

HTA REGULAR BOARD MEETING

Thursday, February 24, 2022

Hō‘ike ‘Ikepili Noi‘i ‘Oihana Ho‘omāka‘ika‘i

Presentation and Discussion of Current Market Insights and Conditions in Hawai‘i and Key Major Hawai‘i Tourism Markets, including the United States, Japan, Canada, Oceania, and Cruise

Jennifer Chun

Director of Tourism Research

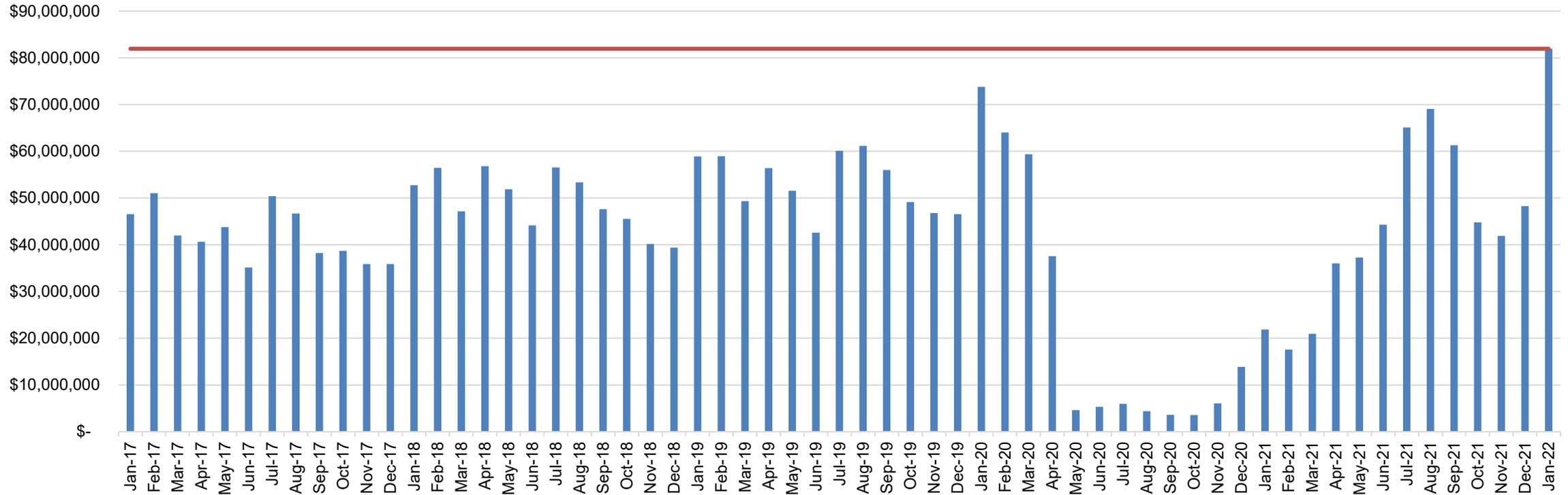
HAWAII TOURISM
AUTHORITY

The logo for the Department of Business, Economic Development & Tourism (DBEDT) features a stylized blue wave on the left and the acronym 'DBEDT' in large, bold, white letters on the right. Below the acronym, the text 'STATE OF HAWAII • DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM' is written in a smaller, white font.

STATE OF HAWAII • DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

January 2022 Highlights

- Preliminary January TAT Collections: \$82.0 million
- Preliminary Fiscal 22 TAT Collections: \$412.4 million (+595.7%)
- Fiscal 21 TAT Collections: \$59.3 million (+\$353.1 million)



Source: Department of Taxation

January 2021 Highlights

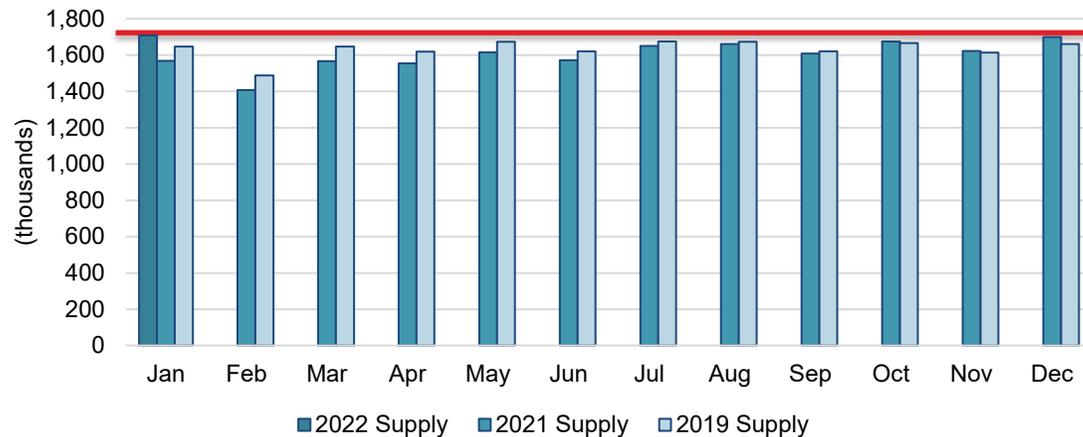
State of Hawai'i Hotel Performance

	2022	2021	2019
Occupancy	65.4%	22.8%	79.5%
ADR	\$357	\$253	\$298
RevPAR	\$233	\$58	\$237

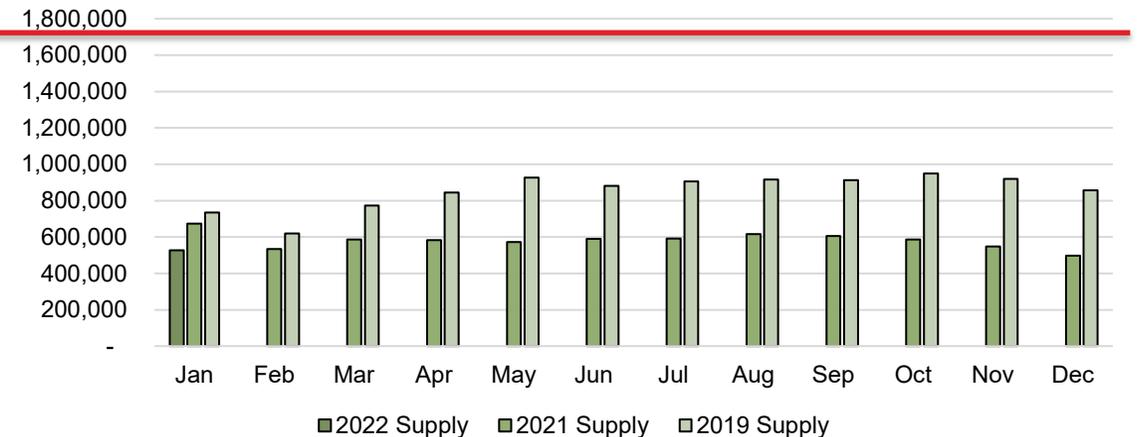
State of Hawai'i Vacation Rental Performance

	2022	2021	2019
Occupancy	67.4%	39.2%	78.2%
ADR	\$295	\$242	\$218

State of Hawai'i Hotel Room Night Supply



State of Hawai'i Vacation Rental Unit Night Supply



Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority, Transparent Intelligence, Inc. © Copyright 2022 State of Hawai'i Department of Business, Economic Development & Tourism

Scheduled Nonstop Seats to Hawai'i by Port Entry

February	Total			Domestic			International		
	2022	2021	2019	2022	2021	2019	2022	2021	2019
STATE	947,801	529,726	1,004,920	854,547	508,204	679,364	93,254	21,522	325,556
HONOLULU	489,229	283,184	618,244	430,417	263,464	345,670	58,812	19,720	272,574
KAHULUI	270,282	160,072	203,181	245,022	158,444	173,414	25,260	1,628	29,767
KONA	100,792	74,716	104,142	95,264	74,542	87,827	5,528	174	16,315
HILO	2,148	0	2,656	2,148	0	2,656	0	0	0
LIHU'E	85,350	11,754	76,697	81,696	11,754	69,797	3,654	0	6,900

March	Total			Domestic			International		
	2022	2021	2019	2022	2021	2019	2022	2021	2019
STATE	1,158,643	662,648	1,185,426	1,031,718	643,711	836,583	126,925	18,937	348,843
HONOLULU	588,237	354,431	713,111	510,526	336,022	422,760	77,711	18,409	290,351
KAHULUI	329,924	200,961	250,043	294,291	200,433	216,456	35,633	528	33,587
KONA	131,073	91,766	124,674	122,712	91,766	106,853	8,361	0	17,821
HILO	3,899	1,992	3,665	3,899	1,992	3,665	0	0	0
LIHU'E	105,510	13,498	93,933	100,290	13,498	86,849	5,220	0	7,084

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of February 22, 2022, subject to change

Scheduled Nonstop Seats to Hawai'i by Port Entry

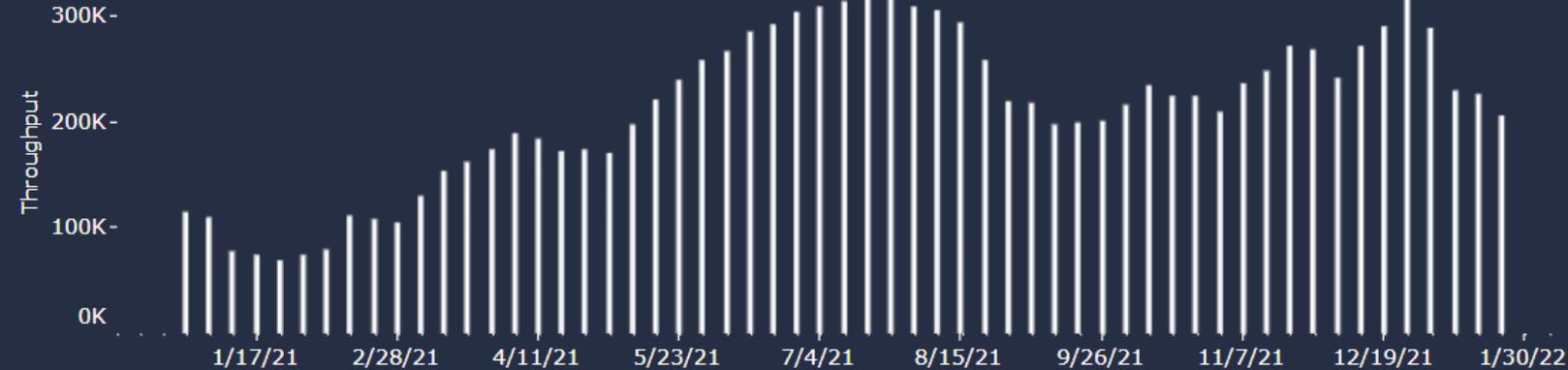
April	Total			Domestic			International		
	2022	2021	2019	2022	2021	2019	2022	2021	2019
STATE	1,158,975	724,110	1,098,664	996,305	703,783	777,559	162,670	20,327	321,105
HONOLULU	618,563	370,053	670,423	497,144	350,442	395,313	121,419	19,611	275,110
KAHULUI	307,867	225,584	241,065	280,441	224,868	213,772	27,426	716	27,293
KONA	123,945	92,143	103,121	114,122	92,143	89,117	9,823	0	14,004
HILO	2,887	2,158	3,873	2,887	2,158	3,873	0	0	0
LIHU'E	105,713	34,172	80,182	101,711	34,172	75,484	4,002	0	4,698

Source: HTA/DBEDT READ analysis based on scheduled flights from Diio Mi flight schedules as of February 22, 2022, subject to change

TSA Airport Throughput

Throughput by Week

State: Hawaii; Airport: All



Transportation Security Administration

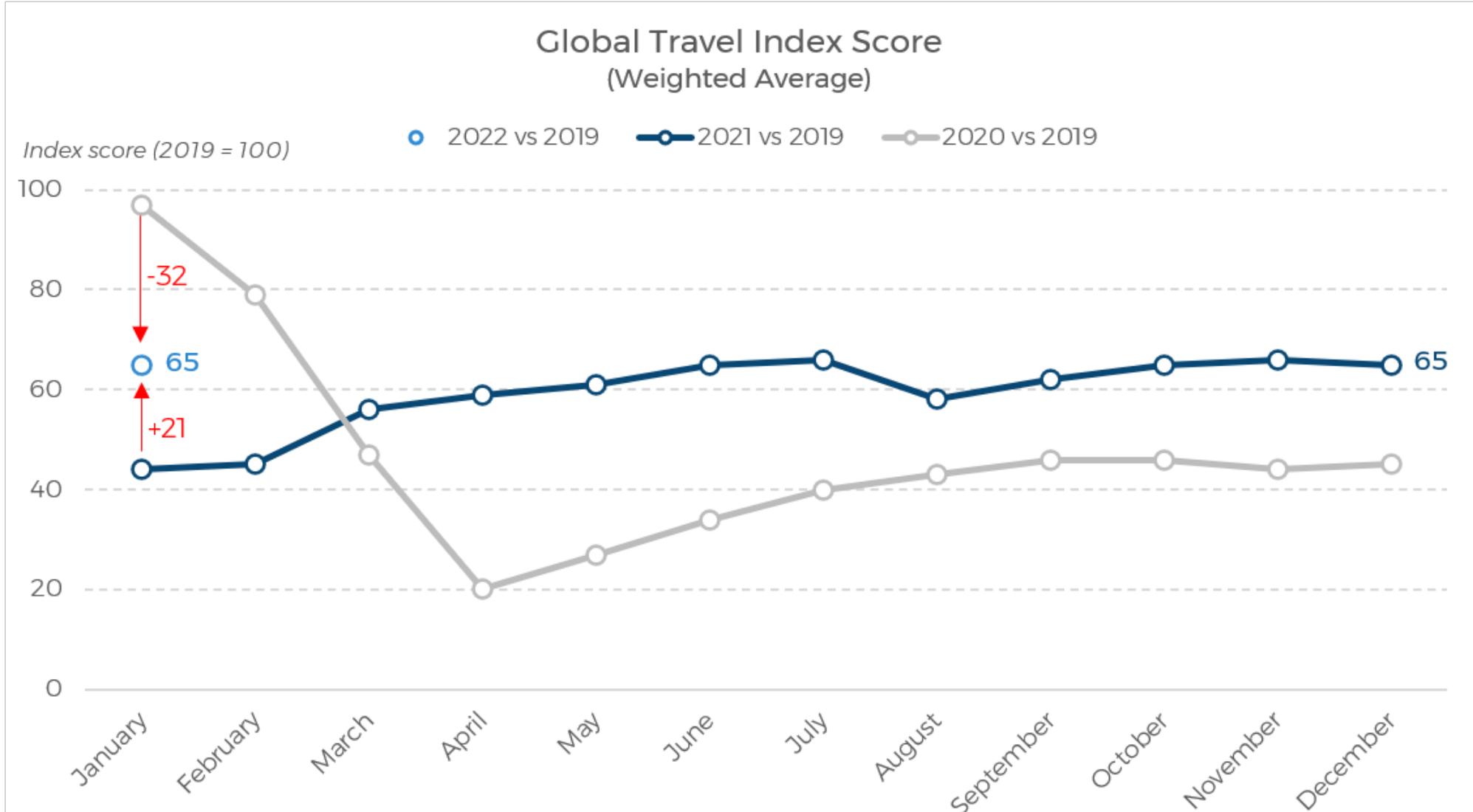
Hawaii Airports

Throughput for the last 6 months, % change compared to same time 2 years ago

	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Daniel K. Inouye International Airport	-28%	-34%	-46%	-43%	-35%	-31%	-42%
Kahului	-6%	-10%	-19%	-16%	-9%	-11%	-19%
Ellison Onizuka Kona International Airport	-13%	-18%	-26%	-21%	-8%	-11%	-24%
Lihue	-10%	-12%	-16%	-10%	-4%	-10%	-20%
Hilo International	-16%	-32%	-36%	-24%	-12%	-10%	-31%

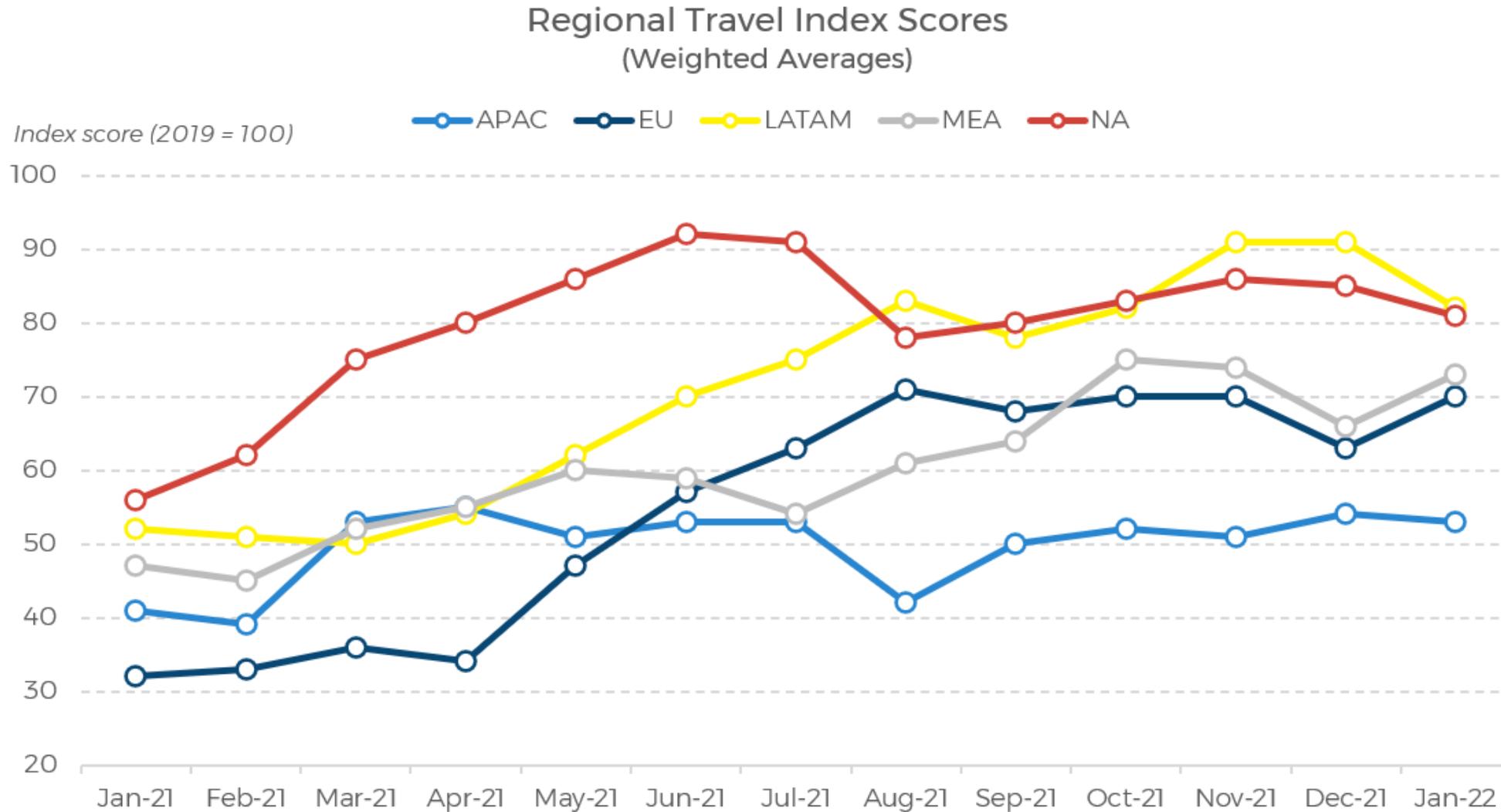
Source: Symphony Dashboards, Transportation Security Administration

Skift Travel Health Index



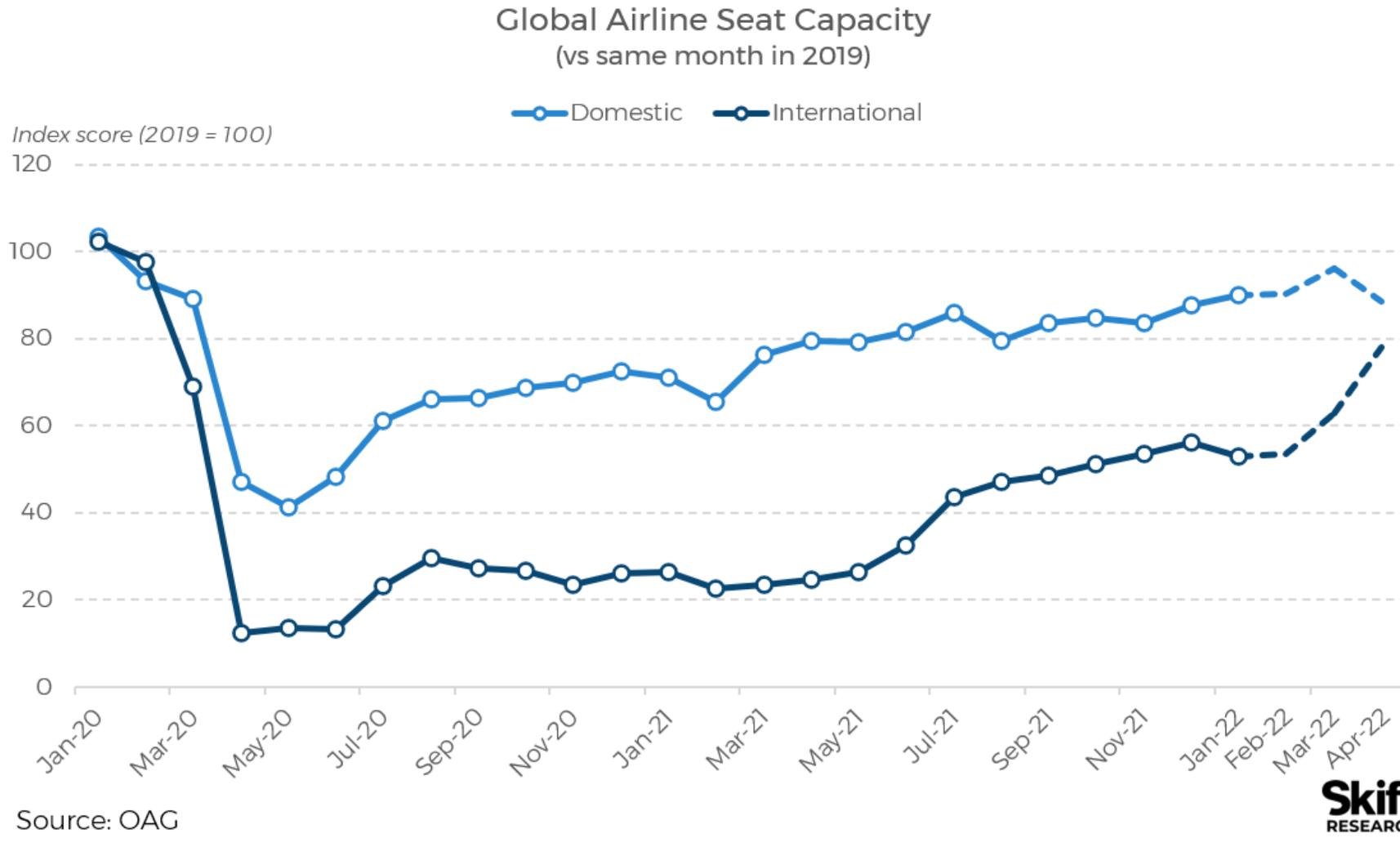
Source: Skift Research

Skift Travel Health Index by Region



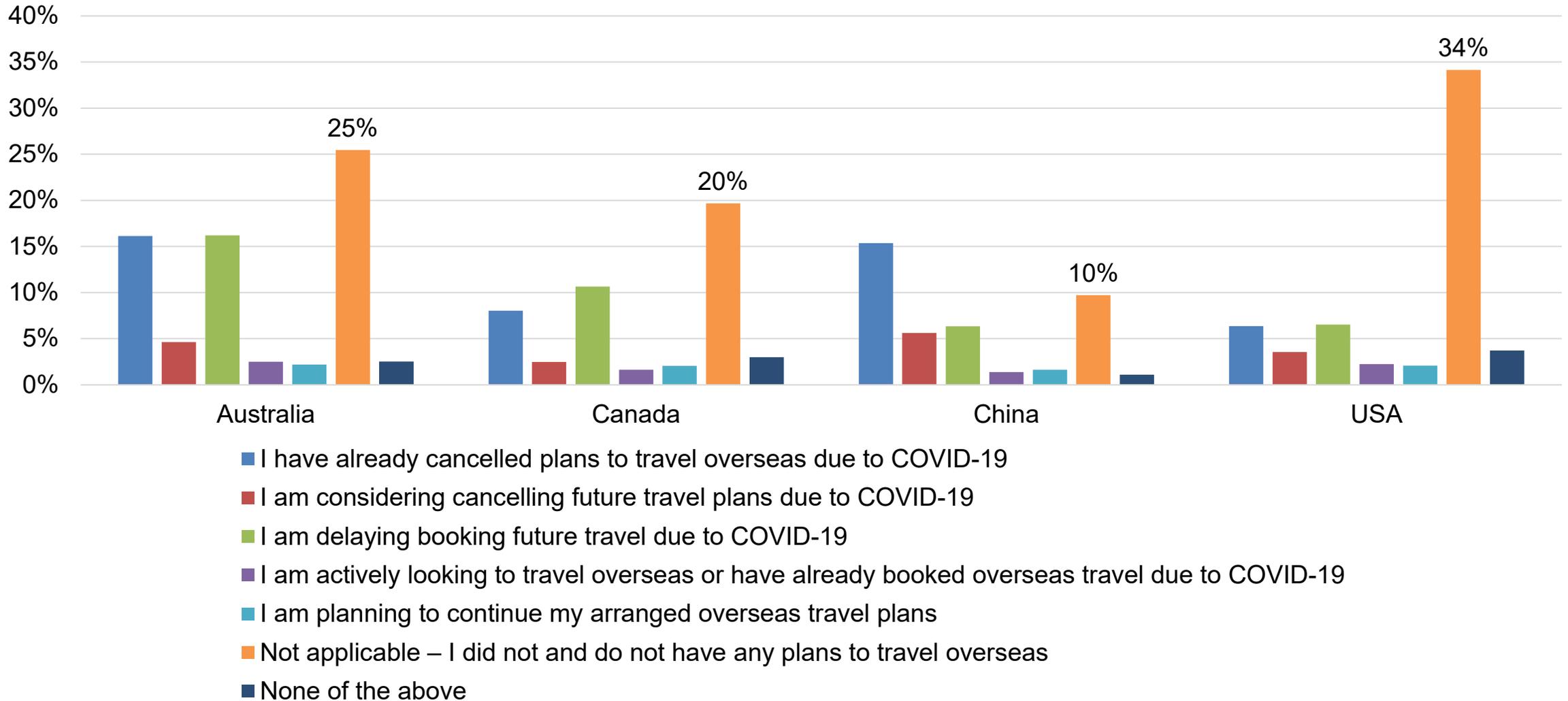
Source: Skift Research

Skift Global Airline Seat Capacity



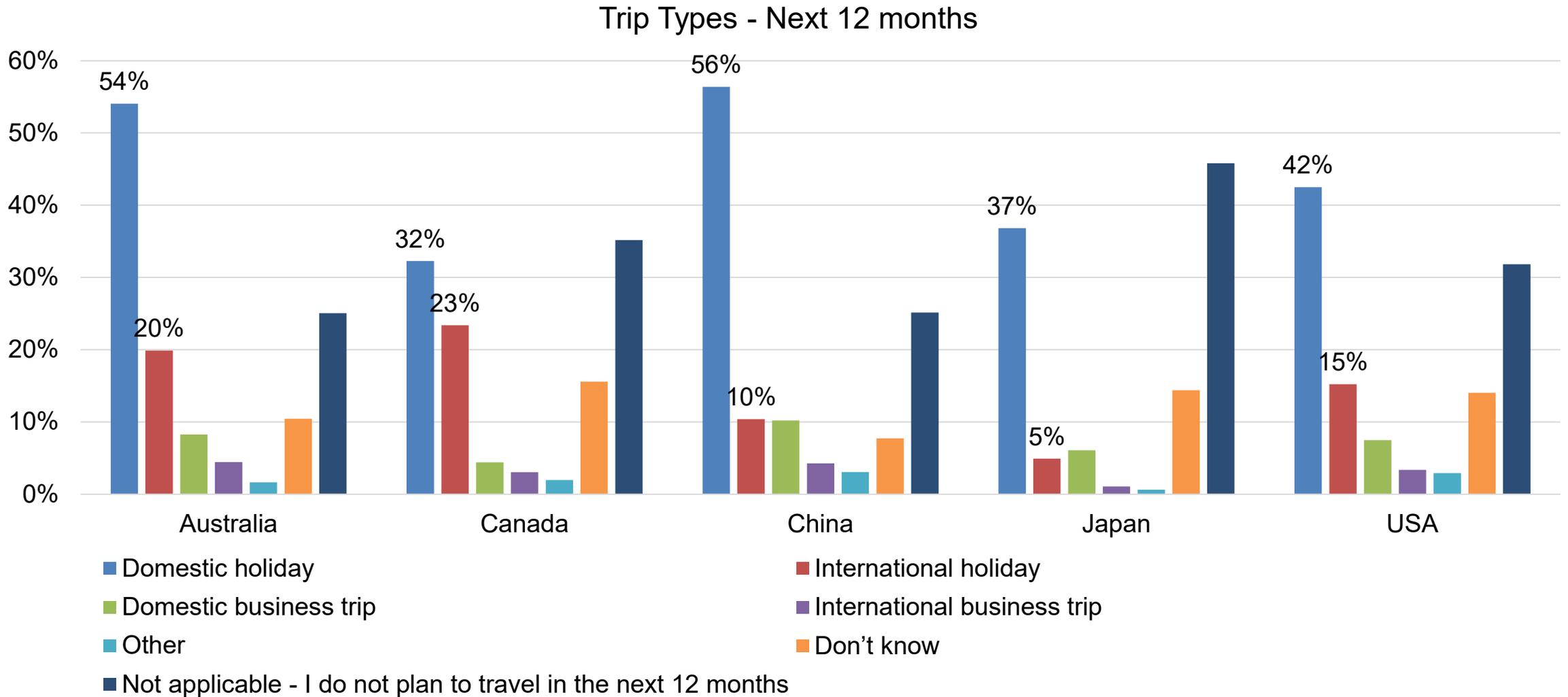
Source: Skift Research

YouGov – Impact of COVID on Overseas Travel Plans



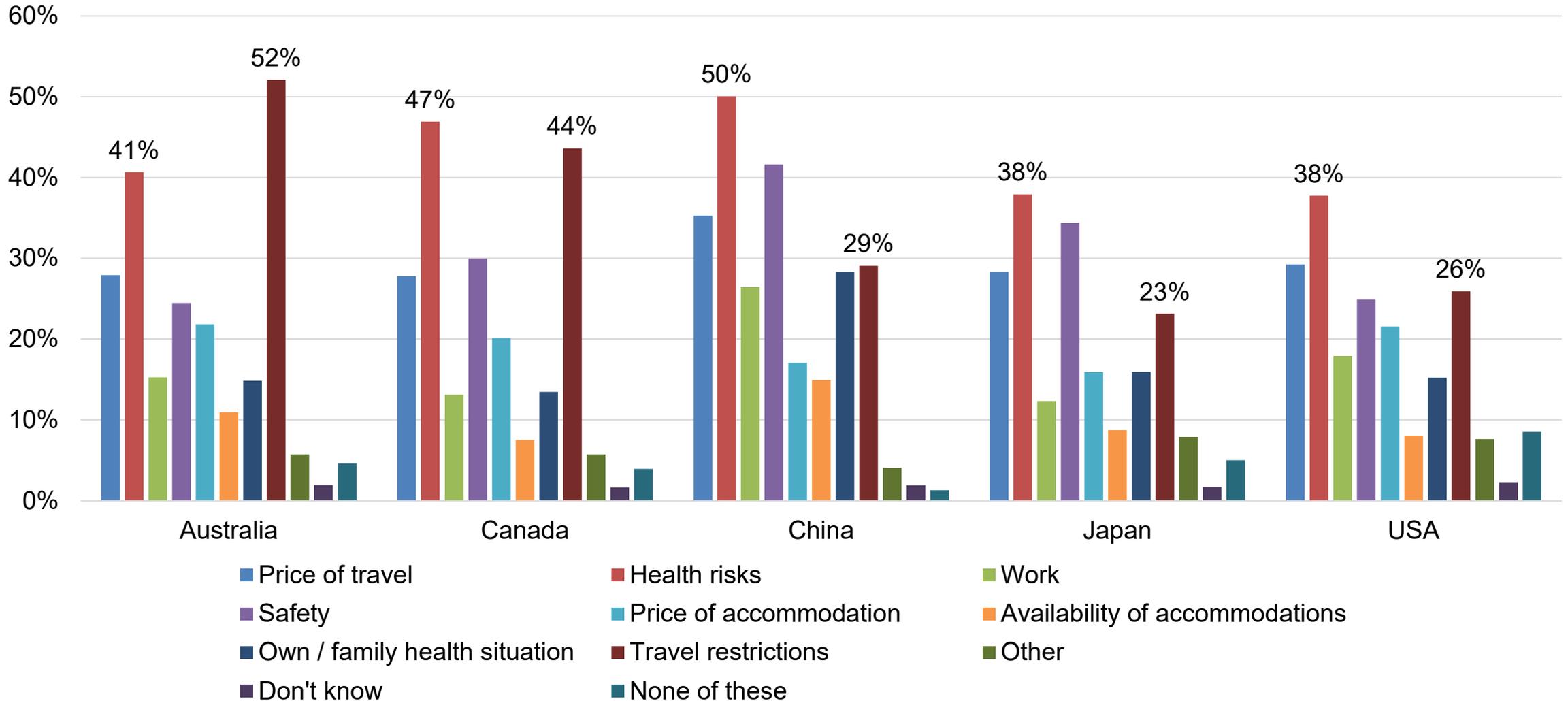
Source: YouGov Global Travel Profiles

YouGov – Planned Trip Types



Source: YouGov Global Travel Profiles

YouGov – Travel Obstacles



Source: YouGov Global Travel Profiles

- Data Sources & Partners
- Impact Summary
- Travel Indicators
- Int'l Arrivals to the U.S.
- Economic Conditions
- Employment
- Workforce
- Travel Sentiment
- Covid-19 Vaccination
- Predictive DMO Indicators
- Predictive Industry Indicators
- Economic Forecast
- Domestic Travel Forecast
- International Travel Forecast
- U.S. Hotel Forecast

U.S. Resident Vacation Intentions

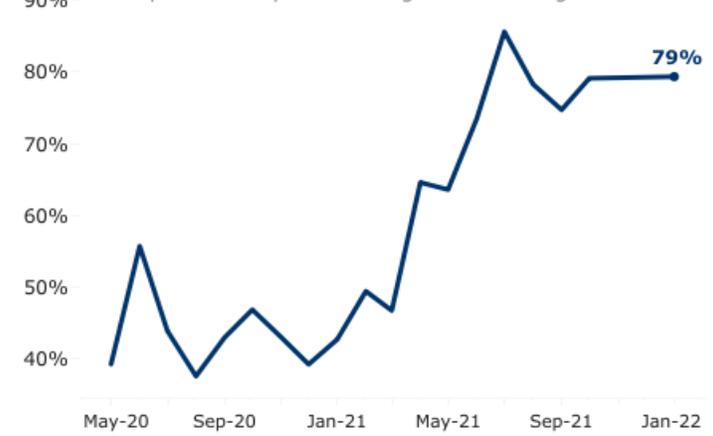
% of U.S. residents intending to travel in the next 6-months



Source: The Conference Board

U.S. Business Travel Sentiment

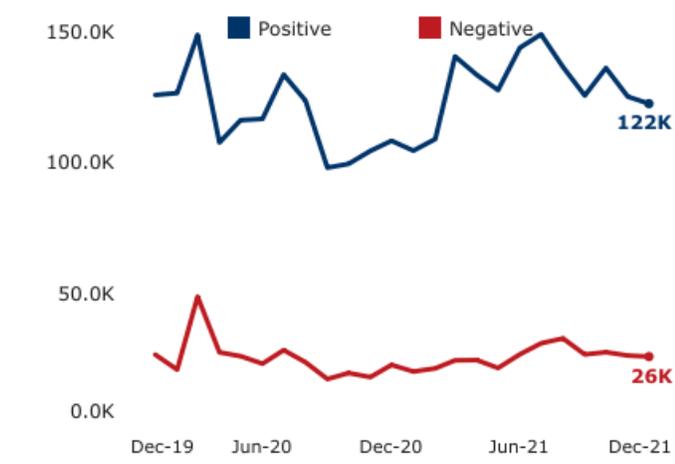
% of US companies that plan on being in the travel game the nex..



*survey suspended for November and December, 2021
Source: GBTA Business Travel Survey

Social Travel Sentiment by Month

Positive vs. Negative mentions of travel Jan-20 to Dec-21



Source: MMGY Global

Consumer Travel Sentiment

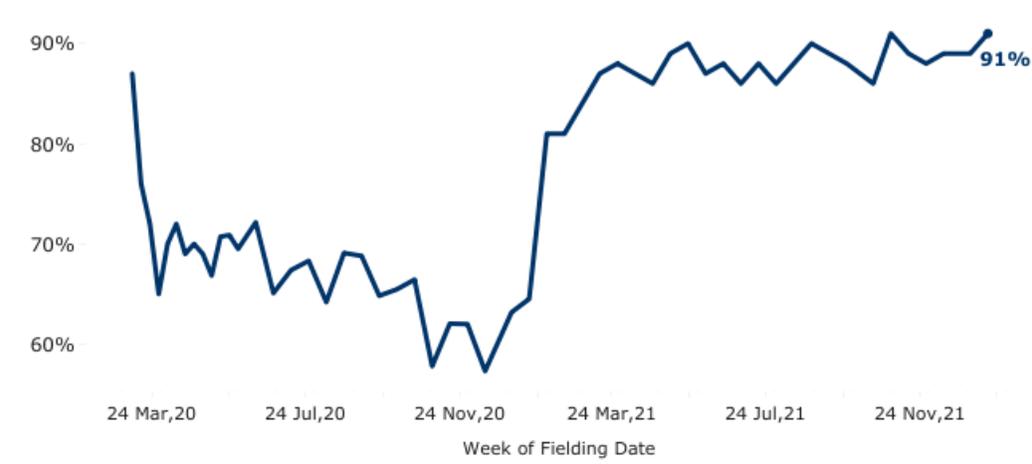
% of travelers that are ready to travel



Source: Destination Analysts

Consumer Travel Sentiment

Travelers with Travel Plans in the Next Six Months



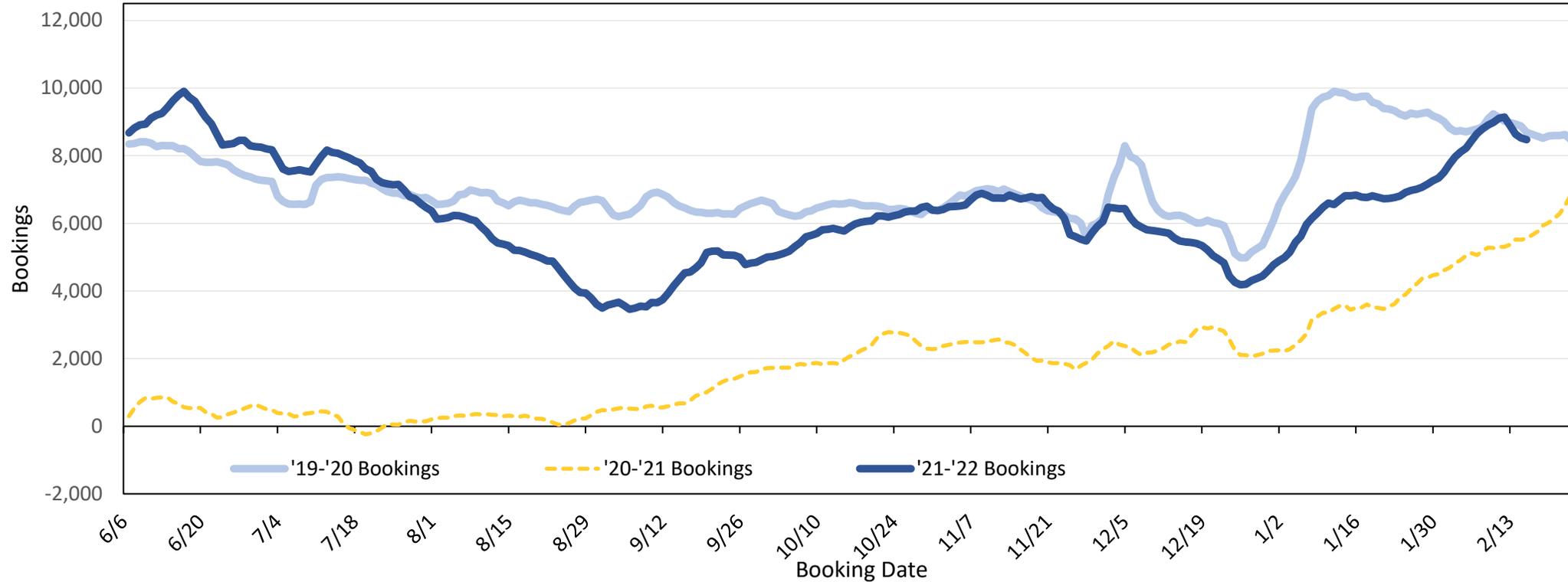
Source: Longwoods International

TRAVEL AGENCY BOOKING TRENDS

FEBRUARY 21, 2022

Travel Agency Bookings to Hawaii for Future Arrivals

Travel Agency Bookings to Hawaii for Future Arrivals*
Based on a 7-day Moving Average as of February 19, 2022
U.S.



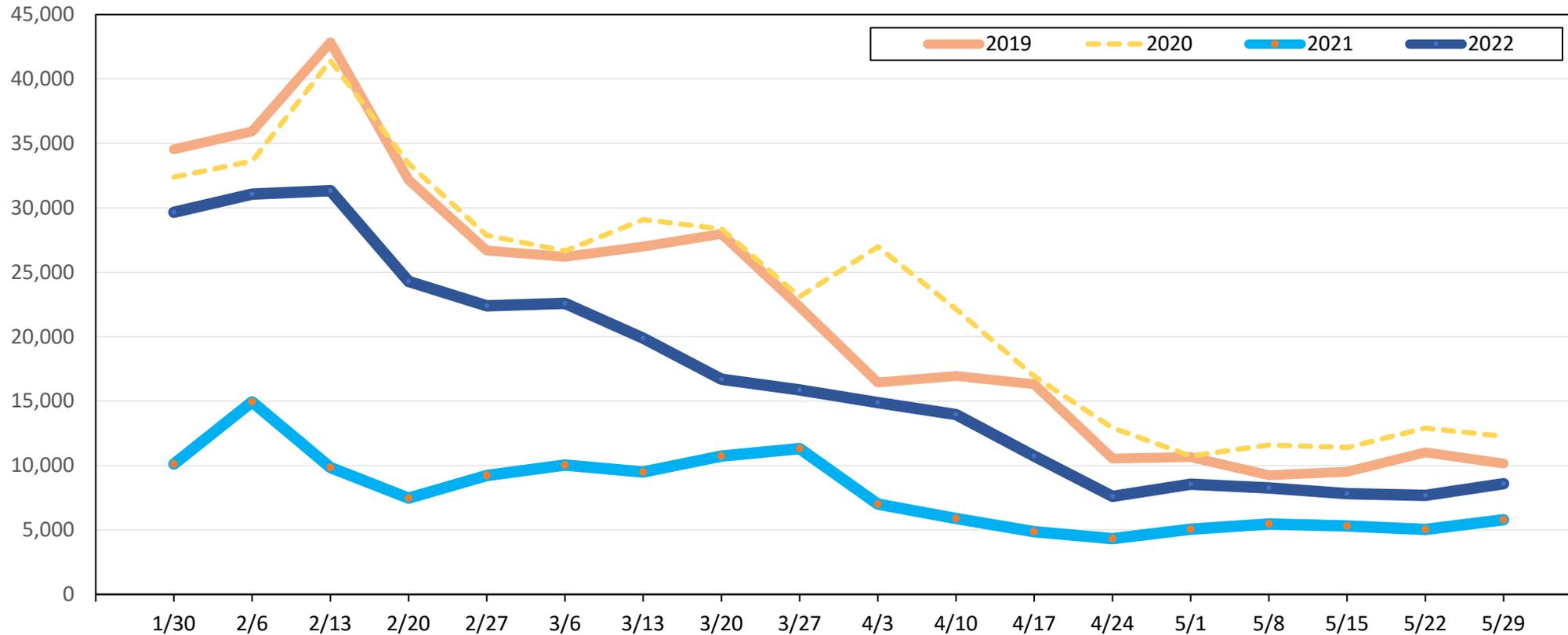
*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.
Source: Global Agency Pro

Update: Feb 19, 2022

Source: Global Agency Pro

Travel Agency Bookings to Hawai'i for Future Arrivals

Travel Agency Weekly Bookings for Future Travel to Hawai'i as of January 22, 2022
U.S.

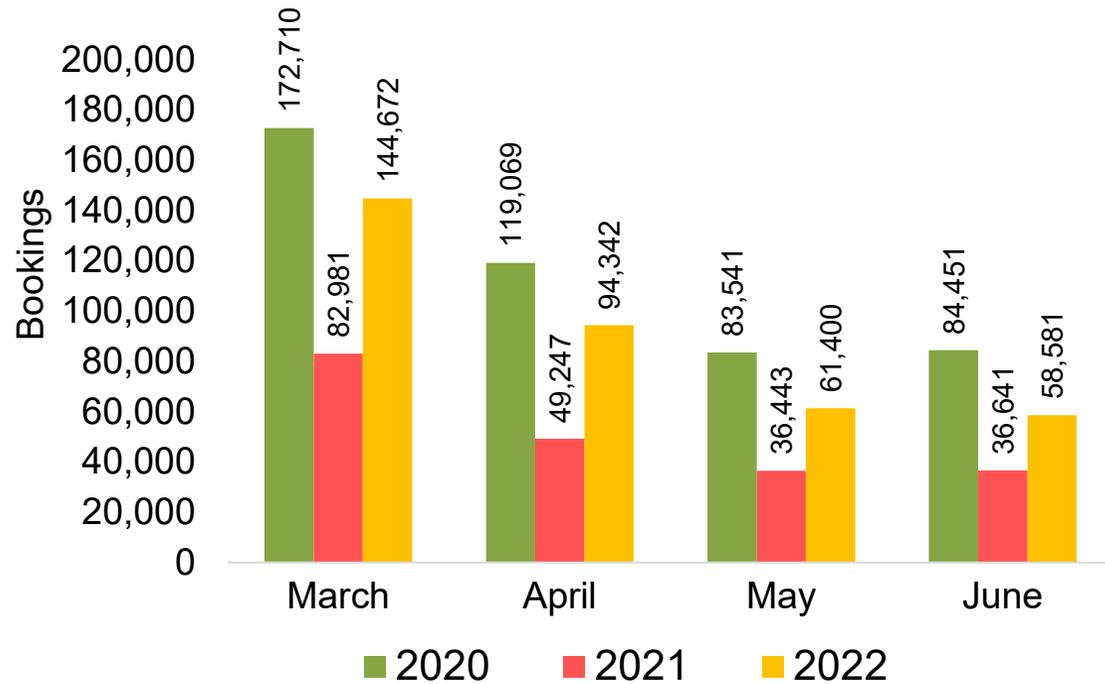


Source: Global Agency Pro, as of January 22, 2022

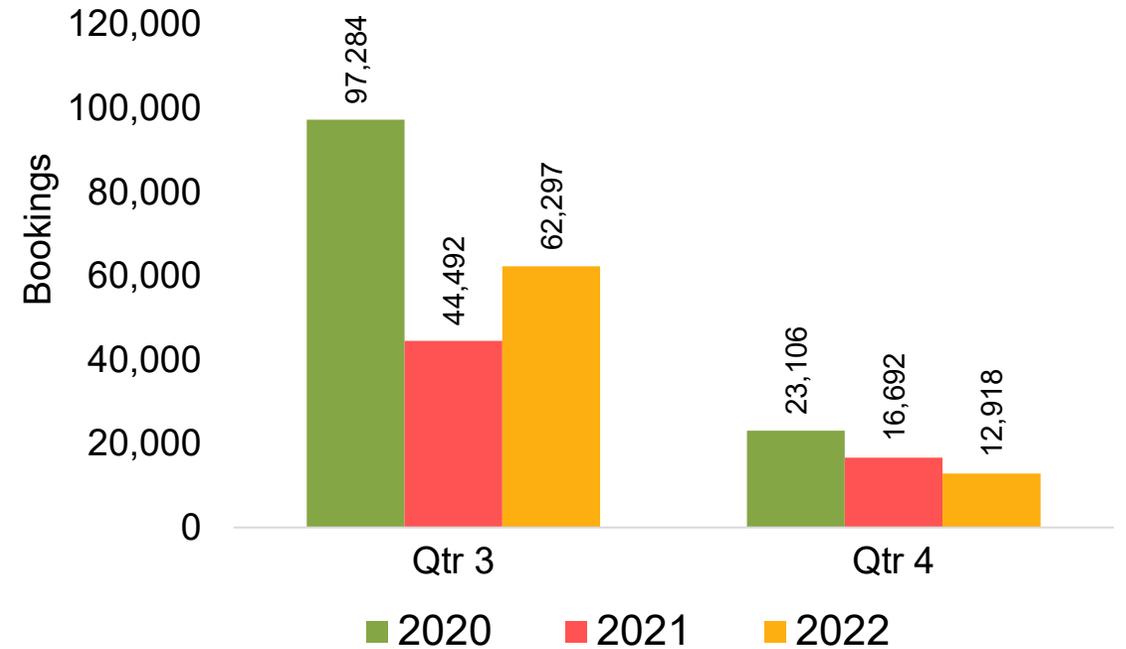
Source: Global Agency Pro

US

Travel Agency Booking Pace for Future Arrivals, by Month



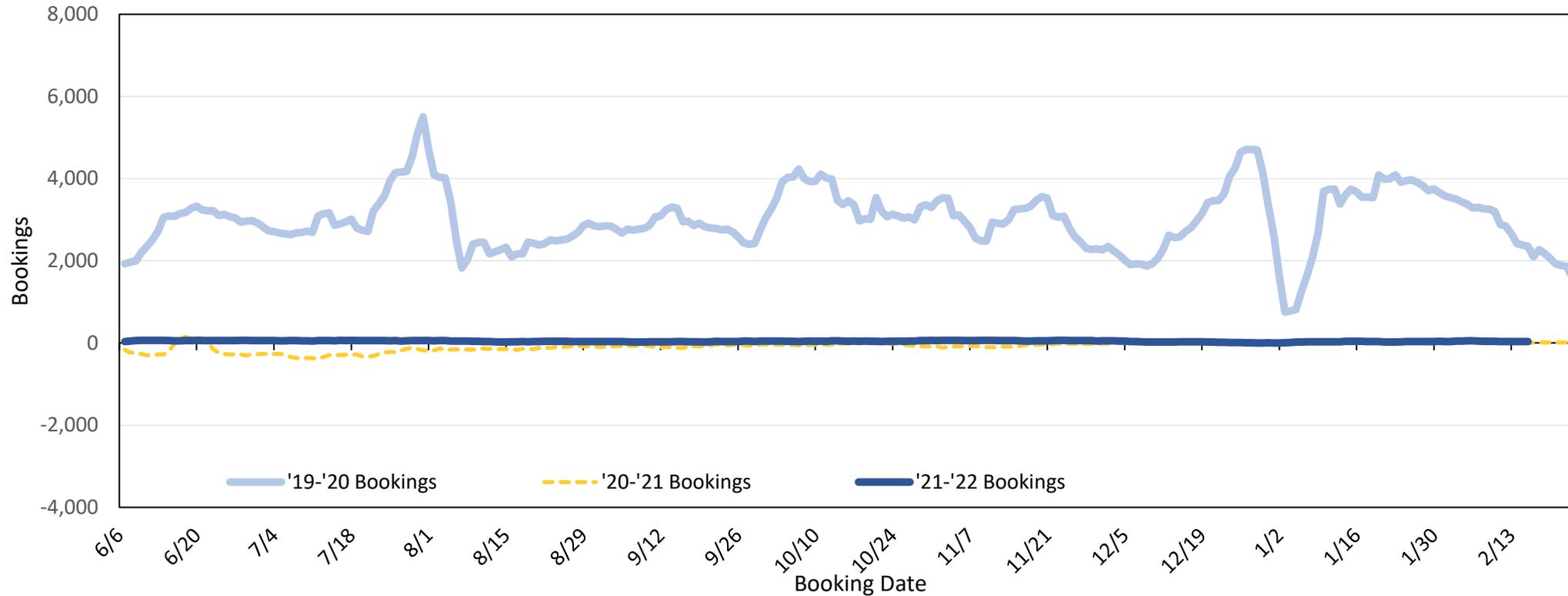
Travel Agency Booking Pace for Future Arrivals, by Quarter



Source: Global Agency Pro as of 02/19/22

Travel Agency Bookings to Hawaii for Future Arrivals

Travel Agency Bookings to Hawaii for Future Arrivals*
Based on a 7-day Moving Average as of February 19, 2022
Japan



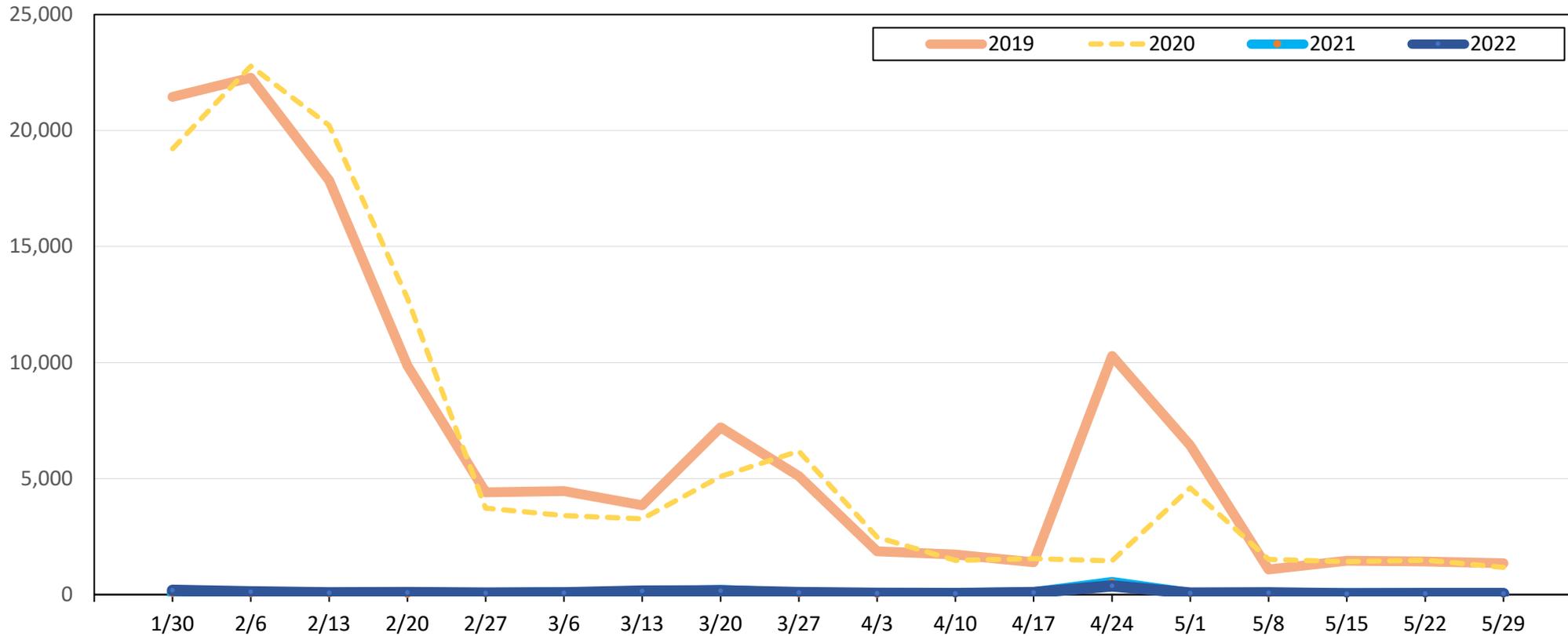
*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.
Source: Global Agency Pro

Update: Feb 19, 2022

Source: Global Agency Pro

Travel Agency Bookings to Hawaii for Future Arrivals

Travel Agency Weekly Bookings for Future Travel to Hawai'i as of January 22, 2022 Japan

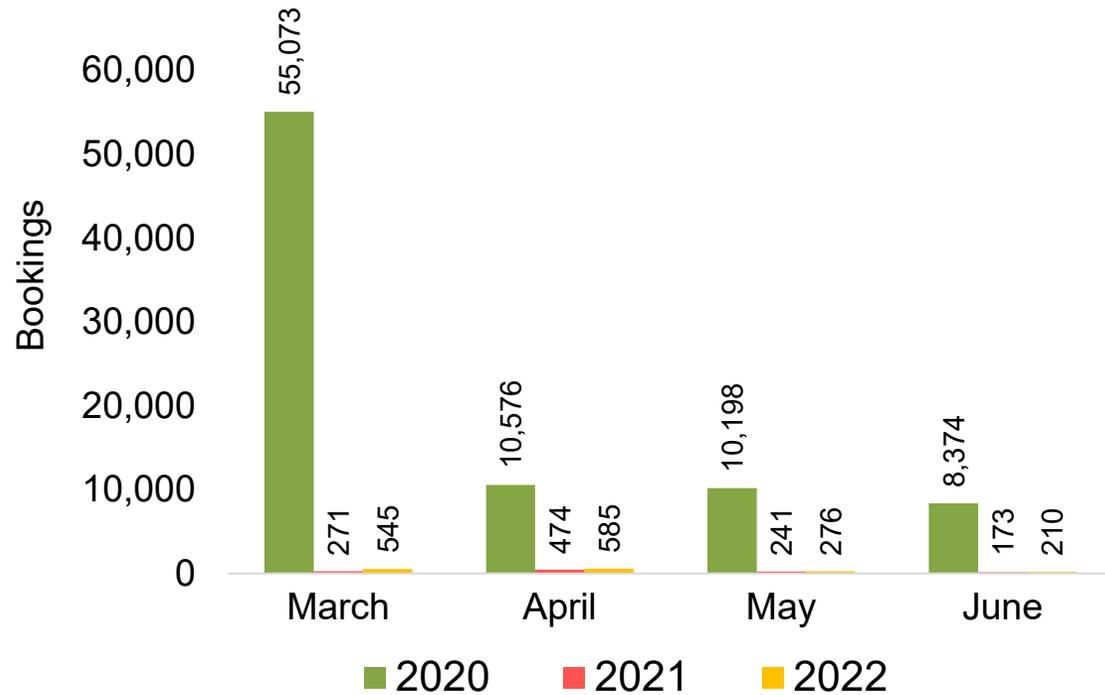


Source: Global Agency Pro, as of January 22, 2022

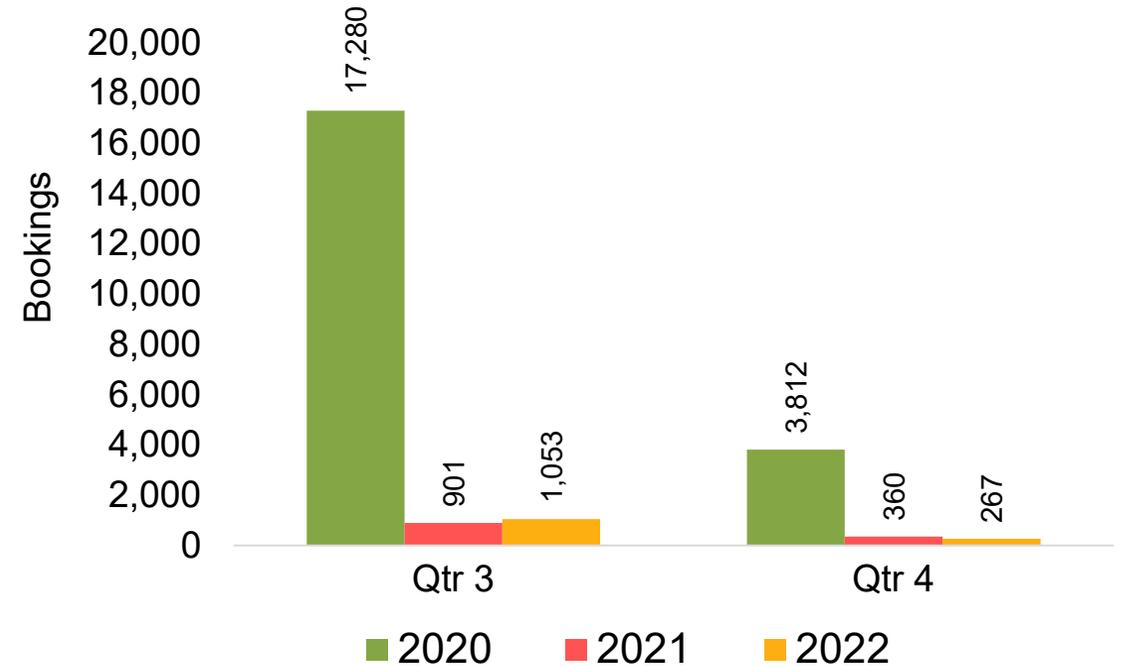
Source: Global Agency Pro

JAPAN

Travel Agency Booking Pace for Future Arrivals, by Month



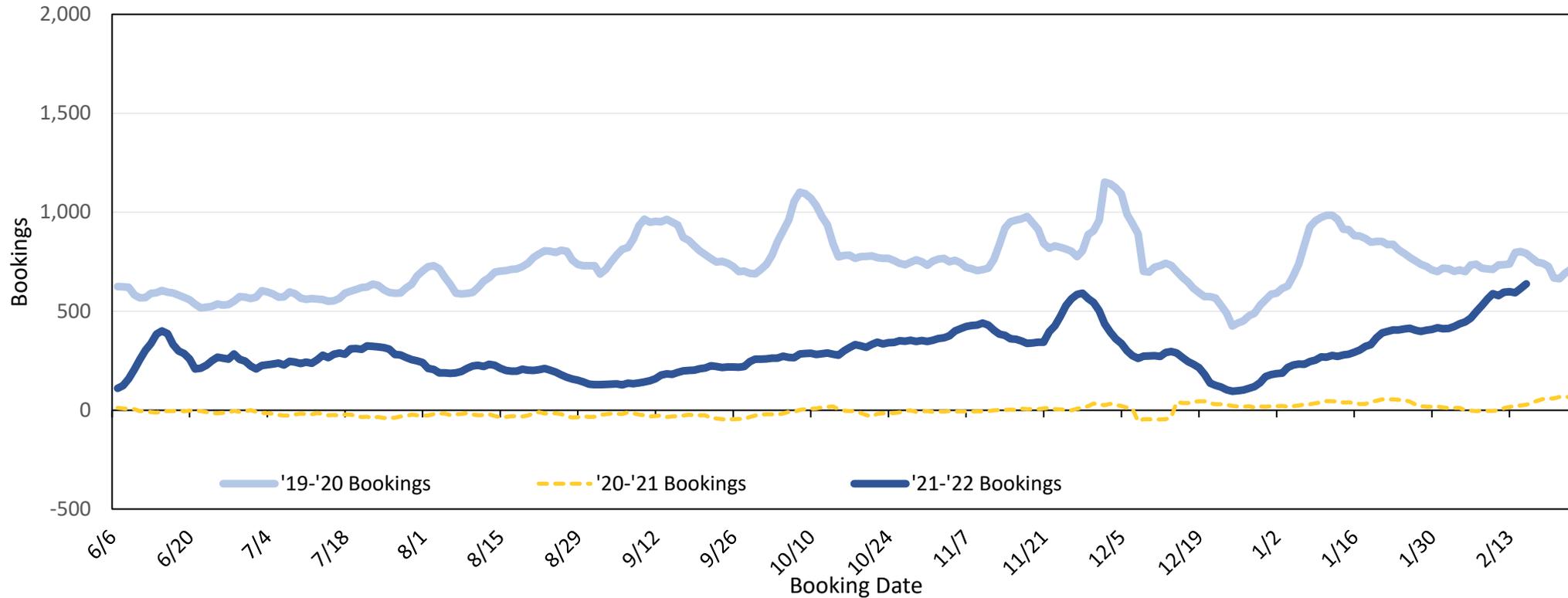
Travel Agency Booking Pace for Future Arrivals, by Quarter



Source: Global Agency Pro as of 02/19/22

Travel Agency Bookings to Hawaii for Future Arrivals

Travel Agency Bookings to Hawaii for Future Arrivals*
Based on a 7-day Moving Average as of February 19, 2022
Canada



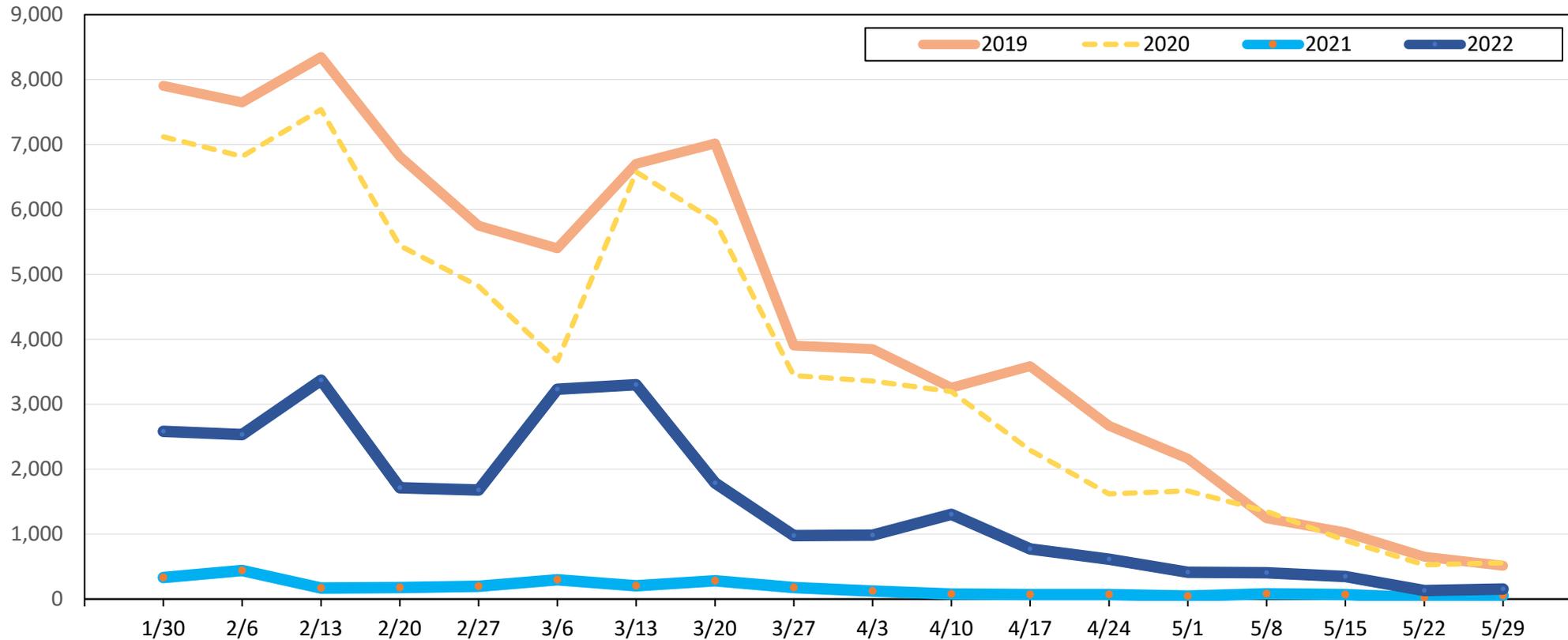
*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.
 Source: Global Agency Pro

Update: Feb 19, 2022

Source: Global Agency Pro

Travel Agency Bookings to Hawaii for Future Arrivals

Travel Agency Weekly Bookings for Future Travel to Hawai'i as of January 22, 2022
Canada

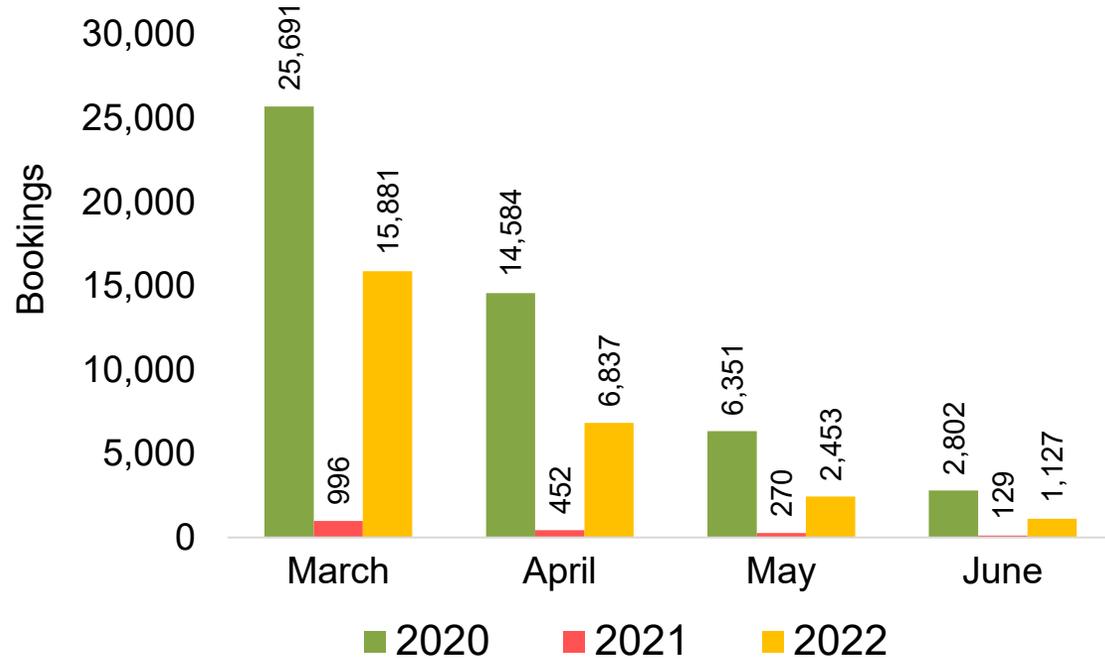


Source: Global Agency Pro, as of January 22, 2022

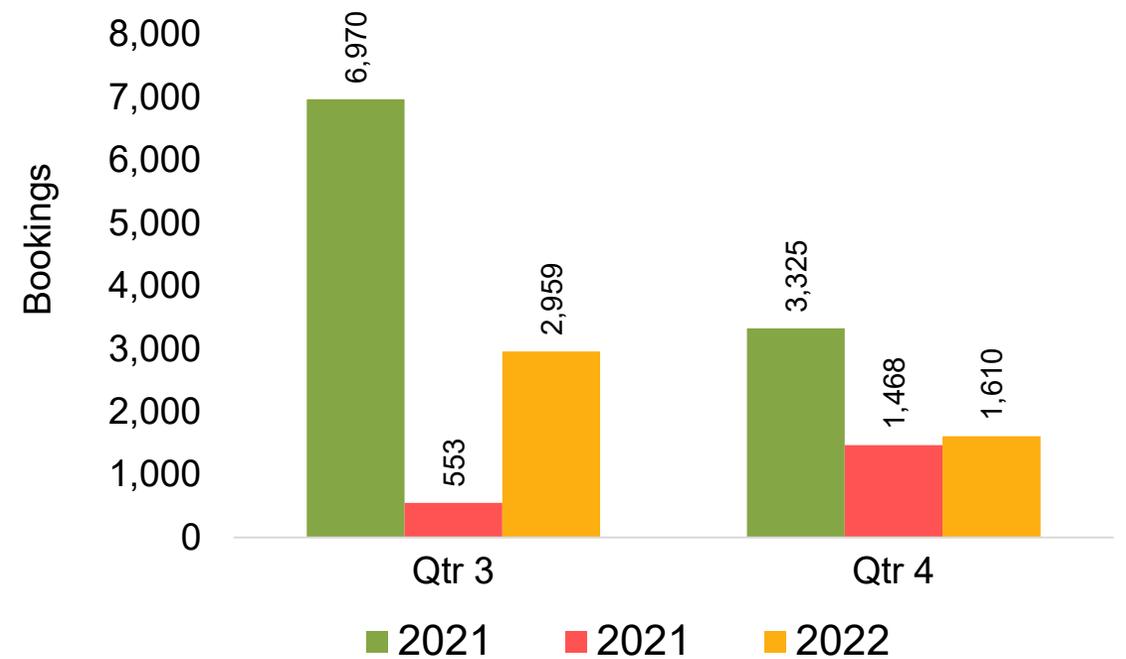
Source: Global Agency Pro

CANADA

Travel Agency Booking Pace for Future Arrivals, by Month



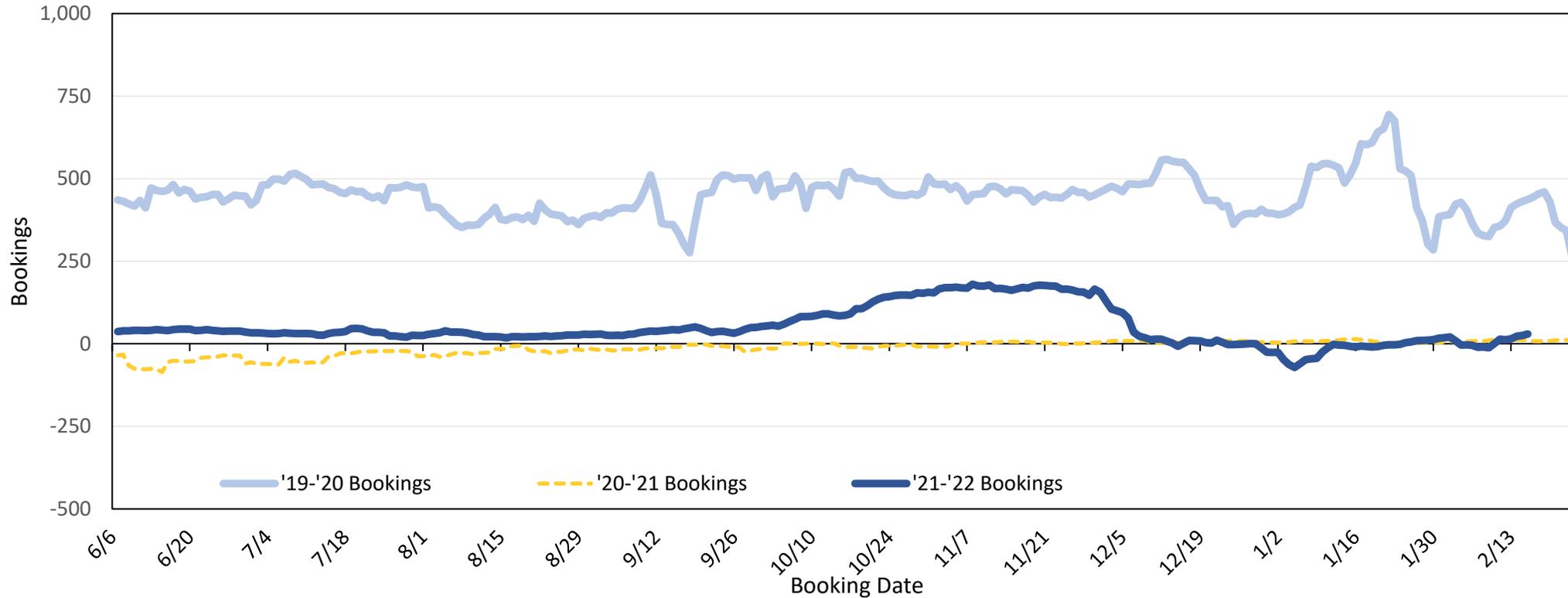
Travel Agency Booking Pace for Future Arrivals, by Quarter



Source: Global Agency Pro as of 02/19/22

Travel Agency Bookings to Hawaii for Future Arrivals

Travel Agency Bookings to Hawaii for Future Arrivals*
Based on a 7-day Moving Average as of February 19, 2022
Korea



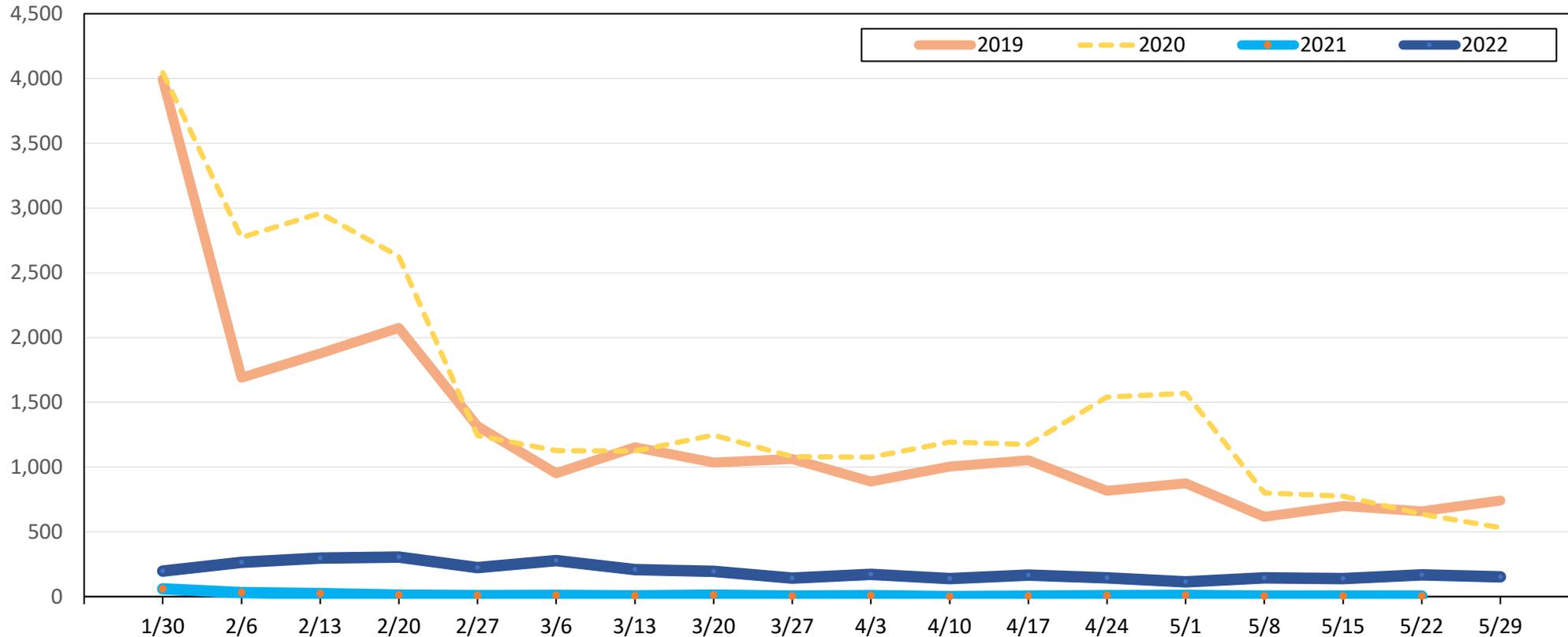
*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.
Source: Global Agency Pro

Update: Feb 19, 2022

Source: Global Agency Pro

Travel Agency Bookings to Hawaii for Future Arrivals

Travel Agency Weekly Bookings for Future Travel to Hawai'i as of January 22, 2022 Korea

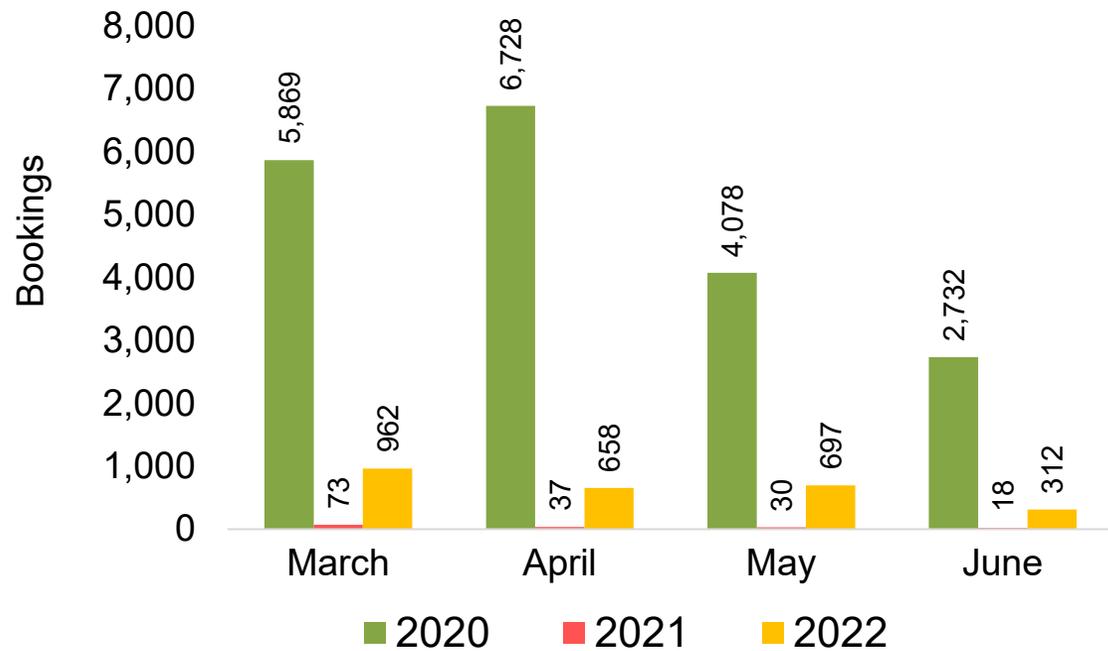


Source: Global Agency Pro, as of January 22, 2022

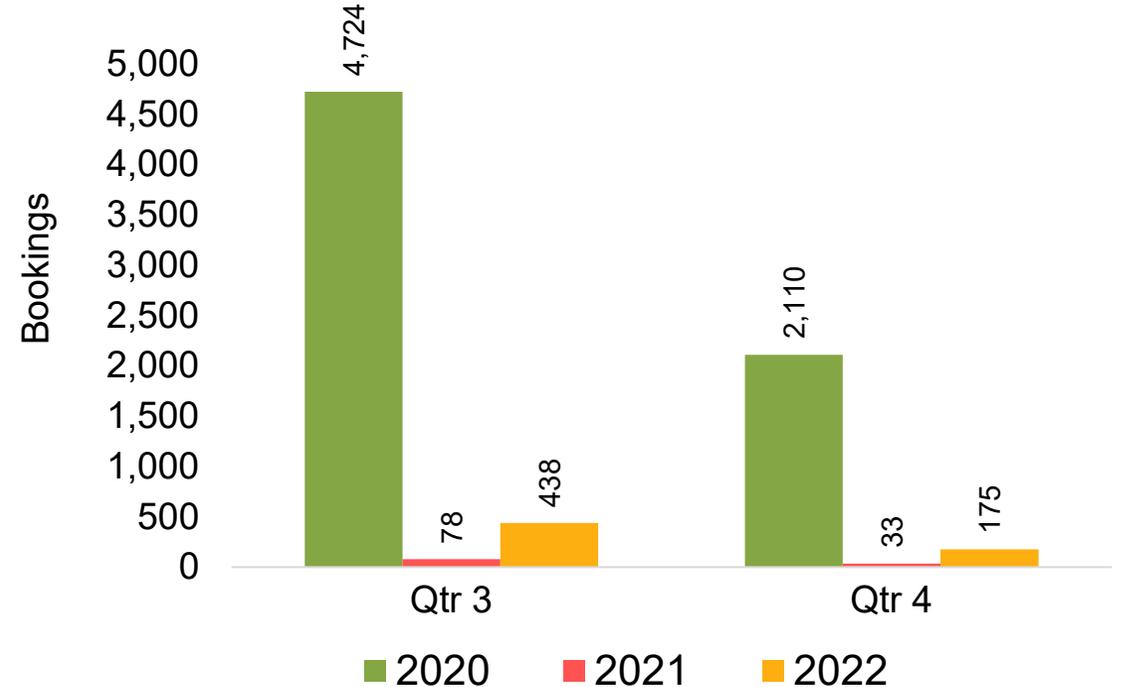
Source: Global Agency Pro

KOREA

Travel Agency Booking Pace for Future Arrivals, by Month



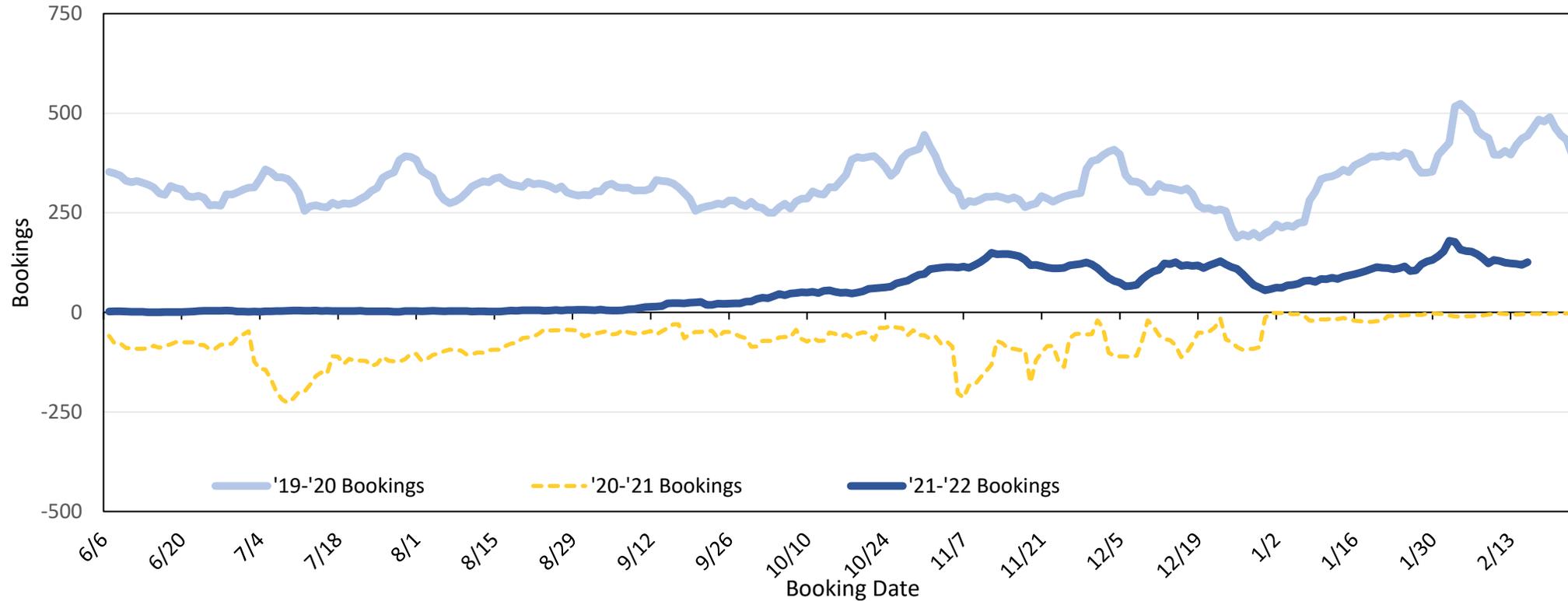
Travel Agency Booking Pace for Future Arrivals, by Quarter



Source: Global Agency Pro as of 02/19/22

Travel Agency Bookings to Hawaii for Future Arrivals

Travel Agency Bookings to Hawaii for Future Arrivals*
Based on a 7-day Moving Average as of February 19, 2022
Australia



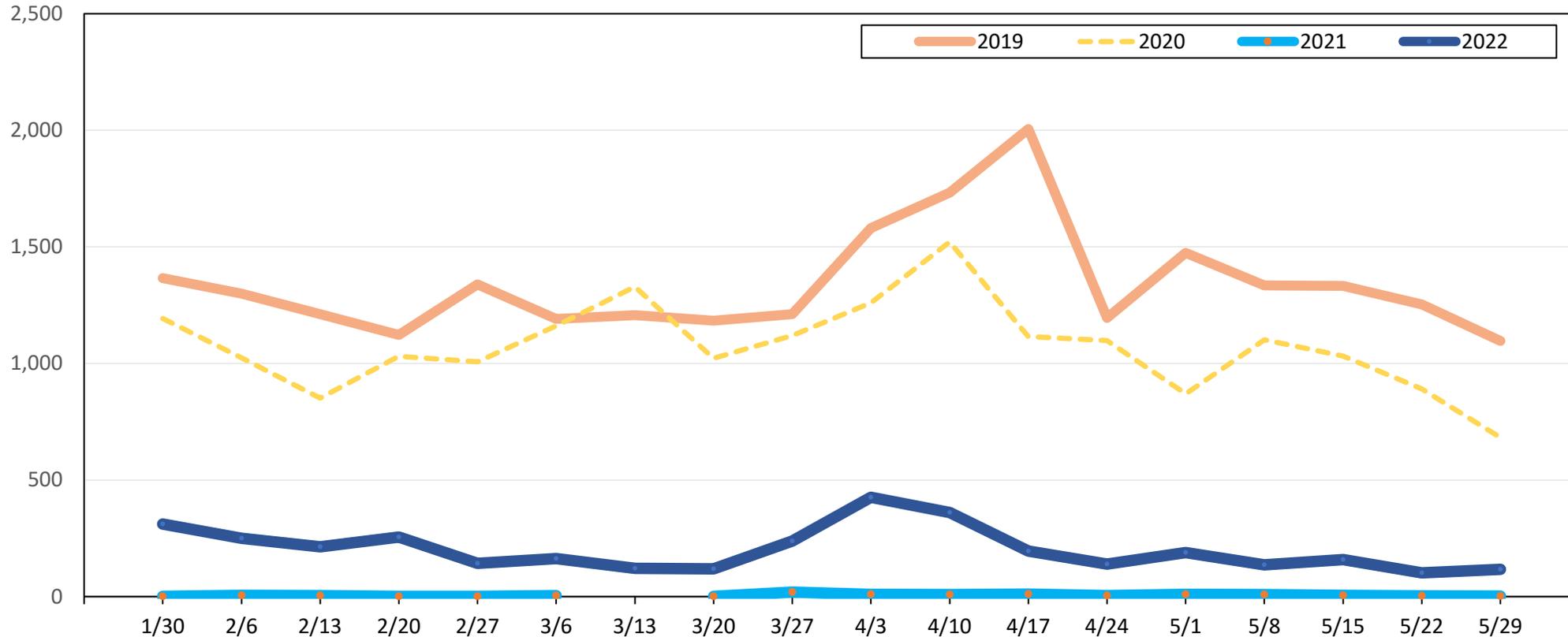
*Future Arrivals refers to all 'future' arrivals relative to a given Booking Date.
Source: Global Agency Pro

Update: Feb 19, 2022

Source: Global Agency Pro

Travel Agency Bookings to Hawaii for Future Arrivals

Travel Agency Weekly Bookings for Future Travel to Hawai'i as of January 22, 2022 Australia

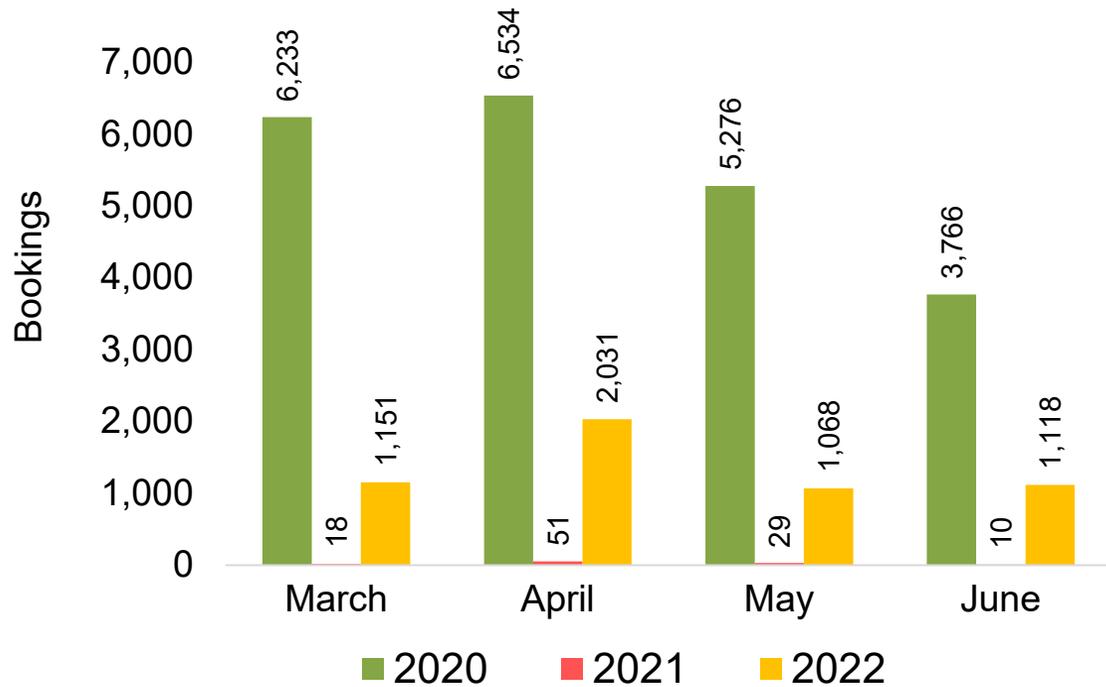


Source: Global Agency Pro, as of January 22, 2022

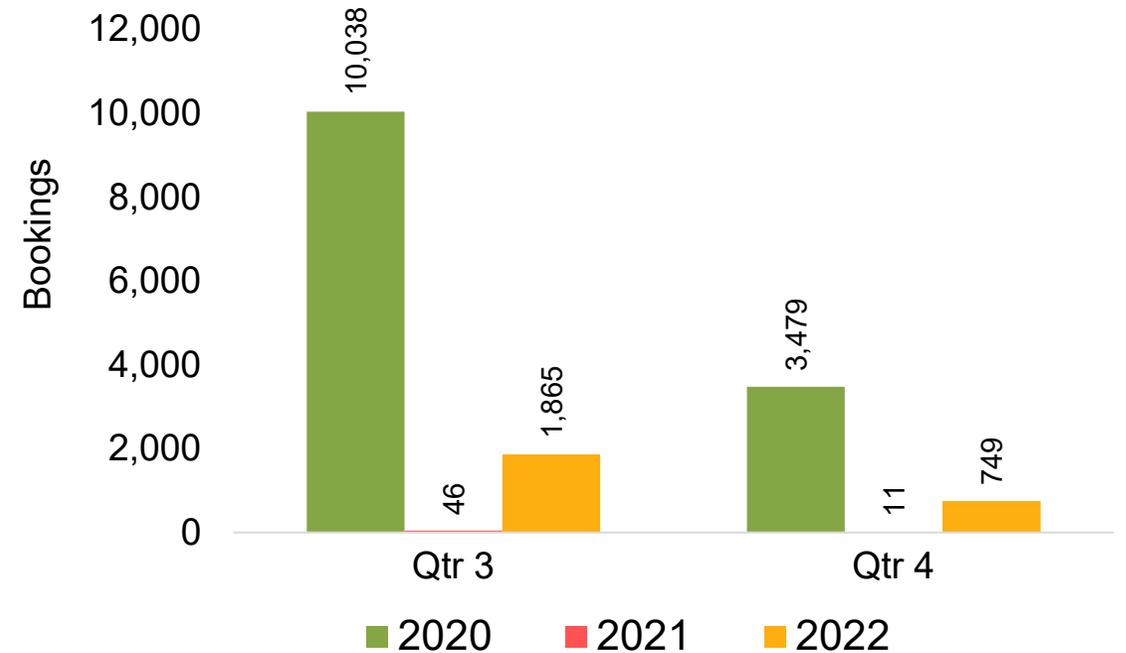
Source: Global Agency Pro

AUSTRALIA

Travel Agency Booking Pace for Future Arrivals, by Month



Travel Agency Booking Pace for Future Arrivals, by Quarter



Source: Global Agency Pro as of 02/19/22

STR HOTEL FORECAST

State of Hawai'i Hotel Forecast

Year	Occupancy			ADR			RevPAR		
	%	Pct Point	Change	\$	% Change	\$	% Change	\$	% Change
2017	80.2%	1.1%	▲	\$ 264.49	4.1%	▲	\$ 212.07	5.6%	▲
2018	80.3%	0.1%	▲	\$ 275.75	4.3%	▲	\$ 221.34	4.4%	▲
2019	80.8%	0.6%	▲	\$ 283.05	2.6%	▲	\$ 228.78	3.4%	▲
2020	37.6%	-43.3%	▼	\$ 266.81	-5.7%	▼	\$ 100.21	-56.2%	▼
2021	57.6%	20.1%	▲	\$ 328.68	23.2%	▲	\$ 189.35	89.0%	▲
2022F	74.0%	16.4%	▲	\$ 329.59	0.3%	▲	\$ 243.86	28.8%	▲

Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority

O'ahu Hotel Forecast

Year	Occupancy			ADR			RevPAR		
	%	Pct Point	Change	\$	% Change		\$	% Change	
2017	83.5%	-0.5%	▼	\$ 233.02	2.5%	▲	\$ 194.51	1.9%	▲
2018	83.7%	0.3%	▲	\$ 236.06	1.3%	▲	\$ 197.65	1.6%	▲
2019	84.1%	0.4%	▲	\$ 240.92	2.1%	▲	\$ 202.69	2.5%	▲
2020	39.2%	-45.0%	▼	\$ 215.65	-10.5%	▼	\$ 84.46	-58.3%	▼
2021	55.6%	16.4%	▲	\$ 225.31	4.5%	▲	\$ 125.19	48.2%	▲
2022F	75.2%	19.7%	▲	\$ 238.97	6.1%	▲	\$ 179.73	43.6%	▲

Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority

Maui County Hotel Forecast

Year	Occupancy			ADR			RevPAR		
	%	Pct Point	Change	\$	% Change		\$	% Change	
2017	77.0%	1.2%	▲	\$ 353.64	7.3%	▲	\$ 272.35	8.9%	▲
2018	75.9%	-1.1%	▼	\$ 386.14	9.2%	▲	\$ 293.22	7.7%	▲
2019	77.7%	1.8%	▲	\$ 401.10	3.9%	▲	\$ 311.61	6.3%	▲
2020	34.6%	-43.1%	▼	\$ 409.19	2.0%	▲	\$ 141.55	-54.6%	▼
2021	60.2%	25.6%	▲	\$ 536.47	31.1%	▲	\$ 322.70	128.0%	▲
2022F	72.2%	12.0%	▲	\$ 494.84	-7.8%	▼	\$ 357.09	10.7%	▲

Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority

Hawai'i Island Hotel Forecast

Year	Occupancy			ADR			RevPAR		
	%	Pct Point	Change	\$	% Change		\$	% Change	
2017	74.8%	6.1%	▲	\$ 249.04	3.1%	▲	\$ 186.34	12.3%	▲
2018	74.6%	-0.2%	▼	\$ 258.26	3.7%	▲	\$ 192.66	3.4%	▲
2019	77.0%	2.4%	▲	\$ 265.44	2.8%	▲	\$ 204.50	6.1%	▲
2020	39.7%	-37.4%	▼	\$ 248.94	-6.2%	▼	\$ 98.77	-51.7%	▼
2021	61.1%	21.4%	▲	\$ 348.08	39.8%	▲	\$ 212.62	115.3%	▲
2022F	73.0%	11.9%	▲	\$ 346.98	-0.3%	▼	\$ 253.21	19.1%	▲

Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority

Kaua'i Hotel Forecast

Year	Occupancy			ADR			RevPAR		
	%	Pct. Point Change		\$	% Change		\$	% Change	
2017	75.7%	3.0%	▲	\$ 263.87	4.2%	▲	\$ 199.78	8.5%	▲
2018	77.5%	1.8%	▲	\$ 288.02	9.2%	▲	\$ 223.36	11.8%	▲
2019	72.8%	-4.8%	▼	\$ 282.67	-1.9%	▼	\$ 205.65	-7.9%	▼
2020	33.2%	-39.5%	▼	\$ 264.58	-6.4%	▼	\$ 87.89	-57.3%	▼
2021	58.5%	25.3%	▲	\$ 324.19	22.5%	▲	\$ 189.64	115.8%	▲
2022F	71.7%	13.2%	▲	\$ 337.23	4.0%	▲	\$ 241.76	27.5%	▲

Source: STR, Inc. © Copyright 2022 Hawai'i Tourism Authority

MAHALO!

