

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-26** Preliminary

Visitor Industry Performance Measures

Market: **OVERALL**

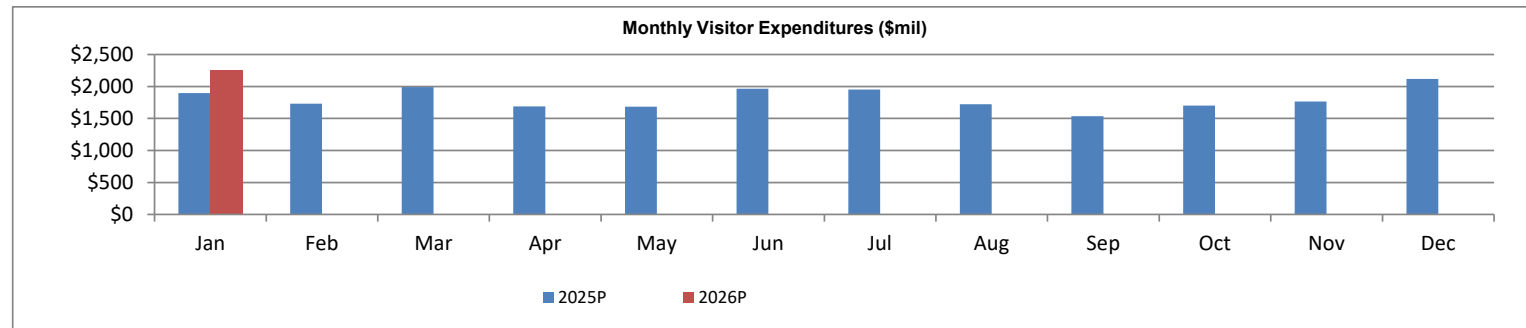
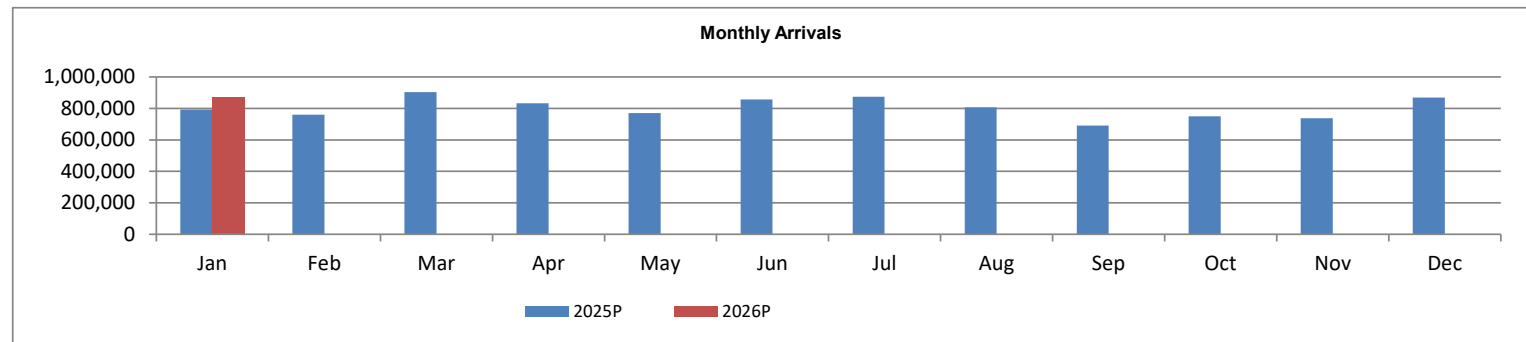
Key Performance Indicators

		YOY Rate	Jan'25P YTD	Jan'26P YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑	19.0%	1,897.3	2,257.2	21,439.8		O'ahu	15.3%	527,241
Daily Spend (\$PPPD)	↑	11.3%	248.3	276.3	255.0		Maui	16.7%	236,180
Visitor Days	↑	6.9%	7,641,206	8,169,271	84,084,122		Moloka'i	15.9%	3,295
Arrivals	↑	10.4%	792,177	874,358	9,697,539		Lāna'i	-9.0%	3,284
Daily Census	↑	6.9%	246,491	263,525	230,367		Kaua'i	10.1%	121,293
Airlift (scheduled seats)^	↑	3.2%	1,123,752	1,159,868	13,533,248		Hawai'i Island	-2.7%	154,982

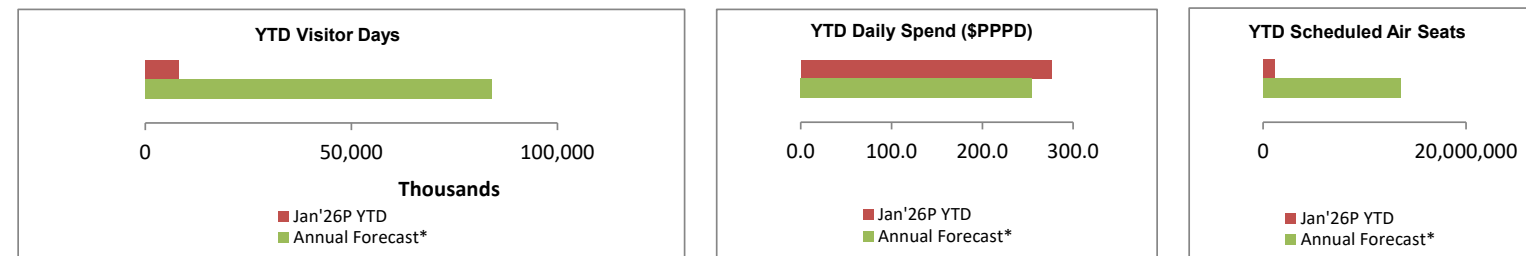
* DBEDT Annual Forecast as of Q4 2025.

^ DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of February 23, 2026, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-26** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

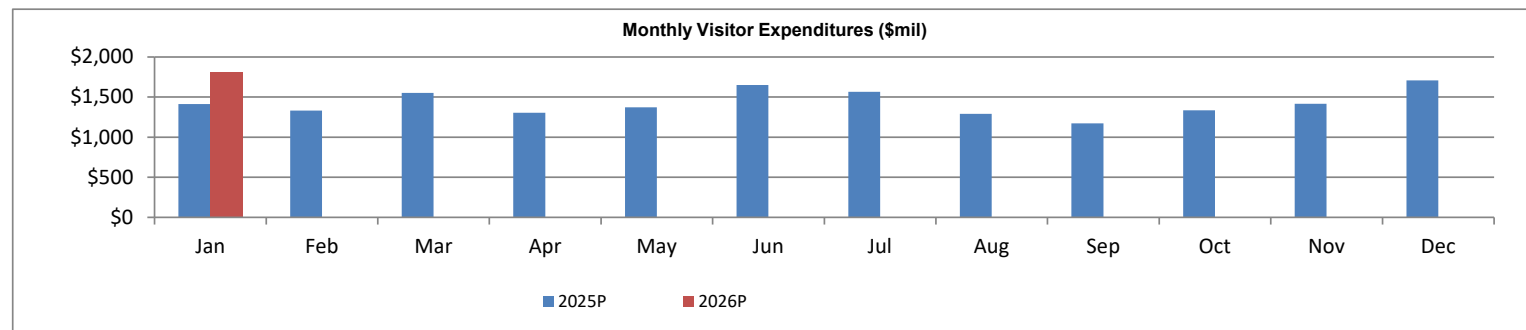
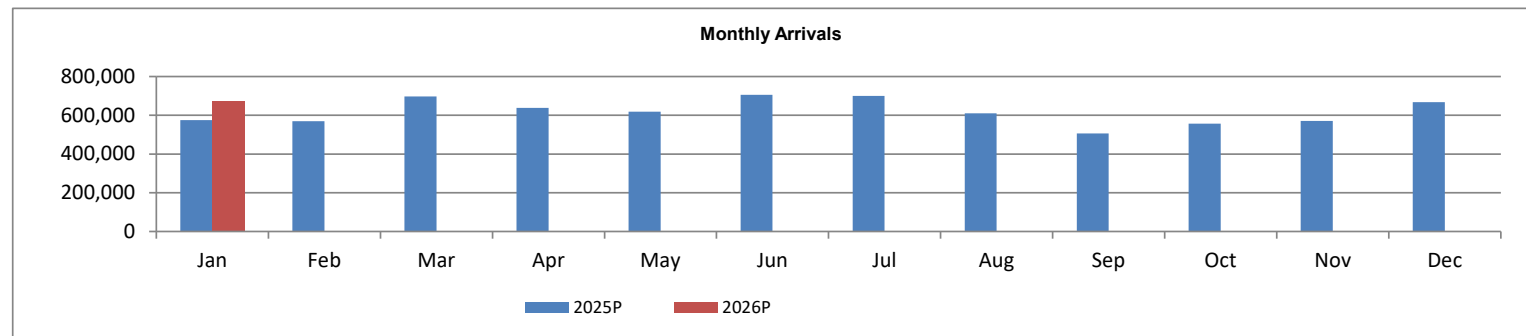
Key Performance Indicators

		YOY Rate	Jan'25P YTD	Jan'26P YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑	28.1%	1,413.8	1,811.2	16,670.1		O'ahu	24.8%	371,341
Daily Spend (\$PPPD)	↑	13.8%	249.4	283.7	256.4		Maui	19.4%	195,280
Visitor Days	↑	12.6%	5,668,516	6,383,406	65,019,315		Moloka'i	-0.2%	1,993
Arrivals	↑	17.2%	575,641	674,704	7,432,250		Lāna'i	-24.9%	1,961
Daily Census	↑	12.6%	182,855	205,916	178,135		Kaua'i	14.2%	108,317
Airlift (scheduled seats)^	↔	3.5%	887,288	918,177	11,062,949		Hawai'i Island	0.1%	124,087

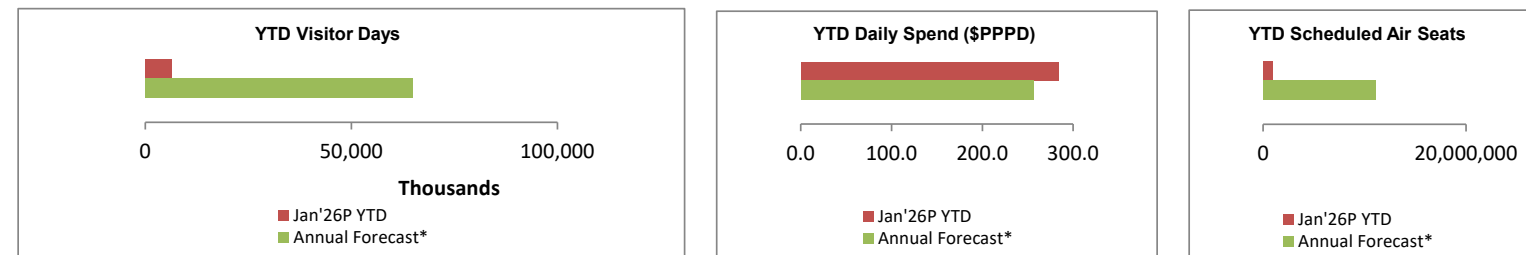
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Monthly Indicators



Annual Indicators



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HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Jan-26** Preliminary

Visitor Industry Performance Measures

Market: **U.S. WEST**

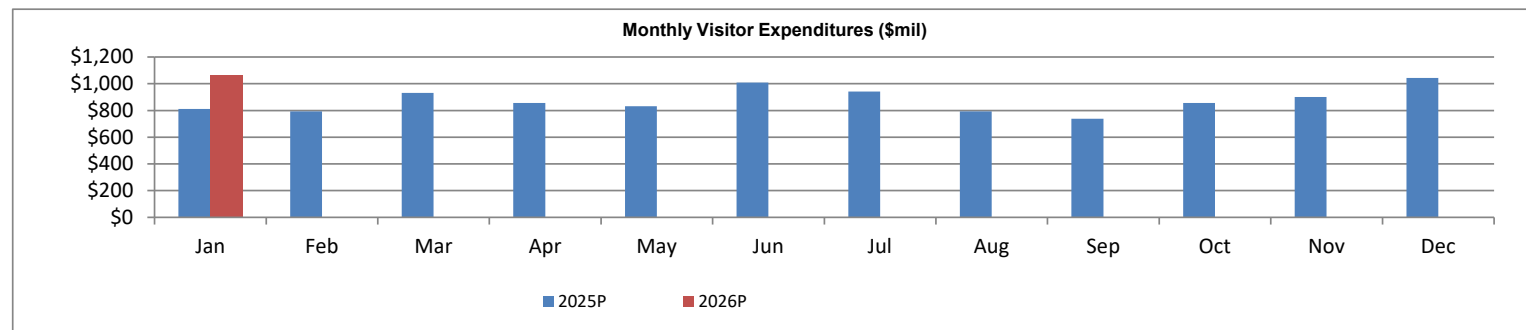
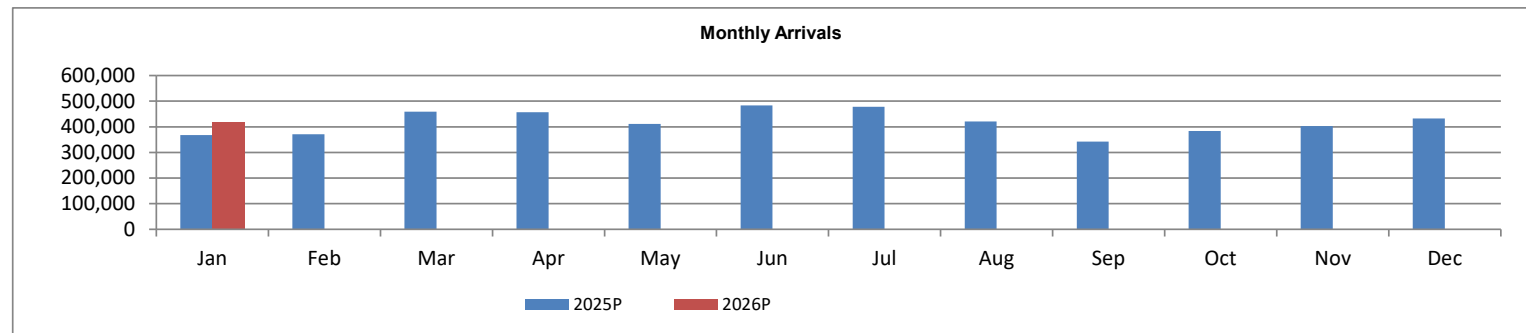
Key Performance Indicators

		YOY Rate	Jan'25P YTD	Jan'26P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑	30.7%	812.0	1,061.5	10,238.8	O'ahu	16.7%	210,212
Daily Spend (\$PPPD)	↑	11.3%	239.5	266.7	242.5	Maui	17.2%	116,089
Visitor Days	↑	17.4%	3,389,906	3,980,070	42,225,706	Moloka'i	9.8%	1,236
Arrivals	↑	13.9%	368,123	419,156	5,039,278	Lāna'i	-10.3%	1,171
Daily Census	↑	17.4%	109,352	128,389	115,687	Kaua'i	12.9%	62,043
Airlift (scheduled seats)^	↔	3.5%	764,965	791,513	9,832,842	Hawai'i Island	0.3%	73,757

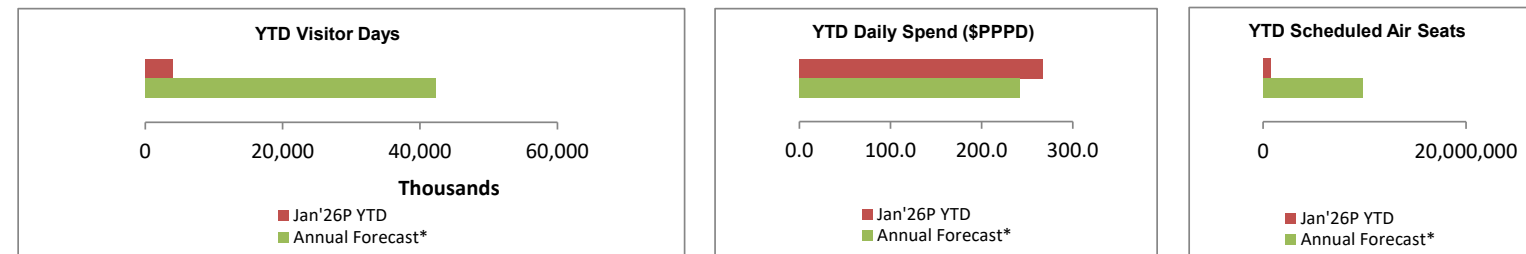
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Jan-26** Preliminary

Visitor Industry Performance Measures

Market: **U.S. EAST**

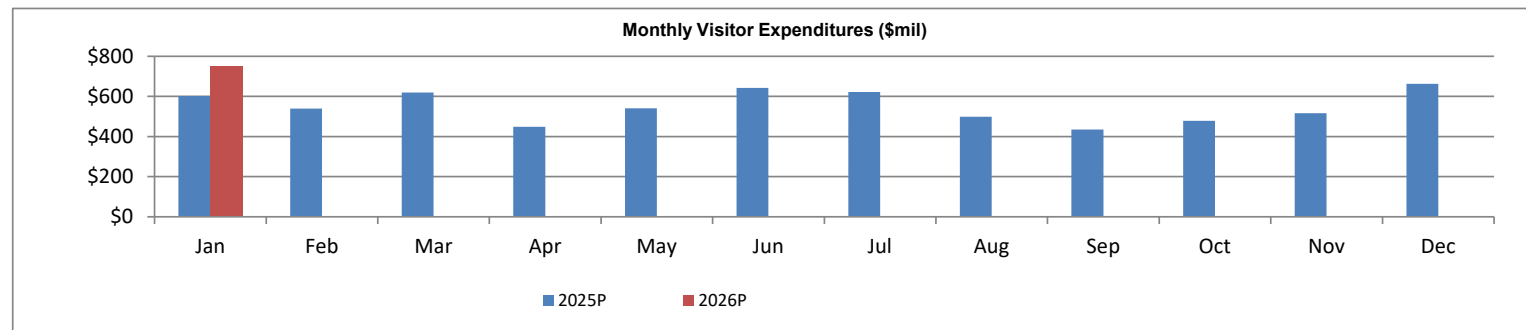
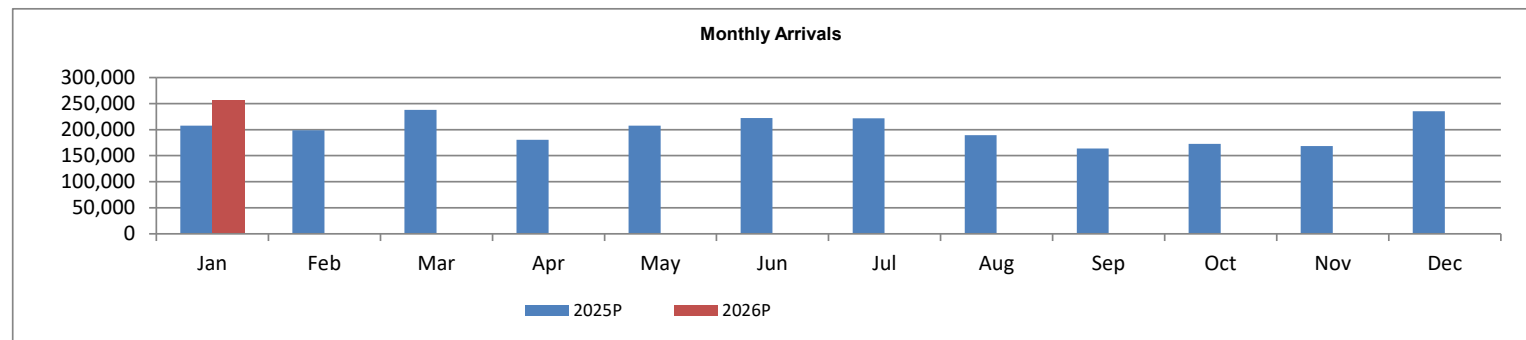
Key Performance Indicators

		YOY Rate	Jan'25P YTD	Jan'26P YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑	24.6%	601.8	749.7	6,431.4		O'ahu	37.3%	161,129
Daily Spend (\$PPPD)	↑	18.1%	264.1	311.9	282.2		Maui	22.9%	79,191
Visitor Days	↔	5.5%	2,278,610	2,403,336	22,793,609		Moloka'i	-13.2%	757
Arrivals	↑	23.1%	207,519	255,548	2,392,972		Lāna'i	-39.4%	790
Daily Census	↔	5.5%	73,504	77,527	62,448		Kaua'i	16.0%	46,274
Airlift (scheduled seats)^	↔	3.5%	122,323	126,664	1,230,107		Hawai'i Island	-0.1%	50,330

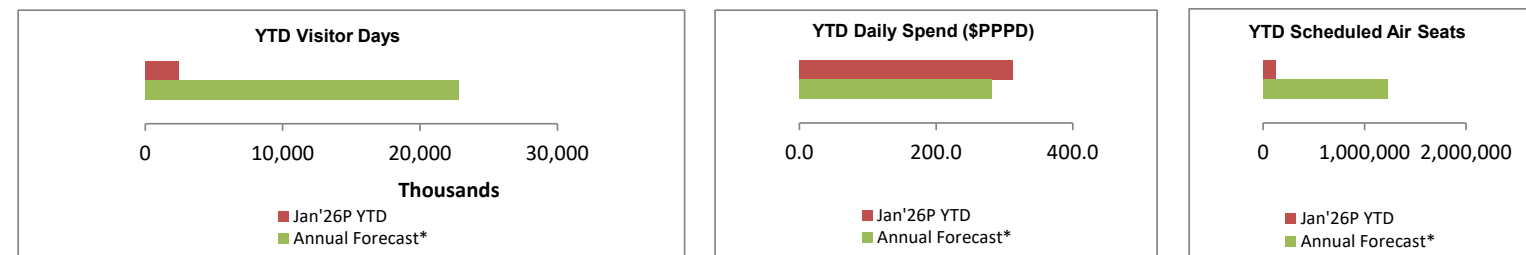
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Jan-26** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

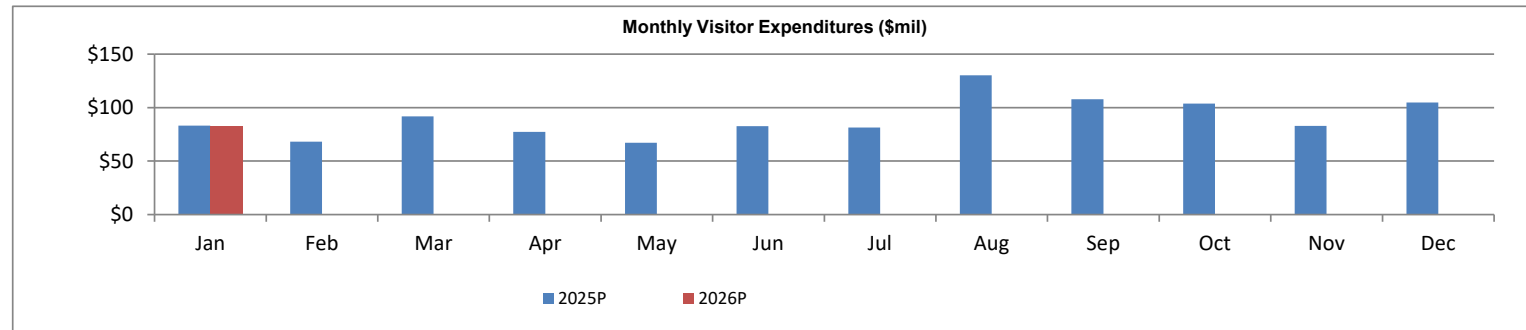
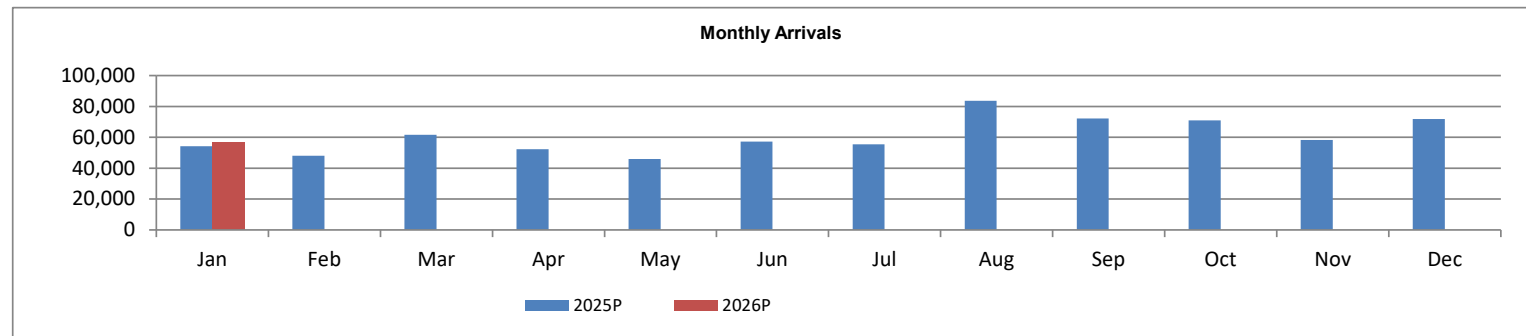
Key Performance Indicators

		YOY Rate	Jan'25P YTD	Jan'26P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	➔	-0.1%	83.2	83.2	1,071.6	O'ahu	5.2%	55,858
Daily Spend (\$PPPD)	➔	0.8%	248.0	249.9	244.7	Mauī	-35.1%	673
Visitor Days	➔	-0.8%	335,593	332,877	4,379,913	Moloka'i	-100.0%	-
Arrivals	➔	4.5%	54,296	56,731	721,832	Lāna'i	-100.0%	-
Daily Census	➔	-0.8%	10,826	10,738	12,000	Kaua'i	-1.6%	397
Airlift (scheduled seats)^	➔	4.0%	105,135	109,369	1,230,444	Hawai'i Island	-16.5%	2,769

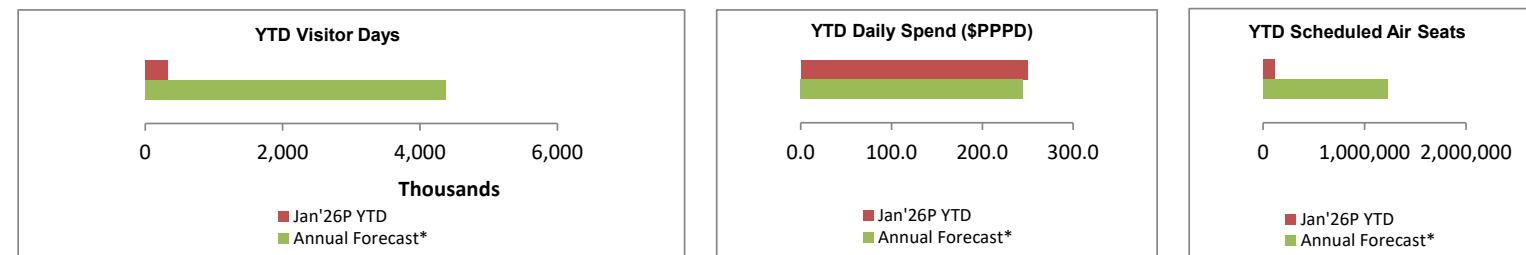
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Jan-26** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

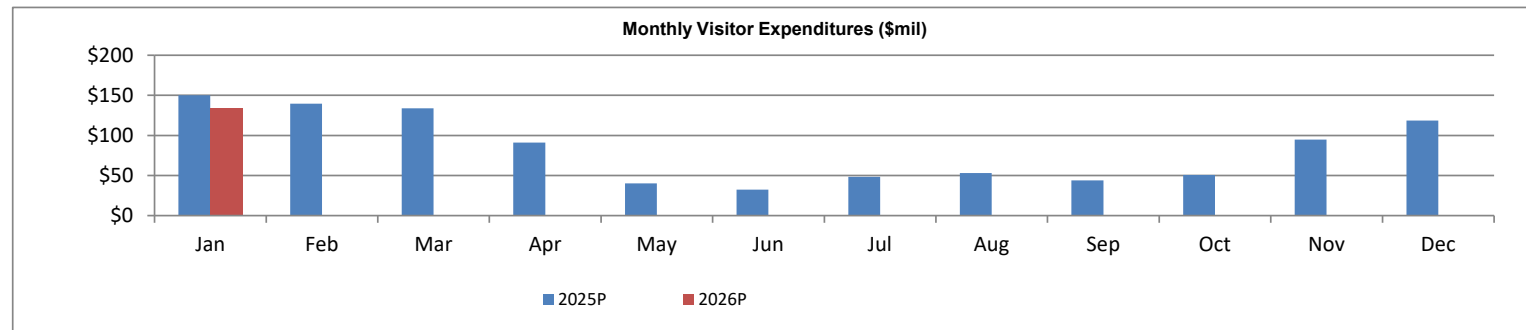
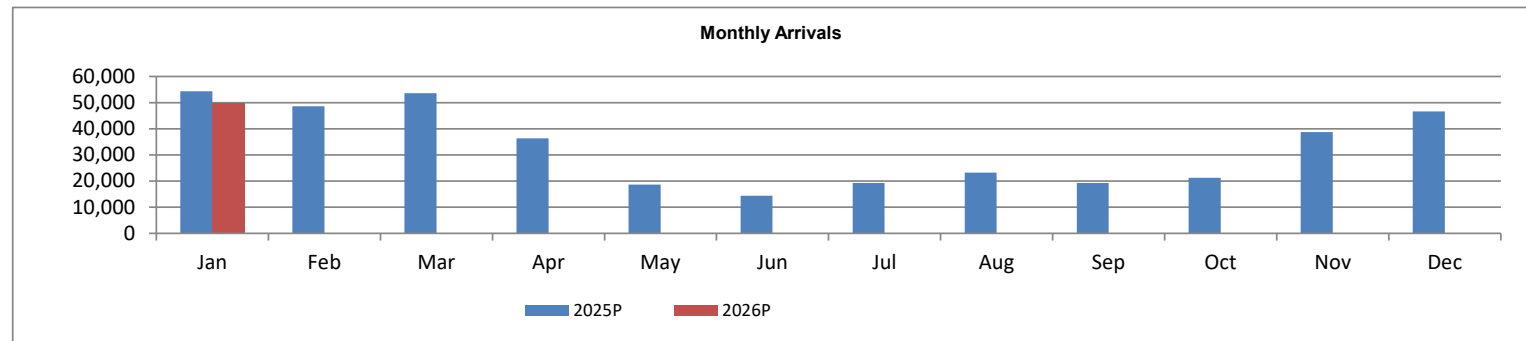
Key Performance Indicators

		YOY Rate	Jan'25P YTD	Jan'26P YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓	-10.3%	150.0	134.6	1,019.9		O'ahu	1.5%	29,481
Daily Spend (\$PPPD)	↗	1.8%	224.8	228.8	229.0		Maui	16.2%	24,387
Visitor Days	↓	-11.8%	667,196	588,326	4,454,457		Moloka'i	-30.1%	286
Arrivals	↘	-8.7%	54,333	49,616	400,636		Lāna'i	82.0%	578
Daily Census	↓	-11.8%	21,522	18,978	12,204		Kaua'i	-21.9%	4,768
Airlift (scheduled seats)^	↘	-1.9%	52,101	51,095	359,430		Hawai'i Island	4.5%	10,754

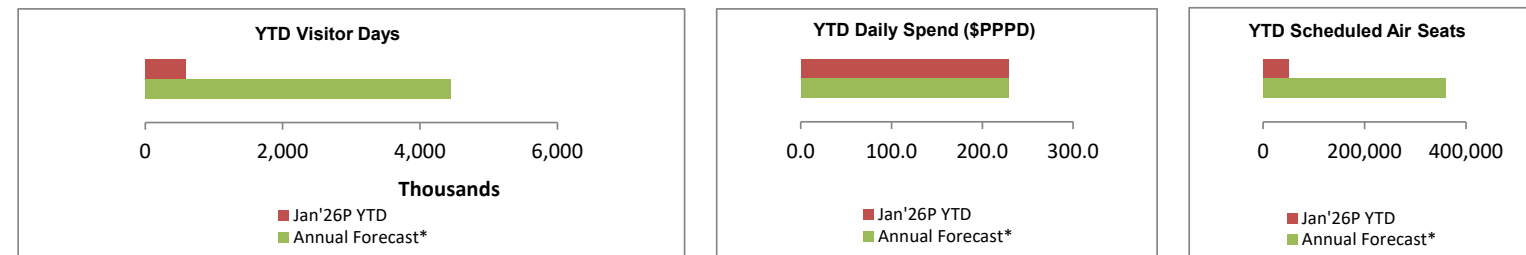
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Jan-26** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

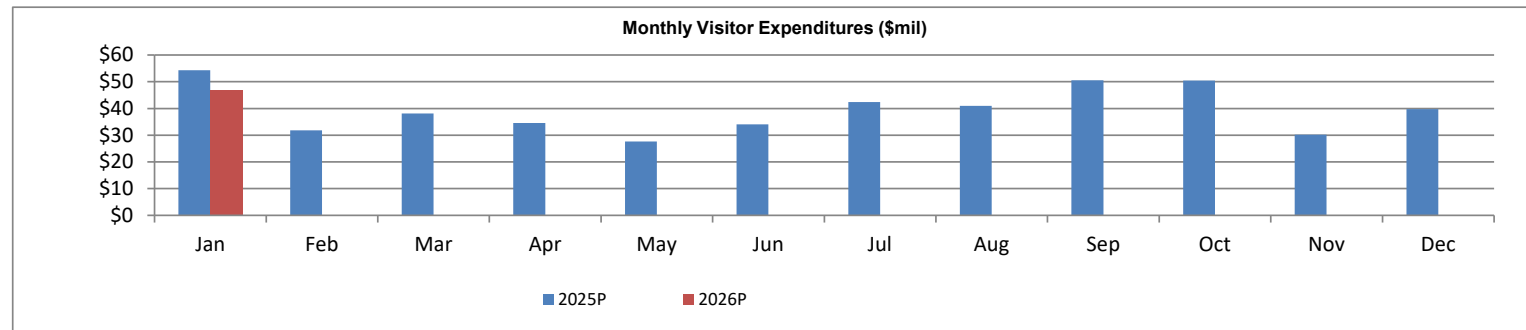
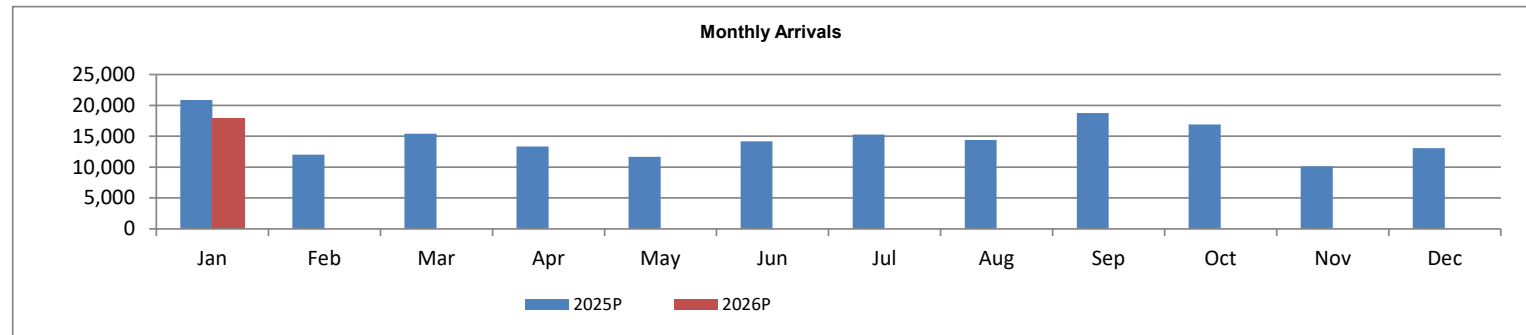
Key Performance Indicators

		YOY Rate	Jan'25P YTD	Jan'26P YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓	-13.8%	54.3	46.8	484.5		O'ahu	-23.1%	15,730
Daily Spend (\$PPPD)	↗	4.7%	291.1	304.7	303.4		Maui	63.4%	3,844
Visitor Days	↓	-17.7%	186,675	153,713	1,597,093		Moloka'i	-100.0%	-
Arrivals	↓	-14.3%	20,860	17,872	182,109		Lāna'i	-100.0%	-
Daily Census	↓	-17.7%	6,022	4,958	4,376		Kaua'i	-18.6%	1,287
Airlift (scheduled seats)^	↗	-8.6%	29,233	26,714	227,908		Hawai'i Island	65.0%	3,378

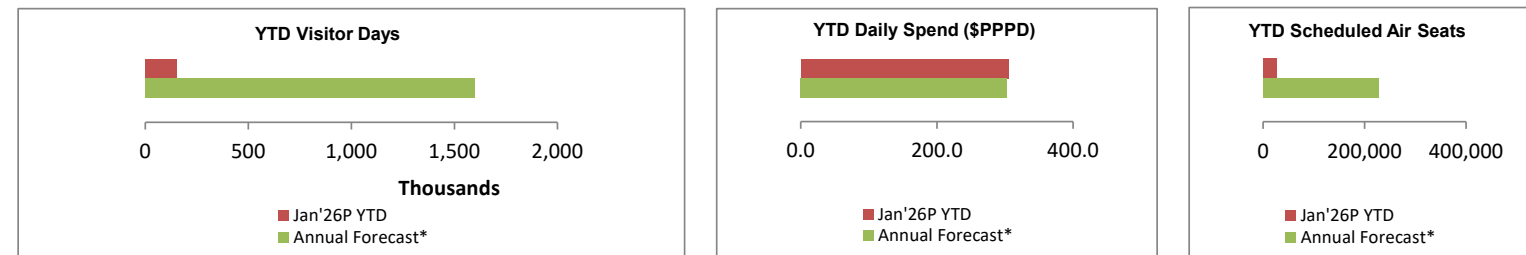
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Jan-26** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

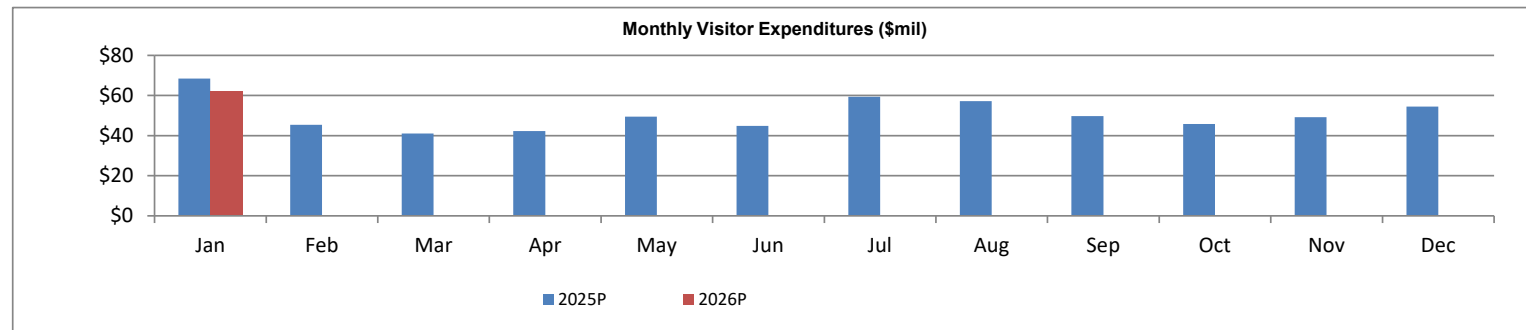
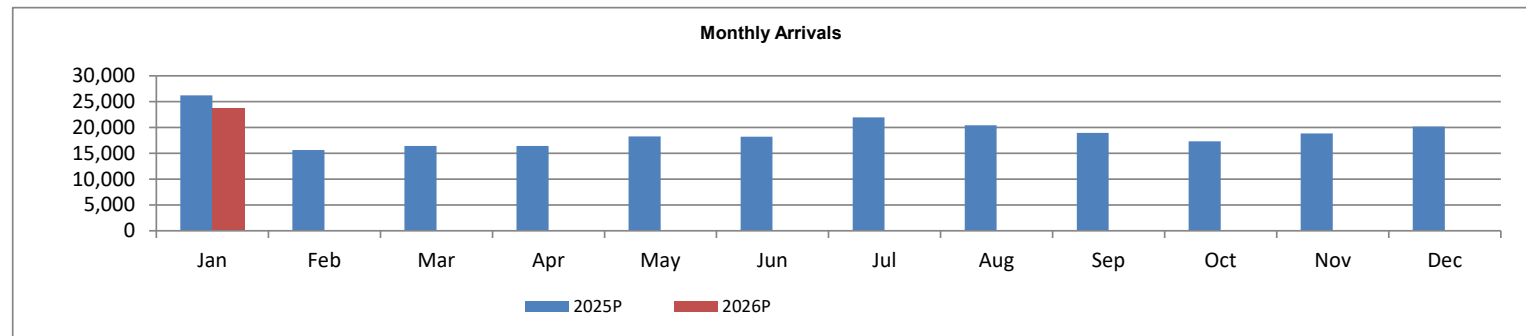
Key Performance Indicators

		YOY Rate	Jan'25P YTD	Jan'26P YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉	-9.2%	68.5	62.1	NA		O'ahu	-8.6%	23,354
Daily Spend (\$PPPD)	👉	1.6%	311.2	316.2	NA		Mauī	-1.6%	2,495
Visitor Days	👇	-10.7%	220,014	196,528	NA		Moloka'i	343.4%	163
Arrivals	👉	-9.8%	26,231	23,669	NA		Lāna'i	51.1%	269
Daily Census	👇	-10.7%	7,097	6,340	NA		Kaua'i	-28.0%	927
Airlift (scheduled seats)^	👆	12.8%	22,814	25,726	304,160		Hawai'i Island	-24.3%	6,234

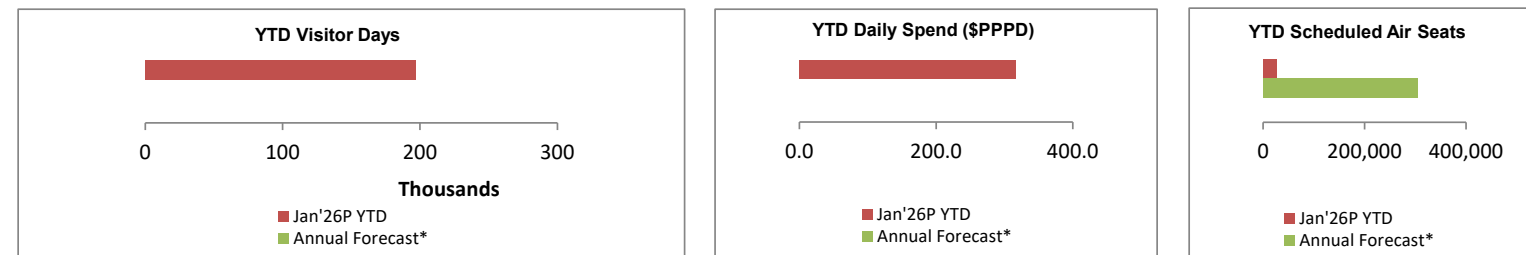
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Monthly Indicators



Annual Indicators



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Hawai'i Tourism Authority Report Date: **Jan-26** Preliminary

Visitor Industry Performance Measures

Market: **KOREA**

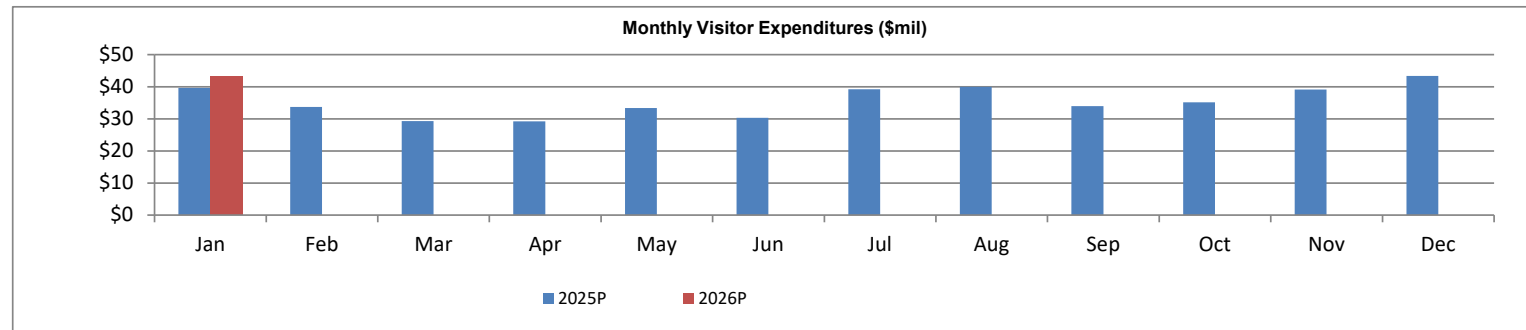
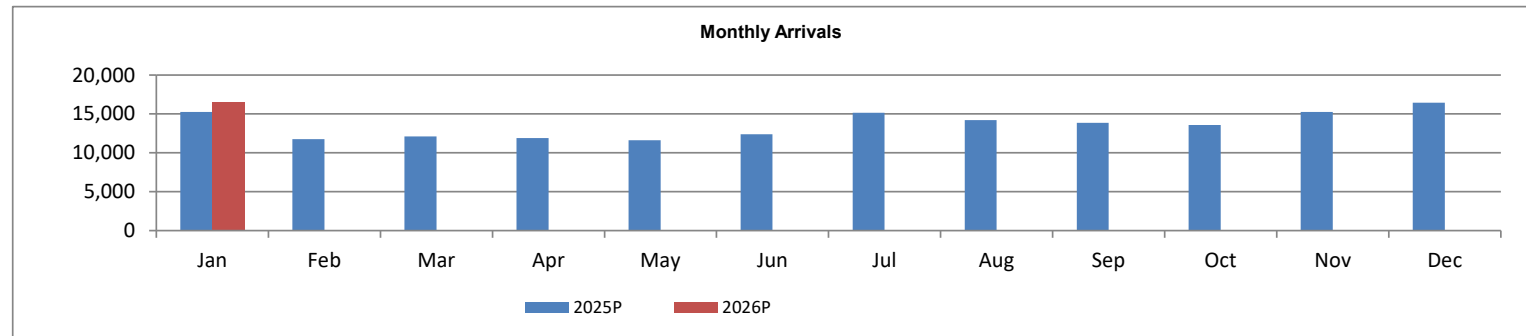
Key Performance Indicators

		YOY Rate	Jan'25P YTD	Jan'26P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	🔼	9.1%	39.7	43.3	409.1	O'ahu	9.8%	16,337
Daily Spend (\$PPPD)	🔼	-1.4%	312.0	307.7	318.8	Mauī	71.6%	1,301
Visitor Days	🔼	10.6%	127,166	140,617	1,283,080	Moloka'i	-18.7%	28
Arrivals	🔼	8.6%	15,248	16,562	156,473	Lāna'i	-100.0%	-
Daily Census	🔼	10.6%	4,102	4,536	3,515	Kaua'i	-39.8%	531
Airlift (scheduled seats)^	🔼	12.8%	22,814	25,726	304,160	Hawai'i Island	-6.5%	3,559

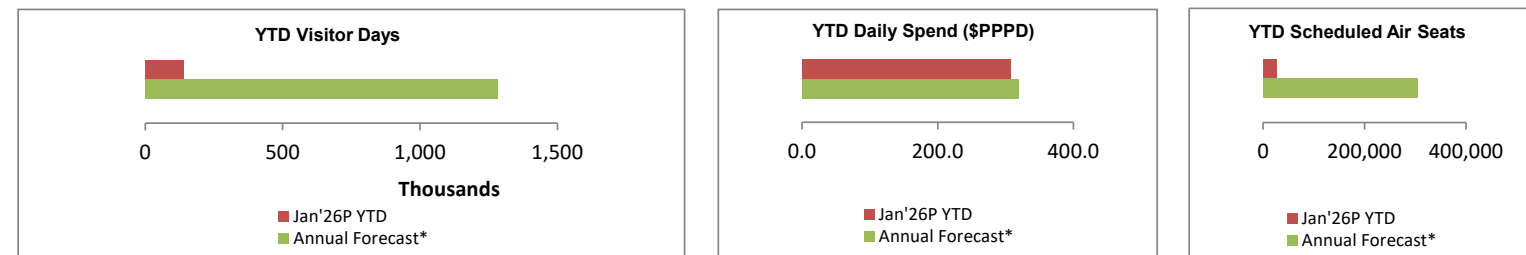
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **CHINA**

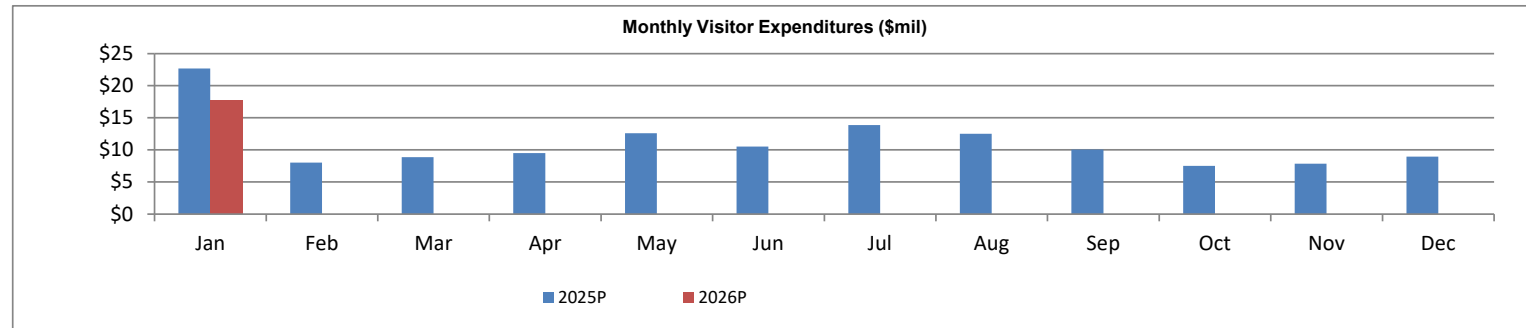
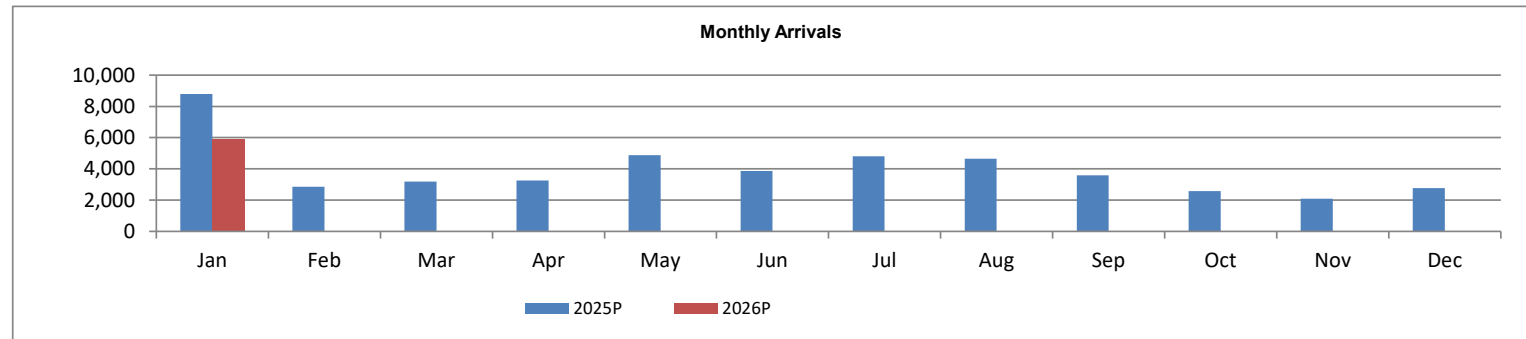
Key Performance Indicators

	YOY Rate	Jan'25P YTD	Jan'26P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -22.2%	22.7	17.6	NA	O'ahu	-31.6%	5,881
Daily Spend (\$PPPD)	↑ 24.4%	307.8	382.7	NA	Maui	-29.9%	948
Visitor Days	↓ -37.4%	73,710	46,110	NA	Moloka'i	5762.8%	135
Arrivals	↓ -33.0%	8,784	5,883	NA	Lāna'i	149.7%	269
Daily Census	↓ -37.4%	2,378	1,487	NA	Kaua'i	41.6%	270
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-40.6%	2,238

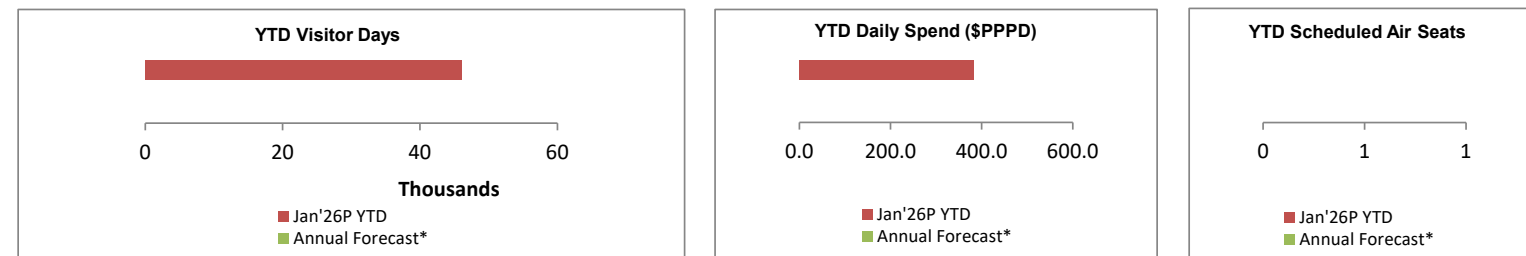
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Monthly Indicators



Annual Indicators



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Visitor Industry Performance Measures

Market: **TAIWAN**

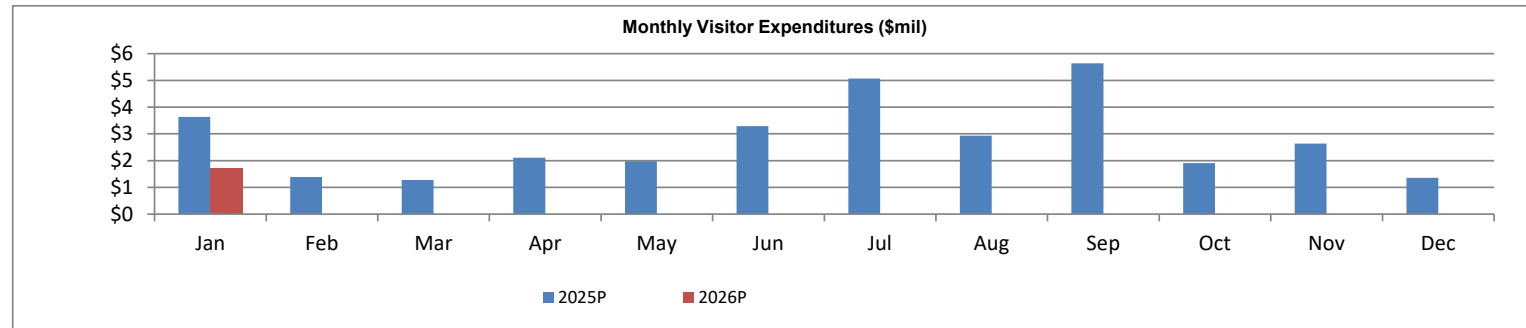
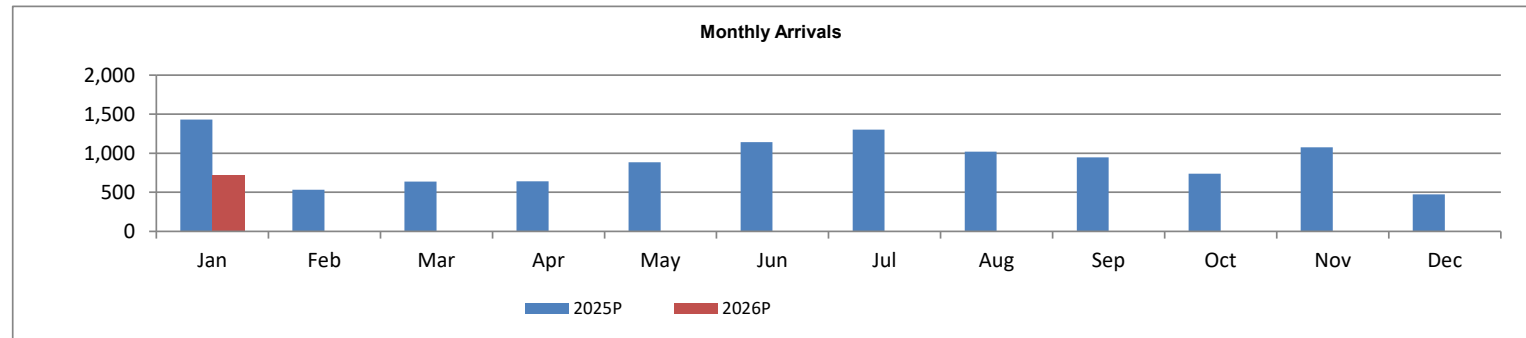
Key Performance Indicators

	YOY Rate	Jan'25P YTD	Jan'26P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -53.4%	3.6	1.7	NA	O'ahu	-50.4%	687
Daily Spend (\$PPPD)	↗ 2.7%	284.5	292.2	NA	Mauī	-66.3%	123
Visitor Days	↓ -54.6%	12,772	5,794	NA	Moloka'i	N/A	-
Arrivals	↓ -49.8%	1,432	718	NA	Lāna'i	-100.0%	-
Daily Census	↓ -54.6%	412	187	NA	Kaua'i	-57.2%	61
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-54.5%	276

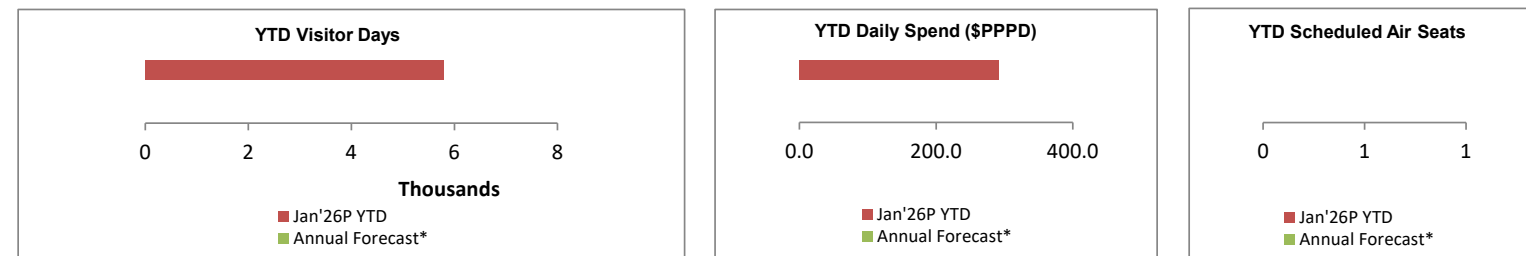
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Monthly Indicators



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Visitor Industry Performance Measures

Market: **EUROPE**

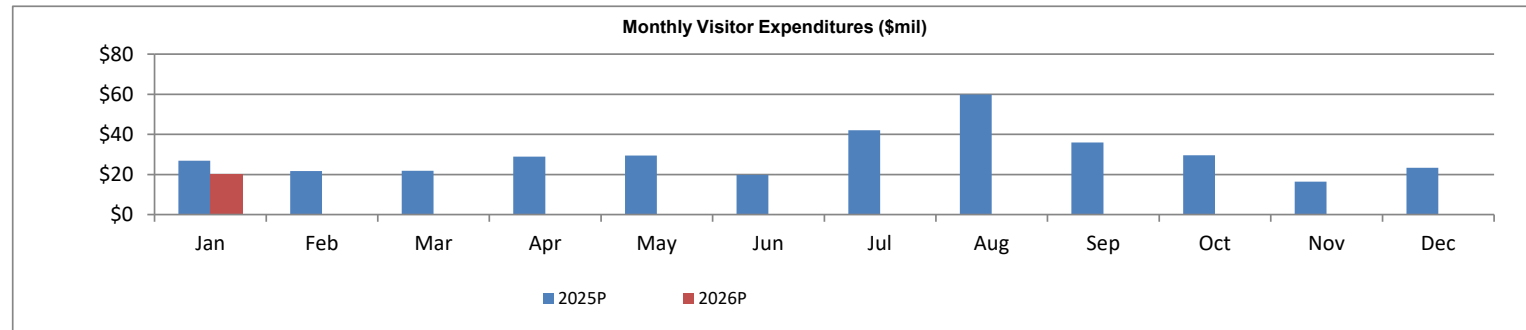
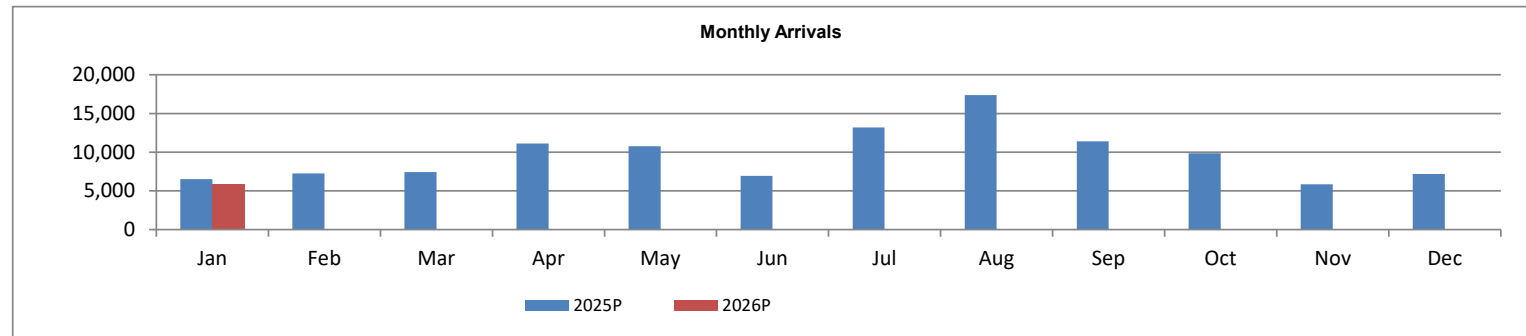
Key Performance Indicators

	YOY Rate	Jan'25P YTD	Jan'26P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -25.1%	26.9	20.2	356.3	O'ahu	-11.6%	4,607
Daily Spend (\$PPPD)	↓ -7.0%	291.1	270.8	237.7	Maui	16.9%	2,757
Visitor Days	↓ -19.5%	92,435	74,429	1,498,844	Moloka'i	243.7%	142
Arrivals	↓ -9.6%	6,519	5,894	117,372	Lāna'i	26.0%	31
Daily Census	↓ -19.5%	2,982	2,401	4,106	Kaua'i	-1.7%	1,031
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-5.0%	2,335

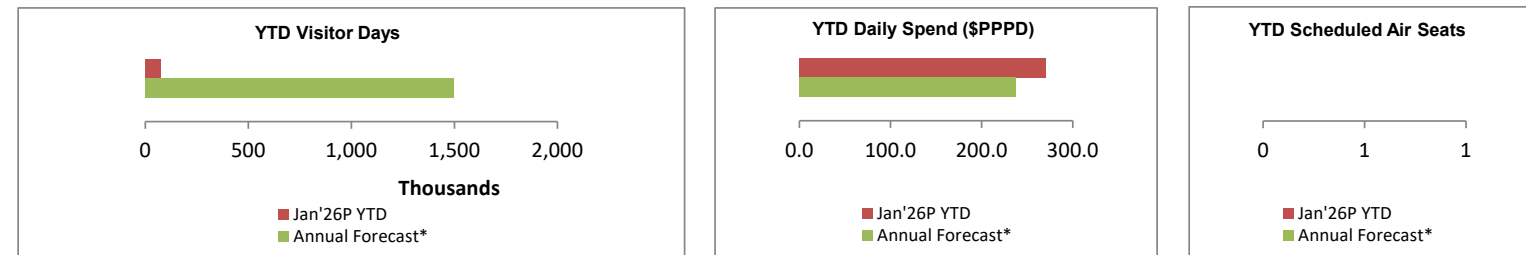
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Visitor Industry Performance Measures

Market: **LATIN AMERICA**

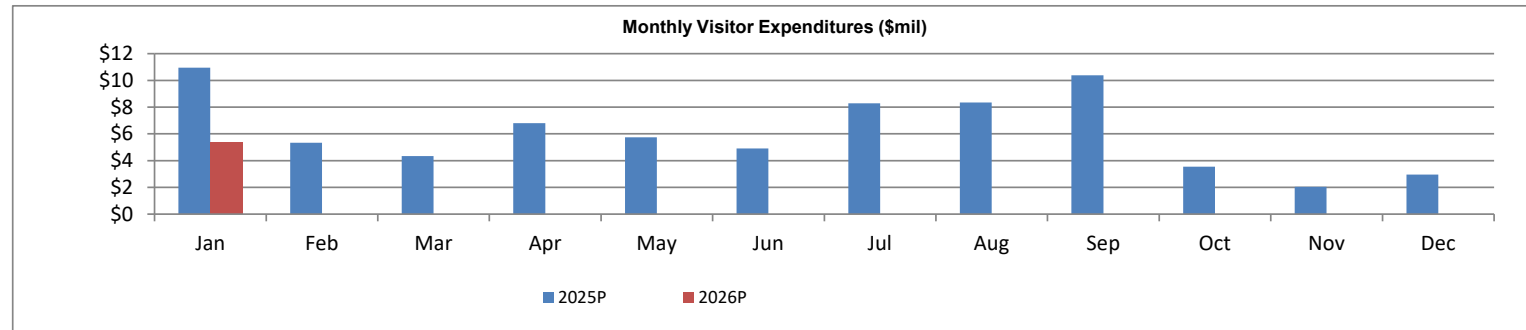
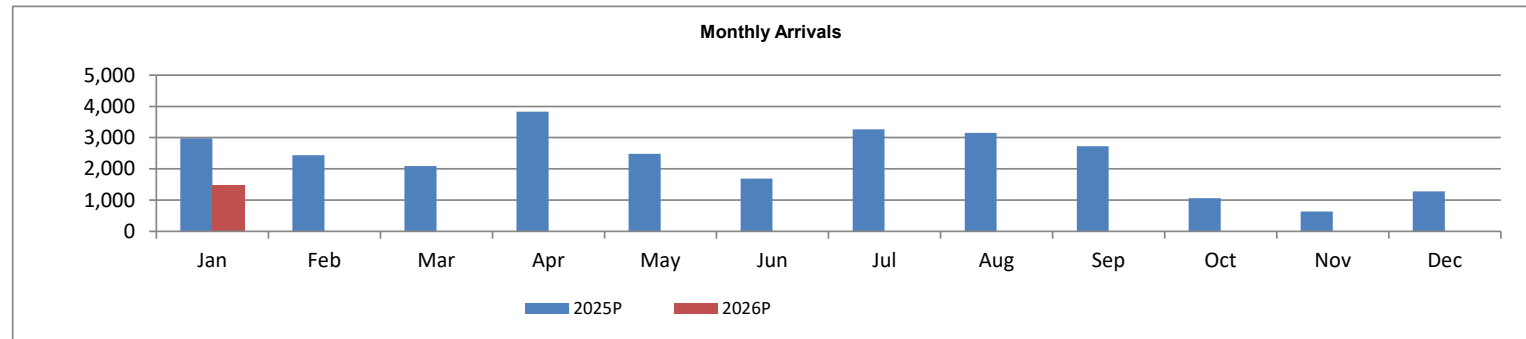
Key Performance Indicators

	YOY Rate	Jan'25P YTD	Jan'26P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -51.0%	11.0	5.4	NA	O'ahu	-43.1%	1,294
Daily Spend (\$PPPD)	↑ 17.1%	293.5	343.8	NA	Mauī	-68.6%	389
Visitor Days	↓ -58.1%	37,309	15,620	NA	Moloka'i	-100.0%	-
Arrivals	↓ -50.8%	2,982	1,468	NA	Lāna'i	-100.0%	-
Daily Census	↓ -58.1%	1,204	504	NA	Kaua'i	-81.1%	60
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	-63.3%	210

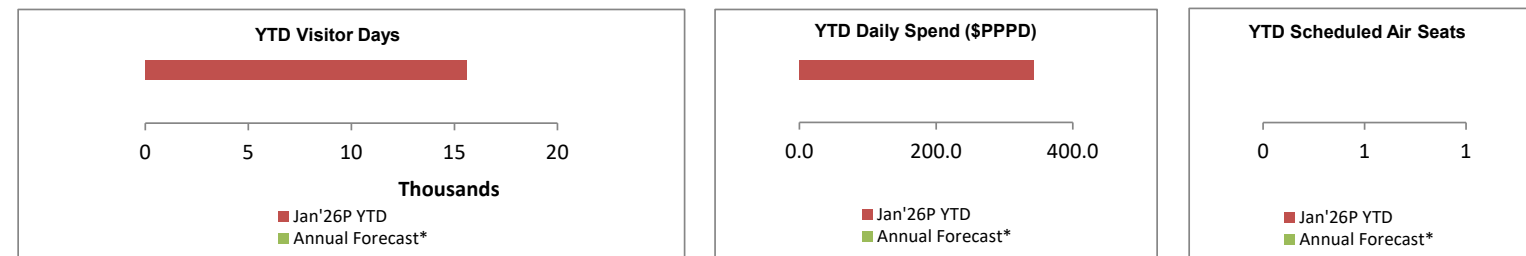
* DBEDT Annual Forecast as of Q4 2025.

^ DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of February 23, 2026, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures