

~Japan Market Updates~

November 5, 2020

Japan's COVID-19 Cases (as of 11/3)

Population

United States	Japan	Hawai'i	Tokyo
330.14 million	125.9 million	1.41 million	14 million

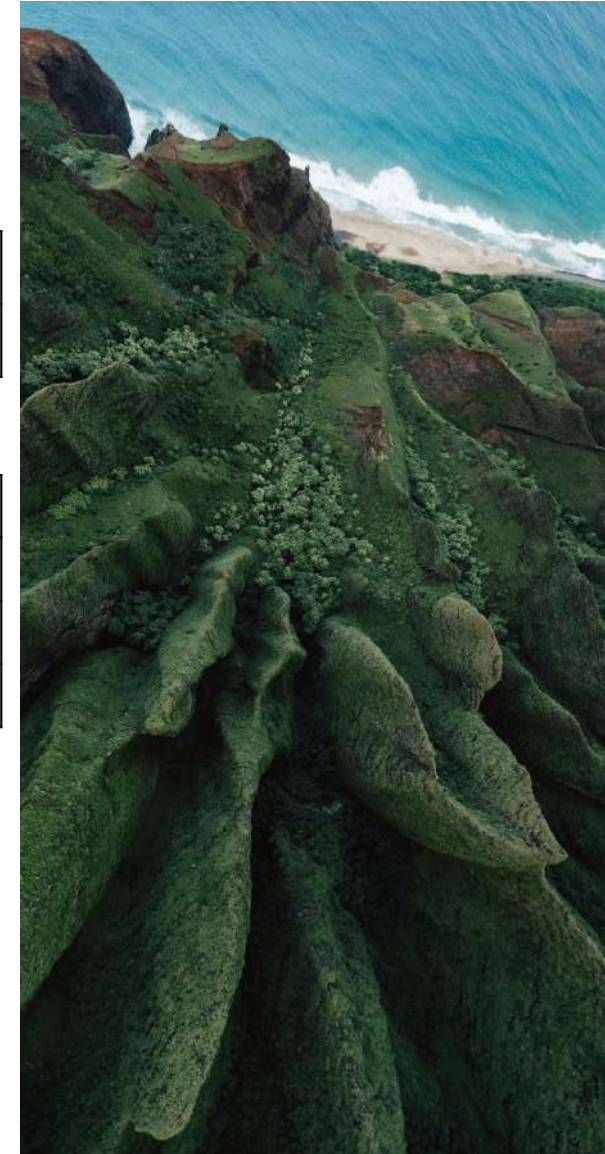
Cases of COVID-19 in the US, Hawai'i and Japan

	U.S.	Hawai'i	Japan
Total Cases	9,268,818	15,318	102,900
Recovered	NA	11,930	93,666
Deaths	230,893	219	1,786

Comparison of cases in Hawai'i and Japan per capita (100,000)

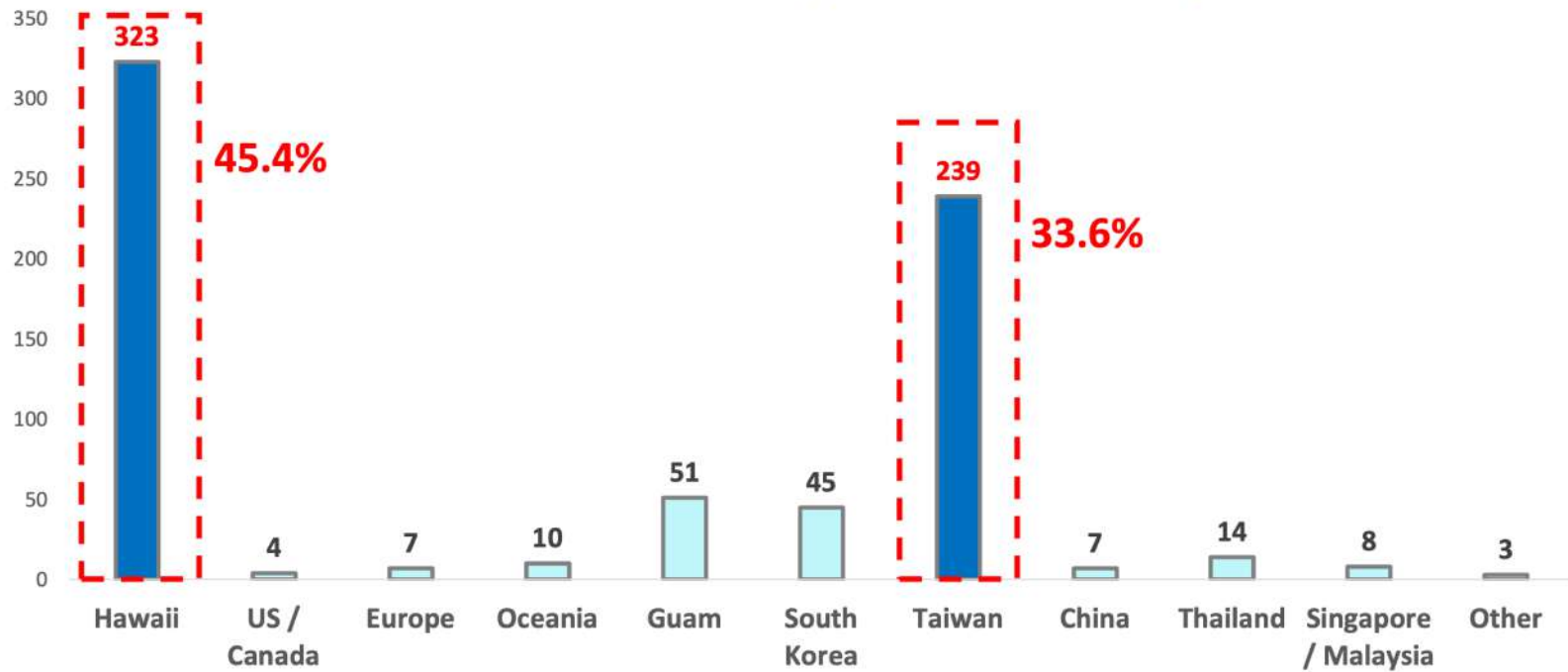
	Hawai'i	Japan
Confirmed Cases	1,086	82

Source: <https://web.sapmed.ac.jp/canmol/coronavirus/japan.html?y=1&d=0>



Tourism Recovery Forecast

Which will be the first destination for Japanese to visit once the pandemic over?



45.4% answered that Hawaii will be the first destination to recover once COVID-19 settles down.

N = 711 (travel company members)

Hawaii Forecast

Top 10 Travel Companies Forecasts



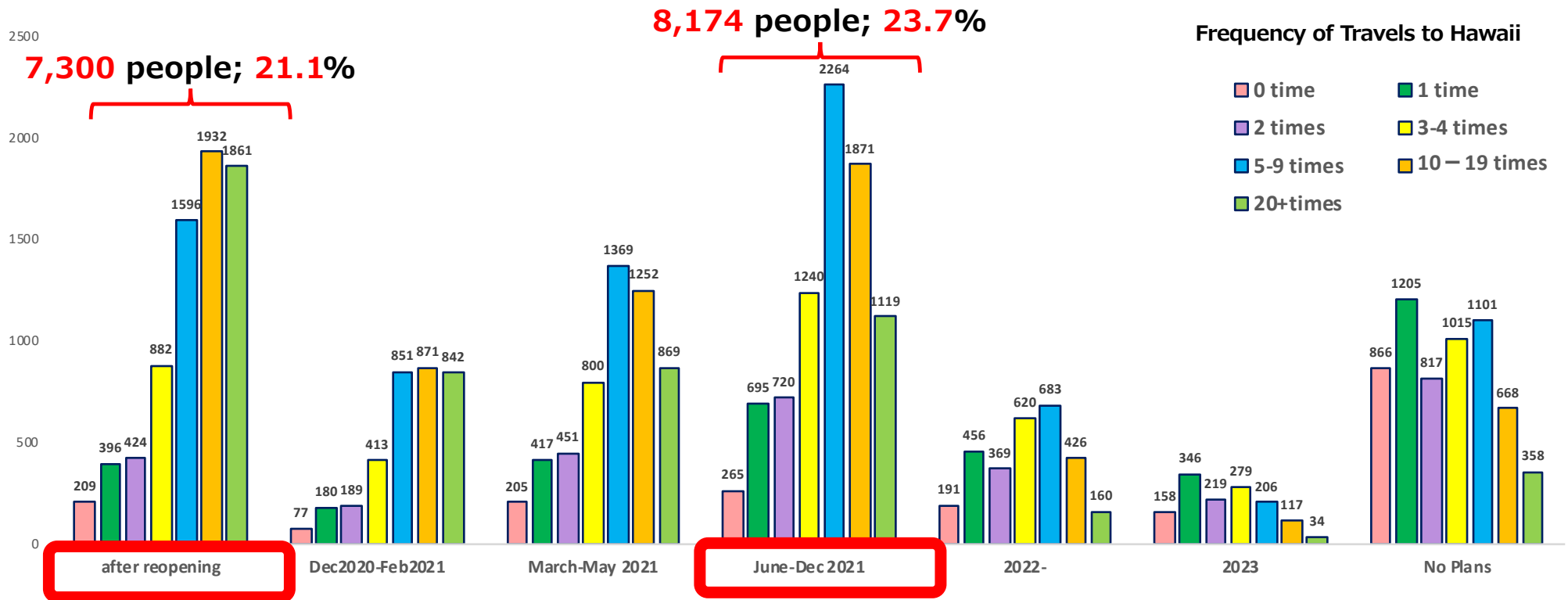
2020 HTJ Forecast: **-82%** (vs 2019) less than 300,000
 294,000 as of 8/31/20

2021 HTJ Forecast: **-60%** (vs 2019) 630,000~

	QTR 1	QTR 2	QTR 3	QTR 4
Forecast vs 2019	10% (37,493 pax)	25% (89,827 pax)	60% (263,545 pax)	60% (241,637 pax)

Consumer Sentiment for Travel to Hawaii

WHEN DO YOU PLAN TO VISIT HAWAII NEXT TIME?



21.1% want to travel to Hawaii after reopening however visiting Hawaii between June to Dec 2021 is the highest ratio.

N = 34,554

The background is a dark green field with several bright, glowing green streaks that curve across the frame from the bottom right towards the top left. The streaks have a soft, ethereal quality, resembling light trails or energy flows.

Japan Market Reopen

Airlines Situation

Flight Operations (August ~)

Airlines	Flights *From Japan	Remarks
	<ul style="list-style-type: none"> • 10/5, 19 (Narita) • 11/6, 20 (Haneda) • 12/11, 25 (Haneda) • 1/1, 15 (Haneda) 	<ul style="list-style-type: none"> - 8 flights - 246 seats (Boeing 787-9)
 JAPAN AIRLINES	<ul style="list-style-type: none"> • 8/1, 10, 20 & 30 (Haneda) • 9/15, 29 (Haneda) • 10/11, 24 (Haneda) • 11/10, 23 (Haneda) 	<ul style="list-style-type: none"> - 10 flights - 186 seats (Boeing 787-8)

Potential resumption of services from December onwards

 DELTA

 KOREAN AIR

UNITED 

Potential inaugural flight in December

ZIPAIR
Tokyo

Airlines Situation

Flight Operations (August ~)

Airlines	Flights *From Japan	Remarks
	Narita <ul style="list-style-type: none"> • 10/3, 10, 17, 24, 31 • 11/7, 14, 19, 21, 26, 28 • 12/3, 5, 10, 12, 17, 19, 21, 22, 24, 26, 28, 29, 31 • 1/2, 4, 5 	<ul style="list-style-type: none"> - 27 flights - Oct 3 – Nov 16: 1 flight/wk - Nov 17 - Dec 18: 2 flights/wk - Dec 19 – : 4 flights/wk - 278 seats (Airbus A330-200) (18 Bus, 68 PR-Eco, 192 Eco)
	Haneda <ul style="list-style-type: none"> • 12/23, 25, 27, 30 • 1/1, 3 	<ul style="list-style-type: none"> - 6 flights - Starting 12/23 (Wed, Fri & Sun) - 278 seats (Airbus A330-200) (18 Bus, 68 PR-Eco, 192 Eco)
	Kansai <ul style="list-style-type: none"> • 12/21, 24, 26, 28, 31 • 1/2, 4 	<ul style="list-style-type: none"> - 7 flights - Starting 12/21 (Mon, Thu, Sat) - 278 seats (Airbus A330-200) (18 Bus, 68 PR-Eco, 192 Eco)

Resumption of Travel

- Pre-Travel Testing Program Approved by Hawai'i
- **21** Japanese Trusted Testing Partners
- Effective **11/6, 2020**



A vibrant rainbow arches across a lush green valley, with its colors reflecting in the turquoise ocean below. The scene is framed by steep, forested mountains. The text "Mahalo nui loa" is centered over the rainbow.

Mahalo nui loa

HAWAII TOURISM
JAPAN