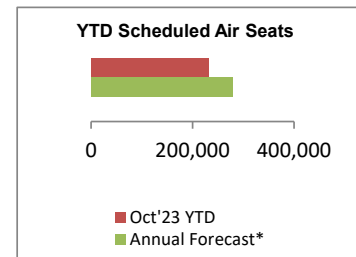
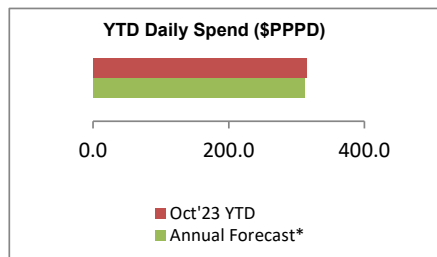
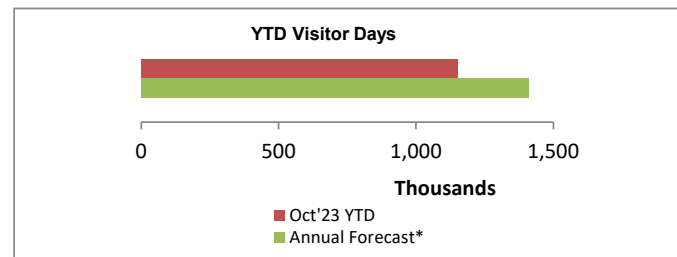
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CHINA**

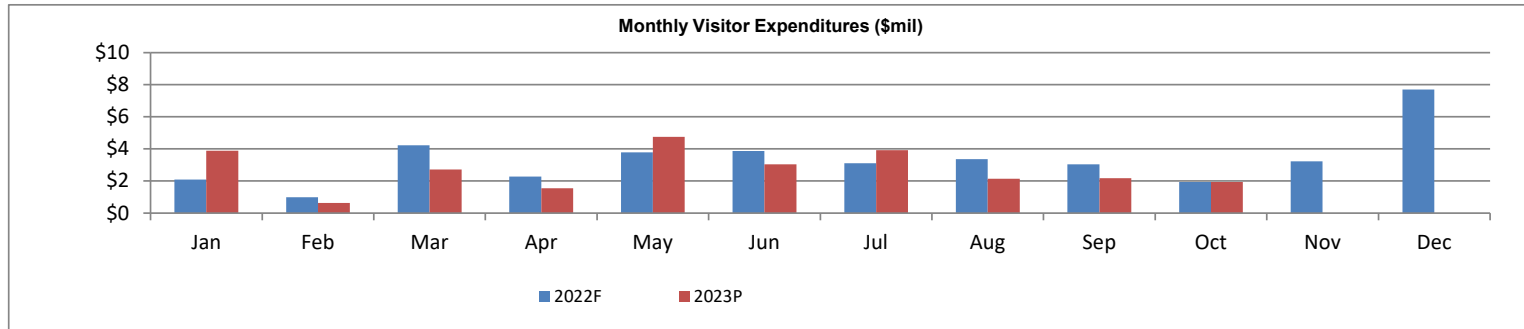
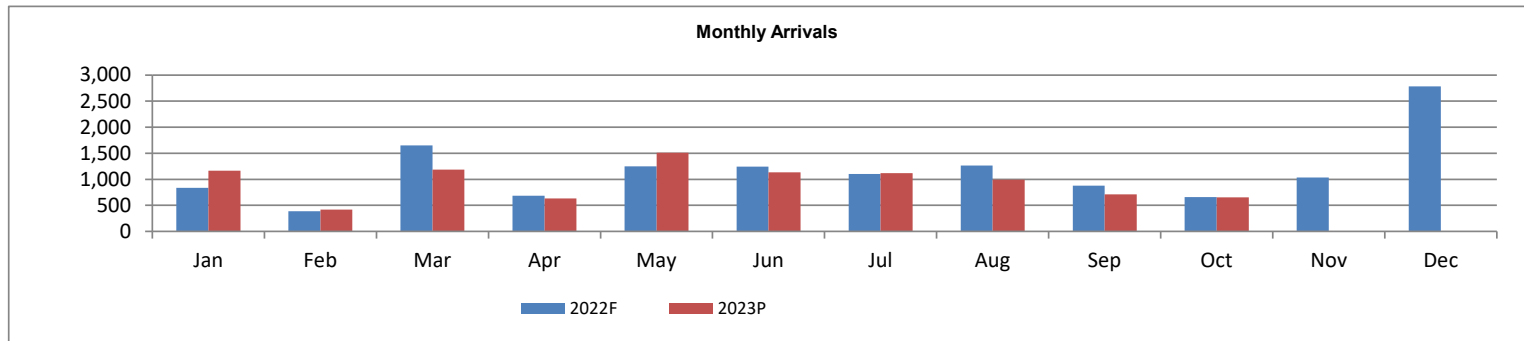
Key Performance Indicators

	YOY Rate	Oct'22 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	👇	-6.6%	28.7	26.8	NA	O'ahu	-2.6%	8,191
Daily Spend (\$PPPD)	👉	8.0%	340.3	367.5	NA	Mau	-36.8%	1,302
Visitor Days	👇	-13.5%	84,259	72,881	NA	Moloka'i	-31.0%	47
Arrivals	👉	-4.3%	9,949	9,526	NA	Lāna'i	-37.9%	88
Daily Census	👇	-13.5%	277	240	NA	Kaua'i	9.9%	613
Airlift (scheduled seats) <sup>^</sup>		N/A	N/A	N/A	N/A	Hawai'i Island	-13.8%	2,555

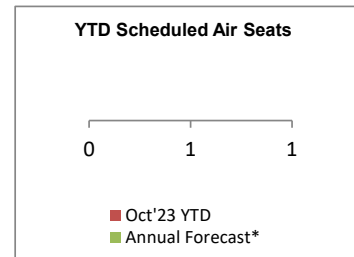
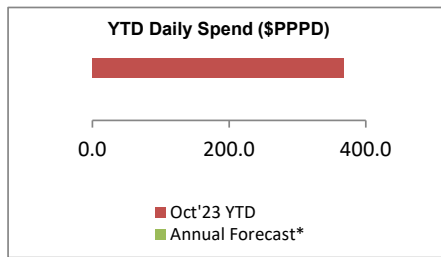
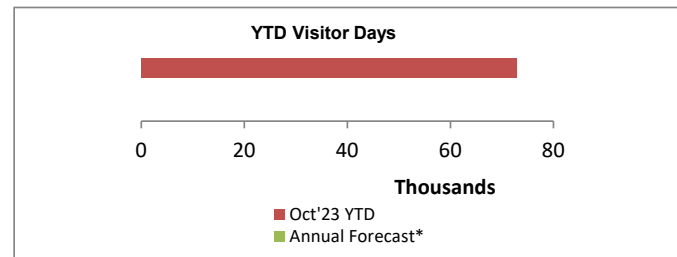
\* DBEDT Annual Forecast as of Q3 2023.

<sup>^</sup> DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 24, 2023, subject to change.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **EUROPE**

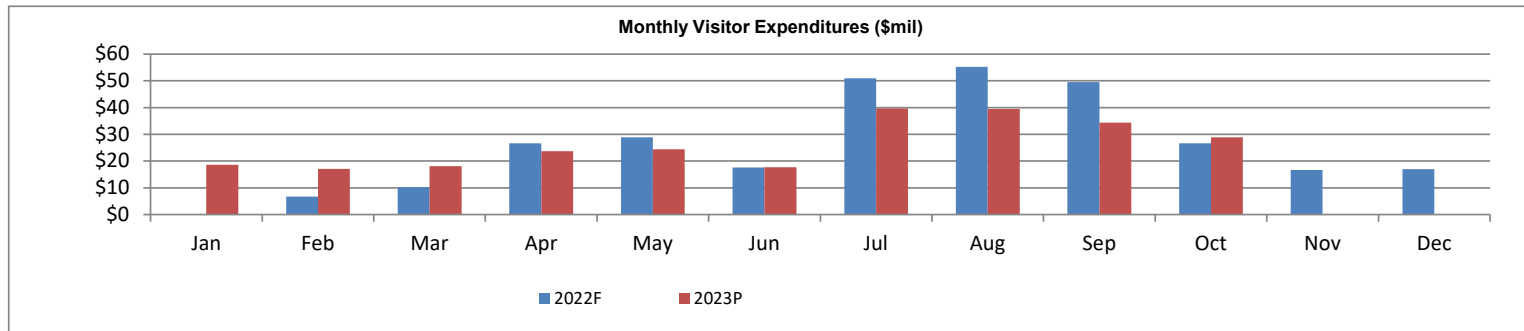
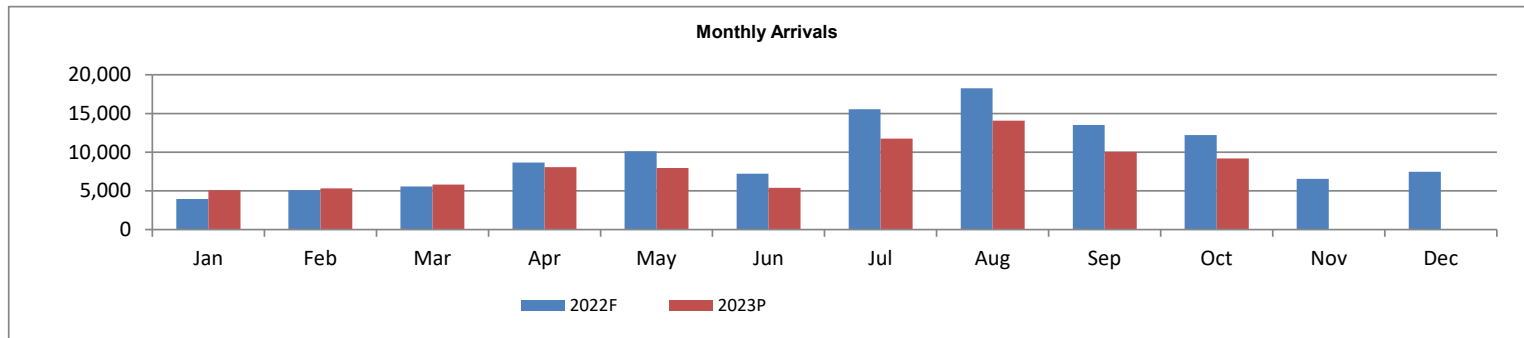
Key Performance Indicators

	YOY Rate	Oct'22 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👇 -3.8%	272.4	262.1	384.5	O'ahu	-13.6%	62,483
Daily Spend (\$PPPD)	👆 22.2%	194.8	238.1	239.7	Maui	-30.4%	28,776
Visitor Days	👇 -21.3%	1,398,203	1,100,749	1,604,402	Moloka'i	-25.0%	1,081
Arrivals	👇 -17.4%	100,029	82,651	119,092	Lāna'i	-28.4%	771
Daily Census	👇 -21.3%	4,599	3,621	4,396	Kaua'i	-12.2%	21,288
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	-22.3%	27,480

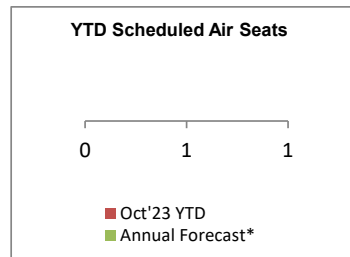
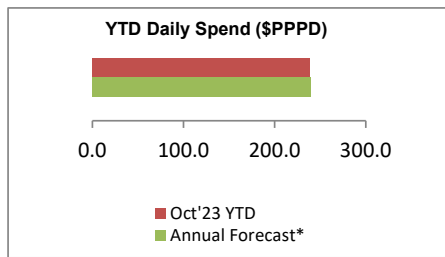
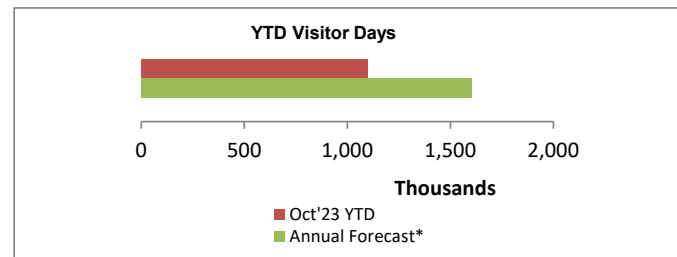
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

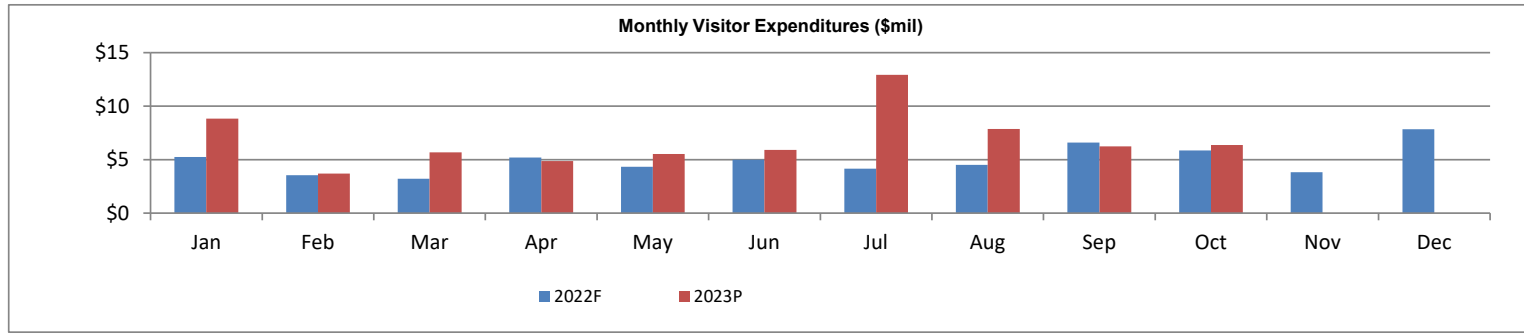
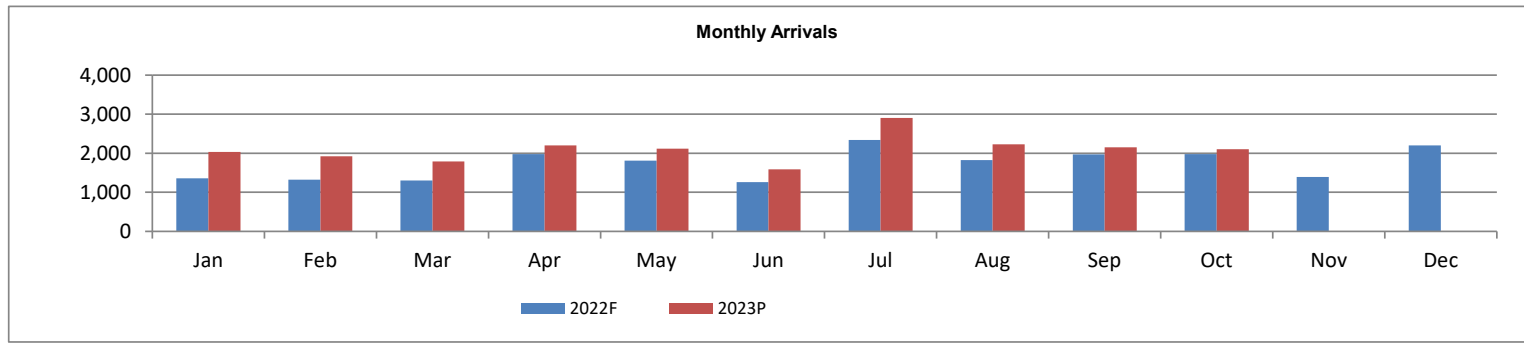
Key Performance Indicators

	YOY Rate	Oct'22 YTD	Oct'23 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 42.6%	47.6	67.9	NA		O'ahu	30.7%	15,325
Daily Spend (\$PPPD)	↑ 19.6%	256.1	306.2	NA		Mau	15.8%	6,579
Visitor Days	↑ 19.2%	186,023	221,813	NA		Moloka'i	78.9%	192
Arrivals	↑ 22.7%	17,153	21,039	NA		Lāna'i	22.3%	171
Daily Census	↑ 19.2%	612	730	NA		Kaua'i	42.5%	2,616
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A		Hawai'i Island	10.9%	4,422

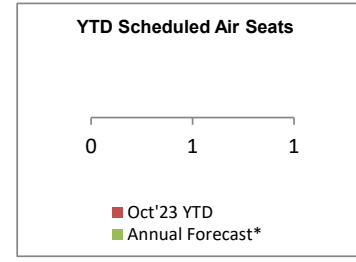
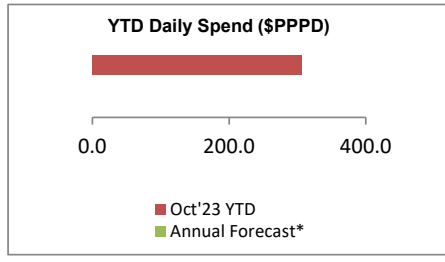
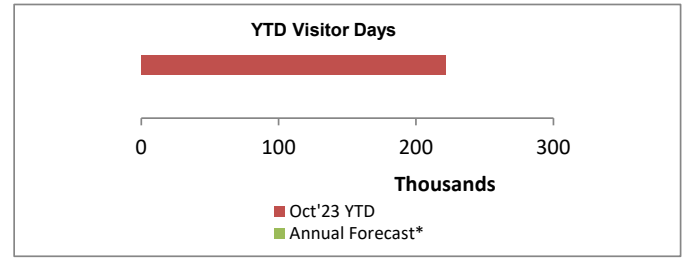
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Monthly Indicators



Annual Indicators



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