Oceania Fact Sheet

Oceania Overview

Hawai‘i Tourism Oceania (HTO) is contracted by HTA for Brand Marketing Management Services in Oceania. The marketing approach for Oceania is based around a recovery plan that facilitates a timely and appropriate return of visitors from Australia and New Zealand. HTO’s brand position is underpinned by HTA’s key pillars and is aligned with the themes of natural beauty, unique culture, and responsible tourism.

Strategy

- Concentrate a significant percentage of consumer direct marketing through digital channels, in recognition of the potential reach and cost effectiveness of digital marketing, and increased connectivity due to changed work and lifestyle patterns. Wherever possible, initiatives will be integrated to ensure audience reach through as many touchpoints as possible – including public relations, consumer direct, social, digital, tactical and trade.

- Be the brand leader in the market, to inspire the consumer, ensure the right match of experiences, and for trade to align with, all in efforts to ensure competitive advantage for the destination and attract a traveller that chooses Hawai‘i for the right reasons. This includes matching holiday dreams and aspirations with the rich and diverse experiences of the six Hawaiian Islands.

Year-to-date August 2023 Quick Facts1

Visitor Expenditures: $408.6 million
Primary Purpose of Stay: Pleasure (141,203) vs. MCI (3,784)
Average Length of Stay: 8.99 days
First Time Visitors: 43.2%
Repeat Visitors: 56.8%

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<tbody>
<tr>
<td>Visitor Expenditures ($ Millions)</td>
<td>895.1</td>
<td>NA</td>
<td>19.8</td>
<td>516.8</td>
<td>605.8</td>
<td>408.6</td>
<td>266.9</td>
<td>53.1%</td>
</tr>
<tr>
<td>Visitor Days</td>
<td>3,420,593</td>
<td>479,534</td>
<td>84,413</td>
<td>1,815,212</td>
<td>2,074,509</td>
<td>1,395,431</td>
<td>955,011</td>
<td>46.1%</td>
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<tr>
<td>Arrivals</td>
<td>363,551</td>
<td>50,710</td>
<td>6,524</td>
<td>186,551</td>
<td>230,501</td>
<td>155,287</td>
<td>97,533</td>
<td>59.2%</td>
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<tr>
<td>Average Daily Census</td>
<td>9,371</td>
<td>1,310</td>
<td>231</td>
<td>4,973</td>
<td>5,684</td>
<td>5,743</td>
<td>3,930</td>
<td>46.1%</td>
</tr>
<tr>
<td>Per Person Per Day Spending ($)</td>
<td>261.7</td>
<td>NA</td>
<td>235.1</td>
<td>284.7</td>
<td>292.0</td>
<td>292.8</td>
<td>279.5</td>
<td>4.8%</td>
</tr>
<tr>
<td>Per Person Per Trip Spending ($)</td>
<td>2,462.1</td>
<td>NA</td>
<td>3,041.5</td>
<td>2,770.4</td>
<td>2,628.1</td>
<td>2,631.0</td>
<td>2,736.5</td>
<td>-3.9%</td>
</tr>
<tr>
<td>Length of Stay (days)</td>
<td>9.41</td>
<td>9.46</td>
<td>12.94</td>
<td>9.73</td>
<td>9.00</td>
<td>8.99</td>
<td>9.79</td>
<td>-8.2%</td>
</tr>
</tbody>
</table>

NA= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions.
*Dept. of Business, Economic Development & Tourism (DBEDT) 2023 annual forecast (Quarter 2, 2023).

1 2023 visitor data are preliminary. 2019 to 2022 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.
Market Summary

- In the first eight months of 2023, there were 119,784 visitors from Australia, compared to 84,428 visitors (+41.9%) in the first eight months of 2022. There were 183,883 visitors (-34.9%) in the first eight months of 2019, prior to the COVID-19 pandemic.

- In the first eight months of 2023, there were 35,503 visitors from New Zealand, compared to 13,105 visitors (+170.9%) in the first eight months of 2022 and 50,987 visitors (-30.4%) in the first eight months of 2019.

- In the first eight months of 2023, there were 521 scheduled flights with 157,302 seats from Melbourne and Sydney, compared to 403 flights with 121,154 seats from Melbourne and Sydney in the first eight months of 2022. Seat capacity continued to decrease compared to the first eight months of 2019 (779 flights with 245,020 seats) with service from Brisbane, Melbourne, and Sydney.

- In the first eight months of 2023, there were 215 scheduled flights with 62,125 seats from Auckland, compared to 51 flights with 14,373 seats in the first eight months of 2022 and 295 flights with 85,146 seats.

- In 2022, there were 155,700 visitors from Australia compared to 287,995 visitors (-45.9%) in 2019. In 2022, there were 30,851 visitors from New Zealand compared to 75,556 visitors (-59.2%) in 2019.

- In 2022, there were 660 scheduled flights with 198,737 seats from Australia and 158 scheduled flights with 45,088 seats from New Zealand. In 2019, there were 1,189 flights (-44.5%) with 369,282 seats (-46.2%) from Australia and 434 flights (-63.6%) with 125,300 seats (-64.0%) from New Zealand.

- In 2021, 4,366 visitors arrived from Australia, of which 3,137 visitors came on international flights while 1,229 came on domestic flights. Direct flights from Australia resumed in December 2021. In comparison, there were 41,399 visitors (-89.5%) from Australia in 2020 and 287,995 visitors (-98.5%) in 2019.

- In 2021, 2,158 visitors arrived from New Zealand on domestic flights as direct flights from New Zealand were suspended. In comparison there were 9,310 visitors (-76.8%) from New Zealand in 2020 and 75,556 visitors (-97.1%) in 2019.

- There were 19 scheduled flights with 5,396 seats from Oceania in 2021, compared to 328 scheduled flights with 95,737 seats in 2020 and 1,623 flights with 482,717 seats in 2019.
Market Conditions

- At the end of August 2023, exchange rates drop slightly to 64 cents (AUD) and 59 cents (NZD) to one USD. Exchange rates remain one of the key factors for travelers from Oceania.
- The Australian Bureau of Statistics (ABS) released its monthly Consumer Price Index (CPI) indicator, which rose 4.9 percent in July 2023, down from 5.4 percent in June 2023. The inflation rate has dropped, but economists have warned it may be some time until we see a significant change in cost-of-living pressures.
- The NZ election is taking place on October 14, 2023 and this tends to bring some conservatism around business spending due to the uncertainty around the next government and subsequent policies.
- Travel from China to Australia has significantly increased throughout 2023. At the beginning of the year, there were just three or four return flights between China and Sydney airport each week. By August 2023 there were more than 50 return flights a week – sustained in part by demand from the return of international students. China's culture and tourism ministry named Australia, as well as countries including Japan, South Korea, Britain, and the US, in an updated list of destinations that Chinese tourism agencies can run group tours to for the first time since outbound travel was halted due to the pandemic.
- The governments of India and New Zealand signed a Memorandum of Understanding (MoU) during August 2023 to boost cooperation in civil aviation that covers the scheduling of new routes, code share services, traffic rights and capacity entitlement.

Distribution by Island

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<tbody>
<tr>
<td>O'ahu</td>
<td>356,298</td>
<td>49,419</td>
<td>4,847</td>
<td>182,278</td>
<td>152,582</td>
<td>94,891</td>
<td>60.8%</td>
</tr>
<tr>
<td>Maui County</td>
<td>61,691</td>
<td>7,371</td>
<td>1,161</td>
<td>26,996</td>
<td>17,620</td>
<td>14,012</td>
<td>25.8%</td>
</tr>
<tr>
<td>Maui</td>
<td>60,582</td>
<td>7,202</td>
<td>1,125</td>
<td>26,305</td>
<td>17,210</td>
<td>13,661</td>
<td>26.0%</td>
</tr>
<tr>
<td>Moloka'i</td>
<td>4,680</td>
<td>703</td>
<td>21</td>
<td>1,391</td>
<td>1,138</td>
<td>442</td>
<td>157.4%</td>
</tr>
<tr>
<td>Lāna'i</td>
<td>6,129</td>
<td>718</td>
<td>36</td>
<td>1,895</td>
<td>1,387</td>
<td>713</td>
<td>94.5%</td>
</tr>
<tr>
<td>Kaua'i</td>
<td>32,168</td>
<td>4,177</td>
<td>572</td>
<td>11,342</td>
<td>9,053</td>
<td>5,465</td>
<td>65.7%</td>
</tr>
<tr>
<td>Island of Hawai'i</td>
<td>47,411</td>
<td>6,377</td>
<td>672</td>
<td>18,799</td>
<td>14,736</td>
<td>9,417</td>
<td>56.5%</td>
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Airlift: Scheduled Seats and Flights

<table>
<thead>
<tr>
<th>OCEANIA MMA (by Air)</th>
<th>2023</th>
<th>2022</th>
<th>%CHANGE</th>
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<tbody>
<tr>
<td>OCEANIA</td>
<td>79,089</td>
<td>83,081</td>
<td>84,129</td>
</tr>
<tr>
<td>Auckland</td>
<td>21,678</td>
<td>22,617</td>
<td>24,682</td>
</tr>
<tr>
<td>Melbourne</td>
<td>7705</td>
<td>8710</td>
<td>8710</td>
</tr>
<tr>
<td>Sydney</td>
<td>49,706</td>
<td>51,754</td>
<td>50,737</td>
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<thead>
<tr>
<th>Scheduled seats</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>Annual</th>
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<tbody>
<tr>
<td>Auckland</td>
<td>75</td>
<td>78</td>
<td>86</td>
<td>90</td>
<td>319</td>
</tr>
<tr>
<td>Melbourne</td>
<td>23</td>
<td>26</td>
<td>26</td>
<td>27</td>
<td>102</td>
</tr>
<tr>
<td>Sydney</td>
<td>168</td>
<td>174</td>
<td>170</td>
<td>176</td>
<td>668</td>
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</tbody>
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Source: DBEDT analysis from Diio Mi flight schedules as of August 25, 2023, subject to change.
### Group vs. True Independent; Leisure vs. Business

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<tbody>
<tr>
<td><strong>Group vs True Independent (Net)</strong></td>
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<tr>
<td>Group Tour</td>
<td>7,017</td>
<td>NA</td>
<td>72</td>
<td>2,670</td>
<td>3,164</td>
<td>1,454</td>
<td>117.6%</td>
</tr>
<tr>
<td>True Independent (Net)</td>
<td>214,622</td>
<td>NA</td>
<td>5,956</td>
<td>138,997</td>
<td>113,098</td>
<td>75,406</td>
<td>50.0%</td>
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<td><strong>Leisure vs Business</strong></td>
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<tr>
<td>Pleasure (Net)</td>
<td>339,605</td>
<td>46,357</td>
<td>4,978</td>
<td>170,983</td>
<td>141,203</td>
<td>89,015</td>
<td>58.6%</td>
</tr>
<tr>
<td>MCI (Net)</td>
<td>4,470</td>
<td>717</td>
<td>128</td>
<td>5,394</td>
<td>3,784</td>
<td>2,164</td>
<td>74.9%</td>
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<tr>
<td>Convention/Conf.</td>
<td>3,214</td>
<td>575</td>
<td>34</td>
<td>2,118</td>
<td>1,245</td>
<td>918</td>
<td>35.5%</td>
</tr>
<tr>
<td>Corp. Meetings</td>
<td>420</td>
<td>33</td>
<td>61</td>
<td>2,312</td>
<td>1,863</td>
<td>345</td>
<td>440.5%</td>
</tr>
<tr>
<td>Incentive</td>
<td>858</td>
<td>108</td>
<td>38</td>
<td>1,117</td>
<td>736</td>
<td>1,009</td>
<td>-27.0%</td>
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NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

### First Timers vs. Repeat Visitors

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<tbody>
<tr>
<td><strong>First Time Visitors (%)</strong></td>
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<tr>
<td>47.0</td>
<td>NA</td>
<td>57.1</td>
<td>36.7</td>
<td>43.2</td>
<td>35.9</td>
<td>7.4</td>
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<tr>
<td><strong>Repeat Visitors (%)</strong></td>
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<tr>
<td>53.0</td>
<td>NA</td>
<td>42.9</td>
<td>63.3</td>
<td>56.8</td>
<td>64.1</td>
<td>-7.4</td>
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</table>

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

### Tax Revenue

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<tbody>
<tr>
<td><strong>State tax revenue generated ($ Millions)</strong></td>
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<tr>
<td>104.48</td>
<td>NA</td>
<td>2.32</td>
<td>59.95</td>
<td>47.39</td>
<td>31.15</td>
<td>52.1%</td>
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</table>

2/State government tax revenue generated (direct, indirect, and induced)