

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-25** Preliminary

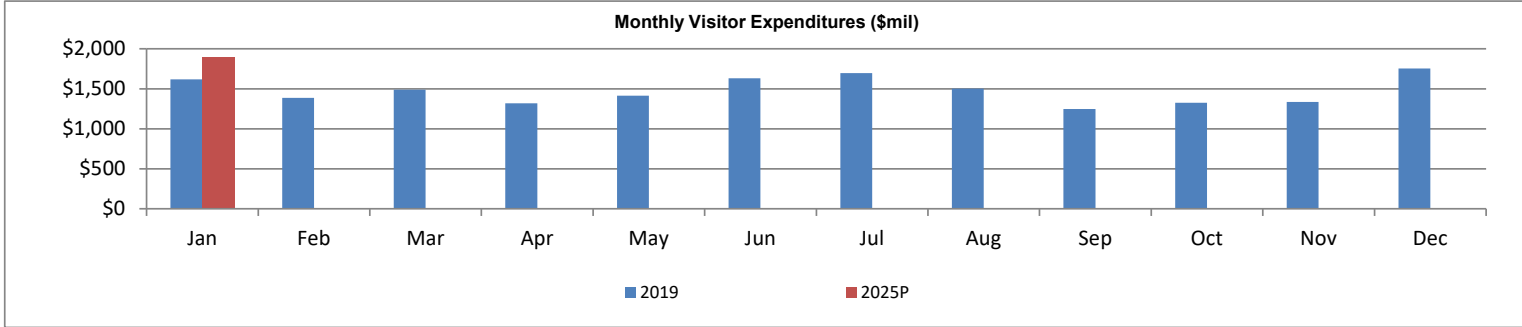
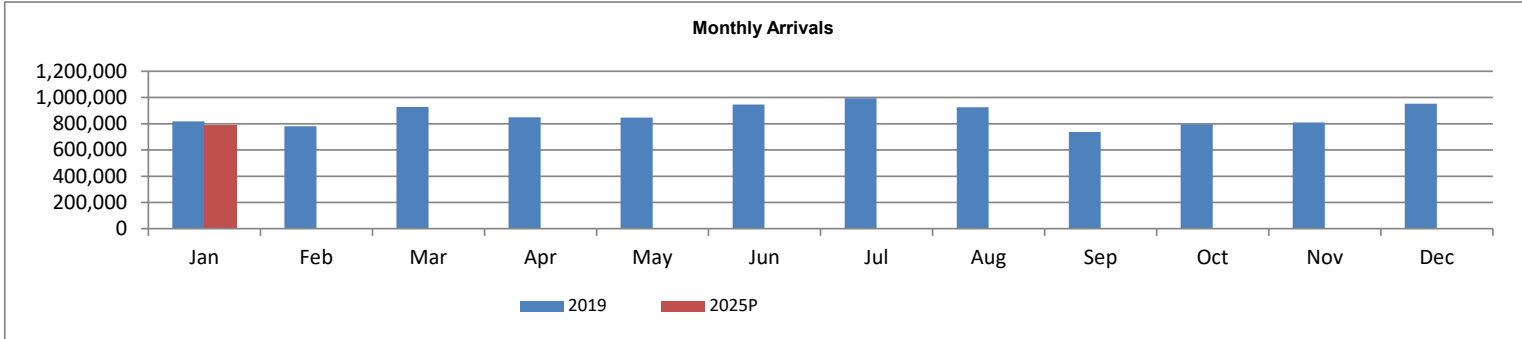
Visitor Industry Performance Measures

Market: **OVERALL**

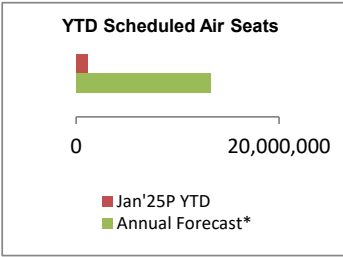
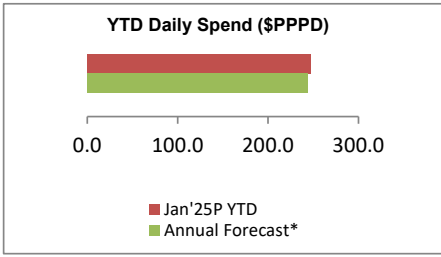
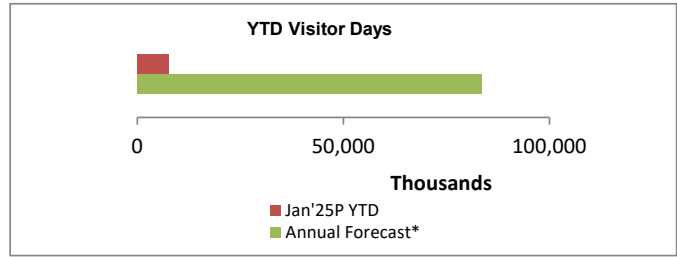
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Jan'19 YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 17.2%	1,617.0	1,894.5	20,421.8	O'ahu	-6.5%	456,607
Daily Spend (\$PPPD)	↑ 24.3%	198.9	247.2	244.4	Maui	-13.1%	202,738
Visitor Days	↓ -5.7%	8,129,294	7,662,544	83,561,384	Moloka'i	-48.9%	2,843
Arrivals	↓ -3.1%	817,600	792,177	9,602,210	Lāna'i	-45.2%	3,523
Daily Census	↓ -5.7%	262,235	247,179	228,310	Kaua'i	4.9%	111,293
Airlift (scheduled seats) [^]	↓ -0.7%	1,128,387	1,120,764	13,226,786	Hawai'i Island	7.3%	158,141

* DBEDT Annual Forecast as of Q4 2024.
DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-25** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

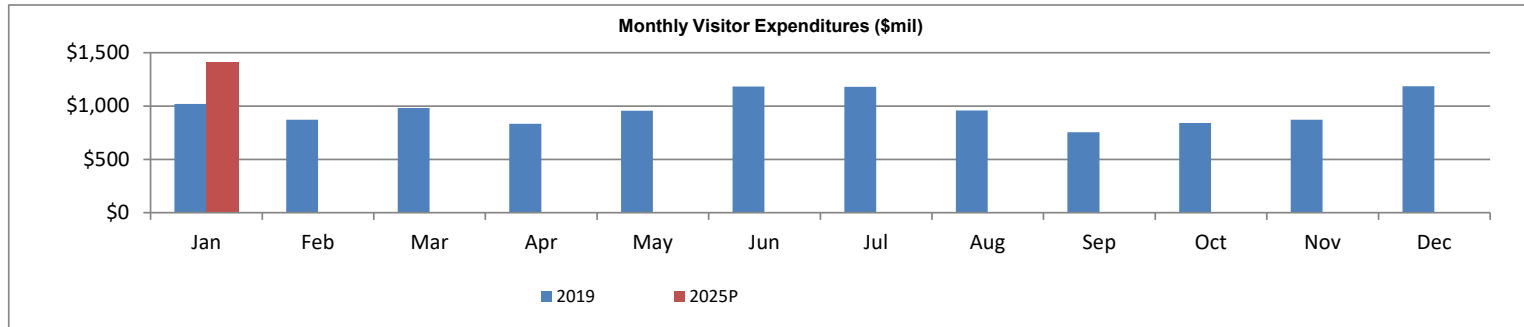
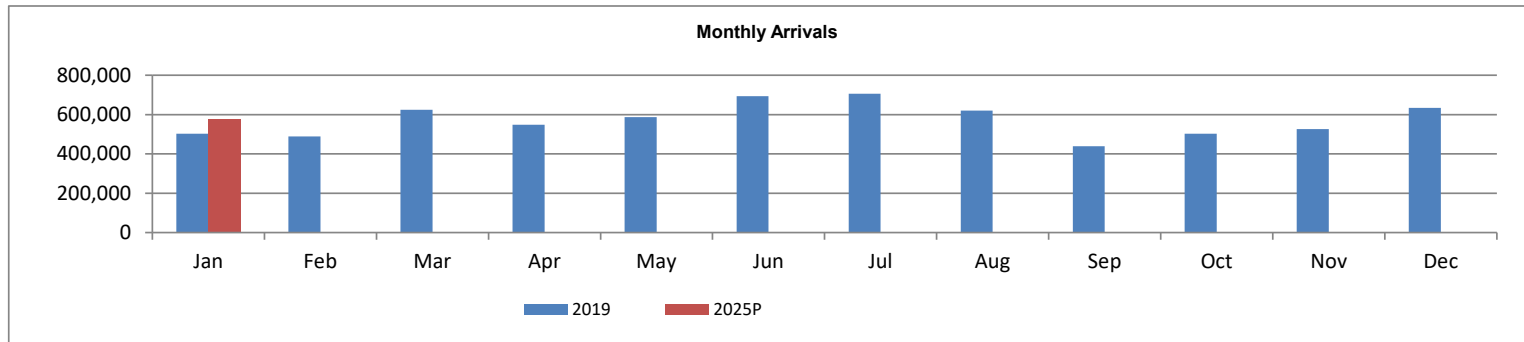
Key Performance Indicators

		YOY Rate	Jan'19 YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑	38.7%	1,019.6	1,413.8	15,761.7	O'ahu	22.5%	297,602
Daily Spend (\$PPPD)	↑	28.0%	194.8	249.4	245.3	Maui	-4.5%	163,498
Visitor Days	↔	8.3%	5,233,816	5,668,516	64,266,296	Moloka'i	-48.4%	1,997
Arrivals	↑	14.5%	502,908	575,641	7,289,482	Lāna'i	-38.9%	2,610
Daily Census	↔	8.3%	168,833	182,855	175,591	Kaua'i	14.3%	94,836
Airlift (scheduled seats) [^]	↑	16.2%	763,632	887,288	10,558,192	Hawai'i Island	26.8%	123,930

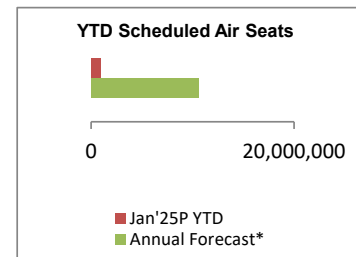
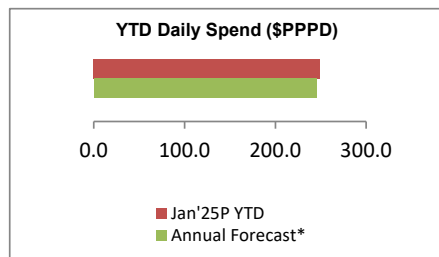
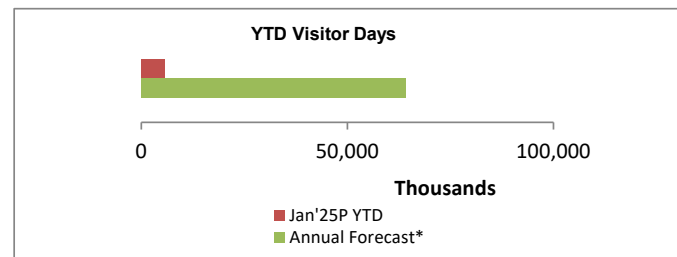
* DBEDT Annual Forecast as of Q4 2024.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-25** Preliminary

Visitor Industry Performance Measures

Market: **U.S. WEST**

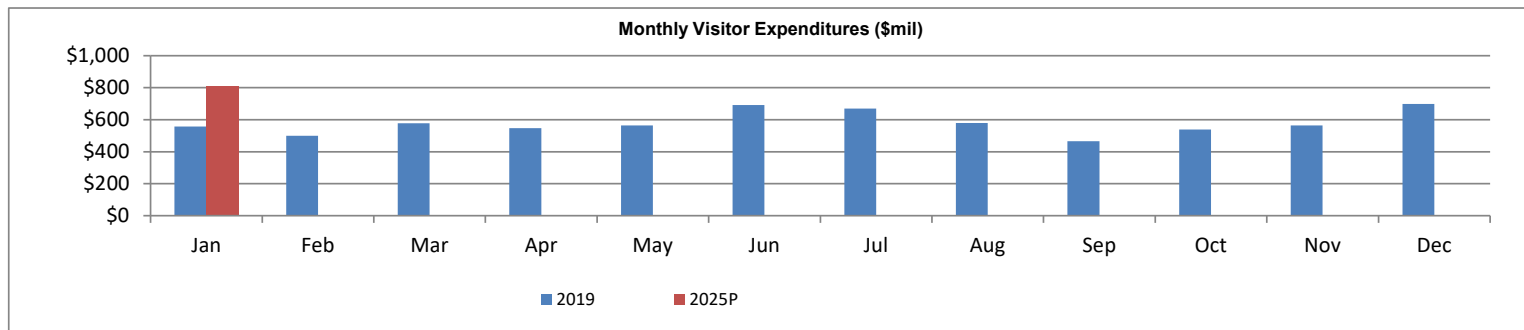
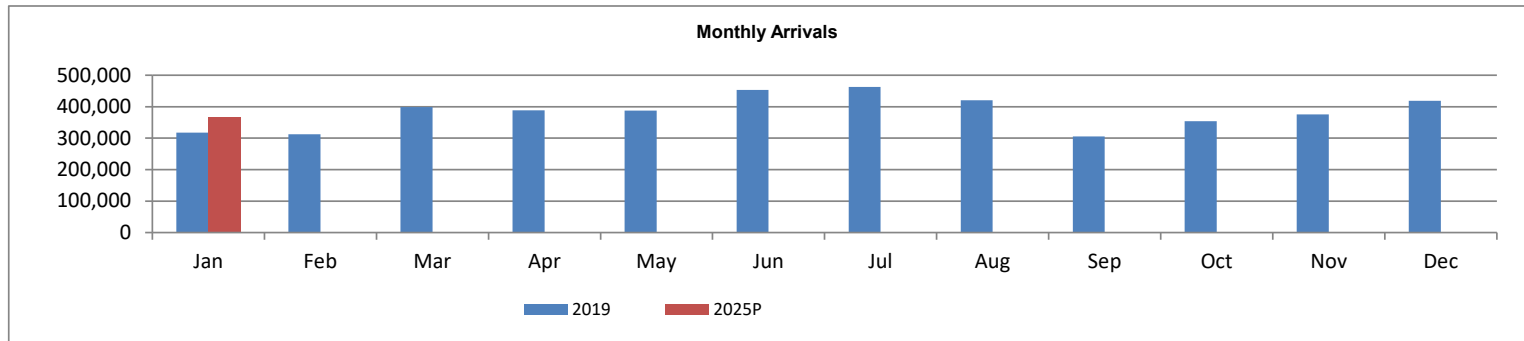
Key Performance Indicators

	YOY Rate	Jan'19 YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 45.9%	556.7	812.0	9,654.7	O'ahu	28.2%	180,206
Daily Spend (\$PPPD)	↑ 33.1%	180.0	239.5	233.5	Maui	-5.0%	99,047
Visitor Days	↔ 9.6%	3,092,709	3,389,906	41,350,674	Moloka'i	-51.5%	1,125
Arrivals	↑ 15.9%	317,655	368,123	4,922,522	Lāna'i	-40.3%	1,306
Daily Census	↔ 9.6%	99,765	109,352	112,980	Kaua'i	13.9%	54,943
Airlift (scheduled seats) [^]	↑ 14.5%	668,288	764,965	9,365,338	Hawai'i Island	22.2%	73,533

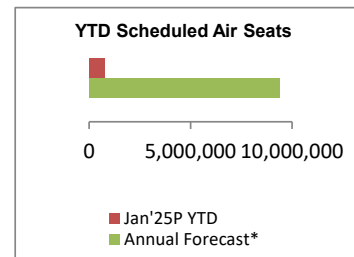
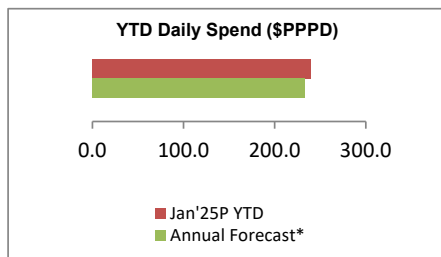
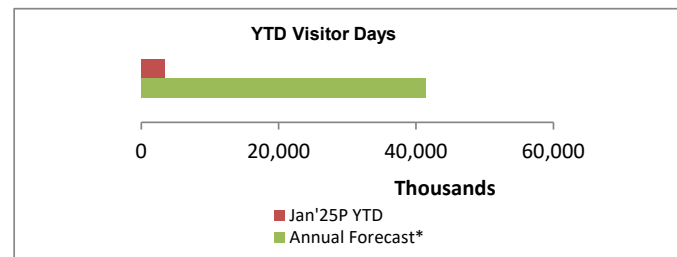
* DBEDT Annual Forecast as of Q4 2024.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-25** Preliminary

Visitor Industry Performance Measures

Market: **U.S. EAST**

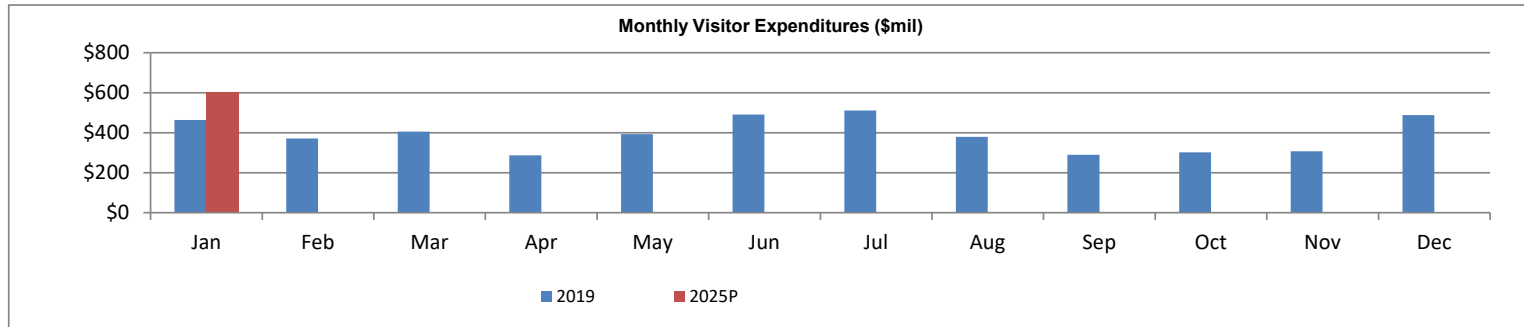
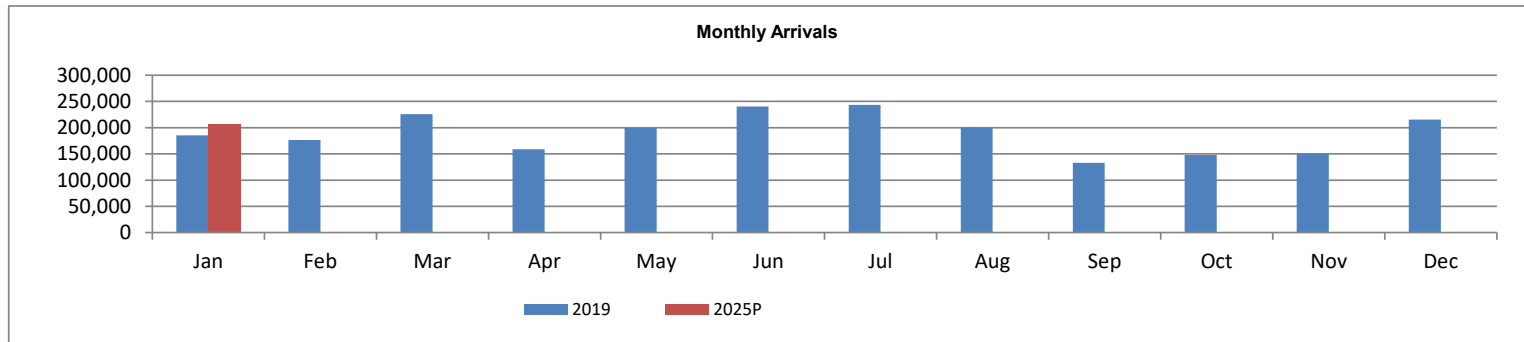
Key Performance Indicators

	YOY Rate	Jan'19 YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 30.0%	462.9	601.8	6,107.0	O'ahu	14.6%	117,396
Daily Spend (\$PPPD)	↑ 22.2%	216.2	264.1	266.5	Maui	-3.6%	64,450
Visitor Days	↔ 6.4%	2,141,107	2,278,610	22,915,622	Moloka'i	-43.7%	872
Arrivals	↑ 12.0%	185,253	207,519	2,366,960	Lāna'i	-37.5%	1,304
Daily Census	↔ 6.4%	69,068	73,504	62,611	Kaua'i	14.8%	39,893
Airlift (scheduled seats) [^]	↑ 28.3%	95,344	122,323	1,192,854	Hawai'i Island	34.2%	50,398

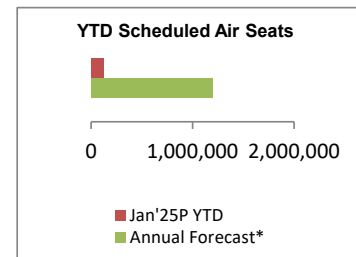
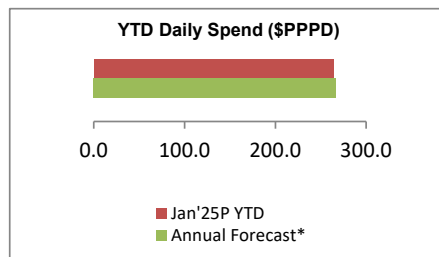
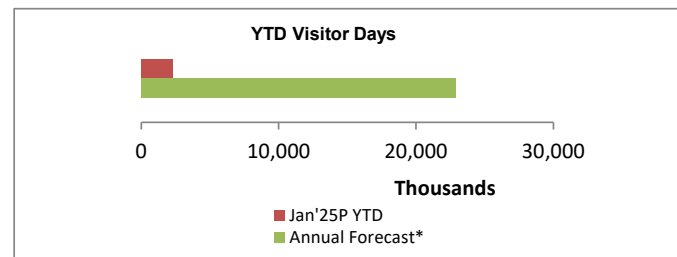
* DBEDT Annual Forecast as of Q4 2024.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-25** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

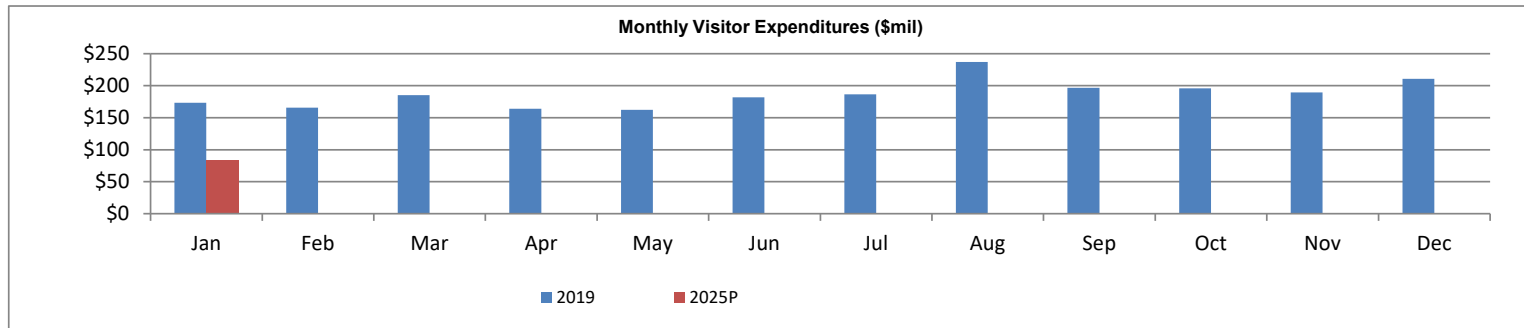
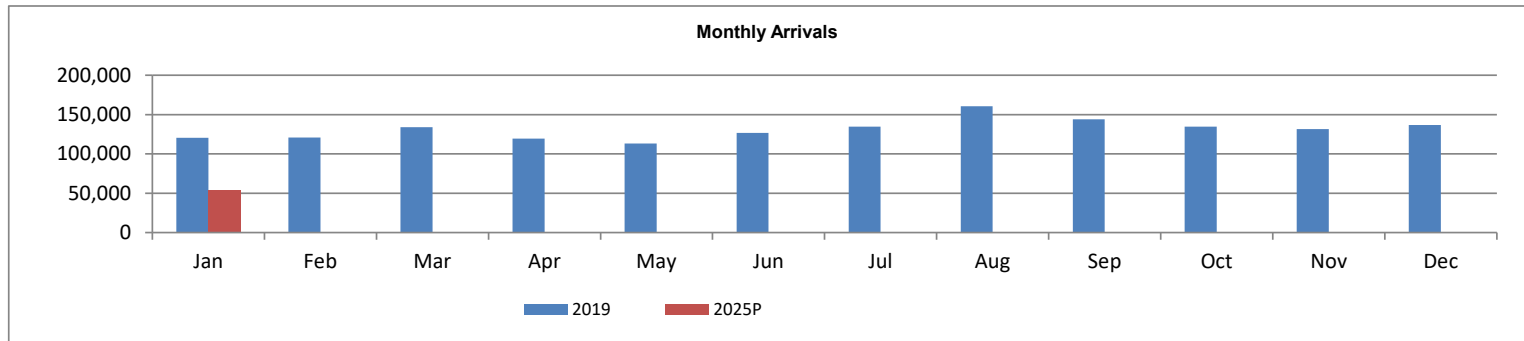
Key Performance Indicators

	YOY Rate	Jan'19 YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -52.0%	173.4	83.2	1,122.2	O'ahu	-54.1%	53,099
Daily Spend (\$PPPD)	↔ 3.5%	239.7	248.0	241.9	Maui	-76.8%	1,037
Visitor Days	↓ -53.6%	723,353	335,593	4,638,781	Moloka'i	-63.5%	17
Arrivals	↓ -54.9%	120,418	54,296	754,410	Lāna'i	-18.5%	58
Daily Census	↓ -53.6%	23,334	10,826	12,674	Kaua'i	-83.6%	404
Airlift (scheduled seats) [^]	↓ -39.6%	174,100	105,135	1,384,265	Hawai'i Island	-71.9%	3,316

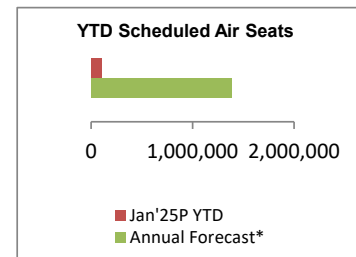
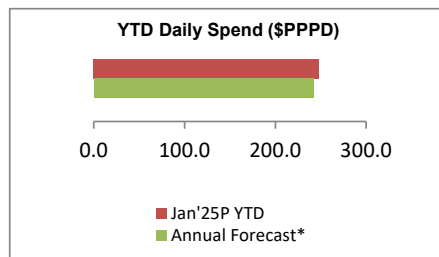
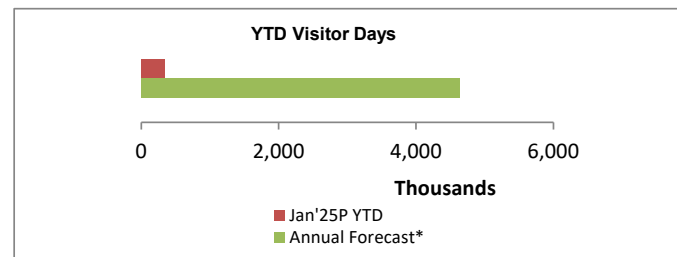
* DBEDT Annual Forecast as of Q4 2024.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-25** Preliminary

Visitor Industry Performance Measures

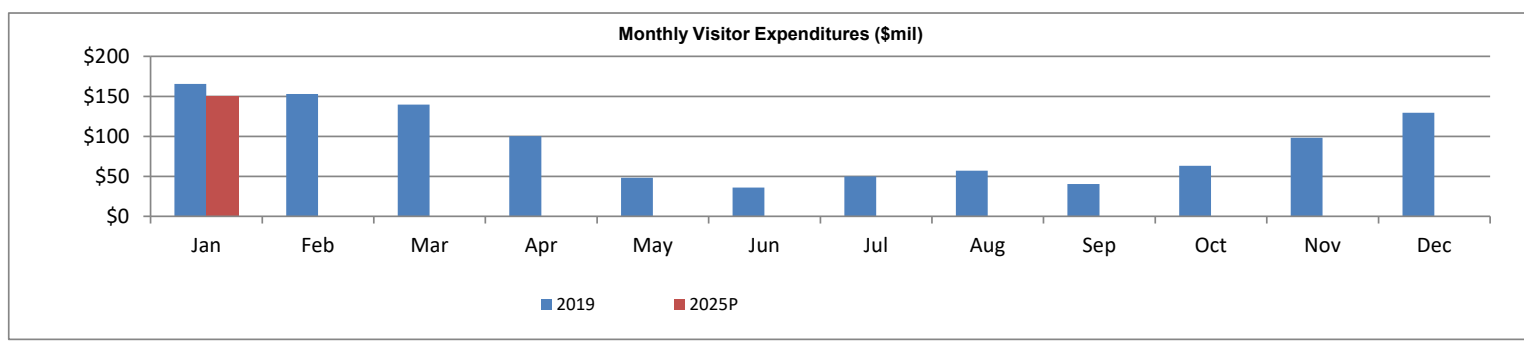
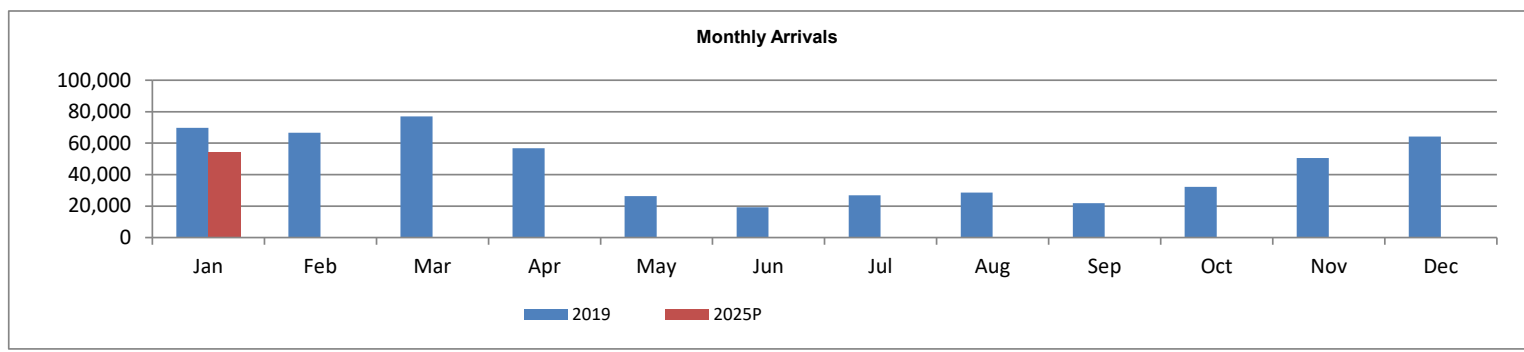
Market: **CANADA**

Key Performance Indicators

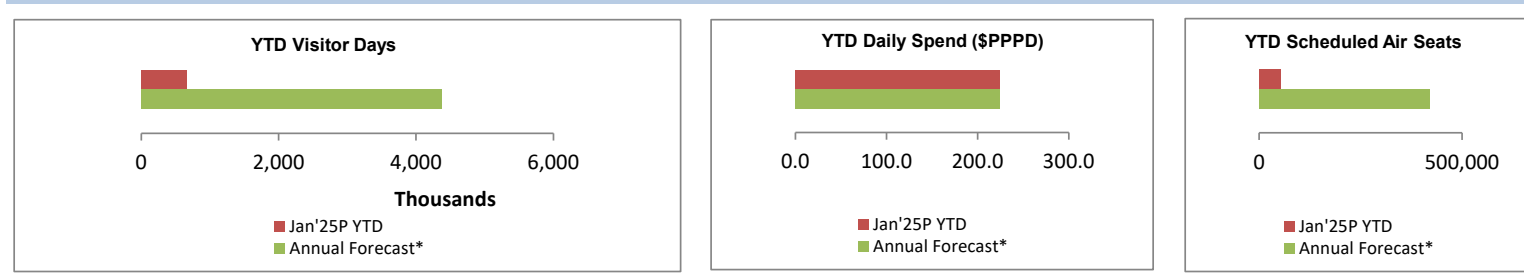
	YOY Rate	Jan'19 YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉 -9.3%	165.4	150.0	982.8	O'ahu	6.2%	29,043
Daily Spend (\$PPPD)	👈 34.6%	167.0	224.8	224.7	Mauī	-38.5%	20,995
Visitor Days	👇 -32.7%	990,828	667,196	4,374,151	Moloka'i	-18.2%	409
Arrivals	👇 -22.0%	69,687	54,333	397,173	Lāna'i	-67.4%	318
Daily Census	👇 -32.7%	31,962	21,522	11,951	Kaua'i	-43.4%	6,106
Airlift (scheduled seats) [^]	👇 -27.7%	72,049	52,101	420,172	Hawai'i Island	-28.6%	10,291

* DBEDT Annual Forecast as of Q4 2024.
DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-25** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

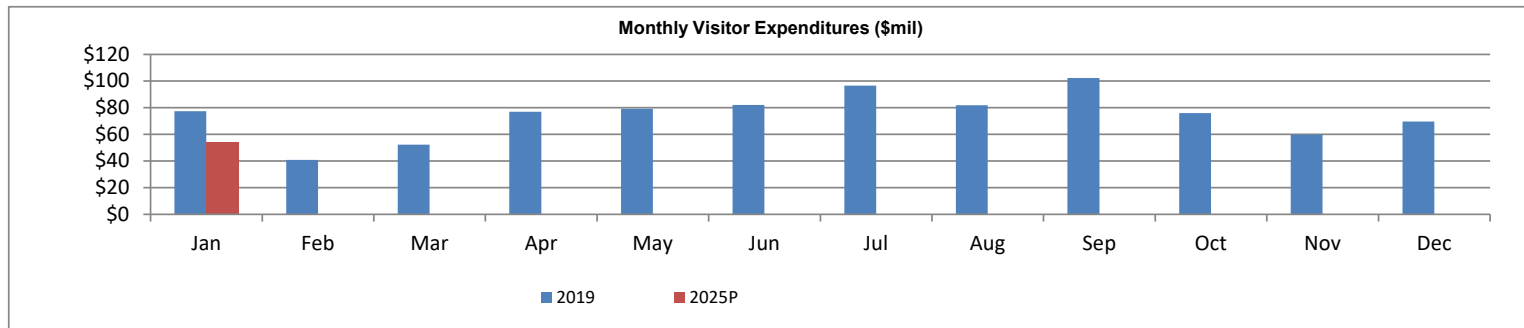
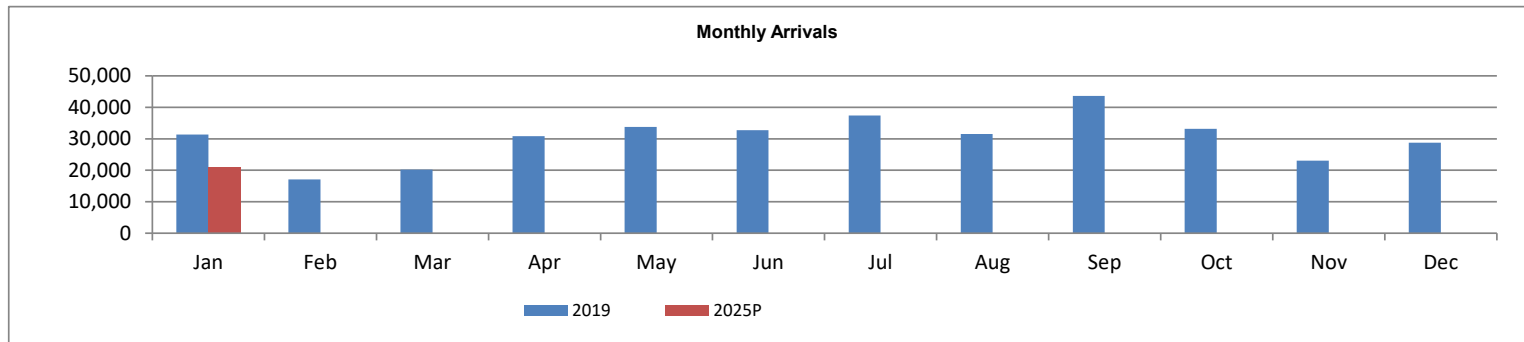
Key Performance Indicators

	YOY Rate	Jan'19 YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -29.8%	77.4	54.3	534.4	O'ahu	-32.4%	20,461
Daily Spend (\$PPPD)	↔ 9.7%	265.3	291.1	297.7	Mauī	-49.8%	2,353
Visitor Days	↓ -36.0%	291,754	186,675	1,794,958	Moloka'i	-36.9%	274
Arrivals	↓ -33.4%	31,308	20,860	204,669	Lāna'i	-50.7%	318
Daily Census	↓ -36.0%	9,411	6,022	4,904	Kaua'i	-45.8%	1,580
Airlift (scheduled seats) [^]	↓ -34.5%	44,633	29,233	295,421	Hawai'i Island	-32.1%	2,048

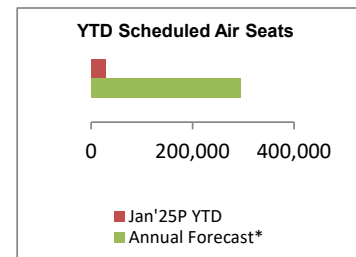
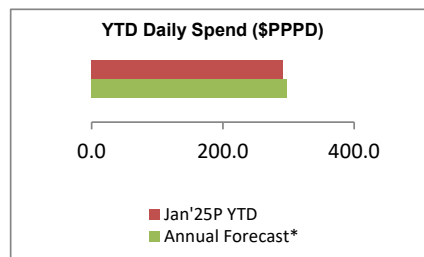
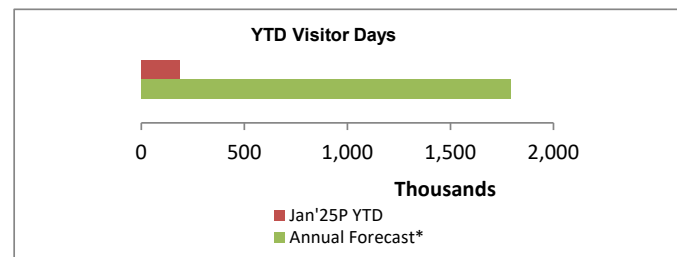
* DBEDT Annual Forecast as of Q4 2024.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-25** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

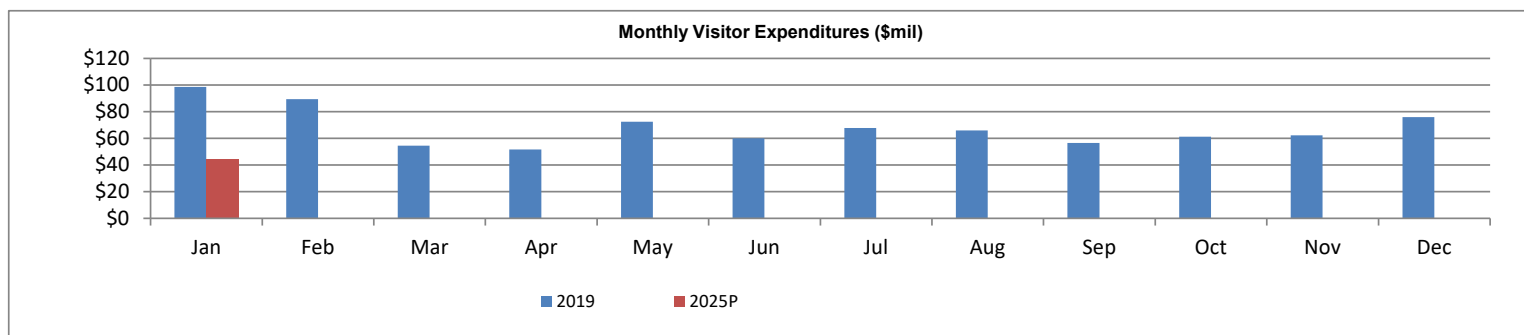
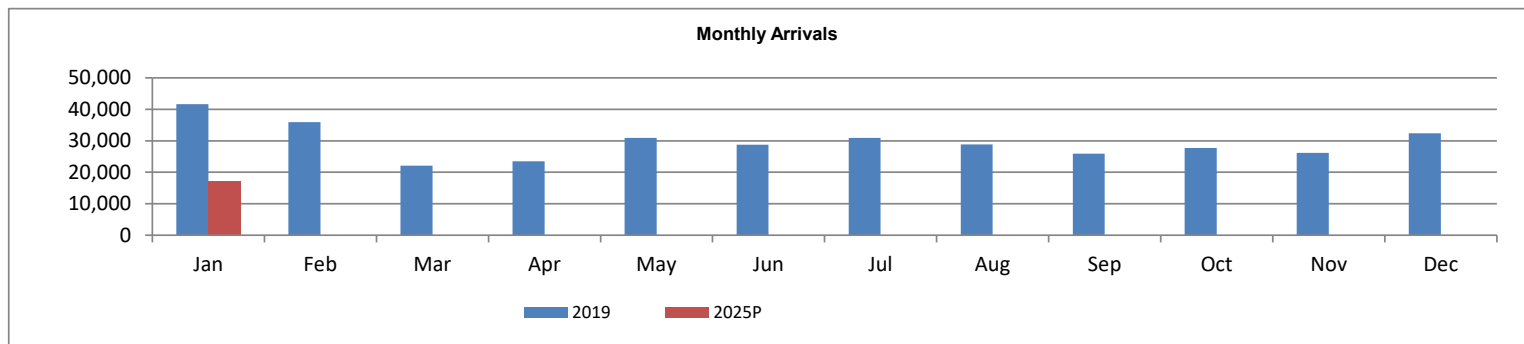
Key Performance Indicators

	YOY Rate	Jan'19 YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -54.6%	98.6	44.8	NA	O'ahu	-59.3%	16,617
Daily Spend (\$PPPD)	↑ 14.3%	273.1	312.2	NA	Maui	-85.9%	1,065
Visitor Days	↓ -60.3%	361,094	143,491	NA	Moloka'i	-83.7%	37
Arrivals	↓ -58.4%	41,595	17,292	NA	Lāna'i	-58.6%	94
Daily Census	↓ -60.3%	11,648	4,629	NA	Kaua'i	-43.2%	992
Airlift (scheduled seats) [^]	↓ -51.8%	47,299	22,814	278,982	Hawai'i Island	-56.5%	4,457

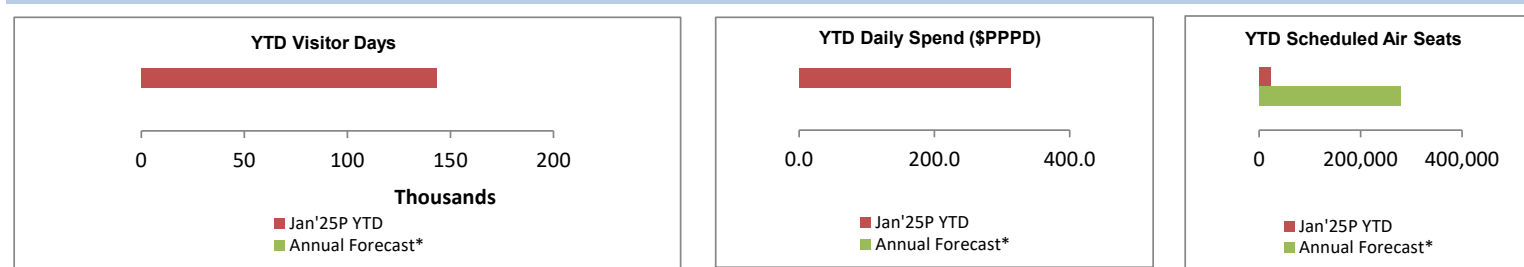
* DBEDT Annual Forecast as of Q4 2024.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-25** Preliminary

Visitor Industry Performance Measures

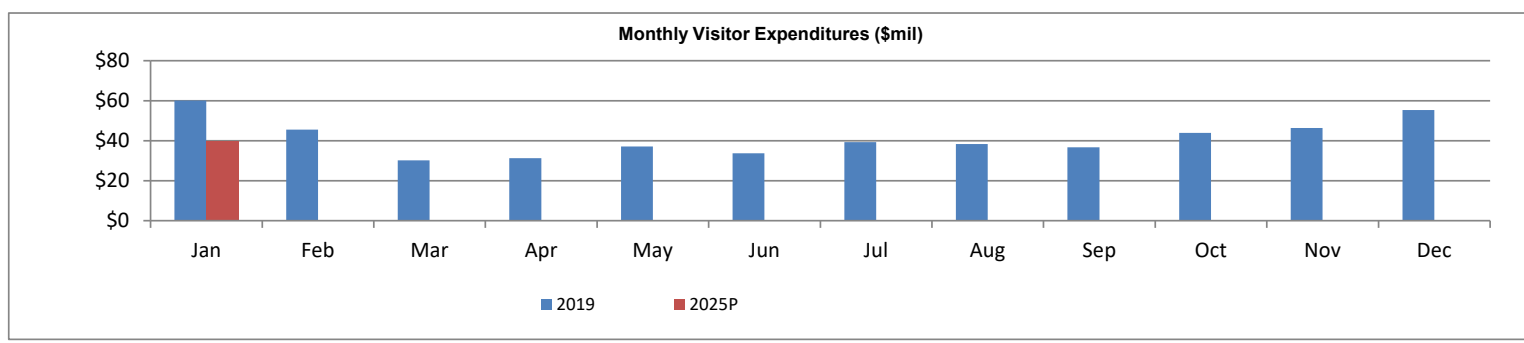
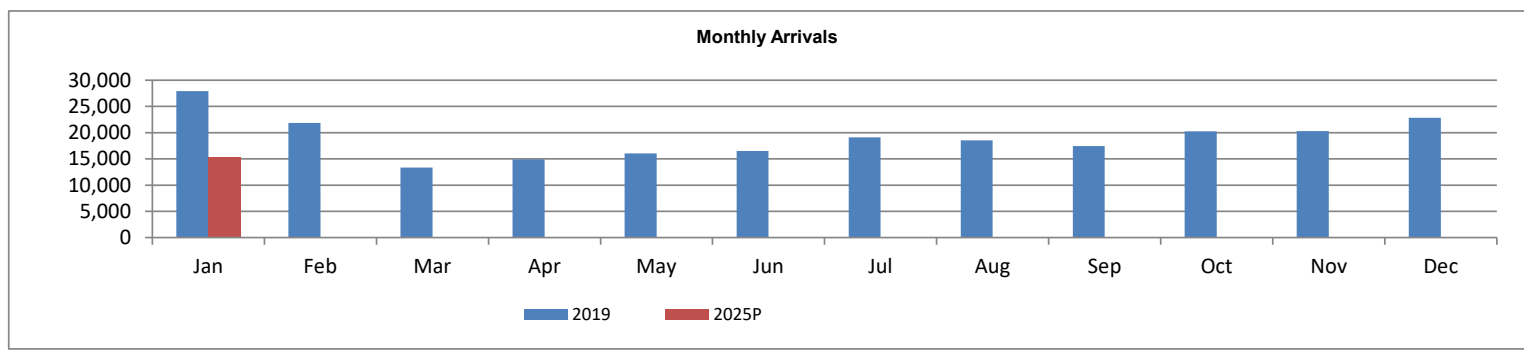
Market: **KOREA**

Key Performance Indicators

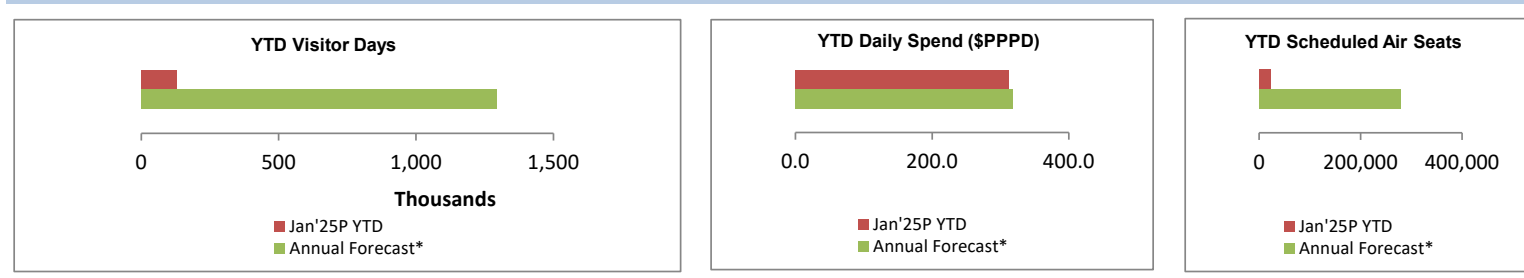
	YOY Rate	Jan'19 YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -34.0%	60.1	39.7	410.6	O'ahu	-46.0%	14,886
Daily Spend (\$PPPD)	↑ 21.8%	256.2	312.0	317.4	Mauī	-79.8%	758
Visitor Days	↓ -45.8%	234,680	127,166	1,293,671	Moloka'i	-71.7%	34
Arrivals	↓ -45.4%	27,907	15,248	154,981	Lāna'i	-48.2%	64
Daily Census	↓ -45.8%	7,570	4,102	3,535	Kaua'i	-5.2%	882
Airlift (scheduled seats) [^]	↓ -32.1%	33,610	22,814	278,982	Hawai'i Island	-25.9%	3,805

^{*} DBEDT Annual Forecast as of Q4 2024.
[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-25** Preliminary

Visitor Industry Performance Measures

Market: **CHINA**

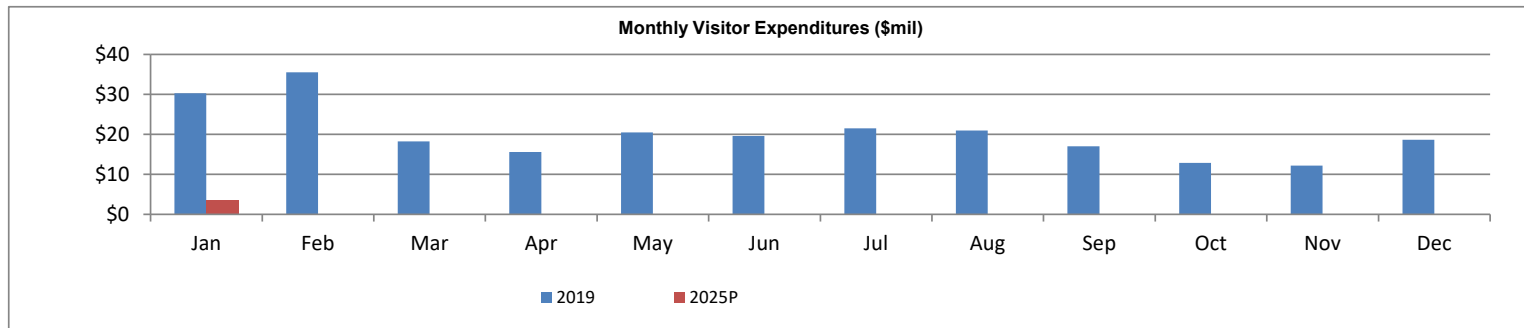
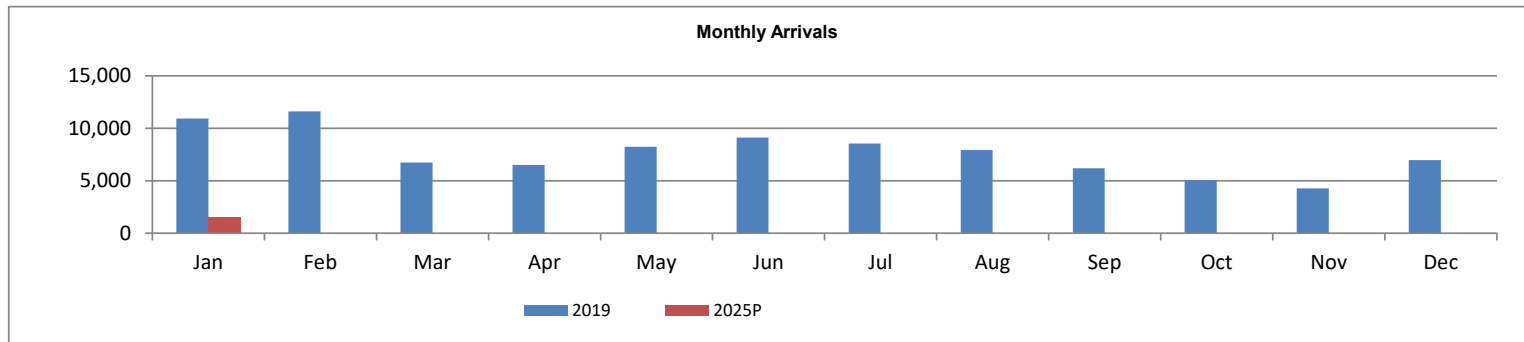
Key Performance Indicators

	YOY Rate	Jan'19 YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -88.0%	30.3	3.6	NA	O'ahu	-87.3%	1,350
Daily Spend (\$PPPD)	↔ 0.6%	305.9	307.8	NA	Maui	-92.6%	214
Visitor Days	↓ -88.1%	98,928	11,815	NA	Moloka'i	-97.0%	2
Arrivals	↓ -86.0%	10,944	1,537	NA	Lāna'i	-76.3%	24
Daily Census	↓ -88.1%	3,191	381	NA	Kaua'i	-88.9%	64
Airlift (scheduled seats) [^]	N/A	10,935	N/A	N/A	Hawai'i Island	-88.4%	521

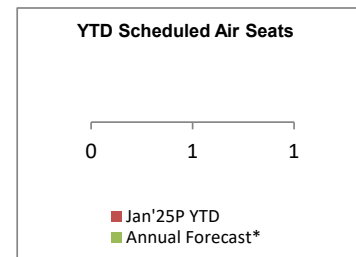
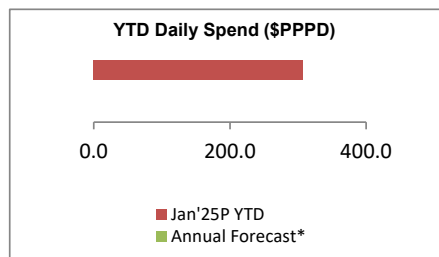
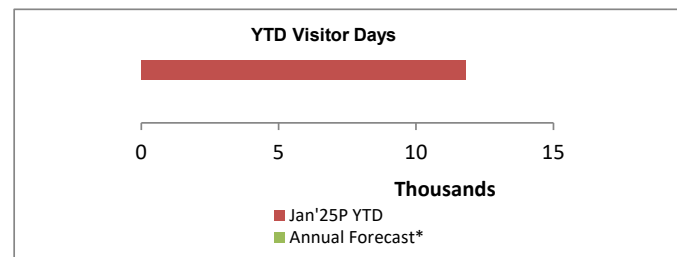
* DBEDT Annual Forecast as of Q4 2024.

DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-25** Preliminary

Visitor Industry Performance Measures

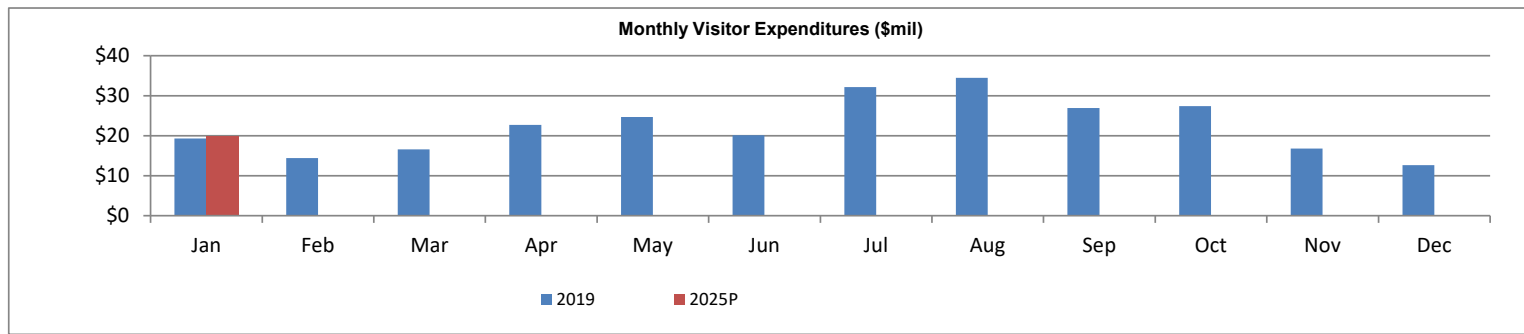
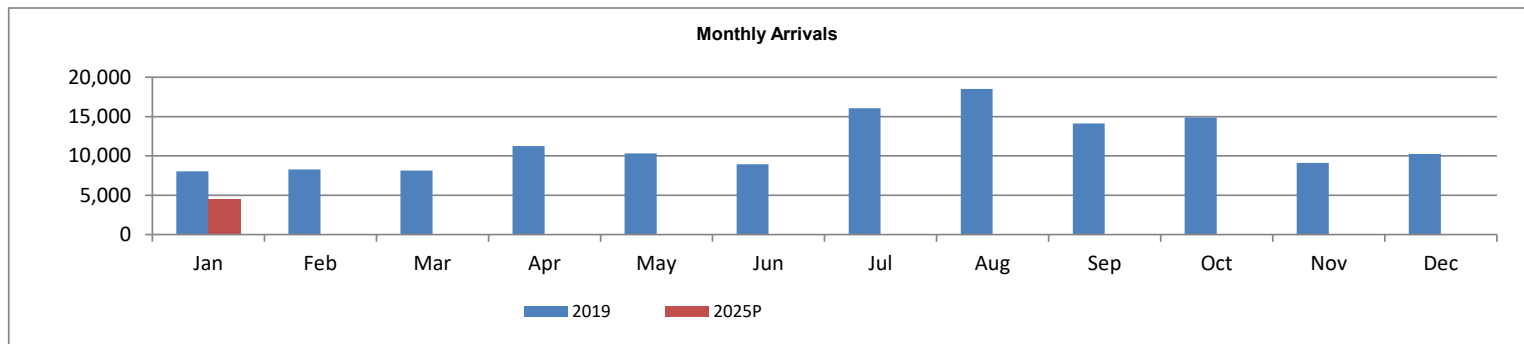
Market: **EUROPE**

Key Performance Indicators

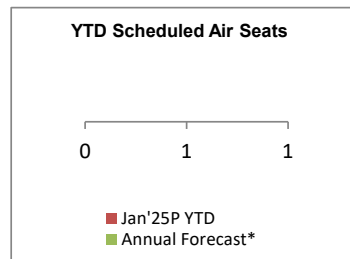
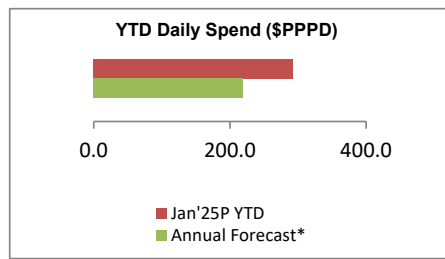
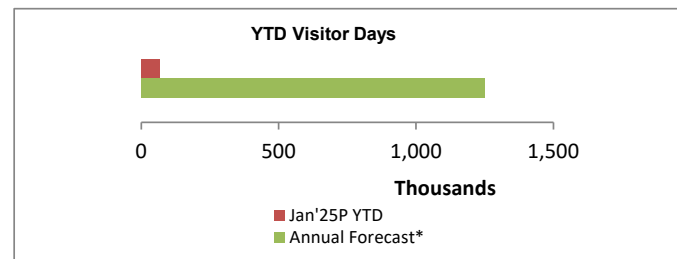
	YOY Rate	Jan'19 YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 3.2%	19.3	19.9	273.7	O'ahu	-47.3%	3,267
Daily Spend (\$PPPD)	↕ 79.6%	162.7	292.3	218.9	Maui	-59.3%	1,396
Visitor Days	↘ -42.5%	118,507	68,119	1,250,378	Moloka'i	-67.6%	41
Arrivals	↘ -44.3%	8,022	4,471	95,461	Lāna'i	-63.4%	24
Daily Census	↘ -42.5%	3,823	2,197	3,416	Kaua'i	-56.4%	943
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-42.4%	1,480

^{*} DBEDT Annual Forecast as of Q4 2024.
[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-25** Preliminary

Visitor Industry Performance Measures

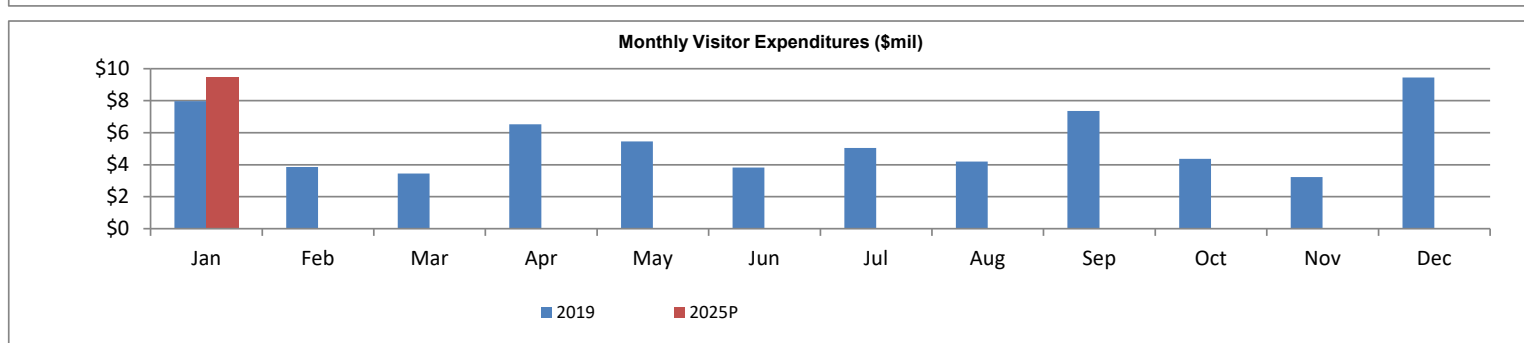
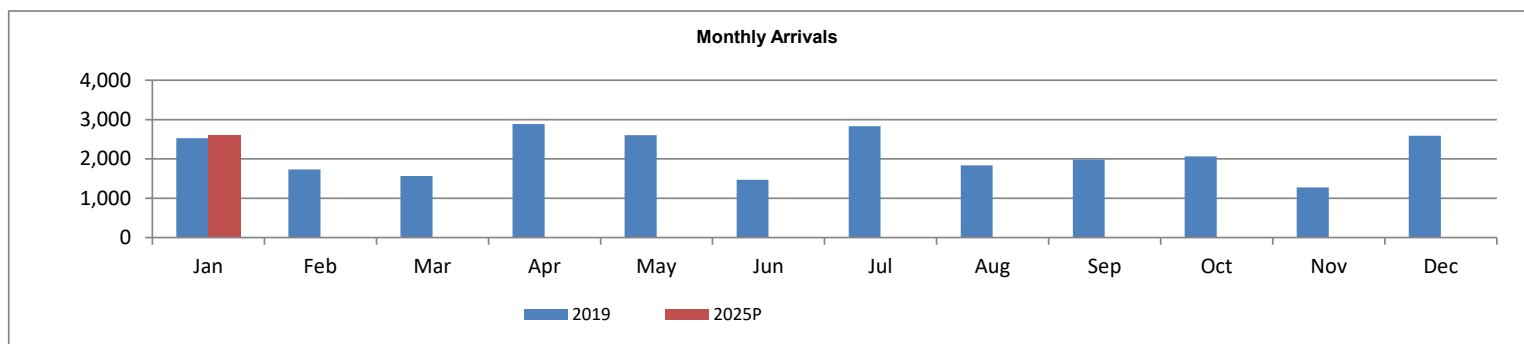
Market: **LATIN AMERICA**

Key Performance Indicators

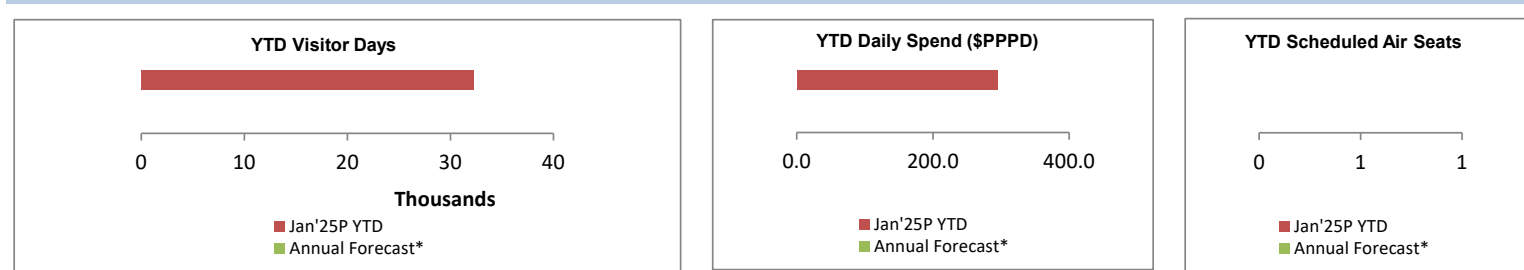
	YOY Rate	Jan'19 YTD	Jan'25P YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 19.4%	8.0	9.5	NA		O'ahu	1.5%	2,095
Daily Spend (\$PPPD)	↑ 11.9%	263.4	294.7	NA		Maui	-1.3%	855
Visitor Days	↔ 6.7%	30,243	32,259	NA		Moloka'i	-62.0%	5
Arrivals	↔ 2.9%	2,525	2,599	NA		Lāna'i	-78.6%	9
Daily Census	↔ 6.7%	976	1,041	NA		Kaua'i	-21.6%	279
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A		Hawai'i Island	6.4%	429

^{*} DBEDT Annual Forecast as of Q4 2024.
[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of January 15, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures