

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

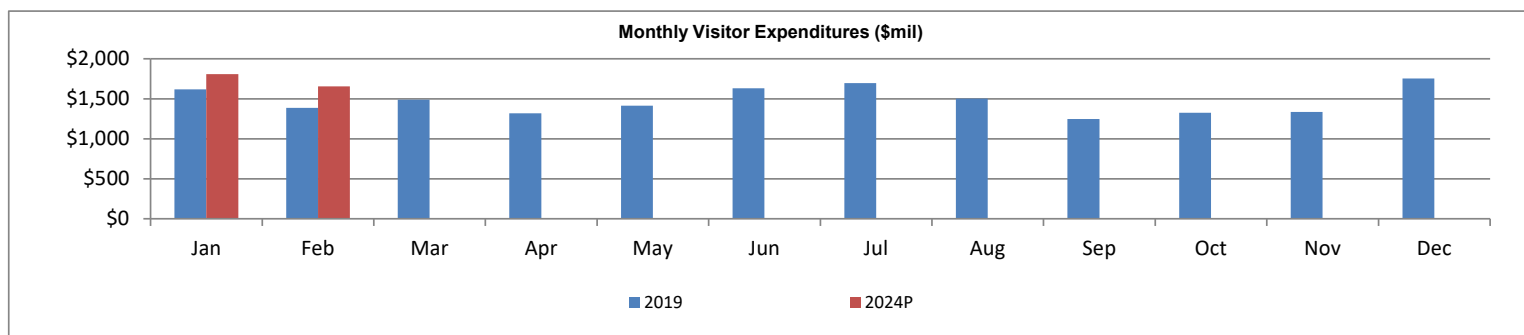
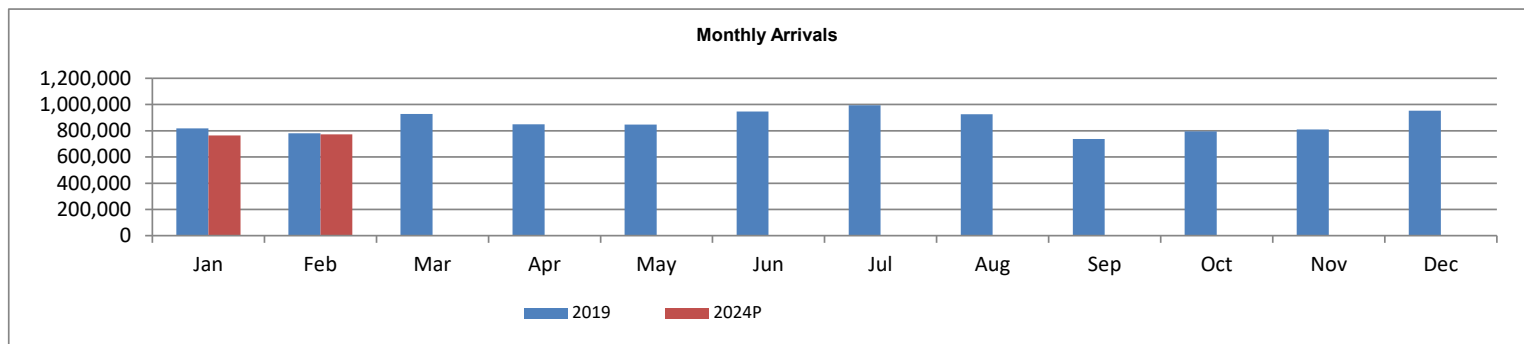
Market: **OVERALL**

Key Performance Indicators

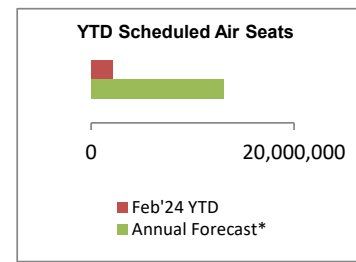
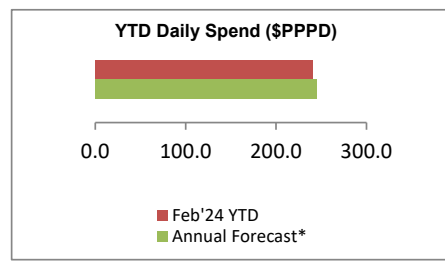
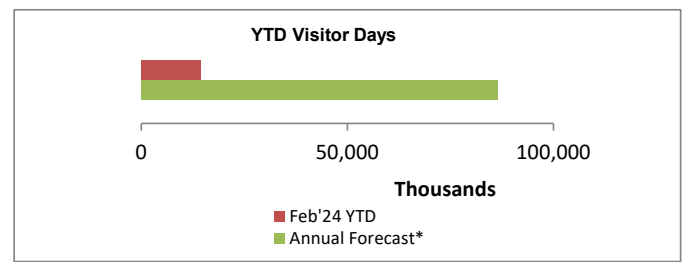
	YOY Rate	Feb'19 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 15.3%	3,005.0	3,465.0	21,235.0	O'ahu	-4.1%	904,222
Daily Spend (\$PPPD)	↑ 20.7%	199.8	241.2	245.2	Maui	-21.7%	356,305
Visitor Days	↓ -4.5%	15,038,051	14,367,920	86,596,000	Moloka'i	-33.7%	7,367
Arrivals	↓ -3.9%	1,598,428	1,535,959	9,782,000	Lāna'i	-37.6%	7,877
Daily Census	↓ -6.0%	254,882	239,465	236,601	Kaua'i	2.0%	214,873
Airlift (scheduled seats) [^]	→ 0.1%	2,133,307	2,135,144	13,077,026	Hawai'i Island	0.9%	288,221

* DBEDT Annual Forecast as of Q1 2024.
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

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Visitor Industry Performance Measures

Market: **U.S. TOTAL**

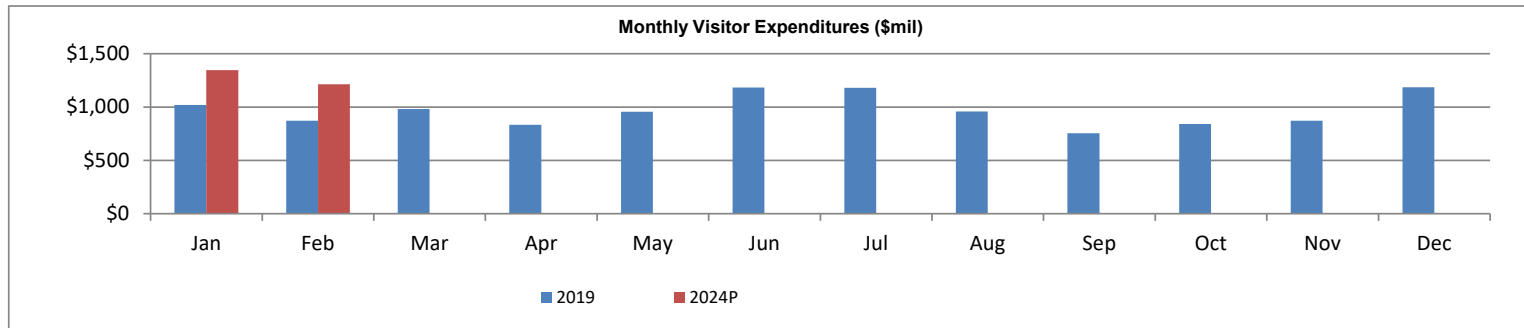
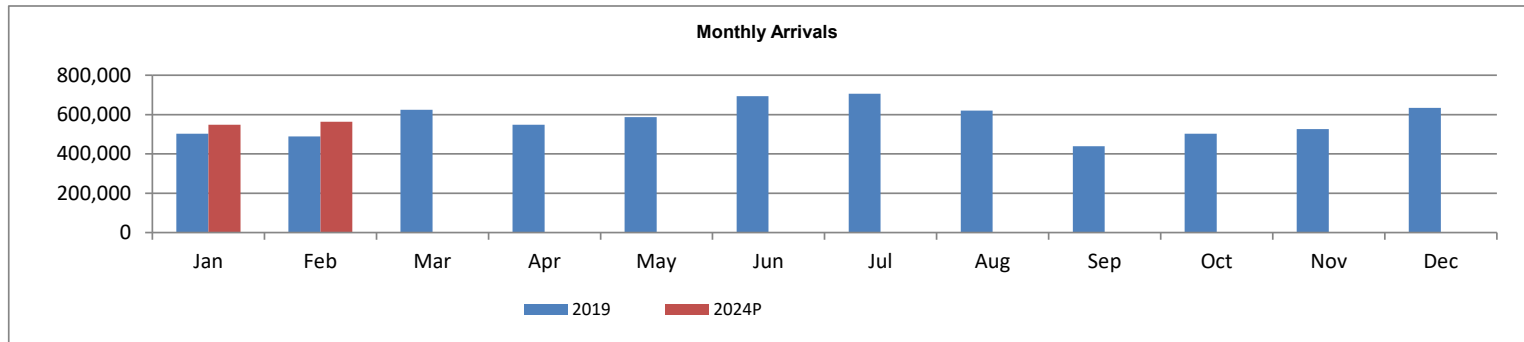
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 35.4%	1,890.8	2,560.4	15,543.1	O'ahu	22.8%	588,800
Daily Spend (\$PPPD)	↑ 24.7%	194.5	242.5	245.5	Maui	-13.5%	290,580
Visitor Days	↔ 8.6%	9,723,120	10,558,336	63,320,734	Moloka'i	-27.3%	5,624
Arrivals	↑ 12.1%	991,919	1,111,846	7,108,894	Lāna'i	-23.4%	6,569
Daily Census	↔ 6.8%	164,799	175,972	173,007	Kaua'i	13.1%	187,494
Airlift (scheduled seats) [^]	↑ 13.2%	1,442,996	1,634,043	10,663,732	Hawai'i Island	21.5%	235,150

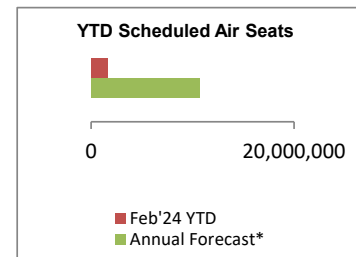
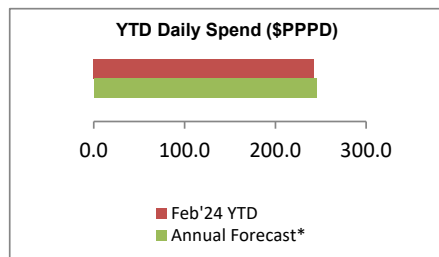
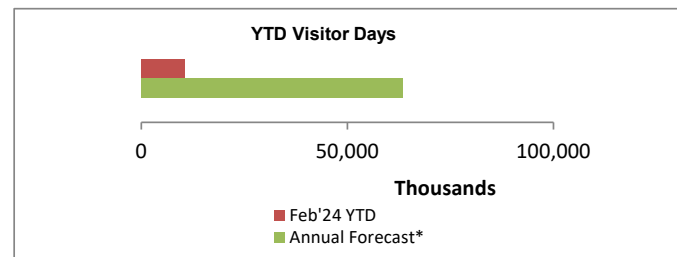
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. WEST**

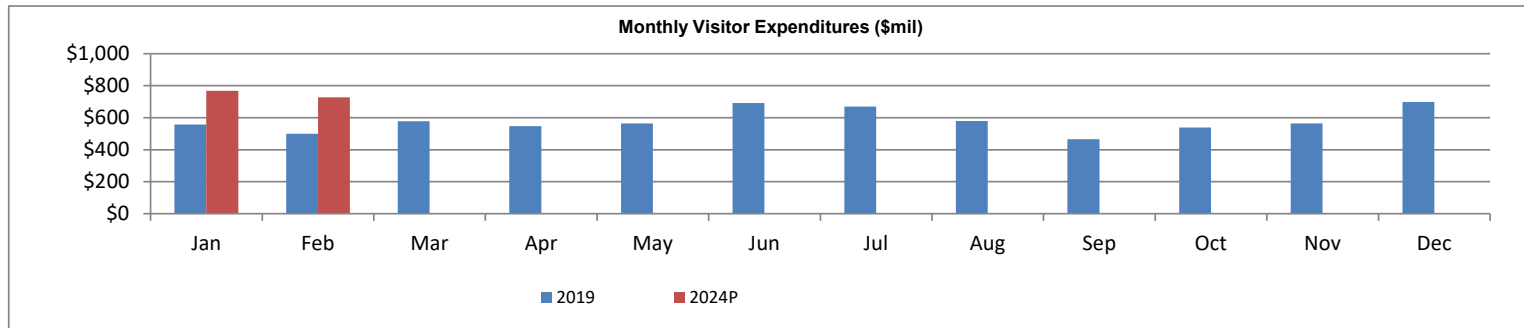
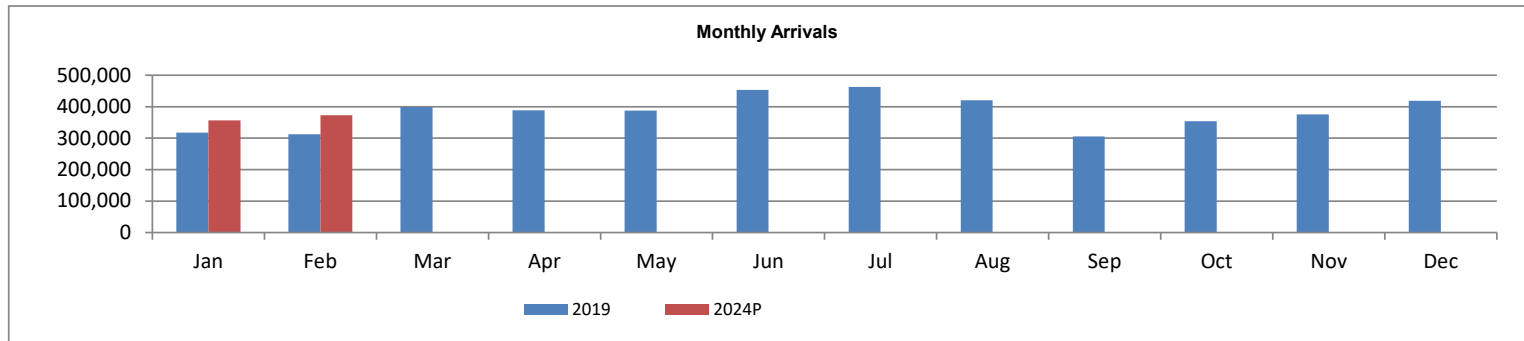
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 41.5%	1,056.4	1,494.7	9,362.9	O'ahu	31.1%	364,598
Daily Spend (\$PPPD)	↑ 26.9%	182.0	231.0	231.2	Maui	-12.5%	179,556
Visitor Days	↑ 11.5%	5,805,074	6,471,890	40,500,602	Moloka'i	-29.0%	3,293
Arrivals	↑ 15.8%	629,890	729,404	4,764,777	Lāna'i	-15.4%	3,642
Daily Census	↔ 9.6%	98,391	107,865	110,657	Kaua'i	17.2%	114,727
Airlift (scheduled seats) [^]	↑ 12.7%	1,259,601	1,419,361	9,438,011	Hawai'i Island	22.5%	146,328

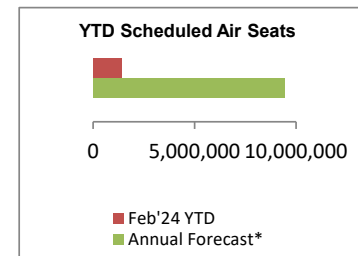
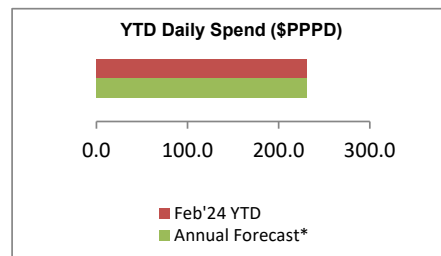
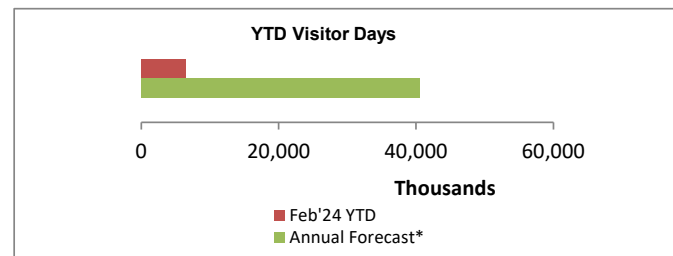
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

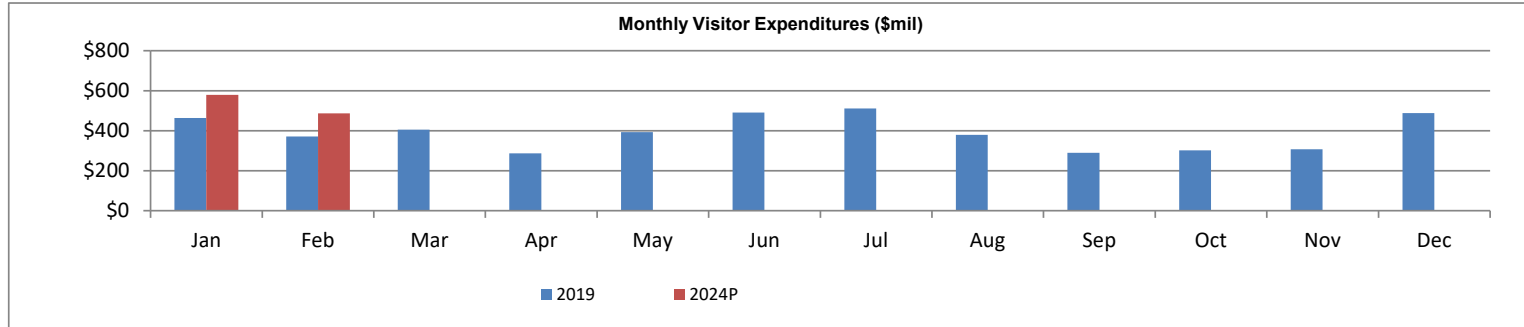
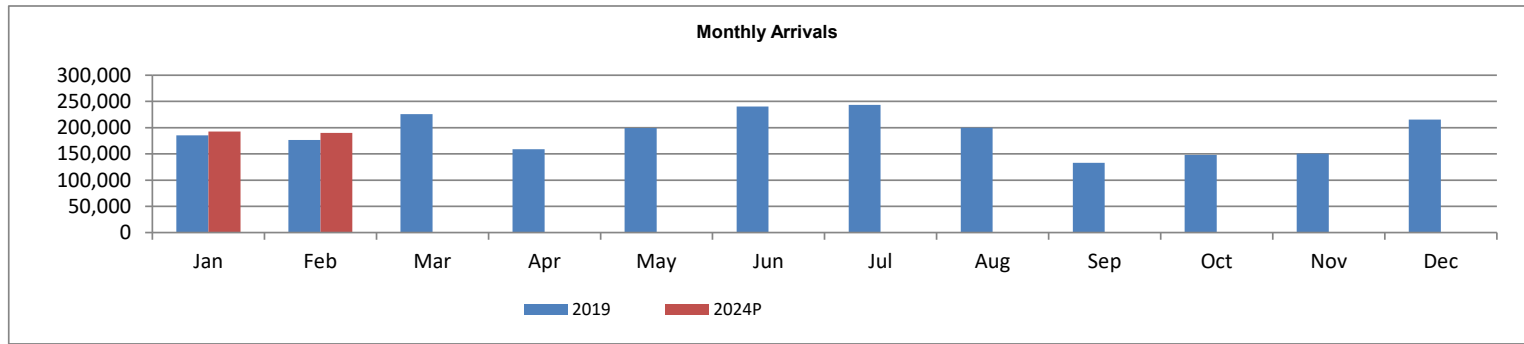
Market: **U.S. EAST**

Key Performance Indicators

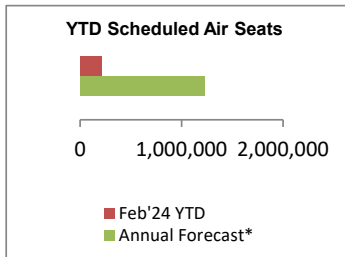
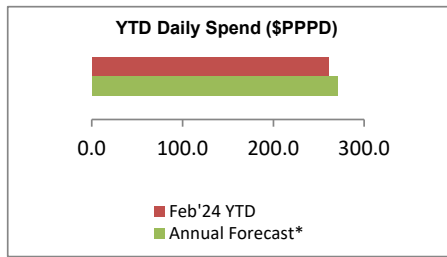
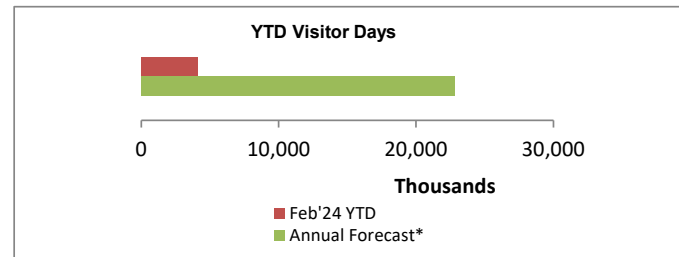
	YOY Rate	Feb'19 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 27.7%	834.5	1,065.7	6,180.2	O'ahu	11.4%	224,202
Daily Spend (\$PPPD)	↑ 22.4%	213.0	260.8	270.8	Maui	-15.0%	111,024
Visitor Days	↔ 4.3%	3,918,046	4,086,446	22,820,132	Moloka'i	-24.6%	2,331
Arrivals	↔ 5.6%	362,029	382,442	2,344,117	Lāna'i	-31.4%	2,927
Daily Census	↔ 2.6%	66,408	68,107	62,350	Kaua'i	7.2%	72,766
Airlift (scheduled seats) [^]	↑ 17.1%	183,395	214,682	1,225,721	Hawai'i Island	19.9%	88,822

^{*} DBEDT Annual Forecast as of Q1 2024.
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Monthly Indicators



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Visitor Industry Performance Measures

Market: **JAPAN**

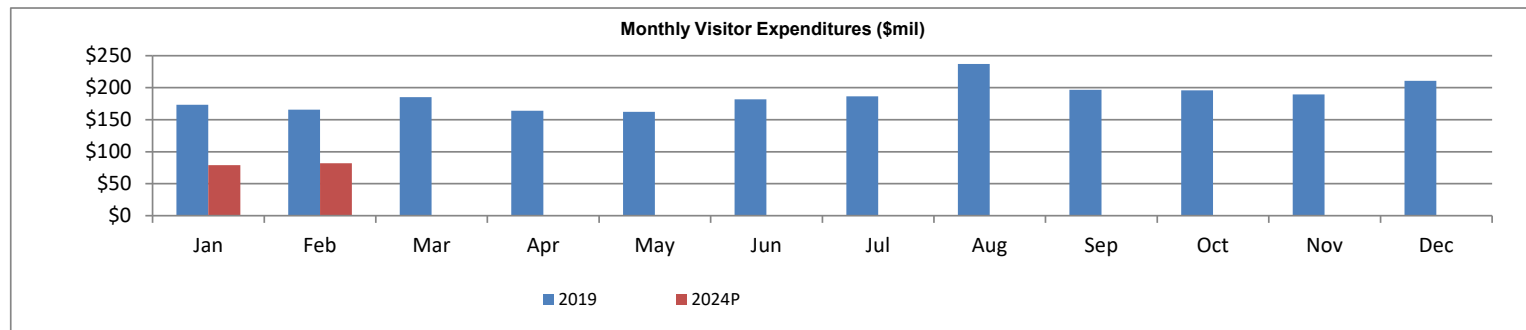
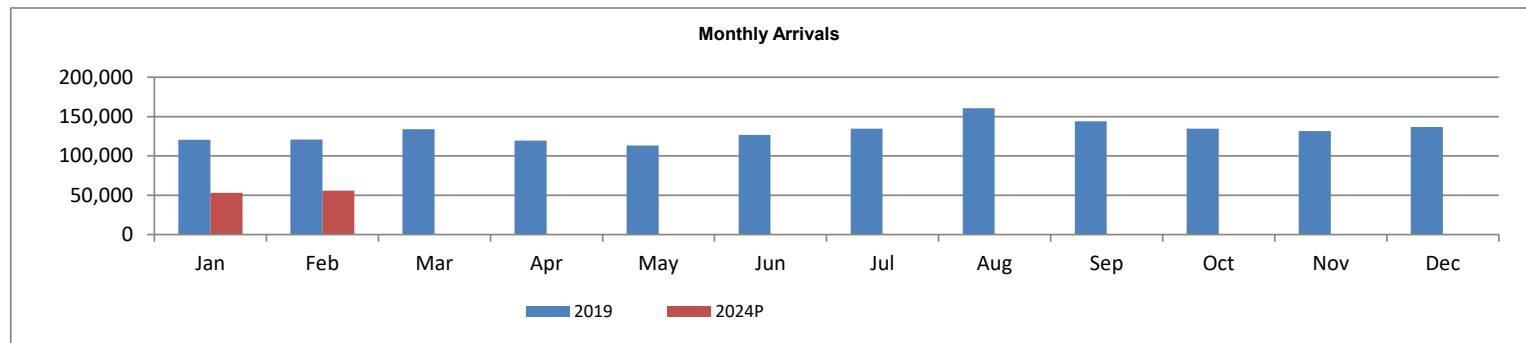
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -52.5%	338.9	160.8	1,445.2	O'ahu	-53.8%	106,117
Daily Spend (\$PPPD)	→ 0.0%	240.9	240.8	243.6	Maui	-76.8%	1,993
Visitor Days	↓ -52.5%	1,406,768	667,887	5,932,051	Moloka'i	154.3%	307
Arrivals	↓ -54.9%	241,071	108,627	956,782	Lāna'i	-95.5%	14
Daily Census	↓ -53.3%	23,844	11,131	16,208	Kaua'i	-77.5%	1,029
Airlift (scheduled seats) [^]	↓ -30.7%	332,260	230,392	1,063,623	Hawai'i Island	-71.7%	6,804

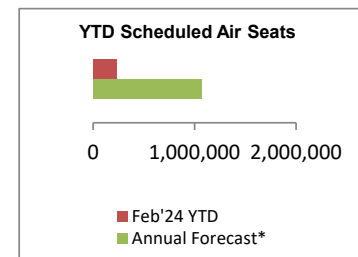
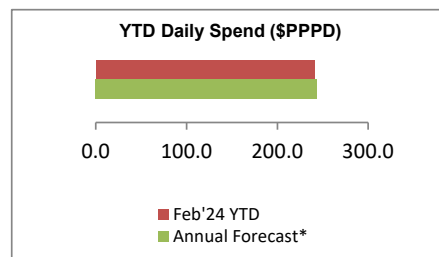
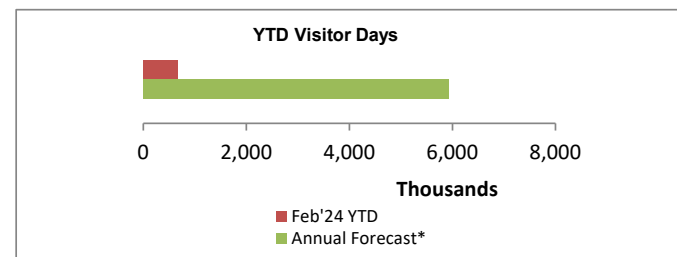
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Monthly Indicators



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Visitor Industry Performance Measures

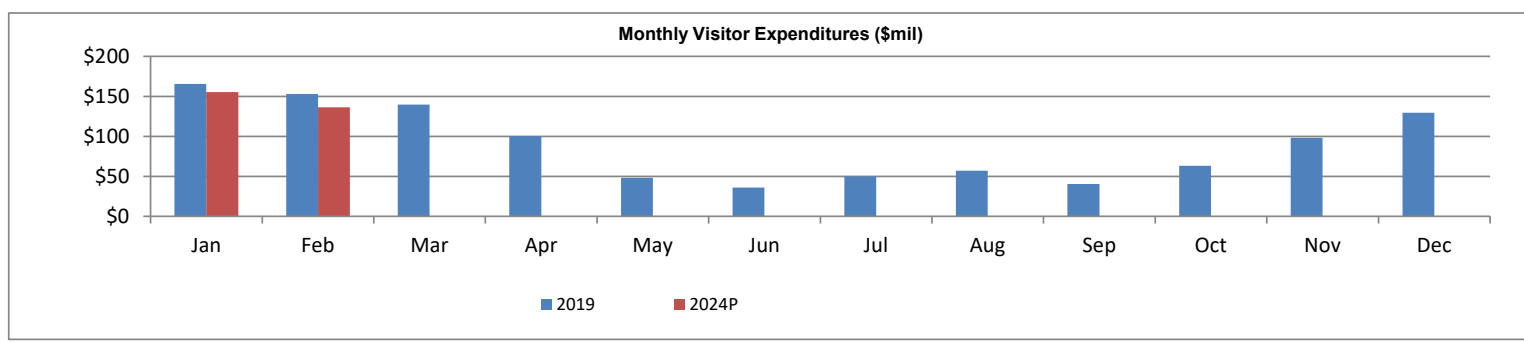
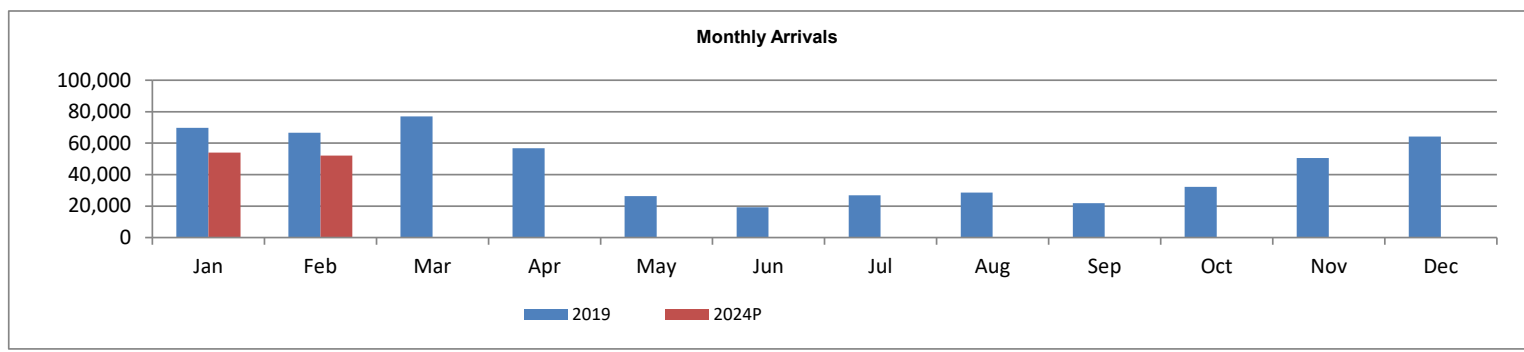
Market: **CANADA**

Key Performance Indicators

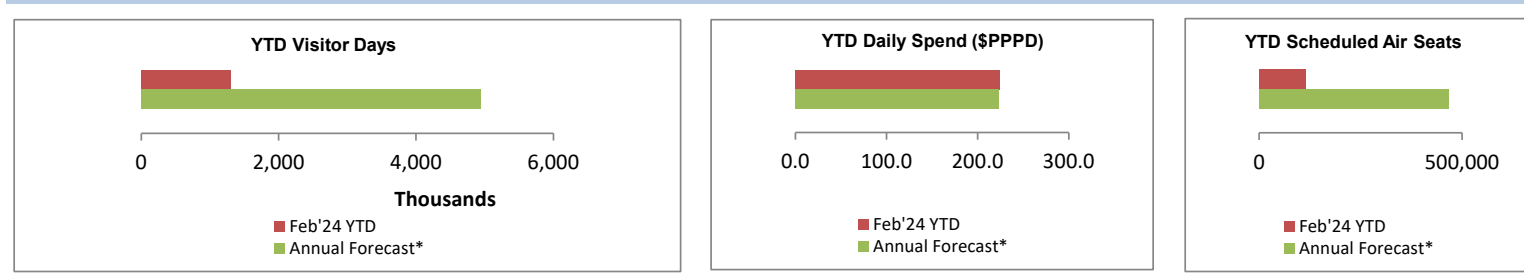
	YOY Rate	Feb'19 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -8.5%	318.5	291.5	1,107.8	O'ahu	2.2%	55,441
Daily Spend (\$PPPD)	👈 28.4%	174.6	224.2	223.9	Maui	-41.9%	38,809
Visitor Days	👇 -28.7%	1,823,571	1,300,031	4,946,565	Moloka'i	-57.8%	623
Arrivals	👇 -22.2%	136,277	106,050	449,688	Lāna'i	-73.4%	508
Daily Census	👇 -29.9%	30,908	21,667	13,515	Kaua'i	-47.8%	11,237
Airlift (scheduled seats) [^]	👇 -17.2%	137,674	114,020	466,196	Hawai'i Island	-27.6%	19,425

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Visitor Industry Performance Measures

Market: **OCEANIA**

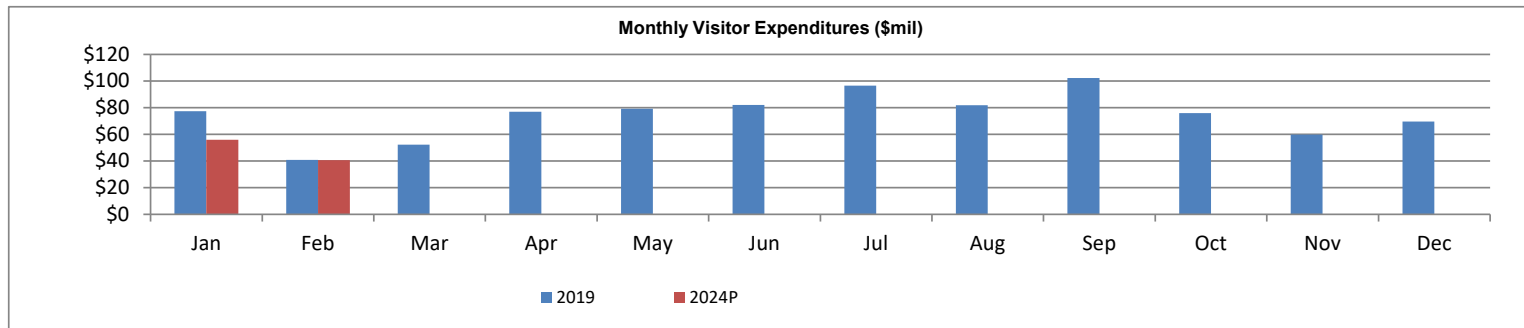
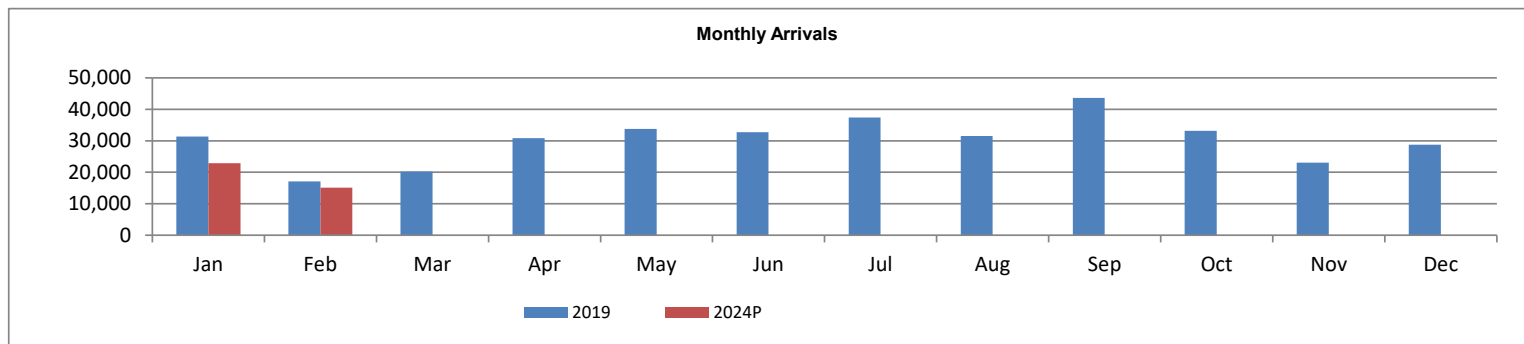
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -18.2%	118.3	96.7	673.7	O'ahu	-21.1%	37,106
Daily Spend (\$PPPD)	↑ 10.8%	258.7	286.6	300.9	Maui	-51.1%	3,581
Visitor Days	↓ -26.2%	457,199	337,455	2,238,871	Moloka'i	-55.2%	262
Arrivals	↓ -21.5%	48,364	37,971	248,763	Lāna'i	-40.4%	472
Daily Census	↓ -27.4%	7,749	5,624	6,117	Kaua'i	-44.5%	2,392
Airlift (scheduled seats) [^]	↓ -31.2%	79,163	54,470	329,185	Hawai'i Island	-39.8%	2,818

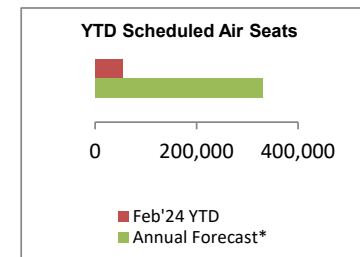
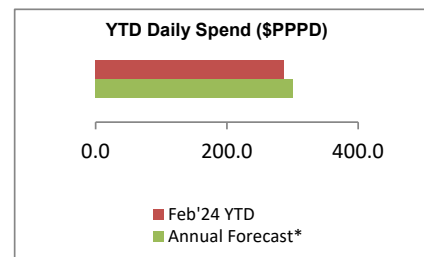
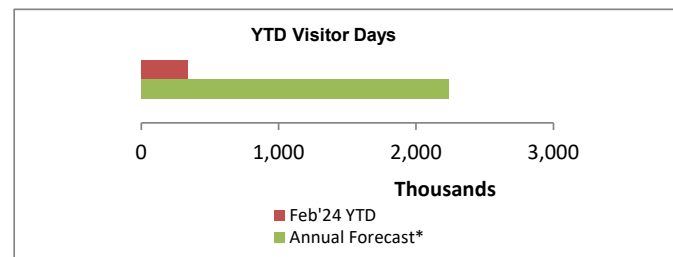
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

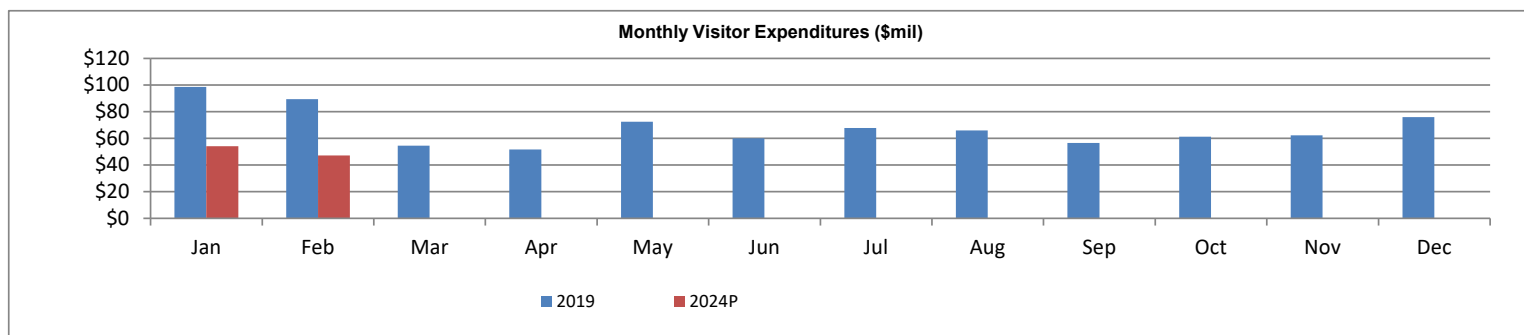
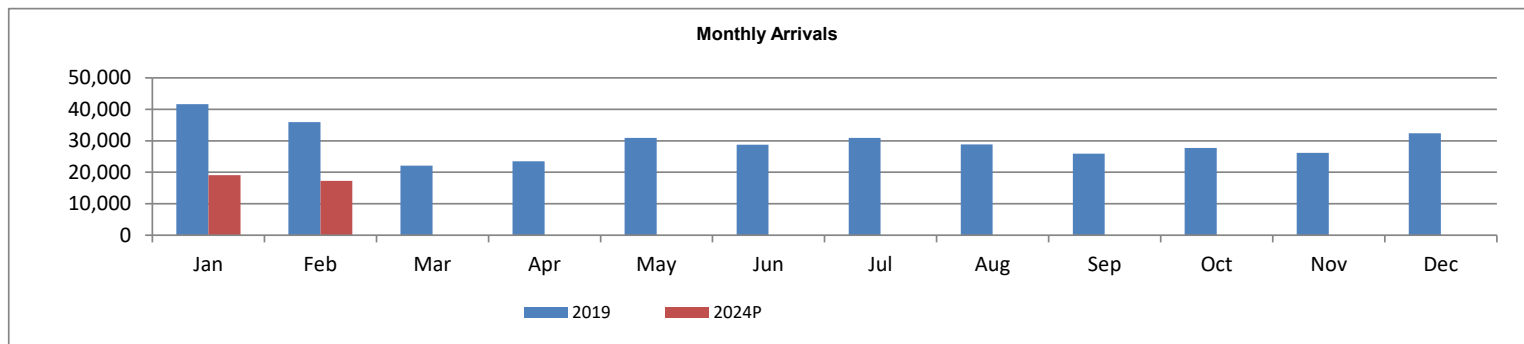
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -46.1%	188.0	101.3	NA	O'ahu	-53.6%	35,112
Daily Spend (\$PPPD)	↔ 9.8%	284.1	311.9	NA	Maui	-89.2%	1,543
Visitor Days	↓ -50.9%	661,759	324,826	NA	Moloka'i	-63.3%	164
Arrivals	↓ -53.0%	77,494	36,401	NA	Lāna'i	-93.9%	36
Daily Census	↓ -51.7%	11,216	5,414	NA	Kaua'i	-54.5%	1,571
Airlift (scheduled seats) [^]	↓ -39.6%	91,196	55,085	278,670	Hawai'i Island	-58.6%	7,840

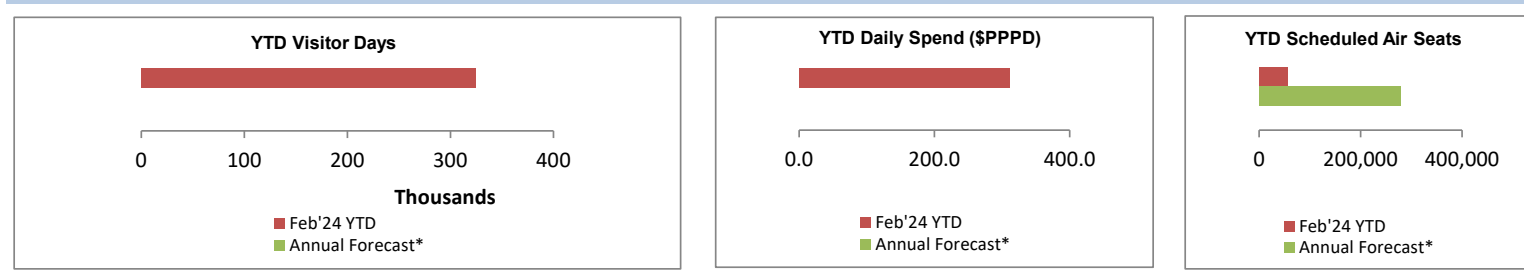
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **KOREA**

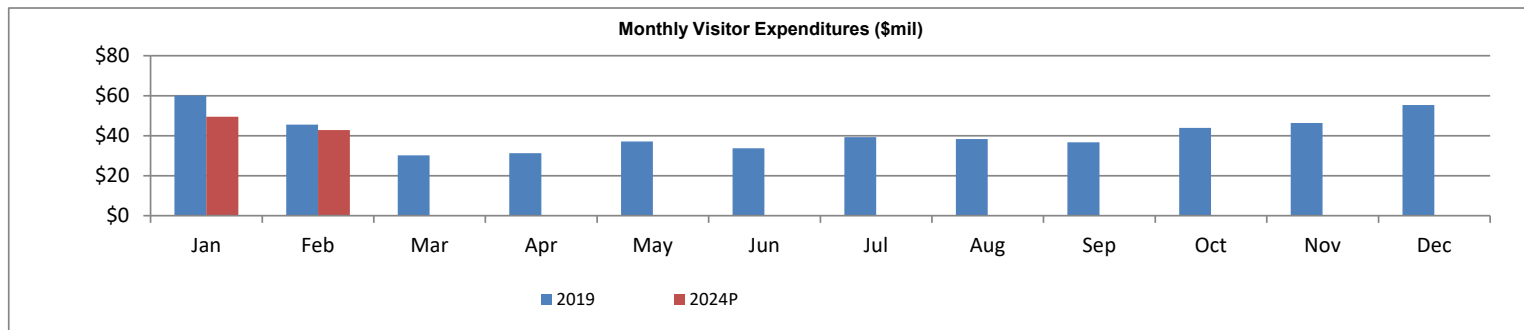
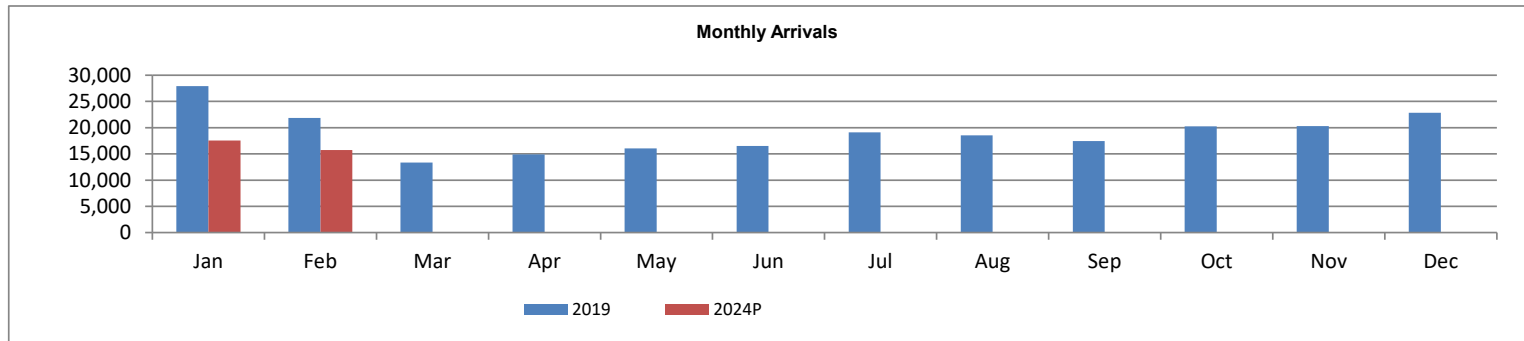
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -12.7%	105.7	92.3	431.9	O'ahu	-33.6%	32,494
Daily Spend (\$PPPD)	↑ 20.4%	256.3	308.6	322.4	Maui	-83.3%	1,150
Visitor Days	↓ -27.5%	412,433	298,950	1,339,495	Moloka'i	-50.7%	145
Arrivals	↓ -33.1%	49,778	33,293	167,437	Lāna'i	-99.2%	2
Daily Census	↓ -28.7%	6,990	4,983	3,660	Kaua'i	-32.0%	1,339
Airlift (scheduled seats) [^]	↓ -13.9%	63,972	55,085	278,670	Hawai'i Island	-13.3%	7,004

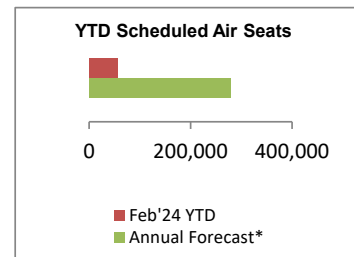
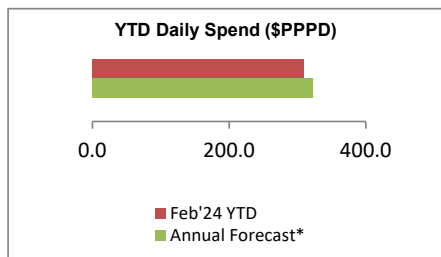
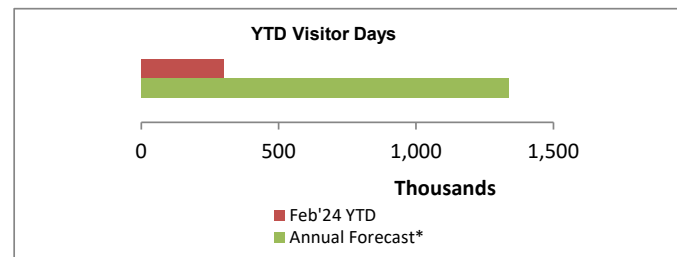
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Visitor Industry Performance Measures

Market: **CHINA**

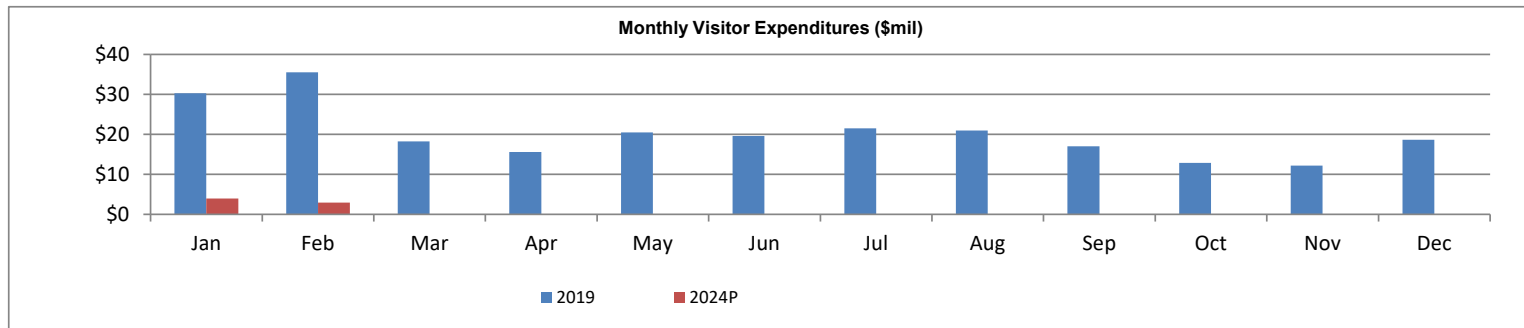
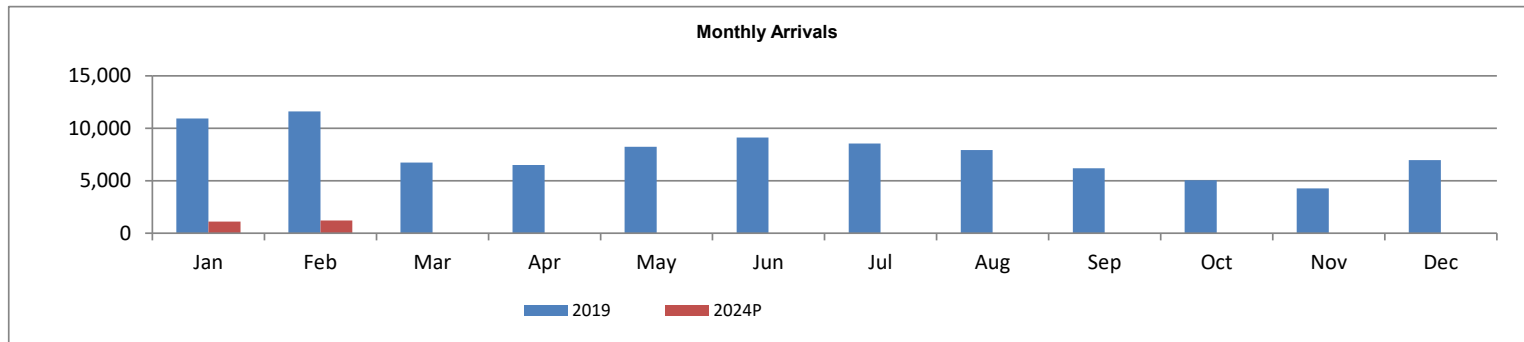
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'24 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -89.6%	65.8	6.9	NA		O'ahu	-90.7%	2,021
Daily Spend (\$PPPD)	↑ 22.1%	329.1	401.7	NA		Maui	-96.1%	233
Visitor Days	↓ -91.5%	199,868	17,079	NA		Moloka'i	-88.7%	14
Arrivals	↓ -89.8%	22,548	2,297	NA		Lāna'i	-88.8%	30
Daily Census	↓ -91.6%	3,388	285	NA		Kaua'i	-86.3%	151
Airlift (scheduled seats) [^]	N/A	22,022	N/A	N/A		Hawai'i Island	-92.9%	685

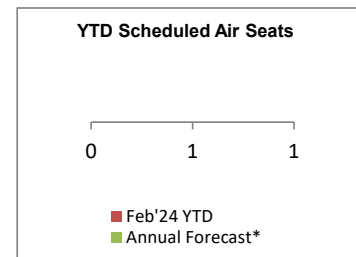
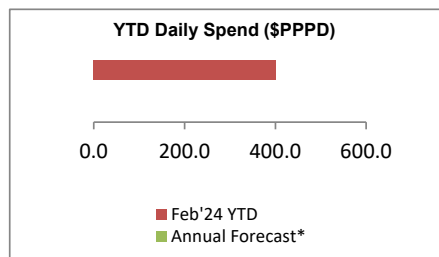
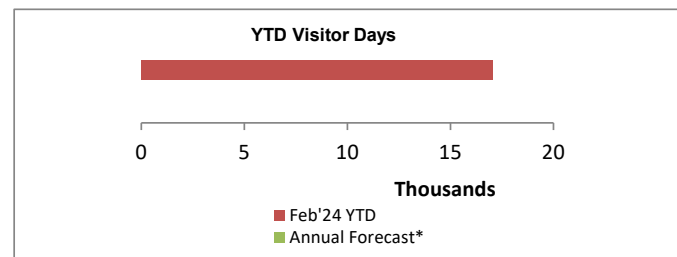
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Hawai'i Tourism Authority Report Date: **Feb-24** Preliminary

Visitor Industry Performance Measures

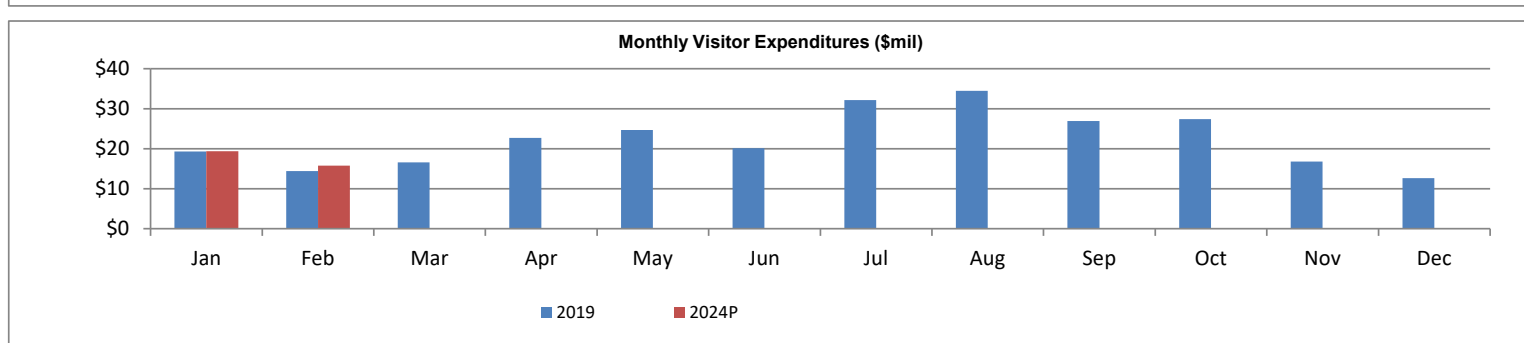
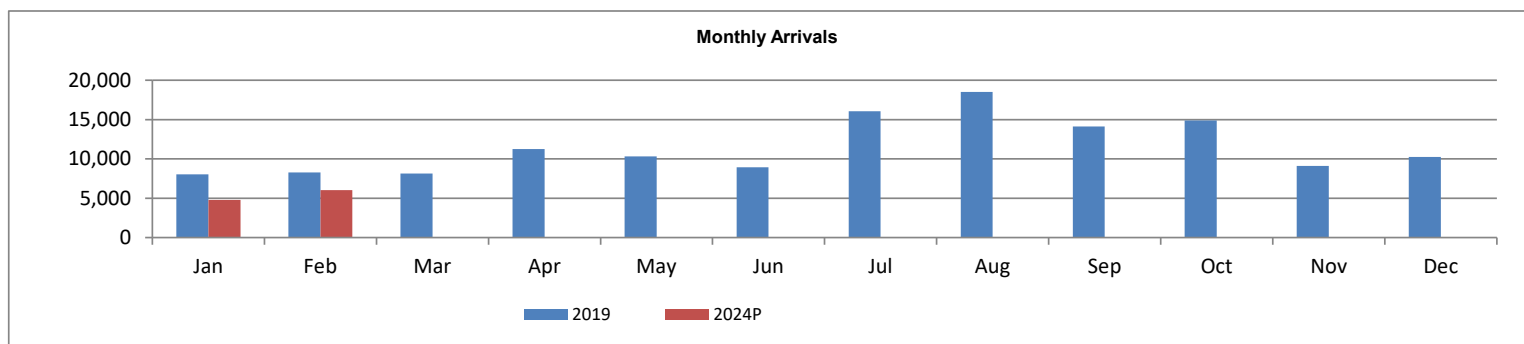
Market: **EUROPE**

Key Performance Indicators

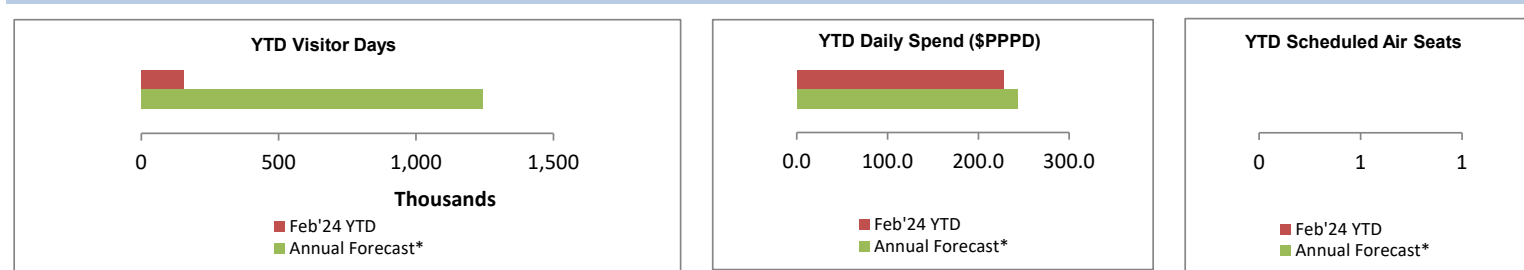
	YOY Rate	Feb'19 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 4.2%	33.7	35.1	302.3	O'ahu	-29.1%	8,383
Daily Spend (\$PPPD)	↕ 52.9%	148.9	227.6	243.1	Maui	-60.3%	2,868
Visitor Days	↘ -31.9%	226,310	154,230	1,243,817	Moloka'i	-41.1%	142
Arrivals	↘ -33.7%	16,305	10,807	95,678	Lāna'i	-39.3%	73
Daily Census	↘ -33.0%	3,836	2,570	3,398	Kaua'i	-48.2%	2,104
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-37.8%	3,056

^{*} DBEDT Annual Forecast as of Q1 2024.
[^] 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: **Feb-24** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

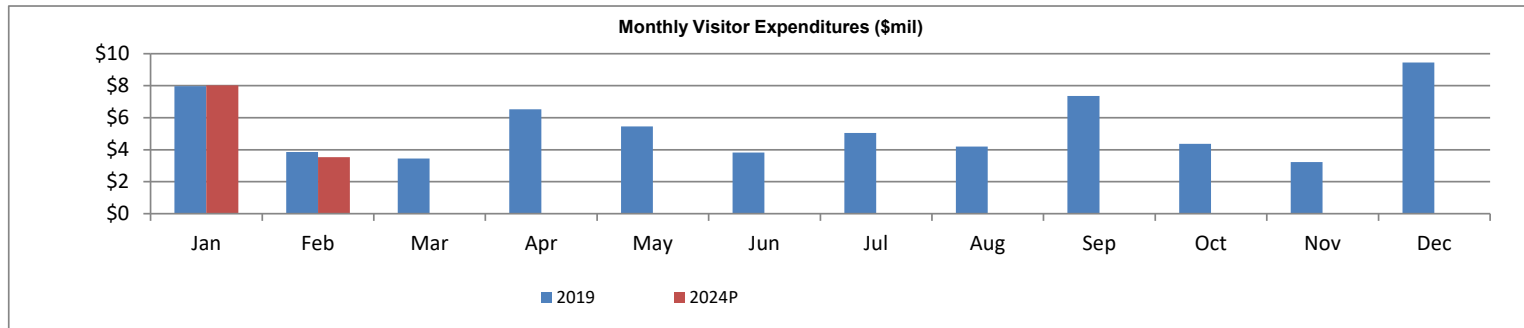
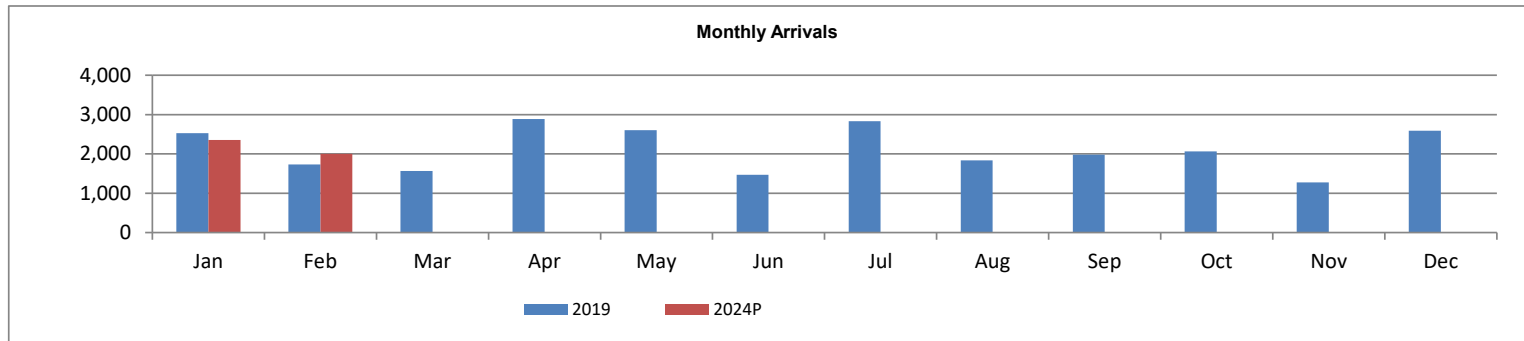
Key Performance Indicators

	YOY Rate	Feb'19 YTD	Feb'24 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↘	-2.1%	11.8	11.6	NA	O'ahu	4.6%	3,531
Daily Spend (\$PPPD)	↘	-5.9%	245.1	230.6	NA	Maui	-37.4%	925
Visitor Days	↘	4.0%	48,195	50,145	NA	Moloka'i	-33.6%	12
Arrivals	↘	2.4%	4,253	4,356	NA	Lāna'i	-64.7%	27
Daily Census	↘	2.3%	817	836	NA	Kaua'i	-6.8%	492
Airlift (scheduled seats) [^]		N/A	N/A	N/A	N/A	Hawai'i Island	11.9%	690

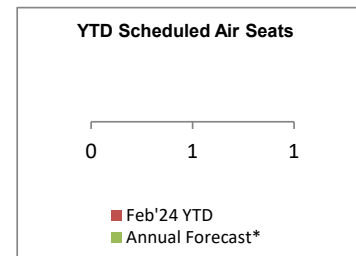
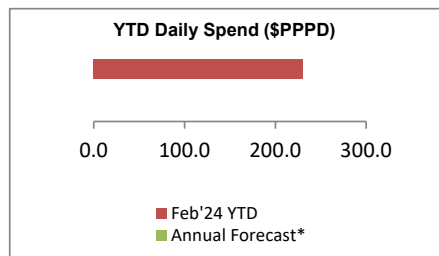
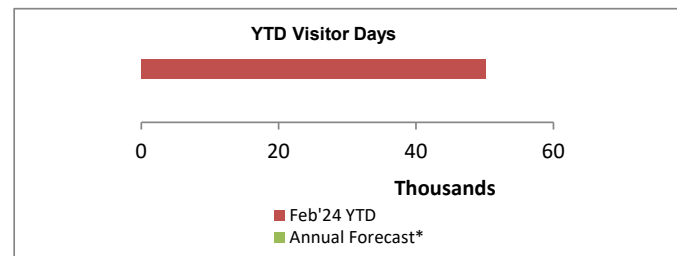
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures