

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

Key Performance Indicators

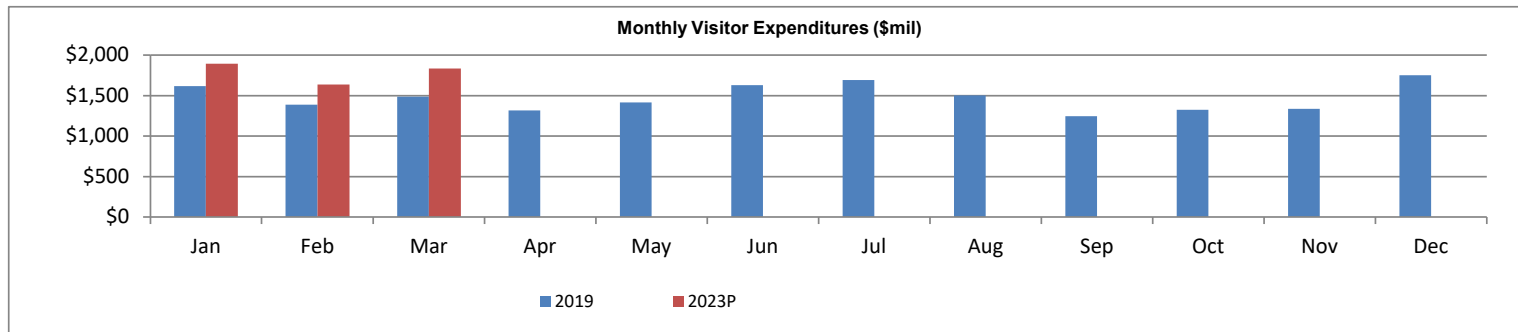
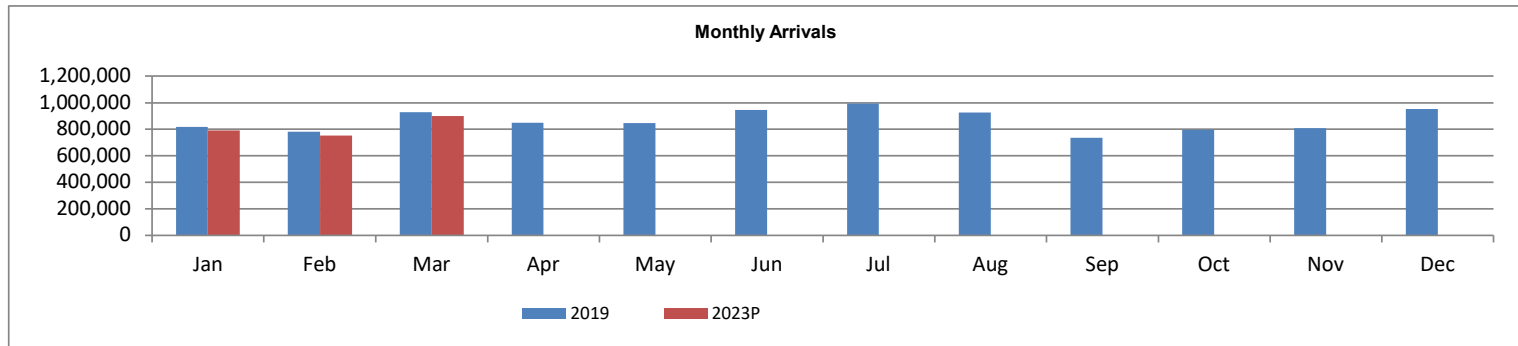
	YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑ 19.5%	4,494.0	5,369.6	20,661.0
Daily Spend (\$PPPD)	↑ 20.0%	197.1	236.4	235.2
Visitor Days	↓ -0.4%	22,804,420	22,714,914	87,853,338
Arrivals	↓ -3.2%	2,527,277	2,446,331	9,621,436
Daily Census	↓ -0.4%	253,382	252,388	240,694
Airlift (scheduled seats)^	↑ 2.6%	3,318,733	3,403,923	13,422,448

	YOY Rate	YTD
O'ahu	-9.0%	1,335,130
Maui	-0.1%	725,969
Moloka'i	-25.3%	11,990
Lāna'i	-21.5%	16,954
Kaua'i	-1.0%	330,090
Hawai'i Island	0.0%	446,993

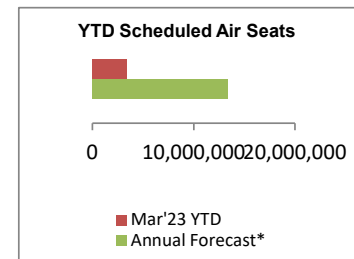
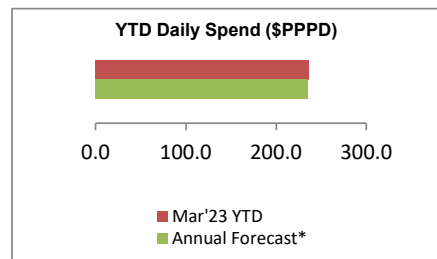
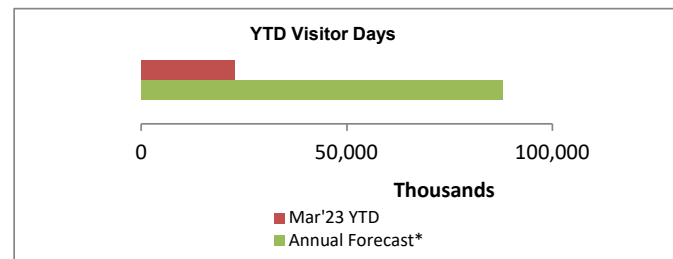
* DBEDT Annual Forecast as of Q1 2023.

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

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

Key Performance Indicators

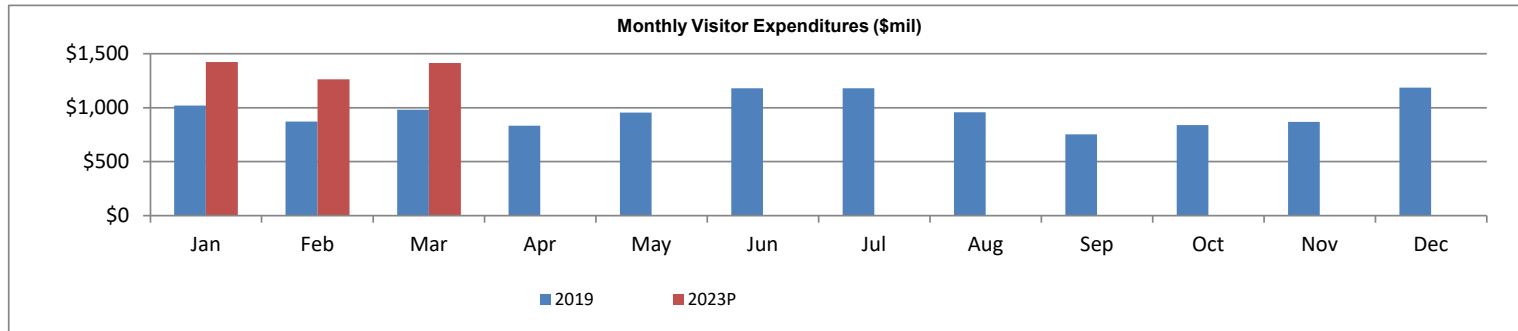
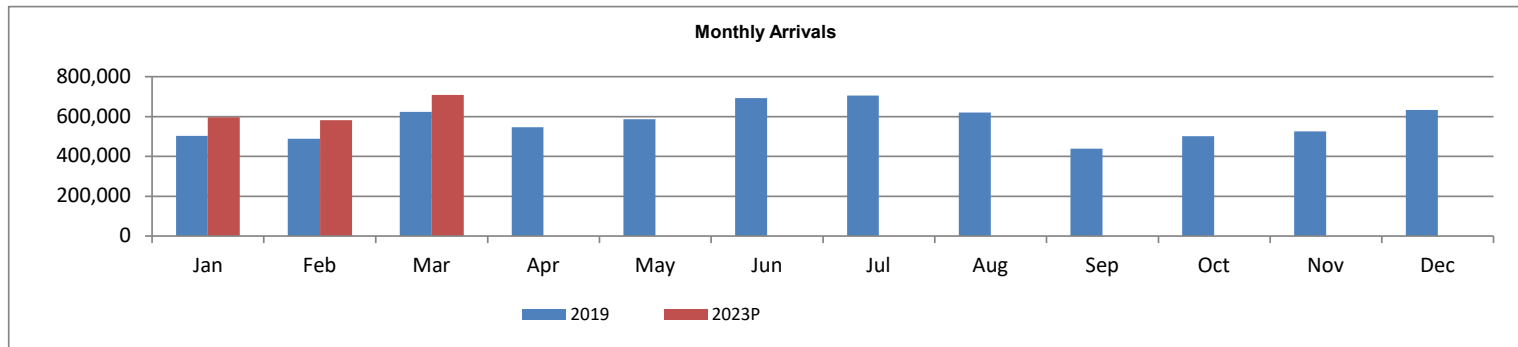
		YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑	42.8%	2,873.4	4,102.9	15,913.9
Daily Spend (\$PPPD)	↑	23.6%	191.2	236.3	242.7
Visitor Days	↑	15.5%	15,026,373	17,362,782	65,577,785
Arrivals	↑	16.8%	1,616,616	1,888,463	7,235,320
Daily Census	↑	15.5%	166,960	192,920	179,665
Airlift (scheduled seats)^	↑	21.3%	2,279,579	2,764,512	10,850,948

	Arrivals	YOY Rate	YTD
O'ahu		22.6%	953,873
Maui		9.9%	599,312
Moloka'i		-16.5%	9,698
Lāna'i		0.0%	13,973
Kaua'i		8.7%	290,462
Hawai'i Island		19.7%	370,867

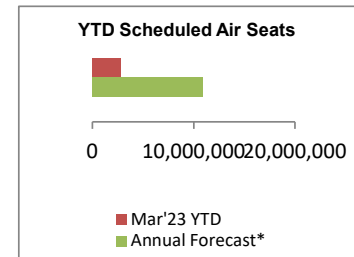
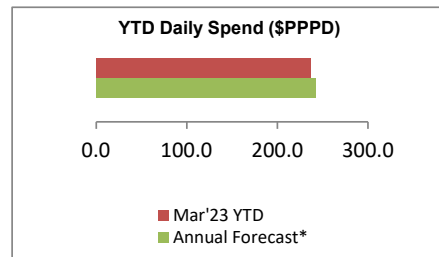
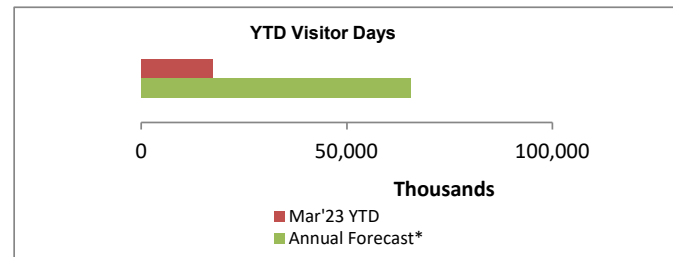
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. WEST**

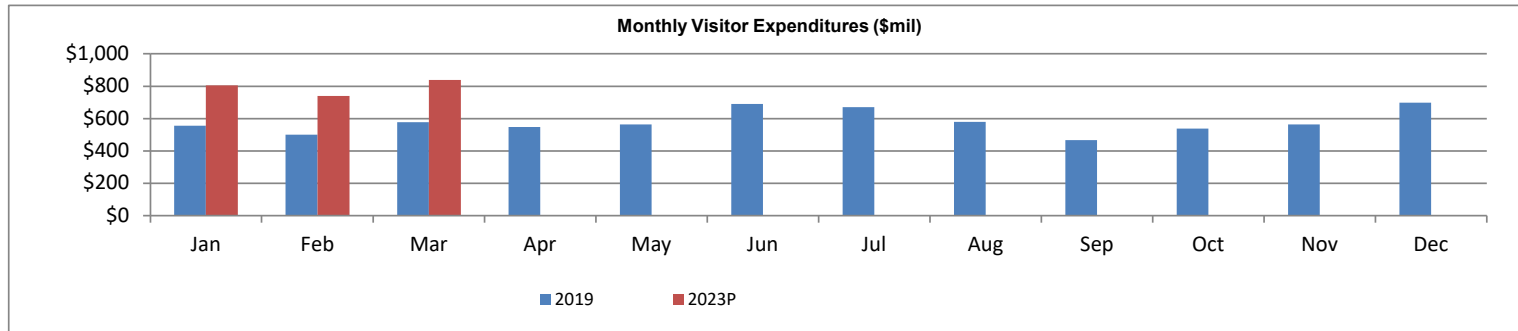
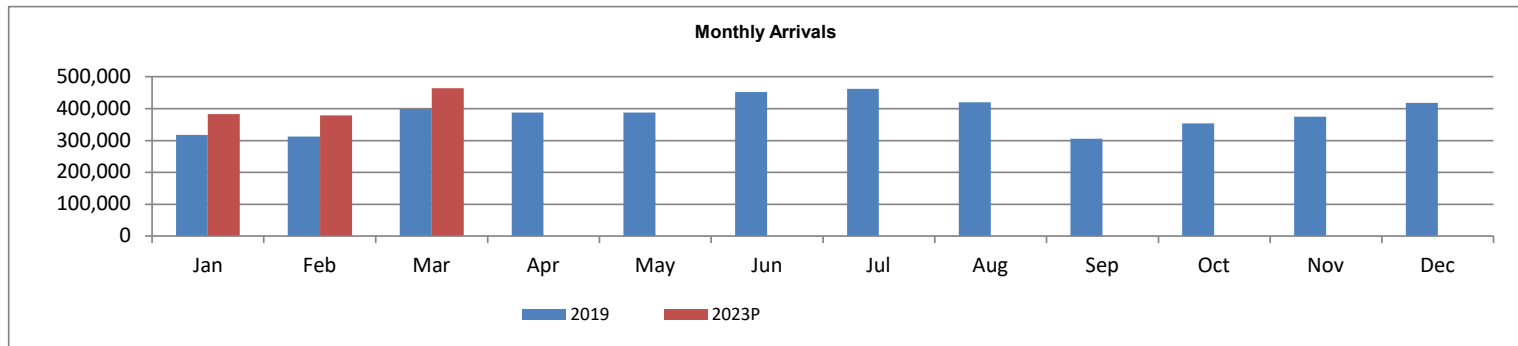
Key Performance Indicators

	YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 45.8%	1,634.4	2,382.7	9,715.3	O'ahu	29.2%	580,428
Daily Spend (\$PPPD)	↑ 24.3%	179.6	223.2	231.7	Maui	8.6%	366,383
Visitor Days	↑ 17.3%	9,098,812	10,674,174	41,931,662	Moloka'i	-21.6%	5,627
Arrivals	↑ 19.2%	1,028,938	1,226,548	4,858,825	Lāna'i	2.4%	7,423
Daily Census	↑ 17.3%	101,098	118,602	114,881	Kaua'i	11.3%	179,415
Airlift (scheduled seats)^	↑ 19.9%	1,980,931	2,374,199	9,552,672	Hawai'i Island	19.1%	229,422

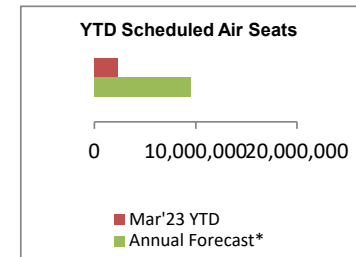
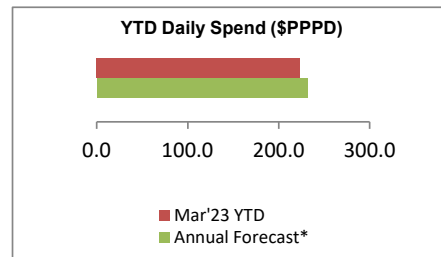
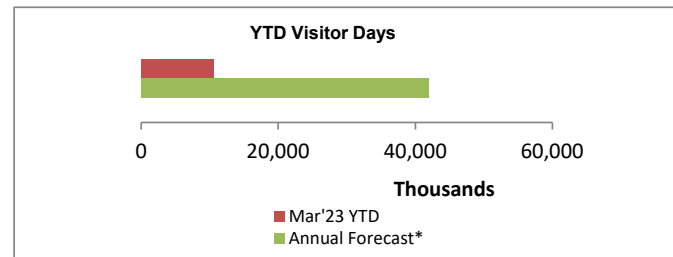
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. EAST**

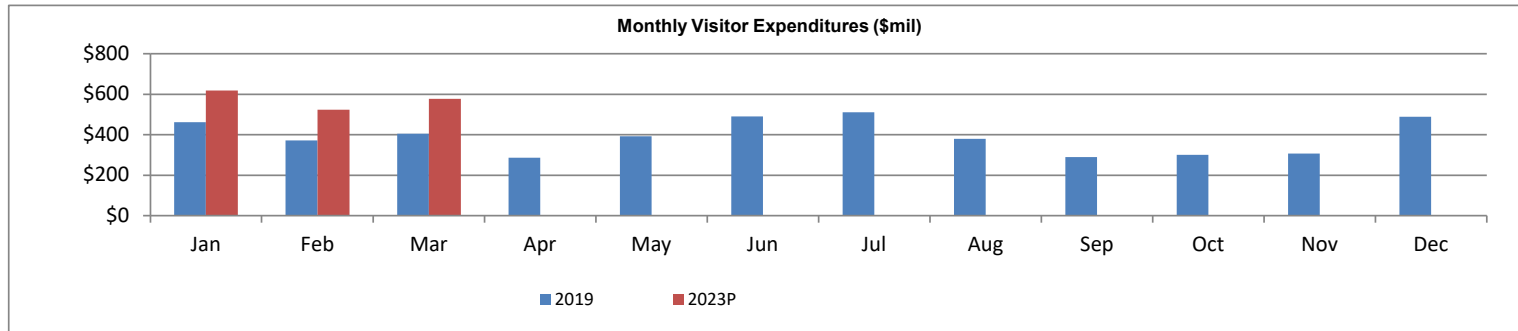
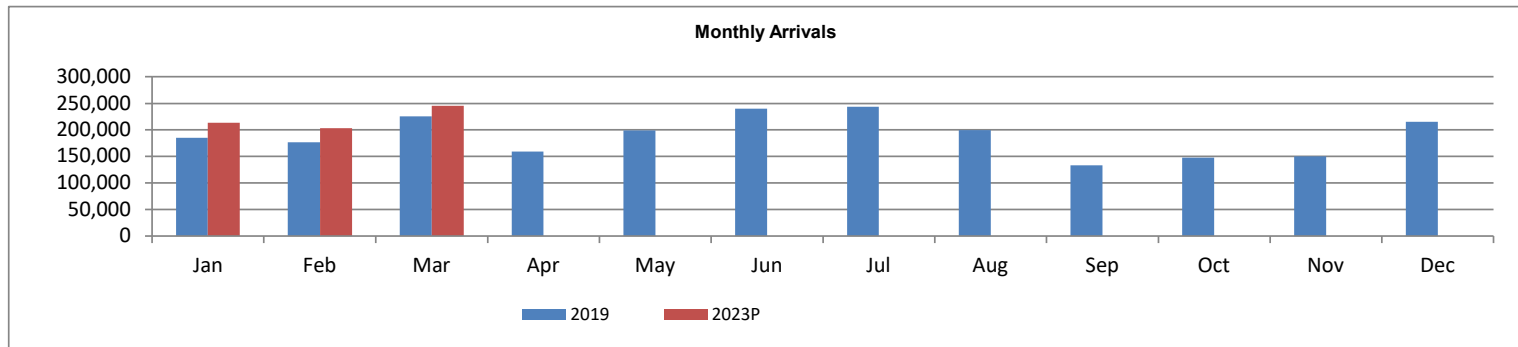
Key Performance Indicators

	YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 38.8%	1,239.0	1,720.3	6,198.6	O'ahu	13.6%	373,445
Daily Spend (\$PPPD)	↑ 23.1%	209.0	257.2	262.1	Maui	12.1%	232,929
Visitor Days	↑ 12.8%	5,927,561	6,688,608	23,646,123	Moloka'i	-8.4%	4,071
Arrivals	↑ 12.6%	587,678	661,915	2,376,495	Lāna'i	-2.6%	6,550
Daily Census	↑ 12.8%	65,862	74,318	64,784	Kaua'i	4.8%	111,047
Airlift (scheduled seats)^	↑ 30.7%	298,648	390,313	1,298,276	Hawai'i Island	20.6%	141,445

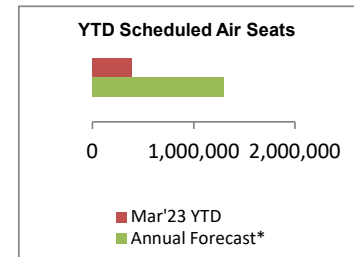
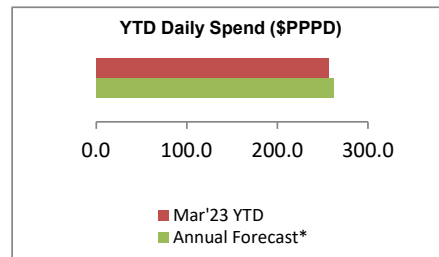
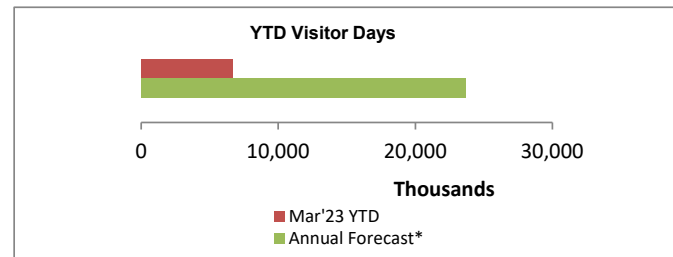
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

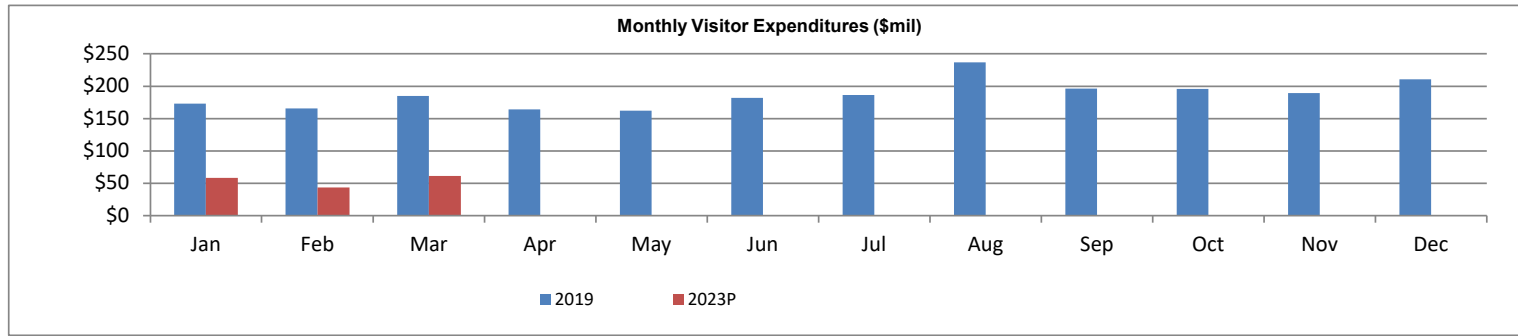
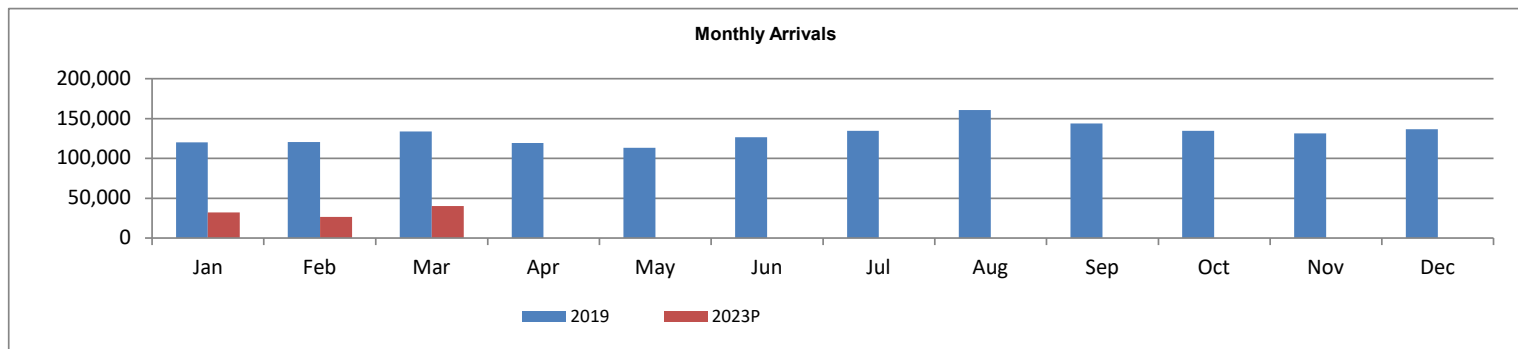
Market: **JAPAN**

Key Performance Indicators

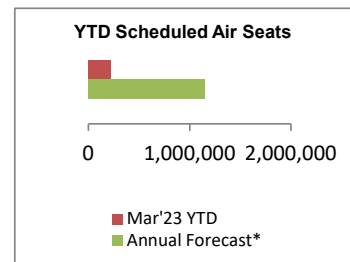
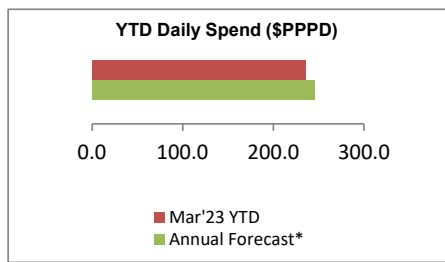
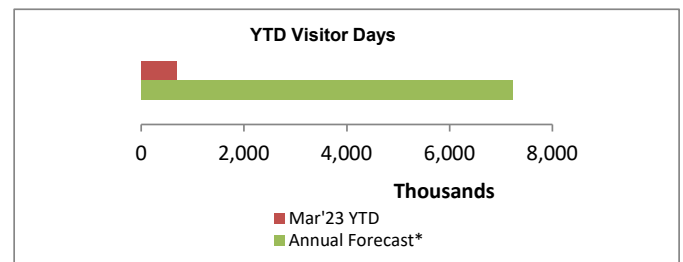
	YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -68.9%	524.1	163.2	1,768.9	O'ahu	-72.8%	96,844
Daily Spend (\$PPPD)	↓ -2.0%	239.8	235.1	245.1	Maui	-81.2%	2,461
Visitor Days	↓ -68.2%	2,185,655	694,241	7,216,077	Moloka'i	-9.9%	193
Arrivals	↓ -73.6%	374,929	98,994	962,144	Lāna'i	-75.4%	133
Daily Census	↓ -68.2%	24,285	7,714	19,770	Kaua'i	-80.3%	1,346
Airlift (scheduled seats)^	↓ -57.0%	505,898	217,538	1,149,166	Hawai'i Island	-80.8%	6,911

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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CANADA**

Key Performance Indicators

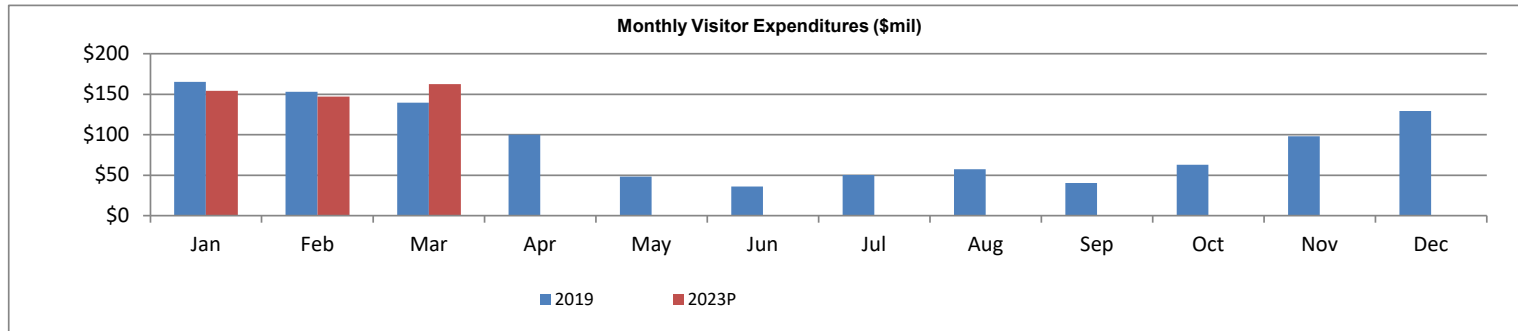
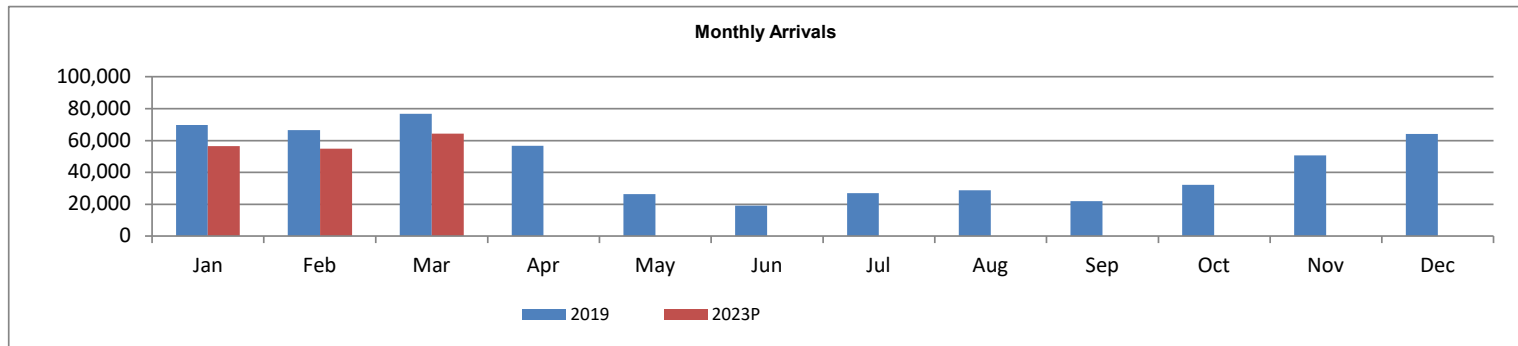
	YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↗ 1.3%	458.3	464.1	1,130.5
Daily Spend (\$PPPD)	↕ 27.1%	169.1	214.9	197.8
Visitor Days	↘ -20.3%	2,710,297	2,159,828	5,716,654
Arrivals	↘ -17.6%	213,190	175,738	461,829
Daily Census	↘ -20.3%	30,114	23,998	15,662
Airlift (scheduled seats)^	↘ -7.4%	211,342	195,687	485,774

	YOY Rate	YTD
O'ahu	0.0%	83,639
Maui	-26.4%	76,413
Moloka'i	-52.4%	919
Lāna'i	-46.3%	1,304
Kaua'i	-40.3%	18,965
Hawai'i Island	-23.6%	30,997

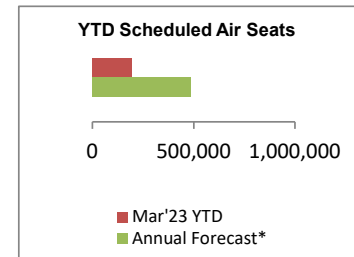
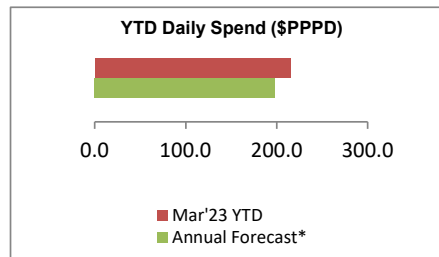
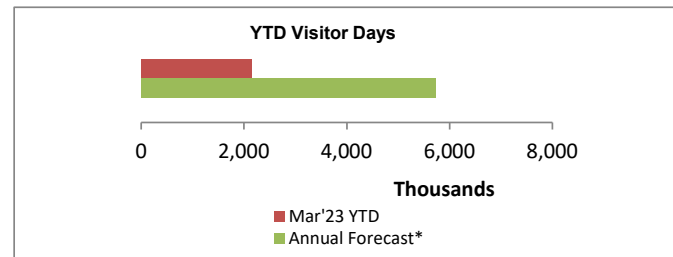
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OCEANIA**

Key Performance Indicators

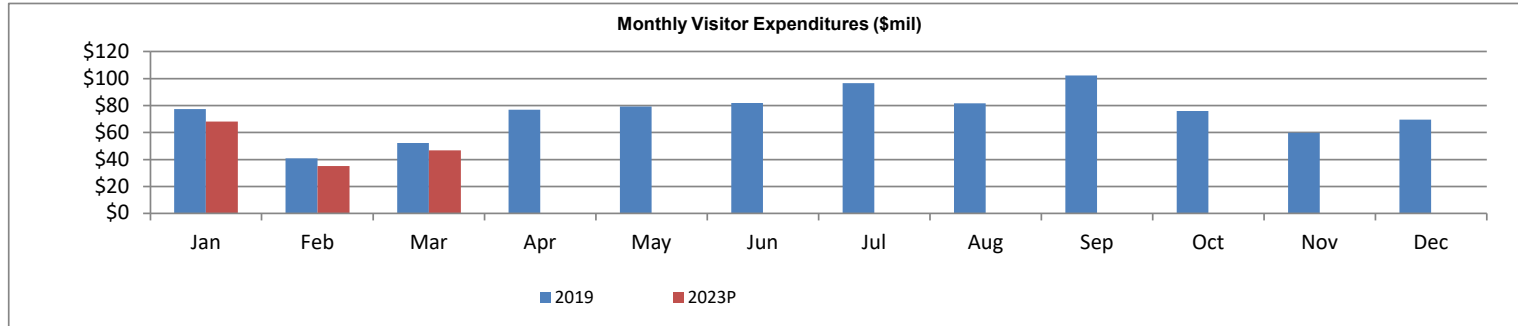
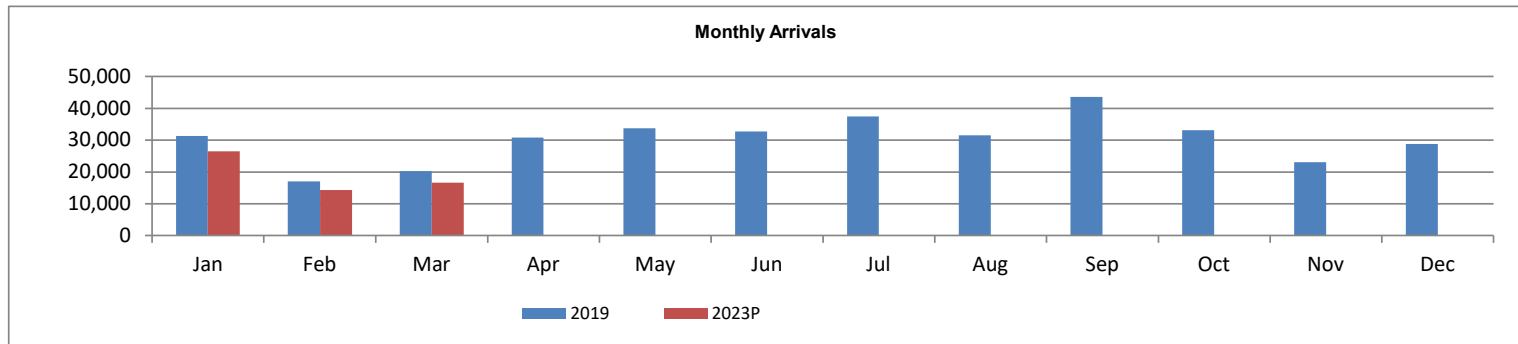
	YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↓ -12.1%	170.6	149.9	691.2
Daily Spend (\$PPPD)	↑ 10.3%	263.1	290.1	299.5
Visitor Days	↓ -20.3%	648,450	516,808	2,307,871
Arrivals	↓ -16.1%	68,598	57,533	240,536
Daily Census	↓ -20.3%	7,205	5,742	6,323
Airlift (scheduled seats)^	↓ -31.0%	115,945	79,980	332,614

	YOY Rate	YTD
O'ahu	-15.6%	56,305
Maui	-47.5%	5,898
Moloka'i	-43.9%	443
Lāna'i	-49.7%	579
Kaua'i	-55.4%	2,838
Hawai'i Island	-30.6%	5,102

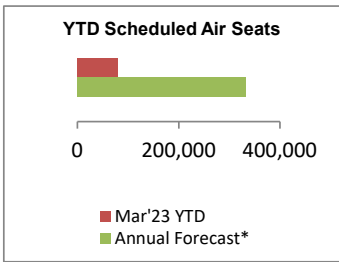
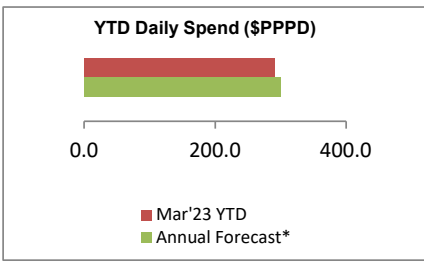
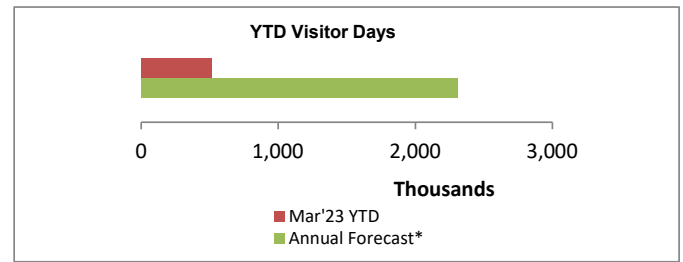
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

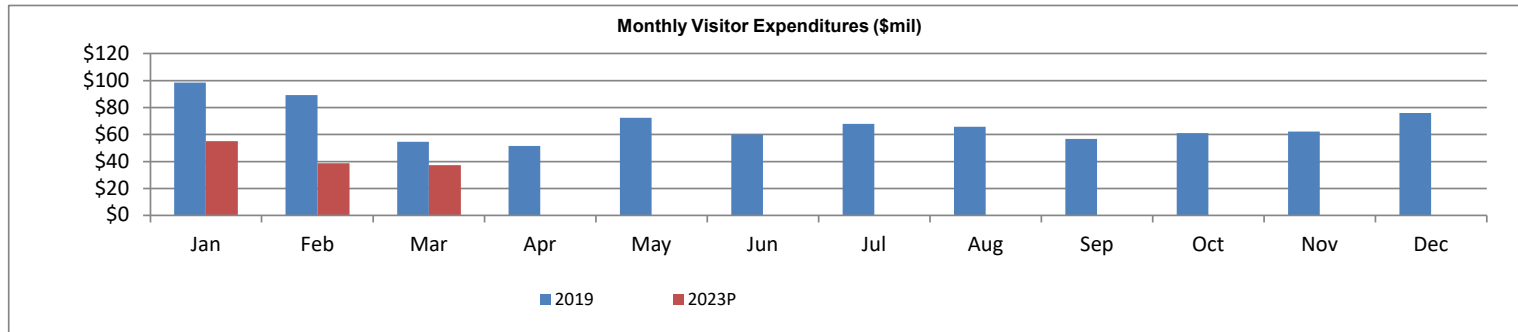
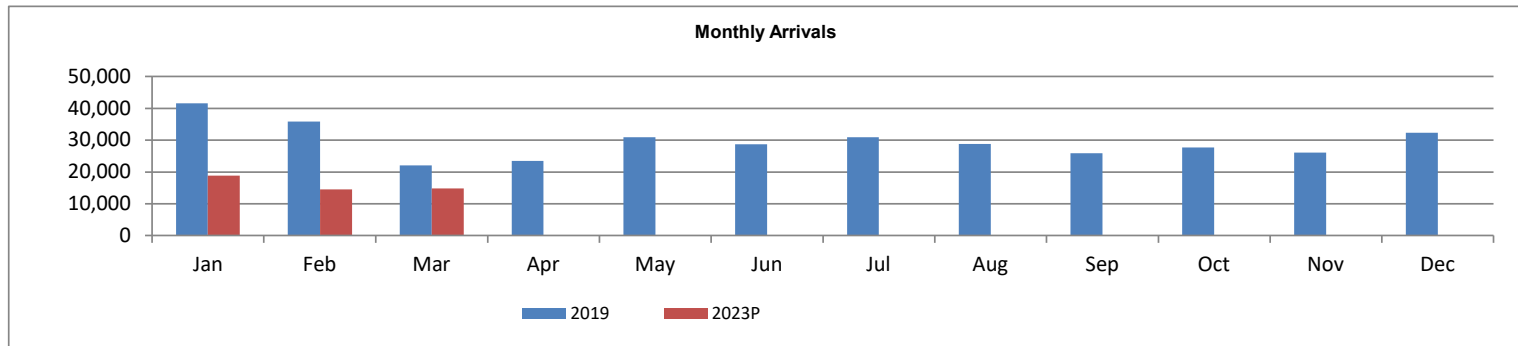
Key Performance Indicators

	YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -46.0%	242.6	130.9	N/A	O'ahu	-51.6%	47,031
Daily Spend (\$PPPD)	↔ 3.8%	292.7	303.9	N/A	Maui	-73.3%	4,761
Visitor Days	↓ -48.0%	828,868	430,856	N/A	Moloka'i	-85.1%	78
Arrivals	↓ -51.5%	99,569	48,340	N/A	Lāna'i	-65.4%	266
Daily Census	↓ -48.0%	9,210	4,787	N/A	Kaua'i	-61.4%	1,785
Airlift (scheduled seats)^	↓ -41.8%	129,397	75,354	290,195	Hawai'i Island	-60.0%	9,179

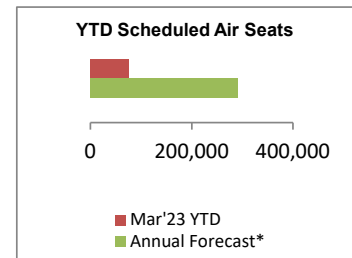
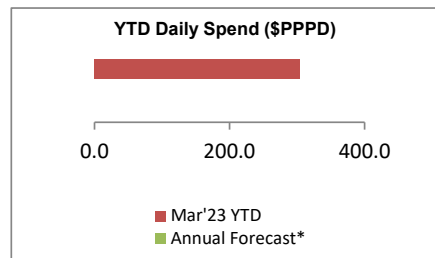
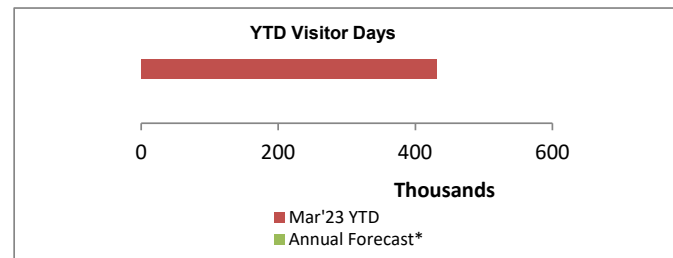
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **KOREA**

Key Performance Indicators

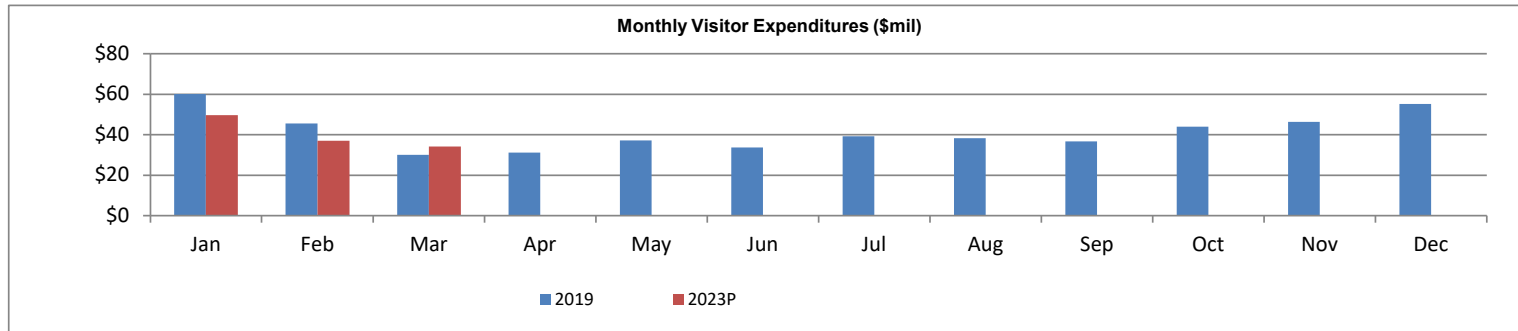
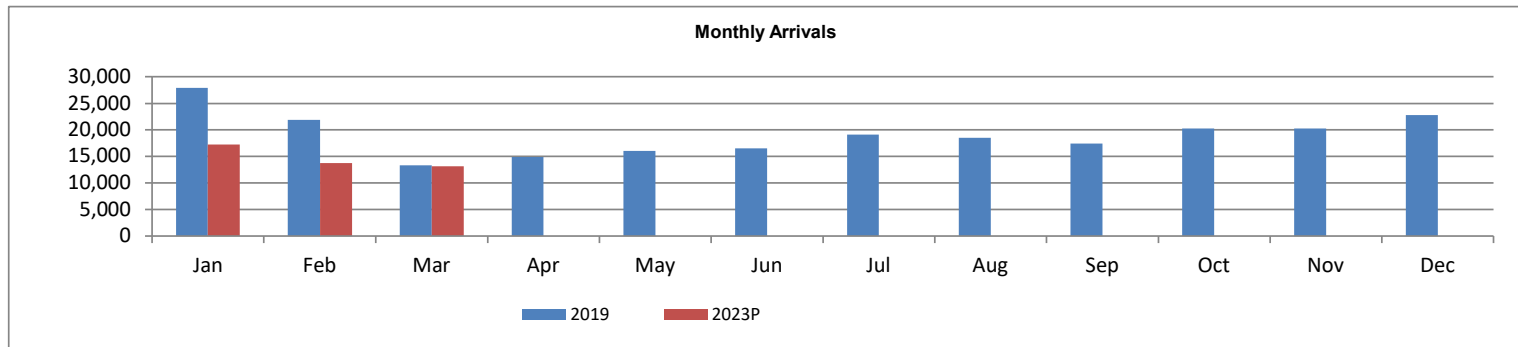
	YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↓ -10.9%	135.8	121.0	345.6
Daily Spend (\$PPPD)	↑ 13.9%	266.8	303.9	308.2
Visitor Days	↓ -21.8%	509,080	398,267	1,121,316
Arrivals	↓ -30.1%	63,131	44,145	144,322
Daily Census	↓ -21.8%	5,656	4,425	3,072
Airlift (scheduled seats)^	↓ -14.6%	88,217	75,354	283,157

	YOY Rate	YTD
O'ahu	-29.6%	43,711
Maui	-54.7%	3,964
Moloka'i	-77.9%	65
Lāna'i	-17.3%	231
Kaua'i	-46.4%	1,466
Hawai'i Island	-14.6%	8,097

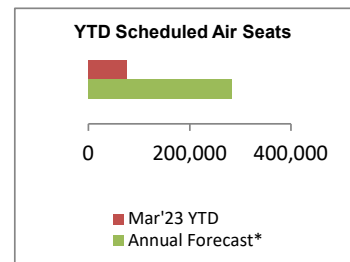
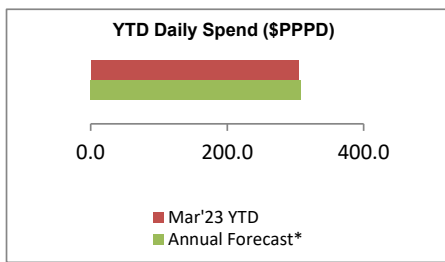
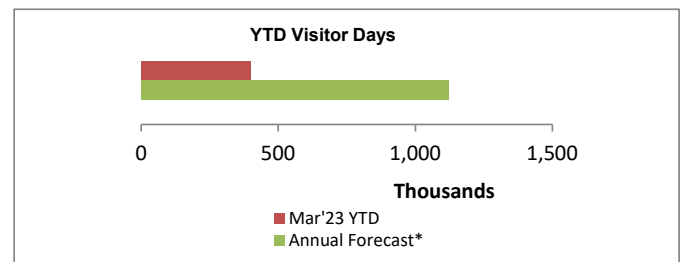
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Visitor Industry Performance Measures

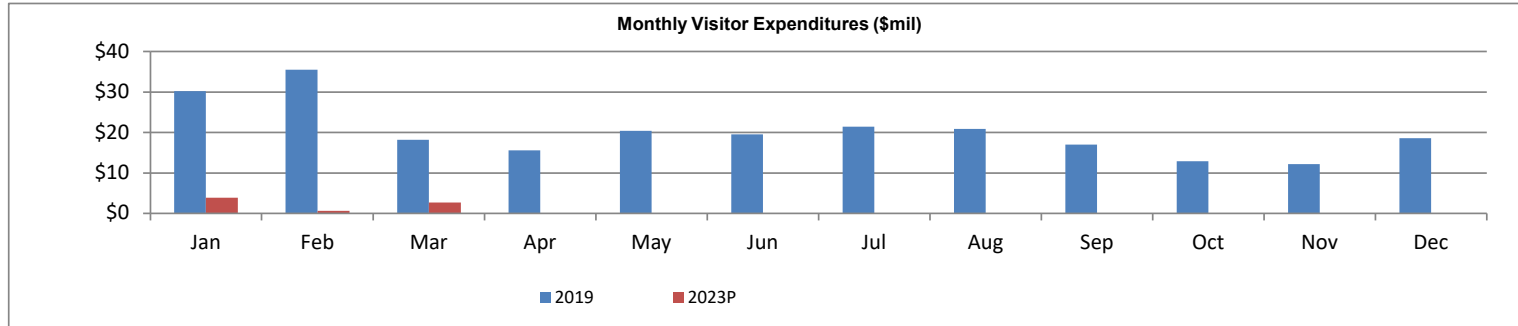
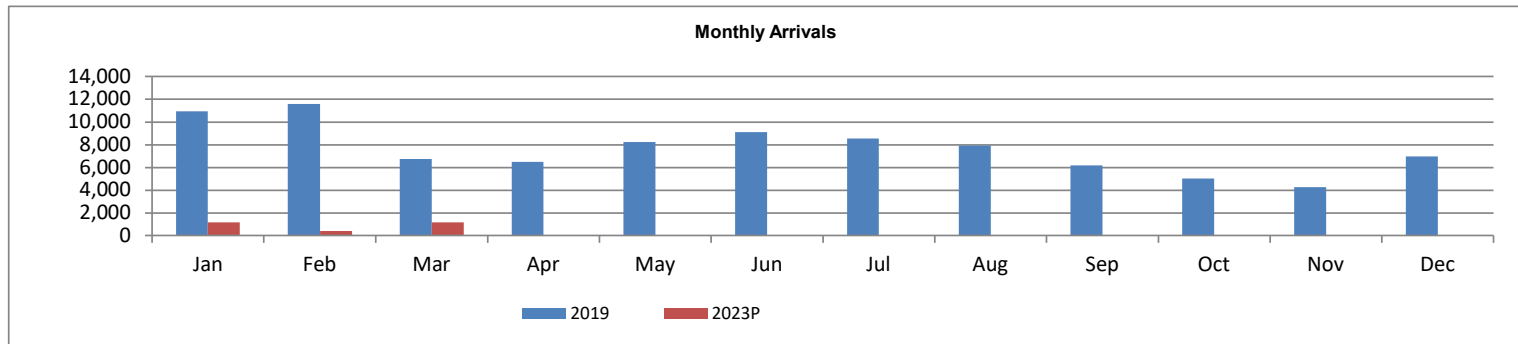
Market: **CHINA**

Key Performance Indicators

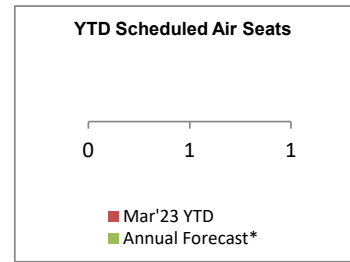
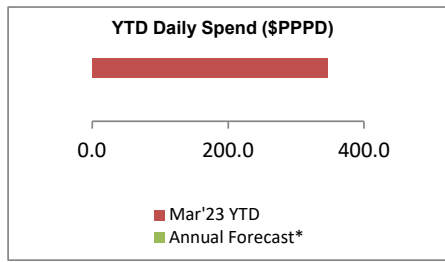
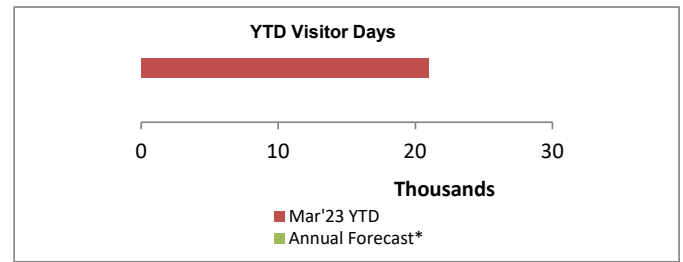
	YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -91.4%	84.0	7.3	N/A	O'ahu	-91.6%	2,368
Daily Spend (\$PPPD)	↔ 3.8%	333.6	346.3	N/A	Maui	-93.9%	442
Visitor Days	↓ -91.7%	251,780	20,941	N/A	Moloka'i	-95.5%	9
Arrivals	↓ -90.5%	29,289	2,772	N/A	Lāna'i	-93.3%	28
Daily Census	↓ -91.7%	2,798	233	N/A	Kaua'i	-89.3%	143
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-92.8%	845

* DBEDT Annual Forecast as of Q1 2023.
 ^ HTA/DBEDT READ analysis based on scheduled seats from Dilo Mi flight schedules as of March 21, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **EUROPE**

Key Performance Indicators

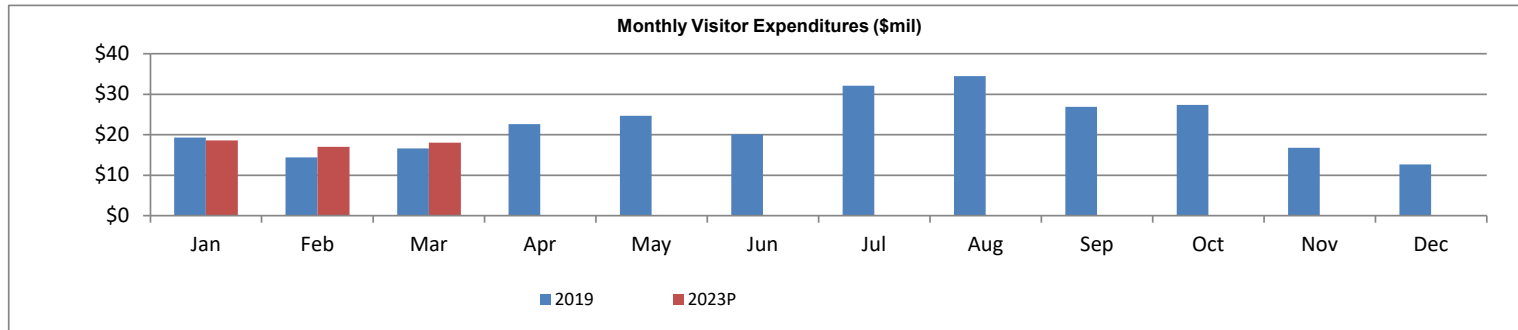
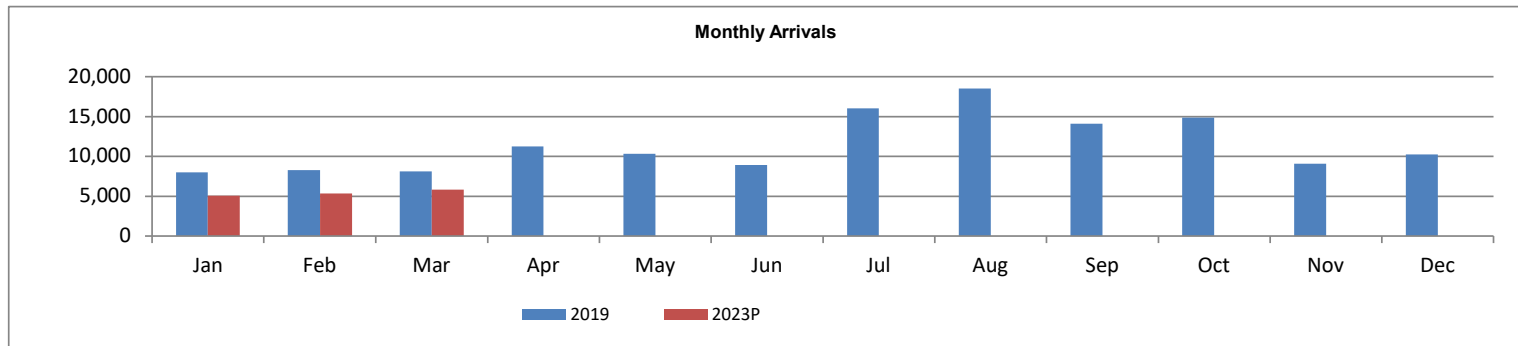
	YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*
Visitor Spending (\$mil)	↗ 6.8%	50.3	53.7	254.4
Daily Spend (\$PPPD)	↕ 53.8%	153.3	235.6	167.4
Visitor Days	↘ -30.5%	328,183	227,937	1,519,811
Arrivals	↘ -33.6%	24,443	16,221	115,457
Daily Census	↘ -30.5%	3,646	2,533	4,164
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A

	YOY Rate	YTD
O'ahu	-35.4%	11,377
Maui	-39.6%	6,346
Moloka'i	-39.0%	203
Lāna'i	-37.0%	179
Kaua'i	-44.0%	3,225
Hawai'i Island	-35.8%	4,587

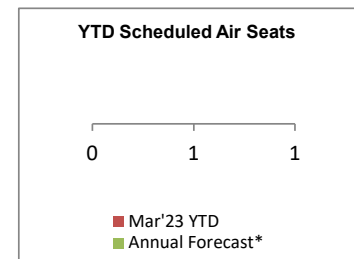
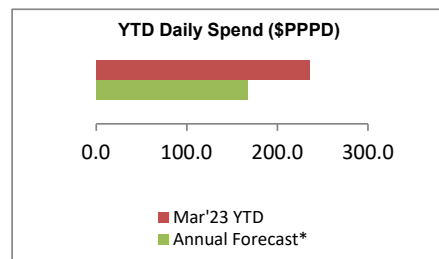
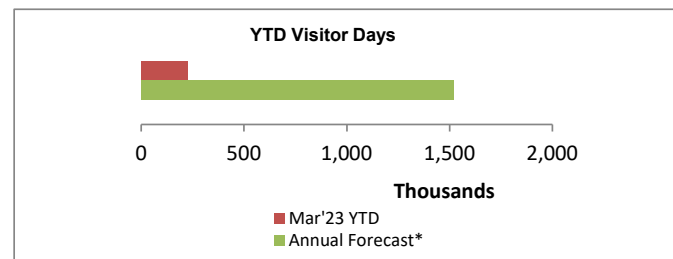
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

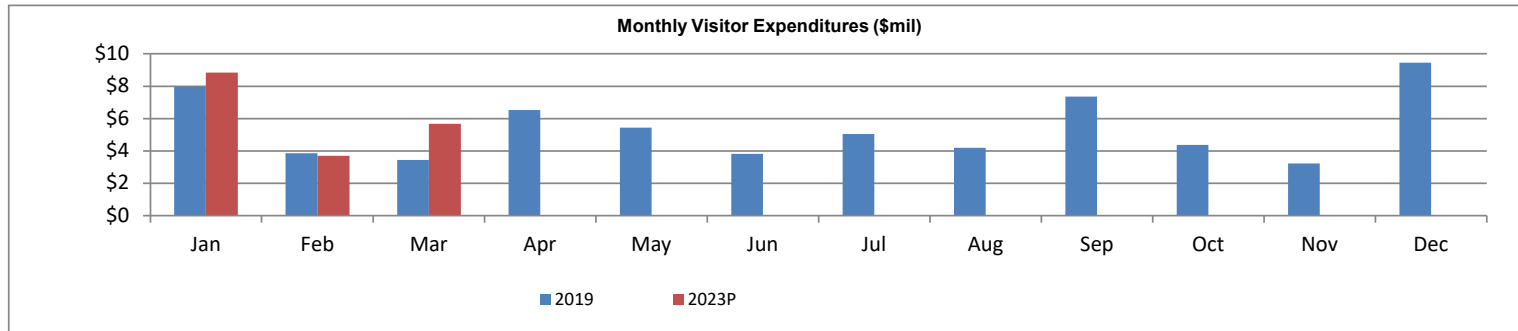
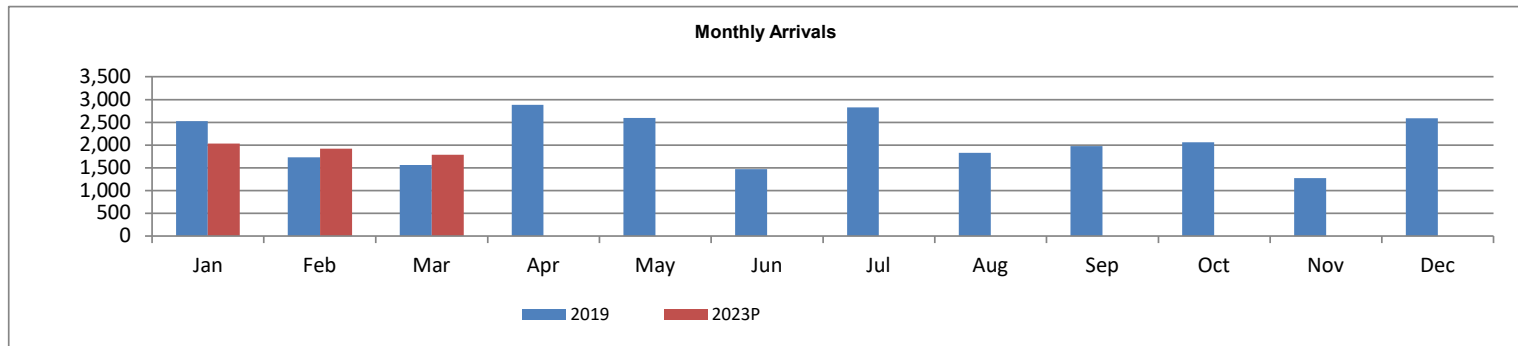
Key Performance Indicators

	YOY Rate	Mar'19 YTD	Mar'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 19.4%	15.3	18.2	N/A	O'ahu	-9.0%	4,152
Daily Spend (\$PPPD)	↑ 20.7%	236.8	285.9	N/A	Maui	3.4%	2,020
Visitor Days	↓ -1.1%	64,436	63,714	N/A	Moloka'i	66.8%	51
Arrivals	↓ -1.2%	5,818	5,747	N/A	Lāna'i	-63.4%	50
Daily Census	↓ -1.1%	716	708	N/A	Kaua'i	-7.4%	662
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	8.1%	900

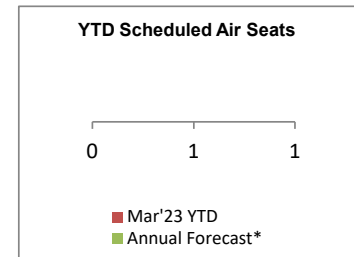
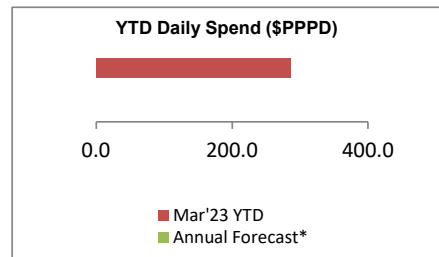
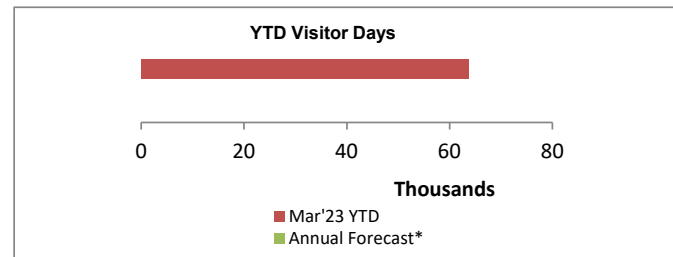
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures