

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Mar-22** Preliminary

Visitor Industry Performance Measures

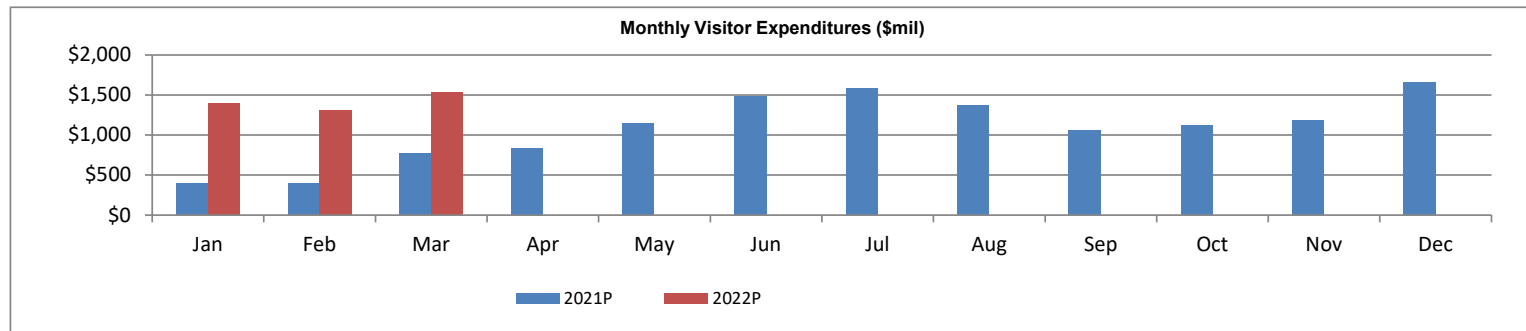
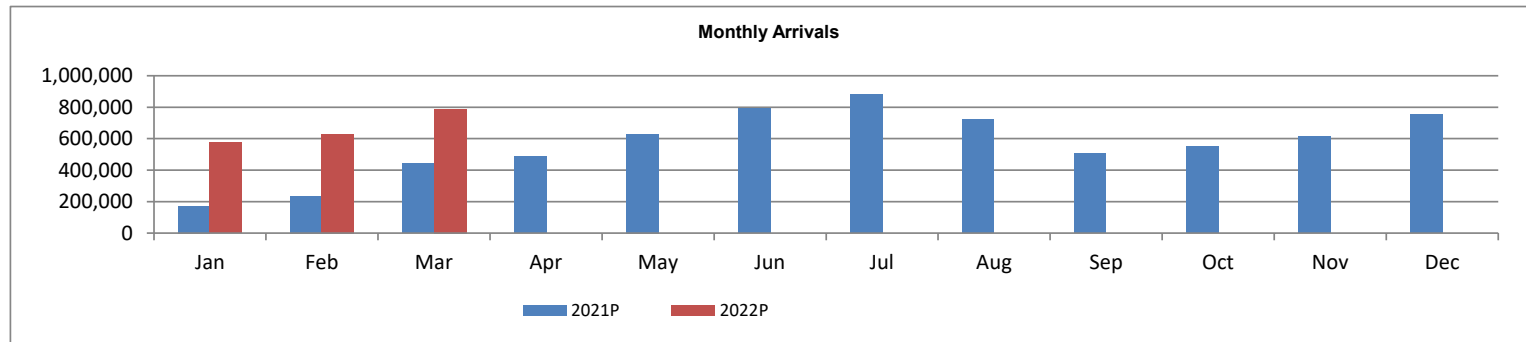
Market: **OVERALL**

Key Performance Indicators

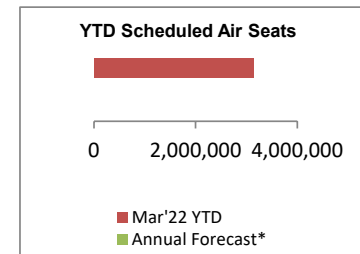
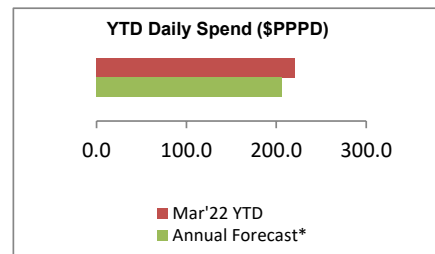
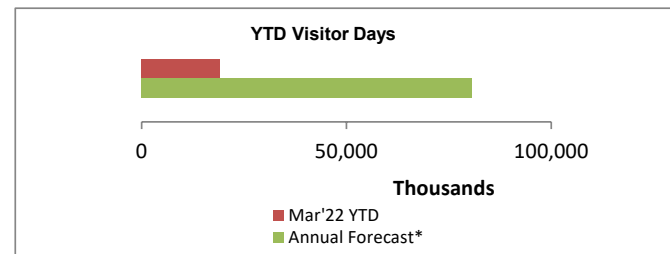
	YOY Rate	Mar'21 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	171.1%	1,561.9	4,233.6	16,620.5	O'ahu	153.0%	990,208
Daily Spend (\$PPPD)	31.3%	167.8	220.4	206.0	Maui	86.5%	616,048
Visitor Days	106.4%	9,306,233	19,208,877	80,674,664	Moloka'i	173.0%	9,493
Arrivals	135.4%	847,044	1,993,761	8,867,698	Lāna'i	172.5%	14,028
Daily Census	106.4%	103,403	213,432	221,026	Kaua'i	957.1%	279,801
Airlift (scheduled seats)^	75.4%	1,785,543	3,132,470	N/A	Hawai'i Island	129.3%	375,031

* DBEDT Annual Forecast as of Q1 2022.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

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Visitor Industry Performance Measures

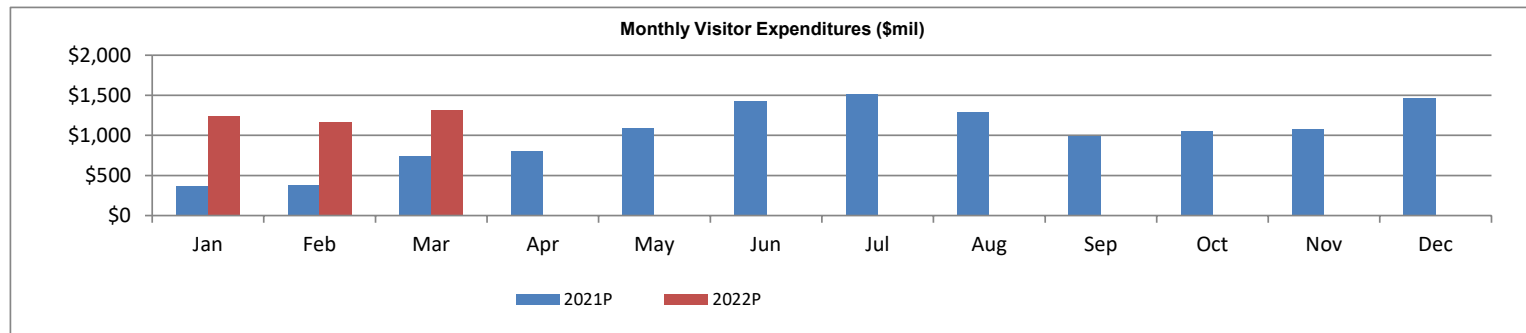
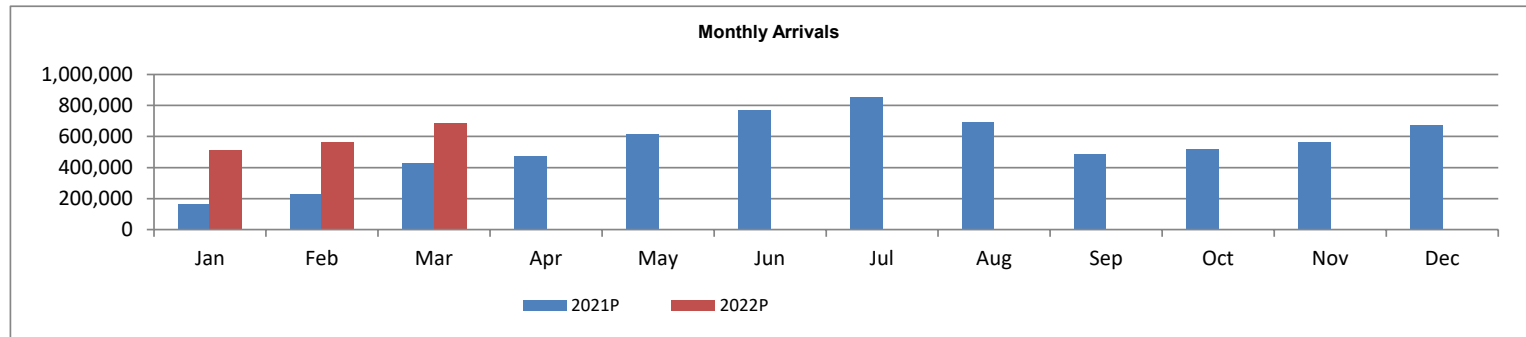
Market: **U.S. TOTAL**

Key Performance Indicators

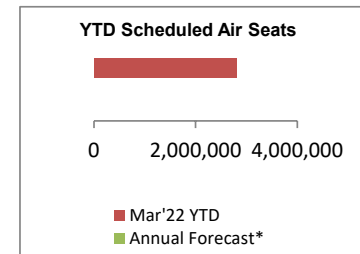
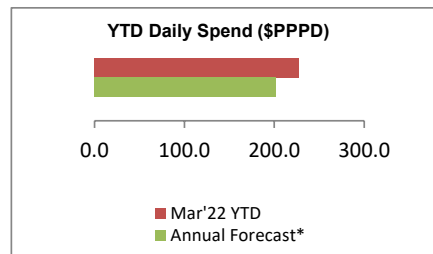
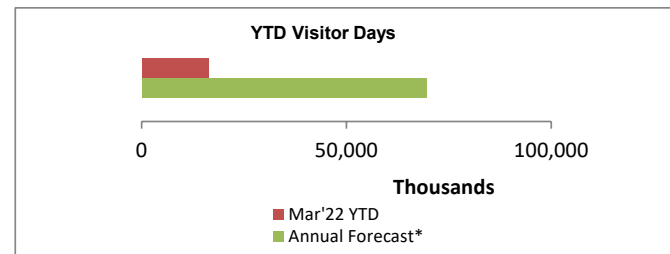
	YOY Rate	Mar'21 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	149.8%	1,486.5	3,712.7	13,988.8	O'ahu	129.5%	861,871
Daily Spend (\$PPPD)	35.6%	167.5	227.1	201.3	Maui	68.6%	543,574
Visitor Days	84.3%	8,872,874	16,349,230	69,490,874	Moloka'i	143.1%	8,192
Arrivals	114.4%	820,847	1,760,017	7,666,485	Lāna'i	148.6%	12,397
Daily Census	84.3%	98,587	181,658	190,386	Kaua'i	898.5%	256,384
Airlift (scheduled seats)^	63.4%	1,709,583	2,792,914	N/A	Hawai'i Island	111.1%	336,865

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

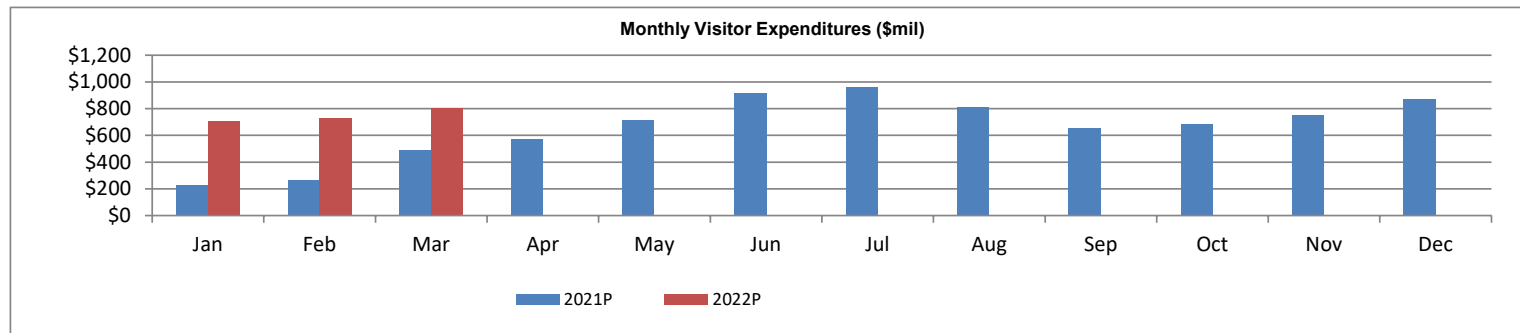
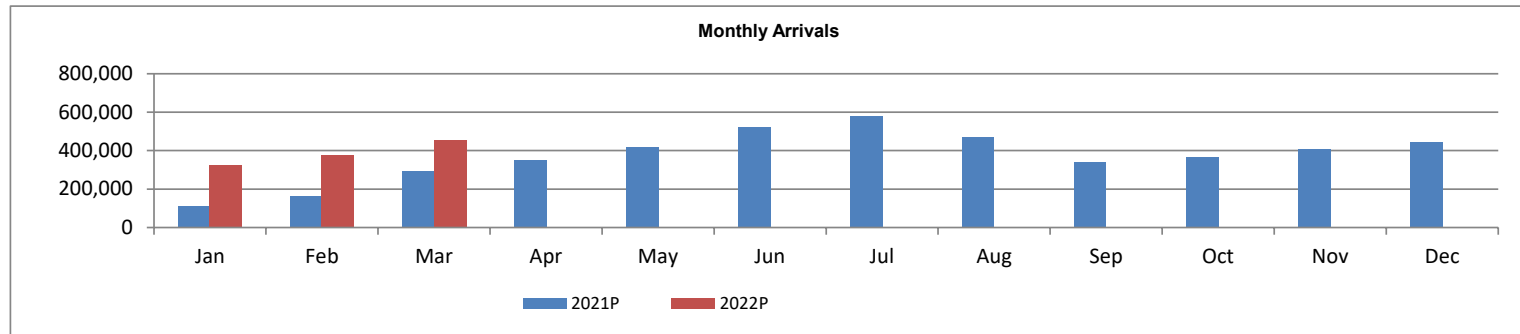
Market: **U.S. WEST**

Key Performance Indicators

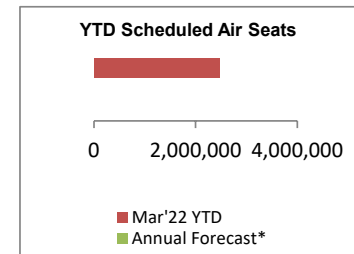
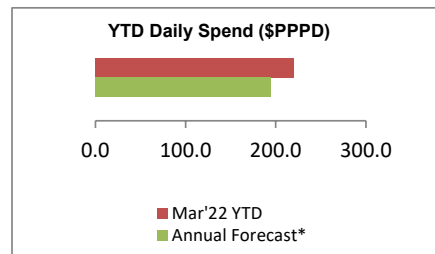
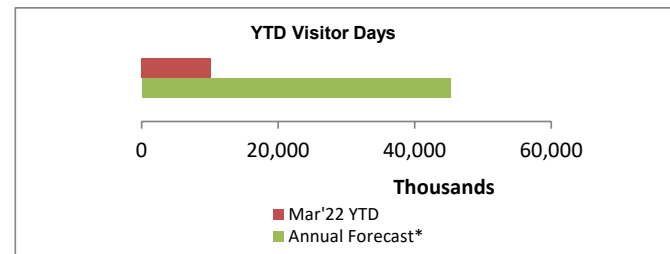
	YOY Rate	Mar'21 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	127.9%	982.6	2,239.3	8,781.5	O'ahu	123.3%	537,261
Daily Spend (\$PPPD)	33.9%	164.8	220.6	194.1	Maui	45.5%	339,299
Visitor Days	70.2%	5,963,340	10,150,927	45,239,109	Moloka'i	138.8%	5,386
Arrivals	101.7%	572,998	1,156,009	5,183,426	Lāna'i	123.7%	6,880
Daily Census	70.2%	66,259	112,788	123,943	Kaua'i	925.0%	166,098
Airlift (scheduled seats)^	63.6%	1,509,348	2,468,737	N/A	Hawai'i Island	87.5%	213,489

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

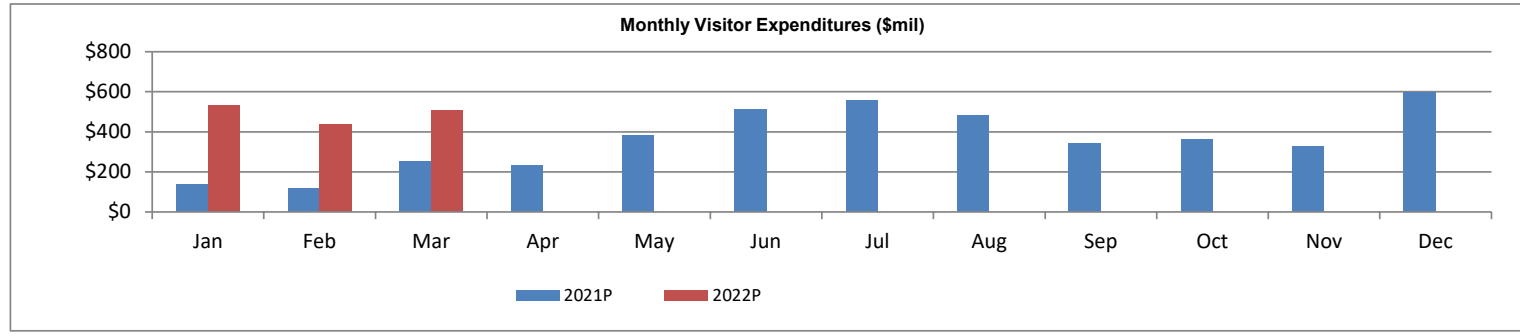
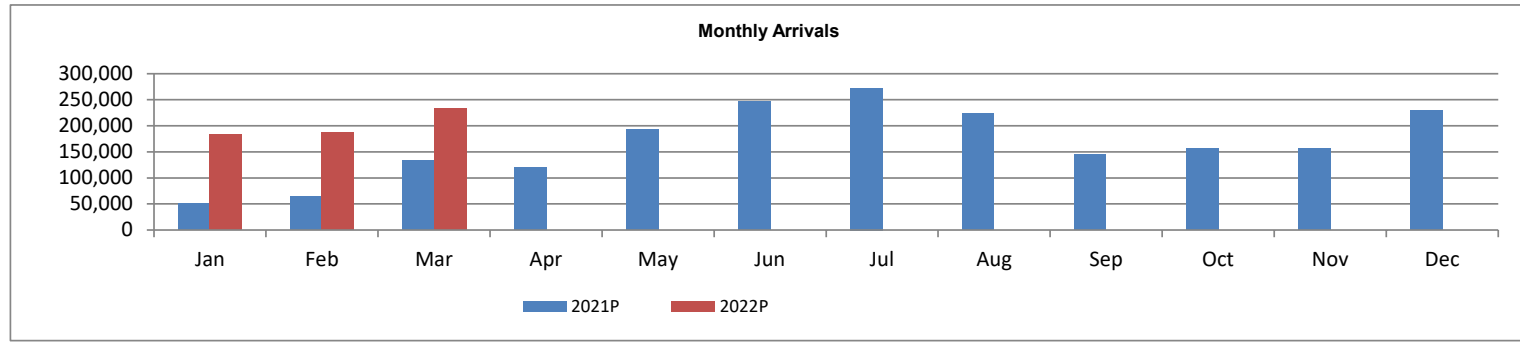
Market: **U.S. EAST**

Key Performance Indicators

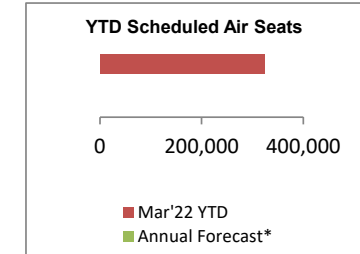
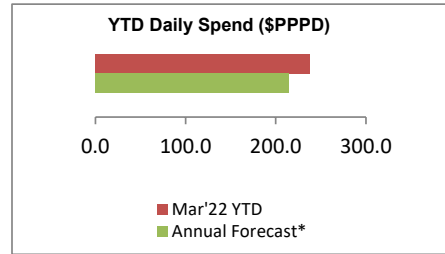
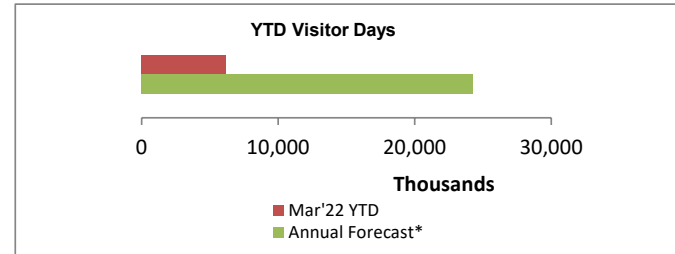
	YOY Rate	Mar'21 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	192.5%	503.8	1,473.4	5,207.4	O'ahu	140.6%	324,610
Daily Spend (\$PPPD)	37.3%	173.2	237.7	214.7	Maui	128.7%	204,275
Visitor Days	113.0%	2,909,534	6,198,303	24,251,765	Moloka'i	151.7%	2,806
Arrivals	143.7%	247,849	604,008	2,483,059	Lāna'i	188.7%	5,517
Daily Census	113.0%	32,328	68,870	66,443	Kaua'i	853.3%	90,286
Airlift (scheduled seats) [^]	61.9%	200,235	324,177	N/A	Hawai'i Island	169.8%	123,376

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

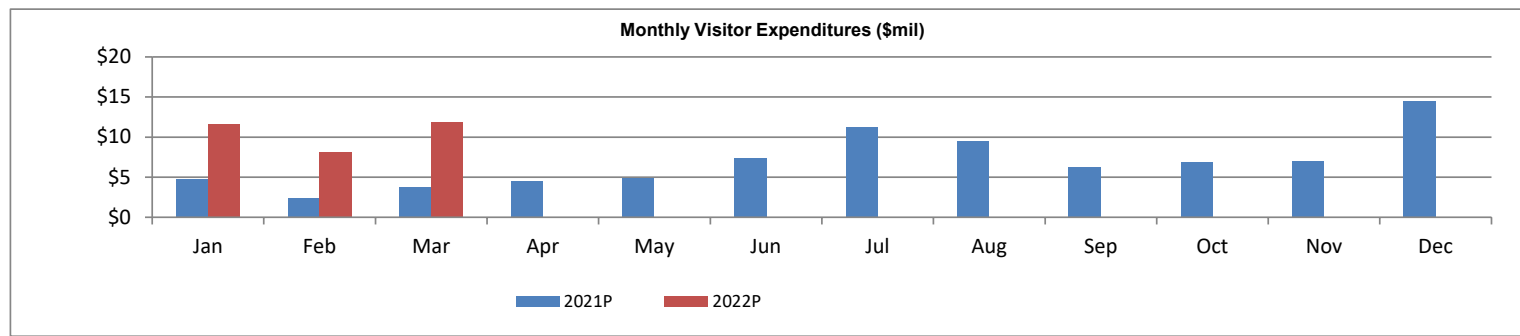
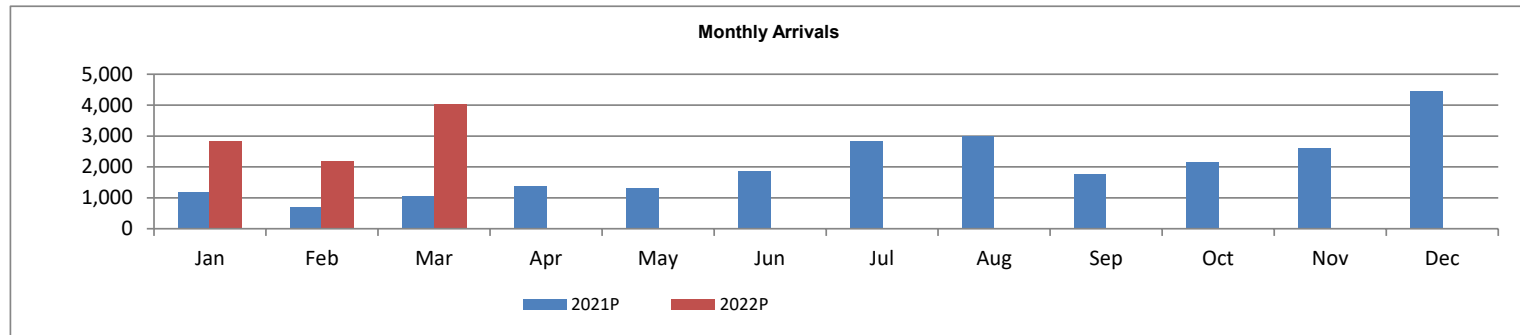
Market: **JAPAN**

Key Performance Indicators

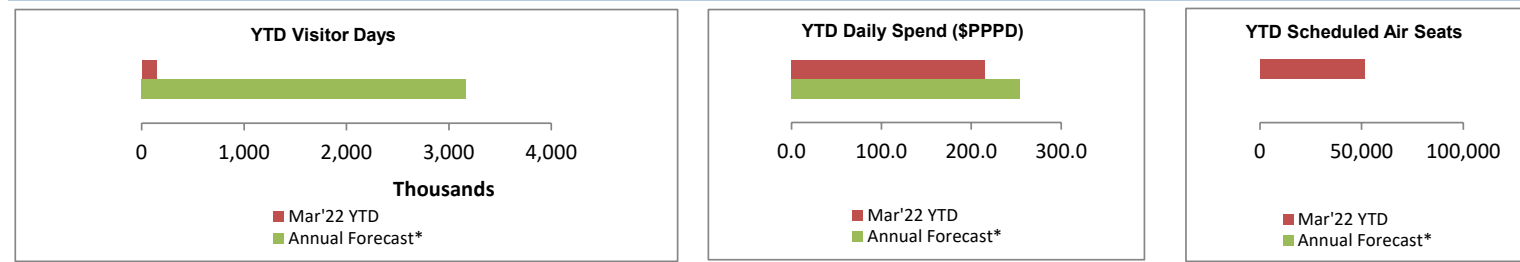
	YOY Rate	Mar'21 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	187.7%	10.9	31.5	805.1	O'ahu	201.2%	8,471
Daily Spend (\$PPPD)	4.5%	205.8	215.2	254.2	Maui	925.4%	612
Visitor Days	175.2%	53,183	146,352	3,167,750	Moloka'i	-67.9%	1
Arrivals	211.6%	2,910	9,068	521,380	Lāna'i	705.0%	20
Daily Census	175.2%	591	1,626	8,679	Kaua'i	1303.9%	208
Airlift (scheduled seats)^	66.8%	30,717	51,243	N/A	Hawai'i Island	906.9%	944

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

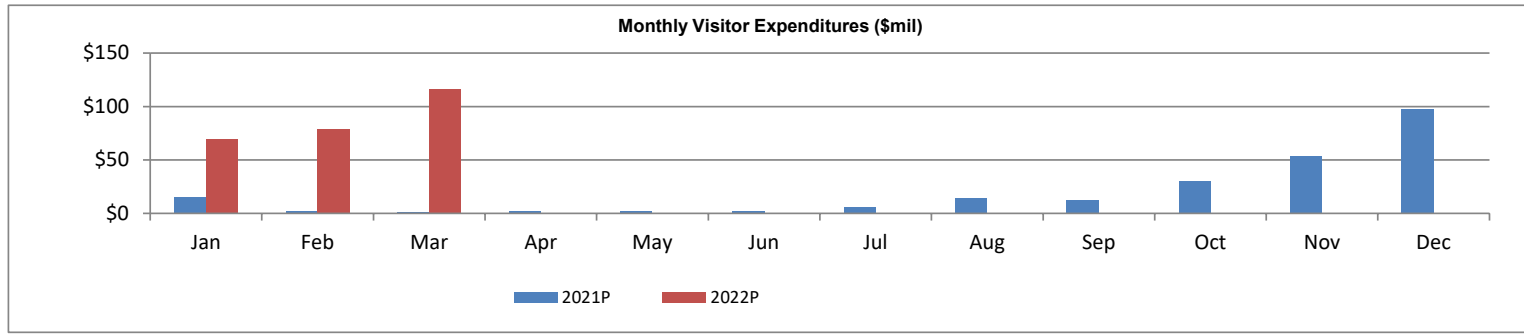
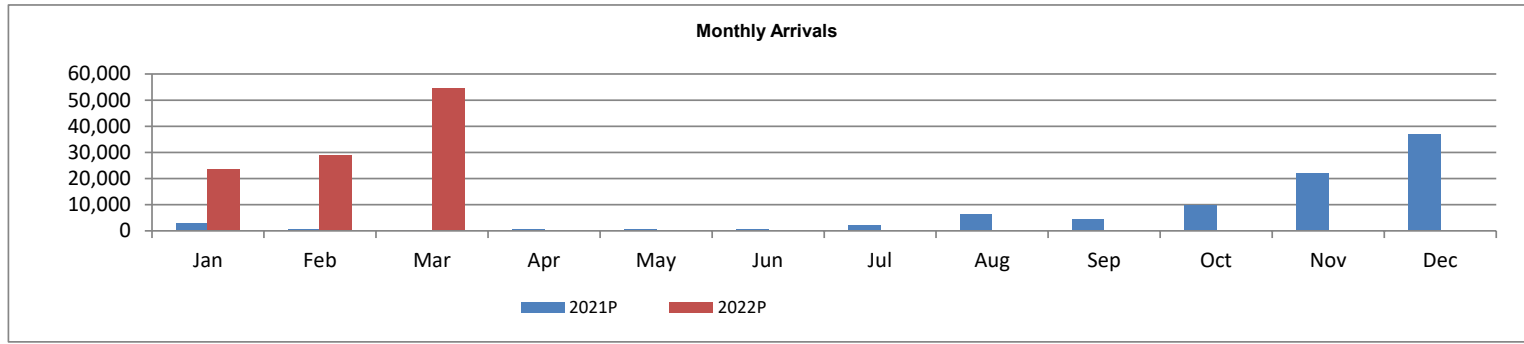
Market: **CANADA**

Key Performance Indicators

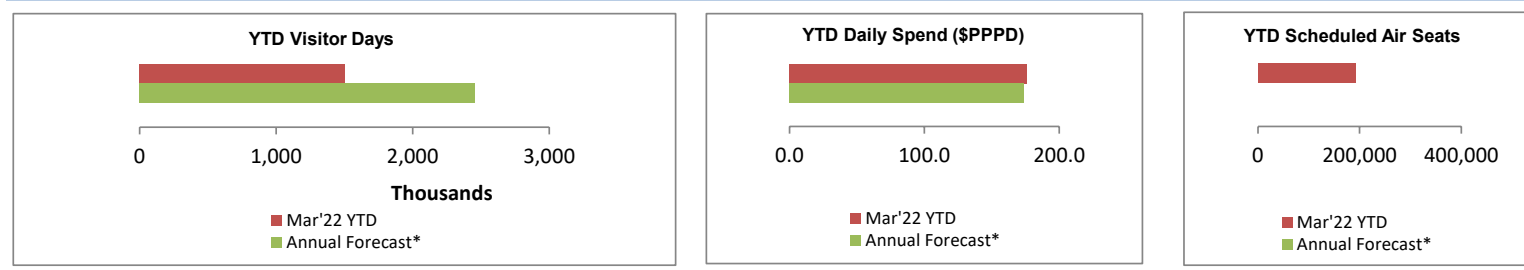
	YOY Rate	Mar'21 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	1345.3%	18.3	264.3	426.6	O'ahu	4112.7%	46,755
Daily Spend (\$PPPD)	5.4%	166.9	175.9	173.6	Maui	2217.8%	49,079
Visitor Days	1271.1%	109,574	1,502,383	2,457,615	Moloka'i	10713.6%	633
Arrivals	2781.3%	3,716	107,072	194,619	Lāna'i	2897.5%	864
Daily Census	1271.1%	1,217	16,693	6,733	Kaua'i	20683.0%	10,945
Airlift (scheduled seats)^	1771.3%	10,232	191,476	N/A	Hawai'i Island	2732.8%	17,553

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Monthly Indicators



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Visitor Industry Performance Measures

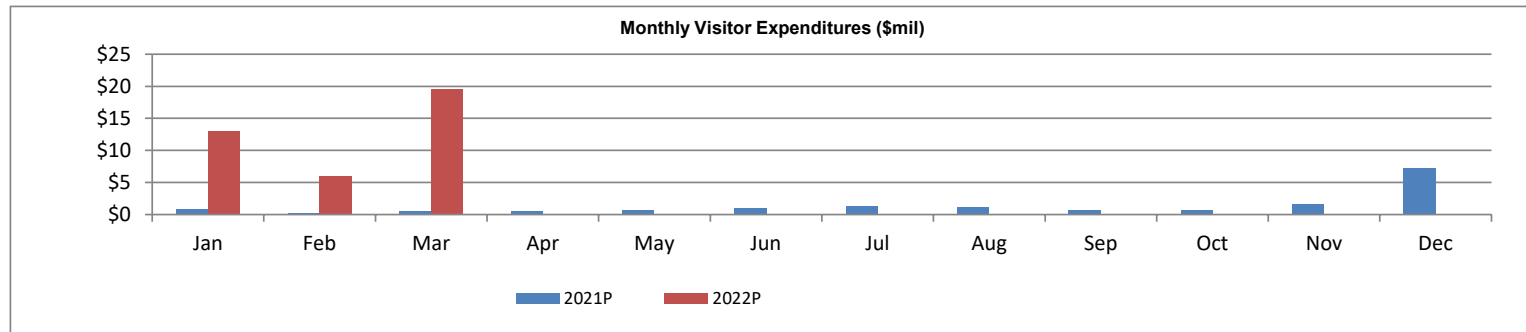
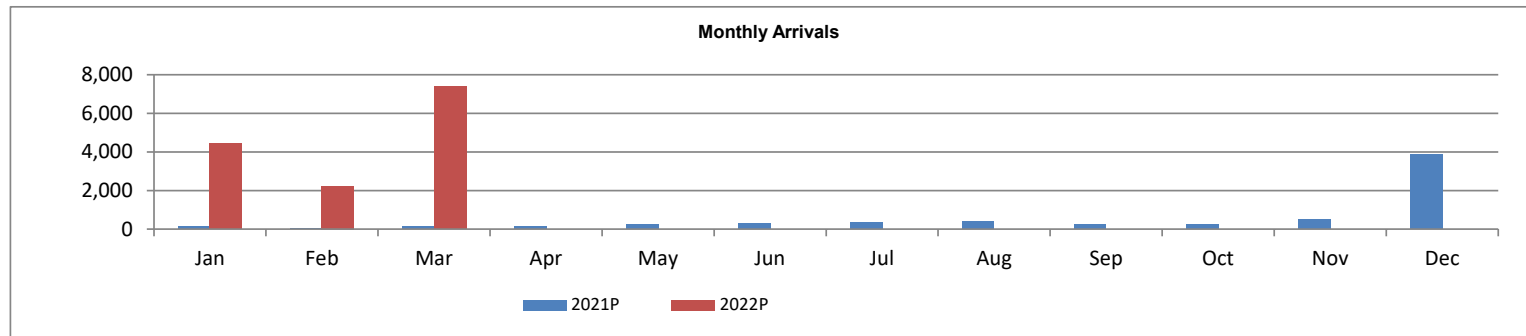
Market: **OCEANIA**

Key Performance Indicators

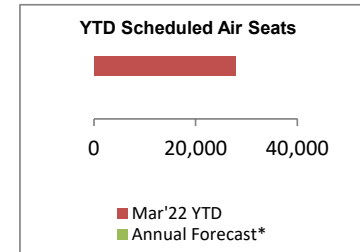
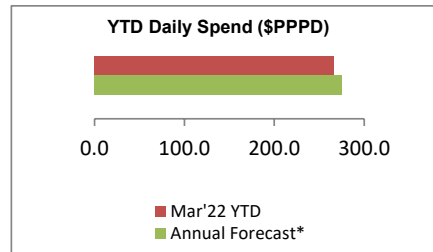
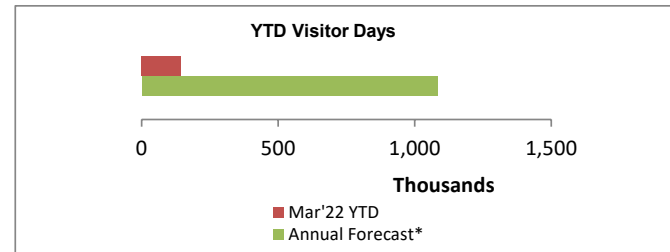
	YOY Rate	Mar'21 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	2283.8%	1.6	38.6	298.2	O'ahu	7621.8%	13,304
Daily Spend (\$PPPD)	17.5%	226.6	266.2	275.3	Maui	1856.6%	1,868
Visitor Days	1928.5%	7,147	144,984	1,083,103	Moloka'i	#DIV/0!	23
Arrivals	4294.7%	320	14,081	110,655	Lāna'i	#DIV/0!	107
Daily Census	1928.5%	79	1,611	2,967	Kaua'i	2202.3%	781
Airlift (scheduled seats)^	N/A	0	27,873	N/A	Hawai'i Island	3024.1%	1,812

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

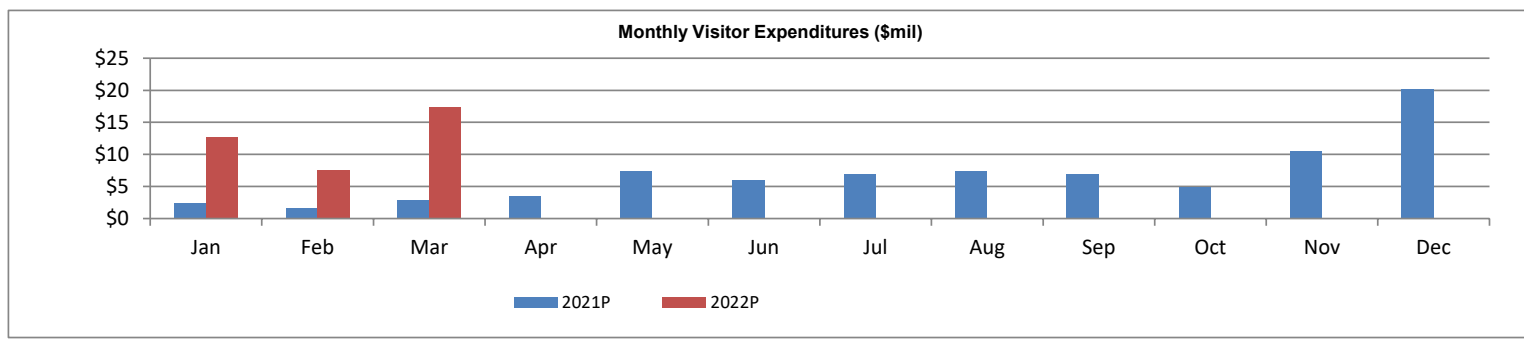
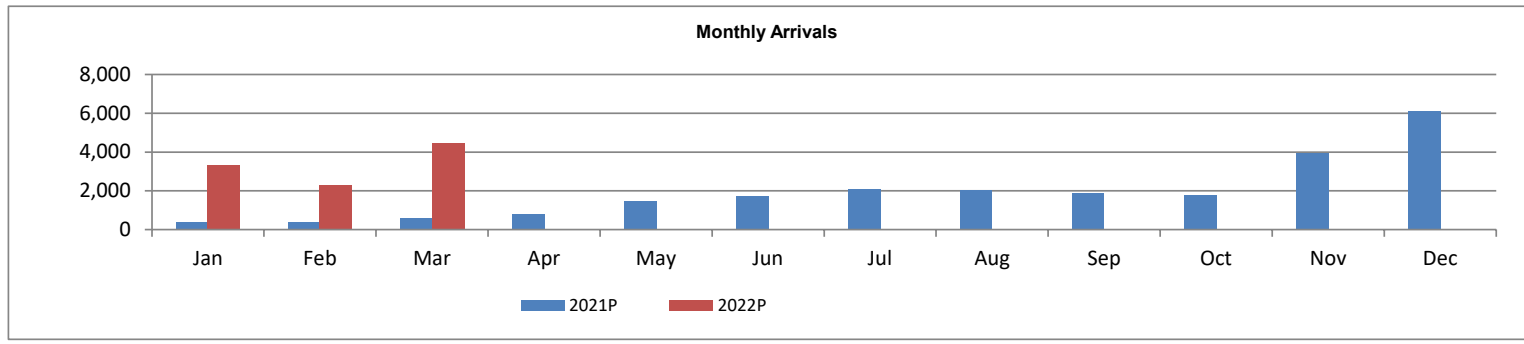
Market: **OTHER ASIA**

Key Performance Indicators

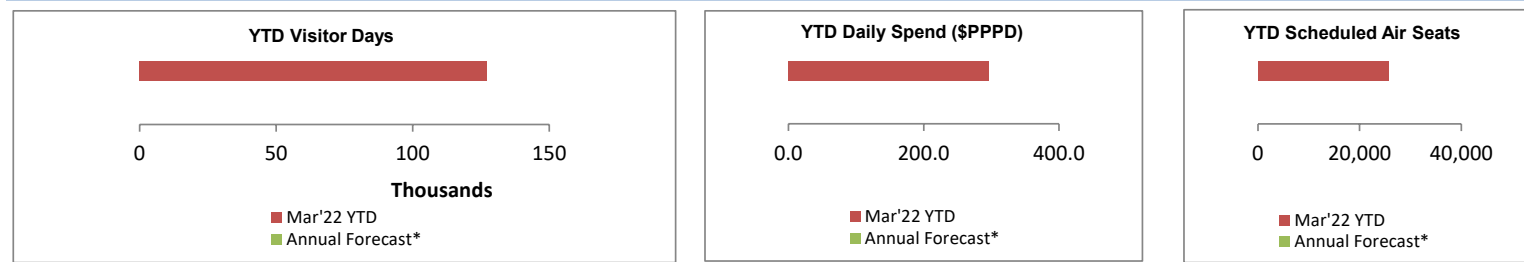
	YOY Rate	Mar'21 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	445.2%	6.9	37.6	N/A	O'ahu	726.9%	8,884
Daily Spend (\$PPPD)	24.2%	238.4	296.0	N/A	Maui	637.2%	1,592
Visitor Days	339.1%	28,958	127,163	N/A	Moloka'i	#DIV/0!	40
Arrivals	646.3%	1,355	10,115	N/A	Lāna'i	1060.7%	73
Daily Census	339.1%	322	1,413	N/A	Kaua'i	1149.4%	622
Airlift (scheduled seats)^	609.4%	3,614	25,636	N/A	Hawai'i Island	903.3%	2,170

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

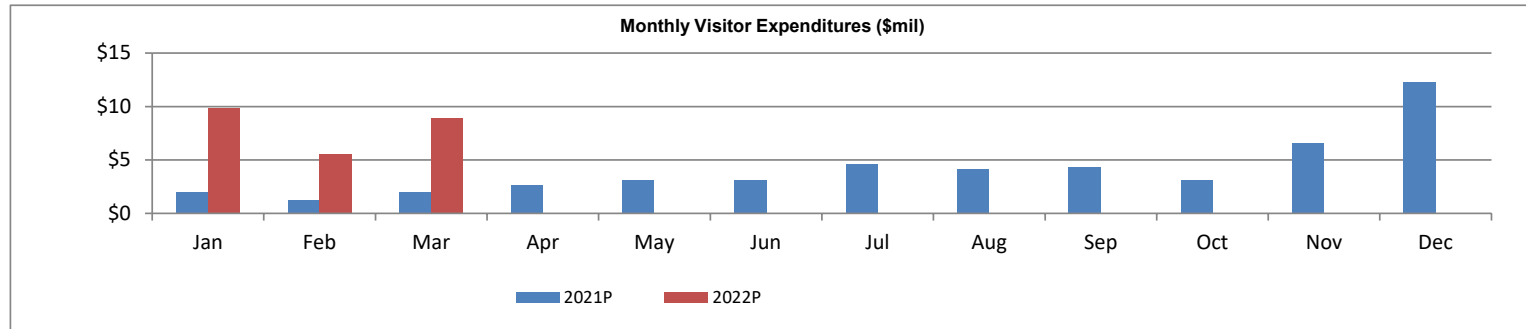
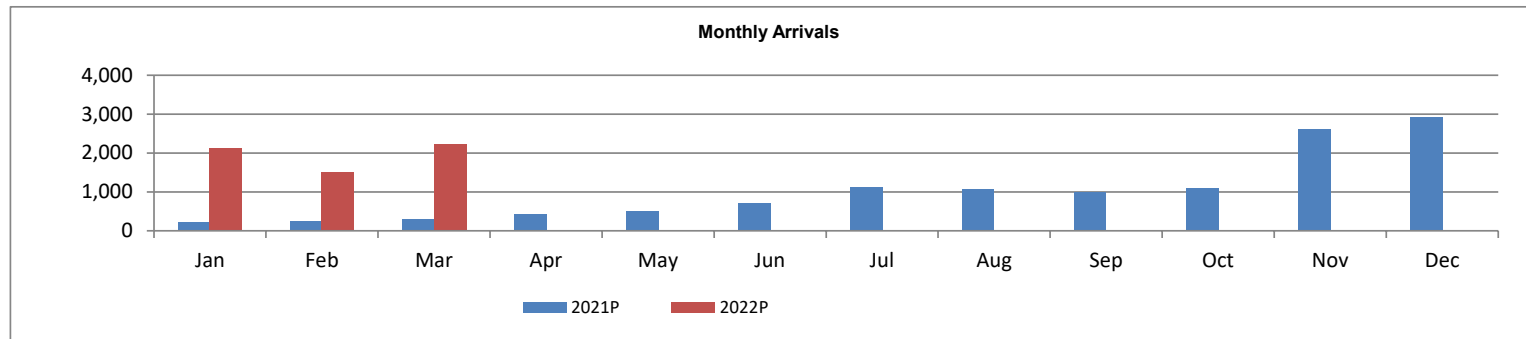
Market: **KOREA**

Key Performance Indicators

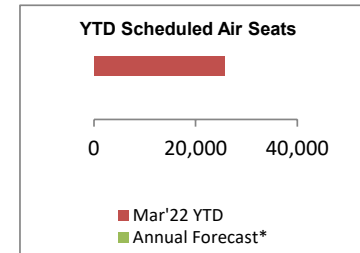
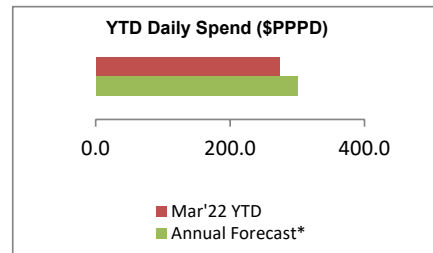
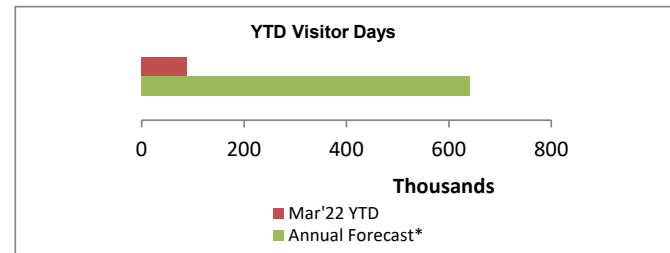
	YOY Rate	Mar'21 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	371.7%	5.2	24.3	192.6	O'ahu	737.1%	5,507
Daily Spend (\$PPPD)	15.8%	235.9	273.2	300.1	Maui	1056.3%	861
Visitor Days	307.2%	21,880	89,096	641,680	Moloka'i	#DIV/0!	23
Arrivals	651.1%	778	5,846	80,957	Lāna'i	468.0%	24
Daily Census	307.2%	243	990	1,758	Kaua'i	989.4%	277
Airlift (scheduled seats)^	609.4%	3,614	25,636	N/A	Hawai'i Island	1047.8%	1,096

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Monthly Indicators



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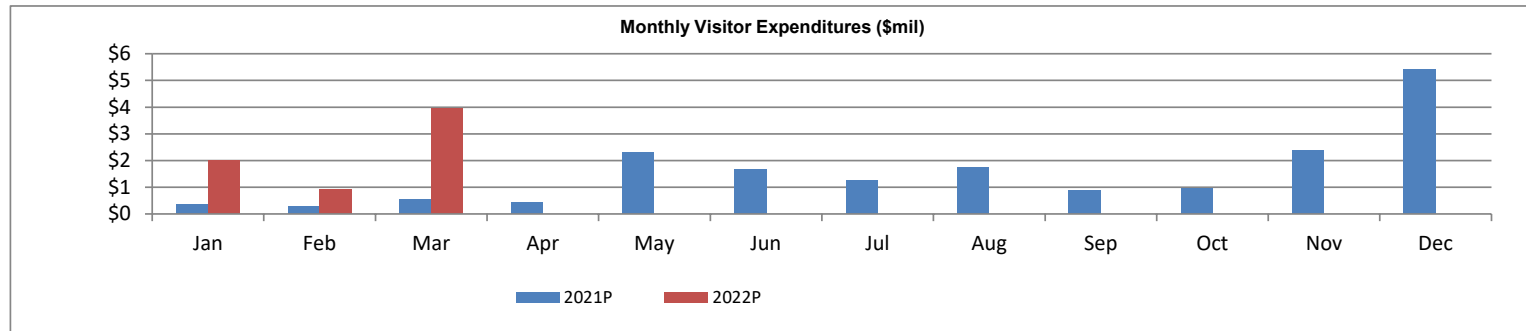
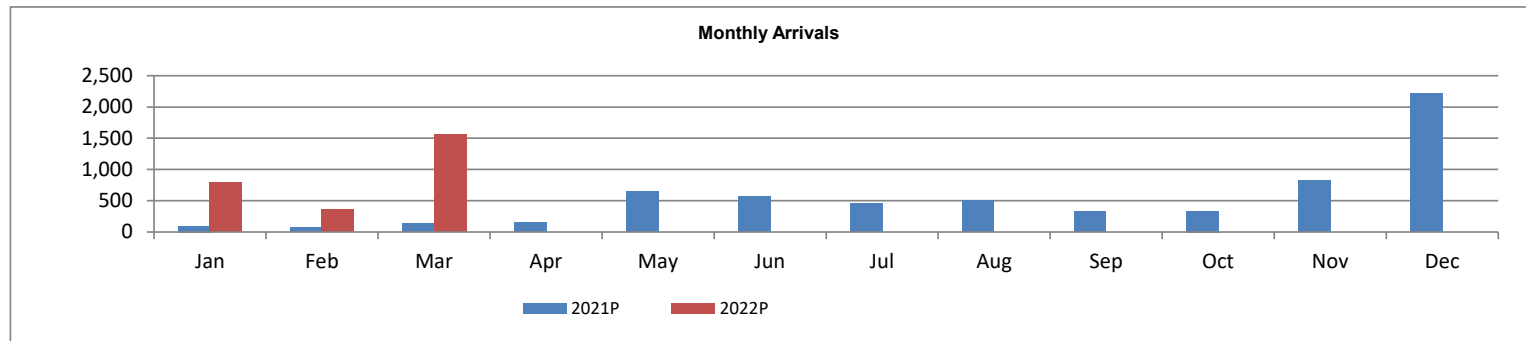
Visitor Industry Performance Measures

Market: **CHINA**

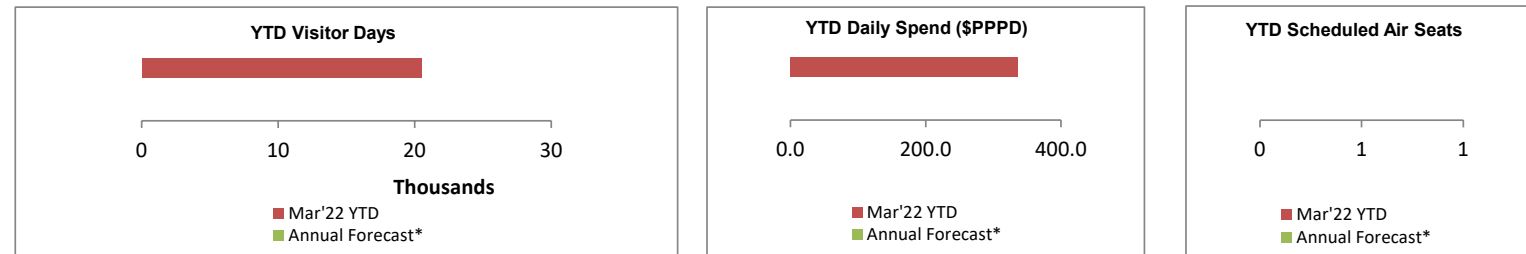
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Mar'21 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	480.2%	1.2	6.9	N/A	O'ahu	876.3%	2,355
Daily Spend (\$PPPD)	16.1%	290.2	336.9	N/A	Maui	490.0%	404
Visitor Days	399.8%	4,099	20,488	N/A	Moloka'i	#DIV/0!	12
Arrivals	781.7%	307	2,708	N/A	Lāna'i	1307.0%	29
Daily Census	399.8%	46	228	N/A	Kaua'i	2327.6%	128
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	970.8%	742

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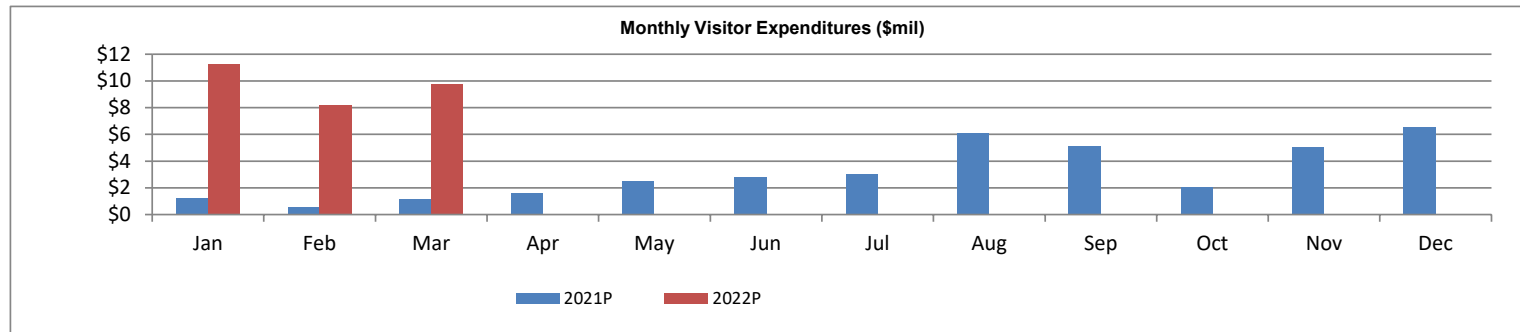
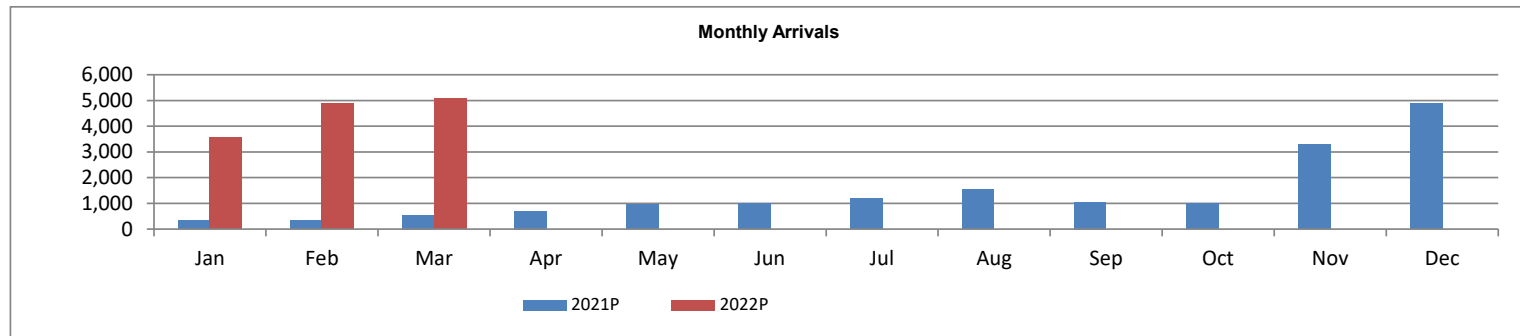
Market: **EUROPE**

Key Performance Indicators

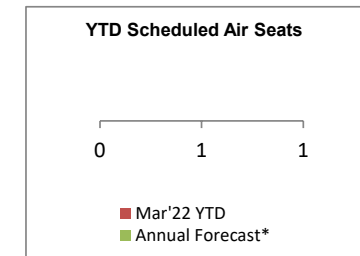
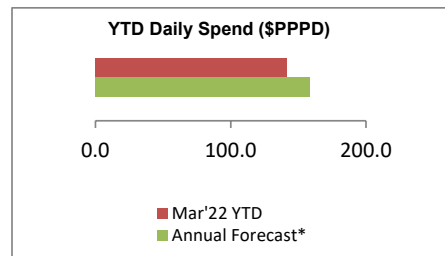
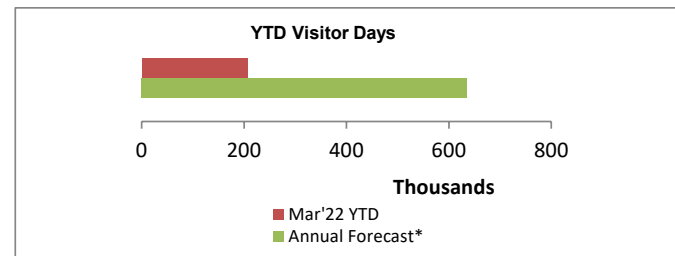
	YOY Rate	Mar'21 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	873.9%	3.0	29.2	100.7	O'ahu	1275.0%	9,082
Daily Spend (\$PPPD)	0.5%	140.7	141.4	158.4	Maui	1234.3%	4,743
Visitor Days	869.2%	21,294	206,383	635,609	Moloka'i	2450.3%	243
Arrivals	1033.1%	1,191	13,494	47,332	Lāna'i	2005.2%	177
Daily Census	869.2%	237	2,293	1,741	Kaua'i	2326.2%	2,792
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	1640.1%	4,933

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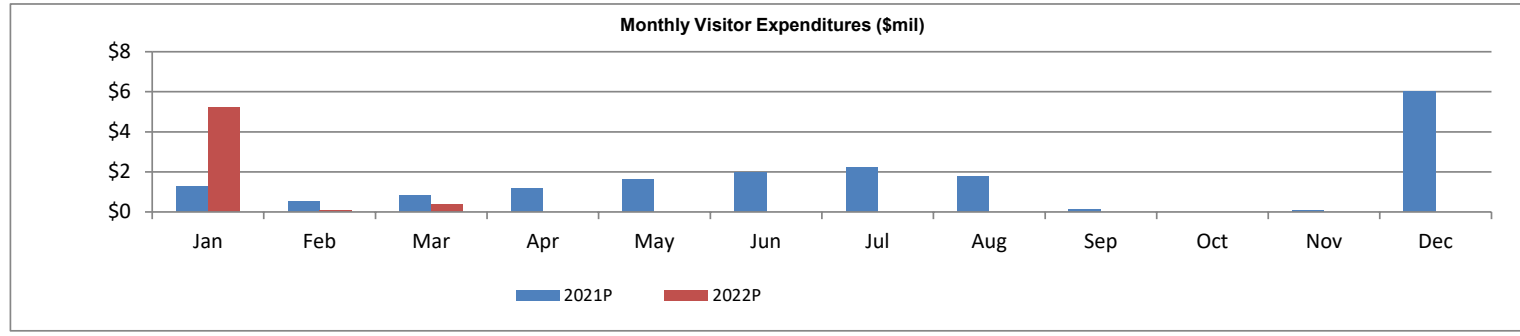
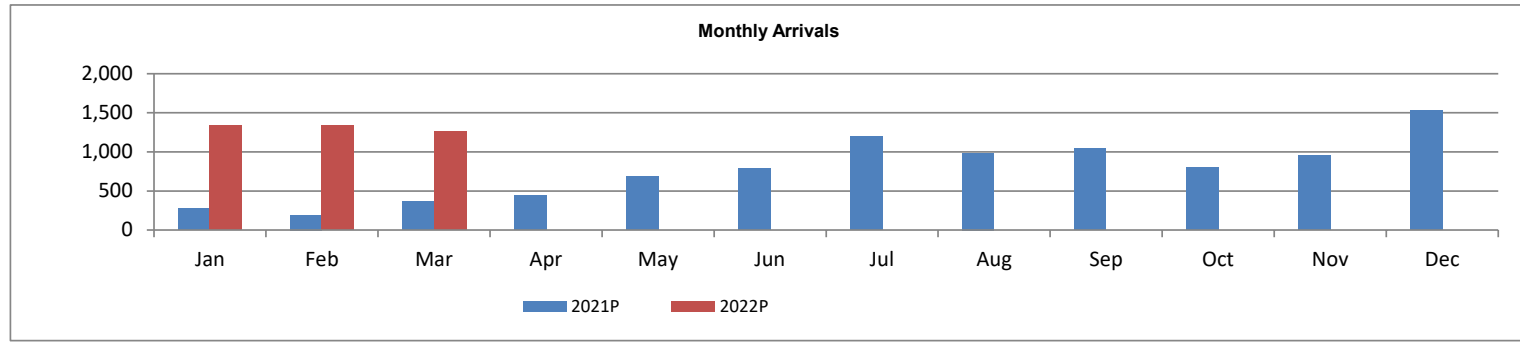
Market: **LATIN AMERICA**

Key Performance Indicators

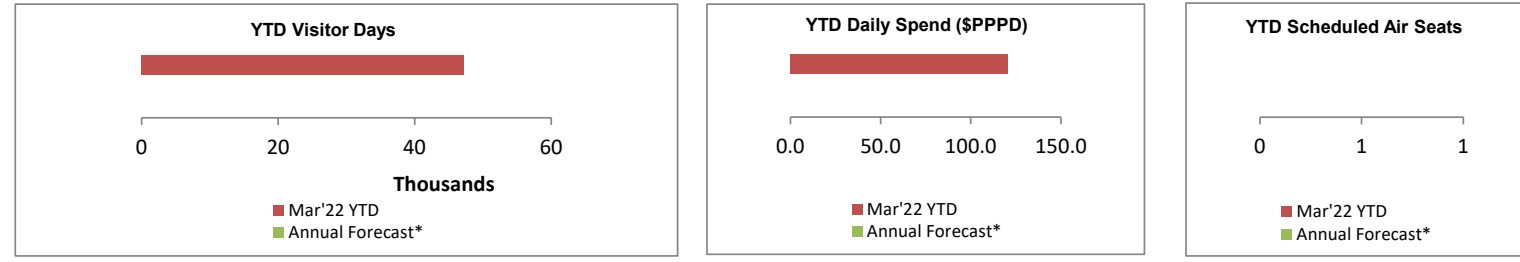
	YOY Rate	Mar'21 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	112.6%	2.7	5.7	N/A	O'ahu	399.1%	2,794
Daily Spend (\$PPPD)	-40.1%	201.5	120.7	N/A	Maui	278.3%	1,213
Visitor Days	255.0%	13,281	47,153	N/A	Moloka'i	187.7%	22
Arrivals	369.9%	839	3,942	N/A	Lāna'i	34.7%	27
Daily Census	255.0%	148	524	N/A	Kaua'i	630.8%	380
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	457.2%	836

* DBEDT Annual Forecast as of Q1 2022.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures