

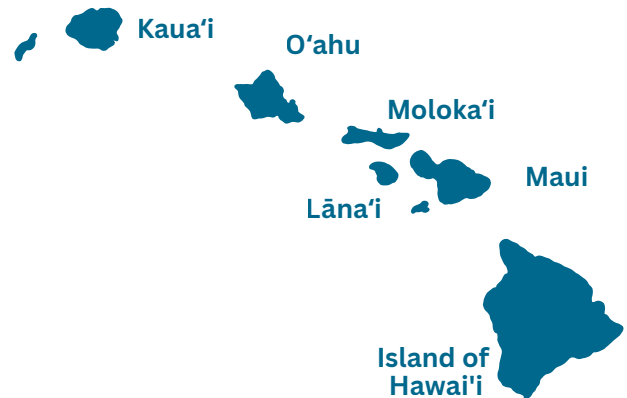
AUSTRALIA & NEW ZEALAND Market Profile

Statistics Jan-July 2025



Island Visitation

O'ahu 97.5%
Maui 15.1% ↑
Island of Hawai'i 13.5% ↑
Kaua'i 9.8% ↑
1 in 5 visit a neighbour island



Why get excited about the Oceania market?

- One of the highest markets for trip spend
- 1 in 5 visit multiple islands
- A visitor that aligns with Hawai'i's Regenerative Tourism goals
- High potential for airlift gains
- New Qantas service ex Melbourne
- Increased HA flights ex Sydney
- 15+ Partner Opportunities currently live for Hawai'i Industry to engage with the market