

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

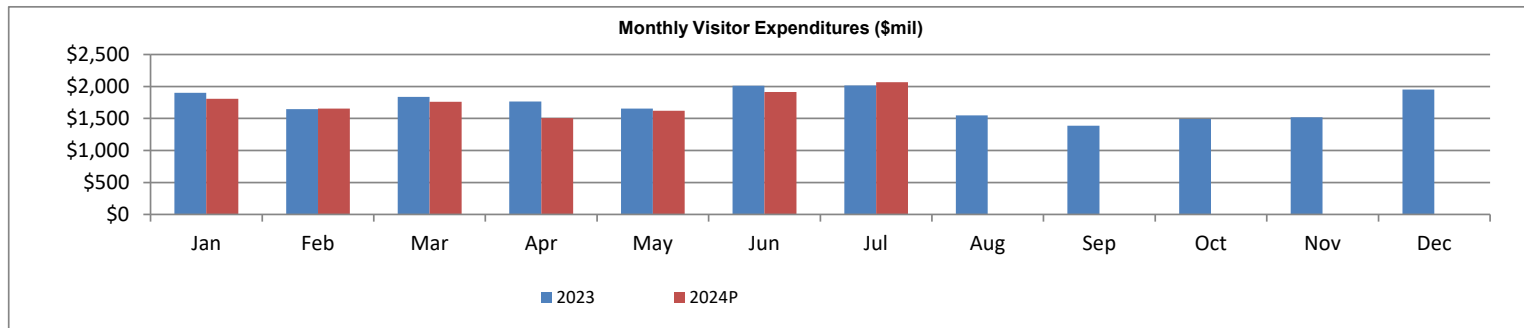
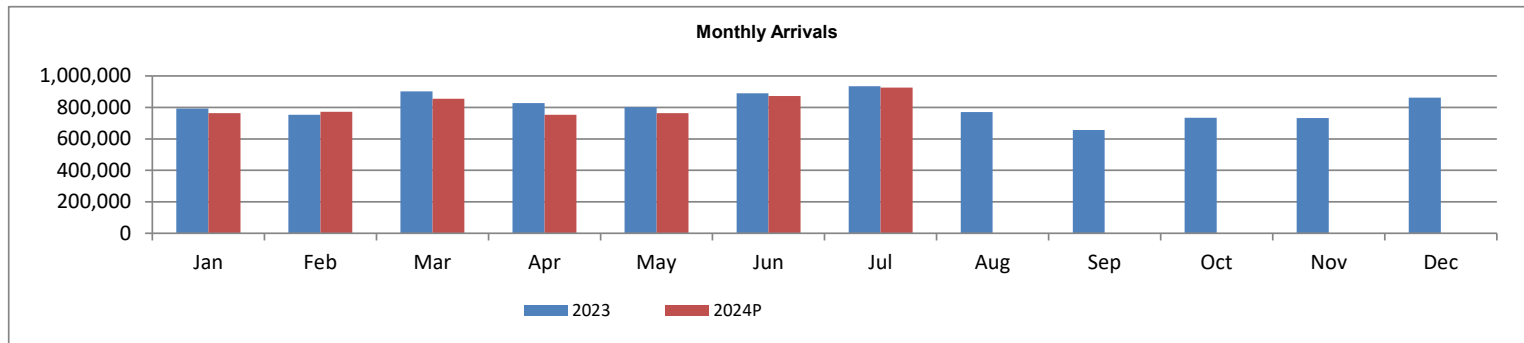
Key Performance Indicators

	YOY Rate	Jul'23 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘ -3.9%	12,838.3	12,332.8	20,955.2	O'ahu	4.8%	3,421,221
Daily Spend (\$PPPD)	↘ 1.8%	240.5	244.9	244.4	Maui	-23.6%	1,369,728
Visitor Days	↘ -5.7%	53,377,593	50,352,731	85,754,711	Moloka'i	-2.2%	20,325
Arrivals	↘ -3.3%	5,902,238	5,706,863	9,644,345	Lāna'i	-19.9%	27,818
Daily Census	↘ -6.1%	251,781	236,398	234,302	Kaua'i	-2.0%	817,869
Airlift (scheduled seats) <sup>^</sup>	↘ 0.5%	7,807,651	7,847,747	13,339,525	Hawai'i Island	-1.9%	1,037,477

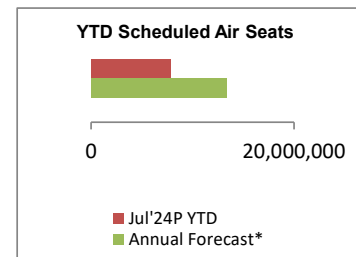
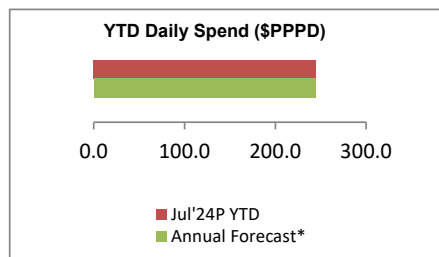
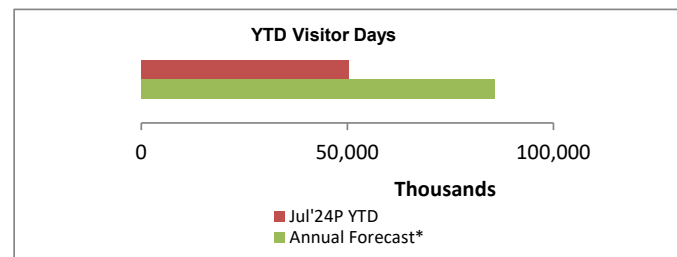
\* DBEDT Annual Forecast as of Q2 2024.

<sup>^</sup> 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**

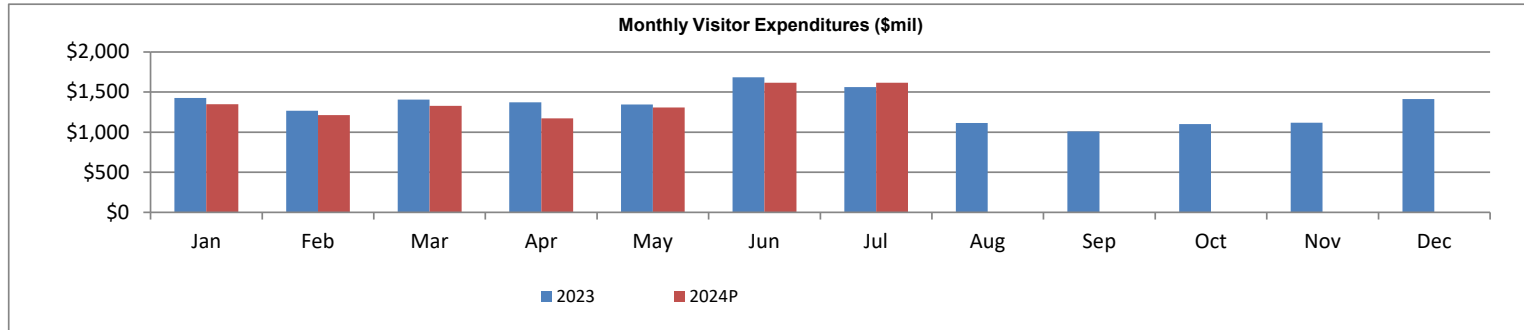
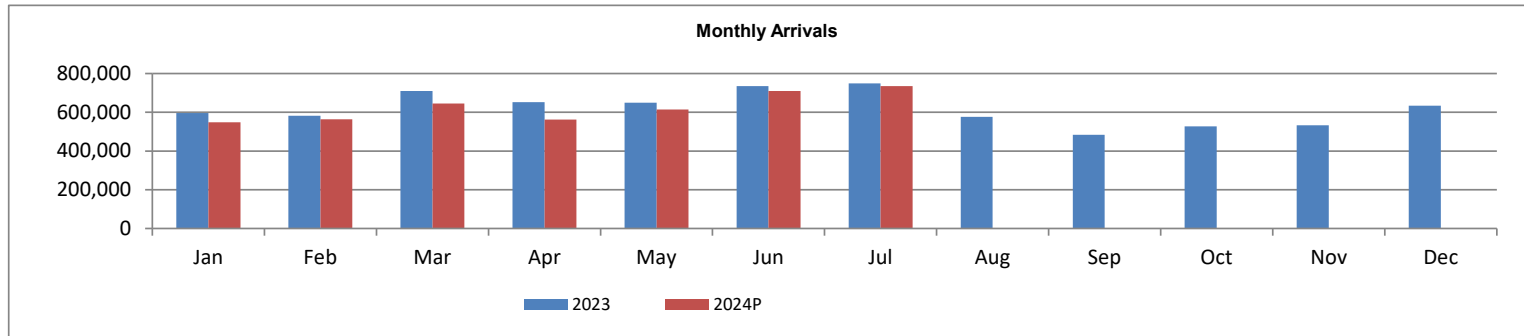
Key Performance Indicators

	YOY Rate	Jul'23 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘ -4.7%	10,067.7	9,599.0	15,666.3	O'ahu	0.3%	2,373,766
Daily Spend (\$PPPD)	↘ 2.5%	240.5	246.5	244.6	Maui	-22.9%	1,170,678
Visitor Days	↘ -7.0%	41,864,184	38,947,809	64,059,129	Moloka'i	-2.8%	14,763
Arrivals	↘ -6.3%	4,673,348	4,377,897	7,176,948	Lāna'i	-18.9%	21,287
Daily Census	↘ -7.4%	197,473	182,854	175,025	Kaua'i	-2.0%	727,983
Airlift (scheduled seats) <sup>^</sup>	↘ -3.0%	6,451,313	6,255,225	10,601,031	Hawai'i Island	-3.6%	858,979

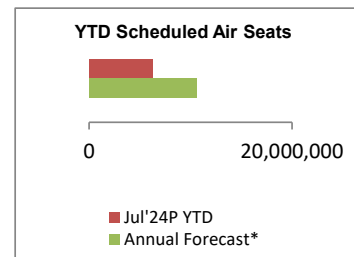
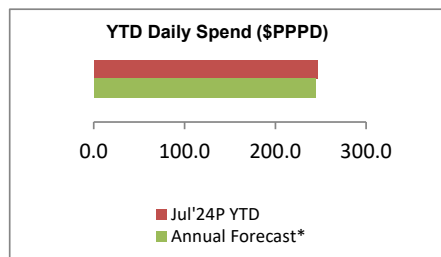
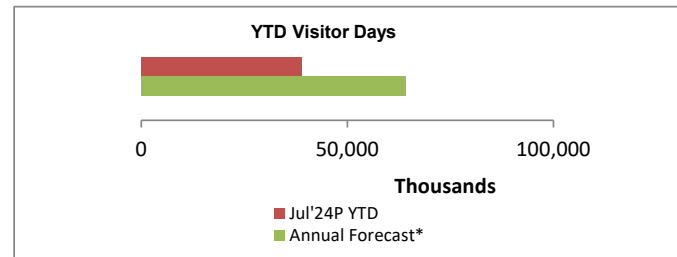
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Monthly Indicators



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: **U.S. WEST**

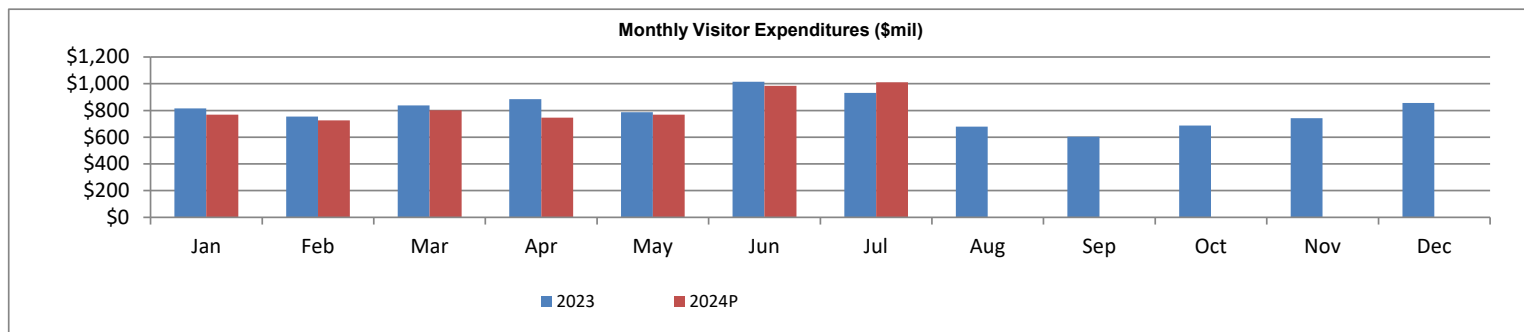
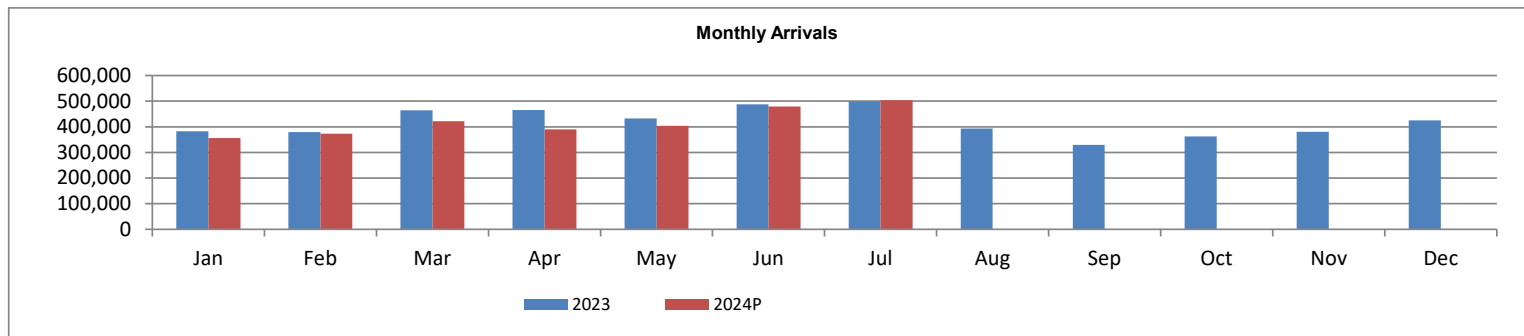
Key Performance Indicators

	YOY Rate	Jul'23 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👇 -3.6%	6,024.5	5,804.8	9,533.5	O'ahu	1.9%	1,480,387
Daily Spend (\$PPPD)	👇 3.2%	227.0	234.3	233.0	Maui	-22.0%	755,524
Visitor Days	👇 -6.6%	26,541,516	24,777,567	40,916,237	Moloka'i	1.6%	8,753
Arrivals	👇 -5.9%	3,110,387	2,927,644	4,825,028	Lāna'i	-16.3%	11,713
Daily Census	👇 -7.1%	125,196	116,327	111,793	Kaua'i	-2.2%	465,274
Airlift (scheduled seats) <sup>^</sup>	👇 -2.4%	5,677,118	5,538,372	9,407,663	Hawai'i Island	-3.4%	535,817

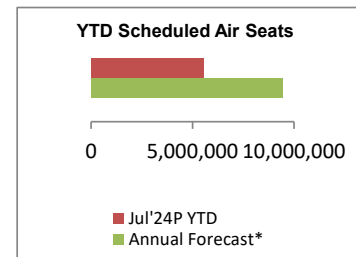
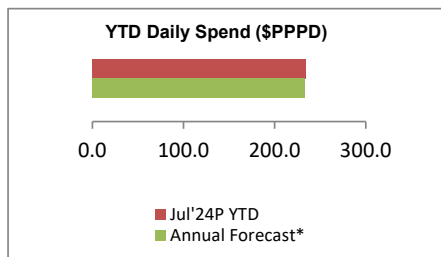
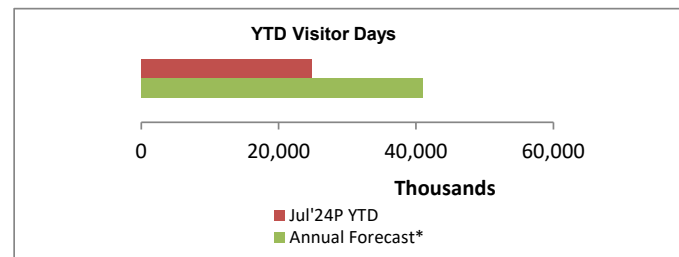
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. EAST**

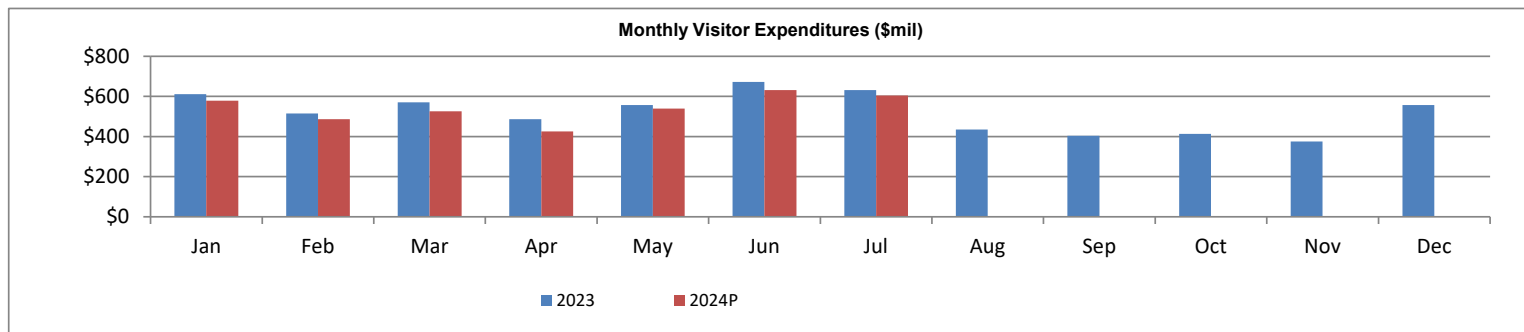
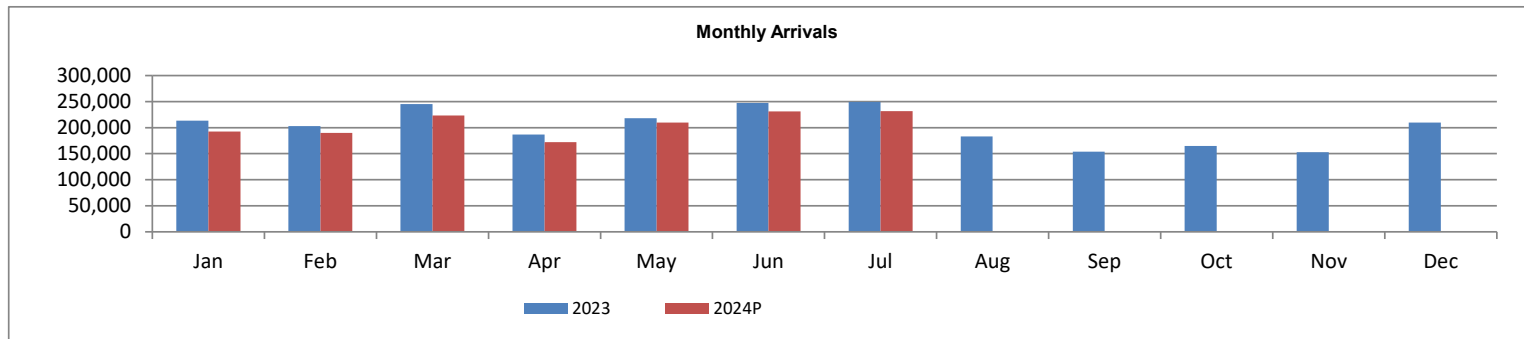
Key Performance Indicators

	YOY Rate	Jul'23 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↘	-6.2%	4,043.2	3,794.2	6,132.9	O'ahu	-2.3%	893,379
Daily Spend (\$PPPD)	↘	1.5%	263.9	267.8	265.0	Maui	-24.3%	415,155
Visitor Days	↘	-7.5%	15,322,668	14,170,242	23,142,892	Moloka'i	-8.6%	6,010
Arrivals	↘	-7.2%	1,562,961	1,450,253	2,351,920	Lāna'i	-21.8%	9,575
Daily Census	↘	-8.0%	72,277	66,527	63,232	Kaua'i	-1.6%	262,710
Airlift (scheduled seats) <sup>^</sup>	↘	-7.4%	774,195	716,853	1,193,368	Hawai'i Island	-3.8%	323,161

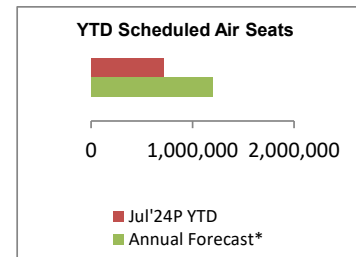
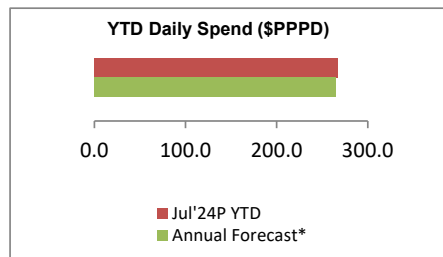
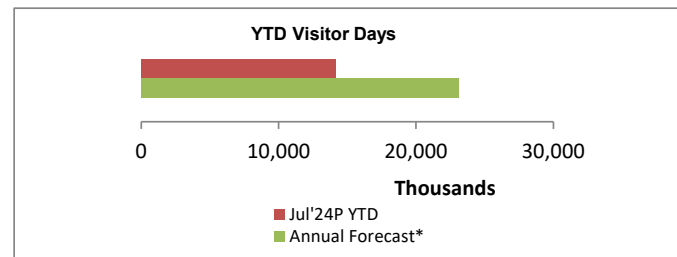
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **JAPAN**

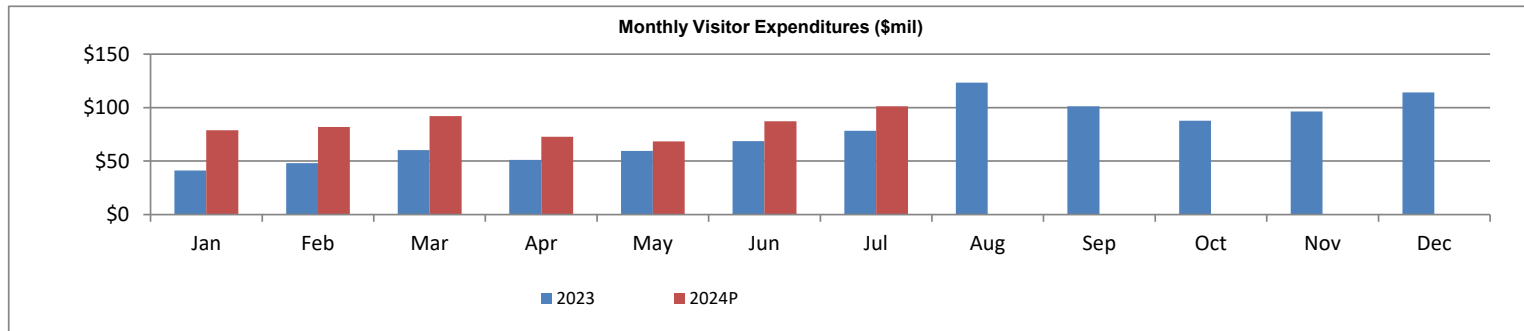
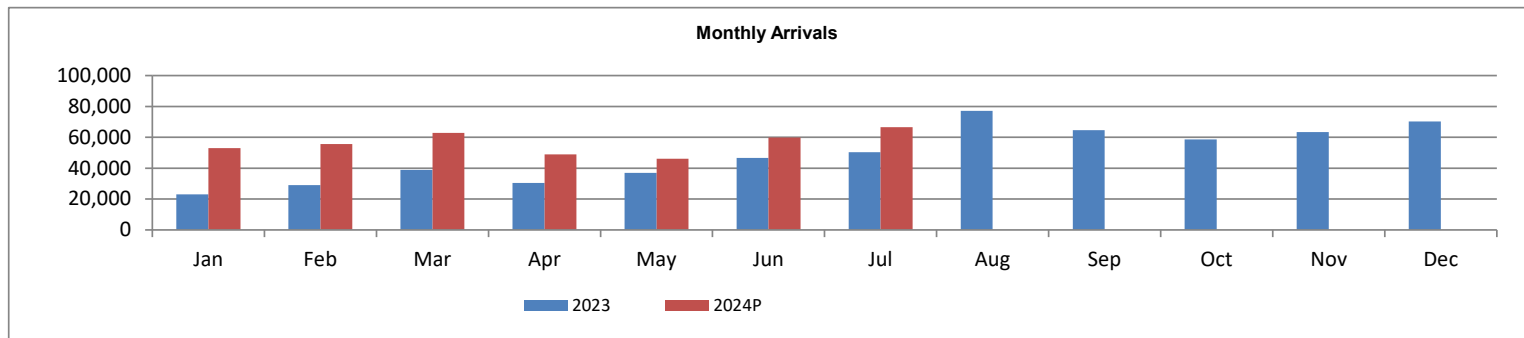
Key Performance Indicators

	YOY Rate	Jul'23 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 43.1%	407.3	582.7	1,130.3	O'ahu	54.6%	384,416
Daily Spend (\$PPPD)	↔ 0.3%	238.2	238.9	239.0	Maui	31.2%	7,662
Visitor Days	↑ 42.7%	1,709,643	2,438,970	4,729,243	Moloka'i	55.1%	484
Arrivals	↑ 54.1%	255,133	393,117	770,235	Lāna'i	1.0%	276
Daily Census	↑ 42.0%	8,064	11,451	12,921	Kaua'i	28.2%	3,723
Airlift (scheduled seats) <sup>^</sup>	↑ 50.5%	539,740	812,271	1,412,991	Hawai'i Island	45.2%	26,412

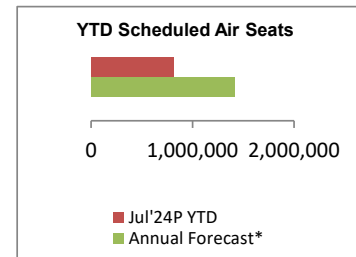
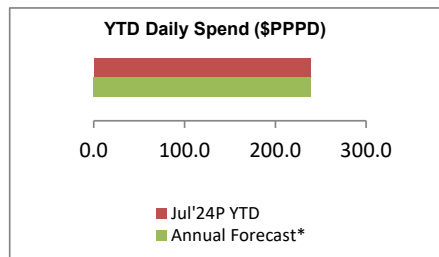
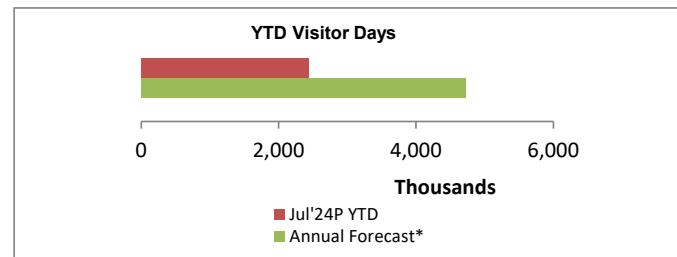
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Monthly Indicators



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**

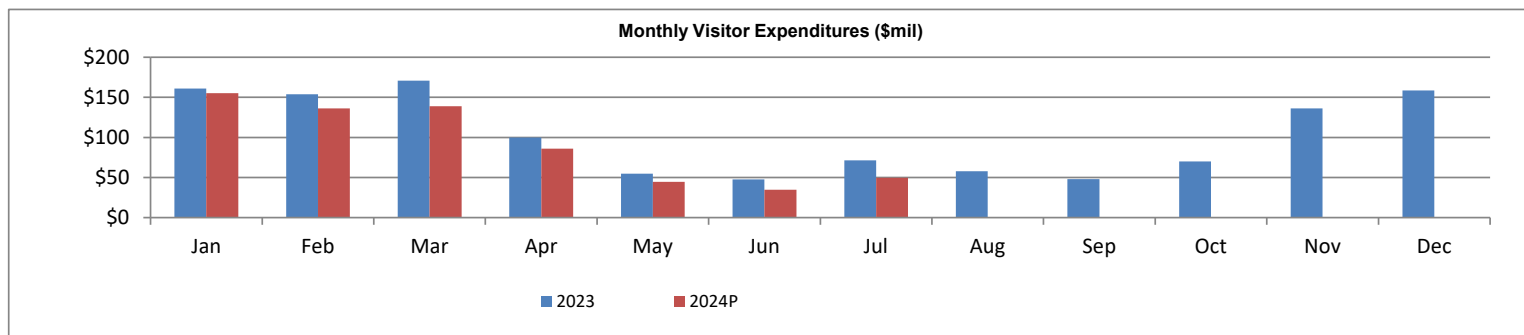
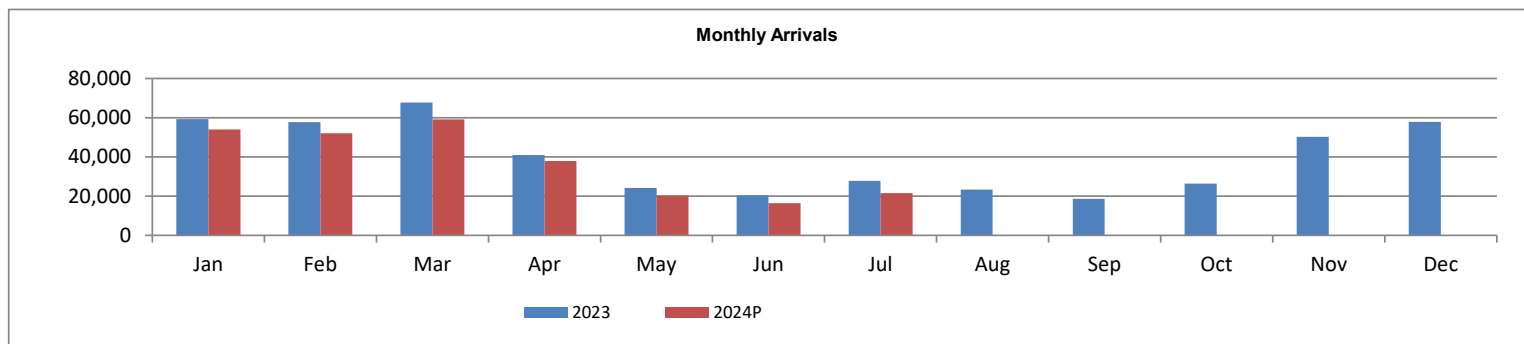
Key Performance Indicators

	YOY Rate	Jul'23 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -15.0%	759.5	645.6	1,107.7	O'ahu	-0.6%	145,802
Daily Spend (\$PPPD)	↔ 1.7%	216.3	219.9	223.0	Maui	-34.6%	97,202
Visitor Days	↓ -16.4%	3,511,671	2,935,569	4,967,107	Moloka'i	-12.7%	1,647
Arrivals	↓ -12.4%	298,187	261,333	439,567	Lāna'i	-54.1%	1,315
Daily Census	↓ -16.8%	16,564	13,782	13,571	Kaua'i	-15.5%	27,792
Airlift (scheduled seats) <sup>^</sup>	↓ -10.4%	299,647	268,389	433,060	Hawai'i Island	-13.6%	45,760

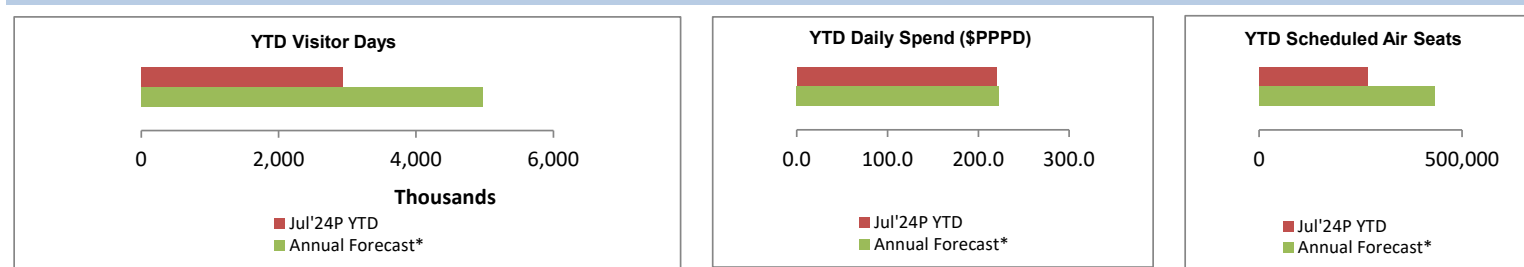
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OCEANIA**

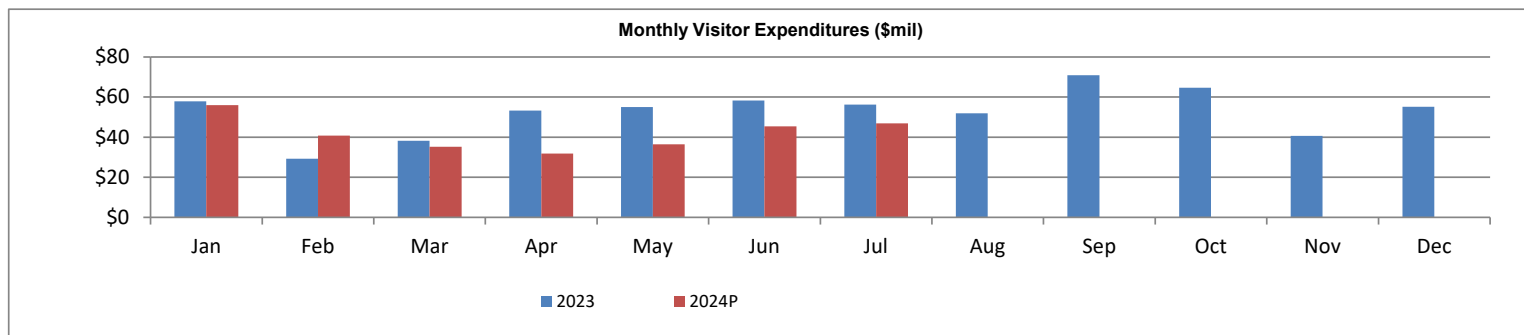
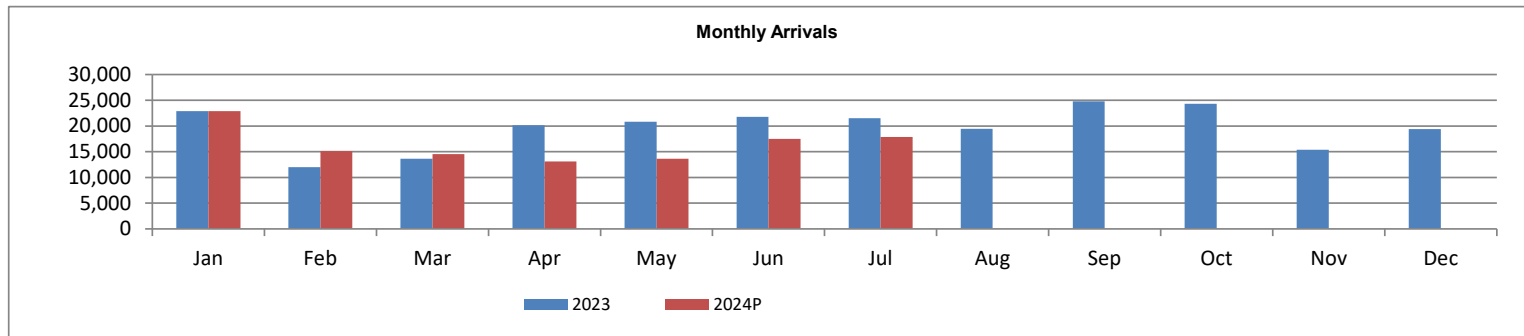
Key Performance Indicators

	YOY Rate	Jul'23 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -16.0%	348.0	292.4	585.9	O'ahu	-13.8%	112,369
Daily Spend (\$PPPD)	↔ 0.3%	291.9	292.9	294.0	Maui	-36.0%	10,296
Visitor Days	↓ -16.3%	1,192,151	998,380	1,992,855	Moloka'i	-3.4%	947
Arrivals	↓ -13.7%	132,843	114,654	230,655	Lāna'i	-22.8%	945
Daily Census	↓ -16.6%	5,623	4,687	5,445	Kaua'i	-1.7%	7,349
Airlift (scheduled seats) <sup>^</sup>	↓ -11.0%	192,108	170,931	296,187	Hawai'i Island	-19.3%	10,201

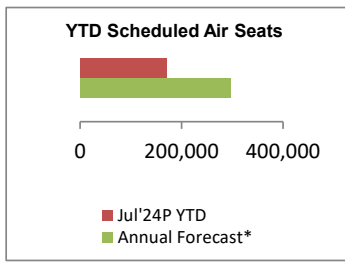
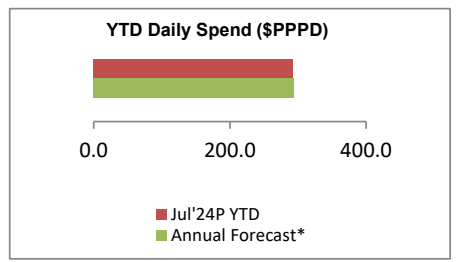
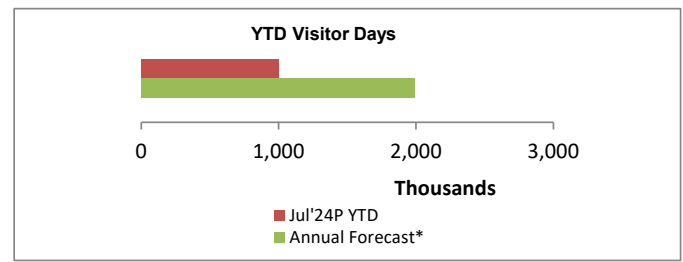
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Monthly Indicators



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**

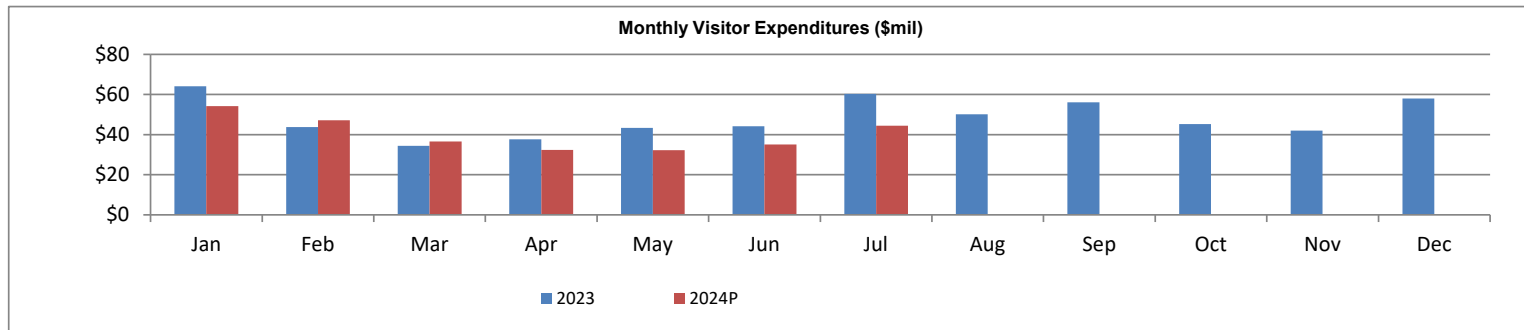
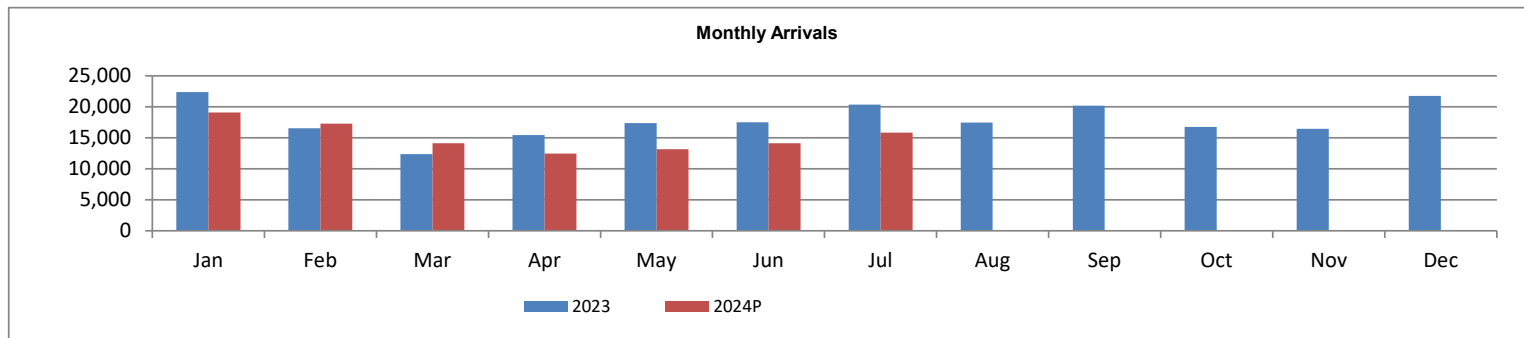
Key Performance Indicators

	YOY Rate	Jul'23 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -14.0%	327.9	282.0	NA	O'ahu	-13.4%	102,140
Daily Spend (\$PPPD)	↔ 2.0%	311.4	317.6	NA	Mau	-58.9%	5,732
Visitor Days	↓ -15.7%	1,052,874	887,874	NA	Moloka'i	24.9%	304
Arrivals	↓ -13.0%	121,964	106,106	NA	Lāna'i	-48.1%	271
Daily Census	↓ -16.1%	4,966	4,168	NA	Kaua'i	-3.8%	3,949
Airlift (scheduled seats) <sup>^</sup>	↔ 2.1%	165,050	168,593	279,181	Hawai'i Island	-6.0%	20,398

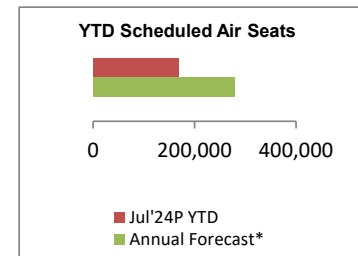
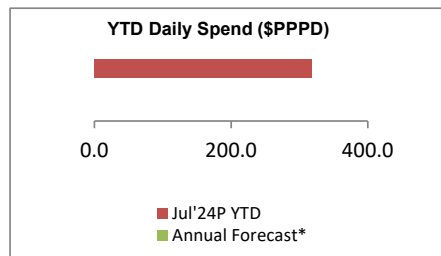
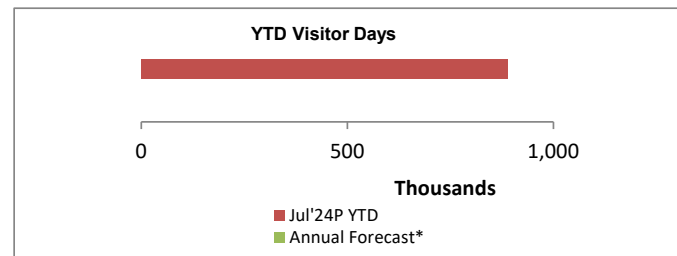
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **KOREA**

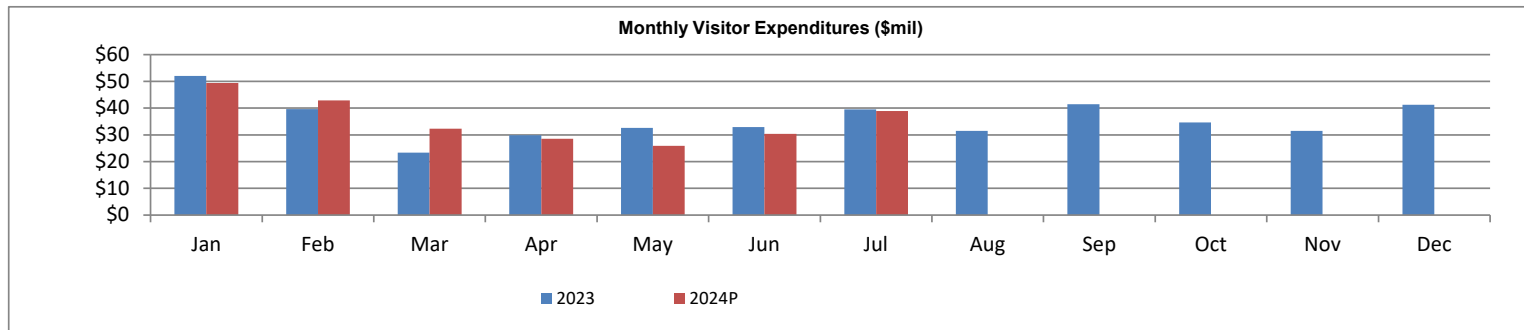
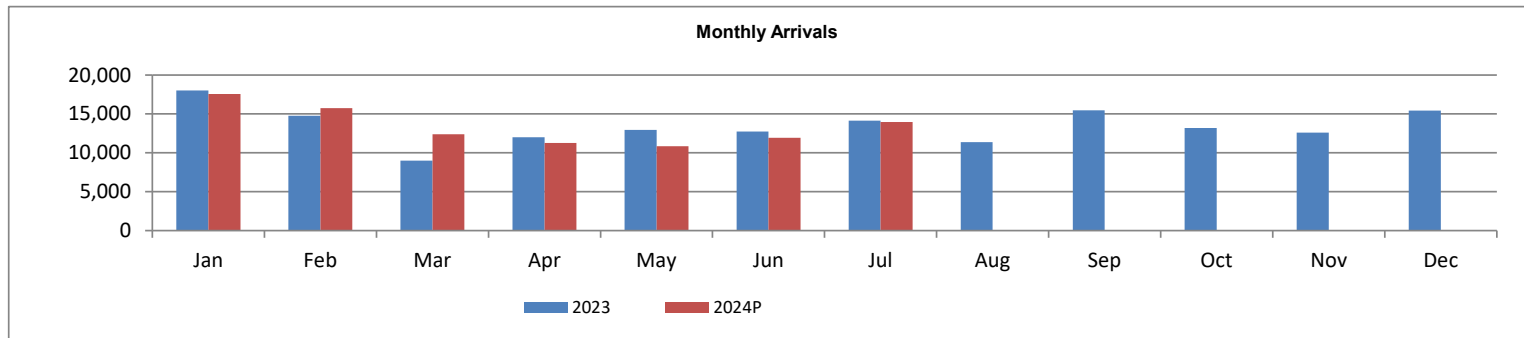
Key Performance Indicators

	YOY Rate	Jul'23 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘	249.9	248.3	438.1	O'ahu	-0.7%	91,740
Daily Spend (\$PPPD)	↘	310.5	313.6	317.0	Mauī	-52.6%	3,999
Visitor Days	↘	804,845	791,716	1,382,037	Moloka'i	75.5%	254
Arrivals	↘	93,600	93,688	162,593	Lāna'i	-67.4%	149
Daily Census	↘	3,796	3,717	3,776	Kaua'i	4.9%	3,049
Airlift (scheduled seats) <sup>^</sup>	↘	165,050	168,593	279,181	Hawai'i Island	11.9%	17,223

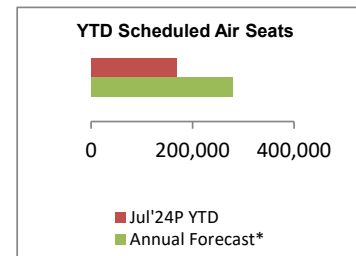
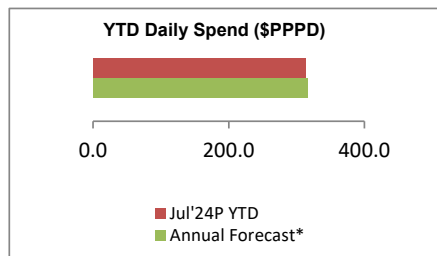
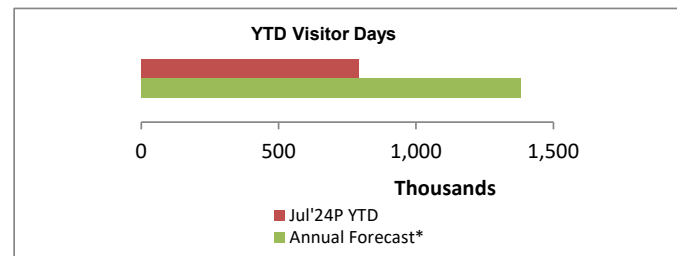
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CHINA**

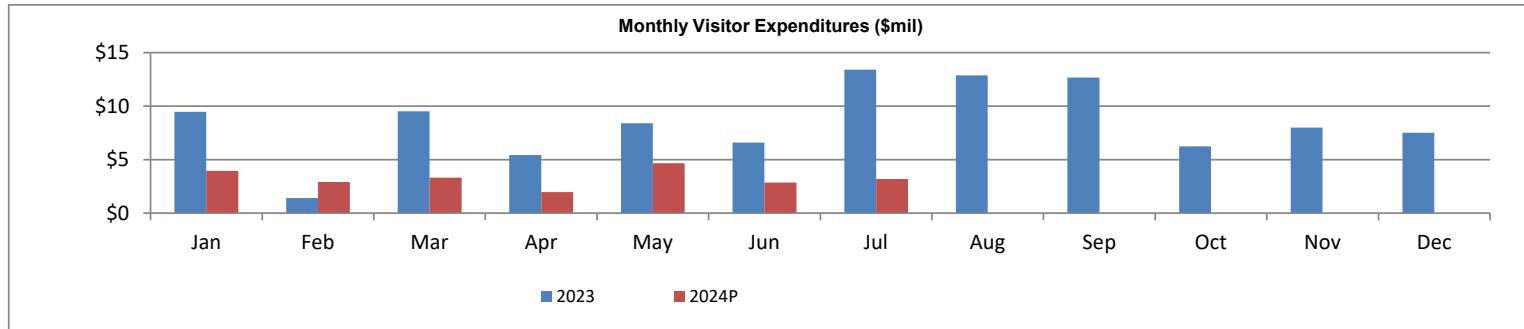
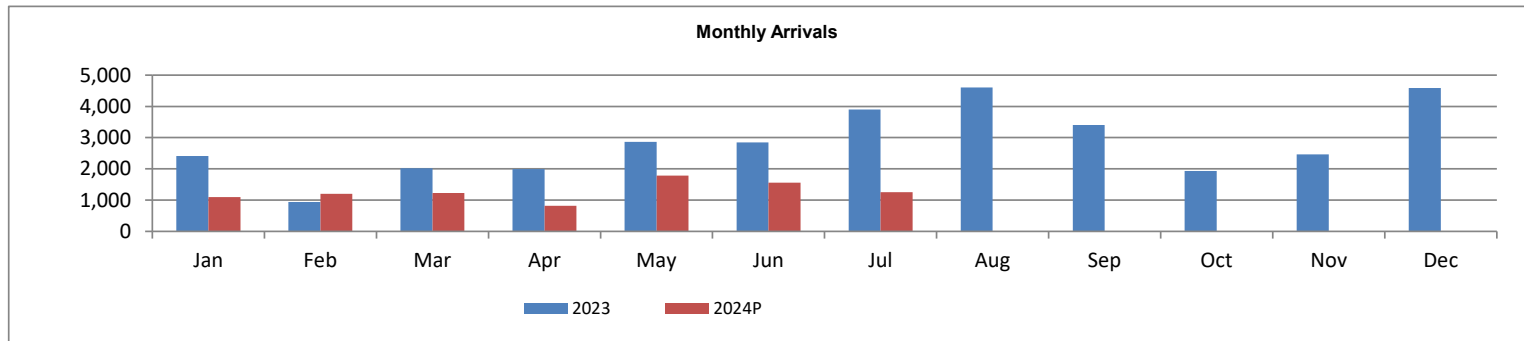
Key Performance Indicators

	YOY Rate	Jul'23 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -57.8%	54.2	22.8	NA	O'ahu	-49.4%	7,843
Daily Spend (\$PPPD)	↔ -7.8%	386.2	356.1	NA	Mau	-69.6%	1,067
Visitor Days	↓ -54.3%	140,321	64,154	NA	Moloka'i	88.9%	34
Arrivals	↓ -47.3%	16,973	8,941	NA	Lāna'i	107.1%	99
Daily Census	↓ -54.5%	662	301	NA	Kaua'i	-18.3%	538
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	-43.4%	2,479

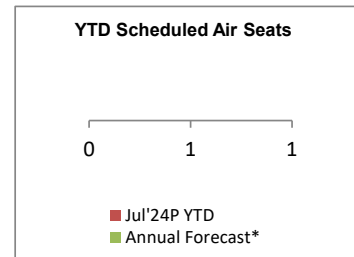
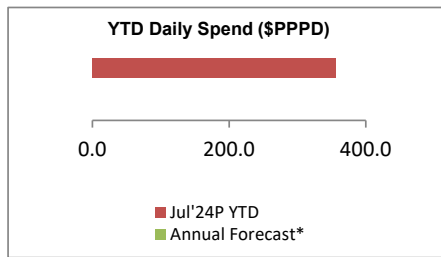
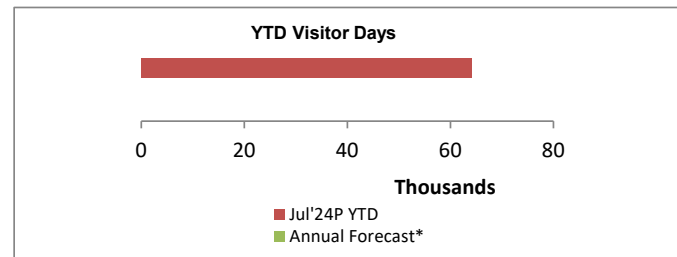
\* DBEDT Annual Forecast as of Q2 2024.

<sup>^</sup> 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**

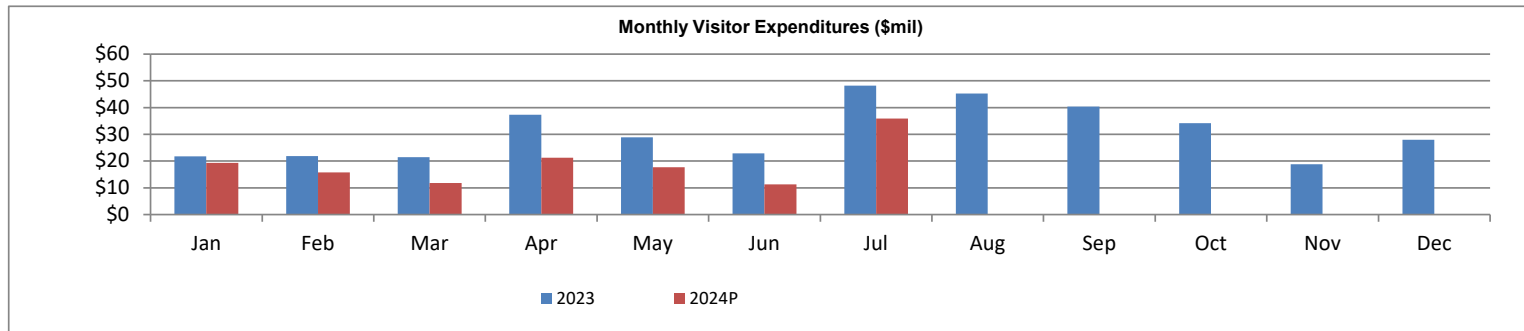
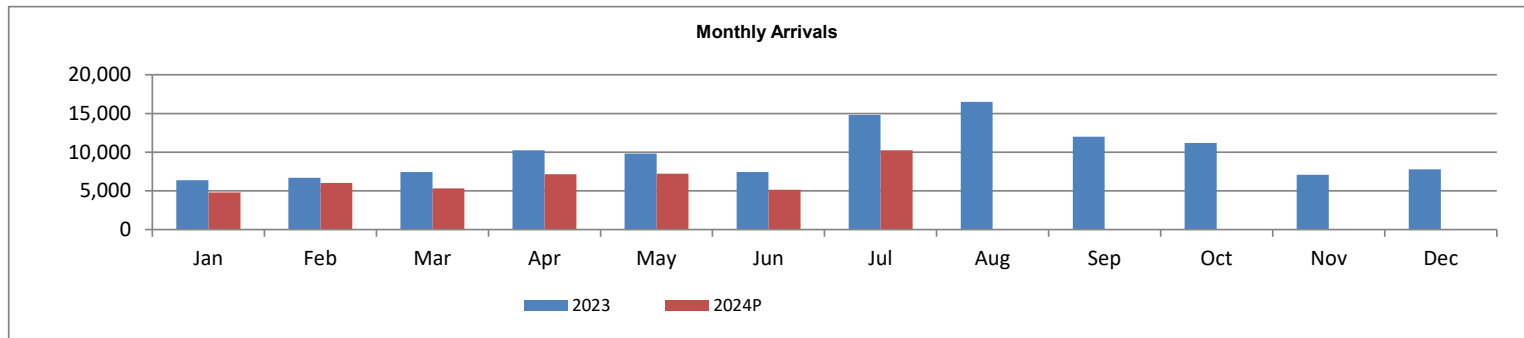
Key Performance Indicators

	YOY Rate	Jul'23 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -34.3%	202.4	132.9	276.3	O'ahu	-26.5%	35,515
Daily Spend (\$PPPD)	↓ -13.1%	250.6	217.7	224.0	Maui	-41.0%	14,673
Visitor Days	↓ -24.4%	807,578	610,619	1,233,293	Moloka'i	-39.8%	333
Arrivals	↓ -26.9%	62,751	45,865	91,695	Lāna'i	-77.9%	200
Daily Census	↓ -24.7%	3,809	2,867	3,370	Kaua'i	-16.5%	11,374
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	-20.2%	14,788

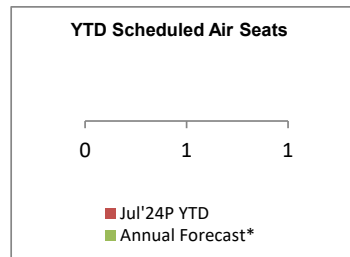
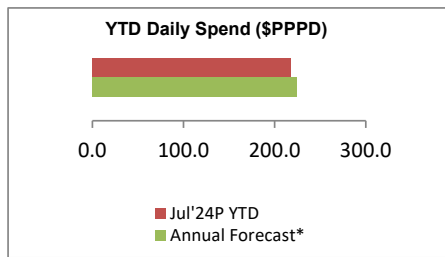
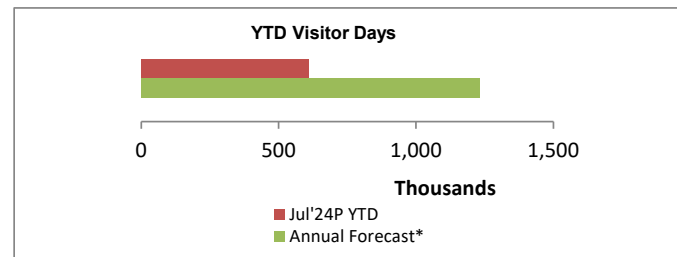
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Monthly Indicators



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: **LATIN AMERICA**

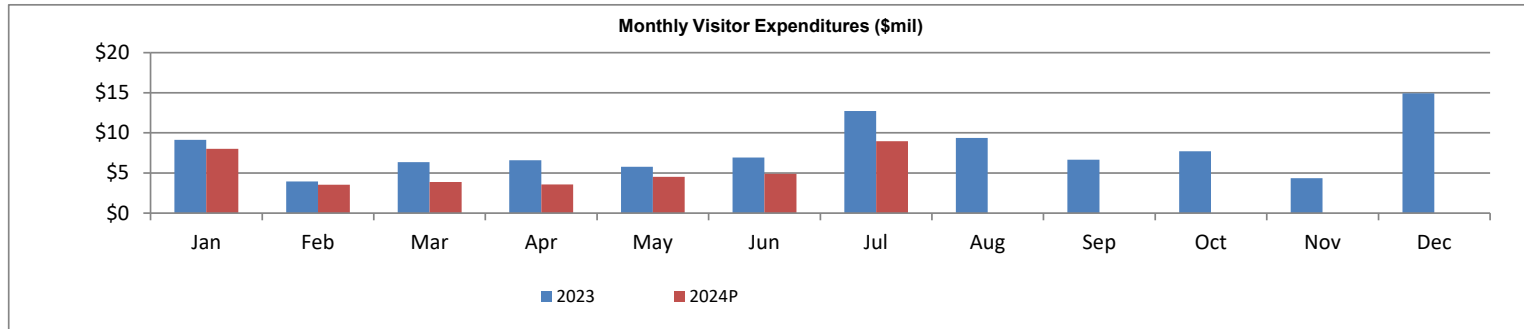
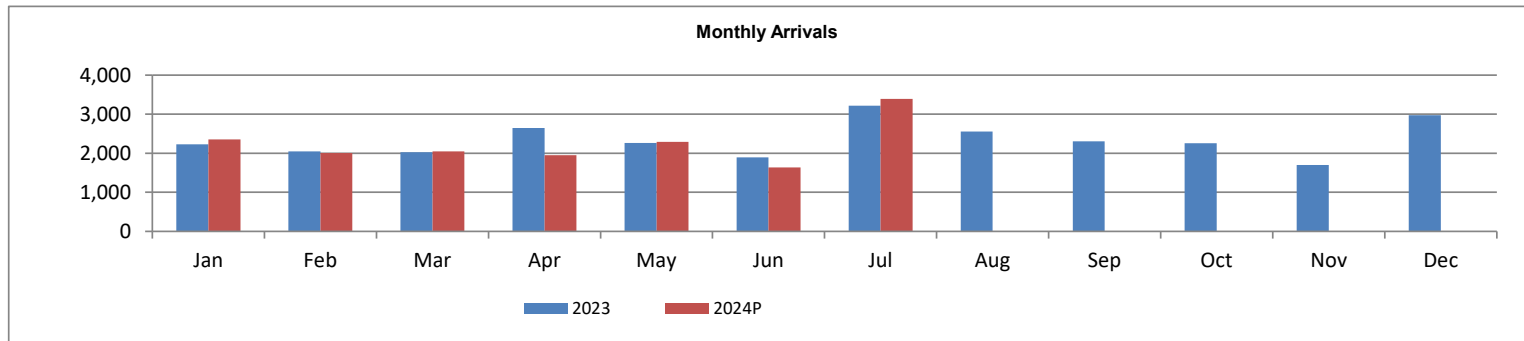
Key Performance Indicators

	YOY Rate	Jul'23 YTD	Jul'24P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -27.2%	51.4	37.4	NA	O'ahu	-0.7%	11,774
Daily Spend (\$PPPD)	↓ -23.2%	295.8	227.2	NA	Maui	-21.0%	4,626
Visitor Days	↓ -5.2%	173,684	164,653	NA	Moloka'i	-30.3%	64
Arrivals	↓ -4.0%	16,326	15,670	NA	Lāna'i	-73.2%	88
Daily Census	↓ -5.6%	819	773	NA	Kaua'i	-3.7%	1,873
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	-5.2%	3,128

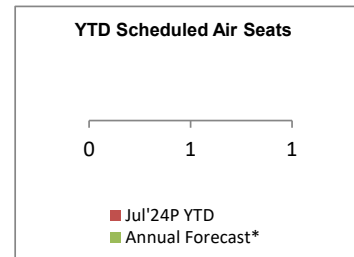
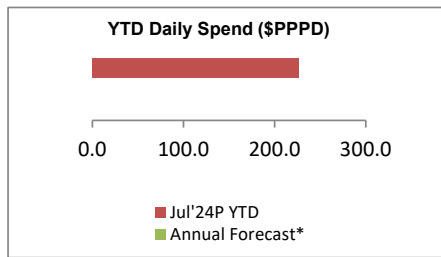
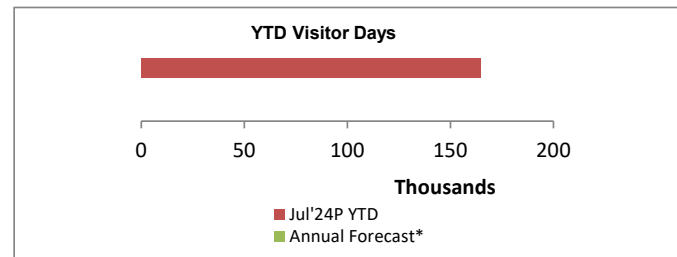
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Monthly Indicators



Annual Indicators



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