

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

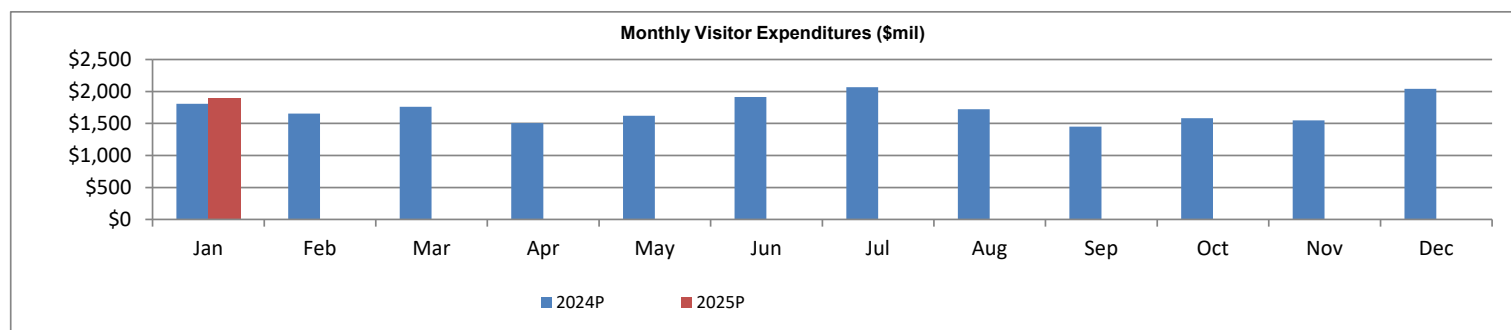
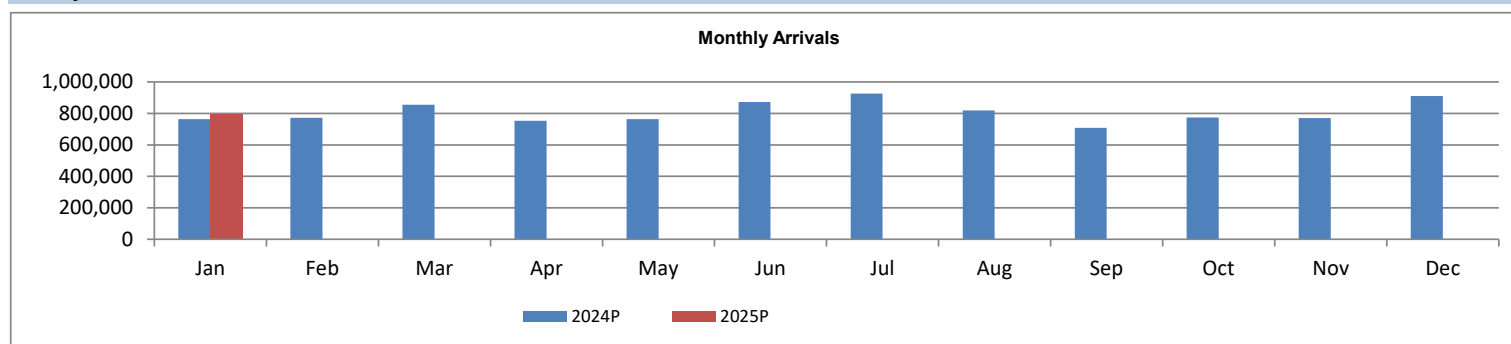
Key Performance Indicators

	YOY Rate	Jan'24P YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 4.7%	1,809.2	1,894.5	20,421.8	O'ahu	1.4%	456,607
Daily Spend (\$PPPD)	↗ 2.8%	240.5	247.2	244.4	Maui	15.8%	202,738
Visitor Days	↗ 1.8%	7,523,692	7,662,544	83,561,384	Moloka'i	-25.1%	2,843
Arrivals	↗ 3.8%	763,480	792,177	9,602,210	Lāna'i	-4.9%	3,523
Daily Census	↗ 1.8%	242,700	247,179	228,310	Kaua'i	4.9%	111,293
Airlift (scheduled seats)^	↗ 2.3%	1,095,596	1,120,764	13,226,786	Hawai'i Island	10.6%	158,141

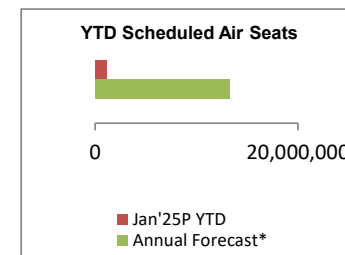
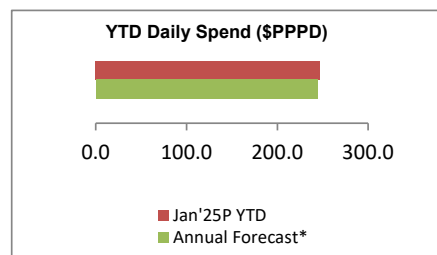
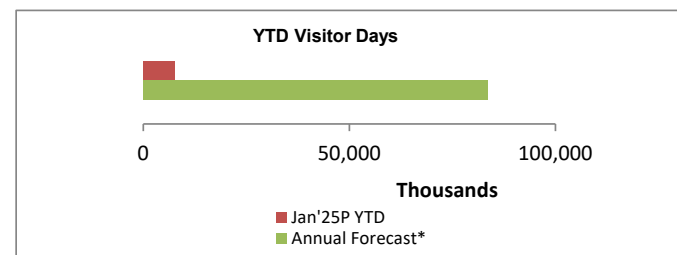
* DBEDT Annual Forecast as of Q4 2024.

^ 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**

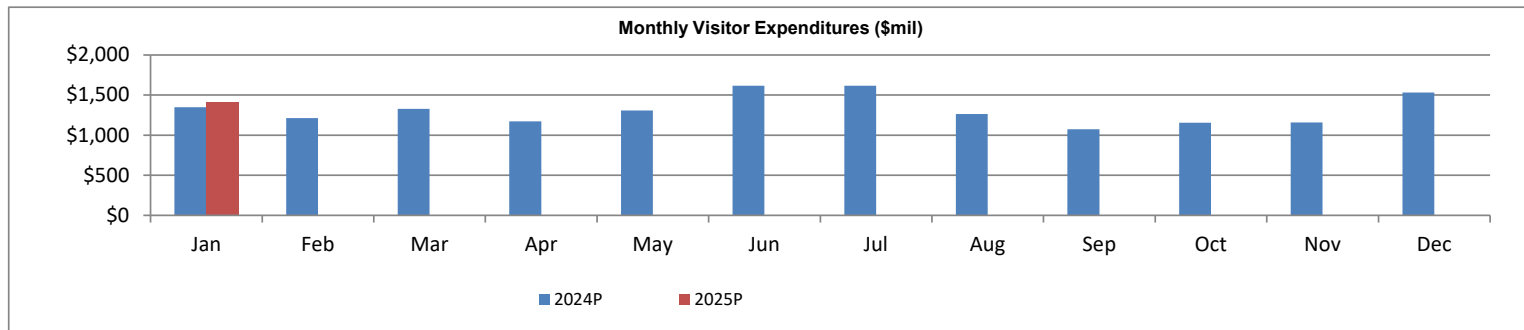
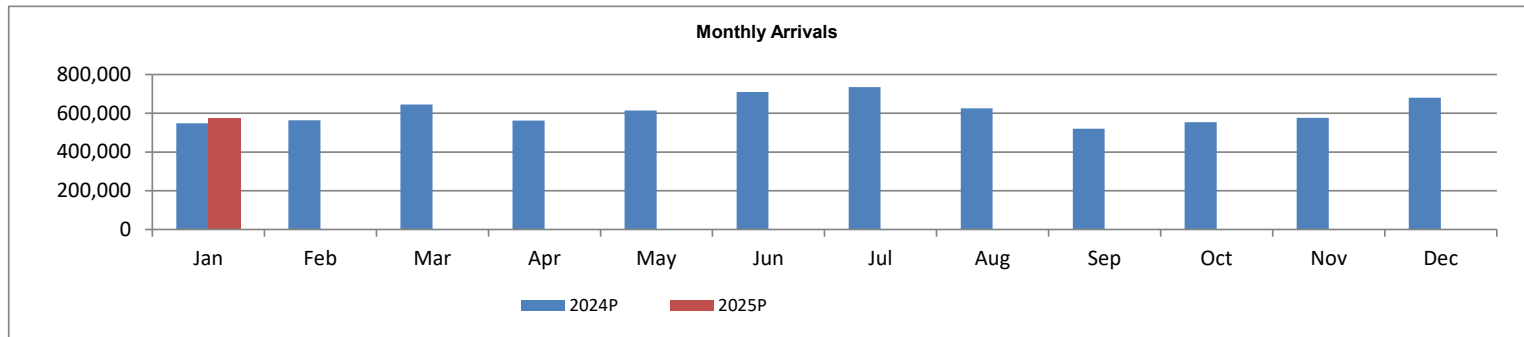
Key Performance Indicators

	YOY Rate	Jan'24P YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 4.9%	1,347.2	1,413.8	15,761.7	O'ahu	2.6%	297,602
Daily Spend (\$PPPD)	↗ 2.6%	243.1	249.4	245.3	Maui	14.4%	163,498
Visitor Days	↗ 2.3%	5,540,696	5,668,516	64,266,296	Moloka'i	-29.7%	1,997
Arrivals	↗ 4.9%	548,664	575,641	7,289,482	Lāna'i	-16.5%	2,610
Daily Census	↗ 2.3%	178,732	182,855	175,591	Kaua'i	1.4%	94,836
Airlift (scheduled seats)^	↗ 6.3%	834,351	887,288	10,558,192	Hawai'i Island	6.3%	123,930

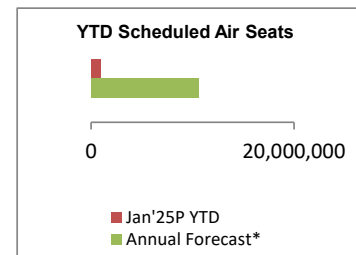
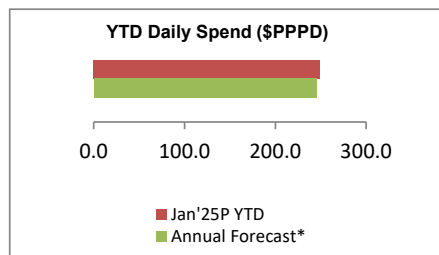
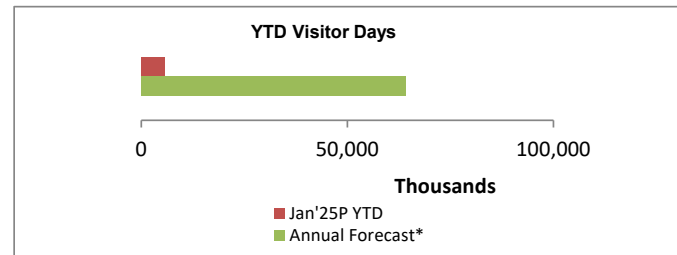
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. WEST**

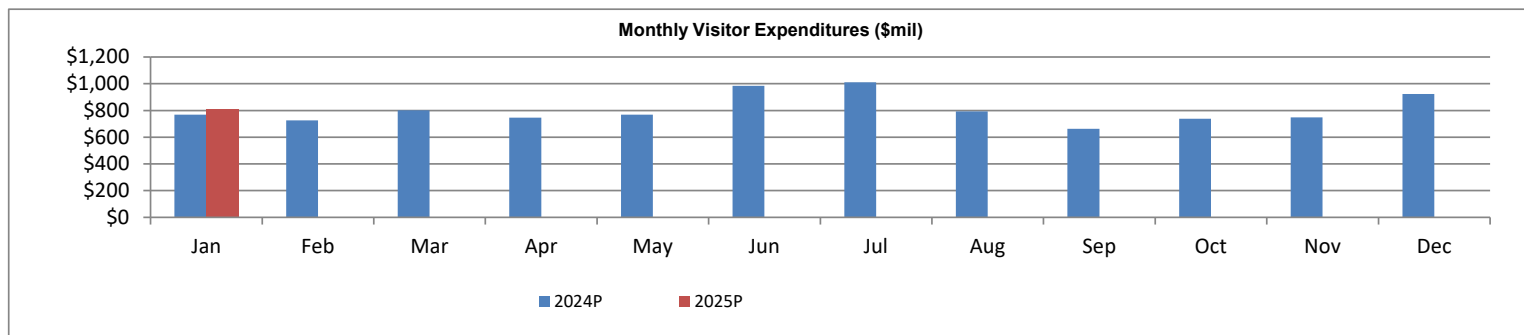
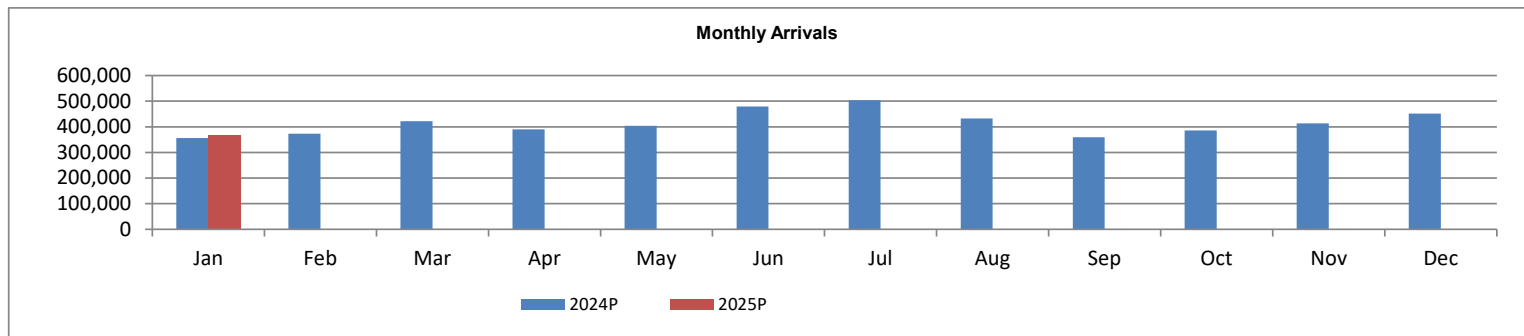
Key Performance Indicators

	YOY Rate	Jan'24P YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 5.7%	768.2	812.0	9,654.7	O'ahu	0.8%	180,206
Daily Spend (\$PPPD)	↗ 3.6%	231.3	239.5	233.5	Mauī	14.9%	99,047
Visitor Days	↗ 2.0%	3,322,083	3,389,906	41,350,674	Moloka'i	-30.1%	1,125
Arrivals	↗ 3.4%	356,174	368,123	4,922,522	Lāna'i	-20.1%	1,306
Daily Census	↗ 2.0%	107,164	109,352	112,980	Kaua'i	-3.7%	54,943
Airlift (scheduled seats) [^]	↗ 5.7%	723,386	764,965	9,365,338	Hawai'i Island	2.5%	73,533

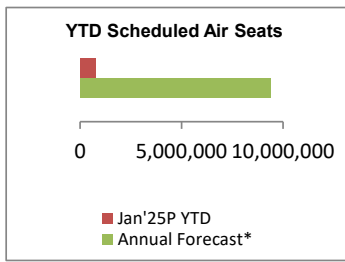
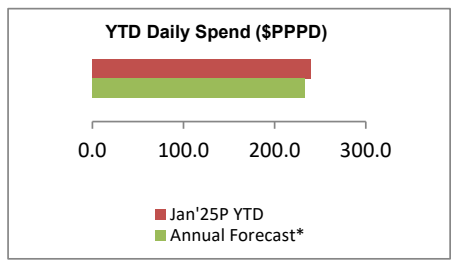
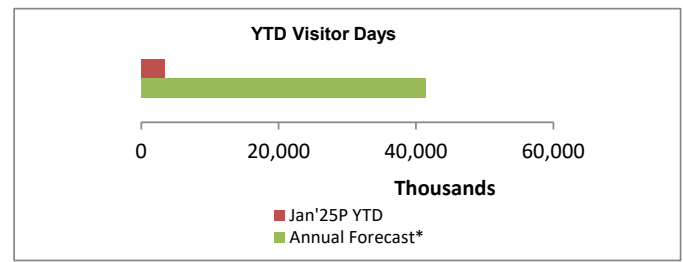
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. EAST**

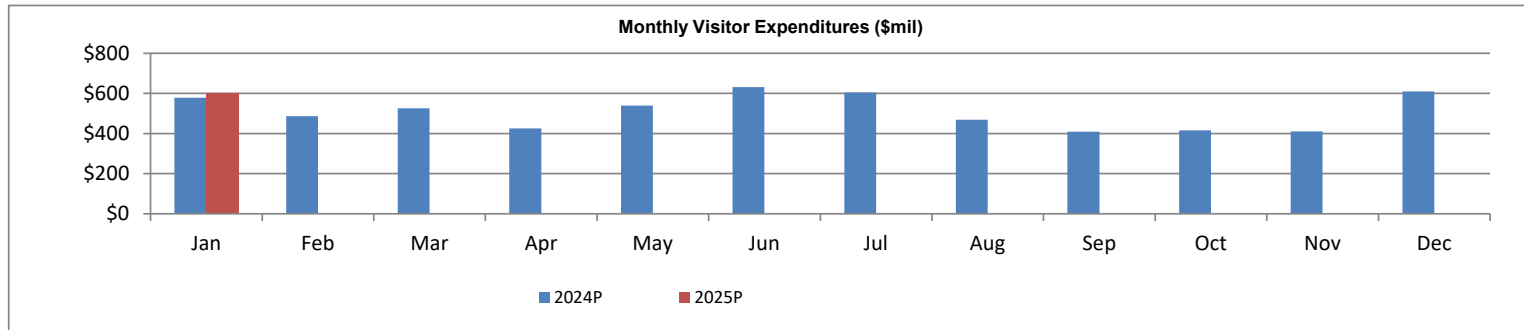
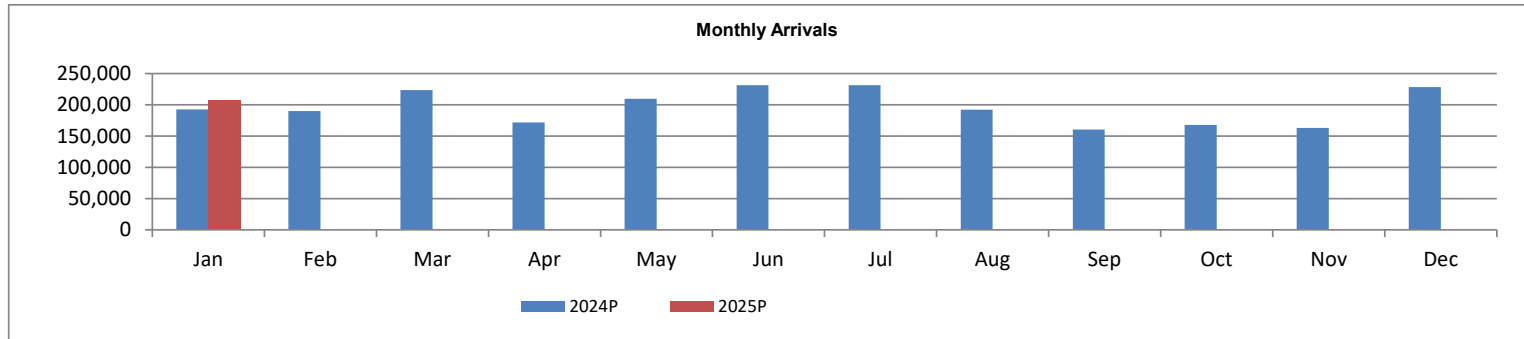
Key Performance Indicators

	YOY Rate	Jan'24P YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↗	3.9%	579.0	601.8	6,107.0	O'ahu	5.4%	117,396
Daily Spend (\$PPPD)	↗	1.2%	261.0	264.1	266.5	Maui	13.6%	64,450
Visitor Days	↗	2.7%	2,218,613	2,278,610	22,915,622	Moloka'i	-29.1%	872
Arrivals	↗	7.8%	192,490	207,519	2,366,960	Lāna'i	-12.4%	1,304
Daily Census	↗	2.7%	71,568	73,504	62,611	Kaua'i	9.5%	39,893
Airlift (scheduled seats) [^]	↕	10.2%	110,965	122,323	1,192,854	Hawai'i Island	12.5%	50,398

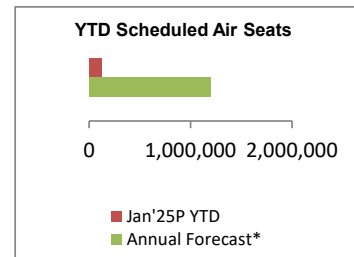
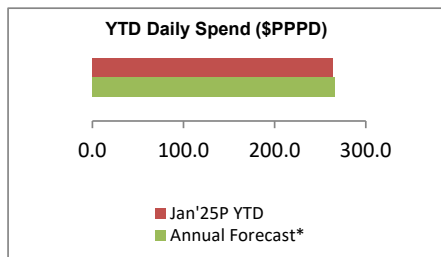
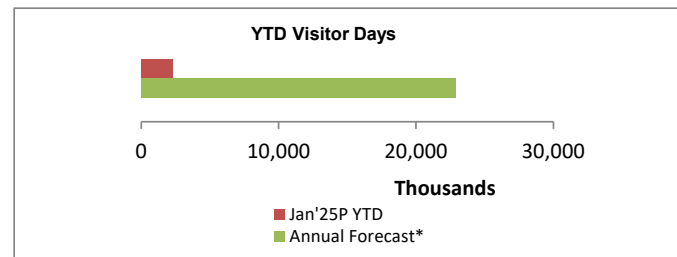
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **JAPAN**

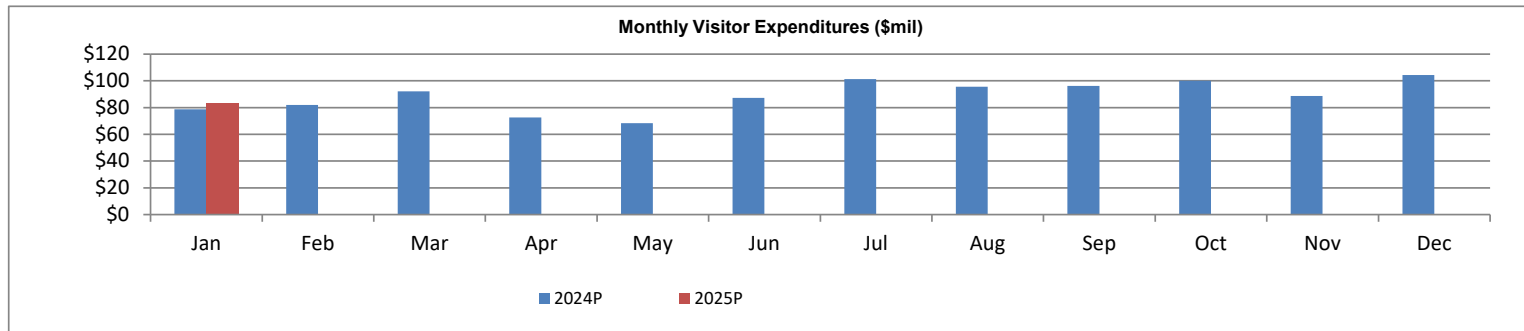
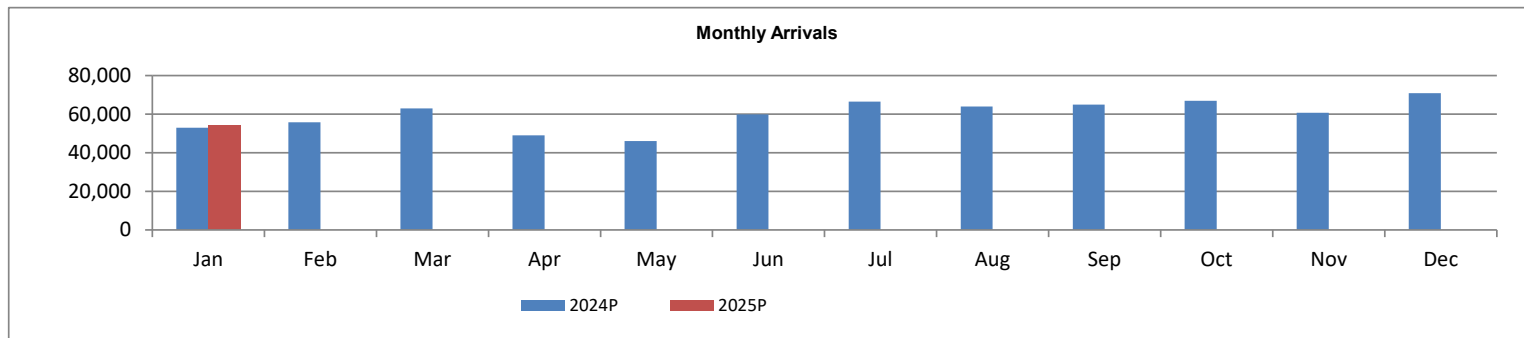
Key Performance Indicators

	YOY Rate	Jan'24P YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 5.6%	78.8	83.2	1,122.2	O'ahu	2.9%	53,099
Daily Spend (\$PPPD)	↗ 3.5%	239.7	248.0	241.9	Maui	-12.8%	1,037
Visitor Days	↗ 2.1%	328,846	335,593	4,638,781	Moloka'i	-94.5%	17
Arrivals	↗ 2.6%	52,911	54,296	754,410	Lāna'i	N/A	58
Daily Census	↗ 2.1%	10,608	10,826	12,674	Kaua'i	-25.2%	404
Airlift (scheduled seats) [^]	↘ -12.8%	120,574	105,135	1,384,265	Hawai'i Island	-7.6%	3,316

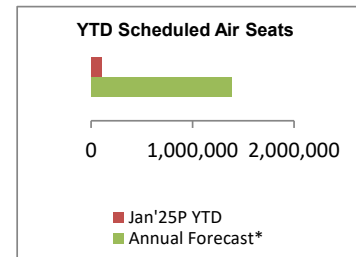
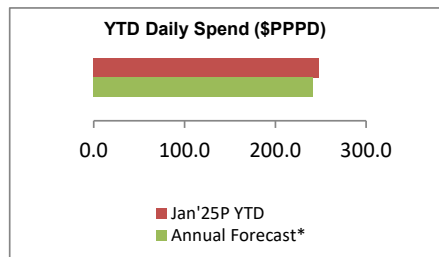
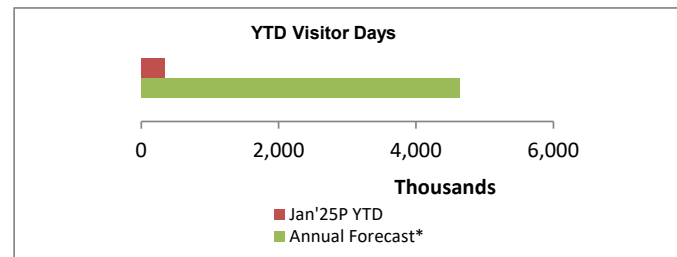
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CANADA**

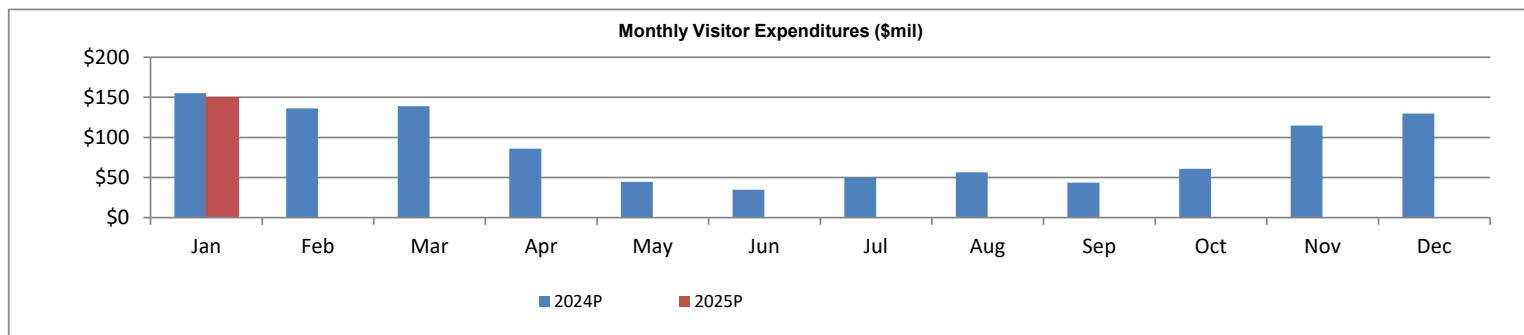
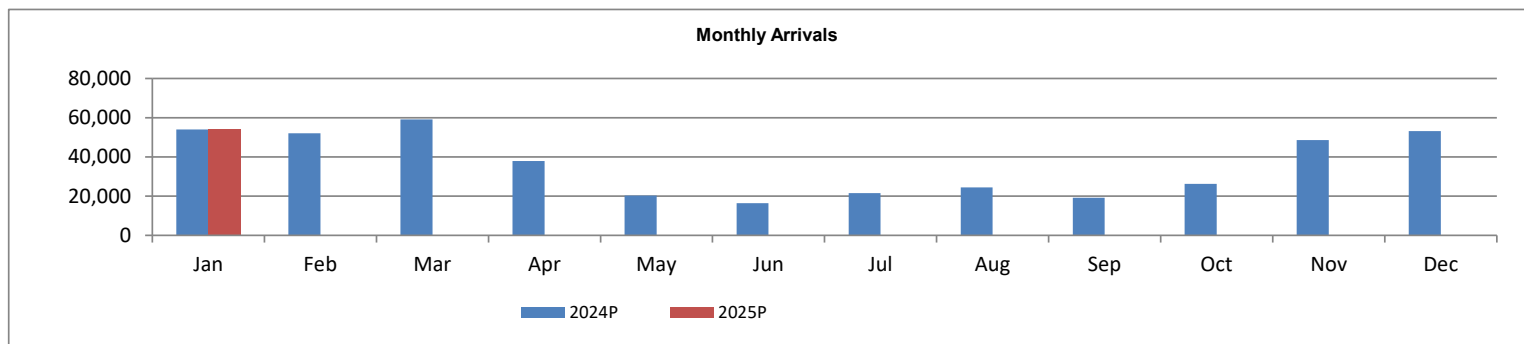
Key Performance Indicators

	YOY Rate	Jan'24P YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘ -3.4%	155.3	150.0	982.8	O'ahu	4.2%	29,043
Daily Spend (\$PPPD)	↘ 0.2%	224.5	224.8	224.7	Maui	5.3%	20,995
Visitor Days	↘ -3.5%	691,708	667,196	4,374,151	Moloka'i	9.2%	409
Arrivals	↘ 0.6%	54,002	54,333	397,173	Lāna'i	5.0%	318
Daily Census	↘ -3.5%	22,313	21,522	11,951	Kaua'i	7.8%	6,106
Airlift (scheduled seats) [^]	↘ -9.2%	57,349	52,101	420,172	Hawai'i Island	-0.7%	10,291

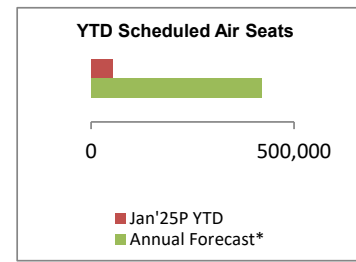
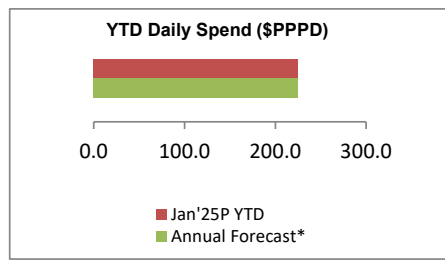
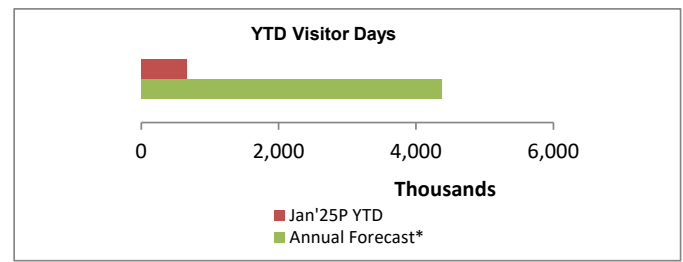
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OCEANIA**

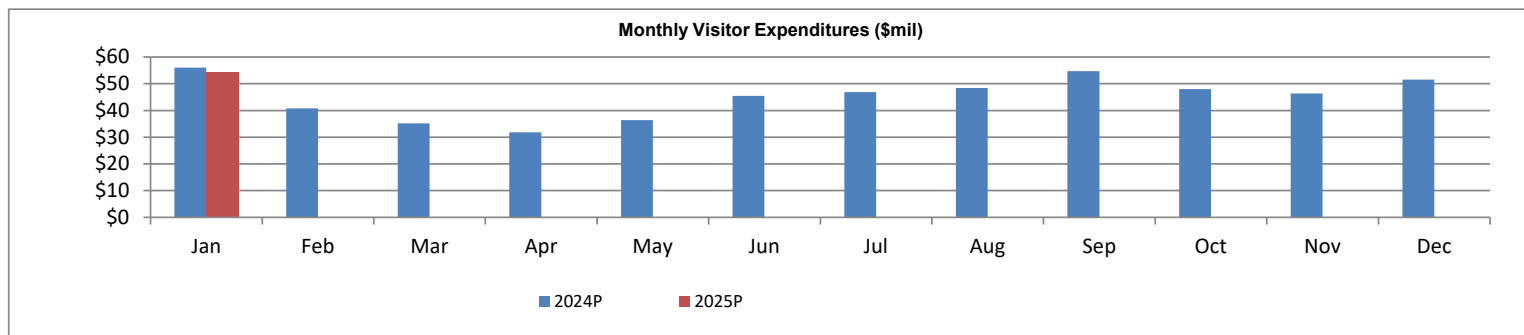
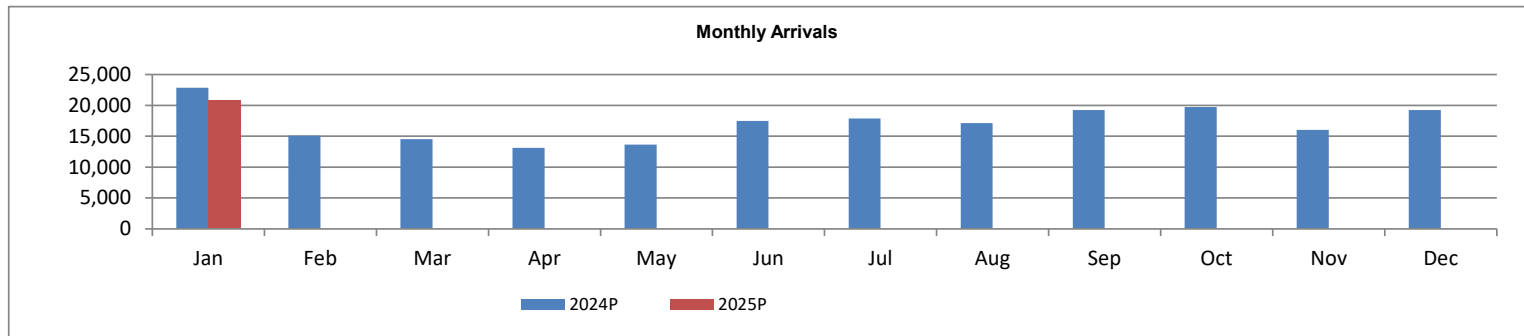
Key Performance Indicators

	YOY Rate	Jan'24P YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↘ -3.0%	56.0	54.3	534.4	O'ahu	-8.2%	20,461
Daily Spend (\$PPPD)	↘ 1.7%	286.2	291.1	297.7	Maui	8.7%	2,353
Visitor Days	↘ -4.6%	195,652	186,675	1,794,958	Moloka'i	167.5%	274
Arrivals	↘ -8.8%	22,880	20,860	204,669	Lāna'i	155.7%	318
Daily Census	↘ -4.6%	6,311	6,022	4,904	Kaua'i	64.1%	1,580
Airlift (scheduled seats) [^]	↘ -2.1%	29,847	29,233	295,421	Hawai'i Island	42.1%	2,048

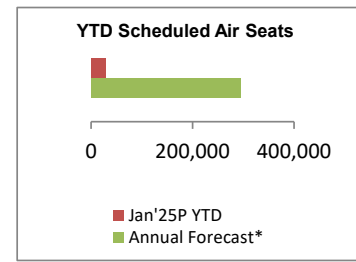
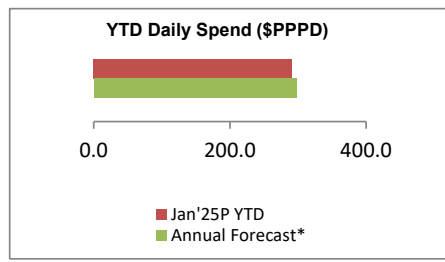
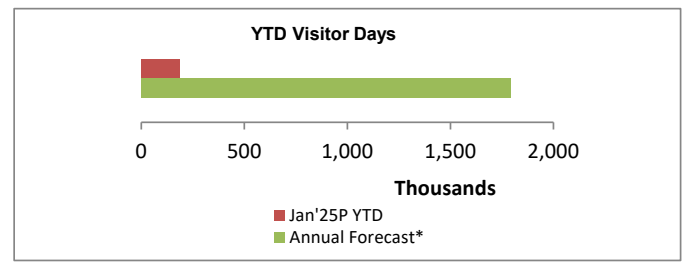
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

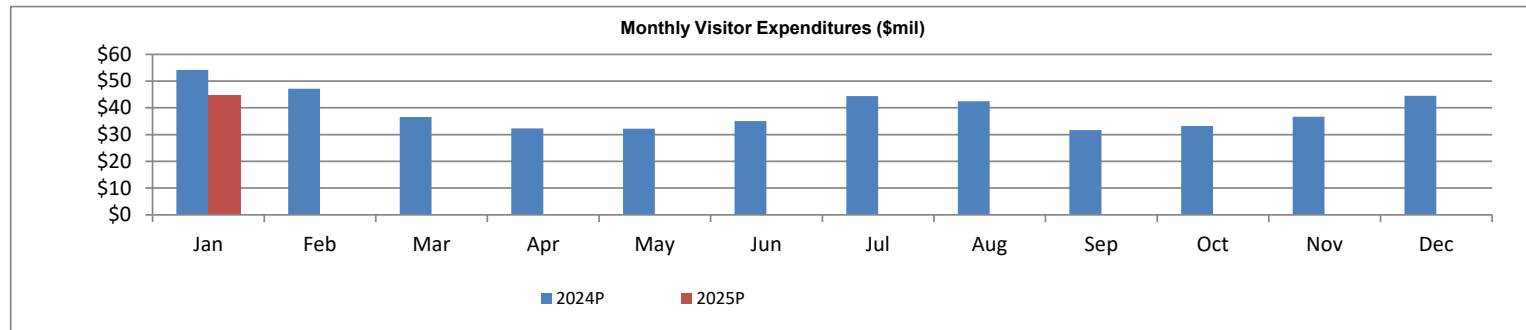
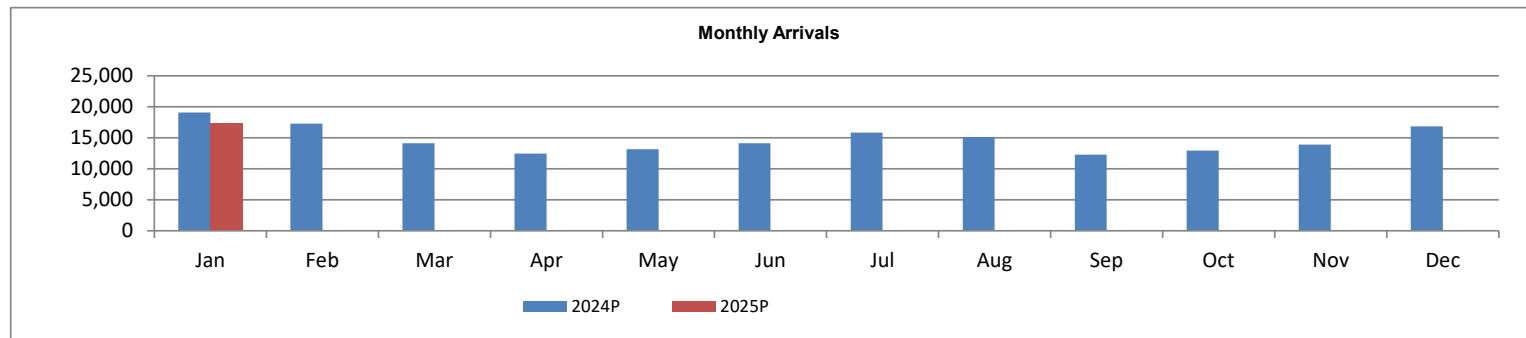
Key Performance Indicators

	YOY Rate	Jan'24P YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -17.3%	54.2	44.8	NA	O'ahu	-10.2%	16,617
Daily Spend (\$PPPD)	↔ 0.1%	311.9	312.2	NA	Maui	35.2%	1,065
Visitor Days	↓ -17.4%	173,646	143,491	NA	Moloka'i	203.8%	37
Arrivals	↔ -9.5%	19,104	17,292	NA	Lāna'i	955.1%	94
Daily Census	↓ -17.4%	5,601	4,629	NA	Kaua'i	-2.3%	992
Airlift (scheduled seats) [^]	↓ -21.6%	29,112	22,814	278,982	Hawai'i Island	9.1%	4,457

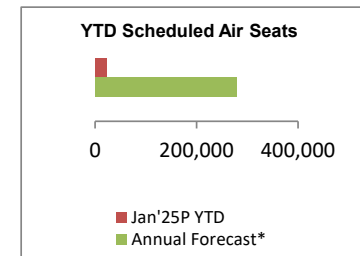
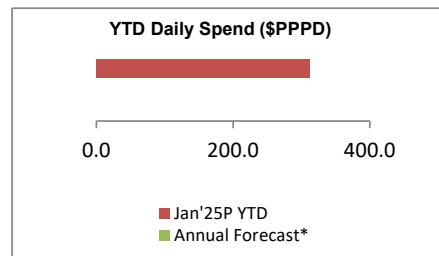
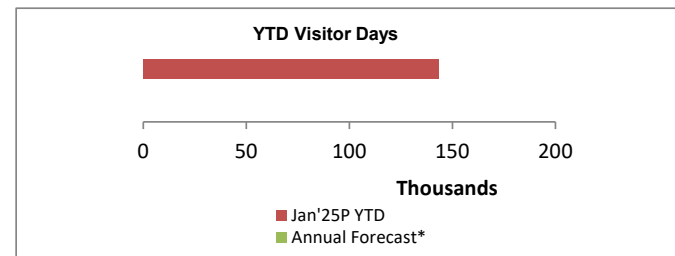
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **KOREA**

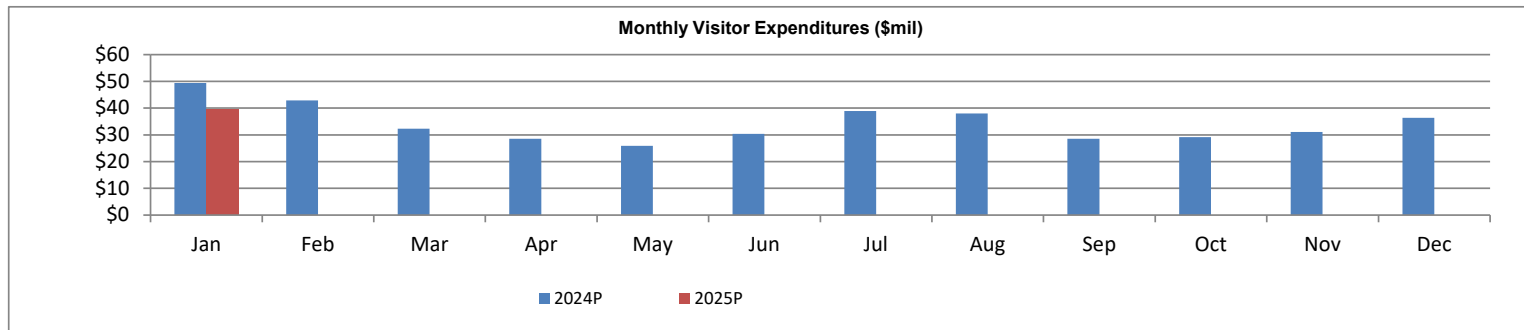
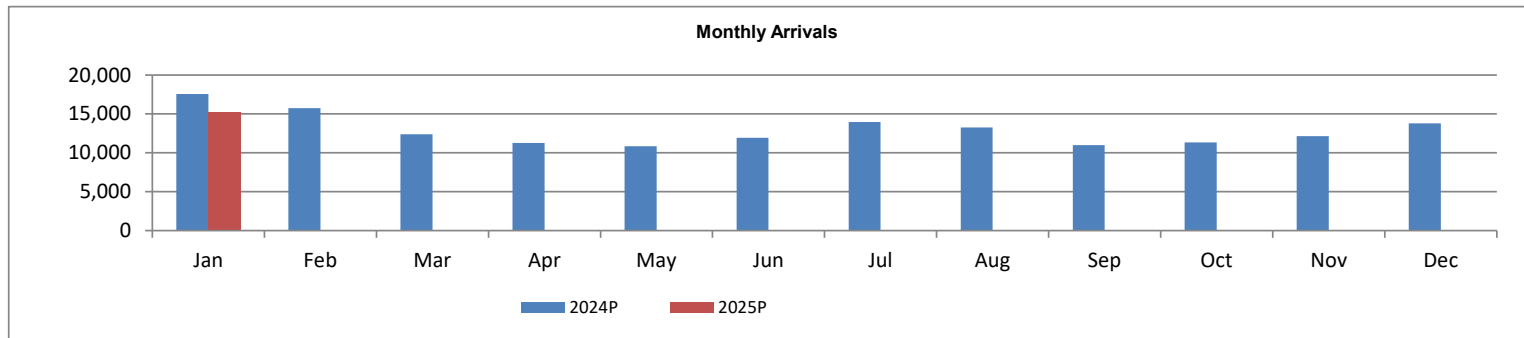
Key Performance Indicators

	YOY Rate	Jan'24P YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -19.7%	49.4	39.7	410.6	O'ahu	-13.5%	14,886
Daily Spend (\$PPPD)	↔ 0.8%	309.5	312.0	317.4	Maui	29.4%	758
Visitor Days	↓ -20.4%	159,691	127,166	1,293,671	Moloka'i	N/A	34
Arrivals	↓ -13.2%	17,556	15,248	154,981	Lāna'i	N/A	64
Daily Census	↓ -20.4%	5,151	4,102	3,535	Kaua'i	-1.3%	882
Airlift (scheduled seats) [^]	↓ -21.6%	29,112	22,814	278,982	Hawai'i Island	4.5%	3,805

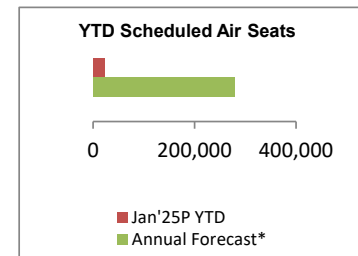
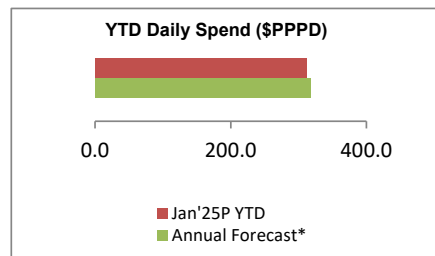
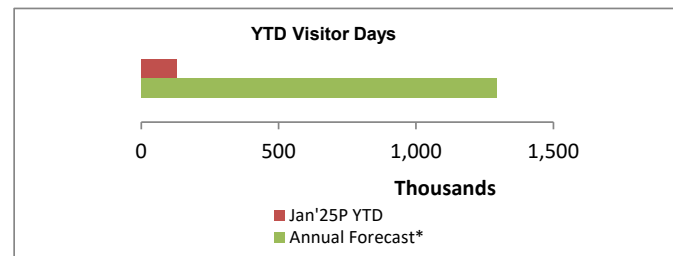
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CHINA**

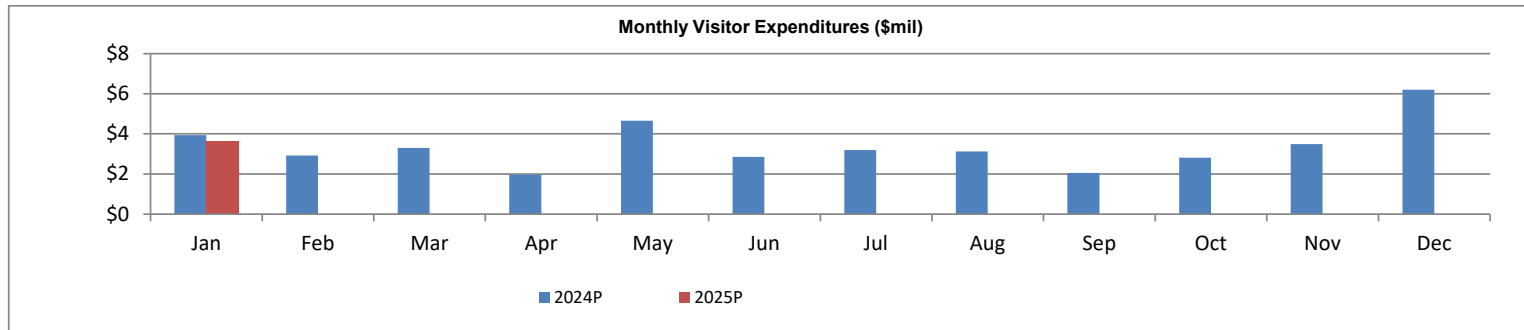
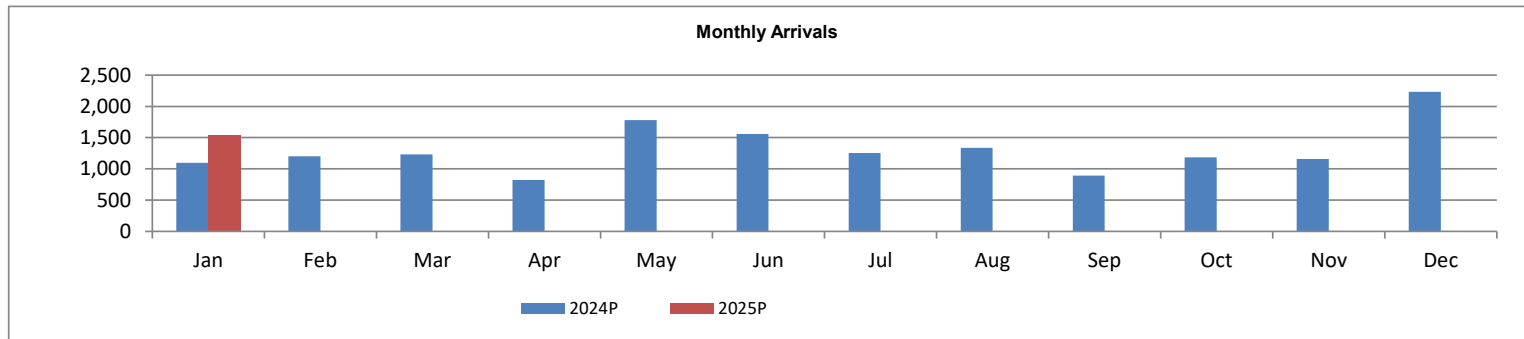
Key Performance Indicators

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Visitor Spending (\$mil)	👉 -7.8%	3.9	3.6	NA	O'ahu	40.3%	1,350
Daily Spend (\$PPPD)	👇 -37.1%	489.0	307.8	NA	Mau	109.3%	214
Visitor Days	👆 46.5%	8,064	11,815	NA	Moloka'i	-69.3%	2
Arrivals	👆 40.2%	1,097	1,537	NA	Lāna'i	317.8%	24
Daily Census	👆 46.5%	260	381	NA	Kaua'i	-15.1%	64
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	47.5%	521

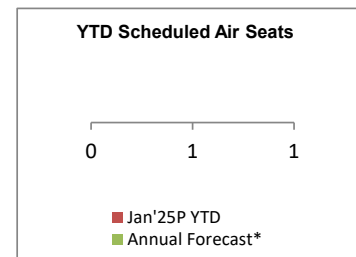
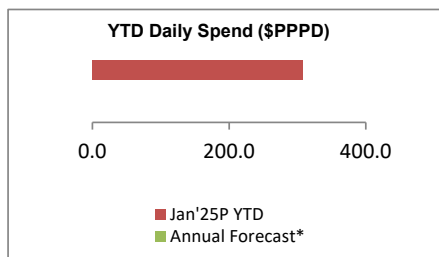
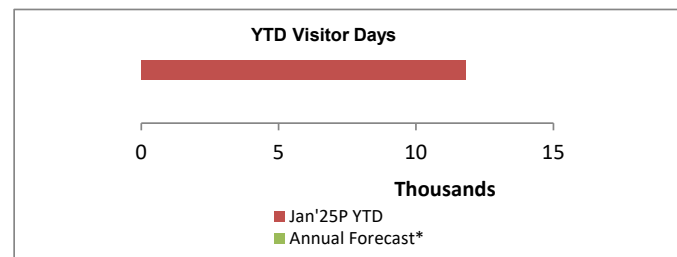
* DBEDT Annual Forecast as of Q4 2024.

[^] 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**

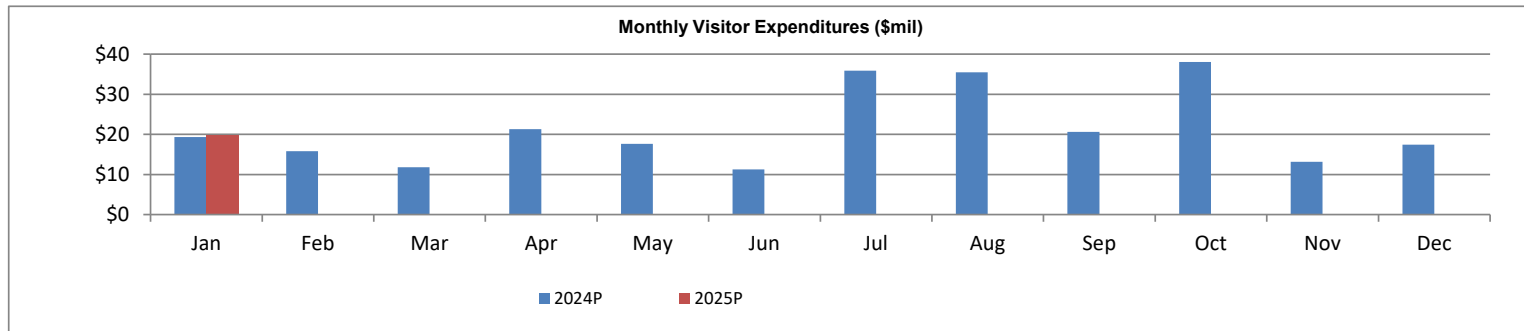
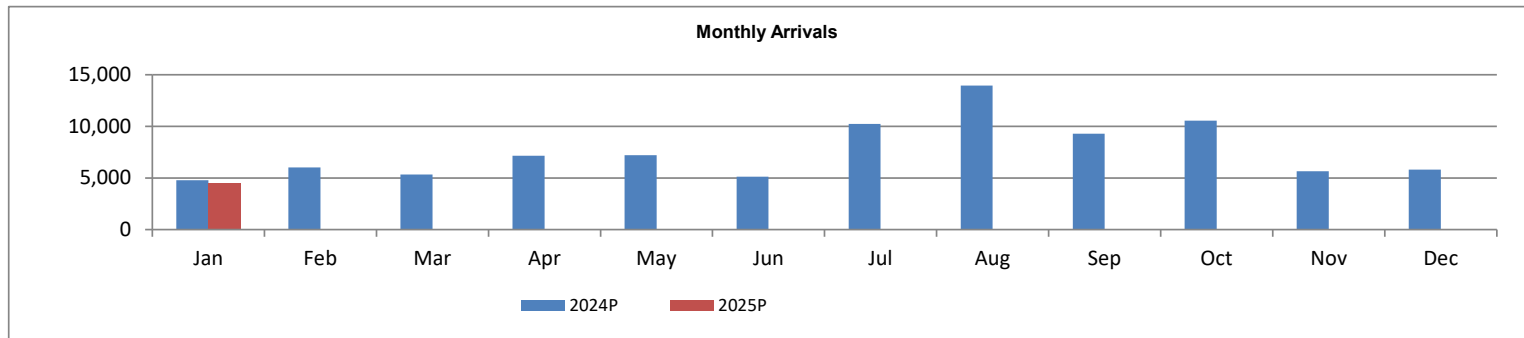
Key Performance Indicators

	YOY Rate	Jan'24P YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↔ 3.0%	19.3	19.9	273.7	O'ahu	-8.3%	3,267
Daily Spend (\$PPPD)	↑ 16.5%	250.9	292.3	218.9	Maui	3.9%	1,396
Visitor Days	↓ -11.6%	77,069	68,119	1,250,378	Moloka'i	-32.6%	41
Arrivals	↔ -6.7%	4,793	4,471	95,461	Lāna'i	-32.7%	24
Daily Census	↓ -11.6%	2,486	2,197	3,416	Kaua'i	1.1%	943
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-2.6%	1,480

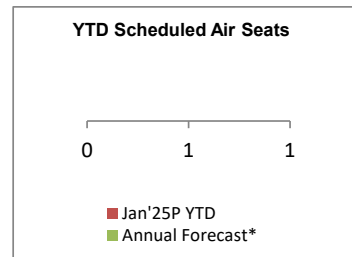
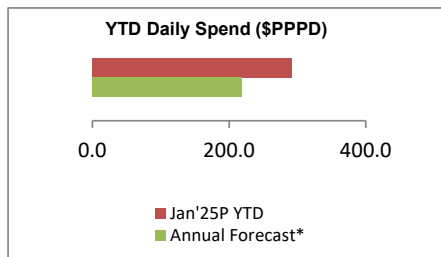
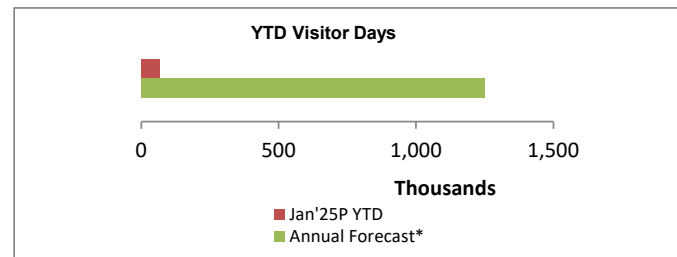
* DBEDT Annual Forecast as of Q4 2024.

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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**

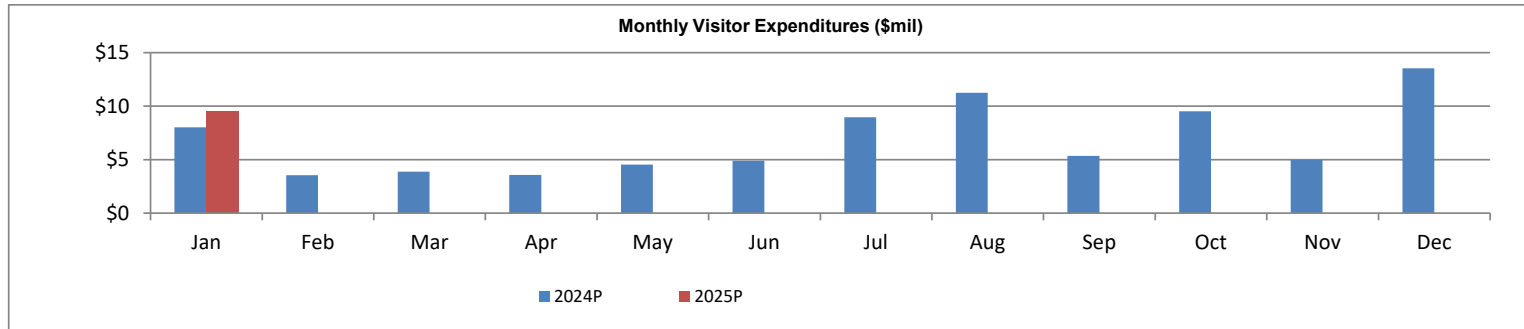
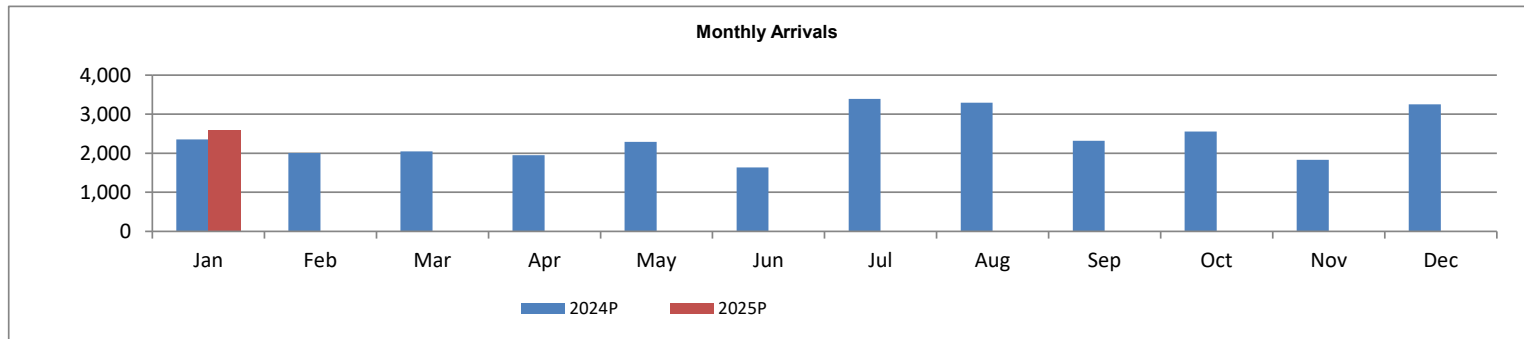
Key Performance Indicators

	YOY Rate	Jan'24P YTD	Jan'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 18.5%	8.0	9.5	NA	O'ahu	8.9%	2,095
Daily Spend (\$PPPD)	↔ 8.1%	272.7	294.7	NA	Maui	72.6%	855
Visitor Days	↔ 9.6%	29,424	32,259	NA	Moloka'i	-30.9%	5
Arrivals	↑ 10.4%	2,353	2,599	NA	Lāna'i	-53.9%	9
Daily Census	↔ 9.6%	949	1,041	NA	Kaua'i	-9.2%	279
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	7.0%	429

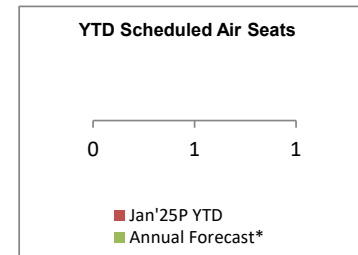
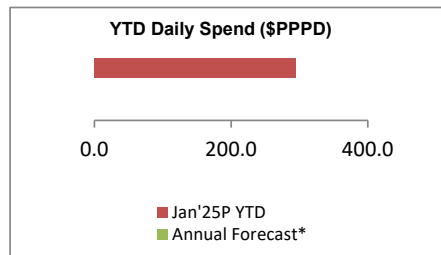
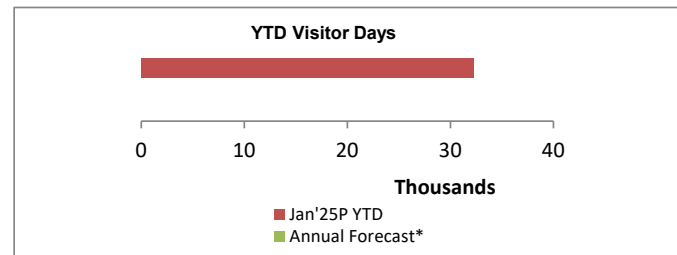
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Monthly Indicators



Annual Indicators



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