

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

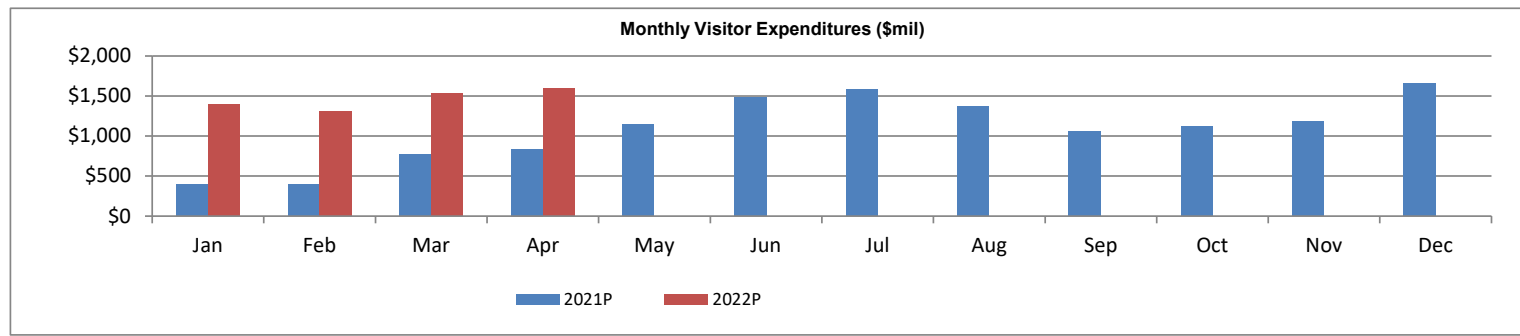
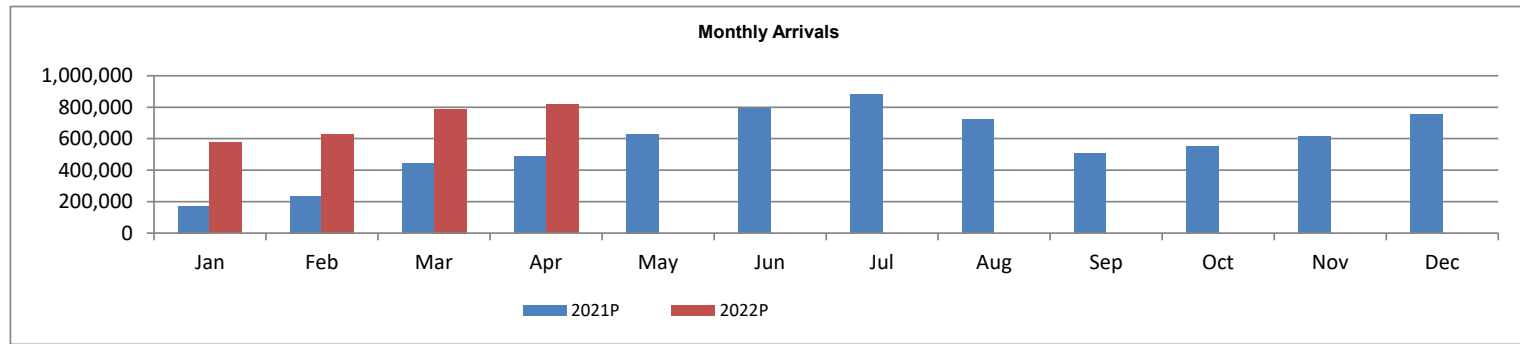
Market: **OVERALL**

Key Performance Indicators

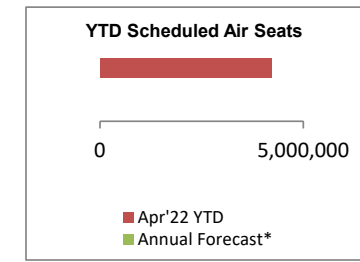
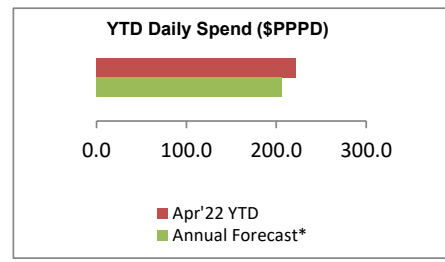
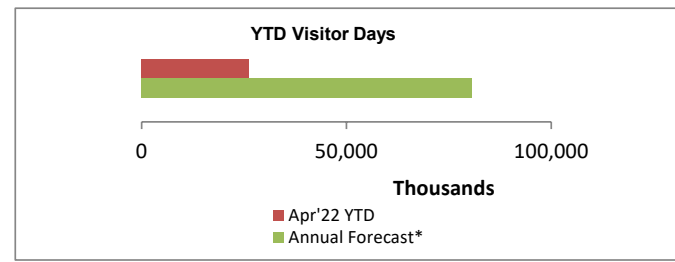
	YOY Rate	Apr'21 YTD	Apr'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	143.0%	2,399.1	5,828.8	16,620.5	O'ahu	128.9%	1,406,493
Daily Spend (\$PPPD)	27.9%	173.2	221.5	206.0	Maui	71.2%	870,445
Visitor Days	90.0%	13,847,827	26,313,938	80,674,664	Moloka'i	160.3%	13,186
Arrivals	111.3%	1,331,115	2,812,030	8,867,698	Lāna'i	142.8%	20,712
Daily Census	90.0%	115,399	219,283	221,026	Kaua'i	478.3%	395,379
Airlift (scheduled seats)^	68.0%	2,509,653	4,215,758	N/A	Hawai'i Island	109.9%	515,333

* DBEDT Annual Forecast as of Q1 2022.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

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Visitor Industry Performance Measures

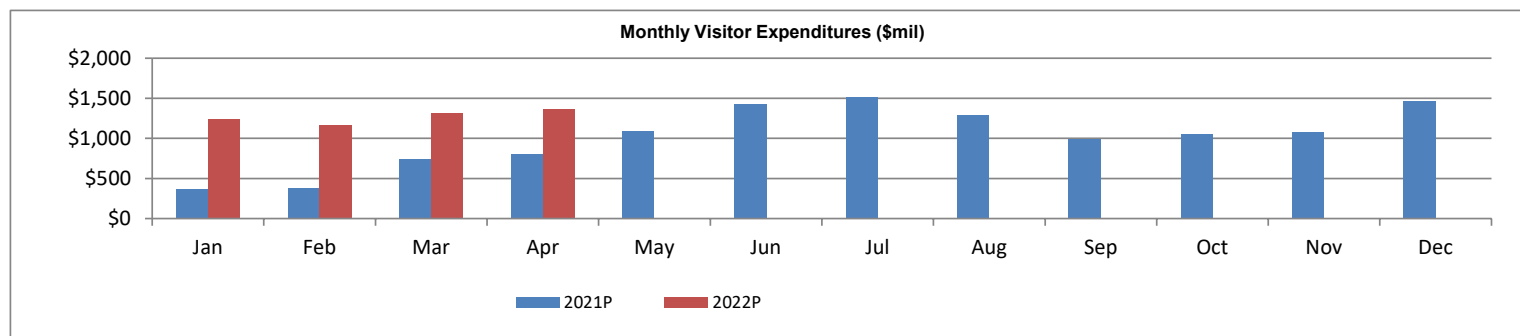
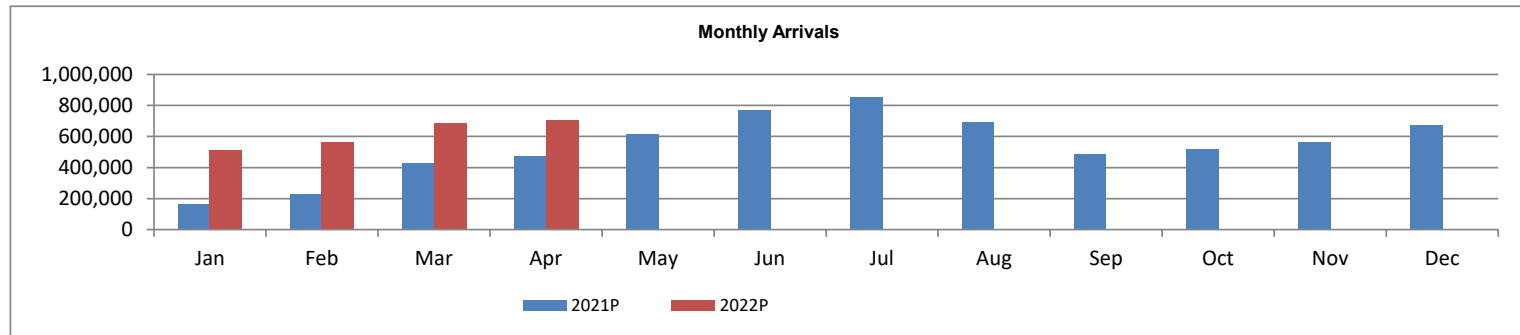
Market: **U.S. TOTAL**

Key Performance Indicators

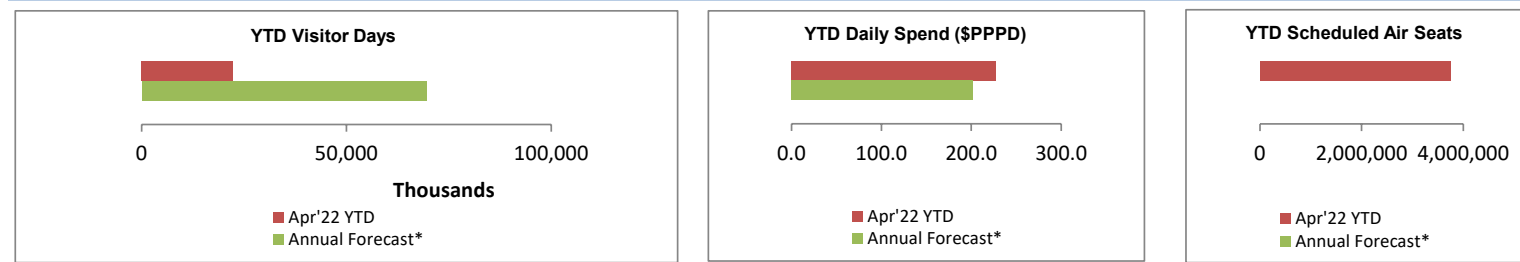
	YOY Rate	Apr'21 YTD	Apr'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	121.4%	2,293.3	5,076.5	13,988.8	O'ahu	104.4%	1,207,533
Daily Spend (\$PPPD)	31.6%	172.9	227.6	201.3	Maui	54.1%	766,115
Visitor Days	68.2%	13,261,460	22,307,796	69,490,874	Moloka'i	131.5%	11,347
Arrivals	90.7%	1,292,183	2,463,763	7,666,485	Lāna'i	112.1%	17,565
Daily Census	68.2%	110,512	185,898	190,386	Kaua'i	443.2%	362,042
Airlift (scheduled seats)^	55.1%	2,413,366	3,743,919	N/A	Hawai'i Island	92.4%	461,440

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

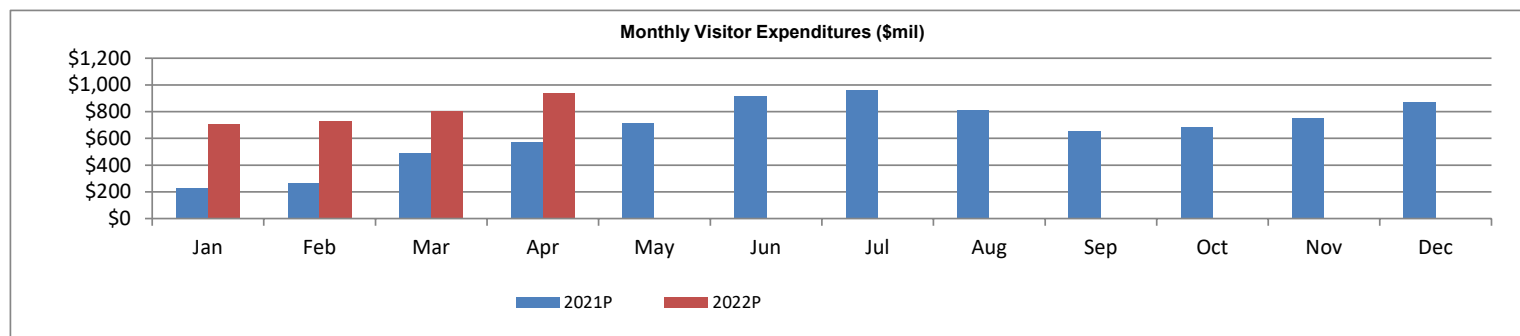
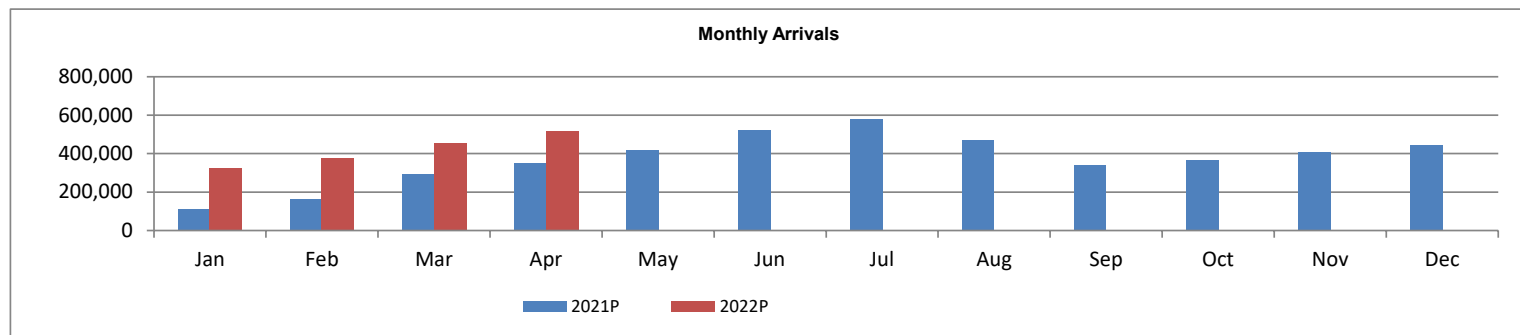
Market: **U.S. WEST**

Key Performance Indicators

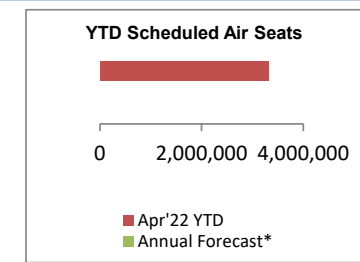
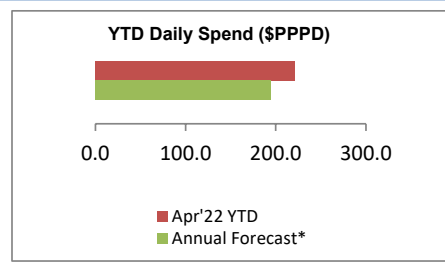
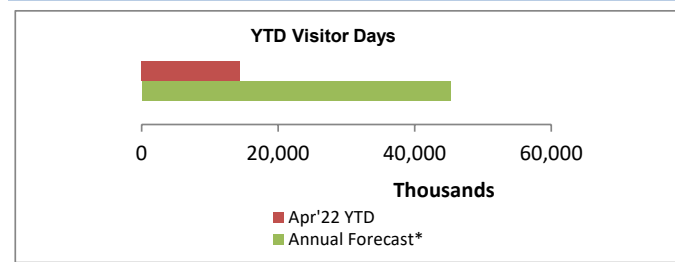
	YOY Rate	Apr'21 YTD	Apr'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	104.4%	1,555.9	3,180.2	8,781.5	O'ahu	99.2%	773,398
Daily Spend (\$PPPD)	30.6%	169.5	221.4	194.1	Maui	35.7%	497,833
Visitor Days	56.5%	9,178,963	14,361,252	45,239,109	Moloka'i	124.4%	7,506
Arrivals	80.6%	925,145	1,670,887	5,183,426	Lāna'i	89.4%	9,876
Daily Census	56.5%	76,491	119,677	123,943	Kaua'i	417.4%	242,624
Airlift (scheduled seats)^	55.2%	2,132,959	3,310,110	N/A	Hawai'i Island	71.7%	300,549

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

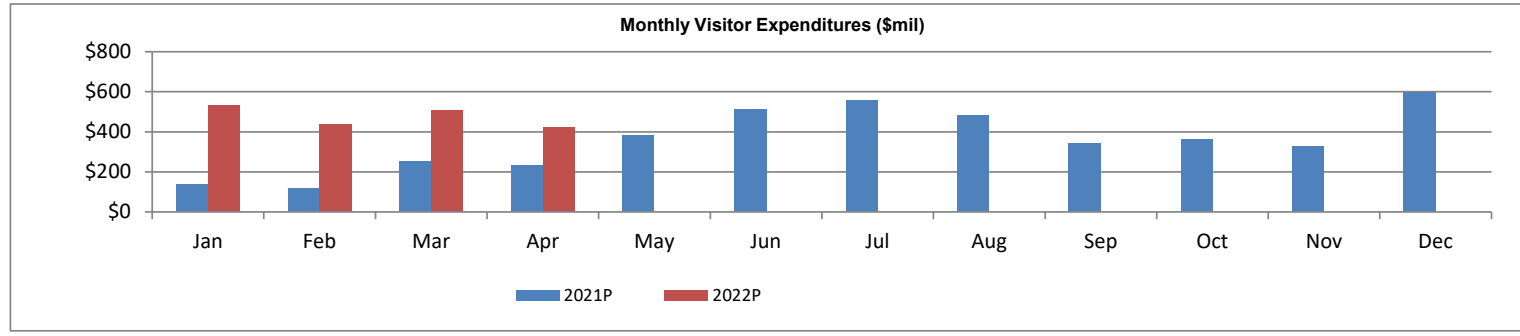
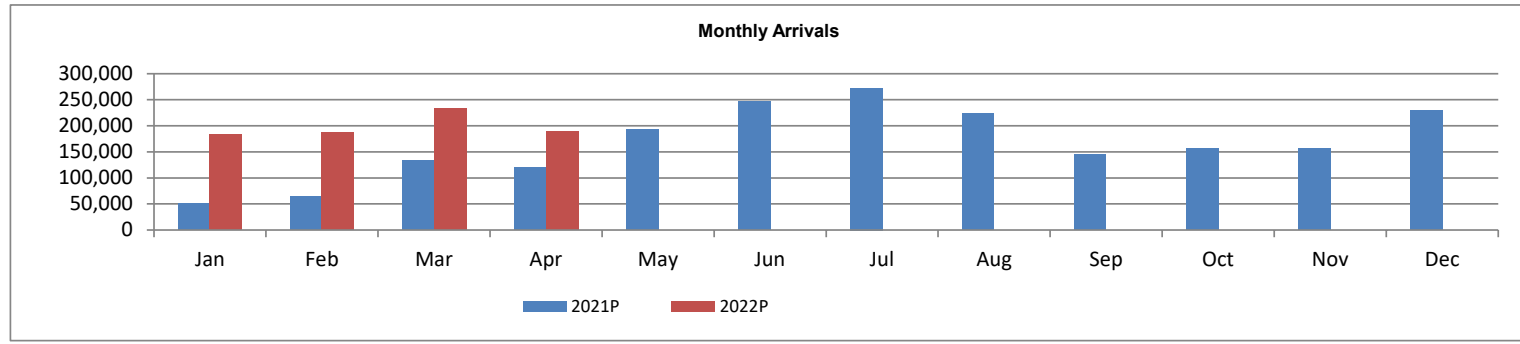
Market: **U.S. EAST**

Key Performance Indicators

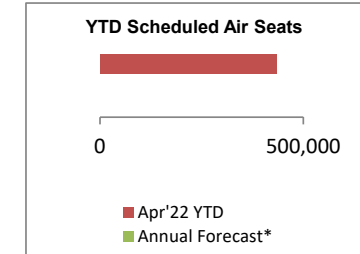
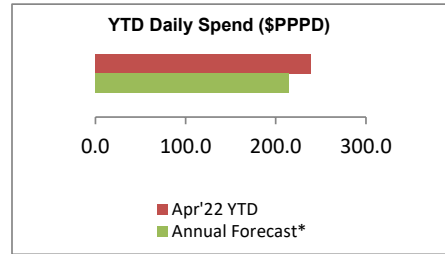
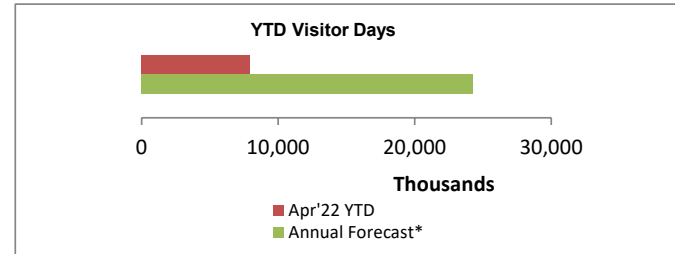
	YOY Rate	Apr'21 YTD	Apr'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	157.1%	737.5	1,896.3	5,207.4	O'ahu	114.4%	434,135
Daily Spend (\$PPPD)	32.1%	180.6	238.6	214.7	Maui	106.0%	268,282
Visitor Days	94.6%	4,082,497	7,946,544	24,251,765	Moloka'i	147.0%	3,840
Arrivals	116.0%	367,038	792,876	2,483,059	Lāna'i	150.5%	7,689
Daily Census	94.6%	34,021	66,221	66,443	Kaua'i	504.4%	119,417
Airlift (scheduled seats)^	54.7%	280,407	433,809	N/A	Hawai'i Island	148.5%	160,892

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

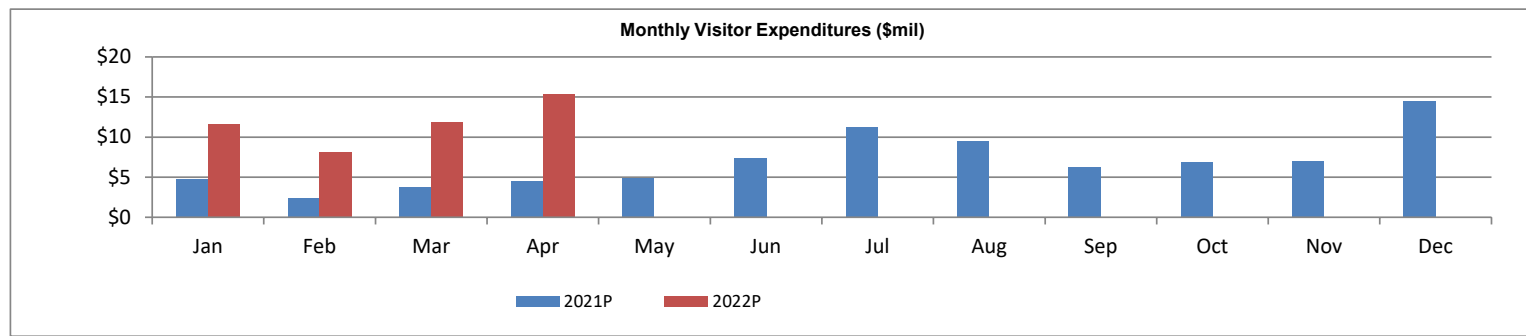
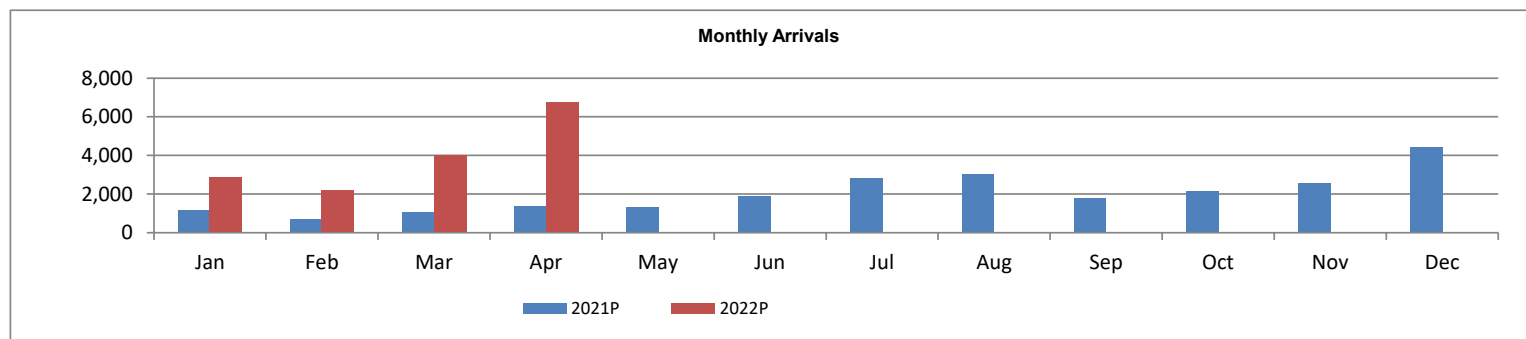
Market: **JAPAN**

Key Performance Indicators

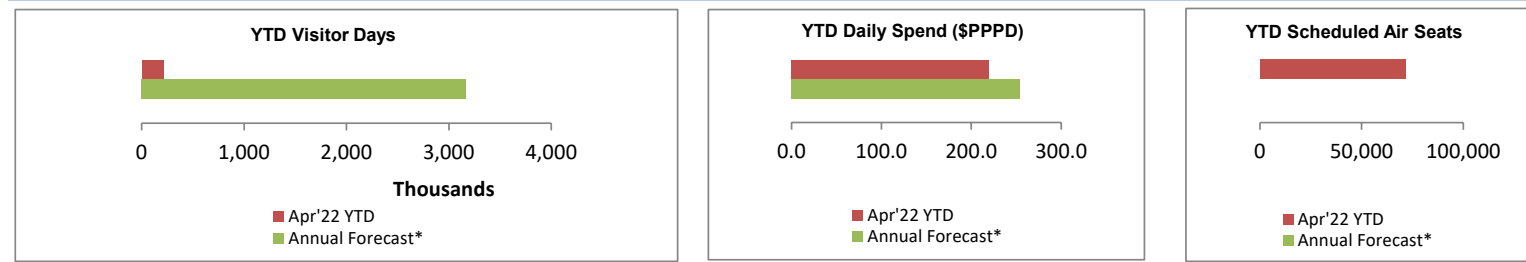
	YOY Rate	Apr'21 YTD	Apr'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	202.5%	15.5	46.8	805.1	O'ahu	258.9%	14,798
Daily Spend (\$PPPD)	5.8%	208.1	220.1	254.2	Maui	946.3%	961
Visitor Days	186.0%	74,367	212,723	3,167,750	Moloka'i	-76.5%	1
Arrivals	269.8%	4,277	15,817	521,380	Lāna'i	621.8%	49
Daily Census	186.0%	620	1,773	8,679	Kaua'i	1180.2%	349
Airlift (scheduled seats)^	81.0%	39,515	71,506	N/A	Hawai'i Island	1171.9%	1,588

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

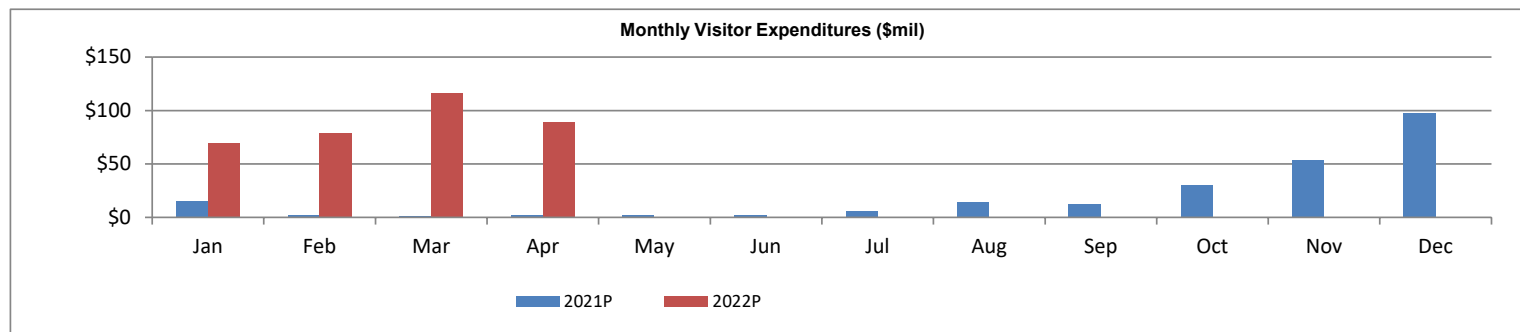
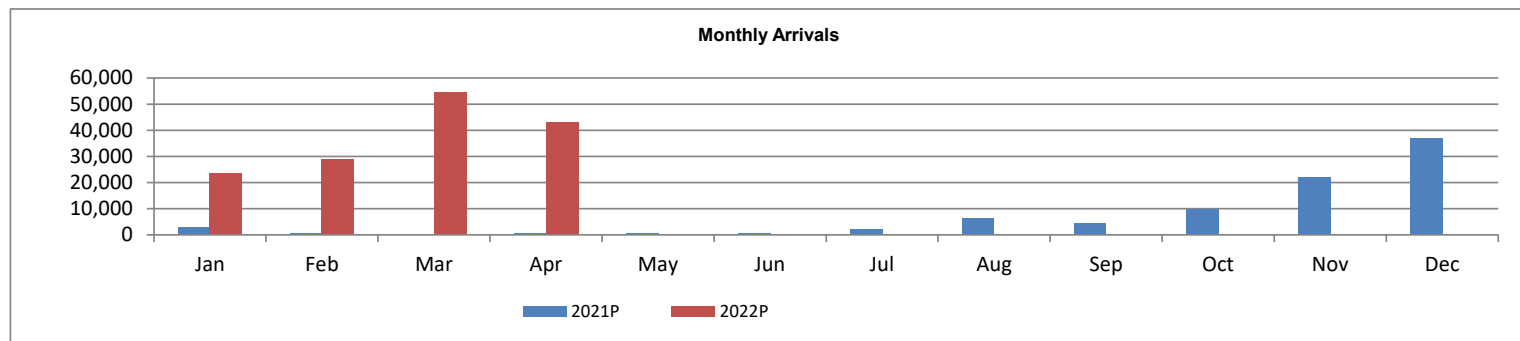
Market: **CANADA**

Key Performance Indicators

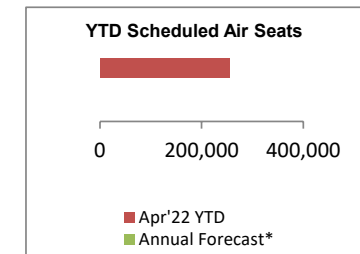
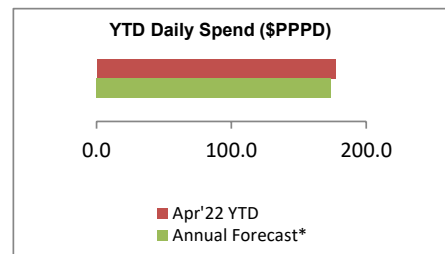
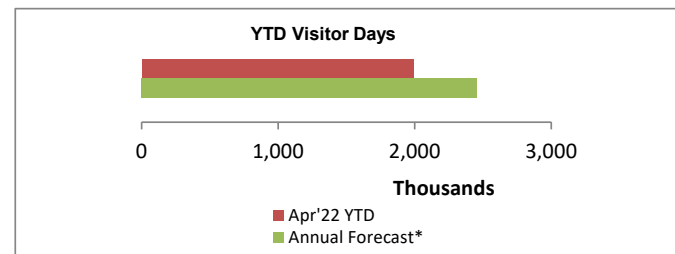
	YOY Rate	Apr'21 YTD	Apr'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	1652.7%	20.1	353.1	426.6	O'ahu	5166.6%	67,559
Daily Spend (\$PPPD)	7.2%	165.3	177.3	173.6	Maui	2789.3%	68,357
Visitor Days	1534.3%	121,866	1,991,678	2,457,615	Moloka'i	8001.2%	827
Arrivals	3439.5%	4,243	150,180	194,619	Lāna'i	3081.9%	1,284
Daily Census	1534.3%	1,016	16,597	6,733	Kaua'i	14634.0%	14,957
Airlift (scheduled seats)^	2221.2%	10,948	254,125	N/A	Hawai'i Island	3087.1%	23,424

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Visitor Industry Performance Measures

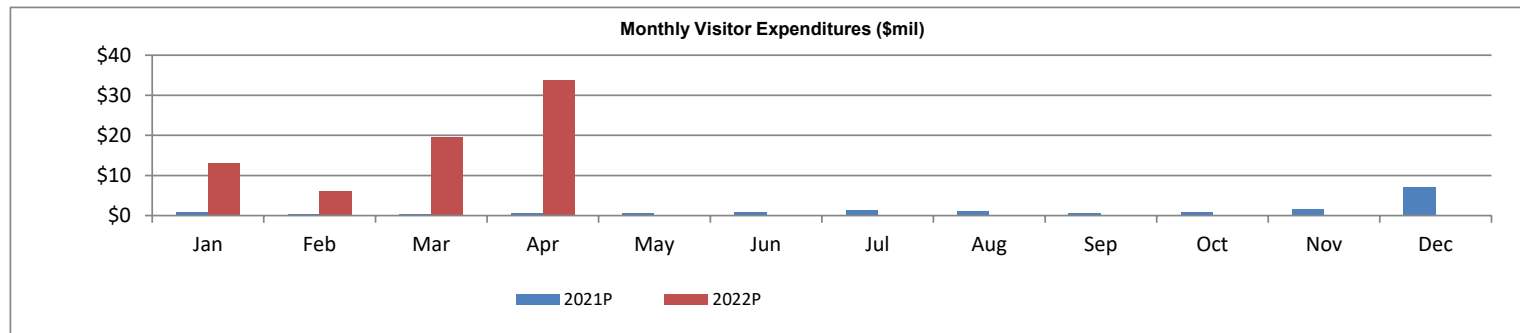
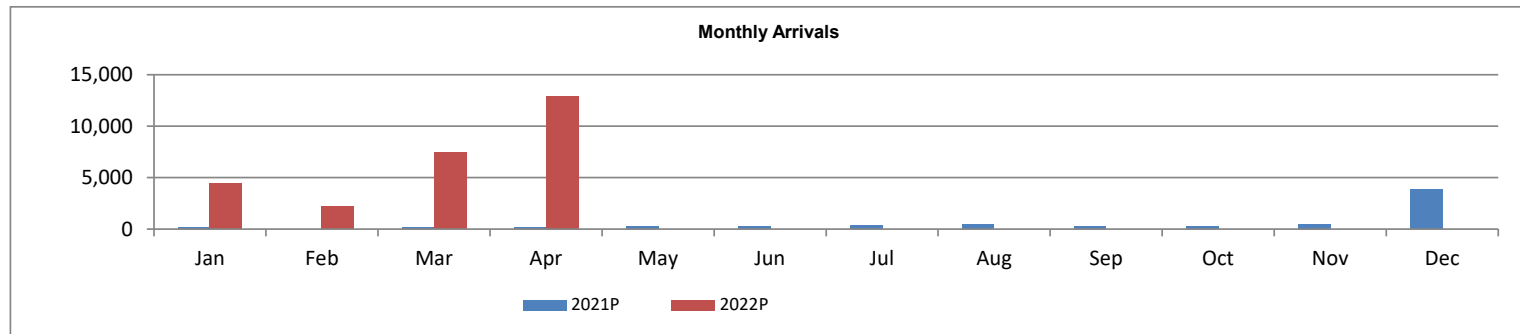
Market: **OCEANIA**

Key Performance Indicators

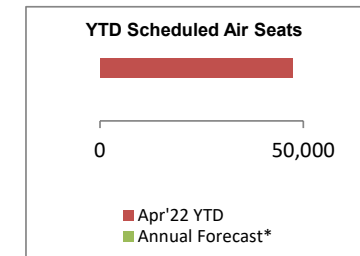
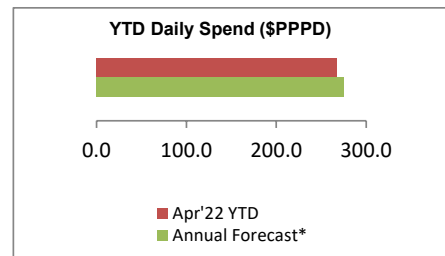
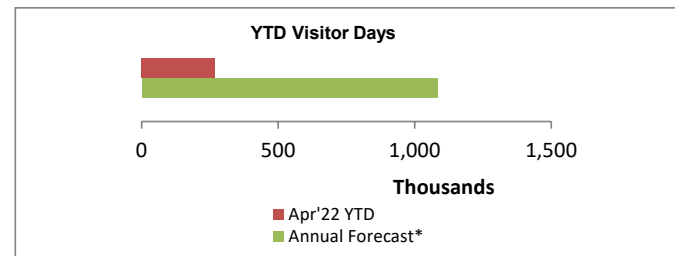
	YOY Rate	Apr'21 YTD	Apr'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	3175.8%	2.2	72.4	298.2	O'ahu	9854.8%	25,962
Daily Spend (\$PPPD)	15.1%	232.8	267.9	275.3	Maui	2649.4%	3,671
Visitor Days	2745.8%	9,492	270,122	1,083,103	Moloka'i	#DIV/0!	132
Arrivals	5653.3%	470	27,015	110,655	Lāna'i	5916.5%	127
Daily Census	2745.8%	79	2,251	2,967	Kaua'i	3364.5%	1,499
Airlift (scheduled seats)^	N/A	0	47,223	N/A	Hawai'i Island	3021.3%	2,904

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Monthly Indicators



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Visitor Industry Performance Measures

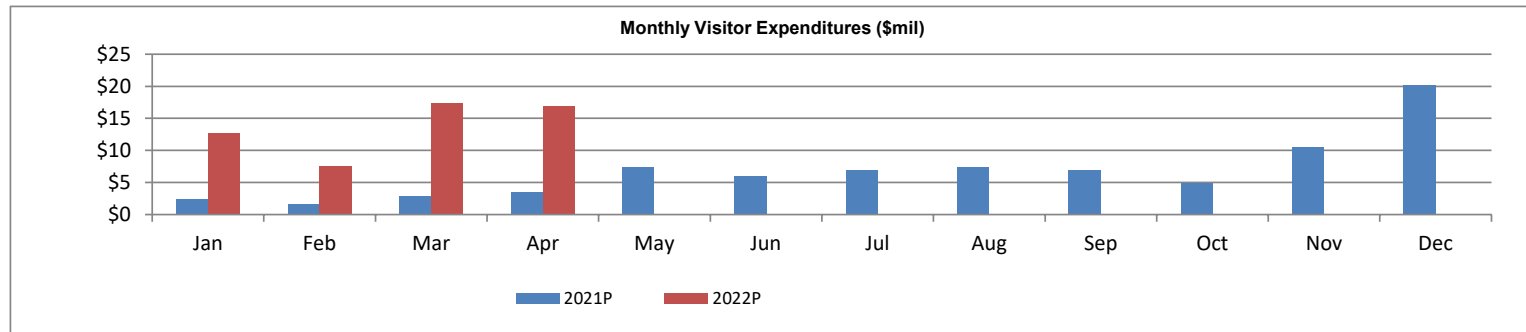
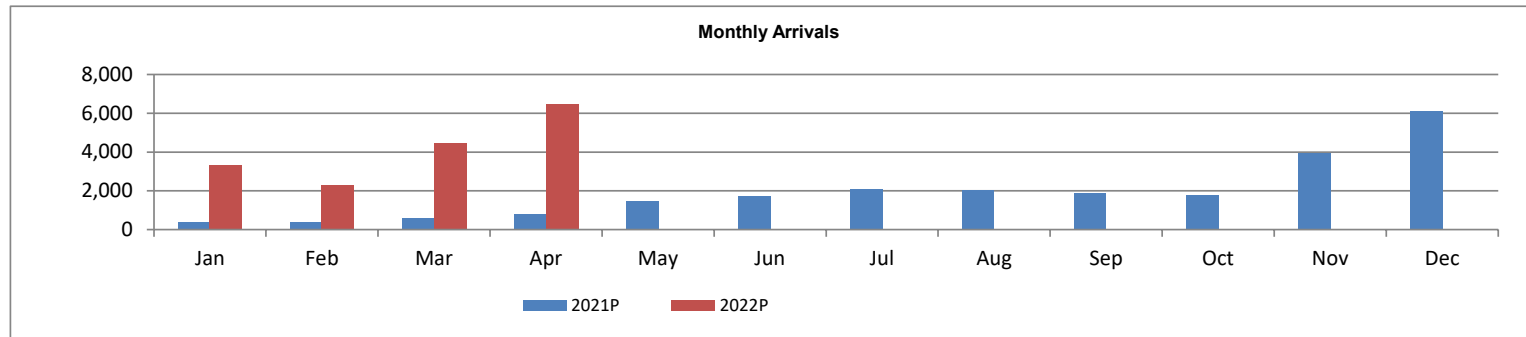
Market: **OTHER ASIA**

Key Performance Indicators

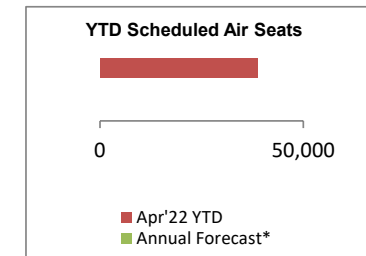
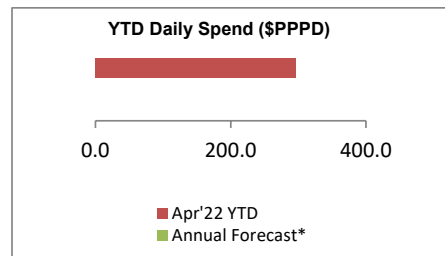
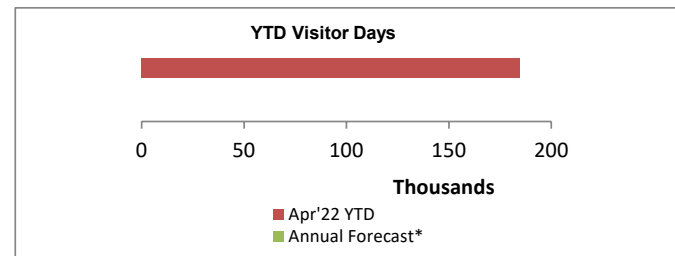
	YOY Rate	Apr'21 YTD	Apr'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	426.7%	10.4	54.6	N/A	O'ahu	772.6%	14,848
Daily Spend (\$PPPD)	19.6%	247.4	295.9	N/A	Maui	596.8%	2,395
Visitor Days	340.5%	41,901	184,569	N/A	Moloka'i	2357.3%	52
Arrivals	673.7%	2,140	16,560	N/A	Lāna'i	1632.7%	109
Daily Census	340.5%	349	1,538	N/A	Kaua'i	846.3%	789
Airlift (scheduled seats) [^]	562.9%	5,838	38,702	N/A	Hawai'i Island	878.6%	3,110

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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

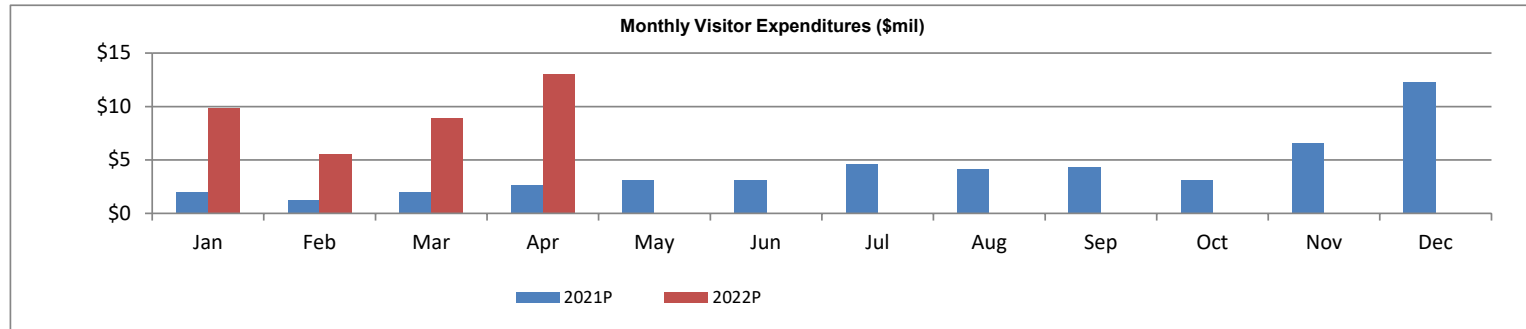
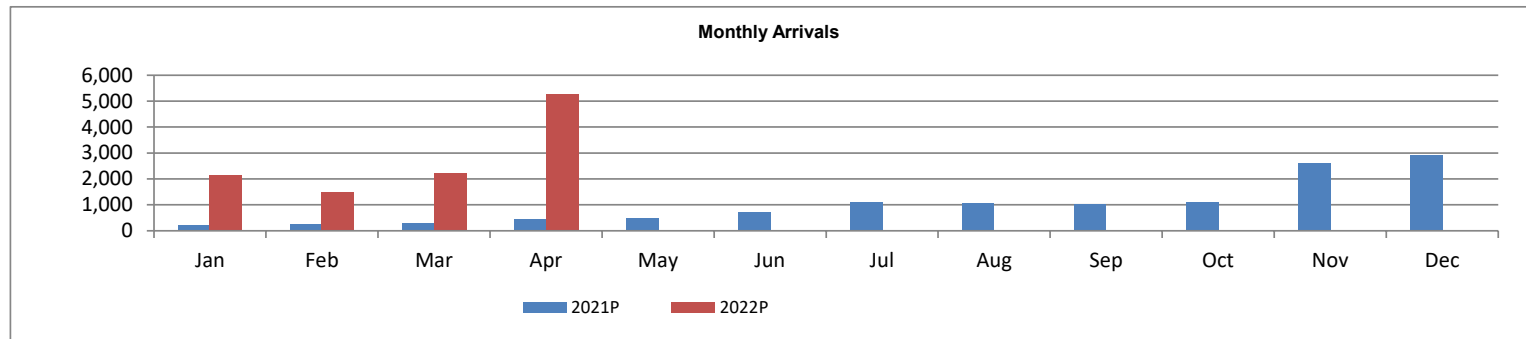
Market: **KOREA**

Key Performance Indicators

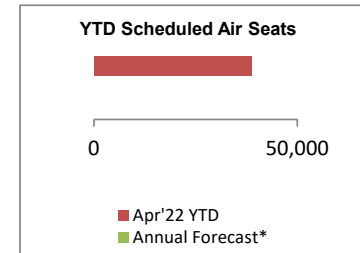
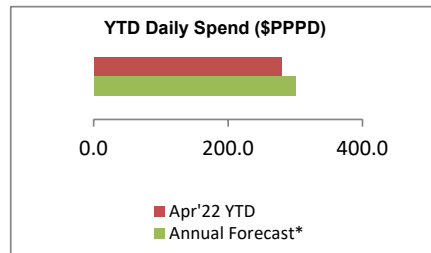
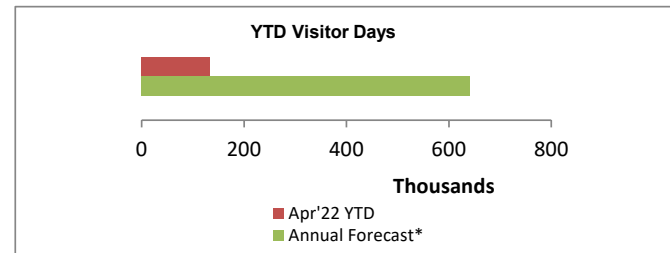
	YOY Rate	Apr'21 YTD	Apr'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	378.1%	7.8	37.4	192.6	O'ahu	938.7%	10,598
Daily Spend (\$PPPD)	13.5%	246.0	279.3	300.1	Maui	1140.3%	1,424
Visitor Days	321.1%	31,770	133,798	641,680	Moloka'i	#DIV/0!	24
Arrivals	815.4%	1,213	11,106	80,957	Lāna'i	843.9%	40
Daily Census	321.1%	265	1,115	1,758	Kaua'i	1001.3%	350
Airlift (scheduled seats)^	562.9%	5,838	38,702	N/A	Hawai'i Island	1109.9%	1,741

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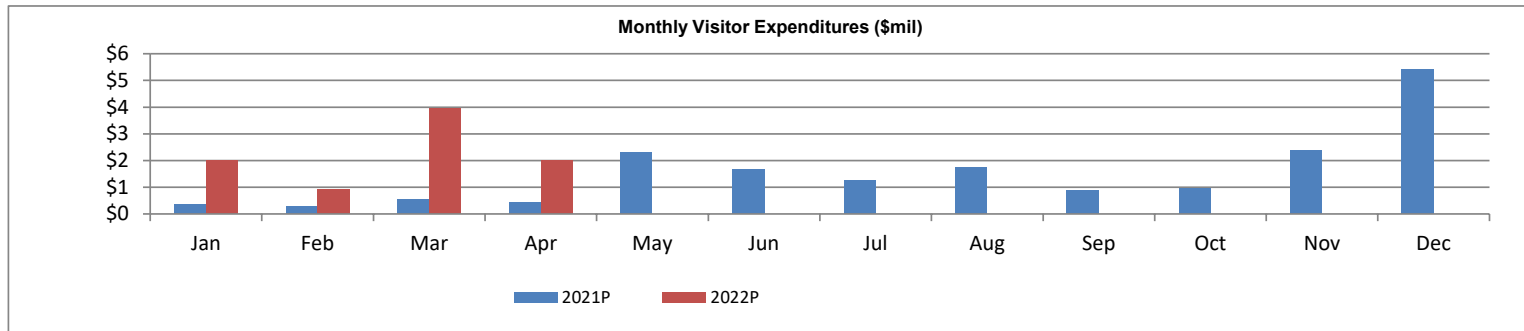
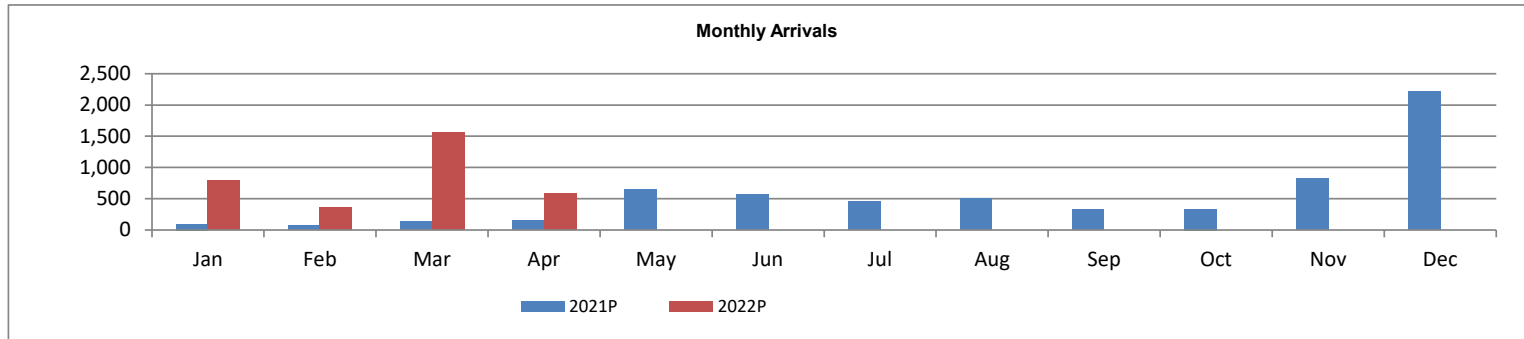
Market: **CHINA**

Key Performance Indicators

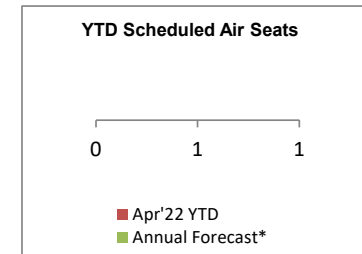
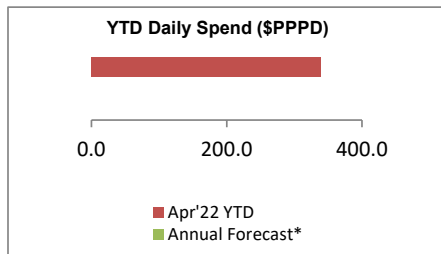
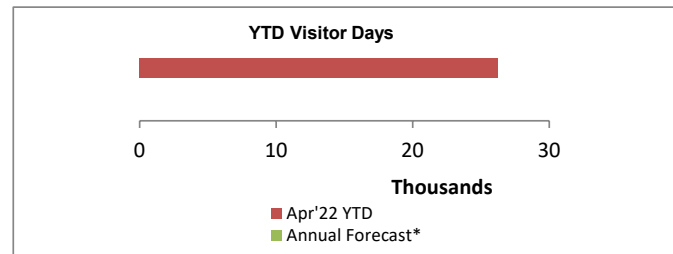
	YOY Rate	Apr'21 YTD	Apr'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	449.9%	1.6	8.9	N/A	O'ahu	669.3%	2,849
Daily Spend (\$PPPD)	17.8%	288.4	339.8	N/A	Maui	340.8%	488
Visitor Days	366.8%	5,620	26,236	N/A	Moloka'i	#DIV/0!	17
Arrivals	607.4%	466	3,296	N/A	Lāna'i	1766.7%	38
Daily Census	366.8%	47	219	N/A	Kaua'i	735.2%	149
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	817.3%	914

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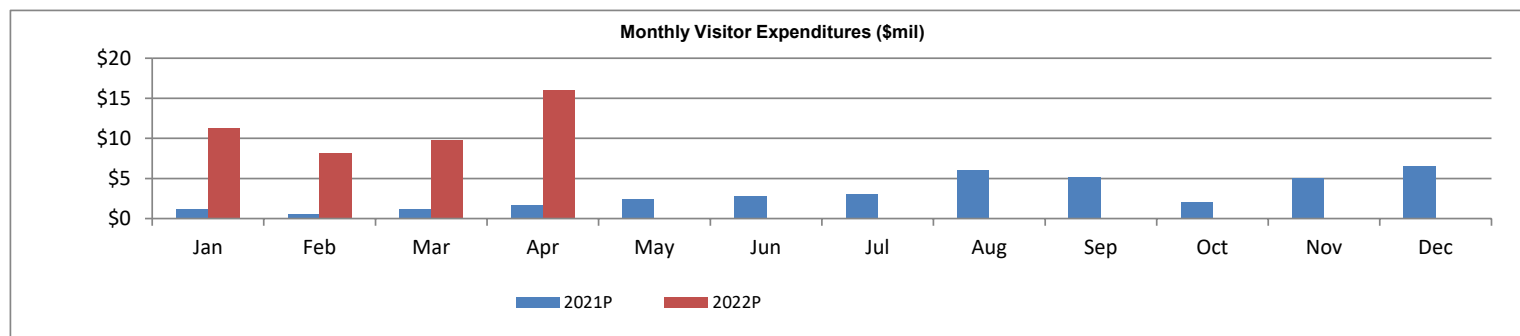
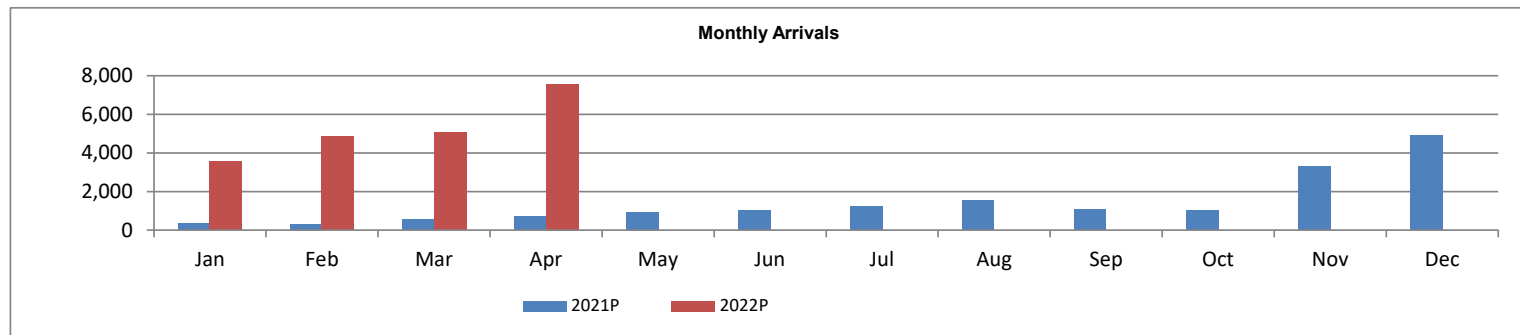
Market: **EUROPE**

Key Performance Indicators

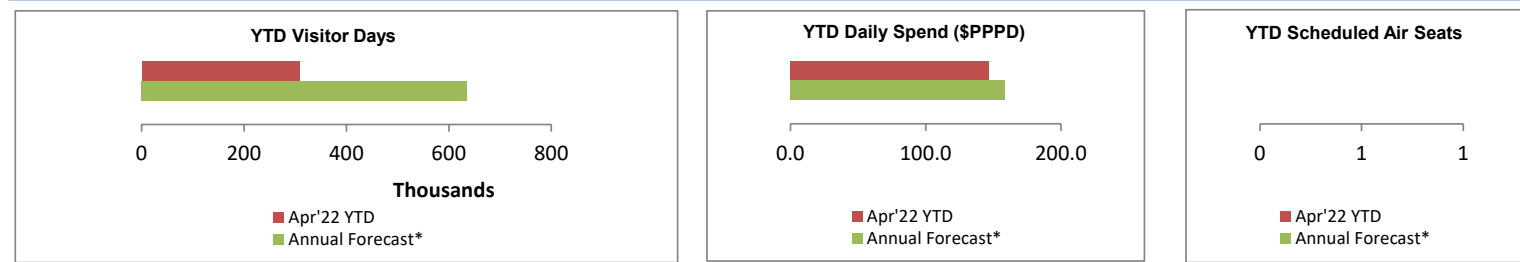
	YOY Rate	Apr'21 YTD	Apr'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	877.4%	4.6	45.2	100.7	O'ahu	1244.0%	14,354
Daily Spend (\$PPPD)	-1.9%	149.5	146.7	158.4	Maui	1278.5%	7,926
Visitor Days	896.1%	30,912	307,904	635,609	Moloka'i	2259.0%	371
Arrivals	1010.4%	1,897	21,064	47,332	Lāna'i	1823.2%	300
Daily Census	896.1%	258	2,566	1,741	Kaua'i	2086.8%	4,618
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	1665.0%	7,347

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

Visitor Industry Performance Measures

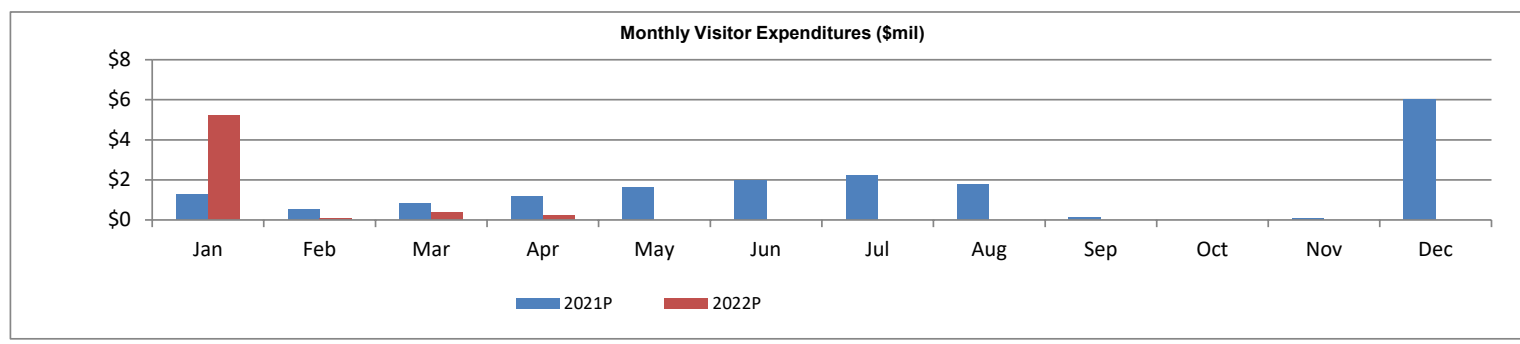
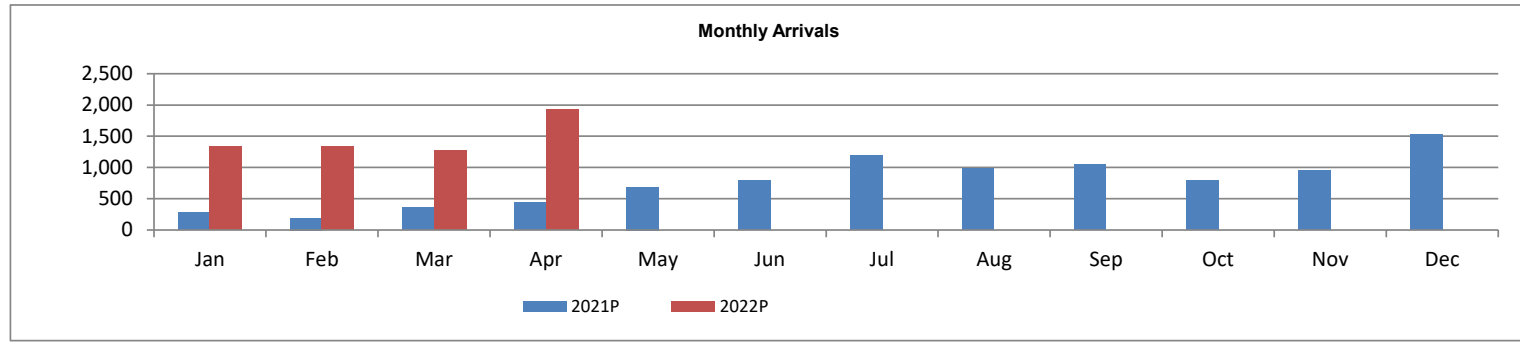
Market: **LATIN AMERICA**

Key Performance Indicators

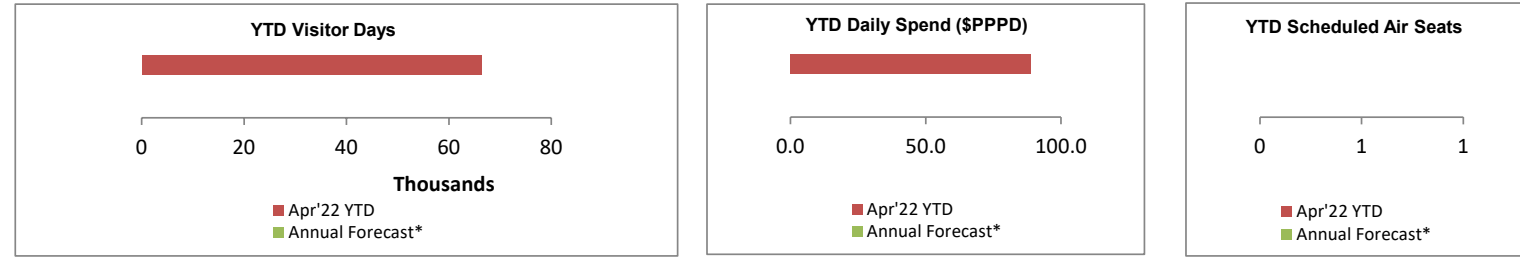
	YOY Rate	Apr'21 YTD	Apr'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	53.9%	3.8	5.9	N/A	O'ahu	391.0%	4,113
Daily Spend (\$PPPD)	-56.3%	203.7	89.1	N/A	Maui	285.3%	1,879
Visitor Days	252.0%	18,858	66,388	N/A	Moloka'i	229.1%	25
Arrivals	361.2%	1,273	5,872	N/A	Lāna'i	99.5%	45
Daily Census	252.0%	157	553	N/A	Kaua'i	630.4%	591
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	447.2%	1,259

* DBEDT Annual Forecast as of Q1 2022.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures