

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **OVERALL**

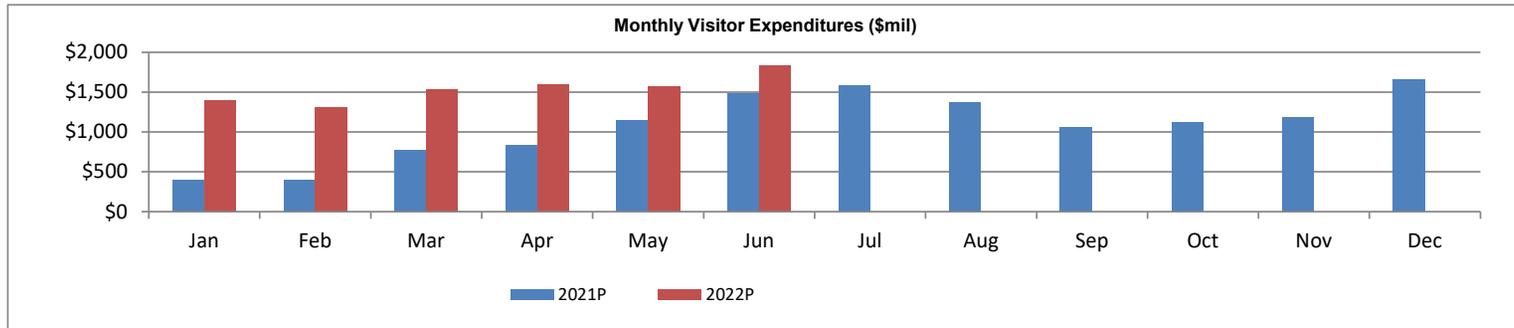
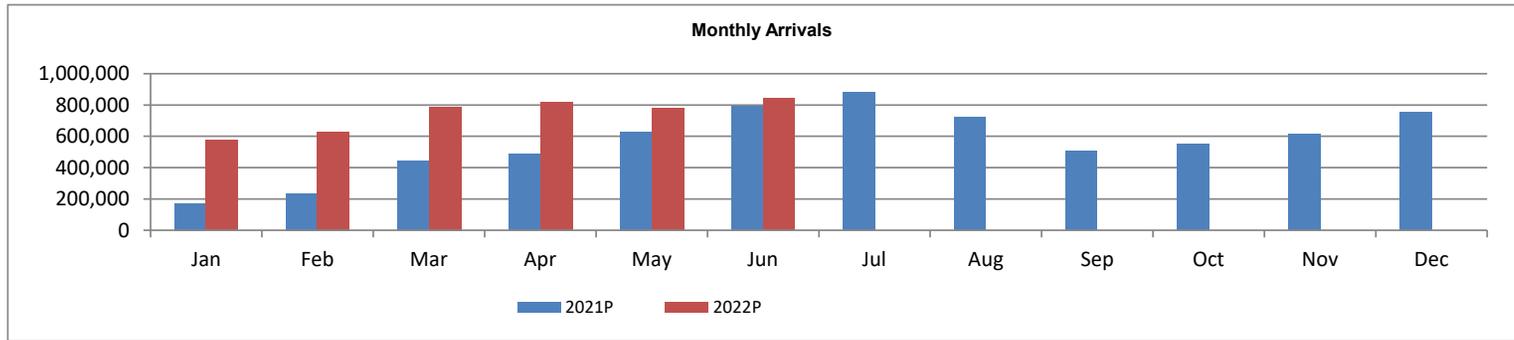
Key Performance Indicators

	YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 83.5%	5,027.4	9,225.5	16,620.5	O'ahu	71.3%	2,260,353
Daily Spend (\$PPPD)	↑ 22.3%	183.3	224.2	206.0	Maui	42.9%	1,406,058
Visitor Days	↑ 50.0%	27,431,121	41,152,840	80,674,664	Moloka'i	93.3%	19,899
Arrivals	↑ 61.0%	2,751,849	4,431,332	8,867,698	Lāna'i	82.0%	32,482
Daily Census	↑ 50.0%	151,553	227,364	221,026	Kaua'i	162.1%	644,139
Airlift (scheduled seats) [^]	↑ 45.7%	4,322,816	6,299,331	13,304,808	Hawai'i Island	67.3%	812,729

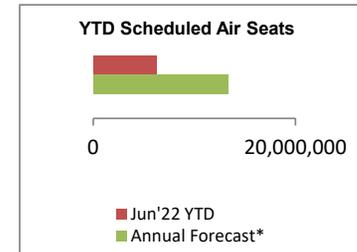
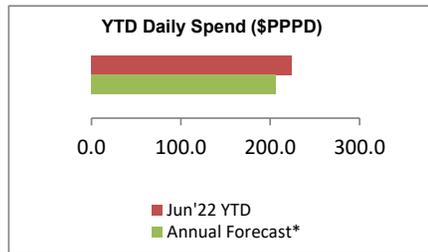
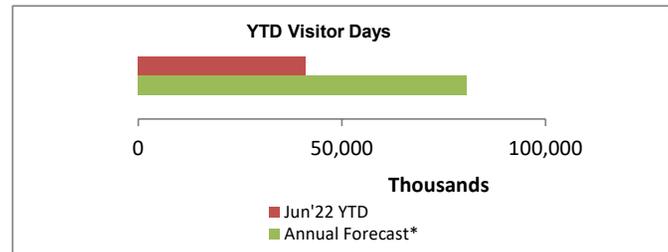
* DBEDT Annual Forecast as of Q1 2022.

[^] HTA/DBEDT READ analysis based on scheduled flights from Diao Mi flight schedules as of June 24, 2022, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

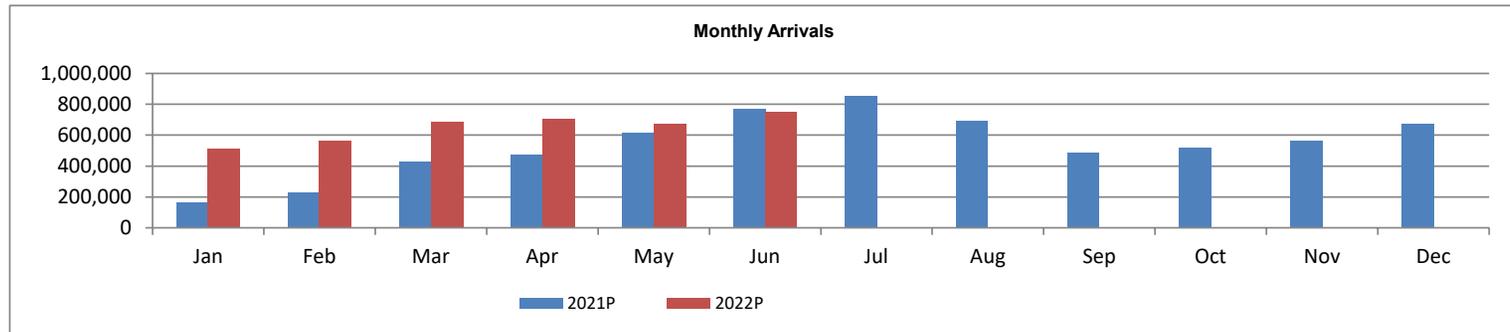
Key Performance Indicators

	YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 66.7%	4,819.5	8,035.2	13,988.8	O'ahu	50.4%	1,912,042
Daily Spend (\$PPPD)	↑ 24.8%	182.7	228.0	201.3	Maui	29.6%	1,248,304
Visitor Days	↑ 33.6%	26,374,897	35,245,414	69,490,874	Moloka'i	73.6%	17,260
Arrivals	↑ 45.4%	2,673,818	3,887,939	7,666,485	Lāna'i	60.2%	27,714
Daily Census	↑ 33.6%	145,718	194,726	190,386	Kaua'i	146.3%	591,628
Airlift (scheduled seats)^	↑ 34.7%	4,184,364	5,638,148	11,272,244	Hawai'i Island	53.1%	726,801

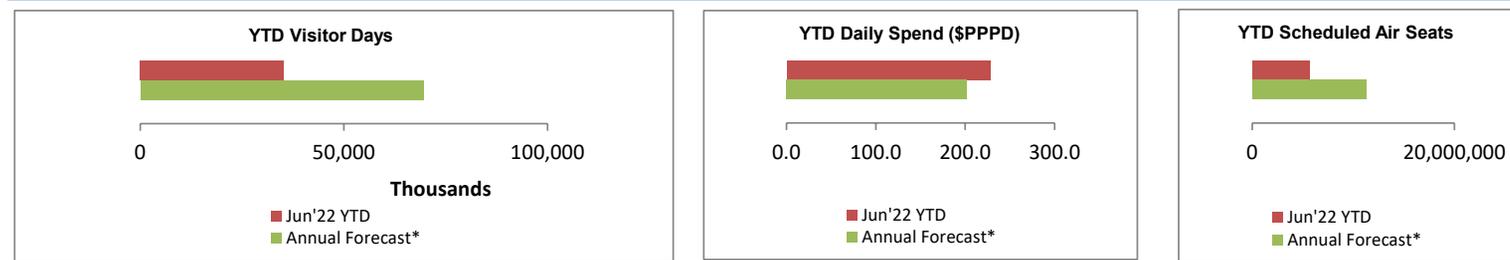
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. WEST**

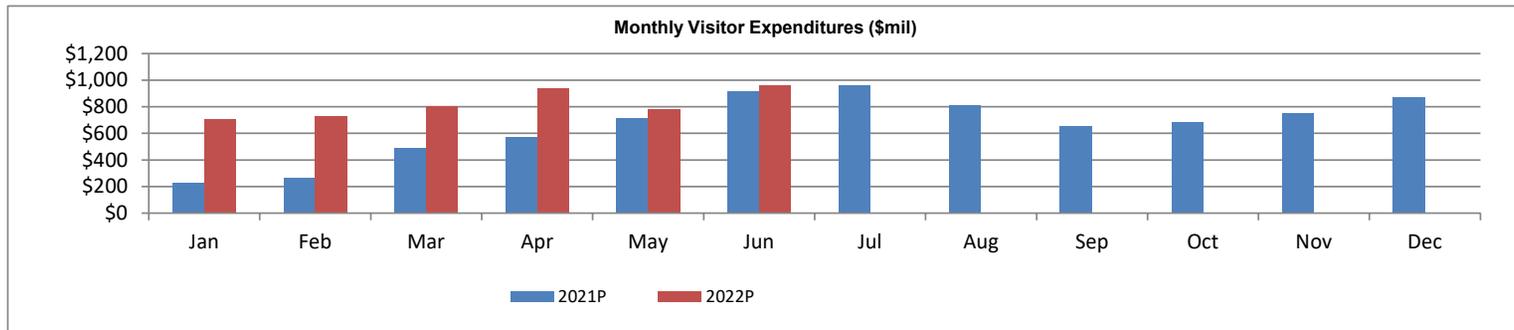
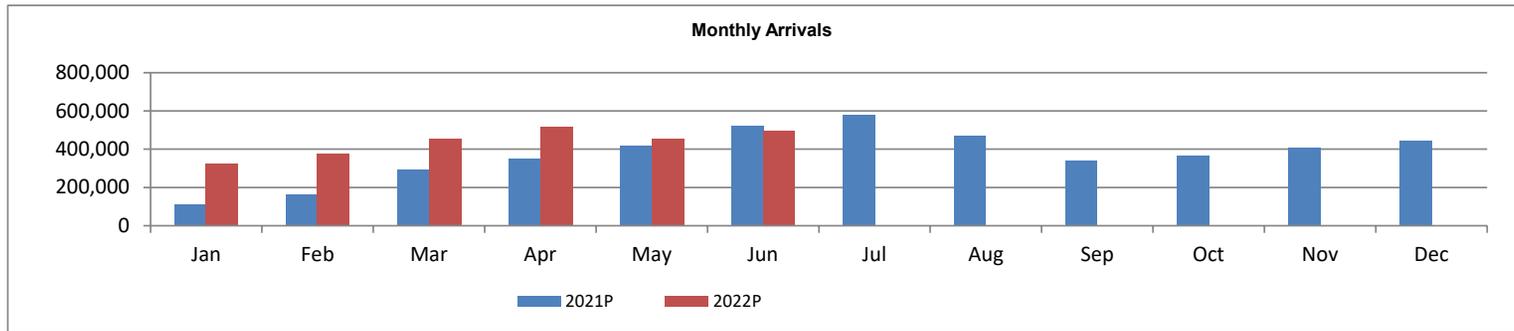
Key Performance Indicators

	YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 54.5%	3,187.7	4,926.1	8,781.5	O'ahu	48.5%	1,205,638
Daily Spend (\$PPPD)	↑ 21.7%	178.8	217.7	194.1	Maui	17.6%	809,023
Visitor Days	↑ 26.9%	17,827,133	22,627,624	45,239,109	Moloka'i	69.5%	11,134
Arrivals	↑ 40.6%	1,865,897	2,623,235	5,183,426	Lāna'i	48.3%	15,567
Daily Census	↑ 26.9%	98,492	125,014	123,943	Kaua'i	136.4%	392,716
Airlift (scheduled seats) [^]	↑ 36.5%	3,672,379	5,013,883	9,975,115	Hawai'i Island	41.2%	464,986

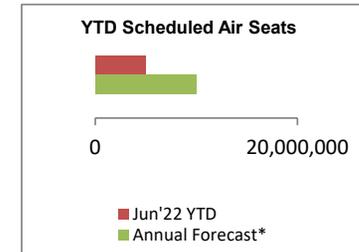
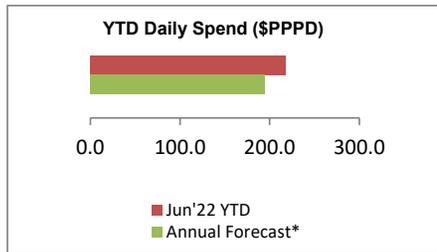
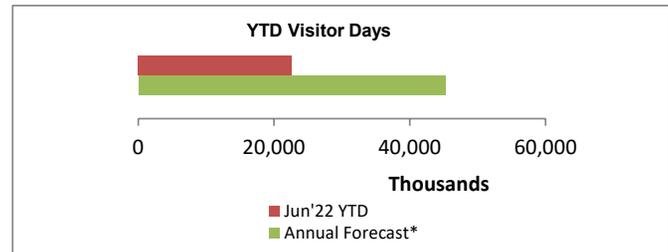
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **U.S. EAST**

Key Performance Indicators

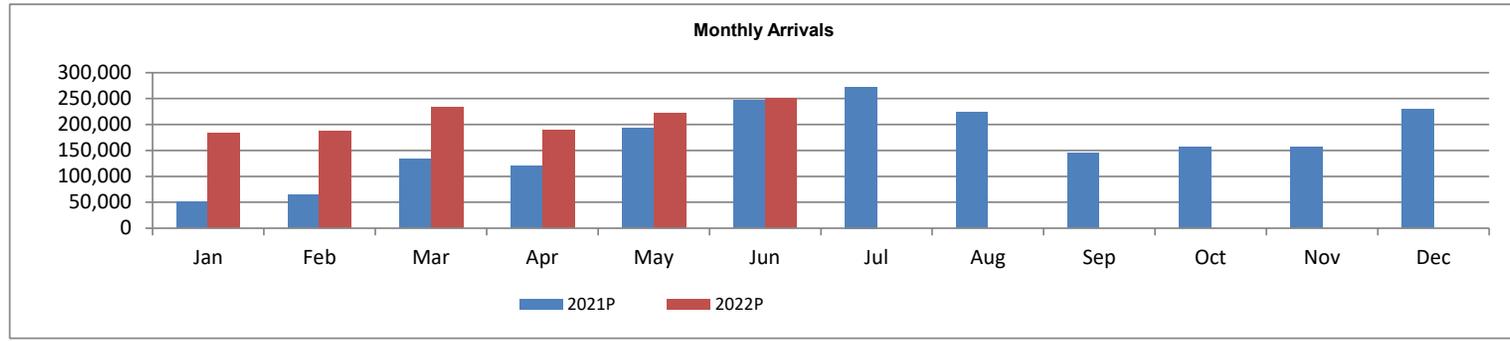
	YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*
Visitor Spending (\$mil)	↑ 90.5%	1,631.7	3,109.1	5,207.4
Daily Spend (\$PPPD)	↑ 29.1%	190.9	246.4	214.7
Visitor Days	↑ 47.6%	8,547,763	12,617,790	24,251,765
Arrivals	↑ 56.5%	807,922	1,264,704	2,483,059
Daily Census	↑ 47.6%	47,225	69,712	66,443
Airlift (scheduled seats) [^]	↑ 21.9%	511,985	624,265	1,297,129

	YOY Rate	YTD
O'ahu	53.8%	706,404
Maui	59.9%	439,281
Moloka'i	81.8%	6,126
Lāna'i	78.6%	12,147
Kaua'i	168.6%	198,912
Hawai'i Island	80.2%	261,815

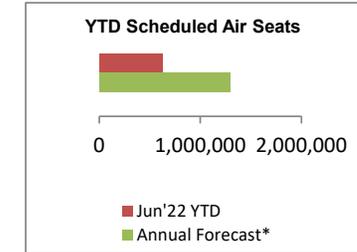
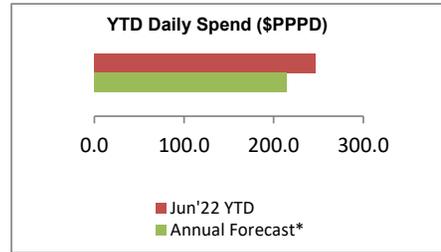
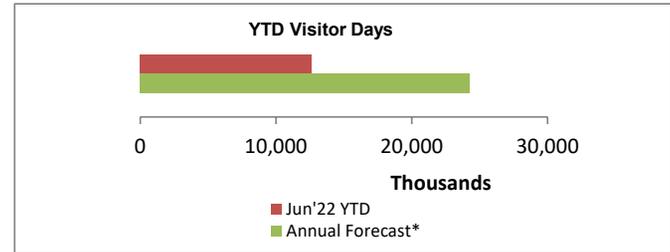
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **JAPAN**

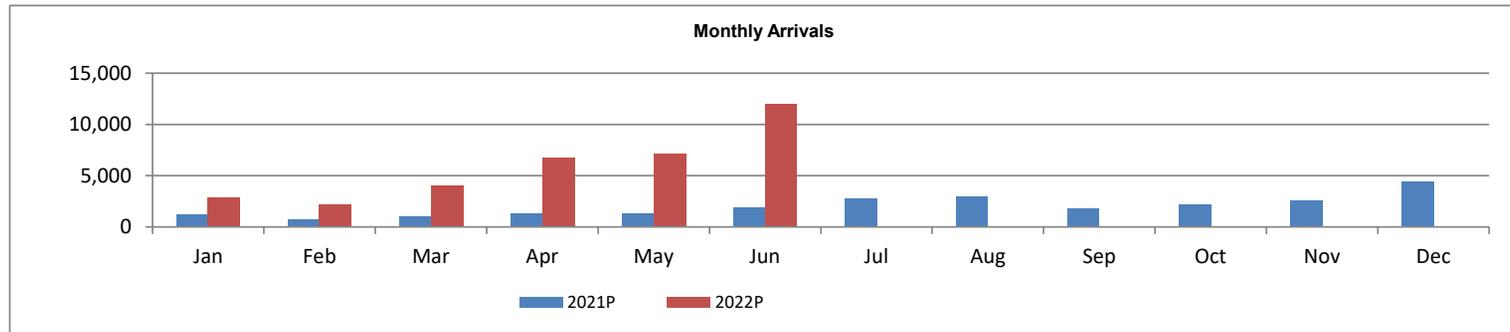
Key Performance Indicators

	YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 212.7%	27.7	86.7	805.1	O'ahu	363.6%	33,275
Daily Spend (\$PPPD)	↔ 6.8%	215.8	230.5	254.2	Maui	795.0%	1,571
Visitor Days	↑ 192.7%	128,471	375,971	3,167,750	Moloka'i	107.0%	14
Arrivals	↑ 368.9%	7,448	34,925	521,380	Lāna'i	2095.0%	171
Daily Census	↑ 192.7%	710	2,077	8,679	Kaua'i	852.7%	658
Airlift (scheduled seats)^	↑ 109.8%	55,071	115,549	810,127	Hawai'i Island	1133.1%	3,059

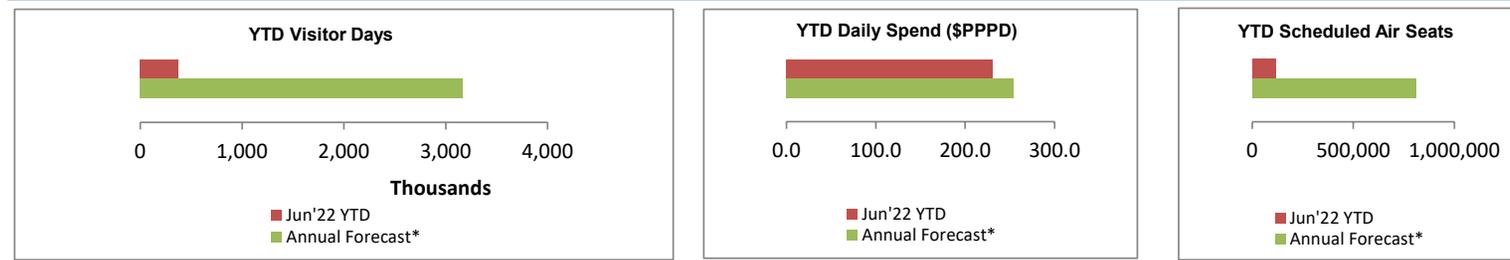
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CANADA**

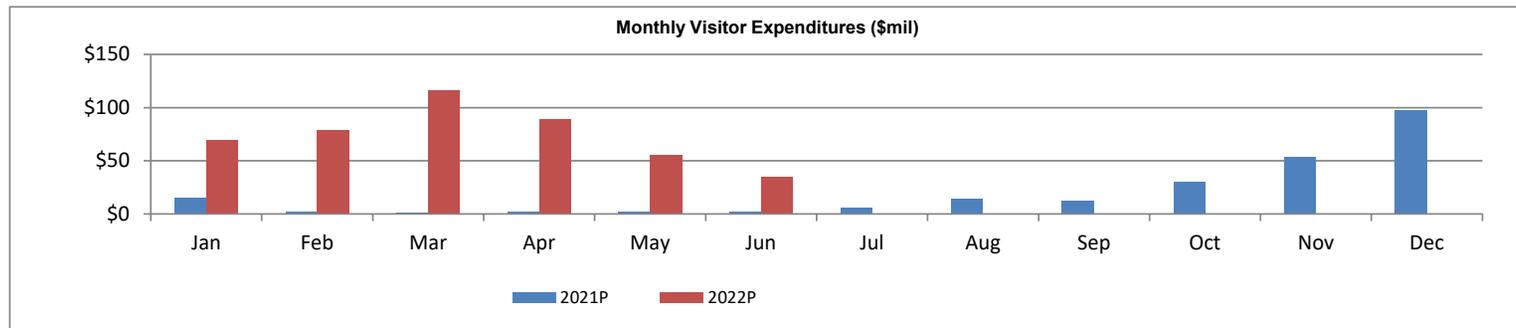
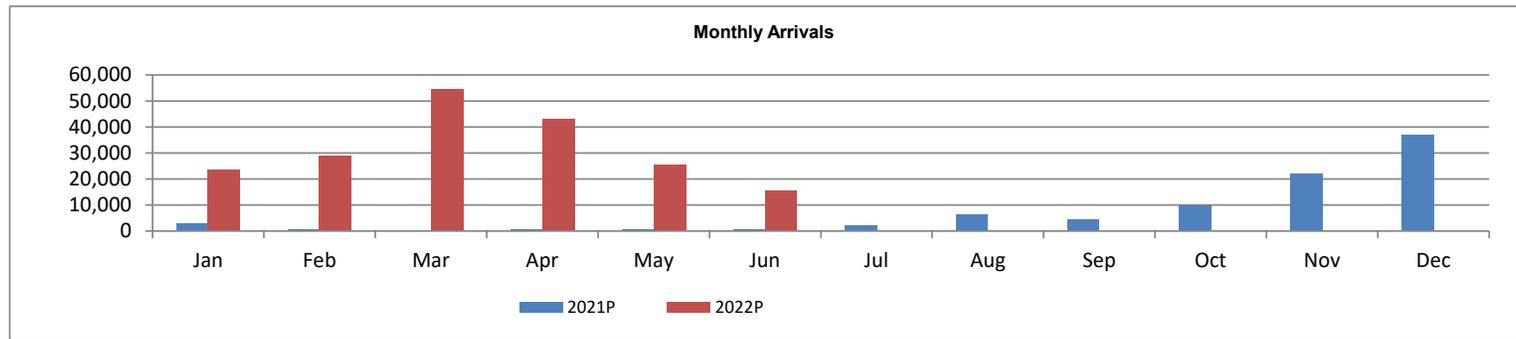
Key Performance Indicators

	YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 1729.7%	24.2	443.0	426.6	O'ahu	4700.3%	90,541
Daily Spend (\$PPPD)	↔ 8.3%	167.7	181.6	173.6	Maui	3061.0%	87,773
Visitor Days	↑ 1589.2%	144,383	2,438,975	2,457,615	Moloka'i	3591.2%	950
Arrivals	↑ 3417.6%	5,434	191,133	194,619	Lāna'i	3492.3%	1,859
Daily Census	↑ 1589.2%	798	13,475	6,733	Kaua'i	8314.6%	19,149
Airlift (scheduled seats) [^]	↑ 1225.6%	22,160	293,742	482,947	Hawai'i Island	2849.5%	29,463

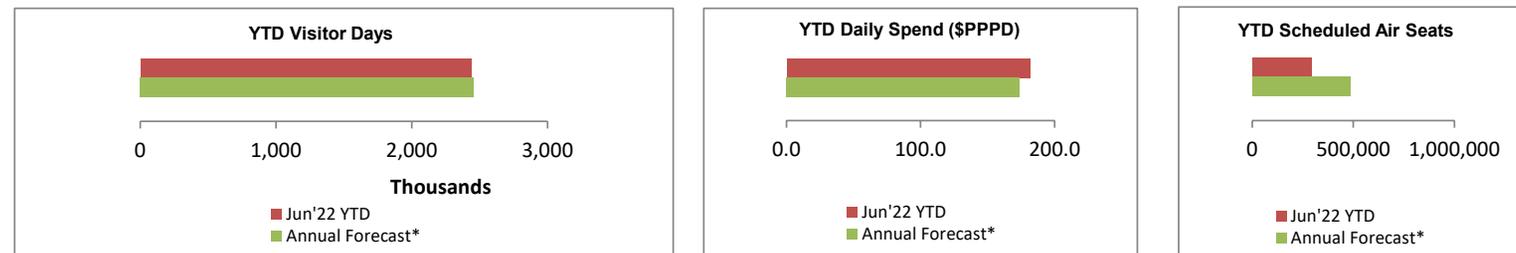
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OCEANIA**

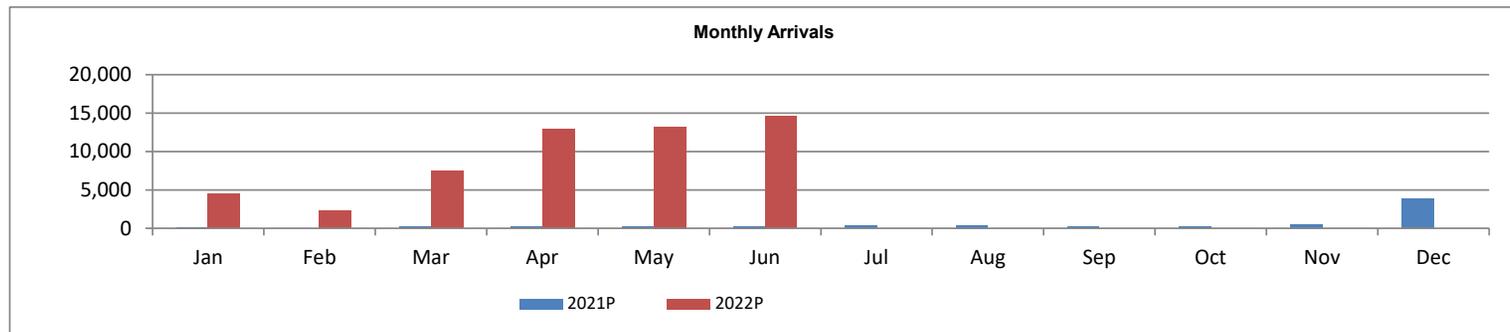
Key Performance Indicators

		YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*		YOY Rate	YTD
Visitor Spending (\$mil)	↑	3764.2%	3.9	148.9	298.2	Arrivals		
Daily Spend (\$PPPD)	↑	17.3%	235.7	276.4	275.3	O'ahu	9536.8%	53,100
Visitor Days	↑	3195.1%	16,353	538,839	1,083,103	Maui	2690.4%	7,414
Arrivals	↑	5562.8%	969	54,855	110,655	Moloka'i	2070.6%	251
Daily Census	↑	3195.1%	90	2,977	2,967	Lāna'i	2449.4%	402
Airlift (scheduled seats) [^]		N/A	0	83,288	252,570	Kaua'i	2285.7%	3,470
						Hawai'i Island	2793.9%	5,665

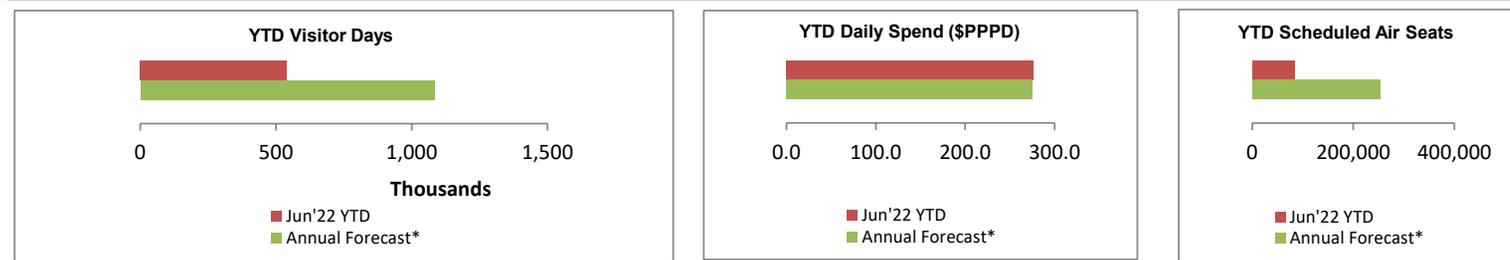
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **OTHER ASIA**

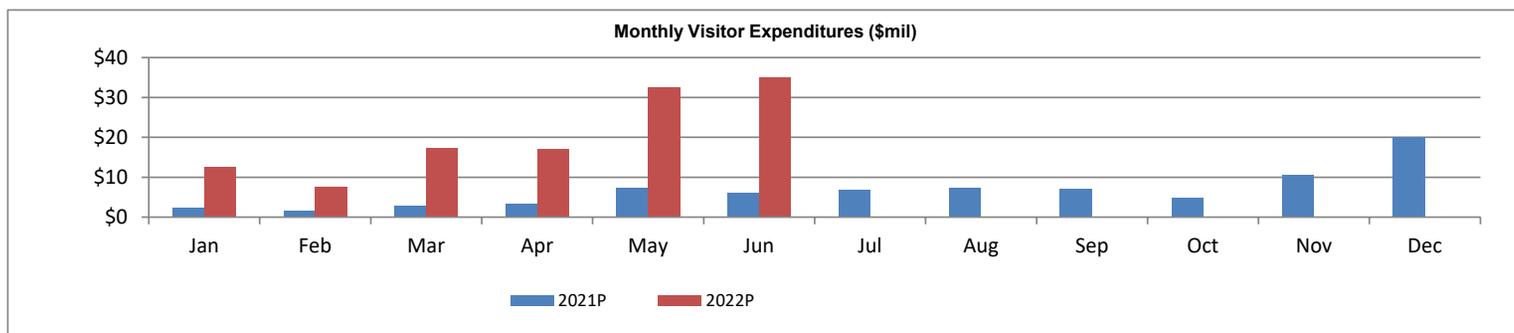
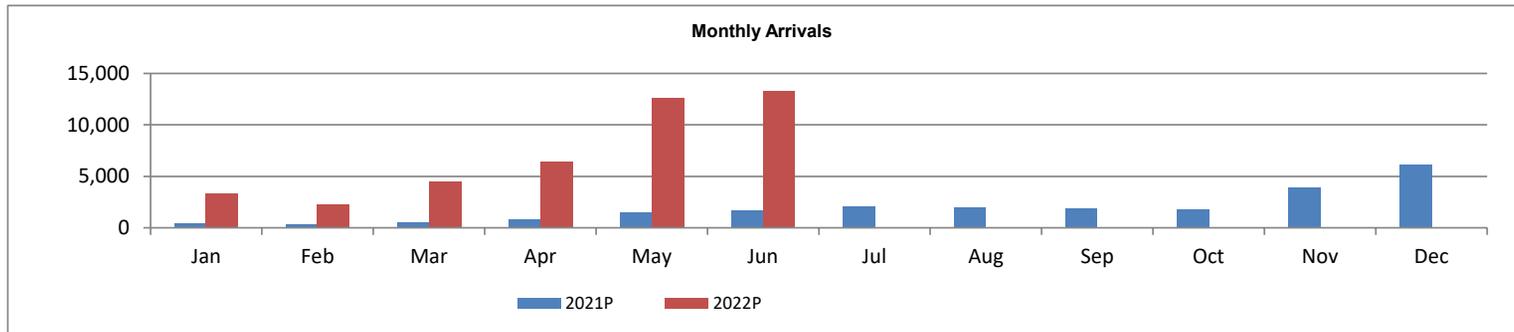
Key Performance Indicators

	YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 413.4%	23.8	122.2	N/A	O'ahu	816.5%	39,484
Daily Spend (\$PPPD)	↑ 17.6%	260.6	306.3	N/A	Maui	452.9%	5,132
Visitor Days	↑ 336.7%	91,320	398,807	N/A	Moloka'i	311.9%	104
Arrivals	↑ 691.8%	5,364	42,474	N/A	Lāna'i	286.1%	175
Daily Census	↑ 336.7%	505	2,203	N/A	Kaua'i	288.0%	1,482
Airlift (scheduled seats) [^]	↑ 598.3%	10,564	73,771	246,101	Hawai'i Island	556.0%	6,537

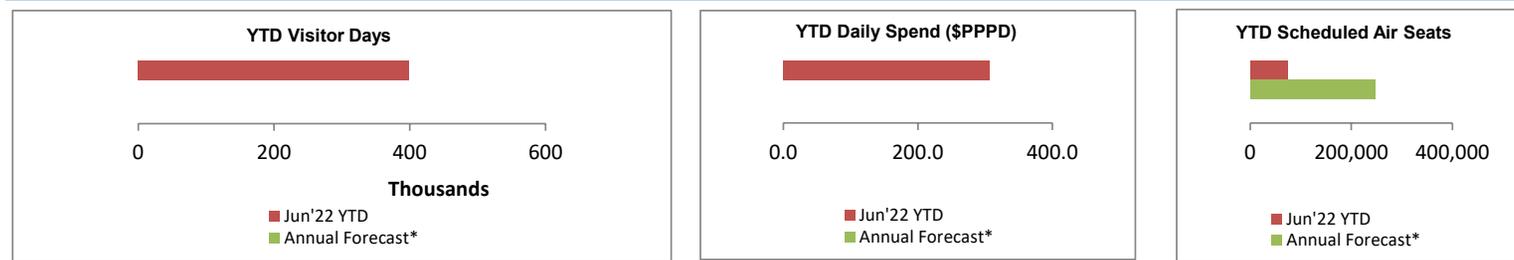
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

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

Visitor Industry Performance Measures

Market: **KOREA**

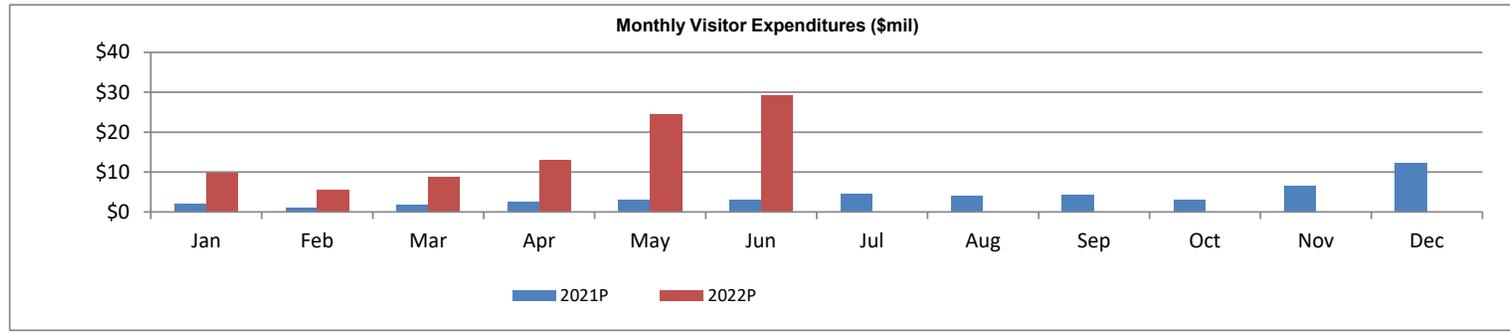
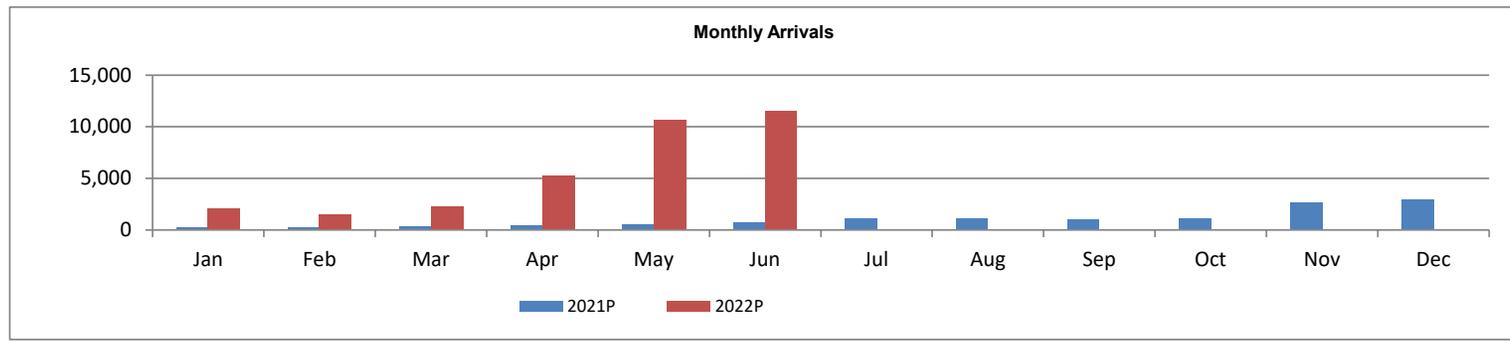
Key Performance Indicators

	YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 548.2%	14.1	91.2	192.6	O'ahu	1432.6%	32,382
Daily Spend (\$PPPD)	↑ 16.2%	250.6	291.2	300.1	Maui	1231.5%	3,230
Visitor Days	↑ 457.9%	56,161	313,307	641,680	Moloka'i	2463.0%	54
Arrivals	↑ 1269.5%	2,429	33,265	80,957	Lāna'i	664.2%	64
Daily Census	↑ 457.9%	310	1,731	1,758	Kaua'i	692.4%	737
Airlift (scheduled seats)^	↑ 598.3%	10,564	73,771	235,391	Hawai'i Island	1407.2%	4,152

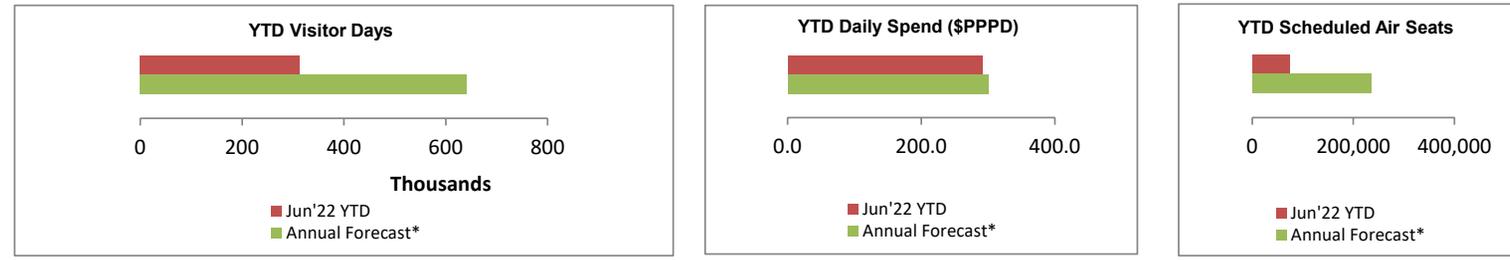
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Monthly Indicators



Annual Indicators



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

Visitor Industry Performance Measures

Market: **CHINA**

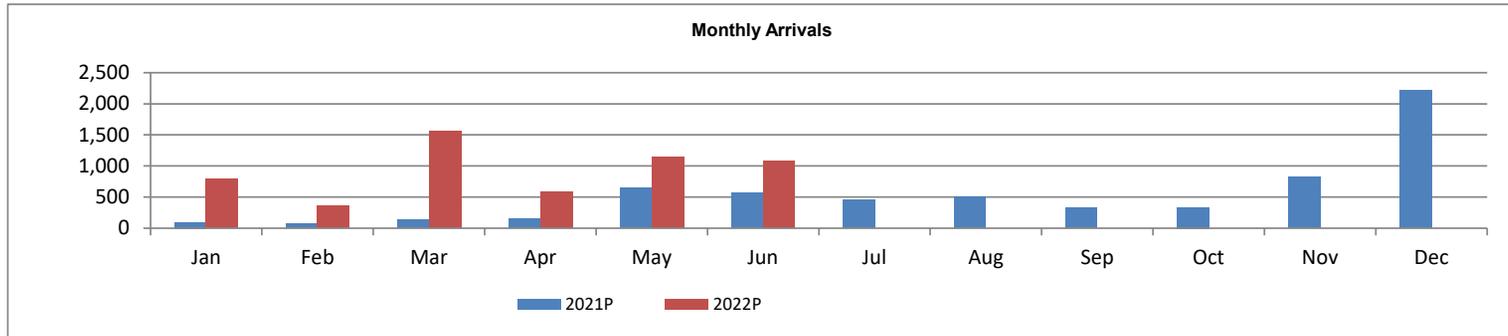
Key Performance Indicators

	YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 179.9%	5.6	15.6	N/A	O'ahu	229.9%	4,659
Daily Spend (\$PPPD)	↑ 11.7%	310.9	347.3	N/A	Maui	195.2%	982
Visitor Days	↑ 150.5%	17,971	45,018	N/A	Moloka'i	733.4%	35
Arrivals	↑ 226.0%	1,693	5,519	N/A	Lāna'i	367.5%	59
Daily Census	↑ 150.5%	99	249	N/A	Kaua'i	167.7%	268
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	217.6%	1,598

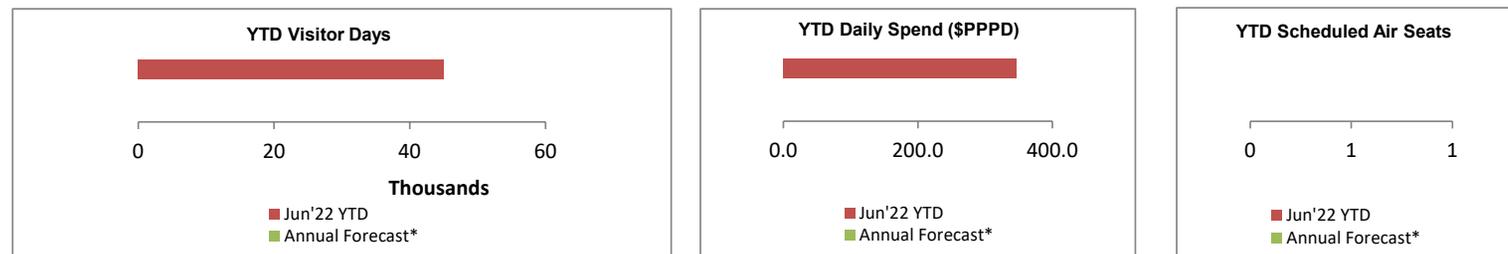
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **EUROPE**

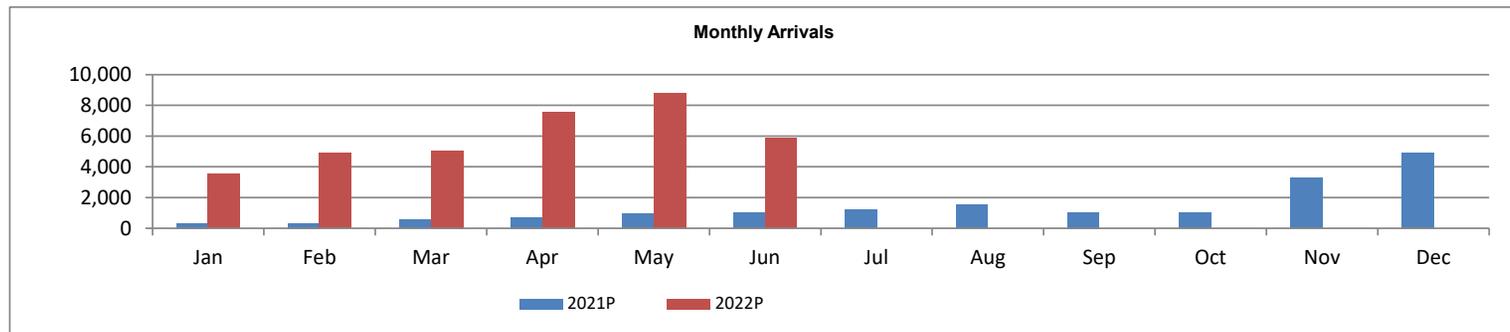
Key Performance Indicators

	YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 709.7%	9.9	80.0	100.7	O'ahu	1065.4%	24,850
Daily Spend (\$PPPD)	↓ -7.0%	173.0	160.9	158.4	Maui	1075.4%	14,158
Visitor Days	↑ 770.8%	57,075	496,995	635,609	Moloka'i	1644.1%	557
Arrivals	↑ 829.7%	3,842	35,721	47,332	Lāna'i	1101.6%	484
Daily Census	↑ 770.8%	315	2,746	1,741	Kaua'i	1633.4%	7,929
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	1354.5%	11,873

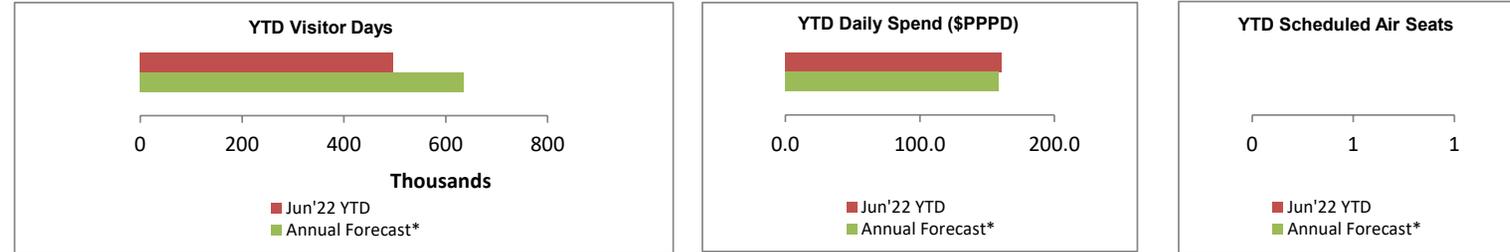
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **LATIN AMERICA**

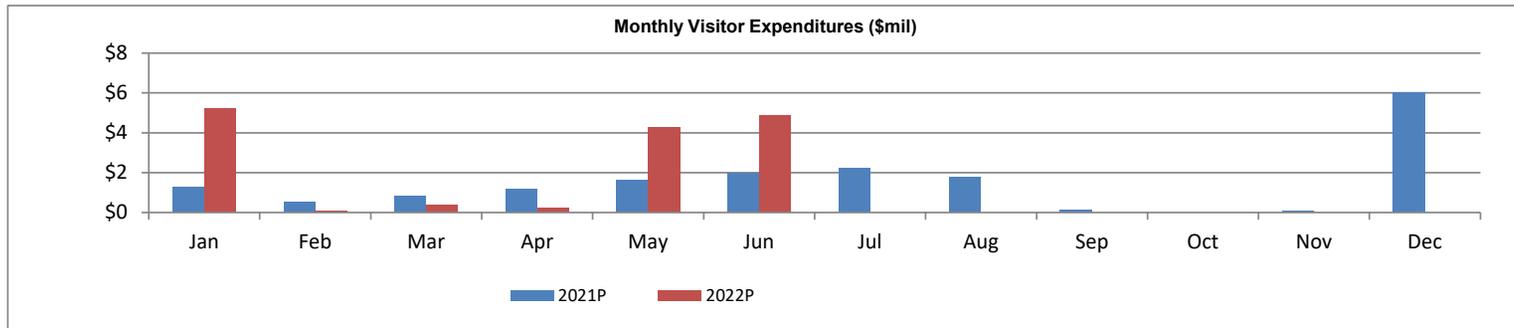
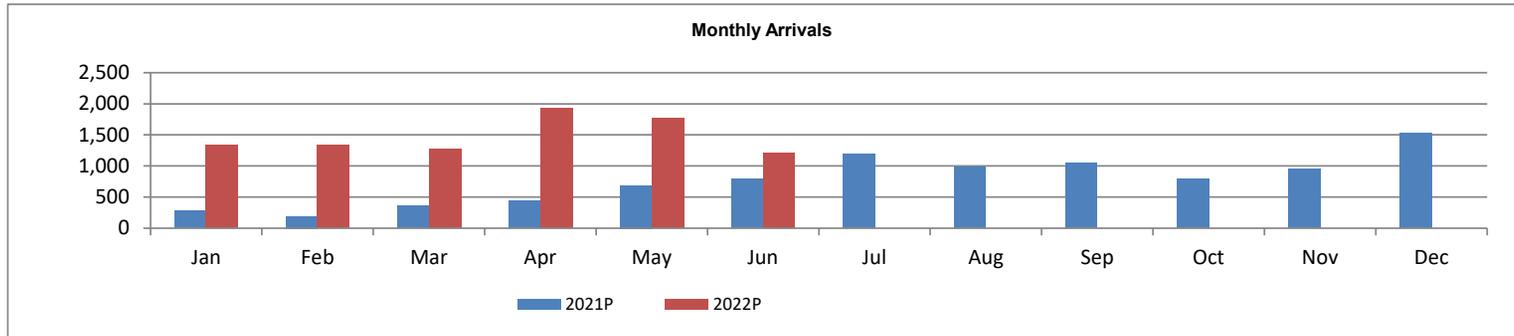
Key Performance Indicators

	YOY Rate	Jun'21 YTD	Jun'22 YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑ 101.8%	7.5	15.1	N/A	O'ahu	244.7%	5,981
Daily Spend (\$PPPD)	↓ -25.8%	205.3	152.4	N/A	Maui	182.1%	2,922
Visitor Days	↑ 171.8%	36,342	98,782	N/A	Moloka'i	272.4%	48
Arrivals	↑ 221.3%	2,753	8,845	N/A	Lāna'i	113.7%	82
Daily Census	↑ 171.8%	201	546	N/A	Kaua'i	383.0%	897
Airlift (scheduled seats) [^]	N/A	N/A	N/A	N/A	Hawai'i Island	273.0%	2,021

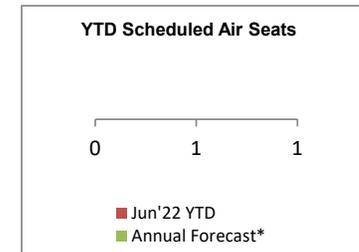
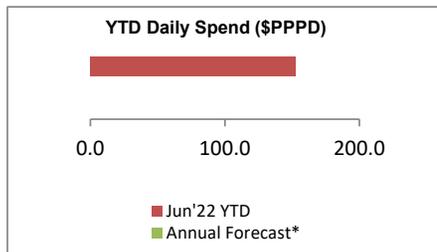
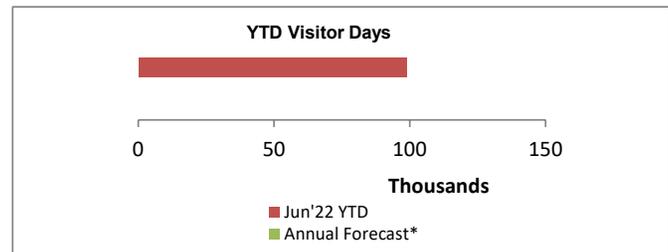
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