

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

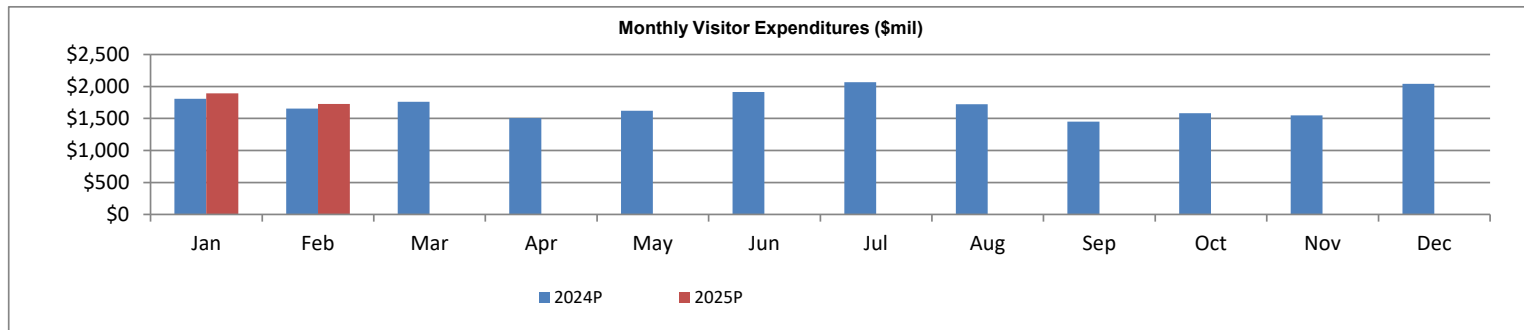
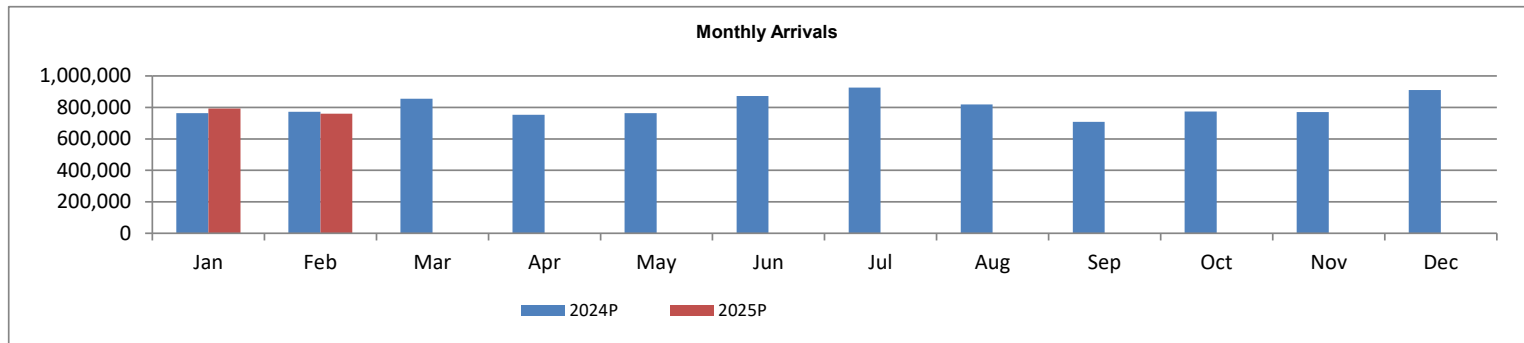
Key Performance Indicators

	YOY Rate	Feb'24P YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↗	4.5%	3,465.0	3,621.4	21,192.6	O'ahu	-1.8%	888,051
Daily Spend (\$PPPD)	↗	4.3%	241.2	251.5	249.5	Maui	13.0%	402,583
Visitor Days	↗	0.2%	14,367,920	14,397,243	84,937,699	Moloka'i	-29.8%	5,172
Arrivals	↗	1.0%	1,535,959	1,551,855	9,786,004	Lāna'i	-1.8%	7,735
Daily Census	↗	1.9%	239,465	244,021	232,706	Kaua'i	1.1%	217,308
Airlift (scheduled seats) [^]	↘	-1.1%	2,135,144	2,112,674	13,027,854	Hawai'i Island	3.9%	299,375

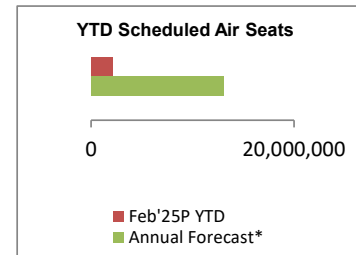
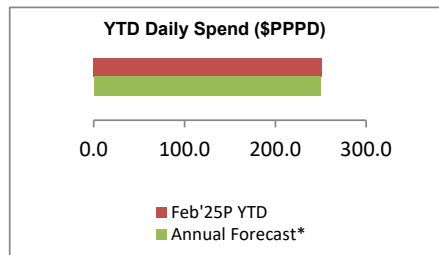
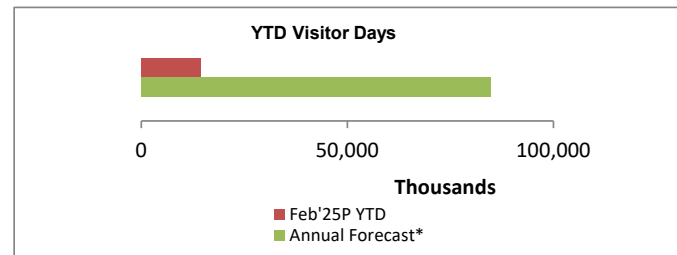
* DBEDT Annual Forecast as of Q1 2025.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of February 21, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

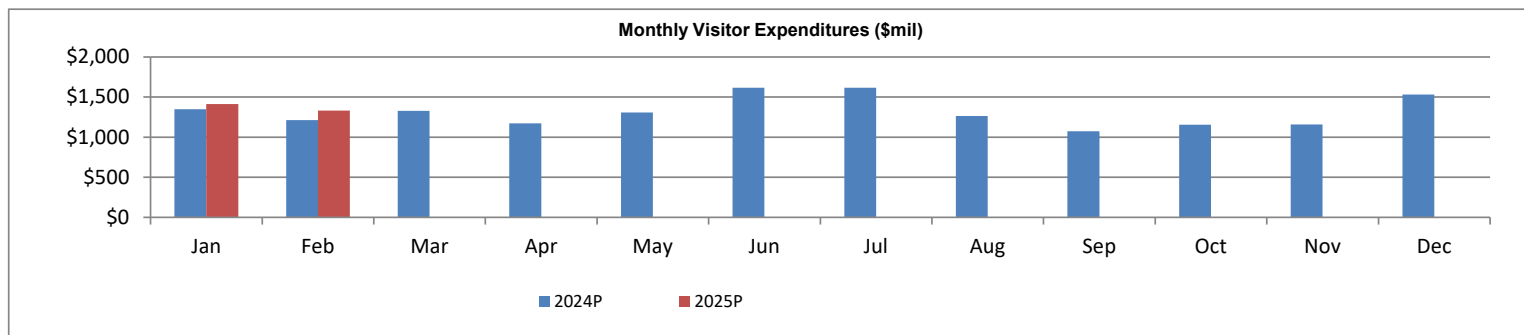
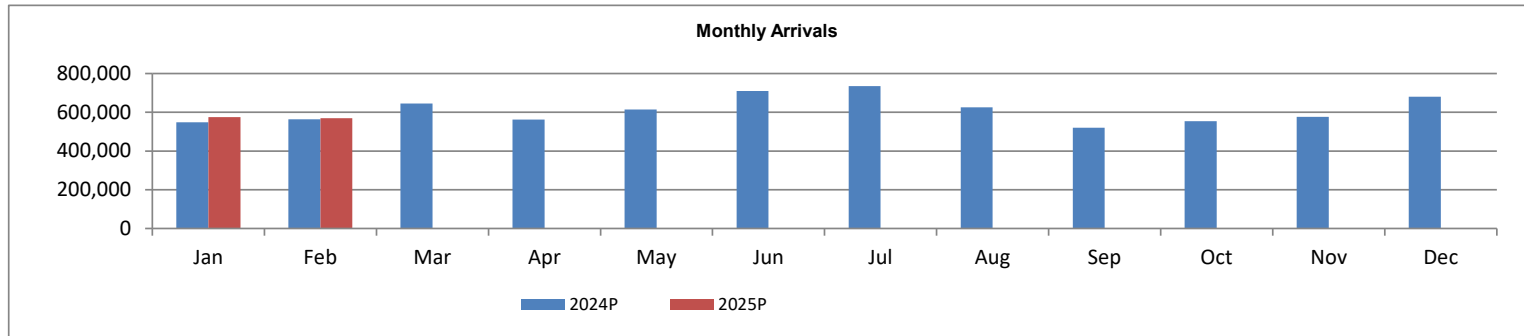
Key Performance Indicators

	YOY Rate	Feb'24P YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 7.3%	2,560.4	2,746.4	16,123.5	O'ahu	0.9%	594,030
Daily Spend (\$PPPD)	↗ 5.6%	242.5	256.0	250.0	Maui	13.6%	329,992
Visitor Days	↗ 1.6%	10,558,336	10,728,773	64,499,074	Moloka'i	-32.6%	3,793
Arrivals	↗ 3.0%	1,111,846	1,145,616	7,339,945	Lāna'i	-15.2%	5,571
Daily Census	↗ 3.3%	175,972	181,844	176,710	Kaua'i	0.0%	187,570
Airlift (scheduled seats) [^]	↗ 2.4%	1,634,043	1,672,873	10,426,273	Hawai'i Island	2.2%	240,327

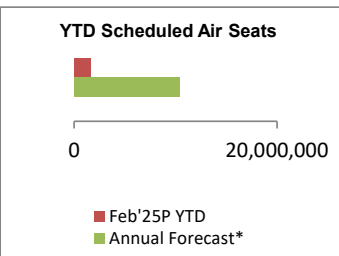
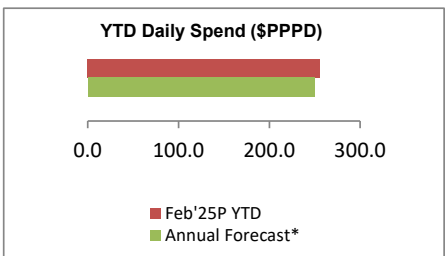
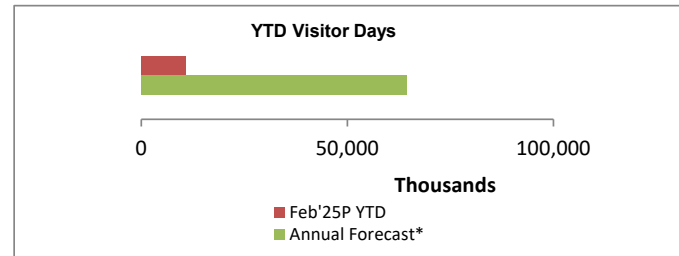
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. WEST**

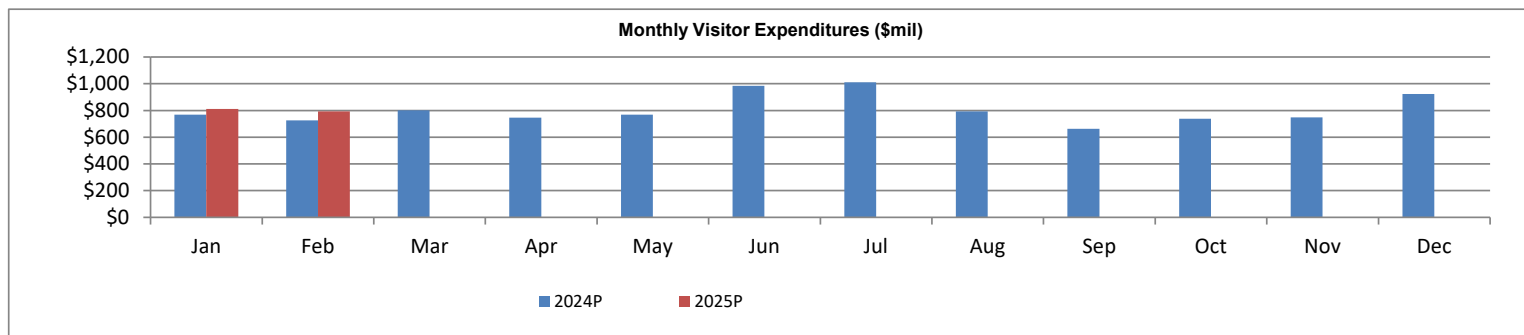
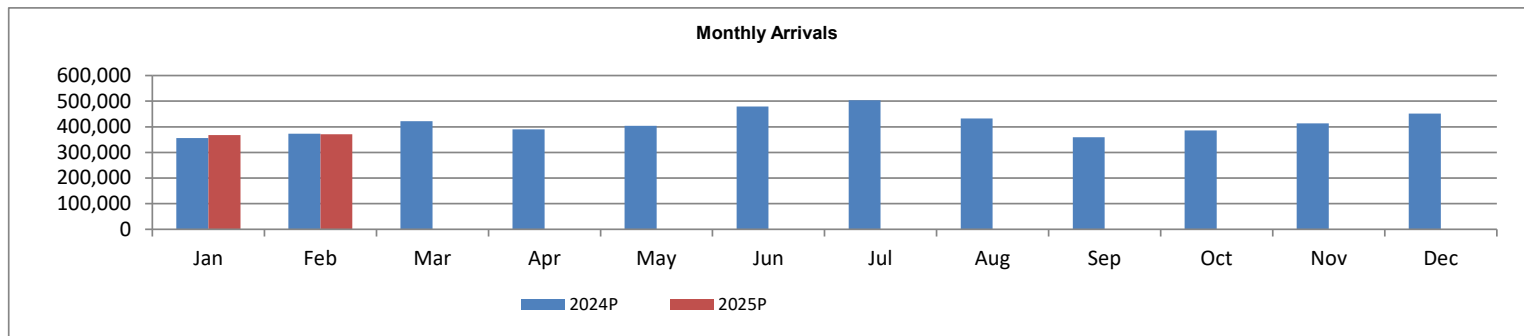
Key Performance Indicators

	YOY Rate	Feb'24P YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 7.4%	1,494.7	1,605.5	9,826.0	O'ahu	-1.1%	360,633
Daily Spend (\$PPPD)	↗ 6.7%	231.0	246.5	237.9	Mauī	12.4%	201,764
Visitor Days	↗ 0.6%	6,471,890	6,513,937	41,299,871	Moloka'i	-35.2%	2,133
Arrivals	↗ 1.3%	729,404	739,111	4,928,386	Lāna'i	-22.6%	2,817
Daily Census	↗ 2.4%	107,865	110,406	113,150	Kaua'i	-3.2%	111,098
Airlift (scheduled seats) [^]	↗ 1.4%	1,419,361	1,438,886	9,205,448	Hawai'i Island	-1.4%	144,298

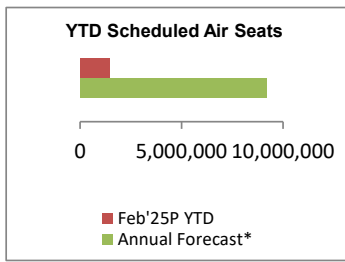
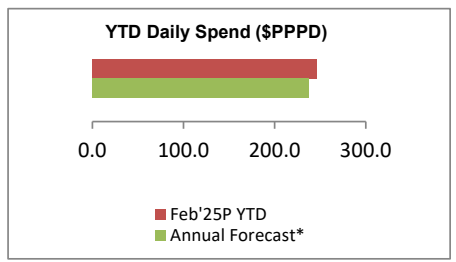
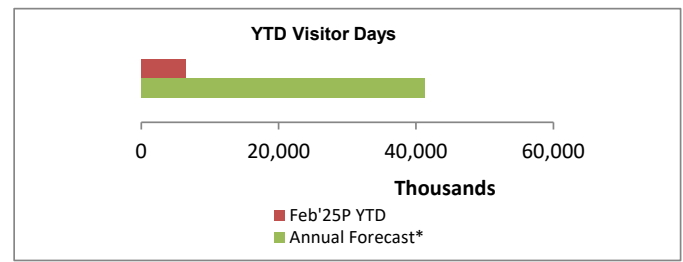
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **U.S. EAST**

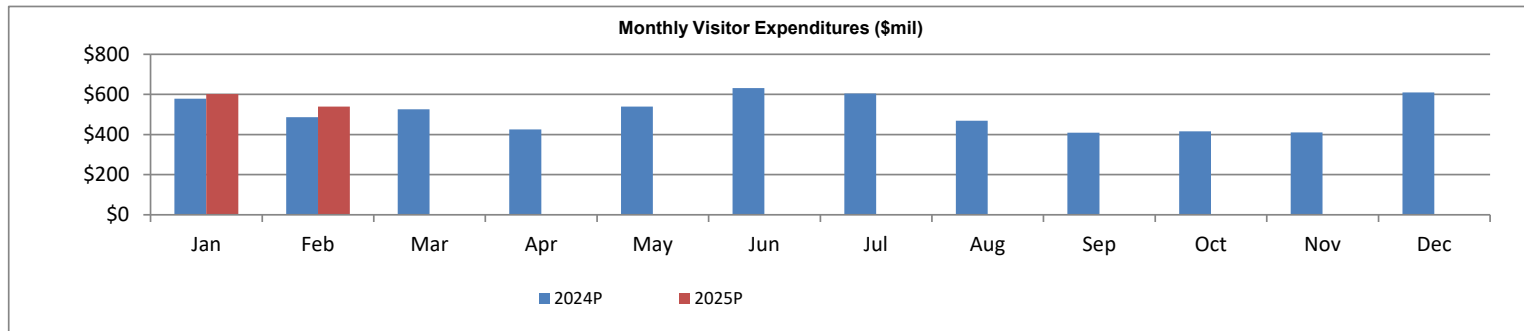
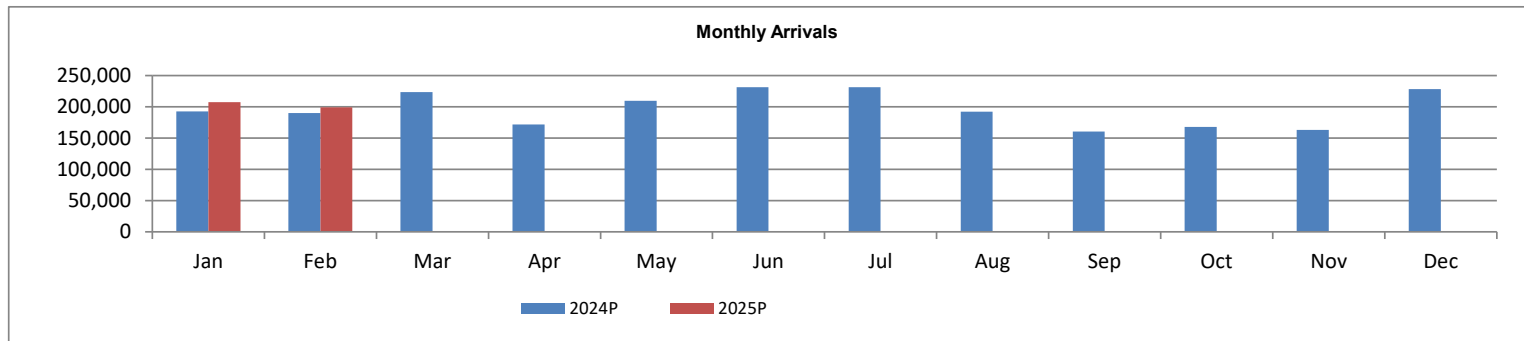
Key Performance Indicators

	YOY Rate	Feb'24P YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 7.1%	1,065.7	1,140.9	6,297.5	O'ahu	4.1%	233,397
Daily Spend (\$PPPD)	↗ 3.8%	260.8	270.7	271.5	Maui	15.5%	128,229
Visitor Days	↗ 3.1%	4,086,446	4,214,836	23,199,203	Moloka'i	-28.8%	1,660
Arrivals	↗ 6.3%	382,442	406,504	2,411,560	Lāna'i	-5.9%	2,753
Daily Census	↗ 4.9%	68,107	71,438	63,559	Kaua'i	5.1%	76,472
Airlift (scheduled seats) [^]	↗ 9.0%	214,682	233,987	1,220,825	Hawai'i Island	8.1%	96,029

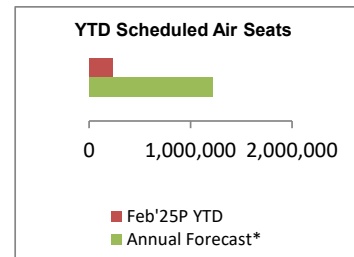
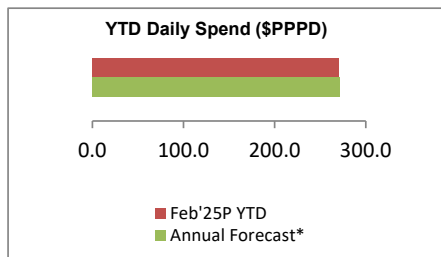
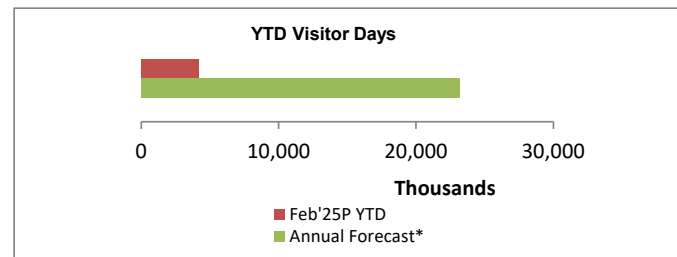
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **JAPAN**

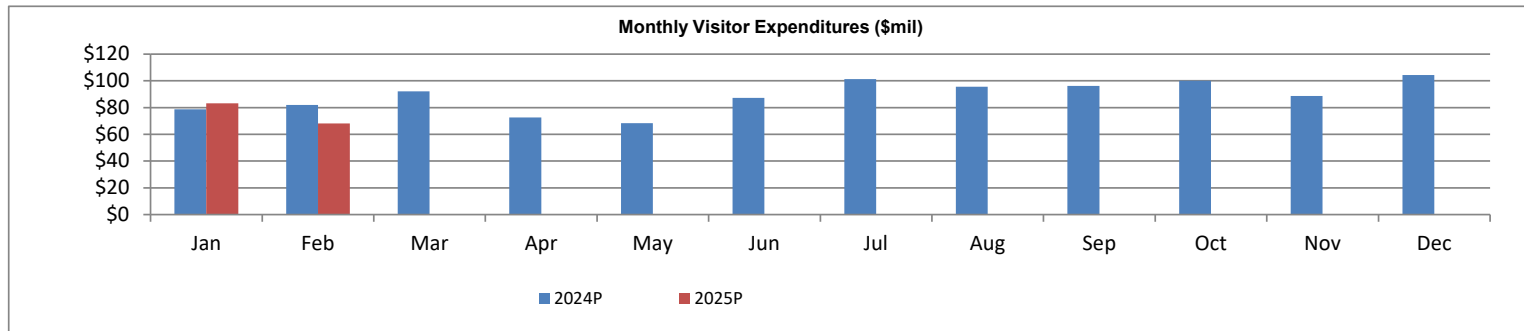
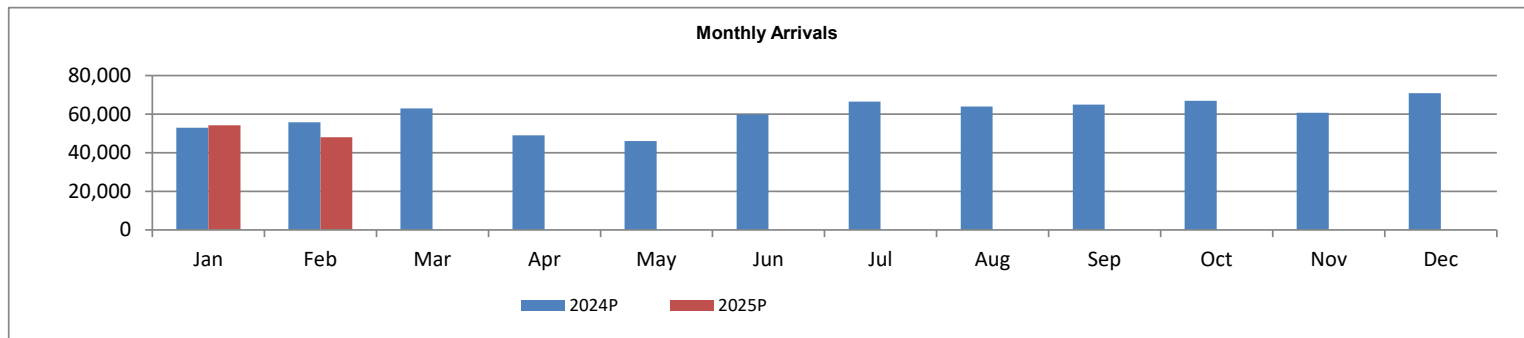
Key Performance Indicators

	YOY Rate	Feb'24P YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	↘	-5.9%	160.8	151.4	1,139.7	O'ahu	-5.8%	99,919
Daily Spend (\$PPPD)	↘	2.1%	240.8	246.0	244.1	Maui	14.4%	2,280
Visitor Days	↘	-7.9%	667,887	615,368	4,670,004	Moloka'i	-82.9%	53
Arrivals	↘	-5.8%	108,627	102,328	765,574	Lāna'i	539.1%	88
Daily Census	↘	-6.3%	11,131	10,430	12,795	Kaua'i	-7.8%	948
Airlift (scheduled seats) [^]	↘	-14.4%	230,392	197,207	1,311,440	Hawai'i Island	-16.9%	5,657

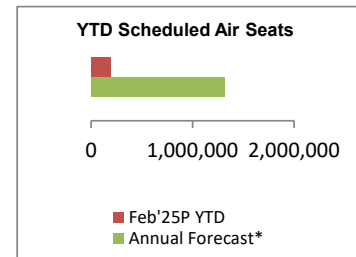
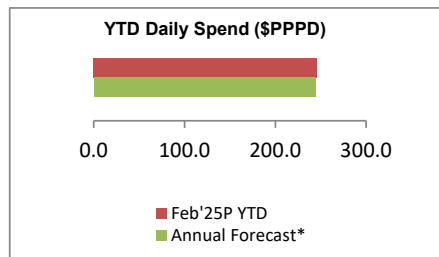
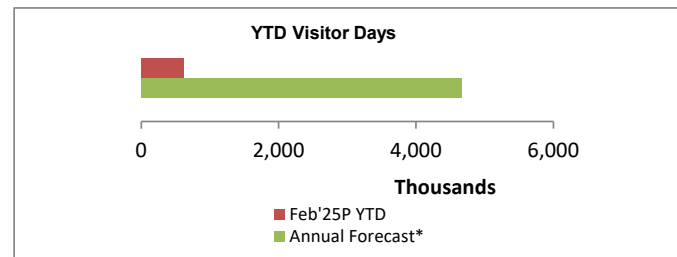
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CANADA**

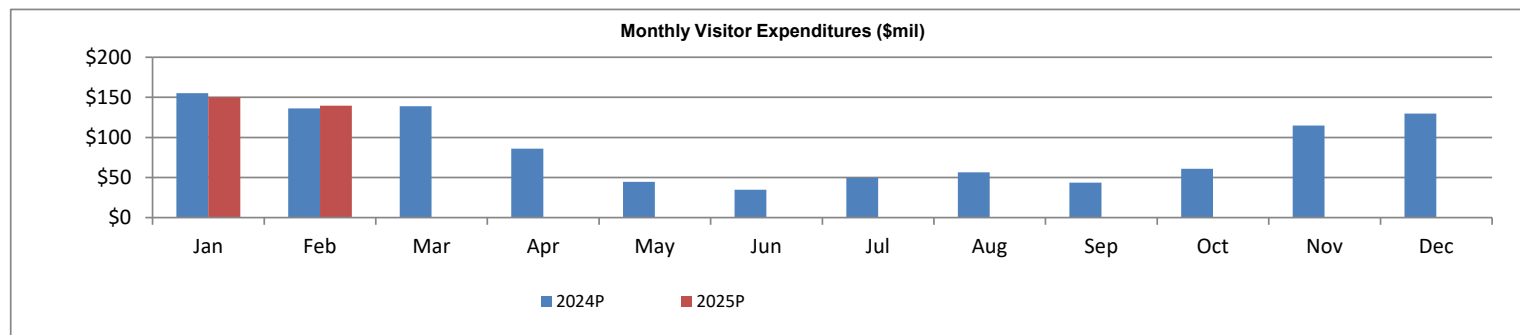
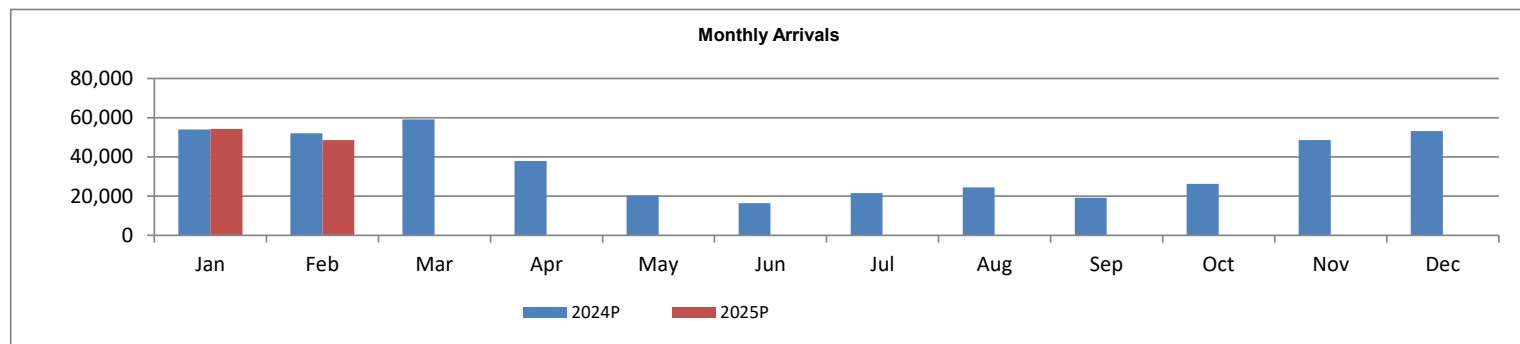
Key Performance Indicators

	YOY Rate	Feb'24P YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👇 -0.6%	291.5	289.7	1,043.5	O'ahu	-1.5%	54,592
Daily Spend (\$PPPD)	👇 3.7%	224.2	232.4	224.4	Maui	2.2%	39,654
Visitor Days	👇 -4.1%	1,300,031	1,246,407	4,650,865	Moloka'i	9.6%	683
Arrivals	👇 -2.9%	106,050	102,984	430,636	Lāna'i	2.2%	519
Daily Census	👇 -2.5%	21,667	21,126	12,742	Kaua'i	3.6%	11,636
Airlift (scheduled seats) [^]	👇 -11.5%	114,020	100,941	395,145	Hawai'i Island	2.0%	19,819

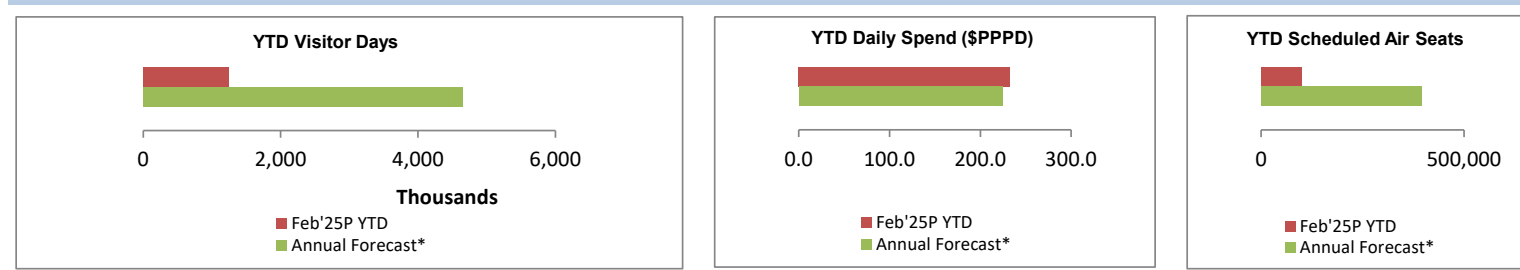
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OCEANIA**

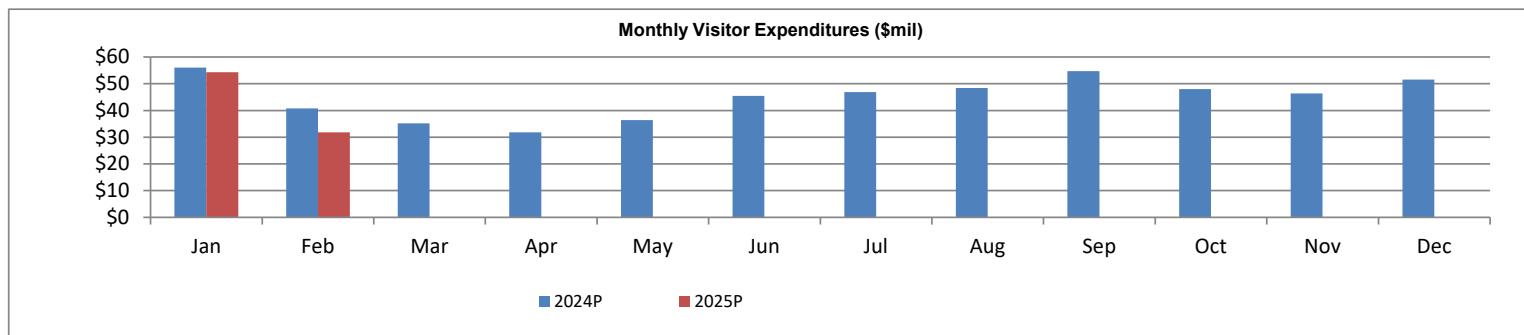
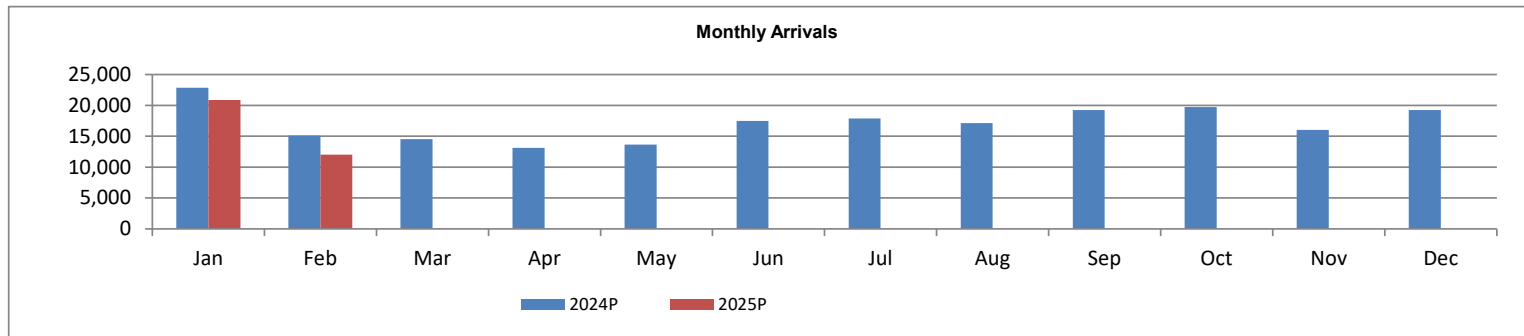
Key Performance Indicators

	YOY Rate	Feb'24P YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -10.9%	96.7	86.2	531.3	O'ahu	-13.2%	32,210
Daily Spend (\$PPPD)	↔ 1.6%	286.6	291.2	303.2	Maui	2.3%	3,663
Visitor Days	↓ -12.3%	337,455	296,003	1,752,400	Moloka'i	40.0%	366
Arrivals	↓ -13.4%	37,971	32,898	200,963	Lāna'i	-18.0%	387
Daily Census	↓ -10.8%	5,624	5,017	4,801	Kaua'i	8.8%	2,602
Airlift (scheduled seats) [^]	↔ -6.6%	54,470	50,870	289,987	Hawai'i Island	15.7%	3,261

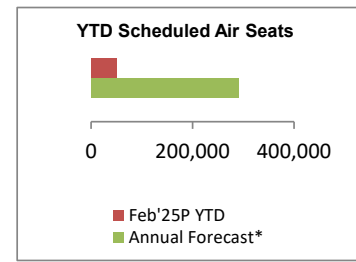
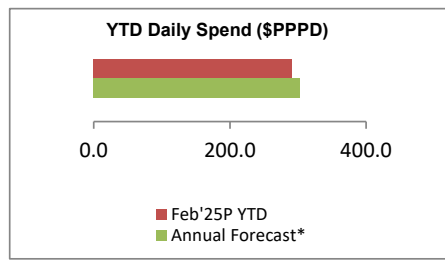
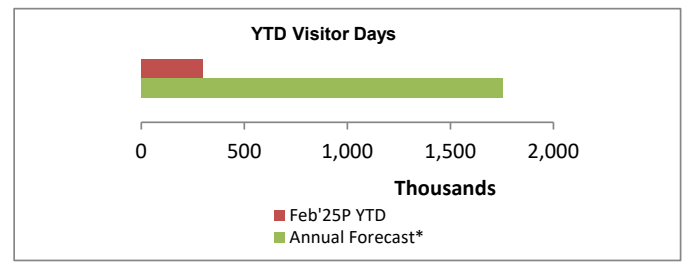
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

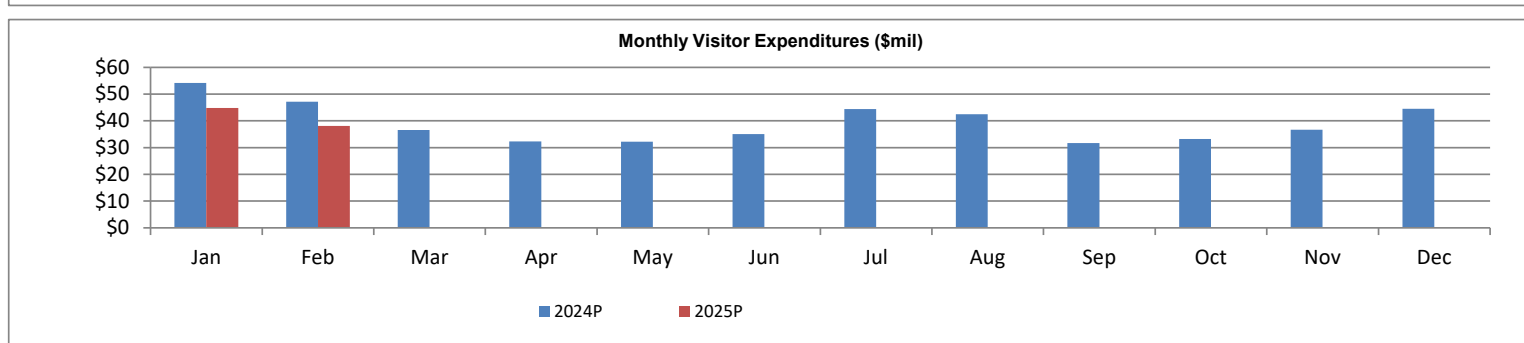
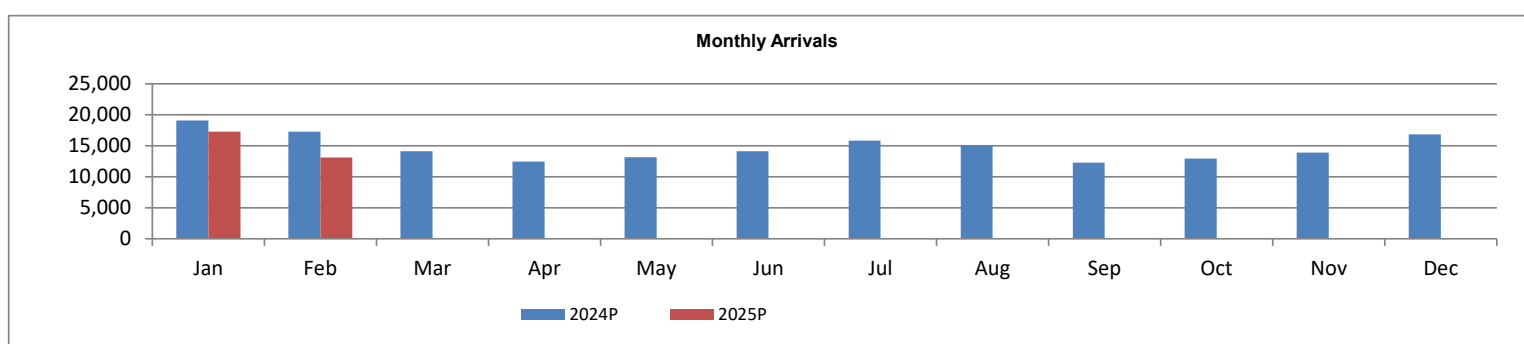
Key Performance Indicators

	YOY Rate	Feb'24P YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -18.2%	101.3	82.9	NA	O'ahu	-16.7%	29,238
Daily Spend (\$PPPD)	↔ 1.3%	311.9	315.9	NA	Maui	39.1%	2,147
Visitor Days	↓ -19.2%	324,826	262,347	NA	Moloka'i	-67.5%	53
Arrivals	↓ -16.5%	36,401	30,409	NA	Lāna'i	584.5%	245
Daily Census	↓ -17.9%	5,414	4,447	NA	Kaua'i	-19.1%	1,271
Airlift (scheduled seats) [^]	↓ -21.5%	55,085	43,224	269,551	Hawai'i Island	-10.7%	7,001

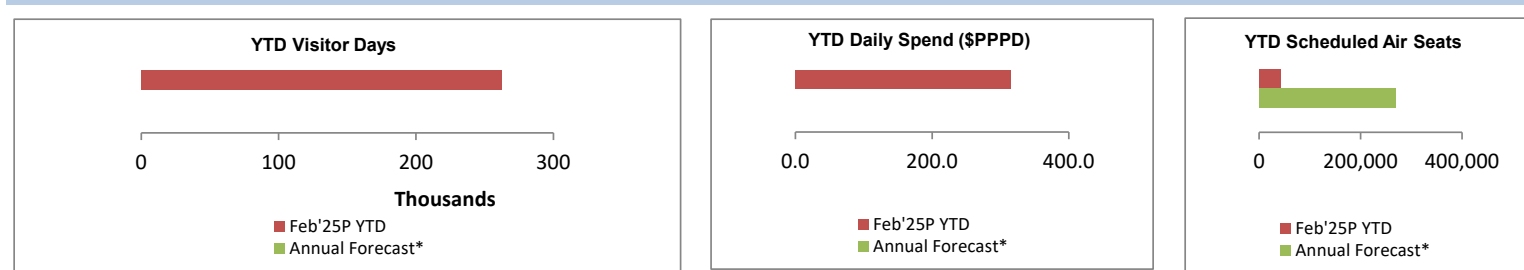
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **KOREA**

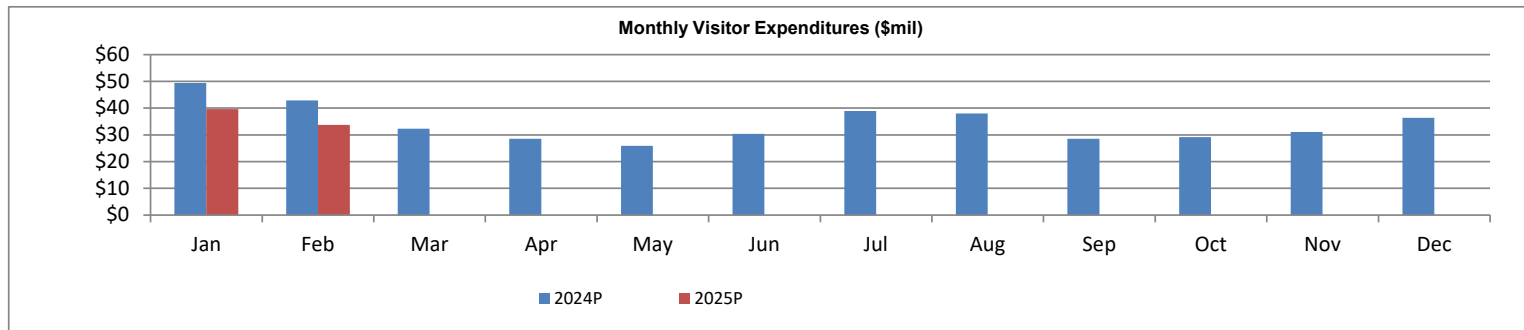
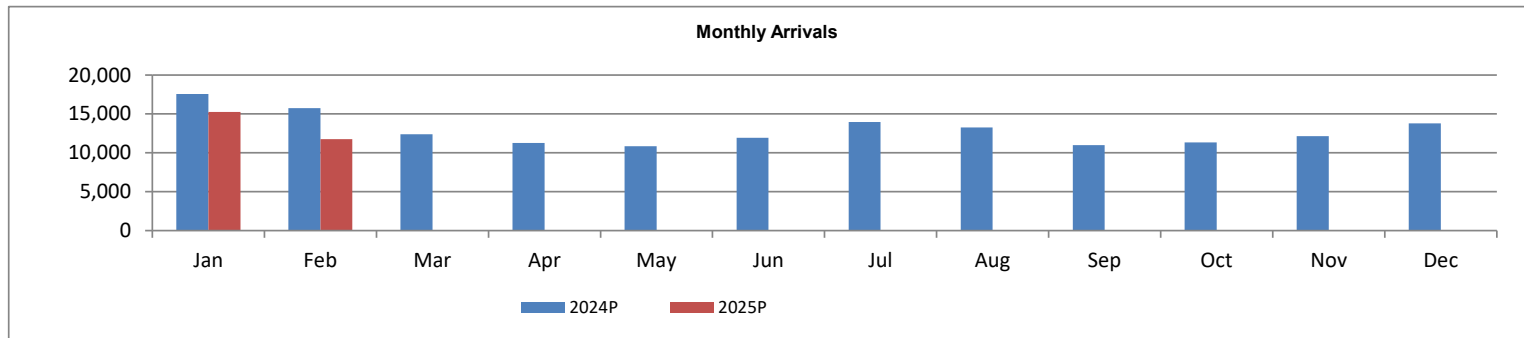
Key Performance Indicators

	YOY Rate	Feb'24P YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -20.5%	92.3	73.4	408.4	O'ahu	-18.9%	26,358
Daily Spend (\$PPPD)	↔ 0.5%	308.6	310.2	321.3	Maui	39.6%	1,606
Visitor Days	↓ -20.9%	298,950	236,474	1,270,854	Moloka'i	-67.5%	47
Arrivals	↓ -18.8%	33,293	27,023	153,115	Lāna'i	8795.6%	201
Daily Census	↓ -19.6%	4,983	4,008	3,482	Kaua'i	-19.4%	1,078
Airlift (scheduled seats) [^]	↓ -21.5%	55,085	43,224	269,551	Hawai'i Island	-14.7%	5,972

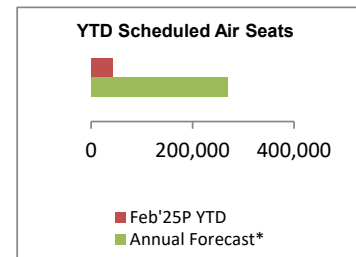
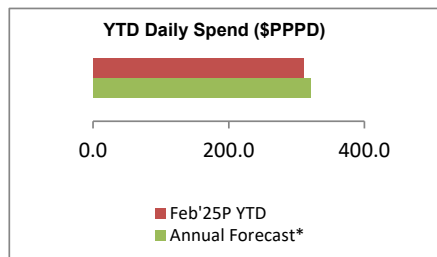
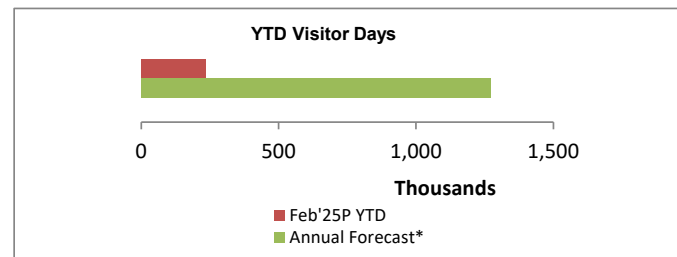
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CHINA**

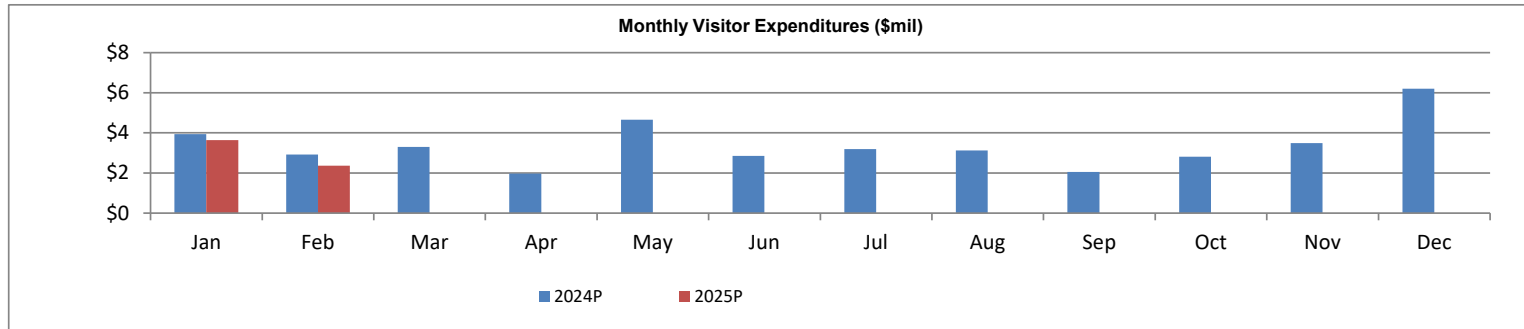
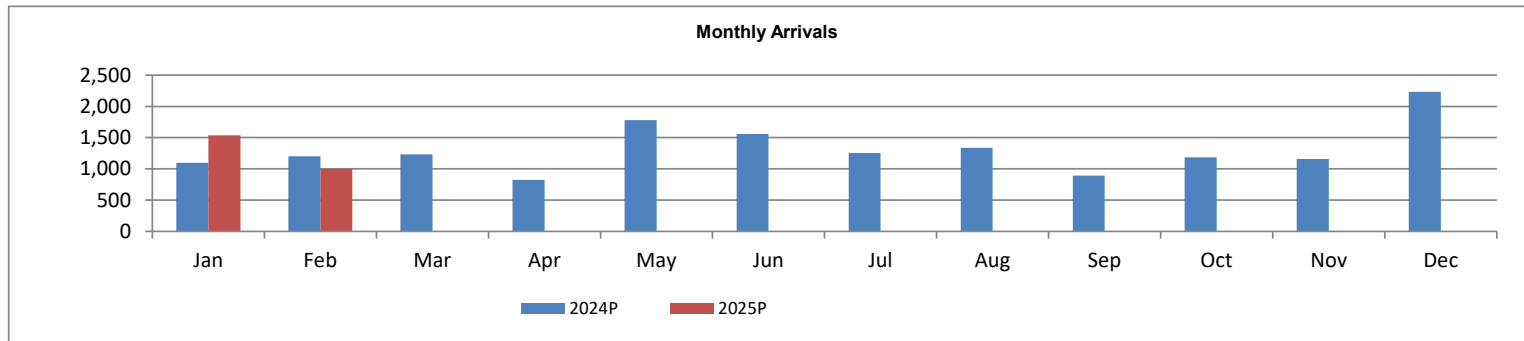
Key Performance Indicators

	YOY Rate	Feb'24P YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -12.5%	6.9	6.0	NA	O'ahu	12.4%	2,271
Daily Spend (\$PPPD)	↓ -20.9%	401.7	317.7	NA	Mau	54.2%	359
Visitor Days	↑ 10.6%	17,079	18,896	NA	Moloka'i	-56.2%	6
Arrivals	↑ 10.5%	2,297	2,539	NA	Lāna'i	16.0%	35
Daily Census	↑ 12.5%	285	320	NA	Kaua'i	-20.7%	120
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	23.4%	846

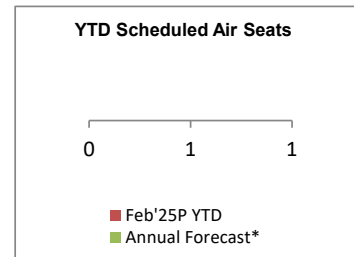
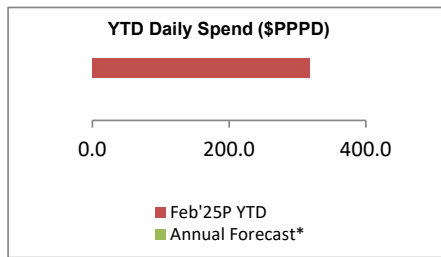
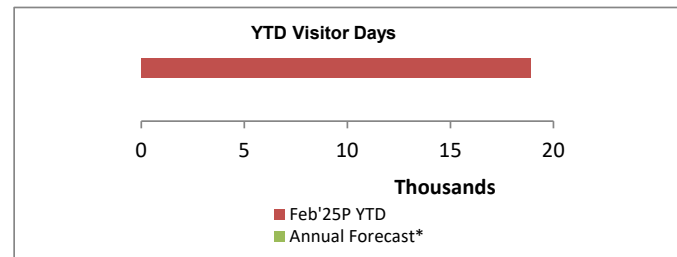
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Visitor Industry Performance Measures

Market: **EUROPE**

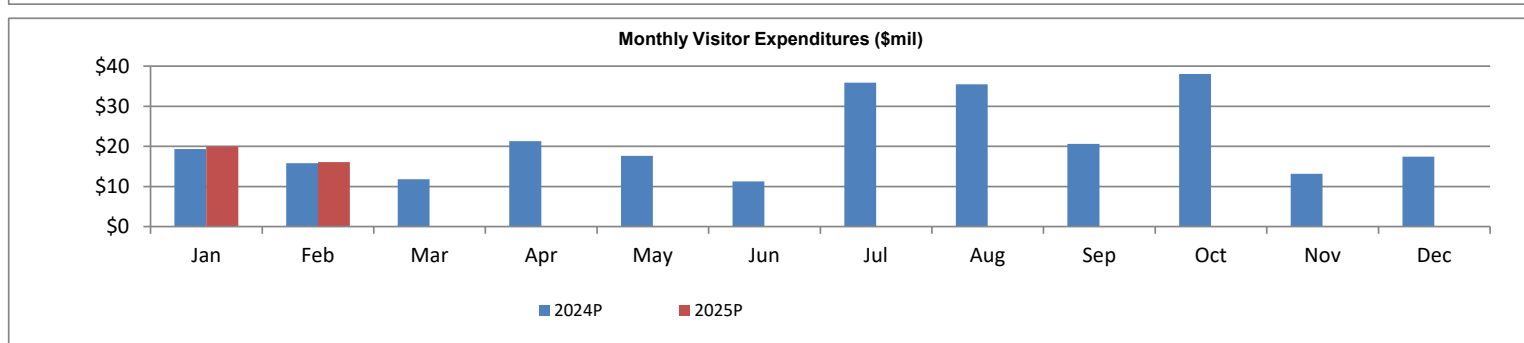
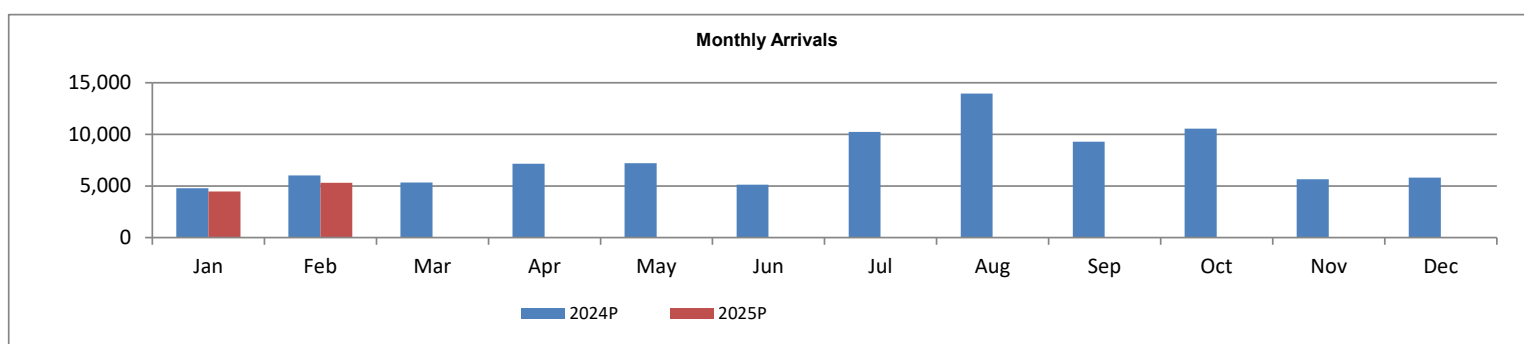
Key Performance Indicators

	YOY Rate	Feb'24P YTD	Feb'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗ 2.5%	35.1	36.0	281.7	O'ahu	-20.3%	6,681
Daily Spend (\$PPPD)	↕ 18.8%	227.6	270.4	226.5	Maui	26.1%	3,616
Visitor Days	↘ -13.7%	154,230	133,090	1,244,058	Moloka'i	-45.4%	78
Arrivals	↘ -9.6%	10,807	9,773	95,697	Lāna'i	-49.7%	37
Daily Census	↘ -12.2%	2,570	2,256	3,408	Kaua'i	-8.3%	1,930
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-6.8%	2,850

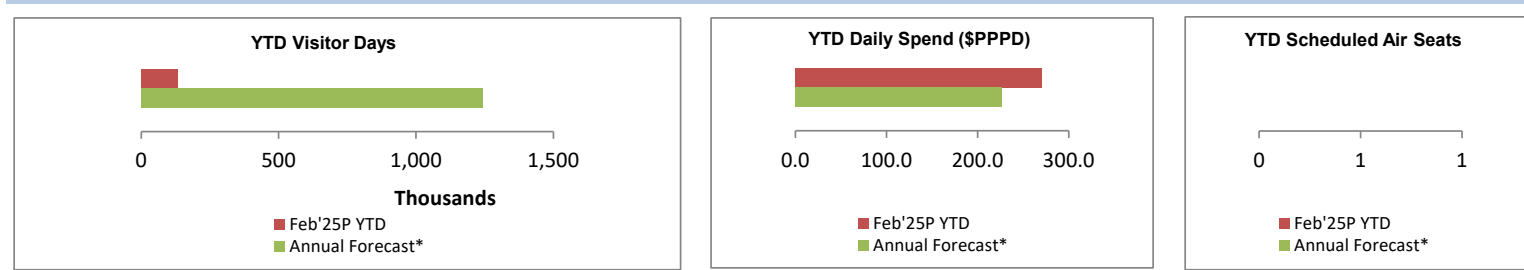
* DBEDT Annual Forecast as of Q1 2025.

[^] DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of February 21, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

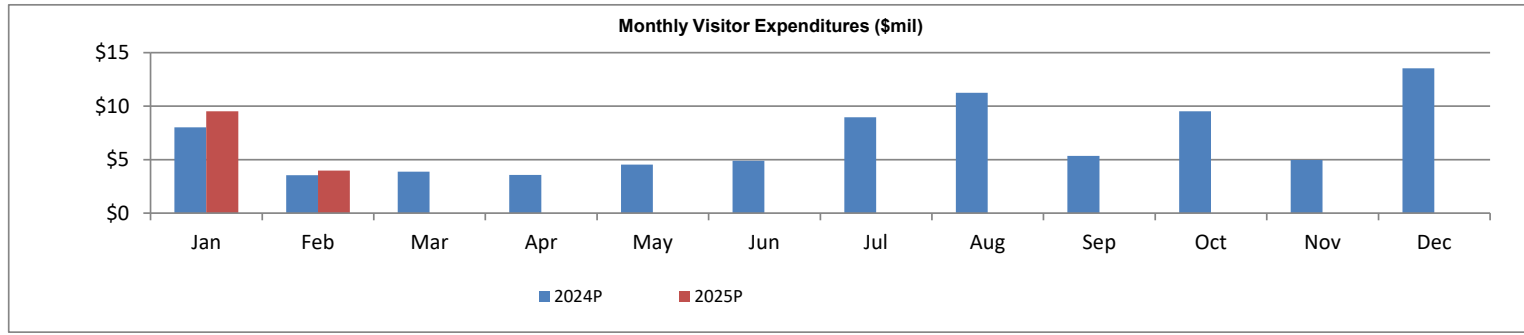
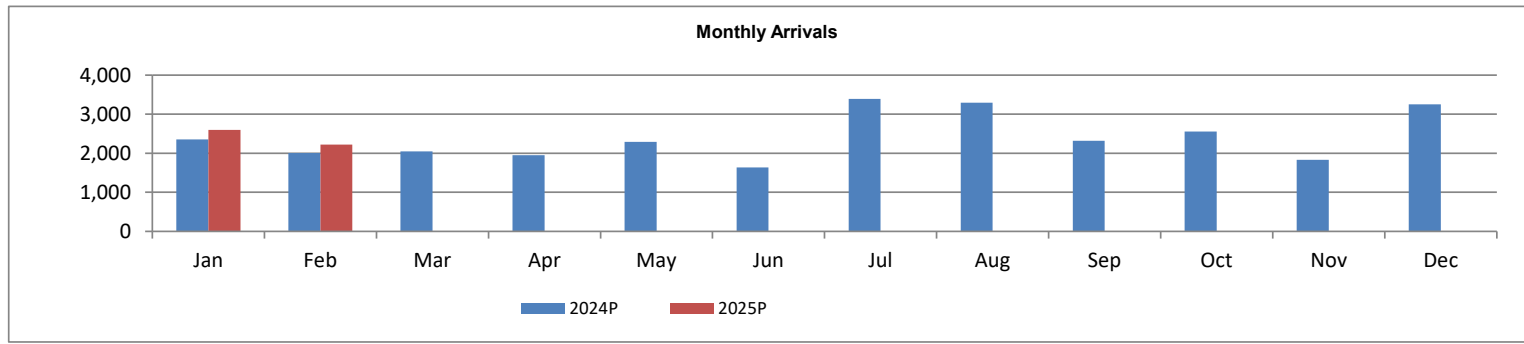
Key Performance Indicators

	YOY Rate	Feb'24P YTD	Feb'25P YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 16.6%	11.6	13.5	NA		O'ahu	5.0%	3,708
Daily Spend (\$PPPD)	↑ 10.2%	230.6	254.1	NA		Maui	74.9%	1,618
Visitor Days	↔ 5.8%	50,145	53,039	NA		Moloka'i	26.8%	16
Arrivals	↑ 10.7%	4,356	4,821	NA		Lāna'i	-17.0%	22
Daily Census	↔ 7.6%	836	899	NA		Kaua'i	3.9%	511
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A		Hawai'i Island	13.6%	784

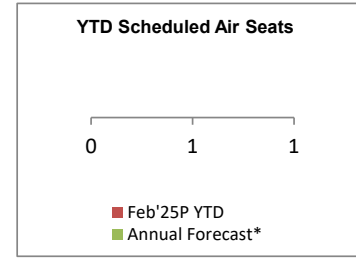
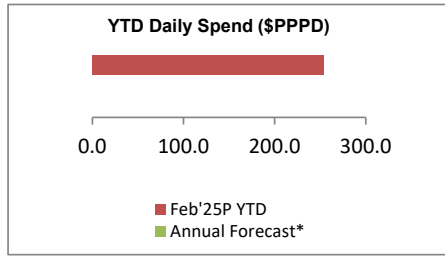
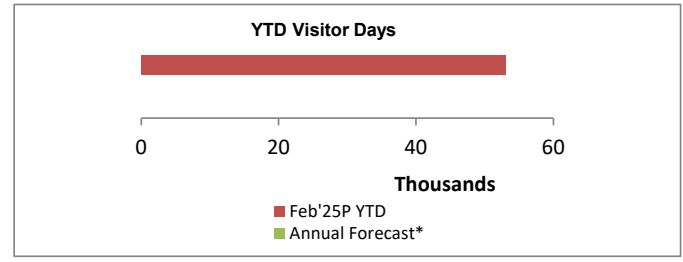
* DBEDT Annual Forecast as of Q1 2025.

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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures