HTA REGULAR BOARD MEETING
Thursday, October 28, 2021

Hōʻike ʻIkepili Noiʻi ʻOihana Hoʻomākaʻikaʻi
Presentation and Discussion of Current Market Insights and
Conditions in Hawaiʻi and Key Major Hawaiʻi Tourism
Markets, including the United States, Japan, Canada,
Oceania, and Cruise

Jennifer Chun
Director of Tourism Research
## September 2021 Highlights

### EXPENDITURES

<table>
<thead>
<tr>
<th></th>
<th>2021P (mil.)</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL (AIR)</td>
<td>1,054.8</td>
<td>N/A</td>
<td>1,235.4</td>
</tr>
<tr>
<td>U.S. West</td>
<td>656.3</td>
<td>N/A</td>
<td>466.0</td>
</tr>
<tr>
<td>U.S. East</td>
<td>341.0</td>
<td>N/A</td>
<td>288.9</td>
</tr>
<tr>
<td>Japan</td>
<td>6.2</td>
<td>N/A</td>
<td>196.5</td>
</tr>
<tr>
<td>Canada</td>
<td>12.7</td>
<td>N/A</td>
<td>40.5</td>
</tr>
<tr>
<td>All Others</td>
<td>38.7</td>
<td>N/A</td>
<td>243.4</td>
</tr>
</tbody>
</table>

Note: 2021 figures are preliminary.

### PPPD SPENDING

<table>
<thead>
<tr>
<th></th>
<th>2021P ($)</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL (AIR)</td>
<td>227.8</td>
<td>N/A</td>
<td>202.9</td>
</tr>
<tr>
<td>U.S. West</td>
<td>225.6</td>
<td>N/A</td>
<td>179.1</td>
</tr>
<tr>
<td>U.S. East</td>
<td>237.4</td>
<td>N/A</td>
<td>228.5</td>
</tr>
<tr>
<td>Japan</td>
<td>235.4</td>
<td>N/A</td>
<td>231.1</td>
</tr>
<tr>
<td>Canada</td>
<td>188.3</td>
<td>N/A</td>
<td>158.9</td>
</tr>
<tr>
<td>All Others</td>
<td>202.2</td>
<td>N/A</td>
<td>217.7</td>
</tr>
</tbody>
</table>

### VISITOR ARRIVALS

<table>
<thead>
<tr>
<th></th>
<th>2021P</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL (AIR)</td>
<td>505,861</td>
<td>18,409</td>
<td>718,042</td>
</tr>
<tr>
<td>U.S. West</td>
<td>338,680</td>
<td>16,311</td>
<td>305,808</td>
</tr>
<tr>
<td>U.S. East</td>
<td>145,626</td>
<td>10,170</td>
<td>133,185</td>
</tr>
<tr>
<td>Japan</td>
<td>1,769</td>
<td>6,141</td>
<td>143,928</td>
</tr>
<tr>
<td>Canada</td>
<td>4,326</td>
<td>86</td>
<td>21,928</td>
</tr>
<tr>
<td>All Others</td>
<td>15,460</td>
<td>173</td>
<td>113,192</td>
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### AVERAGE DAILY CENSUS

<table>
<thead>
<tr>
<th></th>
<th>2021P</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL (AIR)</td>
<td>154,355</td>
<td>20,472</td>
<td>202,987</td>
</tr>
<tr>
<td>U.S. West</td>
<td>96,989</td>
<td>18,363</td>
<td>86,739</td>
</tr>
<tr>
<td>U.S. East</td>
<td>47,865</td>
<td>10,999</td>
<td>42,141</td>
</tr>
<tr>
<td>Japan</td>
<td>875</td>
<td>7,364</td>
<td>28,343</td>
</tr>
<tr>
<td>Canada</td>
<td>2,241</td>
<td>59</td>
<td>8,498</td>
</tr>
<tr>
<td>All Others</td>
<td>6,386</td>
<td>378</td>
<td>37,266</td>
</tr>
</tbody>
</table>

Note: 2021 figures are preliminary.
## September 2021 Highlights

### EXPENDITURES ($mil.)

<table>
<thead>
<tr>
<th>Island</th>
<th>2021P</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>O‘ahu</td>
<td>623.1</td>
<td>N/A</td>
<td>732.0</td>
</tr>
<tr>
<td>Maui</td>
<td>389.1</td>
<td>N/A</td>
<td>404.7</td>
</tr>
<tr>
<td>Moloka‘i</td>
<td>1.6</td>
<td>N/A</td>
<td>1.7</td>
</tr>
<tr>
<td>Lāna‘i</td>
<td>13.0</td>
<td>N/A</td>
<td>12.4</td>
</tr>
<tr>
<td>Kaua‘i</td>
<td>154.4</td>
<td>N/A</td>
<td>159.0</td>
</tr>
<tr>
<td>Hawai‘i Island</td>
<td>187.2</td>
<td>N/A</td>
<td>193.1</td>
</tr>
</tbody>
</table>

Note: 2021 figures are preliminary.

### PPPD SPENDING ($)

<table>
<thead>
<tr>
<th>Island</th>
<th>2021P</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>O‘ahu</td>
<td>218.4</td>
<td>N/A</td>
<td>187.1</td>
</tr>
<tr>
<td>Maui</td>
<td>208.5</td>
<td>N/A</td>
<td>202.2</td>
</tr>
<tr>
<td>Moloka‘i</td>
<td>114.1</td>
<td>N/A</td>
<td>105.3</td>
</tr>
<tr>
<td>Lāna‘i</td>
<td>490.5</td>
<td>N/A</td>
<td>512.8</td>
</tr>
<tr>
<td>Kaua‘i</td>
<td>195.1</td>
<td>N/A</td>
<td>190.9</td>
</tr>
<tr>
<td>Hawai‘i Island</td>
<td>187.5</td>
<td>N/A</td>
<td>183.2</td>
</tr>
</tbody>
</table>

### VISITOR ARRIVALS

<table>
<thead>
<tr>
<th>Island</th>
<th>2021P</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>O‘ahu</td>
<td>369,870</td>
<td>16,917</td>
<td>575,070</td>
</tr>
<tr>
<td>Maui</td>
<td>232,208</td>
<td>2,453</td>
<td>273,638</td>
</tr>
<tr>
<td>Moloka‘i</td>
<td>2,596</td>
<td>109</td>
<td>4,860</td>
</tr>
<tr>
<td>Lāna‘i</td>
<td>5,616</td>
<td>81</td>
<td>7,739</td>
</tr>
<tr>
<td>Kaua‘i</td>
<td>98,663</td>
<td>1,342</td>
<td>120,030</td>
</tr>
<tr>
<td>Hawai‘i Island</td>
<td>119,932</td>
<td>3,683</td>
<td>157,544</td>
</tr>
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</table>

### AVERAGE DAILY CENSUS

<table>
<thead>
<tr>
<th>Island</th>
<th>2021P</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>O‘ahu</td>
<td>92,051</td>
<td>14,703</td>
<td>126,206</td>
</tr>
<tr>
<td>Maui</td>
<td>60,187</td>
<td>2,141</td>
<td>64,553</td>
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<tr>
<td>Moloka‘i</td>
<td>441</td>
<td>46</td>
<td>523</td>
</tr>
<tr>
<td>Lāna‘i</td>
<td>858</td>
<td>33</td>
<td>779</td>
</tr>
<tr>
<td>Kaua‘i</td>
<td>25,537</td>
<td>1,489</td>
<td>26,865</td>
</tr>
<tr>
<td>Hawai‘i Island</td>
<td>32,195</td>
<td>4,212</td>
<td>33,989</td>
</tr>
</tbody>
</table>

Note: 2021 figures are preliminary.
September 2021 Highlights

- Preliminary September TAT Collections: $61.3 million
- Preliminary Fiscal 22 TAT Collections: $195.5 million (+1,300%)
- Fiscal 21 TAT Collections: $14.0 million ($181.5 million)

Source: Department of Taxation
September 2021 Highlights

State of Hawai‘i Hotel Performance

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy</td>
<td>55.2%</td>
<td>20.6%</td>
<td>78.9%</td>
</tr>
<tr>
<td>ADR</td>
<td>$304</td>
<td>$150</td>
<td>$246</td>
</tr>
<tr>
<td>RevPAR</td>
<td>$168</td>
<td>$31</td>
<td>$194</td>
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</table>

State of Hawai‘i Vacation Rental Performance

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Occupancy</td>
<td>59.5%</td>
<td>8.8%</td>
<td>68.1%</td>
</tr>
<tr>
<td>ADR</td>
<td>$245</td>
<td>$191</td>
<td>$194</td>
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</tbody>
</table>

Source: STR, Inc., Transparent Intelligence, Inc. © Copyright 2021 Hawai‘i Tourism Authority
## September 2021 Highlights

### Accommodation

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hotel</strong></td>
<td>52.0%</td>
<td>62.3%</td>
<td>49.5%</td>
<td>50.9%</td>
<td>58.2%</td>
<td>60.3%</td>
<td>18.5%</td>
<td>80.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Condo</strong></td>
<td>19.7%</td>
<td>15.9%</td>
<td>20.7%</td>
<td>18.7%</td>
<td>16.8%</td>
<td>13.7%</td>
<td>70.7%</td>
<td>14.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Timeshare</strong></td>
<td>10.6%</td>
<td>9.0%</td>
<td>11.3%</td>
<td>12.3%</td>
<td>9.2%</td>
<td>9.4%</td>
<td>4.6%</td>
<td>6.9%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cruise Ship</strong></td>
<td>0.0%</td>
<td>1.5%</td>
<td>0.0%</td>
<td>0.7%</td>
<td>0.0%</td>
<td>3.7%</td>
<td>0.1%</td>
<td>0.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Friends &amp; Relatives</strong></td>
<td>9.9%</td>
<td>7.7%</td>
<td>9.4%</td>
<td>10.1%</td>
<td>10.5%</td>
<td>10.8%</td>
<td>7.0%</td>
<td>1.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bed &amp; Breakfast</strong></td>
<td>1.1%</td>
<td>1.4%</td>
<td>1.0%</td>
<td>1.1%</td>
<td>1.5%</td>
<td>1.5%</td>
<td>0.1%</td>
<td>0.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Rental House</strong></td>
<td>12.3%</td>
<td>8.2%</td>
<td>12.6%</td>
<td>11.1%</td>
<td>12.2%</td>
<td>9.8%</td>
<td>1.1%</td>
<td>0.3%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Hostel</strong></td>
<td>0.5%</td>
<td>0.9%</td>
<td>0.4%</td>
<td>0.6%</td>
<td>0.6%</td>
<td>0.8%</td>
<td>0.2%</td>
<td>0.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Camp Site, Beach</strong></td>
<td>0.5%</td>
<td>0.6%</td>
<td>0.4%</td>
<td>0.6%</td>
<td>0.6%</td>
<td>0.7%</td>
<td>0.1%</td>
<td>0.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Private Room in Private Home</strong></td>
<td>0.9%</td>
<td>1.4%</td>
<td>0.9%</td>
<td>1.2%</td>
<td>0.9%</td>
<td>1.2%</td>
<td>0.5%</td>
<td>0.3%</td>
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<td></td>
</tr>
<tr>
<td><strong>Shared Room in Private Home</strong></td>
<td>0.3%</td>
<td>0.5%</td>
<td>0.3%</td>
<td>0.5%</td>
<td>0.3%</td>
<td>0.6%</td>
<td>0.4%</td>
<td>0.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td>1.7%</td>
<td>1.5%</td>
<td>1.6%</td>
<td>2.1%</td>
<td>1.8%</td>
<td>2.2%</td>
<td>1.6%</td>
<td>0.0%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: 2021 figures are preliminary.
<table>
<thead>
<tr>
<th>Purpose of Trip</th>
<th>US West</th>
<th>US East</th>
<th>Japan</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasure (Net)</td>
<td>84.6% 84.7%</td>
<td>85.7% 83.8%</td>
<td>83.2% 79.0%</td>
<td>72.2% 89.7%</td>
</tr>
<tr>
<td>Honeymoon/Get Married</td>
<td>6.8% 7.6%</td>
<td>5.0% 5.2%</td>
<td>11.0% 8.7%</td>
<td>3.0% 11.9%</td>
</tr>
<tr>
<td>Honeymoon</td>
<td>6.1% 6.9%</td>
<td>4.3% 4.3%</td>
<td>10.3% 8.0%</td>
<td>2.1% 11.5%</td>
</tr>
<tr>
<td>Get Married</td>
<td>1.0% 1.2%</td>
<td>0.9% 1.1%</td>
<td>1.1% 1.1%</td>
<td>0.8% 2.1%</td>
</tr>
<tr>
<td>Pleasure/Vacation</td>
<td>78.8% 77.8%</td>
<td>81.6% 79.4%</td>
<td>73.6% 71.2%</td>
<td>69.2% 78.6%</td>
</tr>
<tr>
<td>Mtgs/Conventions/Incentive</td>
<td>1.9% 3.7%</td>
<td>1.5% 3.0%</td>
<td>2.8% 5.7%</td>
<td>1.9% 2.8%</td>
</tr>
<tr>
<td>Conventions</td>
<td>0.7% 1.9%</td>
<td>0.6% 1.7%</td>
<td>0.9% 2.8%</td>
<td>0.3% 0.6%</td>
</tr>
<tr>
<td>Corporate Meetings</td>
<td>0.5% 0.8%</td>
<td>0.5% 0.8%</td>
<td>0.7% 1.4%</td>
<td>1.6% 0.2%</td>
</tr>
<tr>
<td>Incentive</td>
<td>0.7% 1.1%</td>
<td>0.5% 0.5%</td>
<td>1.4% 1.7%</td>
<td>0.0% 2.1%</td>
</tr>
<tr>
<td>Other Business</td>
<td>2.7% 3.0%</td>
<td>2.6% 4.2%</td>
<td>2.8% 4.8%</td>
<td>4.5% 0.5%</td>
</tr>
<tr>
<td>Visit Friends/Rel.</td>
<td>11.8% 7.2%</td>
<td>11.7% 9.5%</td>
<td>11.8% 10.3%</td>
<td>15.8% 1.3%</td>
</tr>
<tr>
<td>Gov't/Military</td>
<td>1.1% 1.2%</td>
<td>0.6% 1.0%</td>
<td>1.7% 2.9%</td>
<td>1.1% 0.1%</td>
</tr>
<tr>
<td>Attend School</td>
<td>0.3% 0.3%</td>
<td>0.1% 0.1%</td>
<td>0.3% 0.3%</td>
<td>2.0% 0.6%</td>
</tr>
<tr>
<td>Sport Events</td>
<td>0.2% 0.7%</td>
<td>0.2% 0.9%</td>
<td>0.1% 0.7%</td>
<td>0.0% 0.3%</td>
</tr>
<tr>
<td>Other</td>
<td>2.7% 5.1%</td>
<td>2.5% 4.3%</td>
<td>2.8% 4.3%</td>
<td>5.6% 8.9%</td>
</tr>
</tbody>
</table>

Note: 2021 figures are preliminary.
State of Hawaii Summary
September 2021

Visitor Arrivals
Total visitors & % change YOY (Sep. 2021 vs. Sep. 2019)
505.9K ▼ -29.5%

Visitor Spending
Total visitors & % change YOY (Sep. 2021 vs. Sep. 2019)
$1,054.8M ▼ -14.6%

Average Length of Stay
All visitors, September 2021
9.2 Days

Market Share by Origin Markets
% share of total visitors

September 2021

- US West
- US East
- International

Top-10 International Markets
Total visitors and % change YOY (Sep. 2021 vs. Sep. 2019)

- Canada ▼ -80.3% 4,326
- Other Asia ▼ -92.8% 1,878
- Japan ▼ -98.8% 1,769
- Europe ▼ -92.5% 1,052
- Korea ▼ -94.3% 1,000
- Mexico ▼ -10.0% 767
- United Kingdom ▼ -91.8% 371
- China ▼ -94.7% 327
- Taiwan ▼ -82.0% 315
- Germany ▼ -94.3% 296

Source: Hawaii Tourism Authority

Top-10 Domestic Markets
Total visitors and % change YOY (Sep. 2021 vs. Sep. 2019)

- California ▼ -97.1% 5,371
- Washington ▼ -96.4% 1,389
- Texas ▼ -95.3% 1,033
- Oregon ▼ -96.2% 651
- Florida ▼ -93.5% 646
- Arizona ▼ -97.0% 528
- Colorado ▼ -95.8% 518
- Nevada ▼ -94.7% 512
- Utah ▼ -95.9% 440
- New York ▼ -95.7% 387

Source: Hawaii Tourism Authority

Top-30 Points of Interest Visited
Ranked by most visited POI by visitors, % share of visits by residents and visitors in September 2021

- Kalakaua Avenue Oahu 59% 41%
- Ka'iulani Beach Oahu 89% 11%
- Kapahulu Avenue Oahu 77% 23%
- Lahaina Bypass Maui Island 70% 30%
- Kapalani Park Oahu 71% 29%
- Honolulu Watershed Forest Reserve Oahu 88% 12%
- Upcountry Maui Maui Island 93% 7%
- Ala Moana Shopping Center Oahu 88% 14%
- Ko Olina Resort Oahu 57% 43%
- Royal Hawaiian Shopping Center Oahu 53% 47%
- Chinatown Oahu 60% 40%
- Front Street Lahaina Maui Island 65% 35%
- Kailua-Kona Town Hawaii Island 53% 47%
- Kahului Airport Car Rental location Maui Island 40% 52%
- Hana/Road to Hana Maui Island 72% 28%
- Kahana Valley State Park Oahu 71% 29%
- Whalers Village Shopping Center Maui Island 47% 53%
- Ahupuaa O Kahanu State Park Oahu 71% 29%
- Lahaina Cannery Mall Maui Island 66% 34%
- Kuhio Beach Park Oahu 42% 58%
- Lahaina Market Place Shopping Center Maui Island 50% 50%
- Paia Town Maui Island 70% 30%
- Kaanapali Golf Course Maui Island 61% 39%
- Fort DeRussy Beach Park Oahu 39% 61%
- Azeka Shopping Center Maui Island 76% 24%
- Ala Moana Regional Park Oahu 81% 19%
- Waikiki Beach Oahu 39% 66%
- Pearl Harbor National Memorial Oahu 33% 67%
- Honolulu Zoo Oahu 65% 35%

* Residents refer to residents of the State of Hawaii, all islands
Source: near (formerly UberMedia)
Oahu Summary
September 2021

Visitor Arrivals
Total visitors & % change YOY (Sep. 2021 vs. Sep. 2019)

246.2K ▼ -46.3%

Visitor Spending
Total visitors & % change YOY (Sep. 2021 vs. Sep. 2019)

$465.9M ▼ -23.3%

Average Length of Stay
All visitors, September 2021

7.5 Days

Origin Market Share
% share of visitors

September 2021

Top-15 Points of Interest by Visitors
% share of visits, September 2021

Kalakaua Avenue 10.4%
Kailua town and beach 5.3%
Kapahulu Avenue 4.2%
Kapiolani Park 3.7%
Honolulu Watershed Forest Reserve 3.7%
Ali Oana Shopping Center 3.3%
Ko Olina Resort 3.3%
Royal Hawaiian Shopping Center 3.3%
Chinatown 3.2%
International Marketplace 2.3%
Kahana Valley State Park 1.7%
Ahupea O Kahana State Park 1.7%
Kuio Beach Park 1.5%
Fort DeRussy Beach Park 1.3%
Ala Moana Regional Park 1.3%

Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents
% share of visits, September 2021

Chinatown 12.1%
Kailua town and beach 9.6%
Honolulu Watershed Forest Reserve 6.6%
Ali Moana Shopping Center 4.5%
Kapolei Shopping Center 4.0%
Waialae Avenue 3.6%
Kalakaua Avenue 3.5%
Kapahulu Avenue 3.3%
Kahalana Beach Park (formerly Nanakuli) 3.0%
Pearl Ridge Shopping Center 3.0%
Kapiolani Park 2.1%
Kahala Mall Shopping Center 1.8%
Windward Mall Shopping Center 1.5%
Ala Moana Regional Park 1.2%
Waimanalo Beach Park 1.1%

* Residents refer to residents of the State of Hawaii, all islands

Source: near (formerly UberMedia)

Top-10 International Markets
Total visitors and % change YOY (Sep. 2021 vs. Sep. 2019)

Canada ▼ -82.8% 2,110
Japan ▼ -98.8% 1,683
Other Asia ▼ -93.6% 921
Korea ▼ -94.7% 277
Europe ▼ -98.8% 69
Taiwan ▼ -83.8% 147
China ▼ -95.5% 81
Oceania ▼ -99.7% 66
New Zealand ▼ -99.0% 11
Australia ▼ -99.8% 27

Source: Hawaii Tourism Authority

Top-10 Domestic Markets
Total visitors and % change YOY (Sep. 2021 vs. Sep. 2019)

California ▲ 26.4% 101,602
Texas ▲ 29.2% 14,848
Washington ▼ -9.8% 13,958
Arizona ▲ 6.3% 8,801
Florida ▲ 19.3% 7,577
New York ▲ 17.0% 6,322
Nevada ▼ -10.8% 5,926
Utah ▲ 2.6% 5,306
Oregon ▼ -19.3% 5,207
Illinois ▲ 23.2% 5,246

Source: Hawaii Tourism Authority
**Visitor Arrivals**
Total visitors & % change YOY (Sep. 2021 vs. Sep. 2019)

**172.8K** ▼ -17.8%

**Visitor Spending**
Total visitors & % change YOY (Sep. 2021 vs. Sep. 2019)

**$315.8M** ▼ -7.0%

**Average Length of Stay**
All visitors, September 2021

**8.1 Days**

---

**Origin Market Share**
% share of visitors

- **September 2021**
  - US West: 31%
  - US East: 14%
  - International: 55%

- **September 2019**
  - US West: 26%
  - US East: 6%
  - International: 68%

Source: Hawaii Tourism Authority

---

**Top-10 International Markets**
Total visitors and % change YOY (Sep. 2021 vs. Sep. 2019)

- Canada ▼ -95.5%
- Europe ▼ -95.7%
- Other Asia ▼ -94.5%
- Korea ▼ -97.2%
- China ▼ -93.7%
- Japan ▼ -98.7%
- Oceania ▼ -99.6%
- New Zealand ▼ -98.0%
- Taiwan ▼ -92.6%
- Australia ▼ -99.9%

Source: Hawaii Tourism Authority

---

**Top-10 Domestic Markets**
Total visitors and % change YOY (Sep. 2021 vs. Sep. 2019)

- California ▼ -0.8%
- Washington ▼ -12.6%
- Texas ▲ 8.2%
- Arizona ▲ 12.8%
- Oregon ▼ -8.6%
- Colorado ▲ 6.1%
- Illinois ▲ 7.0%
- New York ▲ 12.2%
- Utah ▲ 10.4%
- Nevada ▲ 21.6%

Source: Hawaii Tourism Authority

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**Top-15 Points of Interest by Visitors**
% share of visits, September 2021

- Lahaina Bypass: 9.5%
- Upcountry Maui: 8.1%
- Front Street in Lahaina: 7.1%
- Kahului Airport Car Rental Location: 4.8%
- Hana/ROAD to Hana: 4.3%
- Whalers Village Shopping Center: 4.1%
- Lahaina Cannery Mall: 4.0%
- Lahaina Market Place Shopping Center: 3.6%
- Paia Town: 3.6%
- Kaanapali Kei Golf Course: 3.4%
- Azeja Shopping Center: 3.2%
- The Shops at Wailea: 2.9%
- KAHI MAUI BEACH PARK: 2.4%
- Wharf Cinema Center: 2.2%

Source: near (formerly UberMedia)

---

**Top-15 Points of Interest by Residents**
% share of visits, September 2021

- Upcountry Maui: 33.4%
- Lahaina Bypass: 7.3%
- Queen Kaahumanu Center: 5.8%
- Kahului Shopping Center: 5.6%
- Maui Mall Shopping Center: 5.5%
- Costa: 3.8%
- Hana/ROAD to Hana: 3.7%
- Front Street in Lahaina: 3.6%
- Azeja Shopping Center: 3.4%
- Paia Town: 2.8%
- Lahaina Cannery Mall: 2.6%
- Kahului Shopping Center: 2.9%
- KAHI MAUI BEACH PARK: 2.0%
- Kaanapali Kei Golf Course: 1.7%
- Kahului Airport Car Rental Location: 1.5%

*Residents refer to residents of the State of Hawaii, all islands*

Source: near (formerly UberMedia)

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**Symphony Tourism Economics**
Hawaii Island Summary

Visitor Arrivals
Total visitors & % change YOY (Sep. 2021 vs. Sep. 2019)
80.4K ▼ -28.3%

Visitor Spending
Total visitors & % change YOY (Sep. 2021 vs. Sep. 2019)
$137.0M ▼ -6.1%

Average Length of Stay
All visitors, September 2021
9.1 Days

Origin Market Share
% share of visitors

September 2021

Top-15 Points of Interest by Visitors
% share of visits, September 2021

Kailua-Kona Town 17.7%
Queens MarketPlace 6.7%
Hawaii Volcanoes National Park 6.5%
Kona Airport Car Rental location 6.2%
Puna/Pahoa/Leilani Estates/Kapalana Ar. 5.5%
Kings Shops at Waikoloa 4.9%
Waikoloa Beach Resort - Beach Course 3.7%
Keahou Shopping Center 3.7%
Mauna Lani Resort - North Course 2.4%
Prince Kuhio Plaza Shopping Center 2.1%
Kekaha Kai (Kona Coast) State Park 1.9%
Waikuku River State Park 1.9%
Rainbow Falls 1.8%
Waikoloa Beach Resort - Kings Course 1.7%
Mauna Kea Golf Course 1.6%

Source: near (formerly UberMedia)

Top-15 International Markets
Total visitors and % change YOY (Sep. 2021 vs. Sep. 2019)
Canada ▼ -87.0%
Other Asia ▼ -91.9%
Europe ▼ -95.0%
Taiwan ▼ -54.3%
Korea ▼ -96.1%
China ▼ -96.1%
Japan ▼ -99.7%
Oceania ▼ -99.2%
New Zealand ▼ -97.6%
Australia ▼ -99.7%

Source: Hawaii Tourism Authority

Top-10 Domestic Markets
Total visitors and % change YOY (Sep. 2021 vs. Sep. 2019)
California ▲ 12.8%
Washington ▲ 4.2%
Texas ▲ 22.1%
Arizona ▲ 24.1%
Oregon ▲ 2.4%
Colorado ▲ 20.3%
Florida ▲ 4.4%
New York ▲ 14.6%
Illinois ▲ 8.0%
Utah ▲ 8.6%

Source: Hawaii Tourism Authority

* Residents refer to residents of the State of Hawaii, all islands
Source: near (formerly UberMedia)
Kauai Summary

September 2021

Visitor Arrivals
Total visitors & % change YOY (Sep. 2021 vs. Sep. 2019)
77.3K ▼ -17.3%

Visitor Spending
Total visitors & % change YOY (Sep. 2021 vs. Sep. 2019)
$126.5M ▼ -4.2%

Average Length of Stay
All visitors, September 2021
8.1 Days

Origin Market Share
% share of visitors

September 2021

Top-15 Points of Interest by Visitors
% share of visits, September 2021

Hanalei 11.5%
Lihue Airport Car Rental location 9.8%
Wailua River State Park 8.7%
Kauai Lagoons Golf Course 8.3%
Princeville Shopping Center 8.0%
Coconut Marketplace 6.2%
Kukui Grove Shopping Center 4.7%
Waimea Canyon State Park 3.8%
Hanalei Center 2.8%
Kapaa Shopping Center 2.5%
Spouting Horn 2.4%
Waimea Canyon Lookout 2.4%
Poipu Beach Park 2.4%
Kalapaki Beach 2.3%
Hanalei Bay Beach 2.2%

Source: near (formerly UberMedia)

Top-15 Points of Interest by Residents
% share of visits, September 2021

Kukui Grove Shopping Center 22.1%
Hanalei 15.9%
Lihue Airport Car Rental location 12.4%
Kapaa Shopping Center 8.2%
Lihue Helicopter Tours Heliport Area 5.2%
Hanalei 4.6%
Princeville Shopping Center 3.9%
Coconut Marketplace 3.6%
Lihue Helicopter Tours Heliport Area 2.7%
Nounou Forest Reserve 1.6%
Waimea Canyon State Park 1.5%
Kapaa Beach Park 1.4%
Waimea Canyon Plaza Shopping Center 1.3%
Kalapaki Beach 1.2%
Lydgate Beach Park 1.2%

* Residents refer to residents of the State of Hawaii, all islands

Source: near (formerly UberMedia)

Top-10 International Markets
Total visitors and % change YOY (Sep. 2021 vs. Sep. 2019)

Canada ▼ -88.6% 348
Europe ▼ -95.6% 169
Other Asia ▼ -91.6% 74
Japan ▼ -98.7% 37
Oceania ▼ -99.5% 25
New Zealand ▼ -97.4% 20
Korea ▼ -97.1% 16
Taiwan ▼ -93.0% 15
China ▼ -92.5% 14
Australia ▼ -99.3% 5

Source: Hawaii Tourism Authority

Top-10 Domestic Markets
Total visitors and % change YOY (Sep. 2021 vs. Sep. 2019)

California ▲ 8.7% 31,929
Washington ▼ -21.0% 5,672
Tacos ▲ 7.4% 3,763
Arizona ▲ 14.5% 3,522
Colorado ▲ 28.4% 3,241
Oregon ▲ 1.8% 2,814
Utah ▲ 9.2% 2,236
New York ▲ 2.1% 1,853
Florida ▲ 1.2% 1,801
Illinois ▼ -1.5% 1,087

Source: Hawaii Tourism Authority
Visits to POI

Visits by Origin
% share of visits
- Residents: 50.6%
- Domestic Visitors: 49.0%
- International Visitors: 0.3%

Visits by Day of Week
% share of visits by DOW
- Monday: 13.6%
- Tuesday: 13.6%
- Wednesday: 14.3%
- Thursday: 11.9%
- Friday: 11.7%
- Saturday: 15.8%
- Sunday: 19.1%

State Residents
Visits, % share of residents
- Kauai County, HI: 93.1%
- Honolulu County, HI: 3.7%
- Maui County, HI: 2.6%
- Hawaii County, HI: 0.7%

Top-10 Origin States for Domestic Visits
Visits, % share of total domestic
- California: 19.0%
- Texas: 10.0%
- Oregon: 7.3%
- Arizona: 6.3%
- Colorado: 5.7%
- Washington: 5.6%
- Utah: 5.4%
- Nevada: 2.8%
- Illinois: 2.6%
- New York: 2.6%

Top-10 Origin Counties for Domestic Visits
Visits, % share of total domestic
- Los Angeles-Long Beach-Anaheim, CA: 4.9%
- Phoenix-Mesa-Scottsdale, AZ: 4.7%
- Portland-Vancouver-Hillsboro, OR-WA: 4.1%
- Dallas-Fort Worth-Arlington, TX: 3.6%
- New York-Newark-Jersey City, NY-NJ-PA: 3.0%
- Denver-Aurora-Lakewood, CO: 2.9%
- Seattle-Tacoma-Bellevue, WA: 2.9%
- Salt Lake City, UT: 2.8%
- San Francisco-Oakland-Hayward, CA: 2.4%
- Chicago-Naperville-Elgin, IL-IN-WI: 2.4%

Top-10 Origin Countries for International Visits
Visits, % share of total international
- Mexico: 58.3%
- Romania: 25.0%
- Israel: 16.7%

Source: Near
September 2021 Highlights

Unemployment Rate, Civilian

| Percent Unemployment | 2020-01 | 2020-02 | 2020-03 | 2020-04 | 2020-05 | 2020-06 | 2020-07 | 2020-08 | 2020-09 | 2020-10 | 2020-11 | 2020-12 | 2021-01 | 2021-02 | 2021-03 | 2021-04 | 2021-05 | 2021-06 | 2021-07 | 2021-08 | 2021-09 |
|----------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| State of Hawai‘i     | 2.1     | 1.7     | 2.1     | 21.9    | 21.9    | 14.4    | 14.2    | 14.1    | 15.3    | 14.0    | 10.4    | 9.3     | 8.6     | 8.7     | 8.0     | 7.4     | 7.8     | 6.9     | 6.6     | 6.4     |
| Honolulu County      | 2.0     | 1.6     | 2.0     | 18.8    | 19.4    | 12.5    | 12.1    | 12.1    | 13.6    | 12.2    | 9.1     | 8.3     | 8.9     | 7.7     | 7.1     | 6.7     | 7.1     | 6.2     | 6.1     | 5.9     |
| Maui County          | 2.0     | 1.7     | 2.1     | 32.9    | 32.5    | 22.8    | 23.3    | 23.5    | 24.0    | 22.2    | 16.4    | 13.4    | 13.8    | 12.3    | 12.3    | 11.2    | 10.3    | 10.6    | 9.2     | 8.5     | 8.1     |
| Kaua‘i County        | 2.2     | 1.9     | 2.3     | 32.0    | 29.5    | 20.4    | 20.4    | 20.1    | 20.4    | 19.3    | 14.2    | 13.1    | 14.6    | 12.9    | 13.1    | 12.3    | 11.1    | 11.2    | 9.6     | 8.9     | 8.5     |
| Hawaii County        | 2.5     | 2.2     | 2.6     | 22.0    | 21.2    | 13.8    | 13.9    | 13.5    | 13.5    | 13.3    | 10.1    | 9.2     | 9.6     | 8.4     | 8.5     | 7.8     | 7.3     | 7.9     | 6.9     | 6.6     | 6.3     |

Compiled by Research & Economic Analysis Division, State of Hawaii Department of Business, Economic Development and Tourism. Source: State of Hawai‘i Dep. of Labor & Industrial Relations
# September 2021 Highlights

<table>
<thead>
<tr>
<th>Category</th>
<th>Jobs</th>
<th>CHG*</th>
<th>%CHG*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total non-agriculture W&amp;S jobs</td>
<td>575,200</td>
<td>67,100</td>
<td>13.2%</td>
</tr>
<tr>
<td>Nat’l resources, mining &amp; construction</td>
<td>37,200</td>
<td>1,300</td>
<td>3.6%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>11,600</td>
<td>400</td>
<td>3.6%</td>
</tr>
<tr>
<td>Wholesale trade</td>
<td>17,500</td>
<td>1,900</td>
<td>12.2%</td>
</tr>
<tr>
<td>Retail trade</td>
<td>59,200</td>
<td>4,500</td>
<td>8.2%</td>
</tr>
<tr>
<td>Transportation, warehousing &amp; utilities</td>
<td>28,400</td>
<td>4,800</td>
<td>20.3%</td>
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<tr>
<td>Information</td>
<td>6,900</td>
<td>300</td>
<td>4.5%</td>
</tr>
<tr>
<td>Financial activities</td>
<td>27,500</td>
<td>1,500</td>
<td>5.8%</td>
</tr>
<tr>
<td>Professional &amp; business service</td>
<td>69,600</td>
<td>7,900</td>
<td>12.8%</td>
</tr>
<tr>
<td>Educational service</td>
<td>12,600</td>
<td>1,500</td>
<td>13.5%</td>
</tr>
<tr>
<td>Healthcare &amp; social assistance</td>
<td>69,800</td>
<td>400</td>
<td>0.6%</td>
</tr>
<tr>
<td>Arts, entertainment &amp; recreation</td>
<td>8,300</td>
<td>3,300</td>
<td>66.0%</td>
</tr>
<tr>
<td>Accommodation</td>
<td>32,200</td>
<td>22,500</td>
<td>232.0%</td>
</tr>
<tr>
<td>Food service &amp; drinking places</td>
<td>54,600</td>
<td>17,600</td>
<td>47.6%</td>
</tr>
<tr>
<td>Other service</td>
<td>22,700</td>
<td>1,900</td>
<td>9.1%</td>
</tr>
<tr>
<td>Federal government</td>
<td>33,700</td>
<td>-1,800</td>
<td>-5.1%</td>
</tr>
<tr>
<td>State government</td>
<td>65,300</td>
<td>-400</td>
<td>-0.6%</td>
</tr>
<tr>
<td>Local government</td>
<td>18,100</td>
<td>-500</td>
<td>-2.7%</td>
</tr>
</tbody>
</table>

*Change from the same period of previous year

Compiled by Research & Economic Analysis Division, State of Hawaii Department of Business, Economic Development and Tourism. Source: State of Hawai’i Dep. of Labor & Industrial Relations
## Scheduled Nonstop Seats to Hawai‘i by Port Entry

<table>
<thead>
<tr>
<th></th>
<th>September</th>
<th></th>
<th></th>
<th>Total</th>
<th>Domestic</th>
<th></th>
<th></th>
<th>International</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>STATE</td>
<td>962,659</td>
<td>156,220</td>
<td>1,012,883</td>
<td>933,327</td>
<td>144,068</td>
<td>717,182</td>
<td>29,332</td>
<td>12,152</td>
<td>295,701</td>
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</tr>
<tr>
<td>HONOLULU</td>
<td>488,158</td>
<td>129,848</td>
<td>666,292</td>
<td>459,333</td>
<td>117,696</td>
<td>387,255</td>
<td>28,825</td>
<td>12,152</td>
<td>279,037</td>
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</tr>
<tr>
<td>KAHULUI</td>
<td>253,328</td>
<td>13,361</td>
<td>204,957</td>
<td>252,821</td>
<td>13,361</td>
<td>197,877</td>
<td>507</td>
<td>0</td>
<td>7,080</td>
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<tr>
<td>KONA</td>
<td>118,504</td>
<td>9,453</td>
<td>74,540</td>
<td>118,504</td>
<td>9,453</td>
<td>64,956</td>
<td>0</td>
<td>0</td>
<td>9,584</td>
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</tr>
<tr>
<td>HILO</td>
<td>3,759</td>
<td>0</td>
<td>3,486</td>
<td>3,759</td>
<td>0</td>
<td>3,486</td>
<td>0</td>
<td>0</td>
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</tr>
<tr>
<td>LIHU‘E</td>
<td>98,910</td>
<td>3,558</td>
<td>63,608</td>
<td>98,910</td>
<td>3,558</td>
<td>63,608</td>
<td>0</td>
<td>0</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>October</th>
<th></th>
<th></th>
<th>Total</th>
<th>Domestic</th>
<th></th>
<th></th>
<th>International</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>STATE</td>
<td>1,019,719</td>
<td>221,716</td>
<td>1,057,045</td>
<td>974,971</td>
<td>207,560</td>
<td>760,985</td>
<td>44,748</td>
<td>14,156</td>
<td>296,060</td>
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</tr>
<tr>
<td>HONOLULU</td>
<td>502,441</td>
<td>154,259</td>
<td>673,909</td>
<td>464,898</td>
<td>140,103</td>
<td>399,574</td>
<td>37,543</td>
<td>14,156</td>
<td>274,335</td>
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</tr>
<tr>
<td>KAHULUI</td>
<td>284,254</td>
<td>31,068</td>
<td>222,366</td>
<td>277,397</td>
<td>31,068</td>
<td>211,816</td>
<td>6,857</td>
<td>0</td>
<td>10,550</td>
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</tr>
<tr>
<td>KONA</td>
<td>125,925</td>
<td>23,045</td>
<td>83,243</td>
<td>125,751</td>
<td>23,045</td>
<td>72,590</td>
<td>174</td>
<td>0</td>
<td>10,653</td>
<td></td>
</tr>
<tr>
<td>HILO</td>
<td>3,759</td>
<td>0</td>
<td>4,648</td>
<td>3,759</td>
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<td>4,648</td>
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</tr>
<tr>
<td>LIHU‘E</td>
<td>103,340</td>
<td>13,344</td>
<td>72,879</td>
<td>103,166</td>
<td>13,344</td>
<td>72,357</td>
<td>174</td>
<td>0</td>
<td>522</td>
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</tr>
</tbody>
</table>

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of October 25, 2021, subject to change
### Scheduled Nonstop Seats to Hawai‘i by Port Entry

<table>
<thead>
<tr>
<th></th>
<th>November</th>
<th></th>
<th></th>
<th>December</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>STATE</td>
<td>1,038,035</td>
<td>437,024</td>
<td>1,066,503</td>
<td>1,238,328</td>
<td>595,932</td>
<td>1,240,436</td>
</tr>
<tr>
<td>HONOLULU</td>
<td>509,334</td>
<td>234,788</td>
<td>656,979</td>
<td>634,227</td>
<td>328,050</td>
<td>750,881</td>
</tr>
<tr>
<td>KAHULUI</td>
<td>294,329</td>
<td>107,560</td>
<td>231,519</td>
<td>337,143</td>
<td>175,410</td>
<td>277,908</td>
</tr>
<tr>
<td>KONA</td>
<td>126,333</td>
<td>45,458</td>
<td>93,017</td>
<td>148,724</td>
<td>77,725</td>
<td>115,152</td>
</tr>
<tr>
<td>HILO</td>
<td>4,296</td>
<td>0</td>
<td>3,818</td>
<td>4,654</td>
<td>0</td>
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<tr>
<td>LIHU'EI</td>
<td>103,743</td>
<td>49,218</td>
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#### Domestic

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<td>1,066,503</td>
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#### International

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<td>87,481</td>
<td>109,578</td>
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Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of October 25, 2021, subject to change.
Skift Recovery Index – September 2021

Source: Skift Research
## Skift Recovery Index Origin Scores – September 2021

<table>
<thead>
<tr>
<th>Country/Month</th>
<th>Feb-21</th>
<th>Mar-21</th>
<th>Apr-21</th>
<th>May-21</th>
<th>Jun-21</th>
<th>Jul-21</th>
<th>Aug-21</th>
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<td>43%</td>
<td>53%</td>
<td>54%</td>
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</tbody>
</table>

Source: Skift Research
YouGov Trips Planned in the Next 12 Months

Source: YouGov Global Travel Profiles, October 17, 2021
YouGov Obstacles to Travel

Source: YouGov Global Travel Profiles, October 17, 2021
**International State Travel**

**Hawaii**

### Visitor Arrivals

**Hawaii, (Index 2019=100)**

- **Canada**: 211.1K
- **Mexico**: 63K
- **Overseas**: 511.5K

### Spending by Visitors

**Hawaii, (Index 2019=100)**

### International Visitation Outlook by Country

**Top-Countries ranked by inbound visits in 2021 to Hawaii**

<table>
<thead>
<tr>
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</thead>
<tbody>
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<td>20.0%</td>
<td>21.5%</td>
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<tr>
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<td>4.0%</td>
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<td>Overseas</td>
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<td>77.9%</td>
<td>-4.4%</td>
<td>1.0%</td>
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### Top-15 Overseas Market

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<tr>
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<td>1.1%</td>
<td>-1.2%</td>
<td>3.5%</td>
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<td>-0.8%</td>
<td>2.7%</td>
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<td>-2.5%</td>
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<tr>
<td>Brazil</td>
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<td>4.9%</td>
<td>-1.8%</td>
</tr>
<tr>
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<td>0.8%</td>
<td>-7.3%</td>
<td>1.5%</td>
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<tr>
<td>France</td>
<td>3.7K</td>
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<td>0.9%</td>
<td>-0.9%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Switzerland</td>
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<td>-16.0%</td>
<td>-0.6%</td>
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* Growth rate is CAGR

**Source:** Tourism Economics

**Symphony Tourism Economics**
TRAVEL AGENCY BOOKING TRENDS

OCTOBER 25, 2021
Travel Agency Bookings to Hawaii for Future Arrivals

*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.

Source: Global Agency Pro

Update: Oct 23, 2021
Travel Agency Bookings to Hawai‘i for Future Arrivals

Travel Agency Weekly Bookings for Future Travel to Hawai‘i as of October 23, 2021

Source: Global Agency Pro, as of October 23, 2021
Travel Agency Bookings to Hawai‘i for Future Arrivals

Travel Agency Cancellations/Rebookings as a Percentage of Total Ticket Transactions for Future Arrivals to Hawaii (7-Day Moving Average)
2021 vs 2019

Source: Global Agency Pro
Travel Agency Booking Pace for Future Arrivals, by Month

Travel Agency Booking Pace for Future Arrivals, by Quarter

Source: Global Agency Pro as of 10/23/21
Travel Agency Booking Pickup for Future Arrivals, by Month

- November: 43,434
- December: 37,121

Travel Agency Booking Pickup for Future Arrivals, by Quarter

- Qtr 1: (4,056) green, 1,397 red, 10,968 yellow
- Qtr 2: (131) green, 2 red, 308 yellow
- Qtr 3: 3,799 yellow

Source: Global Agency Pro as of 10/23/21
Oʻahu by Month 2021

Travel Agency Booking Pace for Future Arrivals

Source: Global Agency Pro as of 10/23/21
Travel Agency Booking Pickup for Future Arrivals

O‘ahu by Month 2021

Travel Agency Booking Pickup for Future Arrivals

U.S.

November 2019: 24,492
November 2020: 8,360
November 2021: 5,948

December 2019: 18,771
December 2020: 17,171
December 2021: 17,171

Travel Agency Booking Pickup for Future Arrivals

Japan

November 2019: 42,778
November 2020: 4,539
November 2021: (558)

December 2019: 200
December 2020: 36
December 2021: (36)

Travel Agency Booking Pickup for Future Arrivals

Canada

November 2019: 2,911
November 2020: 2,623
November 2021: 852

December 2019: 49
December 2020: 46
December 2021: 855

Travel Agency Booking Pickup for Future Arrivals

Korea

November 2019: 1,614
November 2020: 1,702
November 2021: (5)

December 2019: 522
December 2020: 609
December 2021: (27)

Source: Global Agency Pro as of 10/23/21
Maui by Month 2021

Travel Agency Booking Pace for Future Arrivals

**U.S.**
- November: 42,785
- December: 36,852

**Japan**
- November: 595
- December: 506

**Canada**
- November: 8,726
- December: 4,195

**Korea**
- November: 776
- December: 566

Source: Global Agency Pro as of 10/23/21

10/25/2021
Maui by Month 2021

Travel Agency Booking Pickup for Future Arrivals

U.S.

<table>
<thead>
<tr>
<th>Month</th>
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<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>November</td>
<td>9,797</td>
<td>4,572</td>
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<tr>
<td>December</td>
<td>8,889</td>
<td>4,117</td>
<td>7,025</td>
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Travel Agency Booking Pickup for Future Arrivals

Japan

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<th>2021</th>
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<td>9</td>
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<tr>
<td>December</td>
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Travel Agency Booking Pickup for Future Arrivals

Canada

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<th>2020</th>
<th>2021</th>
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<tr>
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<td>2,034</td>
<td>116</td>
<td>804</td>
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Travel Agency Booking Pickup for Future Arrivals

Korea

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<tbody>
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<td>(3)</td>
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<tr>
<td>December</td>
<td>61</td>
<td>34</td>
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Source: Global Agency Pro as of 10/23/21
Kaua‘i by Month 2021

Travel Agency Booking Pace for Future Arrivals

- **U.S.**
  - November: 16,577
  - December: 16,024

- **Japan**
  - November: 177
  - December: 5

- **Canada**
  - November: 1,818
  - December: 1,994

- **Korea**
  - November: 47
  - December: 0

Source: Global Agency Pro as of 10/23/21
Kaua‘i by Month 2021

Travel Agency Booking Pickup for Future Arrivals

- **U.S.**
  - November 2019: 4,055
  - November 2020: 4,063
  - November 2021: 3,506
  - December 2019: 2,091
  - December 2020: 1,750
  - December 2021: 2,872

- **Japan**
  - November 2019: 80
  - November 2020: 0
  - November 2021: 0
  - December 2019: 2
  - December 2020: 0
  - December 2021: 5

- **Canada**
  - November 2019: 297
  - November 2020: 368
  - November 2021: 117
  - December 2019: 3
  - December 2020: 12
  - December 2021: 164

- **Korea**
  - November 2019: 10
  - November 2020: 0
  - November 2021: 0
  - December 2019: 4
  - December 2020: 0
  - December 2021: 4

Source: Global Agency Pro as of 10/23/21
Hawai‘i Island by Month 2021

Travel Agency Booking Pace for Future Arrivals

U.S.

November

December

Bookings

Travel Agency Booking Pace for Future Arrivals

Japan

November

December

Bookings

Travel Agency Booking Pace for Future Arrivals

Canada

November

December

Bookings

Travel Agency Booking Pace for Future Arrivals

Korea

November

December

Bookings

Source: Global Agency Pro as of 10/23/21
Kaua‘i by Month 2021

Travel Agency Booking Pickup for Future Arrivals

U.S.

<table>
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<th>December</th>
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<tbody>
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<tr>
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<td>1,760</td>
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<tr>
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<td>2,872</td>
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Travel Agency Booking Pickup for Future Arrivals

Japan

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Travel Agency Booking Pickup for Future Arrivals

Canada

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<td>164</td>
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Travel Agency Booking Pickup for Future Arrivals

Korea

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Source: Global Agency Pro as of 10/23/21
MAHALO!