

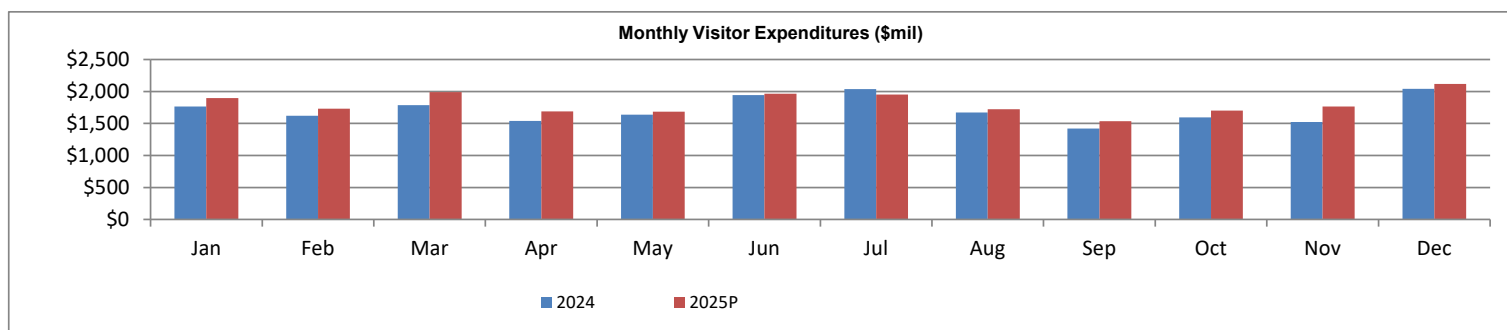
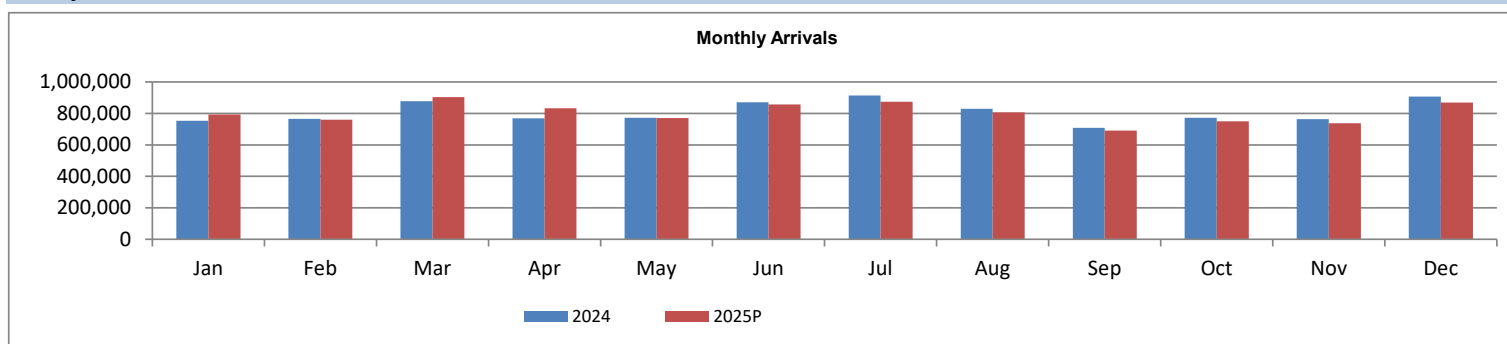
HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority					Report Date:		<u>Dec-25</u>		Preliminary	
Visitor Industry Performance Measures										
Market:		OVERALL								
Key Performance Indicators										
		YOY Rate	Dec'24 YTD	Dec'25P YTD	Annual Forecast*		Arrivals	YOY Rate	YTD	
Visitor Spending (\$mil)	📈	5.7%	20,578.0	21,753.1	21,439.8		O'ahu	-2.0%	5,679,047	
Daily Spend (\$PPPD)	📈	6.7%	243.5	259.8	255.0		Maui	7.0%	2,516,163	
Visitor Days	📉	-0.9%	84,516,023	83,745,211	84,084,122		Moloka'i	1.1%	30,239	
Arrivals	📉	-0.6%	9,701,499	9,642,991	9,697,539		Lāna'i	-3.3%	43,945	
Daily Census	📉	-0.6%	230,918	229,439	230,367		Kaua'i	1.9%	1,419,943	
Airlift (scheduled seats)^	📉	-1.0%	13,226,786	13,094,896	13,129,512		Hawai'i Island	1.0%	1,752,589	

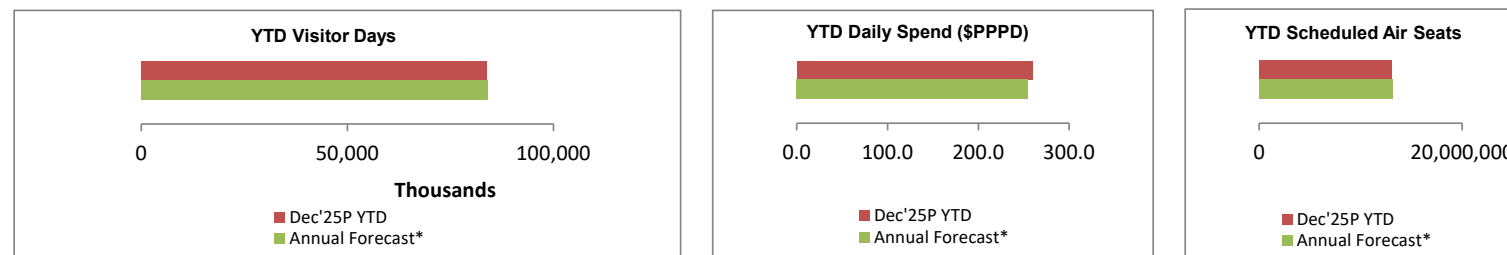
* DBEDT Annual Forecast as of Q4 2025.

^ DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 17, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-25** Preliminary

Visitor Industry Performance Measures

Market: **U.S. TOTAL**

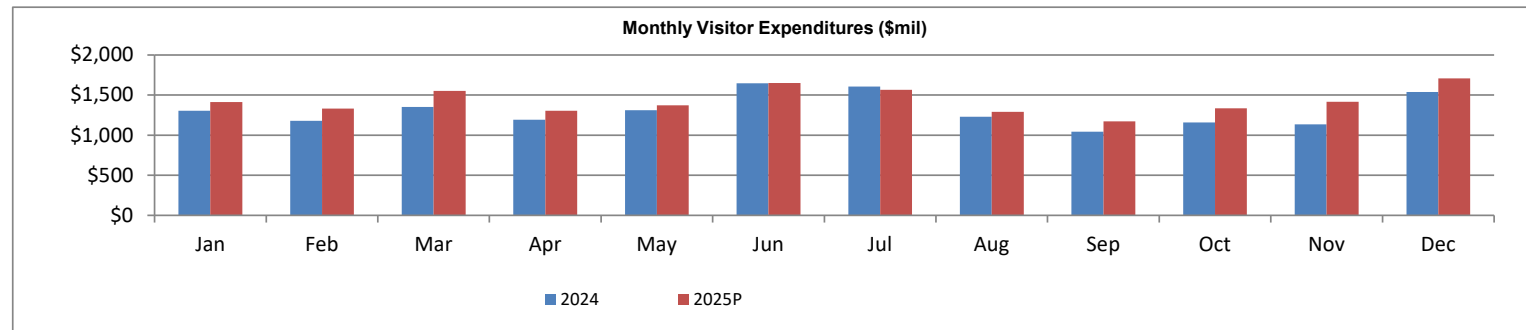
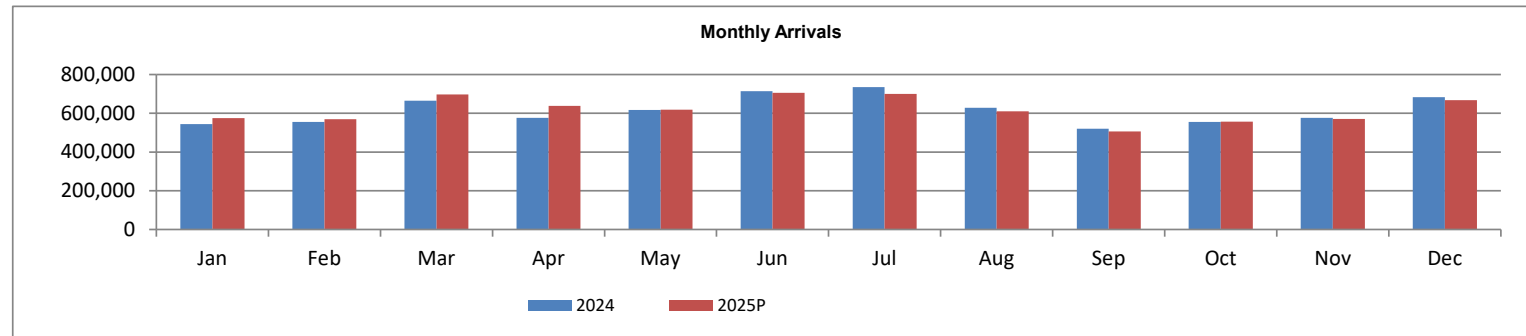
Key Performance Indicators

		YOY Rate	Dec'24 YTD	Dec'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗	9.0%	15,705.2	17,112.2	16,670.1	O'ahu	-1.6%	3,911,543
Daily Spend (\$PPPD)	↗	8.9%	242.1	263.5	256.4	Maui	7.1%	2,144,972
Visitor Days	➡	0.1%	64,875,069	64,935,639	65,019,315	Moloka'i	-3.5%	21,264
Arrivals	↗	0.6%	7,370,501	7,415,766	7,432,250	Lāna'i	-7.0%	33,564
Daily Census	↗	0.4%	177,254	177,906	178,135	Kaua'i	1.6%	1,251,720
Airlift (scheduled seats)^	↘	-0.6%	10,558,192	10,498,347	10,530,436	Hawai'i Island	1.1%	1,432,376

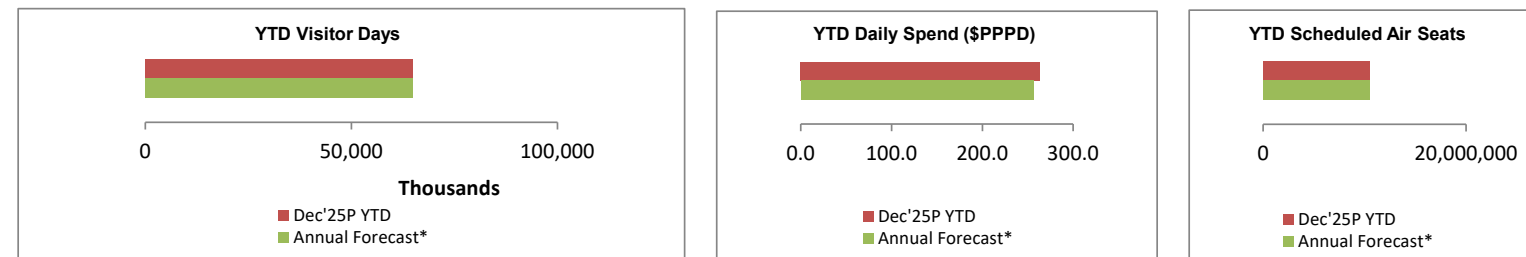
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^ DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 17, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-25** Preliminary

Visitor Industry Performance Measures

Market: **U.S. WEST**

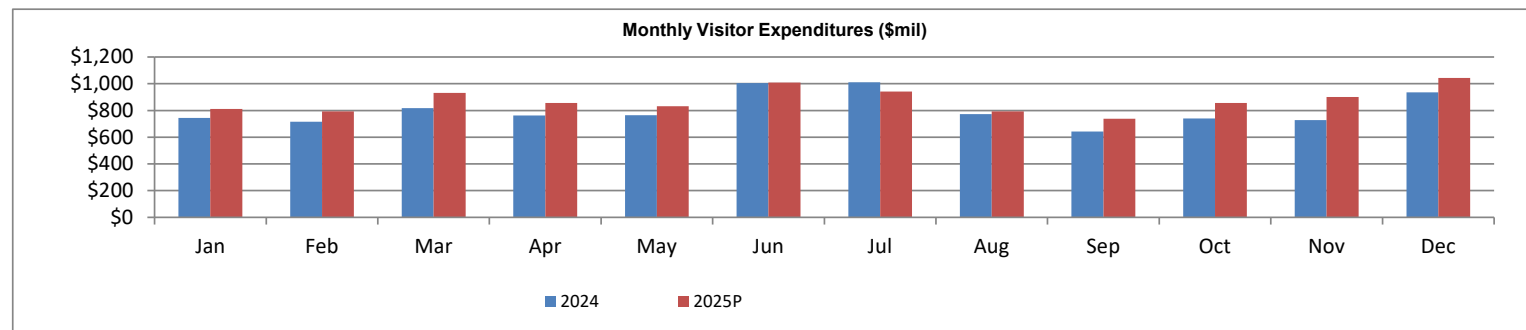
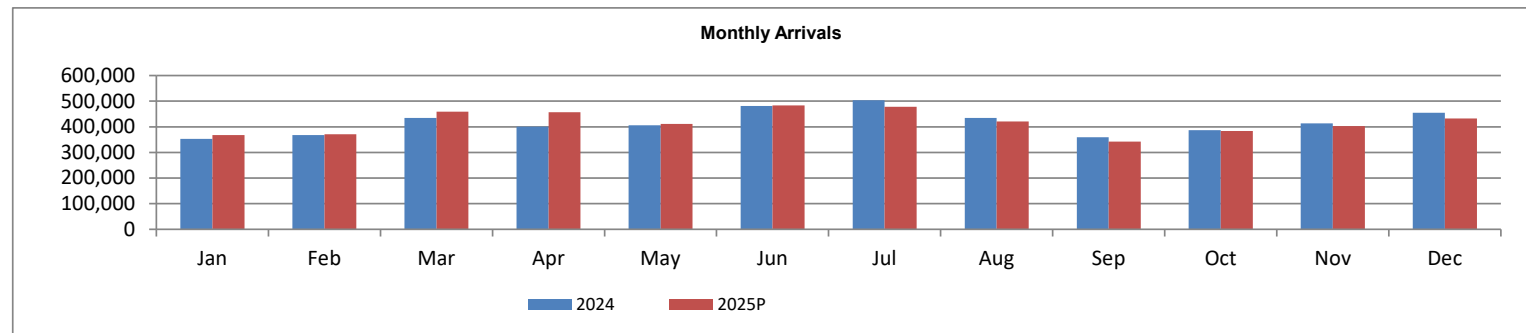
Key Performance Indicators

		YOY Rate	Dec'24 YTD	Dec'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↗	9.0%	9,641.5	10,505.9	10,238.8	O'ahu	-2.4%	2,453,808
Daily Spend (\$PPPD)	↗	8.4%	229.8	249.0	242.5	Mauī	6.9%	1,403,775
Visitor Days	↗	0.6%	41,961,635	42,196,402	42,225,706	Moloka'i	2.2%	13,200
Arrivals	↗	0.3%	4,997,064	5,010,108	5,039,278	Lāna'i	-6.2%	19,114
Daily Census	↗	0.8%	114,649	115,607	115,687	Kaua'i	0.7%	806,390
Airlift (scheduled seats)^	↘	-0.7%	9,365,338	9,299,535	9,330,550	Hawai'i Island	3.0%	925,131

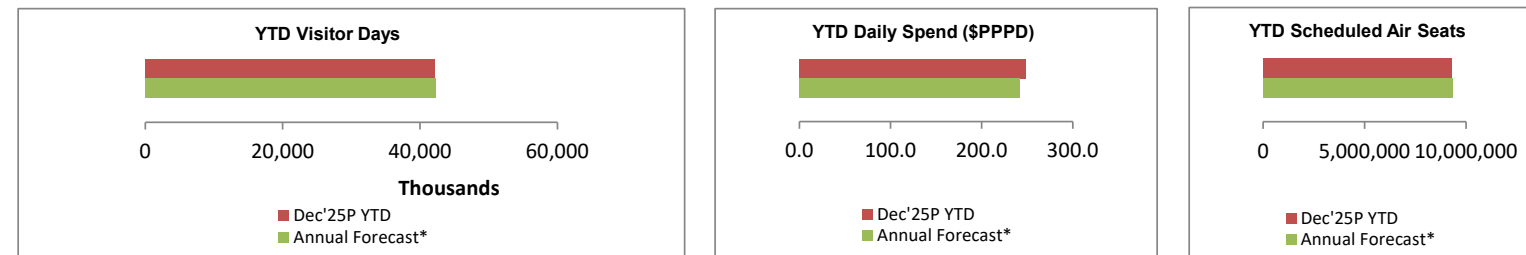
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^ DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 17, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-25** Preliminary

Visitor Industry Performance Measures

Market: **U.S. EAST**

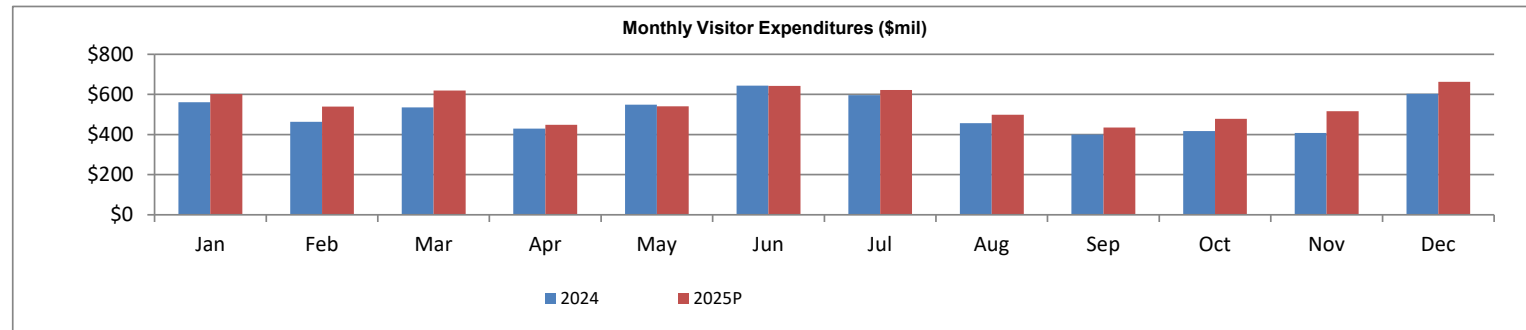
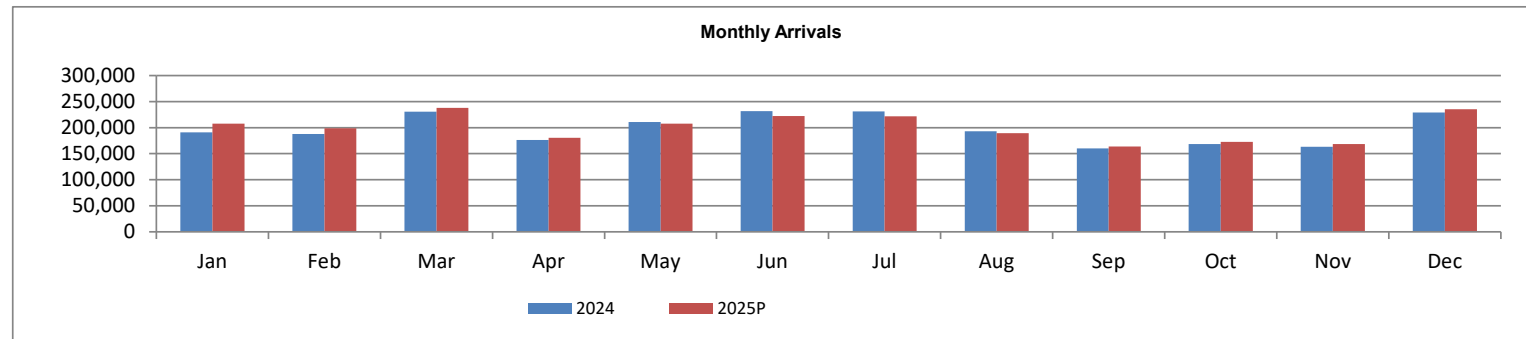
Key Performance Indicators

	YOY Rate	Dec'24 YTD	Dec'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	8.9%	6,063.7	6,606.4	6,431.4	O'ahu	-0.3%	1,457,734
Daily Spend (\$PPPD)	9.8%	264.6	290.5	282.2	Maui	7.5%	741,198
Visitor Days	-0.8%	22,913,434	22,739,238	22,793,609	Moloka'i	-11.6%	8,065
Arrivals	1.4%	2,373,437	2,405,658	2,392,972	Lāna'i	-8.1%	14,450
Daily Census	-0.5%	62,605	62,299	62,448	Kaua'i	3.3%	445,331
Airlift (scheduled seats)^	0.5%	1,192,854	1,198,812	1,199,886	Hawai'i Island	-2.2%	507,245

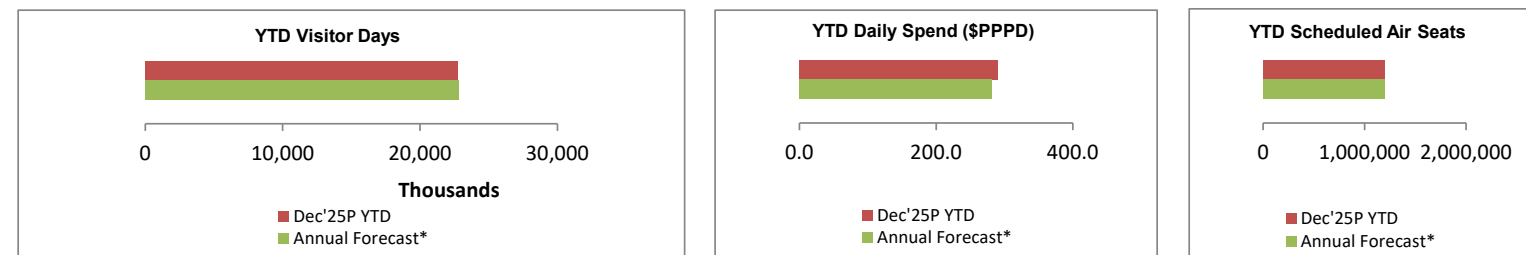
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^ DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 17, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-25** Preliminary

Visitor Industry Performance Measures

Market: **JAPAN**

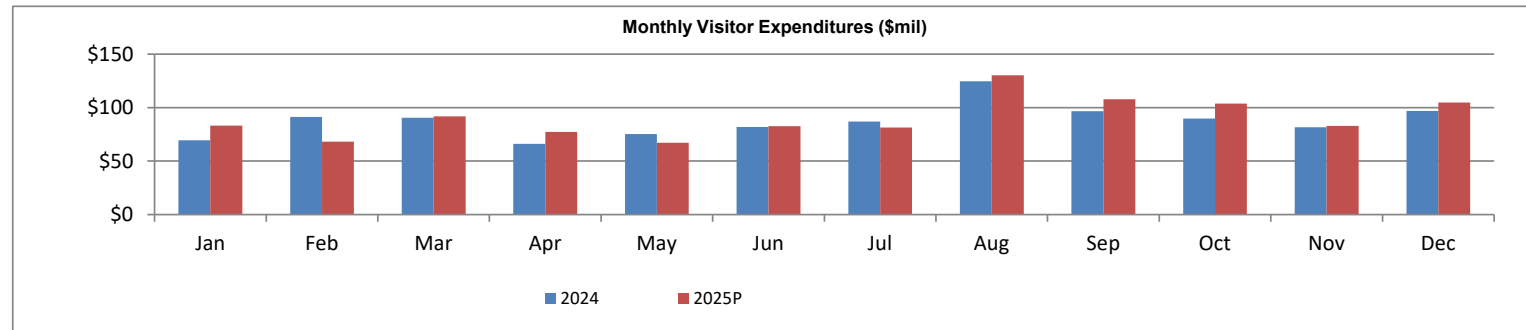
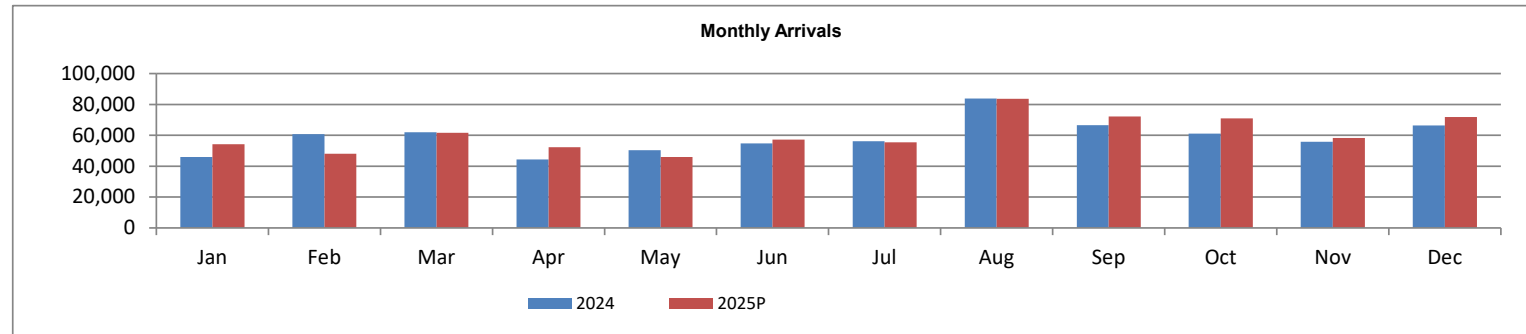
Key Performance Indicators

		YOY Rate	Dec'24 YTD	Dec'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	📈	2.9%	1,050.6	1,081.2	1,071.6	O'ahu	3.2%	715,104
Daily Spend (\$PPPD)	📈	2.0%	239.6	244.4	244.7	Maui	7.9%	14,480
Visitor Days	📈	0.9%	4,385,692	4,424,565	4,379,913	Moloka'i	-31.9%	456
Arrivals	📈	3.3%	708,233	731,922	721,832	Lāna'i	13.6%	441
Daily Census	📈	1.2%	11,983	12,122	12,000	Kaua'i	1.5%	7,064
Airlift (scheduled seats)^	📉	-5.8%	1,384,265	1,303,505	1,303,709	Hawai'i Island	-0.9%	45,954

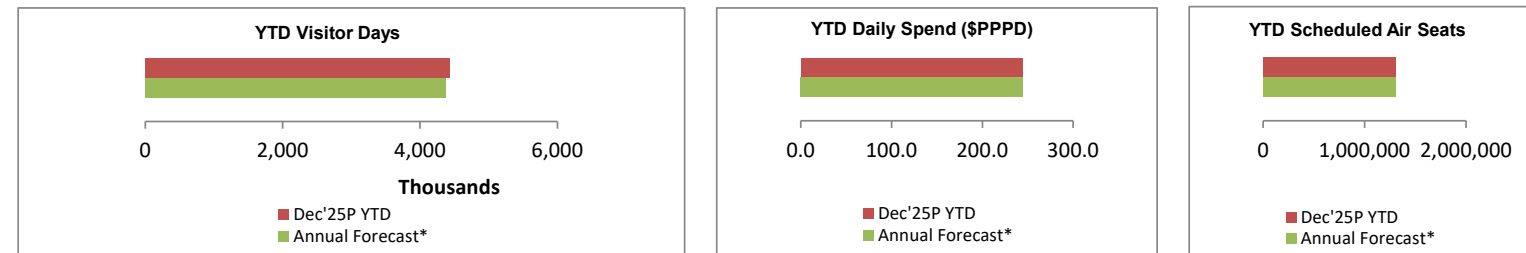
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-25** Preliminary

Visitor Industry Performance Measures

Market: **CANADA**

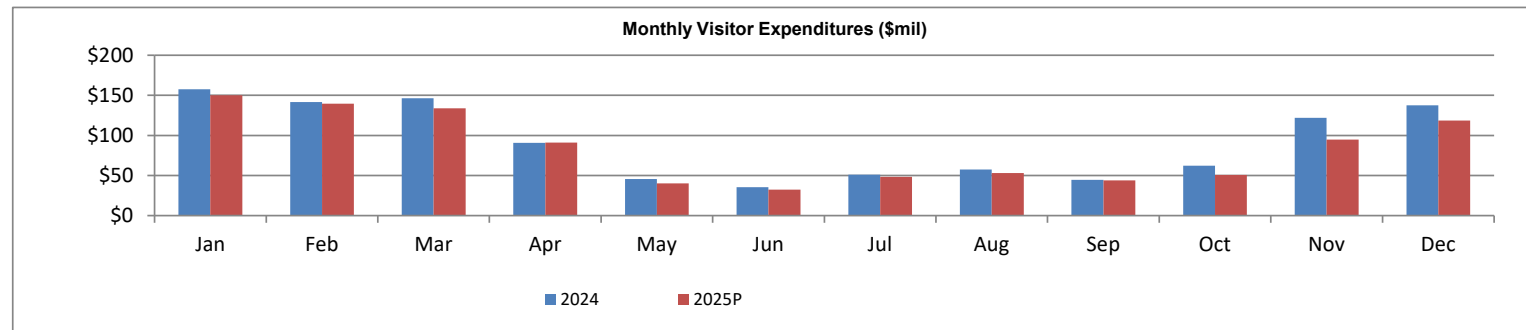
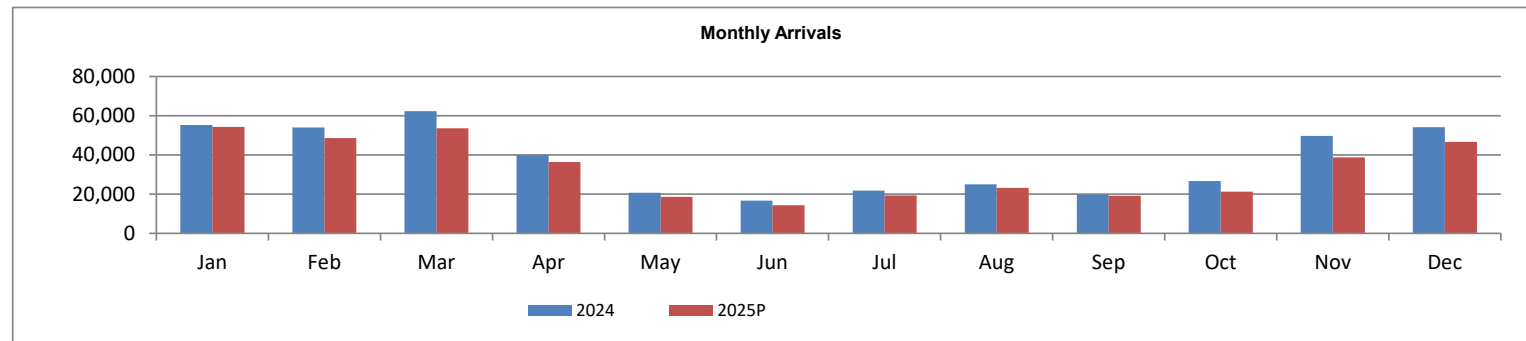
Key Performance Indicators

		YOY Rate	Dec'24 YTD	Dec'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👉	-8.7%	1,092.1	996.7	1,019.9	O'ahu	-6.6%	230,751
Daily Spend (\$PPPD)	👉	2.0%	223.5	227.9	229.0	Mauī	-7.3%	154,017
Visitor Days	👇	-10.5%	4,886,174	4,373,216	4,454,457	Moloka'i	12.2%	2,302
Arrivals	👇	-11.6%	445,984	394,345	400,636	Lāna'i	44.8%	3,039
Daily Census	👇	-10.3%	13,350	11,981	12,204	Kaua'i	-6.2%	43,222
Airlift (scheduled seats)^	👉	-9.8%	420,172	378,835	379,864	Hawai'i Island	-9.5%	70,268

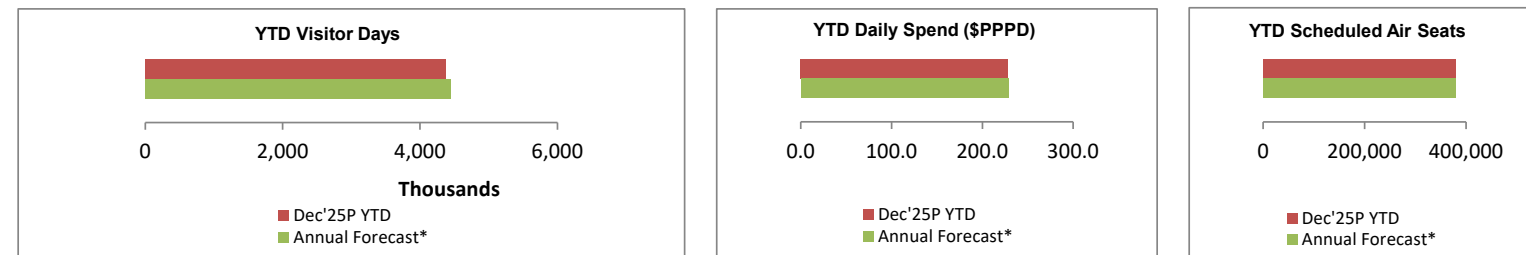
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-25** Preliminary

Visitor Industry Performance Measures

Market: **OCEANIA**

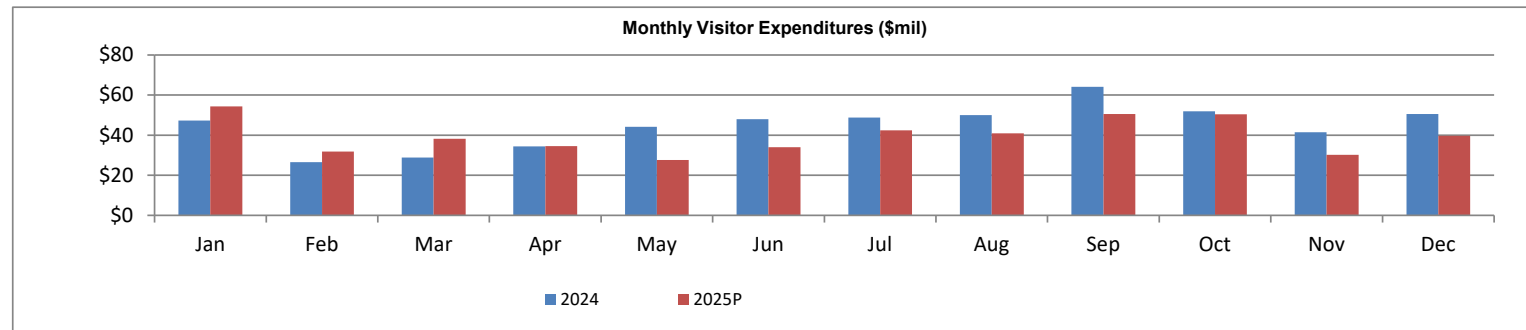
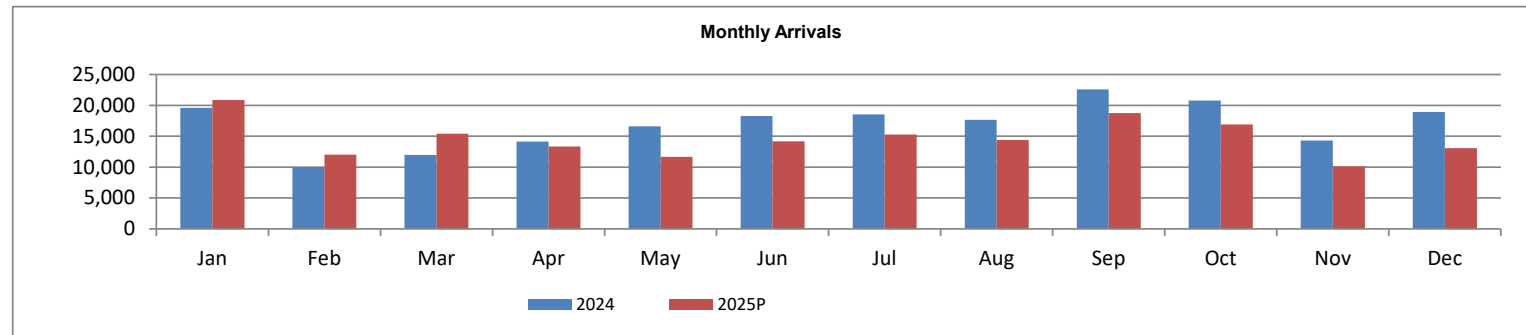
Key Performance Indicators

		YOY Rate	Dec'24 YTD	Dec'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓	-11.4%	535.9	474.9	484.5	O'ahu	-15.1%	169,253
Daily Spend (\$PPPD)	↗	1.3%	300.4	304.3	303.4	Maui	10.7%	23,591
Visitor Days	↓	-12.5%	1,784,211	1,560,706	1,597,093	Moloka'i	-18.1%	1,576
Arrivals	↓	-13.5%	203,473	176,052	182,109	Lāna'i	4.8%	2,035
Daily Census	↓	-12.3%	4,875	4,276	4,376	Kaua'i	-14.9%	14,137
Airlift (scheduled seats)^	↗	-8.3%	295,421	270,754	272,142	Hawai'i Island	-4.9%	23,057

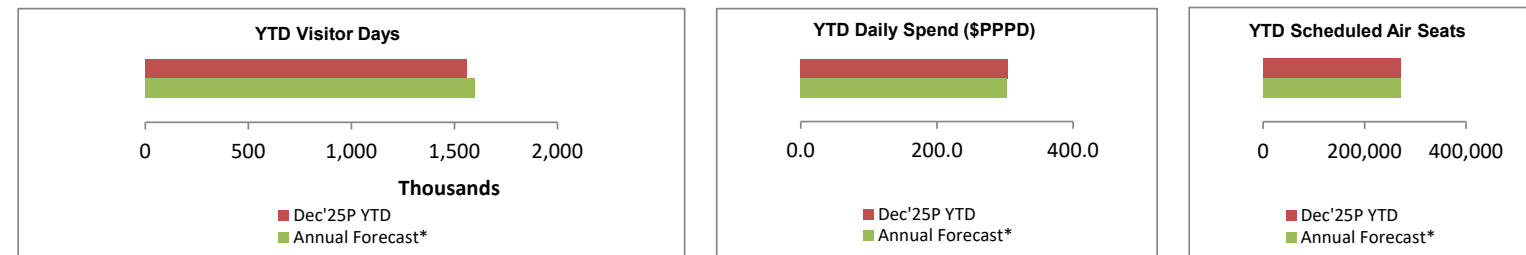
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-25** Preliminary

Visitor Industry Performance Measures

Market: **OTHER ASIA**

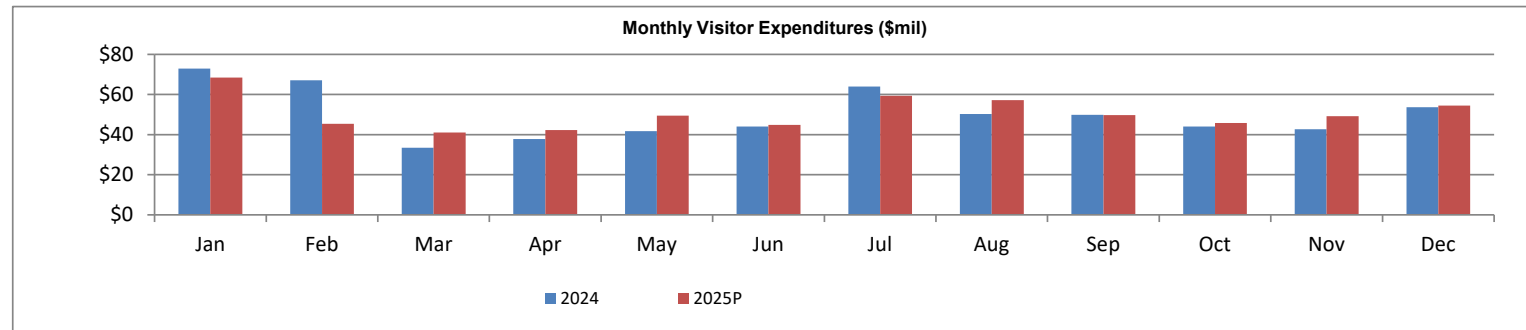
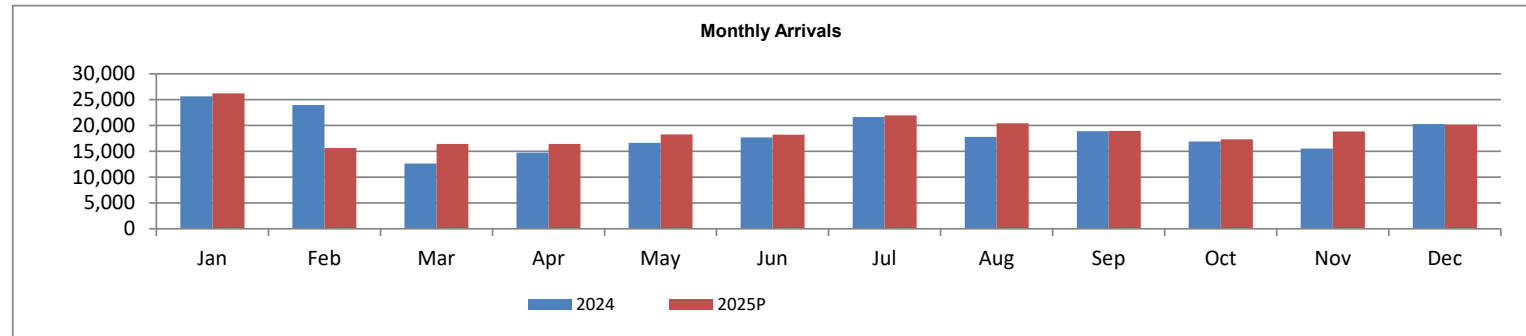
Key Performance Indicators

		YOY Rate	Dec'24 YTD	Dec'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	🔼	0.9%	601.6	607.1	NA	O'ahu	3.6%	222,246
Daily Spend (\$PPPD)	🔼	0.6%	323.1	325.1	NA	Mau	23.1%	20,262
Visitor Days	🔼	0.3%	1,861,765	1,867,395	NA	Moloka'i	133.0%	1,387
Arrivals	🔼	2.9%	222,302	228,813	NA	Lāna'i	71.2%	1,395
Daily Census	🔼	0.6%	5,087	5,116	NA	Kaua'i	-20.5%	7,155
Airlift (scheduled seats)^	🔼	14.9%	278,982	320,579	319,430	Hawai'i Island	2.6%	52,943

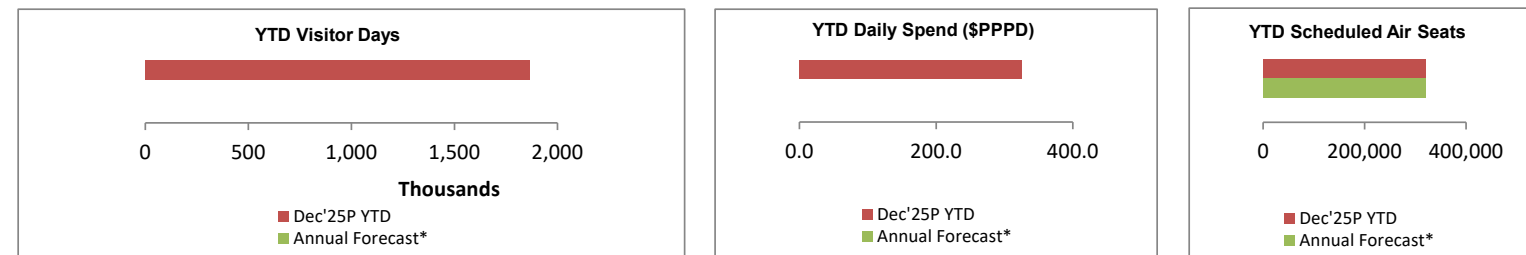
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-25** Preliminary

Visitor Industry Performance Measures

Market: **KOREA**

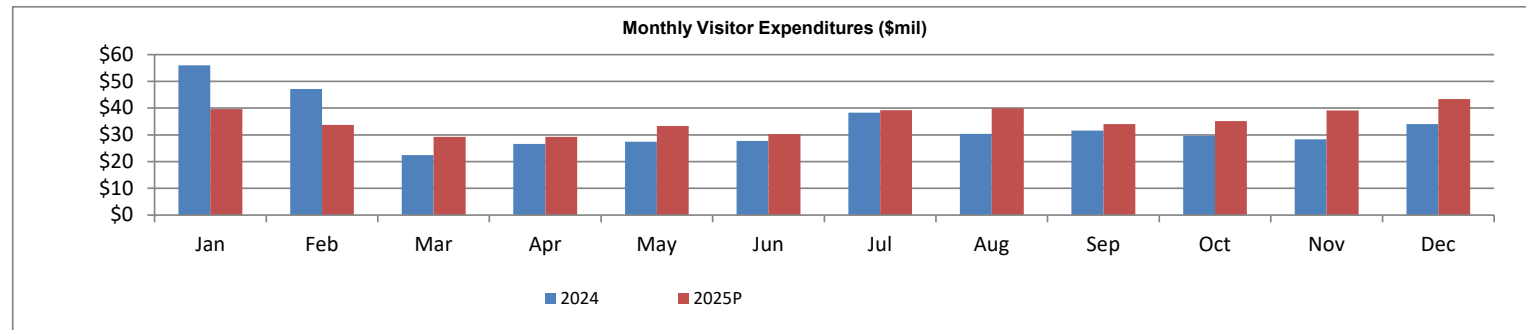
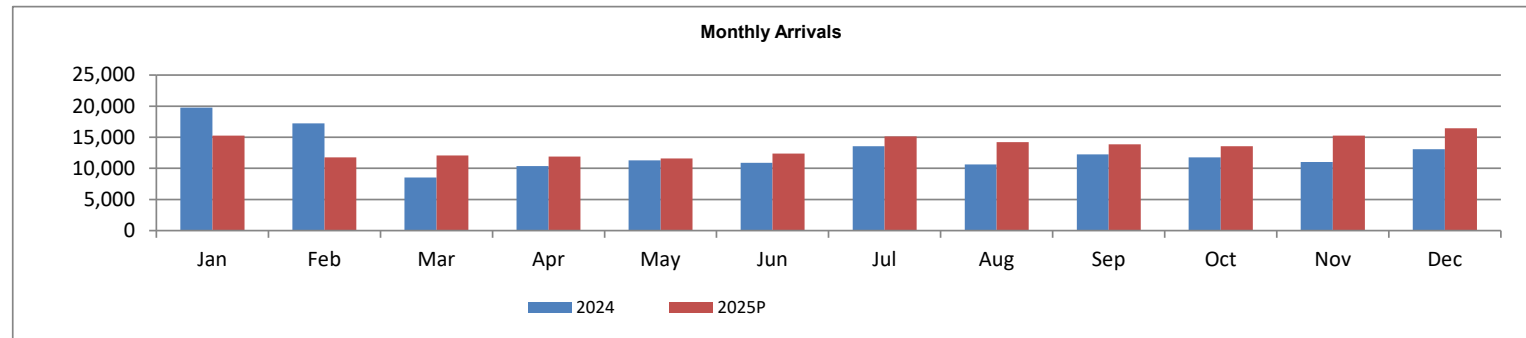
Key Performance Indicators

		YOY Rate	Dec'24 YTD	Dec'25P YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	🔼	6.7%	399.7	426.3	409.1	O'ahu		9.1%	161,056
Daily Spend (\$PPPD)	🔼	0.8%	318.5	321.2	318.8	Maui		61.3%	11,033
Visitor Days	🔼	5.8%	1,254,644	1,327,291	1,283,080	Moloka'i		106.3%	708
Arrivals	🔼	8.7%	150,455	163,510	156,473	Lāna'i		58.0%	432
Daily Census	🔼	6.1%	3,428	3,636	3,515	Kaua'i		-21.3%	3,561
Airlift (scheduled seats)^	🔼	14.9%	278,982	320,579	319,430	Hawai'i Island		-1.5%	27,067

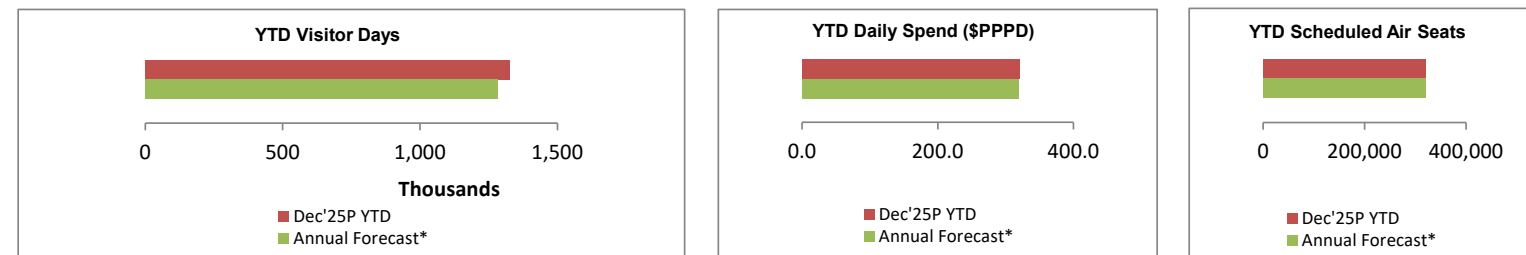
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-25** Preliminary

Visitor Industry Performance Measures

Market: **CHINA**

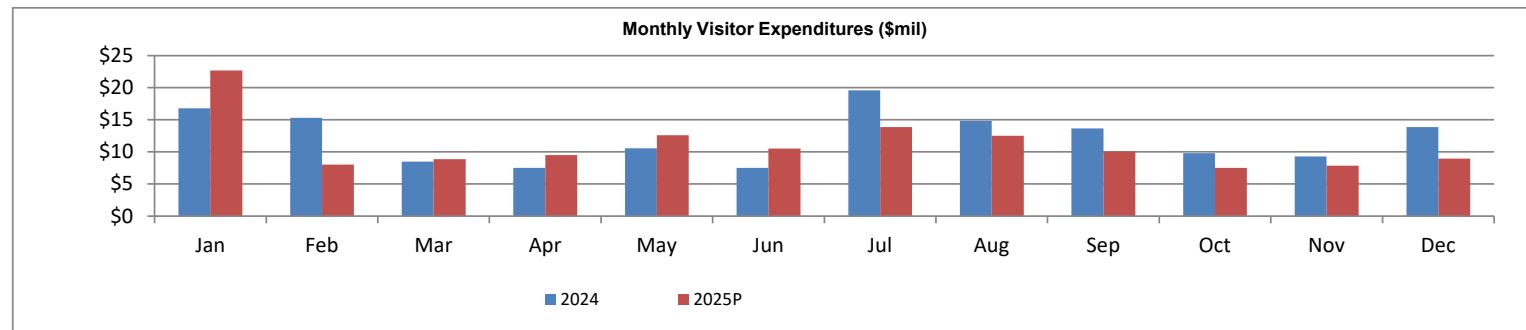
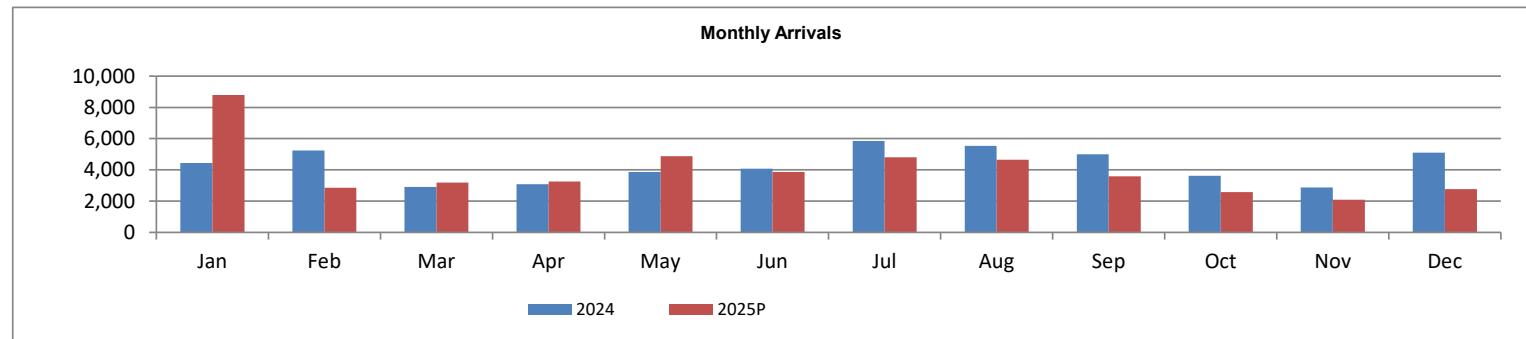
Key Performance Indicators

		YOY Rate	Dec'24 YTD	Dec'25P YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	👇	-9.7%	147.2	133.0	NA		O'ahu	-8.0%	44,950
Daily Spend (\$PPPD)	👇	-2.6%	353.5	344.2	NA		Maui	1.7%	6,856
Visitor Days	👇	-7.3%	416,557	386,272	NA		Moloka'i	197.0%	581
Arrivals	👇	-8.3%	51,579	47,309	NA		Lāna'i	89.6%	834
Daily Census	👇	-7.0%	1,138	1,058	NA		Kaua'i	-4.5%	2,672
Airlift (scheduled seats)^		N/A	N/A	N/A	N/A		Hawai'i Island	13.1%	21,548

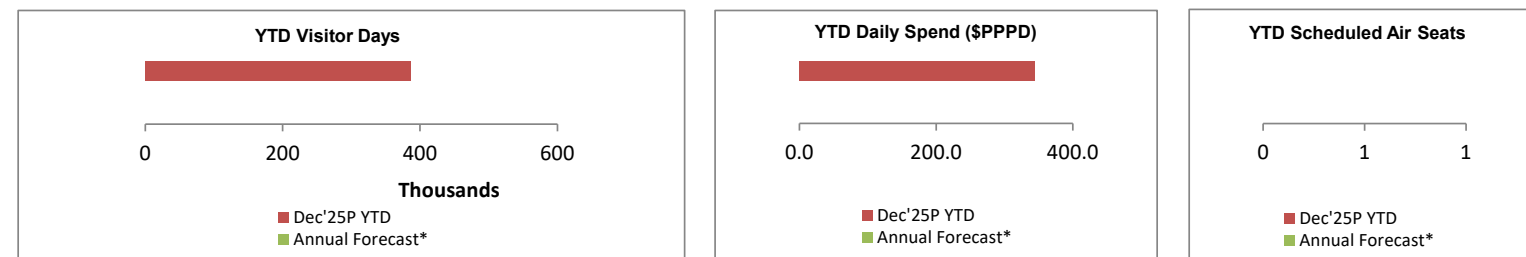
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-25** Preliminary

Visitor Industry Performance Measures

Market: **EUROPE**

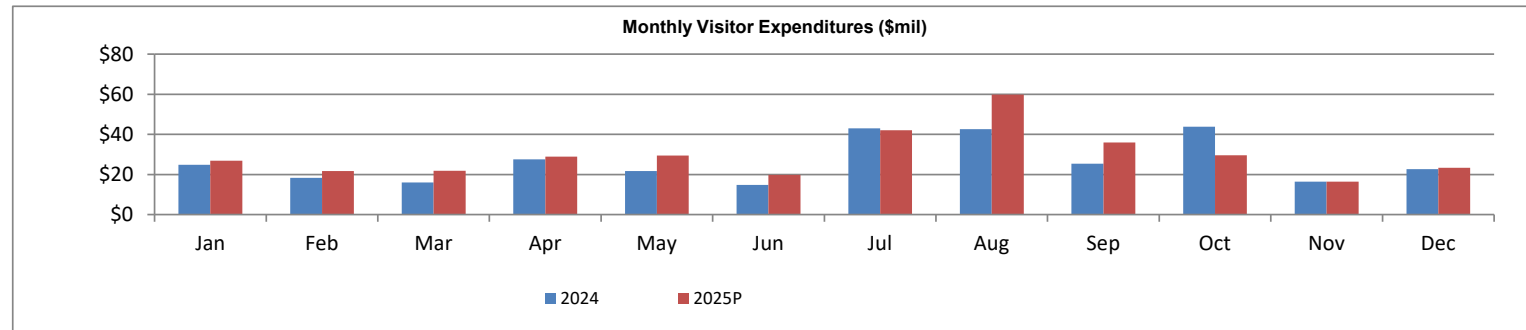
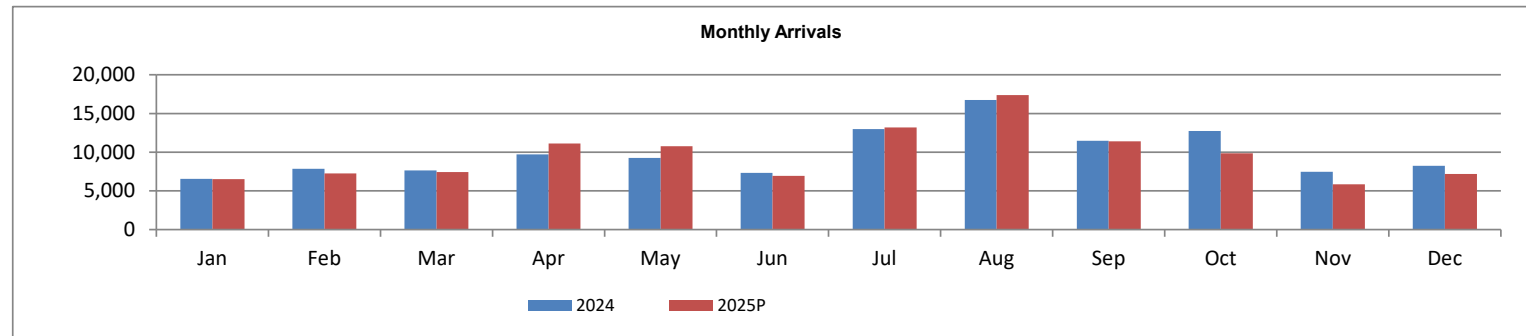
Key Performance Indicators

		YOY Rate	Dec'24 YTD	Dec'25P YTD	Annual Forecast*		Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↑	12.2%	317.0	355.8	356.3	O'ahu		-5.8%	90,744
Daily Spend (\$PPPD)	↑	13.2%	213.2	241.4	237.7	Maui		35.1%	46,743
Visitor Days	↓	-0.9%	1,486,935	1,473,989	1,498,844	Moloka'i		42.4%	1,131
Arrivals	↓	-2.6%	117,962	114,845	117,372	Lāna'i		13.1%	675
Daily Census	↓	-0.6%	4,063	4,038	4,106	Kaua'i		9.2%	29,015
Airlift (scheduled seats)^		N/A	N/A	N/A	N/A	Hawai'i Island		17.0%	40,904

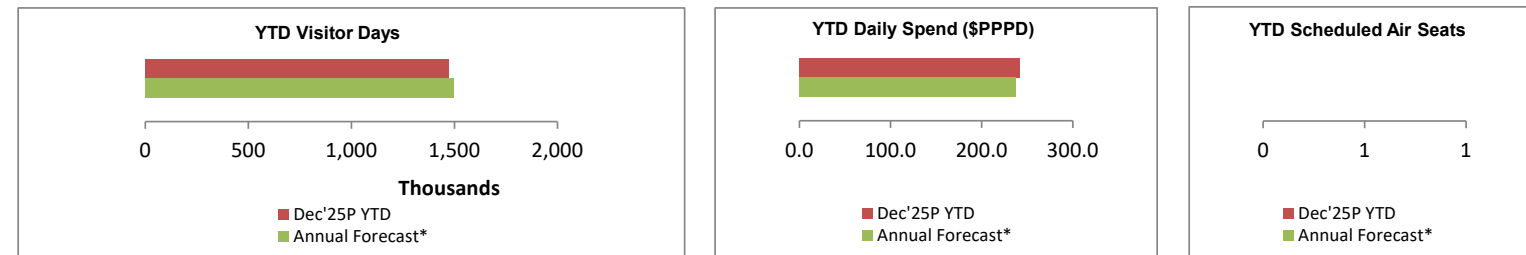
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Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures

HTA Key Performance Indicators Dashboard

Hawai'i Tourism Authority Report Date: **Dec-25** Preliminary

Visitor Industry Performance Measures

Market: **LATIN AMERICA**

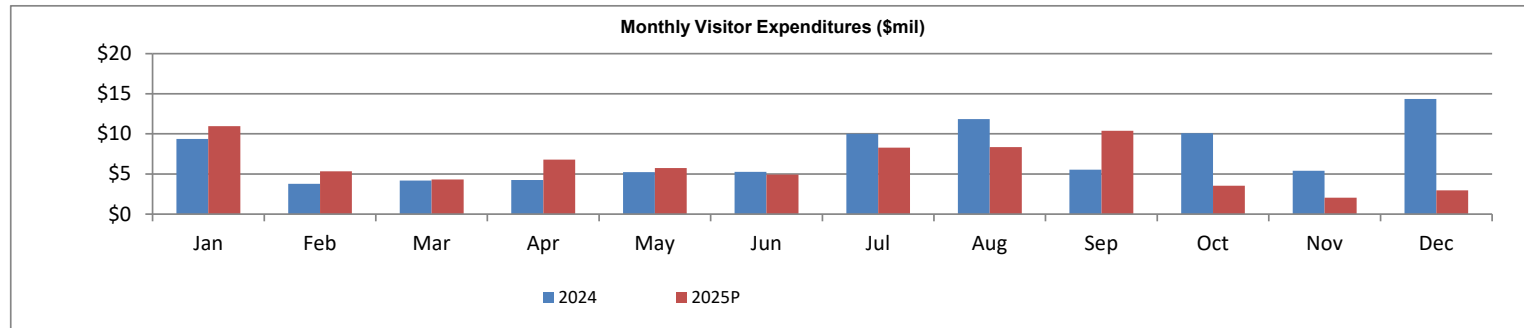
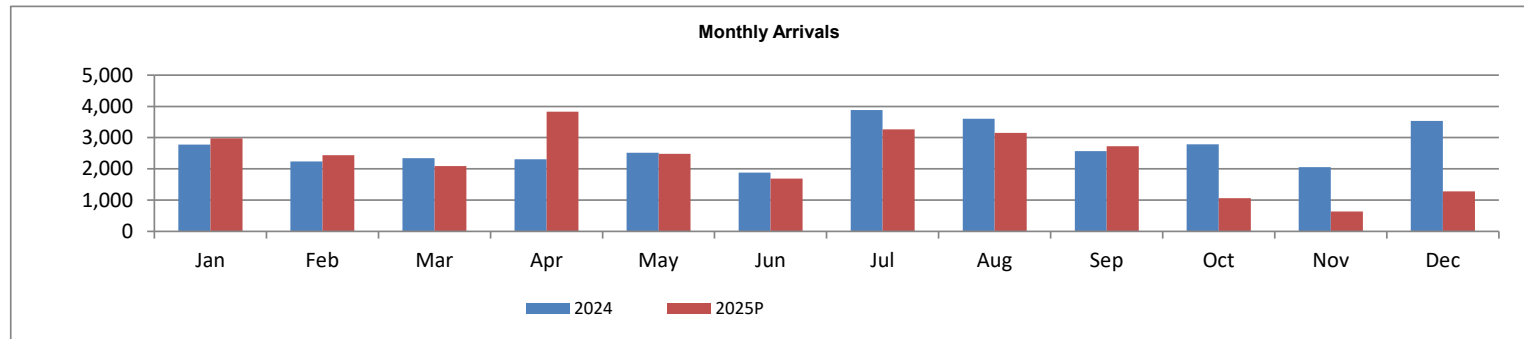
Key Performance Indicators

	YOY Rate	Dec'24 YTD	Dec'25P YTD	Annual Forecast*	Arrivals	YOY Rate	YTD
Visitor Spending (\$mil)	↓ -17.5%	89.3	73.6	NA	O'ahu	-13.3%	21,231
Daily Spend (\$PPPD)	↓ -4.6%	260.1	248.2	NA	Maui	0.1%	9,016
Visitor Days	↓ -13.6%	343,267	296,645	NA	Moloka'i	-72.6%	47
Arrivals	↓ -14.9%	32,479	27,638	NA	Lāna'i	-26.4%	129
Daily Census	↓ -13.3%	938	813	NA	Kaua'i	-11.3%	3,264
Airlift (scheduled seats)^	N/A	N/A	N/A	N/A	Hawai'i Island	0.8%	6,557

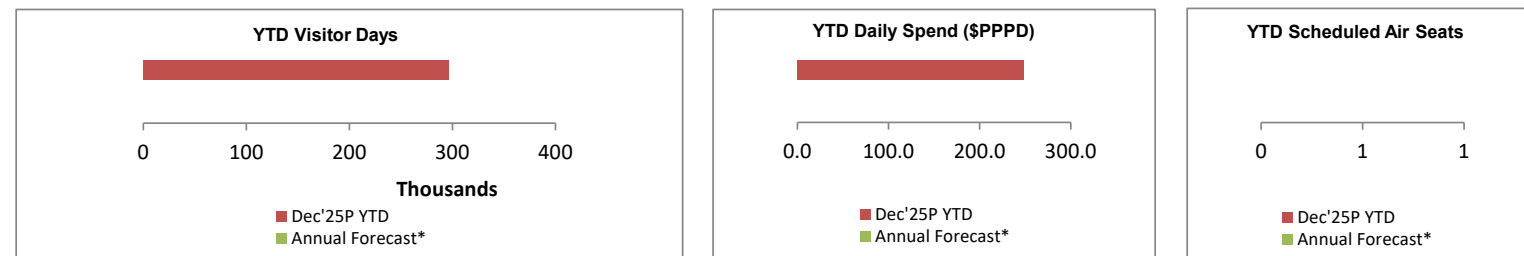
* DBEDT Annual Forecast as of Q4 2025.

^ DBEDT READ analysis based on scheduled seats from Diio Mi flight schedules as of November 17, 2025, subject to change.

Monthly Indicators



Annual Indicators



* Excludes Supplemental Business Expenditures