



**HAWAIIAN**  
— AIRLINES. —

**PETER INGRAM**  
Executive Vice President  
Chief Commercial Officer



# Safe Harbor Statement

•The following information contains certain forward-looking statements that reflect the Company's current views with respect to certain current and future events and financial performance, including but not limited to the Company's operating and competitive environments, economic conditions, new routes, fleet transition, 2012 second quarter outlook, marketing activities and strategies, sales distribution strategy, growth opportunities, 2012 outlook, capacity growth and passenger revenue mix, and the Company's business focus. These forward-looking statements are and will be, as the case may be, subject to many risks, uncertainties and factors relating to the Company's operations and business environment, which may cause the Company's actual results to be materially different from any future results, expressed or implied, in these forward-looking statements. These risks, uncertainties and factors include, but are not limited to, the price and availability of aviation fuel, the competitive environment, competitive advantages held by network carriers in the transpacific market, market demand, delays in scheduled aircraft deliveries and other loss of fleet capacity, economic conditions in the United States and abroad and increased competition in the markets in which the Company operates. The Company undertakes no obligation to publicly update or revise any forward-looking statements to reflect events or circumstances that may arise after the date hereof even if experience or future changes make it clear that any projected results expressed or implied therein will not be realized. Additional information on risk factors that could potentially affect the Company's operations and financial results may be found in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2011, the Company's Quarterly Report on Form 10-Q for the quarter ended Sep 30, 2012 and other/subsequent filings with the Securities and Exchange Commission.



# Hawaiian Airlines is Hawaii's Airline



## *Devoted*

To The Travel Needs Of  
Residents And Visitors



## *Inseparably Tied*

To Our State, Its People, And  
Its Culture



## *Our Network*

Is Centered On Hawaii,  
Not Focused Elsewhere

**Our Brand, Network, And Product Are Rooted In This Mission**



# Understanding Our Market



Leisure is our business



Value is essential, but value doesn't mean cheap



Our home is special, and our guests' experience on its airline should reflect that



Our network needs to go where Hawaii's visitors are, today and tomorrow



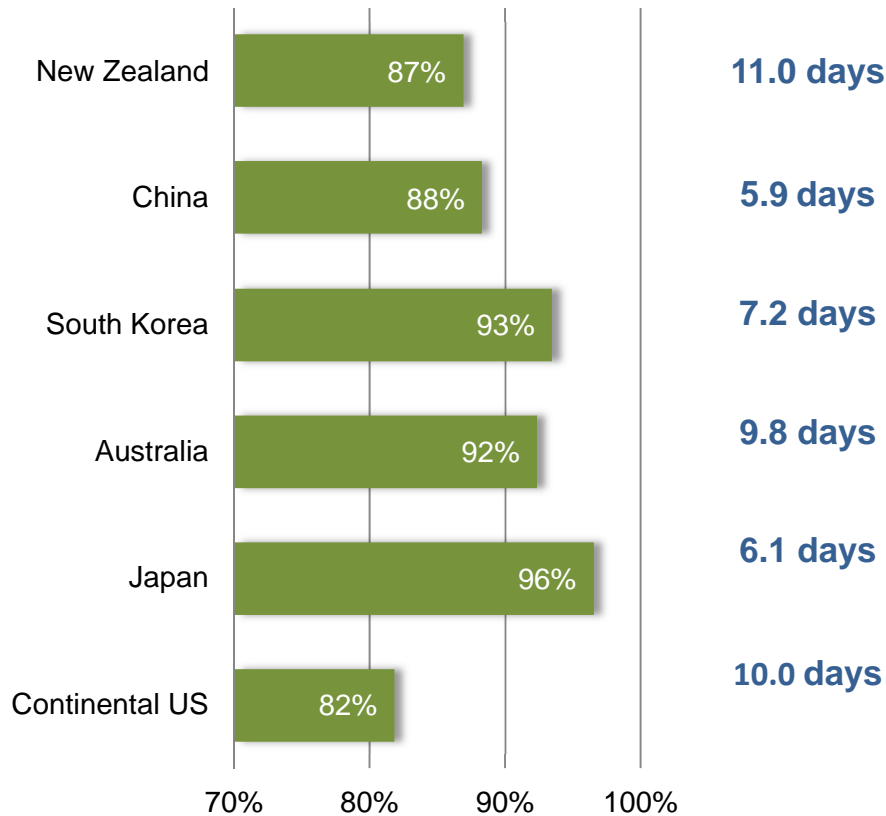
# Leisure is Our Business

## Most Long-Haul Traffic Originates Outside Hawaii

## Implications For Sales And Marketing

**% of Hawaii passengers originating at origin market**

**Length of stay**

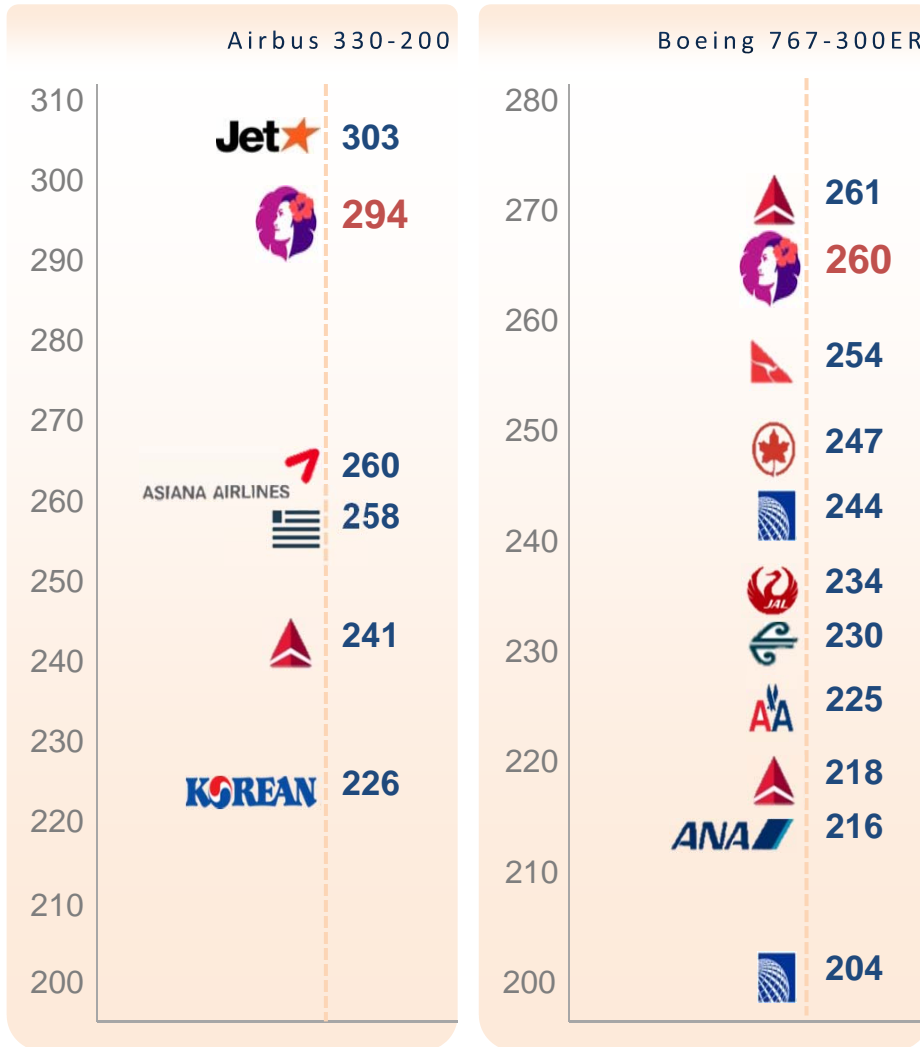


- Our distribution strategy is important
- Customers are individuals, not companies
- Behind the curtain is the product, not the byproduct
- Bag fees and other travel products are important sources of revenue

Source: Hawaii Tourism Authority



# Creating Customer Value



Our fleet is configured for leisure traffic...

...With a quality product “behind the curtain”

Loyalty program suited to Neighbor Island frequent fliers and “trip of a lifetime” guests

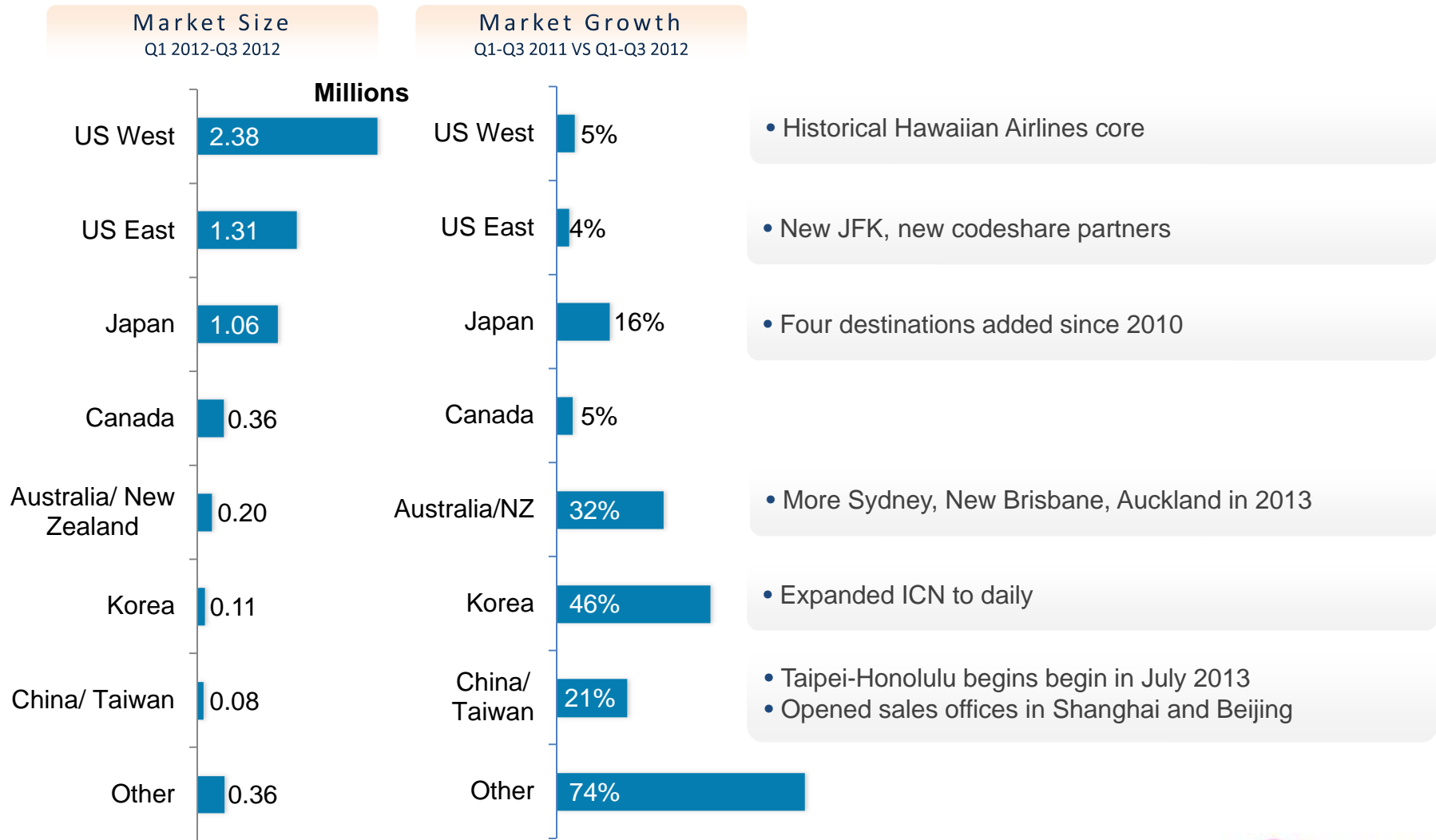
Many opportunities to emphasize our unique destination culture



Note: Airlines may have more than one type of airplane configuration  
 Source: APG Schedule Airline Seat Configurations, April 2012



# Flying to Where Hawaii's Visitors are



























Note: HA China growth is based on connecting passengers, not seats  
 Sources: HTA International Passenger data Q1-Q32012, HA Schedule Data Q4 2011-Q3 2012



# Hawaii Provides Unique Network Opportunities



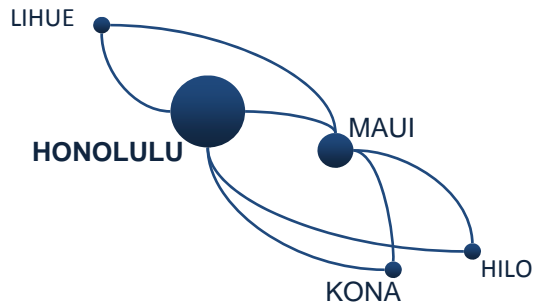
					
SYDNEY					
BRISBANE					
AUCKLAND					
TAIPEI					
TOKYO/HANEDA					
OSAKA/KANSAI					
FUKUOKA					
SAPPORO					
SEOUL/INCHEON					
PAPEETE					
PAGO PAGO					

Note: HA service to Auckland begins March 2013



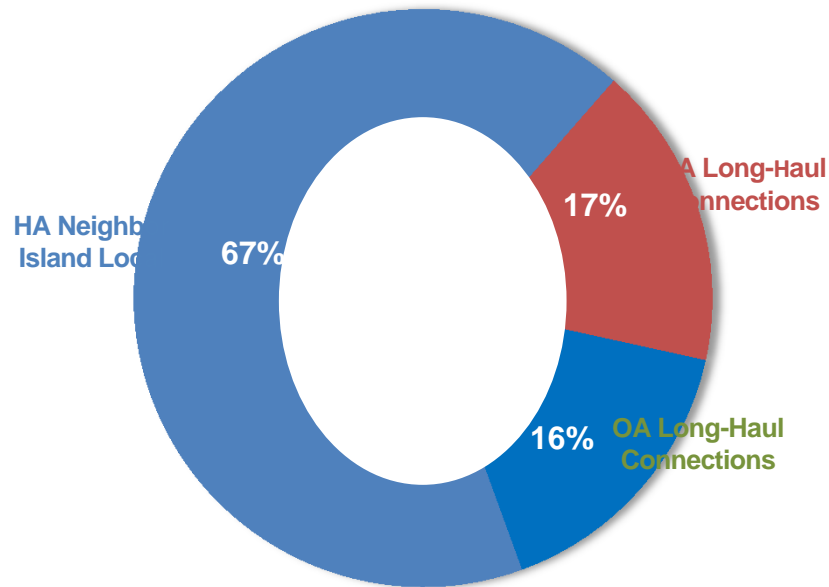


# Neighbor Island Network is a Unique Asset



Apr-Oct 2012

Traffic Mix



## Neighbor Island Capacity

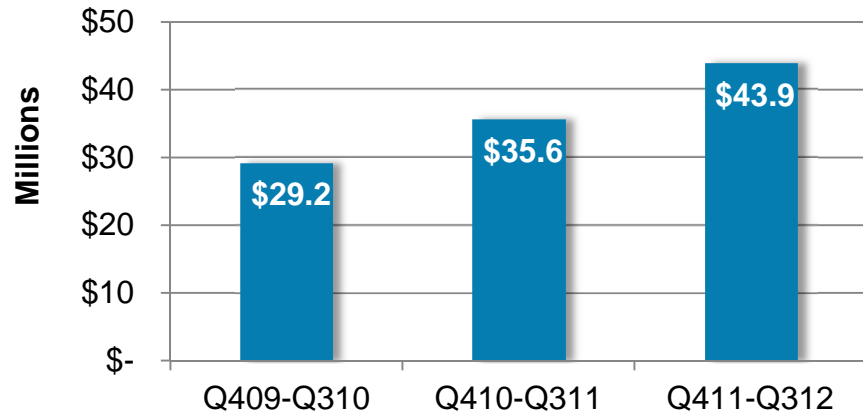
Q411-Q312	Average Round Trip Daily Flights	Hawaiian Seat Share
Honolulu-Maui	27	89%
Honolulu-Lihue	19	87%
Honolulu-Kona	19	92%
Honolulu-Hilo	15	94%
Maui-Kona / Lihue / Hilo	5	64%

Note: Neighbor Island traffic is from Apr-Oct 2012; capacity is from Q411-Q312  
 Source: US DOT O&D Data, Hawaiian Airlines Revenue Data

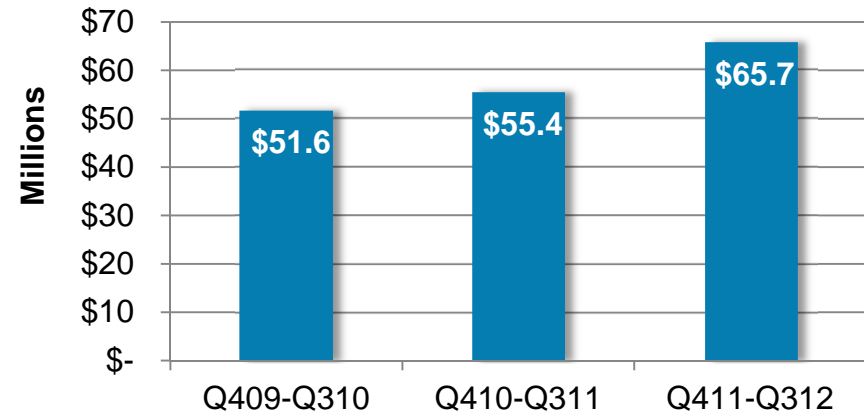


# Growing Sources of Non-Ticket Revenue

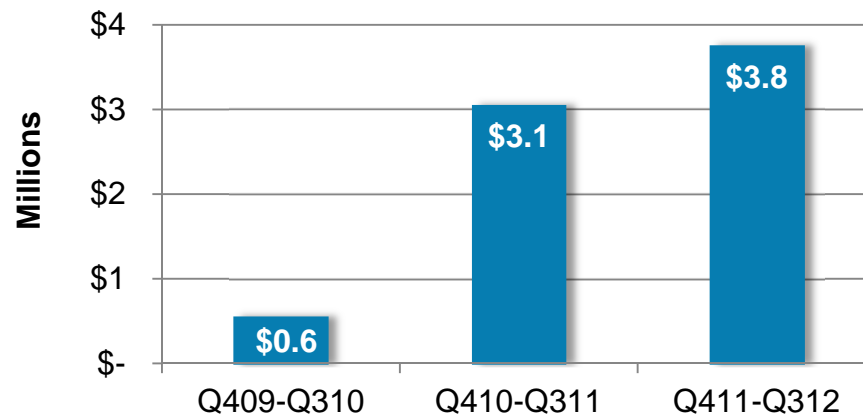
Cargo



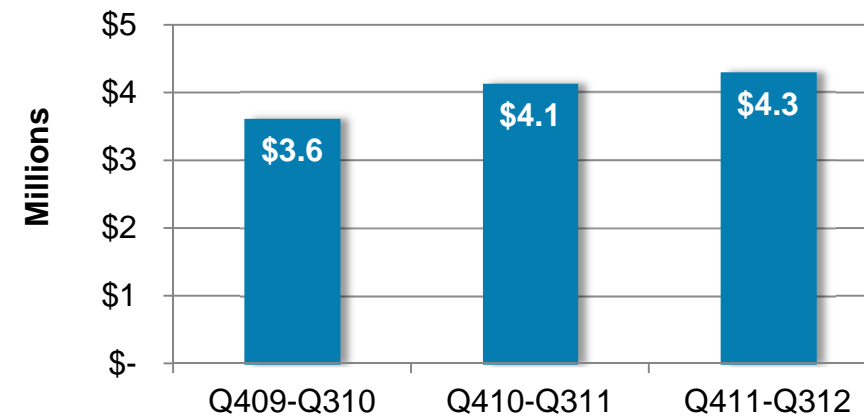
Baggage



Preferred Seats



Other Vacation Products



Source: Hawaiian Airlines Accounting Data

