

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Feb-22** Preliminary

Visitor Industry Performance Measures

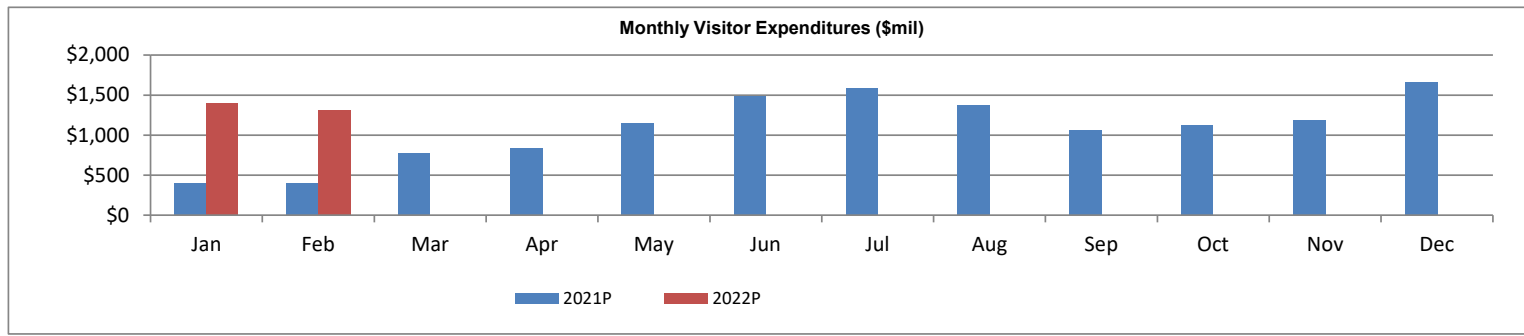
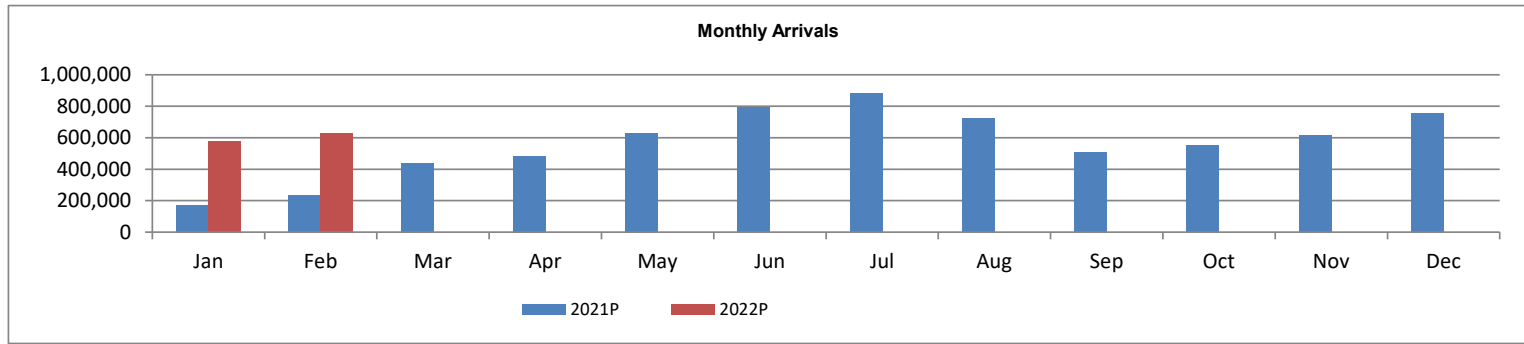
Market: **OVERALL**

Key Performance Indicators

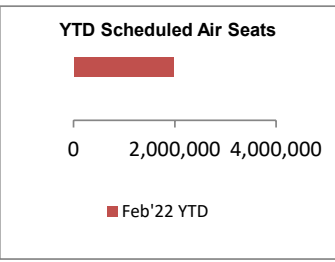
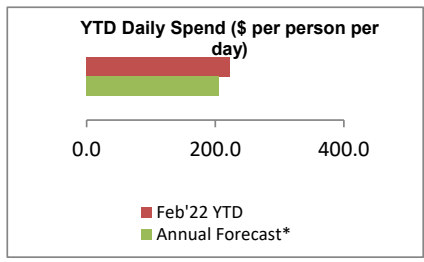
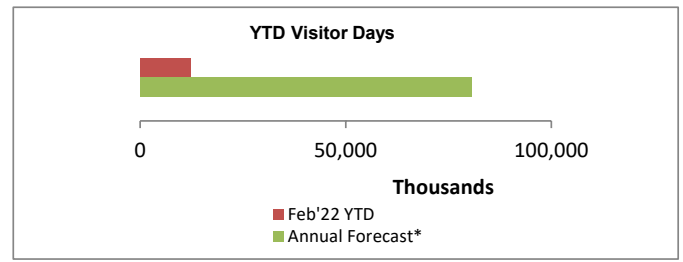
	YOY Rate	Feb'21 YTD	Feb'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	240.6%	795.0	2,707.8	16,620.5	O'ahu	217.8%	585,933
Daily Spend (\$PPPD)	41.1%	157.6	222.4	206.0	Maui	136.0%	376,510
Visitor Days	141.3%	5,045,593	12,176,308	80,674,664	Moloka'i	238.0%	6,125
Arrivals	195.8%	407,259	1,204,830	8,867,698	Lāna'i	239.6%	8,687
Daily Census	141.3%	85,519	206,378	221,026	Kaua'i	1428.3%	173,256
Airlift (scheduled seats)^	75.7%	1,122,895	1,972,516	N/A	Hawai'i Island	188.4%	233,177

\* DBEDT Annual Forecast as of Q1 2022.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures

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Visitor Industry Performance Measures

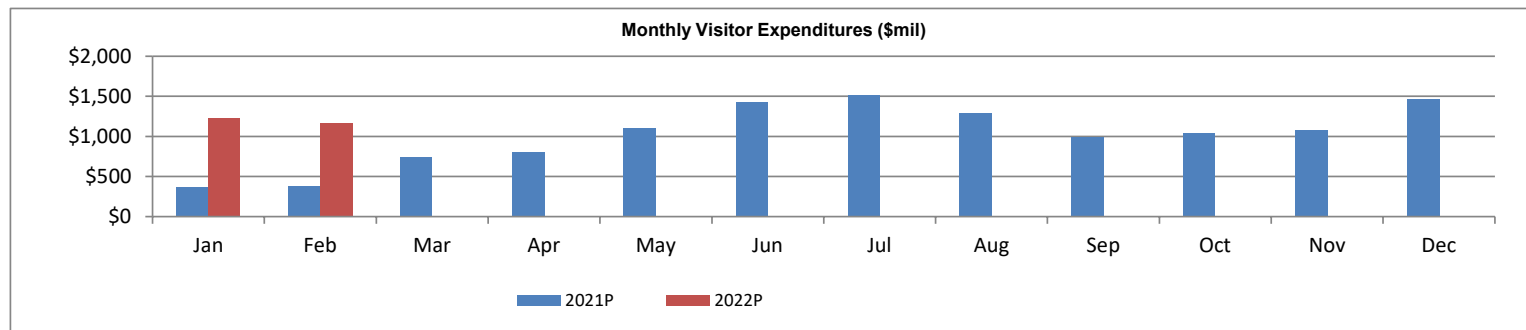
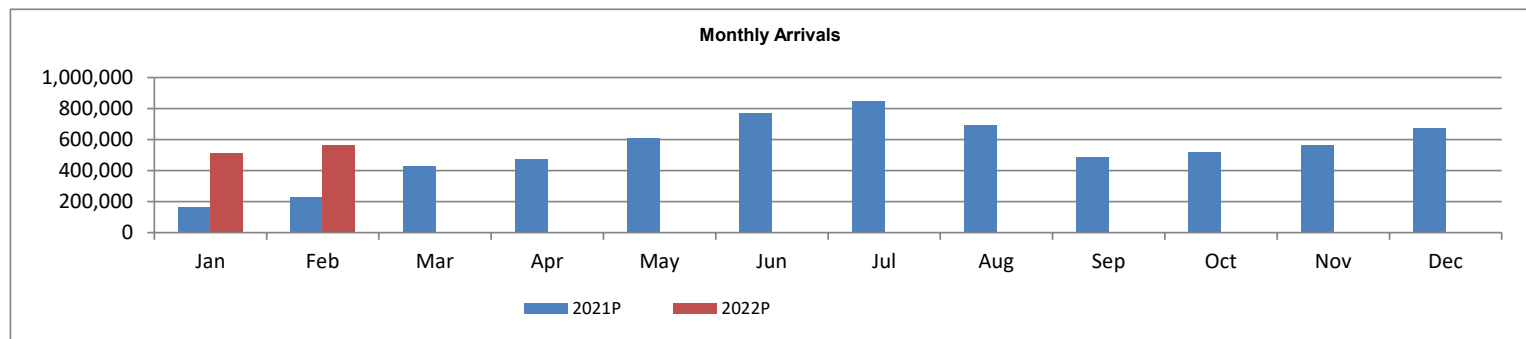
Market: **U.S. TOTAL**

Key Performance Indicators

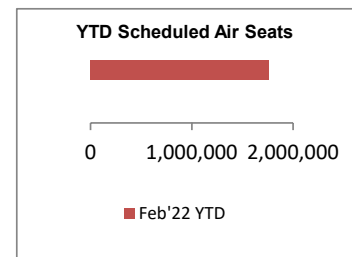
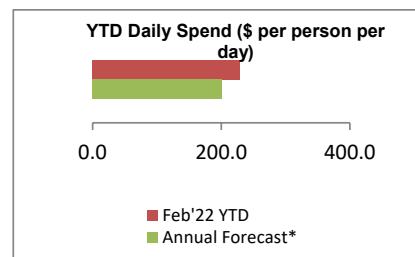
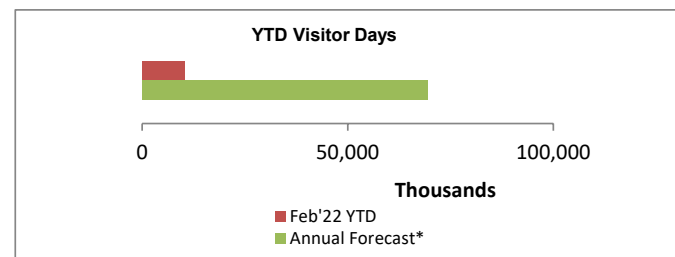
	YOY Rate	Feb'21 YTD	Feb'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	222.5%	744.3	2,400.3	13,988.8	O'ahu	195.0%	516,373
Daily Spend (\$PPPD)	46.1%	157.0	229.4	201.3	Mauī	118.8%	338,582
Visitor Days	120.7%	4,740,982	10,463,524	69,490,874	Moloka'i	196.1%	5,161
Arrivals	174.3%	391,568	1,073,979	7,666,485	Lāna'i	211.7%	7,630
Daily Census	120.7%	80,356	177,348	190,386	Kaua'i	1358.0%	158,794
Airlift (scheduled seats)^	65.4%	1,065,872	1,763,166	N/A	Hawai'i Island	169.7%	211,676

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

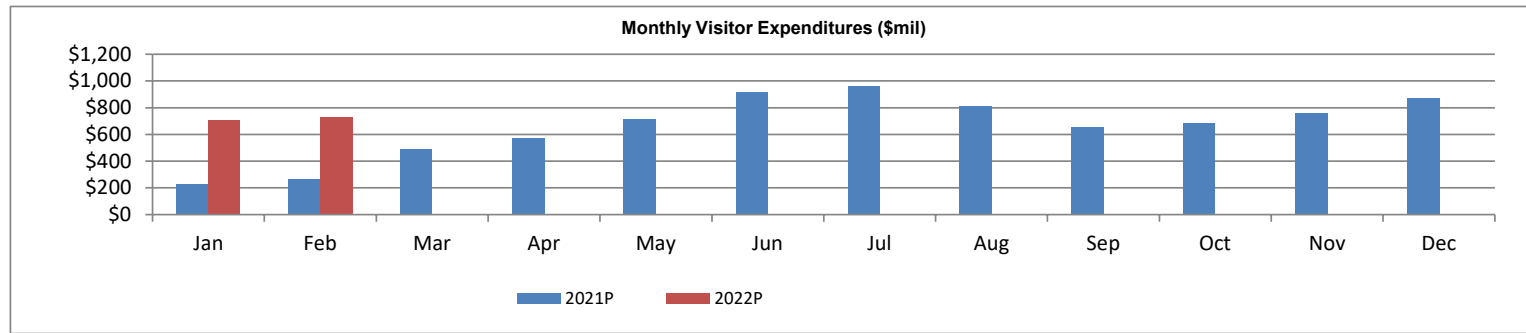
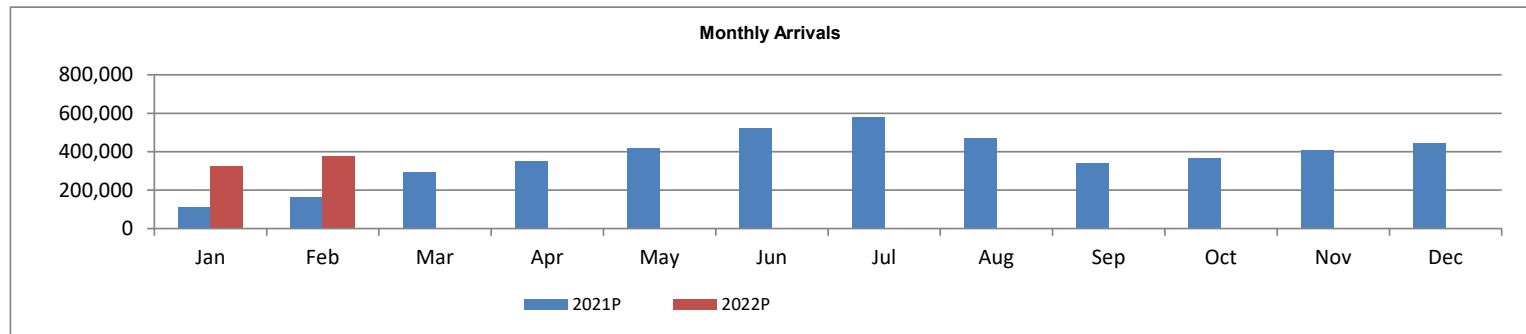
Market: **U.S. WEST**

Key Performance Indicators

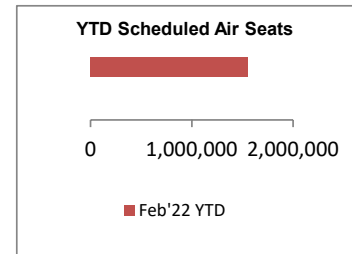
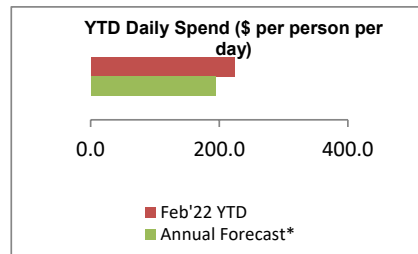
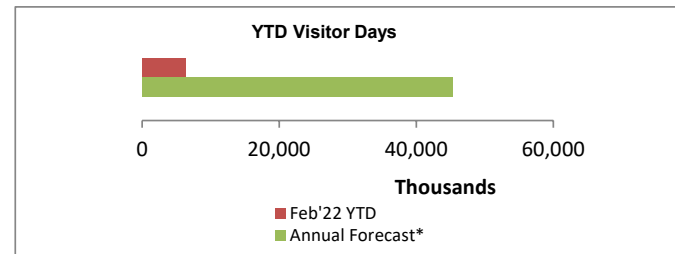
	YOY Rate	Feb'21 YTD	Feb'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	192.5%	490.3	1,433.8	8,781.5	O'ahu	185.5%	322,776
Daily Spend (\$PPPD)	44.3%	155.2	224.0	194.1	Mauī	84.5%	209,921
Visitor Days	102.7%	3,158,764	6,402,418	45,239,109	Moloka'i	200.6%	3,416
Arrivals	154.0%	276,881	703,257	5,183,426	Lāna'i	187.7%	4,253
Daily Census	102.7%	53,538	108,516	123,943	Kaua'i	1380.1%	100,541
Airlift (scheduled seats) <sup>^</sup>	64.0%	949,417	1,557,220	N/A	Hawai'i Island	133.2%	133,098

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

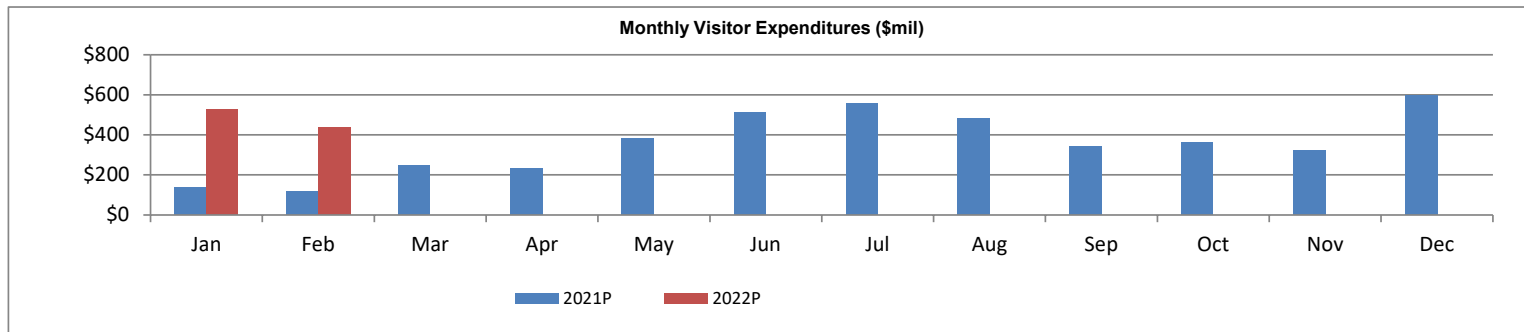
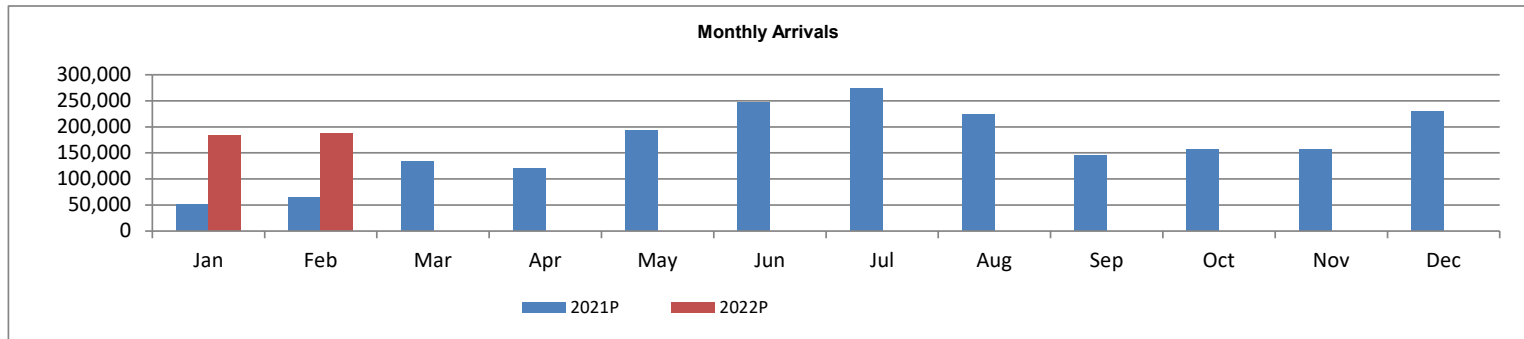
Market: **U.S. EAST**

Key Performance Indicators

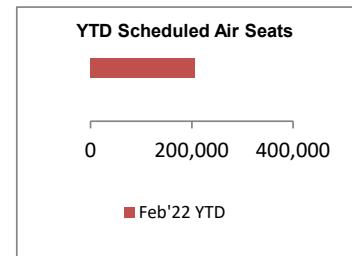
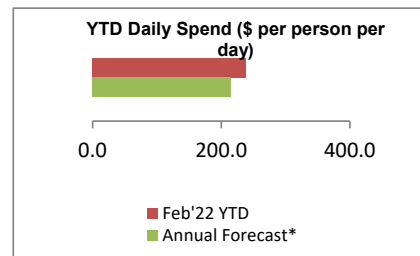
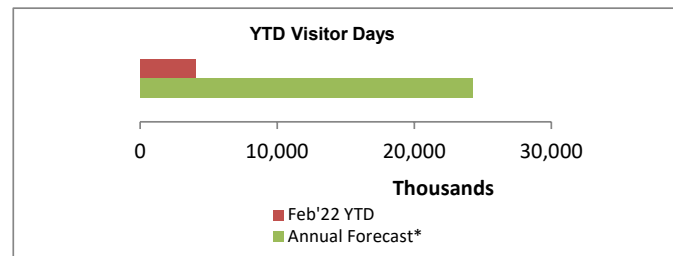
	YOY Rate	Feb'21 YTD	Feb'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	280.5%	254.0	966.5	5,207.4	O'ahu	212.5%	193,597
Daily Spend (\$PPPD)	48.2%	160.5	238.0	214.7	Mauī	214.2%	128,661
Visitor Days	156.7%	1,582,217	4,061,106	24,251,765	Moloka'i	187.6%	1,745
Arrivals	223.2%	114,687	370,722	2,483,059	Lāna'i	248.2%	3,377
Daily Census	156.7%	26,817	68,832	66,443	Kaua'i	1321.2%	58,254
Airlift (scheduled seats) <sup>^</sup>	76.8%	116,455	205,946	N/A	Hawai'i Island	267.2%	78,578

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

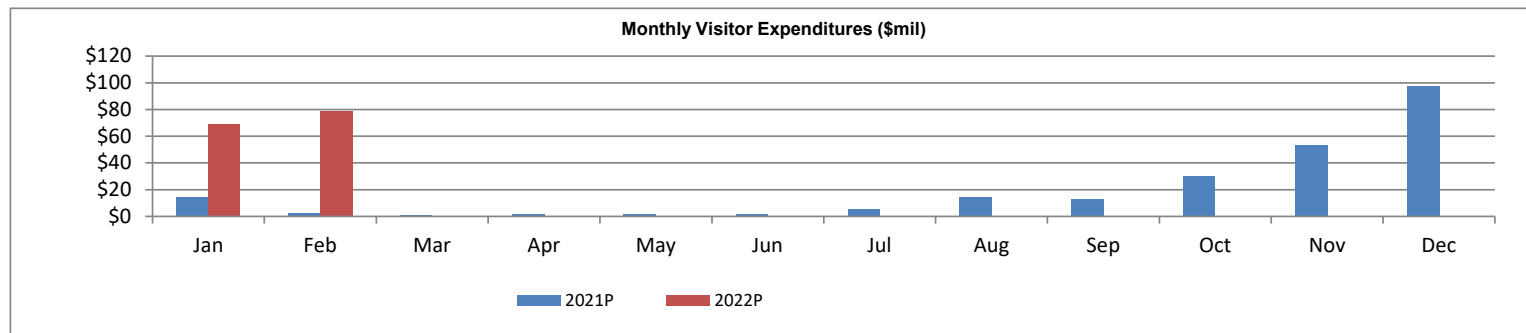
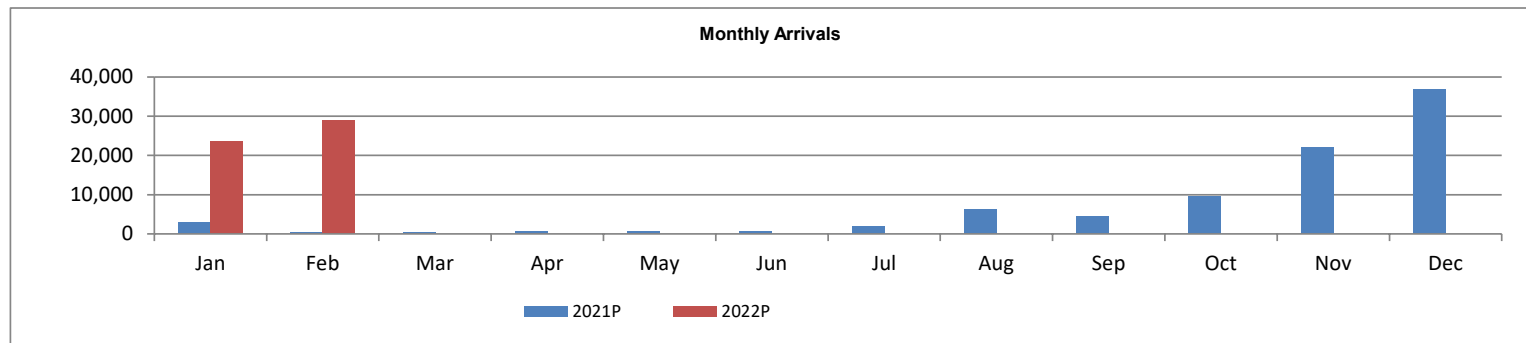
Market: **CANADA**

Key Performance Indicators

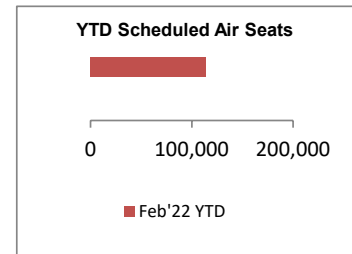
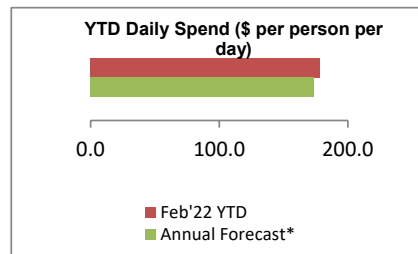
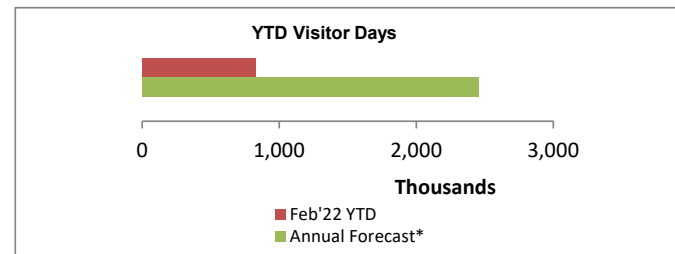
	YOY Rate	Feb'21 YTD	Feb'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	761.2%	17.2	148.2	426.6	O'ahu	2259.2%	23,058
Daily Spend (\$PPPD)	4.3%	170.9	178.3	173.6	Mauī	1138.2%	24,333
Visitor Days	725.4%	100,666	830,919	2,457,615	Moloka'i	10465.8%	506
Arrivals	1451.3%	3,390	52,597	194,619	Lāna'i	2769.2%	613
Daily Census	725.4%	1,706	14,083	6,733	Kaua'i	13497.2%	5,950
Airlift (scheduled seats)^	1125.2%	9,308	114,037	N/A	Hawai'i Island	1528.5%	9,110

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

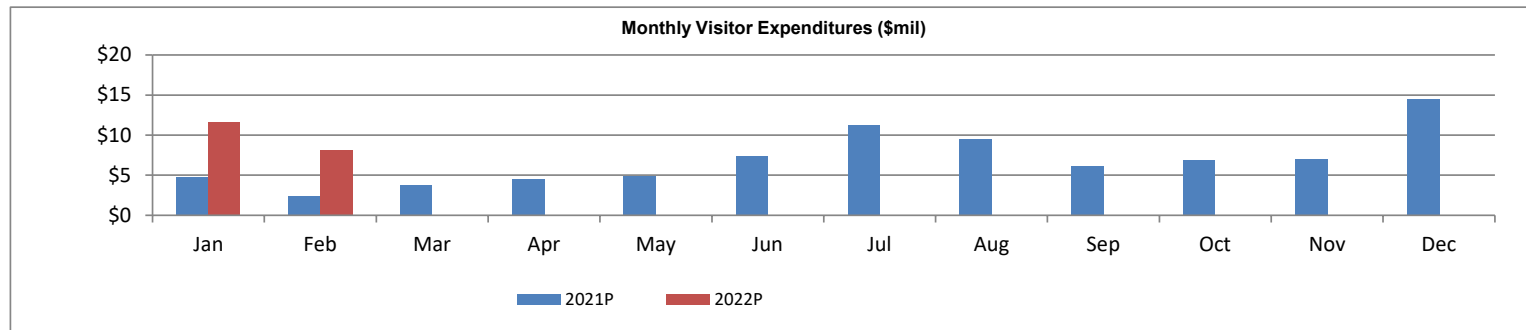
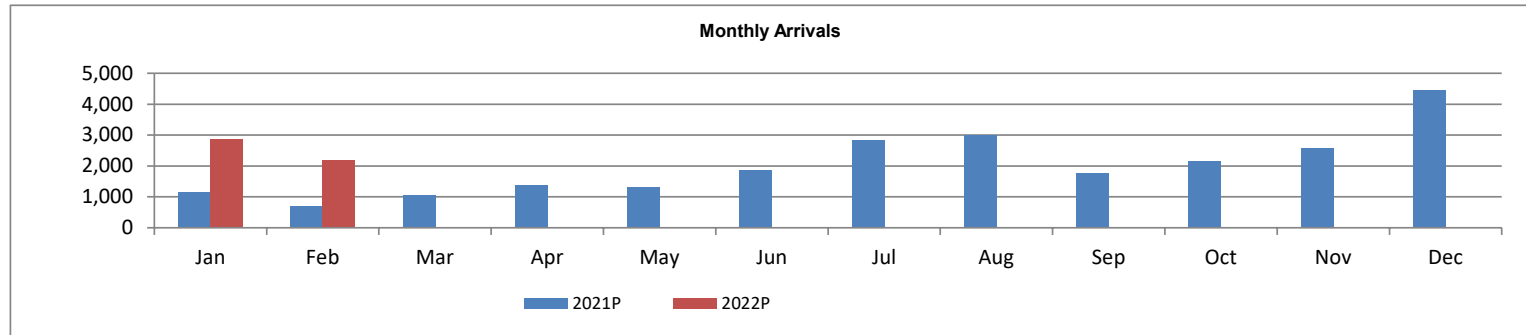
Market: **JAPAN**

Key Performance Indicators

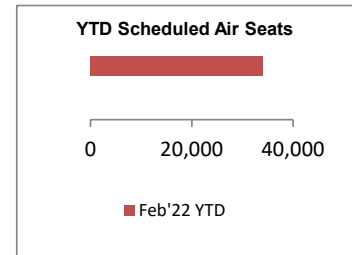
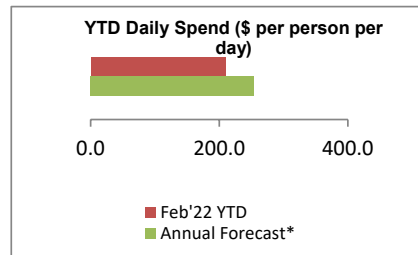
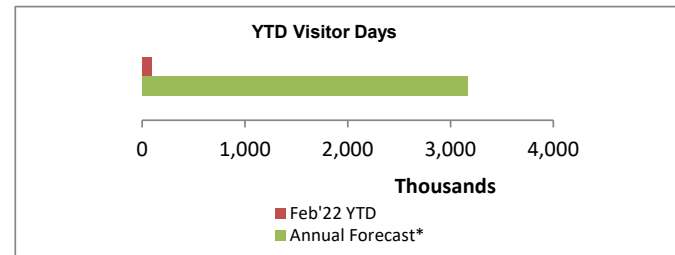
	YOY Rate	Feb'21 YTD	Feb'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	172.8%	7.2	19.7	805.1	O'ahu	159.0%	4,682
Daily Spend (\$PPPD)	3.8%	202.3	210.0	254.2	Mauī	1086.3%	379
Visitor Days	162.9%	35,638	93,700	3,167,750	Moloka'i	-100.0%	-
Arrivals	170.6%	1,859	5,031	521,380	Lāna'i	617.5%	18
Daily Census	162.9%	604	1,588	8,679	Kaua'i	608.9%	88
Airlift (scheduled seats)^	47.7%	23,033	34,012	N/A	Hawai'i Island	700.2%	465

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Monthly Indicators



Annual Indicators



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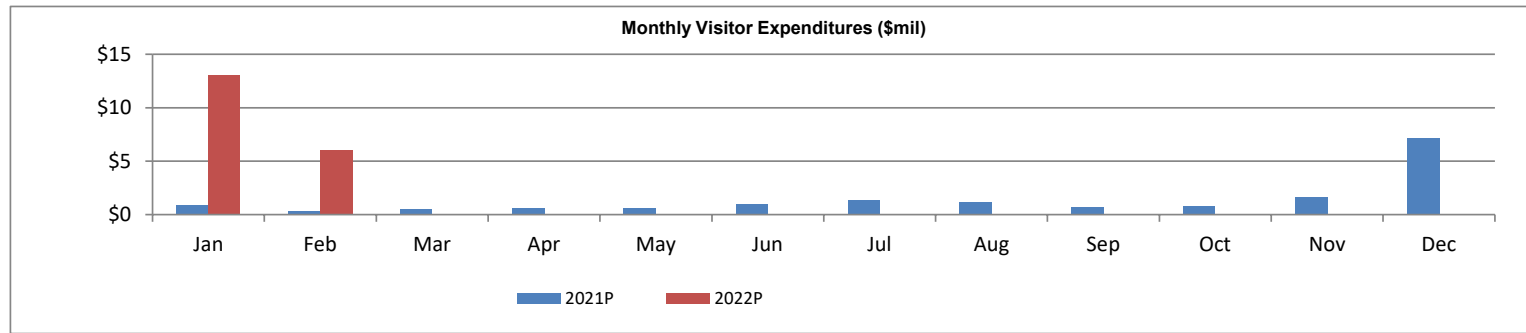
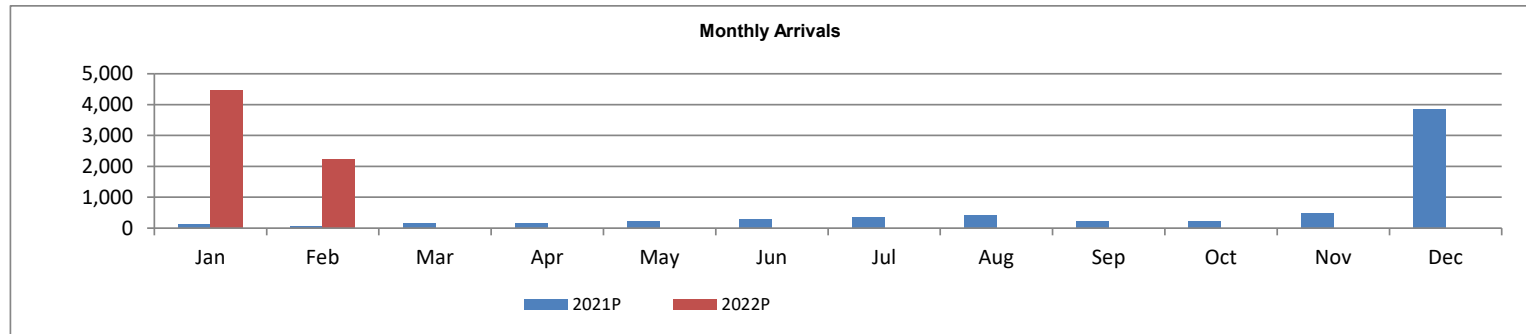
Market: **OCEANIA**

Key Performance Indicators

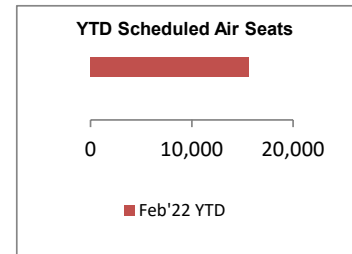
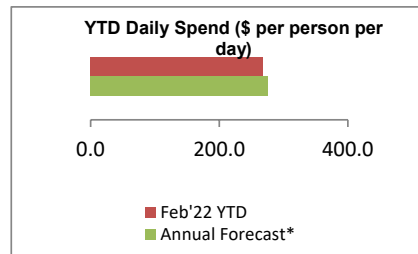
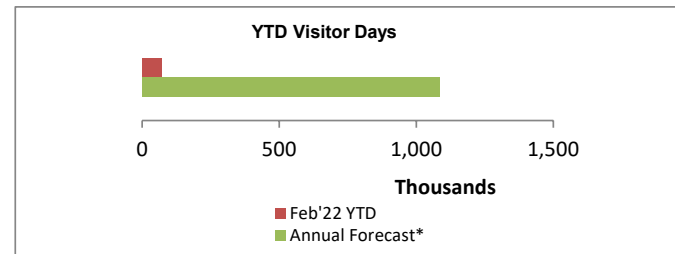
	YOY Rate	Feb'21 YTD	Feb'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	1574.5%	1.1	19.0	298.2	O'ahu	6192.8%	6,299
Daily Spend (\$PPPD)	22.2%	219.5	268.3	275.3	Mauī	1558.9%	880
Visitor Days	1270.0%	5,175	70,891	1,083,103	Moloka'i	#DIV/0!	21
Arrivals	3667.8%	177	6,678	110,655	Lāna'i	#DIV/0!	35
Daily Census	1270.0%	88	1,202	2,967	Kaua'i	2298.1%	515
Airlift (scheduled seats)^	N/A	0	15,613	N/A	Hawai'i Island	3049.8%	691

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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Feb-22** Preliminary

Visitor Industry Performance Measures

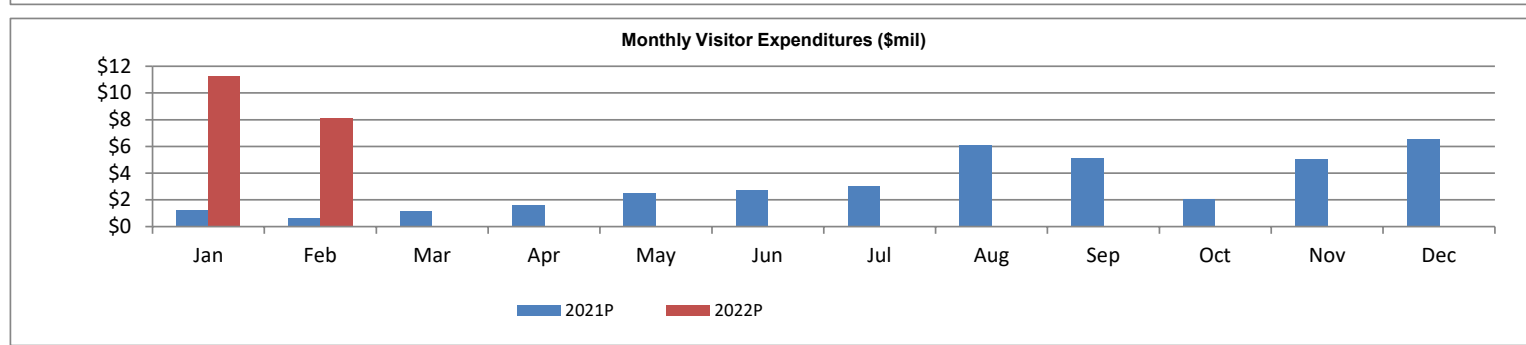
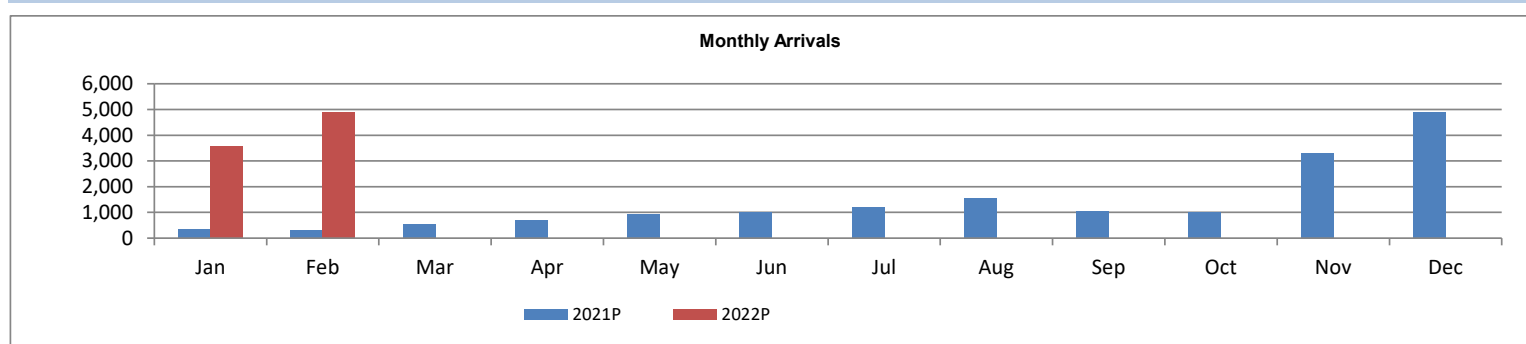
Market: **EUROPE**

Key Performance Indicators

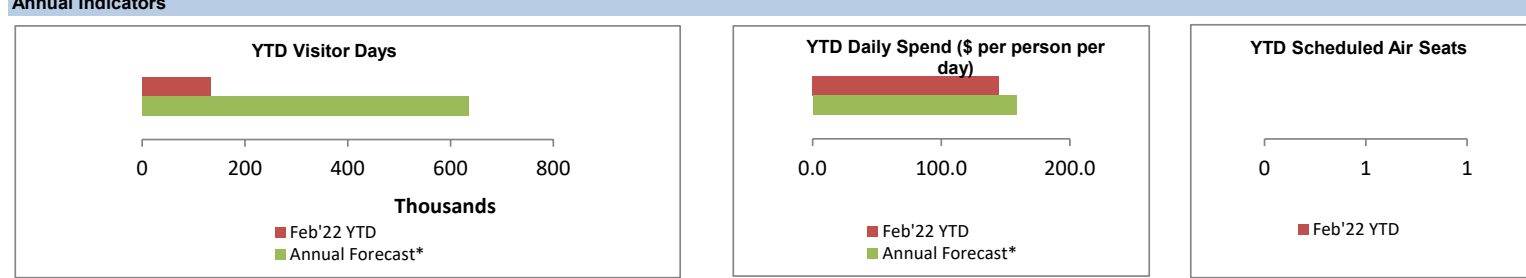
	YOY Rate	Feb'21 YTD	Feb'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	962.0%	1.8	19.4	100.7	O'ahu	1428.0%	5,413
Daily Spend (\$PPPD)	12.0%	129.4	144.9	158.4	Mau	1401.4%	2,822
Visitor Days	848.6%	14,124	133,983	635,609	Moloka'i	1522.6%	155
Arrivals	1193.1%	651	8,424	47,332	Lāna'i	1554.5%	104
Daily Census	848.6%	239	2,271	1,741	Kaua'i	2647.0%	1,679
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	2017.3%	3,406

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Monthly Indicators



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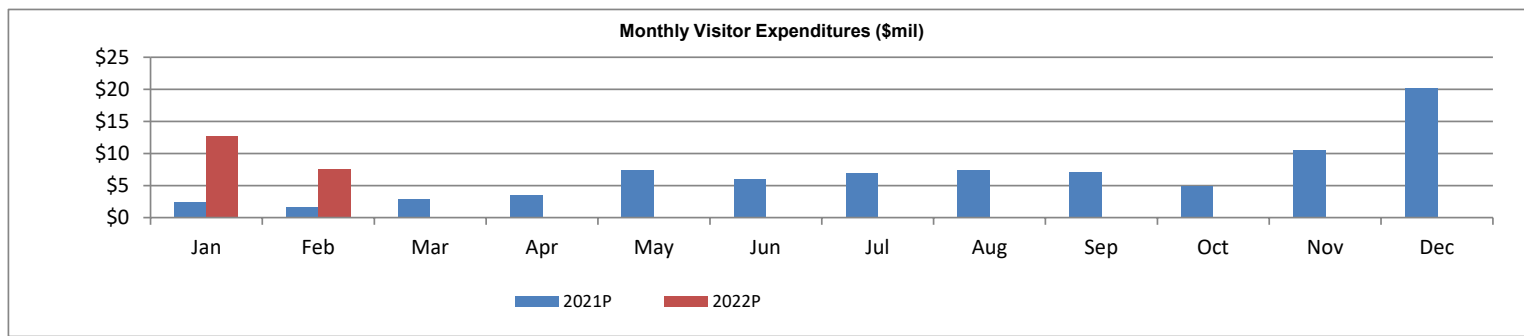
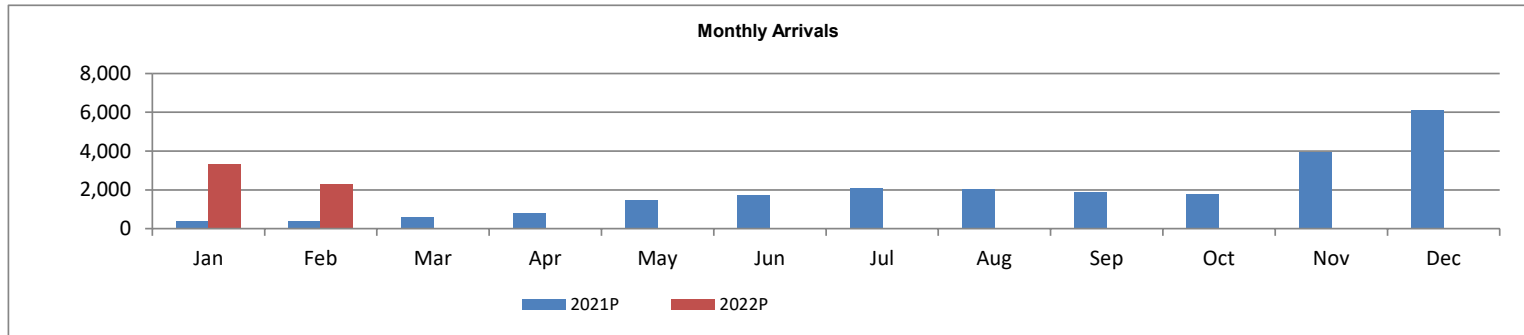
Market: **OTHER ASIA**

Key Performance Indicators

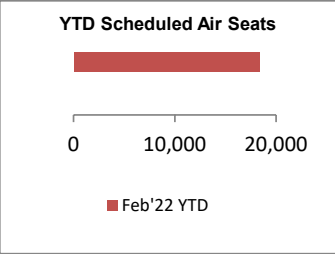
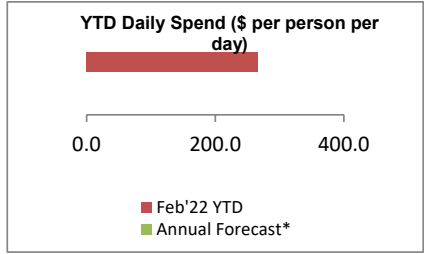
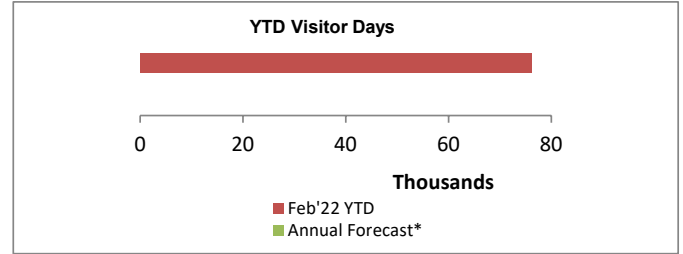
	YOY Rate	Feb'21 YTD	Feb'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	397.2%	4.1	20.3	N/A	O'ahu	724.4%	4,920
Daily Spend (\$PPPD)	23.9%	215.0	266.3	N/A	Maui	781.9%	978
Visitor Days	301.4%	18,969	76,149	N/A	Moloka'i	#DIV/0!	29
Arrivals	625.3%	776	5,627	N/A	Lāna'i	1052.6%	48
Daily Census	301.4%	322	1,291	N/A	Kaua'i	1404.2%	356
Airlift (scheduled seats)^	633.6%	2,502	18,354	N/A	Hawai'i Island	724.3%	1,145

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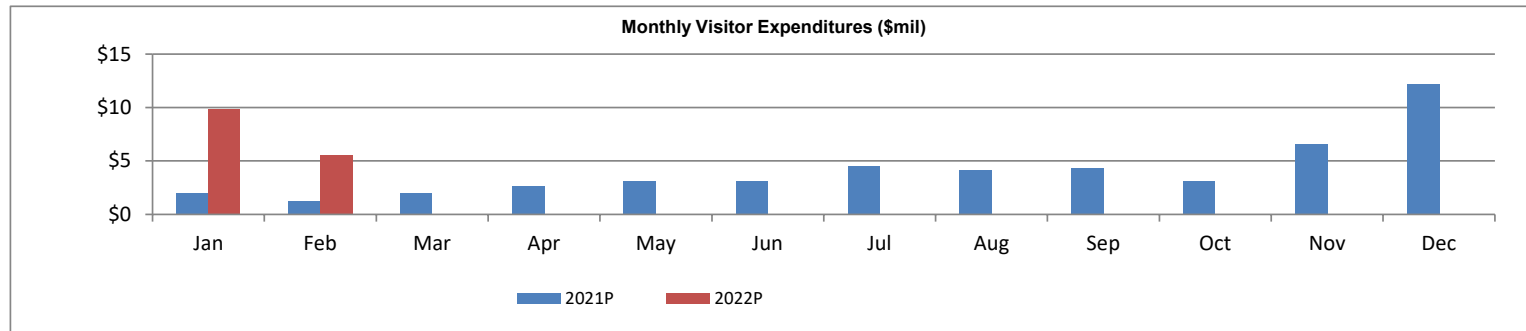
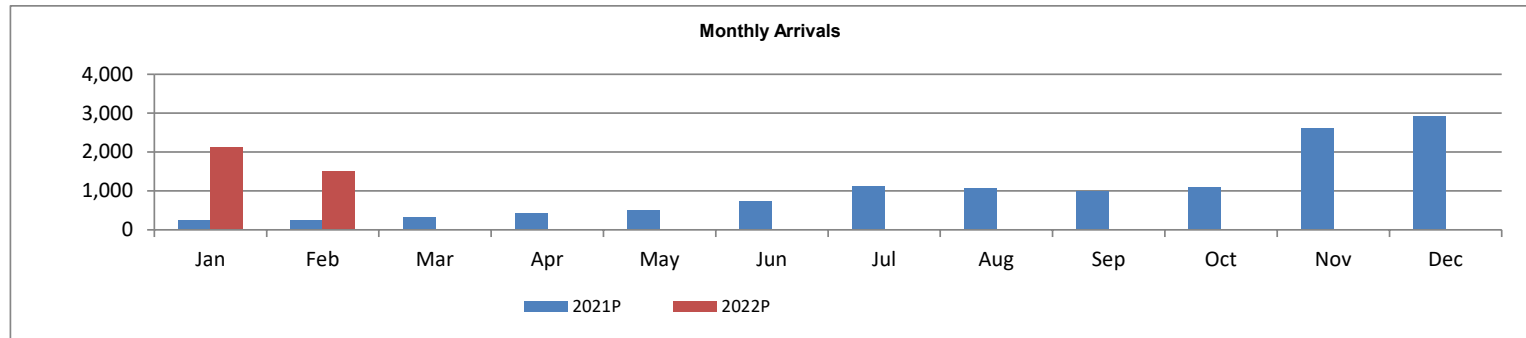
Market: **KOREA**

Key Performance Indicators

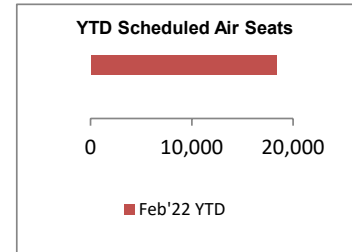
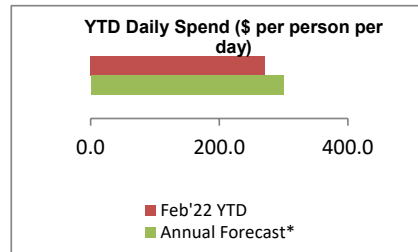
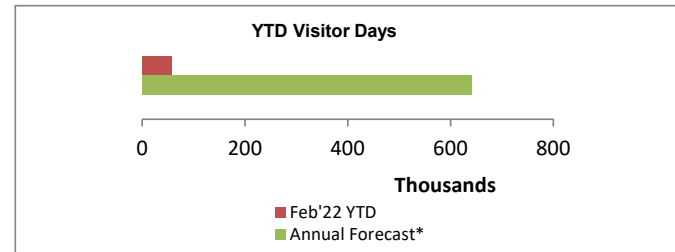
	YOY Rate	Feb'21 YTD	Feb'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	379.8%	3.2	15.4	192.6	O'ahu	798.4%	3,416
Daily Spend (\$PPPD)	26.0%	215.4	271.5	300.1	Maui	1236.0%	562
Visitor Days	280.7%	14,898	56,722	641,680	Moloka'i	#DIV/0!	21
Arrivals	668.4%	472	3,627	80,957	Lāna'i	796.2%	19
Daily Census	280.7%	253	961	1,758	Kaua'i	1352.8%	206
Airlift (scheduled seats) <sup>^</sup>	633.6%	2,502	18,354	N/A	Hawai'i Island	765.6%	607

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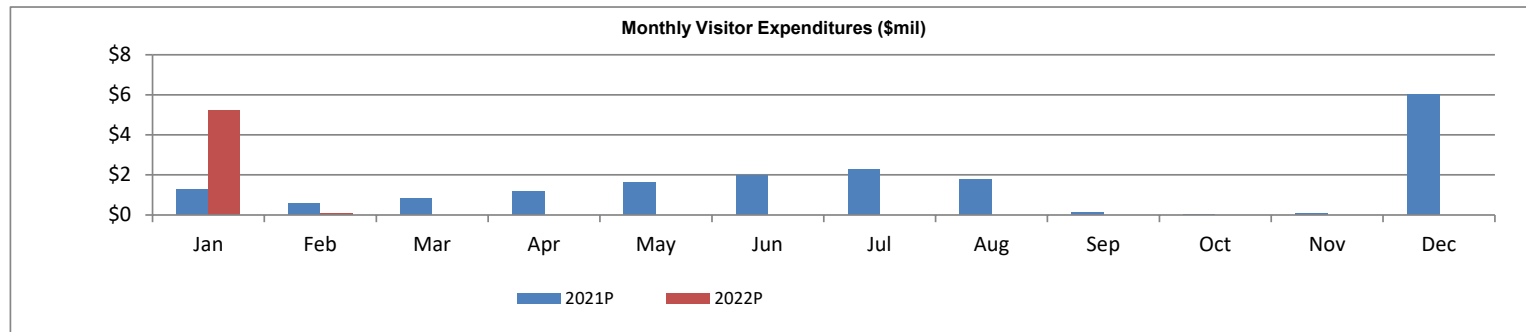
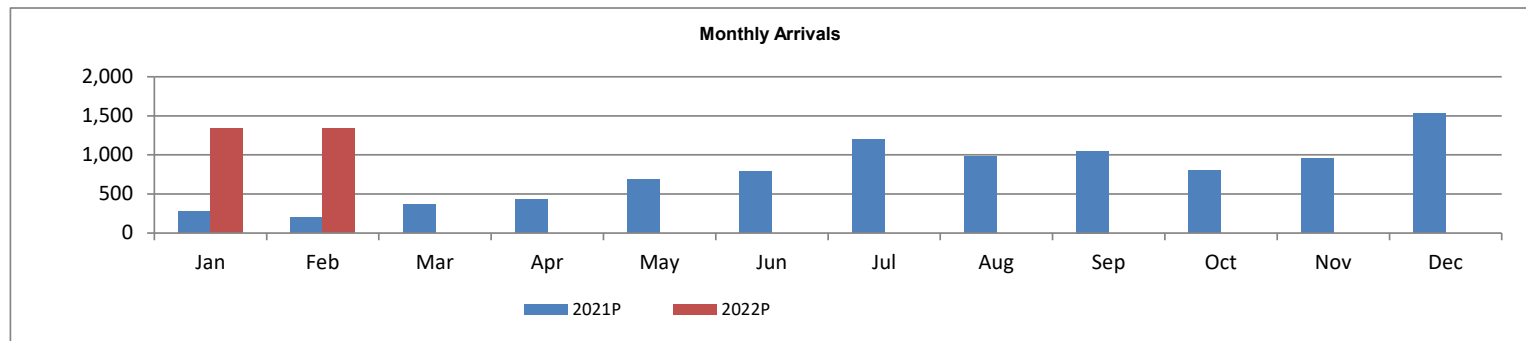
Market: **LATIN AMERICA**

Key Performance Indicators

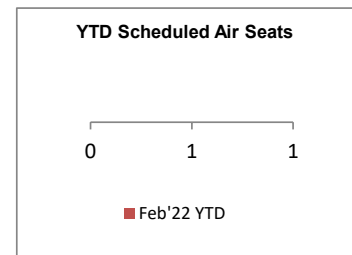
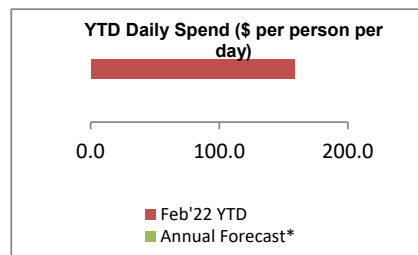
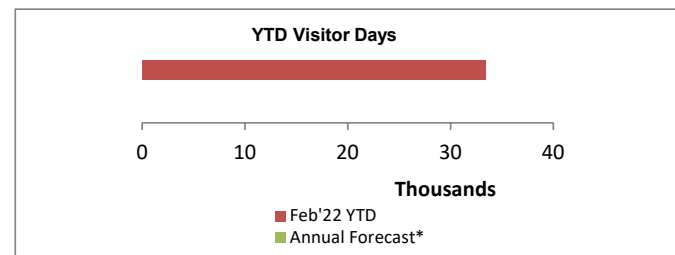
	YOY Rate	Feb'21 YTD	Feb'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	188.1%	1.8	5.3	N/A	O'ahu	525.1%	1,943
Daily Spend (\$PPPD)	-23.6%	207.3	158.3	N/A	Mau'i	284.9%	764
Visitor Days	277.1%	8,857	33,401	N/A	Moloka'i	277.1%	17
Arrivals	464.7%	474	2,676	N/A	Lāna'i	164.6%	20
Daily Census	277.1%	150	566	N/A	Kaua'i	990.0%	256
Airlift (scheduled seats) <sup>^</sup>	N/A	N/A	N/A	N/A	Hawai'i Island	676.1%	639

\* DBEDT Annual Forecast as of Q1 2022.

Monthly Indicators



Annual Indicators



\* Excludes Supplemental Business Expenditures