

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

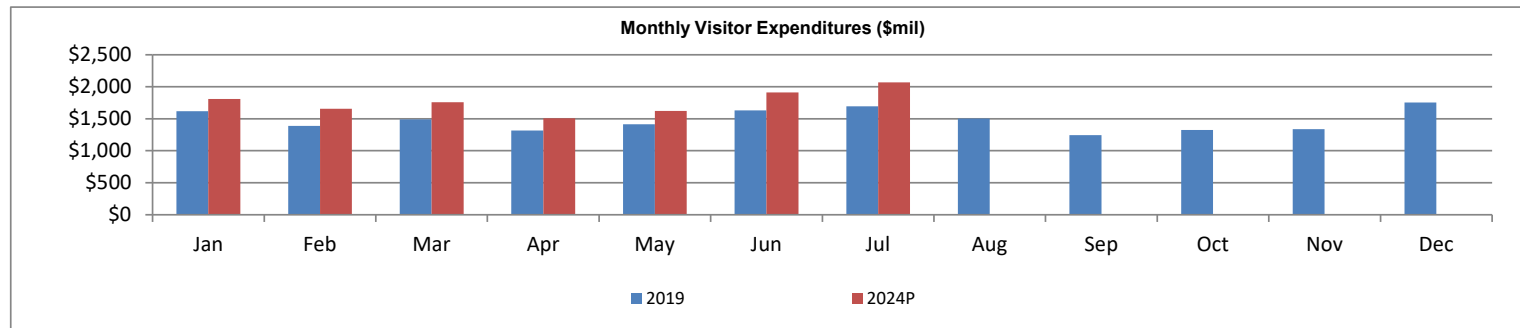
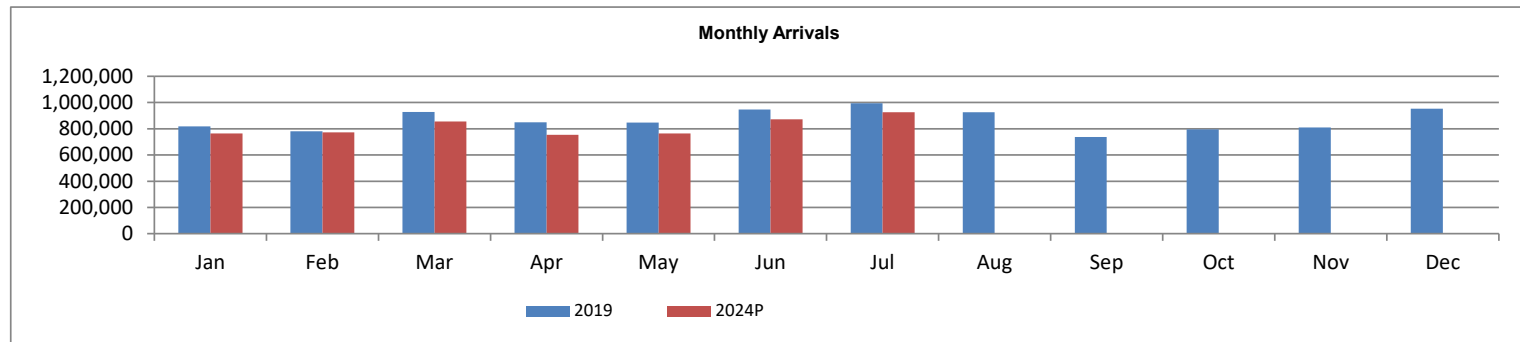
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 16.9%	10,553.0	12,332.8	20,955.2	O'ahu	-5.6%	3,421,221
Daily Spend (\$PPPD)	↑ 25.6%	195.0	244.9	244.4	Maui	-25.2%	1,369,728
Visitor Days	↓ -7.0%	54,121,582	50,352,731	85,754,711	Moloka'i	-46.4%	20,325
Arrivals	↓ -7.5%	6,166,392	5,706,863	9,644,345	Lāna'i	-46.3%	27,818
Daily Census	↓ -7.4%	255,290	236,398	234,302	Kaua'i	-0.9%	817,869
Airlift (scheduled seats) [^]	↓ -1.3%	7,949,967	7,847,747	13,339,525	Hawai'i Island	-1.6%	1,037,477

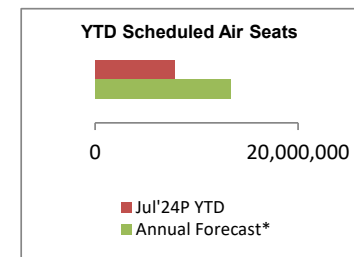
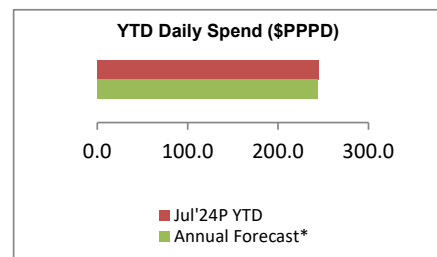
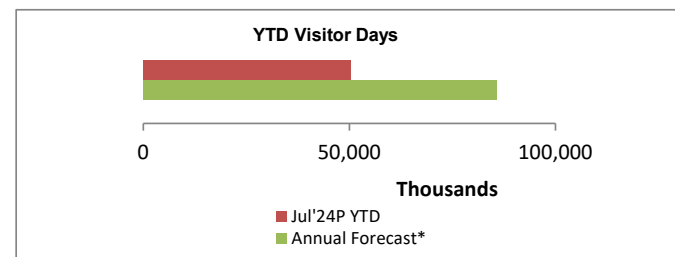
* DBEDT Annual Forecast as of Q2 2024.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of June 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

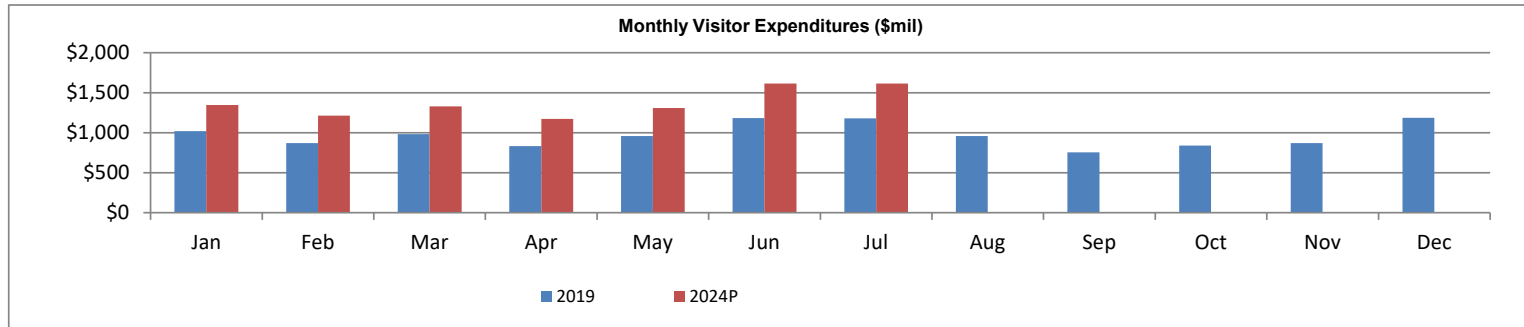
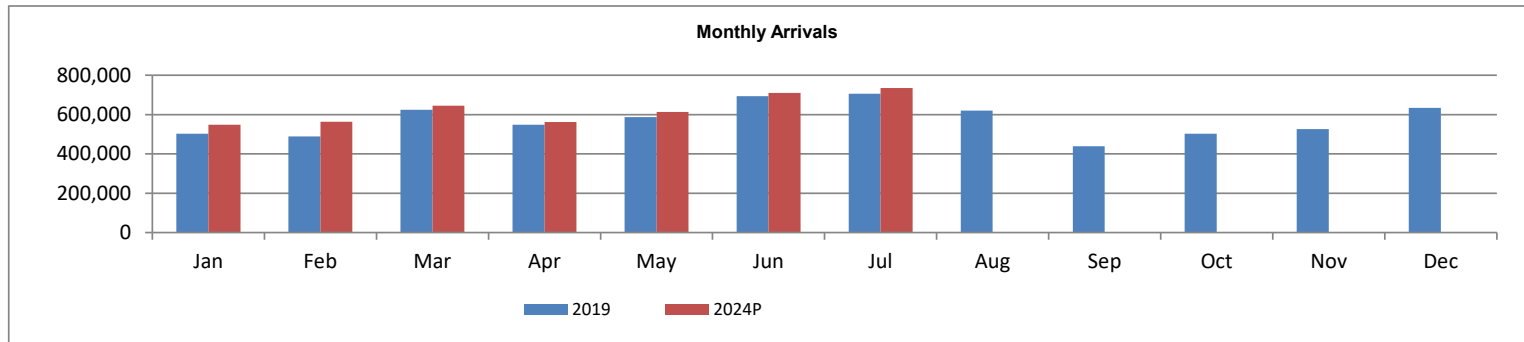
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 36.6%	7,026.5	9,599.0	15,666.3	O'ahu	18.0%	2,373,766
Daily Spend (\$PPPD)	↑ 31.7%	187.1	246.5	244.6	Maui	-20.0%	1,170,678
Visitor Days	↔ 3.7%	37,548,277	38,947,809	64,059,129	Moloka'i	-44.2%	14,763
Arrivals	↔ 5.5%	4,150,848	4,377,897	7,176,948	Lāna'i	-40.3%	21,287
Daily Census	↔ 3.2%	177,115	182,854	175,025	Kaua'i	5.7%	727,983
Airlift (scheduled seats) [^]	↔ 9.4%	5,719,985	6,255,225	10,601,031	Hawai'i Island	12.9%	858,979

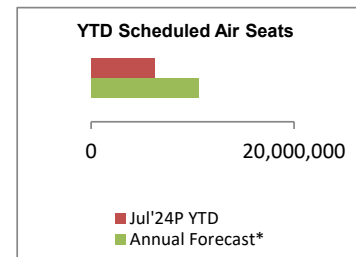
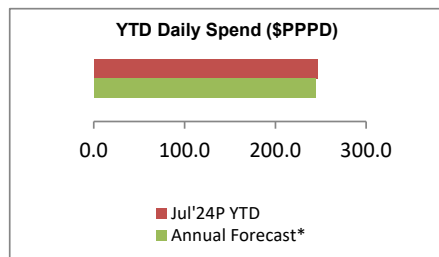
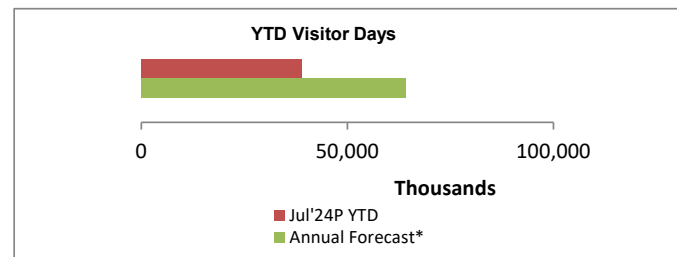
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. WEST**

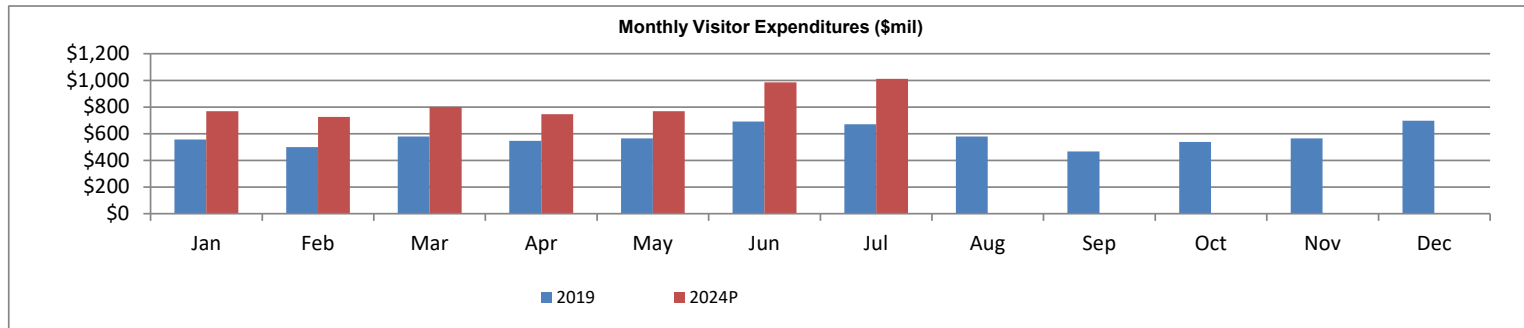
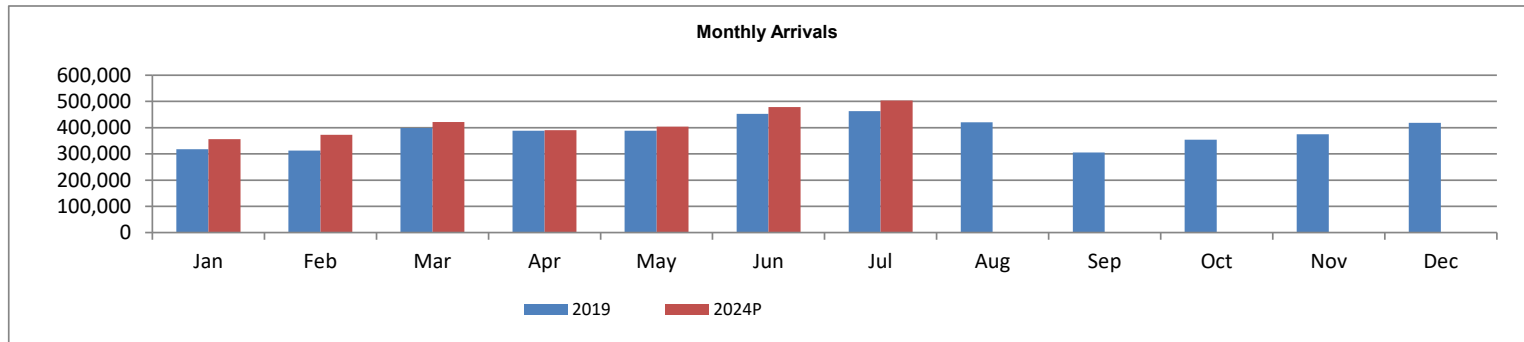
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 41.4%	4,106.5	5,804.8	9,533.5	O'ahu	25.0%	1,480,387
Daily Spend (\$PPPD)	↑ 34.8%	173.8	234.3	233.0	Mauī	-19.7%	755,524
Visitor Days	↔ 4.9%	23,629,088	24,777,567	40,916,237	Moloka'i	-44.1%	8,753
Arrivals	↔ 7.6%	2,720,989	2,927,644	4,825,028	Lāna'i	-36.1%	11,713
Daily Census	↔ 4.4%	111,458	116,327	111,793	Kaua'i	7.2%	465,274
Airlift (scheduled seats) [^]	↑ 10.8%	4,998,109	5,538,372	9,407,663	Hawai'i Island	13.2%	535,817

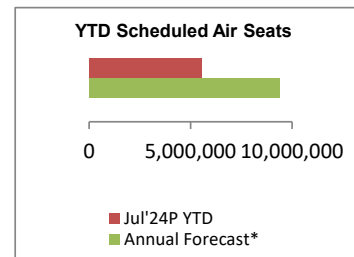
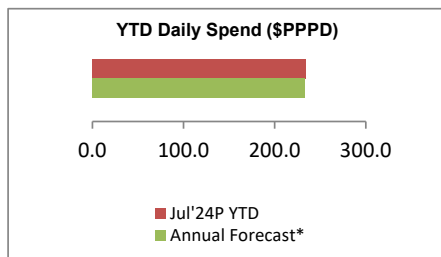
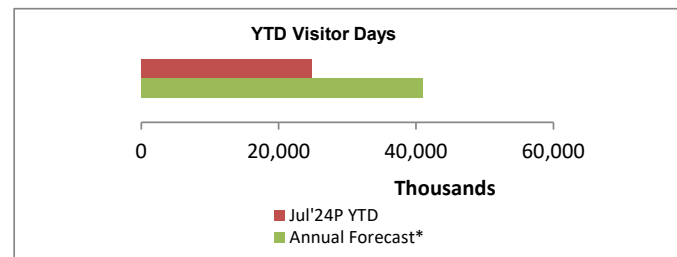
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. EAST**

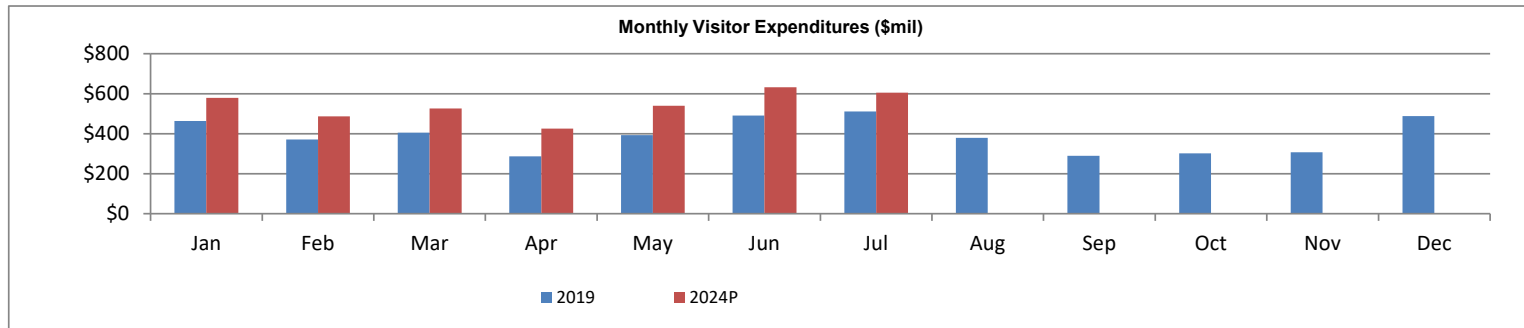
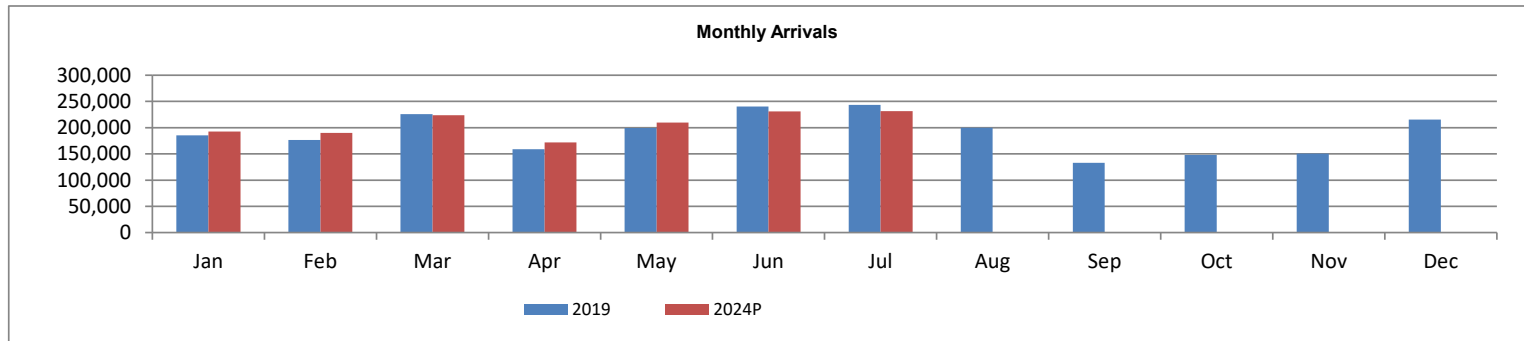
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 29.9%	2,919.9	3,794.2	6,132.9	O'ahu	8.0%	893,379
Daily Spend (\$PPPD)	↑ 27.6%	209.8	267.8	265.0	Maui	-20.5%	415,155
Visitor Days	↔ 1.8%	13,919,189	14,170,242	23,142,892	Moloka'i	-44.4%	6,010
Arrivals	↔ 1.4%	1,429,858	1,450,253	2,351,920	Lāna'i	-44.7%	9,575
Daily Census	↔ 1.3%	65,657	66,527	63,232	Kaua'i	3.1%	262,710
Airlift (scheduled seats) [^]	↓ -0.7%	721,876	716,853	1,193,368	Hawai'i Island	12.3%	323,161

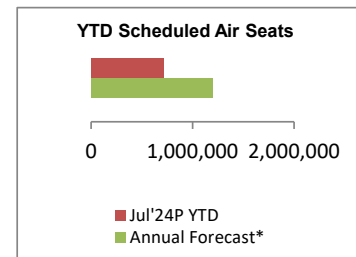
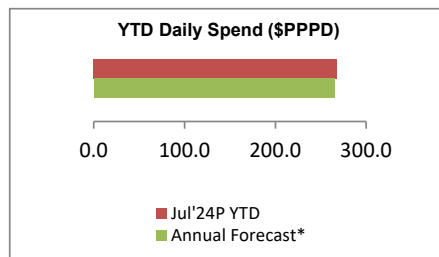
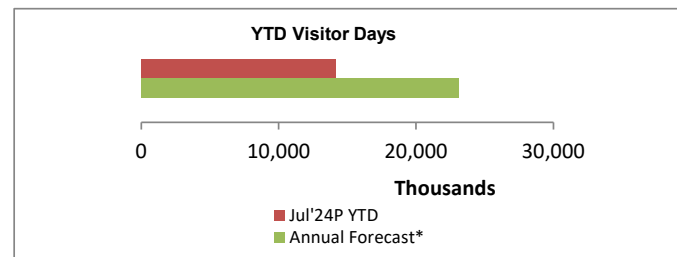
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

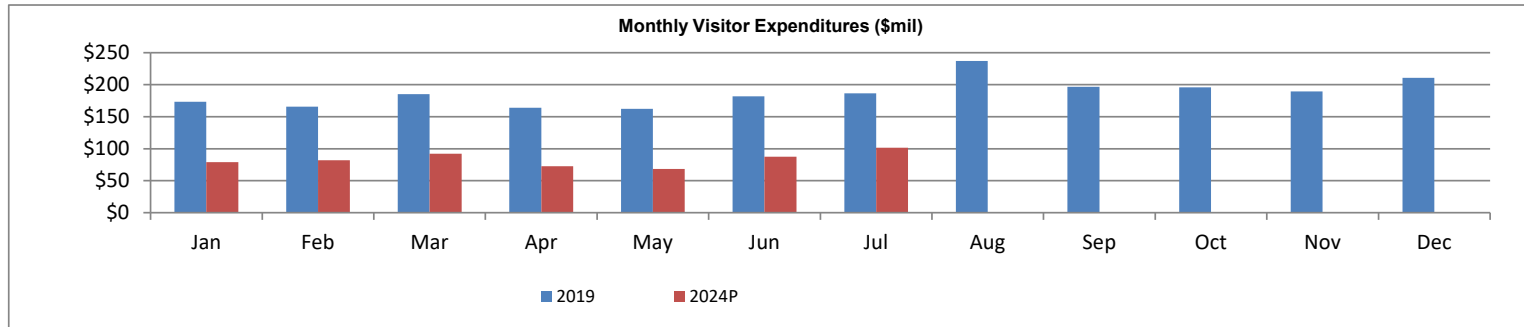
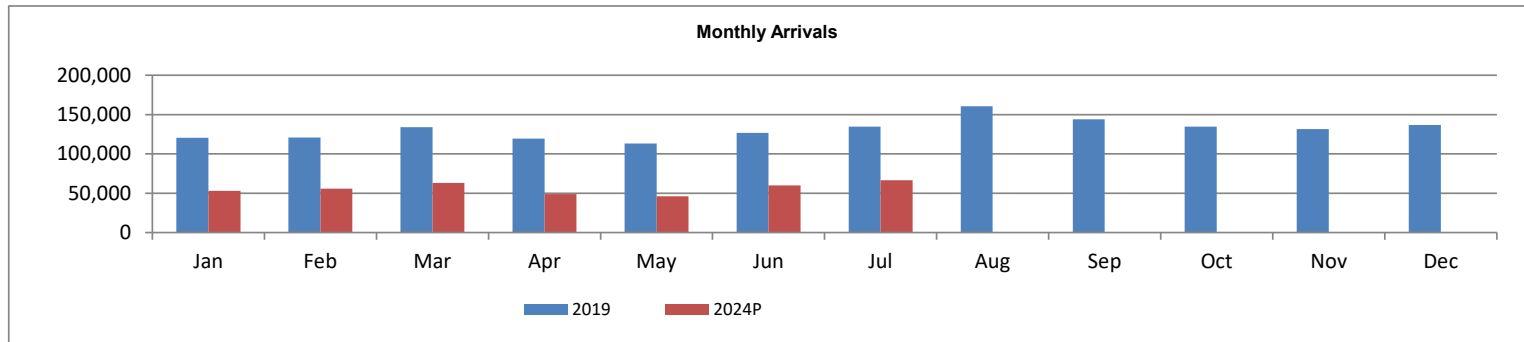
Market: **JAPAN**

Key Performance Indicators

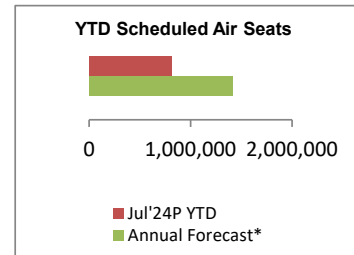
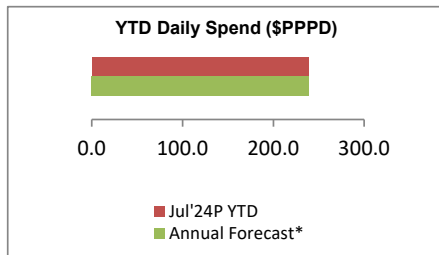
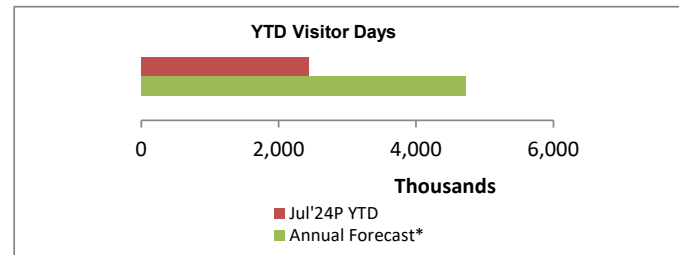
	YOY Rate	Jul'19 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -52.2%	1,218.9	582.7	1,130.3	O'ahu	-53.3%	384,416
Daily Spend (\$PPPD)	↔ -0.4%	239.8	238.9	239.0	Maui	-71.7%	7,662
Visitor Days	↓ -52.0%	5,083,982	2,438,970	4,729,243	Moloka'i	-45.9%	484
Arrivals	↓ -54.8%	868,821	393,117	770,235	Lāna'i	-80.0%	276
Daily Census	↓ -52.3%	23,981	11,451	12,921	Kaua'i	-72.1%	3,723
Airlift (scheduled seats) [^]	↓ -29.2%	1,146,682	812,271	1,412,991	Hawai'i Island	-70.8%	26,412

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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **CANADA**

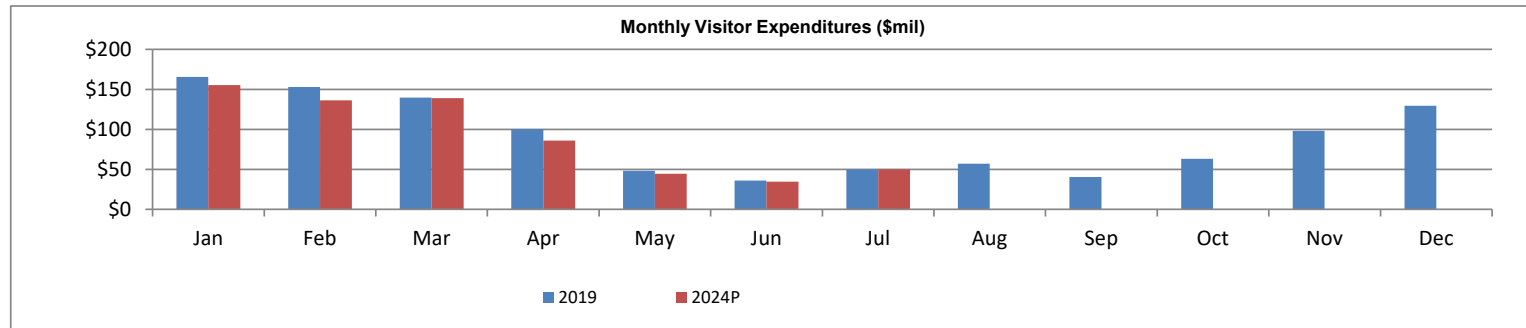
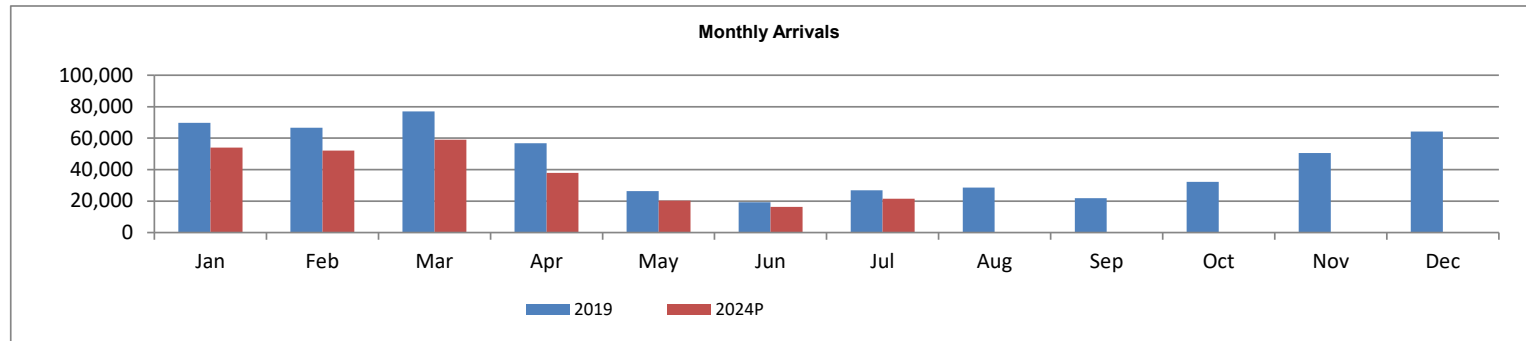
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -6.8%	692.9	645.6	1,107.7	O'ahu	0.4%	145,802
Daily Spend (\$PPPD)	👈 33.0%	165.4	219.9	223.0	Maui	-43.2%	97,202
Visitor Days	👇 -29.9%	4,188,907	2,935,569	4,967,107	Moloka'i	-50.1%	1,647
Arrivals	👇 -23.7%	342,474	261,333	439,567	Lāna'i	-64.9%	1,315
Daily Census	👇 -30.2%	19,759	13,782	13,571	Kaua'i	-42.8%	27,792
Airlift (scheduled seats) [^]	👇 -17.2%	324,056	268,389	433,060	Hawai'i Island	-25.1%	45,760

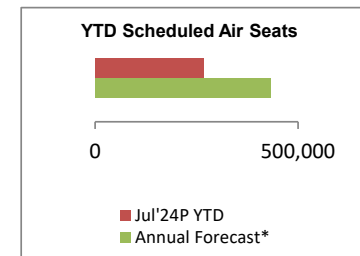
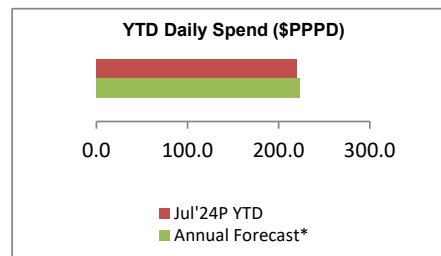
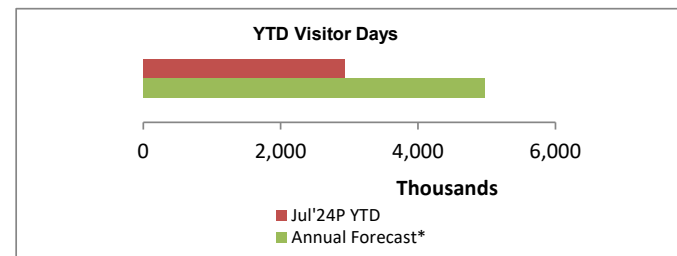
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OCEANIA**

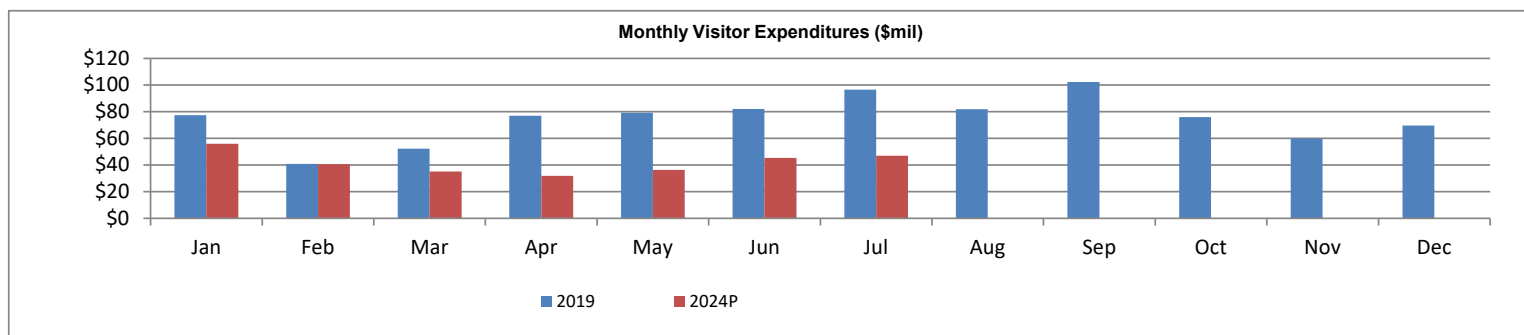
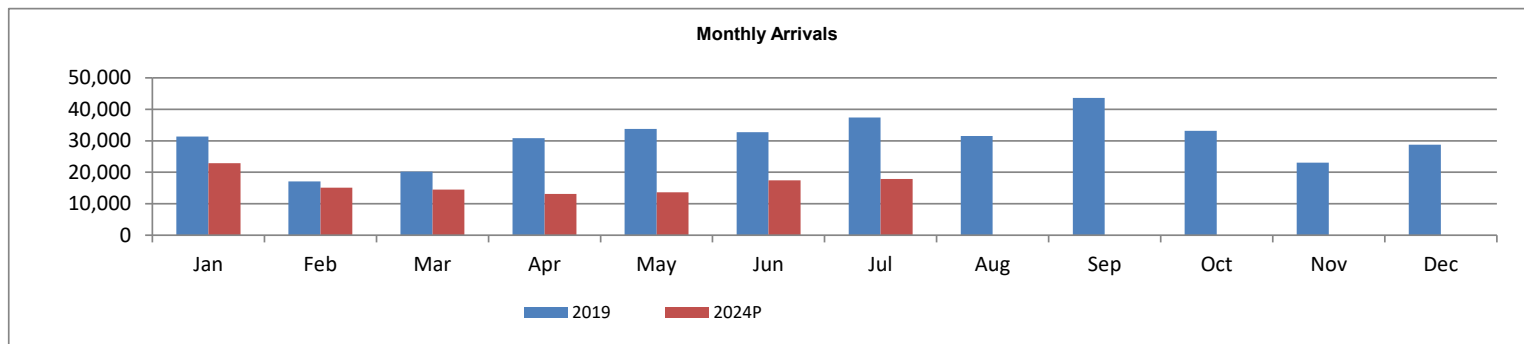
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -42.2%	505.5	292.4	585.9	O'ahu	-43.6%	112,369
Daily Spend (\$PPPD)	↑ 10.6%	264.7	292.9	294.0	Maui	-69.9%	10,296
Visitor Days	↓ -47.7%	1,909,670	998,380	1,992,855	Moloka'i	-62.9%	947
Arrivals	↓ -43.6%	203,308	114,654	230,655	Lāna'i	-74.5%	945
Daily Census	↓ -48.0%	9,008	4,687	5,445	Kaua'i	-59.8%	7,349
Airlift (scheduled seats) [^]	↓ -41.2%	290,505	170,931	296,187	Hawai'i Island	-57.7%	10,201

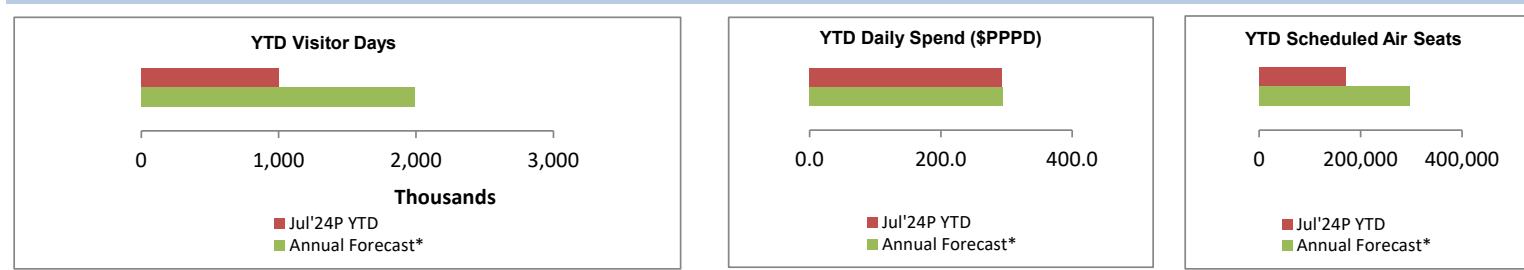
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

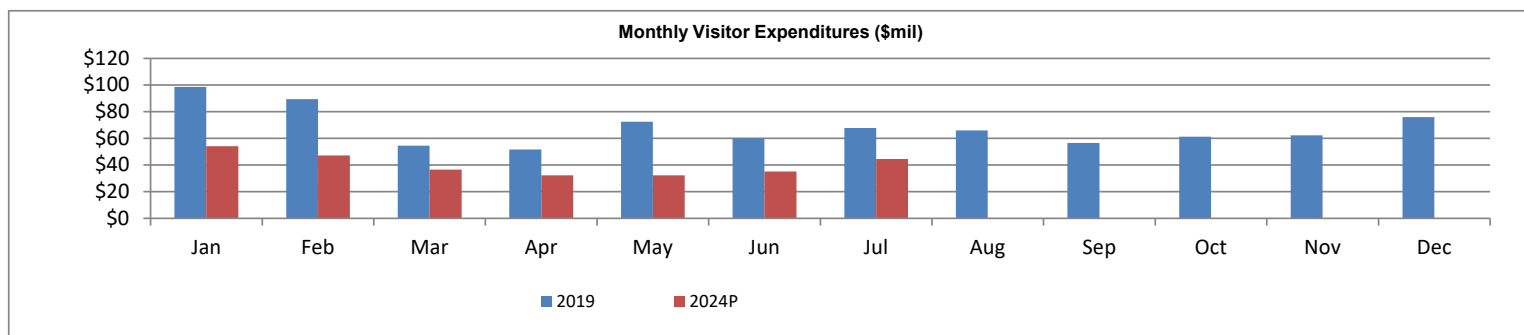
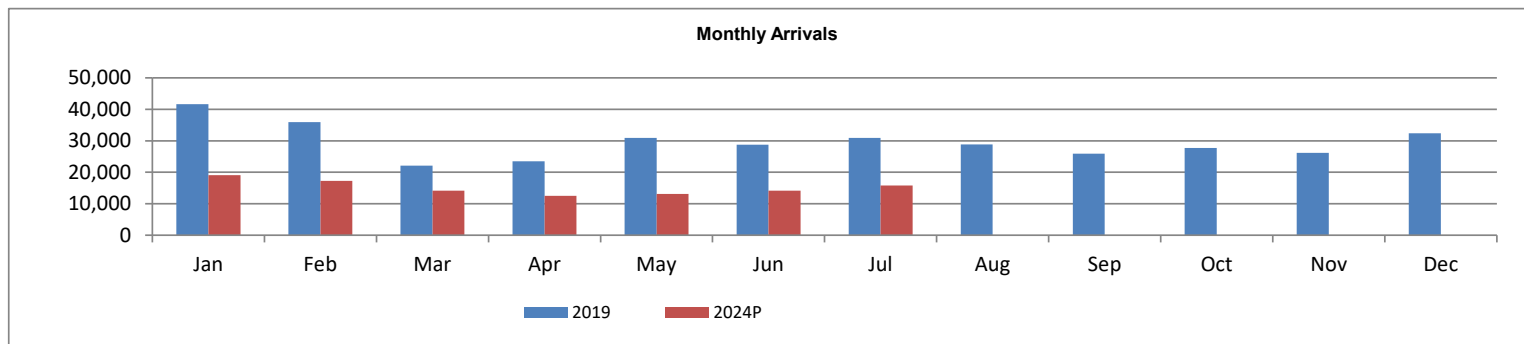
Market: **OTHER ASIA**

Key Performance Indicators

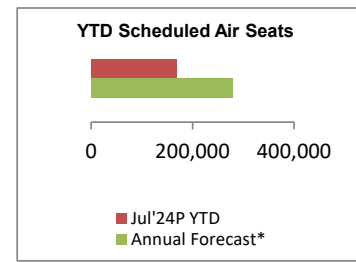
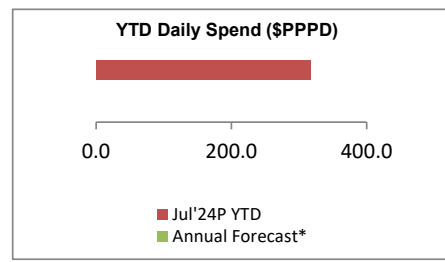
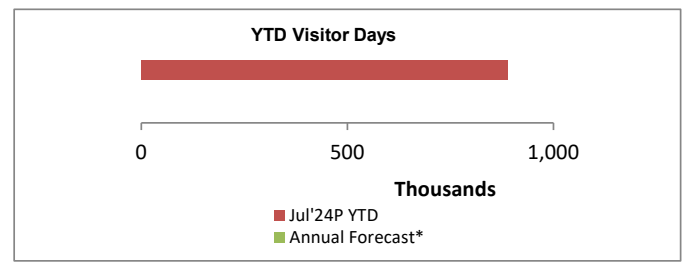
	YOY Rate	Jul'19 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -43.0%	494.7	282.0	NA	O'ahu	-51.0%	102,140
Daily Spend (\$PPPD)	↔ 8.5%	292.7	317.6	NA	Maui	-83.7%	5,732
Visitor Days	↓ -47.5%	1,690,174	887,874	NA	Moloka'i	-67.1%	304
Arrivals	↓ -50.3%	213,606	106,106	NA	Lāna'i	-76.8%	271
Daily Census	↓ -47.7%	7,973	4,168	NA	Kaua'i	-51.0%	3,949
Airlift (scheduled seats) [^]	↓ -40.6%	283,987	168,593	279,181	Hawai'i Island	-53.1%	20,398

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

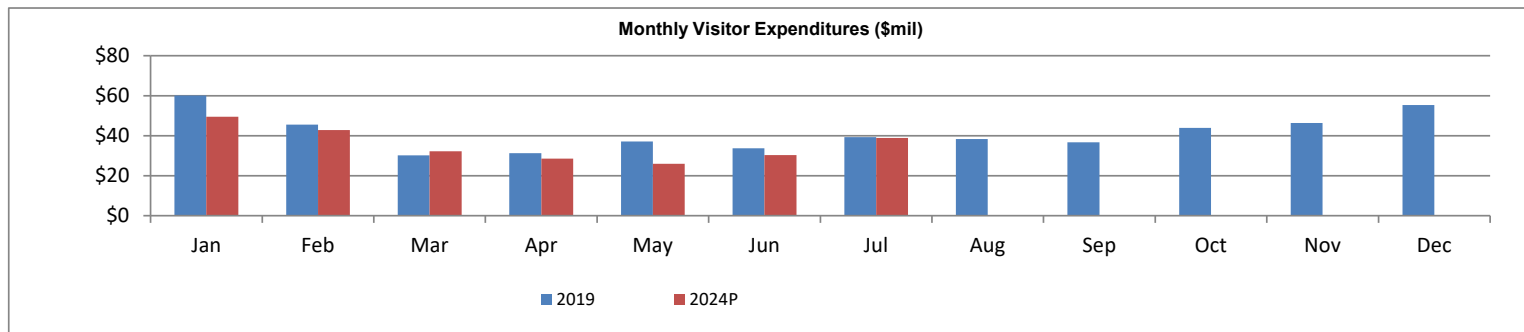
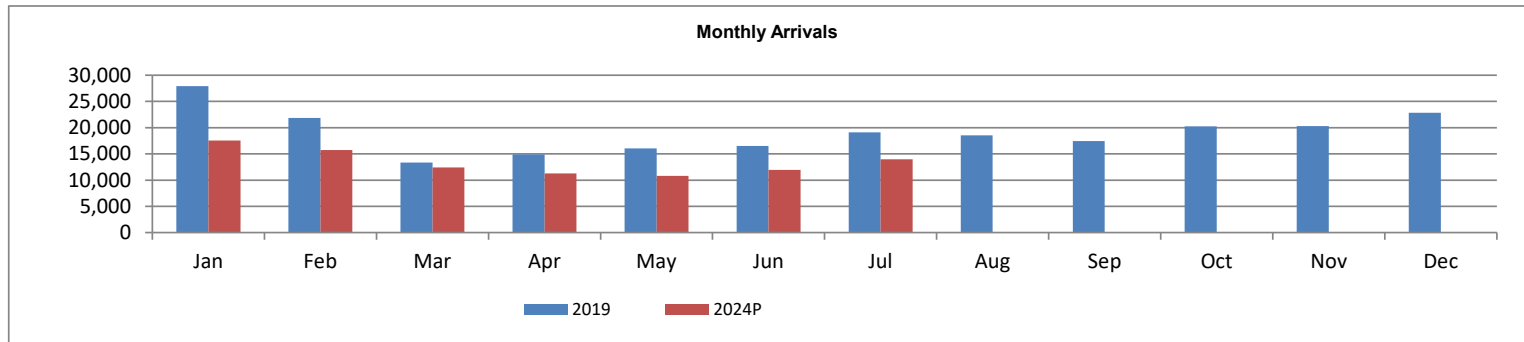
Market: **KOREA**

Key Performance Indicators

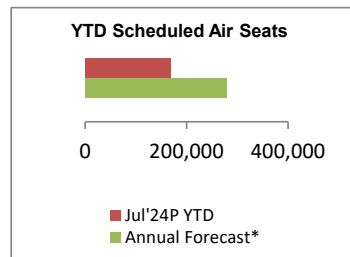
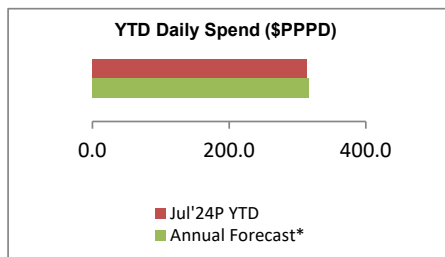
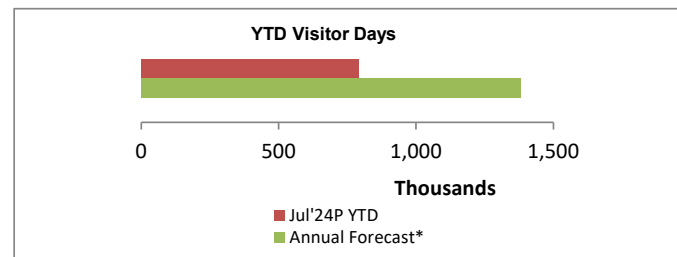
	YOY Rate	Jul'19 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -10.4%	277.2	248.3	438.1	O'ahu	-28.1%	91,740
Daily Spend (\$PPPD)	↑ 13.4%	276.5	313.6	317.0	Mauī	-77.1%	3,999
Visitor Days	↓ -21.0%	1,002,759	791,716	1,382,037	Moloka'i	-36.3%	254
Arrivals	↓ -27.8%	129,707	93,688	162,593	Lāna'i	-58.0%	149
Daily Census	↓ -21.4%	4,730	3,717	3,776	Kaua'i	-30.2%	3,049
Airlift (scheduled seats) [^]	↔ -9.2%	185,663	168,593	279,181	Hawai'i Island	12.6%	17,223

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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CHINA**

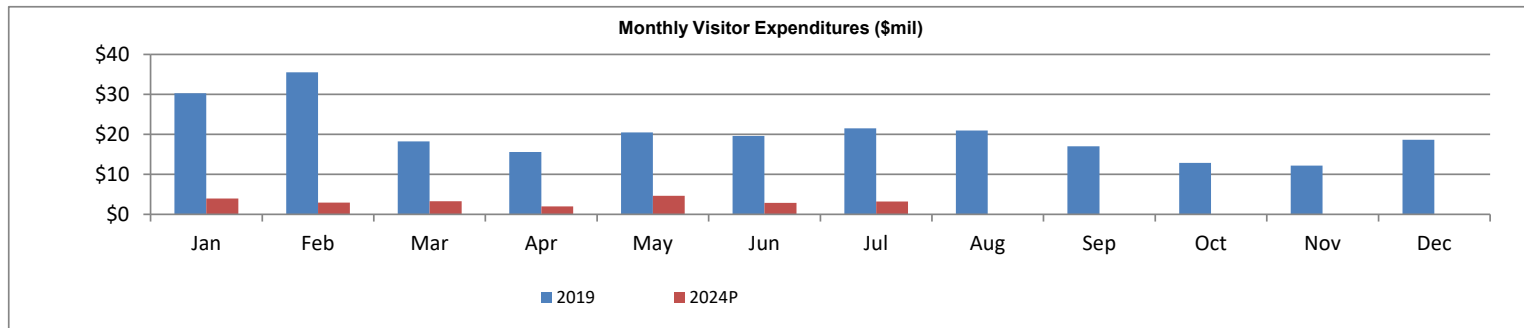
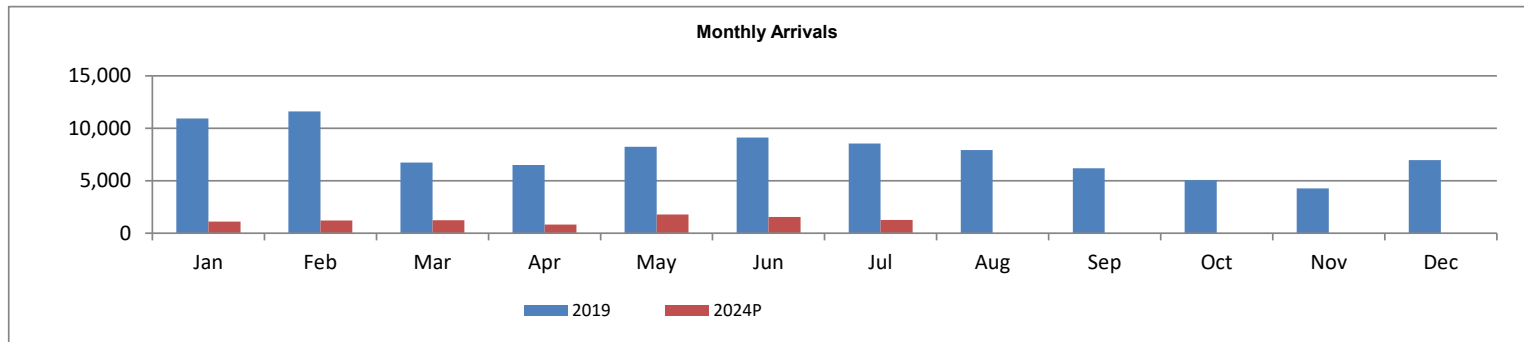
Key Performance Indicators

	YOY Rate	Jul'19 YTD	Jul'24P YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -85.8%	161.1	22.8	NA		O'ahu	-86.8%	7,843
Daily Spend (\$PPPD)	↔ 8.3%	328.9	356.1	NA		Maui	-92.0%	1,067
Visitor Days	↓ -86.9%	489,845	64,154	NA		Moloka'i	-93.1%	34
Arrivals	↓ -85.5%	61,703	8,941	NA		Lāna'i	-84.9%	99
Daily Census	↓ -87.0%	2,311	301	NA		Kaua'i	-79.8%	538
Airlift (scheduled seats) [^]	N/A	75,680	N/A	N/A		Hawai'i Island	-89.3%	2,479

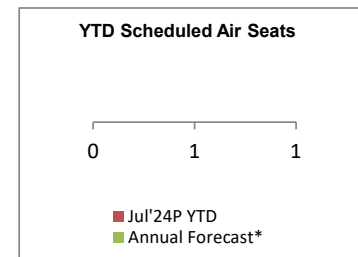
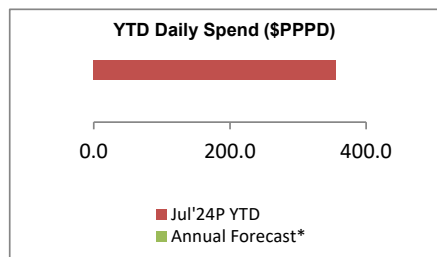
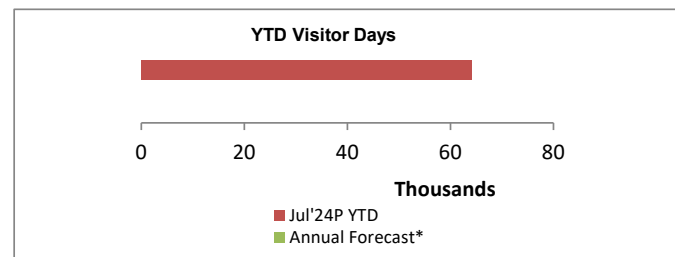
* DBEDT Annual Forecast as of Q2 2024.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of June 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

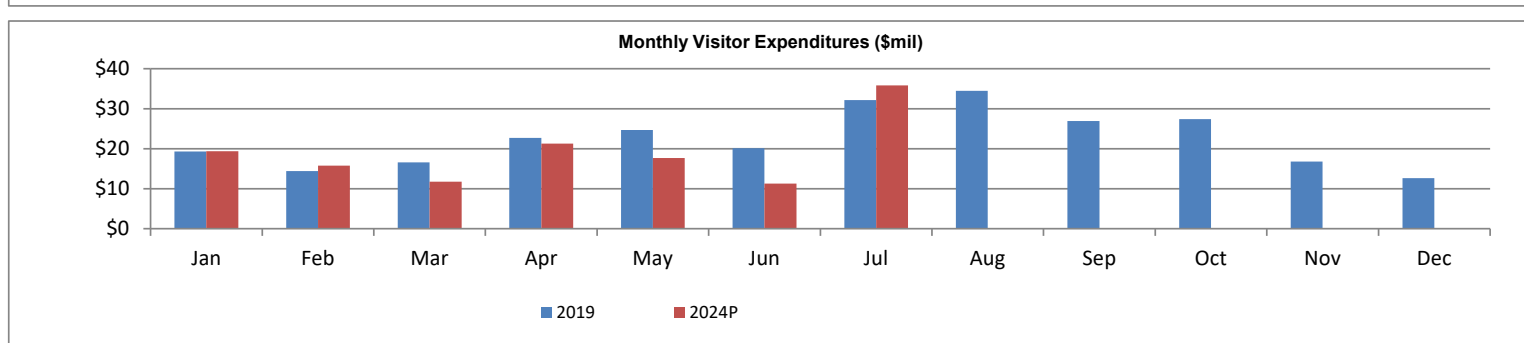
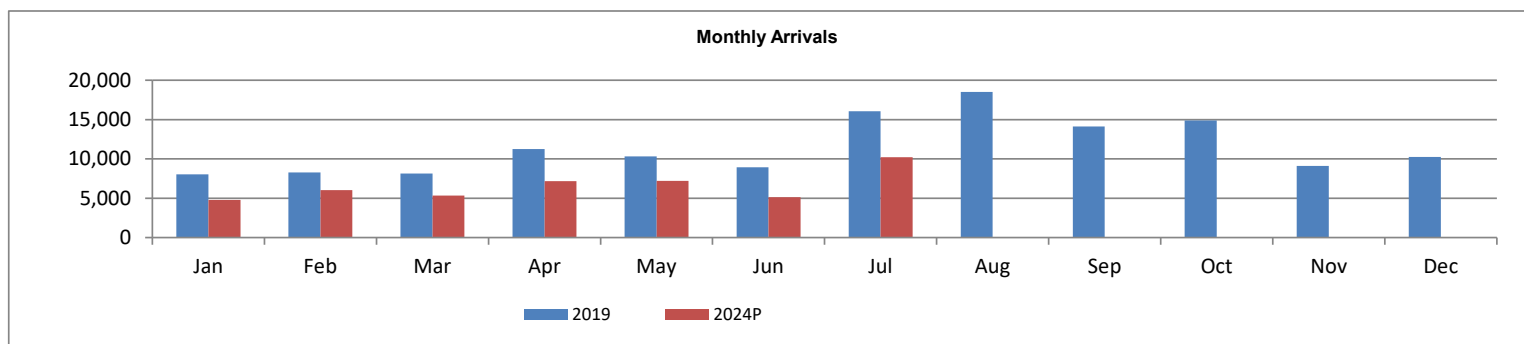
Market: **EUROPE**

Key Performance Indicators

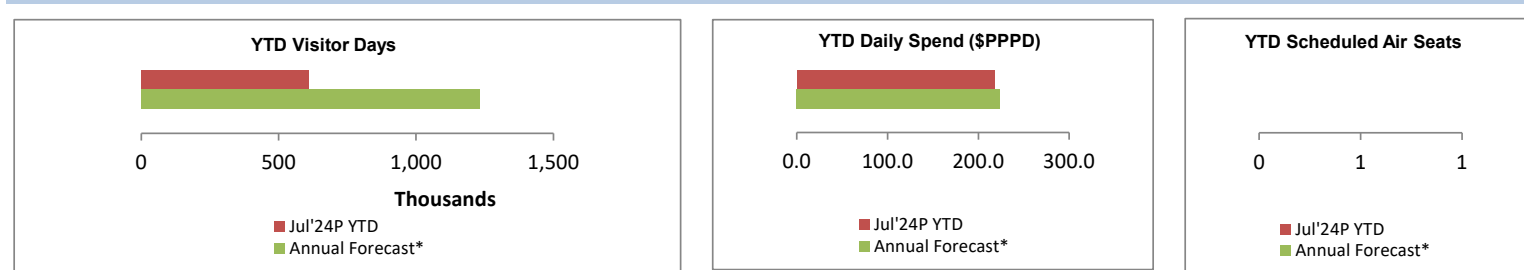
	YOY Rate	Jul'19 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -11.3%	149.9	132.9	276.3	O'ahu	-32.8%	35,515
Daily Spend (\$PPPD)	↑ 34.3%	162.1	217.7	224.0	Maui	-53.1%	14,673
Visitor Days	↓ -34.0%	924,647	610,619	1,233,293	Moloka'i	-64.6%	333
Arrivals	↓ -35.4%	71,034	45,865	91,695	Lāna'i	-78.0%	200
Daily Census	↓ -34.3%	4,362	2,867	3,370	Kaua'i	-36.0%	11,374
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-31.2%	14,788

^{*} DBEDT Annual Forecast as of Q2 2024.
[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of June 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

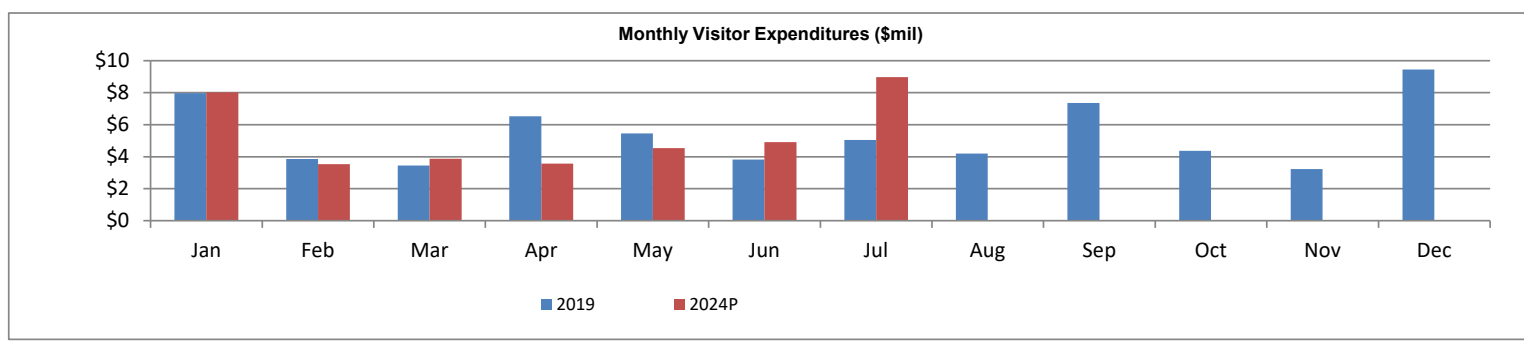
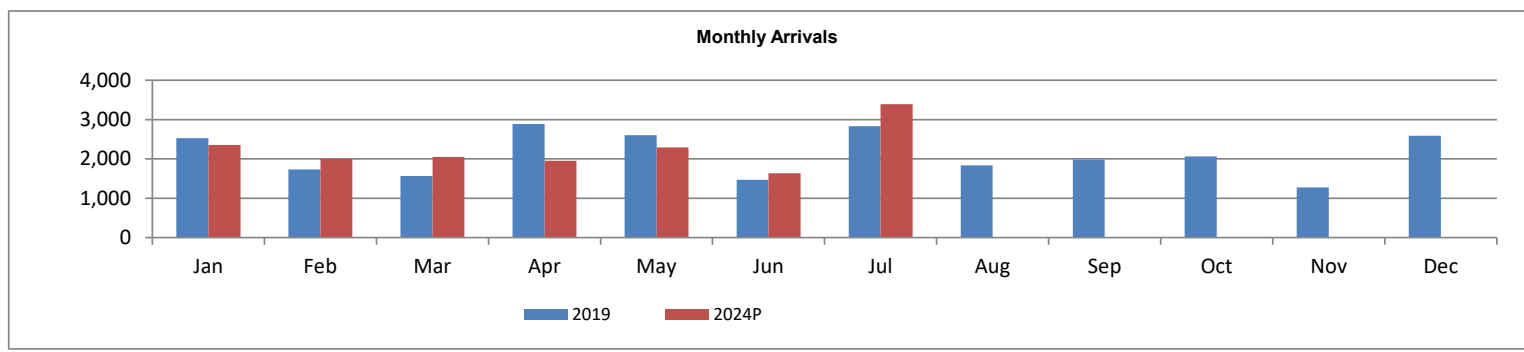
Market: **LATIN AMERICA**

Key Performance Indicators

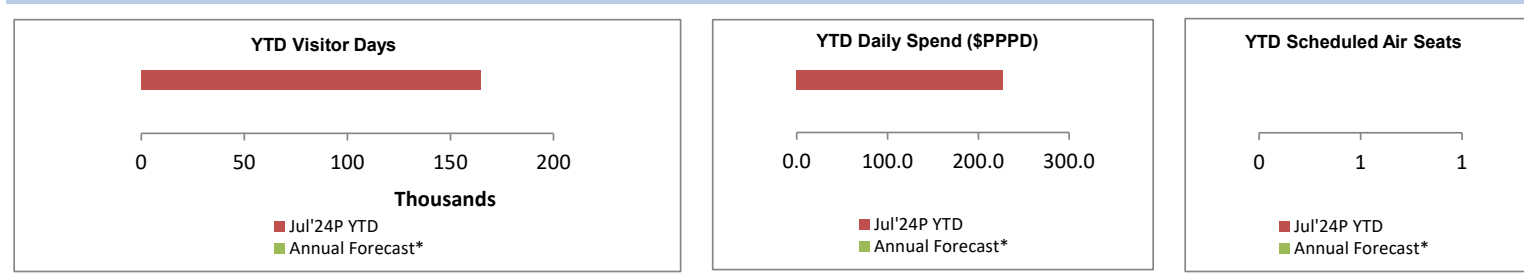
	YOY Rate	Jul'19 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗	36.1	37.4	NA	O'ahu	-2.2%	11,774
Daily Spend (\$PPPD)	↗	220.7	227.2	NA	Maui	-13.8%	4,626
Visitor Days	↗	163,529	164,653	NA	Moloka'i	-48.8%	64
Arrivals	↗	15,608	15,670	NA	Lāna'i	-71.9%	88
Daily Census	↗	771	773	NA	Kaua'i	-7.8%	1,873
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	2.0%	3,128

^{*} DBEDT Annual Forecast as of Q2 2024.
[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of June 25, 2024, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures