



# Market Insights – March 2022

The HTA Monthly Market Insights reports on the most recent key performance indicators that the Hawai'i Tourism Authority (HTA) uses to measure success. The following measures provide indicators of the overall health of Hawai'i's visitor industry and help to gauge if the HTA is successfully attaining its goals.

## Report on Economic Impact

Prior to the global COVID-19 pandemic and Hawai'i's quarantine requirements for travelers, the State of Hawai'i achieved record-level visitor expenditures and arrivals in 2019 through February 2020. Due to concerns about the rapid surge of COVID cases worldwide and the limitations of Hawai'i's health care system, on March 17, 2020 Hawai'i Gov. David Ige asked visitors to postpone their trips for at least 30 days. The counties also began issuing stay-at-home orders. On March 26, 2020, the state implemented a 14-day mandatory travel quarantine. Subsequently, nearly all trans-Pacific and interisland flights were canceled, cruise ship activities were suspended and tourism to the islands all but shut down. This continued until mid-October 2020, when the state initiated the Safe Travels program, which allowed trans-Pacific travelers to bypass the quarantine if they had a valid negative test for COVID-19.

Through March 25, 2022, domestic passengers could bypass the State's mandatory five-day self-quarantine if they were up-to-date on their vaccination or with a negative COVID-19 pre-travel test result from a Trusted Testing Partner through the Safe Travels program. The Safe Travels Program ended on March 25, 2022, and domestic pre-travel requirements ceased as of March 26, 2022. Passengers arriving on direct international flights were subjected to federal U.S. entry requirements which included proof of an up-to-date vaccination document and negative COVID-19 test result taken within one day of travel, or documentation of having recovered from COVID-19 in the past 90 days, prior to their flight.

For the first quarter of 2022, Hawai'i's tourism economy experienced:

- Total visitor spending was \$4.23 billion. Total visitor spending decreased compared to \$4.49 billion (-5.8%) in the first quarter of 2019.
- A total of 1,993,761 visitors (+135.4%) arrived in the first quarter of 2022. Total arrivals decreased compared to 2,527,277 visitors (-21.1%) in the first quarter of 2019.
- For FY2022 Through March 2022, the state collected \$521.6 million in TAT, up 16.0 percent compared to \$449.8 million collected in FY 2019 through March 2019 (Preliminary data from Dept of Taxation).
- There were 15,000 trans-Pacific flights and 3,137,184 seats in the first quarter of 2022, compared to 15,214 flights and 3,337,280 seats in the first quarter of 2019.

**Table 1: Overall Key Performance Indicators – Total (Air + Cruise) – YTD Mar. 2022 vs. YTD Mar. 2021**

	YOY Rate	YTD 2021	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	171.1%	1,561.9	4,233.6	16,620.5
Daily Spend (\$PPPD)	31.3%	167.8	220.4	206.0
Visitor Days	106.4%	9,306,233	19,208,877	80,674,664
Arrivals	135.4%	847,044	1,993,761	8,867,698
Daily Census	106.4%	103,403	213,432	221,026
Airlift (scheduled seats)	75.4%	1,785,543	3,132,470	N/A

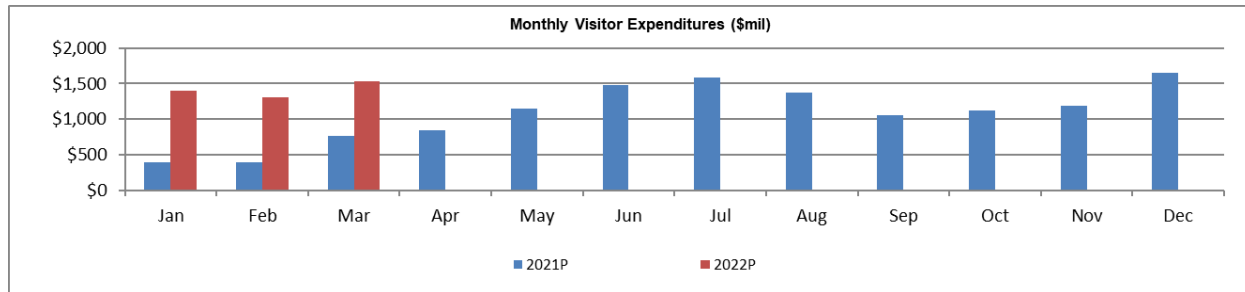
\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available.

**Table 2: Overall Key Performance Indicators – Total (Air + Cruise) – YTD Mar. 2022 vs. YTD Mar. 2019**

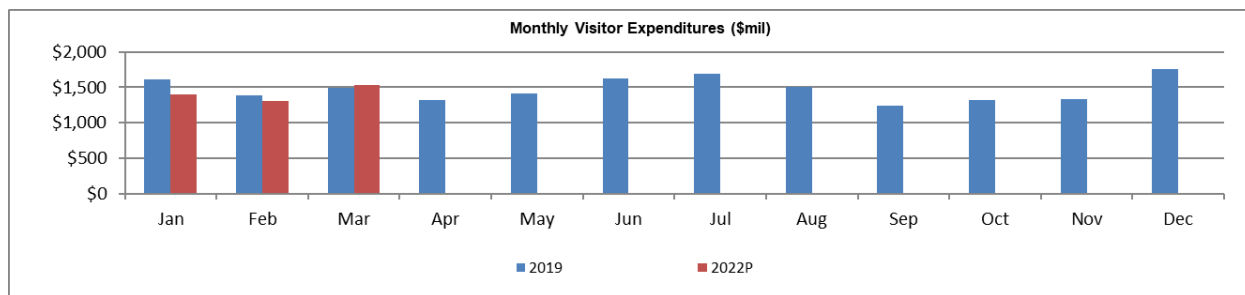
	YOY Rate	YTD 2019	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	-5.8%	4,494.0	4,233.6	16,620.5
Daily Spend (\$PPPD)	11.8%	197.1	220.4	206.0
Visitor Days	-15.8%	22,804,420	19,208,877	80,674,664
Arrivals	-21.1%	2,527,277	1,993,761	8,867,698
Daily Census	-15.8%	253,382	213,432	221,026
Airlift (scheduled seats)	-5.6%	3,318,733	3,132,470	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

**Figure 1: Monthly Visitor Expenditures (\$mil) – 2022 vs. 2021**



**Figure 2: Monthly Visitor Expenditures (\$mil) – 2021 vs. 2019**



## Major Market Areas (MMAs)

### USA

**Table 3: Key Performance Indicators - U.S. Total (YTD Mar. 2022 vs. YTD Mar. 2021)**

	YOY Rate	YTD 2021	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	149.8%	1,486.5	3,712.7	13,988.8
Daily Spend (\$PPPD)	35.6%	167.5	227.1	201.3
Visitor Days	84.3%	8,872,874	16,349,230	69,490,874
Arrivals	114.4%	820,847	1,760,017	7,666,485
Daily Census	84.3%	98,587	181,658	190,386
Airlift (scheduled seats)	63.4%	1,709,583	2,792,914	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

**Table 4: Key Performance Indicators - U.S. Total (YTD Mar. 2022 vs. YTD Mar. 2019)**

	YOY Rate	YTD 2019	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	29.2%	2,873.4	3,712.7	13,988.8
Daily Spend (\$PPPD)	18.8%	191.2	227.1	201.3
Visitor Days	8.8%	15,026,373	16,349,230	69,490,874
Arrivals	8.9%	1,616,616	1,760,017	7,666,485
Daily Census	8.8%	166,960	181,658	190,386
Airlift (scheduled seats)	22.5%	2,279,579	2,792,914	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

- Job growth was solid in March 2022 and the unemployment rate fell more than expected to 3.6 percent.
- The Conference Board Consumer Confidence Index rebounded slightly in March 2022. The Index now stands at 107.2 (1985=100) up from 105.7 in February 2022.
- The Present Situation Index based on consumers' assessment of current business and labor market conditions rose to 153.0 in March 2022 from 143.0 last month. The Expectations Index based on consumers' short-term outlook for income, business and labor market conditions declined to 76.6 in March 2022 from 80.8 last month.
- The forecast for domestic scheduled nonstop air seats to Hawai'i for April-June 2022 will increase by +21.5 percent as compared with the same time period in 2021. The projection is based on flights appearing in Diio Mi airline schedules. Due to COVID-19, the constant fluidity in scheduled air seats is expected to continue for both the U.S. West (+24.0%) and U.S. East (+4.4%). The situation is being monitored and the forecast adjusted accordingly.
- According to MMGY Travel Intelligence, 73 percent of American travelers intend to take a vacation in the next six months, up significantly from 62 percent one year ago. It is anticipated that 2022 will be a year of continued growth for the travel industry, although inflation and the recent increase in gas prices may alter spending slightly.

## US WEST

**Table 5: Key Performance Indicators - U.S. West (YTD Mar. 2022 vs. YTD Mar. 2021)**

	YOY Rate	YTD 2021	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	127.9%	982.6	2,239.3	8,781.5
Daily Spend (\$PPPD)	33.9%	164.8	220.6	194.1
Visitor Days	70.2%	5,963,340	10,150,927	45,239,109
Arrivals	101.7%	572,998	1,156,009	5,183,426
Daily Census	70.2%	66,259	112,788	123,943
Airlift (scheduled seats)	63.6%	1,509,348	2,468,737	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

**Table 6: Key Performance Indicators - U.S. West (YTD Mar. 2022 vs. YTD Mar. 2019)**

	YOY Rate	YTD 2019	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	37.0%	1,634.4	2,239.3	8,781.5
Daily Spend (\$PPPD)	22.8%	179.6	220.6	194.1
Visitor Days	11.6%	9,098,812	10,150,927	45,239,109
Arrivals	12.3%	1,028,938	1,156,009	5,183,426
Daily Census	11.6%	101,098	112,788	123,943
Airlift (scheduled seats)	24.6%	1,980,931	2,468,737	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

- In March 2022, 452,752 visitors arrived by air from the U.S. West, compared to 399,049 visitors (+13.5%) in March 2019. U.S. West visitors spent \$805.5 million in March 2022, compared to \$578.1 million (+39.3%) in March 2019. Daily spending by U.S. West visitors in March 2022 (\$215 per person) was much higher compared to March 2019 (\$176 per person, +22.4%).
- Through the first quarter of 2022, there were 1,156,009 visitors from the U.S. West, compared to 1,028,938 visitors (+12.3%) in the first quarter of 2019. U.S. West visitors spent \$2.24 billion in the first quarter of 2022, compared to \$1.63 billion (+37.0%) in the first quarter of 2019.

## US EAST

**Table 7: Key Performance Indicators - U.S. East (YTD Mar. 2022 vs. YTD Mar. 2021)**

	YOY Rate	YTD 2021	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	192.5%	503.8	1,473.4	5,207.4
Daily Spend (\$PPPD)	37.3%	173.2	237.7	214.7
Visitor Days	113.0%	2,909,534	6,198,303	24,251,765
Arrivals	143.7%	247,849	604,008	2,483,059
Daily Census	113.0%	32,328	68,870	66,443
Airlift (scheduled seats)	61.9%	200,235	324,177	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

**Table 8: Key Performance Indicators - U.S. East (YTD Mar. 2022 vs. YTD Mar. 2019)**

	YOY Rate	YTD 2019	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	18.9%	1,239.0	1,473.4	5,207.4
Daily Spend (\$PPPD)	13.7%	209.0	237.7	214.7
Visitor Days	4.6%	5,927,561	6,198,303	24,251,765
Arrivals	2.8%	587,678	604,008	2,483,059
Daily Census	4.6%	65,862	68,870	66,443
Airlift (scheduled seats)	8.5%	298,648	324,177	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

- There were 233,286 visitors from the U.S. East in March 2022, compared to 225,648 visitors (+3.4%) in March 2019. U.S. East visitors spent \$507.0 million in March 2022, compared to \$404.5 million (+25.3%) in March 2019. Daily spending by U.S. East visitors in March 2022 (\$237 per person) increased compared to March 2019 (\$201 per person, +17.8%).

Through the first quarter of 2022, 604,008 visitors arrived from the U.S. East, compared to 587,678 visitors (+2.8%) in the first quarter of 2019. U.S. East visitors spent \$1.47 billion in the first quarter of 2022, compared to \$1.24 billion (+18.9%) in the first quarter of 2019.

## JAPAN

**Table 9: Key Performance Indicators – Japan (YTD Mar. 2022 vs. YTD Mar. 2021)**

	YOY Rate	YTD 2021	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	187.7%	10.9	31.5	805.1
Daily Spend (\$PPPD)	4.5%	205.8	215.2	254.2
Visitor Days	175.2%	53,183	146,352	3,167,750
Arrivals	211.6%	2,910	9,068	521,380
Daily Census	175.2%	591	1,626	8,679
Airlift (scheduled seats)	66.8%	30,717	51,243	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

**Table 10: Key Performance Indicators – Japan (YTD Mar. 2022 vs. YTD Mar. 2019)**

	YOY Rate	YTD 2019	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	-94.0%	524.1	31.5	805.1
Daily Spend (\$PPPD)	-10.3%	239.8	215.2	254.2
Visitor Days	-93.3%	2,185,655	146,352	3,167,750
Arrivals	-97.6%	374,929	9,068	521,380
Daily Census	-93.3%	24,285	1,626	8,679
Airlift (scheduled seats)	-89.9%	505,898	51,243	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

- There were 4,038 visitors from Japan in March 2022, compared to 133,858 visitors (-97.0%) in March 2019. Visitors from Japan spent \$11.8 million in March 2022, compared to \$185.2 million (-93.6%) in March 2019. Daily spending by Japanese visitors in March 2022 (\$224 per person) decreased compared to March 2019 (\$238 per person, -5.6%).
- Through the first quarter of 2022, there were 9,068 visitors from Japan, compared to 374,929 visitors (-97.6%) in the first quarter of 2019. Visitors from Japan spent \$31.5 million in the first quarter of 2022, compared to \$524.1 billion (-94.0%) in the first quarter of 2019.
- The Japanese Yen fell sharply in March 2022, hitting a near seven-year low of 122.0 per USD at the close of trading on March 25, and it is predicted to continue falling in the short term.
- Japanese economic trend continued to show a positive movement in goods consumption. In the first half of March 2022, consumption increased 1.1 percent compared to pre-COVID. GDP growth for 2022 is projected at 2.1 percent. Go-To-Travel is now under reconsideration starting after the Golden Week holiday in May 2022.
- Consumer Confidence Index in March 2022 reached the highest in the past 5 years. In total 16 categories, “Travel” has increased compared to the previous months. Consumers are consciously planning for long-distance travel.
- On April 1, 2022, the Ministry of Foreign Affairs of Japan (MOFA) eased travel advice from Level 3 “Avoid All Travel”, to Level 2 “Avoid Non-essential Travel” for 106 countries, including the U.S. From April 10, Japan will increase its daily new entry capacity up to 10,000 passengers.
- As of April 8, 44.3 percent of Japanese has completed the booster shot and 79.6 percent are fully vaccinated.
- According to JNTO, the number of outbound travelers in February 2022 was 46,900. This is a 90 percent increase compared to the same month of 2021, but a 96.9 percent decrease compared to the same month of 2019.
- Hawai'i is the most popular travel destinations for Millennials: VALISE marketing company run SNS survey on its Instagram to see the travel demands for Golden Week holiday. As result, 30 percent answered that they already have a plan for travel, and 49 percent said it is a self-treat trip. Only 10 percent is planning international travel and Hawai'i is one of the top destinations besides Europe. Millennials tends to have specific travel purpose for their trip.

## CANADA

**Table 11: Key Performance Indicators – Canada (YTD Mar. 2022 vs. YTD Mar. 2021)**

	YOY Rate	YTD 2021	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	1345.3%	18.3	264.3	426.6
Daily Spend (\$PPPD)	5.4%	166.9	175.9	173.6
Visitor Days	1271.1%	109,574	1,502,383	2,457,615
Arrivals	2781.3%	3,716	107,072	194,619
Daily Census	1271.1%	1,217	16,693	6,733
Airlift (scheduled seats)	1771.3%	10,232	191,476	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

**Table 12: Key Performance Indicators – Canada (YTD Mar. 2022 vs. YTD Mar. 2019)**

	YOY Rate	YTD 2019	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	-42.3%	458.3	264.3	426.6
Daily Spend (\$PPPD)	4.0%	169.1	175.9	173.6
Visitor Days	-44.6%	2,710,297	1,502,383	2,457,615
Arrivals	-49.8%	213,190	107,072	194,619
Daily Census	-44.6%	30,114	16,693	6,733
Airlift (scheduled seats)	-9.4%	211,342	191,476	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

- In March 2022, 54,475 visitors arrived from Canada, compared to 76,913 visitors (-29.2%) in March 2019. Visitors from Canada spent \$116.1 million in March 2022, compared to \$139.8 million (-16.9%) in March 2019. Daily spending by Canadian visitors in March 2022 (\$173 per person) increased compared to March 2019 (\$158 per person, +9.7%).
- Through the first quarter of 2022, there were 107,072 visitors from Canada, compared to 213,190 visitors (-49.8%) in the first quarter of 2019. Visitors from Canada spent \$264.3 million in the first quarter of 2022, compared to \$458.3 billion (-42.3%) in the first quarter of 2019.
- Canada's economy is projected to expand 4.4 percent in 2022.
- Job growth was concentrated in Ontario and Quebec, which together accounted for over 80 percent of the employment growth. Employment also rose in all other provinces, except New Brunswick, where there was little change.
- After dropping 7.6 points in February 2022, the Index of Consumer Confidence rose 2.2 points in March 2022. Canadians continue to be optimistic about future employment prospects but are concerned about current and future finances. In addition, reluctance surrounding major purchases remains with just 15.7 percent of survey respondents thinking it is a good time to buy large-ticket items. That said, the easing of mandates and restrictions should lead to improved optimism going forward as consumers begin to feel a degree of normalcy and slowly start to change their consumption patterns.
- The loonie posted an average value of USD \$0.80 in 2021, a 9 percent increase over 2020 and the highest annual average recorded since 2014.
- On April 1, 2022, the Government of Canada officially dropped its pre-entry COVID-19 testing requirements for all fully vaccinated travelers entering the country. Travel advisors say the changes have boosted consumer confidence after two years of pandemic-related border closures and lockdowns and they are seeing a surge in new bookings.

## OCEANIA

**Table 13: Key Performance Indicators – Oceania (YTD Mar. 2022 vs. YTD Mar. 2021)**

	YOY Rate	YTD 2021	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	2283.8%	1.6	38.6	298.2
Daily Spend (\$PPPD)	17.5%	226.6	266.2	275.3
Visitor Days	1928.5%	7,147	144,984	1,083,103
Arrivals	4294.7%	320	14,081	110,655
Daily Census	1928.5%	79	1,611	2,967
Airlift (scheduled seats)	N/A	0	27,873	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

**Table 14: Key Performance Indicators – Oceania (YTD Mar. 2022 vs. YTD Mar. 2019)**

	YOY Rate	YTD 2019	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	-77.4%	170.6	38.6	298.2
Daily Spend (\$PPPD)	1.2%	263.1	266.2	275.3
Visitor Days	-77.6%	648,450	144,984	1,083,103
Arrivals	-79.5%	68,598	14,081	110,655
Daily Census	-77.6%	7,205	1,611	2,967
Airlift (scheduled seats)	-76.0%	115,945	27,873	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

- Optimism is returning to both Australia and New Zealand around COVID-19 and travel.
- Travel Trade events & activities have resumed in Australia. Confidence in booking international travel is returning with fewer travel restrictions & requirements.
- Sustainability is a trend, with travel agents reporting that consumers are becoming more interested in taking a trip that has positive environmental benefits.
- Now that travel restrictions have been lifted in New Zealand, the pent-up demand is seeing a large volume of international bookings.
- The cruise market is coming back very strong with bookings being made 2-3 years in advance. Cruise Travel will resume in Australia beginning April 17.
- Qantas resumed SYD-HNL on March 27. Hawaiian Airlines will increase non-stop flights from SYD-HNL to five times a week from mid-April.
- Hawaiian Airlines will resume non-stop flights, three times a week, between AKL-HNL beginning July 4, 2022.
- Currently, the exchange rates remain at AUD.74cents and NZD.68cents against the USD.

## OTHER ASIA

**Table 15: Key Performance Indicators – Other Asia (YTD Mar. 2022 vs. YTD Mar. 2021)**

	YOY Rate	YTD 2021	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	445.2%	6.9	37.6	N/A
Daily Spend (\$PPPD)	24.2%	238.4	296.0	N/A
Visitor Days	339.1%	28,958	127,163	N/A
Arrivals	646.3%	1,355	10,115	N/A
Daily Census	339.1%	322	1,413	N/A
Airlift (scheduled seats)	609.4%	3,614	25,636	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

**Table 16: Key Performance Indicators – Other Asia (YTD Mar. 2022 vs. YTD Mar. 2019)**

	YOY Rate	YTD 2019	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	-84.5%	242.6	37.6	N/A
Daily Spend (\$PPPD)	1.1%	292.7	296.0	N/A
Visitor Days	-84.7%	828,868	127,163	N/A
Arrivals	-89.8%	99,569	10,115	N/A
Daily Census	-84.7%	9,210	1,413	N/A
Airlift (scheduled seats)	-80.2%	129,397	25,636	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

## KOREA

**Table 17: Key Performance Indicators – Korea (YTD Mar. 2022 vs. YTD Mar. 2021)**

	YOY Rate	YTD 2021	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	371.7%	5.2	24.3	192.6
Daily Spend (\$PPPD)	15.8%	235.9	273.2	300.1
Visitor Days	307.2%	21,880	89,096	641,680
Arrivals	651.1%	778	5,846	80,957
Daily Census	307.2%	243	990	1,758
Airlift (scheduled seats)	609.4%	3,614	25,636	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

**Table 18: Key Performance Indicators – Korea (YTD Mar. 2022 vs. YTD Mar. 2019)**

	YOY Rate	YTD 2019	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	-82.1%	135.8	24.3	192.6
Daily Spend (\$PPPD)	2.4%	266.8	273.2	300.1
Visitor Days	-82.5%	509,080	89,096	641,680
Arrivals	-90.7%	63,131	5,846	80,957
Daily Census	-82.5%	5,656	990	1,758
Airlift (scheduled seats)	-70.9%	88,217	25,636	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

- Korea's exports grew for a 17th straight month in March 2022, but expanded at a slower pace in with its trade balance swinging to a deficit as imports surged amid soaring energy prices. Exports in March expanded 18.2 percent from a year earlier to \$63.48 billion, beating expectations for a 15.9 percent rise from a Wall Street Journal poll of seven economists.
- the average USD/WON exchange rate in March 2022 was KRW 1,221.74, slightly depreciated compared to the previous rate of 1,187.83 in February 2022.
- Korea has recorded 86.6 percent vaccination rate and 63.7 percent booster rate as of March 31, 2022. From March 31, Korea started vaccinating children between the ages of 5 and 11. A total of 3,068,726 children are eligible for vaccination.
- According to Interpark and Timon, inquiries about overseas travel increased rapidly after the announcement of the lifting of quarantine upon entry. Travel agencies rapidly started sales promotions. TV home shopping and T-commerce channels have already started selling overseas travel products including Hawai'i package tours.
- A recent survey showed that 55 percent Koreans had looked into overseas travel products after the government's announcement of quarantine exemption for international arrivals. 40 percent of respondents selected the second half of this year as the time when they would travel abroad. As for the preferred concept of overseas travel, 'beach resorts' showed a high preference of 37 percent, followed by 'big city tours' at 24 percent and 'small city tours' at 19 percent. As for the type of



companion, 'family' was the highest (53%). The trip length preferred was '5-6 days' (38%) and 'one week or more' (30%). (Source: Timon, March 22-29, 530 respondents)

- Airlift: Korean Air is operating 3 weekly flights. Korean Air is planning 5 weekly flights for May 2022 and considering daily flights for July. Asiana Airlines resumed operations on April 3, 2022 with 3 times flights per week. Hawaiian Airlines increased to 4 weekly flights from March 27, 2022.

## CHINA

**Table 19: Key Performance Indicators – China (YTD Mar. 2022 vs. YTD Mar. 2021)**

	YOY Rate	YTD 2021	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	480.2%	1.2	6.9	N/A
Daily Spend (\$PPPD)	16.1%	290.2	336.9	N/A
Visitor Days	399.8%	4,099	20,488	N/A
Arrivals	781.7%	307	2,708	N/A
Daily Census	399.8%	46	228	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

**Table 20: Key Performance Indicators – China (YTD Mar. 2022 vs. YTD Mar. 2019)**

	YOY Rate	YTD 2019	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	-91.8%	84.0	6.9	N/A
Daily Spend (\$PPPD)	1.0%	333.6	336.9	N/A
Visitor Days	-91.9%	251,780	20,488	N/A
Arrivals	-90.8%	29,289	2,708	N/A
Daily Census	-91.9%	2,798	228	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

- China's 2021 GDP stood at 114.37 trillion yuan (US\$18 trillion) vs. 101.36 trillion yuan in 2020, accounting for 18 percent of the global economy, according to the National Bureau of Statistics (NBS). GDP grew by 8.1 percent over 2020, beating Beijing's target of above 6 percent.
- March 2022 month-end Chinese Yuan (CNY) vs. USD was 6.34 compared to 6.32 and 6.57 in February 2022 and March 2021, respectively.
- In March 2022, China's manufacturing purchasing managers' Index (PMI) was 42.0, down from 50.2 in February 2022, the lowest since the onset of the pandemic in March 2020. It is worse than the consensus of 49.7 among some economists tracked by Bloomberg. A trading below 50 indicates contraction in activity.
- In March 2022, China announced a new plan for its post-pandemic rebound, as the country's national lawmakers and political advisors gathered to map out development priorities for this year, setting the GDP growth target at around 5.5 percent in 2022, CPI increase of 3 percent, new urban jobs of over 11M.
- As of March 31, 2022, more than 88 percent of the China population had been fully vaccinated, according to the National Health Commission (NHC).
- As of April 8, 2022, Shanghai plans to relax some lockdown restrictions with precise zoning after new round of mass Covid-19 testing. The city's residential compounds, villages and business locations will be classified into three types of zones: lockdown, control and precaution in order to ease the economic situation.
- China will focus on expanding domestic flights and restoring international air travel in 2023-2025, the Civil Aviation Administration of China (CAAC)'s aviation regulator said in January 2022, as it issued a new five-year development plan.

## EUROPE

**Table 21: Key Performance Indicators – Europe (YTD Mar. 2022 vs. YTD Mar. 2021)**

	YOY Rate	YTD 2021	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	873.9%	3.0	29.2	100.7
Daily Spend (\$PPPD)	0.5%	140.7	141.4	158.4
Visitor Days	869.2%	21,294	206,383	635,609
Arrivals	1033.1%	1,191	13,494	47,332
Daily Census	869.2%	237	2,293	1,741
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

**Table 22: Key Performance Indicators – Europe (YTD Mar. 2022 vs. YTD Mar. 2019)**

	YOY Rate	YTD 2019	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	-42.0%	50.3	29.2	100.7
Daily Spend (\$PPPD)	-7.7%	153.3	141.4	158.4
Visitor Days	-37.1%	328,183	206,383	635,609
Arrivals	-44.8%	24,443	13,494	47,332
Daily Census	-37.1%	3,646	2,293	1,741
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

## LATIN AMERICA

**Table 23: Key Performance Indicators – Latin America (YTD Mar. 2022 vs. YTD Mar. 2021)**

	YOY Rate	YTD 2021	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	112.6%	2.7	5.7	N/A
Daily Spend (\$PPPD)	-40.1%	201.5	120.7	N/A
Visitor Days	255.0%	13,281	47,153	N/A
Arrivals	369.9%	839	3,942	N/A
Daily Census	255.0%	148	524	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

**Table 24: Key Performance Indicators – Latin America (YTD Mar. 2022 vs. YTD Mar. 2019)**

	YOY Rate	YTD 2019	YTD 2022	2022 Annual Forecast*
Visitor Spending (\$mil)	-62.7%	15.3	5.7	N/A
Daily Spend (\$PPPD)	-49.1%	236.8	120.7	N/A
Visitor Days	-26.8%	64,436	47,153	N/A
Arrivals	-32.3%	5,818	3,942	N/A
Daily Census	-26.8%	716	524	N/A
Airlift (scheduled seats)	N/A	N/A	N/A	N/A

\*DBEDT 2022 annual forecast (Quarter 1, 2022). N/A=Not available

## **ISLAND VISITATION:**

- **Oahu:** There were 404,274 visitors to O‘ahu in March 2022, compared to 523,904 visitors (-22.8%) in March 2019. Visitor spending was \$672.8 million, compared to \$672.9 million in March 2019. The average daily census on O‘ahu was 96,050 visitors in March 2022, compared to 111,696 visitors (-14.0) in March 2019.

Through the first quarter of 2022, there were 990,208 visitors to O‘ahu, compared to 1,467,031 visitors (-32.5%) in the first quarter of 2019. Total visitor spending was \$1.78 billion, compared to \$1.98 billion (-10.2%) in the first quarter of 2019.

- **Maui:** There were 239,538 visitors to Maui in March 2022, compared to 271,934 visitors (-11.9%) in March 2019. Visitor spending was \$458.8 million, compared to \$443.3 million (+3.5%) in March 2019. The average daily census on Maui was 63,948 visitors in March 2022, compared to 69,349 visitors (-7.8%) in March 2019.

Through the first quarter of 2022, there were 616,048 visitors to Maui, compared to 726,959 visitors (-15.3%) in the first quarter of 2019. Total visitor spending was \$1.29 billion, compared to \$1.33 billion (-3.4%) in the first quarter of 2019.

- **Hawai‘i Island:** There were 141,854 visitors to Hawai‘i Island in March 2022, compared to 161,087 visitors (-11.9%) in March 2019. Visitor spending was \$217.3 million, compared to \$200.7 million (+8.2%) in March 2019. The average daily census on Hawai‘i Island was 37,725 visitors in March 2022, which was very similar to the 37,520 visitors (+0.5%) in March 2019.

Through the first quarter of 2022, there were 375,031 visitors to Hawai‘i Island, compared to 446,877 visitors (-16.1%) in the first quarter of 2019. Total visitor spending was \$652.0 million, compared to \$646.4 million (+0.9%) in the first quarter of 2019.

- **Kaua‘i:** There were 106,544 visitors to Kaua‘i in March 2022, compared to 122,876 visitors (-13.3%) in March 2019. Visitor spending was \$159.9 million, compared to \$152.6 million (+4.8%) in March 2019. The average daily census on Kaua‘i was 27,263 visitors in March 2022, which was lower compared to 28,844 visitors (-5.5%) in March 2019.

Through the first quarter of 2022, there were 279,801 visitors to Kaua‘i, compared to 333,462 visitors (-16.1%) in the first quarter of 2019. Total visitor spending was \$470.3 million, compared to \$481.9 million (-2.4%) in the first quarter of 2019.