

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **OVERALL**

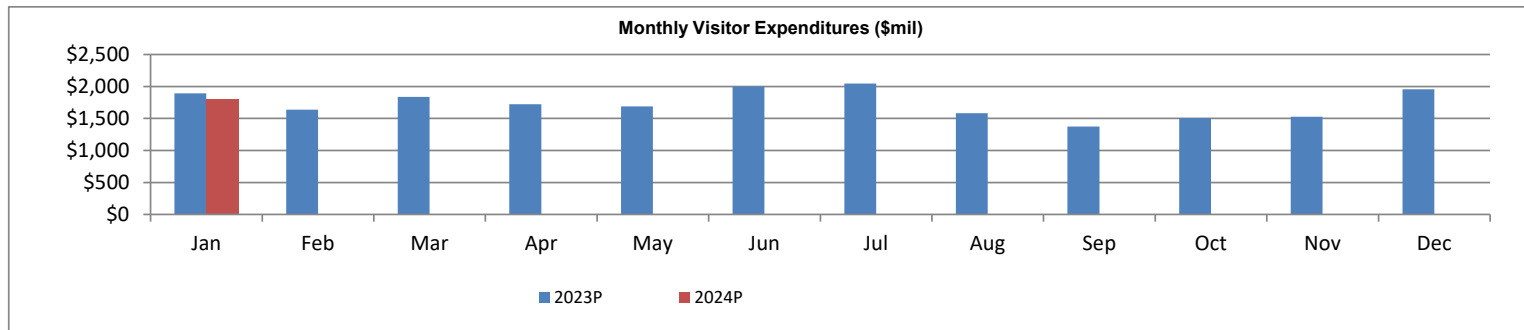
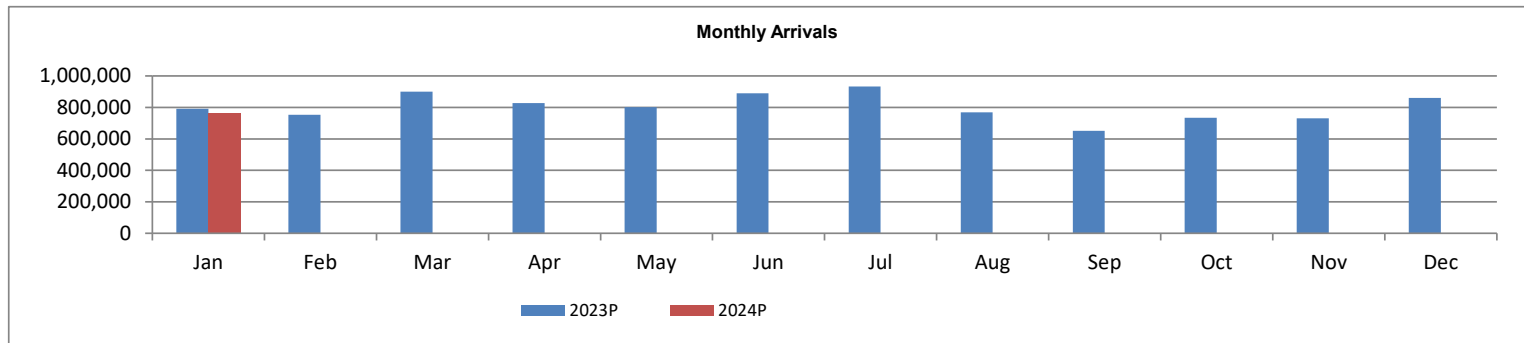
Key Performance Indicators

	YOY Rate	Jan'23 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘ -4.5%	1,894.7	1,809.2	20,815.7	O'ahu	3.4%	450,503
Daily Spend (\$PPPD)	↘ 2.1%	235.5	240.5	241.4	Maui	-23.5%	175,005
Visitor Days	↘ -6.5%	8,044,944	7,523,692	86,243,405	Moloka'i	-12.4%	3,796
Arrivals	↘ -3.6%	791,781	763,480	9,608,261	Lāna'i	-32.4%	3,705
Daily Census	↘ -6.5%	259,514	242,700	236,283	Kaua'i	-0.9%	106,048
Airlift (scheduled seats) [^]	↘ -5.0%	1,152,458	1,094,402	13,077,026	Hawai'i Island	-3.6%	143,033

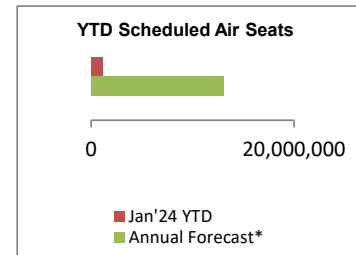
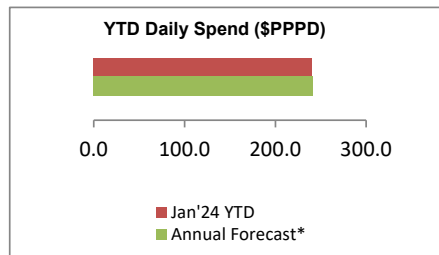
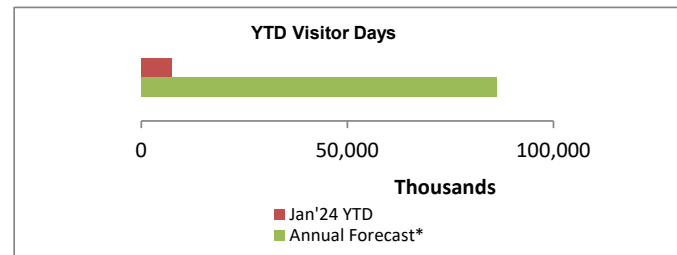
* DBEDT Annual Forecast as of Q4 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

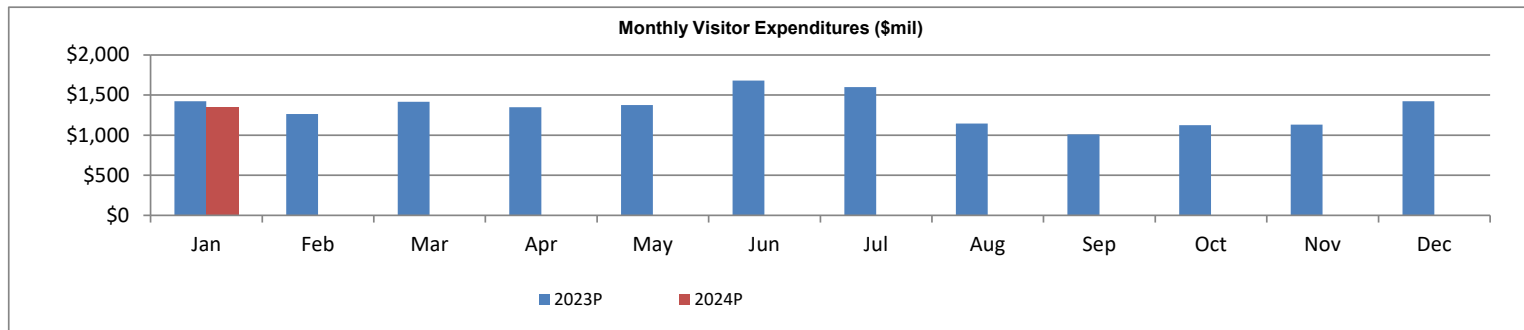
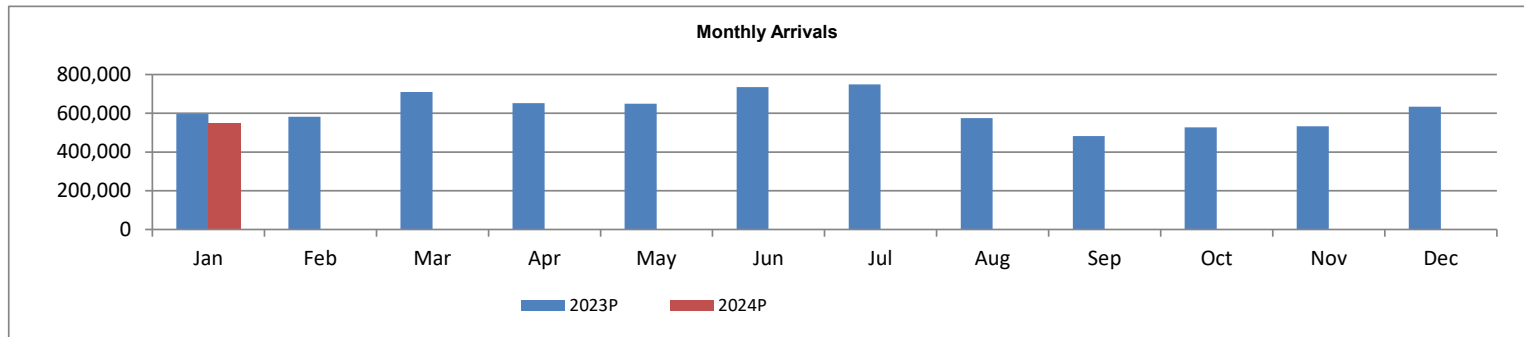
Key Performance Indicators

	YOY Rate	Jan'23 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↘	-5.3%	1,423.3	1,347.2	15,850.5	O'ahu	-2.5%	290,142
Daily Spend (\$PPPD)	↘	3.5%	235.0	243.1	240.4	Maui	-24.7%	142,955
Visitor Days	↘	-8.5%	6,056,391	5,540,696	65,928,078	Moloka'i	-21.5%	2,840
Arrivals	↘	-8.0%	596,637	548,664	7,400,510	Lāna'i	-30.0%	3,124
Daily Census	↘	-8.5%	195,367	178,732	180,625	Kaua'i	0.5%	93,504
Airlift (scheduled seats) [^]	↘	-10.5%	929,924	832,163	10,663,732	Hawai'i Island	-4.6%	116,533

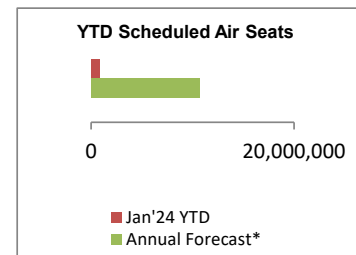
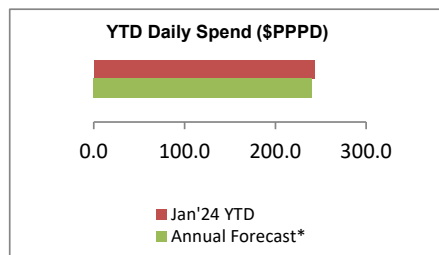
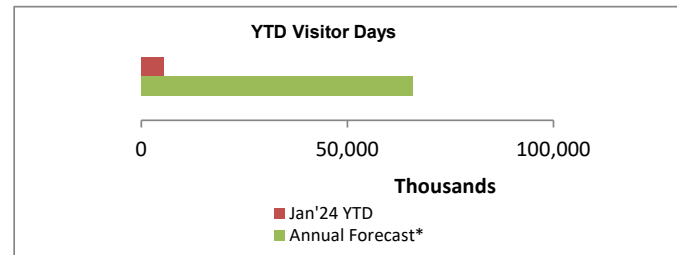
* DBEDT Annual Forecast as of Q4 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **U.S. WEST**

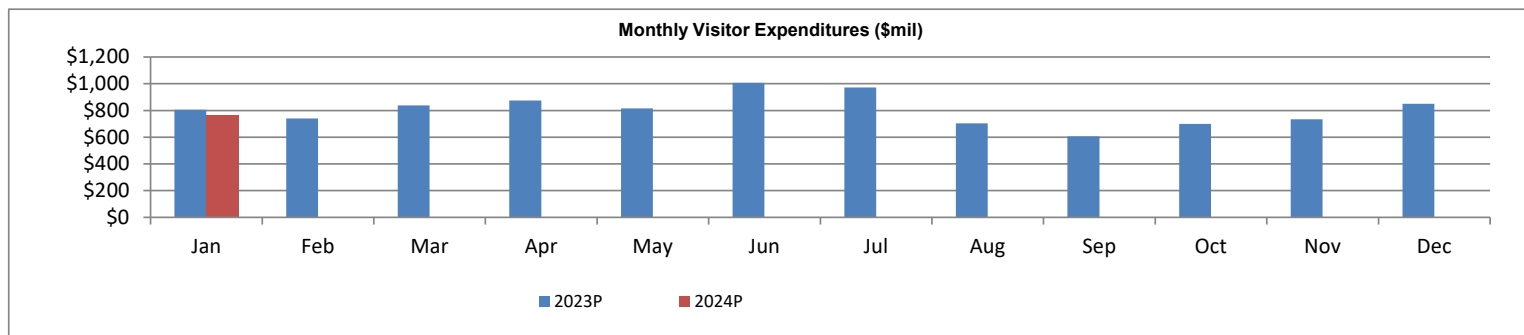
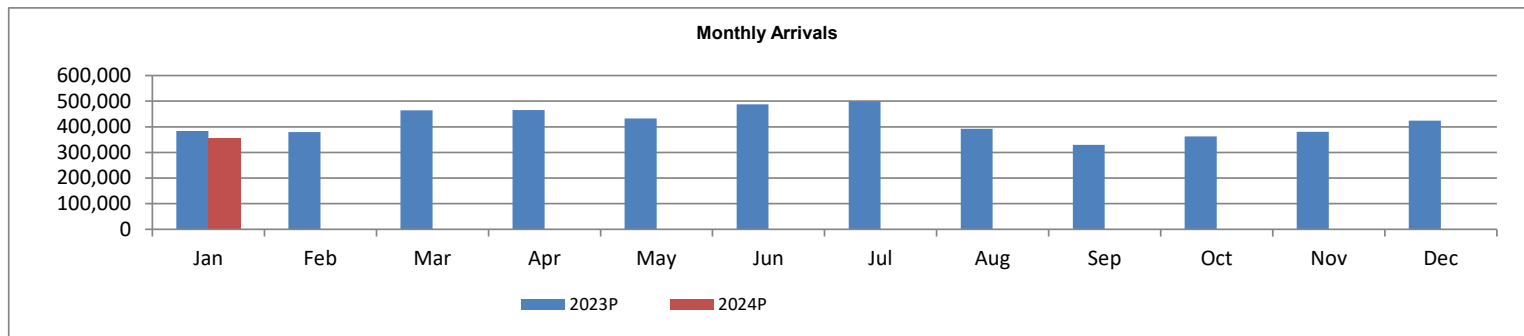
Key Performance Indicators

	YOY Rate	Jan'23 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘ -4.5%	804.4	768.2	9,598.1	O'ahu	-1.3%	178,790
Daily Spend (\$PPPD)	↘ 4.3%	221.7	231.3	226.7	Maui	-24.4%	86,217
Visitor Days	↘ -8.5%	3,628,984	3,322,083	42,342,859	Moloka'i	-23.9%	1,610
Arrivals	↘ -7.1%	383,351	356,174	4,981,513	Lāna'i	-33.0%	1,635
Daily Census	↘ -8.5%	117,064	107,164	116,008	Kaua'i	1.6%	57,070
Airlift (scheduled seats) [^]	↘ -9.0%	792,662	721,480	9,438,011	Hawai'i Island	-3.6%	71,716

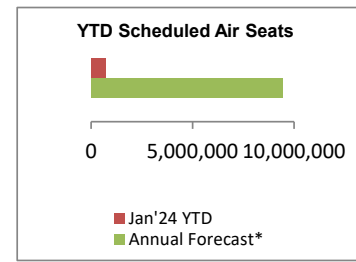
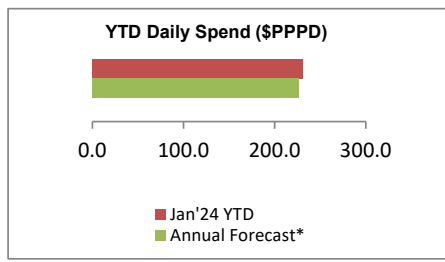
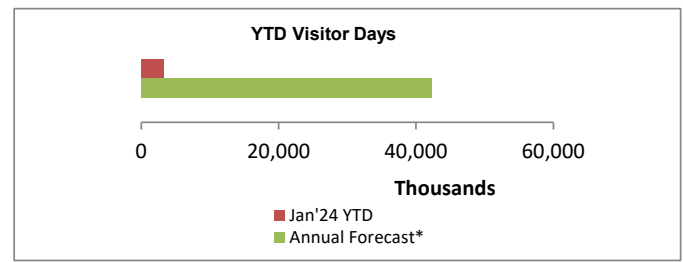
* DBEDT Annual Forecast as of Q4 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **U.S. EAST**

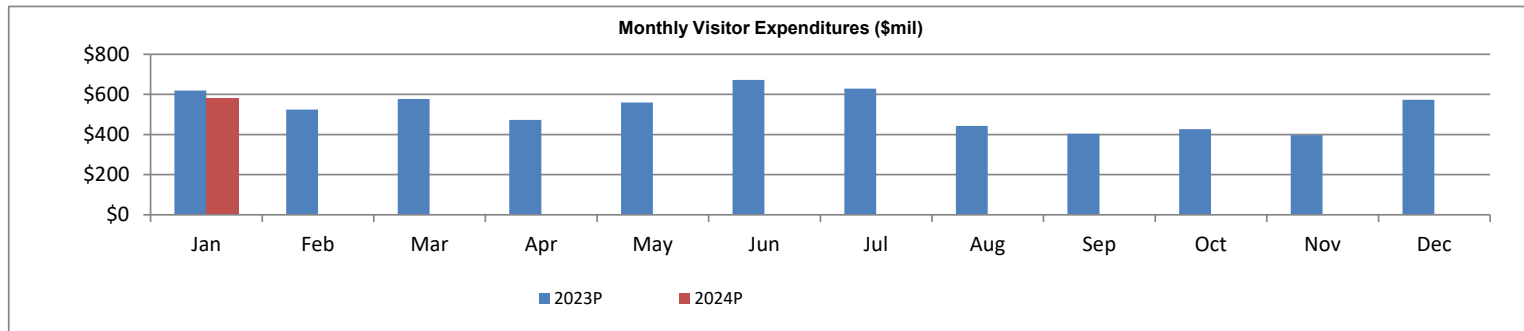
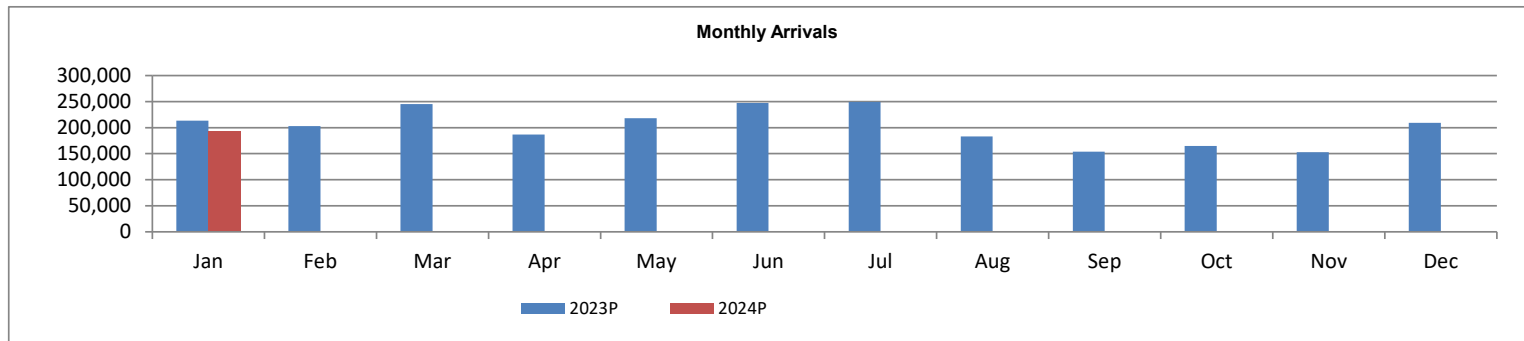
Key Performance Indicators

	YOY Rate	Jan'23 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘ -6.4%	618.9	579.0	6,252.4	O'ahu	-4.4%	111,352
Daily Spend (\$PPPD)	↘ 2.4%	255.0	261.0	265.1	Maui	-25.1%	56,738
Visitor Days	↘ -8.6%	2,427,407	2,218,613	23,585,219	Moloka'i	-18.0%	1,230
Arrivals	↘ -9.8%	213,286	192,490	2,418,997	Lāna'i	-26.4%	1,489
Daily Census	↘ -8.6%	78,303	71,568	64,617	Kaua'i	-1.2%	36,435
Airlift (scheduled seats) [^]	↘ -19.4%	137,262	110,683	1,225,721	Hawai'i Island	-6.0%	44,817

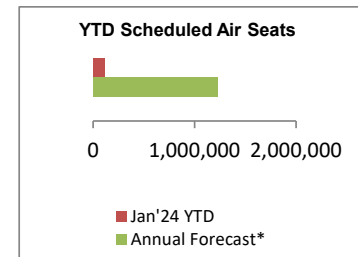
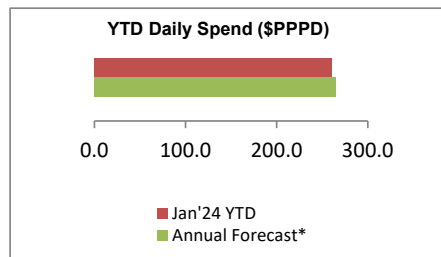
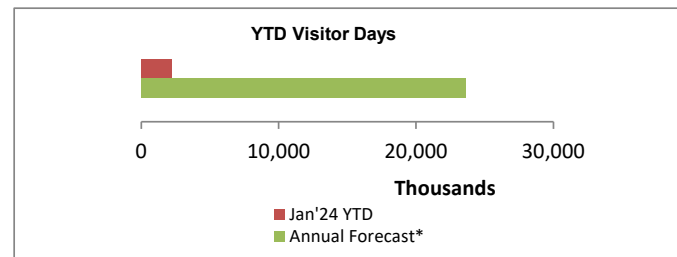
* DBEDT Annual Forecast as of Q4 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

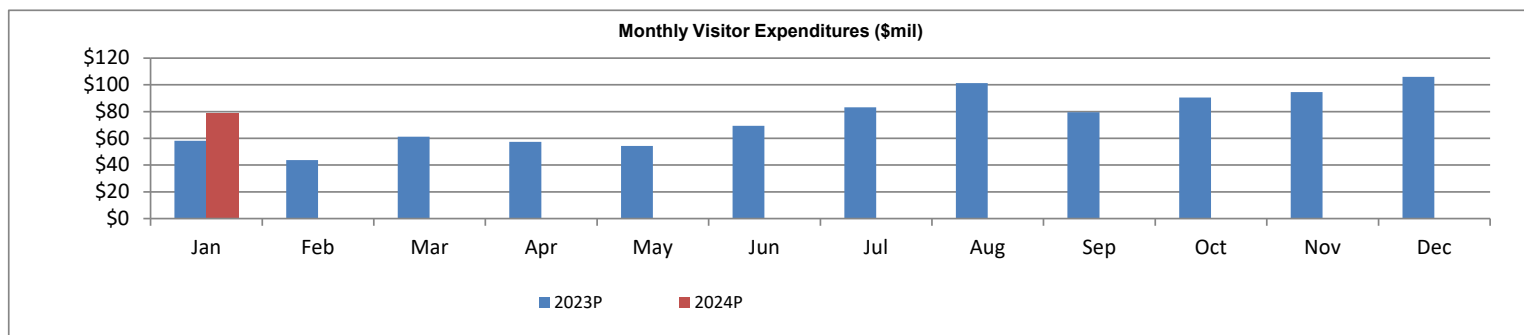
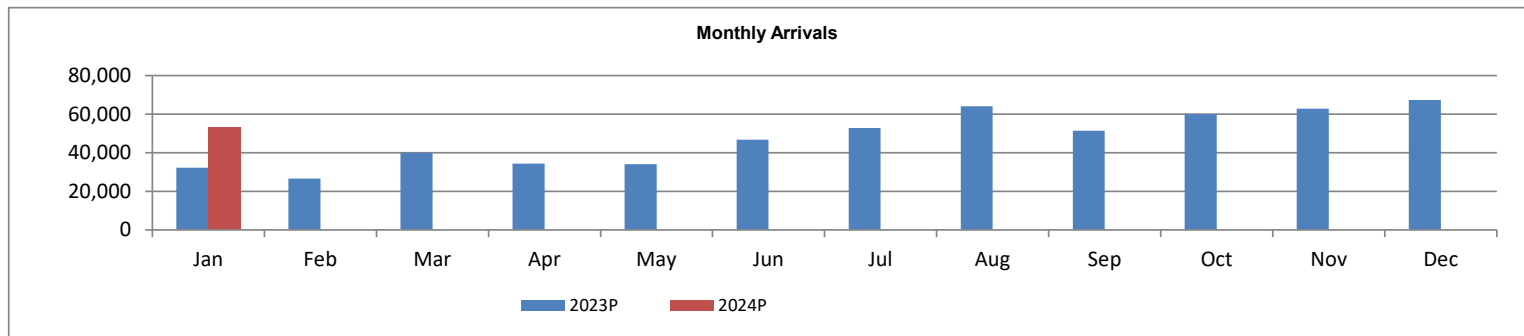
Key Performance Indicators

	YOY Rate	Jan'23 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 35.6%	58.1	78.8	899.1	O'ahu	62.8%	51,619
Daily Spend (\$PPPD)	↔ 1.1%	237.1	239.7	237.5	Maui	30.6%	1,189
Visitor Days	↑ 34.2%	245,127	328,846	3,785,071	Moloka'i	552.5%	301
Arrivals	↑ 63.8%	32,305	52,911	569,361	Lāna'i	-100.0%	-
Daily Census	↑ 34.2%	7,907	10,608	10,370	Kaua'i	3.8%	540
Airlift (scheduled seats) [^]	↑ 59.9%	75,399	120,574	1,063,623	Hawai'i Island	52.9%	3,589

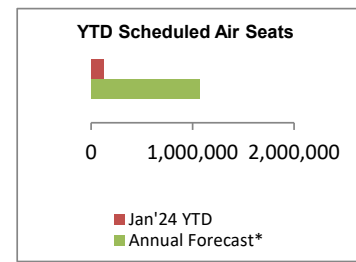
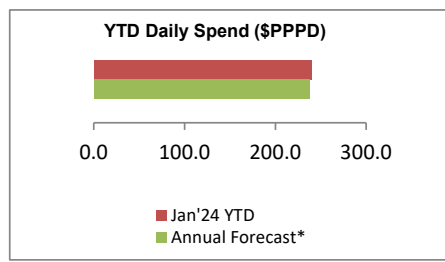
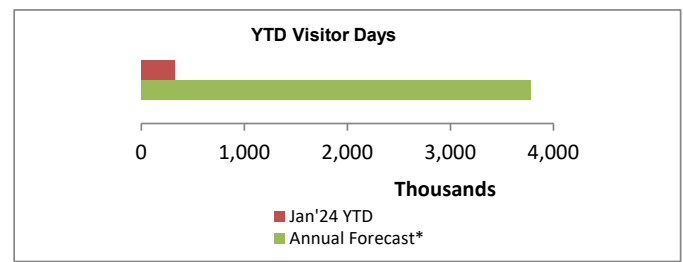
* DBEDT Annual Forecast as of Q4 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

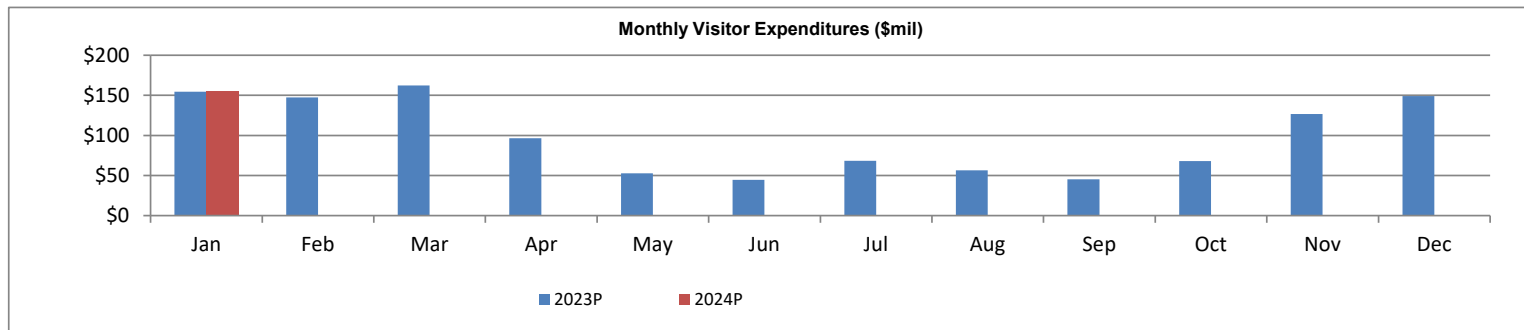
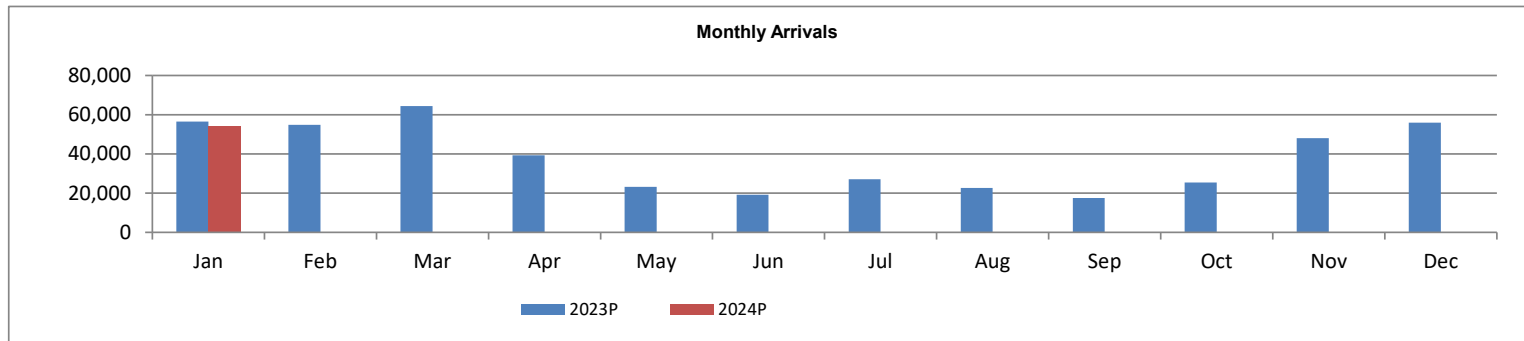
Key Performance Indicators

	YOY Rate	Jan'23 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗	154.4	155.3	1,154.3	O'ahu	5.7%	27,861
Daily Spend (\$PPPD)	↗	205.9	224.5	221.3	Mauī	-17.2%	19,941
Visitor Days	↘	750,117	691,708	5,217,132	Moloka'i	23.0%	375
Arrivals	↘	56,501	54,002	434,761	Lāna'i	-24.9%	303
Daily Census	↘	24,197	22,313	14,294	Kaua'i	-9.4%	5,664
Airlift (scheduled seats) [^]	↘	66,556	58,343	466,196	Hawai'i Island	2.7%	10,359

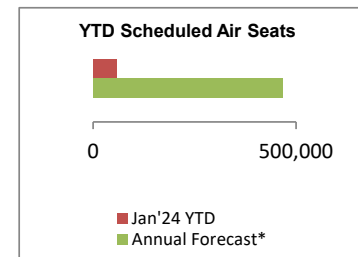
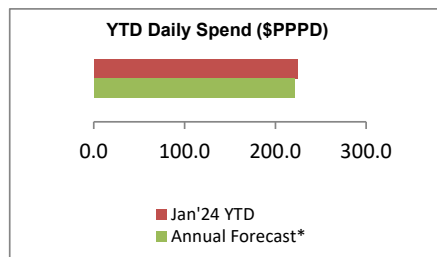
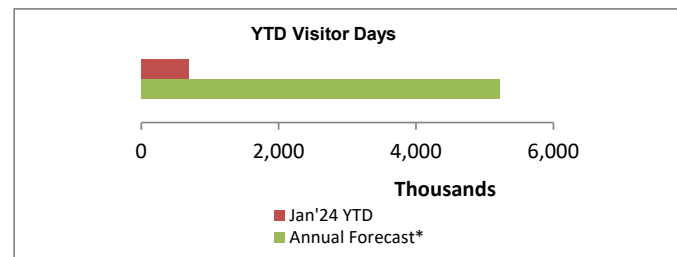
* DBEDT Annual Forecast as of Q4 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

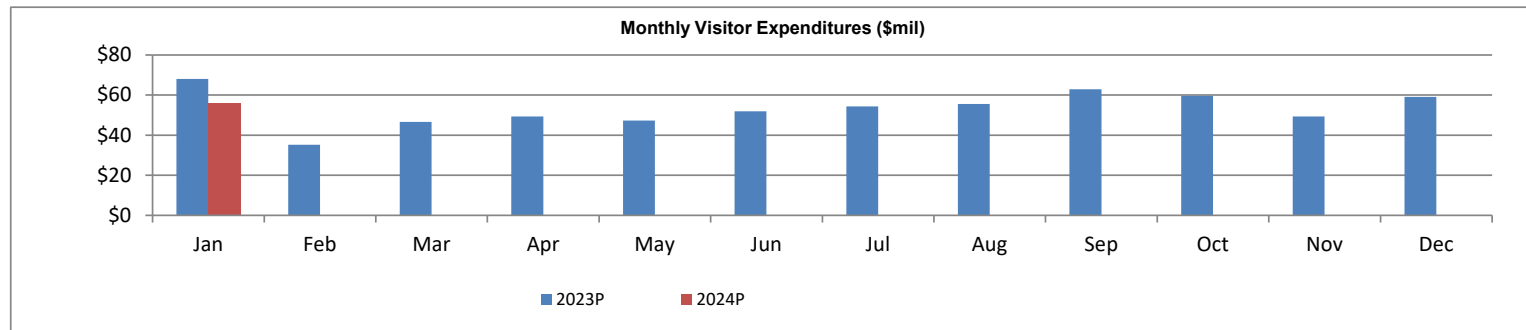
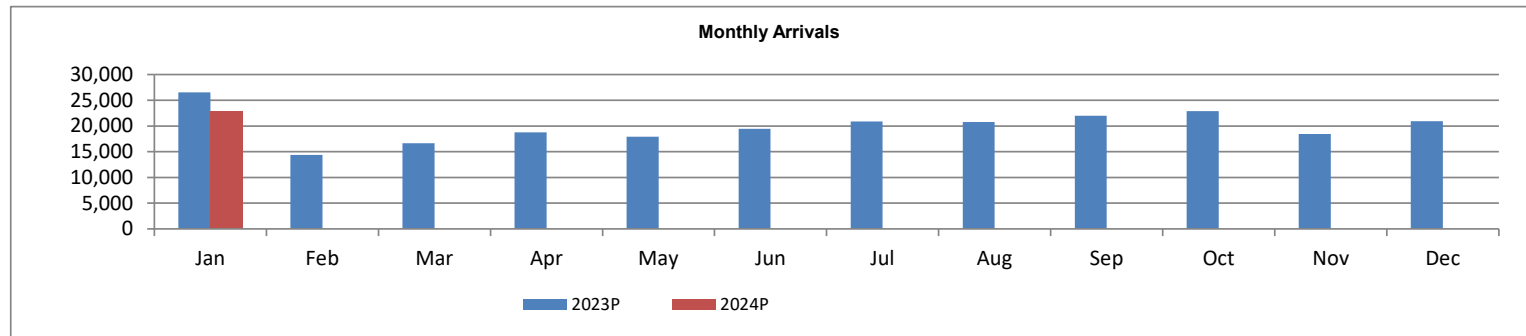
Key Performance Indicators

	YOY Rate	Jan'23 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -17.7%	68.1	56.0	658.0	O'ahu	-14.6%	22,283
Daily Spend (\$PPPD)	↓ -2.1%	292.2	286.2	295.0	Maui	-20.1%	2,165
Visitor Days	↓ -16.0%	232,937	195,652	2,230,976	Moloka'i	59.6%	102
Arrivals	↓ -13.8%	26,530	22,880	247,886	Lāna'i	-22.9%	124
Daily Census	↓ -16.0%	7,514	6,311	6,112	Kaua'i	-0.8%	963
Airlift (scheduled seats) [^]	↓ -4.8%	31,341	29,847	329,185	Hawai'i Island	-44.4%	1,441

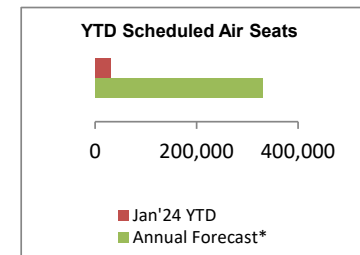
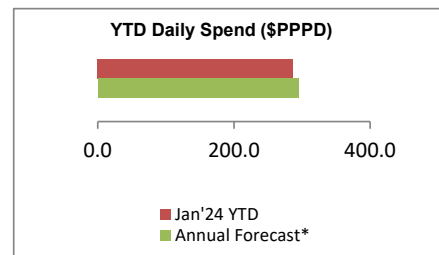
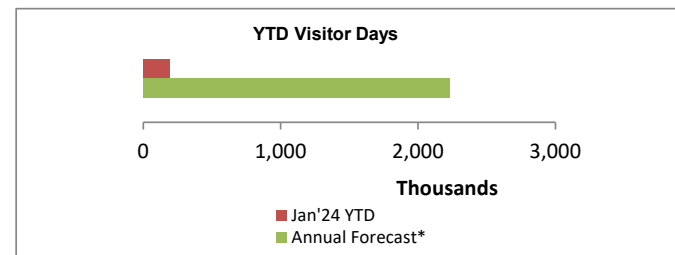
* DBEDT Annual Forecast as of Q4 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

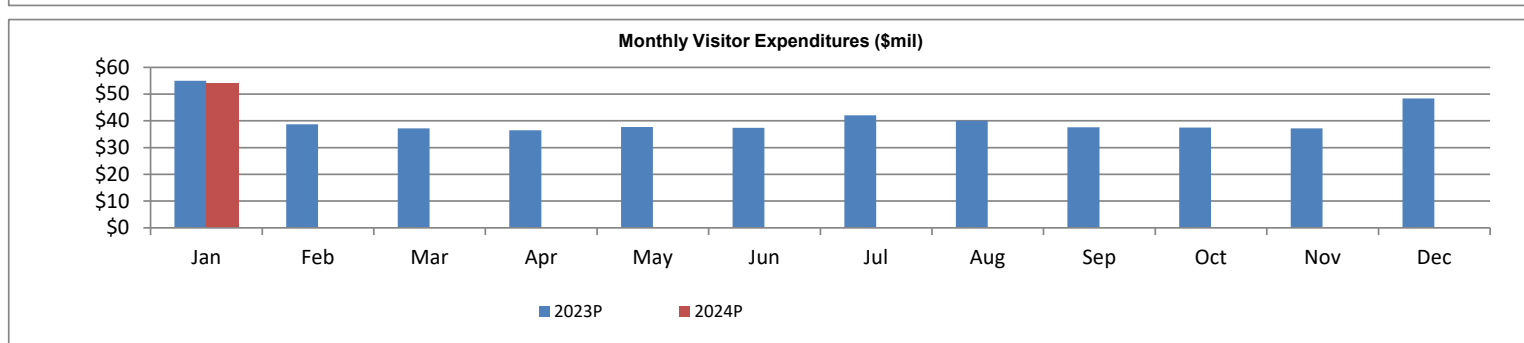
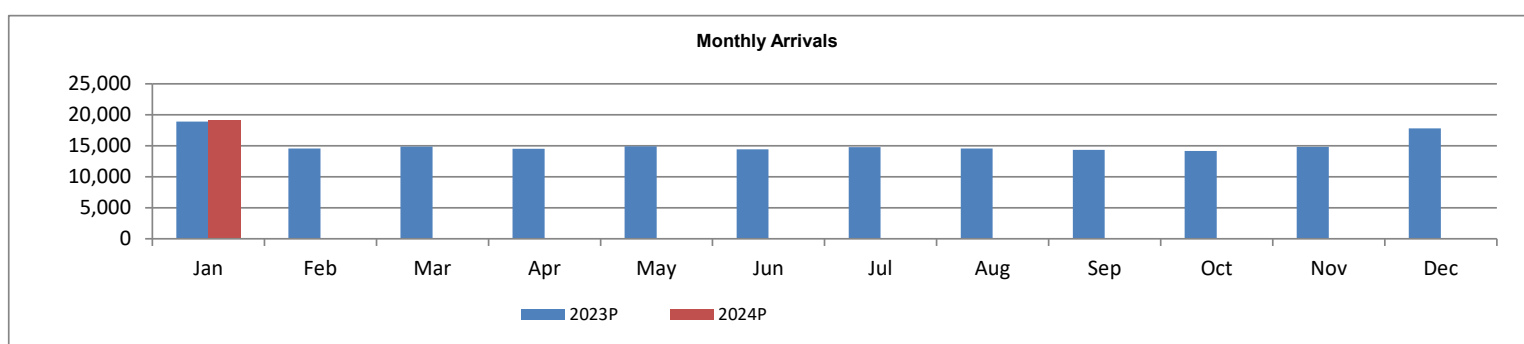
Key Performance Indicators

	YOY Rate	Jan'23 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↘	-1.6%	55.0	54.2	NA	O'ahu	0.2%	18,509
Daily Spend (\$PPPD)	↘	-0.5%	313.4	311.9	NA	Maui	-52.2%	788
Visitor Days	↘	-1.1%	175,554	173,646	NA	Moloka'i	-81.4%	12
Arrivals	↘	1.0%	18,924	19,104	NA	Lāna'i	-95.1%	9
Daily Census	↘	-1.1%	5,663	5,601	NA	Kaua'i	29.1%	1,015
Airlift (scheduled seats) [^]	↗	8.3%	26,879	29,112	278,670	Hawai'i Island	-3.8%	4,086

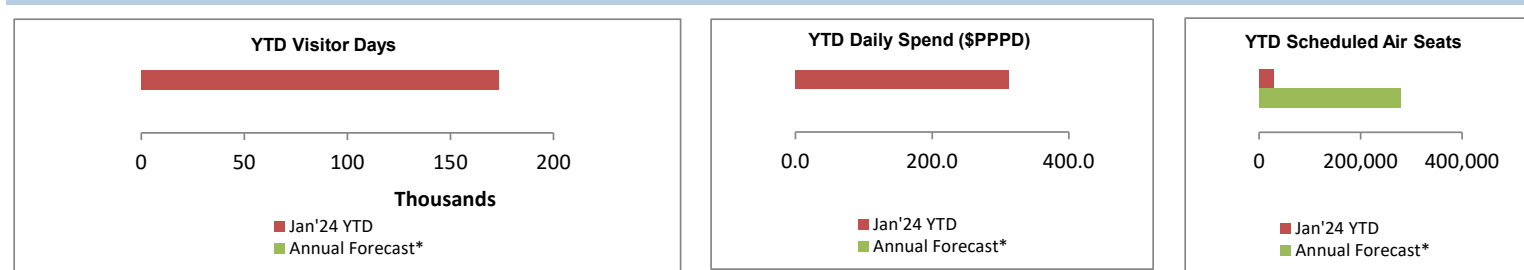
* DBEDT Annual Forecast as of Q4 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **KOREA**

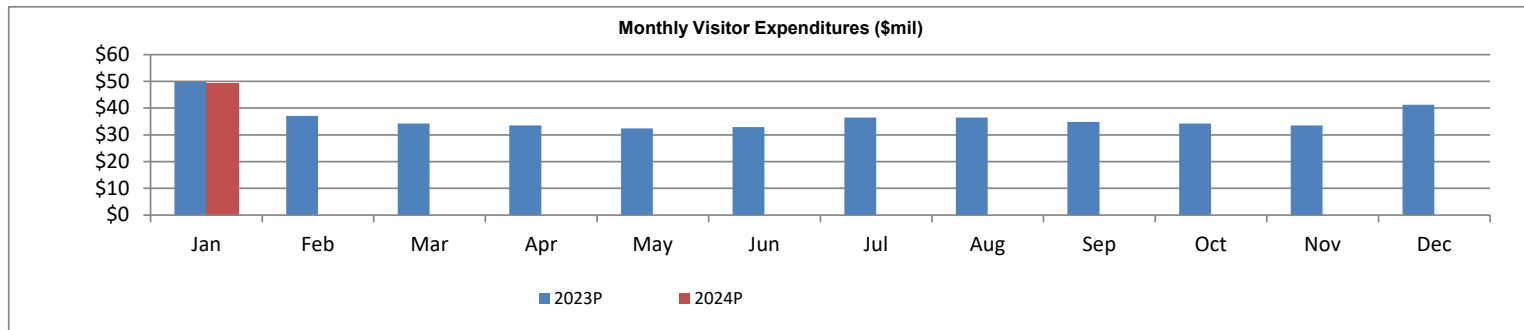
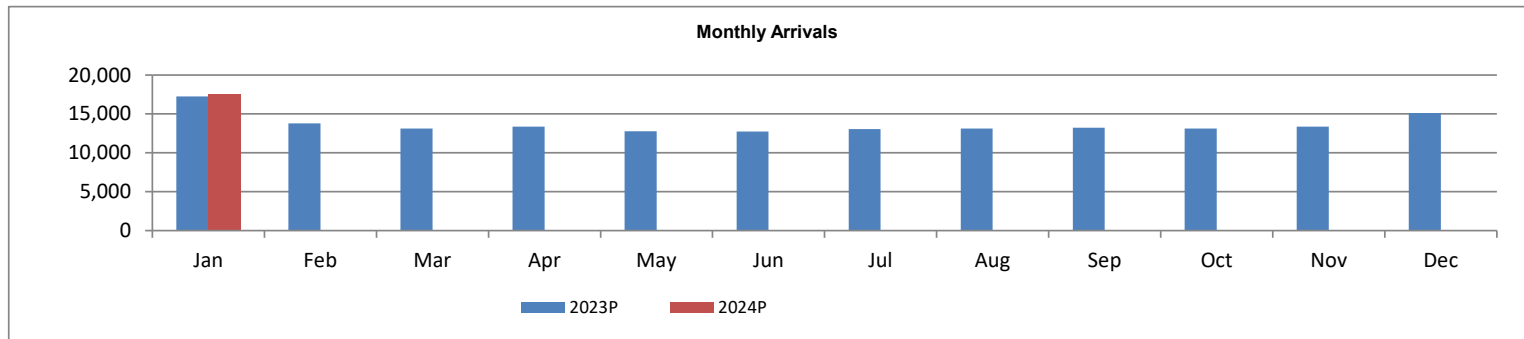
Key Performance Indicators

	YOY Rate	Jan'23 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘	49.8	49.4	447.8	O'ahu	0.5%	17,218
Daily Spend (\$PPPD)	↘	308.1	309.5	314.0	Maui	-55.2%	586
Visitor Days	↘	161,556	159,691	1,426,361	Moloka'i	-100.0%	-
Arrivals	↘	17,243	17,556	166,264	Lāna'i	-100.0%	-
Daily Census	↘	5,211	5,151	3,908	Kaua'i	35.9%	894
Airlift (scheduled seats) [^]	↘	26,879	29,112	278,670	Hawai'i Island	-3.2%	3,642

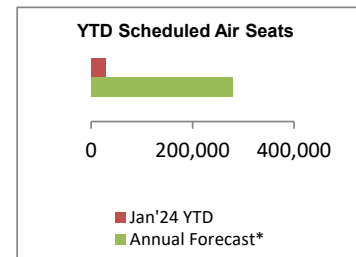
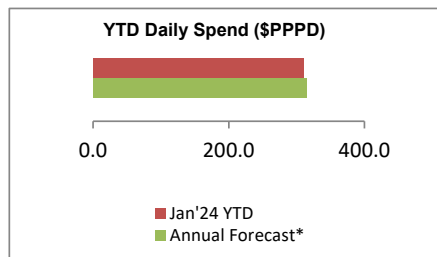
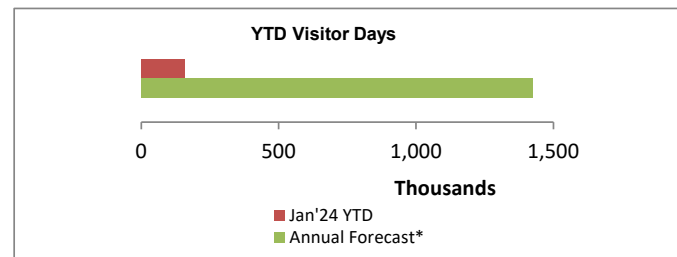
* DBEDT Annual Forecast as of Q4 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **CHINA**

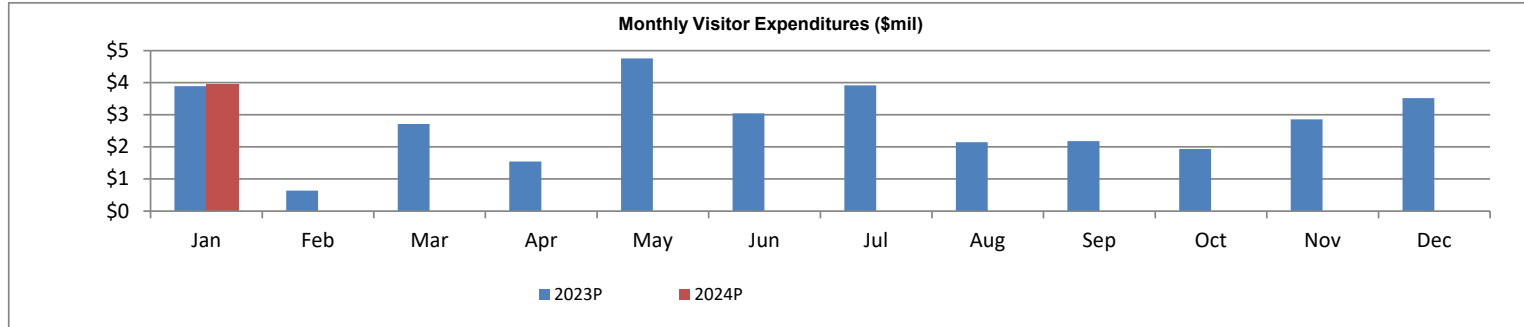
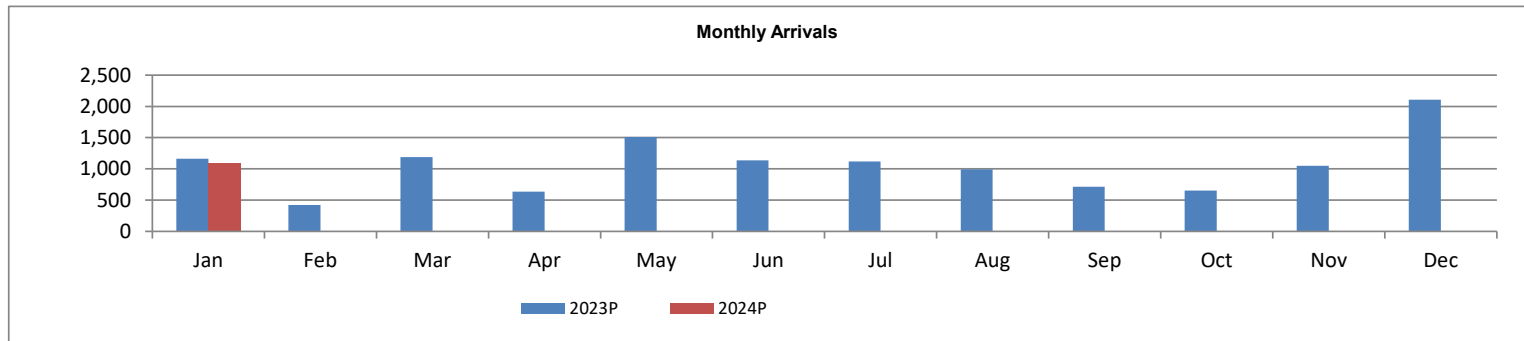
Key Performance Indicators

	YOY Rate	Jan'23 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 1.2%	3.9	3.9	NA	O'ahu	-3.3%	962
Daily Spend (\$PPPD)	↕ 20.8%	404.7	489.0	NA	Maui	-51.6%	102
Visitor Days	↘ -16.2%	9,623	8,064	NA	Moloka'i	N/A	7
Arrivals	↘ -5.8%	1,164	1,097	NA	Lāna'i	-28.1%	6
Daily Census	↘ -16.2%	310	260	NA	Kaua'i	9.2%	76
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-8.8%	353

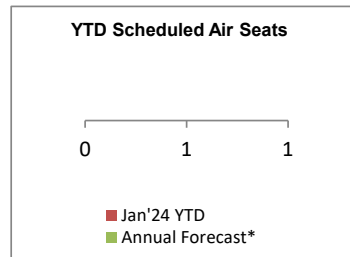
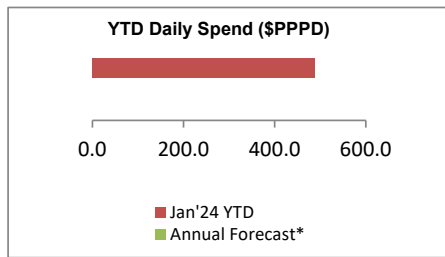
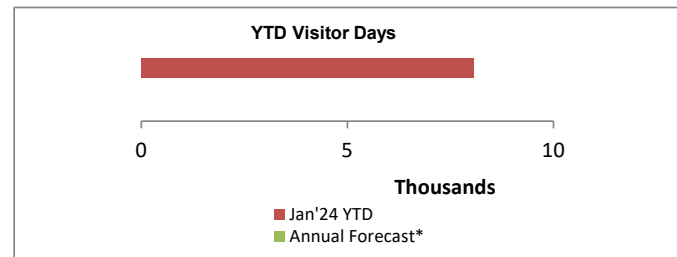
* DBEDT Annual Forecast as of Q4 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **EUROPE**

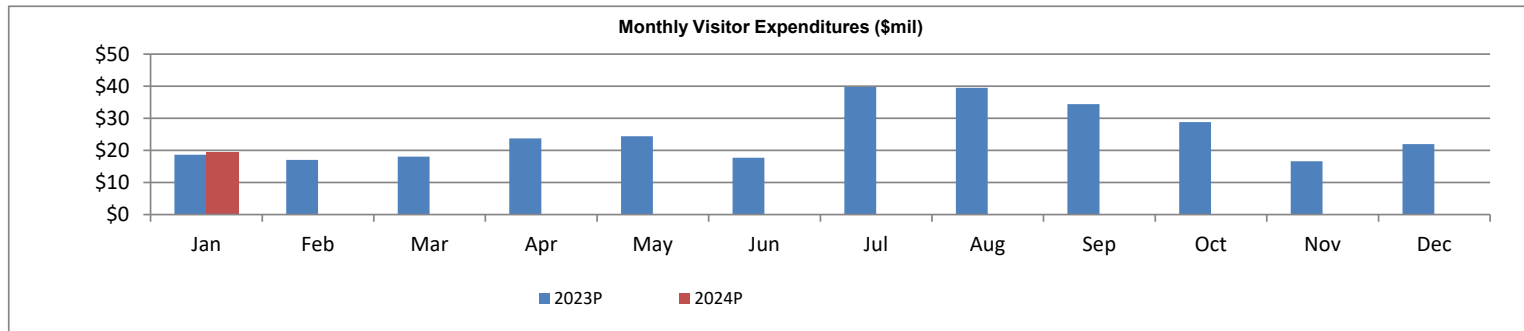
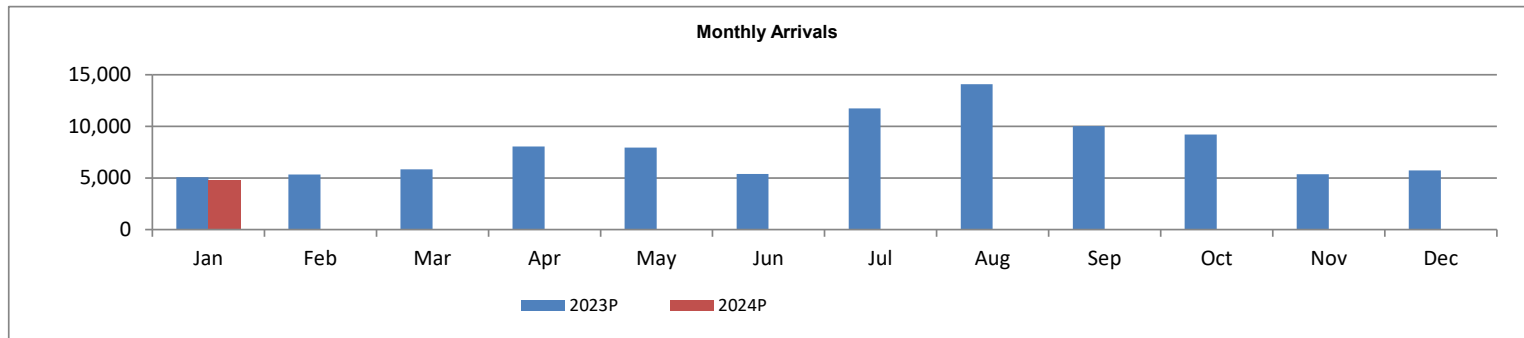
Key Performance Indicators

	YOY Rate	Jan'23 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↗	3.9%	18.6	19.3	310.5	O'ahu	0.7%	3,561
Daily Spend (\$PPPD)	↗	8.2%	231.9	250.9	238.1	Maui	-23.6%	1,344
Visitor Days	↘	-3.9%	80,238	77,069	1,304,331	Moloka'i	-16.6%	61
Arrivals	↘	-5.3%	5,059	4,793	97,937	Lāna'i	-40.4%	36
Daily Census	↘	-3.9%	2,588	2,486	3,574	Kaua'i	1.1%	933
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	N/A	Hawai'i Island	0.4%	1,520

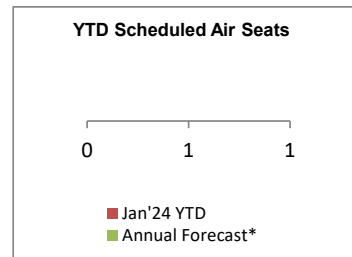
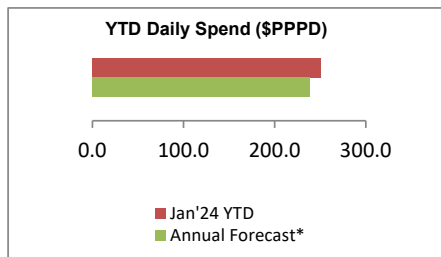
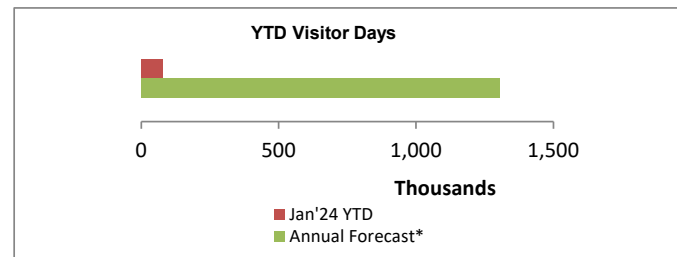
* DBEDT Annual Forecast as of Q4 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-24** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

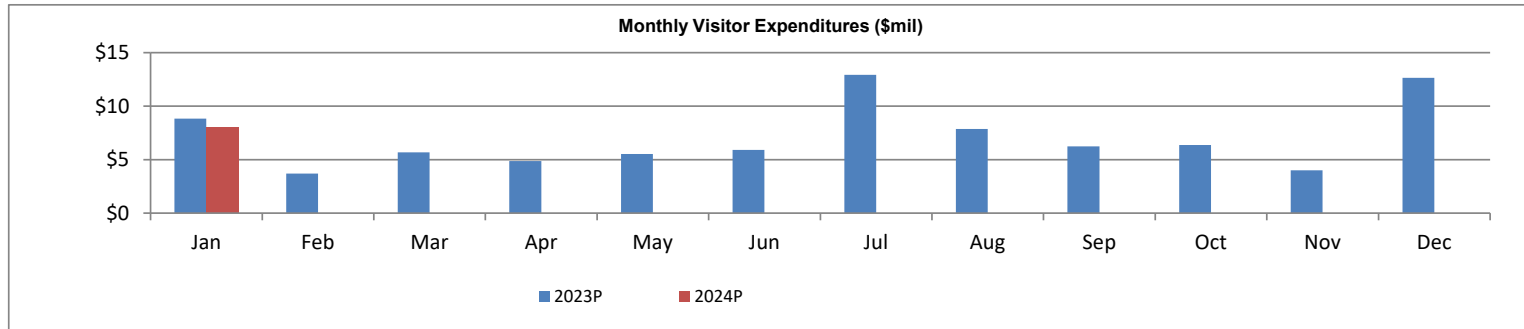
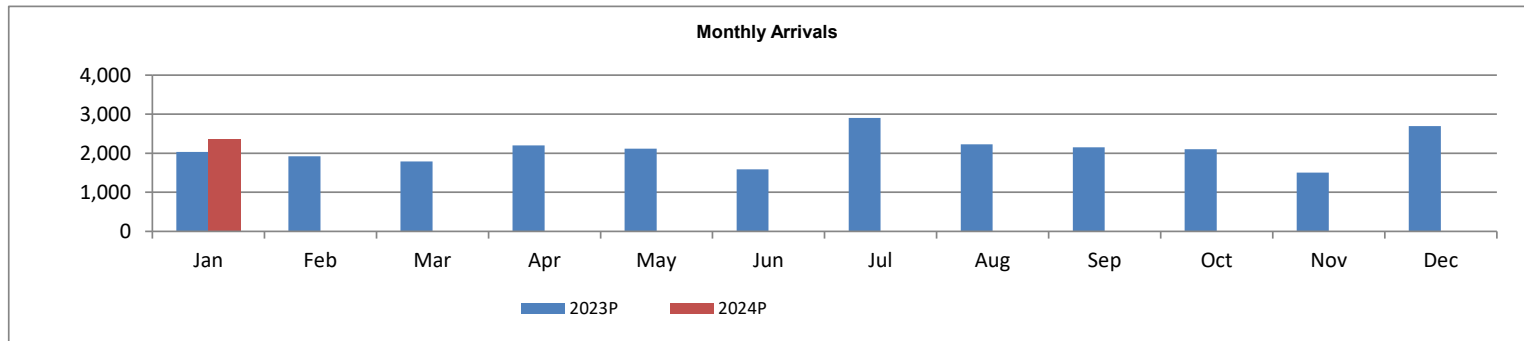
Key Performance Indicators

	YOY Rate	Jan'23 YTD	Jan'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘ -9.2%	8.8	8.0	NA	O'ahu	22.2%	1,925
Daily Spend (\$PPPD)	↘ -15.7%	323.6	272.7	NA	Maui	-23.8%	495
Visitor Days	↗ 7.7%	27,310	29,424	NA	Moloka'i	-72.5%	8
Arrivals	↗ 15.7%	2,034	2,353	NA	Lāna'i	-30.7%	19
Daily Census	↗ 7.7%	881	949	NA	Kaua'i	29.4%	308
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	8.2%	401

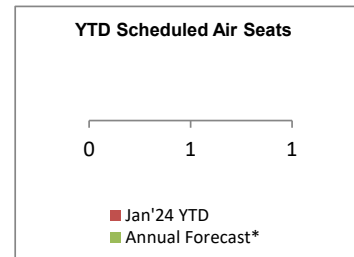
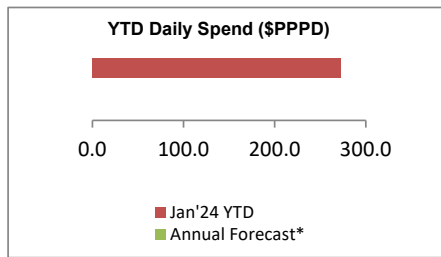
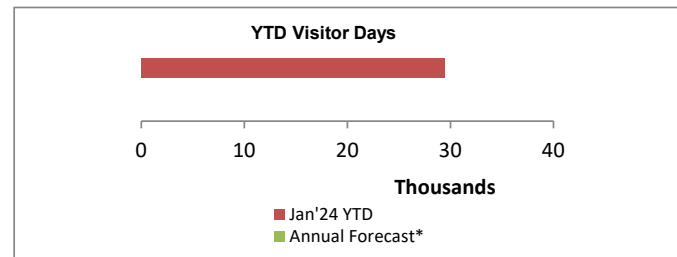
* DBEDT Annual Forecast as of Q4 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures