

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

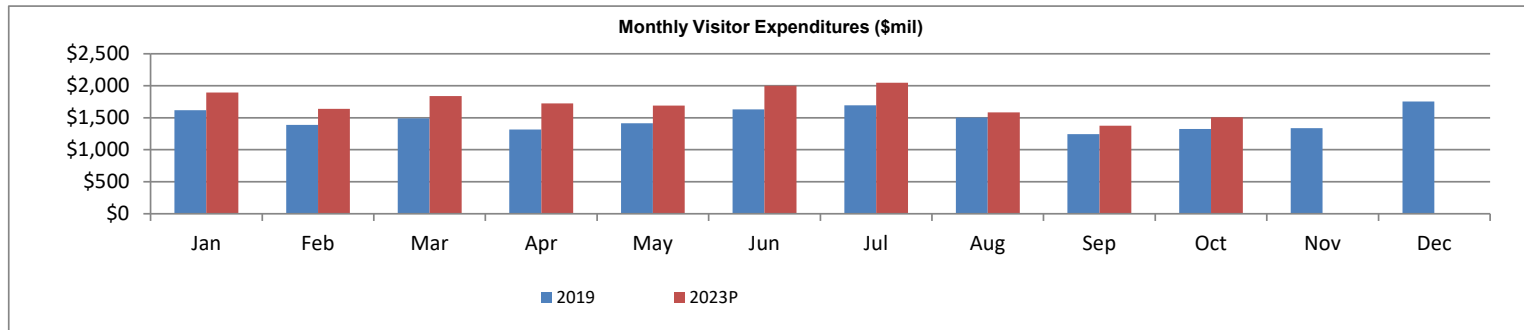
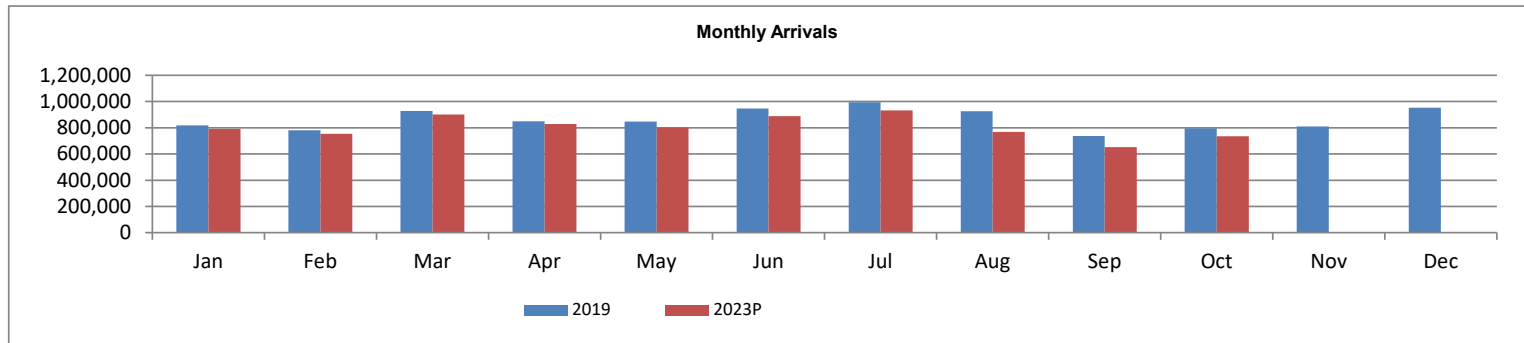
Key Performance Indicators

	YOY Rate	Oct'19 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 18.2%	14,627.2	17,294.5	21,106.3	O'ahu	-9.1%	4,660,562
Daily Spend (\$PPPD)	↑ 23.1%	195.5	240.6	239.3	Maui	-17.0%	2,118,827
Visitor Days	↓ -3.9%	74,815,934	71,868,040	88,203,280	Moloka'i	-29.1%	37,164
Arrivals	↓ -6.6%	8,625,156	8,052,455	9,757,000	Lāna'i	-19.3%	57,914
Daily Census	↓ -3.9%	246,105	236,408	241,653	Kaua'i	4.2%	1,189,658
Airlift (scheduled seats) [^]	↓ -2.8%	11,217,225	10,908,047	13,142,888	Hawai'i Island	0.9%	1,467,919

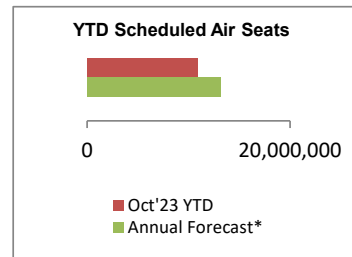
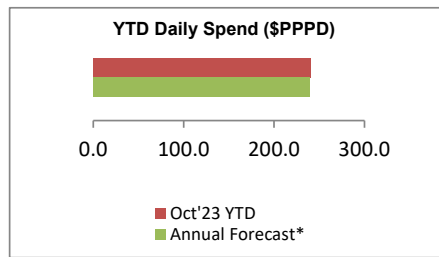
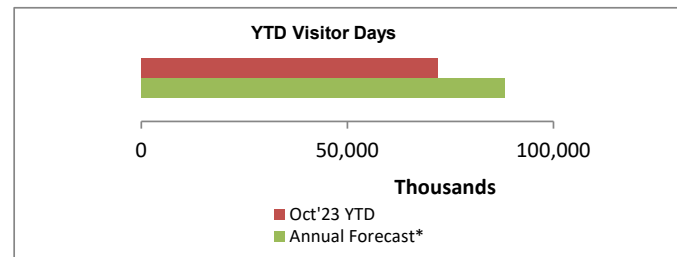
* DBEDT Annual Forecast as of Q3 2023.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 24, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

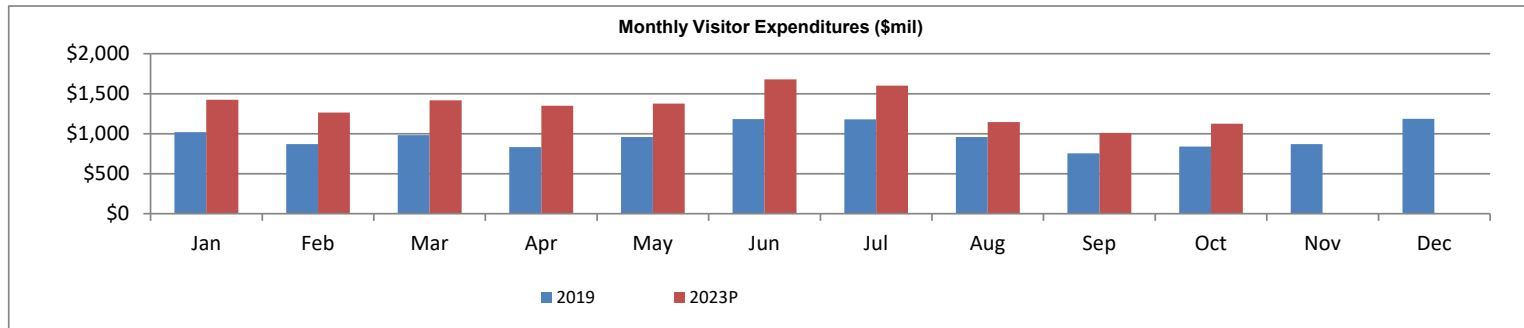
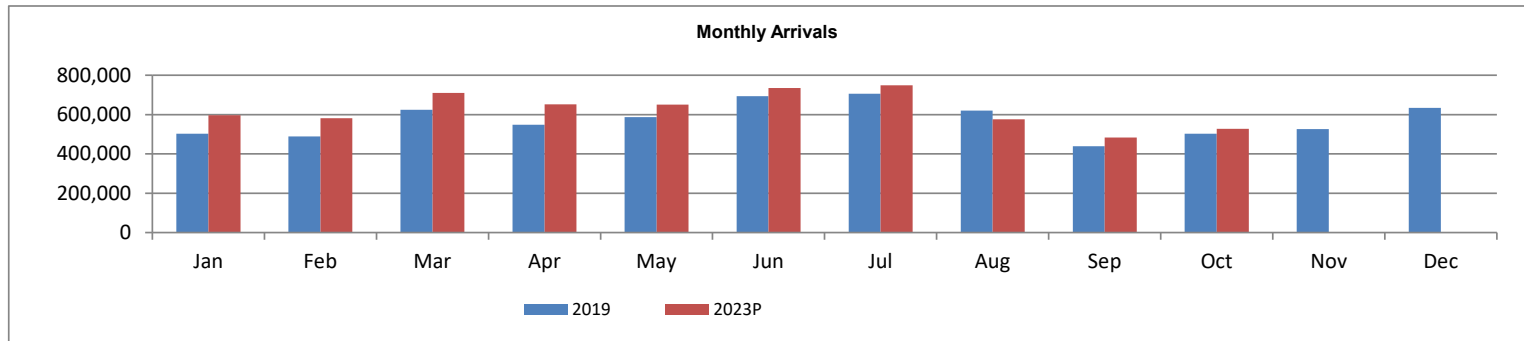
Key Performance Indicators

	YOY Rate	Oct'19 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 39.8%	9,579.7	13,388.7	16,218.7	O'ahu	19.1%	3,292,488
Daily Spend (\$PPPD)	↑ 28.4%	187.4	240.6	241.1	Maui	-12.0%	1,797,779
Visitor Days	↔ 8.9%	51,128,629	55,657,974	67,268,887	Moloka'i	-20.4%	27,725
Arrivals	↔ 9.6%	5,712,332	6,259,113	7,518,173	Lāna'i	-14.1%	42,873
Daily Census	↔ 8.9%	168,186	183,085	184,298	Kaua'i	11.0%	1,050,845
Airlift (scheduled seats) [^]	↑ 11.1%	8,084,241	8,979,294	10,719,534	Hawai'i Island	19.1%	1,226,430

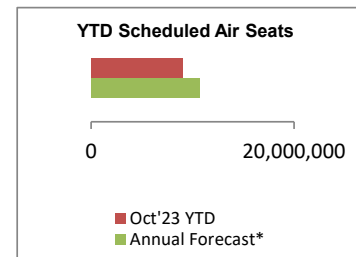
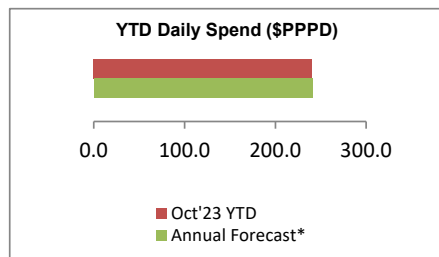
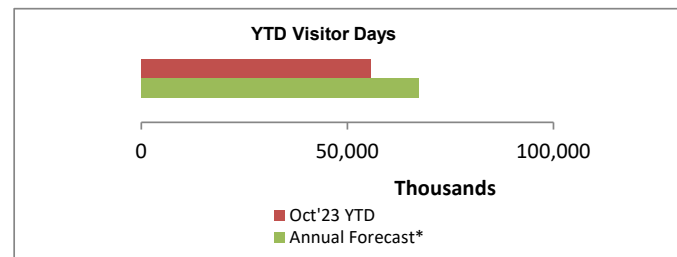
* DBEDT Annual Forecast as of Q3 2023.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 24, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. WEST**

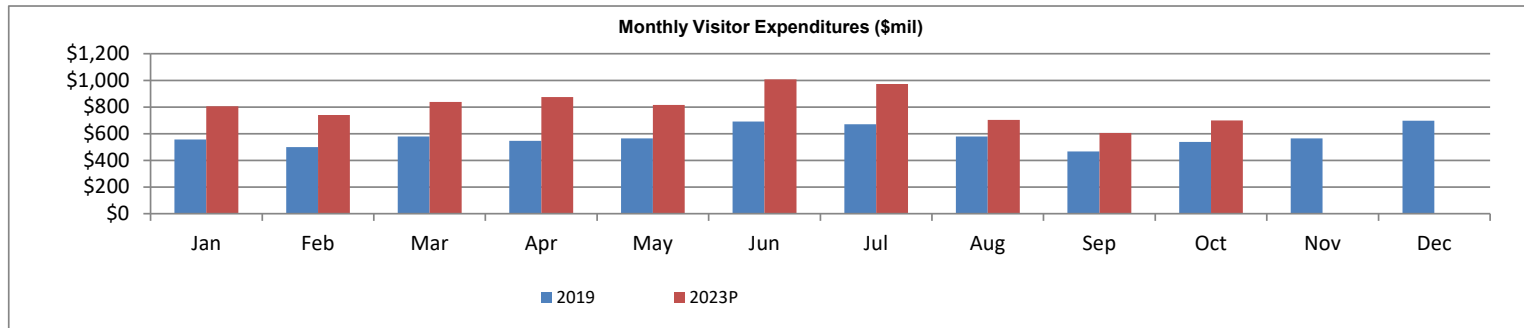
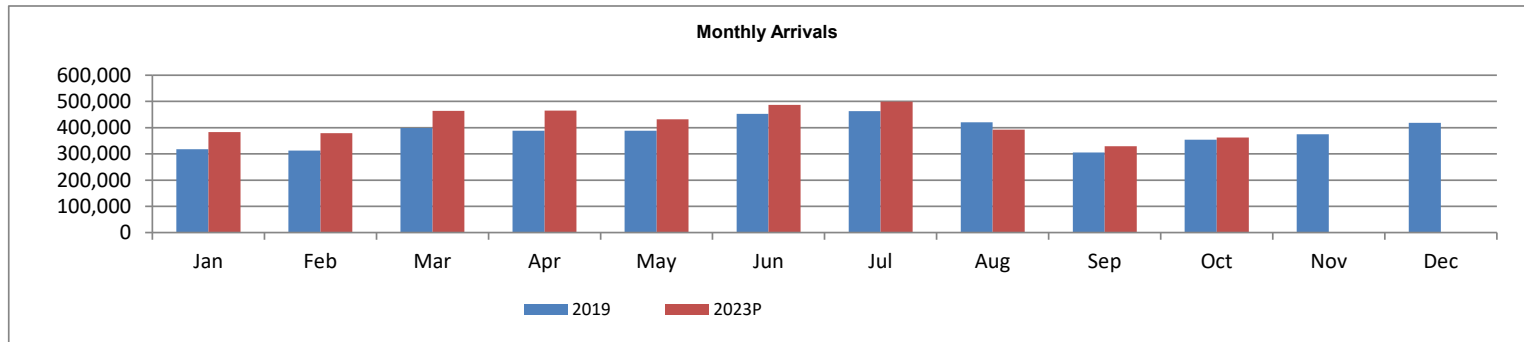
Key Performance Indicators

	YOY Rate	Oct'19 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 41.6%	5,690.6	8,060.0	9,852.5	O'ahu	23.1%	2,044,183
Daily Spend (\$PPPD)	↑ 30.4%	173.9	226.7	228.0	Mauī	-13.9%	1,154,843
Visitor Days	↔ 8.7%	32,725,817	35,557,376	43,203,993	Moloka'i	-22.8%	16,093
Arrivals	↑ 10.3%	3,801,555	4,193,917	5,063,338	Lāna'i	-10.8%	23,184
Daily Census	↔ 8.7%	107,651	116,965	118,367	Kaua'i	12.2%	678,460
Airlift (scheduled seats) [^]	↑ 12.0%	7,098,353	7,947,385	9,483,838	Hawai'i Island	20.7%	771,708

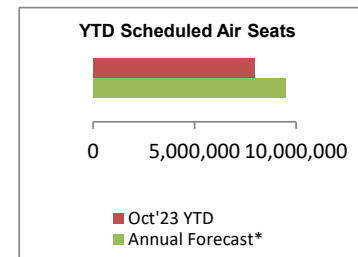
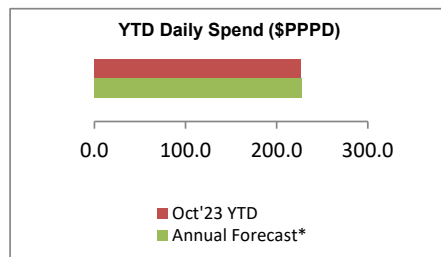
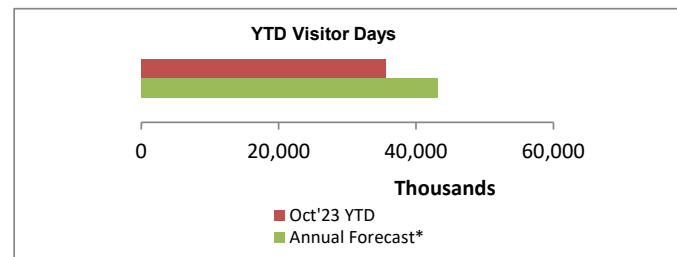
* DBEDT Annual Forecast as of Q3 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 24, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. EAST**

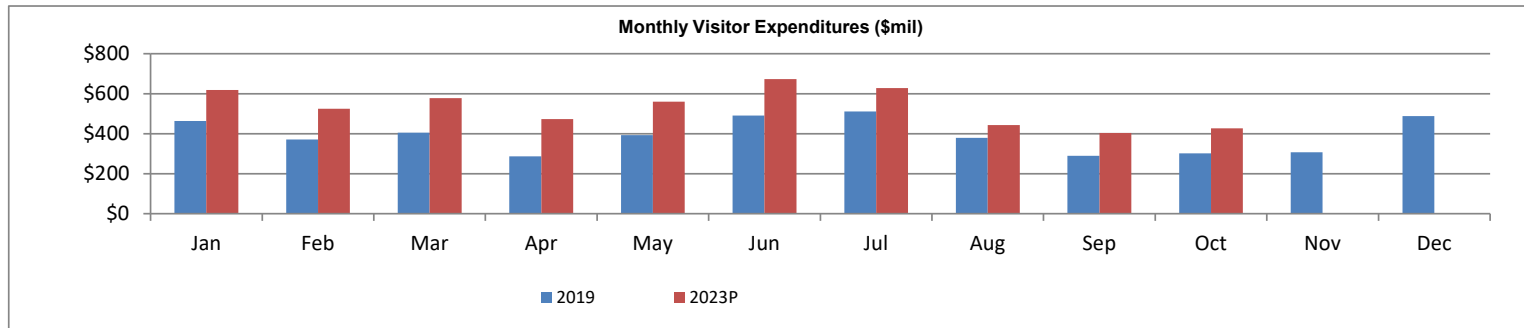
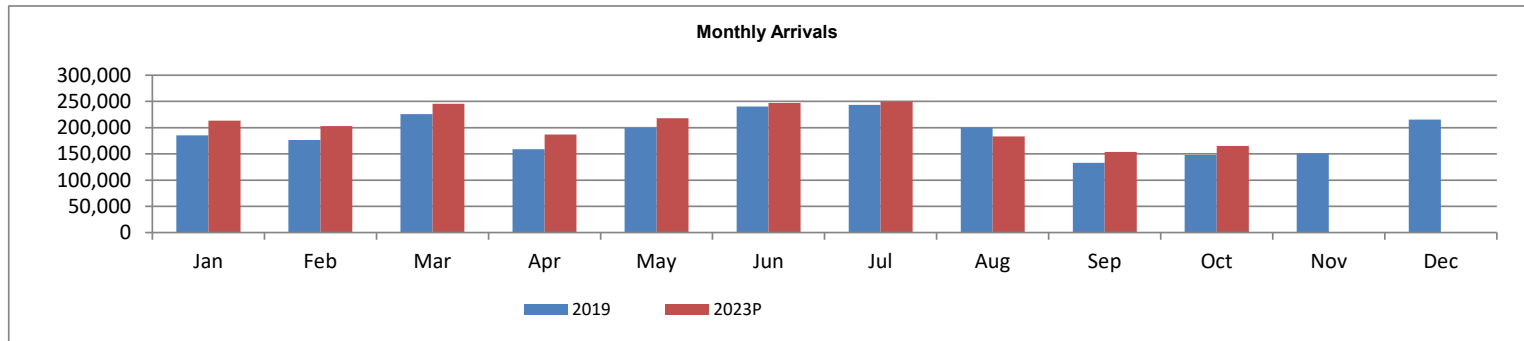
Key Performance Indicators

	YOY Rate	Oct'19 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 37.0%	3,889.1	5,328.7	6,366.2	O'ahu	13.0%	1,248,304
Daily Spend (\$PPPD)	↑ 25.4%	211.3	265.1	264.5	Maui	-8.4%	642,935
Visitor Days	↔ 9.2%	18,402,812	20,100,597	24,064,894	Moloka'i	-16.9%	11,632
Arrivals	↔ 8.1%	1,910,777	2,065,195	2,454,835	Lāna'i	-17.6%	19,689
Daily Census	↔ 9.2%	60,536	66,120	65,931	Kaua'i	8.9%	372,384
Airlift (scheduled seats) [^]	↔ 4.7%	985,888	1,031,909	1,235,696	Hawai'i Island	16.5%	454,722

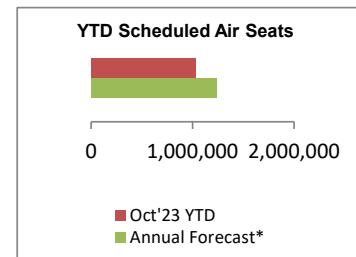
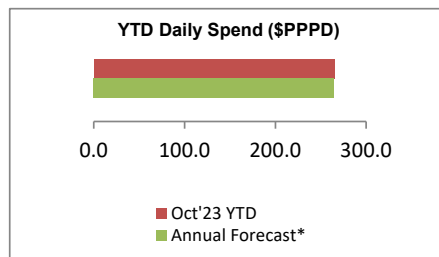
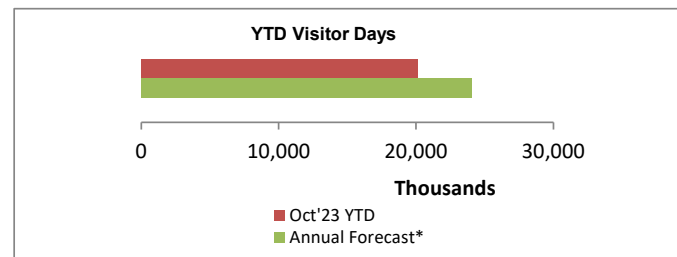
* DBEDT Annual Forecast as of Q3 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 24, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **JAPAN**

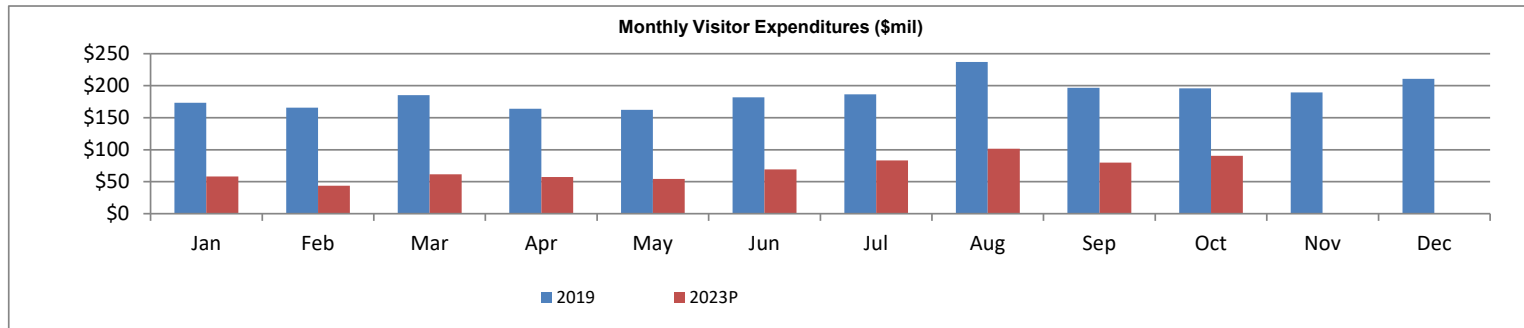
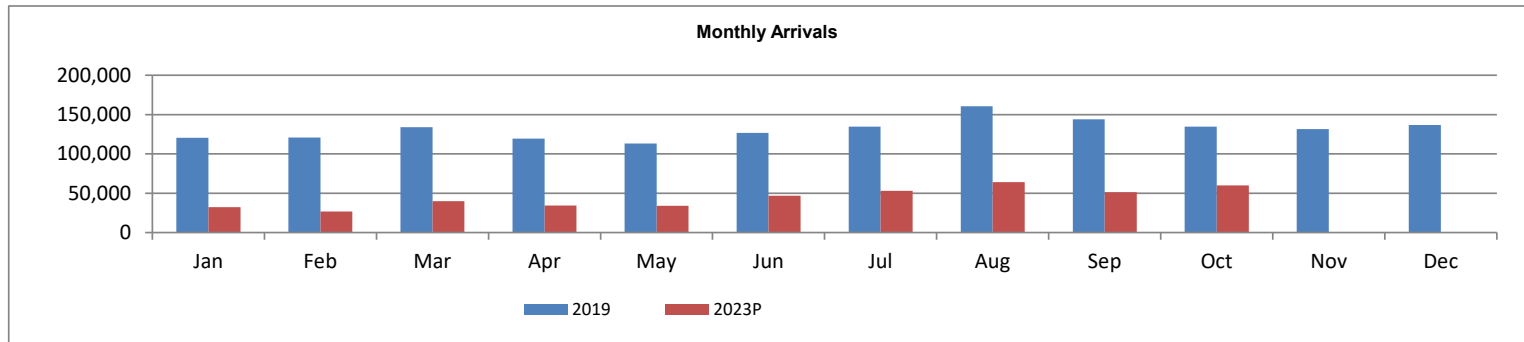
Key Performance Indicators

	YOY Rate	Oct'19 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -62.2%	1,848.1	699.0	933.0	O'ahu	-65.3%	430,029
Daily Spend (\$PPPD)	↓ -0.3%	238.3	237.5	237.8	Maui	-78.7%	8,672
Visitor Days	↓ -62.0%	7,754,528	2,942,906	3,923,246	Moloka'i	-64.2%	547
Arrivals	↓ -66.2%	1,308,034	442,681	582,975	Lāna'i	-81.4%	375
Daily Census	↓ -62.0%	25,508	9,681	10,749	Kaua'i	-77.7%	4,789
Airlift (scheduled seats) [^]	↓ -49.5%	1,664,725	839,981	1,064,912	Hawai'i Island	-75.0%	34,927

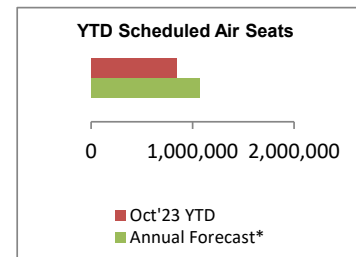
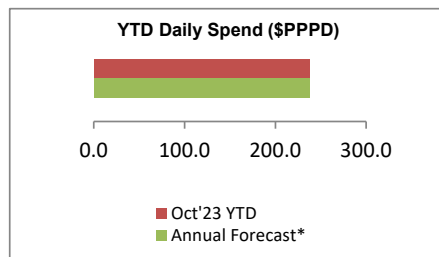
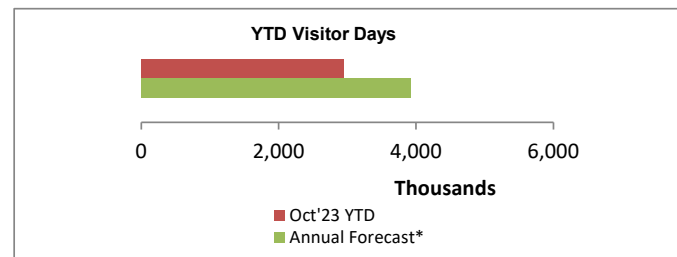
* DBEDT Annual Forecast as of Q3 2023.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 24, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **CANADA**

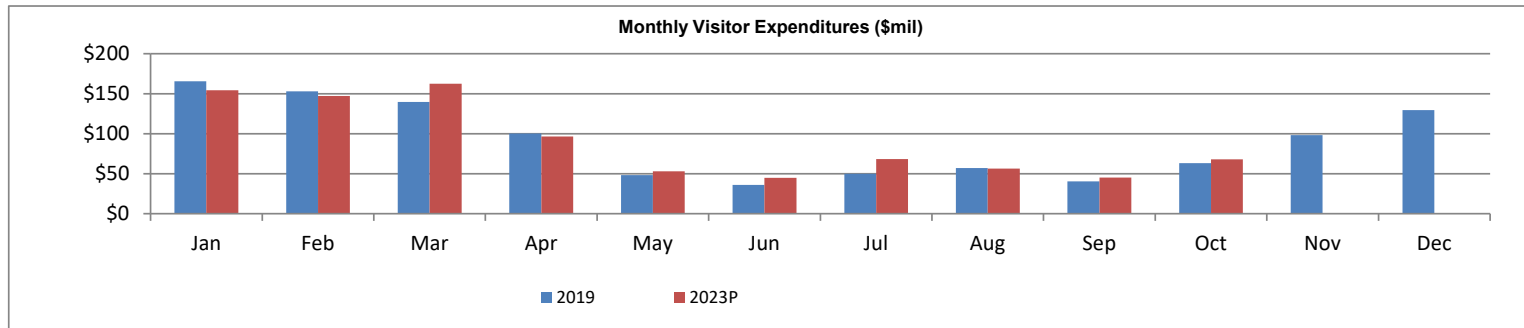
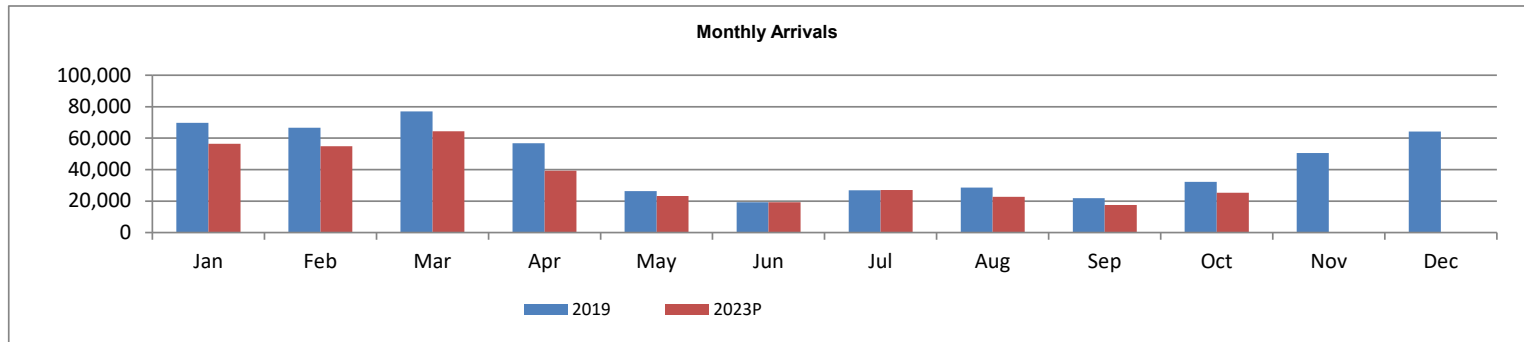
Key Performance Indicators

	YOY Rate	Oct'19 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 4.9%	853.6	895.8	1,255.0	O'ahu	0.3%	183,853
Daily Spend (\$PPPD)	↕ 32.1%	166.0	219.3	219.1	Maui	-25.3%	164,058
Visitor Days	↘ -20.6%	5,142,680	4,085,734	5,727,949	Moloka'i	-39.9%	2,292
Arrivals	↘ -17.7%	425,324	350,095	477,329	Lāna'i	-30.7%	3,251
Daily Census	↘ -20.6%	16,917	13,440	15,693	Kaua'i	-30.4%	42,321
Airlift (scheduled seats) [^]	↘ -6.3%	378,268	354,408	466,196	Hawai'i Island	-16.1%	63,408

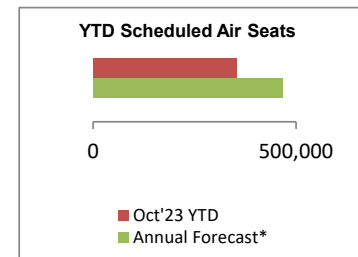
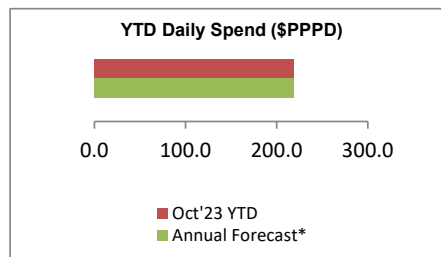
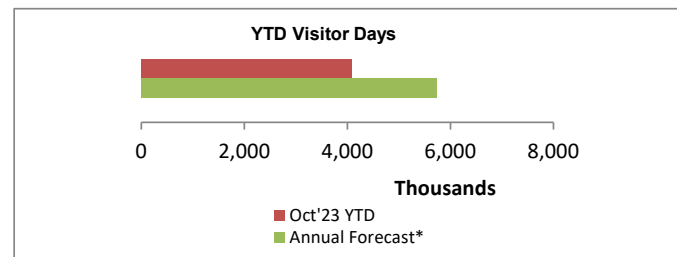
* DBEDT Annual Forecast as of Q3 2023.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 24, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OCEANIA**

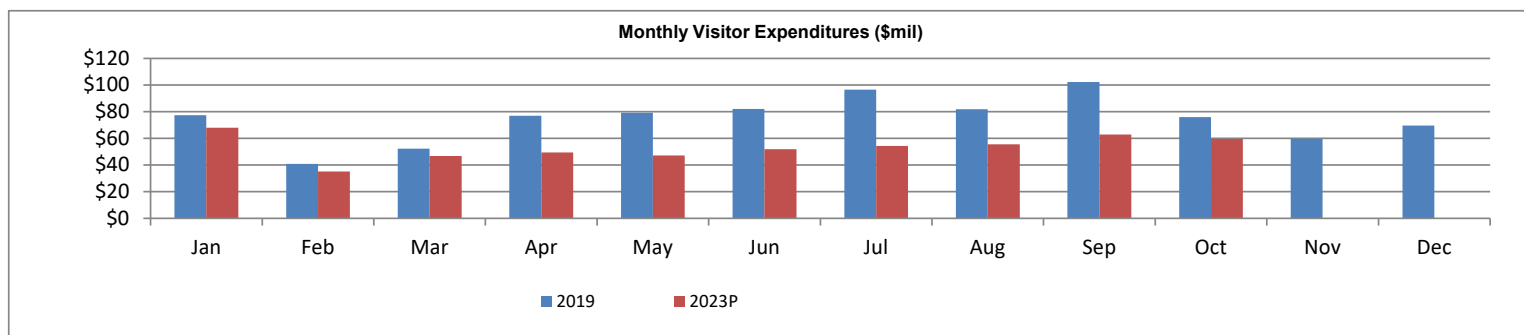
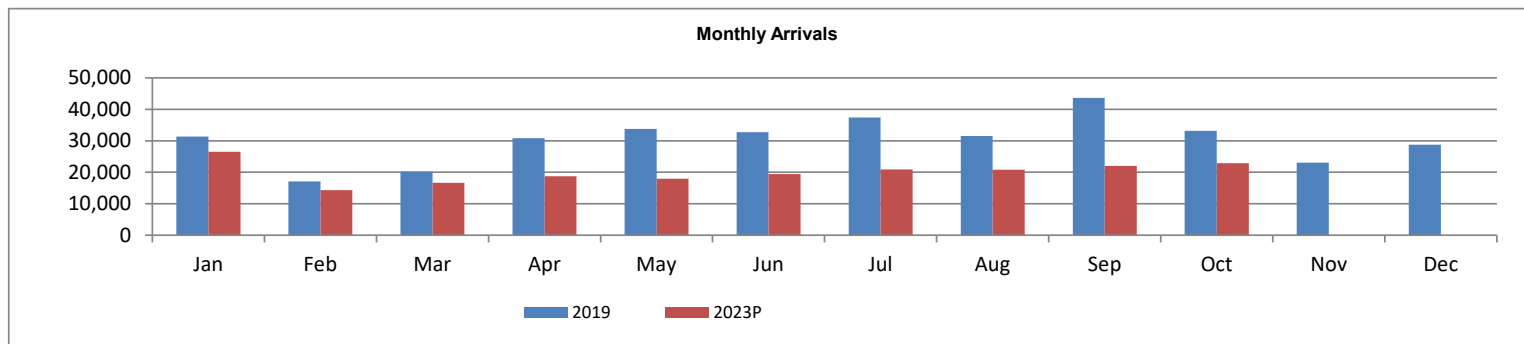
Key Performance Indicators

	YOY Rate	Oct'19 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -30.6%	765.7	531.1	605.8	O'ahu	-35.6%	196,860
Daily Spend (\$PPPD)	↑ 12.5%	262.3	295.0	292.0	Maui	-60.1%	21,318
Visitor Days	↓ -38.3%	2,919,320	1,800,623	2,074,509	Moloka'i	-62.9%	1,557
Arrivals	↓ -35.8%	311,704	200,181	230,501	Lāna'i	-65.5%	1,922
Daily Census	↓ -38.3%	9,603	5,923	5,684	Kaua'i	-50.0%	14,104
Airlift (scheduled seats) [^]	↓ -34.9%	420,873	274,046	329,765	Hawai'i Island	-46.4%	21,579

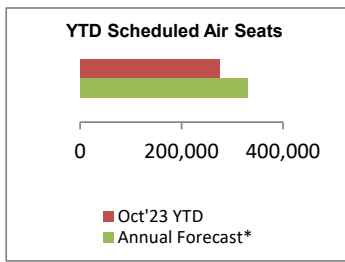
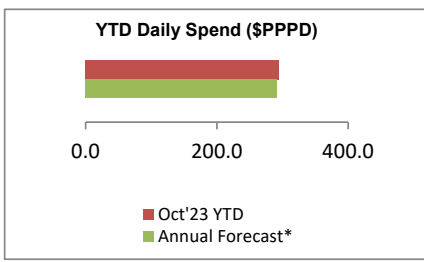
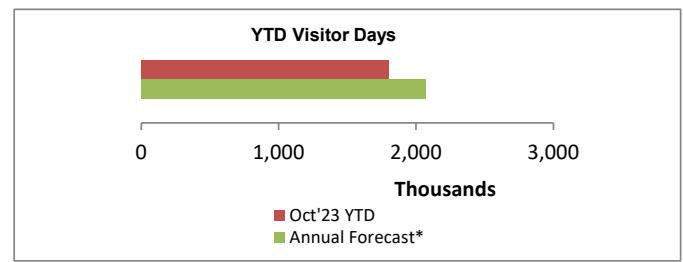
* DBEDT Annual Forecast as of Q3 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 24, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

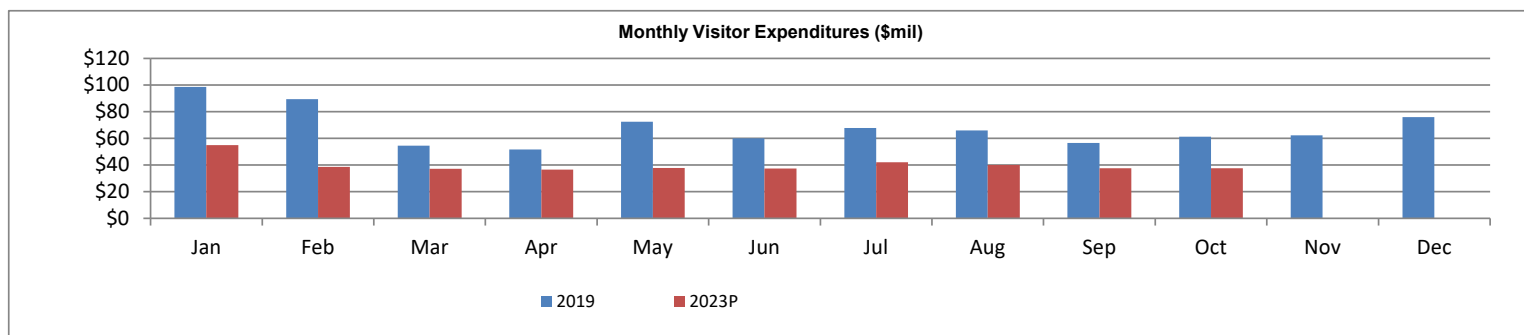
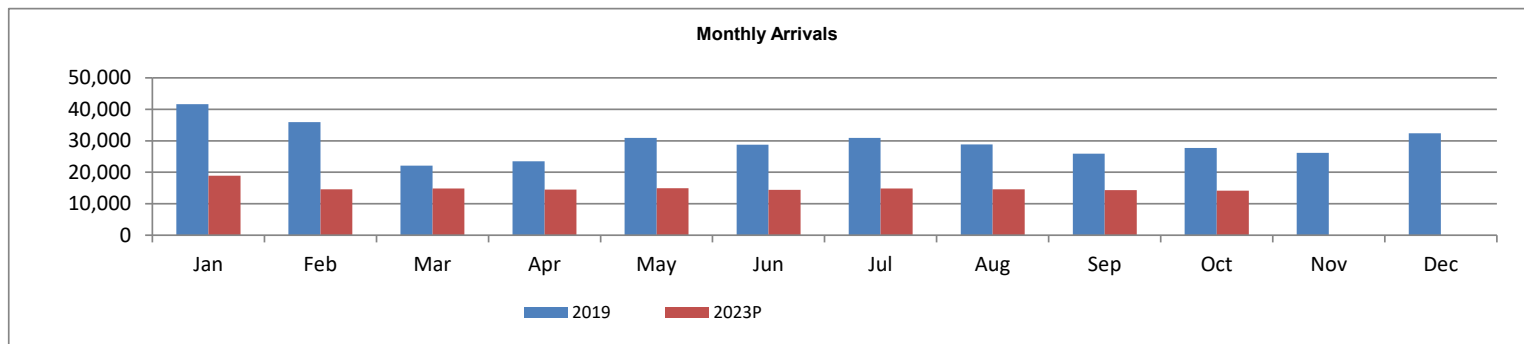
Key Performance Indicators

	YOY Rate	Oct'19 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -41.1%	678.4	399.8	NA	O'ahu	-49.6%	145,665
Daily Spend (\$PPPD)	↔ 9.0%	289.3	315.3	NA	Maui	-73.0%	12,581
Visitor Days	↓ -45.9%	2,344,987	1,267,871	NA	Moloka'i	-81.4%	265
Arrivals	↓ -49.3%	296,132	150,065	NA	Lāna'i	-60.0%	579
Daily Census	↓ -45.9%	7,714	4,171	NA	Kaua'i	-51.2%	5,053
Airlift (scheduled seats) [^]	↓ -43.3%	406,156	230,442	278,670	Hawai'i Island	-55.3%	26,131

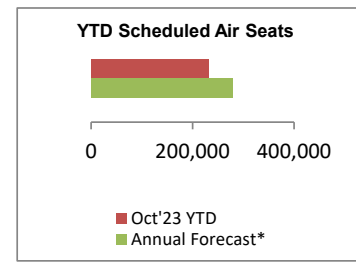
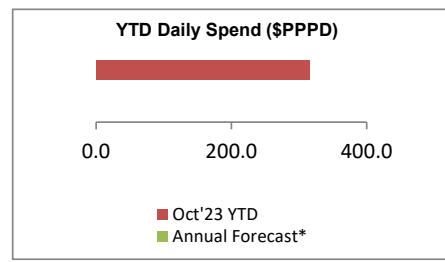
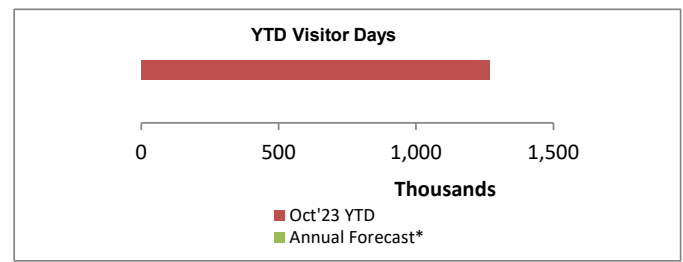
* DBEDT Annual Forecast as of Q3 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 24, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **KOREA**

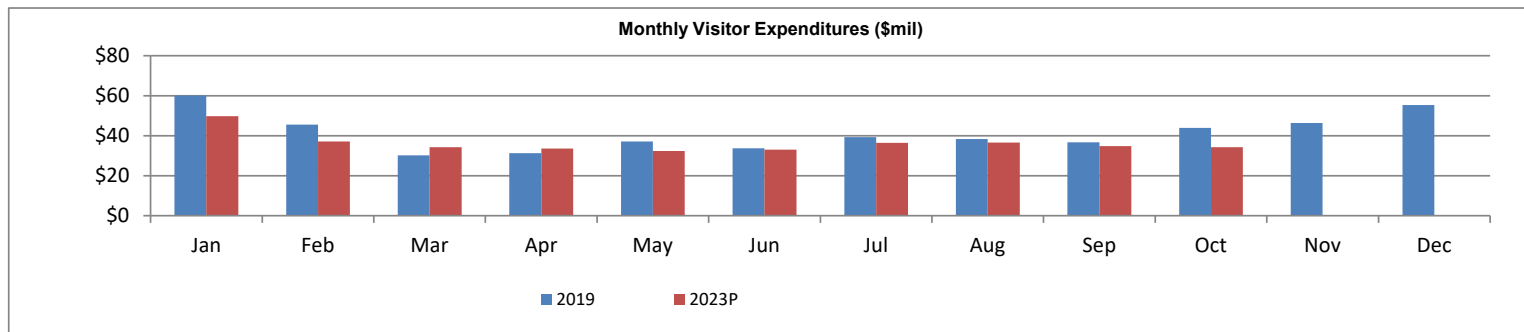
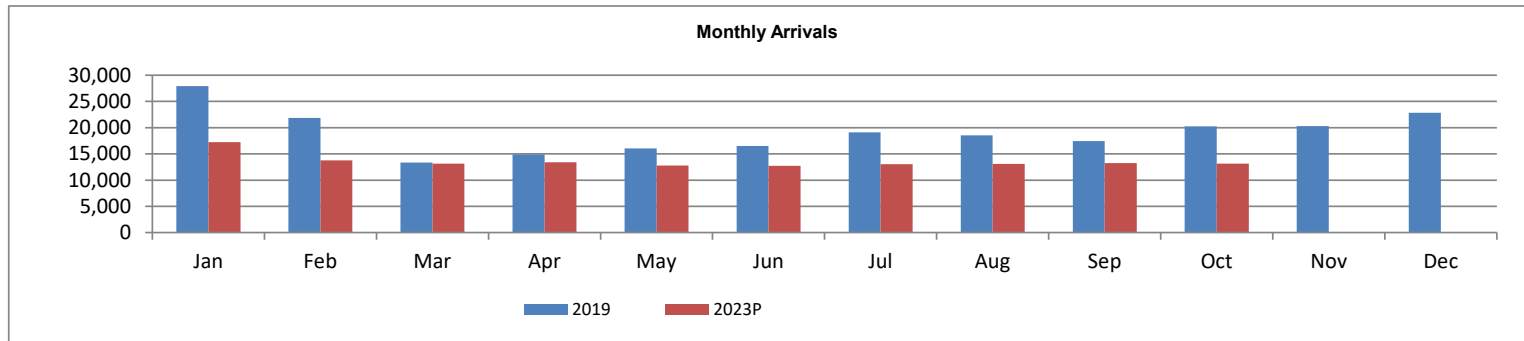
Key Performance Indicators

	YOY Rate	Oct'19 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -8.7%	396.2	361.9	438.2	O'ahu	-26.8%	133,935
Daily Spend (\$PPPD)	👈 14.0%	275.5	314.0	311.0	Mauī	-57.8%	10,187
Visitor Days	👇 -19.8%	1,438,132	1,152,723	1,408,925	Moloka'i	-71.7%	204
Arrivals	👇 -27.1%	185,951	135,523	164,232	Lāna'i	-6.4%	465
Daily Census	👇 -19.8%	4,731	3,792	3,860	Kaua'i	-32.5%	3,900
Airlift (scheduled seats) [^]	👇 -14.8%	270,515	230,442	278,670	Hawai'i Island	5.0%	22,641

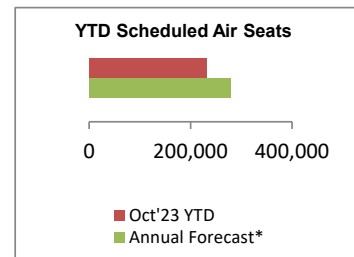
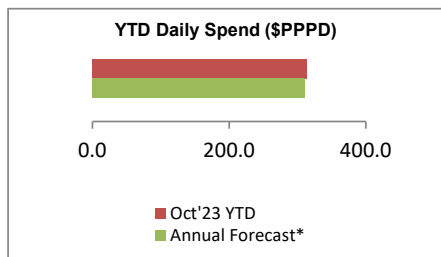
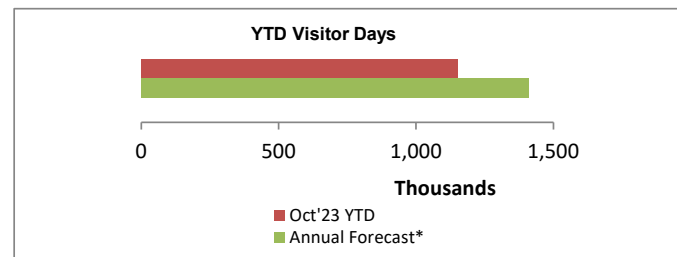
* DBEDT Annual Forecast as of Q3 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 24, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **CHINA**

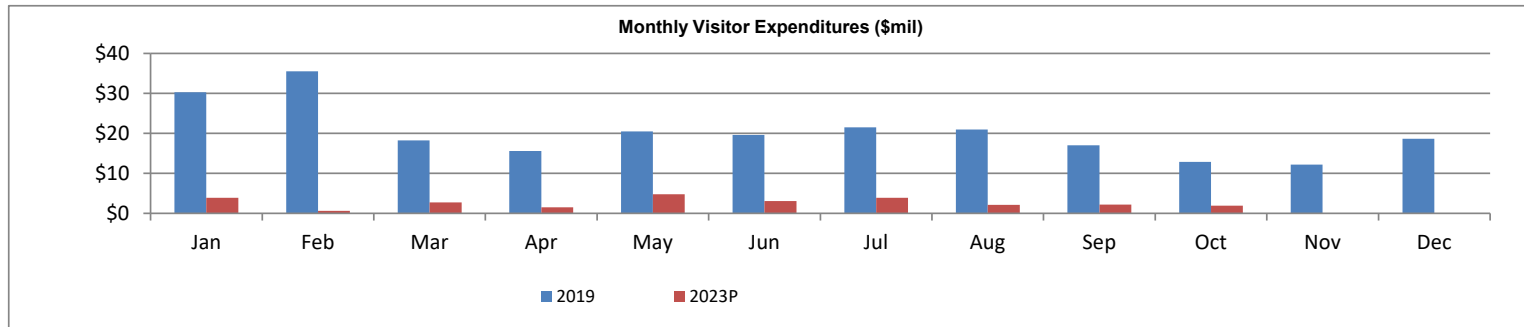
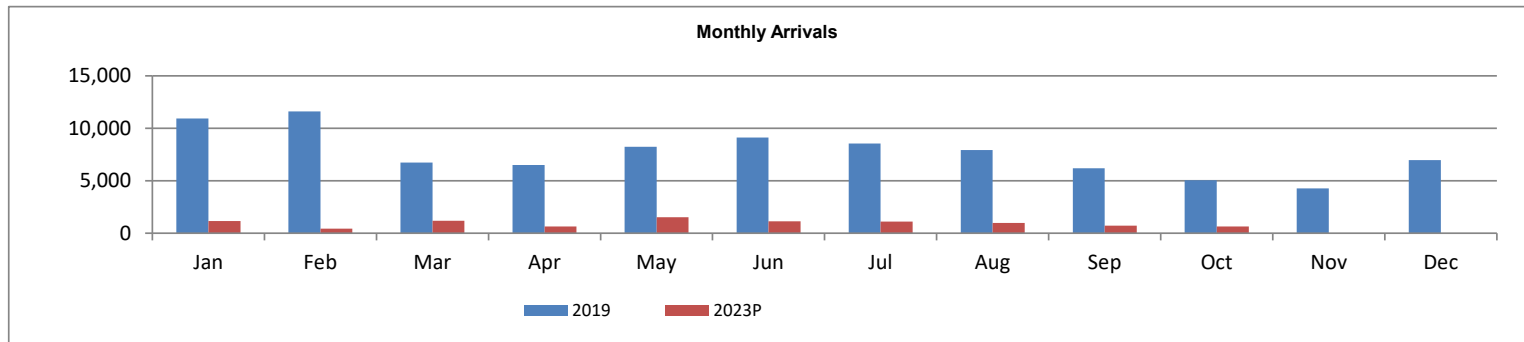
Key Performance Indicators

	YOY Rate	Oct'19 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -87.4%	212.0	26.8	NA	O'ahu	-89.5%	8,191
Daily Spend (\$PPPD)	↑ 12.2%	327.4	367.5	NA	Maui	-92.5%	1,302
Visitor Days	↓ -88.7%	647,408	72,881	NA	Moloka'i	-92.5%	47
Arrivals	↓ -88.2%	80,844	9,526	NA	Lāna'i	-88.8%	88
Daily Census	↓ -88.7%	2,130	240	NA	Kaua'i	-80.7%	613
Airlift (scheduled seats) [^]	N/A	101,063	N/A	N/A	Hawai'i Island	-91.5%	2,555

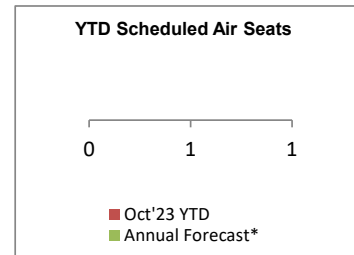
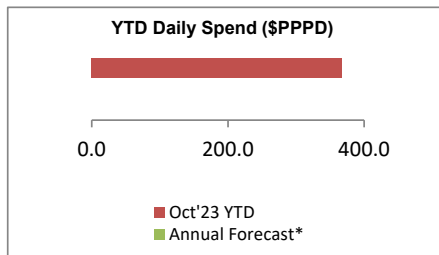
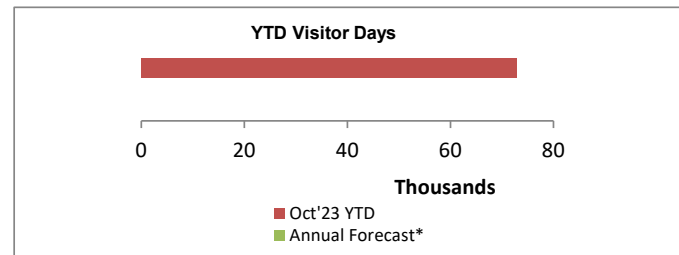
* DBEDT Annual Forecast as of Q3 2023.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 24, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **EUROPE**

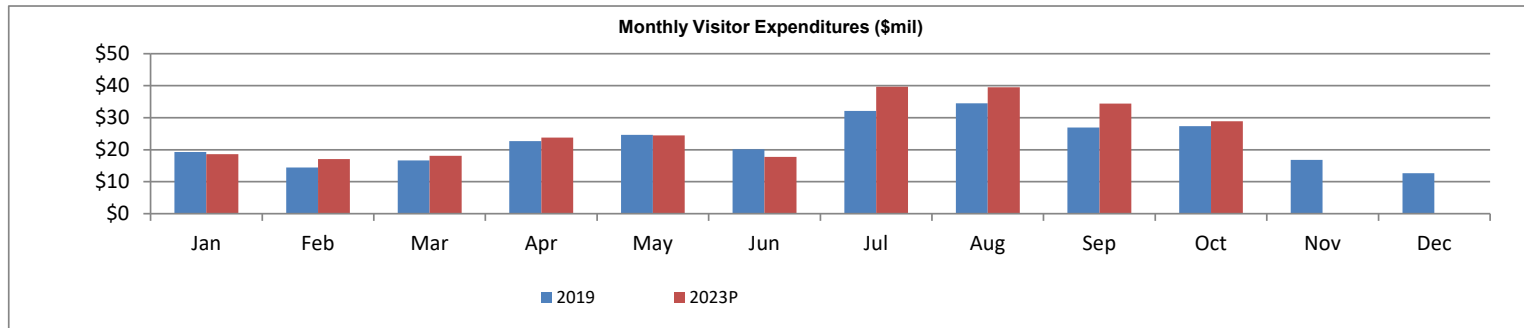
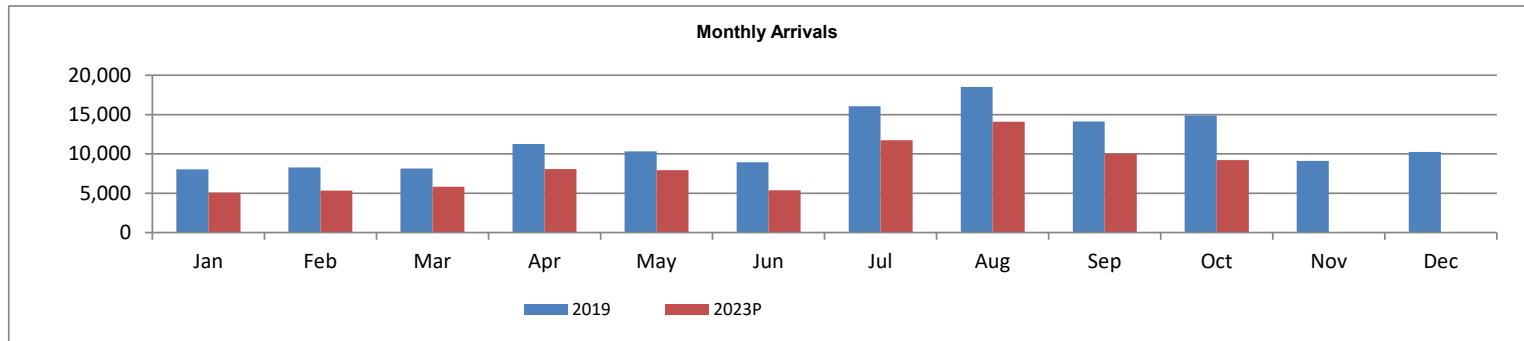
Key Performance Indicators

	YOY Rate	Oct'19 YTD	Oct'23 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 9.8%	238.7	262.1	384.5	O'ahu	-28.6%	62,483
Daily Spend (\$PPPD)	↕ 52.3%	156.3	238.1	239.7	Maui	-45.4%	28,776
Visitor Days	↘ -27.9%	1,526,880	1,100,749	1,604,402	Moloka'i	-27.8%	1,081
Arrivals	↘ -30.3%	118,559	82,651	119,092	Lāna'i	-47.8%	771
Daily Census	↘ -27.9%	5,023	3,621	4,396	Kaua'i	-29.6%	21,288
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-27.1%	27,480

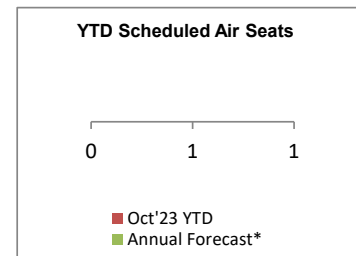
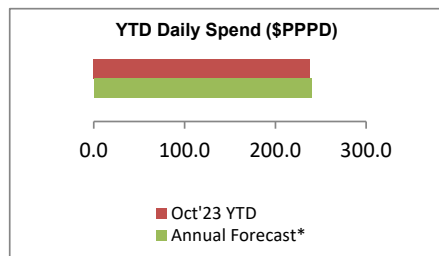
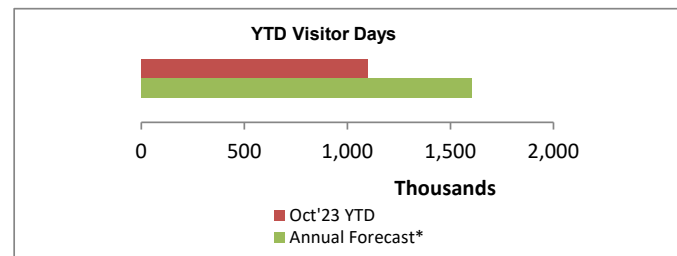
* DBEDT Annual Forecast as of Q3 2023.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 24, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

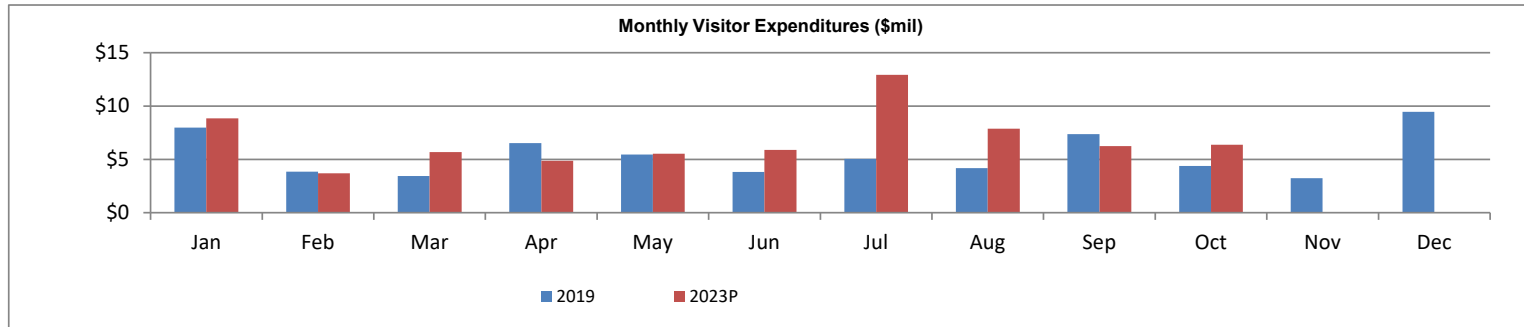
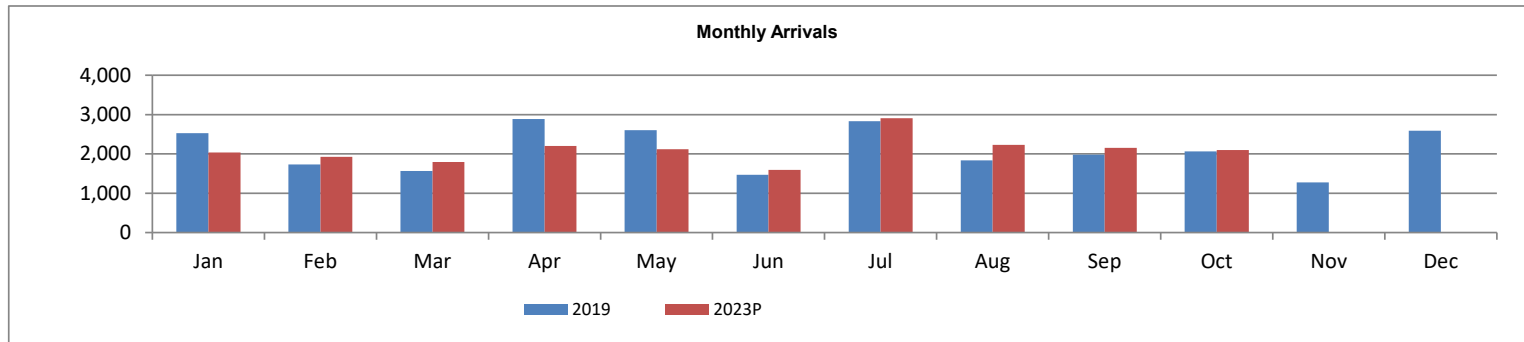
Key Performance Indicators

	YOY Rate	Oct'19 YTD	Oct'23 YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 30.6%	52.0	67.9	NA		O'ahu	-5.2%	15,325
Daily Spend (\$PPPD)	↑ 33.1%	230.1	306.2	NA		Maui	-11.3%	6,579
Visitor Days	↓ -1.9%	226,076	221,813	NA		Moloka'i	-13.5%	192
Arrivals	↓ -2.1%	21,484	21,039	NA		Lāna'i	-65.5%	171
Daily Census	↓ -1.9%	744	730	NA		Kaua'i	-8.1%	2,616
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A		Hawai'i Island	-5.9%	4,422

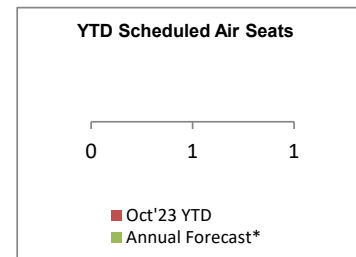
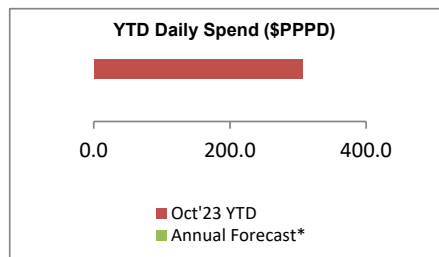
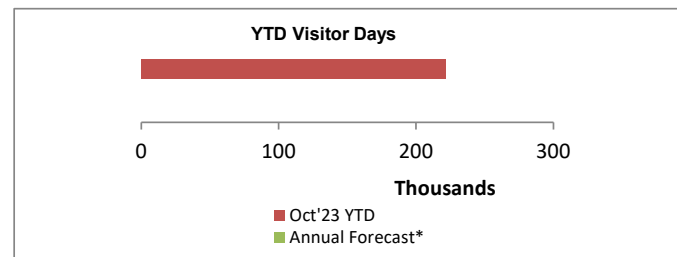
* DBEDT Annual Forecast as of Q3 2023.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 24, 2023, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures