

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

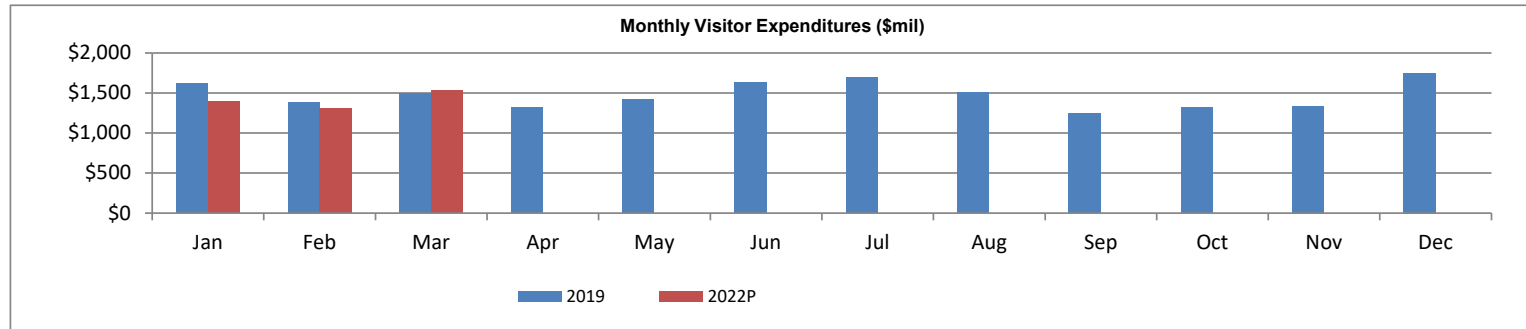
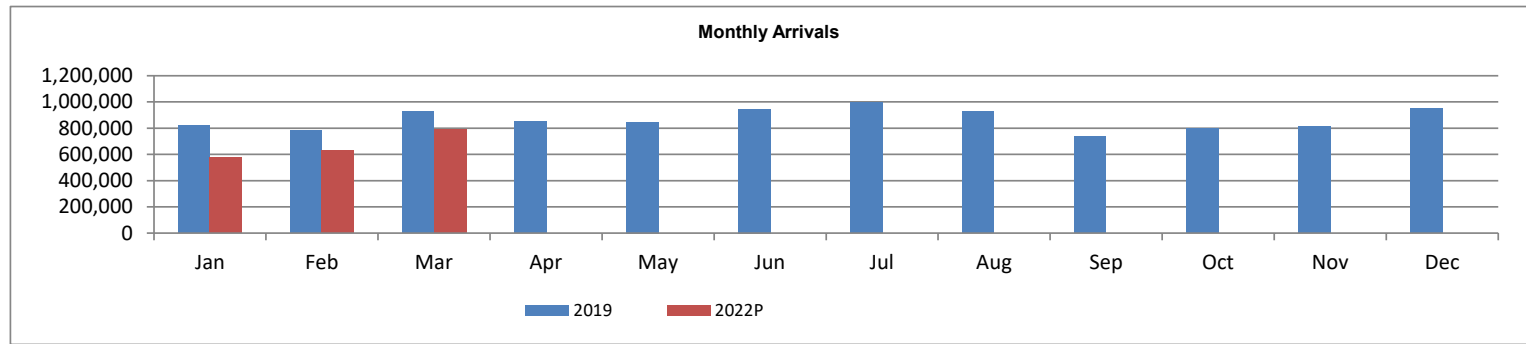
Market: **OVERALL**

Key Performance Indicators

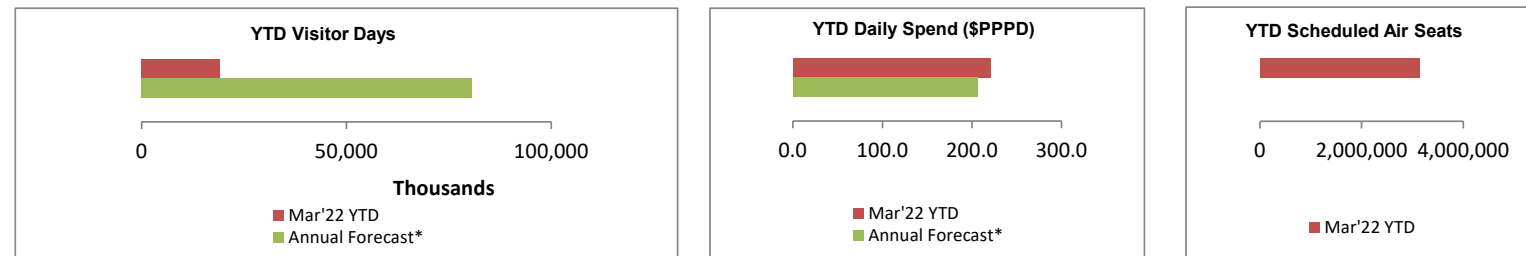
	YOY Rate	Mar'19 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-5.8%	4,494.0	4,233.6	16,620.5	O'ahu	-32.5%	990,208
Daily Spend (\$PPPD)	11.8%	197.1	220.4	206.0	Maui	-15.3%	616,048
Visitor Days	-15.8%	22,804,420	19,208,877	80,674,664	Moloka'i	-40.9%	9,493
Arrivals	-21.1%	2,527,277	1,993,761	8,867,698	Lāna'i	-35.0%	14,028
Daily Census	-15.8%	253,382	213,432	221,026	Kaua'i	-16.1%	279,801
Airlift (scheduled seats)^	-5.6%	3,318,733	3,132,470	N/A	Hawai'i Island	-16.1%	375,031

* DBEDT Annual Forecast as of Q1 2022.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

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Visitor Industry Performance Measures

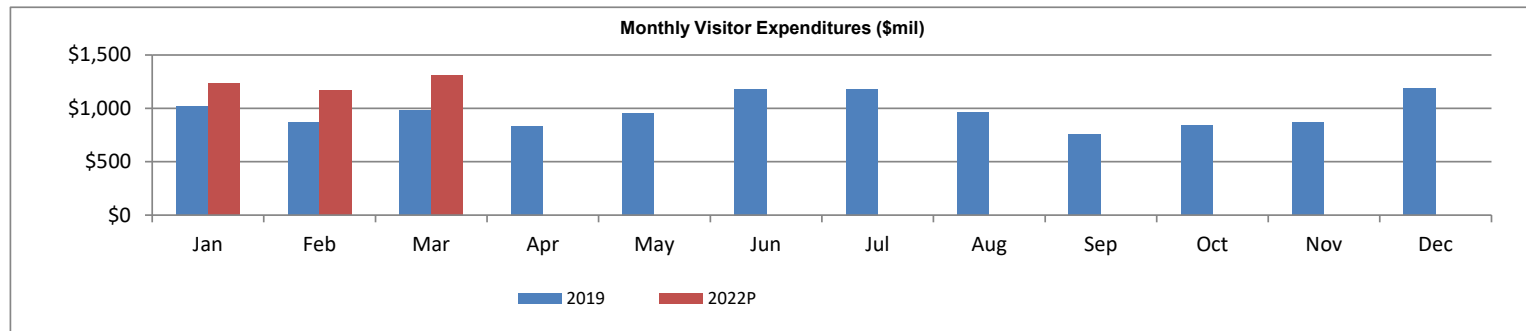
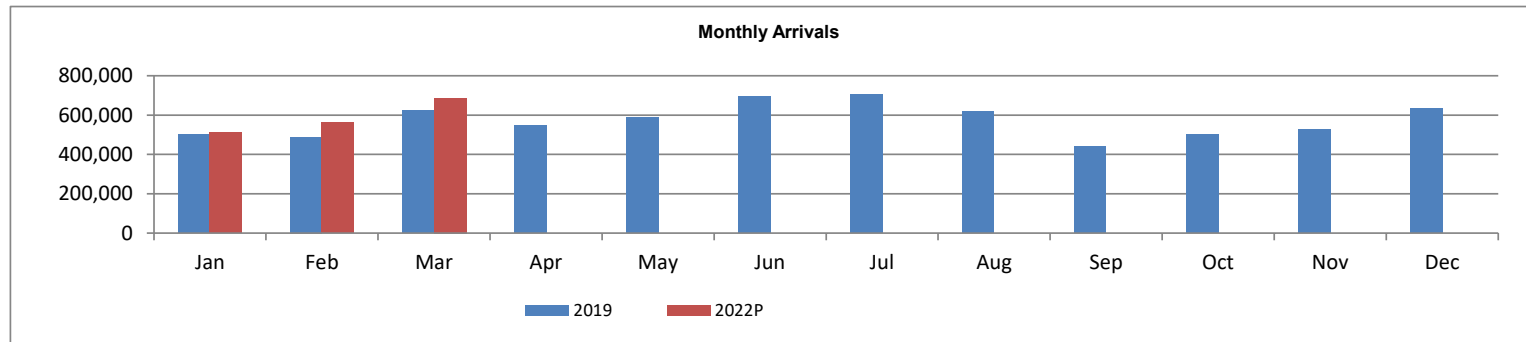
Market: **U.S. TOTAL**

Key Performance Indicators

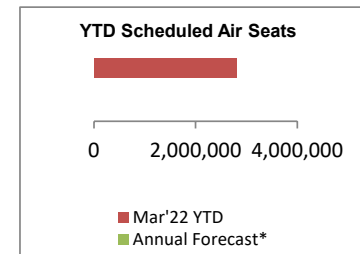
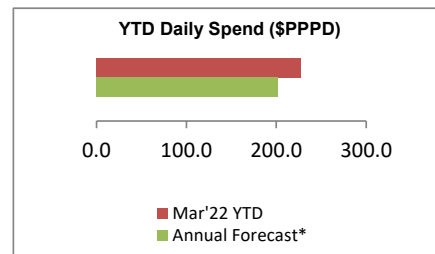
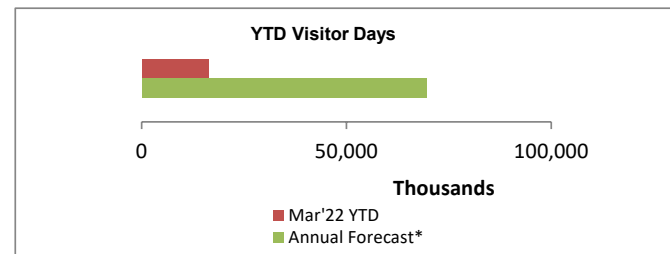
	YOY Rate	Mar'19 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	29.2%	2,873.4	3,712.7	13,988.8	O'ahu	10.8%	861,871
Daily Spend (\$PPPD)	18.8%	191.2	227.1	201.3	Maui	-0.3%	543,574
Visitor Days	8.8%	15,026,373	16,349,230	69,490,874	Moloka'i	-29.5%	8,192
Arrivals	8.9%	1,616,616	1,760,017	7,666,485	Lāna'i	-11.3%	12,397
Daily Census	8.8%	166,960	181,658	190,386	Kaua'i	-4.1%	256,384
Airlift (scheduled seats)^	22.5%	2,279,579	2,792,914	N/A	Hawai'i Island	8.7%	336,865

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

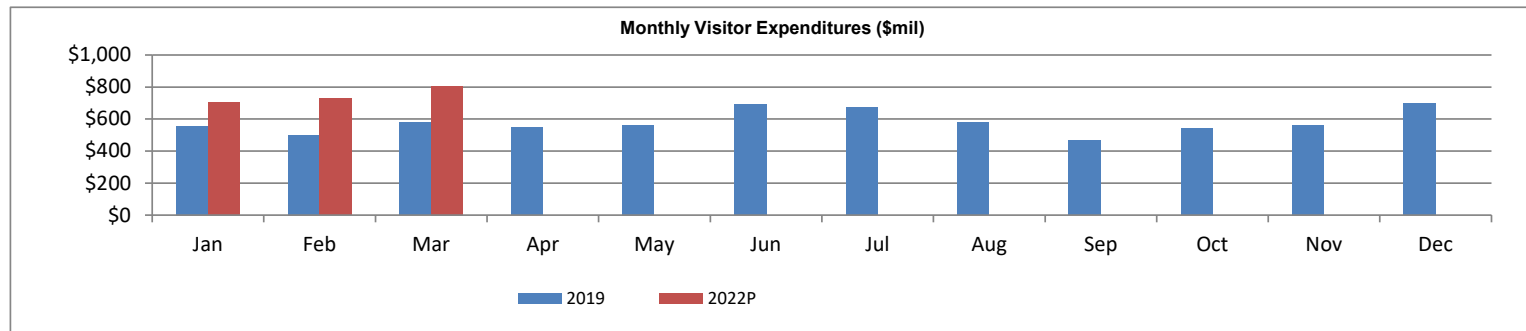
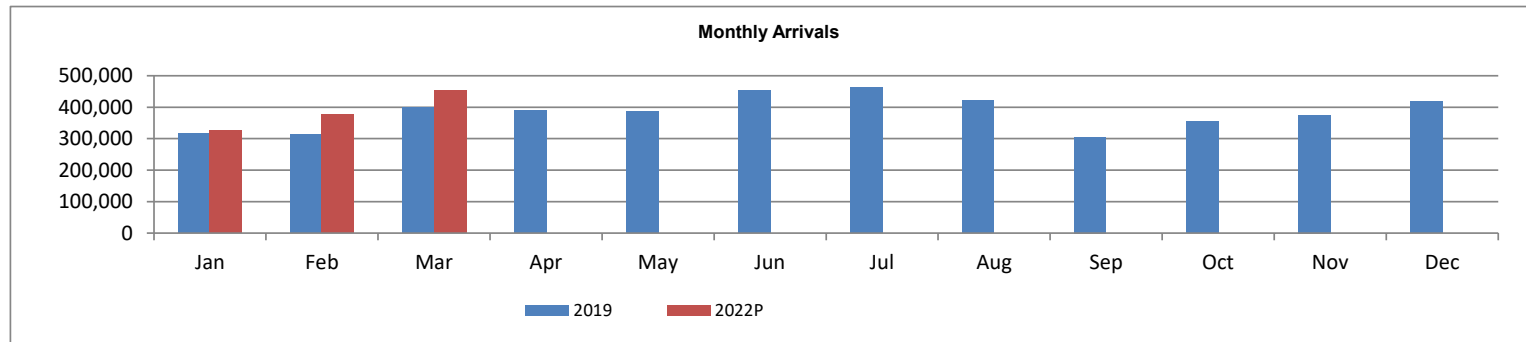
Market: **U.S. WEST**

Key Performance Indicators

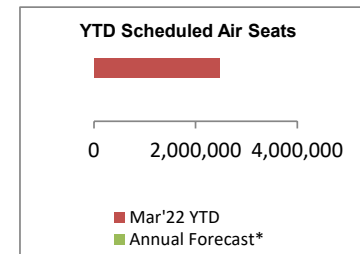
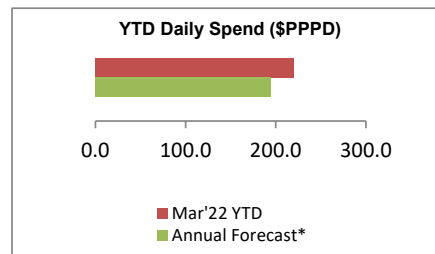
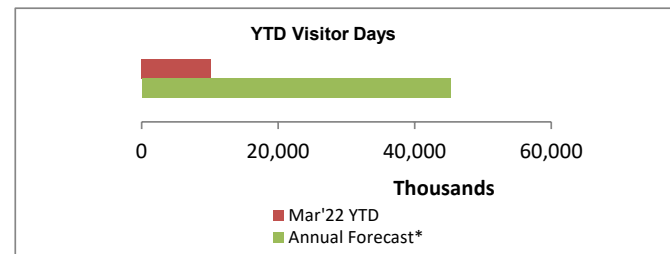
	YOY Rate	Mar'19 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	37.0%	1,634.4	2,239.3	8,781.5	O'ahu	19.6%	537,261
Daily Spend (\$PPPD)	22.8%	179.6	220.6	194.1	Maui	0.6%	339,299
Visitor Days	11.6%	9,098,812	10,150,927	45,239,109	Moloka'i	-24.9%	5,386
Arrivals	12.3%	1,028,938	1,156,009	5,183,426	Lāna'i	-5.1%	6,880
Daily Census	11.6%	101,098	112,788	123,943	Kaua'i	3.0%	166,098
Airlift (scheduled seats)^	24.6%	1,980,931	2,468,737	N/A	Hawai'i Island	10.8%	213,489

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Monthly Indicators



Annual Indicators



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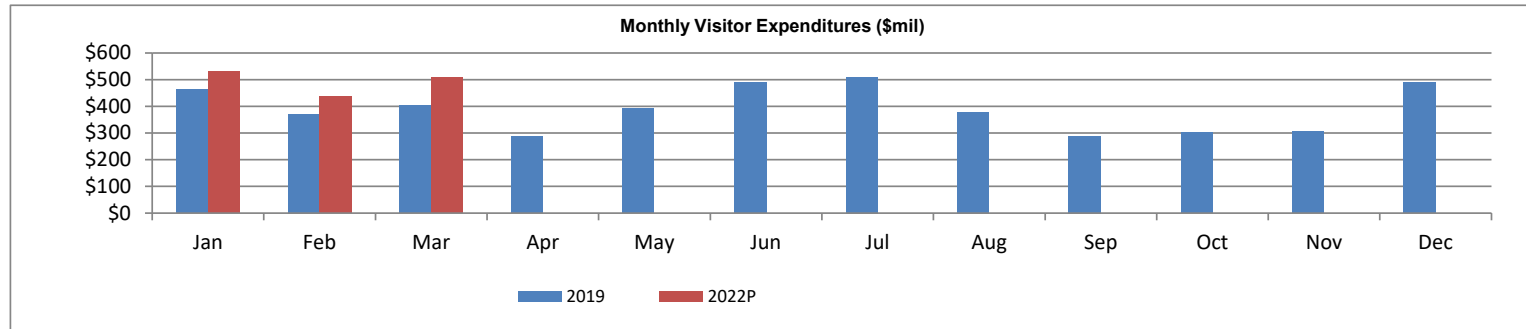
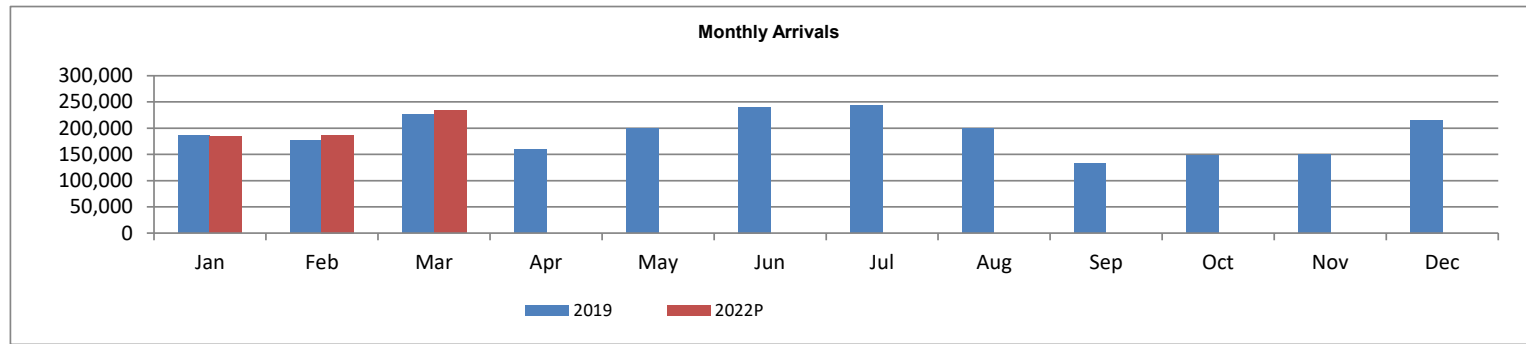
Visitor Industry Performance Measures

Market: **U.S. EAST**

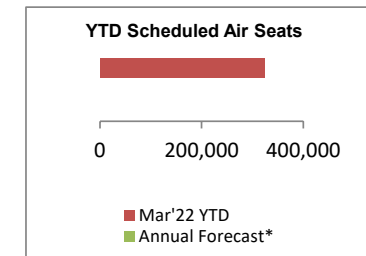
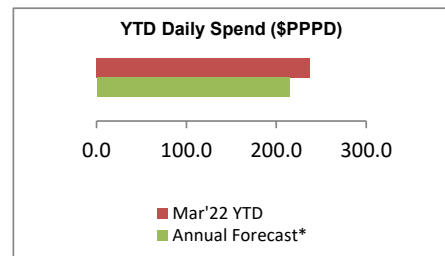
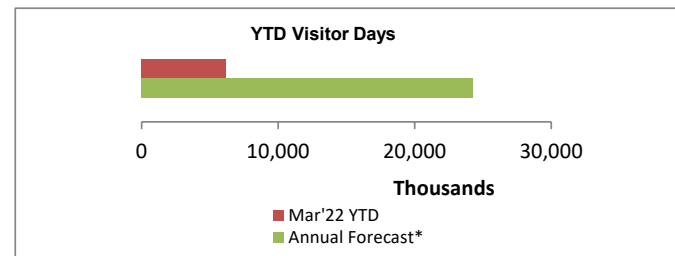
Key Performance Indicators					Key Performance Indicators		
	YOY Rate	Mar'19 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	18.9%	1,239.0	1,473.4	5,207.4	O'ahu	-1.2%	324,610
Daily Spend (\$PPPD)	13.7%	209.0	237.7	214.7	Maui	-1.7%	204,275
Visitor Days	4.6%	5,927,561	6,198,303	24,251,765	Moloka'i	-36.9%	2,806
Arrivals	2.8%	587,678	604,008	2,483,059	Lāna'i	-17.9%	5,517
Daily Census	4.6%	65,862	68,870	66,443	Kaua'i	-14.8%	90,286
Airlift (scheduled seats) [^]	8.5%	298,648	324,177	N/A	Hawai'i Island	5.2%	123,376

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

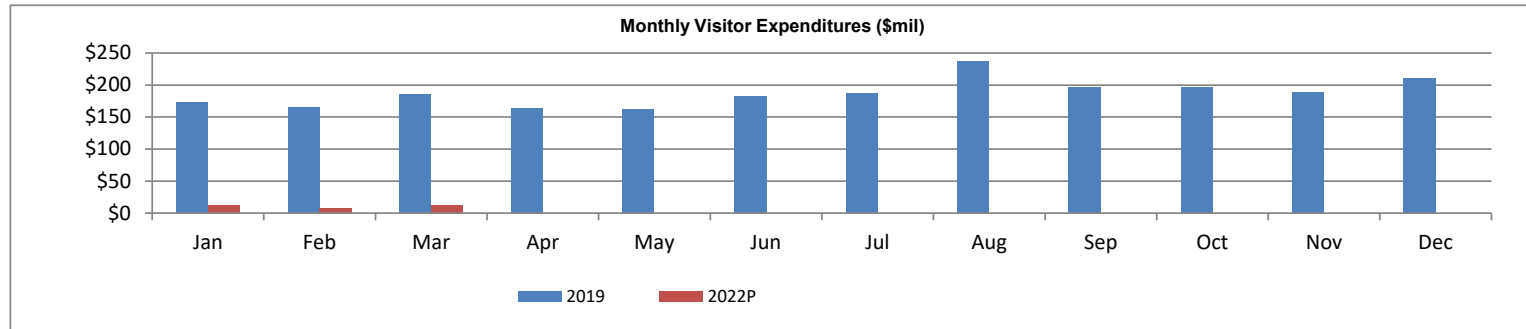
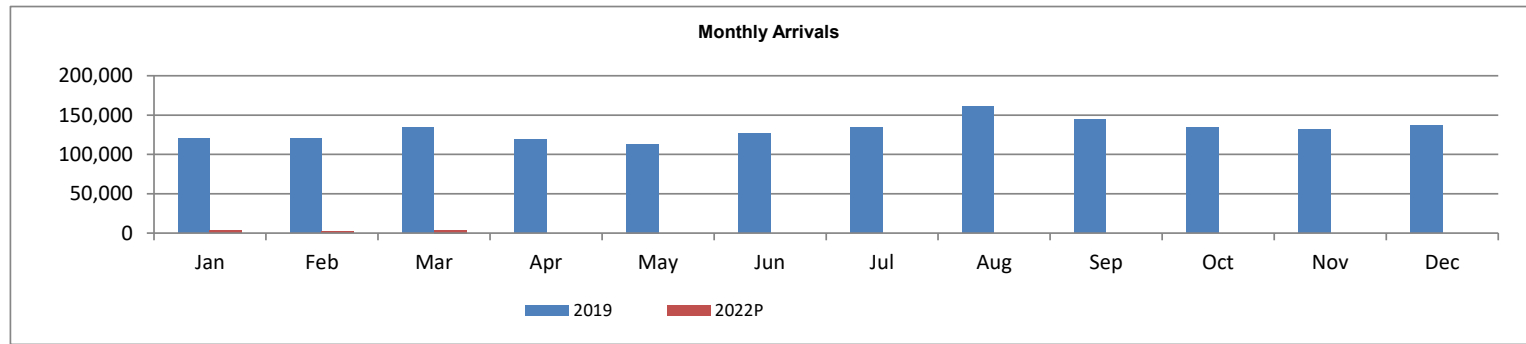
Market: **JAPAN**

Key Performance Indicators

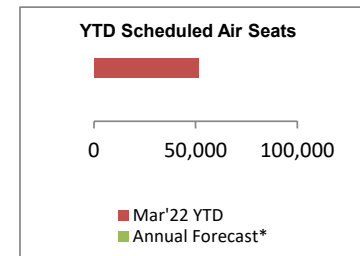
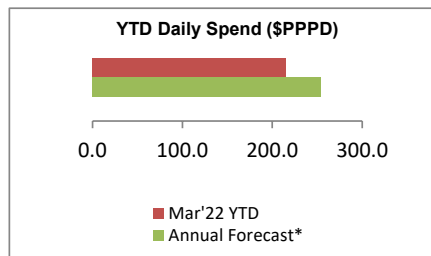
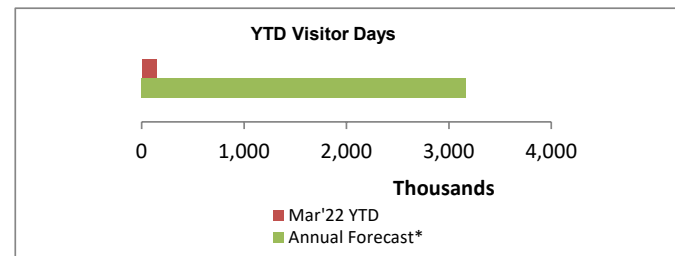
	YOY Rate	Mar'19 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-94.0%	524.1	31.5	805.1	O'ahu	-97.6%	8,471
Daily Spend (\$PPPD)	-10.3%	239.8	215.2	254.2	Maui	-95.3%	612
Visitor Days	-93.3%	2,185,655	146,352	3,167,750	Moloka'i	-99.5%	1
Arrivals	-97.6%	374,929	9,068	521,380	Lāna'i	-96.3%	20
Daily Census	-93.3%	24,285	1,626	8,679	Kaua'i	-97.0%	208
Airlift (scheduled seats)^	-89.9%	505,898	51,243	N/A	Hawai'i Island	-97.4%	944

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

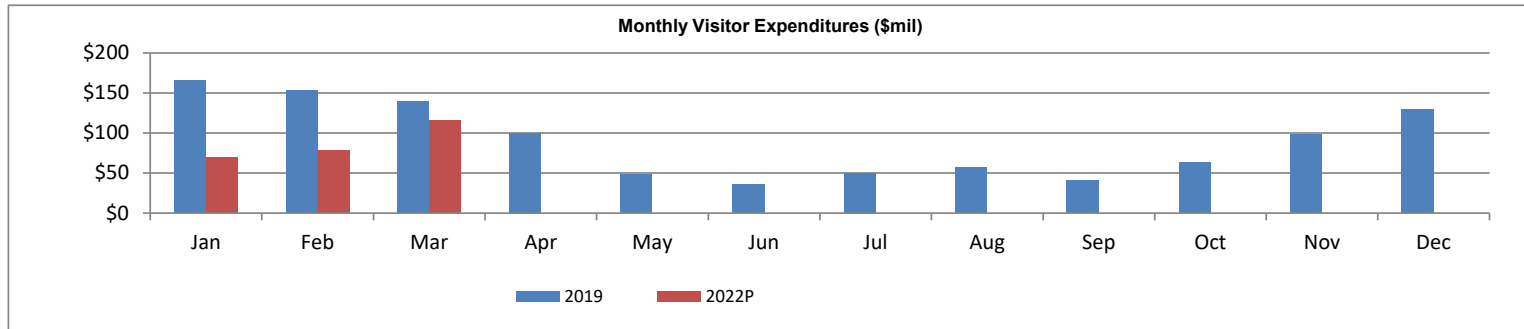
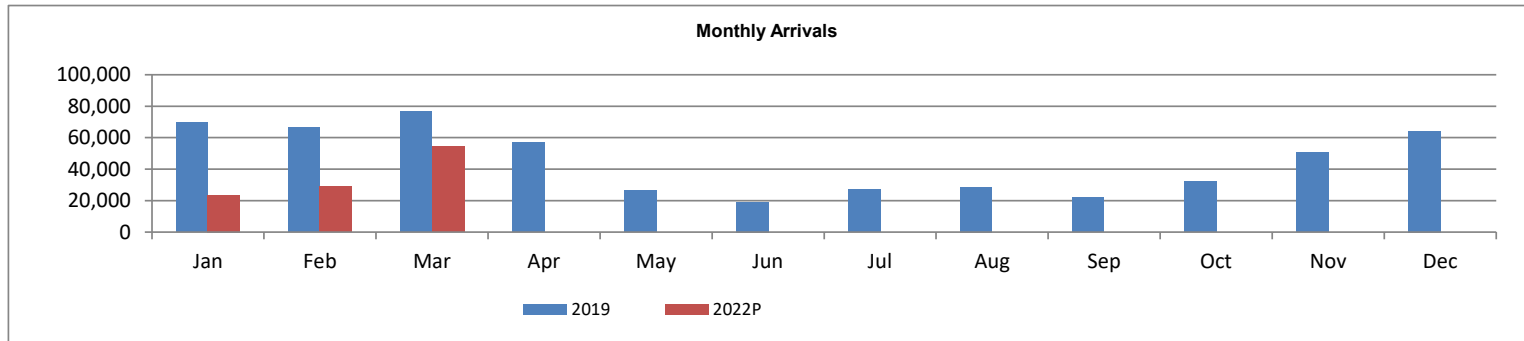
Market: **CANADA**

Key Performance Indicators

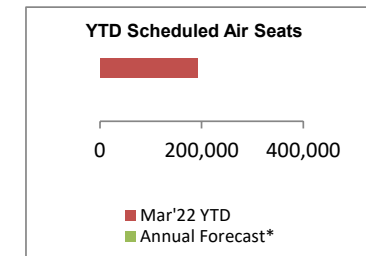
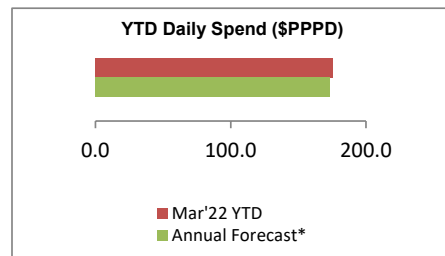
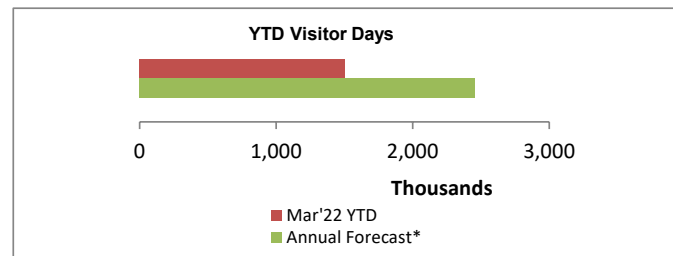
	YOY Rate	Mar'19 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-42.3%	458.3	264.3	426.6	O'ahu	-44.1%	46,755
Daily Spend (\$PPPD)	4.0%	169.1	175.9	173.6	Maui	-52.7%	49,079
Visitor Days	-44.6%	2,710,297	1,502,383	2,457,615	Moloka'i	-67.2%	633
Arrivals	-49.8%	213,190	107,072	194,619	Lāna'i	-64.5%	864
Daily Census	-44.6%	30,114	16,693	6,733	Kaua'i	-65.5%	10,945
Airlift (scheduled seats) [^]	-9.4%	211,342	191,476	N/A	Hawai'i Island	-56.7%	17,553

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Visitor Industry Performance Measures

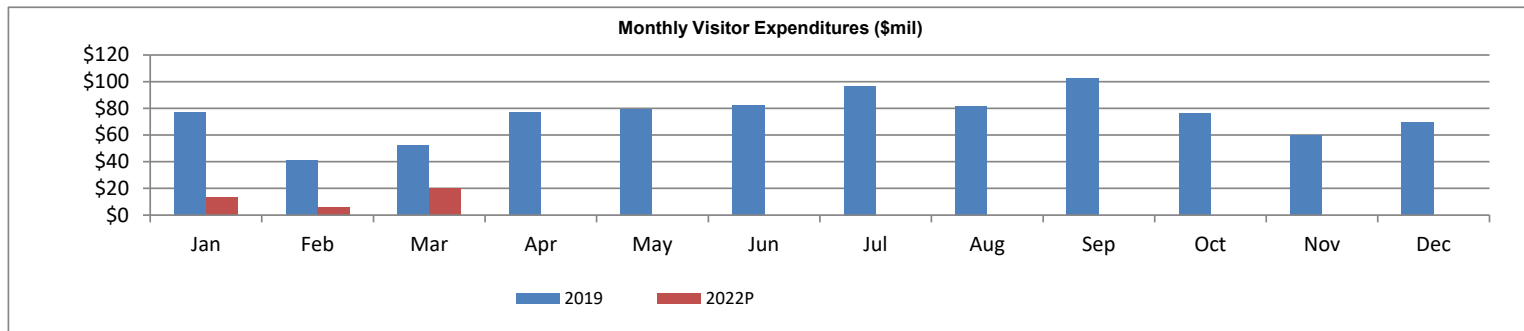
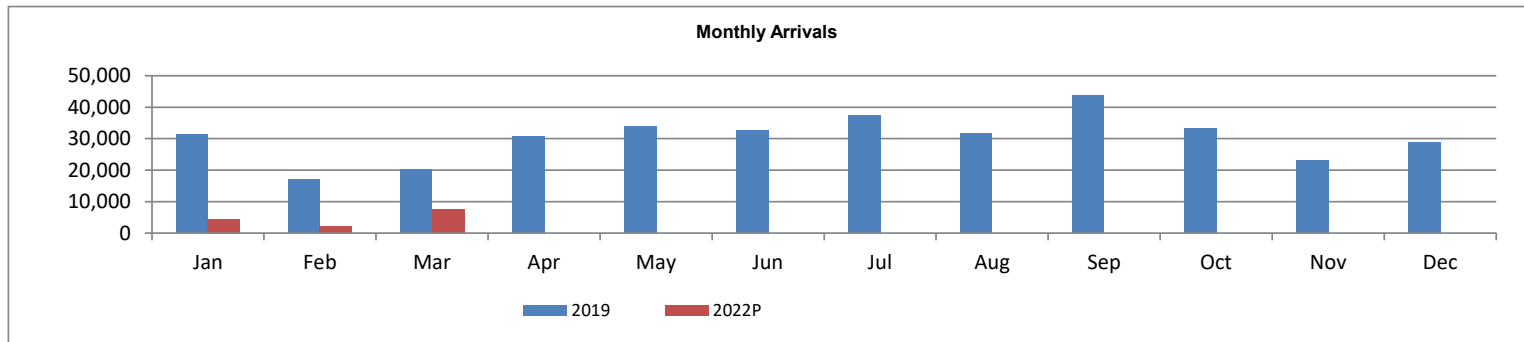
Market: **OCEANIA**

Key Performance Indicators

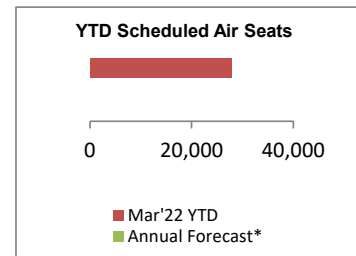
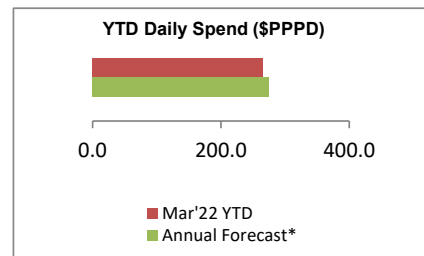
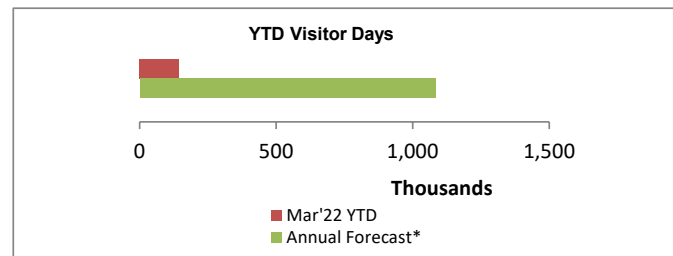
	YOY Rate	Mar'19 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-77.4%	170.6	38.6	298.2	O'ahu	-80.1%	13,304
Daily Spend (\$PPPD)	1.2%	263.1	266.2	275.3	Maui	-83.4%	1,868
Visitor Days	-77.6%	648,450	144,984	1,083,103	Moloka'i	-97.1%	23
Arrivals	-79.5%	68,598	14,081	110,655	Lāna'i	-90.7%	107
Daily Census	-77.6%	7,205	1,611	2,967	Kaua'i	-87.7%	781
Airlift (scheduled seats)^	-76.0%	115,945	27,873	N/A	Hawai'i Island	-75.3%	1,812

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

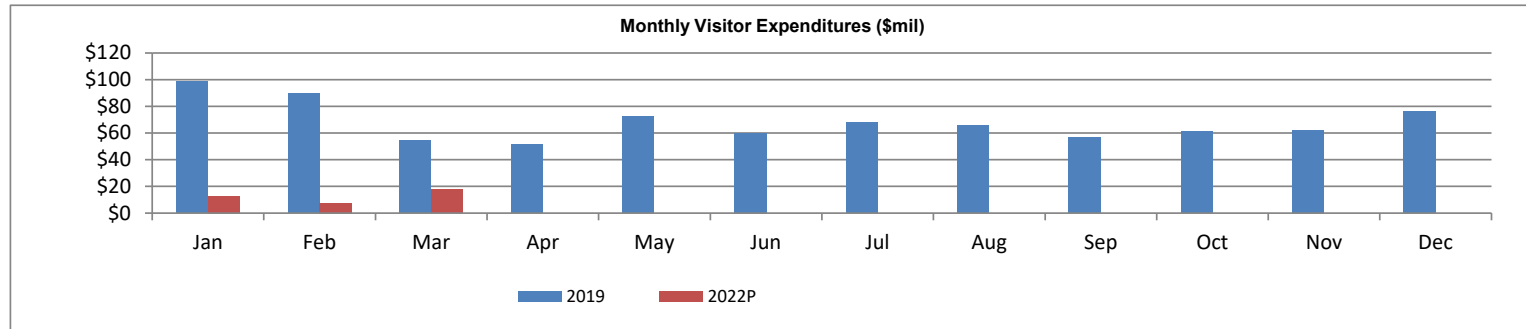
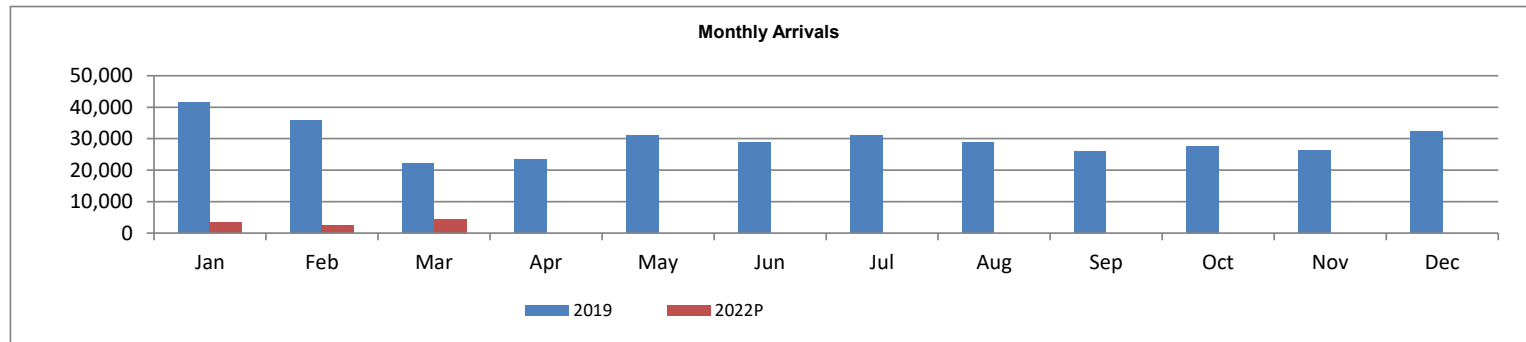
Market: **OTHER ASIA**

Key Performance Indicators

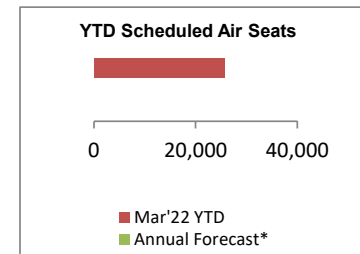
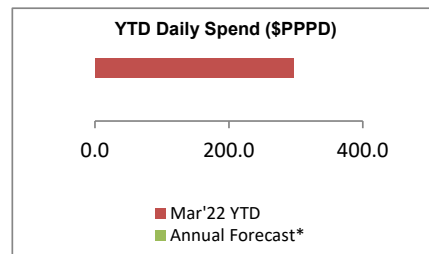
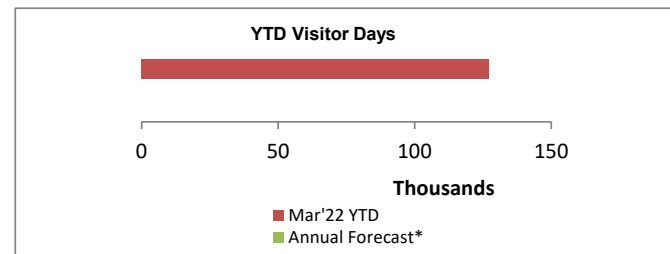
	YOY Rate	Mar'19 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-84.5%	242.6	37.6	N/A	O'ahu	-90.8%	8,884
Daily Spend (\$PPPD)	1.1%	292.7	296.0	N/A	Maui	-91.1%	1,592
Visitor Days	-84.7%	828,868	127,163	N/A	Moloka'i	-92.4%	40
Arrivals	-89.8%	99,569	10,115	N/A	Lāna'i	-90.5%	73
Daily Census	-84.7%	9,210	1,413	N/A	Kaua'i	-86.5%	622
Airlift (scheduled seats)^	-80.2%	129,397	25,636	N/A	Hawai'i Island	-90.5%	2,170

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Monthly Indicators



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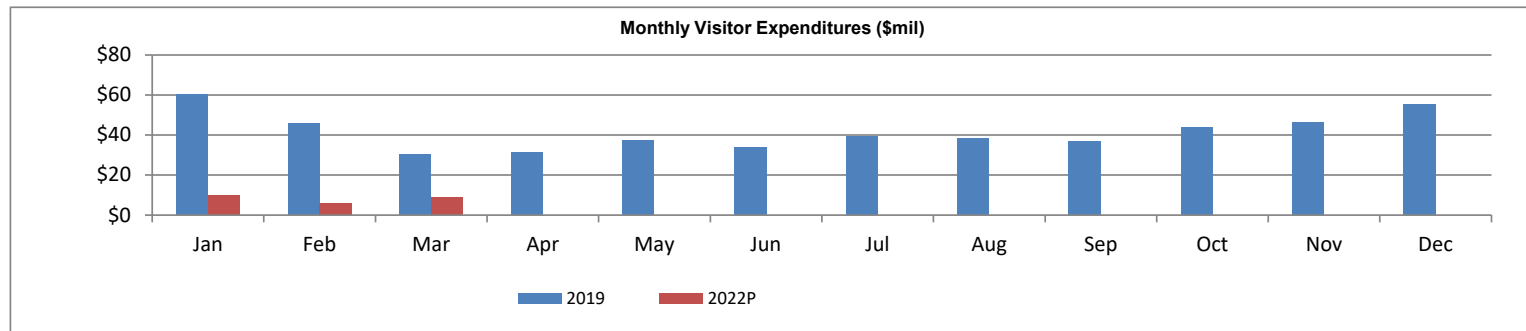
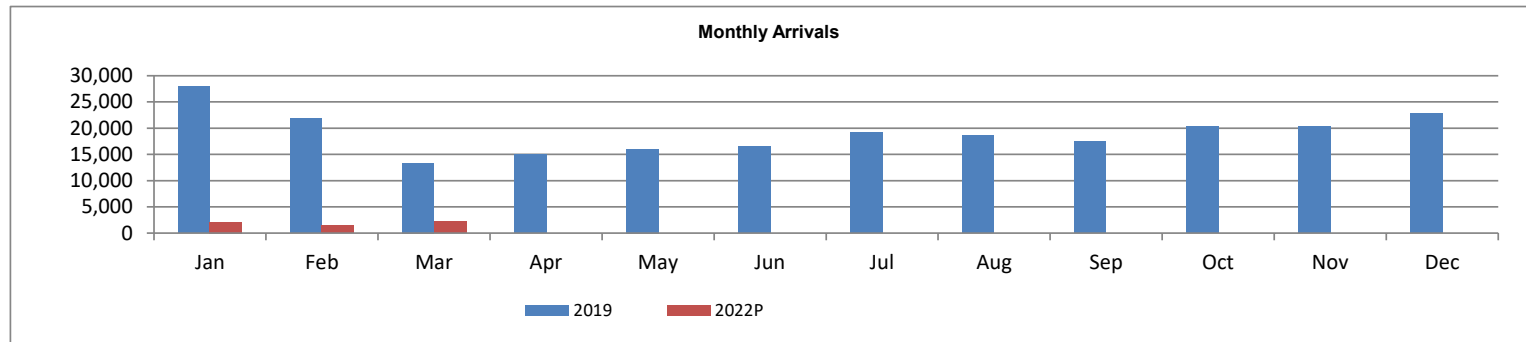
Market: **KOREA**

Key Performance Indicators

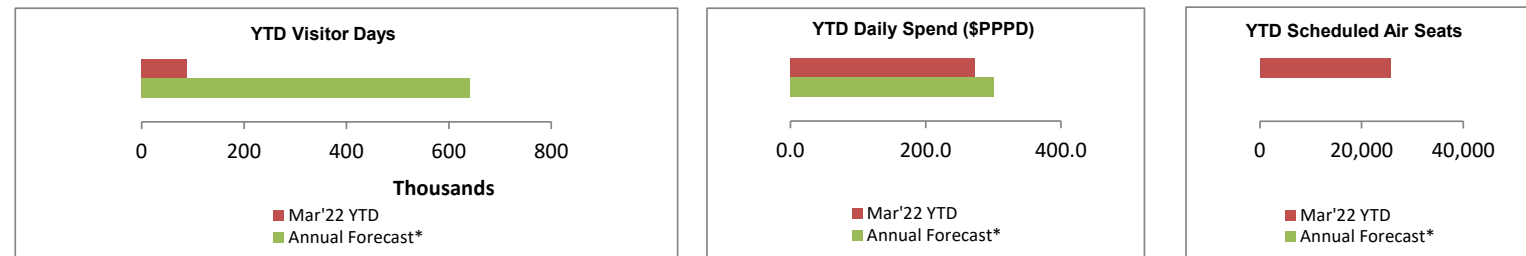
	YOY Rate	Mar'19 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-82.1%	135.8	24.3	192.6	O'ahu	-91.1%	5,507
Daily Spend (\$PPPD)	2.4%	266.8	273.2	300.1	Maui	-90.2%	861
Visitor Days	-82.5%	509,080	89,096	641,680	Moloka'i	-92.1%	23
Arrivals	-90.7%	63,131	5,846	80,957	Lāna'i	-91.4%	24
Daily Census	-82.5%	5,656	990	1,758	Kaua'i	-89.9%	277
Airlift (scheduled seats)^	-70.9%	88,217	25,636	N/A	Hawai'i Island	-88.4%	1,096

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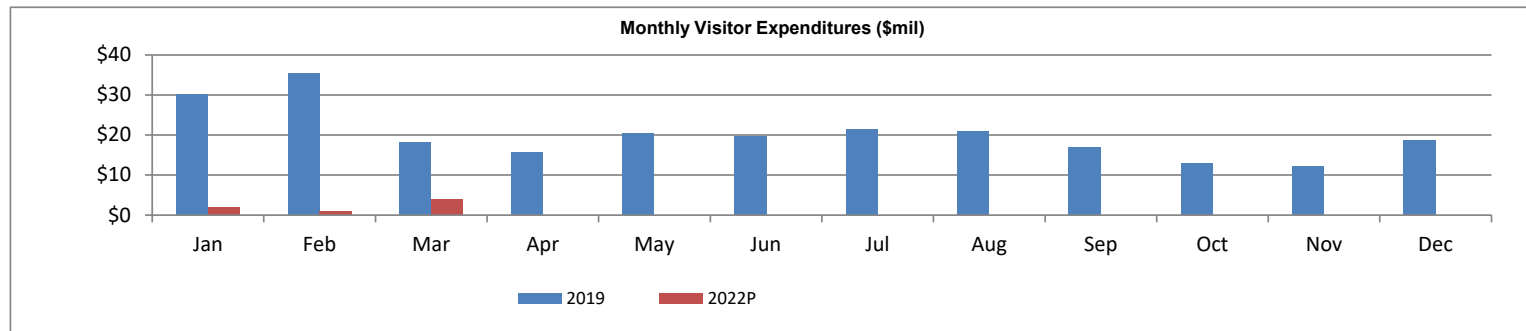
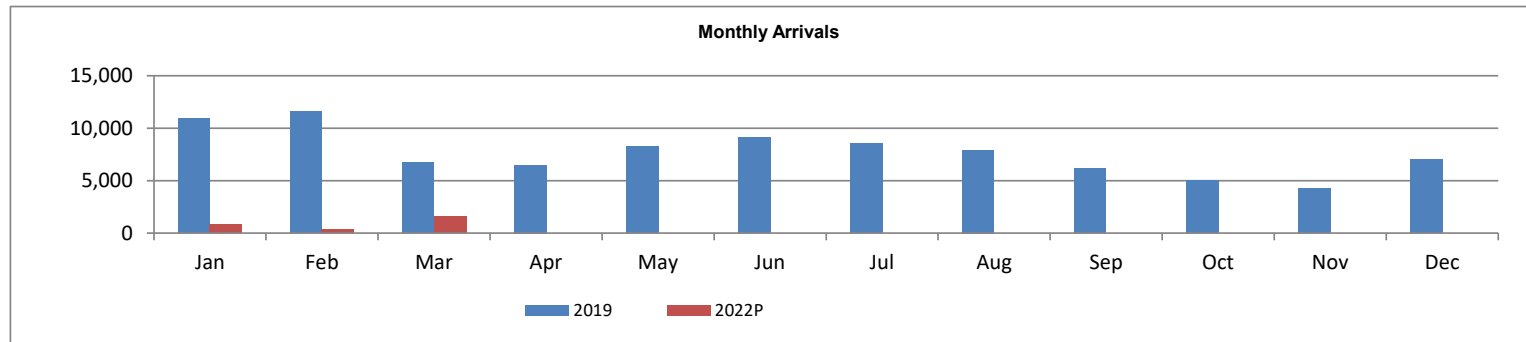
Market: **CHINA**

Key Performance Indicators

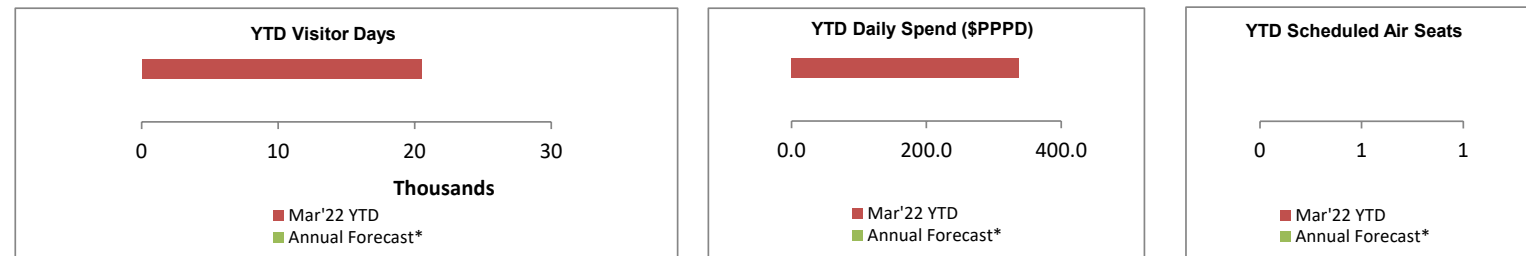
	YOY Rate	Mar'19 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-91.8%	84.0	6.9	N/A	O'ahu	-91.7%	2,355
Daily Spend (\$PPPD)	1.0%	333.6	336.9	N/A	Maui	-94.4%	404
Visitor Days	-91.9%	251,780	20,488	N/A	Moloka'i	-94.1%	12
Arrivals	-90.8%	29,289	2,708	N/A	Lāna'i	-93.1%	29
Daily Census	-91.9%	2,798	228	N/A	Kaua'i	-90.4%	128
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	-93.7%	742

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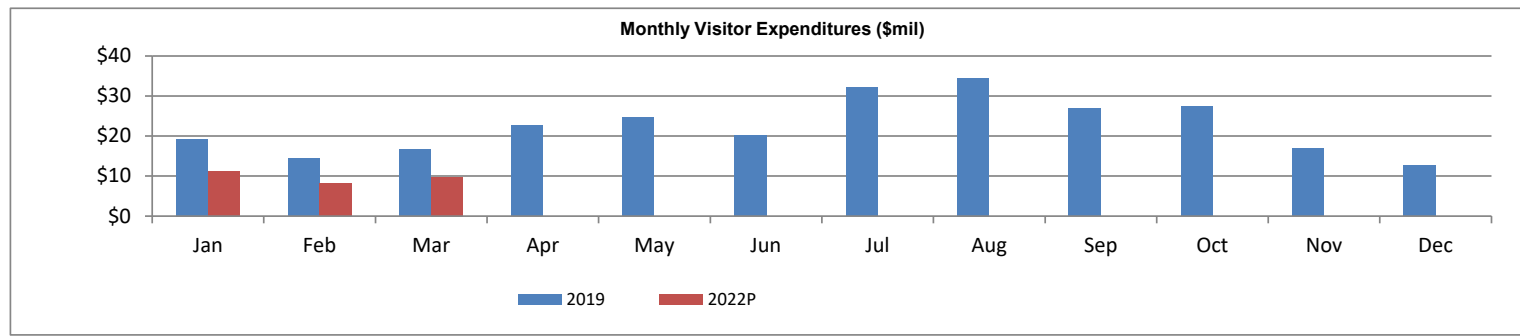
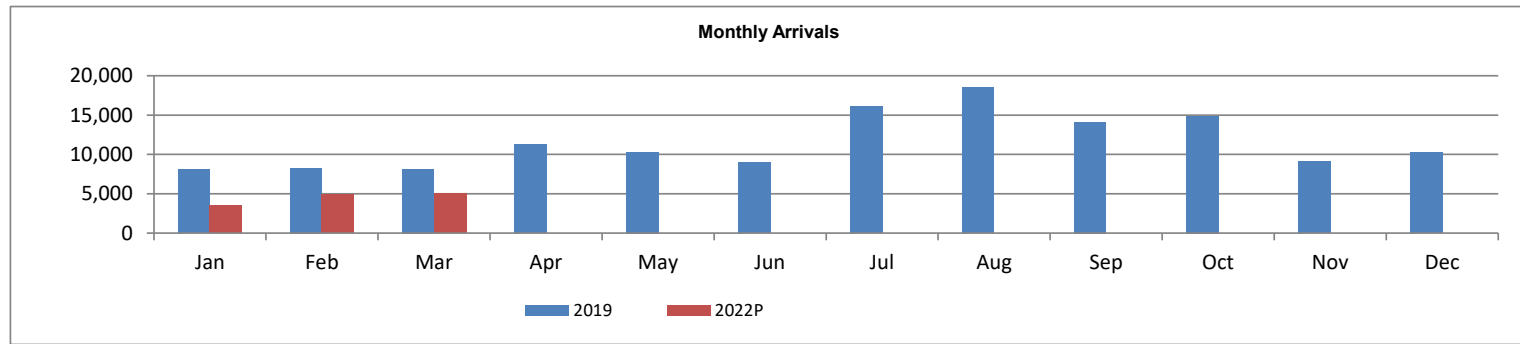
Market: **EUROPE**

Key Performance Indicators

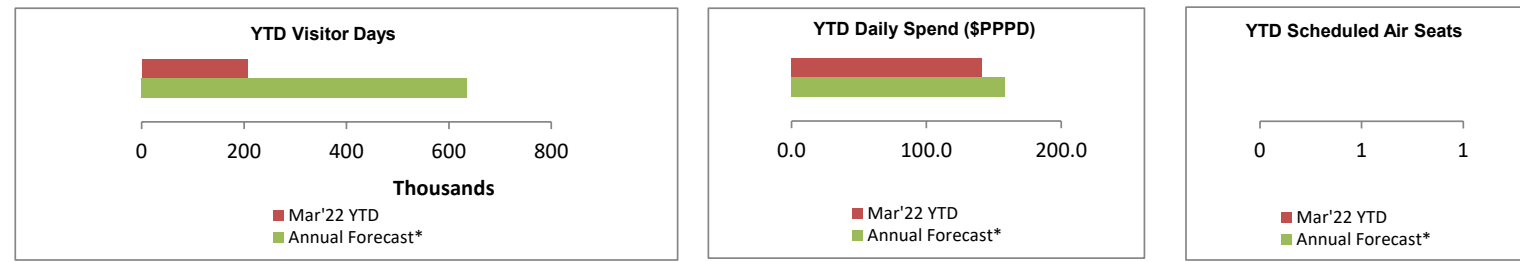
	YOY Rate	Mar'19 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-42.0%	50.3	29.2	100.7	O'ahu	-48.4%	9,082
Daily Spend (\$PPPD)	-7.7%	153.3	141.4	158.4	Maui	-54.9%	4,743
Visitor Days	-37.1%	328,183	206,383	635,609	Moloka'i	-27.0%	243
Arrivals	-44.8%	24,443	13,494	47,332	Lāna'i	-37.6%	177
Daily Census	-37.1%	3,646	2,293	1,741	Kaua'i	-51.6%	2,792
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-30.9%	4,933

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

Visitor Industry Performance Measures

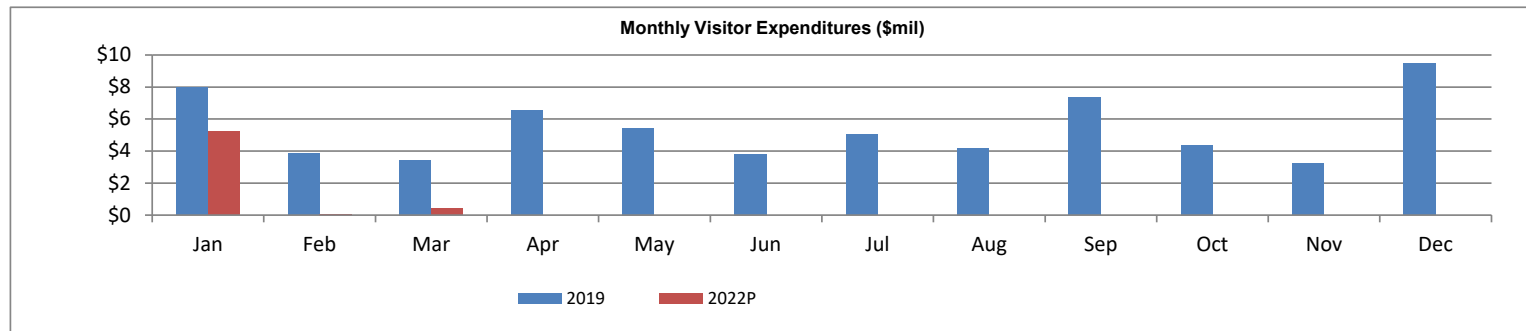
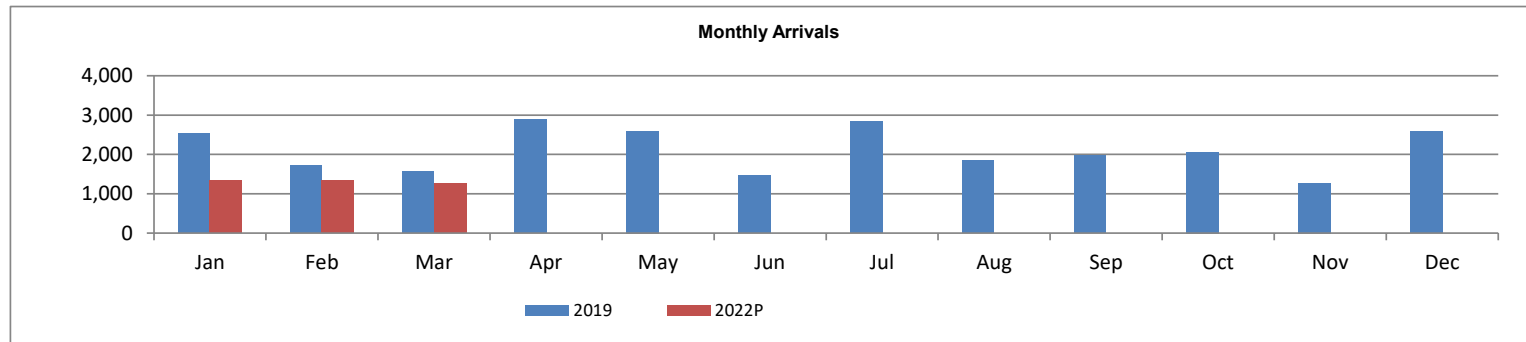
Market: **LATIN AMERICA**

Key Performance Indicators

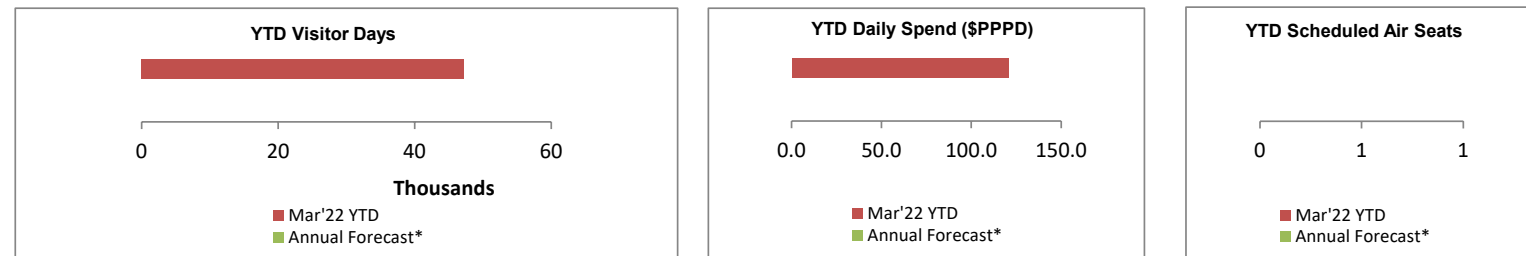
	YOY Rate	Mar'19 YTD	Mar'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	-62.7%	15.3	5.7	N/A	O'ahu	-38.8%	2,794
Daily Spend (\$PPPD)	-49.1%	236.8	120.7	N/A	Maui	-37.9%	1,213
Visitor Days	-26.8%	64,436	47,153	N/A	Moloka'i	-28.7%	22
Arrivals	-32.3%	5,818	3,942	N/A	Lāna'i	-80.1%	27
Daily Census	-26.8%	716	524	N/A	Kaua'i	-46.9%	380
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	0.4%	836

* DBEDT Annual Forecast as of Q1 2022.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures