

HTA REGULAR BOARD MEETING

Thursday, January 29, 2026

Hō‘ike‘ike Noi‘i ‘Oihana Ho‘okipa

Presentation and Discussion of Current Market Insights and
Conditions in Hawai‘i and Key Major Hawai‘i Tourism
Markets



STATE OF HAWAII • DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM

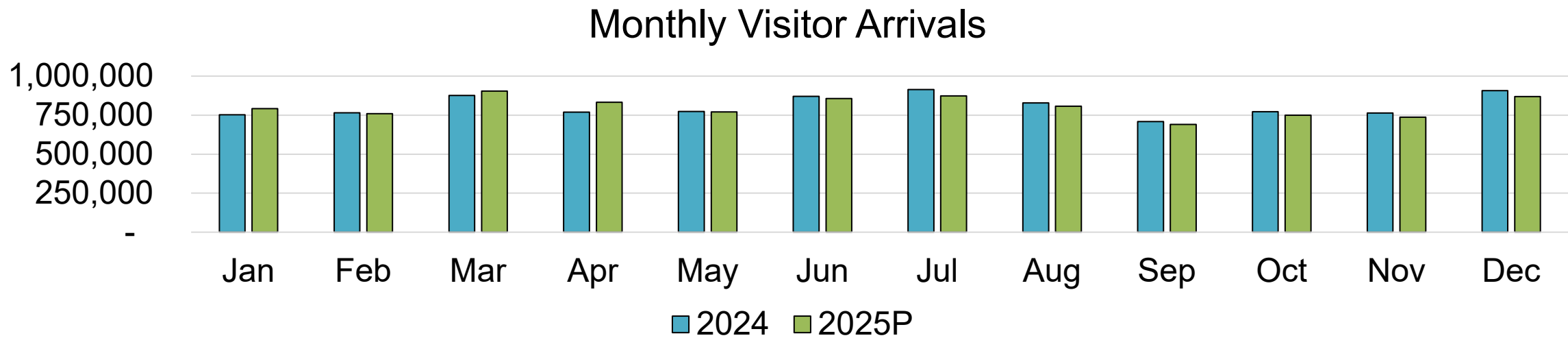
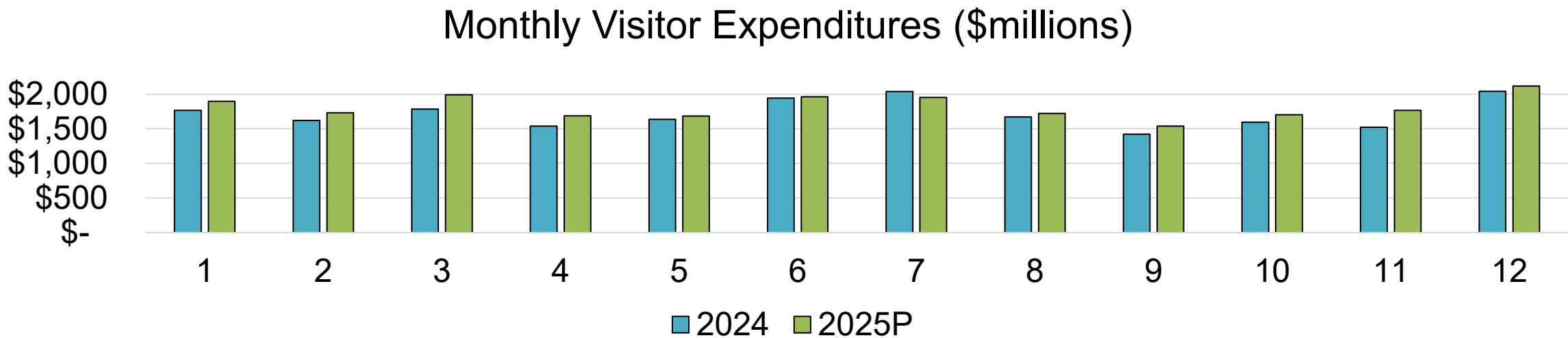
Jennifer Chun

Director of Tourism Research

Table of Contents

- Monthly and Year-End Highlights
 - Visitor Expenditures and Visitor Arrivals
 - Highlights by Market and Island
 - Purpose of Trip
 - Accommodation Choice
 - Hawai'i Airport Throughput
 - Load Factors
 - Lodging Performance
 - Air Seat Outlook
 - State TAT Collections
 - Estimated County TAT Collections
- Market Trends and Insights
 - US Customs and Border Protection Inbound Travelers by Air
 - US Travel Association Dashboards
 - DBEDT Forecast
 - STR US Forecast

December 2025 Highlights – Expenditures and Arrivals



Note: 2025 figures are preliminary.

December 2025 Highlights by Market

EXPENDITURES (\$mil.)	2025P	2024	% Change
TOTAL (AIR)	2,106.7	2,030.2	3.8%
U.S. West	1,043.8	936.1	11.5%
U.S. East	663.2	603.1	10.0%
Japan	104.9	96.8	8.4%
Canada	118.7	137.5	-13.7%
All Others	176.1	256.8	-31.4%

PPPD SPENDING (\$)	2025P	2024	% Change
TOTAL (AIR)	275.2	247.6	11.2%
U.S. West	265.9	232.3	14.5%
U.S. East	308.2	260.5	18.3%
Japan	237.2	235.1	0.9%
Canada	223.6	225.7	-0.9%
All Others	291.6	307.6	-5.2%

VISITOR ARRIVALS	2025P	2024	% Change
TOTAL (AIR)	850,263	889,559	-4.4%
U.S. West	432,477	454,495	-4.8%
U.S. East	235,103	229,149	2.6%
Japan	71,929	66,442	8.3%
Canada	46,633	54,201	-14.0%
All Others	64,121	85,271	-24.8%

AVERAGE DAILY CENSUS	2025P	2024	% Change
TOTAL (AIR)	246,914	264,525	-6.7%
U.S. West	126,633	129,985	-2.6%
U.S. East	69,410	74,685	-7.1%
Japan	14,266	13,279	7.4%
Canada	17,120	19,646	-12.9%
All Others	19,484	26,931	-27.7%

Note: 2025 figures are preliminary.

Year-End 2025 Highlights by Market

EXPENDITURES (\$mil.)	2025P	2024	% Change
TOTAL (AIR)	21,680.7	20,488.7	5.8%
U.S. West	10,505.9	9,641.5	9.0%
U.S. East	6,606.4	6,063.7	8.9%
Japan	1,081.2	1,050.6	2.9%
Canada	996.7	1,092.1	-8.7%
All Others	2,490.6	2,640.7	-5.7%

PPPD SPENDING (\$)	2025P	2024	% Change
TOTAL (AIR)	261.1	244.7	6.7%
U.S. West	249.0	229.8	8.4%
U.S. East	290.5	264.6	9.8%
Japan	244.4	239.6	2.0%
Canada	227.9	223.5	2.0%
All Others	267.4	275.8	-3.0%

VISITOR ARRIVALS	2025P	2024	% Change
TOTAL (AIR)	9,493,213	9,533,375	-0.4%
U.S. West	5,010,108	4,997,064	0.3%
U.S. East	2,405,658	2,373,437	1.4%
Japan	731,922	708,233	3.3%
Canada	394,345	445,984	-11.6%
All Others	951,179	1,008,657	-5.7%

AVERAGE DAILY CENSUS	2025P	2024	% Change
TOTAL (AIR)	227,530	228,752	-0.5%
U.S. West	115,607	114,649	0.8%
U.S. East	62,299	62,605	-0.5%
Japan	12,122	11,983	1.2%
Canada	11,981	13,350	-10.3%
All Others	25,521	26,165	-2.5%

Note: 2025 figures are preliminary.

December 2025 Highlights by Island

EXPENDITURES (\$mil.)	2025P	2024	% Change
O'ahu	802.7	833.8	-3.7%
Maui	658.9	581.0	13.4%
Moloka'i	1.5	2.7	-43.5%
Lāna'i	10.9	16.8	-35.1%
Kaua'i	273.1	255.8	6.7%
Hawai'i Island	359.6	340.1	5.7%

PPPD SPENDING (\$)	2025P	2024	% Change
O'ahu	239.0	214.6	11.4%
Maui	326.4	299.6	8.9%
Moloka'i	172.0	177.7	-3.2%
Lāna'i	908.4	936.0	-2.9%
Kaua'i	300.0	270.5	10.9%
Hawai'i Island	267.1	243.6	9.6%

VISITOR ARRIVALS	2025P	2024	% Change
O'ahu	492,321	533,420	-7.7%
Maui	243,687	229,290	6.3%
Moloka'i	2,209	2,268	-2.6%
Lāna'i	3,400	4,001	-15.0%
Kaua'i	122,921	123,768	-0.7%
Hawai'i Island	166,315	168,308	-1.2%

AVERAGE DAILY CENSUS	2025P	2024	% Change
O'ahu	108,322	125,355	-13.6%
Maui	65,128	62,561	4.1%
Moloka'i	281	482	-41.6%
Lāna'i	387	578	-33.1%
Kaua'i	29,365	30,512	-3.8%
Hawai'i Island	43,431	45,038	-3.6%

Note: 2025 figures are preliminary.

Year-End 2025 Highlights by Island

EXPENDITURES (\$mil.)	2025P	2024	% Change
O'ahu	9,417.3	8,944.9	5.3%
Maui	5,971.6	5,300.3	12.7%
Moloka'i	28.8	30.1	-4.2%
Lāna'i	99.8	116.5	-14.3%
Kaua'i	2,929.3	2,873.3	1.9%
Hawai'i Island	3,234.0	3,223.7	0.3%

PPPD SPENDING (\$)	2025P	2024	% Change
O'ahu	238.0	219.0	8.7%
Maui	305.0	283.4	7.6%
Moloka'i	191.5	175.5	9.2%
Lāna'i	625.2	665.9	-6.1%
Kaua'i	281.3	276.9	1.6%
Hawai'i Island	245.4	239.7	2.4%

VISITOR ARRIVALS	2025P	2024	% Change
O'ahu	5,679,047	5,794,854	-2.0%
Maui	2,516,163	2,352,272	7.0%
Moloka'i	30,239	29,910	1.1%
Lāna'i	43,945	45,444	-3.3%
Kaua'i	1,419,943	1,393,101	1.9%
Hawai'i Island	1,752,589	1,735,380	1.0%

AVERAGE DAILY CENSUS	2025P	2024	% Change
O'ahu	108,400	111,613	-2.9%
Maui	53,643	51,100	5.0%
Moloka'i	412	468	-12.0%
Lāna'i	437	478	-8.5%
Kaua'i	28,534	28,353	0.6%
Hawai'i Island	36,104	36,740	-1.7%

Note: 2025 figures are preliminary.

December 2025 Highlights - Lodging

State of Hawai'i Hotel Performance

December	2025	2024	Change
Occupancy	76.1%	71.4%	4.7%
ADR	\$449	\$434	3.4%
RevPAR	\$342	\$310	10.2%

Year End	2025	2024	Change
Occupancy	73.9%	73.4%	0.5%
ADR	\$367	\$364	0.8%
RevPAR	\$271	\$267	1.5%

State of Hawai'i Vacation Rental Performance

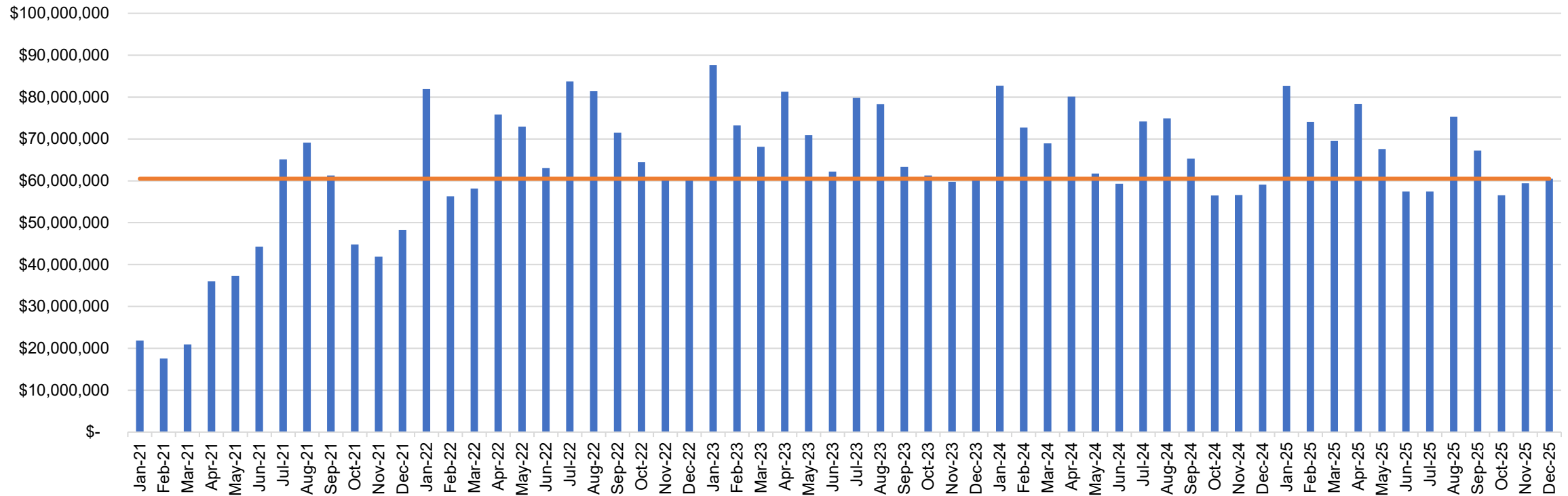
December	2025	2024	Change
Occupancy	52.1%	52.0%	0.1%
ADR	\$515	\$542	-5.0%

December	2025	2024	Change
Occupancy	50.0%	52.1%	-4.0%
ADR	\$528	\$495	6.7%

Source: STR, Inc. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism; Lighthouse Intelligence, Inc. © Copyright 2026 State of Hawai'i Department of Business, Economic Development & Tourism

December 2025 Highlights - State TAT Collections

- Preliminary December 2025 TAT Collections: \$60.5 million
- Preliminary YTD Fiscal 26 TAT Collections: \$376.5 million (-2.7%)
- YTD Fiscal 25 TAT Collections: \$386.7 million (-10.2 million)

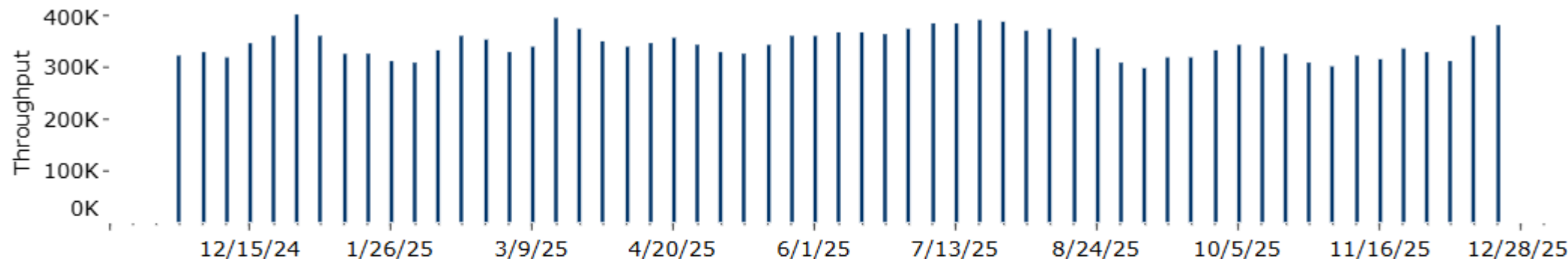


Source: Department of Taxation

December 2025 Highlights – Hawai‘i Airport Throughput

Throughput by Week

State: Hawaii; Airport: All



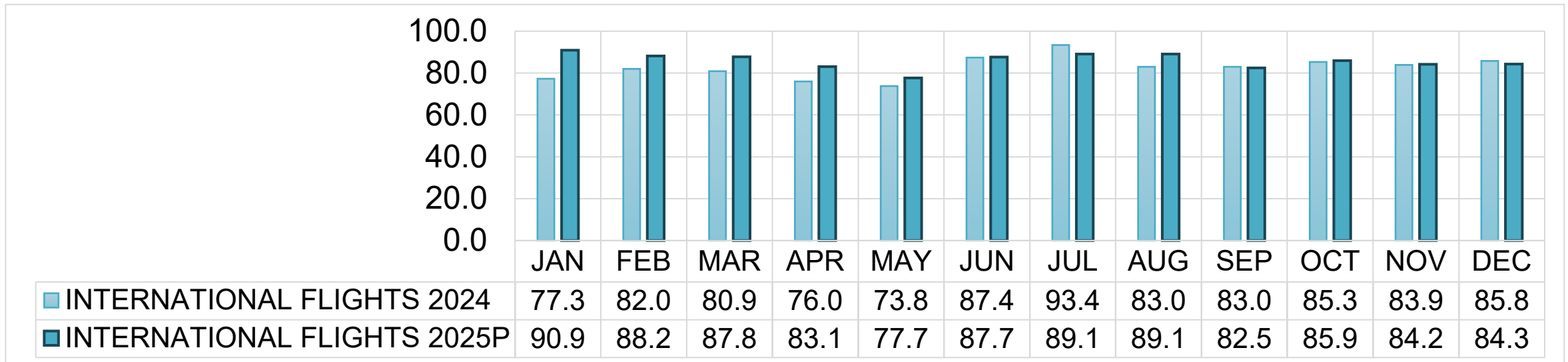
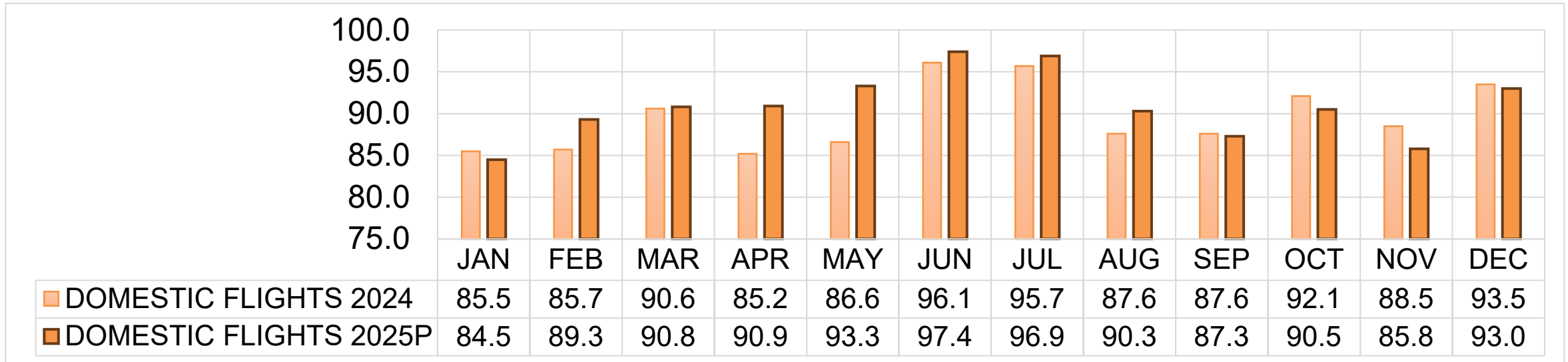
Hawaii Airports

Throughput for the last 6 months, % change compared to 2024

	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
All Airports	0%	1%	0%	3%	0%	2%
Daniel K. Inouye International Airport	-1%	0%	0%	2%	1%	2%
Kahului	4%	5%	3%	6%	2%	3%
Ellison Onizuka Kona International Airport	-3%	-3%	-5%	-2%	-4%	0%
Lihue	3%	6%	4%	6%	1%	2%
Hilo International	7%	3%	5%	9%	4%	6%

Source: Transportation Security Administration by Tourism Economics

December 2025 Highlights – Load Factors



Note: 2025 figures are preliminary.

MARKET TRENDS AND INSIGHTS



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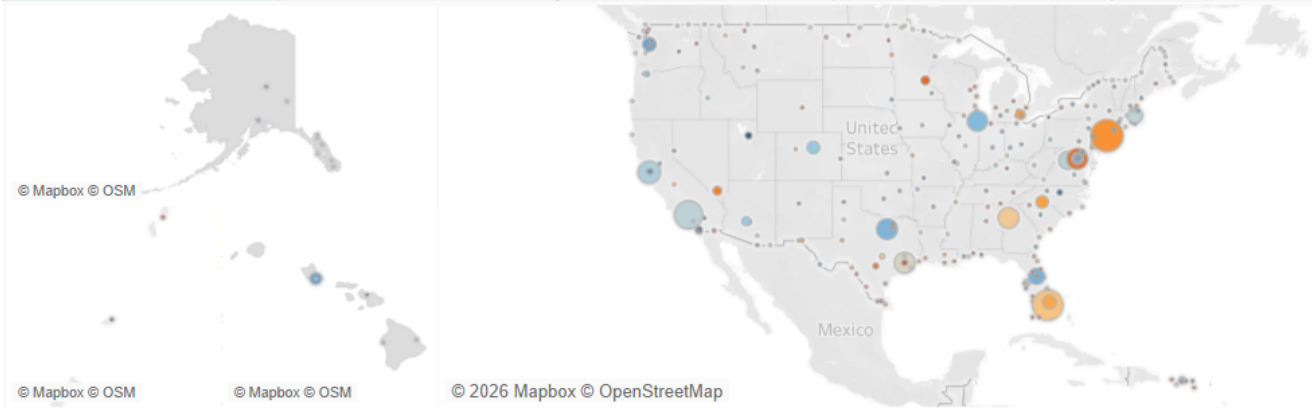


U.S. Customs and Border Protection

Inbound Travelers | Dec 2025

X	Start Month Dec 2025	End Month Dec 2025	Summary Dimension Region	Mode of Transportation Air	Category All	Region All	State All	Field Office All	i
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All 11,695,366 -0.7%	Coastal/Interior 9,063,406 +0.1%	Preclearance 1,621,441 -7.8%	Northern Border 847,994 +2.1%	Southern Border 162,525 +16.9%
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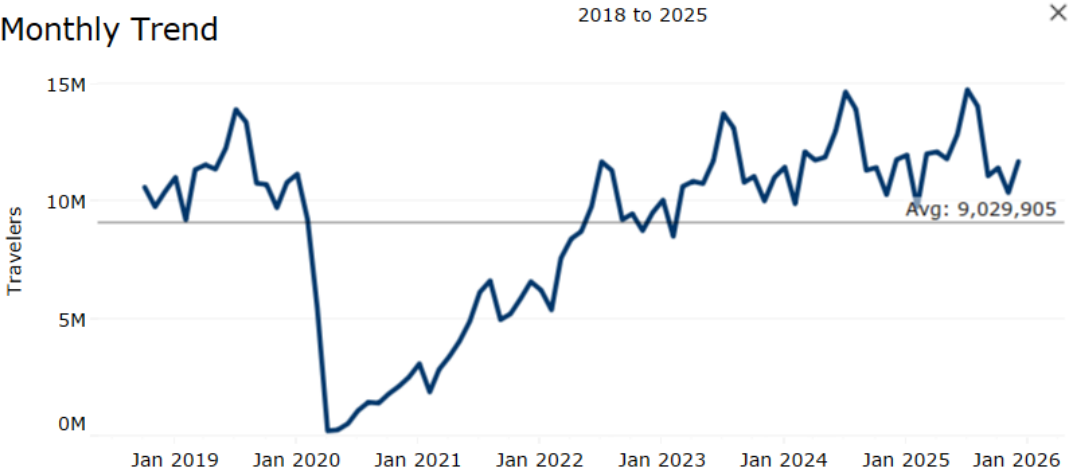
State Rankings

CA	1.8M	+3.5%
FL	1.7M	-0.5%
DC	1.6M	-7.8%
NY	1.3M	-6.8%
TX	1.2M	+1.3%
NJ	568.4K	+3.7%
GA	563.2K	-1.0%
IL	516.0K	+4.2%
VA	389.3K	+0.9%
MA	275.5K	+0.7%
WA	244.0K	+7.5%
NC	189.3K	-2.1%

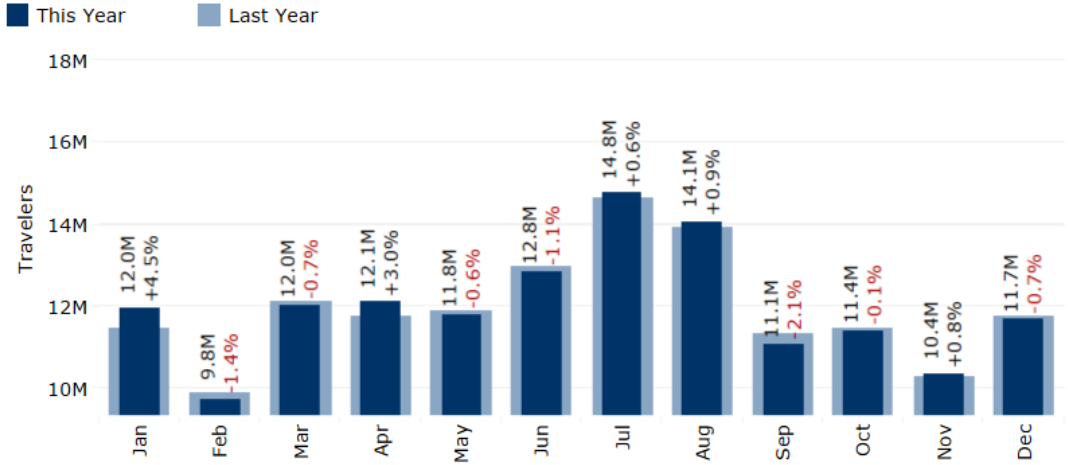
Port Rankings

JOHN F KENNEDY AIRPORT ..	1.3M	-6.5%
MIAMI INTL AIRPORT (5206)	1.1M	-1.5%
LOS ANGELES INT ARPT (27..	963.6K	+0.8%
SAN FRANCISCO INTL AIRP..	614.6K	+1.2%
NEW YORK/NEWARK AREA (..	568.0K	+3.6%
ATLANTA, GA (1704)	562.5K	-1.1%
DALLAS/FT. WORTH, TX (55..	540.1K	+5.8%
HOUSTON INTERCNTL (53..	530.5K	+0.0%
USCBP TORONTO PRECLEA..	526.3K	-10.7%
CHICAGO, IL (3901)	490.4K	+5.0%
WASHINGTON, DC (5401)	388.3K	+1.0%
ORLANDO, FL (1808)	318.9K	+6.2%

Monthly Trend



Last 12 Months



Note: This product uses U.S. Customs and Border Protection data, but is not endorsed by CBP. These statistics represent the inbound travelers that request entry into the U.S. via aircraft, on foot (pedestrians), passenger vehicles, and trucks. This dataset does not represent all conveyances and travelers processed by CBP. This data does not indicate admissibility. See full notes and definitions at <https://www.cbp.gov/document/stats/traveler-and-conveyance-statistics>

National Travel Indicators

November, 2025

Compare to Prior Year or 2019
Previous Year



Travel Spending*
(Tourism Economics)

\$101.8B

↘ **-1.8%**

November vs. Previous Year

↗ **+0.4%**

YTD vs. Previous Year



Air Passengers
(TSA)

↘ **-0.7%**

November vs. Previous Year

↗ **+0.2%**

YTD vs. Previous Year



Overseas Arrivals
(NTTO)

↘ **-3.5%**

November vs. Previous Year

↘ **-2.6%**

YTD vs. Previous Year



Hotel Demand
(STR)

↘ **-2.1%**

November vs. Previous Year

↘ **-0.5%**

YTD vs. Previous Year



Short-term Rental Demand
(AIRDNA)

↘ **-4.4%**

November vs. Previous Year

↗ **+4.1%**

YTD vs. Previous Year

Insights

Air passenger volume declined 0.7% year-over-year in November, as travel demand and flights were curtailed due to the federal government shutdown.

Overseas arrivals declined 3.5% in November, bringing year-to-date arrivals to -2.6% compared to the prior year.

Hotel room demand contracted for the eighth consecutive month, down 2.1% in November– the steepest decline since the pandemic.

Short-term rental demand declined 4.4% in November, compared to a 3.3% contraction the month prior.

Travel Indicators

% change relative to same month vs. Previous Year

Indicators	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Travel Spending (Tourism Economics)	2.4%	3.4%	2.0%	0.8%	0.3%	0.6%	-0.4%	0.2%	0.2%	-0.7%	0.0%	-1.8%
Air Passengers (TSA)	6.6%	1.7%	-3.0%	-0.2%	0.2%	-1.7%	-1.0%	1.1%	1.0%	0.5%	4.0%	-0.7%
Overseas Arrivals (NTTO)	5.8%	5.4%	-2.4%	-11.6%	8.0%	-2.8%	-3.4%	-3.1%	-2.9%	-7.7%	-3.1%	-3.5%
Hotel Demand (STR)	1.9%	1.6%	1.1%	0.3%	-1.3%	0.0%	-0.9%	-0.3%	-0.5%	-1.1%	-1.6%	-2.1%
Top 25 Group Hotel Demand** (STR)	7.6%	0.2%	4.1%	2.8%	0.1%	-4.5%	-6.4%	-9.3%	-10.8%	-9.0%	-5.5%	-3.5%
Short-term Rental Demand (AIRDNA)	3.9%	13.4%	6.6%	4.4%	10.0%	6.7%	4.1%	5.2%	4.6%	-0.3%	-3.3%	-4.4%
National Park Visits (National Park Service)	1.3%	3.6%	-7.2%	-5.7%	-3.1%	-3.2%	-8.5%	-2.6%	-1.0%	-2.2%	-3.9%	-6.2%

-11.6% 13.4%

*Travel spending estimates are subject to revision as annual data becomes available
**STR group hotel demand at upper-tier hotels (luxury and upper upscale classes)

Compare to
Previous Year

Insights

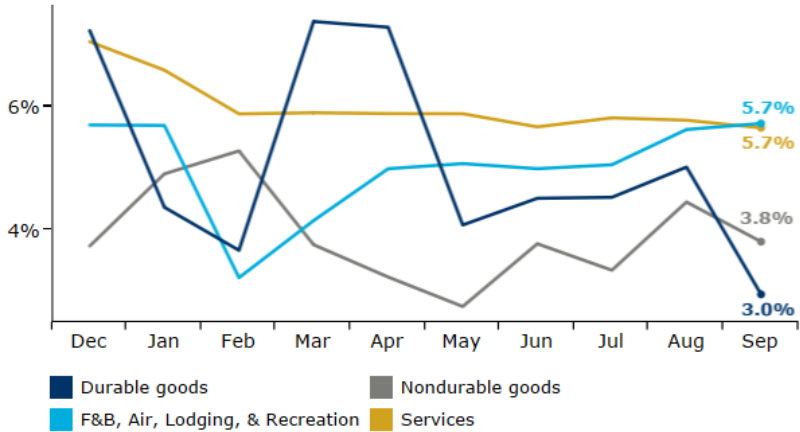
The data fog created by the government shutdown has mostly subsided, however, a clean read of the labor market and inflation in November was made difficult due to distortions in the data. Unemployment is rising, but the labor market isn't breaking. Despite the weak headline numbers due to federal workers who accepted the administration's deferred resignation offer falling off payrolls in October, underlying private payrolls are reviving after a summer slump. Meanwhile, the increase in the unemployment rate reflects slower hiring and more people entering or reentering the labor force, not a pickup in layoffs.

Consumer spending continues to grow at a decent pace, but the drivers have shifted. Growth in real disposable income, the primary support for most households, has slowed to 2% year-over-year, compared to 3% in 2024. In its place, surging financial wealth has become a powerful tailwind for spending. Post-tax incomes should get a lift early next year as more generous deductions translate into larger tax refunds.

Consumer sentiment improved slightly in December, driven by better expectations for future economic conditions. While views of personal finances remain subdued relative to early 2025, both short- and long-run inflation expectations fell to their lowest levels since January 2025. This is an encouraging sign that inflation expectations are settling, and easing inflation in 2026 should provide some support to sentiment next year. However, further bifurcation of the American consumer is anticipated because of tariffs and fiscal policy changes. Solid consumer and business spending, particularly on AI investments, in 2026 will boost real GDP growth to 2.5% from 2.0% in 2025.

Consumer Spending

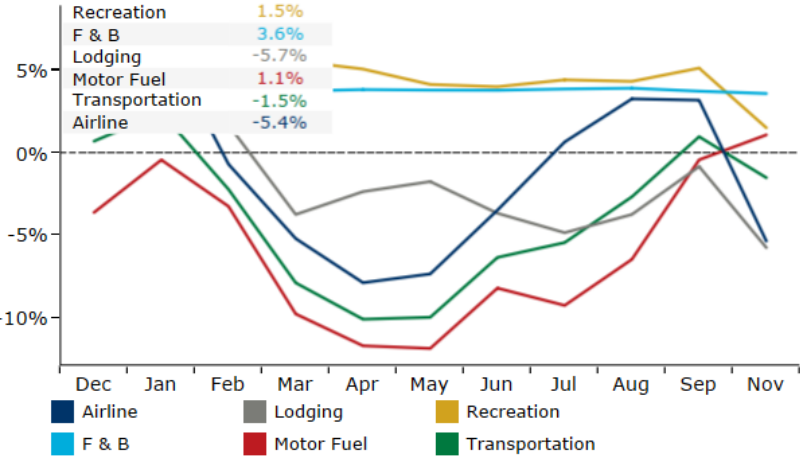
% change relative to same month vs. Previous Year, prior 12-month trend



Source: BEA

Travel Price Index, Major Components

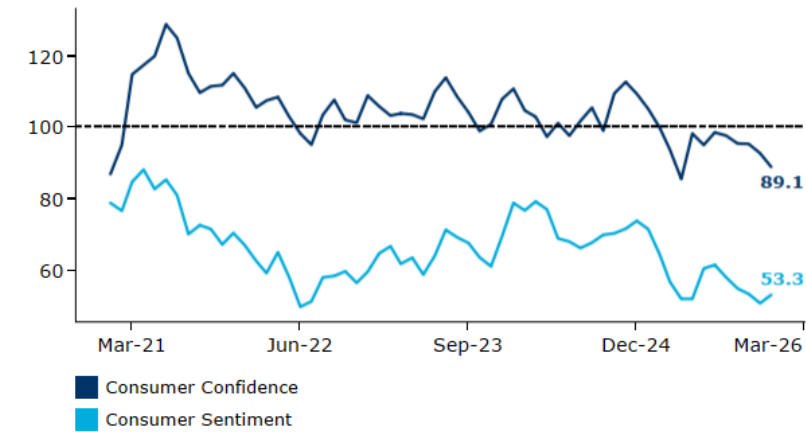
% change relative to same month vs. Previous Year, prior 12-month trend



Source: Tourism Economics

Consumer Confidence & Sentiment Index

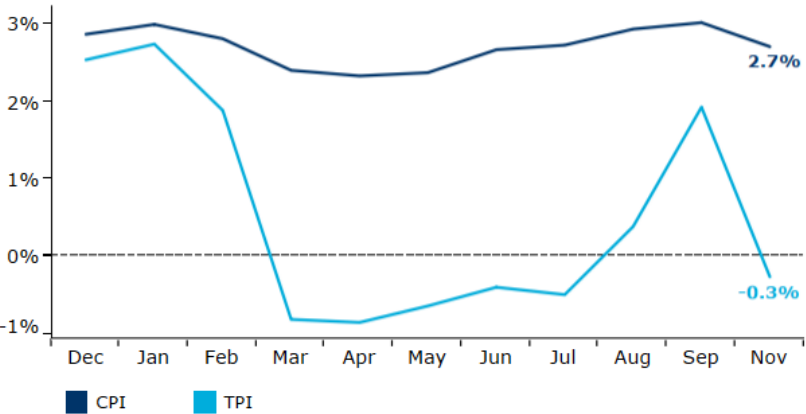
Index, 1985=100, prior 5-years



Source: Conference Board and University of Michigan

Travel (TPI) and Consumer (CPI) Price Indices

% change relative to same month vs. Previous Year, prior 12-months

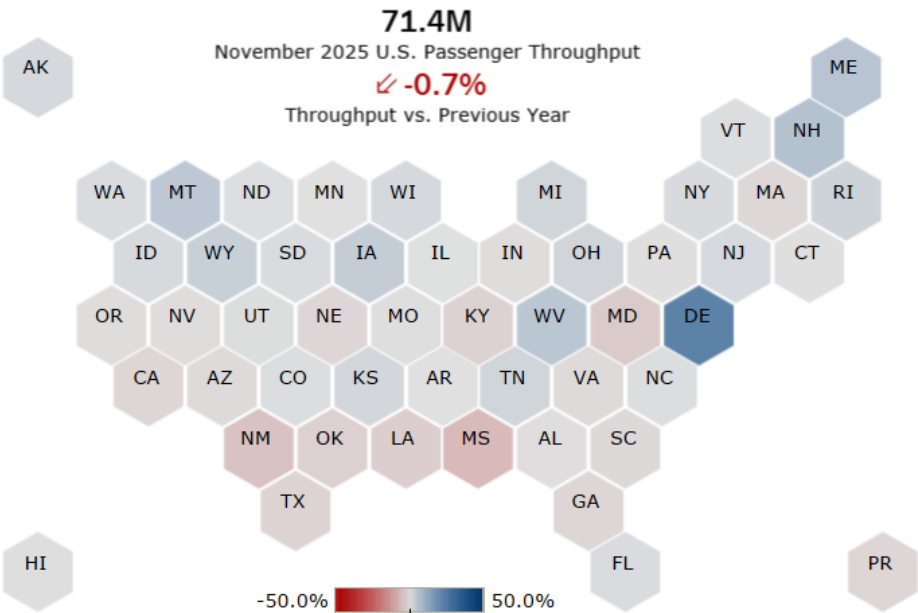


Source: BLS (CPI); and Tourism Economics (TPI)

November 2025 Passenger Throughput by State

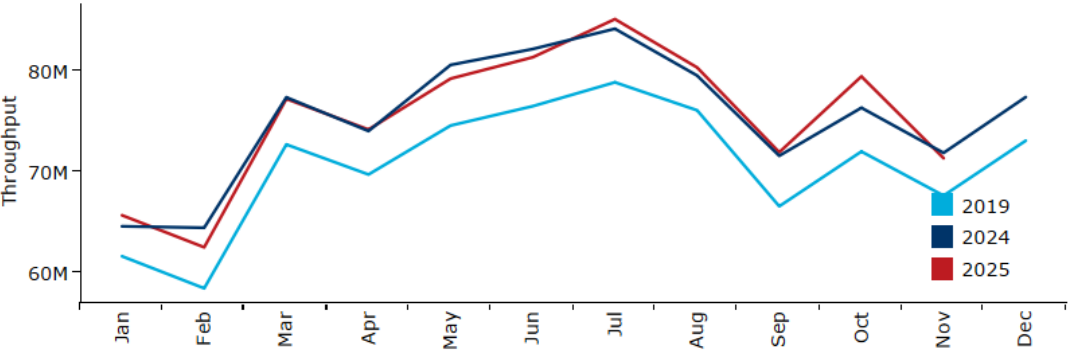
All passengers (domestic + international), % change vs. Previous Year

Compare to
Previous Year



U.S. Monthly Passenger Throughput

All passengers (domestic + international)



Passenger Throughput Trend Comparison

All passengers (domestic + international), Index (2019=100)

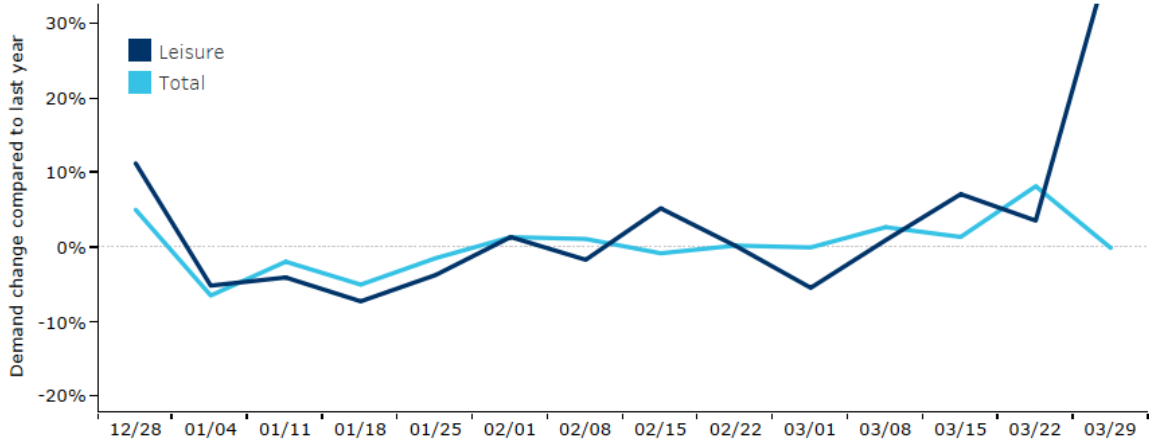
State/Territory Name
Multiple values

	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25
Arizona	119	119	112	125	116	116	119	120	116	114	113	119	122	117
California	98	96	96	101	94	94	95	96	96	95	93	95	98	94
Colorado	107	105	105	115	109	108	104	105	106	107	106	108	111	106
Florida	106	113	112	125	116	115	113	114	115	115	113	121	117	114
Hawaii	98	98	97	112	103	103	102	98	95	96	94	97	101	98
Illinois	100	103	101	110	99	99	98	100	103	106	104	105	105	103
Indiana	113	113	110	121	114	112	114	116	116	114	118	118	124	112
Kentucky	106	106	107	113	109	109	109	108	110	111	107	113	111	103
Massachusetts	110	106	106	113	104	105	106	102	105	107	104	106	110	104
Michigan	99	99	100	109	103	100	102	103	109	109	109	108	108	103
Minnesota	103	102	103	112	105	106	103	104	106	109	103	104	106	102
Missouri	101	103	104	106	99	100	102	102	104	106	106	107	106	102
Montana	139	131	120	148	137	136	131	138	148	146	143	155	156	139
Nevada	115	109	111	121	111	113	114	112	111	111	111	110	113	108
New Jersey	103	104	104	118	108	104	102	90	95	103	105	104	105	106
New York	101	100	103	111	101	98	99	99	99	101	96	99	101	102
North Carolina	110	111	113	127	117	120	116	117	117	118	112	118	119	112
Oregon	102	99	99	107	98	97	99	100	102	100	99	99	102	98
Pennsylvania	102	99	101	111	105	103	106	104	105	103	103	105	107	100
Puerto Rico	128	123	118	137	123	123	123	136	134	139	151	140	133	120
South Dakota	128	132	121	151	137	138	137	134	127	131	131	130	138	133
Texas	115	115	114	123	115	115	114	115	114	115	110	114	115	112
Virginia	110	109	113	124	110	107	108	110	111	115	108	111	110	107
Washington	103	100	99	112	105	98	103	103	105	106	104	104	105	101
United States	106	106	106	107	107	106	106	106	106	108	106	108	110	105

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U.S. Hotel Leisure Demand Pace

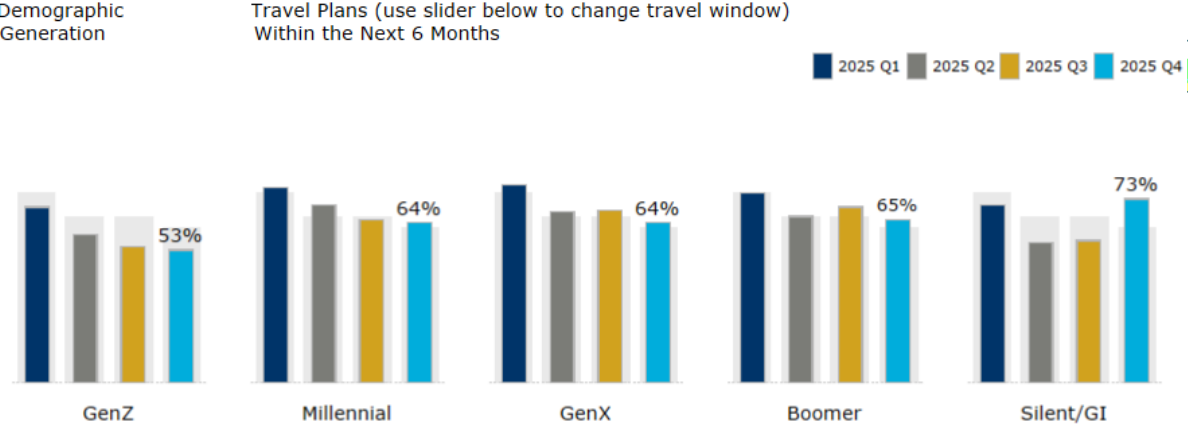
Leisure hotel booking pace vs same time last year, as of 12/15/2025



Source: Amadeus

Planning Leisure Travel Within the Next 6 Months

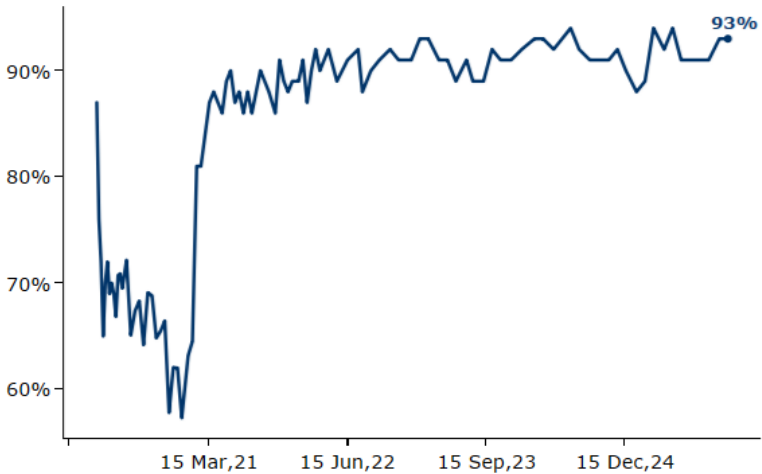
% of American Travelers



Source: MMGY Global's Portrait of American Travelers (released December 2025)

Consumer Travel Sentiment

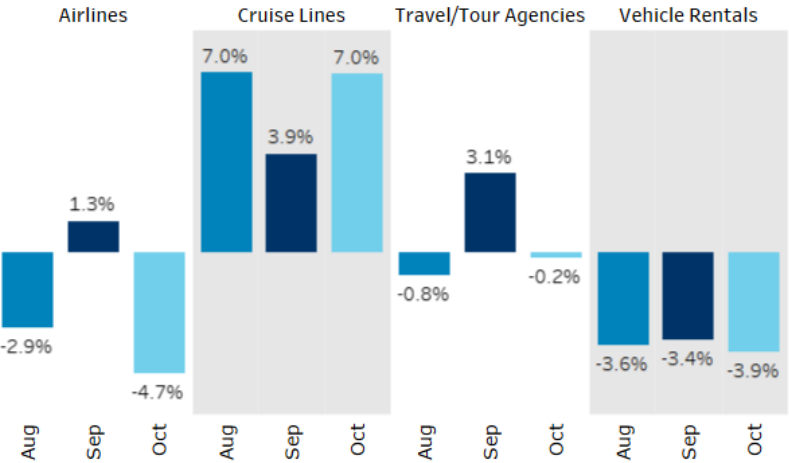
Travelers with Travel Plans in the Next Six Months



Source: Longwoods International

US Consumer Credit Card Spend

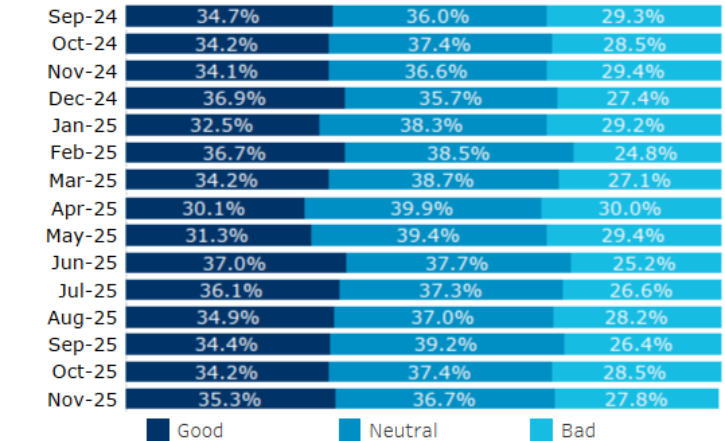
% change YOY



Source: TransUnion

Consumer Travel Sentiment

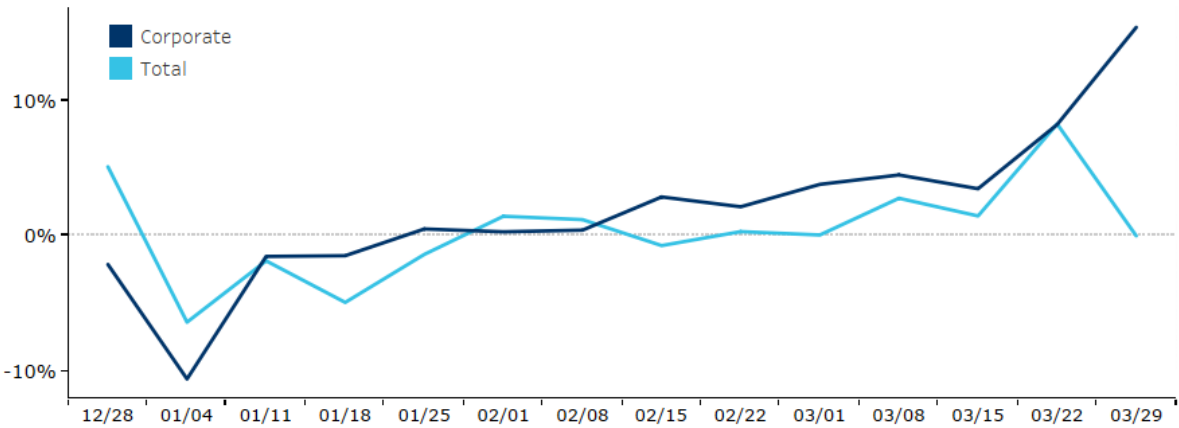
Do you feel now is a good or bad time for you to spend money on leisur..



Source: Future Partners

U.S. Hotel Business Demand Pace

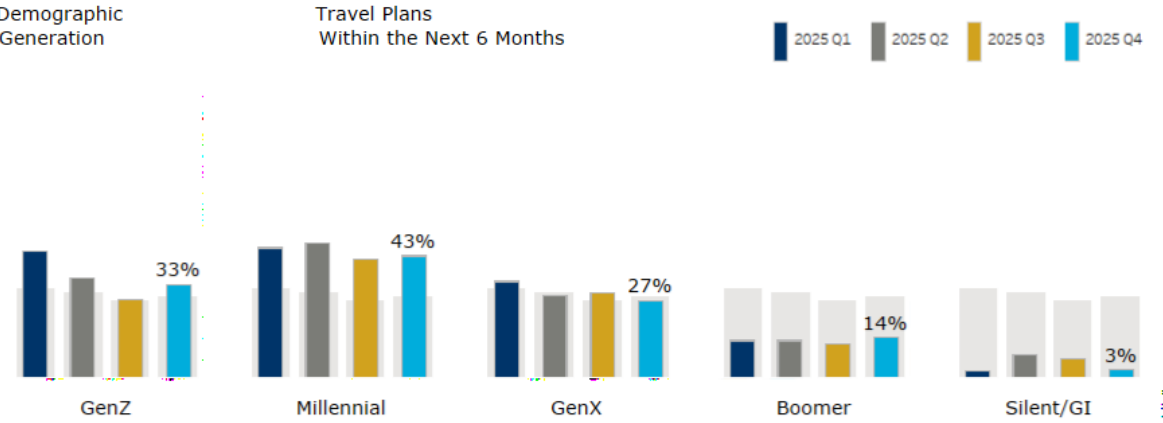
Business hotel booking pace vs same time last year, as of 12/15/2025



Source: Amadeus

Planning Business Travel Within the Next 6 Months

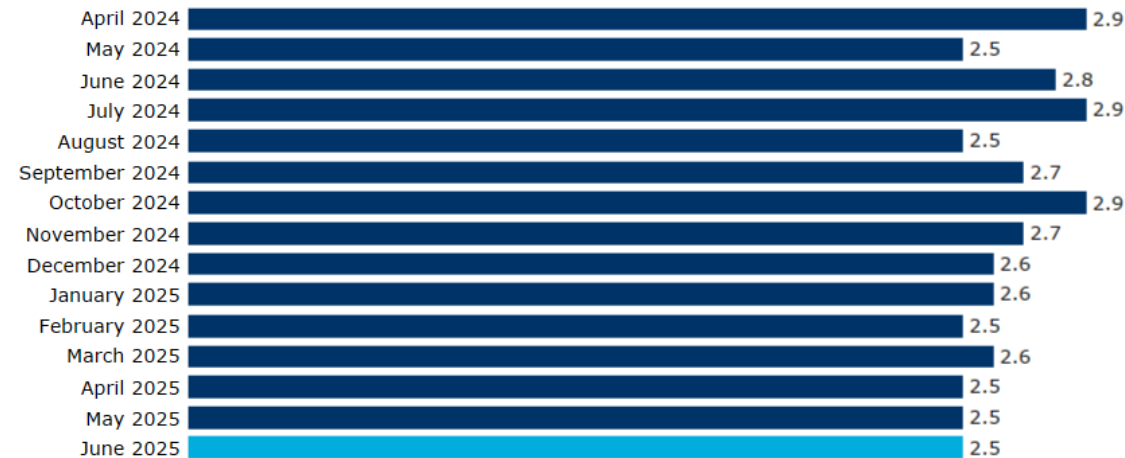
% of American Consumers



Source: MMGY Global's Portrait of American Travelers (released December 2025)

Business-related Overnight Trips

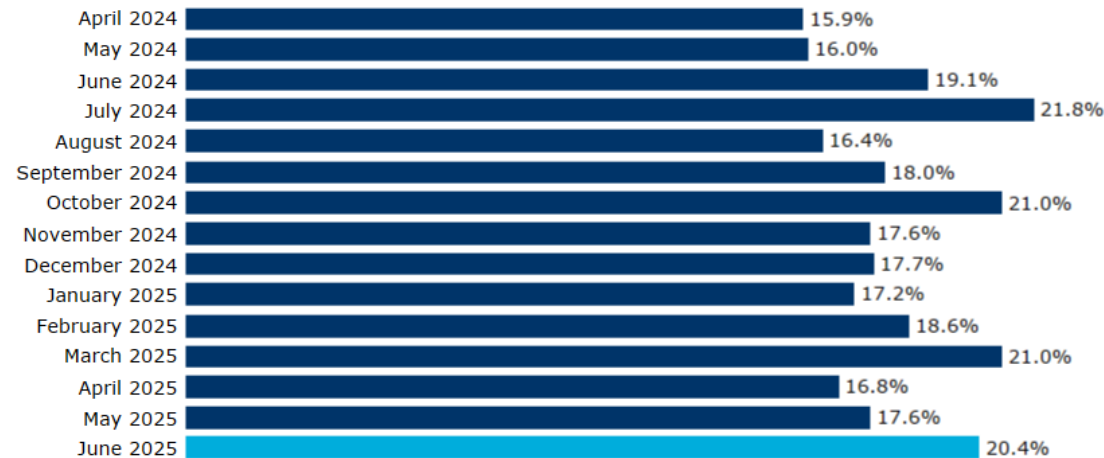
How many overnight business trips have you taken the past month?



Source: Future Partners

Business-related Overnight Trips

Percent of all travelers that have taken an overnight business trip in the past month



Source: Future Partners

Insights

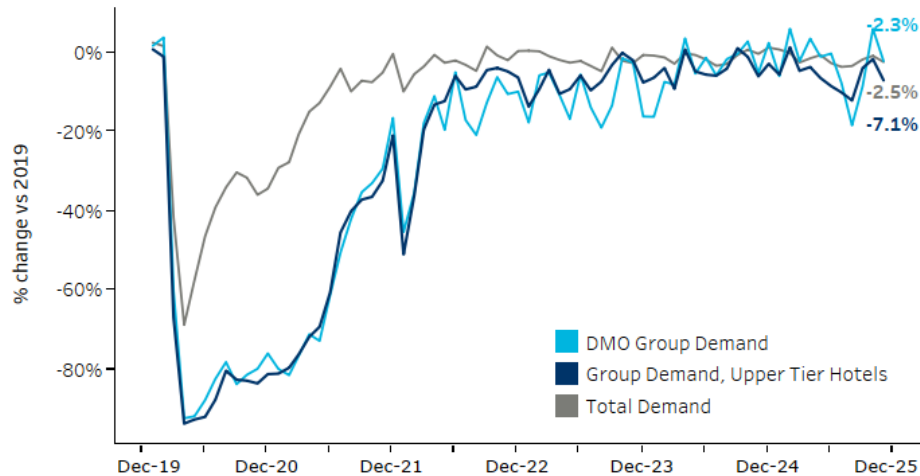
DMO group demand weakened in November, falling to 2.3% below 2019 levels, compared to 5.9% above 2019 levels in October.

DMO/CVB pace for room nights on the books as of December fell slightly compared to November's reading for the first quarter of 2026.

The level of meeting planner optimism over the outlook declined in September as 31% were more optimistic about the outlook compared to 45% in July.

Total U.S. Hotel Demand vs Group Demand

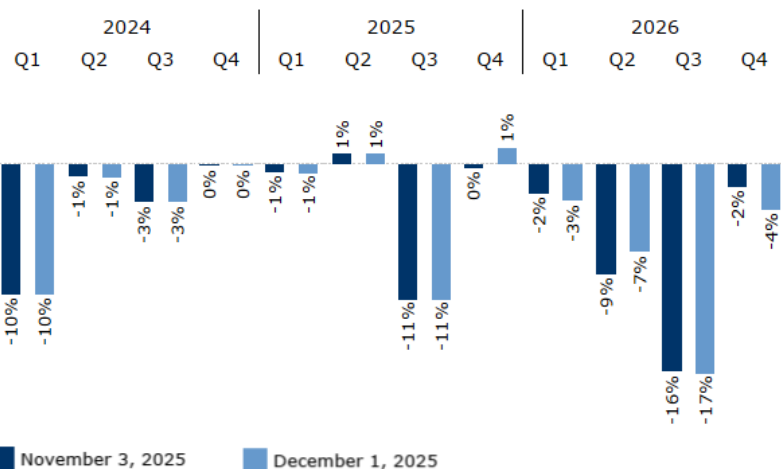
Group demand, % change vs 2019



Source: STR (total demand and top-tier group demand), Simpleview CRM (250+ U.S. DMOs)

DMO/CVB Room Nights on the Books

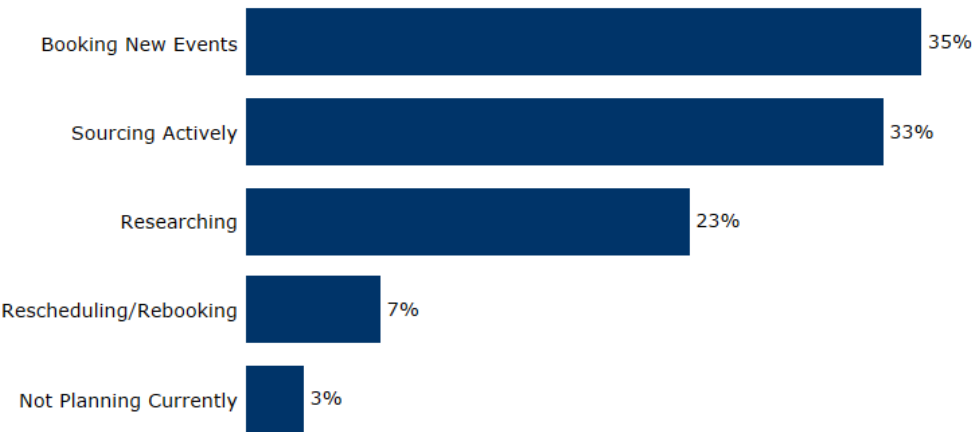
Pace for future dates, relative to the same period in 2019



Source: Simpleview CRM (250+ U.S. DMOs)

Sourcing of Meeting & Event Venues

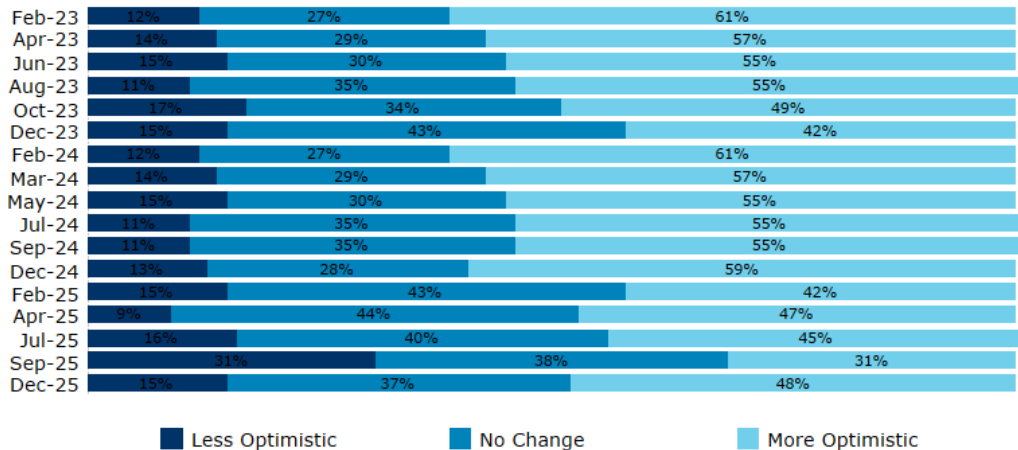
What is your current primary focus as it pertains to your live, in-person events?



Source: Northstar Meetings Group and Cvent (Meetings industry PULSE survey), as of December 2025

Meeting Planner Outlook

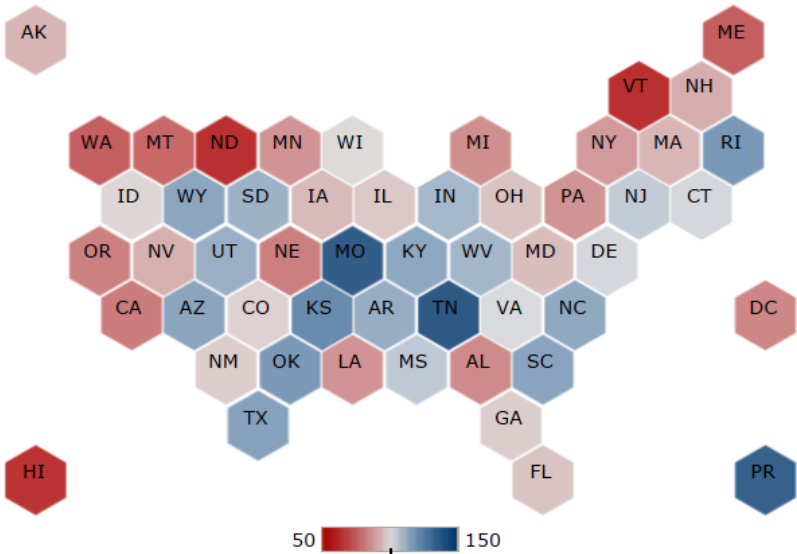
How the outlook for recovery has changed among meeting planners the past six weeks



Source: Northstar Meetings Group and Cvent (Meetings industry PULSE survey), as of December 2025

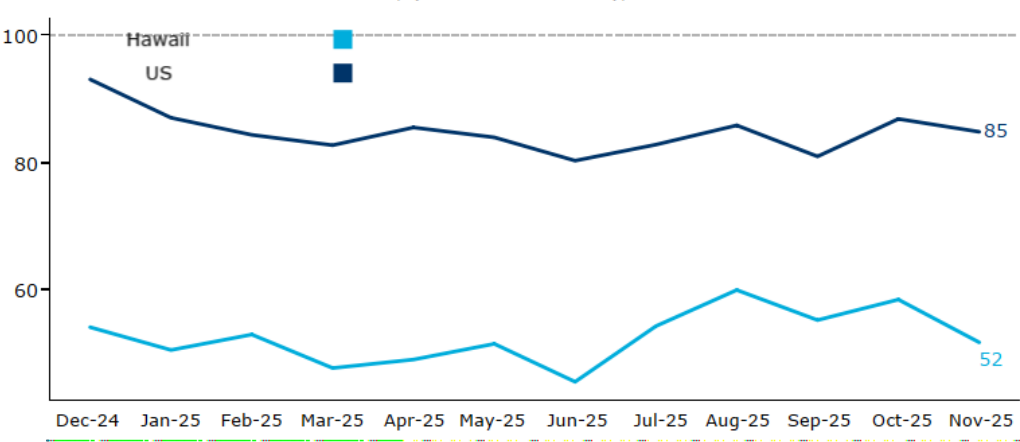
Overseas Arrivals to U.S. by State (+PR)

Visitor arrivals for November 2025, Index (2019 = 100), based on first intended address



Overseas Arrivals to U.S. Total & Hawaii

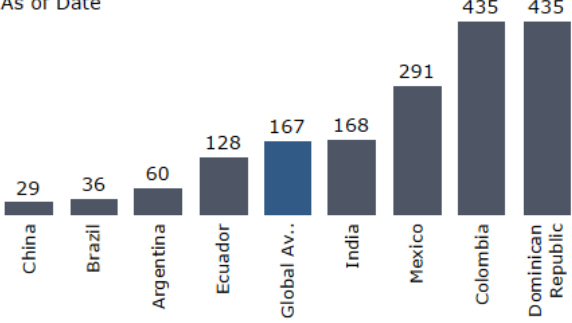
Visitor arrivals to U.S. Total & Hawaii, (Index 2019 = 100), based on first intended address



Next Available Visa Appointment

Avg. Days

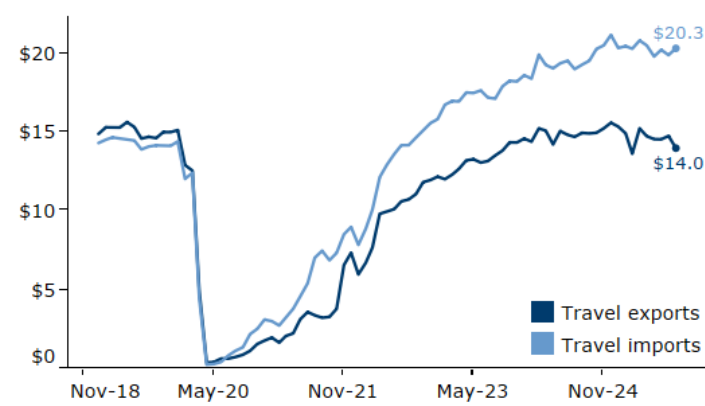
As of Date December 12, 2025



Top-8 inbound markets for tourist visa required countries. Weighted average by 2019 consulate visa issuance. Global Average includes China
Source: Tourism Economics

Nominal US Export and Imports

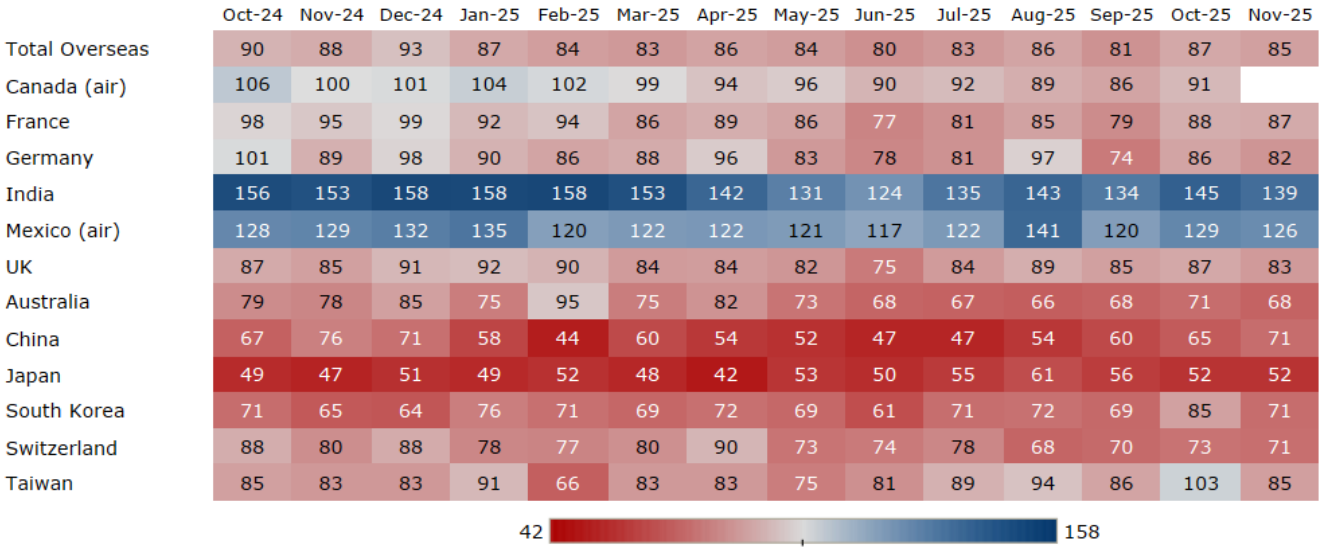
in billions



Source: NTTO

International Arrivals to U.S. Total

Visitor arrivals to U.S. Total, (Index 2019 = 100), based on first intended address



STR US Hotel Forecast



U.S. Hotel Forecast

YoY – year over year (% change)

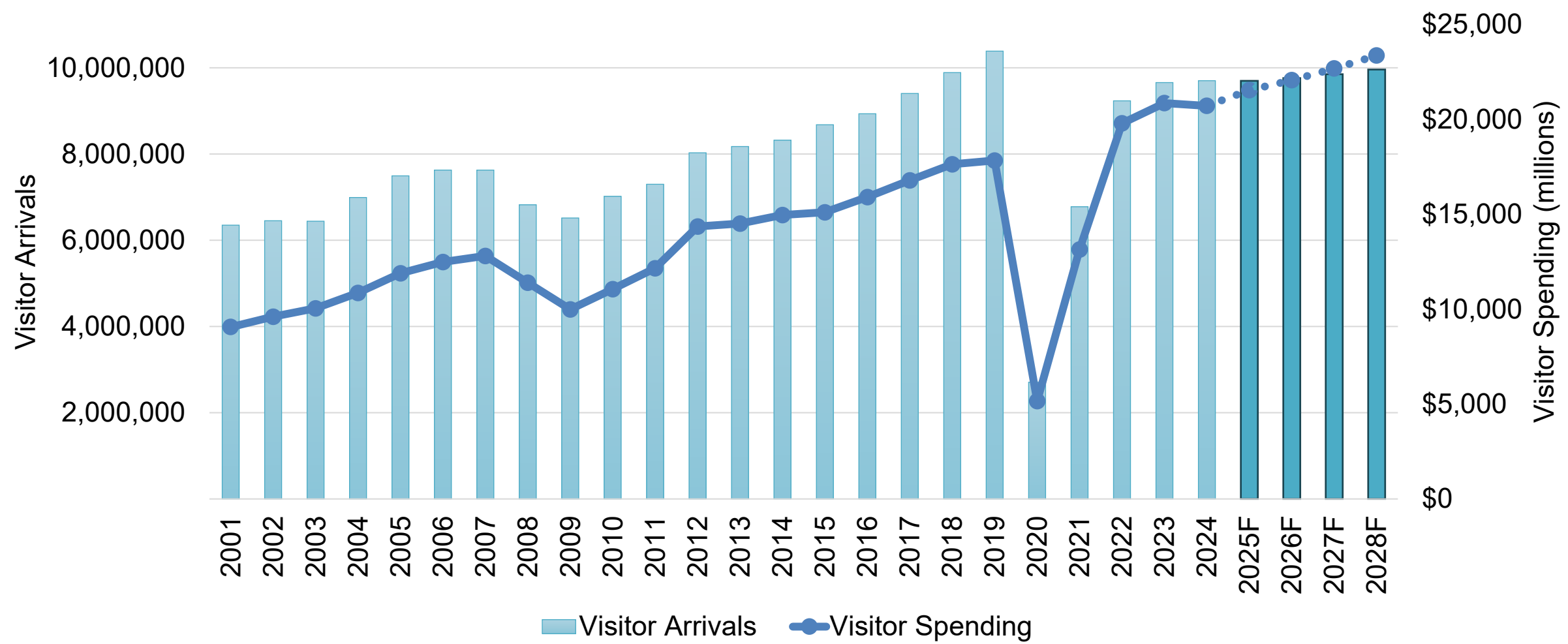
	2025 Actual	2026 Forecast	2027 Forecast
Supply (YoY)	+0.7%	+0.7%	+0.9%
Demand (YoY)	-0.5%	+0.4%	+1.0%
Occupancy	62.3%	62.1%	62.2%
ADR (YoY)	+0.9%	+1.0%	+1.3%
RevPAR (YoY)	-0.3%	+0.6%	+1.4%

© 2025 CoStar Group

Source: STR, Inc.

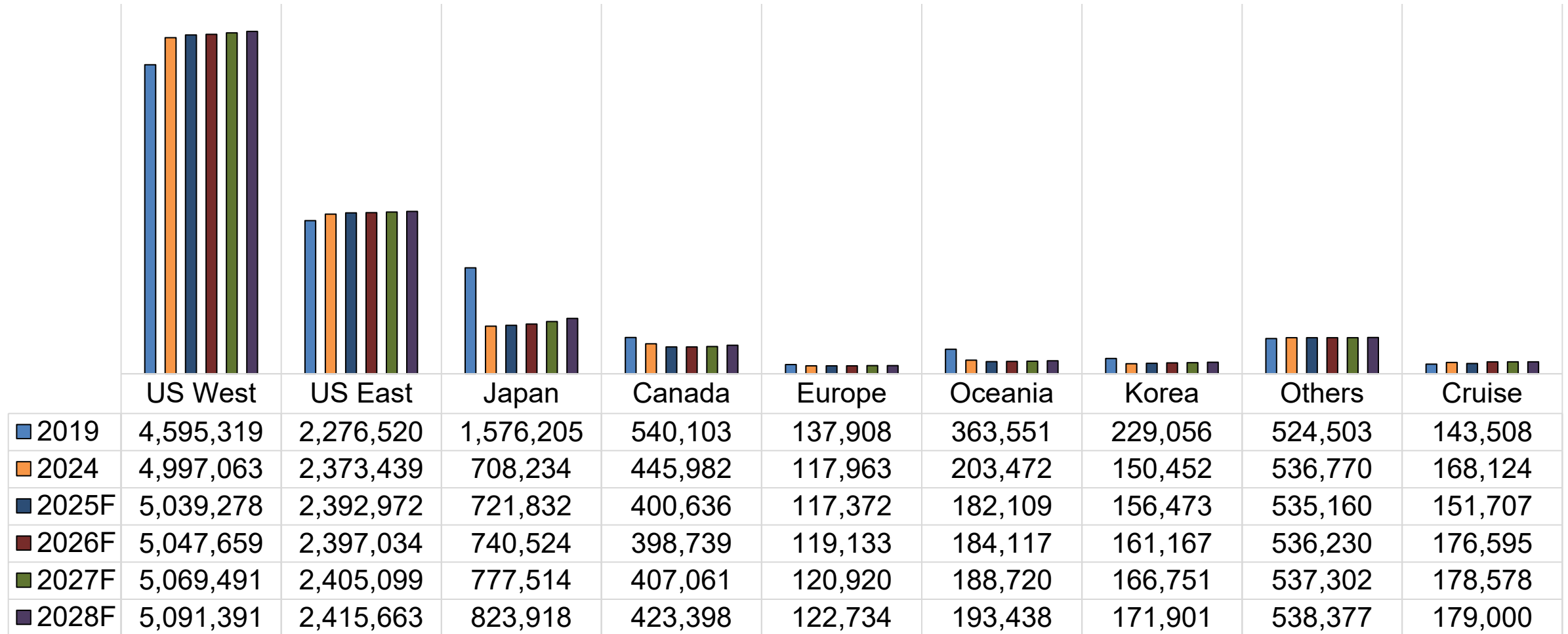


DBEDT Tourism Forecast



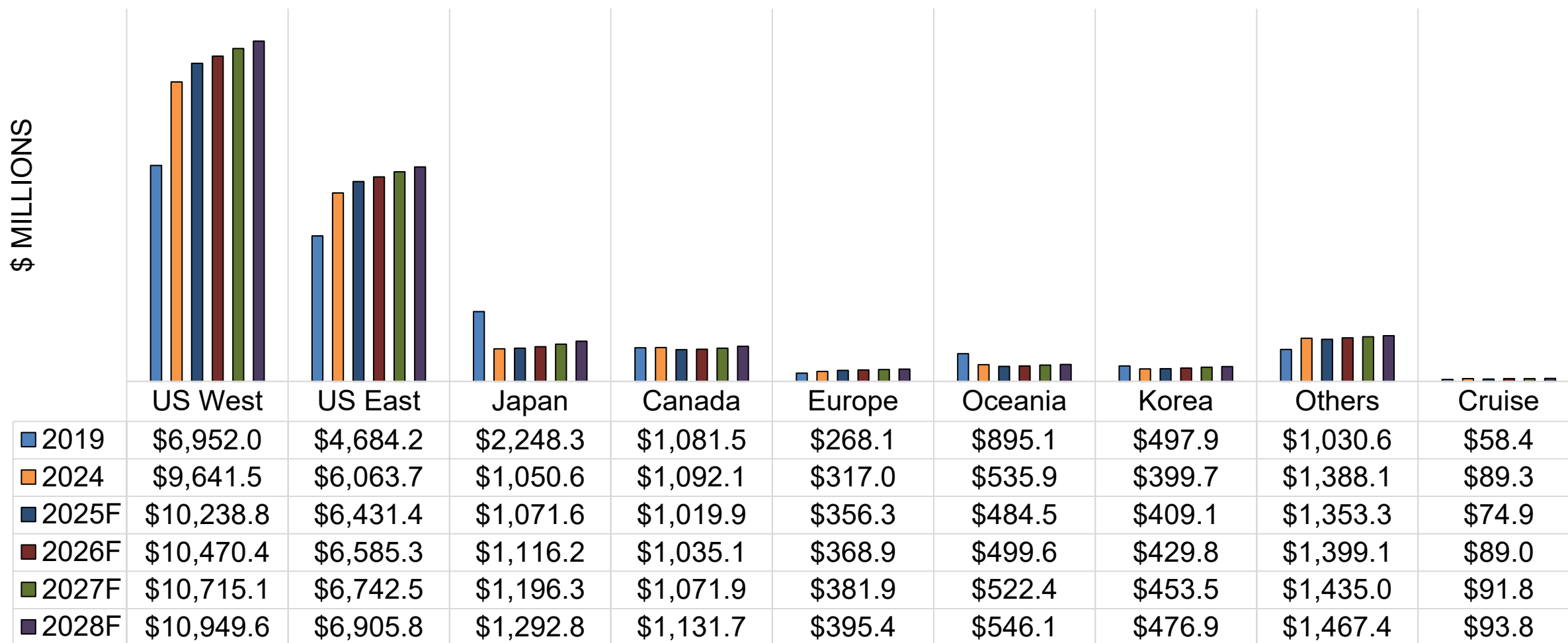
Source: DBEDT, Q4 2025 Forecast

DBEDT Tourism Forecast – Visitor Arrivals



Source: DBEDT, Q4 2025 Forecast

DBEDT Tourism Forecast – Visitor Spending



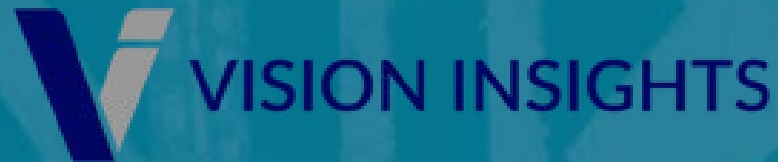
Source: DBEDT, Q4 2025 Forecast



STATE OF HAWAII • DEPARTMENT OF BUSINESS,
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Vision Insights Responsible Travelers Segment

April 15, 2025



Vision Insights Syndicated Survey

- DBEDT subscribes to Vision Insight's Responsible Travelers Segment databases for the State of Hawai'i (O'ahu, Maui, Kaua'i and Hawai'i Island)
- Consumers are surveyed each day
- Data reflects two-week moving average
- DBEDT receives access to new data each week for daily responsible traveler metrics – media-focused, brand health, purchase/intent, and consumer status
- Responsible Traveler Segment
 - Respondents who self-identify as responsible travelers (i.e., wellness focused, environmental impact, culturally minded)

Vision Insights Metrics

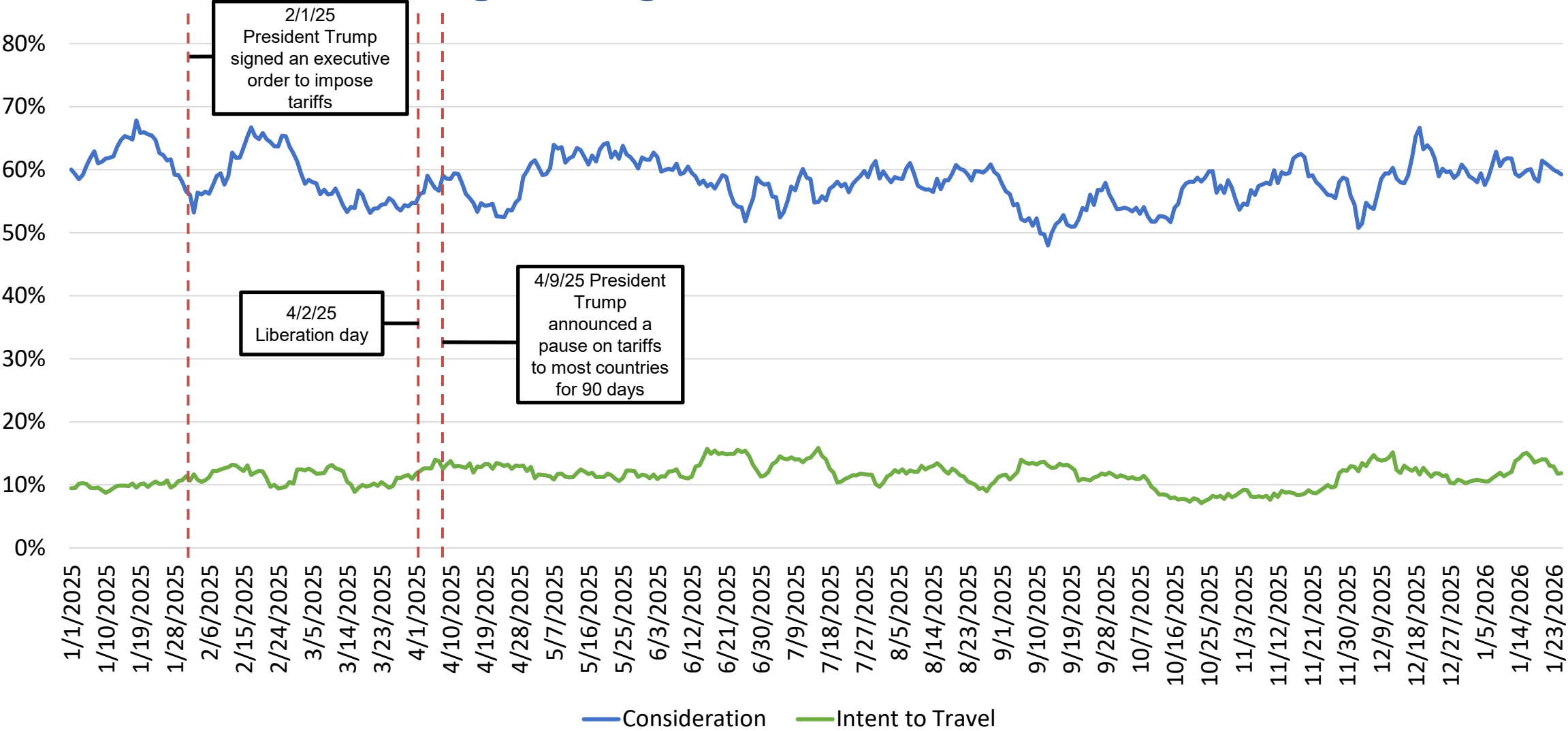
- **Consideration:** Percentage of people who are “Likely” to “Very Likely to Consider” a destination for their next vacation (Top 3 box of 8-point scale)
- **Intent to Travel:** Percentage of people who intend to travel to a destination

Destinations

- Respondents are asked about:
 - State of Hawai‘i
 - O‘ahu
 - Maui
 - Kaua‘i
 - Hawai‘i Island
- Selecting any Hawaiian Island indicates respondents’ intent to travel to/chat/consideration for the overall Hawai‘i brand (the concept of a beautiful place called “Hawai‘i”) and lack of familiarity with individual islands

State of Hawai‘i – Consideration and Intent to Travel

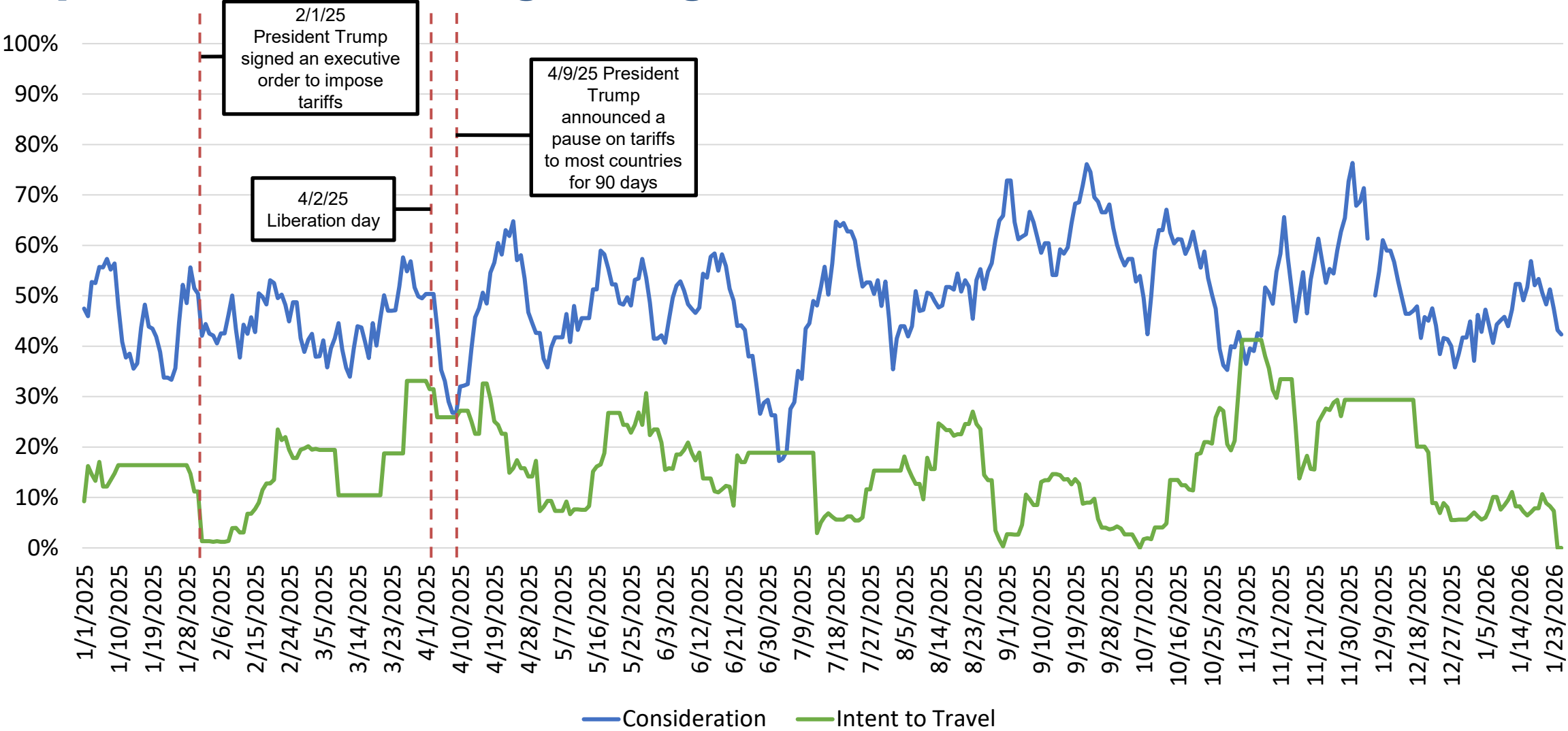
U.S. Two-Week Moving Average



Source: Vision Insights Data as of January 29, 2026

State of Hawai'i – Consideration and Intent to Travel

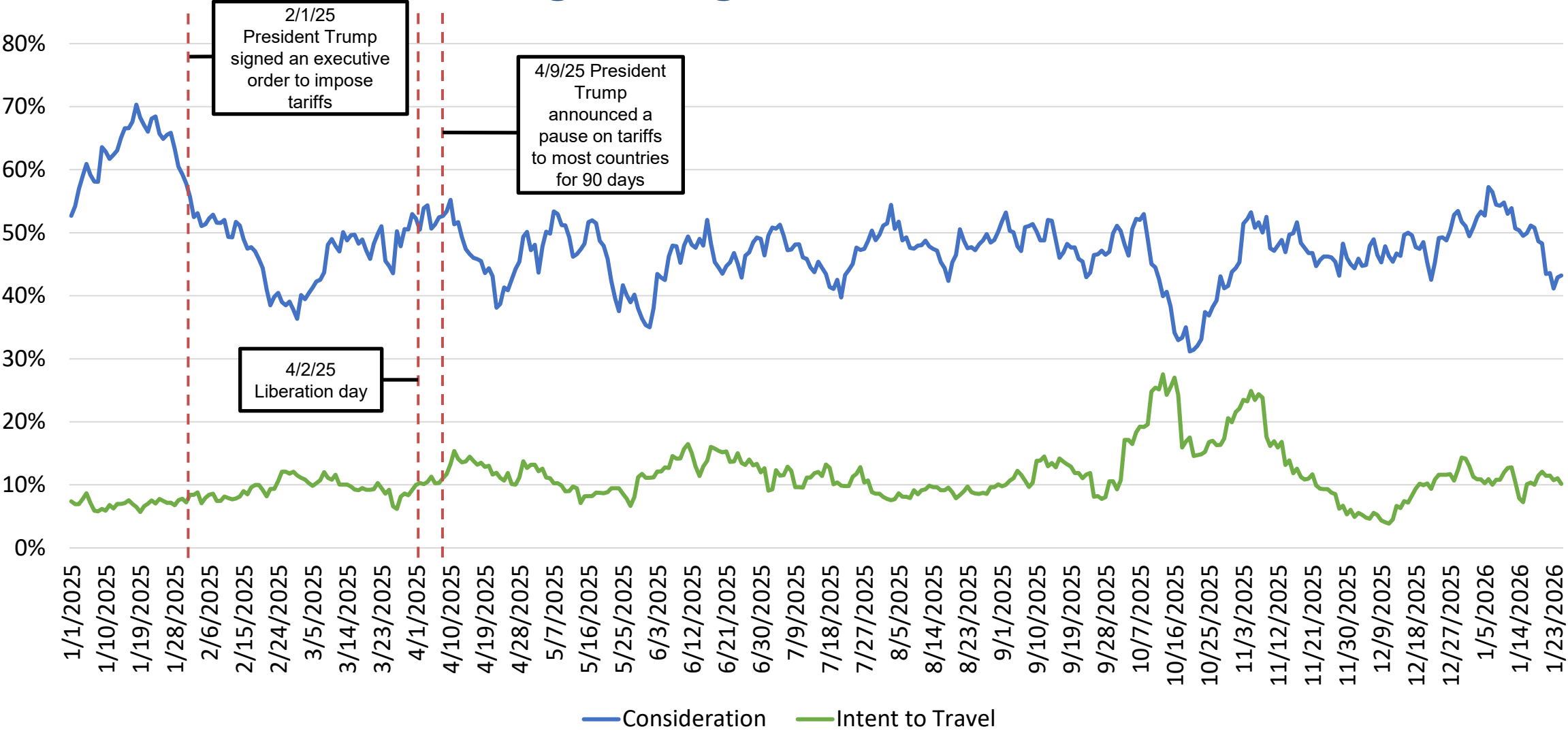
Japan Two-Week Moving Average



Source: Vision Insights Data as of January 29, 2026

State of Hawai'i – Consideration and Intent to Travel

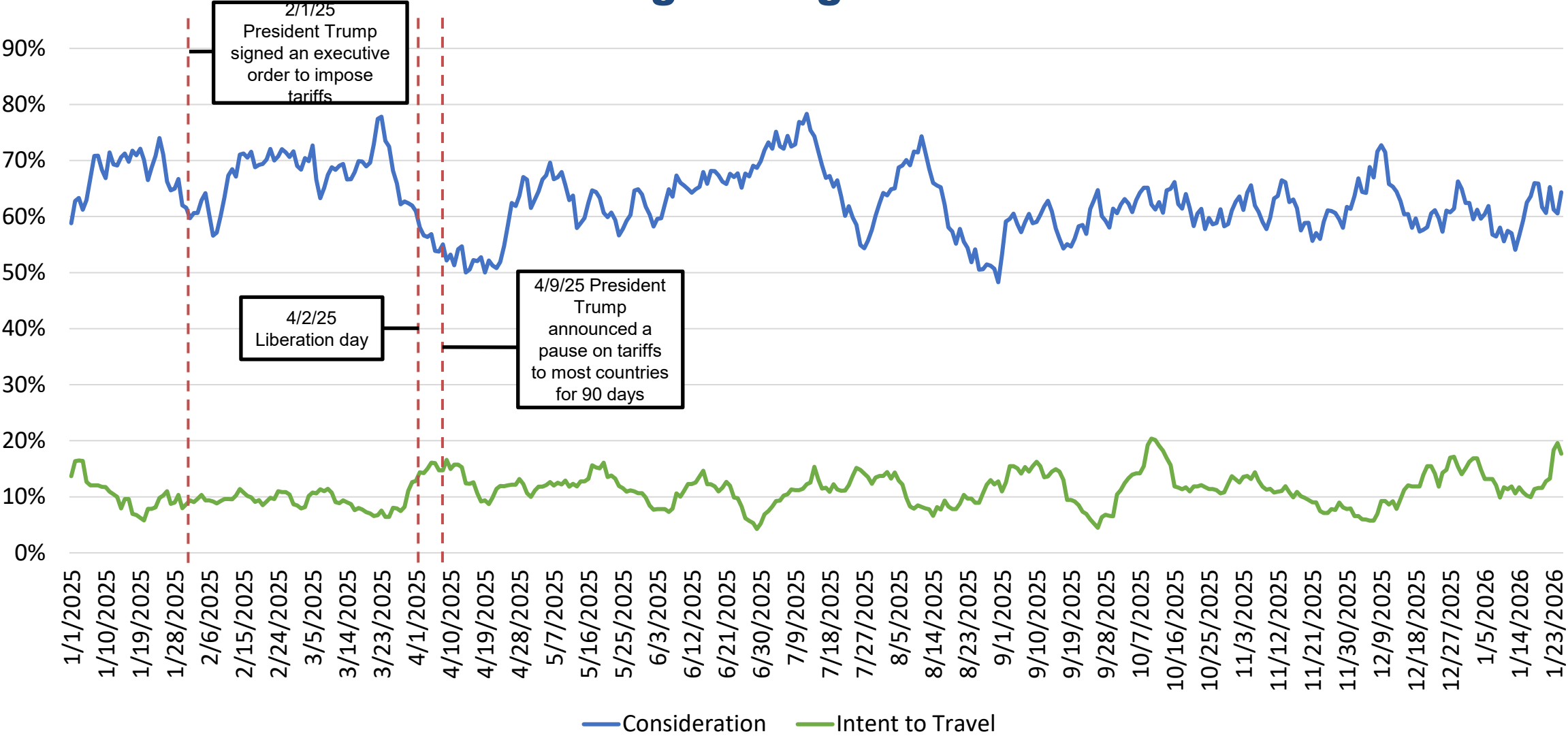
Canada Two-Week Moving Average



Source: Vision Insights Data as of January 29, 2026

State of Hawai‘i – Consideration and Intent to Travel

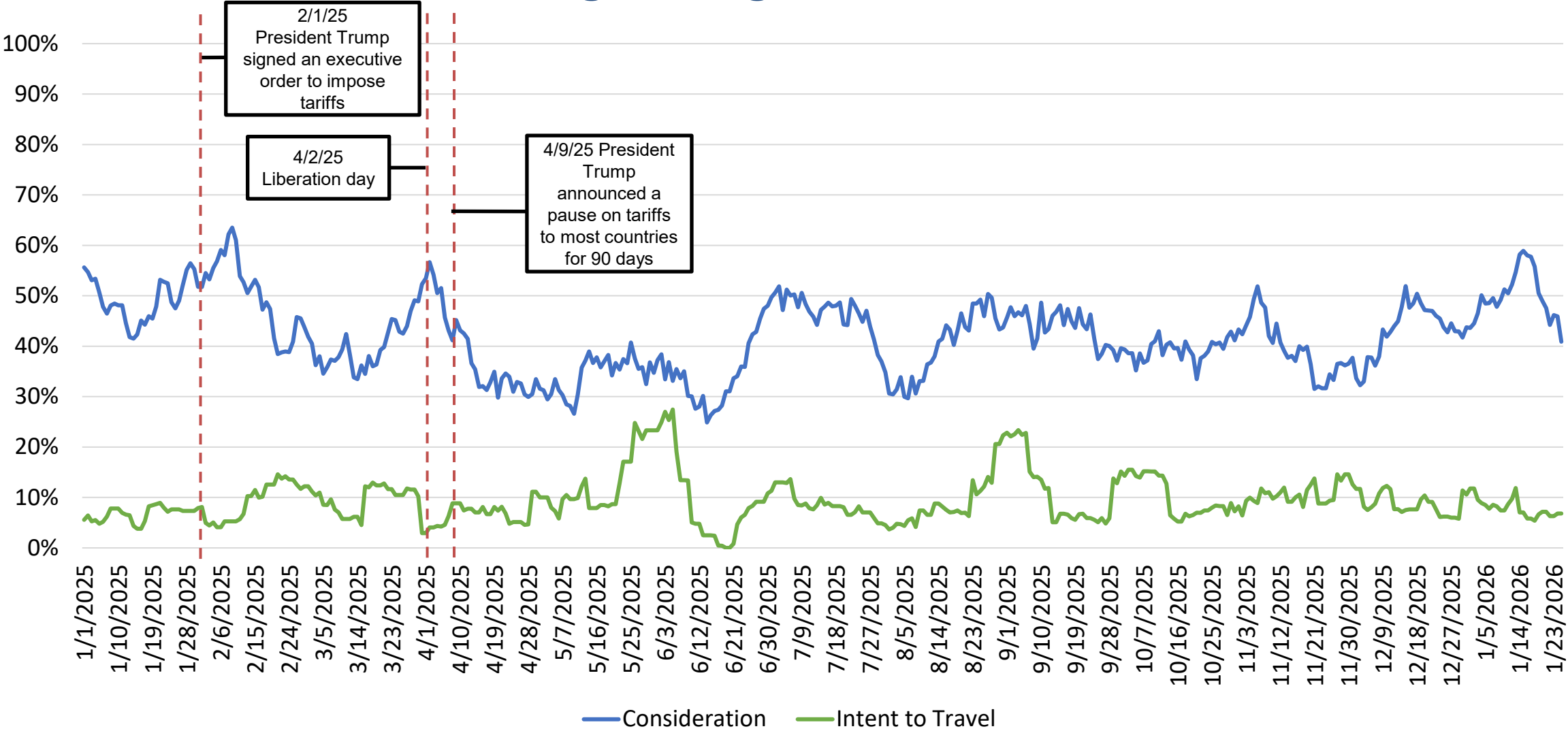
South Korea Two-Week Moving Average



Source: Vision Insights Data as of January 29, 2026

State of Hawai'i – Consideration and Intent to Travel

Australia Two-Week Moving Average



Source: Vision Insights Data as of January 29, 2026

MAHALO!



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