

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

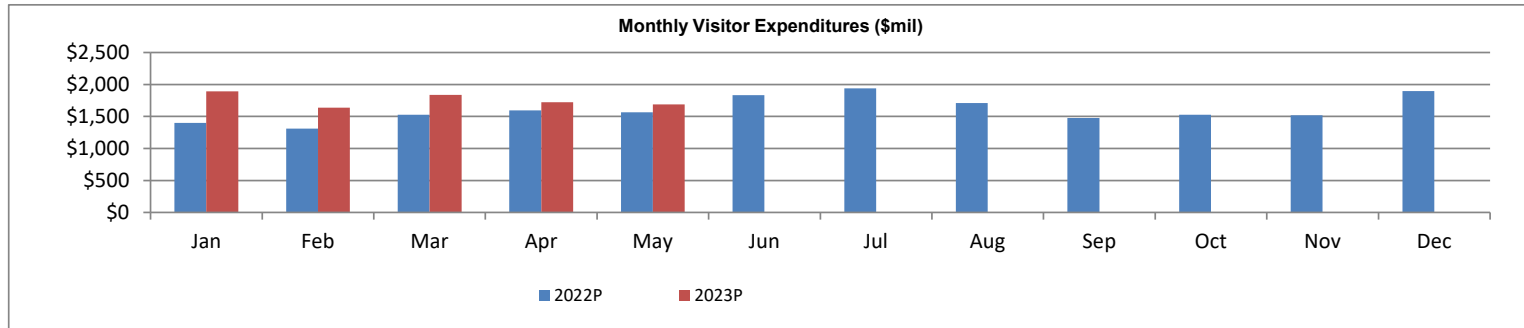
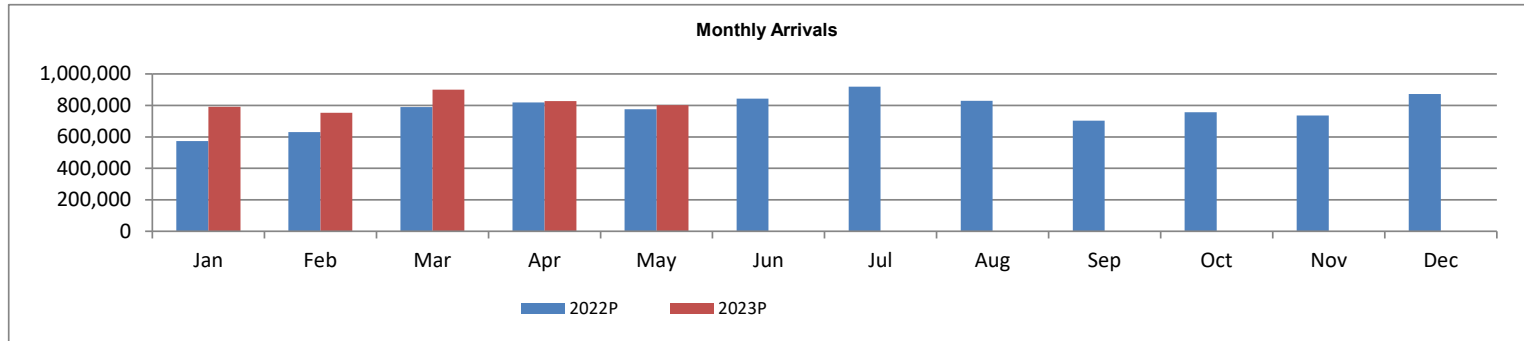
Key Performance Indicators

		YOY Rate	May'22 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑	18.8%	7,393.4	8,781.6	21,029.6	O'ahu	23.0%	2,241,408
Daily Spend (\$PPPD)	↔	7.2%	222.7	238.7	234.6	Maui	8.2%	1,209,621
Visitor Days	↑	10.8%	33,198,136	36,796,254	89,633,330	Moloka'i	17.9%	19,269
Arrivals	↑	13.6%	3,588,405	4,075,437	9,914,201	Lāna'i	11.9%	29,554
Daily Census	↑	10.8%	219,855	243,684	245,571	Kaua'i	10.4%	563,713
Airlift (scheduled seats)^	↔	5.7%	5,253,291	5,552,251	13,366,686	Hawai'i Island	10.1%	721,747

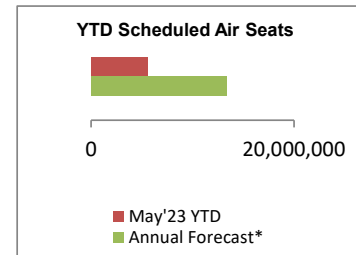
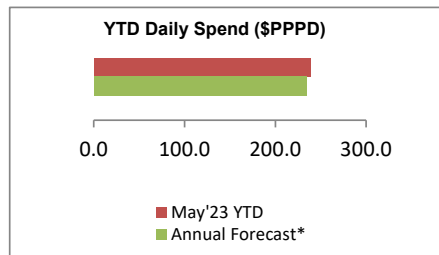
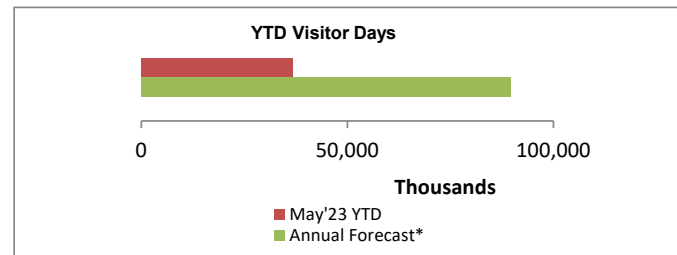
* DBEDT Annual Forecast as of Q2 2023.

^ DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

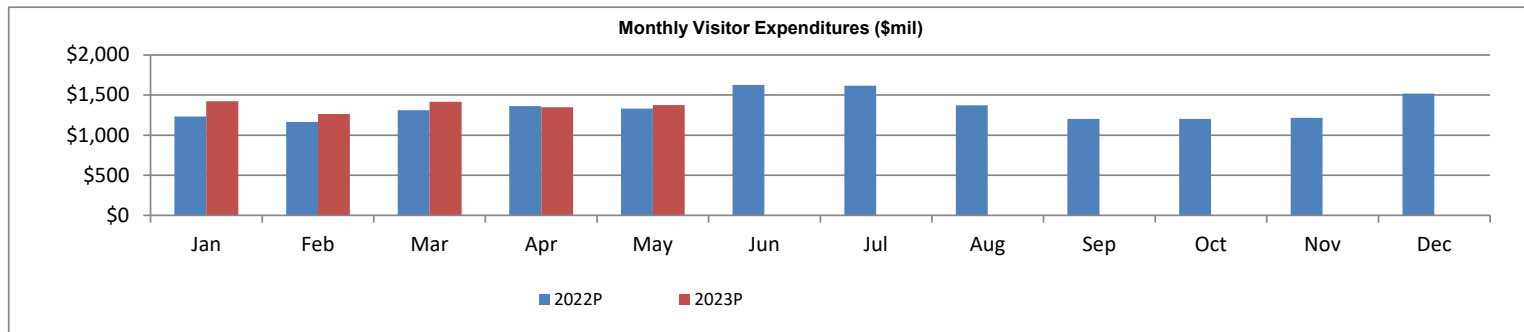
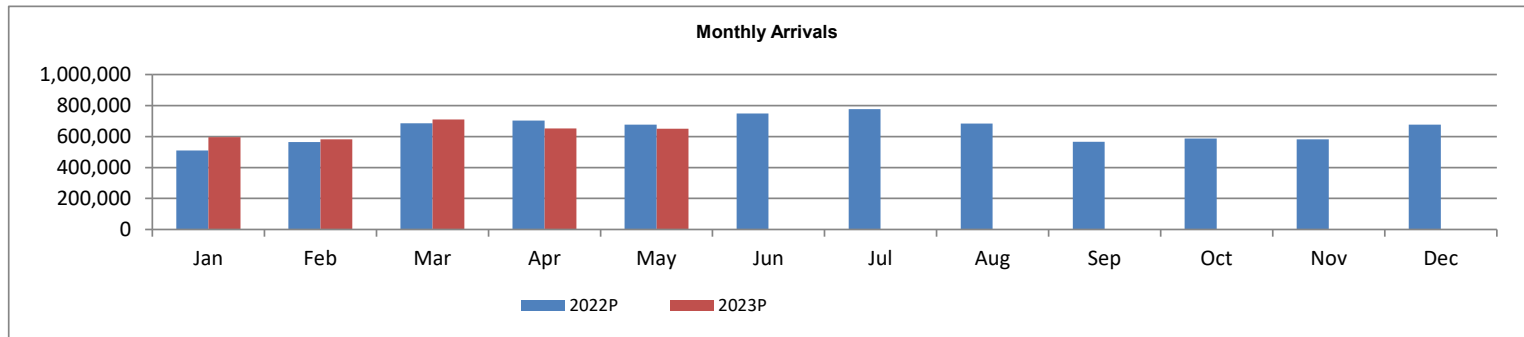
Key Performance Indicators

	YOY Rate	May'22 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 6.5%	6,409.4	6,825.6	15,878.6	O'ahu	4.5%	1,619,007
Daily Spend (\$PPPD)	↗ 5.7%	227.1	240.0	237.8	Maui	3.3%	1,018,061
Visitor Days	↗ 0.7%	28,227,095	28,434,790	66,776,959	Moloka'i	10.1%	15,468
Arrivals	↗ 1.6%	3,139,897	3,190,237	7,438,651	Lāna'i	4.3%	23,321
Daily Census	↗ 0.7%	186,934	188,310	182,951	Kaua'i	6.6%	499,145
Airlift (scheduled seats) [^]	↘ -3.0%	4,686,385	4,546,597	10,815,264	Hawai'i Island	3.7%	606,468

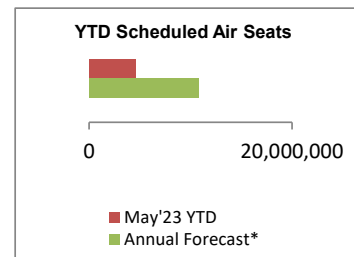
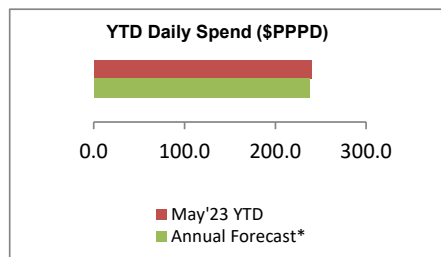
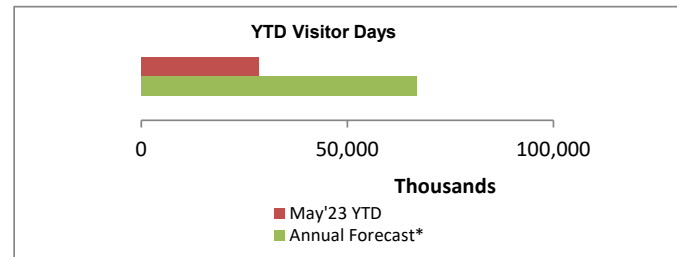
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. WEST**

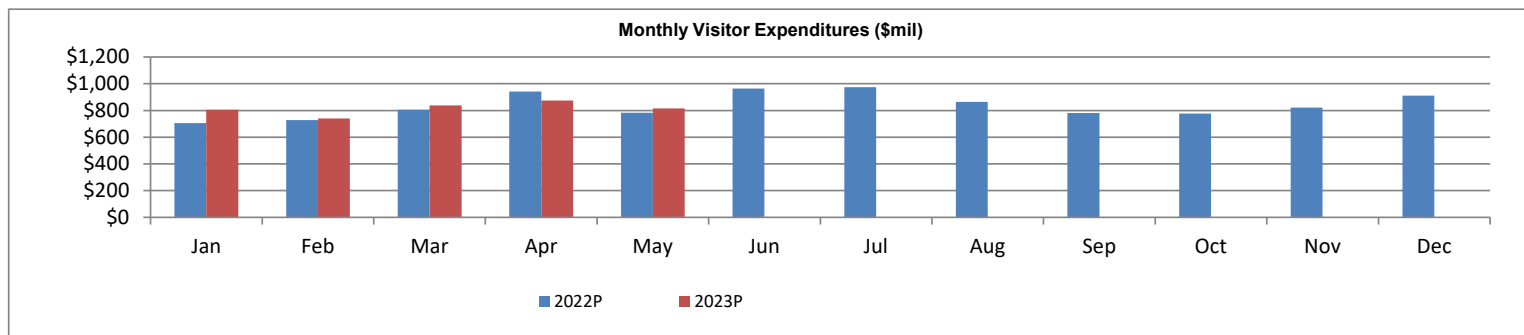
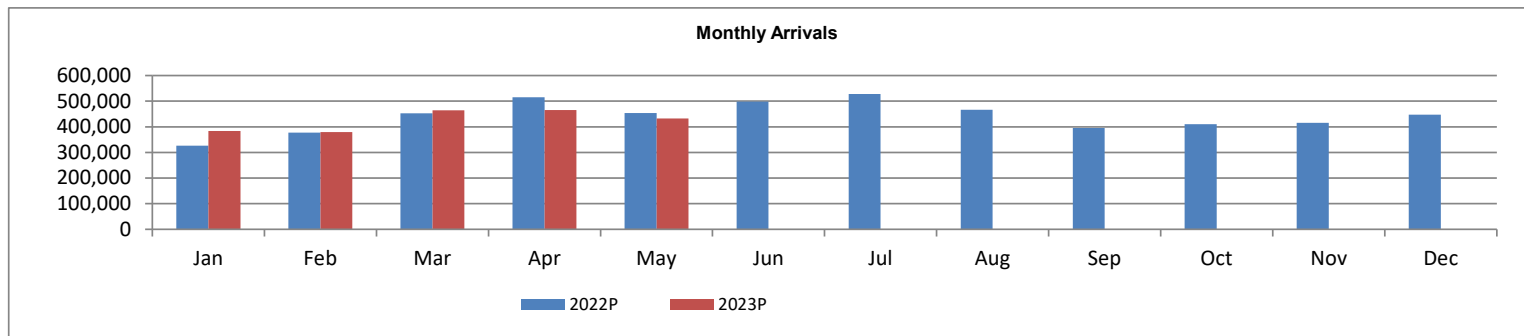
Key Performance Indicators

	YOY Rate	May'22 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗	3,962.8	4,072.1	9,699.9	O'ahu	1.6%	1,001,078
Daily Spend (\$PPPD)	↗	218.3	226.5	225.8	Mauī	1.0%	646,130
Visitor Days	↘	18,154,364	17,981,418	42,961,283	Moloka'i	-0.4%	9,124
Arrivals	↘	2,124,876	2,123,646	5,030,595	Lāna'i	0.1%	12,579
Daily Census	↘	120,228	119,082	117,702	Kaua'i	1.8%	318,530
Airlift (scheduled seats) [^]	↘	4,154,637	3,968,229	9,521,871	Hawai'i Island	1.0%	381,435

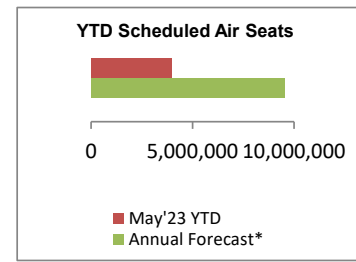
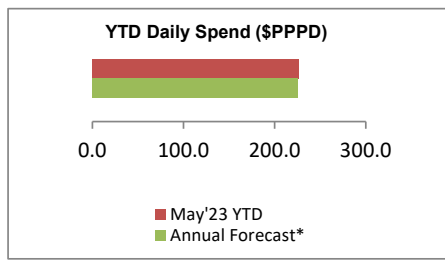
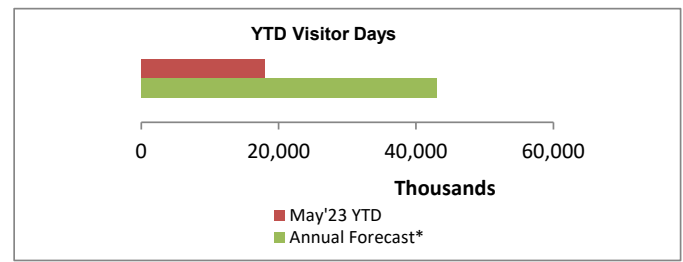
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. EAST**

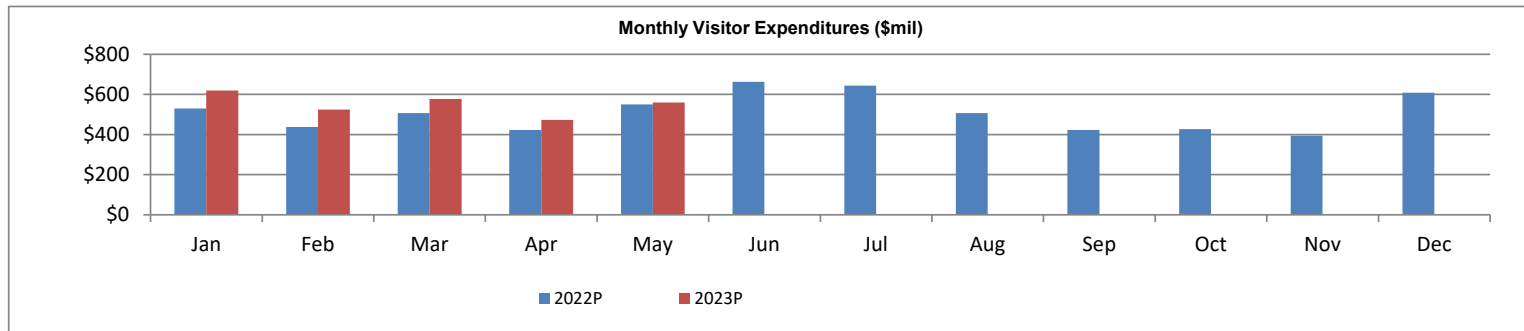
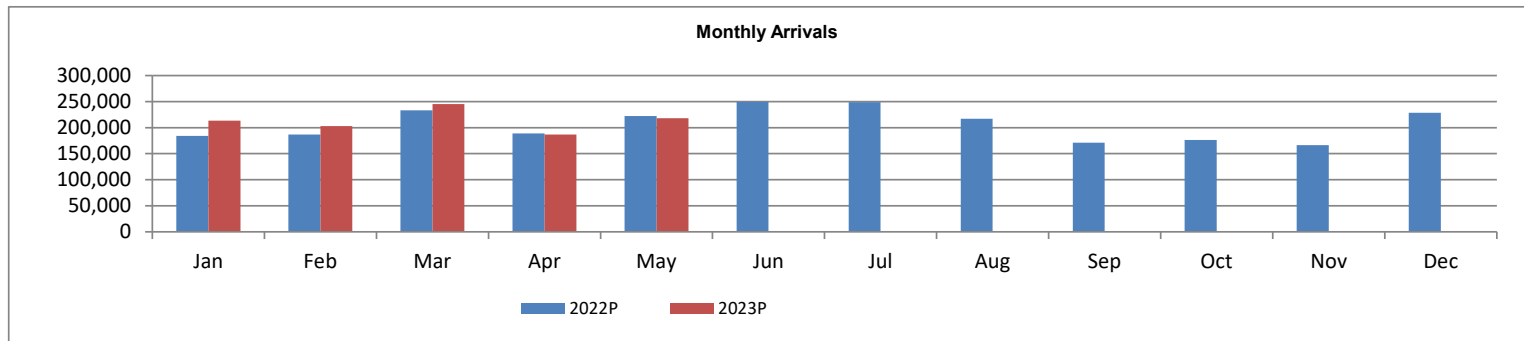
Key Performance Indicators

	YOY Rate	May'22 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 12.5%	2,446.6	2,753.4	6,178.7	O'ahu	9.6%	617,928
Daily Spend (\$PPPD)	↔ 8.4%	242.9	263.4	259.4	Maui	7.5%	371,931
Visitor Days	↔ 3.8%	10,072,732	10,453,373	23,815,676	Moloka'i	29.9%	6,344
Arrivals	↔ 5.1%	1,015,020	1,066,591	2,408,056	Lāna'i	9.6%	10,742
Daily Census	↔ 3.8%	66,707	69,228	65,248	Kaua'i	16.1%	180,616
Airlift (scheduled seats) [^]	↔ 8.8%	531,748	578,368	1,293,393	Hawai'i Island	8.8%	225,034

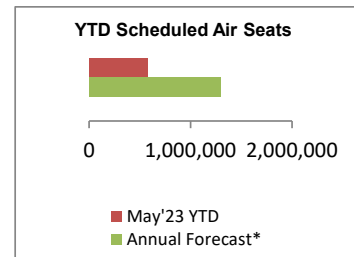
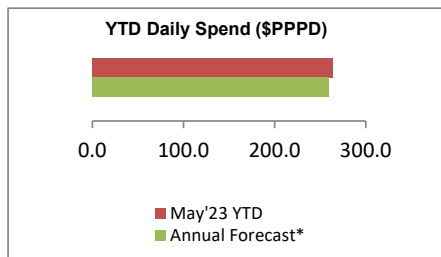
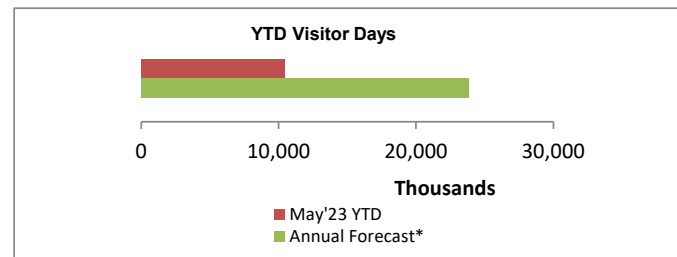
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **JAPAN**

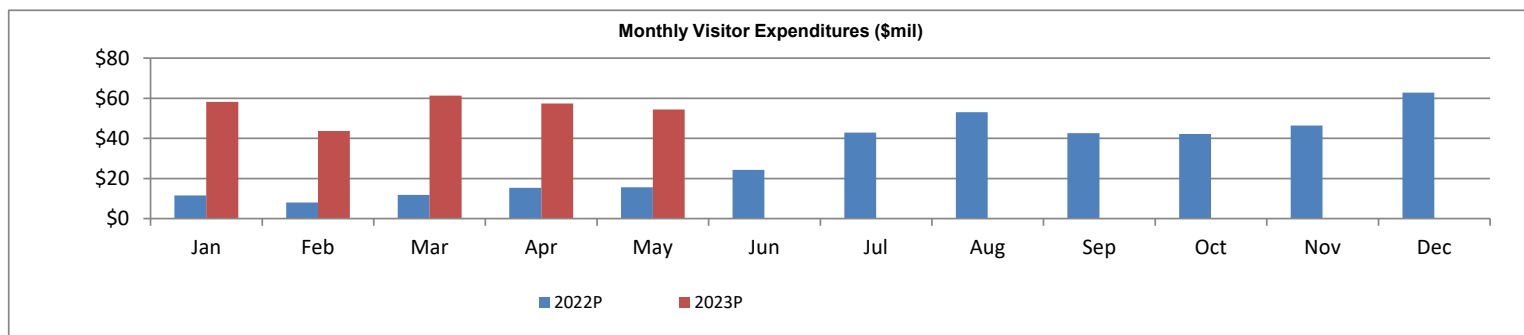
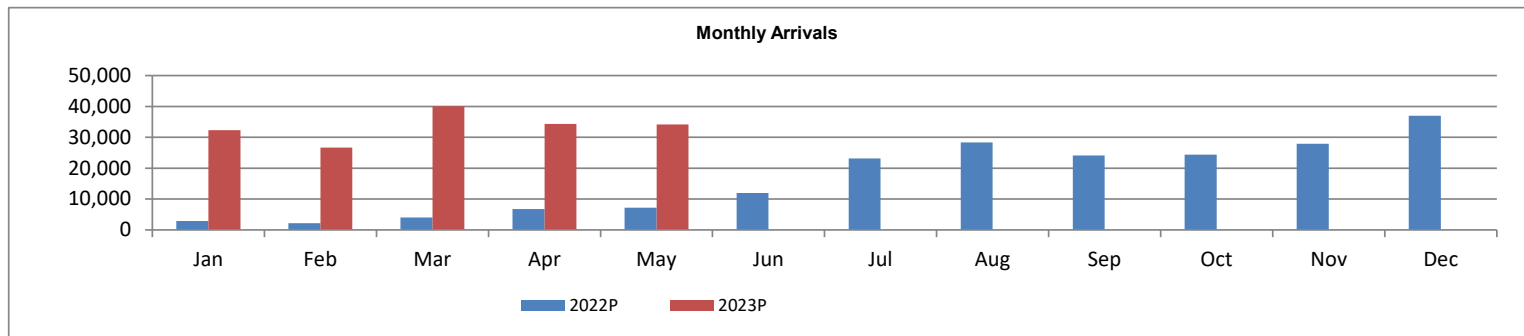
Key Performance Indicators

	YOY Rate	May'22 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 340.6%	62.4	274.9	1,098.9	O'ahu	655.8%	163,911
Daily Spend (\$PPPD)	↔ 4.7%	225.7	236.3	235.1	Mau	179.6%	3,729
Visitor Days	↑ 320.8%	276,392	1,163,161	4,673,774	Moloka'i	1860.5%	250
Arrivals	↑ 628.7%	22,984	167,493	662,947	Lāna'i	144.8%	188
Daily Census	↑ 320.8%	1,830	7,703	12,805	Kaua'i	341.5%	2,030
Airlift (scheduled seats) [^]	↑ 308.0%	92,015	375,408	1,134,126	Hawai'i Island	410.9%	11,658

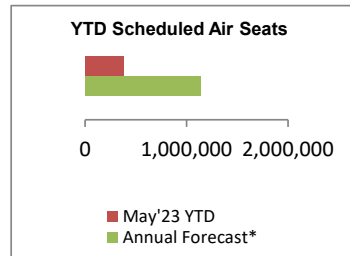
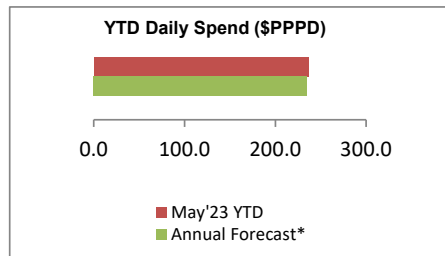
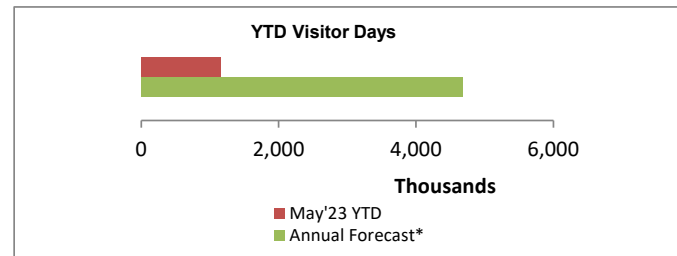
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **CANADA**

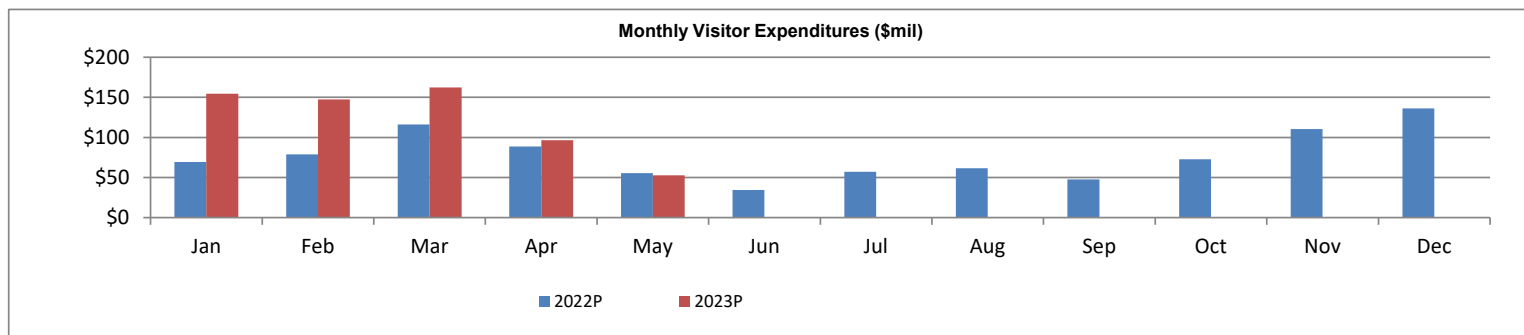
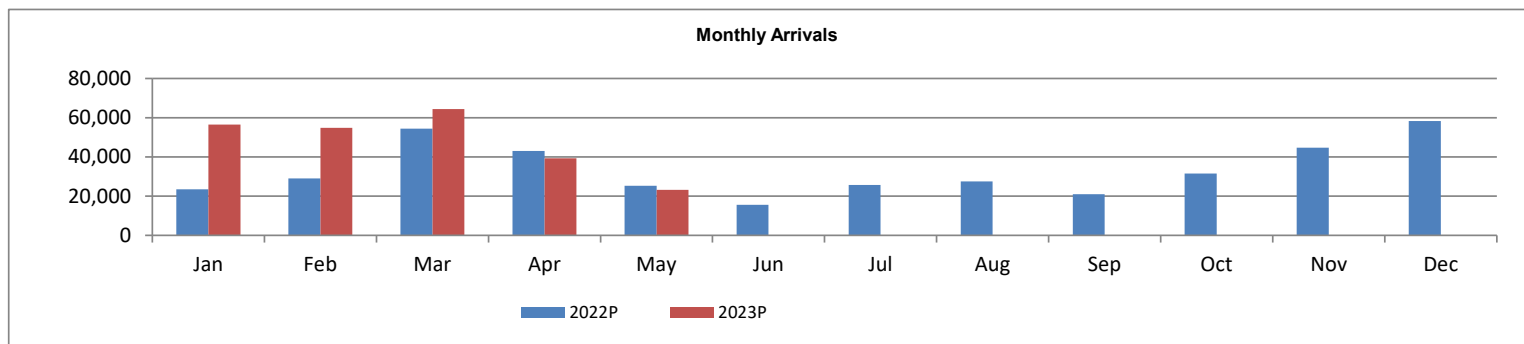
Key Performance Indicators

		YOY Rate	May'22 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑	50.1%	408.6	613.2	1,394.9	O'ahu	43.3%	116,562
Daily Spend (\$PPPD)	↑	19.3%	180.5	215.3	210.2	Maui	34.8%	108,227
Visitor Days	↑	25.9%	2,263,290	2,848,668	6,637,325	Moloka'i	43.7%	1,338
Arrivals	↑	35.8%	175,500	238,250	536,207	Lāna'i	43.0%	2,297
Daily Census	↑	25.9%	14,989	18,865	18,184	Kaua'i	47.6%	25,419
Airlift (scheduled seats) [^]	↓	-6.6%	276,294	258,149	485,426	Hawai'i Island	53.5%	41,806

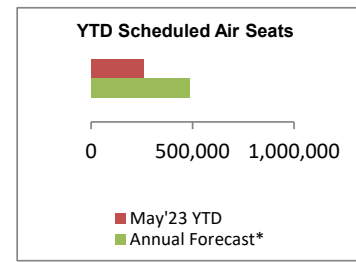
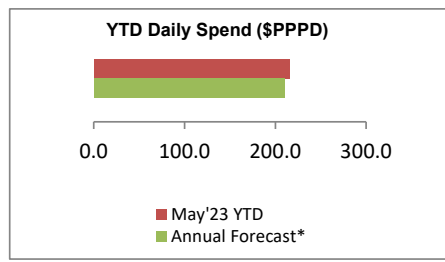
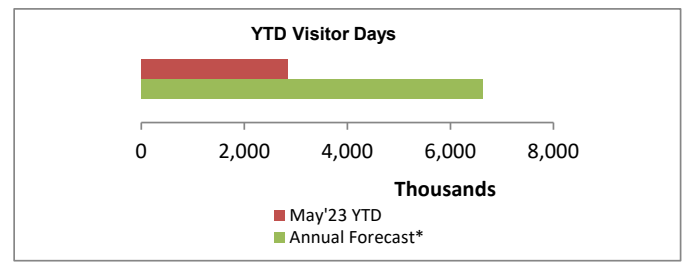
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OCEANIA**

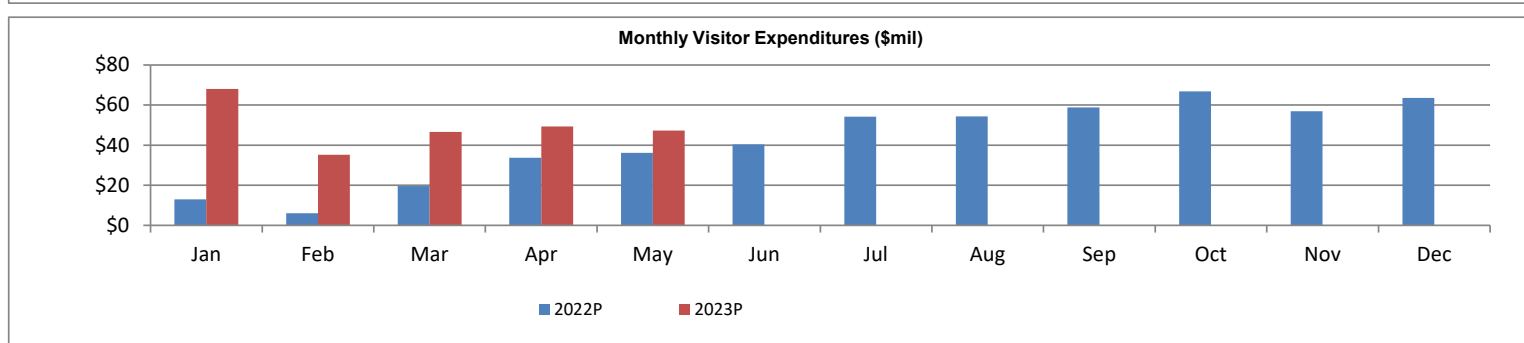
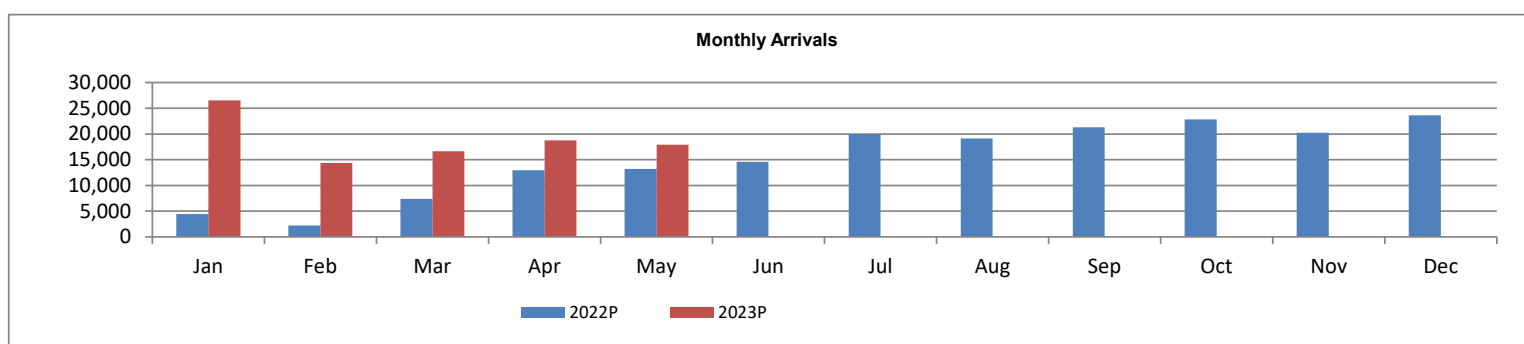
Key Performance Indicators

	YOY Rate	May'22 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 127.2%	108.5	246.6	706.0	O'ahu	138.0%	92,410
Daily Spend (\$PPPD)	↔ 6.5%	274.2	292.0	290.3	Mau	94.2%	10,473
Visitor Days	↑ 113.4%	395,826	844,616	2,432,062	Moloka'i	246.2%	724
Arrivals	↑ 134.0%	40,253	94,185	253,480	Lāna'i	231.1%	951
Daily Census	↑ 113.4%	2,621	5,593	6,663	Kaua'i	94.0%	4,964
Airlift (scheduled seats) [^]	↑ 107.0%	65,777	136,136	331,997	Hawai'i Island	98.6%	8,549

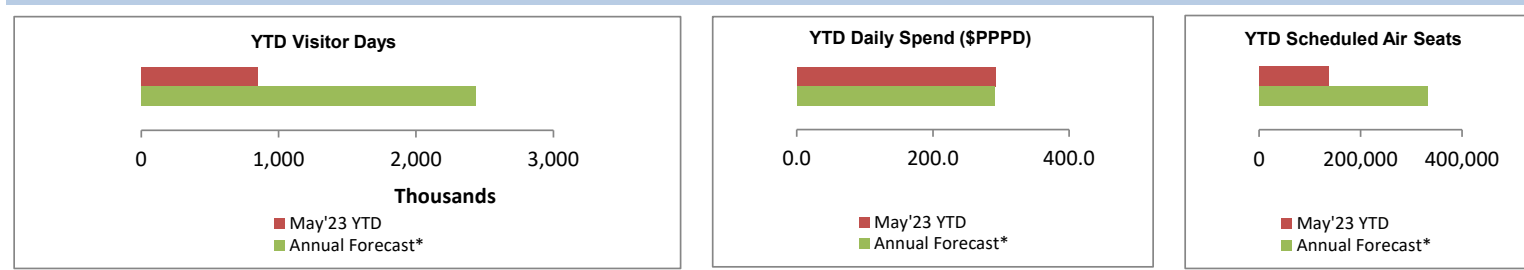
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

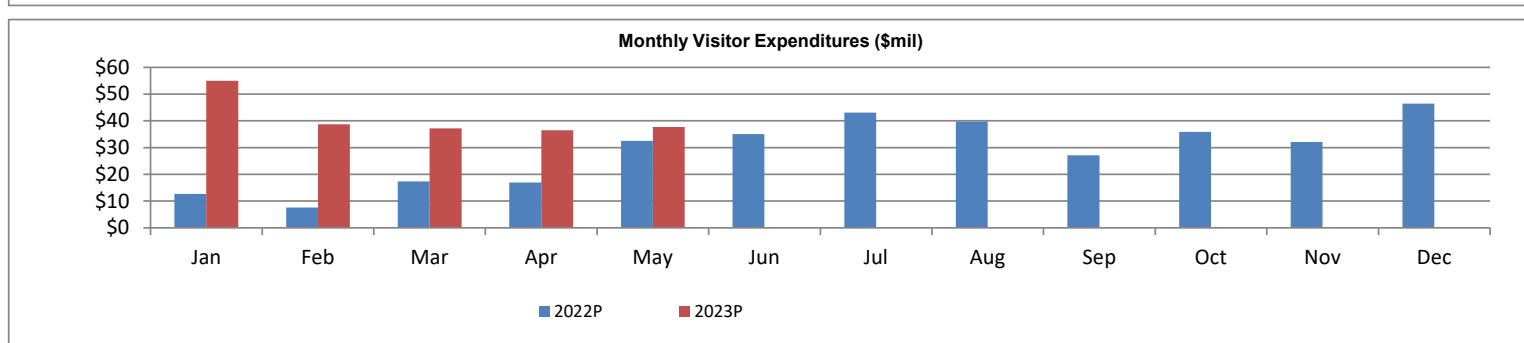
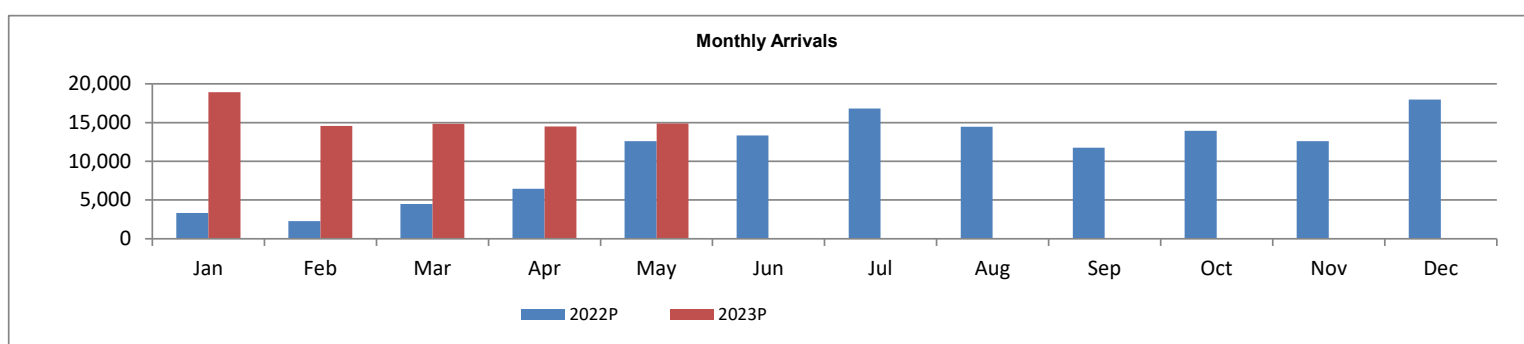
Key Performance Indicators

	YOY Rate	May'22 YTD	May'23 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 135.5%	87.1	205.2	NA		O'ahu	181.1%	75,599
Daily Spend (\$PPPD)	↔ 0.2%	307.5	308.1	NA		Maui	116.9%	7,925
Visitor Days	↑ 135.0%	283,305	665,888	NA		Moloka'i	130.3%	124
Arrivals	↑ 166.7%	29,149	77,743	NA		Lāna'i	203.1%	375
Daily Census	↑ 135.0%	1,876	4,410	NA		Kaua'i	127.2%	2,676
Airlift (scheduled seats) [^]	↑ 116.9%	56,331	122,173	290,191		Hawai'i Island	164.2%	13,157

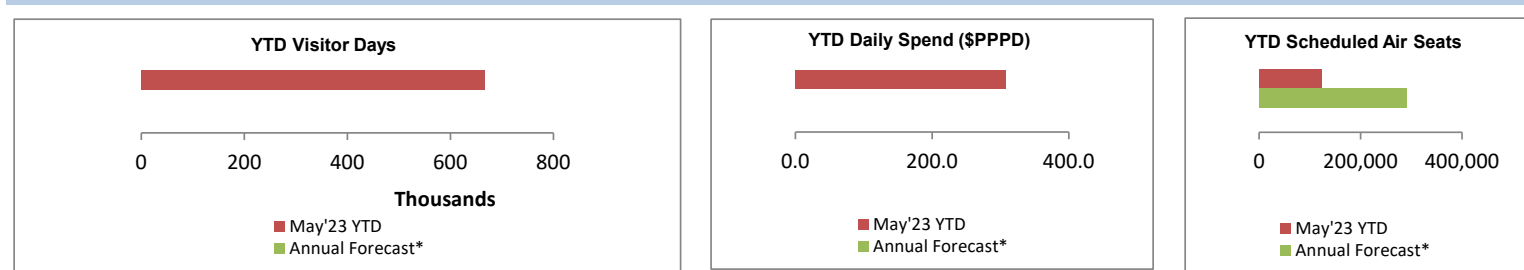
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **KOREA**

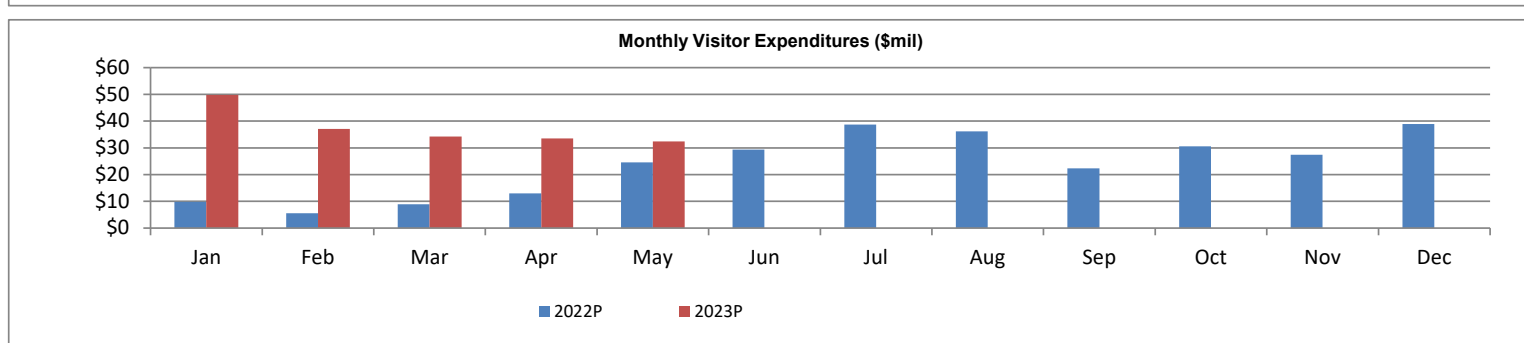
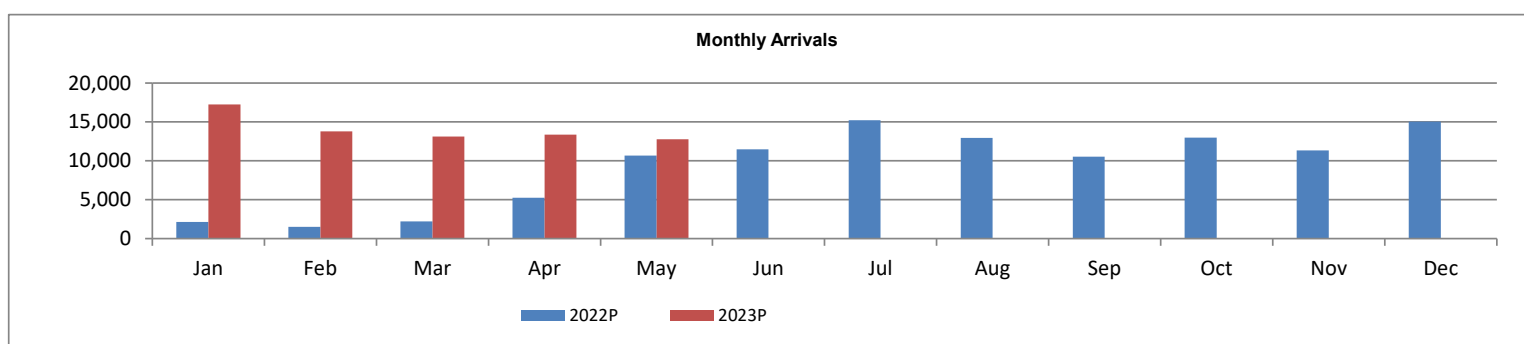
Key Performance Indicators

	YOY Rate	May'22 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 202.1%	61.9	187.0	550.1	O'ahu	229.9%	69,679
Daily Spend (\$PPPD)	↔ 7.1%	286.7	307.0	305.1	Maui	187.1%	6,516
Visitor Days	↑ 182.2%	215,819	609,027	1,802,736	Moloka'i	294.0%	96
Arrivals	↑ 222.9%	21,774	70,302	204,734	Lāna'i	649.6%	300
Daily Census	↑ 182.2%	1,429	4,033	4,939	Kaua'i	252.4%	2,098
Airlift (scheduled seats) [^]	↑ 116.9%	56,331	122,173	283,153	Hawai'i Island	267.6%	11,315

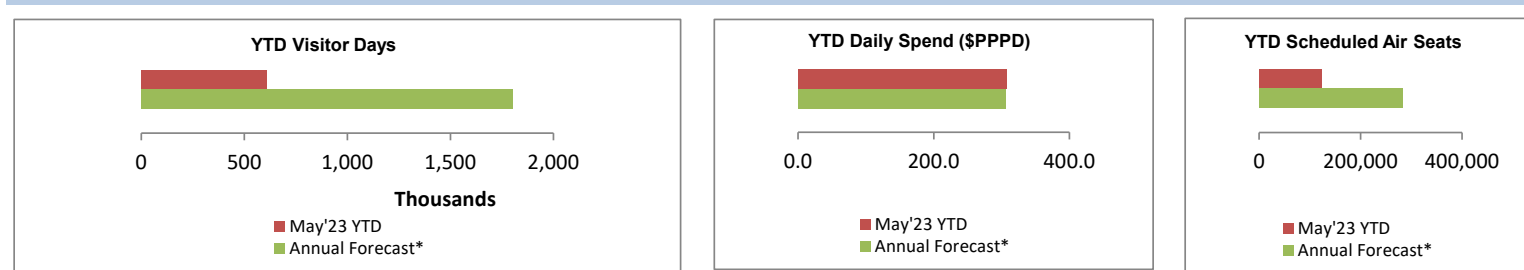
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CHINA**

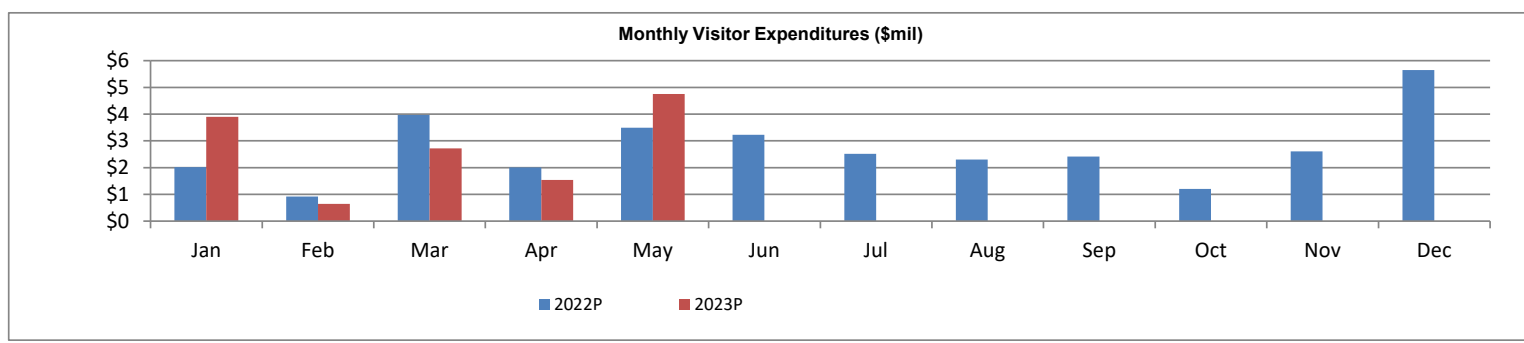
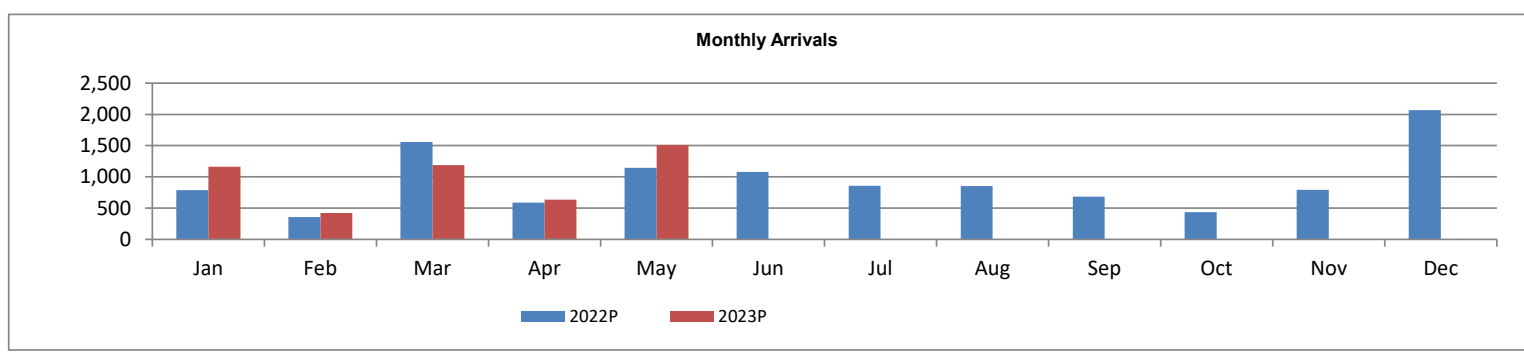
Key Performance Indicators

	YOY Rate	May'22 YTD	May'23 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗	9.2%	12.4	13.6	NA	O'ahu	10.0%	4,195
Daily Spend (\$PPPD)	↗	7.6%	347.5	374.1	NA	Maui	12.6%	790
Visitor Days	↗	1.5%	35,710	36,229	NA	Moloka'i	-7.5%	17
Arrivals	↕	10.8%	4,439	4,917	NA	Lāna'i	14.5%	51
Daily Census	↗	1.5%	236	240	NA	Kaua'i	52.3%	297
Airlift (scheduled seats) [^]		N/A	N/A	N/A	N/A	Hawai'i Island	12.8%	1,411

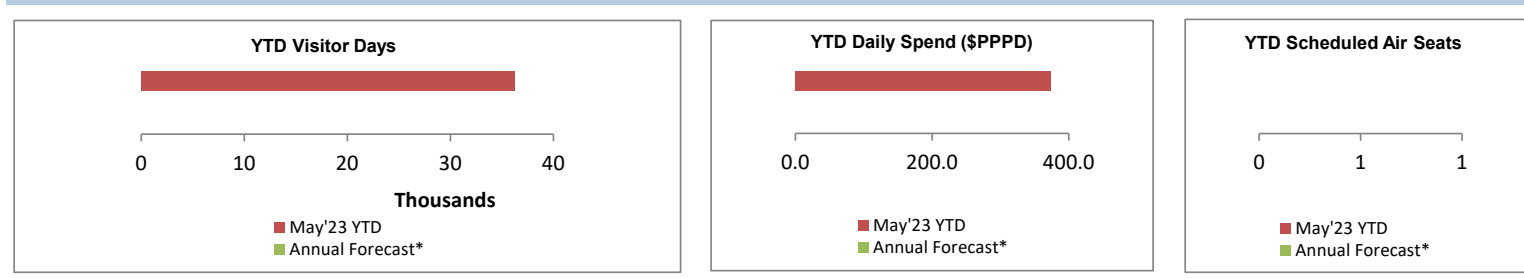
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **EUROPE**

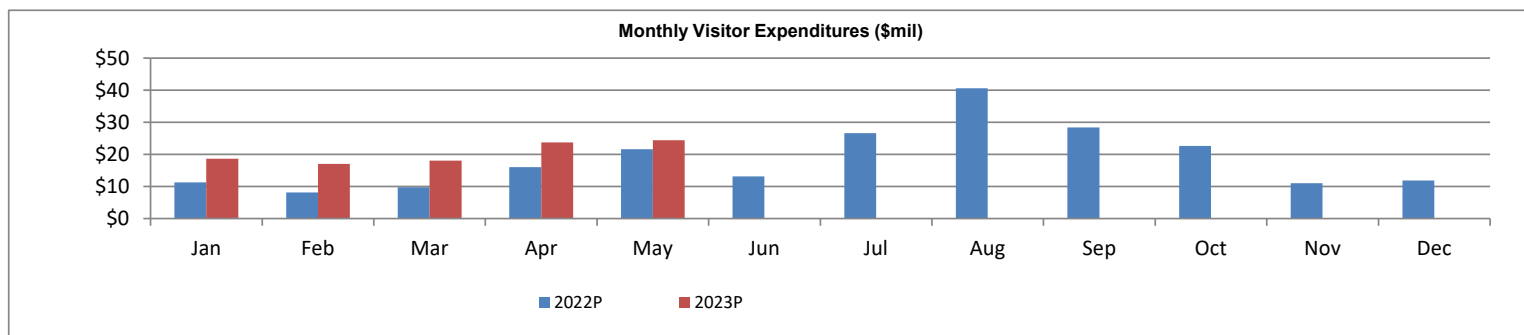
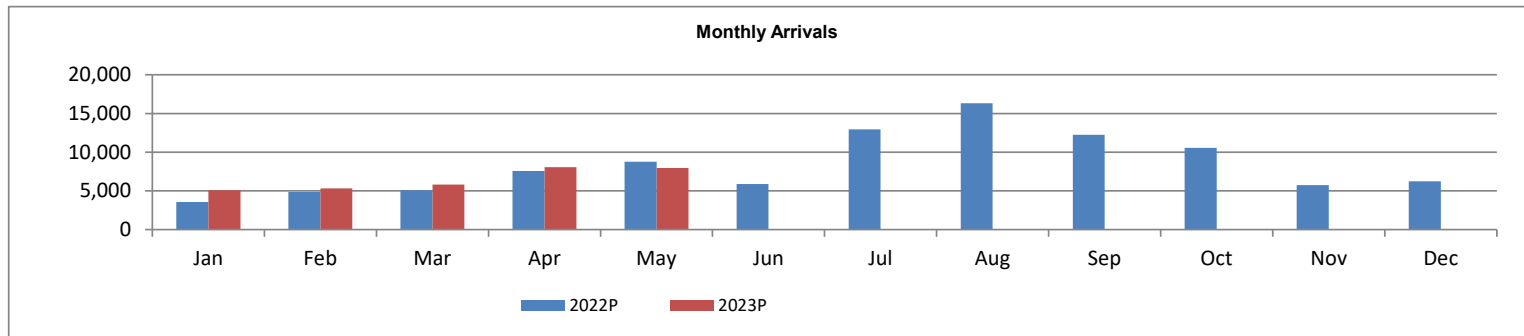
Key Performance Indicators

	YOY Rate	May'22 YTD	May'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 52.5%	66.8	101.9	403.2	O'ahu	12.6%	23,244
Daily Spend (\$PPPD)	↑ 49.3%	159.8	238.6	224.4	Maui	11.2%	12,860
Visitor Days	↔ 2.2%	418,081	427,134	1,796,660	Moloka'i	-18.1%	398
Arrivals	↔ 8.0%	29,843	32,223	136,489	Lāna'i	-22.0%	328
Daily Census	↔ 2.2%	2,769	2,829	4,922	Kaua'i	5.5%	6,995
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-5.1%	9,633

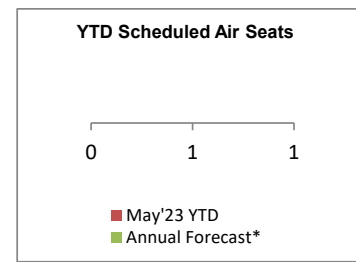
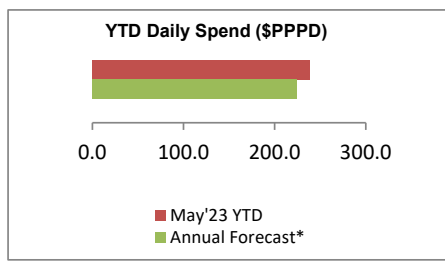
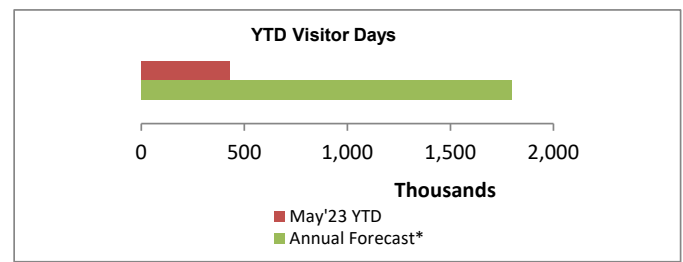
* DBEDT Annual Forecast as of Q2 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

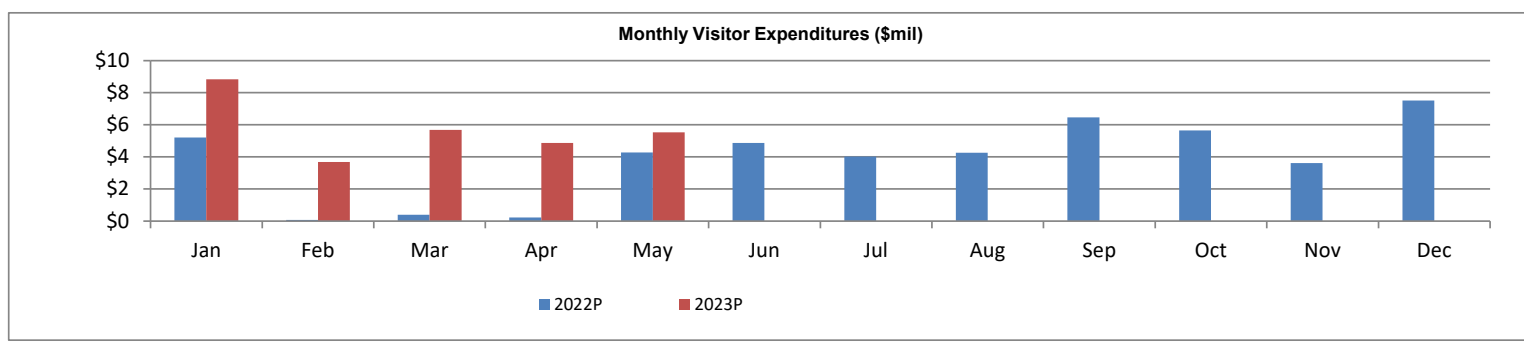
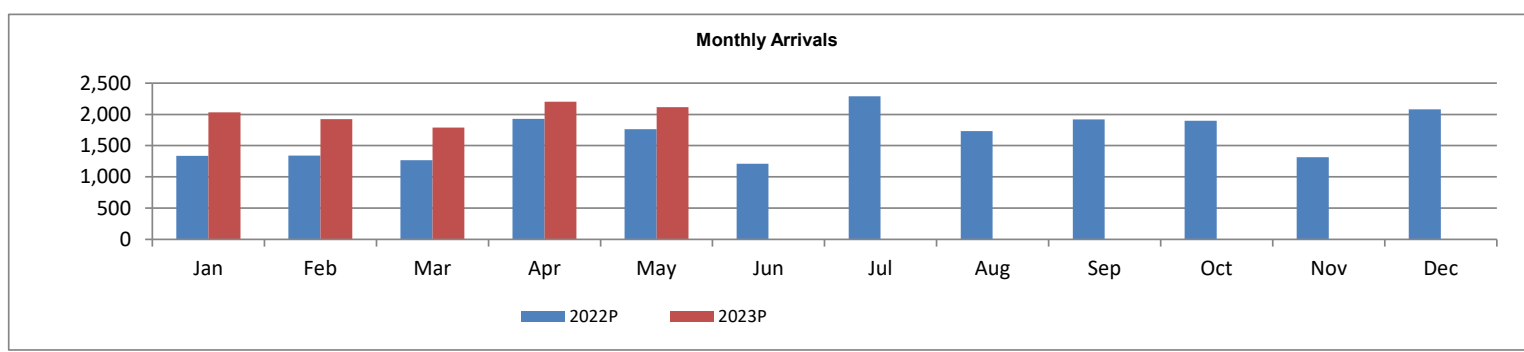
Key Performance Indicators

	YOY Rate	May'22 YTD	May'23 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 180.9%	10.2	28.6	NA		O'ahu	38.7%	7,273
Daily Spend (\$PPPD)	↑ 117.6%	120.6	262.4	NA		Maui	46.6%	3,603
Visitor Days	↑ 29.1%	84,490	109,087	NA		Moloka'i	202.7%	92
Arrivals	↑ 31.8%	7,633	10,064	NA		Lāna'i	35.0%	94
Daily Census	↑ 29.1%	560	722	NA		Kaua'i	53.7%	1,145
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A		Hawai'i Island	6.7%	1,838

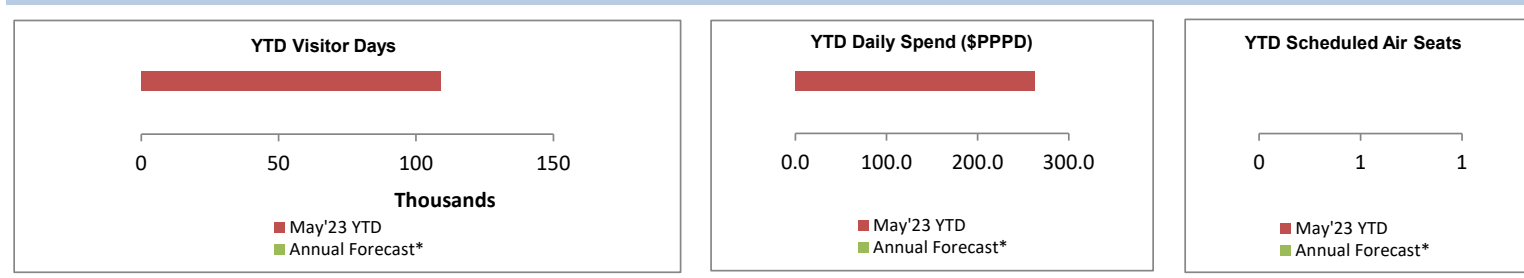
* DBEDT Annual Forecast as of Q2 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of May 15, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures