



2024 Annual Visitor Research Report

ABOUT THIS REPORT

The 2024 Annual Visitor Research report provides the final statistics on Hawai'i's visitor industry in 2024 and a comparison with 2023 visitor data. Included in this report are characteristics data from visitors who came to Hawai'i by air service or by cruise ship. Visitor statistics are categorized by Hawai'i's Major Market Areas (MMA), by select countries, purpose of trip, accommodation type and by island. Statistics about visitor room inventory, hotel occupancy, room rates and air seat capacity are also included.

2024 statistics presented in this report reflect immigration data from the U.S. Department of Commerce National Travel and Tourism Office (NTTO), updated statistics on flights and air seats from the Cirium Diio Mi (DIIO) airline database, and final Air Traffic Summary reports received from airlines.

This report was produced by the Tourism Research Branch staff of the Department of Business, Economic Development and Tourism (DBEDT) Research and Economic Analysis Division (READ) headed by Jennifer Chun, Tourism Research Director, with Minh-Chau Chun, Karl Ekroth, Yvonne Lam, Lawrence Liu, Amiryn Strong and Jaycie Tanaka.

STR Inc. provided hotel occupancy and room rate statistics.

2024 Visitor Plant Inventory statistics (tables 109 – 112) are from the DBEDT, 2024 Visitor Plant Inventory report, posted on the DBEDT website:

[Visitor Statistics | Visitor Plant Inventory \(hawaii.gov\)](#)

Cover photo: Lelewi Beach Park, South Hilo, Waiākea Peninsula, Credit: Island of Hawai'i Visitors Bureau (IHVB)/Kirk Lee Aeder

For more information on the content of this report, please email: DBEDT.research@hawaii.gov

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SUMMARY OF 2024 VISITORS TO HAWAI‘I

ALL VISITORS (BY AIR AND BY CRUISE SHIPS)

Hawai'i's tourism industry in 2024 continued to recover from impacts of the COVID-19 pandemic and from the August 8, 2023, West Maui wildfires. For calendar year 2024, a total of 9,701,499 visitors arrived to the Hawaiian Islands, which was a slight increase (+0.5%) from the prior year. However, these visitors had a shorter average length of stay (8.71 days, -2.7%) compared to 2023, which led to a 2.2 percent drop in visitor days. Despite higher average daily visitor spending in 2024 (\$243 per person, +1.5%), total visitor expenditures in 2024 measured in nominal dollars was \$20.72 billion (-0.7%), down slightly from \$20.87 billion in 2023 (Table 1).

Lodging, the largest spending category by all visitors to Hawai'i, decreased to \$9.54 billion (-1.0%) in 2024. Food and beverage, the second largest category, dropped slightly to \$4.37 billion (-0.3%). Shopping at \$2.08 billion (-1.9%) was the third largest expense category in 2024, followed by entertainment and recreation at \$1.95 billion (+3.4%) and transportation at \$1.92 billion (-2.1%). Supplemental business spending in 2024 was \$141.7 million (+7.3%) compared to \$132.0 million in the previous year. These are additional business expenses spent locally on conventions and corporate meetings by out-of-state visitors (i.e., costs of space and equipment rentals, transportation, etc.) that were not included in personal spending (Table 70).

In 2024, there were 9,533,375 visitors (+0.4%) who came by air service and 168,123 visitors (+6.7%) who came by out-of-state cruise ships. In 2023, 9,499,995 visitors came by air and 157,612 visitors arrived by out-of-state cruise ships (Table 1).

VISITORS (ARRIVALS BY AIR)

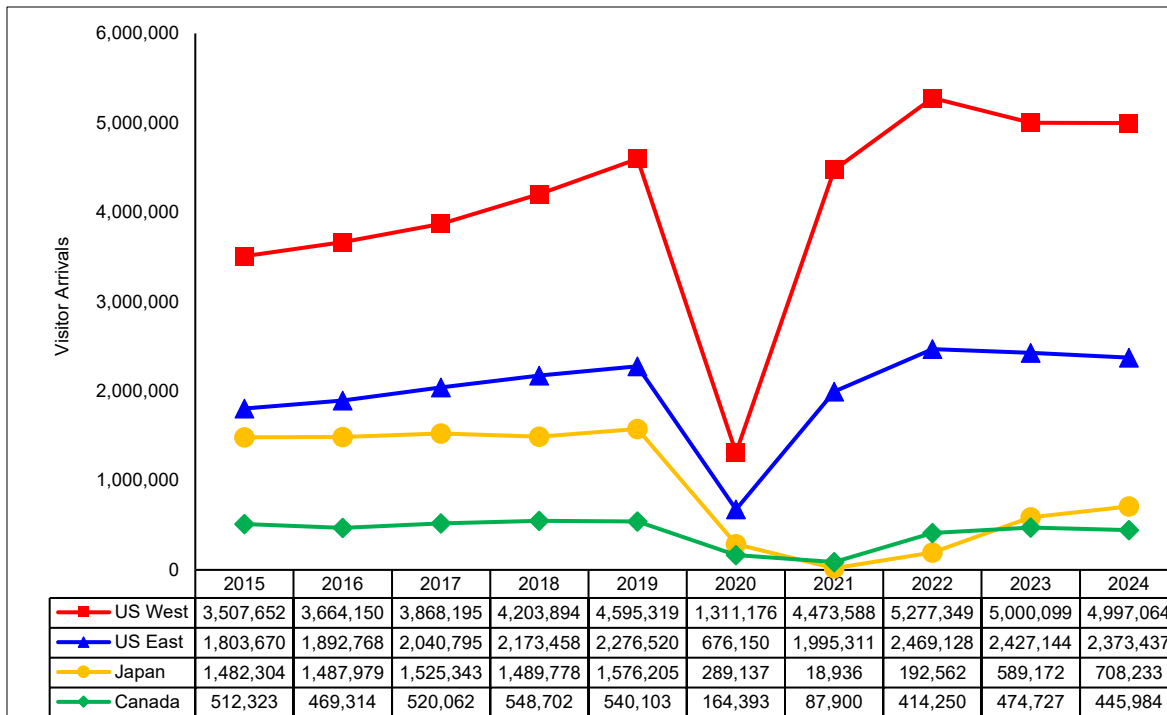
A total of 9,533,375 visitors arrived by air service in 2024, up 0.4 percent from the previous year. The average length of stay was 8.78 days (-2.6%) compared to 9.02 days in 2023. The average daily census was 228,752 visitors (-2.5%) present on any given day in 2024, compared to 234,724 visitors in 2023. Visitors by air in 2024 spent more on a daily basis (\$245 per person, +1.5%) compared to 2023 (\$241 per person). However, their shorter length of stay resulted in a 0.8 percent decrease in total visitor expenditures to \$20.49 billion (Table 1).

In 2024, arrivals from the U.S. West (4,997,064 visitors, -0.1%), U.S. East (2,373,437 visitors, -2.2%), Canada (445,984 visitors, -6.1%) and Oceania (203,473 visitors, -13.8%) decreased while arrivals from Japan (708,233 visitors, +20.2%), Other Asia (222,302 visitors, +3.6%), Europe (117,962 visitors, +0.6%) and Latin America (32,479 visitors, +15.5%) were higher than 2023 (Table 1).

In 2024, arrivals increased on O'ahu (5,794,854 visitors, +3.2%), but declined on Maui (2,352,272 visitors, -5.7%), Hawai'i Island (1,735,380 visitors, -2.5%), Kaua'i (1,393,101 visitors, -1.8%), Lāna'i (45,444 visitors, -15.6%) and Moloka'i (29,910 visitors, -10.0%) compared to the previous year (Table 1).

There were 59,787 transpacific flights (0.0%) with 13,274,718 seats (+1.2%) to Hawai'i in 2024, compared to 59,785 flights with 13,122,041 seats in 2023. Growth in air seats to Honolulu (8,492,916, +7.1%) and Līhu'e (990,225, +1.2%) entirely offset reduction in seats to Kahului (2,462,081, -12.7%), Kona (1,329,496, -4.4%) and no direct air service to Hilo (Tables 98-103).

**Figure 1. Visitor Arrivals by Air from Four Largest Markets
2015 - 2024**



U.S. WEST

In 2024, air capacity from U.S. West (45,049 scheduled flights, -1.4% with 9,365,338 scheduled seats, -0.8%) declined compared to 2023 (45,706 flights with 9,438,011 seats) (Tables 99 & 102).

- Visitors from U.S. West spent \$9.64 billion (+0.5%) and \$230 per person per day (+2.0%) in 2024, compared to \$9.59 billion and \$225 per person per day in 2023 (Table 1).
- Arrivals of 4,997,064 visitors (-0.1%) was down slightly from 5,000,099 visitors in 2023. A decreased length of stay (8.40 days, -1.4% vs. 8.51 days in 2023) resulted in a 1.4 percent drop in visitor days from the previous year (Figure 1, Table 15).
- The majority of the U.S. West visitors in 2024 had been to Hawai'i before (81.9%) while 18.1 percent were first-time visitors.
- Half (50.3%) of U.S. West visitors in 2024 went to O'ahu, 26.3 percent went to Maui, 18.0 percent went to Hawai'i Island and 16.0 percent went to Kaua'i. Visitor arrivals increased on O'ahu (+2.7%), but declined on Hawai'i Island (-3.8%), Maui (-3.0%) and Kaua'i (-1.2%) compared to 2023.
- Over half (53.2%) of U.S. West visitors in 2024 stayed in hotels, 15.3 percent stayed in condominiums, 12.2 percent stayed with friends/relatives, 11.8 percent stayed in rental homes and 9.9 percent stayed in timeshares.
- Eight out of ten visitors in 2024 came to vacation (81.1%), 11.5 percent came to visit friends/relatives, 3.2 percent came for meetings, conventions, and incentives (MCI) and 2.0 percent came to honeymoon.
- Arrivals from California, Hawai'i's largest source market, decreased slightly (-0.6%) to 2,883,273 visitors in 2024. There were also fewer visitors from Oregon (277,928, -2.0%), Colorado (227,751, -3.1%), Alaska (99,386, -3.0%) and New Mexico (40,089, -5.5%), which offset growth in arrivals

from Washington (678,063, +3.0%), Arizona (267,905, +0.9%), Utah (215,878, +4.2%), Nevada (167,088, +0.3%) and Idaho (88,642, +1.4%)(Table 19).

U.S. EAST

In 2024, air capacity from U.S. East (4,448 scheduled flights, -1.1% with 1,192,854 scheduled seats, -2.7%) declined from the previous year (4,498 flights with 1,225,721 seats) (Tables 99 & 102).

- Visitors from U.S. East spent \$6.06 billion (-2.7%) and \$265 per person per day (+0.8%) in 2024, compared to \$6.23 billion and \$263 per person per day in 2023 (Table 1).
- Arrivals decreased to 2,373,437 visitors (-2.2%) compared to 2,427,144 visitors in 2023. Visitor days dropped 3.4 percent from the previous year (Figure 1, Table 17).
- The average length of stay by U.S. East visitors was 9.65 days (-1.2%) compared to 9.77 days in 2023.
- Six out of ten U.S. East visitors in 2024 had been to Hawai'i before (60.4%) while 39.6 percent were first-time visitors.
- Six out of ten U.S. East visitors in 2024 went to O'ahu (61.6%), 29.1 percent visited Maui, 21.9 percent visited Hawai'i Island and 18.2 percent visited Kaua'i. Visitor arrivals decreased on Maui (-6.4%), Hawai'i Island (-3.5%), Kaua'i (-1.5%) and O'ahu (-0.9%) compared to 2023.
- The majority of U.S. East visitors in 2024 came to vacation (75.5%), 12.6 percent came to visit friends/relatives, 5.7 percent came for MCI purposes and 3.2 percent came to honeymoon.
- Over half of U.S. East visitors in 2024 stayed in hotels (59.7%), while some visitors stayed with friends/relatives (12.8%), in condominiums (11.9%), in rental homes (11.6%) and in timeshares (8.2%).
- Texas (404,359 visitors, -2.9%), Florida (170,434, +0.2%), Illinois (157,804, -4.3%) and New York (151,155, -1.1%) were the four largest U.S. East states in terms of visitor arrivals in 2024 (Table 19).

JAPAN

In 2024, total air capacity from Japan (4,734 scheduled flights, +23.8% with 1,384,265 scheduled seats, +30.1%) increased significantly compared to the prior year (3,823 flights with 1,063,623 seats). There were more scheduled seats from Fukuoka (44,202, +51.4%), Nagoya (49,951, +97.4%), Osaka (164,366, +21.7%), Haneda (526,740, +26.6%) and Narita (589,387, +31.6%) to Honolulu. However, air capacity to Kona (40 flights, -14.9% with 9,619 seats, -5.2%) decreased compared to 2023 (Tables 100 & 103).

- Visitors from Japan spent \$1.05 billion (+12.9%) and \$240 per person per day (-0.5%) in 2024, compared to \$930.3 million and \$241 per person per day in 2023 (Table 1).
- Arrivals increased to 708,233 visitors (+20.2%) compared to 589,172 visitors in 2023. Visitor days were up 13.5 percent from the previous year (Figure 1, Table 22).
- The average length of stay by Japanese visitors was 6.19 days (-5.6%) compared to 6.56 days in 2023.
- Seven out of ten Japanese visitors in 2024 were repeat visitors (72.5%) while 27.5 percent were first-time visitors to the islands.
- Nearly all Japanese visitors went to O'ahu (97.9%), 6.5 percent visited Hawai'i Island, 1.9 percent visited Maui and 1.0 percent visited Kaua'i. Visitor arrivals increased on O'ahu (+20.8%), Kaua'i (+18.3%), Maui (+17.9%) and Hawai'i Island (+3.6%) compared to 2023.

- Three out of four Japanese visitors in 2024 stayed in hotels (76.3%), 14.7 percent stayed in condominiums, 10.0 percent stayed in timeshares and 1.8 percent stayed with friends/relatives.
- Three out of four Japanese visitors in 2024 came to vacation (75.3%), 11.3 percent came to honeymoon, 7.4 percent came for MCI purposes and 2.6 percent came to visit friends/relatives.

CANADA

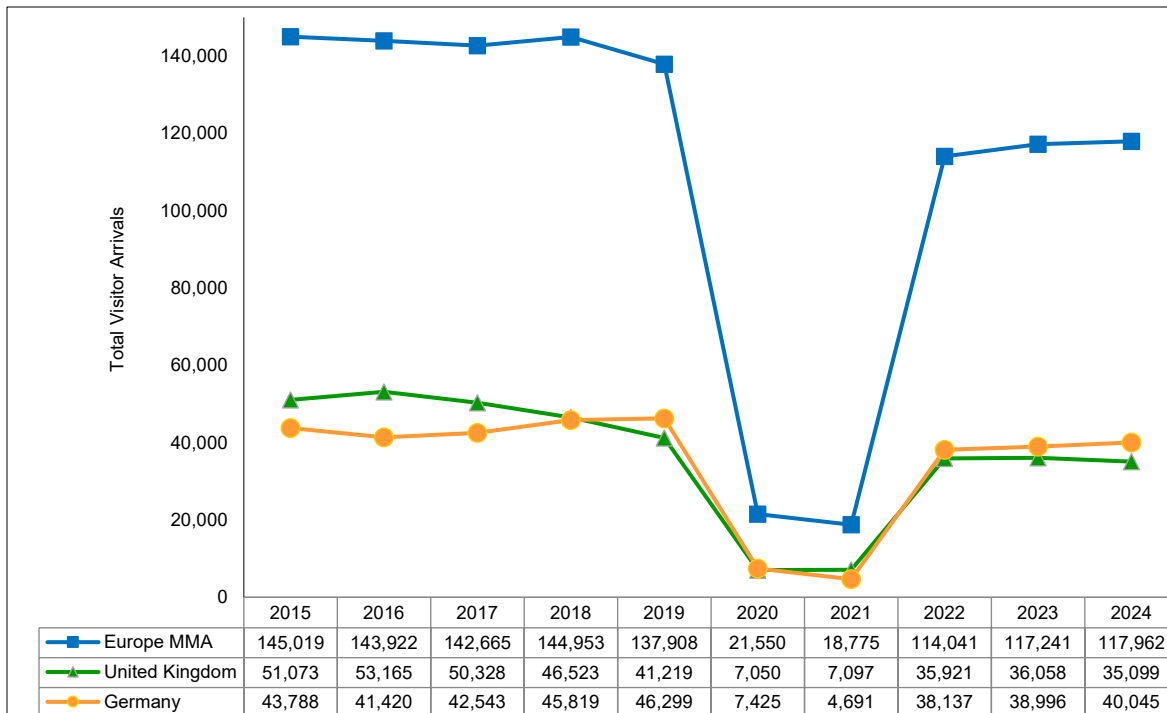
In 2024, air capacity from Canada (2,344 scheduled flights, -8.7% with 420,172 scheduled seats, -9.9%) declined from the previous year (2,566 flights with 466,196 seats). Reduced service to Kahului (140,779 scheduled seats, -27.2%), Kona (43,000 seats, -3.6%) and Lihue (12,702 scheduled seats, -31.8%) offset growth in scheduled seats to Honolulu (223,691, +6.8%) (Tables 100 & 103).

- Visitors from Canada spent \$1.09 billion (-11.2%) and \$224 per person per day (+1.5%) in 2024, compared to \$1.23 billion and \$220 per person per day in 2023 (Table 1).
- Arrivals dropped to 445,984 visitors (-6.1%) from 474,727 visitors in 2023. Visitor days decreased 12.5 percent compared to 2023 (Figure 1, Table 24).
- The average length of stay by Canadian visitors in 2024 was 10.96 days (-6.9%) compared to 11.77 days in the previous year.
- Eight out of ten Canadian visitors (79.6%) in 2024 flew direct from international ports while the rest arrived on flights from the U.S. mainland.
- The majority of Canadian visitors in 2024 were repeat visitors (64.8%) while 35.2 percent were first-timers to Hawai'i.
- More than half of Canadian visitors in 2024 went to O'ahu (55.4%), 37.2 percent visited Maui, 17.4 percent visited Hawai'i Island and 10.3 percent visited Kauai. Visitor arrivals increased on O'ahu (+1.2%), but declined on Maui (-23.0%), Kauai (-18.3%) and Hawai'i Island (-11.9%) compared to 2023.
- Over half of Canadian visitors in 2024 stayed in hotels (54.8%), 22.5 percent stayed in condominiums, 10.5 percent stayed in rental homes, 9.5 percent stayed in timeshares and 6.5 percent stayed with friends/relatives.
- Most Canadian visitors in 2024 came to vacation (89.9%), 5.0 percent came to visit friends/relatives, 3.9 percent came for MCI purposes and 1.8 percent came to honeymoon.

EUROPE

- Visitors from Europe spent \$317.0 million (-14.1%) and \$213 per person per day (-12.3%) compared to \$369.0 million and \$243 per person per day in 2023 (Table 1). Arrivals rose slightly (+0.6%) to 117,962 visitors in 2024. However, visitor days were down 2.0 percent compared to 2023 due to a shorter average length of stay (12.61 days, -2.6%). The majority of European visitors (77.2%) came on domestic flights. Visitors from Germany comprised 33.9 percent of the Europe MMA in 2024, followed by visitors from the United Kingdom (29.8%), France (16.8%), Switzerland (10.9%) and Italy (8.7%) (Tables 13 & 26).

**Figure 2. Europe MMA, United Kingdom, and Germany
Visitor Arrivals by Air: 2015 - 2024**



Visitors from Germany

- Arrivals from Germany increased to 40,045 visitors (+2.7%) in 2024 (Figure 2, Tables 13 & 14).
- These visitors stayed an average of 14.22 days (-3.3%) compared to 14.71 days in 2023 (Table 28).
- Seven out of ten German visitors in 2024 were first-timers (70.0%) while 30.0 percent had been to Hawai'i before.
- Eight out of ten German visitors in 2024 went to O'ahu (81.7%), 34.4 percent went to Hawai'i Island, 32.8 percent went to Maui and 27.3 percent went to Kaua'i. Visitor arrivals increased on O'ahu (+6.0%), Hawai'i Island (+1.9%) and Kaua'i (+0.4%), but declined on Maui (-10.4%) compared to 2023.
- Six out of ten German visitors in 2024 stayed in hotels (62.9%). Some visitors stayed in rental homes (15.9%), with friends/relatives (9.2%), in condominiums (8.9%), in hostels (7.0%), in bed and breakfast properties (4.4%) and in timeshares (1.1%).
- Most German visitors in 2024 came to vacation (81.4%), 8.7 percent came to visit friends/relatives, 6.6 percent came to honeymoon and 4.6 percent came for MCI purposes.

Visitors from United Kingdom

- Arrivals from the United Kingdom (UK) declined to 35,099 visitors (-2.7%) in 2024 (Figure 2, Tables 13 & 14).
- The average length of stay by UK visitors was 9.96 days (-2.8%) compared to 10.25 days in 2023 (Table 27).
- Two out of three UK visitors in 2024 were first-timers (64.1%) while 35.9 percent were repeat visitors to the islands.
- The majority of UK arrivals in 2024 visited O'ahu (78.8%), 22.5 percent visited Maui, 22.3 percent visited Hawai'i Island and 13.9 percent visited Kaua'i. Visitor arrivals to O'ahu (0.0%) and Kaua'i (+0.2%) were similar to 2023 but arrivals to Maui (-18.5%) and Hawai'i Island (-8.2%) declined.

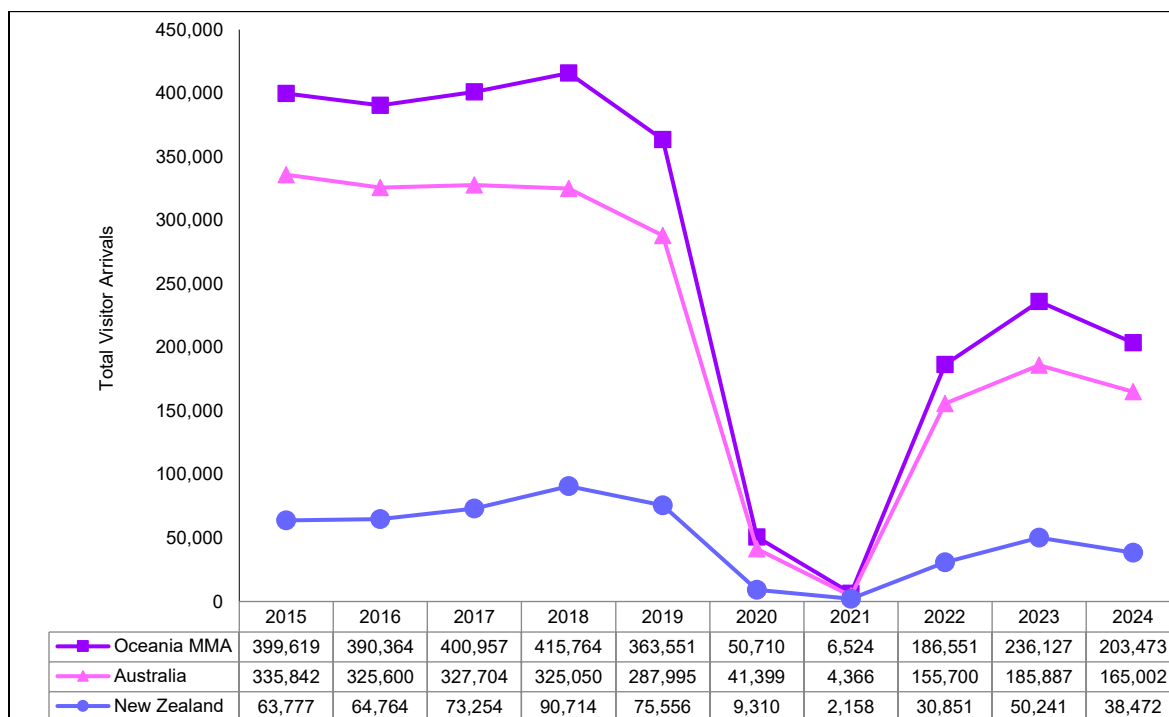
- Seven out of ten UK visitors stayed in hotels (71.7%). Some visitors stayed in rental homes (10.0%), in condominiums (9.7%), with friends/relatives (9.0%) and in timeshares (2.8%).
- Eight out of ten UK visitors in 2024 came to vacation (77.6%), 8.6 percent came to visit friends/relatives, 6.2 percent came for MCI purposes and 4.9 percent came to honeymoon.

OCEANIA

In 2024, there were more scheduled flights (811, +3.0%) but fewer scheduled seats (235,167, -1.2%) from Melbourne and Sydney, Australia compared to 2023 (787 flights with 237,995 seats). Air capacity from Auckland, New Zealand (209 scheduled flights, -33.9% with 60,254 seats, -33.9%) was reduced by a third compared to 2023 (316 flights with 91,190 seats) (Tables 100 & 103).

Visitors from Oceania spent \$535.9 million (-15.1%) and \$300 per person per day (+1.6%) in 2024 compared to \$631.2 million and \$296 per person per day in 2023 (Table 1). Arrivals (203,473 visitors, -13.8%) and visitor days (-16.4%) from Oceania decreased compared to 2023 (Table 29). Visitors from Australia accounted for 81.1 percent of all visitors from Oceania in 2024, while 18.9 percent were from New Zealand (Table 13).

Figure 3. Oceania MMA
Visitor Arrivals by Air: 2015 - 2024



Visitors from Australia

- Visitors from Australia spent \$307 per person per day (+1.6%) in 2024 compared to \$302 per person per day in 2023 (Table 84).
- Arrivals from Australia dropped to 165,002 visitors (-11.2%) in 2024 compared to 185,887 visitors in the previous year (Figure 3, Table 30).
- Visitors from Australia stayed an average of 8.67 days (-3.7%) compared to 9.00 days in 2023.
- More than half of Australian visitors in 2024 had been to the islands before (55.0%) while 45.0 percent were first-time visitors.
- Nearly all Australian visitors in 2024 went to O‘ahu (98.2%) while 11.9 percent went to Hawai‘i Island, 10.8 percent went to Maui and 8.8 percent went to Kaua‘i. There were fewer visitors from Australia on O‘ahu (-11.8%), Maui (-9.8%), Hawai‘i Island (-4.6%) and Kaua‘i (-2.8%) compared to 2023.
- Most Australian visitors in 2024 stayed in hotels (88.7%), 5.9 percent stayed in condominiums, 3.5 percent stayed in rental homes, 3.2 percent stayed with friends/relatives and 2.4 percent stayed in timeshares.
- Australian visitors primarily came to vacation (89.6%), 3.4 percent came to visit friends/relatives, 2.5 percent came to honeymoon and 1.8 percent came for MCI purposes.

Visitors from New Zealand

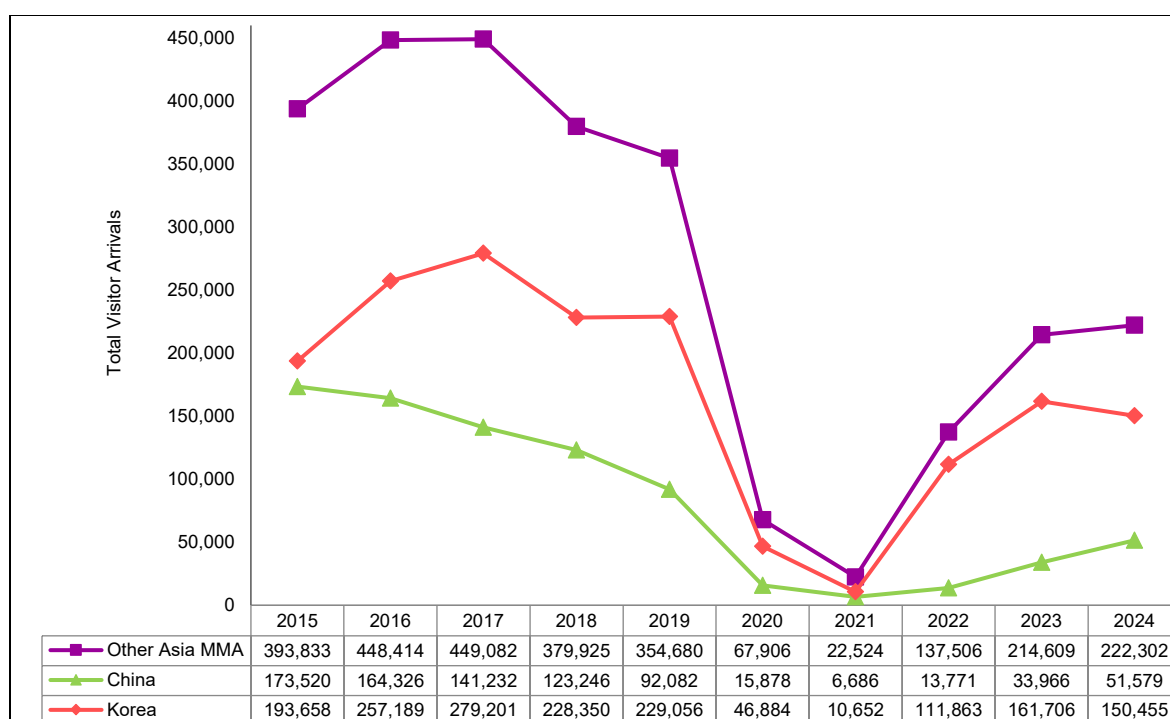
- Visitors from New Zealand spent \$286 per person per day (+1.9%) in 2024 compared to \$281 per person per day in 2023 (Table 85).
- Arrivals from New Zealand decreased to 38,472 visitors (-23.4%) compared to 50,241 visitors in 2023 (Figure 3, Table 31).
- Visitors from New Zealand in 2024 stayed an average of 9.20 days (-0.1%), similar to the prior year.
- More than half of New Zealand visitors in 2024 were repeat visitors (56.0%) while 44.0 percent were first-timers to the islands.
- Nearly all New Zealand visitors in 2024 went to O‘ahu (96.6%), 11.9 percent went to Hawai‘i Island, 9.1 percent went to Maui and 5.2 percent went to Kaua‘i. Visitor arrivals decreased on Maui (-30.0%), O‘ahu (-23.7%), Kaua‘i (-13.6%) and Hawai‘i Island (-12.2%) compared to 2023.
- The majority of New Zealand visitors in 2024 stayed in hotels (75.5%), 9.9 percent stayed in condominiums, 6.9 percent stayed with friends/relatives, 5.6 percent stayed in rental homes and 4.9 percent stayed in timeshares.
- Most New Zealand visitors came to vacation (84.3%), 8.7 percent came to visit friends/relatives, 3.1 percent came for MCI purposes and 1.6 percent came to honeymoon.

OTHER ASIA

In 2024, there were more scheduled flights (923, +1.9%) and a similar number of scheduled seats (278,982, +0.1%) from Seoul, Korea compared to 2023 (906 flights with 278,670 seats). There have been no direct flights from China since air service from Shanghai ended in February 2020 (Tables 100 & 103).

Visitors from Other Asia spent \$601.6 million (+3.9%) and \$323 per person per day (+2.0%) in 2024 compared to \$579.3 million and \$317 per person in 2023 (Table 1). Arrivals (222,302 visitors, +3.6%) and visitor days (+1.8%) from Other Asia increased compared to 2023 (Table 32). Visitors from Korea comprised 67.7 percent of Other Asia MMA in 2024, followed by visitors from China (23.2%), Taiwan (5.0%), Hong Kong (2.1%) and Singapore (2.0%) (Table 13).

**Figure 4. Other Asia MMA, China and Korea
Visitor Arrivals by Air: 2015 – 2024**



Visitors from Korea

- Visitors from Korea spent \$319 per person per day (+0.9%) in 2024 compared to \$316 per person per day in 2023 (Table 83).
- Arrivals from Korea decreased to 150,455 visitors (-7.0%) in 2024 compared to 161,706 visitors in the previous year (Figure 4, Table 33).
- Korean visitors stayed an average of 8.34 days (-1.0%) compared to 8.43 days in 2023.
- Seven out of ten Korean visitors in 2024 were first-time visitors (68.3%) while 31.7 percent had been to Hawai'i before.
- Nearly all Korean visitors in 2024 went to O'ahu (98.1%), 18.3 percent went to Hawai'i Island, 4.5 percent went to Maui and 3.0 percent went to Kaua'i. The number of visitors increased on Hawai'i Island (+2.3%), declined on Maui (-33.2%) and O'ahu (-7.6%), and was similar on Kaua'i (-0.2%) compared to 2023.

- Most Korean visitors in 2024 stayed in hotels (86.2%), while some stayed in rental homes (8.8%), in condominiums (7.8%) and with friends/relatives (3.5%).
- Seven out of ten Korean visitors in 2024 came to vacation (69.7%), 23.4 percent came to honeymoon, 3.8 percent came for MCI purposes, 2.2 percent came to visit friends/relatives and 1.5 percent came to get married.

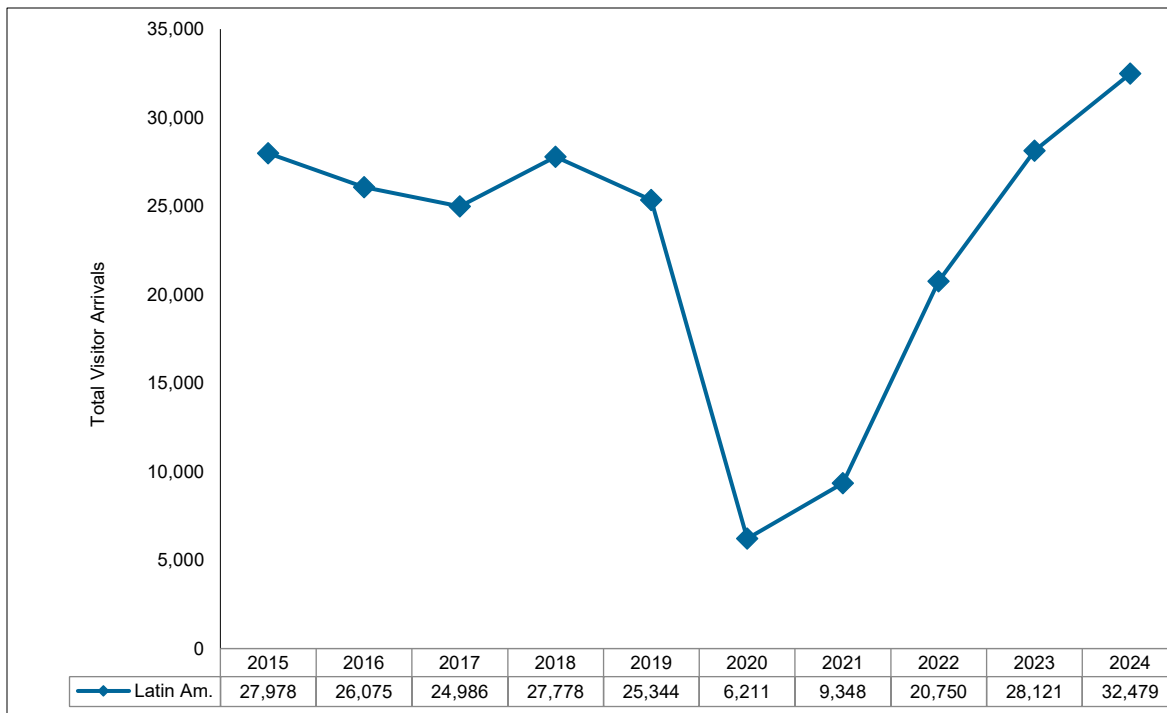
Visitors from China

- Visitors from China spent \$353 per person per day (+0.1%) in 2024, similar to the previous year (Table 82).
- There were 51,579 visitors (+51.9%) from China in 2024 compared to 33,966 visitors in the previous year (Figure 4, Table 34).
- The average length of stay was 8.08 days (-4.6%) compared to 8.46 days in 2023.
- Seven out of ten Chinese visitors in 2024 were first-timers (72.3%) while 27.7 percent were repeat visitors to Hawai'i.
- Nearly all Chinese visitors in 2024 went to O'ahu (94.7%), 36.9 percent went to Hawai'i Island, 13.1 percent went to Maui and 5.4 percent went to Kaua'i. Visitor arrivals increased on Hawai'i Island (+89.2%), O'ahu (+54.0%), Maui (+28.8%) and Kaua'i (+5.0%) compared to 2023.
- Most Chinese visitors stayed in hotels (85.8%). Some visitors stayed in condominiums (10.0%), rental homes (5.4%), with friends/relatives (3.6%) and in timeshares (1.1%).
- Most Chinese visitors came to vacation (80.9%), 6.4 percent came for MCI purposes, 5.5 percent came to honeymoon, 3.5 percent came to visit friends/relatives and 2.1 percent came to get married.

LATIN AMERICA

Visitors from Latin America spent \$89.3 million (-5.5%) and \$260 per person per day (-17.0%) in 2024 compared to \$94.4 million and \$313 per person per day in the prior year (Table 1). Arrivals (32,479 visitors, +15.5%) and visitor days (+13.9%) increased compared to 2023 (Figure 5, Table 35). The average length of stay was 10.57 days (-1.3%) compared to 10.71 days in the previous year.

**Figure 5. Latin America MMA
Visitor Arrivals by Air: 2015 – 2024**



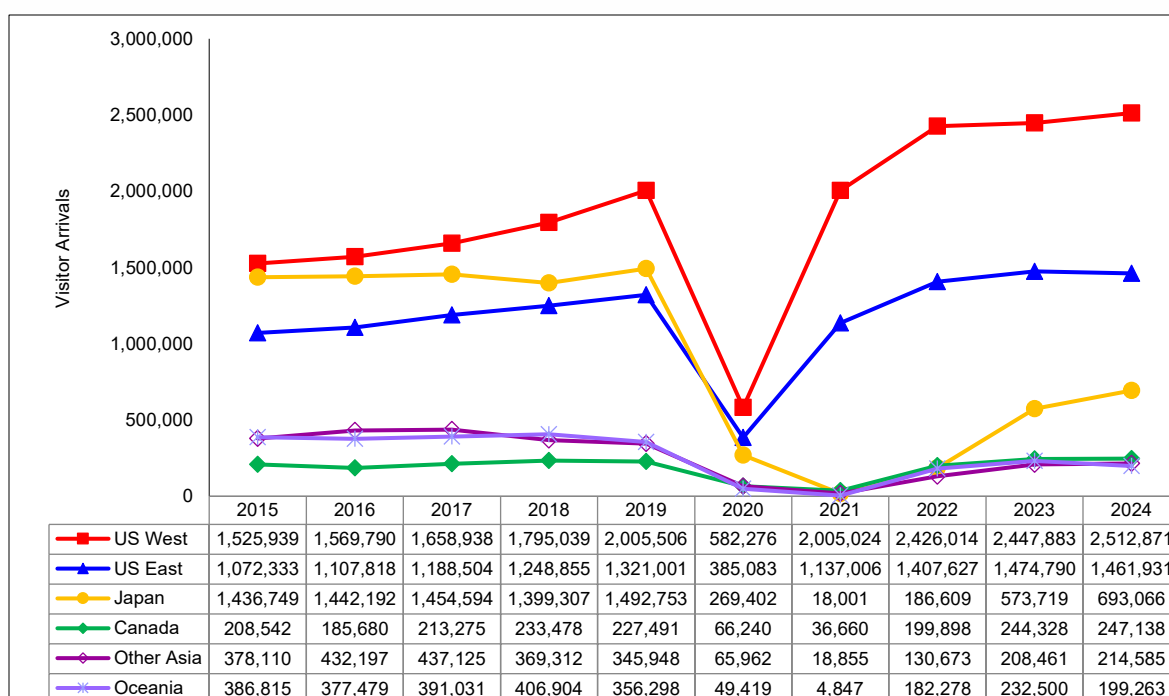
- Visitors from Mexico comprised 53.7 percent of the Latin America MMA in 2024, followed by visitors from Brazil (29.8%) and Argentina (16.5%) (Table 13).
- The majority of the visitors from Latin America in 2024 were first-timers (68.5%) while 31.5 percent were repeat visitors (Table 35).
- Three out of four visitors from Latin America went to O‘ahu (75.4%), 27.7 percent went to Maui, 20.0 percent went to Hawai‘i Island and 11.3 percent went to Kaua‘i. Visitor arrivals increased on O‘ahu (+19.3%), Hawai‘i Island (+5.6%), Maui (+3.4%) and Kaua‘i (+2.9%) compared to 2023.
- The majority of Latin America visitors stayed in hotels (62.0%), 13.5 percent stayed in rental homes, 11.8 percent stayed with friends/relatives, 8.1 percent stayed in condominiums and 1.1 percent stayed in timeshares.

AIR VISITORS BY ISLAND

In 2024, more visitors came by air service to O‘ahu (+3.2%), but there were fewer visitors to Maui (-5.7%), Hawai‘i Island (-2.5%), Kaua‘i (-1.8%), Lāna‘i (-15.6%) and Moloka‘i (-10.0%) in comparison to 2023. There were 1,348,031 visitors (-4.2%) who went to multiple islands, down from 1,407,018 visitors in the previous year (Table 4).

O‘AHU

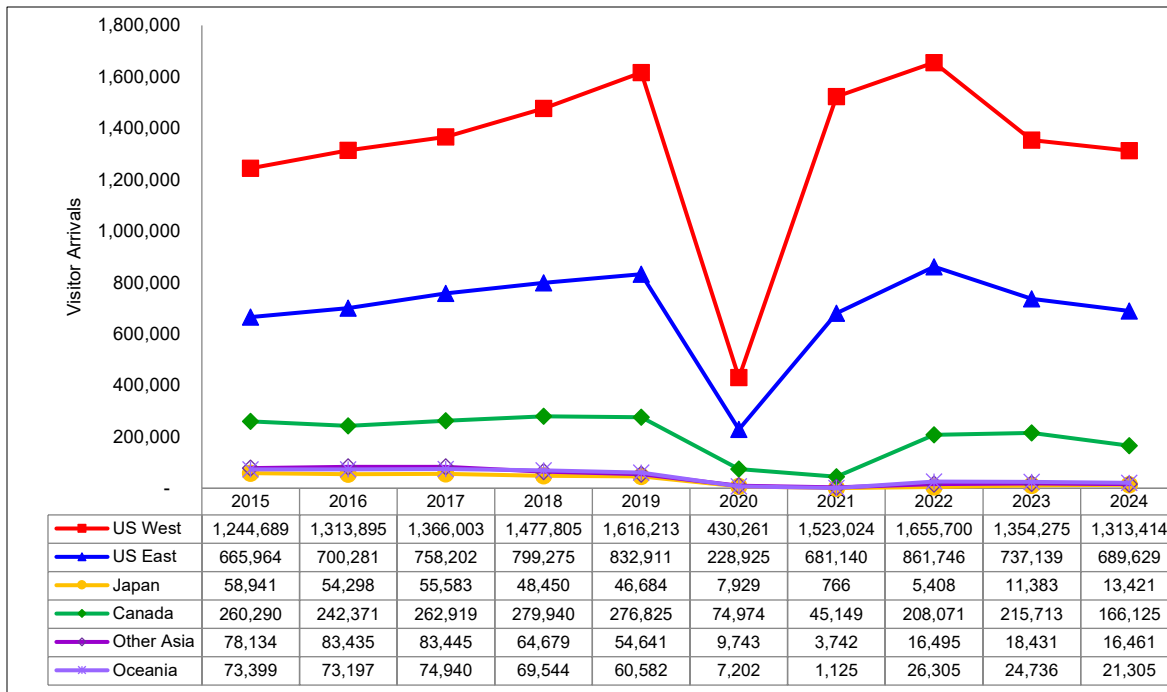
Figure 6. O‘ahu Air Visitor Arrivals by Selected MMA
2015 – 2024



- In 2024, total spending by visitors on O‘ahu was \$8.94 billion (+0.6%) and daily spending was \$219 per person (-0.2%). Total visitor spending on O‘ahu was \$8.89 billion and daily spending was \$219 per person in 2023 (Table 1).
- Arrivals by air to O‘ahu increased 3.2 percent to 5,794,854 visitors in 2024. However, a shorter length of stay (7.05 days, -2.3%) resulted in a modest growth in visitor days (+0.8%) (Tables 1 & 57).
- The average daily census was 111,613 visitors (+0.6%) in 2024 compared to 110,992 visitors in the previous year (Table 8).
- Repeat visitors comprised 64.6 percent of O‘ahu visitors in 2025 while 35.4 percent were first-time visitors (Table 57).
- The majority of visitors who went to O‘ahu in 2024 stayed in hotels (70.2%) while in the state, 11.6 percent stayed with friends/relatives, 8.7 percent stayed in condominiums, 7.5 percent stayed in rental homes and 5.5 percent stayed in timeshares.
- The majority of O‘ahu visitors came to the state for a vacation (75.9%), 11.9 percent came to visit friends/relatives, 4.5 percent came for meetings, conventions, and incentives (MCI) and 4.3 percent came to honeymoon.

MAUI

**Figure 7. Maui Air Visitor Arrivals by Selected MMA
2015 – 2024**



- Tourism on Maui has been improving since the August 2023 wildfires but the pace of recovery has been slow. In 2024, total spending by visitors on Maui was \$5.30 billion (-8.5%) and daily spending was \$283 per person (-1.3%). Total visitor spending on Maui was \$5.80 billion and daily spending was \$287 per person in 2023 (Table 1).
- Arrivals by air to Maui decreased to 2,352,272 visitors (-5.7%) in 2024 and visitor days were down 7.3 percent from the prior year (Tables 1 & 59).
- The average daily census was 51,100 visitors (-7.6%) compared to 55,300 visitors in 2023 (Table 8).
- Repeat visitors comprised 72.7 percent of Maui visitors in 2024 while 27.3 percent were first-time visitors (Table 59).
- Half of the visitors who went to Maui in 2024 stayed in hotels (50.9%) while in the state, 23.9 percent stayed in condominiums, 12.1 percent stayed in timeshares, 10.3 percent stayed in rental homes, and 7.7 percent stayed with friends/relatives.
- The majority of Maui visitors in 2024 came to the state for a vacation (85.8%), 6.8 percent came to visit friends/relatives, 4.3 percent came for MCI purposes and 3.2 percent came to honeymoon.

MOLOKAʻI

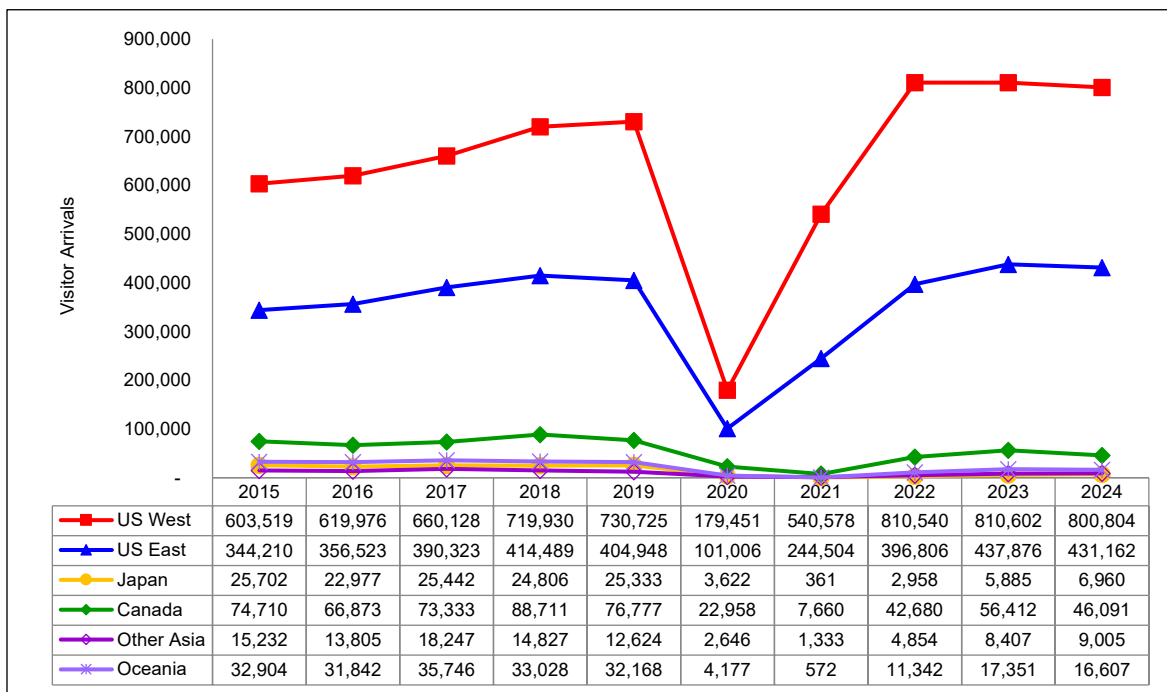
- In 2024, total spending by visitors on Molokaʻi was \$30.1 million (-11.9%) and daily spending was \$175 per person (-6.8%). Total visitor spending on Molokaʻi was \$34.1 million and daily spending was \$188 per person in 2023 (Table 1).
- Arrivals to Molokaʻi dropped to 29,910 visitors (-10.0%) in 2024 and visitor days decreased 5.4 percent from the previous year (Tables 1 & 60).
- The average daily census was 468 visitors (-5.7%) compared to 496 visitors in 2023 (Table 8).
- Repeat visitors comprised 62.9 percent of Molokaʻi visitors in 2024 while 37.1 percent were first-time visitors (Table 60).

LĀNAʻI

- In 2024, total spending by visitors on Lānaʻi was \$116.5 million (-3.6%) and daily spending was \$666 per person (+6.3%). Total visitor spending on Lānaʻi was \$120.8 million and daily spending was \$626 per person in 2023 (Table 1).
- Arrivals to Lānaʻi decreased to 45,444 visitors (-15.6%) in 2024 and visitor days were down 9.3 percent from the prior year (Tables 1 & 61).
- The average daily census was 478 visitors (-9.6%) compared to 529 visitors in 2023 (Table 8).
- Repeat visitors comprised 65.3 percent of Lānaʻi visitors in 2024 while 34.7 percent were first-time visitors (Table 61).

KAUAʻI

**Figure 8. Kauaʻi Air Visitor Arrivals by Selected MMA
2015 – 2024**

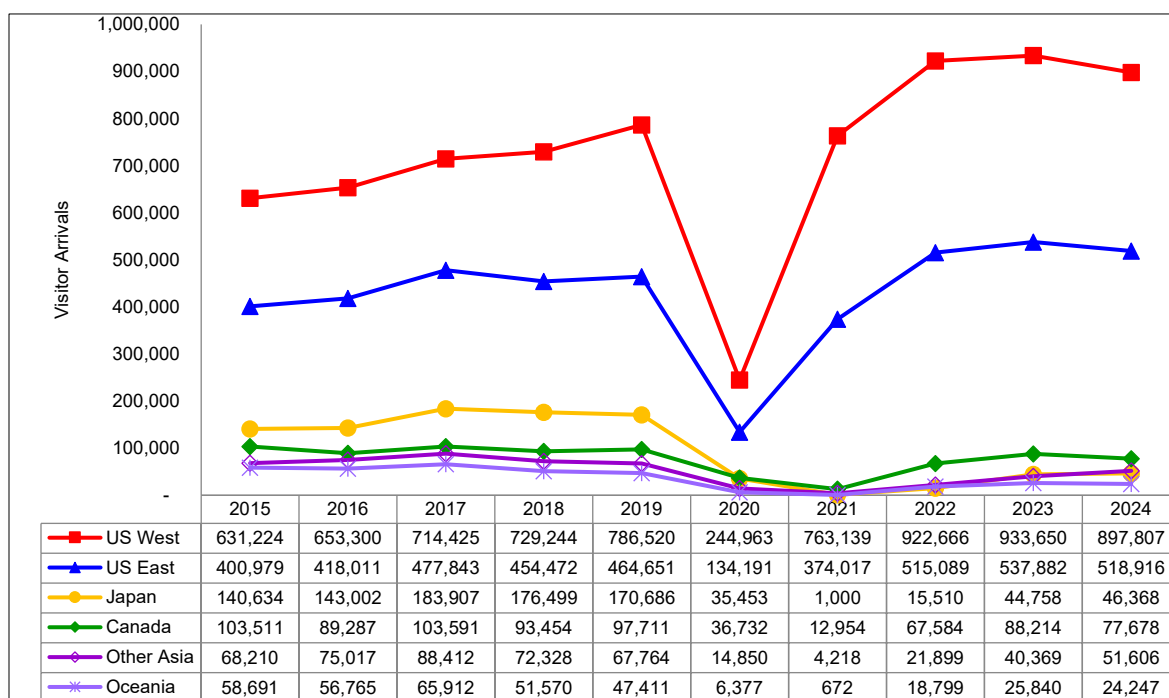


- In 2024, total spending by visitors on Kauaʻi was \$2.87 billion (+2.9%) and daily spending was \$277 per person (+4.9%). Total visitor spending on Kauaʻi was \$2.79 billion and daily spending was \$264 per person in 2023 (Table 1).

- Arrivals by air to Kaua'i dropped to 1,393,101 visitors (-1.8%) in 2024 and visitor days declined 2.0 percent compared to the previous year (Tables 1 & 62).
- The average daily census was 28,353 visitors (-2.2%) compared to 29,002 visitors in 2023 (Table 8).
- Repeat visitors comprised 74.0 percent of Kaua'i visitors in 2024 while 26.0 percent were first-time visitors (Table 62).
- Close to half of those who visited Kaua'i stayed in hotels (49.1%) while in the state. Some stayed in rental homes (18.2%), condominiums (17.1%), timeshares (15.0%) and with friends/relatives (7.7%).
- Most of the visitors were in the state for a vacation (87.0%), 6.9 percent visited friends/relatives, 3.6 percent came to honeymoon, and 2.9 percent came for MCI purposes.

HAWAI'I ISLAND

**Figure 9. Hawai'i Island Air Visitor Arrivals by Selected MMA
2015 – 2024**



- In 2024, total spending by visitors on Hawai'i Island was \$3.22 billion (+6.4%) and daily spending was \$240 per person (+10.9%). Total visitor spending on Hawai'i Island was \$3.03 billion and daily spending was \$216 per person in 2023 (Table 1).
- Arrivals by air to Hawai'i Island decreased to 1,735,380 visitors (-2.5%) in 2024 and visitor days fell 4.1 percent from the previous year (Tables 1 & 63).
- The average daily census was 36,740 visitors (-4.3%) compared to 38,405 visitors in 2023 (Table 8).
- Repeat visitors comprised 69.9 percent of Hawai'i Island visitors in 2024 while 30.1 percent were first-time visitors (Table 63).

- Half of Hawai'i Island visitors in 2024 stayed in hotels (50.8%) while in the state. Some visitors stayed in rental homes (18.8%), condominiums (14.7%), with friends/relatives (12.4%) and in timeshares (9.8%).
- The majority of the visitors came to the state for a vacation (82.5%), 10.6 percent came to visit friends/relatives, 3.8 percent came for MCI purposes and 3.0 percent came to honeymoon.

CRUISE VISITORS

In 2024, 168,123 visitors (+6.7%) entered Hawai'i waters via 87 trips (+17.6%) from out-of-state cruise ships. Spending by these visitors was \$89.3 million (+25.0%). Additionally, 5,541 visitors flew into Honolulu to board turnaround trips, which occurred when visitors, who arrived on out-of-state ships, toured the islands and then departed Hawai'i by air. After the first group of cruise visitors left, a new group of visitors flew into Honolulu to embark on these ships, toured the islands, then most of them remained on these ships to visit the next port. Another 123,676 visitors came by air to board the Hawai'i home-ported cruise ship *Pride of America* (Tables 1, 94 & 95).

There were 297,340 total cruise visitors (those who arrived by cruise ships and those who arrived by air to board cruise ships) in 2024 and total spending by all cruise visitors was \$636.6 million (Table 96).

In 2023, 157,612 visitors entered Hawai'i via 74 trips aboard out-of-state cruise ships. There were 6,881 visitors who flew into Honolulu to board turnaround trips on out-of-state cruise ships. Another 126,331 visitors came by air to board the *Pride of America*. In 2023, total spending by all cruise visitors was \$603.6 million.

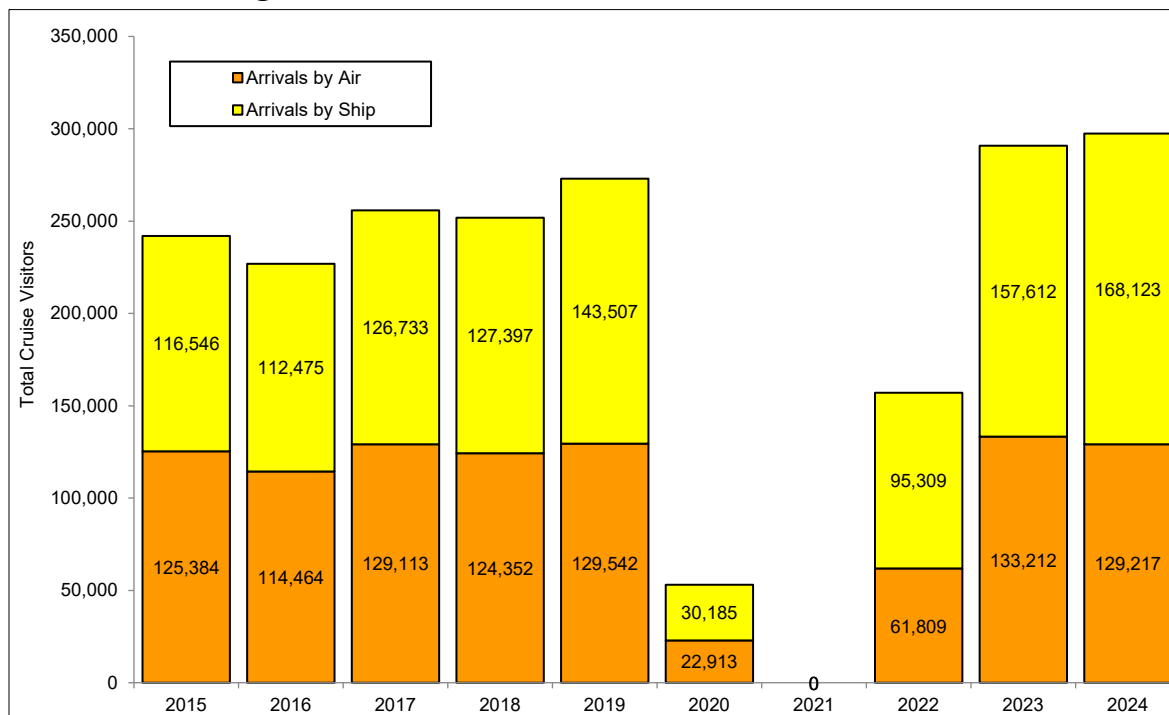
Cruise Visitors Characteristics

There were 300,067 total cruise passengers in 2024, comprising 297,340 visitors (99.1%) and 2,727 Hawai'i residents (0.9%) (Table 96).

- By the nature of the cruise routes, most cruise visitors went to the four largest islands. In 2024, all cruise visitors went to O'ahu, 89.2 percent visited Hawai'i Island and 79.2 percent visited Kaua'i.
- In 2024, 71.3 percent of cruise visitors went to Maui with port calls to Kahului Harbor. Lahaina Harbor sustained \$30 million in damage from the wildfires. The harbor is undergoing recovery and repairs and full operations are expected in late 2026 or early 2027.
- In addition to their cruise itinerary, 5,102 visitors in 2024 went to Lāna'i and 3,200 visitors went to Moloka'i.
- In 2024, the largest group of cruise visitors was from the U.S. East (46.6% of total cruise visitors), followed by U.S. West (28.4%), Canada (10.2%), Oceania (5.5%), Europe (4.1%) and other markets (5.2%).
- More than half (56.4%) of cruise visitors in 2024 had been to the islands before while 43.6 percent came for the first time. There were more first-timers among European (78.6%) and U.S. East (53.1%) cruise visitors. In contrast, repeat visitors comprised a larger percentage of cruise visitors from U.S. West (79.7%), Oceania (58.1%) and Canada (57.2%).
- The average length of stay by all cruise visitors in 2024 was 7.07 days. They spent an average of 5.10 days aboard ship touring the islands and 0.89 days on shore after the cruise was over. In addition, visitors who arrived by air service stayed an average of 1.08 days in Hawai'i before their cruise.
- Half (50.4%) of the cruise visitors in 2024 stayed in hotels in addition to their cruise stay.

- Other lodging used by cruise visitors included timeshares (4.2%), condominiums (3.7%) and staying with friends/relatives (2.2%).

Figure 10. Total Cruise Visitors to Hawai'i: 2015 – 2024



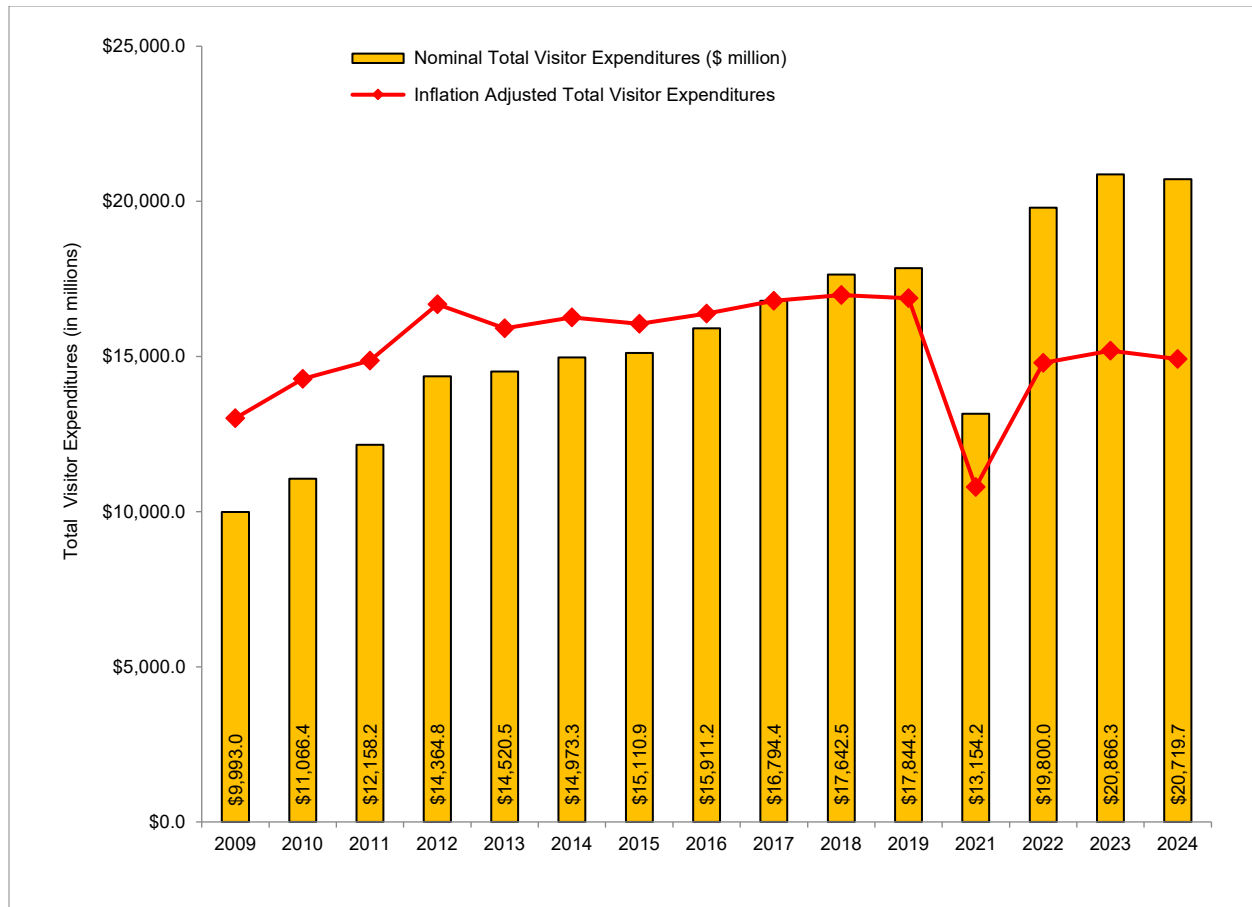
Cruise Visitors by Market

- In 2024, there were 138,489 total cruise visitors from the U.S. East who spent \$380.3 million. Their average length of stay was 7.82 days, of which 5.63 days were spent on ship and 0.81 days post-cruise (Table 96).
- There were 84,492 total cruise visitors from the U.S. West who spent \$124.1 million in 2024. These visitors stayed an average of 6.29 days. Their average length of cruise was 4.66 days and they also spent 1.02 days on shore post-cruise.
- Canada was the third-largest cruise market in 2024, with 30,364 total cruise visitors who spent \$50.1 million. The average length of stay was 6.49 days, of which 4.77 days were spent on ship and 0.85 days were spent after cruise.
- There were 16,257 total cruise visitors from Oceania in 2024 who spent \$37.7 million. Their average length of stay was 7.12 days. They spent 4.34 days on ship and 1.30 days on shore after their cruise was over.
- There were 12,276 total cruise visitors from Europe who spent \$15.6 million in 2024. European cruise visitors stayed 5.59 days in 2024. They spent 4.12 days on ship and 0.60 days in Hawai'i post-cruise.

INFLATION ADJUSTED VISITOR SPENDING

When adjusted for inflation using the Hawai'i Tourism Price Index, total visitor spending decreased 1.8 percent compared to 2023 (Figure 11).

**Figure 11. Total Visitor Expenditures
2009 - 2024¹**



Inflation Adjusted total Visitor Expenditures for 2009 – 2024, using DBEDT Hawaii Tourism Price Index (2017=100) (<https://dbedt.hawaii.gov/visitor/tourism-price-index/>)

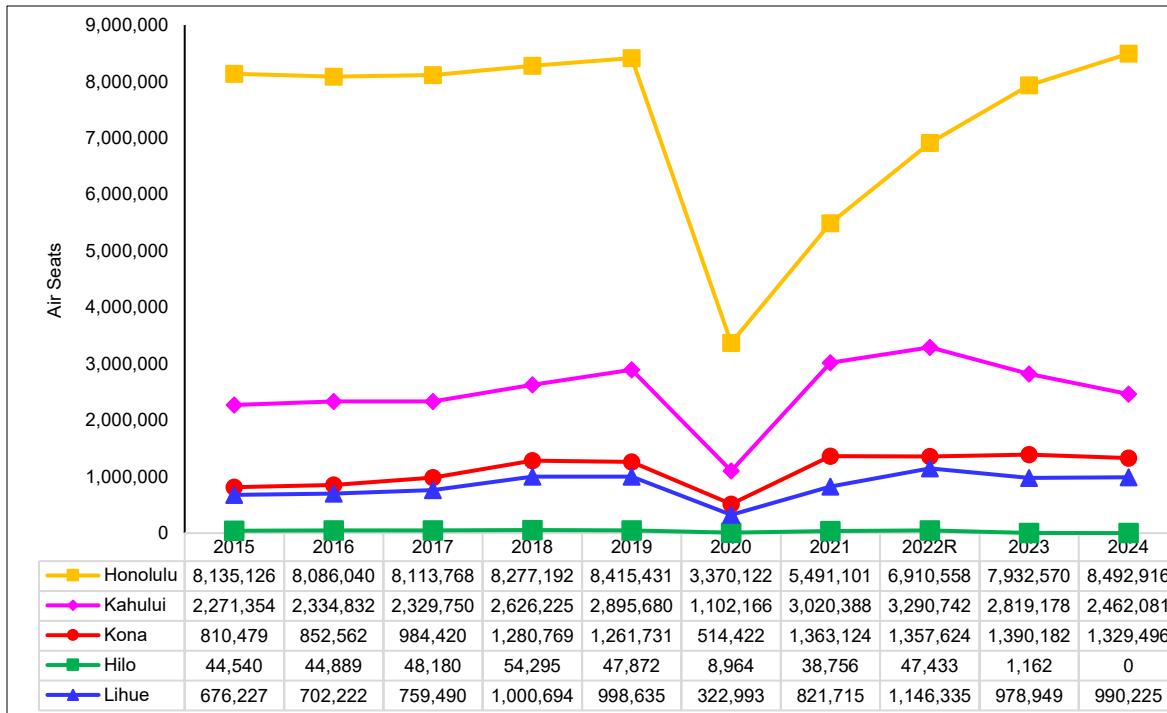
To construct a Hawai'i tourism price index, DBEDT collects prices of about 150 goods and services that represent typical spending of Hawai'i visitors. Combining the locally-collected data with other published price data, the Hawai'i tourism price index is calculated for total visitor spending and five major spending categories: "Food and beverage," "Entertainment & Recreation," "Transportation," "Shopping," and "Lodging." Monthly spending patterns of visitors from the Hawai'i visitor expenditure survey are used to calculate aggregation weights for the indexes.

¹ Comparative annual 2020 visitor spending statistics were not available. Due to COVID-19 restrictions, the Departure Survey could not be conducted between April through October 2020 and fielding for visitor spending was limited. Visitor spending statistics for months in 2020 for which data are available are presented in Tables 2 and 3 of the 2020 Annual Visitor Research Report, posted on The DBEDT website: <https://files.hawaii.gov/dbedt/visitor/visitor-research/2020-annual-visitor.pdf>

TOTAL AIR CAPACITY TO HAWAI'I

In 2024, a total of 59,787 transpacific flights (0.0%) with 13,274,718 seats (+1.2%) serviced the Hawaiian Islands compared to 59,785 flights with 13,122,041 seats in 2023 (Tables 98 - 103).

**Figure 12. Total Air Seats Operated to Hawai'i by Port of Entry
2015 - 2024**



- Air capacity to Honolulu increased to 35,185 flights (+7.0%) with 8,492,916 seats (+7.1%) in 2024 compared to 32,870 flights with 7,932,570 seats in 2023. Domestic air capacity grew 4.3 percent from 2023 to 6,019,935 seats. There were fewer scheduled seats from Atlanta, Austin, Dallas, Newark, Oakland, Phoenix, Portland, Sacramento, San Jose and discontinued service from Santa Ana. These reductions were entirely offset by growth in seats from Anchorage, Boston, Chicago, Denver, Detroit, Everett, Houston, Las Vegas, Long Beach, Los Angeles, Minneapolis, New York JFK, Ontario, Salt Lake City, San Diego, San Francisco, Seattle and Washington D.C.
- International air capacity to Honolulu rose 14.6 percent from 2023 to 2,472,981 seats. Increased scheduled service from Japan (1,374,646 seats, +30.5%), Canada (223,691 seats, +6.8%) and Other markets (289,754 seats, +5.1%) offset reduced scheduled service from Oceania (295,421 seats, -10.3%). Scheduled air capacity from Seoul (278,982 seats, +0.1%) was similar to 2023.
- Air capacity to Kahului declined to 12,253 flights (-12.7%) with 2,462,081 seats (-12.7%) in 2024 compared to 14,039 flights with 2,819,178 seats in 2023. Domestic air capacity decreased 11.6 percent to 2,321,302 seats. Growth in scheduled seats from Denver, Las Vegas, Phoenix, Salt Lake City, San Diego and Seattle were entirely offset by reduced service from Anchorage, Atlanta, Chicago, Dallas, Long Beach, Los Angeles, Newark, Oakland, Portland, Sacramento, San Francisco and San Jose. Air capacity from Canada to Kahului dropped 27.2 percent from 2023 to 140,779 seats.

- Air Service to Kona (6,779 flights, -7.4% with 1,329,496 seats, -4.4%) decreased compared to 2023 (7,320 flights with 1,390,182 seats). Domestic air capacity declined 4.3 percent to 1,276,877 seats. There was growth in scheduled seats from Denver and San Diego and service from Sacramento to Kona which did not operate in 2023. These increases were entirely offset by fewer scheduled seats from Anchorage, Chicago, Los Angeles, Portland, San Francisco, San Jose and Seattle. International air capacity dropped 6.0 percent to 52,619 seats, due to reduced service from Canada (250 flights, -3.5% with 43,000 seats, -3.6%) and Japan (40 flights, -14.9% with 9,619 seats, -5.2%) compared to 2023.
- Air capacity to Lihū'e (5,570 flights, +0.4% with 990,225 seats, +1.2%) increased from 2023 (5,549 flights with 978,949 seats). Domestic air capacity rose 1.8 percent from 2023 to 977,523 seats. Reduction in service from Los Angeles, San Diego and San Jose was entirely offset by growth in scheduled seats from Denver, Oakland, Phoenix, Portland, San Francisco, Seattle and service from Sacramento that did not operate in 2023. Air capacity from Canada decreased 31.8 percent from 2023 to 12,702 seats.
- There have been no direct transpacific flights to Hilo since January 7, 2023, when non-stop service from Los Angeles ended.

ANNUAL VISITOR RESEARCH REPORT TABLES

Table 1. Summary of Visitor Statistics: 2024 vs. 2023

EXPENDITURE CATEGORY	2024	2023	(%) Change
TOTAL EXPENDITURES (\$mil.)	20,719.7	20,866.3	-0.7
Visitor arrivals by air	20,488.7	20,662.8	-0.8
Visitor arrivals by cruise ships	89.3	71.5	25.0
Supplemental business (all MMAs)	141.7	132.0	7.3
MMA (Air & Ship)	2024	2023	(%) Change
TOTAL PERSONAL EXPENDITURES (\$mil.)	20,578.0	20,734.3	-0.8
Visitor arrivals by air	20,488.7	20,662.8	-0.8
U.S. Total	15,705.2	15,821.7	-0.7
U.S. West	9,641.5	9,592.7	0.5
U.S. East	6,063.7	6,229.0	-2.7
Japan	1,050.6	930.3	12.9
Canada	1,092.1	1,230.3	-11.2
Europe	317.0	369.0	-14.1
Oceania	535.9	631.2	-15.1
Other Asia	601.6	579.3	3.9
Latin America	89.3	94.4	-5.5
Other	1,096.9	1,006.6	9.0
Visitor arrivals by cruise ships	89.3	71.5	25.0
TOTAL VISITOR DAYS	84,516,023	86,426,013	-2.2
Visitor arrivals by air	83,723,188	85,674,126	-2.3
U.S. Total	64,875,069	66,288,269	-2.1
U.S. West	41,961,635	42,564,352	-1.4
U.S. East	22,913,434	23,723,917	-3.4
Japan	4,385,692	3,864,472	13.5
Canada	4,886,174	5,585,244	-12.5
Europe	1,486,935	1,517,015	-2.0
Oceania	1,784,211	2,135,047	-16.4
Other Asia	1,861,765	1,828,030	1.8
Latin America	343,267	301,263	13.9
Other	4,100,074	4,154,785	-1.3
Visitor arrivals by cruise ships	792,836	751,888	5.4
VISITOR ARRIVALS	9,701,499	9,657,607	0.5
Visitor arrivals by air	9,533,375	9,499,995	0.4
U.S. Total	7,370,501	7,427,242	-0.8
U.S. West	4,997,064	5,000,099	-0.1
U.S. East	2,373,437	2,427,144	-2.2
Japan	708,233	589,172	20.2
Canada	445,984	474,727	-6.1
Europe	117,962	117,241	0.6
Oceania	203,473	236,127	-13.8
Other Asia	222,302	214,609	3.6
Latin America	32,479	28,121	15.5
Other	432,441	412,755	4.8
Visitor arrivals by cruise ships	168,123	157,612	6.7
AVERAGE DAILY CENSUS	230,918	236,784	-2.5
Visitor arrivals by air	228,752	234,724	-2.5
U.S. Total	177,254	181,612	-2.4
U.S. West	114,649	116,615	-1.7
U.S. East	62,605	64,997	-3.7
Japan	11,983	10,588	13.2
Canada	13,350	15,302	-12.8
Europe	4,063	4,156	-2.3
Oceania	4,875	5,849	-16.7
Other Asia	5,087	5,008	1.6
Latin America	938	825	13.6
Other	11,202	11,383	-1.6
Visitor arrivals by cruise ships	2,166	2,060	5.2

Table 1. Summary of Visitor Statistics: 2024 vs. 2023 (continued)

MMA (Air & Ship)	2024	2023	(%) Change
AVERAGE LENGTH OF STAY (days)	8.71	8.95	-2.7
Visitor arrivals of stay by air	8.78	9.02	-2.6
U.S. Total	8.80	8.93	-1.4
U.S. West	8.40	8.51	-1.4
U.S. East	9.65	9.77	-1.2
Japan	6.19	6.56	-5.6
Canada	10.96	11.77	-6.9
Europe	12.61	12.94	-2.6
Oceania	8.77	9.04	-3.0
Other Asia	8.37	8.52	-1.7
Latin America	10.57	10.71	-1.3
Other	9.48	10.07	-5.8
Visitor arrivals of stay by cruise ships	4.72	4.77	-1.1
PER PERSON PER DAY SPENDING (\$)	243.5	239.9	1.5
Visitor arrivals by air	244.7	241.2	1.5
U.S. Total	242.1	238.7	1.4
U.S. West	229.8	225.4	2.0
U.S. East	264.6	262.6	0.8
Japan	239.6	240.7	-0.5
Canada	223.5	220.3	1.5
Europe	213.2	243.2	-12.3
Oceania	300.4	295.6	1.6
Other Asia	323.1	316.9	2.0
Latin America	260.1	313.5	-17.0
Other	267.5	242.3	10.4
Visitor arrivals by cruise ships	112.6	95.1	18.5
PER PERSON PER TRIP SPENDING (\$)	2,121.1	2,146.9	-1.2
Visitor arrivals by air	2,149.2	2,175.0	-1.2
U.S. Total	2,130.8	2,130.2	0.0
U.S. West	1,929.4	1,918.5	0.6
U.S. East	2,554.8	2,566.4	-0.5
Japan	1,483.5	1,578.9	-6.0
Canada	2,448.8	2,591.6	-5.5
Europe	2,687.6	3,147.0	-14.6
Oceania	2,633.8	2,673.2	-1.5
Other Asia	2,706.2	2,699.3	0.3
Latin America	2,749.1	3,358.4	-18.1
Other	2,536.5	2,438.8	4.0
Visitor arrivals by cruise ships	531.2	453.5	17.1

Table 1: Summary of Visitor Statistics: 2024 vs. 2023 (continued)

ISLAND (Air & Ship)	2024	2023	(%) Change
TOTAL EXPENDITURES (\$mil, AIR + SHIP)	20,578.0	20,734.3	-0.8
Total by air	20,488.7	20,662.8	-0.8
O'ahu	8,944.9	8,890.9	0.6
Maui	5,300.3	5,795.2	-8.5
Moloka'i	30.1	34.1	-11.9
Lāna'i	116.5	120.8	-3.6
Kaua'i	2,873.3	2,792.8	2.9
Hawai'i Island	3,223.7	3,029.0	6.4
Visitor arrivals by cruise ships	89.3	71.5	25.0
TOTAL VISITOR DAYS	84,516,023	86,426,013	-2.2
Total by air	83,723,188	85,674,126	-2.3
O'ahu	40,850,180	40,511,989	0.8
Maui	18,702,634	20,184,625	-7.3
Moloka'i	171,356	181,192	-5.4
Lāna'i	174,913	192,903	-9.3
Kaua'i	10,377,258	10,585,553	-2.0
Hawai'i Island	13,446,847	14,017,863	-4.1
Visitor arrivals by cruise ships	792,836	751,888	5.4
VISITOR ARRIVALS	9,701,499	9,657,607	0.5
Total by air	9,533,375	9,499,995	0.4
O'ahu	5,794,854	5,613,409	3.2
Maui	2,352,272	2,495,038	-5.7
Moloka'i	29,910	33,224	-10.0
Lāna'i	45,444	53,870	-15.6
Kaua'i	1,393,101	1,418,688	-1.8
Hawai'i Island	1,735,380	1,779,063	-2.5
Visitor arrivals by cruise ships	168,123	157,612	6.7
AVERAGE DAILY CENSUS	230,918	236,784	-2.5
Total by air	228,752	234,724	-2.5
O'ahu	111,613	110,992	0.6
Maui	51,100	55,300	-7.6
Moloka'i	468	496	-5.7
Lāna'i	478	529	-9.6
Kaua'i	28,353	29,002	-2.2
Hawai'i Island	36,740	38,405	-4.3
Visitor arrivals by cruise ships	2,166	2,060	5.2
AVERAGE LENGTH OF STAY	8.71	8.95	-2.7
Total by air	8.78	9.02	-2.6
O'ahu	7.05	7.22	-2.3
Maui	7.95	8.09	-1.7
Moloka'i	5.73	5.45	5.1
Lāna'i	3.85	3.58	7.5
Kaua'i	7.45	7.46	-0.2
Hawai'i Island	7.75	7.88	-1.7
Visitor arrivals by cruise ships	4.72	4.77	-1.1
PER PERSON PER DAY SPENDING (\$)	243.5	239.9	1.5
Total by air	244.7	241.2	1.5
O'ahu	219.0	219.5	-0.2
Maui	283.4	287.1	-1.3
Moloka'i	175.5	188.3	-6.8
Lāna'i	665.9	626.2	6.3
Kaua'i	276.9	263.8	4.9
Hawai'i Island	239.7	216.1	10.9
Visitor arrivals by cruise ships	112.6	95.1	18.5
PER PERSON PER TRIP SPENDING (\$)	2,121.1	2,146.9	-1.2
Total by air	2,149.2	2,175.0	-1.2
O'ahu	1,543.6	1,583.9	-2.5
Maui	2,253.3	2,322.7	-3.0
Moloka'i	1,005.2	1,026.9	-2.1
Lāna'i	2,562.8	2,242.3	14.3
Kaua'i	2,062.5	1,968.6	4.8
Hawai'i Island	1,857.7	1,702.6	9.1
Visitor arrivals by cruise ships	531.2	453.5	17.1

Table 2. 2024 Monthly Market Highlights

MMA (AIR & SHIP)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
TOTAL EXPENDITURES (\$mil)^{1/}	1,765.9	1,619.5	1,784.7	1,537.9	1,636.4	1,943.5	2,038.3	1,670.5	1,422.0	1,594.6	1,524.2	2,040.6	20,578.0
Total by air	1,758.3	1,610.2	1,778.9	1,519.7	1,634.4	1,943.5	2,038.1	1,670.5	1,409.5	1,575.9	1,519.5	2,030.2	20,488.7
U.S. Total	1,305.0	1,180.3	1,352.9	1,193.4	1,312.1	1,647.8	1,607.3	1,230.1	1,042.7	1,158.5	1,135.9	1,539.2	15,705.2
U.S. West	744.2	716.4	818.0	763.3	763.6	1,004.4	1,010.6	773.0	642.9	741.0	728.0	936.1	9,641.5
U.S. East	560.8	493.9	534.9	430.1	548.5	643.5	596.7	457.1	399.8	417.5	408.0	603.1	6,063.7
Japan													1,050.6
Canada	157.4	141.8	146.4	90.7	75.2	81.8	86.9	125.2	96.5	89.8	81.7	96.8	1,092.1
Europe	24.8	18.4	16.0	27.5	21.7	35.5	51.1	57.5	44.7	62.1	122.1	137.5	317.0
Oceania	47.2	26.6	28.9	34.3	44.2	47.9	48.8	50.1	64.1	43.8	16.4	41.4	535.9
Other Asia	72.9	67.1	33.5	37.8	41.7	44.0	44.0	50.3	49.8	51.9	42.7	53.7	601.6
Latin America	9.4	3.8	4.2	4.3	5.2	5.3	10.0	11.8	5.5	10.1	5.4	14.4	89.3
Other MMA	72.1	81.0	106.6	65.6	88.7	66.3	127.1	103.7	80.8	115.6	73.8	115.6	1,096.9
Visitor arrivals by cruise ships	7.7	9.4	5.8	18.1	2.0	0.0	0.2	0.0	12.5	18.7	4.7	10.4	89.3
TOTAL VISITOR DAYS	7,443,355	6,748,439	7,446,748	6,379,310	6,568,880	7,819,944	8,061,736	6,953,580	5,865,140	6,451,823	6,483,257	8,293,813	84,516,023
Total by air	7,364,808	6,659,458	7,391,701	6,215,289	6,550,818	7,819,944	8,060,286	6,953,580	5,766,461	6,300,555	6,439,999	8,200,290	83,723,188
U.S. Total	5,497,047	4,942,951	5,647,512	4,839,953	5,290,449	6,498,785	6,467,863	5,248,124	4,399,382	4,815,507	4,882,750	6,344,746	64,875,069
U.S. West	3,295,193	3,098,847	3,565,666	3,242,038	3,314,813	4,192,885	4,229,202	3,468,813	2,905,738	3,239,084	3,379,834	4,029,523	41,961,635
U.S. East	2,201,854	1,844,104	2,081,846	1,597,915	1,975,636	2,305,900	2,238,661	1,779,311	1,493,644	1,576,423	1,502,916	2,315,223	22,913,434
Japan	286,276	369,067	382,415	276,848	315,187	336,911	355,628	541,179	411,225	374,386	324,918	411,651	4,385,692
Canada	702,611	631,168	698,516	410,426	202,515	185,691	224,461	244,079	186,955	264,847	543,875	609,031	4,886,174
Europe	98,822	90,825	91,372	116,505	115,059	95,215	173,349	137,471	137,471	159,299	91,216	106,223	1,486,935
Oceania	165,095	91,767	98,226	118,116	146,541	163,582	164,852	167,010	203,587	168,754	127,869	168,813	1,784,211
Other Asia	232,991	212,785	104,106	115,546	125,987	141,216	192,645	157,671	156,622	132,818	125,333	164,045	1,861,765
Latin America	33,677	22,460	23,454	22,467	25,701	19,662	38,052	36,895	22,329	27,479	20,552	50,540	343,267
Other MMA	348,288	298,435	346,099	315,427	329,380	398,883	443,438	347,401	246,891	357,465	323,487	345,240	4,100,074
Visitor arrivals by cruise ships	78,546	88,981	55,047	184,022	18,062	0	1,450	0	98,678	151,268	43,258	93,523	792,836
VISITOR ARRIVALS	752,851	765,675	876,752	769,127	772,908	870,143	913,483	828,326	708,891	771,673	764,055	907,613	9,701,499
Total by air	734,987	745,837	864,751	737,438	767,488	870,143	912,813	828,326	690,191	736,058	755,784	889,559	9,533,375
U.S. Total	544,355	555,411	665,512	576,271	617,099	713,549	734,978	628,230	519,975	555,273	576,203	683,644	7,370,501
U.S. West	353,278	367,787	435,115	400,111	406,360	481,774	503,585	435,079	359,583	386,939	412,957	454,495	4,997,064
U.S. East	191,077	187,624	230,398	176,160	210,740	231,774	231,393	193,152	160,392	168,334	163,246	229,149	2,373,437
Japan	45,992	60,684	61,955	44,372	50,425	54,711	56,194	83,907	66,502	61,181	55,869	66,442	708,233
Canada	55,239	53,996	62,292	39,958	20,699	16,697	21,784	25,048	19,702	26,620	49,746	54,201	445,984
Europe	6,566	7,838	7,651	9,714	9,250	7,320	12,967	16,747	11,458	12,746	7,474	8,232	117,962
Oceania	19,580	9,981	12,000	14,159	16,621	18,284	18,544	17,670	22,583	20,790	14,325	18,935	203,473
Other Asia	25,628	23,937	12,640	14,749	16,629	17,662	21,649	17,796	18,906	16,891	15,523	20,293	222,302
Latin America	2,776	2,235	2,344	2,303	2,515	1,883	3,885	3,605	2,584	2,785	2,051	3,533	32,479
Other MMA	34,852	31,755	40,356	35,911	34,249	40,037	42,812	35,322	28,501	39,773	34,594	34,279	432,441
Visitor arrivals by cruise ships	17,863	19,838	12,000	31,689	5,420	0	672	0	18,700	35,616	8,271	18,055	168,123
AVERAGE DAILY CENSUS	240,108	232,705	240,218	212,644	211,899	280,665	260,056	224,309	195,505	208,423	216,109	267,542	230,918
Total by air	237,574	229,636	238,442	207,176	211,317	280,665	260,009	224,309	192,215	203,244	214,667	264,525	228,752
U.S. Total	177,324	170,447	182,178	161,332	170,660	216,626	208,641	169,294	146,646	155,339	162,758	204,669	177,254
U.S. West	106,297	106,857	115,021	108,068	106,929	136,763	136,426	111,897	96,858	104,487	112,661	129,985	114,649
U.S. East	71,028	63,590	67,156	53,264	63,730	76,863	72,215	57,397	49,788	50,852	50,097	74,685	62,605
Japan	9,235	12,726	12,336	9,228	10,167	11,230	11,472	17,457	13,708	12,077	10,831	13,279	11,983
Canada	22,665	21,764	22,533	13,681	6,533	5,523	7,241	7,874	6,293	8,543	18,129	19,646	13,350
Europe	3,188	3,132	2,947	3,884	3,712	3,174	5,592	6,825	4,582	5,139	3,041	3,427	4,063
Oceania	5,326	3,164	3,169	3,937	4,727	5,453	5,318	5,387	6,786	5,444	4,282	5,446	4,875
Other Asia	7,516	7,337	3,358	3,852	4,064	4,707	6,214	5,086	5,221	4,284	4,178	5,292	5,087
Latin America	1,086	774	757	749	829	655	1,227	1,190	744	886	685	1,630	938
Other MMA	11,235	10,291	11,164	10,514	10,625	13,296	14,304	11,195	8,230	11,531	10,783	11,137	11,202
Visitor arrivals by cruise ships	2,534	3,068	1,776	5,467	583	0	47	0	3,289	4,880	1,442	3,017	2,166

^{1/} Excluding Supplemental business expenditures

Table 2. 2024 Monthly Market Highlights (Continued)

MMA (AIR & SHIP)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
AVERAGE LENGTH OF STAY	9.89	8.81	8.49	8.29	8.50	8.99	8.83	8.39	8.27	8.36	8.49	9.14	8.71
Total by air	10.02	8.93	8.55	8.43	8.54	8.99	8.83	8.39	8.35	8.56	8.52	9.22	8.78
U.S. Total	10.10	8.90	8.49	8.40	8.57	8.91	8.80	8.35	8.46	8.67	8.47	9.28	8.80
U.S. West	9.33	8.43	8.19	8.10	8.16	8.70	8.40	7.97	8.08	8.37	8.18	8.87	8.40
U.S. East	11.52	9.83	9.04	9.07	9.37	9.95	9.67	9.21	9.31	9.36	9.21	10.10	9.65
Japan	6.22	6.08	6.17	6.24	6.25	6.16	6.33	6.45	6.18	6.12	5.82	6.20	6.19
Canada	12.72	11.89	11.21	10.27	9.78	9.92	10.30	9.74	9.59	9.95	10.93	11.24	10.96
Europe	15.05	11.59	11.94	11.99	12.44	13.01	13.37	12.63	12.00	12.50	12.20	12.90	12.61
Oceania	8.43	9.19	8.19	8.34	8.82	8.95	8.89	9.45	9.01	8.12	8.93	8.92	8.77
Other Asia	9.09	8.89	8.24	7.83	7.58	8.00	8.90	8.86	8.28	7.86	8.07	8.08	8.37
Latin America	12.13	10.05	10.01	9.75	10.22	10.44	9.80	10.23	8.71	9.97	10.02	14.31	10.57
Other MMA	9.99	9.40	8.58	8.78	9.62	9.96	10.36	9.82	8.66	8.99	9.35	10.07	9.48
Visitor arrivals by cruise ships	4.40	4.49	4.59	5.18	3.33	0.00	2.16	0.00	5.28	4.25	5.23	5.18	4.72
PER PERSON PER DAY SPENDING (\$)¹	237.2	240.0	239.7	241.1	249.1	248.5	252.8	240.2	242.4	247.1	235.1	246.0	243.5
Total by air	238.7	241.8	240.7	244.5	249.5	248.5	252.9	240.2	244.4	250.1	235.9	247.6	244.7
U.S. Total	237.4	238.8	239.6	246.6	248.0	253.6	248.5	234.4	237.0	240.6	232.6	242.6	242.1
U.S. West	225.8	231.2	229.4	235.4	230.4	239.5	239.0	222.8	221.2	228.8	215.4	232.3	229.8
U.S. East	254.7	251.5	256.9	269.2	277.7	279.0	266.6	256.9	267.7	264.8	271.5	260.5	264.6
Japan	242.7	247.3	236.7	238.6	238.5	242.9	244.4	230.0	234.8	239.9	251.5	235.1	239.6
Canada	224.1	224.6	209.5	221.1	224.6	214.0	227.5	235.4	236.4	234.6	224.4	225.7	223.5
Europe	250.9	202.2	175.4	235.8	188.8	155.3	248.1	201.2	184.7	275.2	179.8	213.1	213.2
Oceania	286.1	289.7	294.1	290.7	301.6	293.0	295.8	299.7	314.9	307.4	323.8	295.3	300.4
Other Asia	312.9	315.3	321.5	327.2	331.2	311.7	332.2	319.0	318.2	331.9	340.7	327.3	323.1
Latin America	278.0	167.8	178.0	189.3	204.1	268.7	263.0	320.6	247.3	366.6	263.5	284.0	260.1
Other MMA	206.9	271.5	307.9	208.1	269.3	166.3	286.6	299.9	327.1	323.4	228.1	334.7	267.5
Visitor arrivals by cruise ships	97.4	105.4	105.3	110.4	109.9	0.0	111.2	0.0	126.4	123.4	109.3	110.8	112.6
PER PERSON PER TRIP SPENDING (\$)¹	2,345.7	2,115.2	2,035.6	1,999.5	2,117.2	2,233.5	2,231.3	2,016.8	2,005.9	2,066.4	1,994.9	2,248.3	2,121.1
Total by air	2,392.3	2,158.9	2,057.1	2,060.8	2,129.6	2,233.5	2,232.8	2,016.8	2,042.2	2,141.0	2,010.5	2,282.3	2,149.2
U.S. Total	2,397.3	2,125.0	2,032.9	2,071.0	2,126.3	2,309.3	2,186.8	1,958.0	2,005.2	2,086.3	1,971.4	2,251.5	2,130.8
U.S. West	2,106.6	1,947.8	1,880.0	1,907.7	1,879.1	2,084.7	2,006.7	1,776.7	1,787.9	1,915.1	1,762.8	2,059.7	1,929.4
U.S. East	2,934.8	2,472.4	2,321.5	2,441.7	2,602.9	2,776.2	2,578.8	2,366.4	2,492.5	2,479.9	2,499.1	2,631.8	2,554.8
Japan	1,511.0	1,504.3	1,461.2	1,488.4	1,491.0	1,495.9	1,546.7	1,483.7	1,451.7	1,468.0	1,462.8	1,456.6	1,483.5
Canada	2,850.0	2,625.7	2,349.4	2,271.0	2,197.8	2,123.5	2,343.8	2,294.3	2,267.6	2,334.1	2,453.8	2,536.2	2,448.8
Europe	3,776.1	2,343.5	2,095.2	2,828.7	2,348.9	2,020.2	3,316.5	2,542.0	2,216.3	3,439.4	2,194.9	2,749.9	2,687.6
Oceania	2,412.8	2,663.7	2,407.1	2,425.3	2,659.2	2,621.1	2,629.5	2,833.1	2,838.9	2,438.9	2,890.5	2,668.1	2,633.8
Other Asia	2,844.9	2,802.8	2,647.7	2,563.0	2,509.3	2,491.8	2,956.3	2,826.4	2,635.7	2,609.5	2,750.9	2,645.5	2,706.2
Latin America	3,372.7	1,686.3	1,780.7	1,846.7	2,085.4	2,806.0	2,575.8	3,281.2	2,153.5	3,617.8	2,640.7	4,062.8	2,749.1
Other MMA	2,067.7	2,551.9	2,640.6	1,827.9	2,590.2	1,656.9	2,968.1	2,936.9	2,833.5	2,907.0	2,133.3	3,371.4	2,536.5
Visitor arrivals by cruise ships	428.3	472.6	483.0	571.5	366.3	0.0	239.9	0.0	667.1	524.2	571.6	573.9	531.2

1/ Excluding Supplemental business expenditures

Table 3. 2024 Monthly Island Highlights

ISLAND (AIR & SHIP)	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
TOTAL EXPENDITURES (\$mil)^{1/}	1,765.9	1,619.5	1,784.7	1,537.9	1,636.4	1,943.5	2,038.3	1,670.5	1,422.0	1,594.6	1,524.2	2,040.6	20,578.0
Total by air	1,758.3	1,610.2	1,778.9	1,519.7	1,634.4	1,943.5	2,038.1	1,670.5	1,409.5	1,575.9	1,519.0	2,030.2	20,488.7
Oahu	694.2	666.9	747.9	618.6	729.6	932.1	938.1	893.8	697.6	833.8	799.5	833.8	8,944.9
Molokai	505.9	441.7	476.7	396.9	385.1	452.2	508.7	350.1	364.1	392.6	445.3	581.0	5,300.3
Lana'i	5.6	3.6	2.4	1.4	2.6	2.0	2.7	1.2	1.1	2.4	2.4	2.7	30.1
Kauai	10.7	10.5	9.0	7.7	8.1	11.1	13.0	7.3	5.0	7.4	9.9	16.8	116.5
Hawaii Island	245.1	229.2	254.0	228.5	268.8	267.7	287.6	204.7	212.9	209.4	209.6	255.8	2,873.3
Visitor arrivals by cruise ships	296.9	258.3	289.0	266.5	240.1	285.7	294.1	213.5	218.8	266.3	254.3	340.1	3,223.7
TOTAL VISITOR DAYS	7,443,355	6,748,439	7,446,748	6,375,318	6,588,880	7,819,944	8,061,736	6,953,580	5,865,140	6,451,823	6,483,257	8,233,813	84,516,023
Total by air	7,364,808	6,659,818	7,391,701	6,215,289	6,550,818	7,819,944	8,060,288	6,953,580	5,766,461	6,300,555	6,339,999	8,200,290	83,723,188
Oahu	3,432,403	3,193,075	3,509,503	3,024,258	3,354,423	3,894,738	3,973,779	3,592,147	2,839,737	3,029,821	3,020,304	3,885,991	40,850,180
Molokai	1,649,839	1,516,242	1,713,898	1,373,042	1,342,744	1,678,485	1,798,051	1,461,618	1,237,298	1,417,852	1,574,184	1,930,380	18,702,634
Lana'i	33,560	24,113	14,160	7,877	10,772	12,986	14,695	7,535	7,436	11,483	11,788	14,950	171,356
Kauai	15,590	17,477	13,865	11,180	14,457	17,722	14,946	14,076	10,431	12,876	14,372	17,921	174,913
Hawaii Island	895,278	821,978	924,929	788,625	847,733	1,016,677	1,019,241	849,980	719,317	771,887	775,732	945,881	10,377,258
Visitor arrivals by cruise ships	1,338,139	1,086,573	1,215,346	1,010,305	980,689	1,199,337	1,239,574	1,028,222	852,242	1,056,636	1,043,618	1,396,188	13,446,947
VISITOR ARRIVALS	752,851	765,675	876,752	769,127	772,908	870,143	913,485	828,326	708,891	771,673	764,055	907,613	9,701,499
Total by air	734,987	745,837	864,751	737,438	767,488	870,143	912,813	828,326	690,191	736,058	755,784	889,559	9,533,375
Oahu	441,155	453,066	511,183	449,232	480,104	527,352	552,657	518,420	433,889	444,095	444,095	533,420	5,794,854
Molokai	174,471	180,193	212,005	178,645	180,128	216,083	236,245	200,598	165,322	181,487	197,803	229,290	2,352,272
Lana'i	3,791	3,545	2,705	1,819	2,591	2,595	3,230	2,038	1,736	1,871	1,722	2,288	29,910
Kauai	3,654	4,074	3,501	2,981	3,540	5,717	4,303	4,193	3,098	3,440	3,242	4,001	45,444
Hawaii Island	106,323	107,713	123,442	110,668	117,836	135,139	135,740	120,505	99,848	107,226	104,894	123,768	1,393,101
Visitor arrivals by cruise ships	143,878	138,232	158,729	137,007	133,971	156,078	168,680	146,104	117,302	133,648	133,444	168,308	1,735,380
AVERAGE DAILY CENSUS	240,108	232,705	240,218	212,644	211,839	260,655	260,056	224,309	195,505	216,109	216,109	267,542	230,918
Total by air	237,574	229,636	238,442	207,176	211,317	260,685	260,009	224,309	192,215	203,244	214,667	264,525	228,752
Oahu	110,723	110,106	113,210	100,809	108,207	129,825	128,186	115,876	97,991	97,736	100,677	125,355	111,613
Molokai	53,221	52,284	55,287	45,768	43,314	55,950	58,002	47,149	41,243	45,373	52,473	62,561	51,700
Lana'i	1,083	831	457	263	347	433	474	243	248	370	393	482	468
Kauai	503	603	447	373	466	591	482	454	348	415	479	578	478
Hawaii Island	28,880	28,344	29,836	26,287	27,346	33,889	32,879	27,419	23,977	24,900	25,858	30,512	28,353
Visitor arrivals by cruise ships	43,166	39,205	33,677	31,635	39,986	39,978	39,986	33,168	28,408	34,085	34,787	45,038	36,740
AVERAGE LENGTH OF STAY	2.534	3.068	1.776	5.467	5.683	0	47	0	3.289	4.880	1.442	3.017	2.166
Total by air	8.89	8.89	8.89	8.89	8.89	8.89	8.89	8.89	8.27	8.36	8.49	9.14	8.71
Oahu	7.78	7.05	6.87	6.73	6.99	7.39	7.19	6.93	6.78	6.73	6.80	7.29	7.05
Molokai	9.46	8.07	8.08	7.69	7.45	7.77	7.61	7.29	7.48	7.81	7.96	8.46	7.95
Lana'i	8.85	5.23	4.33	4.33	4.16	5.00	4.55	3.70	4.28	6.14	6.84	6.59	5.73
Kauai	4.27	4.29	3.96	3.75	4.08	3.10	3.73	3.36	3.37	3.74	4.43	4.48	3.85
Hawaii Island	9.30	7.86	7.66	7.37	7.32	7.68	7.35	7.04	7.20	7.20	7.40	7.64	7.45
Visitor arrivals by cruise ships	4.40	4.49	4.59	5.18	3.33	0.00	2.16	0.00	5.28	7.91	7.82	8.30	7.75
PER PERSON PER DAY SPENDING (\$^{1/})	237.2	240.0	239.7	241.1	249.1	248.5	252.8	240.2	242.4	247.1	235.1	246.0	243.5
Total by air	238.7	241.8	240.7	244.5	249.5	248.5	252.9	240.2	244.4	250.1	235.9	247.6	244.7
Oahu	202.2	208.8	213.1	204.5	217.5	237.5	234.6	248.8	206.7	230.3	198.0	214.6	219.0
Molokai	306.6	291.3	278.1	289.1	286.8	269.4	282.9	239.5	294.3	276.9	282.9	298.6	283.4
Lana'i	167.4	147.7	168.3	180.4	241.7	151.6	183.5	160.1	148.8	208.9	207.3	177.7	175.5
Kauai	684.0	601.6	647.1	690.3	561.7	623.7	869.3	518.3	479.4	577.7	690.7	936.0	665.9
Hawaii Island	273.8	278.9	274.6	289.8	317.1	263.3	282.1	240.8	295.9	271.2	270.2	270.5	276.9
Visitor arrivals by cruise ships	221.8	237.7	237.8	263.8	244.9	238.2	237.2	207.7	256.8	252.0	243.7	243.6	239.7
PER PERSON PER TRIP SPENDING (\$^{1/})	2,345.7	2,115.2	2,035.6	1,999.5	2,117.2	2,233.5	2,231.3	2,016.8	2,005.9	2,066.4	1,994.9	2,248.3	2,121.1
Total by air	2,392.3	2,158.9	2,087.1	2,060.8	2,129.6	2,233.5	2,232.8	2,016.8	2,042.2	2,141.0	2,010.5	2,282.3	2,149.2
Oahu	1,573.5	1,471.9	1,463.0	1,377.0	1,519.7	1,753.8	1,686.6	1,724.0	1,400.3	1,549.6	1,346.5	1,563.0	1,543.6
Molokai	2,899.4	2,451.2	2,248.4	2,221.9	2,138.1	2,092.6	2,153.2	1,745.2	2,202.5	2,163.4	2,251.0	2,534.1	2,253.3
Lana'i	1,482.2	1,004.5	881.1	781.4	1,005.1	758.8	835.1	591.8	637.5	1,282.6	1,418.6	1,171.5	1,005.2
Kauai	2,918.4	2,560.4	2,562.9	2,588.9	2,293.9	1,933.2	3,245.8	1,740.3	1,613.9	3,061.6	1,961.6	4,192.7	2,562.8
Hawaii Island	2,305.6	2,128.0	2,057.9	2,064.9	2,281.1	1,980.8	2,118.5	1,698.4	2,132.0	1,952.6	1,998.0	2,067.0	2,062.5
Visitor arrivals by cruise ships	2,063.2	1,968.8	1,820.6	1,945.5	1,792.5	1,743.3	1,743.3	1,461.4	1,865.5	1,992.7	1,905.6	2,020.9	1,857.7
1/ Excluding Supplemental business expenditures	428.3	472.6	483.0	571.5	366.3	0.0	239.9	0.0	667.1	524.2	571.6	573.9	531.2

1/ Excluding Supplemental business expenditures

Table 4. Summary of Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	9,533,375	9,499,995	0.4	7,896,390	7,942,159	-0.6	1,636,985	1,557,836	5.1
VISITOR DAYS	83,723,188	85,674,126	-2.3	70,256,142	71,637,671	-1.9	13,467,046	14,036,455	-4.1
AVERAGE DAILY CENSUS	228,752	234,724	-2.5	191,957	196,268	-2.2	36,795	38,456	-4.3
ISLANDS VISITED									
O'ahu	5,794,854	5,613,409	3.2	4,334,815	4,277,855	1.3	1,460,038	1,335,553	9.3
O'ahu only	4,670,032	4,457,473	4.8	3,446,967	3,358,239	2.6	1,223,065	1,099,234	11.3
O'ahu one day or less	224,534	234,063	-4.1	212,919	216,496	-1.7	11,615	17,567	-33.9
Kaua'i	1,393,101	1,418,688	-1.8	1,315,587	1,333,743	-1.4	77,514	84,945	-8.7
Kaua'i only	848,271	856,794	-1.0	835,855	841,984	-0.7	12,416	14,809	-16.2
Kaua'i one day or less	97,855	99,645	-1.8	77,047	79,131	-2.6	20,808	20,514	1.4
Maui County	2,388,187	2,531,196	-5.6	2,168,313	2,253,722	-3.8	219,875	277,475	-20.8
Maui	2,352,272	2,495,038	-5.7	2,137,485	2,223,473	-3.9	214,787	271,565	-20.9
Maui only	1,630,329	1,708,416	-4.6	1,523,500	1,565,776	-2.7	106,829	142,640	-25.1
Maui one day or less	112,767	117,260	-3.8	88,833	92,258	-3.7	23,935	25,002	-4.3
Moloka'i *	29,910	33,224	-10.0	24,134	24,878	-3.0	5,776	8,346	-30.8
Moloka'i only *	5,274	5,387	-2.1	4,881	5,203	-6.2	392	184	113.3
Moloka'i one day or less *	13,520	15,845	-14.7	9,741	9,690	0.5	3,779	6,155	-38.6
Lāna'i *	45,444	53,870	-15.6	38,610	40,958	-5.7	6,835	12,912	-47.1
Lāna'i only *	9,634	9,489	1.5	9,449	9,114	3.7	185	375	-50.6
Lāna'i one day or less *	22,328	30,271	-26.2	16,804	19,521	-13.9	5,524	10,750	-48.6
Hawai'i Island	1,735,380	1,779,063	-2.5	1,534,324	1,590,304	-3.5	201,056	188,759	6.5
Kona side	1,526,167	1,567,646	-2.6	1,357,211	1,404,964	-3.4	168,956	162,682	3.9
Hilo side	570,761	582,704	-2.0	484,407	502,193	-3.5	86,353	80,511	7.3
Hawai'i Island only	1,021,804	1,055,418	-3.2	975,549	1,008,019	-3.2	46,255	47,399	-2.4
Hawai'i Island one day or less	78,151	79,198	-1.3	53,766	57,981	-7.3	24,385	21,216	14.9
Any Neighbor Island	4,863,344	5,042,522	-3.6	4,449,423	4,583,920	-2.9	413,920	458,602	-9.7
NI only	3,738,522	3,886,471	-3.8	3,561,575	3,664,304	-2.8	176,947	222,167	-20.4
O'ahu & NI	1,124,822	1,156,051	-2.7	887,848	919,616	-3.5	236,973	236,434	0.2
Any one island only	8,185,344	8,092,977	1.1	6,796,201	6,788,335	0.1	1,389,143	1,304,642	6.5
Multiple Islands	1,348,031	1,407,018	-4.2	1,100,189	1,153,824	-4.6	247,842	253,194	-2.1
Avg. Islands Visited	1.19	1.20	-0.7	1.19	1.20	-0.5	1.20	1.22	-1.6
Average Length of Stay in Hawai'i	8.78	9.02	-2.6	8.90	9.02	-1.4	8.23	9.01	-8.7
O'ahu	7.05	7.22	-2.3	7.09	7.14	-0.6	6.92	7.48	-7.5
Maui	7.95	8.09	-1.7	7.91	8.01	-1.2	8.32	8.76	-5.1
Moloka'i	5.73	5.45	5.1	6.48	6.42	0.8	2.60	2.56	1.7
Lāna'i	3.85	3.58	7.5	4.23	4.19	1.1	1.69	1.66	1.6
Kaua'i	7.45	7.46	-0.2	7.58	7.58	0.0	5.15	5.52	-6.7
Hawai'i Island	7.75	7.88	-1.7	8.01	8.09	-0.9	5.74	6.14	-6.6
Hilo	4.33	4.44	-2.4	4.64	4.74	-1.9	2.57	2.57	0.2
Kona	7.19	7.29	-1.4	7.40	7.46	-0.8	5.51	5.86	-5.9
ACCOMMODATIONS									
Plan to stay in Hotel	5,600,493	5,449,538	2.8	4,402,701	4,350,556	1.2	1,197,792	1,098,982	9.0
Hotel only	4,912,266	4,739,142	3.7	3,831,737	3,756,677	2.0	1,080,529	982,465	10.0
Plan to stay in Condo	1,337,455	1,467,733	-8.9	1,103,737	1,206,389	-8.5	233,718	261,343	-10.6
Condo only	1,081,689	1,181,757	-8.5	902,046	979,198	-7.9	179,643	202,559	-11.3
Plan to stay in Timeshare	835,728	812,802	2.8	717,485	694,241	3.3	118,243	118,561	-0.3
Timeshare only	682,199	658,745	3.6	587,548	560,876	4.8	94,651	97,869	-3.3
Cruise Ship	140,329	137,761	1.9	128,534	125,714	2.2	11,794	12,047	-2.1
Friends/Relatives	1,034,804	1,066,306	-3.0	971,890	1,003,153	-3.1	62,914	63,153	-0.4
Bed & Breakfast	83,250	92,357	-9.9	73,966	78,437	-5.7	9,284	13,919	-33.3
Rental House	1,010,562	1,019,882	-0.9	924,683	940,846	-1.7	85,880	79,037	8.7
Hostel	70,607	70,973	-0.5	53,209	54,697	-2.7	17,398	16,276	6.9

Table 4. Summary of Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	48,529	61,369	-20.9	40,910	50,524	-19.0	7,619	10,845	-29.7
Private Room in Private Home**	104,237	102,989	1.2	75,396	80,492	-6.3	28,841	22,497	28.2
Shared Room/Space in Private Home**	30,871	36,024	-14.3	27,256	28,480	-4.3	3,616	7,544	-52.1
Other Accommodations	185,010	179,318	3.2	173,080	170,699	1.4	11,931	8,619	38.4
PURPOSE OF TRIP									
Pleasure (Net)	7,899,814	7,882,634	0.2	6,455,927	6,529,252	-1.1	1,443,887	1,353,382	6.7
Honeymoon/Get Married	384,436	410,638	-6.4	238,558	252,743	-5.6	145,878	157,894	-7.6
Honeymoon	336,950	361,093	-6.7	197,410	210,504	-6.2	139,540	150,589	-7.3
Get Married	66,375	67,508	-1.7	50,728	53,054	-4.4	15,647	14,453	8.3
Pleasure/Vacation	7,567,006	7,526,024	0.5	6,256,375	6,320,241	-1.0	1,310,630	1,205,783	8.7
Mtgs/Conventions/Incentive	412,826	401,207	2.9	319,444	310,697	2.8	93,382	90,511	3.2
Conventions	234,699	221,112	6.1	203,455	191,605	6.2	31,244	29,507	5.9
Corporate Meetings	78,716	81,517	-3.4	72,374	73,270	-1.2	6,343	8,247	-23.1
Incentive	110,773	110,318	0.4	54,049	56,592	-4.5	56,723	53,726	5.6
Other Business	249,969	251,525	-0.6	243,296	243,517	-0.1	6,673	8,009	-16.7
Visit Friends/Rel.	988,317	999,953	-1.2	922,473	938,931	-1.8	65,844	61,022	7.9
Govt/Military	124,656	125,315	-0.5	119,065	108,396	9.8	5,591	16,919	-67.0
Attend School	22,787	20,742	9.9	16,516	17,486	-5.5	6,270	3,255	92.6
Sport Events	101,152	94,593	6.9	82,551	66,572	24.0	18,602	28,021	-33.6
Other	355,009	357,044	-0.6	286,053	282,007	1.4	68,957	75,037	-8.1
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	29.1	30.1	-1.1	26.5	27.8	-1.4	41.7	41.8	-0.1
% Repeaters ***	70.9	69.9	1.1	73.5	72.2	1.4	58.3	58.2	0.1
Average # of Trips	5.69	5.55	2.5	6.03	5.83	3.4	4.06	4.12	-1.4
Group Tour	308,383	296,867	3.9	170,161	177,438	-4.1	138,222	119,429	15.7
Non-Group	9,224,992	9,203,128	0.2	7,726,229	7,764,721	-0.5	1,498,763	1,438,407	4.2
Package Trip	1,553,696	1,547,898	0.4	1,048,310	1,102,466	-4.9	505,386	445,432	13.5
No Package	7,979,679	7,952,097	0.3	6,848,080	6,839,693	0.1	1,131,599	1,112,404	1.7
Net True Independent	7,844,876	7,825,746	0.2	6,762,738	6,754,809	0.1	1,082,138	1,070,937	1.0
Ave. Age	46	46	-0.1	46	46	0.2	45	45	-1.1
Ave. Party Size	2.25	2.24	0.5	2.19	2.19	0.2	2.58	2.54	1.4

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

**Table 5. Summary of Air Visitor Characteristics
Percentage of Total: 2024 vs. 2023**

	TOTAL		ON DOMESTIC FLIGHTS		ON INTERNATIONAL FLIGHTS	
	2024	2023	2024	2023	2024	2023
VISITOR ARRIVALS	9,533,375	9,499,995	7,896,390	7,942,159	1,636,985	1,557,836
VISITOR DAYS	83,723,188	85,674,126	70,256,142	71,637,671	13,467,046	14,036,455
AVERAGE DAILY CENSUS	228,752	234,724	191,957	196,268	36,795	38,456
ISLANDS VISITED						
O'ahu	60.8%	59.1%	54.9%	53.9%	89.2%	85.7%
O'ahu only	49.0%	46.9%	43.7%	42.3%	74.7%	70.6%
O'ahu one day or less	2.4%	2.5%	2.7%	2.7%	0.7%	1.1%
Kaua'i	14.6%	14.9%	16.7%	16.8%	4.7%	5.5%
Kaua'i only	8.9%	9.0%	10.6%	10.6%	0.8%	1.0%
Kaua'i one day or less	1.0%	1.0%	1.0%	1.0%	1.3%	1.3%
Maui County	25.1%	26.6%	27.5%	28.4%	13.4%	17.8%
Maui	24.7%	26.3%	27.1%	28.0%	13.1%	17.4%
Maui only	17.1%	18.0%	19.3%	19.7%	6.5%	9.2%
Maui one day or less	1.2%	1.2%	1.1%	1.2%	1.5%	1.6%
Moloka'i *	0.3%	0.3%	0.3%	0.3%	0.4%	0.5%
Moloka'i only *	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%
Moloka'i one day or less *	0.1%	0.2%	0.1%	0.1%	0.2%	0.4%
Lāna'i *	0.5%	0.6%	0.5%	0.5%	0.4%	0.8%
Lāna'i only *	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%
Lāna'i one day or less *	0.2%	0.3%	0.2%	0.2%	0.3%	0.7%
Hawai'i Island	18.2%	18.7%	19.4%	20.0%	12.3%	12.1%
Kona side	16.0%	16.5%	17.2%	17.7%	10.3%	10.4%
Hilo side	6.0%	6.1%	6.1%	6.3%	5.3%	5.2%
Hawai'i Island only	10.7%	11.1%	12.4%	12.7%	2.8%	3.0%
Hawai'i Island one day or less	0.8%	0.8%	0.7%	0.7%	1.5%	1.4%
Any Neighbor Island	51.0%	53.1%	56.3%	57.7%	25.3%	29.4%
NI only	39.2%	40.9%	45.1%	46.1%	10.8%	14.3%
O'ahu & NI	11.8%	12.2%	11.2%	11.6%	14.5%	15.2%
Any one island only	85.9%	85.2%	86.1%	85.5%	84.9%	83.8%
Multiple Islands	14.1%	14.8%	13.9%	14.5%	15.1%	16.2%
Avg. Islands Visited	1.24	1.25	1.24	1.25	1.23	1.25
ACCOMMODATIONS						
Plan to stay in Hotel	58.7%	57.4%	55.8%	54.8%	73.2%	70.5%
Hotel only	51.5%	49.9%	48.5%	47.3%	66.0%	63.1%
Plan to stay in Condo	14.0%	15.4%	14.0%	15.2%	14.3%	16.8%
Condo only	11.3%	12.4%	11.4%	12.3%	11.0%	13.0%
Plan to stay in Timeshare	8.8%	8.6%	9.1%	8.7%	7.2%	7.6%
Timeshare only	7.2%	6.9%	7.4%	7.1%	5.8%	6.3%
Cruise Ship	1.5%	1.5%	1.6%	1.6%	0.7%	0.8%
Friends/Relatives	10.9%	11.2%	12.3%	12.6%	3.8%	4.1%
Bed & Breakfast	0.9%	1.0%	0.9%	1.0%	0.6%	0.9%
Rental House	10.6%	10.7%	11.7%	11.8%	5.2%	5.1%
Hostel	0.7%	0.7%	0.7%	0.7%	1.1%	1.0%

**Table 5. Summary of Air Visitor Characteristics
Percentage of Total: 2024 vs. 2023 (continued)**

	TOTAL		ON DOMESTIC FLIGHTS		ON INTERNATIONAL FLIGHTS	
	2024	2023	2024	2023	2024	2023
Camp Site, Beach	0.5%	0.6%	0.5%	0.6%	0.5%	0.7%
Private Room in Private Home**	1.1%	1.1%	1.0%	1.0%	1.8%	1.4%
Shared Room/Space in Private Home**	0.3%	0.4%	0.3%	0.4%	0.2%	0.5%
Other Accommodations	1.9%	1.9%	2.2%	2.1%	0.7%	0.6%
PURPOSE OF TRIP						
Pleasure (Net)	82.9%	83.0%	81.8%	82.2%	88.2%	86.9%
Honeymoon/Get Married	4.0%	4.3%	3.0%	3.2%	8.9%	10.1%
Honeymoon	3.5%	3.8%	2.5%	2.7%	8.5%	9.7%
Get Married	0.7%	0.7%	0.6%	0.7%	1.0%	0.9%
Pleasure/Vacation	79.4%	79.2%	79.2%	79.6%	80.1%	77.4%
Mtgs/Conventions/Incentive	4.3%	4.2%	4.0%	3.9%	5.7%	5.8%
Conventions	2.5%	2.3%	2.6%	2.4%	1.9%	1.9%
Corporate Meetings	0.8%	0.9%	0.9%	0.9%	0.4%	0.5%
Incentive	1.2%	1.2%	0.7%	0.7%	3.5%	3.4%
Other Business	2.6%	2.6%	3.1%	3.1%	0.4%	0.5%
Visit Friends/Rel.	10.4%	10.5%	11.7%	11.8%	4.0%	3.9%
Govt/Military	1.3%	1.3%	1.5%	1.4%	0.3%	1.1%
Attend School	0.2%	0.2%	0.2%	0.2%	0.4%	0.2%
Sport Events	1.1%	1.0%	1.0%	0.8%	1.1%	1.8%
Other	3.7%	3.8%	3.6%	3.6%	4.2%	4.8%
VISIT STATUS/TRAVEL METHOD						
% First Timers	29.1%	30.1%	26.5%	27.8%	41.7%	41.8%
% Repeaters	70.9%	69.9%	73.5%	72.2%	58.3%	58.2%
Average # of Trips	5.69	5.55	6.03	5.83	4.06	4.12
Group Tour	3.2%	3.1%	2.2%	2.2%	8.4%	7.7%
Non-Group	96.8%	96.9%	97.8%	97.8%	91.6%	92.3%
Package Trip	16.3%	16.3%	13.3%	13.9%	30.9%	28.6%
No Package	83.7%	83.7%	86.7%	86.1%	69.1%	71.4%
Net True Independent	82.3%	82.4%	85.6%	85.1%	66.1%	68.7%
Ave. Age	46	46	46	46	45	45
Ave. Party Size	2.25	2.24	2.19	2.19	2.58	2.54

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

Table 6. Air Visitor Days by Island: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
TOTAL STATE	83,723,188	85,674,126	-2.3	70,256,142	71,637,671	-1.9	13,467,046	14,036,455	-4.1
O'AHU	40,850,180	40,511,989	0.8	30,748,852	30,526,751	0.7	10,101,328	9,985,239	1.2
MAUI COUNTY	19,048,903	20,558,720	-7.3	17,235,879	18,136,380	-5.0	1,813,024	2,422,340	-25.2
MAUI	18,702,634	20,184,625	-7.3	16,916,160	17,805,060	-5.0	1,786,474	2,379,565	-24.9
MOLOKA'I	171,356	181,192	-5.4	156,330	159,840	-2.2	15,026	21,352	-29.6
LĀNA'I	174,913	192,903	-9.3	163,389	171,480	-4.7	11,524	21,423	-46.2
KAUA'I	10,377,258	10,585,553	-2.0	9,977,705	10,116,302	-1.4	399,553	469,251	-14.9
HAWAII ISLAND	13,446,847	14,017,863	-4.1	12,293,706	12,858,238	-4.4	1,153,141	1,159,625	-0.6
HILO	2,472,045	2,584,686	-4.4	2,249,946	2,378,023	-5.4	222,100	206,663	7.5
KONA	10,974,801	11,433,177	-4.0	10,043,761	10,480,215	-4.2	931,041	952,962	-2.3

Table 7. Air Visitor Days by Month: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
JANUARY	7,364,808	8,008,254	-8.0	5,962,517	6,526,860	-8.6	1,402,291	1,481,394	-5.3
FEBRUARY	6,659,458	6,751,891	-1.4	5,297,280	5,616,241	-5.7	1,362,178	1,135,651	19.9
MARCH	7,391,701	7,818,258	-5.5	6,025,017	6,448,766	-6.6	1,366,684	1,369,492	-0.2
APRIL	6,215,289	7,013,493	-11.4	5,223,100	5,860,328	-10.9	992,189	1,153,166	-14.0
MAY	6,550,818	6,872,630	-4.7	5,689,767	6,045,556	-5.9	861,051	827,075	4.1
JUNE	7,819,944	8,050,041	-2.9	6,890,575	7,098,020	-2.9	929,369	952,022	-2.4
JULY	8,060,286	8,442,787	-4.5	7,020,081	7,311,227	-4.0	1,040,205	1,131,560	-8.1
AUGUST	6,953,580	6,648,025	4.6	5,838,395	5,523,985	5.7	1,115,185	1,124,040	-0.8
SEPTEMBER	5,766,461	5,611,584	2.8	4,835,789	4,642,286	4.2	930,673	969,298	-4.0
OCTOBER	6,300,555	6,111,348	3.1	5,351,299	5,124,762	4.4	949,256	986,586	-3.8
NOVEMBER	6,439,999	6,360,322	1.3	5,269,294	5,033,333	4.7	1,170,705	1,326,989	-11.8
DECEMBER	8,200,290	7,985,490	2.7	6,853,029	6,406,308	7.0	1,347,261	1,579,183	-14.7
TOTAL	83,723,188	85,674,126	-2.3	70,256,142	71,637,671	-1.9	13,467,046	14,036,455	-4.1

Table 8. Average Daily Census by Island (Arrivals by Air): 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
TOTAL STATE	228,752	234,724	-2.5	191,957	196,268	-2.2	36,795	38,456	-4.3
O'AHU	111,613	110,992	0.6	84,013	83,635	0.5	27,599	27,357	0.9
MAUI COUNTY	52,046	56,325	-7.6	47,093	49,689	-5.2	4,954	6,637	-25.4
MAUI	51,100	55,300	-7.6	46,219	48,781	-5.3	4,881	6,519	-25.1
MOLOKA'I	468	496	-5.7	427	438	-2.5	41	58	-29.8
LĀNA'I	478	529	-9.6	446	470	-5.0	31	59	-46.4
KAUA'I	28,353	29,002	-2.2	27,261	27,716	-1.6	1,092	1,286	-15.1
HAWAII ISLAND	36,740	38,405	-4.3	33,589	35,228	-4.7	3,151	3,177	-0.8
HILO	6,754	7,081	-4.6	6,147	6,515	-5.6	607	566	7.2
KONA	29,986	31,324	-4.3	27,442	28,713	-4.4	2,544	2,611	-2.6

Table 9. Average Daily Census by Month (Arrivals by Air): 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
JANUARY	237,574	258,331	-8.0	192,339	210,544	-8.6	45,235	47,787	-5.3
FEBRUARY	229,636	241,139	-4.8	182,665	200,580	-8.9	46,972	40,559	15.8
MARCH	238,442	252,202	-5.5	194,355	208,025	-6.6	44,087	44,177	-0.2
APRIL	207,176	233,783	-11.4	174,103	195,344	-10.9	33,073	38,439	-14.0
MAY	211,317	221,698	-4.7	183,541	195,018	-5.9	27,776	26,680	4.1
JUNE	260,665	268,335	-2.9	229,686	236,601	-2.9	30,979	31,734	-2.4
JULY	260,009	272,348	-4.5	226,454	235,846	-4.0	33,555	36,502	-8.1
AUGUST	224,309	214,452	4.6	188,335	178,193	5.7	35,974	36,259	-0.8
SEPTEMBER	192,215	187,053	2.8	161,193	154,743	4.2	31,022	32,310	-4.0
OCTOBER	203,244	197,140	3.1	172,623	165,315	4.4	30,621	31,825	-3.8
NOVEMBER	214,667	212,011	1.3	175,643	167,778	4.7	39,023	44,233	-11.8
DECEMBER	264,525	257,596	2.7	221,065	206,655	7.0	43,460	50,941	-14.7
TOTAL	228,752	234,724	-2.5	191,957	196,268	-2.2	36,795	38,456	-4.3

Table 10. Visitors Staying Overnight or Longer (Arrivals by Air): 1963 – 2024

YEAR	TOTAL		ON DOMESTIC FLIGHTS		ON INTERNATIONAL FLIGHTS	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1963	428,690	18.5	287,405	24.3	141,286	8.3
1964	563,412	31.4	419,280	45.9	144,132	2.0
1965	686,314	21.8	539,211	28.6	147,103	2.1
1966	834,732	21.6	629,564	16.8	205,168	39.5
1967	1,124,012	34.7	828,849	31.7	295,163	43.9
1968	1,313,706	16.9	952,821	15.0	360,885	22.3
1969	1,526,074	16.2	1,121,714	17.7	404,360	12.0
1970	1,745,904	14.4	1,273,639	13.5	472,265	16.8
1971	1,817,941	4.1	1,363,081	7.0	454,860	-3.7
1972	2,233,627	22.9	1,682,285	23.4	551,342	21.2
1973	2,622,376	17.4	1,942,714	15.5	679,662	23.3
1974	2,804,394	6.9	2,036,203	4.8	768,191	13.0
1975	2,818,082	0.5	2,028,068	-0.4	790,014	2.8
1976	3,213,249	14.0	2,327,399	14.8	885,850	12.1
1977	3,413,095	6.2	2,508,472	7.8	904,623	2.1
1978	3,676,967	7.7	2,766,012	10.3	910,955	0.7
1979	3,966,192	7.9	2,888,521	4.4	1,077,671	18.3
1980	3,928,789	-0.9	2,793,101	-3.3	1,135,688	5.4
1981	3,928,906	0.0	2,778,566	-0.5	1,150,340	1.3
1982	4,227,733	7.6	3,072,543	10.6	1,155,189	0.4
1983	4,356,317	3.0	3,219,219	4.8	1,137,098	-1.6
1984	4,827,884	10.8	3,499,419	8.7	1,328,466	16.8
1985	4,843,414	0.3	3,522,126	0.6	1,321,288	-0.5
1986	5,569,067	15.0	4,063,928	15.4	1,505,138	13.9
1987	5,770,585	3.6	4,040,204	-0.6	1,730,381	15.0
1988	6,101,483	5.7	4,041,878	0.0	2,059,605	19.0
1989	6,488,422	6.3	4,339,507	7.4	2,148,915	4.3
1990	6,723,531	3.6	4,315,161	-0.6	2,408,370	12.1
1991	6,518,460	-3.1	4,068,508	-5.7	2,449,952	1.7
1992	6,473,669	-0.7	3,791,945	-6.8	2,681,724	9.5
1993	6,070,995	-6.2	3,570,059	-5.9	2,500,936	-6.7
1994	6,364,674	4.8	3,813,279	6.8	2,551,395	2.0
1995	6,546,759	2.9	3,743,474	-1.8	2,803,285	9.9
1996	6,723,141	2.7	3,794,113	1.4	2,929,028	4.5
1997	6,761,135	0.6	3,890,798	2.5	2,870,337	-2.0
1998	6,595,790	-2.4	4,014,140	3.2	2,581,650	-10.1
1999	6,741,037	2.2	4,255,621	6.0	2,485,416	-3.7
2000	6,948,595	3.1	4,446,936	4.5	2,501,659	0.7
2001	6,303,791	-9.3	4,224,321	-5.0	2,079,470	-16.9
2002	6,389,058	1.4	4,358,850	3.2	2,030,208	-2.4
2003	6,380,439	-0.1	4,531,289	4.0	1,849,150	-8.9
2004	6,912,094	8.3	4,892,960	8.0	2,019,134	9.2
2005	7,416,574	7.3	5,313,281	8.6	2,103,293	4.2
2006	7,528,106	1.5	5,550,125	4.5	1,977,981	-6.0
2007	7,496,820	-0.4	5,582,530	0.6	1,914,290	-3.2
2008	6,713,436	-10.4	4,901,893	-12.2	1,811,543	-5.4
2009	6,420,448	-4.4	4,672,001	-4.7	1,748,447	-3.5
2010	6,916,894	7.7	4,957,352	6.1	1,959,542	12.1
2011	7,174,397	3.7	5,127,291	3.4	2,047,106	4.5
2012	7,867,143	9.7	5,403,025	5.4	2,464,118	20.4
2013	8,003,474	1.7	5,405,300	0.0	2,598,174	5.4
2014	8,196,342	2.4	5,486,059	1.5	2,710,283	4.3
2015	8,563,018	4.5	5,782,140	5.4	2,780,878	2.6
2016	8,821,802	3.0	5,968,779	3.2	2,853,023	2.6
2017	9,277,613	5.2	6,239,748	4.5	3,037,865	6.5
2018	9,761,448	5.2	6,736,736	8.0	3,024,712	-0.4
2019	10,243,165	4.9	7,253,806	7.7	2,989,359	-1.2
2020	2,678,073	-73.9	2,065,689	-71.5	612,384	-79.5
2021	6,777,760	153.1	6,656,779	222.3	120,981	-80.2
2022	9,138,674	34.8	8,233,186	23.7	905,488	648.5
2023	9,499,995	4.0	7,942,159	-3.5	1,557,836	72.0
2024	9,533,375	0.4	7,896,390	-0.6	1,636,985	5.1

Table 11. 2024 Air Visitor Days by Month and MMA

2024	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA					OCEANIA MMA			
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA
TOTAL													
Jan	3,295,193	2,201,854	286,276	702,611	23,352	17,592	35,146	7,696	15,035	98,822	136,574	28,521	165,095
Feb	3,098,847	1,844,104	369,067	631,168	22,083	13,061	38,710	5,250	11,721	90,825	77,266	14,502	91,767
Mar	3,565,666	2,081,846	382,415	698,516	24,774	9,357	39,633	3,335	14,273	91,372	78,312	19,913	98,226
Apr	3,242,038	1,597,915	276,848	410,426	28,206	18,579	46,051	5,080	18,590	116,505	89,898	28,218	118,116
May	3,314,813	1,975,636	315,187	202,515	29,775	15,913	49,036	4,912	15,423	115,059	116,584	29,956	146,541
Jun	4,192,885	2,305,900	336,911	165,691	23,478	20,042	30,753	7,152	13,789	95,215	126,852	36,730	163,582
Jul	4,229,202	2,238,661	355,628	224,461	35,345	30,357	57,103	12,391	38,152	173,349	126,382	38,470	164,852
Aug	3,468,813	1,779,311	541,179	244,079	43,609	36,414	76,963	39,480	15,113	211,580	126,704	40,307	167,010
Sep	2,905,738	1,493,644	411,225	188,955	33,834	19,827	56,487	8,499	18,823	137,471	171,428	32,160	203,587
Oct	3,239,084	1,576,423	374,386	264,847	34,779	28,439	63,780	9,793	22,507	159,299	140,450	28,304	168,754
Nov	3,379,834	1,502,916	324,918	543,875	22,619	13,066	37,587	5,413	12,531	91,216	105,214	22,655	127,869
Dec	4,029,523	2,315,223	411,651	609,031	27,753	17,144	38,307	8,410	14,609	106,223	134,728	34,085	168,813
TOTAL	41,961,635	22,913,434	4,385,692	4,886,174	349,608	239,791	569,557	117,411	210,567	1,486,935	1,430,391	353,820	1,784,211
ON DOMESTIC FLIGHTS													
Jan	3,294,197	2,200,542	5,013	100,566	18,402	7,868	30,014	6,616	13,299	76,199	30,455	7,927	38,382
Feb	3,097,817	1,843,169	3,528	68,881	17,116	10,701	33,755	4,410	10,180	76,162	7,182	2,077	9,259
Mar	3,564,128	2,080,448	4,998	83,808	18,909	5,707	33,231	2,767	11,740	72,353	11,633	2,606	14,239
Apr	3,240,262	1,597,744	2,638	69,610	23,361	11,566	36,475	4,234	15,311	90,948	14,466	5,462	19,928
May	3,314,480	1,975,296	4,914	66,797	23,528	7,355	39,357	4,168	13,265	87,674	14,401	3,847	18,248
Jun	4,192,516	2,305,520	6,988	46,284	18,958	7,428	24,256	6,431	11,185	68,259	13,066	5,501	18,567
Jul	4,228,608	2,238,641	4,966	91,289	30,888	19,522	48,673	10,614	29,849	139,547	21,358	6,223	27,581
Aug	3,468,181	1,778,907	6,765	116,830	37,514	24,908	65,034	35,409	12,686	175,551	14,034	4,631	18,665
Sep	2,905,184	1,492,489	4,703	76,298	30,067	13,807	49,752	7,659	14,344	115,629	23,119	5,312	28,431
Oct	3,238,770	1,575,267	5,219	112,571	31,110	21,502	57,272	8,168	19,104	137,157	23,521	7,112	30,632
Nov	3,378,800	1,501,584	3,526	92,799	16,207	8,200	32,880	4,251	11,186	72,724	12,171	3,413	15,584
Dec	4,028,213	2,313,582	5,929	86,761	19,648	9,456	32,969	6,925	13,484	82,482	14,423	4,771	19,194
TOTAL	41,951,155	22,903,188	59,185	1,012,493	285,709	148,020	483,667	101,652	175,635	1,194,684	199,829	58,883	258,712
ON INTERNATIONAL FLIGHTS													
Jan	996	1,312	281,263	602,046	4,950	9,725	5,132	1,080	1,736	22,623	106,119	20,594	126,713
Feb	1,030	936	365,539	562,286	4,967	2,360	4,956	840	1,541	14,664	70,083	12,425	82,508
Mar	1,538	1,398	377,417	614,708	5,866	3,650	6,402	568	2,533	19,018	66,679	17,307	83,987
Apr	1,776	171	274,210	340,816	4,844	7,013	9,576	846	3,279	25,558	75,432	22,756	98,188
May	333	340	310,273	135,718	6,246	8,558	9,679	744	2,158	27,385	102,183	26,109	128,292
Jun	369	380	329,922	119,406	4,520	12,614	6,497	721	2,604	26,956	113,786	31,229	145,015
Jul	594	20	350,662	133,172	4,457	10,835	8,430	1,777	8,303	33,802	105,024	32,246	137,270
Aug	632	404	534,415	127,249	6,095	11,507	11,930	4,071	2,427	36,029	112,670	35,676	148,346
Sep	554	1,155	406,523	112,657	3,767	6,020	6,735	840	4,480	21,841	148,309	26,848	175,156
Oct	314	1,157	369,167	152,276	3,669	6,937	6,508	1,625	3,403	22,142	116,929	21,192	138,121
Nov	1,034	1,332	321,393	451,075	6,412	4,866	4,707	1,162	1,345	18,492	93,043	19,242	112,285
Dec	1,310	1,642	405,722	522,270	8,105	7,688	5,339	1,485	1,125	23,741	120,305	29,314	149,619
TOTAL	10,480	10,247	4,326,507	3,873,681	63,898	91,771	85,890	15,759	34,933	292,251	1,230,562	294,938	1,525,499

Table 11. 2024 Air Visitor Days by Month and MMA (continued)

2024	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS
TOTAL	35,343	5,031	180,146	2,970	9,501	232,991	8,086	15,550	10,041	33,677	348,288	7,364,808
Jan	46,319	2,174	152,630	1,497	10,164	212,795	6,372	8,135	7,953	22,460	298,435	6,659,458
Feb	22,534	3,859	70,042	2,021	5,651	104,106	3,932	5,188	14,333	23,454	346,099	7,391,701
Mar	22,449	3,702	82,573	2,729	4,093	115,546	3,492	6,929	12,045	22,466	315,427	6,215,289
Apr	29,147	2,972	84,846	3,669	5,353	125,987	4,773	8,578	12,349	25,701	329,380	6,550,818
May	28,078	4,625	88,702	4,087	15,724	141,216	3,753	5,452	10,456	19,662	398,883	7,819,944
Jun	53,351	5,213	118,895	3,628	11,557	192,645	7,095	8,900	22,057	38,052	443,438	8,060,286
Jul	46,063	3,582	96,133	2,578	9,316	157,671	3,518	13,355	20,022	36,895	347,041	6,953,580
Aug	42,777	2,877	99,716	1,988	9,263	156,622	4,140	6,897	11,293	22,329	246,891	5,766,461
Sep	27,885	2,534	91,036	2,398	8,964	132,818	5,045	10,425	12,009	27,479	357,465	6,300,555
Oct	23,213	2,417	85,239	4,647	9,816	125,333	3,950	6,328	10,274	20,552	323,487	6,439,999
Nov	39,398	3,868	104,684	7,980	8,114	164,045	16,349	18,075	16,117	50,540	345,240	8,200,290
Dec	416,557	42,856	1,254,644	40,193	107,515	1,861,765	70,505	113,813	158,950	343,267	4,100,074	83,723,188
ON DOMESTIC FLIGHTS												
Jan	7,808	4,009	6,062	562	1,114	19,554	6,586	13,910	8,643	29,139	198,924	5,962,517
Feb	7,534	974	3,872	314	1,207	13,900	5,748	7,358	7,419	20,525	164,039	5,297,280
Mar	9,010	2,420	3,659	745	992	16,826	3,646	4,610	13,783	22,039	166,177	6,025,017
Apr	5,572	2,542	3,483	853	705	13,155	3,258	6,257	9,705	19,220	169,596	5,223,100
May	12,646	1,607	4,517	1,433	1,265	21,468	4,501	7,528	10,189	22,218	178,672	5,689,767
Jun	10,228	2,126	4,766	1,028	1,646	19,793	3,475	4,846	9,766	18,087	214,561	6,890,575
Jul	8,110	2,724	4,401	881	1,113	17,229	6,855	7,430	19,371	33,655	238,565	7,020,081
Aug	8,948	1,589	4,134	677	1,031	16,379	3,386	13,035	17,988	34,409	222,709	5,838,395
Sep	6,066	1,590	3,330	544	824	12,355	3,825	6,636	11,045	21,505	179,195	4,835,789
Oct	6,892	1,203	3,036	552	1,342	13,026	4,813	9,437	11,404	25,654	213,004	5,351,299
Nov	8,405	1,385	4,047	809	1,278	15,924	3,825	5,210	9,709	18,744	169,608	5,269,294
Dec	16,945	2,778	5,598	2,046	1,954	29,321	16,169	16,697	15,185	48,051	239,496	6,853,029
TOTAL	108,163	24,948	50,905	10,444	14,470	208,931	66,085	102,954	144,208	313,247	2,354,546	70,256,142
ON INTERNATIONAL FLIGHTS												
Jan	27,535	1,022	174,084	2,408	8,387	213,437	1,500	1,640	1,398	4,538	149,364	1,402,291
Feb	38,785	1,201	148,758	1,183	8,957	198,885	624	777	533	1,934	134,396	1,362,178
Mar	13,524	1,439	66,383	1,276	4,659	87,280	287	579	550	1,415	179,922	1,366,684
Apr	16,877	1,160	79,090	1,876	3,388	102,392	234	672	2,340	3,246	145,831	992,189
May	16,501	1,365	80,329	2,236	4,088	104,519	272	1,050	2,160	3,482	150,708	861,051
Jun	17,850	2,499	83,937	3,059	14,078	121,422	279	606	690	1,575	184,322	929,369
Jul	45,241	2,489	114,494	2,747	10,444	175,416	240	1,470	2,686	4,396	204,872	1,040,205
Aug	37,116	1,993	91,999	1,901	8,285	141,292	132	320	2,034	2,486	124,332	1,115,185
Sep	36,711	1,287	96,386	1,444	8,439	144,267	315	261	248	824	67,695	930,673
Oct	20,993	1,331	88,000	1,846	7,622	119,792	232	988	605	1,825	144,462	949,256
Nov	14,808	1,032	81,192	3,838	8,538	109,408	125	1,118	565	1,808	153,878	1,170,705
Dec	22,453	1,090	99,086	5,934	6,161	134,724	180	1,378	932	2,490	105,744	1,347,261
TOTAL	308,394	17,908	1,203,739	29,749	93,045	1,652,834	4,420	10,859	14,741	30,020	1,745,528	13,467,046

Table 12. Air Visitor Days by Month and MMA
Percent change 2024 vs. 2023

% change	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA					OCEANIA MMA			
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA
Jan	-9.1	-9.3	63.8	-10.5	-2.6	57.6	-7.1	39.5	-1.8	5.4	-14.2	-26.7	-16.6
Feb	-4.3	-8.6	83.6	-7.6	13.0	20.9	18.0	38.0	6.4	16.5	-13.0	-17.4	-13.7
Mar	-6.4	-7.1	48.9	-12.8	-5.4	-11.8	-4.4	-36.6	3.1	-6.1	-24.5	-13.6	-22.5
Apr	-13.6	-6.1	28.4	-11.5	-26.5	35.3	4.5	-16.9	-9.7	-5.2	-35.4	-36.5	-35.6
May	-6.8	-4.2	29.0	-20.8	-15.5	16.6	7.0	-2.8	-13.6	-2.2	-18.9	-27.6	-20.8
Jun	-1.9	-5.9	15.9	-21.3	-11.3	26.3	-6.3	3.8	-11.2	-2.4	-17.2	-18.9	-17.6
Jul	-1.4	-7.6	9.0	-28.2	-16.7	-5.8	-12.7	-4.1	-19.5	-13.5	-8.4	-31.6	-15.1
Aug	7.9	2.0	2.6	-5.2	1.8	-2.6	-0.2	5.2	-17.8	-0.8	-1.7	-11.1	-4.1
Sep	7.3	1.4	-1.5	-7.2	-8.1	-7.2	-14.9	-14.9	-26.7	-14.2	-6.1	-35.8	-12.5
Oct	4.4	1.2	2.6	-14.6	5.0	33.1	15.0	20.0	5.4	14.2	-20.2	-24.3	-21.0
Nov	5.3	2.1	-15.3	-10.0	19.9	-5.6	1.9	3.3	-14.1	2.0	-3.0	-19.4	-6.4
Dec	6.3	7.5	-10.8	-12.7	7.7	-18.7	2.1	15.8	-5.7	-0.9	-11.0	-1.5	-9.2
TOTAL	-1.4	-3.4	13.5	-12.5	-5.4	7.5	-0.7	3.2	-11.1	-2.0	-14.5	-23.5	-16.4
ON DOMESTIC FLIGHTS													
Jan	-9.1	-9.3	4.1	10.2	-10.0	-3.4	-7.8	39.9	-7.5	-5.1	-9.9	-12.1	-10.4
Feb	-4.3	-8.6	10.3	-19.7	13.3	24.6	17.5	32.6	0.9	15.7	-26.4	-46.9	-32.3
Mar	-6.4	-7.2	-8.4	-8.7	-12.1	-30.4	-2.6	-41.7	-6.2	-10.8	16.3	-39.3	-0.4
Apr	-13.6	-6.1	-19.6	-8.0	-27.4	8.8	0.5	-20.0	-14.7	-11.2	-21.6	-13.7	-19.6
May	-6.8	-4.2	-14.2	-20.1	-20.1	-21.6	5.4	-8.1	-13.7	-8.8	-12.6	-28.7	-16.6
Jun	-1.9	-5.9	23.0	8.4	-0.2	-0.1	-5.8	11.8	-17.6	-4.5	-24.6	9.0	-17.0
Jul	-1.4	-7.6	-27.5	-2.5	-18.1	-22.0	-11.5	-8.2	-17.5	-15.7	-6.1	-27.2	-11.8
Aug	7.9	2.0	-0.3	14.2	-0.2	-10.4	-6.0	4.2	-18.3	-4.7	-12.1	-30.2	-17.4
Sep	7.3	1.4	-15.9	5.6	-7.1	-5.3	-13.0	-10.5	-31.7	-13.5	-15.9	-46.7	-24.1
Oct	4.4	1.2	4.5	12.2	13.7	51.2	18.0	13.7	-1.4	17.6	-4.9	-12.1	-6.7
Nov	5.3	2.1	-18.8	5.8	8.2	9.8	9.5	-1.2	-14.0	4.2	-3.6	-22.1	-8.4
Dec	6.3	7.5	20.6	10.8	-7.5	-1.0	-0.2	14.7	-4.6	-1.8	-8.8	-3.8	-7.6
TOTAL	-1.4	-3.4	-4.0	0.7	-7.5	-2.0	-0.8	1.6	-13.5	-4.5	-11.3	-23.1	-14.3
ON INTERNATIONAL FLIGHTS													
Jan	14.1	72.7	65.5	-13.2	40.3	222.8	-2.9	37.0	86.2	67.0	-15.3	-31.1	-18.3
Feb	-25.9	26.4	84.8	-5.9	11.9	6.7	21.7	75.3	66.7	20.9	-11.3	-8.9	-11.0
Mar	88.8	157.0	50.1	-13.3	25.6	51.4	-12.6	11.1	89.9	17.0	-28.8	-7.7	-25.3
Apr	-27.1	-80.6	29.2	-12.2	-21.5	126.2	23.0	3.3	25.2	24.7	-37.5	-40.2	-38.1
May	-33.1	183.3	30.0	-21.1	8.2	100.5	13.8	43.3	-13.0	27.1	-19.7	-27.4	-21.4
Jun	-5.0	97.8	15.7	-28.8	-39.5	49.6	-8.3	-36.7	32.3	3.3	-16.3	-22.4	-17.6
Jul	18.6	-81.5	9.7	-39.2	-5.5	50.5	-19.0	30.7	-25.7	-3.0	-8.8	-32.3	-15.7
Aug	52.8	195.7	2.6	-18.0	16.0	20.2	51.1	14.9	-14.9	23.7	-0.2	-7.9	-2.1
Sep	51.2	-3.0	-1.3	-14.3	-15.4	-11.3	-26.4	-40.9	-4.0	-17.5	-4.4	-33.1	-10.3
Oct	52.9	778.4	2.6	-27.4	-36.3	-2.9	-6.0	65.8	71.9	-2.8	-22.7	-27.7	-23.5
Nov	1.8	17.7	-15.3	-12.7	65.4	-23.7	-31.6	24.1	-14.8	-5.9	-2.9	-18.9	-6.1
Dec	73.6	-15.4	-11.1	-15.7	79.4	-33.4	19.6	21.5	-17.5	2.7	-11.3	-1.1	-9.4
TOTAL	8.5	30.1	13.8	-15.4	5.4	27.4	0.1	14.9	3.1	9.8	-15.0	-23.5	-16.8

Table 12. Air Visitor Days by Month and MMA (continued)
Percent change 2024 vs. 2023

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS
Jan	50.9	13.3	6.7	51.1	-13.8	11.1	2.9	31.3	14.3	18.2	-25.2	-8.0
Feb	581.7	32.7	14.6	-36.9	188.8	44.3	14.8	3.6	30.7	15.2	14.0	-1.4
Mar	-10.8	43.6	-9.2	-20.4	-30.7	-10.0	-33.0	-9.5	66.7	16.1	-1.1	-5.5
Apr	86.6	20.0	-15.0	-22.1	-35.8	-5.4	-30.0	-1.1	-26.1	-20.6	-25.3	-11.4
May	56.7	-13.6	-18.3	3.1	-20.8	-7.5	-18.0	20.3	28.2	13.8	12.1	-4.7
Jun	47.2	12.4	-12.6	2.7	93.7	3.2	-8.7	-5.6	-4.7	-5.7	6.9	-2.9
Jul	51.8	-13.3	-3.6	15.1	-33.1	4.2	-3.2	9.4	20.5	12.7	-7.4	-4.5
Aug	4.7	-7.9	-5.5	10.2	-14.4	-3.2	-8.3	84.1	46.6	49.1	5.4	4.6
Sep	37.5	-4.5	-21.2	-16.5	28.8	-8.0	9.1	-18.9	-1.5	-6.0	11.2	2.8
Oct	77.2	20.1	-12.2	-1.8	1.5	0.0	31.0	20.3	37.2	29.2	32.4	3.1
Nov	16.5	8.3	-13.0	62.6	36.5	-3.7	61.6	28.6	28.4	33.7	1.1	1.3
Dec	8.3	2.8	-17.9	30.7	55.3	-8.4	22.8	33.3	3.6	19.1	-6.1	2.7
TOTAL	44.9	6.0	-7.9	8.1	6.9	1.8	2.5	18.1	16.8	13.9	-1.3	-2.3
ON DOMESTIC FLIGHTS												
Jan	-17.8	102.2	-22.6	-27.8	-13.6	-8.6	-13.5	20.3	6.1	6.7	-4.3	-8.6
Feb	146.7	-28.6	-3.8	-64.7	113.4	40.5	6.9	2.0	30.7	12.4	-1.9	-5.7
Mar	11.8	28.4	-13.9	-31.4	-11.8	2.6	-36.1	-11.7	92.2	21.8	-3.7	-6.6
Apr	20.1	58.5	-1.6	-23.1	-35.2	9.8	-28.0	-1.6	-24.5	-19.0	1.6	-10.9
May	20.6	-22.3	-10.3	15.8	3.9	7.1	-21.7	13.5	10.8	3.0	-0.6	-5.9
Jun	13.9	-14.1	-9.6	-10.4	31.0	3.4	3.3	1.1	2.8	2.4	8.5	-2.9
Jul	-20.0	-5.3	-18.0	-12.1	-16.7	-16.9	2.8	-1.3	19.4	10.6	-5.1	-4.0
Aug	24.1	-23.2	-15.4	-21.7	3.9	2.2	-4.0	96.1	50.2	55.4	5.2	5.7
Sep	23.4	10.5	-32.8	-25.9	-42.8	-8.4	3.2	-17.3	2.4	-4.5	1.0	4.2
Oct	48.6	-14.2	-14.2	-16.1	58.4	17.5	34.4	16.6	39.6	29.3	18.4	4.4
Nov	19.3	-15.9	3.5	52.8	-8.2	9.7	60.5	24.6	28.6	32.8	15.0	4.7
Dec	3.7	20.0	9.6	44.8	62.2	11.1	22.9	30.9	4.2	18.7	13.9	7.0
TOTAL	13.8	7.9	-11.8	-8.8	5.2	3.9	1.1	15.7	18.4	13.4	3.7	-1.9
ON INTERNATIONAL FLIGHTS												
Jan	97.8	-58.4	8.2	102.8	-13.8	13.4	518.6	473.4	118.3	288.2	-42.1	-5.3
Feb	936.6	337.7	15.2	-20.3	203.3	44.6	251.4	21.4	30.9	57.9	41.9	19.9
Mar	-21.3	79.3	-8.9	-12.1	-33.7	-12.1	82.1	12.8	-61.4	-32.5	1.5	-0.2
Apr	128.3	-21.7	-15.5	-21.6	-35.9	-7.1	-49.5	4.0	-32.2	-28.8	-42.9	-14.0
May	103.2	-0.5	-18.7	-3.7	-26.2	-10.0	289.0	110.7	388.6	244.7	32.1	4.1
Jun	76.8	52.5	-12.8	8.0	105.1	3.2	-62.8	-38.2	-53.1	-50.8	5.0	-2.4
Jul	81.0	-20.6	-2.9	27.8	-34.5	6.9	-63.6	142.1	29.1	31.3	-9.9	-8.1
Aug	1.0	9.6	-5.0	28.9	-16.2	-3.8	-57.1	-47.3	21.1	-4.2	5.9	-0.8
Sep	40.1	-18.3	-20.8	-12.4	46.7	-8.0	258.0	-46.1	-63.3	-34.0	51.3	-4.0
Oct	89.1	88.0	-12.1	3.4	-4.5	-1.6	-14.5	73.9	3.3	28.0	60.2	-3.8
Nov	15.0	76.6	-13.7	64.9	47.2	-5.4	108.3	51.1	24.2	44.1	-10.8	-11.8
Dec	12.0	-24.7	-19.1	26.5	53.2	-11.8	13.6	72.7	-5.7	28.0	-32.9	-14.7
TOTAL	60.2	3.5	-7.7	15.5	7.2	1.6	29.7	47.4	3.0	19.7	-7.4	-4.1

Table 13. 2024 Air Visitor Arrivals by Month and MMA

2024	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA						OCEANIA MMA		
	US WEST	US EAST	US WEST	US EAST	JAPAN	JAPAN	CANADA	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA
TOTAL	353,278	191,077	353,278	191,077	45,992	45,992	55,239	55,239	2,191	1,031	2,132	530	682	6,566	16,243	3,336	19,580
Jan	367,787	187,624	367,787	187,624	60,684	60,684	53,996	53,996	2,329	1,303	2,986	475	745	7,838	8,384	1,597	9,981
Feb	435,115	230,398	435,115	230,398	61,955	61,955	62,292	62,292	2,579	1,062	2,874	356	781	7,651	9,757	2,243	12,000
Mar	400,111	176,160	400,111	176,160	44,372	44,372	39,958	39,958	3,304	1,521	3,310	502	1,078	9,714	11,056	3,104	14,159
Apr	406,360	210,740	406,360	210,740	50,425	50,425	20,699	20,699	2,892	1,478	3,364	515	1,000	9,250	13,376	3,244	16,621
May	481,774	231,774	481,774	231,774	54,711	54,711	16,697	16,697	2,291	1,455	2,084	595	894	7,320	14,625	3,659	18,284
Jun	503,585	231,393	503,585	231,393	56,194	56,194	21,784	21,784	3,478	2,114	4,073	974	2,328	12,967	14,546	3,999	18,544
Jul	435,079	193,152	435,079	193,152	83,907	83,907	25,048	25,048	4,457	2,835	5,047	3,413	995	16,747	13,533	4,137	17,670
Aug	359,583	160,392	359,583	160,392	66,502	66,502	19,702	19,702	3,550	1,689	4,162	828	1,229	11,458	18,988	3,595	22,583
Sep	386,939	168,334	386,939	168,334	61,181	61,181	26,620	26,620	3,516	2,193	4,767	914	1,356	12,746	17,340	3,450	20,790
Oct	412,957	163,246	412,957	163,246	55,869	55,869	49,746	49,746	2,136	1,374	2,684	475	805	7,474	11,734	2,591	14,325
Nov	454,495	229,149	454,495	229,149	66,442	66,442	54,201	54,201	2,377	1,721	2,563	660	911	8,232	15,419	3,517	18,935
Dec	4,997,064	2,373,437	4,997,064	2,373,437	708,233	708,233	445,984	445,984	35,099	19,776	40,045	10,238	12,805	117,962	165,002	38,472	203,473
TOTAL	4,997,064	2,373,437	4,997,064	2,373,437	708,233	708,233	445,984	445,984	35,099	19,776	40,045	10,238	12,805	117,962	165,002	38,472	203,473
ON DOMESTIC FLIGHTS																	
Jan	353,119	190,878	353,119	190,878	717	717	7,200	7,200	1,597	528	1,652	395	558	4,730	4,727	1,153	5,881
Feb	367,624	187,478	367,624	187,478	473	473	6,037	6,037	1,704	831	2,425	370	611	5,941	1,301	281	1,582
Mar	434,821	230,204	434,821	230,204	771	771	8,077	8,077	1,840	478	2,223	285	632	5,457	1,891	341	2,232
Apr	399,908	176,138	399,908	176,138	416	416	7,441	7,441	2,531	960	2,551	408	863	7,312	2,260	739	2,998
May	406,294	210,704	406,294	210,704	831	831	6,682	6,682	2,369	700	2,832	422	844	7,168	2,304	535	2,840
Jun	481,709	231,727	481,709	231,727	980	980	4,131	4,131	1,731	554	1,667	492	677	5,122	2,008	703	2,711
Jul	503,493	231,390	503,493	231,390	647	647	8,331	8,331	2,878	1,326	3,316	833	1,831	10,184	3,321	845	4,165
Aug	435,002	193,119	435,002	193,119	1,035	1,035	11,475	11,475	3,791	1,972	4,358	3,038	784	13,943	2,266	635	2,901
Sep	359,494	160,207	359,494	160,207	722	722	7,010	7,010	2,996	1,087	3,534	688	940	9,245	3,537	721	4,258
Oct	386,851	168,142	386,851	168,142	489	489	9,308	9,308	2,998	1,604	4,014	789	1,124	10,529	3,772	1,003	4,775
Nov	412,801	163,053	412,801	163,053	503	503	7,917	7,917	1,588	719	2,262	392	676	5,637	2,028	457	2,485
Dec	454,277	228,883	454,277	228,883	749	749	7,170	7,170	1,709	696	2,101	529	786	5,821	2,266	561	2,826
TOTAL	4,995,394	2,371,921	4,995,394	2,371,921	8,332	8,332	90,781	90,781	27,731	11,455	32,934	8,642	10,327	91,088	31,682	7,974	39,655
ON INTERNATIONAL FLIGHTS																	
Jan	159	199	159	199	45,275	45,275	48,039	48,039	594	503	480	135	124	1,836	11,516	2,183	13,699
Feb	163	146	163	146	60,211	60,211	47,959	47,959	625	472	561	105	134	1,897	7,083	1,316	8,399
Mar	294	194	294	194	61,184	61,184	54,215	54,215	739	584	651	71	149	2,194	7,866	1,902	9,768
Apr	203	22	203	22	43,956	43,956	32,517	32,517	773	561	759	94	215	2,402	8,796	2,365	11,161
May	66	36	66	36	49,594	49,594	14,017	14,017	523	778	532	93	156	2,082	11,072	2,709	13,781
Jun	65	47	65	47	53,731	53,731	12,566	12,566	560	901	417	103	103	2,198	12,617	2,956	15,573
Jul	92	3	92	3	55,547	55,547	13,453	13,453	600	788	757	141	497	2,783	11,225	3,154	14,379
Aug	77	33	77	33	82,872	82,872	13,573	13,573	666	863	689	375	211	2,804	11,267	3,502	14,769
Sep	89	185	89	185	65,780	65,780	12,692	12,692	554	602	628	140	289	2,213	15,451	2,874	18,325
Oct	88	192	88	192	60,692	60,692	17,312	17,312	518	589	753	125	232	2,217	13,568	2,447	16,015
Nov	156	193	156	193	55,366	55,366	41,829	41,829	548	655	422	83	129	1,837	9,706	2,134	11,840
Dec	218	266	218	266	65,693	65,693	47,031	47,031	668	1,025	462	131	125	2,411	13,153	2,956	16,109
TOTAL	1,670	1,516	1,670	1,516	699,901	699,901	355,203	355,203	7,368	8,321	7,111	1,596	2,478	26,874	133,320	30,498	163,818

Table 13. 2024 Air Visitor Arrivals by Month and MMA (continued)

2024	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS				
Jan	4,433	416	19,786	336	657	25,628	549	1,125	1,102	2,776	34,852	734,987				
Feb	5,235	261	17,233	241	966	23,937	550	787	898	2,235	31,755	745,837				
Mar	2,907	373	8,513	269	577	12,640	389	528	1,427	2,344	40,356	864,751				
Apr	3,090	302	10,385	383	589	14,749	346	658	1,299	2,303	35,911	737,438				
May	3,866	338	11,302	443	680	16,629	442	804	1,269	2,515	34,249	767,488				
Jun	4,081	501	10,887	476	1,716	17,662	330	512	1,041	1,883	40,037	870,143				
Jul	5,847	559	13,553	399	1,291	21,649	563	822	2,500	3,885	42,812	912,813				
Aug	5,530	439	10,614	299	914	17,796	334	1,180	2,092	3,605	35,322	828,326				
Sep	4,992	331	12,263	260	1,060	18,906	400	673	1,492	2,564	28,501	690,191				
Oct	3,620	273	11,788	278	932	16,891	442	923	1,420	2,785	39,773	736,058				
Nov	2,882	315	11,036	383	906	15,523	321	580	1,149	2,051	34,594	755,784				
Dec	5,098	493	13,092	727	882	20,293	678	1,100	1,755	3,533	34,279	889,559				
TOTAL	51,579	4,602	150,455	4,495	11,170	222,302	5,343	9,691	17,445	32,479	432,441	9,533,375				
ON DOMESTIC FLIGHTS																
Jan	1,065	242	803	81	110	2,301	499	961	869	2,329	17,659	584,813				
Feb	1,038	119	588	37	161	1,944	511	676	798	1,985	17,509	590,573				
Mar	1,241	236	457	96	149	2,180	358	439	1,297	2,094	18,422	704,258				
Apr	798	149	431	115	110	1,603	309	574	1,104	1,987	17,876	615,680				
May	1,728	198	692	147	176	2,941	399	729	1,161	2,289	19,435	659,184				
Jun	1,531	256	696	153	196	2,833	286	415	926	1,627	21,460	752,301				
Jul	1,170	293	542	111	152	2,268	523	717	2,144	3,384	24,807	788,669				
Aug	1,263	224	528	89	125	2,229	312	1,116	1,866	3,293	23,222	686,219				
Sep	862	178	453	66	149	1,708	365	586	1,368	2,318	19,296	564,258				
Oct	1,047	152	441	65	190	1,895	413	847	1,299	2,559	22,368	606,915				
Nov	1,121	164	429	70	209	1,994	296	494	1,036	1,827	18,301	614,517				
Dec	2,195	304	687	206	278	3,671	642	994	1,626	3,262	22,344	729,003				
TOTAL	15,057	2,516	6,750	1,237	2,005	27,566	4,912	8,547	15,495	28,954	242,699	7,896,390				
ON INTERNATIONAL FLIGHTS																
Jan	3,368	174	18,983	255	547	23,327	50	164	233	447	17,193	150,174				
Feb	4,197	142	16,645	204	805	21,993	39	111	100	250	14,246	155,264				
Mar	1,666	137	8,056	173	428	10,460	31	89	130	250	21,934	160,493				
Apr	2,292	153	9,954	268	479	13,146	37	84	195	316	18,035	121,758				
May	2,138	140	10,610	296	504	13,688	43	75	108	226	14,814	108,304				
Jun	2,550	245	10,191	323	1,520	14,829	44	97	115	256	18,577	117,842				
Jul	4,677	266	13,011	288	1,139	19,381	40	105	356	501	18,005	124,144				
Aug	4,267	215	10,086	210	789	15,567	22	64	226	312	12,100	142,107				
Sep	4,130	153	11,810	194	911	17,198	35	87	124	246	9,205	125,933				
Oct	2,573	121	11,347	213	742	14,996	29	76	121	226	17,405	129,143				
Nov	1,761	151	10,607	313	697	13,529	25	86	113	224	16,293	141,267				
Dec	2,903	189	12,405	521	604	16,622	36	106	129	271	11,935	160,556				
TOTAL	36,522	2,086	143,705	3,258	9,165	194,736	431	1,144	1,950	3,525	189,742	1,636,985				

Table 14. Air Visitor Arrivals by Month and MMA
Percent change 2024 vs. 2023

% change	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA					OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRALIA	NEW ZEALAND
Jan	-7.8	-10.4	100.0	-6.8	-2.5	7.2	2.2	33.7	-0.1	3.0	-13.1	-20.6
Feb	-3.0	-7.6	109.3	-6.5	18.1	12.8	18.6	31.5	10.4	17.3	-16.4	-19.6
Mar	-6.2	-6.1	59.6	-8.0	-3.2	15.1	7.1	-9.9	3.4	3.1	-12.6	-10.2
Apr	-14.0	-5.6	46.0	-2.5	-16.0	7.3	4.8	-5.3	-10.0	-5.1	-28.7	-33.0
May	-5.9	-3.3	36.2	-14.6	-18.3	4.0	3.2	7.1	-9.2	-5.6	-18.2	-27.7
Jun	-1.2	-6.3	17.4	-18.3	-8.9	40.1	-7.7	-3.1	-9.8	-1.3	-12.5	-27.7
Jul	0.8	-7.3	11.7	-21.6	-10.5	-16.8	-6.8	-5.2	-22.4	-12.5	-6.7	-32.6
Aug	10.8	5.4	8.8	7.1	3.8	-0.3	3.2	4.4	-15.8	1.6	-6.7	-16.0
Sep	9.2	4.3	3.0	5.7	-5.3	20.1	-8.7	-6.9	-11.8	-4.5	-1.7	-34.1
Oct	6.8	2.1	4.4	0.9	11.2	26.5	15.9	24.3	-5.5	14.0	-13.3	-20.0
Nov	8.5	6.9	-11.9	-1.0	18.1	14.0	-0.9	-6.6	-3.2	5.8	-3.4	-20.0
Dec	7.0	9.3	-5.6	-6.4	3.7	8.9	7.0	7.6	1.6	5.8	-2.9	0.2
TOTAL	-0.1	-2.2	20.2	-6.1	-2.7	8.5	2.7	4.2	-9.4	0.6	-11.2	-23.4
ON DOMESTIC FLIGHTS												
Jan	-7.8	-10.5	32.8	17.3	-11.0	-7.1	-7.4	19.6	-3.1	-6.4	-11.6	0.3
Feb	-3.0	-7.6	1.2	-18.0	13.0	10.3	12.5	16.3	4.8	11.7	-23.2	-43.3
Mar	-6.2	-6.1	0.9	-5.6	-9.4	-24.3	3.5	-15.2	-2.5	-5.8	22.6	-39.8
Apr	-14.0	-5.6	-11.2	-1.6	-20.9	10.3	0.5	-7.1	-13.7	-9.1	-21.4	-15.5
May	-5.9	-3.3	14.0	-20.4	-21.1	-20.1	6.0	0.0	-10.2	-9.4	-10.0	-19.6
Jun	-1.2	-6.3	20.1	10.6	-9.1	13.5	-2.1	-2.0	-4.1	-4.4	-20.9	-0.1
Jul	0.8	-7.2	-24.5	1.8	-13.9	-22.1	-6.9	-5.0	-17.8	-13.0	-10.9	-30.8
Aug	10.8	5.4	1.8	18.1	4.2	-9.6	1.5	2.8	-19.5	-0.7	-12.9	-31.8
Sep	9.2	4.3	-16.5	13.2	-7.3	11.6	-9.5	-10.0	-15.7	-7.4	-9.4	-45.7
Oct	6.8	2.0	-31.7	12.2	10.3	40.6	17.7	23.8	-10.0	15.0	-6.8	-12.4
Nov	8.5	6.9	-18.6	6.9	12.6	17.5	4.4	-2.4	-7.1	6.0	-2.9	-25.7
Dec	7.0	9.4	5.0	13.1	-2.3	2.5	7.9	1.9	-1.6	2.2	-8.1	-8.3
TOTAL	-0.1	-2.2	-2.8	3.3	-6.1	-0.2	2.0	1.6	-11.0	-2.5	-10.5	-22.6
ON INTERNATIONAL FLIGHTS												
Jan	15.2	165.3	101.6	-9.5	31.1	28.0	58.9	104.5	15.9	39.0	-13.7	-28.4
Feb	-18.5	12.3	111.0	-4.8	34.7	17.4	55.0	144.2	45.7	39.2	-15.0	-11.8
Mar	100.0	185.3	60.8	-8.4	16.9	100.7	21.5	20.3	39.3	35.0	-18.2	-1.6
Apr	-3.8	-83.7	46.9	-2.7	5.7	2.6	22.2	3.3	8.6	9.8	-30.4	-37.1
May	-18.5	80.0	36.6	-11.6	-2.6	42.8	-9.2	57.6	-3.1	10.3	-19.7	-29.1
Jun	-8.5	80.8	17.4	-24.8	-8.3	63.8	-24.7	-8.0	-5.7	6.9	-11.0	-32.1
Jul	17.9	-81.3	12.3	-31.4	10.5	-6.0	-6.4	-6.6	-35.6	-10.6	-5.4	-33.1
Aug	22.2	73.7	8.9	-0.7	1.4	30.4	15.4	19.4	1.9	15.1	-5.4	-12.3
Sep	58.9	3.4	3.2	1.9	7.4	39.0	-4.0	12.0	4.0	10.3	0.3	-30.4
Oct	125.6	860.0	4.8	-4.2	17.2	-0.5	7.3	27.6	24.7	9.8	-14.9	-22.7
Nov	-11.9	11.6	-11.8	-2.4	37.3	10.5	-22.0	-22.4	24.0	5.3	-3.5	-18.6
Dec	41.6	-9.5	-5.7	-8.8	23.2	13.6	3.1	39.4	27.6	15.7	-2.0	2.0
TOTAL	18.0	31.3	20.5	-8.2	12.9	23.3	5.9	21.0	-2.4	12.7	-11.4	-23.6
												-14.0

Table 14. Air Visitor Arrivals by Month and MMA (continued)
Percent change 2024 vs. 2023

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS
Jan	83.7	-7.3	9.8	-13.0	-41.8	14.4	-5.6	31.9	38.1	24.4	-19.7	-5.3
Feb	458.2	26.2	16.8	-4.0	143.5	44.7	-7.9	6.4	26.6	9.2	15.5	1.6
Mar	43.8	16.0	-5.5	-11.4	-19.5	2.2	-30.4	7.9	46.1	15.7	-2.8	-3.1
Apr	54.9	-9.9	-13.5	-1.6	-17.8	-4.5	-16.7	18.3	-22.6	-13.1	2.2	-8.6
May	35.0	-5.7	-12.6	-15.7	0.3	-4.2	-14.4	22.0	16.9	11.2	17.6	-2.9
Jun	43.5	25.4	-14.5	-4.6	67.7	0.9	0.3	16.3	-7.5	-0.7	11.4	-1.8
Jul	50.0	-9.3	-4.2	18.1	-4.4	6.4	0.4	1.1	35.8	20.8	-0.8	-1.9
Aug	20.2	21.8	-6.8	4.7	13.5	2.0	-13.4	58.6	46.7	41.1	3.1	8.1
Sep	46.6	13.4	-20.7	-9.5	43.2	-6.4	14.9	-9.4	22.8	11.2	26.2	6.5
Oct	87.1	-6.0	-10.8	-2.5	-11.5	0.7	23.0	13.2	31.2	23.4	17.9	5.1
Nov	16.9	20.1	-12.4	10.1	14.0	-5.8	18.0	16.0	23.8	20.6	2.6	4.8
Dec	11.1	8.7	-15.2	12.6	37.6	-6.8	36.6	29.8	7.4	18.7	4.8	5.0
TOTAL	51.9	5.9	-7.0	-1.1	11.2	3.6	-1.4	18.2	20.3	15.5	4.8	0.4
ON DOMESTIC FLIGHTS												
Jan	-7.7	14.3	-3.8	-27.7	-31.5	-6.9	-8.2	20.0	26.1	14.6	-1.9	-8.2
Feb	150.1	-16.6	8.2	-67.9	73.5	48.3	-10.9	-1.5	20.5	3.3	3.0	-4.4
Mar	5.3	10.5	-9.1	-33.6	-5.3	-0.8	-33.4	5.0	56.3	17.2	-3.9	-6.0
Apr	26.8	-23.6	-5.0	-16.1	-6.2	4.6	-20.1	19.5	-17.0	-9.6	-0.4	-11.2
May	16.2	-15.8	-3.8	-18.0	3.1	5.3	-20.6	22.7	14.7	8.5	-2.7	-5.1
Jun	36.8	2.2	2.2	5.6	28.0	20.6	-6.0	14.6	0.9	2.7	6.7	-2.5
Jul	6.3	-14.4	-10.2	0.1	-11.0	-2.6	-1.5	-1.8	30.9	16.7	-1.6	-2.0
Aug	29.5	3.5	-15.8	-7.8	-6.9	8.7	-14.2	65.6	57.3	48.1	11.9	9.1
Sep	22.4	17.9	-14.0	-18.9	1.8	6.1	8.3	-13.4	20.4	7.9	6.0	7.1
Oct	68.3	-11.9	-12.0	-27.8	44.2	24.9	23.5	13.8	27.6	22.1	17.1	5.9
Nov	8.5	-7.5	-15.6	4.5	25.5	2.1	22.3	16.0	23.7	21.3	14.8	8.1
Dec	4.9	23.3	3.0	26.4	104.2	11.1	34.2	39.1	8.1	21.0	12.3	7.9
TOTAL	20.4	-1.6	-5.9	-14.3	15.4	8.4	-4.3	17.0	21.4	14.9	4.9	-0.6
ON INTERNATIONAL FLIGHTS												
Jan	167.3	-26.6	10.5	-6.9	-43.6	17.1	31.6	215.4	113.8	124.6	-32.3	8.0
Feb	702.5	121.9	17.2	51.1	164.8	44.4	62.5	105.6	112.8	100.0	35.7	33.5
Mar	97.9	26.9	-5.2	8.8	-23.6	2.8	47.6	25.4	-11.6	4.6	-1.8	11.9
Apr	67.9	9.3	-13.9	6.3	-20.0	-5.5	27.6	10.5	-43.8	-30.1	4.9	7.0
May	55.3	13.8	-13.2	-14.5	-0.6	-6.1	207.1	15.4	47.9	48.7	61.8	13.3
Jun	47.7	64.4	-15.4	-8.8	74.7	-2.1	76.0	24.4	-44.7	-17.7	17.5	3.0
Jul	67.2	-2.9	-3.9	26.9	-3.4	7.5	33.3	26.5	74.5	58.0	0.5	-0.8
Aug	17.7	49.3	-6.3	11.1	17.6	1.2	0.0	-8.6	-5.8	-6.0	-10.4	3.4
Sep	52.9	8.5	-20.9	-5.8	53.4	-7.4	218.2	31.8	57.0	57.7	110.7	4.0
Oct	96.0	2.5	-10.7	9.2	-19.4	-1.7	16.0	7.0	89.1	41.3	18.9	1.5
Nov	23.1	77.6	-12.3	11.4	11.0	-6.8	-16.7	16.2	24.2	14.9	-8.3	-7.6
Dec	16.4	-8.7	-16.0	7.9	19.6	-10.0	100.0	-20.3	-0.8	-3.6	-6.9	-6.4
TOTAL	70.2	16.5	-7.0	5.1	10.3	2.9	50.2	28.1	12.1	20.8	4.6	5.1

Table 15. U.S. West MMA Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	4,997,064	5,000,099	-0.1	4,995,394	4,998,684	-0.1	1,670	1,415	18.0
VISITOR DAYS	41,961,635	42,564,352	-1.4	41,951,155	42,554,694	-1.4	10,480	9,658	8.5
AVERAGE DAILY CENSUS	114,649	116,615	-1.7	114,621	116,588	-1.7	29	26	8.2
ISLANDS VISITED									
O'ahu	2,512,871	2,447,883	2.7	2,511,279	2,446,542	2.6	1,592	1,341	18.7
O'ahu only	2,158,615	2,083,222	3.6	2,157,286	2,082,056	3.6	1,330	1,166	14.0
O'ahu one day or less	86,364	87,497	-1.3	86,253	87,440	-1.4	110	56	95.3
Kaua'i	800,804	810,602	-1.2	800,726	810,527	-1.2	78	75	3.4
Kaua'i only	610,529	616,762	-1.0	610,520	616,754	-1.0	9	8	15.1
Kaua'i one day or less	28,009	28,679	-2.3	27,977	28,656	-2.4	32	22	42.7
Maui County	1,332,344	1,372,048	-2.9	1,332,141	1,371,902	-2.9	204	146	39.0
Maui	1,313,414	1,354,275	-3.0	1,313,216	1,354,128	-3.0	197	146	34.6
Maui only	1,078,728	1,102,994	-2.2	1,078,666	1,102,961	-2.2	62	33	89.0
Maui one day or less	36,738	38,363	-4.2	36,678	38,305	-4.2	60	58	2.8
Moloka'i *	12,918	13,156	-1.8	12,909	13,156	-1.9	10	0	NA
Moloka'i only *	3,510	3,738	-6.1	3,510	3,738	-6.1	0	0	NA
Moloka'i one day or less *	4,312	4,146	4.0	4,309	4,146	3.9	3	0	NA
Lāna'i *	20,380	20,760	-1.8	20,375	20,754	-1.8	5	5	-2.3
Lāna'i only *	6,143	5,712	7.6	6,143	5,712	7.6	0	0	NA
Lāna'i one day or less *	8,222	9,320	-11.8	8,217	9,315	-11.8	5	5	-2.3
Hawai'i Island	897,807	933,650	-3.8	897,635	933,532	-3.8	172	118	46.1
Kona side	803,524	834,782	-3.7	803,385	834,700	-3.8	138	82	69.0
Hilo side	244,359	255,823	-4.5	244,269	255,755	-4.5	91	67	35.0
Hawai'i Island only	681,984	709,800	-3.9	681,981	709,773	-3.9	3	27	-88.0
Hawai'i Island one day or less	24,188	25,518	-5.2	24,153	25,509	-5.3	36	9	304.8
Any Neighbor Island	2,838,448	2,916,876	-2.7	2,838,108	2,916,628	-2.7	340	249	36.8
NI only	2,484,193	2,552,216	-2.7	2,484,114	2,552,141	-2.7	78	74	5.7
O'ahu & NI	354,256	364,661	-2.9	353,994	364,486	-2.9	262	175	50.1
Any one island only	4,539,510	4,522,228	0.4	4,538,106	4,520,994	0.4	1,404	1,234	13.8
Multiple Islands	457,554	477,871	-4.3	457,288	477,690	-4.3	266	181	46.9
Avg. Islands Visited	1.11	1.12	-0.3	1.11	1.12	-0.3	1.23	1.19	3.2
Average Length of Stay in Hawai'i	8.40	8.51	-1.4	8.40	8.51	-1.4	6.28	6.83	-8.1
O'ahu	6.99	7.05	-0.7	7.00	7.05	-0.7	5.04	5.73	-12.0
Maui	7.97	8.08	-1.3	7.97	8.08	-1.3	6.74	5.37	25.7
Moloka'i	7.11	7.03	1.2	7.12	7.03	1.2	2.00	0.00	NA
Lāna'i	4.35	4.27	2.0	4.35	4.27	2.0	1.00	1.00	0.0
Kaua'i	7.94	7.96	-0.3	7.94	7.96	-0.3	4.62	4.43	4.4
Hawai'i Island	8.22	8.30	-0.9	8.22	8.30	-0.9	4.33	7.26	-40.3
Hilo	4.94	5.02	-1.5	4.94	5.02	-1.5	2.16	3.86	-44.1
Kona	7.68	7.74	-0.8	7.68	7.74	-0.8	3.98	7.28	-45.3
ACCOMMODATIONS									
Plan to stay in Hotel	2,658,013	2,586,180	2.8	2,656,832	2,585,196	2.8	1,181	984	20.0
Hotel only	2,372,349	2,291,673	3.5	2,371,249	2,290,797	3.5	1,101	876	25.7
Plan to stay in Condo	763,978	833,214	-8.3	763,753	833,070	-8.3	226	143	57.6
Condo only	646,941	703,525	-8.0	646,765	703,412	-8.1	177	113	56.6
Plan to stay in Timeshare	496,421	477,558	3.9	496,361	477,462	4.0	60	96	-37.1
Timeshare only	415,513	396,382	4.8	415,458	396,319	4.8	56	63	-11.6
Cruise Ship	34,527	32,502	6.2	34,517	32,497	6.2	11	5	109.6
Friends/Relatives	611,714	636,030	-3.8	611,583	635,903	-3.8	130	128	1.9
Bed & Breakfast	42,572	44,671	-4.7	42,564	44,653	-4.7	8	18	-57.3
Rental House	589,320	602,660	-2.2	589,226	602,544	-2.2	94	116	-19.0
Hostel	26,062	26,433	-1.4	26,054	26,420	-1.4	8	13	-35.5

Table 15. U.S. West MMA Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	22,814	28,364	-19.6	22,812	28,363	-19.6	2	1	63.1
Private Room in Private Home**	47,014	49,103	-4.3	46,976	49,061	-4.3	38	42	-9.2
Shared Room/Space in Private Home**	16,098	16,774	-4.0	16,091	16,774	-4.1	8	0	NA
Other Accommodations	103,843	103,108	0.7	103,834	103,092	0.7	9	16	-43.9
PURPOSE OF TRIP									
Pleasure (Net)	4,155,222	4,175,148	-0.5	4,153,774	4,174,051	-0.5	1,448	1,096	32.1
Honeymoon/Get Married	127,093	131,695	-3.5	127,057	131,653	-3.5	35	43	-16.9
Honeymoon	101,145	105,454	-4.1	101,124	105,431	-4.1	21	23	-8.4
Get Married	30,684	31,515	-2.6	30,669	31,495	-2.6	14	20	-26.9
Pleasure/Vacation	4,050,399	4,068,178	-0.4	4,048,986	4,067,110	-0.4	1,412	1,068	32.2
Mtgs/Conventions/Incentive	157,421	149,411	5.4	157,388	149,348	5.4	32	63	-48.9
Conventions	102,454	93,707	9.3	102,426	93,674	9.3	28	34	-15.5
Corporate Meetings	37,524	37,661	-0.4	37,524	37,644	-0.3	0	17	-100.0
Incentive	21,565	22,539	-4.3	21,549	22,512	-4.3	15	27	-43.6
Other Business	150,240	150,030	0.1	150,237	150,026	0.1	4	4	3.9
Visit Friends/Rel.	574,507	589,585	-2.6	574,410	589,450	-2.6	98	135	-27.6
Gov't/Military	48,741	44,416	9.7	48,730	44,401	9.7	11	15	-30.3
Attend School	9,759	10,031	-2.7	9,759	10,031	-2.7	0	0	NA
Sport Events	50,663	41,490	22.1	50,654	41,470	22.1	9	20	-53.0
Other	173,679	169,544	2.4	173,531	169,339	2.5	149	204	-27.3
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	18.1	19.3	-1.2	18.1	19.3	-1.2	20.6	21.6	-0.9
% Repeaters ***	81.9	80.7	1.2	81.9	80.7	1.2	79.4	78.4	0.9
Average # of Trips	7.05	6.84	2.9	7.05	6.85	2.9	6.34	6.41	-1.1
Group Tour	78,568	78,455	0.1	78,563	78,430	0.2	5	26	-80.3
Non-Group	4,918,495	4,921,643	-0.1	4,916,830	4,920,254	-0.1	1,665	1,389	19.9
Package Trip	607,547	624,923	-2.8	607,360	624,758	-2.8	186	165	13.0
No Package	4,389,517	4,375,175	0.3	4,388,033	4,373,925	0.3	1,484	1,250	18.7
Net True Independent	4,343,189	4,330,416	0.3	4,341,709	4,329,187	0.3	1,480	1,229	20.4
Ave. Age	46	46	0.3	46	46	0.2	49	45	9.4
Ave. Party Size	2.28	2.27	0.2	2.28	2.27	0.2	2.52	2.39	5.5

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 16. 2024 U.S. West MMA Visitor Arrivals on Domestic Flights by Month and State

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
PACIFIC COAST	268,246	288,130	325,483	319,763	307,049	382,034	412,323	364,555	285,859	295,781	329,461	359,967	3,938,650
Alaska	13,908	12,846	11,505	7,056	6,498	4,663	3,630	3,674	4,669	8,571	10,095	12,270	99,386
California	178,183	183,617	223,573	226,252	231,102	308,848	338,750	276,041	219,078	213,127	234,813	249,866	2,883,273
Oregon	24,126	25,010	28,154	20,974	19,732	21,662	20,883	24,369	18,904	22,623	25,506	25,966	277,928
Washington	52,030	66,656	62,250	65,481	49,716	46,861	49,059	60,471	43,208	51,460	59,046	71,826	678,063
MOUNTAIN	84,873	79,494	109,338	80,146	99,245	99,675	91,170	70,447	73,635	91,070	83,341	94,310	1,056,744
Arizona	17,742	17,127	25,408	18,292	27,531	28,930	26,435	18,897	23,446	25,188	17,943	20,967	267,905
Colorado	17,418	17,064	25,757	16,575	21,091	20,227	19,061	14,608	14,525	19,815	19,787	21,823	227,751
Idaho	9,341	8,737	10,961	6,727	7,278	6,771	5,166	5,149	5,126	7,276	8,589	7,522	88,642
Montana	4,244	4,473	5,673	2,852	2,265	2,507	1,649	1,908	1,599	2,657	2,775	3,707	36,309
Nevada	10,824	10,318	15,841	12,564	16,096	17,188	17,821	12,767	11,966	14,370	12,918	14,415	167,088
New Mexico	2,815	2,863	3,765	2,855	3,782	4,410	4,235	2,784	3,070	2,902	2,806	3,801	40,089
Utah	21,285	17,841	19,862	19,263	20,289	18,435	16,079	13,635	13,238	17,959	17,264	20,727	215,878
Wyoming	1,203	1,070	2,071	1,019	913	1,208	725	699	665	902	1,260	1,349	13,082
TOTAL U.S. WEST	353,119	367,624	434,821	399,908	406,294	481,709	503,493	435,002	359,494	386,851	412,801	454,277	4,995,394

Table 17. U.S. East MMA Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	2,373,437	2,427,144	-2.2	2,371,921	2,425,989	-2.2	1,516	1,155	31.3
VISITOR DAYS	22,913,434	23,723,917	-3.4	22,903,188	23,716,041	-3.4	10,247	7,876	30.1
AVERAGE DAILY CENSUS	62,605	64,997	-3.7	62,577	64,975	-3.7	28	22	29.7
ISLANDS VISITED									
O'ahu	1,461,931	1,474,790	-0.9	1,460,479	1,473,681	-0.9	1,452	1,109	30.9
O'ahu only	1,029,124	1,023,415	0.6	1,028,116	1,022,550	0.5	1,009	864	16.7
O'ahu one day or less	109,278	111,472	-2.0	109,202	111,418	-2.0	76	54	40.0
Kaua'i	431,162	437,876	-1.5	430,947	437,756	-1.6	215	121	77.9
Kaua'i only	193,164	194,092	-0.5	193,150	194,082	-0.5	14	10	38.1
Kaua'i one day or less	42,142	43,639	-3.4	42,109	43,615	-3.5	33	25	33.1
Maui County	699,489	747,619	-6.4	699,138	747,498	-6.5	352	121	189.6
Maui	689,629	737,139	-6.4	689,294	737,017	-6.5	335	121	176.8
Maui only	377,819	400,723	-5.7	377,784	400,709	-5.7	35	14	149.0
Maui one day or less	44,363	45,941	-3.4	44,278	45,901	-3.5	86	40	115.7
Moloka'i *	9,128	9,549	-4.4	9,117	9,537	-4.4	11	12	-8.8
Moloka'i only*	1,120	1,187	-5.7	1,120	1,187	-5.7	0	0	NA
Moloka'i one day or less*	4,666	4,839	-3.6	4,658	4,834	-3.7	9	4	105.1
Lāna'i *	15,729	17,539	-10.3	15,713	17,534	-10.4	16	5	211.5
Lāna'i only*	2,829	2,949	-4.1	2,829	2,949	-4.1	0	0	NA
Lāna'i one day or less*	7,552	8,977	-15.9	7,551	8,972	-15.8	1	5	-79.8
Hawai'i Island	518,916	537,882	-3.5	518,635	537,735	-3.6	282	147	92.0
Kona side	452,189	467,561	-3.3	451,955	467,449	-3.3	234	112	109.5
Hilo side	196,971	202,248	-2.6	196,743	202,166	-2.7	228	82	179.2
Hawai'i Island only	242,196	248,017	-2.3	242,186	247,996	-2.3	10	21	-49.3
Hawai'i Island one day or less	24,811	27,130	-8.5	24,809	27,113	-8.5	2	16	-86.0
Any Neighbor Island	1,344,313	1,403,729	-4.2	1,343,806	1,403,439	-4.2	507	291	74.5
NI only	911,507	952,354	-4.3	911,442	952,308	-4.3	64	46	40.5
O'ahu & NI	432,806	451,376	-4.1	432,363	451,131	-4.2	443	245	80.9
Any one island only	1,846,252	1,870,384	-1.3	1,845,183	1,869,474	-1.3	1,069	910	17.5
Multiple Islands	527,185	556,760	-5.3	526,738	556,514	-5.4	447	245	82.1
Avg. Islands Visited	1.32	1.32	-0.5	1.32	1.32	-0.6	1.52	1.31	16.2
Average Length of Stay in Hawai'i	9.65	9.77	-1.2	9.66	9.78	-1.2	6.76	6.82	-0.9
O'ahu	7.22	7.24	-0.3	7.22	7.25	-0.3	4.86	5.19	-6.4
Maui	7.74	7.85	-1.4	7.74	7.85	-1.4	3.27	3.92	-16.7
Moloka'i	5.67	5.64	0.5	5.67	5.65	0.5	2.96	4.26	-30.5
Lāna'i	3.98	3.98	0.1	3.98	3.98	0.1	3.14	1.00	214.3
Kaua'i	6.99	6.96	0.4	6.99	6.96	0.4	3.38	4.43	-23.6
Hawai'i Island	7.50	7.59	-1.1	7.51	7.59	-1.1	4.57	7.19	-36.4
Hilo	4.18	4.32	-3.4	4.18	4.32	-3.4	2.93	3.56	-17.9
Kona	6.79	6.86	-1.0	6.79	6.86	-1.0	2.65	6.83	-61.2
ACCOMMODATIONS									
Plan to stay in Hotel	1,416,437	1,442,102	-1.8	1,415,274	1,441,226	-1.8	1,163	876	32.8
Hotel only	1,179,929	1,192,581	-1.1	1,178,914	1,191,801	-1.1	1,015	780	30.1
Plan to stay in Condo	282,473	313,657	-9.9	282,321	313,557	-10.0	152	100	51.1
Condo only	211,401	231,185	-8.6	211,288	231,112	-8.6	114	73	55.5
Plan to stay in Timeshare	194,414	191,613	1.5	194,328	191,557	1.4	86	56	53.3
Timeshare only	150,717	144,750	4.1	150,662	144,702	4.1	55	48	15.5
Cruise Ship	81,149	80,374	1.0	81,047	80,349	0.9	102	26	298.2
Friends/Relatives	304,013	311,586	-2.4	303,937	311,511	-2.4	76	75	1.8
Bed & Breakfast	23,168	25,040	-7.5	23,157	25,009	-7.4	11	31	-64.9
Rental House	274,608	280,660	-2.2	274,514	280,601	-2.2	94	58	61.3
Hostel	14,698	15,280	-3.8	14,692	15,270	-3.8	6	10	-41.3

Table 17. U.S. East MMA Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	11,996	14,983	-19.9	11,996	14,982	-19.9	0	1	-100.0
Private Room in Private Home**	20,465	22,814	-10.3	20,448	22,782	-10.2	18	32	-44.1
Shared Room/Space in Private Home**	8,209	8,648	-5.1	8,209	8,647	-5.1	0	1	-100.0
Other Accommodations	54,435	53,701	1.4	54,430	53,694	1.4	6	8	-28.7
PURPOSE OF TRIP									
Pleasure (Net)	1,867,130	1,927,773	-3.1	1,865,883	1,926,857	-3.2	1,247	916	36.1
Honeymoon/Get Married	89,533	97,700	-8.4	89,464	97,640	-8.4	69	60	14.5
Honeymoon	76,956	84,311	-8.7	76,889	84,260	-8.7	68	52	31.0
Get Married	16,677	18,211	-8.4	16,675	18,201	-8.4	2	10	-80.5
Pleasure/Vacation	1,790,849	1,845,329	-3.0	1,789,672	1,844,472	-3.0	1,178	857	37.5
Mtgs/Conventions/Incentive	135,286	135,553	-0.2	135,248	135,504	-0.2	37	48	-22.2
Conventions	83,652	82,424	1.5	83,620	82,404	1.5	32	20	58.9
Corporate Meetings	29,670	30,056	-1.3	29,661	30,043	-1.3	10	13	-27.6
Incentive	27,343	28,364	-3.6	27,331	28,346	-3.6	11	18	-37.3
Other Business	80,738	81,184	-0.5	80,729	81,165	-0.5	10	19	-49.9
Visit Friends/Rel.	298,103	299,913	-0.6	297,951	299,825	-0.6	152	87	74.3
Govt/Military	63,982	58,498	9.4	63,972	58,461	9.4	9	36	-74.5
Attend School	4,430	5,034	-12.0	4,417	5,025	-12.1	13	9	47.7
Sport Events	22,623	19,224	17.7	22,618	19,224	17.7	5	0	NA
Other	92,653	92,957	-0.3	92,537	92,868	-0.4	116	89	30.4
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	39.6	41.4	-1.8	39.6	41.4	-1.8	36.6	45.1	-8.6
% Repeaters ***	60.4	58.6	1.8	60.4	58.6	1.8	63.4	54.9	8.6
Average # of Trips	4.31	4.12	4.5	4.31	4.12	4.5	3.59	3.82	-6.0
Group Tour	72,495	79,340	-8.6	72,476	79,335	-8.6	19	5	267.4
Non-Group	2,300,943	2,347,804	-2.0	2,299,445	2,346,654	-2.0	1,497	1,150	30.2
Package Trip	340,941	375,572	-9.2	340,740	375,512	-9.3	200	59	237.4
No Package	2,032,497	2,051,572	-0.9	2,031,181	2,050,477	-0.9	1,316	1,096	20.1
Net True Independent	2,001,864	2,019,377	-0.9	2,000,553	2,018,282	-0.9	1,312	1,094	19.9
Ave. Age	47	47	0.0	47	47	0.0	49	49	-0.4
Ave. Party Size	2.07	2.07	0.0	2.07	2.07	0.0	2.38	2.28	4.4

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 18. 2024 U.S. East MMA Visitor Arrivals on Domestic Flights by Month and State

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
W.N. CENTRAL	35,548	31,638	37,353	18,855	20,815	21,124	21,149	16,971	15,728	18,180	19,183	26,707	283,252
Iowa	4,551	4,213	4,693	2,280	2,014	2,760	2,793	2,024	2,083	1,972	2,888	3,087	35,358
Kansas	3,296	2,947	4,409	2,258	3,520	3,517	3,742	2,083	2,230	2,543	2,592	3,392	36,529
Minnesota	15,321	13,839	16,794	6,559	4,434	4,746	4,178	5,385	3,979	5,826	6,302	9,998	96,761
Missouri	6,232	5,103	6,653	4,877	6,856	6,862	6,961	5,030	4,967	4,988	4,138	4,957	68,123
Nebraska	3,178	2,797	2,522	1,614	2,538	1,977	2,463	1,379	1,459	1,506	1,752	2,747	25,932
N. Dakota	1,344	1,354	1,174	523	575	566	473	398	434	581	651	1,216	9,291
S. Dakota	1,626	1,385	1,109	745	1,077	695	539	673	575	764	861	1,209	11,258
W.S. CENTRAL	29,782	29,239	42,353	32,626	50,186	58,492	61,817	38,156	33,823	35,326	34,544	42,114	488,459
Arkansas	1,458	1,267	1,978	1,569	1,980	2,442	2,227	1,309	1,490	1,369	1,166	1,647	19,901
Louisiana	1,438	2,019	1,605	2,100	2,934	3,275	2,993	1,683	1,692	1,827	1,526	1,649	24,743
Oklahoma	2,846	2,620	3,500	2,857	4,888	4,489	4,475	2,518	2,564	2,840	2,579	3,280	39,455
Texas	24,041	23,332	35,270	26,100	40,384	48,286	52,124	32,645	28,077	29,290	29,273	35,538	404,359
EN. CENTRAL	42,538	42,385	52,586	31,822	36,869	41,338	38,098	31,679	29,055	32,318	32,019	48,571	459,277
Illinois	14,250	12,948	16,867	10,126	12,617	14,561	14,211	11,566	9,988	10,175	12,084	18,401	157,804
Indiana	4,578	4,631	6,652	3,862	4,870	5,989	4,757	3,327	4,012	5,894	3,366	5,345	57,281
Michigan	7,724	9,703	9,972	6,243	6,433	6,321	5,650	5,620	5,179	5,900	6,405	10,342	85,491
Ohio	7,009	6,953	8,679	6,698	8,824	10,033	9,020	6,113	6,136	5,965	5,893	8,180	89,504
Wisconsin	8,978	8,150	10,417	4,892	4,125	4,433	4,460	5,052	4,370	4,384	4,272	6,303	69,197
E.S. CENTRAL	8,652	8,183	11,574	10,466	14,077	15,185	12,341	8,284	10,352	11,029	8,223	11,050	129,414
Alabama	1,811	1,636	2,684	2,375	3,402	3,108	2,929	1,941	2,416	2,019	2,145	2,586	29,052
Kentucky	1,997	1,949	2,434	2,211	2,728	3,676	2,616	1,800	2,267	2,373	1,579	2,387	28,016
Mississippi	819	918	1,013	920	1,342	1,398	1,259	858	979	952	718	908	12,083
Tennessee	4,025	3,680	5,443	4,960	6,605	7,004	5,537	3,685	4,690	5,686	3,781	5,169	60,263
NEW ENGLAND	10,898	13,452	10,662	14,628	10,724	10,990	11,001	13,560	8,545	9,203	9,468	15,704	138,835
Connecticut	1,870	2,026	2,008	3,103	2,077	2,380	2,567	3,258	1,591	1,776	2,080	2,708	27,446
Maine	1,147	1,462	1,029	1,341	707	762	610	668	770	733	746	1,001	10,976
Massachusetts	5,427	6,874	5,527	7,161	5,819	5,885	5,812	7,650	4,409	4,774	4,735	9,308	73,381
New Hampshire	1,114	1,469	994	1,581	931	949	899	808	870	930	899	1,293	12,736
Rhode Island	749	773	625	765	647	642	663	811	557	565	576	881	8,253
Vermont	592	846	480	677	544	371	450	365	349	426	432	511	6,042
MID ATLANTIC	23,522	24,965	26,618	25,178	24,727	25,602	29,269	37,638	19,595	20,663	20,537	31,224	309,538
New Jersey	5,505	4,964	7,688	5,428	5,921	6,326	7,676	11,280	4,633	4,594	5,750	7,391	77,157
New York	11,489	13,758	12,014	13,716	11,618	10,181	13,556	18,623	9,394	10,160	9,799	16,847	151,155
Pennsylvania	6,528	6,243	6,916	6,034	7,188	9,096	8,037	7,735	5,568	5,908	4,988	6,986	81,226
S. ATLANTIC	39,937	37,616	49,058	42,564	53,306	58,997	57,715	48,831	43,108	41,423	39,078	53,513	563,146
Delaware	664	487	724	518	547	722	670	765	481	592	579	627	7,376
Washington, D.C.	977	949	1,067	977	991	1,023	1,099	1,337	744	867	925	1,715	12,669
Florida	11,673	11,030	14,536	13,326	17,778	18,359	17,903	13,065	13,990	12,020	12,174	14,582	170,434
Georgia	5,345	5,850	7,050	6,680	9,587	9,728	9,111	5,894	7,272	6,442	6,393	8,858	86,211
Maryland	5,066	4,375	5,907	4,692	5,152	6,554	6,946	7,170	4,588	4,623	4,124	5,879	65,076
N. Carolina	5,342	5,107	6,807	5,534	6,639	7,634	7,306	6,085	5,976	5,429	5,087	7,406	74,353
S. Carolina	2,562	2,200	2,769	2,861	3,392	3,895	3,211	2,295	2,656	2,566	2,484	3,018	33,908
Virginia	7,819	7,170	9,635	7,378	8,573	10,264	10,790	9,580	6,859	8,343	6,855	10,861	104,127
West Virginia	489	448	562	598	648	818	679	641	544	541	457	568	6,993
TOTAL U.S. EAST	190,878	187,478	230,204	176,138	210,704	231,727	231,390	193,119	160,207	168,142	163,053	228,883	2,371,921

Table 19. U.S. Visitor Arrivals on Domestic Flights by State: 2015 – 2024

	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015
Pacific Coast	3,938,650	3,945,533	4,196,819	3,537,051	1,000,558	3,641,257	3,305,395	3,037,050	2,910,610	2,769,433
Alaska	99,386	102,504	81,472	76,286	42,574	93,249	88,336	80,950	81,644	79,812
California	2,883,273	2,901,458	3,177,044	2,657,296	655,937	2,637,893	2,357,641	2,176,869	2,095,908	1,987,085
Oregon	277,928	283,499	290,274	238,626	88,907	281,280	265,168	238,825	223,210	212,730
Washington	678,063	658,072	648,029	564,843	213,140	628,836	594,250	540,406	509,849	489,806
Mountain	1,056,744	1,053,150	1,078,658	934,648	287,155	876,739	790,520	709,491	666,614	641,004
Arizona	267,905	265,581	279,055	244,282	65,780	220,549	195,487	179,898	175,945	166,966
Colorado	227,751	234,931	248,260	211,407	63,123	205,036	189,349	168,368	154,498	148,652
Idaho	88,642	87,418	79,981	66,519	25,129	70,826	61,826	54,234	49,040	46,744
Montana	36,309	36,075	32,900	23,192	13,981	32,365	30,128	27,177	26,037	25,633
Nevada	167,088	166,668	170,024	143,697	42,050	128,742	110,222	103,167	99,633	95,280
New Mexico	40,089	42,434	43,024	32,104	8,962	34,054	29,282	27,007	25,700	25,200
Utah	215,878	207,089	213,467	203,771	64,086	173,552	162,937	139,634	126,416	122,793
Wyoming	13,082	12,954	11,947	9,675	4,044	11,615	11,289	10,007	9,344	9,734
West North Central	283,252	295,837	288,734	211,863	108,208	268,161	249,916	229,046	213,548	203,733
Iowa	35,358	34,538	33,355	24,124	14,037	30,848	31,336	27,678	25,266	25,489
Kansas	36,529	38,663	37,494	28,978	10,814	32,666	28,407	27,135	25,007	24,891
Minnesota	96,761	101,555	103,932	74,314	47,525	102,222	95,876	87,168	81,029	75,412
Missouri	68,123	71,004	68,449	52,744	18,117	59,424	53,585	49,858	46,433	44,378
Nebraska	25,932	28,085	26,314	18,910	8,818	23,312	21,888	20,071	19,122	17,375
N. Dakota	9,291	9,727	8,455	5,577	4,361	9,541	8,672	7,962	8,041	8,149
S. Dakota	11,258	12,265	10,734	7,215	4,537	10,148	10,151	9,175	8,650	8,040
West South Central	488,459	503,001	508,808	437,758	114,390	410,553	379,496	343,731	323,807	314,922
Arkansas	19,901	20,558	19,583	15,979	4,225	17,435	16,362	15,080	14,120	13,168
Louisiana	24,743	25,700	24,641	21,270	5,787	22,066	21,190	19,159	18,227	18,876
Oklahoma	39,455	40,173	37,739	33,069	9,436	34,490	32,172	28,746	27,554	26,847
Texas	404,359	416,571	426,845	367,441	94,943	336,563	309,772	280,746	263,905	256,030
East North Central	459,277	474,016	481,841	382,281	139,144	433,157	416,127	383,938	366,129	349,602
Illinois	157,804	164,824	173,777	151,620	48,764	157,541	147,915	140,814	136,783	133,442
Indiana	57,281	58,969	57,140	43,509	14,787	50,724	48,685	44,257	41,097	39,851
Michigan	85,491	88,854	92,278	69,395	28,243	82,689	80,578	73,507	67,845	64,979
Ohio	89,504	91,670	90,950	68,696	23,412	82,682	82,028	73,164	69,642	65,863
Wisconsin	69,197	69,699	67,696	49,061	23,938	59,520	56,920	52,195	50,762	45,467
East South Central	129,414	127,810	123,240	93,455	27,801	105,630	99,243	90,676	84,941	78,607
Alabama	29,052	28,801	27,096	20,178	6,278	24,139	23,702	21,454	21,021	18,419
Kentucky	28,016	27,389	27,717	21,557	6,610	24,316	22,985	21,036	19,431	18,519
Mississippi	12,083	11,573	11,773	8,903	2,740	10,387	9,379	8,765	8,433	8,177
Tennessee	60,263	60,046	56,654	42,817	12,173	46,788	43,177	39,421	36,055	33,492
New England	138,835	141,445	151,826	121,804	42,200	134,780	126,858	122,254	115,114	106,903
Connecticut	27,446	27,769	30,488	25,503	7,471	27,816	27,633	26,834	26,756	24,539
Maine	10,976	11,181	11,382	7,172	3,514	9,696	9,183	8,586	8,123	7,605
Massachusetts	73,381	74,894	81,311	69,111	22,434	72,311	65,648	63,727	58,487	53,975
New Hampshire	12,736	13,006	13,905	8,989	4,481	11,972	11,241	10,998	10,142	9,543
Rhode Island	8,253	8,172	8,367	6,795	2,114	7,169	7,289	6,772	6,361	6,057
Vermont	6,042	6,425	6,373	4,234	2,185	5,815	5,864	5,337	5,245	5,185
Mid Atlantic	309,538	316,485	340,700	280,854	87,773	315,396	303,217	298,499	281,153	266,373
New Jersey	77,157	79,180	91,118	76,112	20,276	81,214	78,247	76,591	72,318	70,002
New York	151,155	152,875	163,751	140,479	46,188	154,937	147,288	147,617	137,307	126,932
Pennsylvania	81,226	84,431	85,831	64,263	21,309	79,245	77,682	74,292	71,528	69,438
South Atlantic	563,146	567,395	573,314	465,196	133,824	499,796	480,432	444,207	413,054	386,641
Delaware	7,376	7,292	7,612	5,481	1,898	6,513	6,337	5,970	5,269	5,670
Washington, D.C.	12,669	12,499	12,797	11,284	3,478	12,974	12,187	11,246	10,571	9,871
Florida	170,434	170,030	170,021	147,049	39,975	138,005	130,990	123,552	114,345	107,362
Georgia	88,211	91,411	92,825	76,952	19,755	77,996	74,899	70,431	65,628	59,702
Maryland	65,076	66,093	68,918	52,316	15,636	63,520	60,301	55,278	50,995	48,906
N. Carolina	74,353	75,905	76,247	63,123	17,743	65,429	64,800	57,778	52,078	48,519
S. Carolina	33,908	34,009	32,668	25,419	7,832	28,110	27,480	24,320	22,743	20,931
Virginia	104,127	102,922	105,935	78,952	25,840	100,434	96,913	89,878	85,562	80,040
West Virginia	6,993	7,234	6,290	4,620	1,668	6,815	6,525	5,753	5,863	5,640
United States	7,367,315	7,424,672	7,743,941	6,464,911	1,941,053	6,685,468	6,151,203	5,658,893	5,374,969	5,117,218

Table 20. 2024 U.S. Visitor Arrivals on Domestic Flights Characteristics by State

STATE & REGION	VISITORS	L.O.S. IN HAWAI'I	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST-TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY-MOON	% ISLES VISITED	AVERAGE # OF TRIPS
PACIFIC COAST	3,938,650	8.24	32,445,386	96.1	53.2	18.9	75.5	22.8	4.4	3.2	1.12	7.04
Alaska	99,386	10.34	1,028,072	96.5	51.7	14.1	62.3	34.8	5.6	3.1	1.12	8.06
California	2,883,273	7.89	22,735,248	96.1	51.1	19.8	79.4	19.0	4.3	3.1	1.12	6.95
Oregon	277,928	9.11	2,532,184	96.1	64.4	16.7	59.4	38.1	5.4	3.7	1.11	7.05
Washington	678,063	9.07	6,149,882	96.2	58.0	17.0	65.2	32.8	4.4	3.5	1.11	7.28
MOUNTAIN	1,056,744	9.00	9,505,769	93.6	56.9	26.0	73.2	24.0	6.9	4.4	1.18	5.91
Arizona	267,905	8.77	2,348,898	93.5	54.8	28.3	76.6	21.0	6.6	4.7	1.18	5.89
Colorado	227,751	9.33	2,125,732	91.9	62.0	27.1	71.9	25.2	7.1	4.3	1.20	5.71
Idaho	88,642	9.27	822,064	94.8	64.3	22.8	63.1	34.0	6.4	4.2	1.14	5.60
Montana	36,309	10.22	370,997	94.1	68.2	26.1	60.2	36.0	8.4	5.1	1.15	5.43
Nevada	167,088	8.58	1,433,778	94.6	47.1	24.1	78.4	19.4	5.4	4.2	1.16	7.11
New Mexico	40,089	9.09	364,545	92.8	54.1	34.6	76.0	21.2	8.2	4.5	1.20	5.01
Utah	215,878	8.85	1,910,068	94.6	56.6	22.6	72.1	24.7	7.8	4.3	1.17	5.75
Wyoming	13,082	9.91	129,689	92.1	60.6	30.9	68.5	28.2	6.6	5.2	1.19	4.98
WEST NORTH CENTRAL	283,252	9.86	2,793,799	86.8	53.5	41.3	74.4	22.0	10.6	5.4	1.32	4.23
Iowa	35,358	9.92	350,596	84.8	52.1	43.8	74.1	22.0	10.7	6.0	1.36	4.10
Kansas	36,529	9.35	341,413	87.7	51.8	40.7	76.0	20.7	9.3	4.8	1.31	4.11
Minnesota	96,761	10.35	1,001,715	87.1	58.8	37.8	72.4	23.7	12.0	5.1	1.30	4.46
Missouri	68,123	9.46	644,403	86.3	49.1	44.8	74.5	22.3	8.9	5.8	1.35	4.01
Nebraska	25,932	9.46	245,190	87.9	52.5	42.2	77.1	19.7	10.4	5.1	1.29	4.10
North Dakota	9,291	10.13	94,090	87.8	48.1	43.3	79.9	16.6	11.8	5.3	1.31	4.22
South Dakota	11,258	10.34	116,392	87.2	52.2	41.2	75.4	21.1	12.2	5.6	1.30	4.34
WEST SOUTH CENTRAL	488,459	8.92	4,358,957	88.7	44.3	42.2	81.0	16.4	7.5	5.0	1.28	4.33
Arkansas	19,901	9.20	183,129	87.7	44.6	46.8	76.9	19.2	9.5	6.0	1.32	3.87
Louisiana	24,743	9.18	227,258	85.5	36.4	53.7	82.4	14.7	10.3	5.6	1.37	3.42
Oklahoma	39,455	9.10	359,014	89.2	47.9	42.4	76.4	20.5	8.3	5.7	1.26	4.22
Texas	404,359	8.88	3,589,555	88.9	44.5	41.3	81.6	16.0	7.1	4.8	1.27	4.43
EAST NORTH CENTRAL	459,277	9.86	4,528,563	83.3	48.8	45.9	77.4	19.3	9.2	6.0	1.37	4.05
Illinois	157,804	9.50	1,498,871	85.8	49.9	41.5	80.3	17.2	8.2	5.1	1.33	4.43
Indiana	57,281	9.59	549,159	83.5	46.2	48.4	76.3	20.2	9.4	6.2	1.38	3.77
Michigan	85,491	10.51	898,792	81.3	49.0	48.3	75.1	21.0	9.5	7.1	1.39	3.87
Ohio	89,504	9.87	883,834	81.1	44.7	50.2	78.9	17.6	9.1	6.5	1.42	3.66
Wisconsin	69,197	10.09	697,907	83.1	53.6	45.5	72.4	23.5	10.8	6.2	1.37	4.03
EAST SOUTH CENTRAL	129,414	9.48	1,227,261	85.2	39.2	48.6	81.2	15.6	9.5	5.8	1.36	3.78
Alabama	29,052	9.52	276,714	85.5	33.5	50.2	83.3	14.0	10.0	5.3	1.35	3.80
Kentucky	28,016	9.68	271,101	83.7	40.3	48.9	79.0	17.5	9.0	6.5	1.39	3.69
Mississippi	12,083	9.16	110,631	86.9	32.8	54.4	83.1	14.4	10.3	5.2	1.30	3.45
Tennessee	60,263	9.44	568,815	85.3	42.6	46.5	80.7	15.8	9.2	5.9	1.35	3.88
NEW ENGLAND	138,835	10.57	1,468,158	81.5	41.4	46.2	82.0	14.3	9.9	6.9	1.39	4.28
Connecticut	27,446	10.40	285,561	80.2	40.1	48.2	84.3	12.3	10.0	6.7	1.43	4.19
Maine	10,976	11.22	123,141	87.4	44.5	40.6	77.0	19.1	9.6	5.9	1.30	4.89
Massachusetts	73,381	10.40	763,086	80.4	40.6	47.1	82.7	13.4	10.0	7.3	1.39	4.14
New Hampshire	12,736	11.23	142,970	81.9	42.9	47.1	79.2	16.8	9.5	6.7	1.36	4.33
Rhode Island	8,253	10.48	86,509	83.5	37.0	44.0	84.0	13.1	9.1	6.5	1.36	4.36
Vermont	6,042	11.07	66,892	86.7	53.7	37.2	72.7	22.8	10.5	5.6	1.35	5.34
MIDDLE ATLANTIC	309,538	9.90	3,064,842	80.3	38.2	50.8	85.1	11.6	9.1	7.0	1.44	3.77
New Jersey	77,157	9.80	756,381	79.5	37.6	50.5	86.6	10.6	8.7	7.0	1.47	3.67
New York	151,155	9.90	1,496,228	81.2	36.4	50.4	86.0	10.8	8.4	7.0	1.43	3.91
Pennsylvania	81,226	10.00	812,233	79.5	41.7	51.8	82.0	14.2	10.9	7.1	1.45	3.62
SOUTH ATLANTIC	563,146	9.70	5,461,608	84.8	36.2	46.8	85.3	11.7	10.0	5.3	1.38	4.17
Delaware	7,376	10.45	77,063	82.6	37.4	49.3	84.2	13.0	8.5	4.9	1.47	3.70
Washington D.C.	12,669	9.48	120,096	85.5	38.5	41.9	85.9	10.3	11.5	5.6	1.34	4.45
Florida	170,434	9.91	1,688,966	83.5	38.1	47.6	85.1	11.8	9.8	5.5	1.42	4.22
Georgia	88,211	9.21	812,754	85.5	36.7	50.6	84.8	12.4	9.6	5.2	1.34	3.83
Maryland	65,076	9.68	630,209	85.7	33.2	44.5	86.4	11.0	9.7	4.8	1.38	4.19
North Carolina	74,353	9.79	727,932	83.7	39.5	49.5	83.5	13.0	10.7	6.2	1.37	3.79
South Carolina	33,908	9.94	336,894	84.5	37.8	49.9	83.1	13.5	9.8	6.1	1.40	3.87
Virginia	104,127	9.62	1,001,866	86.9	31.0	40.7	87.6	9.6	10.4	4.6	1.33	4.71
West Virginia	6,993	9.41	65,828	84.0	37.3	53.5	81.5	13.8	12.1	6.5	1.41	3.51

**Table 21. Market Penetration for Top U.S. CBSA (Arrivals on Domestic Flights):
2024 vs. 2023**

RANK	METRO AREA	2024	2023	% CHANGE	2024 Population Estimates	Est. 2024 Penetration per 1,000
1	Los Angeles-Long Beach-Anaheim CA	871,445	858,538	1.5	12,928	67.4
2	San Francisco-Oakland-Fremont CA	590,792	602,697	-2.0	4,648	127.1
3	Seattle-Tacoma-Bellevue WA	444,354	427,112	4.0	4,145	107.2
4	San Diego-Chula Vista-Carlsbad CA	292,106	289,733	0.8	3,299	88.5
5	San Jose-Sunnyvale-Santa Clara CA	257,188	271,757	-5.4	1,995	128.9
6	Portland-Vancouver-Hillsboro OR-WA	212,414	218,441	-2.8	2,538	83.7
7	Phoenix-Mesa-Chandler AZ	207,624	206,491	0.5	5,187	40.0
8	Sacramento--Roseville-Folsom CA	204,585	205,053	-0.2	2,463	83.1
9	Riverside-San Bernardino-Ontario CA	197,764	198,862	-0.6	4,744	41.7
10	New York-Newark-Jersey City NY-NJ	171,908	174,599	-1.5	19,940	8.6
11	Dallas-Fort Worth-Arlington TX	136,656	141,019	-3.1	8,344	16.4
12	Chicago-Naperville-Elgin IL-IN	132,549	139,811	-5.2	9,409	14.1
13	Denver-Aurora-Centennial CO	130,323	135,368	-3.7	3,052	42.7
14	Las Vegas-Henderson-North Las Vegas NV	122,688	121,592	0.9	2,399	51.1
15	Washington-Arlington-Alexandria DC-VA-MD-WV	101,594	102,006	-0.4	6,436	15.8
16	Houston-Pasadena-The Woodlands TX	91,723	97,058	-5.5	7,796	11.8
17	Salt Lake City-Murray UT	78,091	75,892	2.9	1,301	60.0
18	Minneapolis-St Paul-Bloomington MN-WI	73,263	76,682	-4.5	3,758	19.5
19	Anchorage AK	66,342	68,309	-2.9	407	162.9
20	Atlanta-Sandy Springs-Roswell GA	64,202	66,998	-4.2	6,411	10.0
21	Austin-Round Rock-San Marcos TX	62,782	63,843	-1.7	2,551	24.6
22	Oxnard-Thousand Oaks-Ventura CA	61,263	60,168	1.8	835	73.3
23	Boston-Cambridge-Newton MA-NH	59,381	60,364	-1.6	5,026	11.8
24	Provo-Orem-Lehi UT	54,453	50,310	8.2	761	71.6
25	Philadelphia-Camden-Wilmington PA-NJ-DE-MD	47,828	49,060	-2.5	6,330	7.6
26	Boise City ID	45,621	44,684	2.1	846	53.9
27	Stockton-Lodi CA	44,161	44,662	-1.1	816	54.1
28	Santa Rosa-Petaluma CA	43,382	44,065	-1.5	485	89.4
29	San Antonio-New Braunfels TX	41,712	42,390	-1.6	2,763	15.1
30	Ogden UT	40,523	39,054	3.8	668	60.7
31	Detroit-Warren-Dearborn MI	39,420	41,332	-4.6	4,401	9.0
32	Miami-Fort Lauderdale-West Palm Beach FL	38,769	39,163	-1.0	6,458	6.0
33	Vallejo CA	38,132	38,629	-1.3	455	83.8
34	Kansas City MO-KS	37,362	39,187	-4.7	2,254	16.6
35	St Louis MO-IL	35,947	38,018	-5.4	2,812	12.8
36	Fresno CA	35,173	36,451	-3.5	1,190	29.6
37	Reno NV	33,553	34,547	-2.9	575	58.3
38	Spokane-Spokane Valley WA	33,289	33,715	-1.3	605	55.0
39	Tucson AZ	30,948	30,147	2.7	1,080	28.7
40	Baltimore-Columbia-Towson MD	30,823	30,979	-0.5	2,859	10.8
41	Santa Cruz-Watsonville CA	29,057	28,902	0.5	262	110.7
42	Tampa-St Petersburg-Clearwater FL	28,541	28,277	0.9	3,425	8.3
43	Nashville-Davidson--Murfreesboro--Franklin TN	27,828	27,695	0.5	2,151	12.9
44	Colorado Springs CO	27,616	27,573	0.2	778	35.5
45	Orlando-Kissimmee-Sanford FL	26,289	25,869	1.6	2,941	8.9
46	Santa Maria-Santa Barbara CA	25,918	26,192	-1.0	445	58.3
47	Bremerton-Silverdale-Port Orchard WA	24,162	22,956	5.3	281	85.9
48	Albuquerque, NM	23,835	24,772	-3.8	926	25.7
49	Modesto CA	23,754	23,571	0.8	557	42.6
50	Indianapolis-Carmel-Greenwood IN	23,299	24,509	-4.9	2,175	10.7
51	Salem OR	22,580	22,677	-0.4	443	50.9
52	Olympia-Lacey-Tumwater WA	21,725	21,443	1.3	303	71.7
53	Virginia Beach-Chesapeake-Norfolk VA-NC	21,619	20,246	6.8	1,794	12.0
54	Columbus OH	21,198	22,067	-3.9	2,225	9.5
55	Bend OR	20,969	20,507	2.3	264	79.3
56	Cincinnati OH-KY-IN	20,470	21,561	-5.1	2,303	8.9
57	Milwaukee-Waukesha WI	19,861	20,357	-2.4	1,574	12.6
58	Eugene-Springfield OR	19,193	19,679	-2.5	382	50.2
59	Boulder CO	18,359	18,982	-3.3	330	55.6
60	Oklahoma City OK	17,724	18,632	-4.9	1,498	11.8
61	Bellingham WA	16,554	16,292	1.6	235	70.5
62	Omaha NE-IA	15,779	17,363	-9.1	1,001	15.8

¹ Based on 2024 population estimates

Source: Department of Business, Economic Development and Tourism, and U.S. Bureau of the Census

Table 22. Japan MMA Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	708,233	589,172	20.2	8,332	8,570	-2.8	699,901	580,602	20.5
VISITOR DAYS	4,385,692	3,864,472	13.5	59,185	61,643	-4.0	4,326,507	3,802,829	13.8
AVERAGE DAILY CENSUS	11,983	10,588	13.2	162	169	-4.2	11,821	10,419	13.5
ISLANDS VISITED									
O'ahu	693,066	573,719	20.8	7,280	7,390	-1.5	685,786	566,329	21.1
O'ahu only	646,742	531,126	21.8	6,688	6,688	0.0	640,054	524,438	22.0
O'ahu one day or less	2,876	2,591	11.0	157	162	-2.9	2,719	2,429	11.9
Kaua'i	6,960	5,885	18.3	440	487	-9.7	6,520	5,397	20.8
Kaua'i only	746	712	4.7	212	231	-8.4	534	481	10.9
Kaua'i one day or less	4,068	2,738	48.5	78	73	5.5	3,990	2,665	49.7
Maui County	14,070	11,927	18.0	663	810	-18.2	13,407	11,116	20.6
Maui	13,421	11,383	17.9	636	788	-19.3	12,785	10,595	20.7
Maui only	2,254	1,896	18.9	378	452	-16.2	1,876	1,445	29.8
Maui one day or less	4,088	3,681	11.1	58	92	-37.2	4,030	3,589	12.3
Moloka'i *	669	587	14.0	18	15	19.6	652	572	13.9
Moloka'i only*	8	0	NA	8	0	NA	0	0	NA
Moloka'i one day or less*	528	447	18.1	3	3	-4.3	525	444	18.3
Lāna'i *	388	489	-20.7	18	19	-2.9	370	470	-21.4
Lāna'i only*	32	43	-25.8	8	4	79.7	24	38	-38.2
Lāna'i one day or less*	254	298	-14.8	5	7	-30.9	249	291	-14.5
Hawai'i Island	46,368	44,758	3.6	729	839	-13.2	45,639	43,918	3.9
Kona side	38,160	35,883	6.3	587	691	-15.0	37,573	35,192	6.8
Hilo side	13,718	13,015	5.4	256	300	-14.7	13,462	12,715	5.9
Hawai'i Island only	11,425	12,330	-7.3	399	404	-1.2	11,026	11,926	-7.5
Hawai'i Island one day or less	7,482	7,863	-4.8	50	36	39.2	7,433	7,827	-5.0
Any Neighbor Island	61,491	58,046	5.9	1,644	1,882	-12.7	59,847	56,164	6.6
NI only	15,167	15,453	-1.8	1,052	1,180	-10.8	14,115	14,273	-1.1
O'ahu & NI	46,324	42,593	8.8	592	702	-15.7	45,732	41,891	9.2
Any one island only	661,206	546,108	21.1	7,694	7,779	-1.1	653,512	538,328	21.4
Multiple Islands	47,027	43,065	9.2	638	791	-19.3	46,389	42,274	9.7
Avg. Islands Visited	1.07	1.08	-0.6	1.09	1.11	-1.6	1.07	1.08	-0.6
Average Length of Stay in Hawai'i	6.19	6.56	-5.6	7.10	7.19	-1.2	6.18	6.55	-5.6
O'ahu	5.93	6.27	-5.5	6.40	6.23	2.8	5.92	6.27	-5.5
Maui	4.03	4.00	0.7	6.79	6.79	0.0	3.89	3.79	2.6
Moloka'i	1.68	2.53	-33.8	7.53	6.22	21.0	1.52	2.44	-37.7
Lāna'i	3.19	4.04	-21.1	5.68	4.04	40.7	3.06	4.04	-24.1
Kaua'i	2.70	3.11	-13.3	6.62	7.07	-6.4	2.43	2.75	-11.6
Hawai'i Island	4.38	4.49	-2.4	7.03	7.94	-11.4	4.34	4.43	-1.9
Hilo	2.20	2.39	-7.8	5.37	6.68	-19.6	2.14	2.28	-6.4
Kona	4.54	4.74	-4.3	6.39	6.74	-5.3	4.51	4.70	-4.1
ACCOMMODATIONS									
Plan to stay in Hotel	540,358	425,071	27.1	5,792	5,873	-1.4	534,566	419,198	27.5
Hotel only	515,425	401,954	28.2	5,442	5,429	0.3	509,982	396,526	28.6
Plan to stay in Condo	104,452	97,893	6.7	922	1,023	-9.9	103,530	96,870	6.9
Condo only	86,463	81,684	5.9	770	834	-7.6	85,692	80,850	6.0
Plan to stay in Timeshare	71,157	76,358	-6.8	323	302	7.1	70,833	76,056	-6.9
Timeshare only	61,629	66,322	-7.1	247	236	4.7	61,382	66,087	-7.1
Cruise Ship	657	620	5.9	46	43	8.5	610	578	5.7
Friends/Relatives	13,021	11,147	16.8	857	904	-5.2	12,164	10,243	18.8
Bed & Breakfast	603	613	-1.6	57	48	19.0	546	565	-3.4
Rental House	2,075	1,751	18.5	375	402	-6.6	1,699	1,349	26.0
Hostel	422	702	-39.9	163	169	-3.5	259	533	-51.4

Table 22. Japan MMA Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	221	303	-27.0	30	44	-32.4	191	259	-26.1
Private Room in Private Home**	1,800	1,484	21.3	118	87	35.6	1,683	1,397	20.4
Shared Room/Space in Private Home**	1,021	631	61.9	44	47	-4.7	977	584	67.2
Other Accommodations	2,411	1,754	37.4	204	218	-6.4	2,207	1,537	43.6
PURPOSE OF TRIP									
Pleasure (Net)	609,090	505,037	20.6	6,447	6,586	-2.1	602,643	498,450	20.9
Honeymoon/Get Married	82,787	80,310	3.1	500	489	2.1	82,287	79,820	3.1
Honeymoon	79,851	77,102	3.6	450	437	2.9	79,401	76,665	3.6
Get Married	9,500	8,585	10.7	56	59	-4.7	9,444	8,526	10.8
Pleasure/Vacation	533,650	432,260	23.5	6,008	6,164	-2.5	527,642	426,097	23.8
Mtgs/Conventions/Incentive	52,725	41,150	28.1	392	351	11.8	52,332	40,799	28.3
Conventions	4,627	4,790	-3.4	185	128	45.2	4,442	4,663	-4.7
Corporate Meetings	1,392	1,911	-27.1	154	152	1.1	1,238	1,758	-29.6
Incentive	46,885	34,969	34.1	62	82	-24.2	46,823	34,887	34.2
Other Business	2,461	3,002	-18.0	319	309	3.0	2,143	2,692	-20.4
Visit Friends/Rel.	18,520	15,563	19.0	936	1,005	-6.9	17,583	14,557	20.8
Gov't/Military	407	544	-25.1	109	82	32.9	299	462	-35.3
Attend School	3,367	2,165	55.5	27	53	-49.1	3,340	2,112	58.2
Sport Events	12,262	13,414	-8.6	69	72	-3.3	12,192	13,342	-8.6
Other	43,445	39,323	10.5	456	540	-15.6	42,990	38,784	10.8
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	27.5	26.0	1.5	22.5	24.9	-2.5	27.6	26.0	1.6
% Repeaters ***	72.5	74.0	-1.5	77.5	75.1	2.5	72.4	74.0	-1.6
Average # of Trips	5.74	6.27	-8.5	6.57	6.37	3.2	5.73	6.27	-8.6
Group Tour	97,622	73,690	32.5	340	345	-1.6	97,282	73,345	32.6
Non-Group	610,611	515,482	18.5	7,993	8,225	-2.8	602,619	507,257	18.8
Package Trip	289,267	220,007	31.5	1,171	1,264	-7.4	288,096	218,743	31.7
No Package	418,966	369,165	13.5	7,161	7,306	-2.0	411,805	361,859	13.8
Net True Independent	382,505	339,436	12.7	6,931	7,141	-2.9	375,573	332,295	13.0
Ave. Age	47	47	-1.4	44	43	0.7	47	47	-1.5
Ave. Party Size	2.64	2.56	3.0	1.73	1.69	2.4	2.66	2.58	2.8

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 23. 2024 Japan MMA Visitors on International Flights Characteristics by Region

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
Visitor Counts	133,576	164,086	18,755	301,134	21,227	10,658	26,724	20,462	3,279
PARTY SIZE									
One	3,792	5,967	997	13,622	609	278	749	642	276
Two	57,326	67,428	8,190	120,482	9,156	4,914	10,352	8,334	1,176
Three or more	72,457	90,690	9,567	167,030	11,462	5,466	15,624	11,486	1,826
Avg Party Size	2.68	2.67	2.51	2.61	2.71	2.69	2.78	2.74	2.53
VISIT STATUS									
First-Time	42,370	45,489	7,112	69,086	7,785	5,032	9,006	5,806	1,186
Repeat	91,206	118,596	11,643	232,049	13,442	5,627	17,718	14,656	2,093
Average # of Trips	5.43	6.14	4.65	6.78	4.71	4.01	4.52	5.76	5.47
TRAVEL METHOD									
Group Tour	19,717	20,554	5,123	35,295	4,349	2,436	5,926	3,339	543
Package	58,465	65,975	10,088	115,203	11,031	5,920	10,788	9,704	921
Group Tour & Pkg	12,474	13,202	3,299	21,285	2,646	1,694	3,830	2,301	318
True Independent	68,042	90,589	7,033	171,360	8,642	4,085	13,921	9,778	2,122
ISLANDS VISITED									
O'ahu	129,921	161,793	18,655	294,091	20,975	10,581	26,365	20,167	3,238
Maui County	2,588	3,251	569	5,403	420	116	345	577	137
...Maui	2,454	3,173	566	5,004	418	115	343	574	136
...Moloka'i *	122	19	0	486	0	25	0	0	0
...Lāna'i *	145	76	0	102	0	27	0	0	21
Kaua'i	1,090	1,682	102	2,874	268	95	226	184	0
Hawai'i Island	10,153	10,158	821	20,503	1,341	492	1,029	1,058	85
...Hilo	3,257	3,138	334	4,992	547	224	402	519	50
...Kona	8,353	8,288	632	17,441	916	383	817	707	36
LENGTH OF STAY									
O'ahu (days)	5.87	6.02	5.89	5.97	5.86	5.80	5.97	6.37	6.42
Maui (days)	3.67	3.85	3.42	4.29	3.70	1.41	3.90	2.45	2.57
Moloka'i (days)	1.06	1.00	0.00	1.66	0.00	1.00	0.00	0.00	0.00
Lāna'i (days)	2.57	5.55	0.00	1.00	0.00	1.00	0.00	0.00	7.00
Kaua'i (days)	2.70	2.17	4.11	2.77	2.41	1.43	1.67	1.28	0.00
Hawai'i Island (days)	4.38	4.31	2.82	4.80	3.30	4.76	5.01	3.86	2.26
...Hilo (days)	2.24	2.45	2.14	2.10	2.98	1.00	2.76	1.60	1.35
...Kona (days)	4.45	4.35	2.54	5.03	3.06	5.51	4.96	4.60	3.52
Statewide (days)	6.14	6.30	6.11	6.26	6.10	6.01	6.14	6.56	6.53
ACCOMMODATIONS									
Hotel	102,956	125,313	15,747	225,369	17,900	9,145	20,286	15,594	2,257
...Hotel Only	99,210	118,866	15,183	214,329	17,177	8,854	19,066	15,199	2,098
Condo	17,962	24,423	2,037	48,152	2,205	1,296	3,912	3,000	544
...Condo Only	15,003	19,924	1,716	39,785	1,861	1,140	3,228	2,597	437
Timeshare	14,137	17,286	1,026	31,036	1,480	522	3,055	2,078	213
...Timeshare Only	12,513	15,179	844	26,893	1,154	316	2,396	1,874	213
Rental House	318	297	39	893	60	0	56	36	0
...Rental House Only	139	57	24	537	0	0	38	19	0
Hostel	35	63	0	118	11	8	11	14	0
Camping	46	15	0	21	0	0	110	0	0
Private Room in Private Home**	306	362	36	823	46	9	34	59	9
Shared Room Space in Private Home **	119	247	95	388	55	0	52	0	20
Bed & Breakfast	112	195	0	203	35	0	0	0	0
Cruise Ship	101	261	25	168	0	0	55	0	0
Friends or Relatives	1,541	2,655	534	5,855	432	135	368	251	393
Other Accommodations	752	322	19	851	111	0	130	22	0
PURPOSE OF TRIP									
Pleasure (Net)	115,640	142,482	13,969	263,093	17,053	8,530	21,370	17,863	2,643
.....Vacation	96,927	126,091	11,165	236,275	13,854	6,744	18,461	15,669	2,455
.....Honeymoon	20,362	17,053	3,285	27,503	3,458	1,850	3,243	2,424	224
.....Getting Married	2,055	2,415	150	3,651	437	137	311	288	0
MC&I (Net)	9,714	10,917	3,352	19,110	2,386	1,384	3,870	1,383	216
.....Convention/Conf.	499	1,187	193	2,086	118	70	212	31	46
.....Corp. Meetings	154	220	61	593	18	17	95	80	0
.....Incentive	9,103	9,531	3,105	16,461	2,257	1,300	3,598	1,300	169
Other Business	304	458	215	716	202	0	110	88	50
Visit Friends/Relatives	2,667	4,217	619	7,842	627	196	464	487	464
Government/Military	0	0	0	215	0	0	9	65	9
Attend School	453	682	33	1,388	177	259	200	100	47
Sport Events	2,253	2,193	396	6,205	204	89	397	396	61
Other Purpose	9,100	11,076	1,450	15,612	2,007	845	1,718	1,068	114
Average Age	53	53	51	52	53	53	53	56	50

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

Table 24. Canada MMA Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	445,984	474,727	-6.1	90,781	87,883	3.3	355,203	386,844	-8.2
VISITOR DAYS	4,886,174	5,585,244	-12.5	1,012,493	1,005,284	0.7	3,873,681	4,579,959	-15.4
AVERAGE DAILY CENSUS	13,350	15,302	-12.8	2,766	2,754	0.4	10,584	12,548	-15.7
ISLANDS VISITED									
O'ahu	247,138	244,328	1.2	47,353	50,409	-6.1	199,786	193,919	3.0
O'ahu only	192,555	167,673	14.8	31,809	33,096	-3.9	160,747	134,577	19.4
O'ahu one day or less	6,926	10,016	-30.9	3,650	4,072	-10.4	3,276	5,944	-44.9
Kaua'i	46,091	56,412	-18.3	17,301	17,070	1.4	28,789	39,343	-26.8
Kaua'i only	20,038	21,611	-7.3	8,770	7,806	12.3	11,269	13,805	-18.4
Kaua'i one day or less	6,156	6,932	-11.2	1,553	1,725	-10.0	4,603	5,207	-11.6
Maui County	167,313	216,895	-22.9	28,400	24,983	13.7	138,912	191,912	-27.6
Maui	166,125	215,713	-23.0	28,073	24,657	13.9	138,052	191,057	-27.7
Maui only	119,464	143,189	-16.6	16,830	11,666	44.3	102,634	131,524	-22.0
Maui one day or less	7,345	8,253	-11.0	1,408	2,008	-29.9	5,937	6,244	-4.9
Moloka'i *	2,052	2,582	-20.5	295	298	-1.0	1,757	2,284	-23.1
Moloka'i only *	346	213	62.7	46	59	-21.0	300	154	94.4
Moloka'i one day or less *	1,157	1,638	-29.4	119	113	4.6	1,039	1,525	-31.9
Lāna'i *	2,099	3,688	-43.1	463	455	1.8	1,636	3,232	-49.4
Lāna'i only *	187	366	-48.9	79	80	-1.6	108	286	-62.1
Lāna'i one day or less *	1,385	2,722	-49.1	207	235	-12.1	1,178	2,487	-52.6
Hawai'i Island	77,678	88,214	-11.9	25,056	26,509	-5.5	52,621	61,705	-14.7
Kona side	71,189	80,957	-12.1	22,671	24,149	-6.1	48,519	56,808	-14.6
Hilo side	23,718	26,634	-10.9	8,550	8,678	-1.5	15,168	17,956	-15.5
Hawai'i Island only	45,631	46,282	-1.4	14,073	14,157	-0.6	31,559	32,125	-1.8
Hawai'i Island one day or less	3,331	4,542	-26.7	1,009	1,608	-37.3	2,322	2,934	-20.9
Any Neighbor Island	253,428	307,054	-17.5	58,972	54,786	7.6	194,456	252,267	-22.9
NI only	198,845	230,398	-13.7	43,428	37,474	15.9	155,417	192,925	-19.4
O'ahu & NI	54,583	76,655	-28.8	15,544	17,313	-10.2	39,039	59,342	-34.2
Any one island only	378,222	379,333	-0.3	71,606	66,863	7.1	306,616	312,470	-1.9
Multiple Islands	67,762	95,394	-29.0	19,175	21,020	-8.8	48,587	74,374	-34.7
Avg. Islands Visited	1.21	1.29	-5.7	1.31	1.36	-3.9	1.19	1.27	-6.4
Average Length of Stay in Hawai'i	10.96	11.77	-6.9	11.15	11.44	-2.5	10.91	11.84	-7.9
O'ahu	8.09	8.33	-2.9	7.51	7.44	1.0	8.22	8.56	-3.9
Maui	10.46	10.32	1.3	9.40	9.15	2.7	10.67	10.48	1.9
Moloka'i	5.47	4.58	19.4	8.54	8.92	-4.3	4.95	4.01	23.5
Lāna'i	2.66	2.62	1.6	4.16	3.94	5.5	2.23	2.43	-8.1
Kaua'i	8.07	8.05	0.2	8.55	8.40	1.8	7.78	7.90	-1.5
Hawai'i Island	9.81	9.62	2.0	9.60	9.69	-1.0	9.91	9.58	3.4
Hilo	4.31	4.05	6.4	4.41	4.24	4.0	4.25	3.95	7.4
Kona	9.27	9.15	1.3	8.94	9.11	-1.9	9.42	9.16	2.8
ACCOMMODATIONS									
Plan to stay in Hotel	244,563	243,761	0.3	48,718	48,241	1.0	195,845	195,520	0.2
Hotel only	205,906	195,038	5.6	38,369	37,058	3.5	167,537	157,980	6.0
Plan to stay in Condo	100,362	129,812	-22.7	17,246	17,337	-0.5	83,116	112,475	-26.1
Condo only	80,574	105,600	-23.7	13,585	13,093	3.8	66,989	92,506	-27.6
Plan to stay in Timeshare	42,234	41,641	1.4	7,700	7,159	7.6	34,534	34,482	0.2
Timeshare only	33,075	32,325	2.3	6,130	5,624	9.0	26,945	26,701	0.9
Cruise Ship	6,991	7,894	-11.4	4,217	4,729	-10.8	2,774	3,165	-12.4
Friends/Relatives	29,067	29,051	0.1	7,263	6,329	14.8	21,803	22,722	-4.0
Bed & Breakfast	4,746	5,660	-16.2	1,262	1,248	1.1	3,484	4,412	-21.0
Rental House	46,789	53,445	-12.5	12,116	11,544	5.0	34,673	41,901	-17.2
Hostel	5,739	8,467	-32.2	1,521	1,808	-15.9	4,219	6,659	-36.6

Table 24. Canada MMA Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	4,843	7,652	-36.7	1,222	1,429	-14.5	3,621	6,222	-41.8
Private Room in Private Home**	7,671	9,362	-18.1	909	999	-9.0	6,762	8,363	-19.1
Shared Room/Space in Private Home**	1,514	1,566	-3.3	372	373	-0.5	1,143	1,193	-4.2
Other Accommodations	6,751	7,431	-9.1	2,536	2,448	3.6	4,215	4,983	-15.4
PURPOSE OF TRIP									
Pleasure (Net)	408,931	436,231	-6.3	81,090	78,882	2.8	327,841	357,349	-8.3
Honeymoon/Get Married	9,359	12,119	-22.8	2,844	2,955	-3.8	6,515	9,163	-28.9
Honeymoon	8,007	10,723	-25.3	2,490	2,655	-6.2	5,516	8,068	-31.6
Get Married	1,746	1,675	4.3	443	419	5.8	1,303	1,256	3.7
Pleasure/Vacation	401,099	426,106	-5.9	78,713	76,526	2.9	322,386	349,580	-7.8
Mtgs/Conventions/Incentive	17,229	20,698	-16.8	4,415	4,642	-4.9	12,814	16,057	-20.2
Conventions	10,696	13,665	-21.7	3,024	3,321	-8.9	7,672	10,345	-25.8
Corporate Meetings	3,474	2,724	27.5	808	671	20.5	2,665	2,053	29.8
Incentive	3,872	4,818	-19.6	797	784	1.6	3,075	4,035	-23.8
Other Business	2,967	3,148	-5.8	1,039	1,052	-1.2	1,928	2,096	-8.0
Visit Friends/Rel.	22,330	20,633	8.2	5,414	5,053	7.1	16,916	15,580	8.6
Gov't/Military	739	418	76.6	366	249	47.1	373	170	119.7
Attend School	871	399	118.2	237	173	36.9	634	226	180.6
Sport Events	3,828	3,147	21.7	1,346	957	40.7	2,482	2,190	13.4
Other	9,663	11,768	-17.9	2,238	2,039	9.7	7,425	9,729	-23.7
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	35.2	36.8	-1.6	42.1	45.0	-2.9	33.4	35.0	-1.5
% Repeaters ***	64.8	63.2	1.6	57.9	55.0	2.9	66.6	65.0	1.5
Average # of Trips	3.76	3.58	5.1	4.16	3.95	5.5	3.66	3.50	4.6
Group Tour	6,757	8,975	-24.7	2,288	2,577	-11.2	4,469	6,398	-30.2
Non-Group	439,227	465,752	-5.7	88,493	85,306	3.7	350,734	380,446	-7.8
Package Trip	75,880	81,646	-7.1	16,772	16,674	0.6	59,108	64,971	-9.0
No Package	370,103	393,081	-5.8	74,008	71,208	3.9	296,095	321,873	-8.0
Net True Independent	367,068	389,480	-5.8	73,059	70,220	4.0	294,009	319,260	-7.9
Ave. Age	46	48	-3.1	47	46	0.3	46	48	-4.4
Ave. Party Size	2.40	2.34	2.3	2.10	2.07	1.4	2.49	2.42	3.0

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 25. 2024 Canada MMA Air Visitor Characteristics by Province

CANADA BY PROVINCE	Visitors	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Northwest Territories	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Yukon Territory
Visitor Counts	445,984	66,937	210,557	9,986	2,249	1,525	993	3,929	106,561	962	31,158	8,554	2,574
PARTY SIZE													
One	43,322	6,142	15,378	940	255	163	60	510	14,412	99	4,650	504	208
Two	169,928	24,962	75,114	3,726	964	656	346	1,768	45,656	262	12,188	3,412	874
Three or more	232,733	35,833	120,064	5,321	1,029	706	587	1,650	46,492	602	14,320	4,638	1,492
Avg Party Size	2.49	2.51	2.62	2.52	2.42	2.48	2.60	2.26	2.22	2.78	2.30	2.64	2.64
VISIT STATUS													
First Time	157,034	19,590	53,280	3,729	1,239	984	553	2,171	53,546	739	17,931	2,573	698
Repeat	288,949	47,347	157,276	6,257	1,010	541	440	1,758	53,014	224	13,227	5,980	1,875
Average # of Trips	3.76	4.13	4.47	3.32	2.14	2.05	3.41	2.55	2.64	1.87	2.26	4.38	5.41
TRAVEL METHOD													
Group Tour	6,757	552	1,962	157	79	42	0	171	2,877	2	885	18	11
Package	75,880	7,945	37,848	1,990	465	451	135	623	19,773	193	4,841	1,265	349
Group Tour & Pkg	3,721	303	705	39	46	40	0	166	1,927	2	467	15	11
True Independent	367,068	58,747	171,447	7,877	1,750	1,071	858	3,300	85,837	770	25,901	7,286	2,224
ISLANDS VISITED													
Oahu	247,138	31,459	128,000	5,295	1,513	1,027	675	2,333	54,315	723	16,501	3,650	1,648
Maui County	167,313	27,078	67,715	3,741	776	432	285	1,369	46,461	510	14,711	3,676	579
...Maui	166,125	26,948	67,148	3,715	776	430	284	1,364	46,127	508	14,617	3,649	579
...Molokai *	2,052	365	967	20.45	5	2	0	11	341	120	170	52	0
...Lānaʻi *	2,099	391	982	26	7	0	0	2	498	2	155	37	0
Kauai	46,091	7,017	16,303	1,340	162	169	68	612	13,459	116	5,727	920	197
Hawaii Island	77,678	10,212	26,311	1,951	372	338	59	811	26,589	217	9,128	1,248	443
...Hilo	23,718	2,337	7,331	595	122	126	29	390	8,351	141	3,920	245	130
...Kona	71,189	9,381	24,594	1,820	346	305	59	672	24,289	125	8,068	1,164	367
LENGTH OF STAY													
Oahu (days)	8.09	8.00	8.43	10.71	7.74	8.25	8.52	7.10	7.09	6.91	7.24	10.90	11.47
Maui (days)	10.46	11.66	10.89	10.71	8.16	8.14	10.05	9.42	9.39	6.18	8.77	15.04	16.16
Molokai (days)	5.47	2.53	5.90	8.73	1.00	5.00	0.00	8.45	7.24	1.00	8.08	7.51	0.00
Lānaʻi (days)	2.66	1.90	2.71	6.92	1.00	0.00	0.00	1.00	3.16	3.00	2.14	1.00	0.00
Kauai (days)	8.07	9.90	8.73	8.96	6.41	4.23	10.67	7.00	6.57	6.85	6.94	11.97	6.67
Hawaii Island (days)	9.81	11.23	10.17	11.12	9.85	8.92	11.63	9.34	8.85	7.50	9.29	13.17	12.03
...Hilo (days)	4.31	4.26	4.15	4.61	3.49	4.29	5.00	3.84	4.25	6.52	4.40	5.32	9.63
...Kona (days)	9.27	11.16	9.64	10.41	9.35	8.11	9.17	9.04	8.23	5.65	8.37	13.00	11.11
Statewide (days)	10.96	11.25	10.59	13.08	10.12	10.31	9.90	10.54	10.77	11.11	12.02	14.35	13.56

Table 25. 2024 Canada MMA Air Visitor Characteristics by Province (continued)

CANADA BY PROVINCE	Visitors	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Northwest Territories	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Yukon Territory
ACCOMMODATIONS													
Hotel	244,563	30,712	116,957	5,250	1,160	970	731	2,431	65,011	493	16,287	3,141	1,419
...Hotel Only	205,906	26,895	103,168	4,115	731	765	641	1,998	52,332	361	10,997	2,751	1,253
Condo	100,362	19,360	48,253	2,733	863	179	231	492	17,038	371	6,712	3,403	729
...Condo Only	80,574	16,964	40,553	2,068	381	153	158	315	11,810	149	4,270	3,104	648
Timeshare	42,234	7,579	22,006	811	111	122	46	247	8,517	143	1,628	821	203
...Timeshare Only	33,075	6,142	17,039	683	77	117	26	114	6,654	47	1,315	708	153
Rental House	46,789	7,085	17,377	958	369	143	10	755	13,110	169	5,678	850	284
Hostel	5,739	531	1,963	51	54	1	6	44	1,256	1	1,801	30	0
Camp Site	4,843	535	1,337	46	45	91	1	30	1,228	0	1,400	108	23
Private Room in Private Home**	7,671	1,202	4,043	107	10	0	0	111	1,438	0	618	142	0
Shared Room Space in Private Home **	1,514	202	357	19	6	0	0	126	554	3	234	7	7
Bed & Breakfast	4,746	410	1,725	180	74	30	30	38	1,735	11	412	90	10
Cruise Ship	6,991	427	1,415	242	58	56	0	146	3,500	54	1,078	10	3
Friends or Relatives	29,067	4,101	12,544	692	137	164	49	255	8,212	44	2,399	400	69
Other Accommodations	6,751	841	2,282	308	48	22	0	51	2,081	13	887	178	40
PURPOSE OF TRIP													
Pleasure (Net)	408,931	62,063	196,617	9,143	2,001	1,182	956	3,286	94,311	870	28,112	7,933	2,457
....Vacation	401,099	61,073	193,822	8,981	1,955	1,152	956	3,181	91,236	840	27,693	7,765	2,445
.....Honeymoon	8,007	1,011	2,776	178	48	32	0	167	3,140	30	489	142	12
.....Get Married	1,746	220	802	30	0	0	0	62	536	0	67	29	0
MC&I (Net)	17,229	1,858	4,432	502	188	112	24	318	7,419	67	1,860	445	4
....Convention/Conf.	10,696	1,201	2,825	292	152	87	24	219	4,287	63	1,151	390	4
.....Corp. Meetings	3,474	533	702	157	1	22	0	50	1,540	13	440	17	0
.....Incentive	3,872	235	988	130	35	3	0	52	2,005	3	378	42	0
Other Business	2,967	288	821	71	33	3	0	29	1,179	10	429	41	61
Visit Friends/Relatives	22,330	3,554	9,246	457	90	91	50	218	6,627	36	1,631	268	62
Government/Military	739	140	237	8	0	5	0	32	247	0	66	5	0
Attend School	871	197	367	37	0	0	0	7	210	0	46	7	0
Sport Events	3,828	306	2,359	33	1	0	0	171	692	0	218	35	13
Other purpose	9,663	1,148	3,688	344	25	191	0	138	3,337	8	588	191	3
Average Age	46	46	46	48	48	49	44	47	46	48	43	49	50

* Sample sizes for Molokai and Lanai are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

Table 26. Europe MMA Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	117,962	117,241	0.6	91,088	93,395	-2.5	26,874	23,846	12.7
VISITOR DAYS	1,486,935	1,517,015	-2.0	1,194,684	1,250,953	-4.5	292,251	266,061	9.8
AVERAGE DAILY CENSUS	4,063	4,156	-2.3	3,264	3,427	-4.8	798	729	9.5
ISLANDS VISITED									
O'ahu	96,301	92,772	3.8	70,019	70,701	-1.0	26,282	22,071	19.1
O'ahu only	55,323	48,939	13.0	37,280	36,436	2.3	18,044	12,504	44.3
O'ahu one day or less	3,275	3,502	-6.5	3,092	2,971	4.1	183	531	-65.6
Kaua'i	26,580	28,113	-5.5	22,270	23,948	-7.0	4,310	4,165	3.5
Kaua'i only	2,975	3,208	-7.3	2,975	3,088	-3.7	0	120	-100.0
Kaua'i one day or less	1,761	1,515	16.2	1,339	1,258	6.4	422	257	64.1
Mau'i County	34,945	39,712	-12.0	30,495	32,353	-5.7	4,450	7,358	-39.5
Mau'i	34,597	38,675	-10.5	30,164	31,904	-5.5	4,433	6,771	-34.5
Mau'i only	7,656	8,842	-13.4	7,419	8,268	-10.3	237	574	-58.8
Mau'i one day or less	2,019	1,704	18.5	1,615	1,451	11.3	403	253	59.5
Moloka'i *	794	1,164	-31.8	603	699	-13.7	191	465	-59.0
Moloka'i only *	24	26	-6.8	24	26	-6.8	0	0	NA
Moloka'i one day or less *	301	179	68.3	148	150	-1.1	153	29	427.8
Lāna'i *	597	1,846	-67.7	426	573	-25.6	170	1,273	-86.6
Lāna'i only *	55	103	-46.6	55	51	7.2	0	52	-100.0
Lāna'i one day or less *	344	1,503	-77.1	191	289	-33.8	153	1,214	-87.4
Hawai'i Island	34,966	36,665	-4.6	29,603	31,019	-4.6	5,363	5,646	-5.0
Kona side	30,033	30,744	-2.3	24,936	25,938	-3.9	5,097	4,805	6.1
Hilo side	15,559	18,345	-15.2	12,598	13,939	-9.6	2,961	4,406	-32.8
Hawai'i Island only	6,998	7,137	-2.0	6,867	6,963	-1.4	131	174	-25.0
Hawai'i Island one day or less	1,932	989	95.3	963	856	12.6	969	134	624.0
Any Neighbor Island	62,639	68,302	-8.3	53,808	56,960	-5.5	8,830	11,342	-22.1
NI only	21,661	24,469	-11.5	21,069	22,694	-7.2	592	1,775	-66.7
O'ahu & NI	40,978	43,833	-6.5	32,740	34,266	-4.5	8,238	9,567	-13.9
Any one island only	73,031	68,371	6.8	54,620	54,832	-0.4	18,411	13,539	36.0
Multiple Islands	44,931	48,871	-8.1	36,469	38,564	-5.4	8,463	10,307	-17.9
Avg. Islands Visited	1.64	1.70	-3.3	1.68	1.70	-1.2	1.52	1.69	-10.5
Average Length of Stay in Hawai'i	12.61	12.94	-2.6	13.12	13.39	-2.1	10.87	11.16	-2.5
O'ahu	8.06	7.84	2.8	7.90	7.95	-0.6	8.48	7.48	13.3
Mau'i	7.53	7.72	-2.5	7.87	8.08	-2.6	5.25	6.04	-13.0
Moloka'i	4.32	4.79	-9.9	5.05	5.14	-1.6	1.99	4.26	-53.4
Lāna'i	3.17	2.11	49.8	3.95	3.45	14.3	1.20	1.51	-20.4
Kaua'i	6.21	6.41	-3.1	6.49	6.63	-2.1	4.78	5.16	-7.4
Hawai'i Island	8.00	8.22	-2.6	8.61	8.60	0.1	4.64	6.13	-24.3
Hilo	4.75	4.82	-1.4	5.39	5.35	0.7	2.04	3.14	-35.1
Kona	6.86	6.93	-1.0	7.50	7.41	1.3	3.70	4.32	-14.4
ACCOMMODATIONS									
Plan to stay in Hotel	78,772	77,395	1.8	60,597	62,165	-2.5	18,175	15,230	19.3
Hotel only	60,302	58,177	3.7	46,741	47,239	-1.1	13,560	10,938	24.0
Plan to stay in Condo	10,432	11,053	-5.6	7,906	8,293	-4.7	2,526	2,760	-8.5
Condo only	5,600	6,274	-10.8	4,682	4,751	-1.4	917	1,523	-39.8
Plan to stay in Timeshare	1,797	2,031	-11.5	1,711	1,779	-3.8	85	252	-66.1
Timeshare only	1,252	1,188	5.4	1,197	1,188	0.8	55	0	NA
Cruise Ship	2,987	2,371	26.0	2,451	2,203	11.2	537	168	219.3
Friends/Relatives	9,981	11,157	-10.5	8,516	9,032	-5.7	1,464	2,124	-31.1
Bed & Breakfast	4,053	4,438	-8.7	3,035	3,572	-15.0	1,019	866	17.6
Rental House	17,041	16,737	1.8	13,534	13,746	-1.5	3,508	2,990	17.3
Hostel	6,941	6,523	6.4	4,459	4,990	-10.6	2,482	1,533	61.9

Table 26. Europe MMA Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	2,589	4,061	-36.2	2,052	2,502	-18.0	537	1,559	-65.5
Private Room in Private Home**	5,241	5,614	-6.6	2,589	3,032	-14.6	2,652	2,582	2.7
Shared Room/Space in Private Home**	849	1,148	-26.1	781	914	-14.5	68	234	-71.1
Other Accommodations	3,500	3,599	-2.7	3,287	3,467	-5.2	213	132	61.5
PURPOSE OF TRIP									
Pleasure (Net)	100,848	100,817	0.0	76,823	79,384	-3.2	24,025	21,433	12.1
Honeymoon/Get Married	7,479	8,498	-12.0	6,292	7,066	-11.0	1,188	1,432	-17.1
Honeymoon	6,977	7,754	-10.0	5,789	6,505	-11.0	1,188	1,249	-4.9
Get Married	744	959	-22.4	744	776	-4.2	0	183	-100.0
Pleasure/Vacation	94,351	93,759	0.6	71,514	73,502	-2.7	22,837	20,257	12.7
Mtgs./Conventions/Incentive	5,584	6,102	-8.5	5,237	5,516	-5.1	347	587	-40.8
Conventions	3,456	3,438	0.5	3,280	3,071	6.8	176	367	-52.1
Corporate Meetings	900	1,289	-30.1	828	1,219	-32.1	72	70	3.3
Incentive	1,400	1,645	-14.9	1,301	1,495	-13.0	99	149	-33.9
Other Business	1,673	1,690	-1.0	1,493	1,610	-7.3	180	80	125.6
Visit Friends/Rel.	9,149	9,792	-6.6	7,836	8,042	-2.6	1,313	1,750	-25.0
Govt/Military	932	715	30.4	768	686	11.9	164	29	468.8
Attend School	848	833	1.9	772	833	-7.4	77	0	NA
Sport Events	3,136	1,664	88.5	2,443	1,469	66.2	694	195	256.6
Other	2,983	3,130	-4.7	2,545	2,292	11.0	439	838	-47.7
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	68.9	68.4	0.4	67.0	67.9	-0.9	75.1	70.3	4.8
% Repeaters ***	31.1	31.6	-0.4	33.0	32.1	0.9	24.9	29.7	-4.8
Average # of Trips	2.40	2.40	0.1	2.51	2.50	0.7	2.01	2.01	-0.2
Group Tour	4,068	4,888	-16.8	3,827	4,464	-14.3	241	424	-43.2
Non-Group	113,894	112,353	1.4	87,261	88,932	-1.9	26,633	23,422	13.7
Package Trip	26,426	27,526	-4.0	20,753	22,725	-8.7	5,673	4,801	18.2
No Package	91,536	89,715	2.0	70,335	70,670	-0.5	21,201	19,045	11.3
Net True Independent	89,776	87,815	2.2	68,630	68,893	-0.4	21,147	18,922	11.8
Ave. Age	43	43	-0.6	43	44	-0.1	42	43	-1.9
Ave. Party Size	1.98	1.93	2.6	1.93	1.91	1.1	2.20	2.04	7.7

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 27. United Kingdom Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	35,099	36,058	-2.7	27,731	29,531	-6.1	7,368	6,527	12.9
VISITOR DAYS	349,608	369,617	-5.4	285,709	308,990	-7.5	63,898	60,627	5.4
AVERAGE DAILY CENSUS	955	1,013	-5.7	781	847	-7.8	175	166	5.1
ISLANDS VISITED									
O'ahu	27,670	27,677	0.0	20,382	21,495	-5.2	7,288	6,183	17.9
O'ahu only	19,760	18,338	7.8	13,999	14,246	-1.7	5,762	4,092	40.8
O'ahu one day or less	1,195	1,338	-10.7	1,165	1,233	-5.4	30	106	-71.7
Kaua'i	4,891	4,883	0.2	4,141	4,532	-8.6	750	351	113.5
Kaua'i only	1,178	1,284	-8.3	1,178	1,284	-8.3	0	0	NA
Kaua'i one day or less	794	535	48.4	581	506	14.8	213	29	634.3
Maui County	8,028	9,835	-18.4	7,242	8,146	-11.1	786	1,689	-53.5
Maui	7,904	9,693	-18.5	7,135	8,055	-11.4	769	1,637	-53.0
Maui only	2,921	3,522	-17.0	2,841	3,293	-13.7	80	228	-65.0
Maui one day or less	850	653	30.1	687	624	10.0	163	29	461.5
Moloka'i *	115	104	11.2	115	75	54.5	0	29	-100.0
Moloka'i only *	9	10	-8.7	9	10	-8.7	0	0	NA
Moloka'i one day or less *	50	71	-29.4	50	42	19.3	0	29	-100.0
Lāna'i *	163	239	-31.7	146	159	-7.8	17	81	-78.7
Lāna'i only *	36	70	-48.4	36	19	94.1	0	52	-100.0
Lāna'i one day or less *	54	109	-50.7	54	80	-32.8	0	29	-100.0
Hawai'i Island	7,832	8,534	-8.2	6,837	7,568	-9.7	995	965	3.0
Kona side	6,795	7,461	-8.9	5,836	6,514	-10.4	958	948	1.1
Hilo side	2,873	3,333	-13.8	2,465	2,748	-10.3	408	586	-30.4
Hawai'i Island only	2,458	2,510	-2.1	2,458	2,510	-2.1	0	0	NA
Hawai'i Island one day or less	552	345	59.9	401	345	16.1	151	0	NA
Any Neighbor Island	15,339	17,720	-13.4	13,732	15,285	-10.2	1,606	2,435	-34.0
NI only	7,429	8,381	-11.4	7,349	8,037	-8.6	80	344	-76.8
O'ahu & NI	7,910	9,339	-15.3	6,384	7,249	-11.9	1,526	2,091	-27.0
Any one island only	26,363	25,734	2.4	20,521	21,362	-3.9	5,842	4,372	33.6
Multiple Islands	8,736	10,324	-15.4	7,210	8,169	-11.7	1,526	2,155	-29.2
Avg. Islands Visited	1.38	1.42	-2.4	1.40	1.42	-1.5	1.33	1.42	-5.9
Average Length of Stay in Hawai'i	9.96	10.25	-2.8	10.30	10.46	-1.5	8.67	9.29	-6.6
O'ahu	7.40	7.26	1.9	7.38	7.32	0.8	7.46	7.05	5.7
Maui	7.18	7.21	-0.4	7.41	7.46	-0.7	5.05	5.96	-15.3
Moloka'i	3.60	3.47	3.7	3.60	4.43	-18.8	0.00	1.00	-100.0
Lāna'i	4.18	4.94	-15.4	4.32	3.04	42.0	3.00	8.68	-65.5
Kaua'i	5.78	6.60	-12.3	6.23	6.71	-7.1	3.31	5.16	-35.9
Hawai'i Island	7.50	7.62	-1.5	8.14	7.97	2.1	3.14	4.88	-35.8
Hilo	4.27	4.16	2.6	4.77	4.83	-1.3	1.25	1.03	21.7
Kona	6.84	6.85	-0.2	7.52	7.22	4.1	2.72	4.34	-37.2
ACCOMMODATIONS									
Plan to stay in Hotel	25,163	25,650	-1.9	19,744	20,709	-4.7	5,419	4,941	9.7
Hotel only	20,552	20,882	-1.6	16,380	17,056	-4.0	4,172	3,827	9.0
Plan to stay in Condo	3,407	3,370	1.1	2,187	2,613	-16.3	1,220	758	61.0
Condo only	2,039	2,132	-4.4	1,527	1,795	-15.0	512	336	52.2
Plan to stay in Timeshare	980	1,204	-18.6	895	952	-6.1	85	252	-66.1
Timeshare only	718	676	6.2	662	676	-2.0	55	0	NA
Cruise Ship	1,747	1,331	31.3	1,466	1,331	10.2	281	0	NA
Friends/Relatives	3,154	3,632	-13.2	2,873	3,072	-6.5	281	560	-49.7
Bed & Breakfast	458	487	-6.1	371	429	-13.5	86	58	48.9
Rental House	3,515	3,952	-11.1	2,706	3,322	-18.5	809	629	28.5
Hostel	1,005	934	7.6	695	654	6.3	310	281	10.5

Table 27. United Kingdom Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	217	471	-53.9	217	290	-25.1	0	181	-100.0
Private Room in Private Home**	507	543	-6.6	249	283	-12.2	258	260	-0.6
Shared Room/Space in Private Home**	81	104	-22.2	81	104	-22.2	0	0	NA
Other Accommodations	482	516	-6.6	430	516	-16.6	51	0	NA
PURPOSE OF TRIP									
Pleasure (Net)	28,884	30,012	-3.8	22,483	24,389	-7.8	6,401	5,622	13.9
Honeymoon/Get Married	1,902	2,499	-23.9	1,738	2,033	-14.5	164	466	-64.9
Honeymoon	1,735	2,132	-18.6	1,572	1,849	-15.0	164	283	-42.3
Get Married	243	425	-43.0	243	243	0.0	0	183	-100.0
Pleasure/Vacation	27,226	28,011	-2.8	20,988	22,637	-7.3	6,237	5,374	16.1
Mtgs/Conventions/Incentive	2,192	2,200	-0.3	2,007	1,895	5.9	186	304	-39.0
Conventions	1,335	1,276	4.7	1,249	1,086	15.0	87	190	-54.3
Corporate Meetings	320	398	-19.5	320	398	-19.5	0	0	NA
Incentive	601	613	-2.1	502	499	0.6	99	115	-13.8
Other Business	665	763	-12.8	614	726	-15.5	51	37	40.9
Visit Friends/Rel.	3,011	3,446	-12.6	2,700	2,880	-6.2	311	567	-45.1
Govt/Military	494	319	54.7	330	319	3.2	164	0	NA
Attend School	68	46	45.4	68	46	45.4	0	0	NA
Sport Events	670	545	22.9	622	461	34.8	48	84	-42.7
Other	1,176	1,117	5.3	820	718	14.2	356	399	-10.8
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	64.1	63.7	0.3	61.6	62.3	-0.8	73.4	70.0	3.4
% Repeaters ***	35.9	36.3	-0.3	38.4	37.7	0.8	26.6	30.0	-3.4
Average # of Trips	2.70	2.78	-2.9	2.96	2.97	-0.2	1.71	1.92	-11.1
Group Tour	1,181	1,511	-21.8	1,034	1,250	-17.3	147	261	-43.6
Non-Group	33,917	34,547	-1.8	26,697	28,281	-5.6	7,221	6,266	15.2
Package Trip	10,541	11,157	-5.5	8,602	9,226	-6.8	1,938	1,931	0.4
No Package	24,558	24,902	-1.4	19,128	20,305	-5.8	5,430	4,596	18.1
Net True Independent	24,165	24,488	-1.3	18,790	19,891	-5.5	5,375	4,596	16.9
Ave. Age	47	47	0.4	47	47	-0.3	50	48	2.8
Ave. Party Size	2.00	1.96	1.7	1.97	1.95	1.4	2.09	2.05	1.8

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 28. Germany Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	40,045	38,996	2.7	32,934	32,284	2.0	7,111	6,712	5.9
VISITOR DAYS	569,557	573,578	-0.7	483,667	487,787	-0.8	85,890	85,791	0.1
AVERAGE DAILY CENSUS	1,556	1,571	-1.0	1,321	1,336	-1.1	235	235	-0.2
ISLANDS VISITED									
O'ahu	32,737	30,887	6.0	25,905	24,553	5.5	6,832	6,334	7.9
O'ahu only	16,661	14,386	15.8	12,138	10,980	10.5	4,524	3,406	32.8
O'ahu one day or less	1,035	830	24.7	976	797	22.4	59	33	80.6
Kaua'i	10,942	10,897	0.4	9,542	9,865	-3.3	1,401	1,032	35.7
Kaua'i only	849	927	-8.4	849	898	-5.5	0	29	-100.0
Kaua'i one day or less	523	451	16.0	422	413	2.1	102	38	167.5
Maui County	13,268	14,852	-10.7	11,806	12,276	-3.8	1,462	2,576	-43.3
Maui	13,145	14,664	-10.4	11,683	12,088	-3.3	1,462	2,576	-43.3
Maui only	2,362	2,617	-9.7	2,249	2,492	-9.7	113	125	-9.4
Maui one day or less	647	596	8.6	501	480	4.3	146	116	26.0
Moloka'i *	319	527	-39.5	260	302	-14.1	59	224	-73.7
Moloka'i only *	10	9	15.2	10	9	15.2	0	0	NA
Moloka'i one day or less *	113	41	177.1	54	41	32.6	59	0	NA
Lāna'i *	184	182	1.0	125	182	-31.4	59	0	NA
Lāna'i only *	12	14	-17.3	12	14	-17.3	0	0	NA
Lāna'i one day or less *	120	91	31.3	61	91	-33.3	59	0	NA
Hawai'i Island	13,779	13,521	1.9	12,325	12,108	1.8	1,454	1,414	2.8
Kona side	11,599	10,909	6.3	10,206	9,940	2.7	1,393	970	43.6
Hilo side	6,577	6,674	-1.5	5,584	5,636	-0.9	993	1,038	-4.3
Hawai'i Island only	2,293	2,458	-6.7	2,293	2,458	-6.7	0	0	NA
Hawai'i Island one day or less	460	414	11.1	340	280	21.5	120	134	-10.7
Any Neighbor Island	23,383	24,610	-5.0	20,796	21,304	-2.4	2,587	3,306	-21.7
NI only	7,308	8,109	-9.9	7,029	7,731	-9.1	279	378	-26.2
O'ahu & NI	16,075	16,501	-2.6	13,767	13,573	1.4	2,308	2,928	-21.2
Any one island only	22,187	20,526	8.1	17,550	16,851	4.1	4,637	3,675	26.2
Multiple Islands	17,858	18,470	-3.3	15,384	15,433	-0.3	2,474	3,037	-18.5
Avg. Islands Visited	1.78	1.81	-2.0	1.82	1.83	-0.7	1.58	1.73	-8.2
Average Length of Stay in Hawai'i	14.22	14.71	-3.3	14.69	15.11	-2.8	12.08	12.78	-5.5
O'ahu	8.45	8.45	0.0	8.29	8.43	-1.7	9.08	8.53	6.5
Maui	7.80	7.94	-1.7	7.99	8.27	-3.4	6.26	6.36	-1.5
Moloka'i	4.26	5.15	-17.3	5.00	5.26	-5.0	1.00	5.00	-80.0
Lāna'i	2.50	3.56	-29.8	3.21	3.56	-10.0	1.00	0.00	NA
Kaua'i	6.54	6.61	-1.2	6.78	6.78	0.0	4.85	5.03	-3.5
Hawai'i Island	8.49	8.93	-5.0	8.86	9.23	-4.0	5.34	6.42	-16.9
Hilo	5.12	5.69	-10.0	5.62	5.92	-5.1	2.33	4.45	-47.7
Kona	7.18	7.59	-5.4	7.63	7.88	-3.3	3.92	4.60	-14.9
ACCOMMODATIONS									
Plan to stay in Hotel	25,207	24,359	3.5	20,861	20,254	3.0	4,345	4,105	5.8
Hotel only	18,275	17,034	7.3	15,292	14,457	5.8	2,983	2,578	15.7
Plan to stay in Condo	3,558	4,232	-15.9	3,022	2,976	1.6	536	1,256	-57.3
Condo only	2,024	2,292	-11.7	1,701	1,581	7.6	323	712	-54.6
Plan to stay in Timeshare	444	451	-1.4	444	451	-1.4	0	0	NA
Timeshare only	287	284	0.9	287	284	0.9	0	0	NA
Cruise Ship	715	714	0.1	678	546	24.2	37	168	-78.0
Friends/Relatives	3,690	3,908	-5.6	3,051	3,101	-1.6	639	807	-20.9
Bed & Breakfast	1,746	1,855	-5.9	1,353	1,580	-14.3	393	275	42.7
Rental House	6,370	5,986	6.4	5,418	5,163	4.9	952	823	15.7
Hostel	2,796	2,992	-6.5	2,046	2,425	-15.6	750	567	32.3

Table 28. Germany Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	1,127	1,736	-35.1	1,024	1,283	-20.2	103	454	-77.4
Private Room in Private Home**	2,381	2,190	8.7	1,345	1,580	-14.9	1,036	610	69.7
Shared Room/Space in Private Home**	434	488	-11.2	420	443	-5.1	13	45	-70.2
Other Accommodations	1,835	1,669	9.9	1,673	1,653	1.2	162	16	895.7
PURPOSE OF TRIP									
Pleasure (Net)	34,923	33,450	4.4	28,387	27,694	2.5	6,536	5,756	13.6
Honeymoon/Get Married	2,830	2,650	6.8	2,259	2,272	-0.6	571	378	51.3
Honeymoon	2,661	2,414	10.2	2,090	2,036	2.6	571	378	51.3
Get Married	299	348	-14.1	299	348	-14.1	0	0	NA
Pleasure/Vacation	32,590	31,365	3.9	26,625	25,949	2.6	5,965	5,416	10.1
Mtgs/Conventions/Incentive	1,833	2,070	-11.5	1,775	1,876	-5.4	58	194	-70.0
Conventions	1,096	1,106	-1.0	1,037	1,005	3.2	58	101	-42.4
Corporate Meetings	232	413	-43.8	232	343	-32.4	0	70	-100.0
Incentive	556	626	-11.2	556	603	-7.8	0	23	-100.0
Other Business	425	446	-4.7	425	402	5.5	0	43	-100.0
Visit Friends/Rel.	3,472	3,588	-3.2	2,859	2,785	2.6	613	803	-23.6
Govt/Military	231	172	34.5	231	143	61.7	0	29	-100.0
Attend School	261	286	-8.7	247	286	-13.5	13	0	NA
Sport Events	834	510	63.5	834	510	63.5	0	0	NA
Other	952	1,303	-26.9	936	946	-1.1	16	357	-95.5
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	70.0	68.9	1.1	68.1	69.1	-1.0	78.9	67.8	11.0
% Repeaters ***	30.0	31.1	-1.1	31.9	30.9	1.0	21.1	32.2	-11.0
Average # of Trips	2.31	2.24	2.9	2.29	2.28	0.2	2.41	2.07	16.5
Group Tour	1,505	1,789	-15.9	1,505	1,666	-9.7	0	123	-100.0
Non-Group	38,540	37,207	3.6	31,429	30,618	2.6	7,111	6,589	7.9
Package Trip	7,661	7,537	1.6	6,373	6,699	-4.9	1,288	838	53.8
No Package	32,384	31,459	2.9	26,561	25,585	3.8	5,823	5,874	-0.9
Net True Independent	31,596	30,561	3.4	25,773	24,810	3.9	5,823	5,752	1.2
Ave. Age	42	42	-0.8	43	43	0.3	40	42	-5.3
Ave. Party Size	1.95	1.91	2.2	1.89	1.86	1.3	2.29	2.15	6.6

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 29. Oceania MMA Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	203,473	236,127	-13.8	39,655	45,704	-13.2	163,818	190,423	-14.0
VISITOR DAYS	1,784,211	2,135,047	-16.4	258,712	301,770	-14.3	1,525,499	1,833,278	-16.8
AVERAGE DAILY CENSUS	4,875	5,849	-16.7	707	827	-14.5	4,168	5,023	-17.0
ISLANDS VISITED									
O'ahu	199,263	232,500	-14.3	37,171	42,713	-13.0	162,092	189,787	-14.6
O'ahu only	161,663	187,582	-13.8	33,811	38,592	-12.4	127,853	148,991	-14.2
O'ahu one day or less	3,257	3,369	-3.3	887	1,006	-11.8	2,370	2,363	0.3
Kaua'i	16,607	17,351	-4.3	1,625	1,942	-16.4	14,982	15,409	-2.8
Kaua'i only	827	793	4.3	490	643	-23.8	336	150	124.8
Kaua'i one day or less	5,416	5,729	-5.5	285	277	2.9	5,131	5,451	-5.9
Maui County	22,199	25,261	-12.1	2,688	3,371	-20.3	19,512	21,890	-10.9
Maui	21,305	24,736	-13.9	2,640	3,316	-20.4	18,665	21,420	-12.9
Maui only	1,391	1,495	-7.0	980	1,259	-22.1	411	236	74.0
Maui one day or less	7,056	7,347	-4.0	320	372	-13.9	6,735	6,975	-3.4
Moloka'i *	1,924	1,863	3.3	48	53	-9.3	1,876	1,809	3.7
Moloka'i only *	2	3	-33.0	2	3	-33.0	0	0	NA
Moloka'i one day or less *	1,811	1,633	10.9	39	25	59.8	1,772	1,608	10.2
Lāna'i *	1,941	2,391	-18.8	72	74	-2.1	1,868	2,317	-19.4
Lāna'i only *	15	3	331.5	15	3	331.5	0	0	NA
Lāna'i one day or less *	1,678	2,028	-17.3	43	53	-18.0	1,635	1,976	-17.2
Hawai'i Island	24,247	25,840	-6.2	2,560	2,904	-11.8	21,687	22,937	-5.4
Kona side	20,843	22,241	-6.3	2,132	2,419	-11.9	18,711	19,822	-5.6
Hilo side	15,482	14,527	6.6	878	1,045	-15.9	14,604	13,483	8.3
Hawai'i Island only	1,544	1,128	36.9	835	878	-4.9	710	251	183.0
Hawai'i Island one day or less	2,603	3,851	-32.4	164	190	-13.8	2,439	3,660	-33.4
Any Neighbor Island	41,810	48,545	-13.9	5,844	7,113	-17.8	35,965	41,432	-13.2
NI only	4,210	3,628	16.1	2,484	2,991	-16.9	1,726	636	171.1
O'ahu & NI	37,600	44,917	-16.3	3,360	4,121	-18.5	34,240	40,796	-16.1
Any one island only	165,442	191,005	-13.4	36,133	41,378	-12.7	129,309	149,627	-13.6
Multiple Islands	38,031	45,122	-15.7	3,522	4,326	-18.6	34,509	40,796	-15.4
Avg. Islands Visited	1.30	1.29	1.0	1.11	1.12	-0.3	1.35	1.33	1.3
Average Length of Stay in Hawai'i	8.77	9.04	-3.0	6.52	6.60	-1.2	9.31	9.63	-3.3
O'ahu	7.64	7.95	-4.0	5.72	5.75	-0.6	8.08	8.45	-4.4
Maui	4.02	4.27	-5.8	6.96	6.67	4.3	3.61	3.90	-7.4
Moloka'i	1.15	1.34	-14.6	2.50	3.82	-34.6	1.11	1.27	-12.4
Lāna'i	1.33	1.29	3.4	2.99	2.46	21.6	1.27	1.25	1.3
Kaua'i	3.86	3.81	1.1	6.35	6.80	-6.7	3.58	3.43	4.4
Hawai'i Island	4.44	4.19	5.8	6.66	6.99	-4.7	4.18	3.84	8.8
Hilo	2.13	1.98	7.2	4.43	4.58	-3.2	1.99	1.78	11.5
Kona	3.58	3.58	0.2	6.17	6.41	-3.8	3.29	3.23	1.8
ACCOMMODATIONS									
Plan to stay in Hotel	175,336	206,340	-15.0	33,410	38,467	-13.1	141,926	167,873	-15.5
Hotel only	156,261	184,820	-15.5	31,880	36,653	-13.0	124,381	148,166	-16.1
Plan to stay in Condo	13,581	18,263	-25.6	1,709	2,230	-23.3	11,872	16,033	-26.0
Condo only	8,590	10,565	-18.7	1,338	1,770	-24.4	7,252	8,795	-17.5
Plan to stay in Timeshare	5,903	5,465	8.0	636	656	-3.0	5,267	4,810	9.5
Timeshare only	3,820	3,123	22.3	477	461	3.4	3,343	2,662	25.6
Cruise Ship	5,846	5,782	1.1	412	395	4.5	5,433	5,387	0.9
Friends/Relatives	8,008	7,907	1.3	1,911	2,124	-10.0	6,097	5,782	5.4
Bed & Breakfast	1,391	1,720	-19.1	265	330	-19.6	1,126	1,390	-19.0
Rental House	7,935	9,947	-20.2	1,573	1,840	-14.5	6,362	8,107	-21.5
Hostel	1,939	1,889	2.7	788	855	-7.8	1,151	1,034	11.3

Table 29. Oceania MMA Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	522	486	7.4	119	199	-40.2	403	287	40.4
Private Room in Private Home**	3,945	2,518	56.7	162	184	-11.6	3,783	2,334	62.1
Shared Room/Space in Private Home**	208	306	-31.8	72	66	9.2	136	240	-43.1
Other Accommodations	1,156	1,297	-10.9	519	624	-16.9	637	673	-5.4
PURPOSE OF TRIP									
Pleasure (Net)	184,938	214,545	-13.8	35,572	40,841	-12.9	149,366	173,704	-14.0
Honeymoon/Get Married	5,055	7,112	-28.9	1,078	1,263	-14.6	3,977	5,849	-32.0
Honeymoon	4,755	6,532	-27.2	974	1,155	-15.6	3,780	5,377	-29.7
Get Married	399	951	-58.0	121	118	2.7	278	833	-66.7
Pleasure/Vacation	180,342	207,938	-13.3	34,681	39,763	-12.8	145,661	168,175	-13.4
Mtgs/Conventions/Incentive	4,112	6,015	-31.6	543	595	-8.7	3,569	5,421	-34.2
Conventions	3,150	2,758	14.2	383	367	4.2	2,768	2,390	15.8
Corporate Meetings	278	2,161	-87.2	120	128	-5.7	157	2,033	-92.3
Incentive	741	1,171	-36.7	58	108	-46.2	683	1,063	-35.7
Other Business	1,030	918	12.2	458	556	-17.6	572	363	57.8
Visit Friends/Rel.	8,959	9,161	-2.2	2,048	2,219	-7.7	6,911	6,942	-0.5
Gov't/Military	327	612	-46.5	224	256	-12.8	104	356	-70.8
Attend School	198	31	536.5	33	21	55.1	165	10	1,560.9
Sport Events	2,542	3,841	-33.8	179	213	-15.6	2,363	3,628	-34.9
Other	7,525	11,937	-37.0	1,750	2,201	-20.5	5,774	9,735	-40.7
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	44.8	42.8	2.0	36.8	36.0	0.8	46.7	44.4	2.3
% Repeaters ***	55.2	57.2	-2.0	63.2	64.0	-0.8	53.3	55.6	-2.3
Average # of Trips	2.73	2.77	-1.2	3.41	3.33	2.5	2.57	2.63	-2.4
Group Tour	5,779	5,364	7.7	676	868	-22.1	5,103	4,496	13.5
Non-Group	197,695	230,763	-14.3	38,980	44,836	-13.1	158,715	185,927	-14.6
Package Trip	55,685	65,325	-14.8	9,591	11,025	-13.0	46,094	54,301	-15.1
No Package	147,788	170,802	-13.5	30,064	34,680	-13.3	117,724	136,122	-13.5
Net True Independent	146,000	168,918	-13.6	29,726	34,253	-13.2	116,274	134,665	-13.7
Ave. Age	48	47	1.2	47	46	2.4	48	48	1.0
Ave. Party Size	2.59	2.65	-2.3	2.18	2.20	-1.2	2.71	2.78	-2.6

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 30. Australia Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	165,002	185,887	-11.2	31,682	35,397	-10.5	133,320	150,490	-11.4
VISITOR DAYS	1,430,391	1,672,722	-14.5	199,829	225,192	-11.3	1,230,562	1,447,530	-15.0
AVERAGE DAILY CENSUS	3,908	4,583	-14.7	546	617	-11.5	3,362	3,966	-15.2
ISLANDS VISITED									
O'ahu	162,089	183,790	-11.8	30,289	33,822	-10.4	131,801	149,968	-12.1
O'ahu only	131,447	147,722	-11.0	27,712	30,698	-9.7	103,736	117,024	-11.4
O'ahu one day or less	2,404	2,470	-2.6	672	768	-12.5	1,732	1,701	1.8
Kaua'i	14,600	15,028	-2.8	1,113	1,235	-9.9	13,488	13,793	-2.2
Kaua'i only	568	432	31.6	267	304	-12.0	301	128	135.1
Kaua'i one day or less	4,720	5,126	-7.9	176	155	13.4	4,544	4,971	-8.6
Maui County	18,654	20,173	-7.5	1,855	2,298	-19.3	16,799	17,874	-6.0
Maui	17,802	19,735	-9.8	1,821	2,258	-19.3	15,981	17,477	-8.6
Maui only	884	877	0.8	567	688	-17.6	317	189	67.6
Maui one day or less	6,092	6,240	-2.4	240	293	-18.2	5,852	5,947	-1.6
Moloka'i *	1,688	1,593	6.0	41	29	38.8	1,647	1,563	5.4
Moloka'i only*	2	3	-33.0	2	3	-33.0	0	0	NA
Moloka'i one day or less*	1,590	1,424	11.6	33	19	70.9	1,557	1,405	10.8
Lāna'i *	1,717	2,095	-18.0	51	58	-12.9	1,667	2,036	-18.2
Lāna'i only*	9	3	171.0	9	3	171.0	0	0	NA
Lāna'i one day or less*	1,486	1,806	-17.7	31	46	-31.8	1,454	1,760	-17.3
Hawai'i Island	19,676	20,635	-4.6	1,762	1,984	-11.2	17,914	18,652	-4.0
Kona side	17,161	17,968	-4.5	1,455	1,659	-12.3	15,706	16,309	-3.7
Hilo side	12,840	11,964	7.3	648	735	-11.8	12,192	11,229	8.6
Hawai'i Island only	1,110	688	61.3	462	483	-4.4	647	205	216.5
Hawai'i Island one day or less	2,097	3,077	-31.8	113	144	-21.7	1,985	2,933	-32.3
Any Neighbor Island	33,554	38,164	-12.1	3,970	4,699	-15.5	29,584	33,466	-11.6
NI only	2,912	2,097	38.9	1,393	1,575	-11.6	1,519	522	191.2
O'ahu & NI	30,642	36,067	-15.0	2,577	3,124	-17.5	28,065	32,944	-14.8
Any one island only	134,021	149,725	-10.5	29,019	32,179	-9.8	105,001	117,546	-10.7
Multiple Islands	30,981	36,161	-14.3	2,662	3,217	-17.2	28,319	32,944	-14.0
Avg. Islands Visited	1.32	1.31	0.9	1.11	1.11	-0.5	1.37	1.35	1.2
Average Length of Stay in Hawai'i	8.67	9.00	-3.7	6.31	6.36	-0.9	9.23	9.62	-4.0
O'ahu	7.54	7.91	-4.7	5.60	5.63	-0.5	7.98	8.42	-5.2
Maui	3.82	4.06	-6.0	6.73	6.34	6.1	3.49	3.77	-7.5
Moloka'i	1.10	1.25	-12.2	2.74	3.27	-16.4	1.05	1.21	-12.8
Lāna'i	1.32	1.20	10.5	2.91	1.85	57.7	1.27	1.18	8.1
Kaua'i	3.74	3.58	4.5	6.25	6.09	2.6	3.53	3.35	5.4
Hawai'i Island	4.18	3.93	6.5	6.15	6.48	-5.0	3.99	3.66	9.1
Hilo	2.02	1.81	11.9	4.13	4.11	0.6	1.91	1.66	15.3
Kona	3.28	3.30	-0.7	5.61	5.92	-5.2	3.06	3.04	0.9
ACCOMMODATIONS									
Plan to stay in Hotel	146,281	167,100	-12.5	27,602	30,884	-10.6	118,678	136,215	-12.9
Hotel only	130,894	150,940	-13.3	26,518	29,546	-10.2	104,376	121,394	-14.0
Plan to stay in Condo	9,785	11,920	-17.9	1,048	1,367	-23.3	8,736	10,553	-17.2
Condo only	5,802	6,320	-8.2	799	1,045	-23.5	5,003	5,275	-5.1
Plan to stay in Timeshare	4,000	4,010	-0.2	411	405	1.5	3,589	3,604	-0.4
Timeshare only	2,526	2,227	13.4	311	293	6.0	2,215	1,934	14.5
Cruise Ship	5,475	5,287	3.6	316	336	-5.9	5,159	4,951	4.2
Friends/Relatives	5,347	4,780	11.9	1,160	1,186	-2.2	4,187	3,594	16.5
Bed & Breakfast	956	1,220	-21.6	191	221	-13.4	765	999	-23.4
Rental House	5,774	6,616	-12.7	1,023	1,187	-13.8	4,751	5,429	-12.5
Hostel	1,427	1,422	0.4	651	671	-3.0	777	751	3.4

Table 30. Australia Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	256	351	-27.1	83	143	-42.3	174	208	-16.6
Private Room in Private Home**	2,168	1,300	66.7	108	124	-13.0	2,060	1,176	75.1
Shared Room/Space in Private Home**	160	81	97.7	37	38	-0.3	122	43	183.0
Other Accommodations	753	706	6.7	396	442	-10.3	357	264	35.3
PURPOSE OF TRIP									
Pleasure (Net)	151,904	170,123	-10.7	28,664	32,049	-10.6	123,239	138,074	-10.7
Honeymoon/Get Married	4,375	6,165	-29.0	894	1,047	-14.6	3,481	5,118	-32.0
Honeymoon	4,154	5,699	-27.1	829	965	-14.0	3,325	4,734	-29.8
Get Married	307	809	-62.0	69	90	-23.0	238	719	-66.9
Pleasure/Vacation	147,912	164,278	-10.0	27,914	31,143	-10.4	119,999	133,135	-9.9
Mtgs/Conventions/Incentive	2,925	4,429	-34.0	348	396	-12.0	2,576	4,033	-36.1
Conventions	2,200	2,172	1.3	239	258	-7.0	1,961	1,914	2.4
Corporate Meetings	193	1,499	-87.1	74	82	-9.1	119	1,417	-91.6
Incentive	571	795	-28.2	42	62	-31.9	529	734	-27.9
Other Business	789	551	43.1	317	327	-3.0	471	224	110.3
Visit Friends/Rel.	5,606	5,829	-3.8	1,329	1,279	3.9	4,277	4,550	-6.0
Gov't/Military	243	465	-47.8	153	184	-17.2	90	281	-68.0
Attend School	85	19	353.4	19	9	117.4	66	10	564.3
Sport Events	1,649	2,702	-39.0	132	153	-13.8	1,517	2,550	-40.5
Other	6,197	10,257	-39.6	1,511	1,728	-12.6	4,685	8,529	-45.1
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	45.0	42.8	2.2	36.0	36.1	-0.1	47.1	44.3	2.8
% Repeaters ***	55.0	57.2	-2.2	64.0	63.9	0.1	52.9	55.7	-2.8
Average # of Trips	2.69	2.73	-1.4	3.28	3.15	4.0	2.55	2.63	-3.0
Group Tour	4,255	4,097	3.8	435	603	-27.9	3,820	3,494	9.3
Non-Group	160,747	181,789	-11.6	31,247	34,793	-10.2	129,500	146,996	-11.9
Package Trip	47,093	54,864	-14.2	7,600	8,661	-12.3	39,493	46,203	-14.5
No Package	117,909	131,023	-10.0	24,082	26,735	-9.9	93,827	104,287	-10.0
Net True Independent	116,745	129,629	-9.9	23,852	26,454	-9.8	92,893	103,176	-10.0
Ave. Age	48	47	1.6	47	46	2.7	48	47	1.3
Ave. Party Size	2.58	2.63	-1.8	2.16	2.20	-1.8	2.71	2.76	-1.7

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 31. New Zealand Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	38,472	50,241	-23.4	7,974	10,308	-22.6	30,498	39,933	-23.6
VISITOR DAYS	353,820	462,326	-23.5	58,883	76,578	-23.1	294,938	385,747	-23.5
AVERAGE DAILY CENSUS	967	1,267	-23.7	161	210	-23.3	806	1,057	-23.8
ISLANDS VISITED									
O'ahu	37,174	48,710	-23.7	6,882	8,891	-22.6	30,292	39,818	-23.9
O'ahu only	30,216	39,860	-24.2	6,099	7,894	-22.7	24,117	31,966	-24.6
O'ahu one day or less	852	899	-5.2	215	237	-9.5	638	662	-3.6
Kaua'i	2,007	2,323	-13.6	512	707	-27.6	1,495	1,616	-7.5
Kaua'i only	258	361	-28.4	223	340	-34.3	35	22	63.3
Kaua'i one day or less	696	603	15.5	110	122	-10.4	587	481	22.1
Mau'i County	3,545	5,088	-30.3	833	1,073	-22.4	2,713	4,016	-32.4
Mau'i	3,503	5,001	-30.0	818	1,058	-22.7	2,684	3,942	-31.9
Mau'i only	507	619	-18.0	413	572	-27.7	94	47	99.7
Mau'i one day or less	964	1,108	-13.0	81	79	1.7	883	1,028	-14.1
Moloka'i *	236	270	-12.5	8	24	-67.4	229	246	-7.1
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Moloka'i one day or less *	221	209	5.9	7	6	22.2	215	203	5.5
Lāna'i *	223	296	-24.6	22	16	37.7	202	281	-28.1
Lāna'i only *	5	0	NA	5	0	NA	0	0	NA
Lāna'i one day or less *	193	223	-13.5	12	7	76.3	181	216	-16.3
Hawai'i Island	4,570	5,205	-12.2	798	920	-13.3	3,773	4,285	-12.0
Kona side	3,683	4,273	-13.8	677	760	-10.9	3,006	3,513	-14.4
Hilo side	2,642	2,563	3.1	230	309	-25.7	2,412	2,254	7.0
Hawai'i Island only	435	440	-1.3	372	394	-5.5	62	46	34.6
Hawai'i Island one day or less	506	774	-34.6	51	46	10.6	454	727	-37.5
Any Neighbor Island	8,256	10,381	-20.5	1,874	2,414	-22.4	6,381	7,967	-19.9
NI only	1,298	1,531	-15.2	1,091	1,416	-22.9	206	115	79.8
O'ahu & NI	6,958	8,850	-21.4	783	998	-21.5	6,175	7,852	-21.4
Any one island only	31,422	41,280	-23.9	7,114	9,199	-22.7	24,308	32,081	-24.2
Multiple Islands	7,050	8,961	-21.3	860	1,109	-22.4	6,190	7,852	-21.2
Avg. Islands Visited	1.24	1.23	0.8	1.13	1.13	0.6	1.27	1.26	0.9
Average Length of Stay in Hawai'i	9.20	9.20	-0.1	7.38	7.43	-0.6	9.67	9.66	0.1
O'ahu	8.09	8.13	-0.5	6.27	6.24	0.5	8.50	8.55	-0.6
Mau'i	5.07	5.09	-0.3	7.46	7.37	1.2	4.35	4.47	-2.9
Moloka'i	1.52	1.90	-20.3	1.27	4.47	-71.6	1.53	1.65	-7.6
Lāna'i	1.40	1.93	-27.6	3.17	4.73	-32.9	1.21	1.78	-32.0
Kaua'i	4.70	5.34	-11.8	6.57	8.05	-18.3	4.06	4.15	-2.1
Hawai'i Island	5.54	5.25	5.5	7.77	8.09	-4.0	5.07	4.64	9.2
Hilo	2.61	2.79	-6.2	5.28	5.71	-7.4	2.36	2.39	-1.2
Kona	5.00	4.72	5.8	7.36	7.48	-1.6	4.47	4.13	8.2
ACCOMMODATIONS									
Plan to stay in Hotel	29,055	39,240	-26.0	5,808	7,582	-23.4	23,247	31,657	-26.6
Hotel only	25,366	33,880	-25.1	5,361	7,107	-24.6	20,005	26,772	-25.3
Plan to stay in Condo	3,796	6,343	-40.2	661	863	-23.4	3,135	5,480	-42.8
Condo only	2,788	4,245	-34.3	539	724	-25.6	2,249	3,521	-36.1
Plan to stay in Timeshare	1,903	1,456	30.7	226	251	-10.1	1,678	1,205	39.2
Timeshare only	1,295	896	44.5	166	168	-1.1	1,128	728	55.0
Cruise Ship	370	495	-25.2	96	59	64.0	274	437	-37.2
Friends/Relatives	2,661	3,127	-14.9	751	939	-19.9	1,909	2,188	-12.7
Bed & Breakfast	435	500	-13.0	74	109	-32.1	361	391	-7.6
Rental House	2,161	3,330	-35.1	550	653	-15.8	1,611	2,678	-39.8
Hostel	512	467	9.6	137	184	-25.4	375	283	32.3

Table 31. New Zealand Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	266	135	97.5	36	55	-34.8	230	79	190.3
Private Room in Private Home**	1,777	1,218	46.0	54	60	-8.9	1,723	1,158	48.8
Shared Room/Space in Private Home**	48	225	-78.5	35	28	21.8	14	197	-92.9
Other Accommodations	402	592	-32.0	122	183	-33.0	280	409	-31.6
PURPOSE OF TRIP									
Pleasure (Net)	33,034	44,422	-25.6	6,907	8,792	-21.4	26,127	35,630	-26.7
Honeymoon/Get Married	680	947	-28.2	184	216	-14.7	496	731	-32.2
Honeymoon	601	833	-27.9	145	190	-23.8	456	643	-29.1
Get Married	92	142	-35.2	52	28	85.3	40	114	-64.9
Pleasure/Vacation	32,430	43,660	-25.7	6,768	8,619	-21.5	25,662	35,040	-26.8
Mtgs/Conventions/Incentive	1,187	1,586	-25.1	195	199	-2.1	993	1,387	-28.4
Conventions	950	586	62.1	143	110	30.5	807	476	69.4
Corporate Meetings	85	662	-87.2	46	46	0.2	39	616	-93.7
Incentive	171	375	-54.6	16	46	-65.1	154	329	-53.1
Other Business	241	367	-34.2	140	229	-38.6	101	138	-27.0
Visit Friends/Rel.	3,353	3,332	0.6	719	940	-23.5	2,634	2,392	10.1
Govt/Military	85	147	-42.3	71	72	-1.7	14	75	-81.4
Attend School	113	12	817.3	13	12	9.9	99	0	NA
Sport Events	893	1,138	-21.5	48	60	-20.3	845	1,078	-21.6
Other	1,328	1,680	-20.9	239	473	-49.5	1,089	1,207	-9.7
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	44.0	42.9	1.2	40.1	35.7	4.4	45.1	44.7	0.4
% Repeaters ***	56.0	57.1	-1.2	59.9	64.3	-4.4	54.9	55.3	-0.4
Average # of Trips	2.90	2.89	0.4	3.95	3.93	0.4	2.63	2.62	0.2
Group Tour	1,524	1,267	20.3	241	265	-8.9	1,283	1,002	28.0
Non-Group	36,948	48,974	-24.6	7,732	10,043	-23.0	29,215	38,931	-25.0
Package Trip	8,593	10,462	-17.9	1,991	2,363	-15.7	6,601	8,098	-18.5
No Package	29,879	39,779	-24.9	5,982	7,944	-24.7	23,897	31,835	-24.9
Net True Independent	29,256	39,289	-25.5	5,875	7,799	-24.7	23,381	31,489	-25.7
Ave. Age	48	48	0.0	48	48	1.5	48	48	-0.3
Ave. Party Size	2.59	2.71	-4.2	2.25	2.22	1.5	2.70	2.87	-6.0

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 32. Other Asia MMA Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	222,302	214,609	3.6	27,566	25,419	8.4	194,736	189,190	2.9
VISITOR DAYS	1,861,765	1,828,030	1.8	208,931	201,063	3.9	1,652,834	1,626,967	1.6
AVERAGE DAILY CENSUS	5,087	5,008	1.6	571	551	3.6	4,516	4,457	1.3
ISLANDS VISITED									
O'ahu	214,585	208,461	2.9	22,988	20,943	9.8	191,597	187,517	2.2
O'ahu only	154,486	153,371	0.7	17,246	15,811	9.1	137,240	137,560	-0.2
O'ahu one day or less	2,937	3,010	-2.4	1,616	1,487	8.7	1,321	1,523	-13.2
Kaua'i	9,005	8,407	7.1	1,811	1,924	-5.9	7,195	6,483	11.0
Kaua'i only	917	945	-2.9	664	710	-6.4	254	236	7.6
Kaua'i one day or less	3,261	2,830	15.2	235	277	-15.1	3,026	2,554	18.5
Maui County	17,354	19,058	-8.9	4,017	3,661	9.7	13,337	15,397	-13.4
Maui	16,461	18,431	-10.7	3,862	3,545	8.9	12,599	14,886	-15.4
Maui only	2,353	2,181	7.9	1,752	1,565	11.9	601	616	-2.4
Maui one day or less	2,817	2,195	28.3	409	360	13.7	2,408	1,836	31.2
Moloka'i *	595	444	34.2	64	66	-2.8	531	378	40.6
Moloka'i only *	95	39	145.4	2	9	-75.0	93	30	211.0
Moloka'i one day or less *	311	174	78.8	32	25	26.0	279	149	87.7
Lāna'i *	815	635	28.3	171	151	13.0	644	484	33.1
Lāna'i only *	66	18	267.7	12	18	-30.8	54	0	NA
Lāna'i one day or less *	402	246	63.8	50	26	91.1	352	219	60.5
Hawai'i Island	51,606	40,369	27.8	6,095	5,485	11.1	45,512	34,884	30.5
Kona side	42,267	33,037	27.9	5,103	4,563	11.8	37,163	28,474	30.5
Hilo side	23,210	19,682	17.9	2,458	2,292	7.2	20,753	17,389	19.3
Hawai'i Island only	3,775	2,473	52.6	1,799	1,791	0.5	1,977	683	189.5
Hawai'i Island one day or less	6,559	5,541	18.4	402	349	15.4	6,157	5,192	18.6
Any Neighbor Island	67,816	61,238	10.7	10,320	9,608	7.4	57,496	51,630	11.4
NI only	7,717	6,148	25.5	4,578	4,475	2.3	3,139	1,673	87.7
O'ahu & NI	60,098	55,090	9.1	5,742	5,133	11.9	54,356	49,957	8.8
Any one island only	161,693	159,027	1.7	21,475	19,903	7.9	140,218	139,124	0.8
Multiple Islands	60,609	55,581	9.0	6,091	5,516	10.4	54,518	50,066	8.9
Avg. Islands Visited	1.32	1.29	2.2	1.27	1.26	0.5	1.33	1.29	2.5
Average Length of Stay in Hawai'i	8.37	8.52	-1.7	7.58	7.91	-4.2	8.49	8.60	-1.3
O'ahu	7.17	7.25	-1.1	5.80	6.18	-6.1	7.33	7.37	-0.5
Maui	4.11	5.14	-20.1	6.11	6.20	-1.4	3.50	4.89	-28.5
Moloka'i	3.05	3.81	-19.9	9.25	4.04	128.8	2.30	3.76	-38.9
Lāna'i	2.48	2.66	-6.5	4.30	3.57	20.4	2.00	2.37	-15.6
Kaua'i	3.48	4.05	-14.1	6.41	6.32	1.3	2.75	3.38	-18.7
Hawai'i Island	4.27	4.57	-6.6	6.40	6.69	-4.3	3.98	4.24	-6.0
Hilo	2.35	2.24	4.5	3.80	3.97	-4.3	2.17	2.02	7.8
Kona	3.92	4.25	-7.6	5.82	6.05	-3.8	3.66	3.96	-7.4
ACCOMMODATIONS									
Plan to stay in Hotel	188,617	186,595	1.1	21,231	18,870	12.5	167,386	167,725	-0.2
Hotel only	166,409	168,172	-1.0	19,523	17,242	13.2	146,886	150,929	-2.7
Plan to stay in Condo	19,412	13,987	38.8	1,378	1,425	-3.3	18,034	12,563	43.5
Condo only	10,410	7,435	40.0	1,068	993	7.6	9,342	6,442	45.0
Plan to stay in Timeshare	1,714	1,344	27.5	504	484	4.2	1,210	860	40.7
Timeshare only	675	838	-19.4	361	367	-1.6	315	472	-33.3
Cruise Ship	1,211	595	103.6	298	240	24.3	913	355	157.2
Friends/Relatives	9,334	9,209	1.4	1,993	2,209	-9.8	7,340	7,000	4.9
Bed & Breakfast	1,987	2,925	-32.1	434	470	-7.7	1,553	2,455	-36.8
Rental House	17,961	15,758	14.0	2,086	2,132	-2.1	15,876	13,626	16.5
Hostel	1,213	1,532	-20.8	563	462	21.8	650	1,070	-39.3

Table 32. Other Asia MMA Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	921	391	135.2	271	272	-0.3	650	120	442.5
Private Room in Private Home**	4,585	2,990	53.3	467	455	2.6	4,118	2,535	62.4
Shared Room/Space in Private Home**	1,540	808	90.7	255	226	12.9	1,285	582	120.9
Other Accommodations	1,267	823	54.0	585	583	0.3	682	240	184.5
PURPOSE OF TRIP									
Pleasure (Net)	200,994	194,600	3.3	23,336	21,048	10.9	177,658	173,552	2.4
Honeymoon/Get Married	41,861	57,433	-27.1	1,723	1,660	3.8	40,138	55,773	-28.0
Honeymoon	39,412	55,661	-29.2	1,515	1,454	4.2	37,897	54,207	-30.1
Get Married	3,579	3,069	16.6	238	249	-4.3	3,341	2,820	18.5
Pleasure/Vacation	160,072	138,235	15.8	21,832	19,617	11.3	138,240	118,618	16.5
Mtgs/Conventions/Incentive	11,630	9,962	16.7	1,572	1,508	4.2	10,059	8,453	19.0
Conventions	8,108	5,670	43.0	981	857	14.4	7,127	4,812	48.1
Corporate Meetings	777	1,096	-29.1	229	257	-11.0	548	839	-34.7
Incentive	2,859	3,243	-11.8	382	441	-13.4	2,478	2,802	-11.6
Other Business	1,426	1,528	-6.7	670	510	31.2	756	1,018	-25.7
Visit Friends/Rel.	7,434	6,740	10.3	1,881	2,128	-11.6	5,553	4,613	20.4
Govt/Military	634	680	-6.7	301	227	32.7	333	453	-26.5
Attend School	973	899	8.2	130	138	-5.5	843	761	10.7
Sport Events	736	1,058	-30.4	265	178	49.1	471	881	-46.5
Other	5,322	5,791	-8.1	815	927	-12.1	4,508	4,864	-7.3
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	68.4	69.3	-0.9	54.2	53.5	0.8	70.4	71.4	-1.0
% Repeaters ***	31.6	30.7	0.9	45.8	46.5	-0.8	29.6	28.6	1.0
Average # of Trips	1.82	1.92	-5.2	3.00	3.08	-2.5	1.66	1.77	-6.3
Group Tour	21,320	21,826	-2.3	2,340	1,493	56.7	18,981	20,333	-6.6
Non-Group	200,982	192,783	4.3	25,226	23,925	5.4	175,755	168,857	4.1
Package Trip	58,880	59,203	-0.5	6,526	5,323	22.6	52,353	53,880	-2.8
No Package	163,422	155,406	5.2	21,040	20,096	4.7	142,383	135,310	5.2
Net True Independent	156,294	148,676	5.1	20,127	19,456	3.4	136,168	129,221	5.4
Ave. Age	39	38	2.6	37	36	1.5	39	38	2.8
Ave. Party Size	2.63	2.50	5.3	1.98	1.90	4.3	2.75	2.60	5.7

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 33. Korea Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	150,455	161,706	-7.0	6,750	7,171	-5.9	143,705	154,535	-7.0
VISITOR DAYS	1,254,644	1,362,397	-7.9	50,905	57,724	-11.8	1,203,739	1,304,673	-7.7
AVERAGE DAILY CENSUS	3,428	3,733	-8.2	139	158	-12.1	3,289	3,574	-8.0
ISLANDS VISITED									
O'ahu	147,628	159,755	-7.6	5,838	6,189	-5.7	141,790	153,566	-7.7
O'ahu only	114,437	122,731	-6.8	5,062	5,355	-5.5	109,375	117,376	-6.8
O'ahu one day or less	816	476	71.3	169	217	-22.0	647	260	149.0
Kaua'i	4,528	4,538	-0.2	318	433	-26.5	4,210	4,105	2.6
Kaua'i only	358	430	-16.7	124	194	-36.2	234	236	-0.6
Kaua'i one day or less	2,489	2,536	-1.9	61	51	17.7	2,428	2,485	-2.3
Maui County	7,304	10,933	-33.2	690	777	-11.2	6,614	10,156	-34.9
Maui	6,840	10,518	-35.0	677	761	-10.9	6,163	9,757	-36.8
Maui only	653	397	64.5	372	327	13.8	281	70	301.1
Maui one day or less	827	1,190	-30.6	76	78	-2.1	750	1,112	-32.6
Moloka'i *	343	284	20.8	9	19	-51.2	334	265	26.0
Moloka'i only *	94	32	193.8	1	2	-45.6	93	30	211.0
Moloka'i one day or less *	89	151	-41.0	7	2	207.4	82	149	-44.8
Lāna'i *	273	528	-48.3	10	45	-77.0	263	484	-45.6
Lāna'i only *	19	1	1,540.0	0	1	-100.0	19	0	NA
Lāna'i one day or less *	103	221	-53.6	2	2	3.0	100	219	-54.2
Hawai'i Island	27,482	26,866	2.3	890	928	-4.2	26,593	25,938	2.5
Kona side	22,531	21,537	4.6	739	806	-8.4	21,792	20,730	5.1
Hilo side	12,195	12,913	-5.6	317	337	-5.9	11,878	12,576	-5.6
Hawai'i Island only	1,543	943	63.7	354	391	-9.4	1,189	552	115.5
Hawai'i Island one day or less	3,904	4,220	-7.5	55	69	-20.3	3,849	4,151	-7.3
Any Neighbor Island	36,018	38,975	-7.6	1,688	1,816	-7.1	34,330	37,159	-7.6
NI only	2,826	1,951	44.8	911	983	-7.3	1,915	969	97.7
O'ahu & NI	33,192	37,024	-10.4	776	834	-6.9	32,415	36,190	-10.4
Any one island only	117,103	124,534	-6.0	5,913	6,270	-5.7	111,190	118,263	-6.0
Multiple Islands	33,352	37,173	-10.3	836	901	-7.1	32,515	36,272	-10.4
Avg. Islands Visited	1.24	1.25	-0.7	1.15	1.17	-1.8	1.25	1.26	-0.6
Average Length of Stay in Hawai'i	8.34	8.43	-1.0	7.54	8.05	-6.3	8.38	8.44	-0.8
O'ahu	7.39	7.41	-0.3	6.49	6.72	-3.3	7.43	7.44	-0.2
Maui	4.29	4.29	0.0	6.57	6.79	-3.3	4.04	4.10	-1.3
Moloka'i	3.13	3.66	-14.6	5.40	6.34	-14.8	3.06	3.47	-11.7
Lāna'i	2.73	2.38	14.6	3.10	2.53	22.7	2.72	2.37	14.6
Kaua'i	2.81	3.16	-11.1	5.76	6.79	-15.2	2.58	2.77	-6.9
Hawai'i Island	4.35	4.32	0.8	7.46	8.41	-11.4	4.25	4.17	1.9
Hilo	2.06	2.04	1.1	3.89	4.08	-4.7	2.01	1.98	1.4
Kona	4.20	4.17	0.7	7.31	7.98	-8.4	4.09	4.02	1.8
ACCOMMODATIONS									
Plan to stay in Hotel	129,742	144,593	-10.3	4,847	4,970	-2.5	124,894	139,623	-10.5
Hotel only	116,534	131,223	-11.2	4,516	4,561	-1.0	112,018	126,662	-11.6
Plan to stay in Condo	11,777	10,371	13.6	457	538	-15.1	11,320	9,833	15.1
Condo only	6,812	5,252	29.7	382	399	-4.3	6,430	4,853	32.5
Plan to stay in Timeshare	745	535	39.3	134	168	-20.5	612	367	66.7
Timeshare only	279	227	23.1	105	115	-8.4	173	112	55.5
Cruise Ship	496	430	15.3	63	75	-16.6	433	355	22.1
Friends/Relatives	5,219	4,961	5.2	602	742	-18.9	4,617	4,219	9.4
Bed & Breakfast	998	1,522	-34.5	45	52	-13.2	952	1,470	-35.2
Rental House	13,232	11,743	12.7	583	684	-14.8	12,649	11,059	14.4
Hostel	417	605	-31.2	176	165	7.0	240	441	-45.5

Table 33. Korea Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	198	64	211.6	25	31	-18.7	173	32	434.3
Private Room in Private Home**	1,564	1,526	2.5	76	99	-23.1	1,487	1,427	4.2
Shared Room/Space in Private Home**	697	583	19.5	58	63	-8.1	639	520	22.9
Other Accommodations	387	262	48.1	125	183	-31.6	262	78	233.9
PURPOSE OF TRIP									
Pleasure (Net)	141,043	152,060	-7.2	5,474	5,713	-4.2	135,569	146,346	-7.4
Honeymoon/Get Married	36,537	52,795	-30.8	653	711	-8.3	35,885	52,084	-31.1
Honeymoon	35,168	51,187	-31.3	608	636	-4.4	34,560	50,550	-31.6
Get Married	2,265	2,868	-21.0	46	80	-42.2	2,218	2,788	-20.4
Pleasure/Vacation	104,792	99,905	4.9	4,843	5,060	-4.3	99,949	94,845	5.4
Mtgs/Conventions/Incentive	5,668	5,029	12.7	352	300	17.1	5,316	4,729	12.4
Conventions	3,447	2,607	32.2	205	137	49.7	3,242	2,470	31.3
Corporate Meetings	245	262	-6.2	67	53	25.4	179	208	-14.3
Incentive	2,024	2,168	-6.7	86	118	-26.6	1,938	2,051	-5.5
Other Business	400	890	-55.0	165	164	0.9	235	726	-67.6
Visit Friends/Rel.	3,383	2,864	18.1	621	743	-16.4	2,762	2,122	30.2
Gov't/Military	307	315	-2.6	112	117	-4.0	195	198	-1.8
Attend School	413	576	-28.2	24	38	-36.4	390	538	-27.6
Sport Events	315	553	-43.0	54	53	2.0	261	500	-47.8
Other	1,918	2,923	-34.4	243	341	-28.6	1,675	2,582	-35.1
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	68.3	71.9	-3.6	48.1	46.9	1.2	69.3	73.1	-3.8
% Repeaters ***	31.7	28.1	3.6	51.9	53.1	-1.2	30.7	26.9	3.8
Average # of Trips	1.72	1.69	1.9	3.58	3.53	1.4	1.63	1.60	1.9
Group Tour	17,600	18,958	-7.2	529	417	26.9	17,071	18,541	-7.9
Non-Group	132,854	142,749	-6.9	6,221	6,754	-7.9	126,634	135,994	-6.9
Package Trip	36,207	44,352	-18.4	1,133	1,091	3.9	35,074	43,261	-18.9
No Package	114,248	117,355	-2.6	5,616	6,080	-7.6	108,631	111,274	-2.4
Net True Independent	108,202	111,919	-3.3	5,339	5,904	-9.6	102,863	106,015	-3.0
Ave. Age	40	38	2.7	41	42	-1.3	39	38	2.9
Ave. Party Size	2.81	2.64	6.5	2.00	1.97	1.4	2.86	2.68	6.8

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 34. China Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	51,579	33,966	51.9	15,057	12,509	20.4	36,522	21,457	70.2
VISITOR DAYS	416,557	287,464	44.9	108,163	95,006	13.8	308,394	192,458	60.2
AVERAGE DAILY CENSUS	1,138	788	44.5	296	260	13.5	843	527	59.8
ISLANDS VISITED									
O'ahu	48,861	31,728	54.0	13,015	10,727	21.3	35,846	21,001	70.7
O'ahu only	27,709	18,175	52.5	8,929	7,281	22.6	18,780	10,894	72.4
O'ahu one day or less	1,678	2,307	-27.2	1,205	1,059	13.8	473	1,247	-62.1
Kaua'i	2,798	2,664	5.0	904	881	2.6	1,895	1,783	6.2
Kaua'i only	225	227	-0.9	225	227	-0.9	0	0	NA
Kaua'i one day or less	470	163	187.9	121	103	17.0	349	60	481.9
Maui County	7,078	5,358	32.1	2,217	1,686	31.5	4,862	3,672	32.4
Maui	6,739	5,232	28.8	2,091	1,601	30.7	4,648	3,631	28.0
Maui only	935	962	-2.7	700	506	38.3	236	456	-48.3
Maui one day or less	1,574	777	102.6	270	211	28.1	1,304	566	130.4
Moloka'i *	196	78	149.5	37	38	-2.0	159	41	288.7
Moloka'i only *	1	7	-84.2	1	7	-84.2	0	0	NA
Moloka'i one day or less *	177	15	1,050.4	18	15	17.0	159	0	NA
Lāna'i *	440	75	487.0	132	75	76.3	308	0	NA
Lāna'i only *	11	11	0.3	11	11	0.3	0	0	NA
Lāna'i one day or less *	246	11	2,101.6	32	11	189.8	214	0	NA
Hawai'i Island	19,056	10,071	89.2	4,063	3,487	16.5	14,994	6,583	127.7
Kona side	15,752	8,504	85.2	3,422	2,838	20.6	12,330	5,667	117.6
Hilo side	8,674	4,842	79.1	1,705	1,588	7.4	6,969	3,254	114.2
Hawai'i Island only	1,332	849	56.8	891	849	5.0	440	0	NA
Hawai'i Island one day or less	2,212	1,149	92.4	281	228	23.1	1,931	921	109.6
Any Neighbor Island	23,870	15,791	51.2	6,129	5,228	17.2	17,742	10,563	68.0
NI only	2,718	2,238	21.5	2,042	1,782	14.6	676	456	48.2
O'ahu & NI	21,152	13,553	56.1	4,087	3,447	18.6	17,065	10,106	68.9
Any one island only	30,214	20,231	49.3	10,757	8,881	21.1	19,457	11,351	71.4
Multiple Islands	21,365	13,734	55.6	4,300	3,628	18.5	17,065	10,106	68.9
Avg. Islands Visited	1.51	1.47	3.2	1.34	1.34	0.0	1.58	1.54	2.9
Average Length of Stay in Hawai'i	8.08	8.46	-4.6	7.18	7.60	-5.4	8.44	8.97	-5.9
O'ahu	6.24	5.86	6.6	5.21	5.56	-6.3	6.62	6.01	10.1
Maui	3.58	6.90	-48.1	5.33	5.54	-3.9	2.80	7.50	-62.7
Moloka'i	1.97	5.35	-63.2	6.15	3.56	72.8	1.00	7.00	-85.7
Lāna'i	2.14	3.98	-46.4	3.86	3.98	-3.0	1.40	0.00	NA
Kaua'i	3.66	4.97	-26.4	5.30	5.83	-9.1	2.88	4.55	-36.7
Hawai'i Island	3.97	5.11	-22.3	5.83	6.01	-2.9	3.47	4.64	-25.3
Hilo	2.57	2.72	-5.5	3.47	3.94	-11.9	2.35	2.12	10.7
Kona	3.39	4.51	-24.8	5.20	5.17	0.5	2.89	4.17	-30.8
ACCOMMODATIONS									
Plan to stay in Hotel	44,270	28,851	53.4	12,686	10,294	23.2	31,584	18,557	70.2
Hotel only	38,224	25,311	51.0	11,722	9,470	23.8	26,502	15,841	67.3
Plan to stay in Condo	5,164	2,297	124.9	502	420	19.4	4,663	1,877	148.5
Condo only	2,418	1,146	111.1	385	278	38.8	2,032	868	134.2
Plan to stay in Timeshare	592	198	199.6	166	137	21.7	425	61	599.5
Timeshare only	218	107	104.3	94	107	-12.4	125	0	NA
Cruise Ship	478	92	422.3	154	92	68.0	324	0	NA
Friends/Relatives	1,857	1,961	-5.3	617	658	-6.3	1,241	1,303	-4.8
Bed & Breakfast	592	926	-36.1	253	216	17.3	338	710	-52.3
Rental House	2,773	2,558	8.4	954	911	4.7	1,818	1,647	10.4
Hostel	370	576	-35.7	224	155	45.0	146	421	-65.3

Table 34. China Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	483	239	102.5	163	151	7.8	320	88	265.9
Private Room in Private Home**	1,872	570	228.1	241	225	7.1	1,631	345	372.6
Shared Room/Space in Private Home**	371	87	328.4	98	87	13.7	273	0	NA
Other Accommodations	537	276	94.3	244	215	13.2	293	61	381.4
PURPOSE OF TRIP									
Pleasure (Net)	45,022	29,386	53.2	13,355	10,933	22.2	31,667	18,453	71.6
Honeymoon/Get Married	3,742	2,533	47.8	792	671	18.1	2,950	1,862	58.5
Honeymoon	2,861	2,448	16.9	695	586	18.6	2,166	1,862	16.3
Get Married	1,100	118	832.1	118	118	0.2	982	0	NA
Pleasure/Vacation	41,748	27,090	54.1	12,716	10,379	22.5	29,032	16,711	73.7
Mtgs/Conventions/Incentive	3,288	2,909	13.0	807	772	4.5	2,481	2,137	16.1
Conventions	2,411	1,921	25.5	519	506	2.6	1,892	1,415	33.7
Corporate Meetings	372	598	-37.9	62	66	-6.2	310	532	-41.8
Incentive	559	400	40.0	229	209	9.3	331	190	73.8
Other Business	486	371	31.0	264	162	63.1	222	209	6.2
Visit Friends/Rel.	1,822	1,341	35.9	587	590	-0.4	1,235	751	64.4
Govt/Military	73	29	154.7	46	29	58.6	28	0	NA
Attend School	268	99	171.6	27	38	-27.8	241	61	295.6
Sport Events	165	315	-47.8	105	38	176.4	60	277	-78.4
Other	1,984	1,408	40.9	330	365	-9.4	1,653	1,044	58.4
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	72.3	63.9	8.4	60.8	62.1	-1.4	77.1	65.0	12.2
% Repeaters ***	27.7	36.1	-8.4	39.2	37.9	1.4	22.9	35.0	-12.2
Average # of Trips	1.77	2.41	-26.5	2.25	2.09	7.5	1.58	2.60	-39.4
Group Tour	2,623	2,058	27.5	1,525	809	88.5	1,099	1,249	-12.0
Non-Group	48,956	31,908	53.4	13,533	11,700	15.7	35,423	20,208	75.3
Package Trip	17,624	11,712	50.5	4,363	3,252	34.2	13,261	8,460	56.7
No Package	33,956	22,253	52.6	10,694	9,257	15.5	23,261	12,997	79.0
Net True Independent	33,166	21,297	55.7	10,201	8,923	14.3	22,965	12,373	85.6
Ave. Age	37	34	7.9	34	32	6.5	38	36	7.1
Ave. Party Size	2.34	2.13	9.8	1.98	1.86	6.4	2.53	2.33	8.6

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 35. Latin America MMA Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	32,479	28,121	15.5	28,954	25,202	14.9	3,525	2,919	20.8
VISITOR DAYS	343,267	301,263	13.9	313,247	276,182	13.4	30,020	25,081	19.7
AVERAGE DAILY CENSUS	938	825	13.6	856	757	13.1	82	69	19.4
ISLANDS VISITED									
O'ahu	24,489	20,530	19.3	21,280	18,371	15.8	3,209	2,159	48.6
O'ahu only	17,561	13,753	27.7	14,656	12,368	18.5	2,905	1,385	109.8
O'ahu one day or less	1,408	1,271	10.8	1,355	1,177	15.1	53	94	-43.7
Kaua'i	3,678	3,576	2.9	3,482	3,229	7.8	196	348	-43.5
Kaua'i only	932	901	3.4	932	901	3.4	0	0	NA
Kaua'i one day or less	677	542	25.0	606	456	32.8	72	86	-16.4
Maui County	9,165	8,972	2.2	8,665	7,899	9.7	500	1,072	-53.4
Maui	9,007	8,713	3.4	8,557	7,822	9.4	450	891	-49.5
Maui only	3,849	3,621	6.3	3,533	3,275	7.9	316	346	-8.6
Maui one day or less	712	646	10.1	712	585	21.7	0	62	-100.0
Moloka'i *	171	127	35.0	121	127	-4.4	50	0	NA
Moloka'i only*	13	12	9.6	13	12	9.6	0	0	NA
Moloka'i one day or less*	53	81	-35.0	53	81	-35.0	0	0	NA
Lāna'i *	175	466	-62.4	155	126	23.0	20	339	-94.1
Lāna'i only*	39	19	108.4	39	19	108.4	0	0	NA
Lāna'i one day or less*	80	396	-79.7	60	56	7.2	20	339	-94.1
Hawai'i Island	6,505	6,160	5.6	6,429	5,437	18.3	76	723	-89.5
Kona side	5,454	5,468	-0.3	5,378	4,771	12.7	76	696	-89.1
Hilo side	2,740	2,723	0.6	2,663	2,003	33.0	76	720	-89.4
Hawai'i Island only	2,447	2,225	10.0	2,447	2,019	21.2	0	206	-100.0
Hawai'i Island one day or less	294	359	-18.0	294	330	-10.7	0	29	-100.0
Any Neighbor Island	14,918	14,368	3.8	14,299	12,834	11.4	620	1,534	-59.6
NI only	7,990	7,591	5.3	7,674	6,831	12.3	316	760	-58.4
O'ahu & NI	6,928	6,777	2.2	6,625	6,003	10.4	304	774	-60.8
Any one island only	24,842	20,531	21.0	21,621	18,594	16.3	3,221	1,937	66.3
Multiple Islands	7,637	7,590	0.6	7,334	6,608	11.0	304	982	-69.1
Avg. Islands Visited	1.36	1.41	-3.7	1.38	1.39	-0.8	1.14	1.53	-25.7
Average Length of Stay in Hawai'i	10.57	10.71	-1.3	10.82	10.96	-1.3	8.52	8.59	-0.9
O'ahu	7.50	7.37	1.9	7.44	7.50	-0.8	7.92	6.25	26.6
Maui	8.86	8.55	3.7	8.89	8.83	0.7	8.33	6.11	36.3
Moloka'i	4.12	3.71	11.2	4.17	3.71	12.6	4.00	0.00	NA
Lāna'i	6.57	2.08	216.1	7.28	4.97	46.5	1.00	1.00	0.0
Kaua'i	5.72	6.17	-7.3	5.93	6.21	-4.5	1.92	5.76	-66.6
Hawai'i Island	8.73	8.45	3.4	8.79	8.87	-0.9	3.48	5.24	-33.7
Hilo	5.12	4.19	22.3	5.22	4.94	5.6	1.74	2.10	-17.2
Kona	7.84	7.43	5.6	7.93	8.04	-1.3	1.74	3.27	-46.9
ACCOMMODATIONS									
Plan to stay in Hotel	20,144	17,550	14.8	18,132	15,869	14.3	2,012	1,681	19.7
Hotel only	17,527	15,195	15.3	15,617	13,783	13.3	1,909	1,412	35.2
Plan to stay in Condo	2,632	2,422	8.7	2,294	2,023	13.4	338	400	-15.4
Condo only	2,049	1,769	15.9	1,711	1,482	15.5	338	287	17.8
Plan to stay in Timeshare	357	665	-46.4	357	425	-16.2	0	240	-100.0
Timeshare only	289	437	-33.9	289	308	-6.3	0	129	-100.0
Cruise Ship	1,297	1,035	25.3	1,277	1,035	23.3	20	0	NA
Friends/Relatives	3,822	3,193	19.7	3,208	2,958	8.4	615	234	162.2
Bed & Breakfast	227	313	-27.5	227	244	-6.9	0	69	-100.0
Rental House	4,389	3,527	24.5	3,983	3,141	26.8	406	386	5.2
Hostel	1,203	964	24.8	1,073	879	22.1	130	85	52.1

Table 35. Latin America MMA Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	304	408	-25.6	282	336	-16.2	22	72	-69.5
Private Room in Private Home**	637	749	-14.9	513	596	-13.9	124	153	-18.9
Shared Room/Space in Private Home**	205	178	15.0	205	178	15.0	0	0	NA
Other Accommodations	740	640	15.7	740	640	15.7	0	0	NA
PURPOSE OF TRIP									
Pleasure (Net)	26,808	23,466	14.2	23,777	20,886	13.8	3,031	2,580	17.5
Honeymoon/Get Married	1,202	1,281	-6.2	1,144	1,179	-2.9	58	103	-43.5
Honeymoon	1,062	1,151	-7.7	1,004	1,067	-5.9	58	84	-30.7
Get Married	169	157	7.4	169	138	22.1	0	19	-100.0
Pleasure/Vacation	25,740	22,320	15.3	22,767	19,839	14.8	2,973	2,481	19.9
Mtgs/Conventions/Incentive	1,853	1,693	9.5	1,748	1,616	8.1	105	77	37.1
Conventions	1,225	895	36.8	1,120	837	33.8	105	58	80.4
Corporate Meetings	346	438	-21.1	346	438	-21.1	0	0	NA
Incentive	364	429	-15.2	364	411	-11.4	0	18	-100.0
Other Business	483	483	0.2	483	479	0.8	0	3	-100.0
Visit Friends/Rel.	2,478	2,281	8.6	2,230	2,134	4.5	248	147	68.3
Govt/Military	106	121	-12.2	106	121	-12.2	0	0	NA
Attend School	141	134	5.3	141	134	5.3	0	0	NA
Sport Events	1,159	547	111.8	1,159	493	135.4	0	55	-100.0
Other	1,257	905	38.9	1,042	823	26.6	215	82	162.2
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	68.5	66.4	2.1	67.5	67.0	0.5	76.3	61.4	14.9
% Repeaters ***	31.5	33.6	-2.1	32.5	33.0	-0.5	23.7	38.6	-14.9
Average # of Trips	2.13	2.40	-11.2	2.18	2.32	-6.1	1.70	3.04	-44.0
Group Tour	1,763	1,798	-1.9	1,683	1,721	-2.2	80	77	3.4
Non-Group	30,716	26,323	16.7	27,271	23,481	16.1	3,445	2,842	21.2
Package Trip	7,592	6,794	11.7	6,503	5,907	10.1	1,089	887	22.8
No Package	24,887	21,327	16.7	22,452	19,296	16.4	2,436	2,032	19.9
Net True Independent	24,092	20,691	16.4	21,718	18,659	16.4	2,375	2,032	16.9
Ave. Age	41	42	-1.4	42	42	-0.4	37	40	-8.4
Ave. Party Size	2.08	2.06	0.7	2.09	2.05	1.9	2.00	2.20	-8.9

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 36. Other MMA Air Visitor Characteristics: 2024 vs. 2023

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
VISITOR ARRIVALS	432,441	412,755	4.8	242,699	231,313	4.9	189,742	181,442	4.6
VISITOR DAYS	4,100,074	4,154,785	-1.3	2,354,546	2,270,040	3.7	1,745,528	1,884,745	-7.4
AVERAGE DAILY CENSUS	11,202	11,383	-1.6	6,433	6,219	3.4	4,769	5,164	-7.6
ISLANDS VISITED									
O'ahu	345,209	318,426	8.4	156,966	147,105	6.7	188,244	171,320	9.9
O'ahu only	253,960	248,392	2.2	120,076	110,643	8.5	133,884	137,749	-2.8
O'ahu one day or less	8,213	11,335	-27.5	6,706	6,764	-0.9	1,507	4,572	-67.0
Kaua'i	52,215	50,465	3.5	36,986	36,861	0.3	15,229	13,604	11.9
Kaua'i only	18,143	17,769	2.1	18,143	17,769	2.1	0	0	NA
Kaua'i one day or less	6,365	7,040	-9.6	2,865	2,793	2.6	3,500	4,247	-17.6
Maui County	91,308	89,705	1.8	62,107	61,245	1.4	29,201	28,460	2.6
Maui	88,315	85,974	2.7	61,043	60,296	1.2	27,271	25,678	6.2
Maui only	36,815	43,474	-15.3	36,157	35,621	1.5	658	7,853	-91.6
Maui one day or less	7,630	9,131	-16.4	3,355	3,185	5.4	4,275	5,946	-28.1
Moloka'i *	1,658	3,753	-55.8	959	928	3.4	699	2,825	-75.3
Moloka'i only *	155	168	-7.8	155	168	-7.8	0	0	NA
Moloka'i one day or less *	381	2,708	-85.9	381	311	22.2	0	2,396	-100.0
Lāna'i *	3,321	6,057	-45.2	1,215	1,271	-4.4	2,105	4,786	-56.0
Lāna'i only *	269	277	-2.7	269	277	-2.7	0	0	NA
Lāna'i one day or less *	2,410	4,780	-49.6	480	568	-15.5	1,930	4,212	-54.2
Hawai'i Island	77,287	65,526	17.9	47,583	46,844	1.6	29,704	18,682	59.0
Kona side	62,507	56,973	9.7	41,064	40,282	1.9	21,443	16,691	28.5
Hilo side	35,004	29,708	17.8	15,993	16,015	-0.1	19,011	13,693	38.8
Hawai'i Island only	25,803	26,026	-0.9	24,963	24,040	3.8	840	1,986	-57.7
Hawai'i Island one day or less	6,949	3,405	104.1	1,922	1,991	-3.5	5,027	1,414	255.4
Any Neighbor Island	178,481	164,363	8.6	122,622	120,670	1.6	55,858	43,693	27.8
NI only	87,231	94,330	-7.5	85,733	84,208	1.8	1,498	10,122	-85.2
O'ahu & NI	91,250	70,034	30.3	36,889	36,462	1.2	54,360	33,571	61.9
Any one island only	335,146	336,106	-0.3	199,764	188,518	6.0	135,382	147,588	-8.3
Multiple Islands	97,295	76,650	26.9	42,935	42,796	0.3	54,360	33,854	60.6
Avg. Islands Visited	1.31	1.28	2.3	1.26	1.27	-1.0	1.39	1.31	6.3
Average Length of Stay in Hawai'i	9.48	10.07	-5.8	9.70	9.81	-1.1	9.20	10.39	-11.4
O'ahu	7.51	8.52	-11.8	7.48	7.57	-1.3	7.54	9.33	-19.1
Maui	6.94	7.14	-2.9	8.03	7.96	0.8	4.49	5.22	-13.9
Moloka'i	4.36	3.01	44.9	6.09	6.75	-9.8	2.00	1.79	12.0
Lāna'i	2.76	2.19	25.7	5.23	6.24	-16.3	1.33	1.12	19.0
Kaua'i	6.37	6.12	4.2	7.26	7.17	1.2	4.21	3.25	29.4
Hawai'i Island	7.05	7.56	-6.7	8.62	8.49	1.6	4.53	5.23	-13.3
Hilo	3.82	3.86	-1.0	5.38	5.19	3.7	2.51	2.31	8.7
Kona	6.58	6.68	-1.5	7.90	7.80	1.2	4.05	3.96	2.5
ACCOMMODATIONS									
Plan to stay in Hotel	278,252	264,544	5.2	142,714	134,649	6.0	135,538	129,895	4.3
Hotel only	238,159	231,532	2.9	124,002	116,674	6.3	114,157	114,858	-0.6
Plan to stay in Condo	40,132	47,431	-15.4	26,208	27,432	-4.5	13,924	19,998	-30.4
Condo only	29,660	33,720	-12.0	20,838	21,752	-4.2	8,822	11,969	-26.3
Plan to stay in Timeshare	21,731	16,127	34.8	15,564	14,418	8.0	6,167	1,709	260.8
Timeshare only	15,228	13,381	13.8	12,727	11,671	9.0	2,500	1,709	46.3
Cruise Ship	5,665	6,588	-14.0	4,269	4,224	1.1	1,395	2,364	-41.0
Friends/Relatives	45,845	47,026	-2.5	32,620	32,181	1.4	13,224	14,845	-10.9
Bed & Breakfast	4,502	6,976	-35.5	2,965	2,863	3.5	1,537	4,113	-62.6
Rental House	50,444	35,399	42.5	27,276	24,897	9.6	23,167	10,503	120.6
Hostel	12,390	9,184	34.9	3,897	3,845	1.3	8,494	5,339	59.1

Table 36. Other MMA Air Visitor Characteristics: 2024 vs. 2023 (continued)

	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Camp Site, Beach	4,320	4,721	-8.5	2,128	2,398	-11.3	2,192	2,323	-5.7
Private Room in Private Home**	12,878	8,356	54.1	3,214	3,297	-2.5	9,664	5,059	91.0
Shared Room/Space in Private Home**	1,227	5,966	-79.4	1,227	1,256	-2.3	0	4,710	-100.0
Other Accommodations	10,907	6,964	56.6	6,945	5,933	17.1	3,961	1,031	284.2
PURPOSE OF TRIP									
Pleasure (Net)	345,854	305,017	13.4	189,225	180,716	4.7	156,628	124,302	26.0
Honeymoon/Get Married	20,066	14,490	38.5	8,456	8,839	-4.3	11,611	5,652	105.4
Honeymoon	18,786	12,406	51.4	7,175	7,541	-4.9	11,611	4,864	138.7
Get Married	2,877	2,386	20.6	1,611	1,598	0.8	1,265	787	60.7
Pleasure/Vacation	330,503	291,900	13.2	182,202	173,250	5.2	148,301	118,650	25.0
Mtgs/Conventions/Incentive	26,987	30,624	-11.9	12,902	11,618	11.1	14,085	19,006	-25.9
Conventions	17,331	13,764	25.9	8,436	6,947	21.4	8,894	6,817	30.5
Corporate Meetings	4,355	4,181	4.2	2,704	2,718	-0.5	1,652	1,463	12.9
Incentive	5,744	13,140	-56.3	2,205	2,413	-8.6	3,539	10,727	-67.0
Other Business	8,950	9,543	-6.2	7,870	7,809	0.8	1,080	1,734	-37.7
Visit Friends/Rel.	46,837	46,284	1.2	29,768	29,075	2.4	17,069	17,210	-0.8
Govt/Military	8,787	19,311	-54.5	4,490	3,913	14.7	4,297	15,398	-72.1
Attend School	2,199	1,215	81.0	1,000	1,077	-7.2	1,199	138	770.4
Sport Events	4,202	10,208	-58.8	3,817	2,498	52.8	386	7,711	-95.0
Other	18,481	21,690	-14.8	11,140	10,979	1.5	7,341	10,711	-31.5
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	52.2	52.1	0.1	38.1	38.7	-0.6	70.4	69.2	1.2
% Repeaters ***	47.8	47.9	-0.1	61.9	61.3	0.6	29.6	30.8	-1.2
Average # of Trips	4.14	4.14	-0.2	5.26	5.17	1.7	2.70	2.83	-4.7
Group Tour	20,012	22,531	-11.2	7,969	8,206	-2.9	12,043	14,325	-15.9
Non-Group	412,429	390,225	5.7	234,730	223,108	5.2	177,699	167,117	6.3
Package Trip	91,479	86,902	5.3	38,893	39,277	-1.0	52,586	47,625	10.4
No Package	340,961	325,854	4.6	203,806	192,037	6.1	137,156	133,817	2.5
Net True Independent	334,086	320,938	4.1	200,286	188,718	6.1	133,800	132,220	1.2
Ave. Age	42	43	-1.3	46	46	-0.2	40	41	-2.1
Ave. Party Size	2.16	2.22	-2.6	2.06	2.05	0.8	2.31	2.49	-7.3

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 37. 2024 Air Visitor Age and Gender Distribution by MMA (Percentage of MMA Total)

[illegible]

Age	Oceania			Other Asia			Latin America			Other			All Visitors								
	Male	Female	Total	Male	Female	Other	Male	Female	Other	Male	Female	Other	Male	Female	Other						
12-59	1.0	2.5	0.0	3.4	3.6	3.5	0.1	7.1	5.5	5.0	0.0	10.5	7.1	1.4	0.0	8.6	4.3	4.1	0.1	8.5	
	1.2	3.7	0.0	4.9	3.0	3.6	0.0	6.7	1.6	1.6	0.0	3.2	1.4	7.6	0.0	9.0	1.9	2.3	0.0	4.2	
	4.1	11.8	0.0	15.9	3.2	5.6	0.0	8.9	1.8	18-24	2.8	0.0	4.3	5.6	10.8	0.0	16.4	2.8	5.3	0.0	8.1
	20.5	18.1	0.0	38.6	8.1	11.5	0.1	19.7	19.9	24.6	0.0	44.5	13.4	21.8	0.0	35.2	12.9	16.8	0.1	29.8	
	13.2	12.7	0.0	25.9	13.1	19.4	0.1	32.6	12.6	14.6	0.0	27.2	10.6	11.1	0.0	21.6	12.3	16.5	0.1	28.9	
60	6.3	5.0	0.0	11.3	11.3	13.7	0.1	25.1	4.6	5.6	0.0	10.3	5.8	1.5	1.8	9.2	9.4	11.0	0.1	20.5	
Total	46.3	53.7	0.0	100.0	42.4	57.2	0.4	100.0	46.0	53.9	0.2	100.0	43.9	54.3	1.8	100.0	43.6	56.0	0.4	100.0	
Visitors	94,201	109,272	0.0	203,473	94,214	127,213	874	222,302	14,930	17,497	53	32,479	189,932	234,809	7,700	432,441	4,156,325	5,335,543	41,507	9,533,375	

Table 38. Honeymoon Air Visitor Characteristics: 2024 vs. 2023

HONEYMOON	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
Total Visitor Days	2,685,208	2,925,331	-8.2	1,725,675	1,843,524	-6.4	959,534	1,081,807	-11.3
Total Visitors	336,950	361,093	-6.7	197,410	210,504	-6.2	139,540	150,589	-7.3
PARTY SIZE									
One	11,534	13,539	-14.8	10,428	12,593	-17.2	1,106	947	16.8
Two	276,150	297,126	-7.1	157,404	163,504	-3.7	118,746	133,622	-11.1
Three or more	49,266	50,427	-2.3	29,578	34,408	-14.0	19,688	16,019	22.9
Avg Party Size	2.07	2.06	0.7	2.05	2.05	0.0	2.11	2.08	1.2
VISIT STATUS									
First-Time	216,507	237,028	-8.7	108,692	120,910	-10.1	107,815	116,118	-7.2
Repeat	120,443	124,065	-2.9	88,718	89,595	-1.0	31,725	34,470	-8.0
Average # of Trips	2.40	2.35	2.1	2.91	2.78	4.7	1.68	1.75	-4.3
TRAVEL METHOD									
Group Tour	8,492	8,820	-3.7	3,566	3,720	-4.2	4,926	5,099	-3.4
Package	116,962	122,980	-4.9	40,991	45,960	-10.8	75,972	77,019	-1.4
Group Tour & Pkg	5,615	5,744	-2.2	1,575	1,643	-4.1	4,040	4,101	-1.5
True Independent	217,111	235,038	-7.6	154,429	162,467	-4.9	62,682	72,571	-13.6
ISLANDS VISITED									
O'ahu	247,307	264,883	-6.6	111,000	119,245	-6.9	136,307	145,638	-6.4
Maui County	75,697	85,484	-11.4	67,066	70,862	-5.4	8,632	14,621	-41.0
Maui	74,608	83,765	-10.9	66,079	69,746	-5.3	8,529	14,019	-39.2
Moloka'i *	1,220	1,050	16.2	777	852	-8.9	444	198	124.2
Lāna'i *	1,895	2,607	-27.3	1,794	1,993	-10.0	102	614	-83.5
Kaua'i	50,380	56,602	-11.0	47,470	51,902	-8.5	2,910	4,700	-38.1
Hawai'i Island	51,763	57,891	-10.6	37,631	43,059	-12.6	14,131	14,832	-4.7
Hilo	19,523	21,901	-10.9	14,034	16,324	-14.0	5,489	5,577	-1.6
Kona	45,254	50,413	-10.2	33,395	37,803	-11.7	11,859	12,610	-6.0
LENGTH OF STAY									
O'ahu (days)	6.15	6.25	-1.6	6.06	6.03	0.4	6.23	6.43	-3.2
Maui (days)	6.76	6.68	1.2	6.92	6.97	-0.6	5.53	5.25	5.2
Moloka'i (days)	4.35	4.09	6.2	4.63	4.14	11.7	3.87	3.89	-0.7
Lāna'i (days)	3.79	4.00	-5.3	3.81	4.79	-20.4	3.33	1.43	132.4
Kaua'i (days)	6.44	6.34	1.6	6.61	6.59	0.4	3.54	3.51	0.9
Hawai'i Island (days)	6.22	5.81	7.2	7.21	6.58	9.7	3.59	3.57	0.4
Hilo (days)	3.37	3.23	4.4	3.97	3.71	7.0	1.85	1.83	1.2
Kona (days)	5.66	5.26	7.6	6.46	5.89	9.7	3.42	3.39	0.8
Statewide (days)	7.97	8.10	-1.6	8.74	8.76	-0.2	6.88	7.18	-4.3
ACCOMMODATIONS									
Hotel	274,552	296,766	-7.5	144,481	154,582	-6.5	130,071	142,185	-8.5
Hotel Only	250,243	267,062	-6.3	125,984	132,235	-4.7	124,260	134,827	-7.8
Condo	26,931	31,518	-14.6	20,298	23,425	-13.3	6,633	8,093	-18.0
Condo Only	18,814	21,019	-10.5	14,884	16,168	-7.9	3,930	4,851	-19.0
Timeshare	14,106	13,306	6.0	11,564	11,492	0.6	2,541	1,814	40.1
Timeshare Only	10,913	9,764	11.8	8,740	8,498	2.8	2,174	1,266	71.7
Rental House	23,861	26,165	-8.8	21,025	22,908	-8.2	2,836	3,257	-12.9
Hostel	2,014	2,010	0.2	1,152	1,451	-20.6	861	560	53.9
Camp Site	2,100	2,574	-18.4	1,883	2,410	-21.9	218	165	32.0
Private Room in Private Home**	3,588	3,728	-3.8	2,210	2,890	-23.5	1,377	838	64.3
Shared Room/Space in Private Home**	887	1,015	-12.7	674	759	-11.2	212	256	-17.2
Bed & Breakfast	4,676	5,361	-12.8	3,951	4,761	-17.0	725	600	20.8
Cruise Ship	3,990	4,165	-4.2	3,388	3,777	-10.3	602	388	55.3
Friends or Relatives	7,934	8,652	-8.3	7,541	8,045	-6.3	393	607	-35.2
PURPOSE OF TRIP									
Pleasure (Net)	336,950	361,093	-6.7	197,410	210,504	-6.2	139,540	150,589	-7.3
Vacation	38,376	39,348	-2.5	26,807	30,394	-11.8	11,569	8,955	29.2
Honeymoon	336,950	361,093	-6.7	197,410	210,504	-6.2	139,540	150,589	-7.3
Getting Married	18,889	17,963	5.2	9,580	10,815	-11.4	9,309	7,148	30.2
MC&I (Net)	2,024	2,226	-9.1	1,669	1,820	-8.3	354	407	-12.9
Convention/Conf.	1,105	1,171	-5.6	1,065	1,099	-3.1	40	72	-44.6
Corp. Meetings	555	815	-31.9	518	627	-17.3	37	189	-80.4
Incentive	783	867	-9.8	505	666	-24.1	277	202	37.7
Other Business	1,033	1,180	-12.5	993	1,139	-12.8	40	41	-1.5
Visit Friends/Relatives	4,402	5,506	-20.1	4,154	4,950	-16.1	248	557	-55.4
Government/Military	384	512	-25.1	384	390	-1.4	0	123	-100.0
Attend School	261	203	28.6	261	203	28.6	0	0	NA
Sport Events	583	811	-28.1	503	536	-6.2	80	274	-70.9
Other Purpose	4,543	4,596	-1.2	2,333	2,651	-12.0	2,210	1,945	13.6
Average Age	34	34	-0.8	35	36	-0.2	32	33	-1.3

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

Table 39. Get Married Air Visitor Characteristics: 2024 vs. 2023

GET MARRIED	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
Total Visitor Days	575,537	604,157	-4.7	459,221	498,235	-7.8	116,316	105,921	9.8
Total Visitors	66,375	67,508	-1.7	50,728	53,054	-4.4	15,647	14,453	8.3
PARTY SIZE									
One	5,171	5,352	-3.4	4,546	5,203	-12.6	624	150	316.2
Two	34,326	32,484	5.7	23,386	23,604	-0.9	10,940	8,880	23.2
Three or more	26,878	29,671	-9.4	22,795	24,247	-6.0	4,083	5,424	-24.7
Avg Party Size	2.33	2.37	-1.8	2.37	2.36	0.6	2.20	2.42	-9.2
VISIT STATUS									
First-Time	26,113	27,254	-4.2	16,302	18,686	-12.8	9,810	8,568	14.5
Repeat	40,262	40,254	0.0	34,426	34,369	0.2	5,836	5,885	-0.8
Average # of Trips	4.34	4.27	1.7	5.00	4.69	6.5	2.22	2.72	-18.4
TRAVEL METHOD									
Group Tour	2,028	1,847	9.8	969	1,139	-14.9	1,059	708	49.6
Package	14,094	13,504	4.4	6,761	7,038	-3.9	7,333	6,466	13.4
Group Tour & Pkg	895	879	1.8	322	428	-24.9	573	451	27.2
True Independent	51,148	53,036	-3.6	43,320	45,306	-4.4	7,828	7,730	1.3
ISLANDS VISITED									
O'ahu	44,228	43,025	2.8	29,194	29,328	-0.5	15,034	13,698	9.8
Maui County	15,752	17,220	-8.5	14,368	15,925	-9.8	1,384	1,295	6.9
Maui	15,455	16,942	-8.8	14,070	15,671	-10.2	1,384	1,271	8.9
Moloka'i *	217	308	-29.4	217	308	-29.4	0	0	NA
Lāna'i *	500	481	4.1	500	448	11.8	0	33	-100.0
Kaua'i	10,672	10,594	0.7	9,920	10,217	-2.9	752	377	99.5
Hawai'i Island	10,535	10,782	-2.3	8,810	9,943	-11.4	1,725	839	105.7
Hilo	3,678	3,364	9.3	2,803	3,070	-8.7	876	294	197.9
Kona	8,928	9,566	-6.7	7,786	8,809	-11.6	1,142	758	50.7
LENGTH OF STAY									
O'ahu (days)	6.85	7.06	-2.9	7.05	7.26	-2.9	6.47	6.63	-2.4
Maui (days)	7.72	7.99	-3.3	7.78	7.98	-2.6	7.15	8.03	-10.9
Moloka'i (days)	4.83	6.79	-28.8	4.83	6.79	-28.8	0.00	0.00	NA
Lāna'i (days)	4.13	4.25	-2.8	4.13	4.40	-6.3	0.00	2.13	-100.0
Kaua'i (days)	7.10	7.49	-5.1	7.36	7.57	-2.8	3.73	5.15	-27.6
Hawai'i Island (days)	7.05	7.59	-7.1	7.70	7.94	-2.9	3.70	3.48	6.5
Hilo (days)	3.75	4.16	-9.9	4.51	4.41	2.3	1.31	1.54	-15.1
Kona (days)	6.77	7.09	-4.5	7.09	7.42	-4.4	4.59	3.25	41.3
Statewide (days)	8.67	8.95	-3.1	9.05	9.39	-3.6	7.43	7.33	1.4
ACCOMMODATIONS									
Hotel	44,685	44,125	1.3	30,812	31,198	-1.2	13,873	12,927	7.3
Hotel Only	38,560	37,581	2.6	25,782	25,440	1.3	12,778	12,140	5.3
Condo	9,119	9,557	-4.6	7,065	8,397	-15.9	2,054	1,160	77.1
Condo Only	6,350	6,862	-7.5	5,158	6,124	-15.8	1,193	738	61.6
Timeshare	3,225	3,542	-9.0	2,880	2,973	-3.1	345	569	-39.4
Timeshare Only	2296.8	2335.1	-1.6	2033.6	2026.5	0.3	263.2	308.6	-14.7
Rental House	9,110	10,016	-9.0	8,824	9,526	-7.4	286	490	-41.7
Hostel	867	526	64.9	480	526	-8.8	388	0	NA
Camp Site	490	649	-24.4	471	596	-21.0	19	53	-63.8
Private Room in Private Home**	849	961	-11.6	741	875	-15.4	108	85	26.9
Shared Room/Space in Private Home**	425	447	-4.9	425	385	10.4	0	62	-100.0
Bed & Breakfast	899	1,134	-20.8	866	1,108	-21.8	33	26	25.2
Cruise Ship	686	621	10.4	625	615	1.7	61	7	825.9
Friends or Relatives	4,560	5,092	-10.5	4,443	4,959	-10.4	117	133	-12.2
PURPOSE OF TRIP									
Pleasure (Net)	66,375	67,508	-1.7	50,728	53,054	-4.4	15,647	14,453	8.3
Vacation	18,961	20,747	-8.6	16,141	17,930	-10.0	2,820	2,817	0.1
Honeymoon	18,889	17,963	5.2	9,580	10,815	-11.4	9,309	7,148	30.2
Getting Married	66,375	67,508	-1.7	50,728	53,054	-4.4	15,647	14,453	8.3
MC&I (Net)	1,039	1,116	-6.9	962	1,075	-10.5	77	41	88.6
Convention/Conf.	667	712	-6.4	636	706	-10.0	31	6	419.1
Corp. Meetings	404	522	-22.6	404	487	-17.0	0	35	-100.0
Incentive	417	454	-8.1	371	448	-17.2	46	6	670.7
Other Business	669	694	-3.6	650	646	0.6	19	48	-60.0
Visit Friends/Relatives	3,064	4,272	-28.3	2,953	3,338	-11.5	111	934	-88.1
Government/Military	372	462	-19.4	372	398	-6.5	0	64	-100.0
Attend School	270	263	2.7	270	263	2.7	0	0	NA
Sport Events	454	371	22.4	424	325	30.4	30	46	-34.7
Other Purpose	2,270	2,709	-16.2	1,116	1,215	-8.1	1,154	1,494	-22.8
Average Age	38	39	-3.1	40	40	0.3	34	38	-10.2

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

Table 40. Meetings, Conventions, and Incentives Air Visitor Characteristics: 2024 vs. 2023

MCI	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
Total Visitor Days	3,060,307	3,080,639	-0.7	2,463,742	2,430,149	1.4	596,565	650,490	-8.3
Total Visitors	412,826	401,207	2.9	319,444	310,697	2.8	93,382	90,511	3.2
PARTY SIZE									
One	96,102	88,599	8.5	85,458	78,615	8.7	10,644	9,984	6.6
Two	158,608	161,040	-1.5	129,220	131,902	-2.0	29,388	29,138	0.9
Three or more	158,117	151,568	4.3	104,767	100,179	4.6	53,350	51,388	3.8
Avg Party Size	1.93	1.96	-1.4	1.81	1.84	-1.2	2.46	2.53	-2.8
VISIT STATUS									
First-Time	139,165	135,315	2.8	94,883	93,074	1.9	44,282	42,240	4.8
Repeat	273,661	265,892	2.9	224,562	217,622	3.2	49,099	48,270	1.7
Average # of Trips	4.68	4.71	-0.7	5.24	5.17	1.2	2.76	3.10	-11.0
TRAVEL METHOD									
Group Tour	81,429	79,195	2.8	30,687	33,320	-7.9	50,743	45,875	10.6
Package	96,960	96,719	0.2	56,006	57,301	-2.3	40,954	39,419	3.9
Group Tour & Pkg	48,560	49,331	-1.6	17,376	19,279	-9.9	31,185	30,052	3.8
True Independent	282,997	274,624	3.0	250,127	239,355	4.5	32,870	35,269	-6.8
ISLANDS VISITED									
O'ahu	260,861	234,761	11.1	178,198	162,117	9.9	82,663	72,644	13.8
Maui County	101,462	107,499	-5.6	91,045	89,860	1.3	10,417	17,638	-40.9
Maui	100,120	105,090	-4.7	89,754	88,177	1.8	10,366	16,913	-38.7
Moloka'i *	1,125	856	31.4	752	777	-3.2	374	80	368.3
Lāna'i *	1,638	2,972	-44.9	1,555	2,170	-28.3	83	802	-89.7
Kaua'i	40,931	44,877	-8.8	38,530	41,395	-6.9	2,402	3,482	-31.0
Hawai'i Island	66,766	76,952	-13.2	58,838	65,920	-10.7	7,928	11,032	-28.1
Hilo	15,667	17,350	-9.7	12,694	13,828	-8.2	2,973	3,522	-15.6
Kona	59,341	69,688	-14.8	52,889	60,040	-11.9	6,452	9,648	-33.1
LENGTH OF STAY									
O'ahu (days)	6.14	6.26	-2.0	6.34	6.30	0.6	5.71	6.19	-7.7
Maui (days)	7.11	7.07	0.4	7.12	7.12	-0.1	7.00	6.82	2.6
Moloka'i (days)	3.96	6.01	-34.1	4.92	6.49	-24.2	2.04	1.35	51.7
Lāna'i (days)	4.23	4.32	-2.0	4.34	5.33	-18.6	2.19	1.59	38.2
Kaua'i (days)	6.69	6.79	-1.4	6.91	6.92	-0.2	3.23	5.19	-37.9
Hawai'i Island (days)	6.92	7.07	-2.1	7.12	7.25	-1.8	5.44	5.98	-8.9
Hilo (days)	4.23	4.05	4.6	4.70	4.33	8.7	2.24	2.97	-24.4
Kona (days)	6.67	6.80	-1.9	6.79	6.97	-2.5	5.65	5.75	-1.7
Statewide (days)	7.41	7.68	-3.5	7.71	7.82	-1.4	6.39	7.19	-11.1
ACCOMMODATIONS									
Hotel	362,902	352,584	2.9	278,159	269,939	3.0	84,743	82,646	2.5
Hotel Only	333,488	322,977	3.3	253,865	245,262	3.5	79,622	77,715	2.5
Condo	22,504	25,659	-12.3	17,969	19,619	-8.4	4,535	6,040	-24.9
Condo Only	13,515	15,355	-12.0	10,704	11,190	-4.3	2,811	4,165	-32.5
Timeshare	9,445	8,554	10.4	7,708	7,569	1.8	1,737	984	76.4
Timeshare Only	5,494	5,149	6.7	4,786	4,579	4.5	707	570	24.1
Rental House	22,489	21,480	4.7	18,758	18,929	-0.9	3,732	2,551	46.3
Hostel	4,904	2,888	69.8	2,692	2,422	11.2	2,212	466	374.5
Camp Site	2,027	2,234	-9.2	1,625	1,884	-13.7	402	350	14.8
Private Room in Private Home**	2,840	3,494	-18.7	2,156	2,377	-9.3	684	1,117	-38.8
Shared Room/Space in Private Home**	1,028	1,355	-24.1	982	1,285	-23.6	47	71	-33.6
Bed & Breakfast	2,847	3,466	-17.9	2,664	2,659	0.2	184	807	-77.2
Cruise Ship	1,515	2,387	-36.5	1,418	1,966	-27.9	97	421	-77.0
Friends or Relatives	11,419	11,109	2.8	10,644	10,116	5.2	776	993	-21.9
PURPOSE OF TRIP									
Pleasure (Net)	120,486	118,847	1.4	99,164	100,041	-0.9	21,321	18,806	13.4
Vacation	118,896	117,214	1.4	97,892	98,745	-0.9	21,004	18,469	13.7
Honeymoon	2,024	2,226	-9.1	1,669	1,820	-8.3	354	407	-12.9
Getting Married	1,039	1,116	-6.9	962	1,075	-10.5	77	41	88.6
MC&I (Net)	412,826	401,207	2.9	319,444	310,697	2.8	93,382	90,511	3.2
Convention/Conf.	234,699	221,112	6.1	203,455	191,605	6.2	31,244	29,507	5.9
Corp. Meetings	78,716	81,517	-3.4	72,374	73,270	-1.2	6,343	8,247	-23.1
Incentive	110,773	110,318	0.4	54,049	56,592	-4.5	56,723	53,726	5.6
Other Business	8,020	7,614	5.3	7,553	7,309	3.3	467	306	52.9
Visit Friends/Relatives	8,401	8,356	0.5	7,951	7,580	4.9	450	776	-42.0
Government/Military	2,898	5,124	-43.4	2,869	2,943	-2.5	29	2,181	-98.7
Attend School	1,093	515	112.1	544	503	8.2	548	12	4,458.3
Sport Events	1,236	1,088	13.7	1,179	951	24.0	58	137	-57.8
Other Purpose	2,711	2,919	-7.1	2,391	2,038	17.3	321	881	-63.6
Average Age	44	45	-2.6	46	46	-1.3	41	44	-5.9

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

Table 41. Visit Friends and Relatives Air Visitor Characteristics: 2024 vs. 2023

VISITING FRIENDS AND RELATIVES	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
Total Visitor Days	10,297,954	10,796,863	-4.6	9,507,087	9,930,506	-4.3	790,868	866,357	-8.7
Total Visitors	988,317	999,953	-1.2	922,473	938,931	-1.8	65,844	61,022	7.9
PARTY SIZE									
One	265,213	265,498	-0.1	251,462	252,652	-0.5	13,752	12,847	7.0
Two	349,542	356,482	-1.9	325,552	333,608	-2.4	23,990	22,872	4.9
Three or more	373,562	377,973	-1.2	345,460	352,670	-2.0	28,103	25,303	11.1
Avg Party Size	1.85	1.86	-0.3	1.84	1.85	-0.5	2.01	1.99	0.8
VISIT STATUS									
First-Time	171,132	178,963	-4.4	149,779	159,120	-5.9	21,353	19,844	7.6
Repeat	817,185	820,989	-0.5	772,694	779,811	-0.9	44,491	41,179	8.0
Average # of Trips	8.63	8.53	1.2	8.89	8.74	1.7	4.99	5.24	-4.7
TRAVEL METHOD									
Group Tour	8,796	8,546	2.9	7,530	7,728	-2.6	1,266	818	54.7
Package	50,696	49,787	1.8	43,336	43,715	-0.9	7,360	6,072	21.2
Group Tour & Pkg	2,697	2,482	8.6	2,063	1,944	6.1	634	538	17.8
True Independent	931,522	944,101	-1.3	873,670	889,431	-1.8	57,851	54,670	5.8
ISLANDS VISITED									
O'ahu	688,431	682,228	0.9	630,710	630,066	0.1	57,721	52,162	10.7
Maui County	164,054	178,767	-8.2	155,194	168,150	-7.7	8,860	10,616	-16.5
Maui	159,068	174,123	-8.6	150,645	163,691	-8.0	8,423	10,432	-19.3
Moloka'i *	4,643	4,853	-4.3	4,111	4,415	-6.9	533	438	21.8
Lāna'i *	4,311	4,112	4.8	3,789	3,625	4.5	521	487	7.1
Kaua'i	95,993	97,360	-1.4	91,657	93,860	-2.3	4,336	3,500	23.9
Hawai'i Island	184,577	194,649	-5.2	174,837	185,946	-6.0	9,739	8,704	11.9
Hilo	76,549	80,883	-5.4	72,377	76,368	-5.2	4,172	4,515	-7.6
Kona	143,024	150,884	-5.2	134,973	144,026	-6.3	8,052	6,858	17.4
LENGTH OF STAY									
O'ahu (days)	8.88	9.17	-3.2	8.75	8.90	-1.7	10.26	12.47	-17.7
Maui (days)	9.33	9.48	-1.6	9.25	9.43	-1.9	10.72	10.26	4.4
Moloka'i (days)	7.53	7.96	-5.4	8.10	8.48	-4.5	3.12	2.72	14.7
Lāna'i (days)	4.92	5.21	-5.4	5.35	5.58	-4.2	1.84	2.40	-23.2
Kaua'i (days)	8.95	9.15	-2.2	9.05	9.21	-1.7	6.99	7.74	-9.7
Hawai'i Island (days)	9.68	9.94	-2.6	9.79	9.98	-1.9	7.77	9.13	-14.9
Hilo (days)	7.24	7.54	-3.9	7.42	7.63	-2.8	4.09	5.91	-30.8
Kona (days)	8.62	8.79	-1.9	8.70	8.84	-1.6	7.27	7.70	-5.5
Statewide (days)	10.42	10.80	-3.5	10.31	10.58	-2.6	12.01	14.20	-15.4
ACCOMMODATIONS									
Hotel	272,034	268,512	1.3	246,871	244,967	0.8	25,163	23,545	6.9
Hotel Only	183,289	178,523	2.7	166,445	162,818	2.2	16,844	15,704	7.3
Condo	82,026	86,065	-4.7	73,625	77,498	-5.0	8,401	8,567	-1.9
Condo Only	56,001	57,087	-1.9	50,034	51,470	-2.8	5,968	5,617	6.2
Timeshare	35,852	34,440	4.1	32,585	31,803	2.5	3,267	2,638	23.9
Timeshare Only	21,717	20,638	5.2	20,334	19,084	6.6	1,383	1,554	-11.0
Rental House	78,532	73,802	6.4	71,193	70,380	1.2	7,339	3,422	114.5
Hostel	5,242	5,318	-1.4	4,781	5,121	-6.6	460	196	134.6
Camp Site	6,290	6,905	-8.9	5,724	6,616	-13.5	565	290	95.3
Private Room in Private Home**	16,622	17,342	-4.2	15,447	16,408	-5.9	1,174	934	25.8
Shared Room/Space in Private Home**	6,042	5,991	0.9	5,633	5,789	-2.7	409	202	102.3
Bed & Breakfast	8,143	8,916	-8.7	7,744	7,954	-2.6	399	962	-58.5
Cruise Ship	3,239	2,797	15.8	2,940	2,624	12.0	300	173	73.4
Friends or Relatives	608,611	629,050	-3.2	576,981	597,988	-3.5	31,630	31,062	1.8
PURPOSE OF TRIP									
Pleasure (Net)	287,018	295,415	-2.8	264,155	275,131	-4.0	22,863	20,284	12.7
Vacation	284,297	291,287	-2.4	261,505	272,128	-3.9	22,792	19,160	19.0
Honeymoon	4,402	5,506	-20.1	4,154	4,950	-16.1	248	557	-55.4
Getting Married	3,064	4,272	-28.3	2,953	3,338	-11.5	111	934	-88.1
MC&I (Net)	8,401	8,356	0.5	7,951	7,580	4.9	450	776	-42.0
Convention/Conf.	5,649	5,058	11.7	5,419	4,882	11.0	230	177	30.5
Corp. Meetings	2,171	2,984	-27.2	2,146	2,434	-11.9	26	550	-95.3
Incentive	1,213	1,057	14.8	1,019	1,006	1.3	194	50	287.5
Other Business	16,071	15,970	0.6	15,671	15,738	-0.4	400	231	73.2
Visit Friends/Relatives	988,317	999,953	-1.2	922,473	938,931	-1.8	65,844	61,022	7.9
Government/Military	3,719	4,537	-18.0	3,719	3,379	10.0	0	1,158	-100.0
Attend School	1,524	1,489	2.4	1,458	1,446	0.8	66	43	52.7
Sport Events	4,650	3,972	17.1	4,376	3,661	19.5	274	311	-11.7
Other Purpose	21,779	22,241	-2.1	20,946	20,158	3.9	833	2,083	-60.0
Average Age	46	46	0.3	46	45	0.3	48	48	-0.5

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

Table 42. Family Air Visitor Characteristics: 2024 vs. 2023

FAMILY	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
Total Visitor Days	19,993,510	22,074,044	-9.4	16,271,452	18,264,732	-10.9	3,722,058	3,809,312	-2.3
Total Visitors	2,409,338	2,576,575	-6.5	1,939,380	2,147,450	-9.7	469,958	429,125	9.5
PARTY SIZE									
One	0	0	NA	0	0	NA	0	0	NA
Two	116,114	121,160	-4.2	99,372	107,946	-7.9	16,742	13,212	26.7
Three or more	2,293,224	2,455,415	-6.6	1,840,009	2,039,504	-9.8	453,215	415,912	9.0
Avg Party Size	2.90	2.91	-0.1	2.90	2.90	-0.1	2.92	2.93	-0.3
VISIT STATUS									
First-Time	629,421	697,473	-9.8	457,020	532,858	-14.2	172,402	164,615	4.7
Repeat	1,779,916	1,879,102	-5.3	1,482,361	1,614,592	-8.2	297,556	264,510	12.5
Average # of Trips	5.39	5.27	2.2	5.73	5.57	2.9	4.01	3.80	5.4
TRAVEL METHOD									
Group Tour	65,217	63,414	2.8	30,233	34,484	-12.3	34,984	28,930	20.9
Package	409,453	433,072	-5.5	285,611	329,979	-13.4	123,842	103,093	20.1
Group Tour & Pkg	32,188	33,322	-3.4	13,181	15,704	-16.1	19,006	17,618	7.9
True Independent	1,966,856	2,113,411	-6.9	1,636,718	1,798,691	-9.0	330,138	314,720	4.9
ISLANDS VISITED									
O'ahu	1,476,626	1,509,738	-2.2	1,023,602	1,108,048	-7.6	453,024	401,690	12.8
Maui County	584,998	688,206	-15.0	546,098	633,207	-13.8	38,900	55,000	-29.3
Maui	577,579	681,123	-15.2	541,442	628,221	-13.8	36,136	52,903	-31.7
Moloka'i *	4,738	5,784	-18.1	3,843	4,428	-13.2	894	1,356	-34.0
Lāna'i *	9,585	11,066	-13.4	6,563	7,891	-16.8	3,022	3,175	-4.8
Kaua'i	312,748	342,577	-8.7	300,151	329,442	-8.9	12,597	13,135	-4.1
Hawai'i Island	398,250	443,141	-10.1	349,178	397,154	-12.1	49,072	45,988	6.7
Hilo	119,720	133,247	-10.2	97,809	111,498	-12.3	21,910	21,749	0.7
Kona	358,205	399,284	-10.3	316,381	359,789	-12.1	41,824	39,496	5.9
LENGTH OF STAY									
O'ahu (days)	6.99	7.21	-3.1	6.95	6.98	-0.3	7.07	7.85	-10.0
Maui (days)	7.55	7.71	-2.0	7.62	7.75	-1.7	6.63	7.19	-7.8
Moloka'i (days)	4.55	5.27	-13.5	5.20	5.76	-9.8	1.80	3.64	-50.7
Lāna'i (days)	3.00	2.86	4.8	3.83	3.49	9.7	1.20	1.30	-8.1
Kaua'i (days)	7.52	7.52	-0.1	7.65	7.66	-0.1	4.42	4.12	7.3
Hawai'i Island (days)	7.31	7.45	-1.9	7.71	7.78	-0.9	4.49	4.63	-3.0
Hilo (days)	3.82	4.03	-5.1	4.26	4.39	-3.0	1.85	2.14	-13.5
Kona (days)	6.85	6.93	-1.1	7.19	7.23	-0.5	4.30	4.21	2.1
Statewide (days)	8.30	8.57	-3.1	8.39	8.51	-1.4	7.92	8.88	-10.8
ACCOMMODATIONS									
Hotel	1,505,602	1,551,124	-2.9	1,146,190	1,241,500	-7.7	359,412	309,624	16.1
Hotel Only	1,333,152	1,358,919	-1.9	1,011,564	1,087,596	-7.0	321,587	271,323	18.5
Condo	362,655	435,914	-16.8	290,977	356,626	-18.4	71,678	79,287	-9.6
Condo Only	290,910	347,543	-16.3	238,331	291,403	-18.2	52,580	56,139	-6.3
Timeshare	203,418	216,653	-6.1	165,282	182,391	-9.4	38,136	34,262	11.3
Timeshare Only	161,668	173,480	-6.8	133,972	145,696	-8.0	27,697	27,785	-0.3
Rental House	290,688	319,679	-9.1	269,143	297,652	-9.6	21,546	22,028	-2.2
Hostel	4,227	5,190	-18.5	3,974	4,581	-13.2	254	609	-58.4
Camp Site	7,255	8,145	-10.9	5,287	7,040	-24.9	1,968	1,105	78.1
Private Room in Private Home**	16,533	15,716	5.2	11,054	12,438	-11.1	5,480	3,278	67.2
Shared Room/Space in Private Home**	4,559	8,394	-45.7	3,600	3,877	-7.1	959	4,517	-78.8
Bed & Breakfast	13,389	16,174	-17.2	11,624	12,907	-9.9	1,766	3,267	-46.0
Cruise Ship	19,076	20,416	-6.6	17,823	18,328	-2.8	1,252	2,089	-40.0
Friends or Relatives	174,179	199,706	-12.8	163,465	185,148	-11.7	10,714	14,559	-26.4
PURPOSE OF TRIP									
Pleasure (Net)	2,173,118	2,326,865	-6.6	1,742,423	1,940,418	-10.2	430,694	386,447	11.4
Vacation	2,159,128	2,309,788	-6.5	1,732,254	1,927,723	-10.1	426,874	382,066	11.7
Honeymoon	12,635	14,871	-15.0	8,000	10,012	-20.1	4,636	4,860	-4.6
Getting Married	10,556	13,733	-23.1	9,309	11,632	-20.0	1,246	2,100	-40.7
MC&I (Net)	68,431	69,590	-1.7	50,411	52,139	-3.3	18,020	17,451	3.3
Convention/Conf.	38,803	40,106	-3.2	35,150	35,914	-2.1	3,653	4,193	-12.9
Corp. Meetings	9,020	11,369	-20.7	8,766	9,515	-7.9	254	1,854	-86.3
Incentive	22,528	20,087	12.2	8,314	8,536	-2.6	14,214	11,551	23.1
Other Business	23,037	26,101	-11.7	22,331	25,030	-10.8	706	1,071	-34.0
Visit Friends/Relatives	183,392	204,203	-10.2	168,621	187,016	-9.8	14,771	17,187	-14.1
Government/Military	9,397	10,277	-8.6	7,170	7,076	1.3	2,227	3,200	-30.4
Attend School	4,695	3,526	33.2	2,126	2,304	-7.7	2,569	1,222	110.3
Sport Events	24,289	24,881	-2.4	19,657	13,513	45.5	4,632	11,368	-59.3
Other Purpose	64,037	67,897	-5.7	49,381	53,743	-8.1	14,656	14,154	3.5
Average Age	44	44	0.3	44	44	0.3	45	45	0.2

Family visitors were visitors who came with children 17 years old and under.

* Sample sizes for Moloka'i and Lāna'i are relatively small. ** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

Table 43. Hotel-Only Air Visitor Characteristics: 2024 vs. 2023

HOTEL-ONLY	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
Total Visitor Days	35,903,180	35,301,235	1.7	28,479,004	28,105,346	1.3	7,424,177	7,195,889	3.2
Total Visitors	4,912,266	4,739,142	3.7	3,831,737	3,756,677	2.0	1,080,529	982,465	10.0
PARTY SIZE									
One	614,076	607,105	1.1	567,290	562,515	0.8	46,786	44,590	4.9
Two	1,815,690	1,771,958	2.5	1,377,216	1,351,684	1.9	438,474	420,274	4.3
Three or more	2,482,500	2,360,079	5.2	1,887,232	1,842,478	2.4	595,268	517,601	15.0
Avg Party Size	2.30	2.29	0.7	2.23	2.22	0.2	2.63	2.59	1.5
VISIT STATUS									
First-Time	1,691,213	1,700,140	-0.5	1,190,192	1,236,704	-3.8	501,020	463,436	8.1
Repeat	3,221,053	3,039,002	6.0	2,641,545	2,519,973	4.8	579,508	519,029	11.7
Average # of Trips	4.65	4.53	2.7	5.01	4.81	4.0	3.36	3.42	-1.8
TRAVEL METHOD									
Group Tour	233,995	216,631	8.0	111,549	114,830	-2.9	122,447	101,801	20.3
Package	1,218,279	1,195,856	1.9	775,337	804,653	-3.6	442,943	391,203	13.2
Group Tour & Pkg	144,156	135,949	6.0	61,143	65,804	-7.1	83,013	70,145	18.3
True Independent	3,604,147	3,462,604	4.1	3,005,995	2,902,998	3.5	598,152	559,607	6.9
ISLANDS VISITED									
O'ahu	3,573,316	3,414,815	4.6	2,541,922	2,494,500	1.9	1,031,394	920,316	12.1
Maui County	947,898	926,523	2.3	869,610	831,948	4.5	78,288	94,575	-17.2
Maui	930,674	909,275	2.4	855,869	818,476	4.6	74,805	90,799	-17.6
Moloka'i *	7,498	8,216	-8.7	5,987	5,533	8.2	1,510	2,684	-43.7
Lāna'i *	22,679	24,781	-8.5	18,629	19,039	-2.2	4,050	5,742	-29.5
Kaua'i	464,669	469,751	-1.1	436,938	440,294	-0.8	27,731	29,456	-5.9
Hawai'i Island	607,700	611,538	-0.6	515,858	532,890	-3.2	91,841	78,648	16.8
Hilo	161,676	162,980	-0.8	124,018	130,296	-4.8	37,658	32,683	15.2
Kona	530,859	533,870	-0.6	457,783	470,478	-2.7	73,077	63,392	15.3
LENGTH OF STAY									
O'ahu (days)	6.38	6.49	-1.7	6.41	6.41	0.0	6.33	6.72	-5.8
Maui (days)	6.74	6.76	-0.3	6.84	6.84	0.0	5.61	6.03	-7.0
Moloka'i (days)	3.08	3.04	1.3	3.32	3.64	-8.9	2.11	1.79	17.8
Lāna'i (days)	3.89	3.74	4.2	4.37	4.41	-0.9	1.68	1.48	13.0
Kaua'i (days)	6.44	6.45	-0.1	6.62	6.63	-0.1	3.65	3.88	-5.8
Hawai'i Island (days)	6.11	6.27	-2.6	6.49	6.57	-1.2	3.98	4.28	-7.2
Hilo (days)	3.42	3.54	-3.4	3.87	3.93	-1.5	1.92	1.97	-2.6
Kona (days)	5.95	6.11	-2.5	6.26	6.35	-1.3	4.01	4.30	-6.8
Statewide (days)	7.31	7.45	-1.9	7.43	7.48	-0.7	6.87	7.32	-6.2
ACCOMMODATIONS									
...Hotel Only	4,912,266	4,739,142	3.7	3,831,737	3,756,677	2.0	1,080,529	982,465	10.0
PURPOSE OF TRIP									
Pleasure (Net)	4,131,932	3,979,669	3.8	3,179,759	3,136,575	1.4	952,172	843,093	12.9
Vacation	3,885,677	3,716,451	4.6	3,053,332	3,006,196	1.6	832,344	710,255	17.2
Honeymoon	250,243	267,062	-6.3	125,984	132,235	-4.7	124,260	134,827	-7.8
Getting Married	38,560	37,581	2.6	25,782	25,440	1.3	12,778	12,140	5.3
MC&I (Net)	333,488	322,977	3.3	253,865	245,262	3.5	79,622	77,715	2.5
Convention/Conf.	180,425	172,055	4.9	158,315	148,127	6.9	22,110	23,928	-7.6
Corp. Meetings	64,703	65,399	-1.1	59,146	59,168	0.0	5,557	6,230	-10.8
Incentive	97,514	94,779	2.9	44,802	46,347	-3.3	52,712	48,432	8.8
Other Business	156,732	155,189	1.0	152,552	149,338	2.2	4,180	5,851	-28.6
Visit Friends/Relatives	183,289	178,523	2.7	166,445	162,818	2.2	16,844	15,704	7.3
Government/Military	100,204	100,291	-0.1	95,639	87,314	9.5	4,565	12,977	-64.8
Attend School	8,078	7,036	14.8	5,396	5,696	-5.3	2,682	1,339	100.2
Sport Events	63,246	55,977	13.0	50,775	40,147	26.5	12,471	15,830	-21.2
Other Purpose	189,910	191,222	-0.7	140,922	136,068	3.6	48,988	55,154	-11.2
Avg of Age	44	44	-0.1	45	45	0.0	44	44	-0.2

* Sample sizes for Moloka'i and Lāna'i are relatively small.

Table 44. Condo-Only Air Visitor Characteristics: 2024 vs. 2023

CONDO-ONLY	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
Total Visitor Days	11,068,088	12,229,705	-9.5	9,168,722	9,895,838	-7.3	1,899,367	2,333,867	-18.6
Total Visitors	1,081,689	1,181,757	-8.5	902,046	979,198	-7.9	179,643	202,559	-11.3
PARTY SIZE									
One	100,712	111,721	-9.9	91,587	100,881	-9.2	9,125	10,839	-15.8
Two	404,208	439,888	-8.1	344,384	366,572	-6.1	59,824	73,316	-18.4
Three or more	576,768	630,148	-8.5	466,075	511,744	-8.9	110,693	118,403	-6.5
Avg Party Size	2.44	2.44	0.1	2.39	2.40	-0.3	2.73	2.66	2.7
VISIT STATUS									
First-Time	189,373	220,679	-14.2	150,602	177,045	-14.9	38,770	43,635	-11.1
Repeat	892,316	961,078	-7.2	751,444	802,153	-6.3	140,872	158,925	-11.4
Average # of Trips	7.37	7.03	4.8	7.57	7.21	4.9	6.36	6.15	3.5
TRAVEL METHOD									
Group Tour	11,746	15,398	-23.7	6,738	7,266	-7.3	5,009	8,132	-38.4
Package	90,247	99,291	-9.1	69,249	77,619	-10.8	20,998	21,672	-3.1
Group Tour & Pkg	3,387	5,700	-40.6	1,640	1,591	3.1	1,747	4,109	-57.5
True Independent	983,082	1,072,768	-8.4	827,700	895,904	-7.6	155,382	176,864	-12.1
ISLANDS VISITED									
O'ahu	356,486	356,802	-0.1	232,118	231,386	0.3	124,368	125,416	-0.8
Maui County	461,277	556,212	-17.1	411,889	480,521	-14.3	49,388	75,691	-34.7
Maui	457,667	552,478	-17.2	408,511	477,145	-14.4	49,156	75,333	-34.7
Moloka'i *	3,836	5,929	-35.3	3,482	3,810	-8.6	354	2,119	-83.3
Lāna'i *	3,950	7,127	-44.6	3,547	4,759	-25.5	403	2,368	-83.0
Kaua'i	173,580	185,263	-6.3	167,894	176,272	-4.8	5,686	8,991	-36.8
Hawai'i Island	175,514	188,517	-6.9	157,939	166,869	-5.4	17,575	21,647	-18.8
Hilo	27,956	30,762	-9.1	24,297	25,400	-4.3	3,660	5,361	-31.7
Kona	166,291	179,101	-7.2	150,462	159,186	-5.5	15,830	19,914	-20.5
LENGTH OF STAY									
O'ahu (days)	8.84	8.96	-1.3	8.99	8.86	1.5	8.57	9.16	-6.4
Maui (days)	9.89	9.80	1.0	9.55	9.42	1.4	12.74	12.18	4.6
Moloka'i (days)	10.63	7.08	50.3	11.11	9.81	13.2	5.98	2.16	177.3
Lāna'i (days)	3.52	2.42	45.3	3.72	2.95	26.3	1.72	1.37	26.0
Kaua'i (days)	9.17	9.11	0.7	9.19	9.15	0.4	8.77	8.37	4.8
Hawai'i Island (days)	9.91	9.93	-0.2	10.03	10.11	-0.7	8.80	8.53	3.1
Hilo (days)	4.04	4.03	0.2	4.19	4.39	-4.6	3.02	2.31	30.4
Kona (days)	9.78	9.76	0.2	9.86	9.90	-0.4	9.07	8.65	4.8
Statewide (days)	10.23	10.35	-1.1	10.16	10.11	0.6	10.57	11.52	-8.2
ACCOMMODATIONS									
...Condo Only	1,081,689	1,181,757	-8.5	902,046	979,198	-7.9	179,643	202,559	-11.3
PURPOSE OF TRIP									
Pleasure (Net)	995,401	1,091,711	-8.8	828,214	904,019	-8.4	167,187	187,692	-10.9
Vacation	975,975	1,070,211	-8.8	812,613	887,010	-8.4	163,362	183,200	-10.8
Honeymoon	18,814	21,019	-10.5	14,884	16,168	-7.9	3,930	4,851	-19.0
Getting Married	6,350	6,862	-7.5	5,158	6,124	-15.8	1,193	738	61.6
MC&I (Net)	13,515	15,355	-12.0	10,704	11,190	-4.3	2,811	4,165	-32.5
Convention/Conf.	9,461	8,775	7.8	7,838	7,854	-0.2	1,624	921	76.4
Corp. Meetings	2,127	3,315	-35.8	1,976	2,412	-18.1	150	903	-83.4
Incentive	2,158	3,540	-39.0	1,106	1,192	-7.2	1,052	2,348	-55.2
Other Business	21,075	21,965	-4.0	20,558	21,412	-4.0	517	552	-6.4
Visit Friends/Relatives	56,001	57,087	-1.9	50,034	51,470	-2.8	5,968	5,617	6.2
Government/Military	2,865	4,769	-39.9	2,697	2,277	18.5	167	2,492	-93.3
Attend School	1,743	1,736	0.4	1,162	1,329	-12.6	581	408	42.5
Sport Events	9,067	9,265	-2.1	6,681	6,293	6.2	2,386	2,971	-19.7
Other Purpose	29,175	31,025	-6.0	23,175	25,087	-7.6	6,000	5,938	1.0
Avg of Age	50	50	0.2	50	50	0.6	50	51	-1.4

* Sample sizes for Moloka'i and Lāna'i are relatively small.

Table 45. Timeshare-Only Air Visitor Characteristics: 2024 vs. 2023

TIMESHARE-ONLY	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
Total Visitor Days	6,385,709	6,270,456	1.8	5,533,207	5,350,270	3.4	852,502	920,185	-7.4
Total Visitors	682,199	658,745	3.6	587,548	560,876	4.8	94,651	97,869	-3.3
PARTY SIZE									
One	55,035	54,195	1.6	51,422	51,095	0.6	3,613	3,100	16.5
Two	291,212	278,408	4.6	253,750	236,540	7.3	37,462	41,868	-10.5
Three or more	335,951	326,142	3.0	282,375	273,242	3.3	53,576	52,901	1.3
Avg Party Size	2.42	2.42	0.0	2.38	2.38	0.0	2.67	2.65	0.8
VISIT STATUS									
First-Time	83,461	83,308	0.2	73,422	74,061	-0.9	10,039	9,247	8.6
Repeat	598,737	575,437	4.0	514,126	486,815	5.6	84,612	88,622	-4.5
Average # of Trips	8.63	8.42	2.4	8.69	8.40	3.4	8.28	8.57	-3.4
TRAVEL METHOD									
Group Tour	4,383	4,572	-4.1	3,164	3,095	2.2	1,219	1,477	-17.5
Package	38,110	38,552	-1.1	32,788	32,748	0.1	5,322	5,804	-8.3
Group Tour & Pkg	970	838	15.7	677	597	13.4	293	241	21.4
True Independent	640,676	616,460	3.9	552,272	525,630	5.1	88,404	90,830	-2.7
ISLANDS VISITED									
O'ahu	233,383	231,354	0.9	157,974	154,813	2.0	75,409	76,541	-1.5
Maui County	230,228	206,935	11.3	217,003	193,193	12.3	13,225	13,742	-3.8
Maui	228,613	205,413	11.3	215,418	191,814	12.3	13,195	13,599	-3.0
Moloka'i *	989	797	24.0	899	713	26.1	89	84	6.1
Lāna'i *	2,167	2,415	-10.3	2,101	2,101	0.0	65	314	-79.1
Kaua'i	163,036	162,903	0.1	158,451	157,481	0.6	4,585	5,423	-15.4
Hawai'i Island	127,567	131,339	-2.9	114,629	117,001	-2.0	12,938	14,338	-9.8
Hilo	18,447	18,550	-0.6	16,514	16,322	1.2	1,933	2,228	-13.2
Kona	122,092	125,348	-2.6	109,873	112,024	-1.9	12,219	13,324	-8.3
LENGTH OF STAY									
O'ahu (days)	7.39	7.61	-2.9	7.34	7.43	-1.2	7.51	7.99	-6.0
Maui (days)	9.06	9.23	-1.9	8.95	9.11	-1.8	10.85	10.94	-0.8
Moloka'i (days)	4.34	4.43	-2.1	4.33	4.27	1.4	4.44	5.84	-23.9
Lāna'i (days)	3.79	3.25	16.6	3.84	3.48	10.6	1.92	1.72	11.5
Kaua'i (days)	9.16	9.10	0.6	9.14	9.10	0.4	9.74	9.10	7.0
Hawai'i Island (days)	8.50	8.51	-0.1	8.61	8.62	-0.1	7.54	7.62	-1.1
Hilo (days)	3.24	3.26	-0.7	3.40	3.41	-0.1	1.85	2.21	-16.3
Kona (days)	8.39	8.44	-0.5	8.47	8.51	-0.4	7.69	7.83	-1.8
Statewide (days)	9.36	9.52	-1.7	9.42	9.54	-1.3	9.01	9.40	-4.2
ACCOMMODATIONS									
...Timeshare Only	682,199	658,745	3.6	587,548	560,876	4.8	94,651	97,869	-3.3
PURPOSE OF TRIP									
Pleasure (Net)	656,453	634,921	3.4	564,448	539,964	4.5	92,005	94,957	-3.1
Vacation	645,831	625,544	3.2	555,868	531,754	4.5	89,964	93,789	-4.1
Honeymoon	10,913	9,764	11.8	8,740	8,498	2.8	2,174	1,266	71.7
Getting Married	2,297	2,335	-1.6	2,034	2,027	0.3	263	309	-14.7
MC&I (Net)	5,494	5,149	6.7	4,786	4,579	4.5	707	570	24.1
Convention/Conf.	3,246	2,698	20.3	2,842	2,538	12.0	404	160	152.4
Corp. Meetings	1,231	1,220	0.9	1,152	1,193	-3.5	80	27	196.9
Incentive	1,141	1,366	-16.5	910	983	-7.4	231	383	-39.8
Other Business	4,565	4,169	9.5	4,483	4,005	11.9	82	164	-50.1
Visit Friends/Relatives	21,717	20,638	5.2	20,334	19,084	6.6	1,383	1,554	-11.0
Government/Military	430	301	43.0	429	291	47.2	1	9	-86.9
Attend School	405	332	21.8	257	245	4.7	148	87	69.9
Sport Events	3,109	2,447	27.0	2,025	1,502	34.8	1,083	945	14.6
Other Purpose	12,110	11,803	2.6	10,861	10,045	8.1	1,250	1,758	-28.9
Average Age	54	53	0.2	54	53	1.0	53	55	-3.2

* Sample sizes for Moloka'i and Lāna'i are relatively small.

Table 46. Rental House-Only Air Visitor Characteristics: 2024 vs. 2023

RENTAL HOUSE-ONLY	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
Total Visitor Days	7,166,127	7,327,087	-2.2	6,612,850	6,769,089	-2.3	553,276	557,997	-0.8
Total Visitors	757,901	758,925	-0.1	707,466	715,099	-1.1	50,435	43,826	15.1
PARTY SIZE									
One	88,969	90,824	-2.0	83,614	87,109	-4.0	5,355	3,715	44.1
Two	227,102	236,254	-3.9	213,608	221,710	-3.7	13,494	14,544	-7.2
Three or more	441,830	431,846	2.3	410,243	406,280	1.0	31,587	25,567	23.5
Avg Party Size	2.49	2.46	1.4	2.48	2.45	1.4	2.59	2.59	-0.3
VISIT STATUS									
First-Time	222,735	230,055	-3.2	196,908	207,401	-5.1	25,827	22,654	14.0
Repeat	535,166	528,870	1.2	510,557	507,698	0.6	24,608	21,172	16.2
Average # of Trips	4.80	4.66	3.0	4.95	4.79	3.3	2.64	2.51	4.9
TRAVEL METHOD									
Group Tour	9,694	9,050	7.1	8,197	8,089	1.3	1,497	961	55.8
Package	40,536	38,877	4.3	34,889	36,067	-3.3	5,647	2,811	100.9
Group Tour & Pkg	1,880	1,709	10.0	1,642	1,655	-0.8	239	53	346.5
True Independent	709,551	712,707	-0.4	666,021	672,599	-1.0	43,530	40,108	8.5
ISLANDS VISITED									
O'ahu	282,544	257,260	9.8	250,440	233,888	7.1	32,104	23,372	37.4
Maui County	167,959	199,847	-16.0	154,876	182,685	-15.2	13,083	17,162	-23.8
Maui	165,498	196,964	-16.0	152,622	180,424	-15.4	12,875	16,541	-22.2
Moloka'i *	2,181	2,225	-2.0	1,795	1,882	-4.6	385	343	12.3
Lāna'i *	2,842	2,907	-2.2	2,692	2,488	8.2	149	419	-64.4
Kaua'i	176,913	178,541	-0.9	172,866	172,877	0.0	4,047	5,664	-28.5
Hawai'i Island	217,887	218,673	-0.4	206,737	208,392	-0.8	11,150	10,282	8.4
Hilo	60,611	62,406	-2.9	56,755	59,279	-4.3	3,856	3,126	23.4
Kona	194,458	194,401	0.0	184,684	185,187	-0.3	9,774	9,214	6.1
LENGTH OF STAY									
O'ahu (days)	8.50	8.80	-3.4	8.38	8.66	-3.3	9.42	10.15	-7.2
Maui (days)	8.01	8.15	-1.7	7.95	8.00	-0.6	8.70	9.84	-11.6
Moloka'i (days)	5.08	5.61	-9.5	5.65	6.30	-10.4	2.45	1.84	32.7
Lāna'i (days)	4.14	5.33	-22.3	4.19	5.13	-18.5	3.33	6.48	-48.6
Kaua'i (days)	8.40	8.32	0.9	8.39	8.32	0.9	8.61	8.42	2.2
Hawai'i Island (days)	8.86	8.90	-0.4	8.85	8.82	0.3	9.20	10.41	-11.6
Hilo (days)	5.98	5.92	1.0	6.06	5.93	2.2	4.78	5.70	-16.1
Kona (days)	8.07	8.11	-0.5	8.04	8.03	0.1	8.61	9.68	-11.1
Statewide (days)	9.46	9.65	-2.1	9.35	9.47	-1.3	10.97	12.73	-13.8
ACCOMMODATIONS									
Rental House	757,901	758,925	-0.1	707,466	715,099	-1.1	50,435	43,826	15.1
PURPOSE OF TRIP									
Pleasure (Net)	678,772	686,649	-1.1	634,585	646,114	-1.8	44,187	40,536	9.0
Vacation	662,404	670,126	-1.2	619,297	630,568	-1.8	43,108	39,559	9.0
Honeymoon	14,344	14,739	-2.7	13,333	13,603	-2.0	1,010	1,136	-11.1
Getting Married	6,380	6,815	-6.4	6,276	6,663	-5.8	104	152	-31.5
MC&I (Net)	11,496	10,694	7.5	9,819	9,585	2.4	1,677	1,110	51.2
Convention/Conf.	8,664	7,206	20.2	6,997	6,699	4.4	1,667	507	228.5
Corp. Meetings	1,858	2,087	-11.0	1,847	1,862	-0.8	11	225	-95.3
Incentive	1,146	1,583	-27.6	1,146	1,205	-4.9	0	377	-99.9
Other Business	15,736	15,628	0.7	14,954	15,311	-2.3	782	317	147.1
Visit Friends/Relatives	48,337	45,975	5.1	44,867	43,944	2.1	3,470	2,031	70.9
Government/Military	1,874	1,894	-1.1	1,874	1,618	15.8	0	275	-100.0
Attend School	1,453	1,619	-10.3	1,347	1,517	-11.2	106	102	4.3
Sport Events	9,362	7,148	31.0	8,567	6,253	37.0	795	895	-11.2
Other Purpose	25,508	23,616	8.0	23,899	22,487	6.3	1,609	1,129	42.5
Average Age	43	43	-0.7	43	43	-0.2	39	42	-6.8

* Sample sizes for Moloka'i and Lāna'i are relatively small.

Table 47. Bed and Breakfast-Only Air Visitor Characteristics: 2024 vs. 2023

B & B-ONLY	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
Total Visitor Days	369,300	406,914	-9.2	335,572	357,136	-6.0	33,727	49,778	-32.2
Total Visitors	43,289	46,409	-6.7	39,676	41,567	-4.5	3,613	4,842	-25.4
PARTY SIZE									
One	7,060	7,770	-9.1	6,674	7,266	-8.1	386	504	-23.4
Two	17,802	19,584	-9.1	16,794	17,966	-6.5	1,008	1,620	-37.8
Three or more	18,427	19,054	-3.3	16,208	16,335	-0.8	2,219	2,720	-18.4
Avg Party Size	2.12	2.09	1.4	2.09	2.06	1.6	2.52	2.42	4.4
VISIT STATUS									
First-Time	15,845	18,645	-15.0	14,137	15,608	-9.4	1,708	3,037	-43.8
Repeat	27,444	27,764	-1.2	25,539	25,959	-1.6	1,904	1,805	5.5
Average # of Trips	4.09	3.79	8.0	4.18	3.99	4.7	3.17	2.06	54.0
TRAVEL METHOD									
Group Tour	585	700	-16.5	493	581	-15.1	91	119	-23.2
Package	3,333	3,101	7.5	2,768	2,829	-2.2	565	272	108.0
Group Tour & Pkg	237	251	-5.7	167	158	5.4	70	93	-24.6
True Independent	39,608	42,860	-7.6	36,582	38,316	-4.5	3,026	4,545	-33.4
ISLANDS VISITED									
O'ahu	18,331	20,378	-10.0	16,429	16,801	-2.2	1,902	3,577	-46.8
Maui County	11,041	12,741	-13.3	9,994	11,790	-15.2	1,047	950	10.2
Maui	10,653	12,623	-15.6	9,826	11,673	-15.8	827	950	-13.0
Moloka'i *	143	181	-21.1	129	181	-28.8	14	0	NA
Lāna'i *	380	124	206.6	170	124	36.6	211	0	NA
Kaua'i	6,621	7,485	-11.5	6,299	6,152	2.4	322	1,333	-75.8
Hawai'i Island	13,817	15,073	-8.3	12,858	13,332	-3.6	959	1,741	-44.9
Hilo	5,745	5,748	-0.1	5,291	5,454	-3.0	454	294	54.2
Kona	11,562	12,874	-10.2	10,723	11,188	-4.2	840	1,686	-50.2
LENGTH OF STAY									
O'ahu (days)	7.23	6.99	3.4	7.07	7.00	0.9	8.67	6.94	25.0
Maui (days)	7.26	7.31	-0.8	7.07	7.26	-2.5	9.46	8.01	18.0
Moloka'i (days)	6.17	6.68	-7.6	5.54	6.68	-17.1	12.00	0	NA
Lāna'i (days)	2.12	2.35	-9.8	3.42	2.35	45.7	1.07	0	NA
Kaua'i (days)	7.16	6.70	6.8	7.30	7.21	1.2	4.40	4.34	1.3
Hawai'i Island (days)	7.98	7.99	-0.1	7.99	8.17	-2.2	7.93	6.64	19.5
Hilo (days)	5.28	5.76	-8.4	5.45	5.84	-6.6	3.20	4.36	-26.5
Kona (days)	6.92	6.78	2.0	6.89	6.89	0.0	7.33	6.09	20.3
Statewide (days)	8.53	8.77	-2.7	8.46	8.59	-1.6	9.34	10.28	-9.2
ACCOMMODATIONS									
Bed & Breakfast	43,289	46,409	-6.7	39,676	41,567	-4.5	3,613	4,842	-25.4
PURPOSE OF TRIP									
Pleasure (Net)	37,224	40,457	-8.0	33,854	35,758	-5.3	3,370	4,700	-28.3
Vacation	35,697	38,580	-7.5	32,367	33,960	-4.7	3,330	4,619	-27.9
Honeymoon	1,467	1,891	-22.4	1,427	1,783	-20.0	40	108	-62.9
Getting Married	366	504	-27.3	366	489	-25.2	0	15	-100.0
MC&I (Net)	954	982	-2.9	849	890	-4.6	105	92	13.2
Convention/Conf.	773	743	4.1	697	650	7.1	77	92	-17.0
Corp. Meetings	85	155	-45.1	85	155	-45.1	0	0	NA
Incentive	96	98	-2.4	68	98	-30.7	28	0	NA
Other Business	1,032	1,101	-6.3	1,032	1,093	-5.6	0	8	-97.8
Visit Friends/Relatives	3,720	3,760	-1.1	3,519	3,684	-4.5	201	77	162.7
Government/Military	191	101	90.0	191	101	90.0	0	0	NA
Attend School	111	108	2.7	111	65	70.9	0	43	-100.0
Sport Events	513	369	39.3	507	366	38.5	6	2	161.8
Other Purpose	1,814	1,671	8.6	1,774	1,635	8.5	40	36	11.6
Average Age	44	43	1.3	44	43	0.9	45	43	5.4

* Sample sizes for Moloka'i and Lāna'i are relatively small.

Table 48. First-Time Air Visitor Characteristics: 2024 vs. 2023

FIRST-TIME	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
Total Visitor Days	22,984,750	24,541,095	-6.3	17,643,255	18,908,531	-6.7	5,341,494	5,632,564	-5.2
Total Visitors	2,771,578	2,861,855	-3.2	2,089,024	2,210,997	-5.5	682,555	650,858	4.9
PARTY SIZE									
One	389,136	401,633	-3.1	344,348	362,896	-5.1	44,787	38,737	15.6
Two	1,097,062	1,142,542	-4.0	804,648	854,964	-5.9	292,412	287,576	1.7
Three or more	1,285,382	1,317,680	-2.5	940,027	993,137	-5.3	345,354	324,544	6.4
Avg Party Size	2.22	2.22	0.0	2.14	2.14	-0.1	2.48	2.51	-1.0
VISIT STATUS									
First-Time	2,771,578	2,861,855	-3.2	2,089,024	2,210,997	-5.5	682,555	650,858	4.9
Average # of Trips	1.00	1.00	0.0	1.00	1.00	0.0	1.00	1.00	0.0
TRAVEL METHOD									
Group Tour	144,666	141,863	2.0	79,255	85,511	-7.3	65,410	56,352	16.1
Package	679,037	699,697	-3.0	431,262	475,442	-9.3	247,775	224,255	10.5
Group Tour & Pkg	89,573	90,310	-0.8	46,646	51,894	-10.1	42,928	38,416	11.7
True Independent	2,037,449	2,110,605	-3.5	1,625,152	1,701,939	-4.5	412,297	408,666	0.9
ISLANDS VISITED									
O'ahu	2,053,060	2,049,077	0.2	1,416,851	1,466,216	-3.4	636,209	582,860	9.2
Maui County	652,970	736,250	-11.3	561,811	615,891	-8.8	91,159	120,359	-24.3
Maui	642,868	724,977	-11.3	555,151	608,874	-8.8	87,717	116,103	-24.4
Moloka'i *	11,089	13,357	-17.0	7,770	8,138	-4.5	3,319	5,219	-36.4
Lāna'i *	15,790	22,013	-28.3	11,730	13,142	-10.7	4,060	8,872	-54.2
Kaua'i	362,151	386,483	-6.3	324,047	344,938	-6.1	38,104	41,545	-8.3
Hawai'i Island	521,869	548,953	-4.9	425,667	460,126	-7.5	96,202	88,827	8.3
Hilo	225,718	233,043	-3.1	174,062	185,188	-6.0	51,656	47,855	7.9
Kona	449,683	474,653	-5.3	370,785	399,700	-7.2	78,898	74,953	5.3
LENGTH OF STAY									
O'ahu (days)	6.52	6.72	-3.0	6.45	6.49	-0.7	6.67	7.28	-8.4
Maui (days)	6.54	6.77	-3.3	6.67	6.82	-2.1	5.72	6.50	-12.0
Moloka'i (days)	2.98	3.01	-0.9	3.36	3.67	-8.3	2.09	1.98	5.4
Lāna'i (days)	2.92	2.45	19.2	3.47	3.14	10.4	1.32	1.42	-6.6
Kaua'i (days)	5.71	5.79	-1.3	5.91	5.98	-1.1	3.96	4.19	-5.4
Hawai'i Island (days)	6.22	6.45	-3.5	6.61	6.74	-1.9	4.50	4.94	-8.9
Hilo (days)	3.32	3.53	-5.8	3.65	3.83	-4.8	2.22	2.35	-5.3
Kona (days)	5.56	5.73	-3.0	5.88	5.98	-1.7	4.03	4.35	-7.4
Statewide (days)	8.29	8.58	-3.3	8.45	8.55	-1.2	7.83	8.65	-9.6
ACCOMMODATIONS									
Hotel	1,932,633	1,957,389	-1.3	1,375,831	1,437,367	-4.3	556,802	520,022	7.1
Hotel Only	1,691,213	1,700,140	-0.5	1,190,192	1,236,704	-3.8	501,020	463,436	8.1
Condo	257,969	302,360	-14.7	197,847	234,757	-15.7	60,122	67,603	-11.1
Condo Only	189,373	220,679	-14.2	150,602	177,045	-14.9	38,770	43,635	-11.1
Timeshare	107,567	108,860	-1.2	92,891	95,757	-3.0	14,676	13,103	12.0
Timeshare Only	83,461	83,308	0.2	73,422	74,061	-0.9	10,039	9,247	8.6
Rental House	312,972	328,013	-4.6	266,941	283,642	-5.9	46,031	44,370	3.7
Hostel	42,516	42,755	-0.6	27,348	29,333	-6.8	15,168	13,423	13.0
Camp Site	22,591	28,872	-21.8	17,171	21,954	-21.8	5,420	6,917	-21.6
Private Room in Private Home**	39,710	38,988	1.9	21,307	24,973	-14.7	18,402	14,015	31.3
Shared Room/Space in Private Home**	11,147	16,678	-33.2	9,214	10,576	-12.9	1,933	6,103	-68.3
Bed & Breakfast	32,779	41,544	-21.1	28,315	31,636	-10.5	4,464	9,908	-54.9
Cruise Ship	81,508	79,872	2.0	73,678	72,728	1.3	7,830	7,144	9.6
Friends or Relatives	186,891	203,533	-8.2	166,601	182,195	-8.6	20,290	21,337	-4.9
PURPOSE OF TRIP									
Pleasure (Net)	2,384,436	2,460,285	-3.1	1,779,455	1,901,480	-6.4	604,981	558,806	8.3
Vacation	2,177,371	2,230,972	-2.4	1,675,858	1,786,830	-6.2	501,513	444,143	12.9
Honeymoon	216,507	237,028	-8.7	108,692	120,910	-10.1	107,815	116,118	-7.2
Getting Married	26,113	27,254	-4.2	16,302	18,686	-12.8	9,810	8,568	14.5
MC&I (Net)	139,165	135,315	2.8	94,883	93,074	1.9	44,282	42,240	4.8
Convention/Conf.	80,746	71,211	13.4	61,856	57,413	7.7	18,891	13,798	36.9
Corp. Meetings	20,774	21,766	-4.6	17,529	18,554	-5.5	3,245	3,212	1.0
Incentive	41,216	46,278	-10.9	18,699	20,746	-9.9	22,517	25,531	-11.8
Other Business	45,900	49,857	-7.9	43,753	46,157	-5.2	2,147	3,701	-42.0
Visit Friends/Relatives	171,132	178,963	-4.4	149,779	159,120	-5.9	21,353	19,844	7.6
Government/Military	31,077	40,601	-23.5	30,022	27,830	7.9	1,055	12,771	-91.7
Attend School	7,664	6,838	12.1	4,517	5,243	-13.9	3,147	1,595	97.3
Sport Events	30,864	31,714	-2.7	25,399	18,916	34.3	5,465	12,798	-57.3
Other Purpose	118,592	123,073	-3.6	87,374	90,444	-3.4	31,218	32,629	-4.3
Average Age	41	41	-0.4	41	42	-0.1	39	40	-0.6

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

Table 49. Repeat Air Visitor Characteristics: 2024 vs. 2023

REPEAT	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% Change	2024	2023	% Change	2024	2023	% Change
Total Visitor Days	60,738,438	61,133,031	-0.6	52,612,886	52,729,140	-0.2	8,125,552	8,403,891	-3.3
Total Visitors	6,761,797	6,638,140	1.9	5,807,366	5,731,162	1.3	954,430	906,978	5.2
PARTY SIZE									
One	944,125	944,853	-0.1	891,529	889,478	0.2	52,596	55,375	-5.0
Two	2,425,862	2,405,800	0.8	2,085,442	2,053,470	1.6	340,420	352,330	-3.4
Three or more	3,391,811	3,287,487	3.2	2,830,396	2,788,214	1.5	561,415	499,272	12.4
Avg Party Size	2.27	2.25	0.6	2.21	2.21	0.2	2.65	2.57	3.3
VISIT STATUS									
Repeat	6,761,797	6,638,140	1.9	5,807,366	5,731,162	1.3	954,430	906,978	5.2
Average # of Trips	7.62	7.51	1.3	7.84	7.70	1.9	6.24	6.35	-1.7
TRAVEL METHOD									
Group Tour	163,718	155,005	5.6	90,906	91,928	-1.1	72,812	63,077	15.4
Package	874,659	848,201	3.1	617,048	627,024	-1.6	257,611	221,177	16.5
Group Tour & Pkg	84,007	80,207	4.7	38,174	40,659	-6.1	45,834	39,548	15.9
True Independent	5,807,427	5,715,141	1.6	5,137,586	5,052,870	1.7	669,841	662,271	1.1
ISLANDS VISITED									
O'ahu	3,741,793	3,564,448	5.0	2,917,964	2,811,639	3.8	823,829	752,809	9.4
Maui County	1,735,217	1,794,946	-3.3	1,606,502	1,637,831	-1.9	128,715	157,115	-18.1
Maui	1,709,404	1,770,061	-3.4	1,582,334	1,614,599	-2.0	127,070	155,462	-18.3
Moloka'i *	18,821	19,867	-5.3	16,364	16,740	-2.2	2,457	3,127	-21.4
Lāna'i *	29,654	31,857	-6.9	26,880	27,816	-3.4	2,774	4,041	-31.3
Kaua'i	1,030,950	1,032,205	-0.1	991,540	988,805	0.3	39,409	43,400	-9.2
Hawai'i Island	1,213,511	1,230,110	-1.3	1,108,657	1,130,178	-1.9	104,854	99,932	4.9
Hilo	345,042	349,661	-1.3	310,345	317,005	-2.1	34,698	32,656	6.3
Kona	1,076,484	1,092,992	-1.5	986,426	1,005,263	-1.9	90,058	87,729	2.7
LENGTH OF STAY									
O'ahu (days)	7.34	7.50	-2.2	7.41	7.47	-0.9	7.11	7.63	-6.8
Maui (days)	8.48	8.63	-1.8	8.35	8.46	-1.3	10.11	10.45	-3.2
Moloka'i (days)	7.35	7.10	3.5	7.96	7.76	2.5	3.29	3.52	-6.4
Lāna'i (days)	4.34	4.36	-0.4	4.56	4.68	-2.5	2.22	2.19	1.2
Kaua'i (days)	8.06	8.09	-0.4	8.13	8.15	-0.2	6.31	6.80	-7.3
Hawai'i Island (days)	8.40	8.52	-1.3	8.55	8.63	-1.0	6.87	7.21	-4.8
Hilo (days)	4.99	5.04	-1.0	5.20	5.26	-1.1	3.09	2.89	7.1
Kona (days)	7.87	7.97	-1.3	7.97	8.05	-0.9	6.81	7.14	-4.7
Statewide (days)	8.98	9.21	-2.5	9.06	9.20	-1.5	8.51	9.27	-8.1
ACCOMMODATIONS									
Hotel	3,667,860	3,492,149	5.0	3,026,871	2,913,190	3.9	640,989	578,959	10.7
Hotel Only	3,221,053	3,039,002	6.0	2,641,545	2,519,973	4.8	579,508	519,029	11.7
Condo	1,079,485	1,165,372	-7.4	905,890	971,632	-6.8	173,595	193,740	-10.4
Condo Only	892,316	961,078	-7.2	751,444	802,153	-6.3	140,872	158,925	-11.4
Timeshare	728,161	703,942	3.4	624,593	598,484	4.4	103,567	105,458	-1.8
Timeshare Only	598,737	575,437	4.0	514,126	486,815	5.6	84,612	88,622	-4.5
Rental House	697,590	691,870	0.8	657,741	657,204	0.1	39,849	34,666	14.9
Hostel	28,091	28,218	-0.5	25,861	25,365	2.0	2,231	2,854	-21.8
Camp Site	25,939	32,497	-20.2	23,739	28,570	-16.9	2,199	3,928	-44.0
Private Room in Private Home**	64,527	64,001	0.8	54,088	55,518	-2.6	10,439	8,483	23.1
Shared Room/Space in Private Home**	19,724	19,346	2.0	18,042	17,904	0.8	1,683	1,441	16.7
Bed & Breakfast	50,470	50,813	-0.7	45,651	46,801	-2.5	4,819	4,012	20.1
Cruise Ship	58,821	57,889	1.6	54,856	52,986	3.5	3,965	4,903	-19.1
Friends or Relatives	847,913	862,773	-1.7	805,289	820,957	-1.9	42,624	41,816	1.9
PURPOSE OF TRIP									
Pleasure (Net)	5,515,378	5,422,348	1.7	4,676,472	4,627,772	1.1	838,906	794,576	5.6
Vacation	5,389,635	5,295,052	1.8	4,580,517	4,533,411	1.0	809,117	761,641	6.2
Honeymoon	120,443	124,065	-2.9	88,718	89,595	-1.0	31,725	34,470	-8.0
Getting Married	40,262	40,254	0.0	34,426	34,369	0.2	5,836	5,885	-0.8
MC&I (Net)	273,661	265,892	2.9	224,562	217,622	3.2	49,099	48,270	1.7
Convention/Conf.	153,952	149,901	2.7	141,599	134,192	5.5	12,353	15,709	-21.4
Corp. Meetings	57,943	59,751	-3.0	54,845	54,716	0.2	3,098	5,035	-38.5
Incentive	69,556	64,040	8.6	35,350	35,845	-1.4	34,206	28,195	21.3
Other Business	204,069	201,668	1.2	199,543	197,360	1.1	4,526	4,308	5.1
Visit Friends/Relatives	817,185	820,989	-0.5	772,694	779,811	-0.9	44,491	41,179	8.0
Government/Military	93,578	84,714	10.5	89,043	80,566	10.5	4,536	4,148	9.3
Attend School	15,123	13,903	8.8	12,000	12,243	-2.0	3,123	1,660	88.1
Sport Events	70,288	62,880	11.8	57,152	47,656	19.9	13,137	15,224	-13.7
Other Purpose	236,417	233,972	1.0	198,679	191,564	3.7	37,739	42,408	-11.0
Average Age	48	48	-0.2	48	48	0.0	49	50	-1.5

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

Table 50. Air Visitor Arrivals by Island and Month: 2024 vs. 2023

STATE	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
JAN	734,987	775,813	-5.3	584,813	636,801	-8.2	150,174	139,012	8.0
FEB	745,837	733,764	1.6	590,573	617,468	-4.4	155,264	116,296	33.5
MAR	864,751	892,737	-3.1	704,258	749,360	-6.0	160,493	143,377	11.9
APR	737,438	806,931	-8.6	615,680	693,112	-11.2	121,758	113,819	7.0
MAY	767,488	790,494	-2.9	659,184	694,870	-5.1	108,304	95,624	13.3
JUN	870,143	886,344	-1.8	752,301	771,893	-2.5	117,842	114,451	3.0
JUL	912,813	930,204	-1.9	788,669	805,093	-2.0	124,144	125,111	-0.8
AUG	828,326	766,573	8.1	686,219	629,191	9.1	142,107	137,382	3.4
SEP	690,191	648,145	6.5	564,258	527,097	7.1	125,933	121,048	4.0
OCT	736,058	700,390	5.1	606,915	573,178	5.9	129,143	127,212	1.5
NOV	755,784	721,342	4.8	614,517	568,439	8.1	141,267	152,903	-7.6
DEC	889,559	847,257	5.0	729,003	675,656	7.9	160,556	171,601	-6.4
TOTAL	9,533,375	9,499,995	0.4	7,896,390	7,942,159	-0.6	1,636,985	1,557,836	5.1
O'AHU	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
JAN	441,155	434,905	1.4	316,254	325,373	-2.8	124,901	109,533	14.0
FEB	453,066	410,096	10.5	322,511	321,251	0.4	130,554	88,845	46.9
MAR	511,183	485,504	5.3	379,770	382,209	-0.6	131,413	103,295	27.2
APR	449,232	453,976	-1.0	343,611	357,890	-4.0	105,621	96,086	9.9
MAY	480,104	452,045	6.2	377,208	365,720	3.1	102,896	86,325	19.2
JUN	527,352	500,886	5.3	414,917	397,653	4.3	112,435	103,233	8.9
JUL	552,657	527,811	4.7	433,584	415,221	4.4	119,073	112,590	5.8
AUG	518,420	507,521	2.1	382,550	378,184	1.2	135,871	129,336	5.1
SEP	433,889	438,743	-1.1	314,127	322,949	-2.7	119,762	115,794	3.4
OCT	450,281	447,842	0.5	328,548	329,454	-0.3	121,733	118,389	2.8
NOV	444,095	439,969	0.9	326,420	313,321	4.2	117,676	126,648	-7.1
DEC	533,420	514,109	3.8	395,316	368,630	7.2	138,104	145,479	-5.1
TOTAL	5,794,854	5,613,409	3.2	4,334,815	4,277,855	1.3	1,460,038	1,335,553	9.3
KAUAI	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
JAN	106,323	107,747	-1.3	98,624	98,405	0.2	7,699	9,342	-17.6
FEB	107,713	100,544	7.1	99,087	94,128	5.3	8,626	6,416	34.4
MAR	123,442	121,692	1.4	114,409	114,532	-0.1	9,032	7,160	26.2
APR	110,668	118,668	-6.7	104,114	110,723	-6.0	6,554	7,944	-17.5
MAY	117,836	114,853	2.6	112,397	111,323	1.0	5,439	3,530	54.1
JUN	135,139	130,780	3.3	130,525	125,769	3.8	4,614	5,011	-7.9
JUL	135,740	139,863	-2.9	131,397	132,795	-1.1	4,343	7,068	-38.5
AUG	120,505	129,853	-7.2	114,562	122,854	-6.7	5,943	6,999	-15.1
SEP	99,848	116,660	-14.4	95,519	109,202	-12.5	4,329	7,458	-42.0
OCT	107,226	110,443	-2.9	101,327	104,550	-3.1	5,899	5,892	0.1
NOV	104,894	106,806	-1.8	97,962	96,671	1.3	6,932	10,135	-31.6
DEC	123,768	120,780	2.5	115,664	112,791	2.5	8,104	7,989	1.4
TOTAL	1,393,101	1,418,688	-1.8	1,315,587	1,333,743	-1.4	77,514	84,945	-8.7

Table 50. Air Visitor Arrivals by Island and Month: 2024 vs. 2023 (continued)

MAUI COUNTY (NET)	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
JAN	178,145	234,630	-24.1	153,447	202,718	-24.3	24,698	31,912	-22.6
FEB	183,911	223,606	-17.8	159,043	195,981	-18.8	24,868	27,625	-10.0
MAR	215,120	282,035	-23.7	188,286	242,010	-22.2	26,834	40,026	-33.0
APR	180,856	248,666	-27.3	161,904	224,099	-27.8	18,952	24,567	-22.9
MAY	183,112	244,298	-25.0	172,397	226,362	-23.8	10,715	17,936	-40.3
JUN	220,953	281,464	-21.5	206,880	259,694	-20.3	14,073	21,770	-35.4
JUL	239,144	300,128	-20.3	223,779	273,916	-18.3	15,365	26,212	-41.4
AUG	203,129	118,201	71.9	188,985	105,329	79.4	14,145	12,872	9.9
SEP	167,409	95,831	74.7	156,629	86,501	81.1	10,780	9,330	15.5
OCT	183,783	136,928	34.2	170,634	123,234	38.5	13,148	13,694	-4.0
NOV	200,264	164,941	21.4	176,874	138,782	27.4	23,390	26,159	-10.6
DEC	232,362	200,468	15.9	209,456	175,097	19.6	22,906	25,371	-9.7
TOTAL	2,388,187	2,531,196	-5.6	2,168,313	2,253,722	-3.8	219,875	277,475	-20.8
MAUI	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
JAN	174,471	231,644	-24.7	150,240	200,110	-24.9	24,231	31,534	-23.2
FEB	180,193	220,988	-18.5	155,659	193,535	-19.6	24,534	27,453	-10.6
MAR	212,005	279,014	-24.0	185,675	239,301	-22.4	26,330	39,713	-33.7
APR	178,645	245,080	-27.1	159,974	221,660	-27.8	18,671	23,420	-20.3
MAY	180,128	241,293	-25.3	169,756	223,863	-24.2	10,373	17,430	-40.5
JUN	216,083	278,654	-22.5	204,117	257,015	-20.6	11,966	21,639	-44.7
JUL	236,245	297,082	-20.5	221,139	271,092	-18.4	15,106	25,990	-41.9
AUG	200,598	113,771	76.3	186,693	102,768	81.7	13,905	11,003	26.4
SEP	165,322	93,027	77.7	154,627	84,005	84.1	10,695	9,022	18.5
OCT	181,487	134,493	34.9	168,424	120,936	39.3	13,062	13,558	-3.7
NOV	197,803	162,470	21.7	174,555	136,671	27.7	23,248	25,799	-9.9
DEC	229,290	197,520	16.1	206,624	172,516	19.8	22,666	25,004	-9.3
TOTAL	2,352,272	2,495,038	-5.7	2,137,485	2,223,473	-3.9	214,787	271,565	-20.9
MOLOKA'I	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
JAN	3,791	3,030	25.1	3,056	2,630	16.2	735	400	83.7
FEB	3,545	2,346	51.1	3,038	2,060	47.5	507	286	77.0
MAR	2,705	3,197	-15.4	1,916	2,420	-20.8	790	776	1.7
APR	1,819	2,716	-33.0	1,443	2,121	-32.0	376	595	-36.9
MAY	2,591	2,552	1.5	1,945	2,170	-10.4	646	382	69.0
JUN	2,595	2,960	-12.3	2,247	2,451	-8.3	347	510	-31.9
JUL	3,230	3,988	-19.0	2,422	2,577	-6.0	808	1,411	-42.8
AUG	2,038	2,101	-3.0	1,673	1,689	-0.9	365	412	-11.4
SEP	1,736	1,932	-10.2	1,419	1,283	10.6	317	649	-51.1
OCT	1,871	2,145	-12.8	1,565	1,686	-7.2	305	459	-33.5
NOV	1,722	3,566	-51.7	1,560	1,698	-8.1	162	1,868	-91.3
DEC	2,268	2,691	-15.7	1,849	2,094	-11.7	419	597	-29.8
TOTAL	29,910	33,224	-10.0	24,134	24,878	-3.0	5,776	8,346	-30.8
LĀNA'I	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
JAN	3,654	4,356	-16.1	3,304	3,588	-7.9	350	767	-54.4
FEB	4,074	3,932	3.6	3,614	3,479	3.9	460	453	1.5
MAR	3,501	5,125	-31.7	3,126	4,268	-26.7	375	858	-56.3
APR	2,981	5,156	-42.2	2,443	3,813	-35.9	538	1,343	-59.9
MAY	3,540	5,113	-30.8	3,331	3,998	-16.7	209	1,115	-81.3
JUN	5,717	4,808	18.9	3,441	4,364	-21.1	2,276	444	412.3
JUL	4,003	6,246	-35.9	3,557	4,378	-18.8	446	1,869	-76.1
AUG	4,193	4,476	-6.3	3,469	2,652	30.8	724	1,824	-60.3
SEP	3,098	3,223	-3.9	2,822	2,518	12.1	276	705	-60.8
OCT	3,440	2,950	16.6	3,070	2,478	23.9	370	472	-21.6
NOV	3,242	4,358	-25.6	2,956	2,327	27.0	286	2,030	-85.9
DEC	4,001	4,128	-3.1	3,477	3,097	12.3	523	1,031	-49.2
TOTAL	45,444	53,870	-15.6	38,610	40,958	-5.7	6,835	12,912	-47.1

Table 50. Air Visitor Arrivals by Island and Month: 2024 vs. 2023 (continued)

HAWAII ISLAND (NET)	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
JAN	143,878	149,430	-3.7	123,619	130,243	-5.1	20,259	19,186	5.6
FEB	138,232	137,108	0.8	117,732	121,158	-2.8	20,499	15,950	28.5
MAR	158,729	161,193	-1.5	138,535	143,226	-3.3	20,194	17,967	12.4
APR	137,007	139,118	-1.5	122,121	127,321	-4.1	14,886	11,797	26.2
MAY	133,971	137,017	-2.2	123,550	127,949	-3.4	10,420	9,068	14.9
JUN	156,078	160,446	-2.7	143,927	149,558	-3.8	12,151	10,888	11.6
JUL	168,680	173,696	-2.9	148,173	155,629	-4.8	20,507	18,067	13.5
AUG	146,104	154,739	-5.6	128,363	136,617	-6.0	17,741	18,123	-2.1
SEP	117,302	130,464	-10.1	103,505	115,091	-10.1	13,797	15,373	-10.3
OCT	133,648	134,696	-0.8	119,501	122,134	-2.2	14,148	12,562	12.6
NOV	133,444	136,282	-2.1	116,549	115,292	1.1	16,895	20,990	-19.5
DEC	168,308	164,875	2.1	148,748	146,086	1.8	19,560	18,789	4.1
TOTAL	1,735,380	1,779,063	-2.5	1,534,324	1,590,304	-3.5	201,056	188,759	6.5
HILO	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
JAN	47,279	50,252	-5.9	38,780	41,769	-7.2	8,499	8,484	0.2
FEB	46,399	46,161	0.5	38,796	39,792	-2.5	7,603	6,370	19.4
MAR	48,696	49,884	-2.4	42,357	43,984	-3.7	6,340	5,901	7.4
APR	46,638	43,897	6.2	39,337	39,254	0.2	7,302	4,643	57.3
MAY	46,746	45,001	3.9	40,643	40,768	-0.3	6,103	4,233	44.2
JUN	50,083	52,965	-5.4	44,778	47,305	-5.3	5,306	5,659	-6.3
JUL	57,623	59,614	-3.3	46,934	48,715	-3.7	10,689	10,900	-1.9
AUG	47,994	50,125	-4.3	40,739	42,311	-3.7	7,255	7,814	-7.2
SEP	39,126	45,505	-14.0	33,668	38,325	-12.2	5,458	7,179	-24.0
OCT	44,148	42,952	2.8	36,142	37,650	-4.0	8,006	5,302	51.0
NOV	41,678	42,952	-3.0	35,190	34,691	1.4	6,487	8,261	-21.5
DEC	54,349	53,396	1.8	47,043	47,630	-1.2	7,306	5,766	26.7
TOTAL	570,761	582,704	-2.0	484,407	502,193	-3.5	86,353	80,511	7.3
KONA	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
JAN	125,841	130,361	-3.5	108,992	113,451	-3.9	16,848	16,911	-0.4
FEB	119,661	119,438	0.2	102,695	105,465	-2.6	16,966	13,973	21.4
MAR	141,060	142,335	-0.9	123,519	126,767	-2.6	17,540	15,568	12.7
APR	119,431	123,402	-3.2	107,211	113,213	-5.3	12,220	10,189	19.9
MAY	117,996	120,778	-2.3	109,542	113,298	-3.3	8,454	7,480	13.0
JUN	138,236	141,382	-2.2	127,690	132,248	-3.4	10,545	9,135	15.4
JUL	148,504	153,261	-3.1	131,638	138,230	-4.8	16,865	15,031	12.2
AUG	129,243	137,365	-5.9	113,902	121,995	-6.6	15,342	15,370	-0.2
SEP	103,641	114,785	-9.7	91,638	101,805	-10.0	12,003	12,980	-7.5
OCT	116,030	118,232	-1.9	105,869	107,611	-1.6	10,161	10,621	-4.3
NOV	118,969	121,006	-1.7	104,034	102,615	1.4	14,935	18,390	-18.8
DEC	147,555	145,301	1.6	130,480	128,266	1.7	17,075	17,035	0.2
TOTAL	1,526,167	1,567,646	-2.6	1,357,211	1,404,964	-3.4	168,956	162,682	3.9

Table 51. 2024 Average Daily Census by Island and Month (Arrivals by Air)

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
O'ahu	110,723	110,106	113,210	100,809	108,207	129,825	128,186	115,876	97,991	97,736	100,677	125,355	111,613
Maui County	54,806	53,718	56,191	46,403	44,128	56,973	58,958	47,846	41,839	46,523	53,345	63,621	52,046
....Maui	53,221	52,284	55,287	45,768	43,314	55,950	58,002	47,149	41,243	45,737	52,473	62,561	51,100
....Moloka'i	1,083	831	457	263	347	433	474	243	248	370	393	482	468
....Lāna'i	503	603	447	373	466	591	482	454	348	415	479	578	478
Kaua'i	28,880	28,344	29,836	26,287	27,346	33,889	32,879	27,419	23,977	24,900	25,858	30,512	28,353
Hawai'i Island	43,166	37,468	39,205	33,677	31,635	39,978	39,986	33,168	28,408	34,085	34,787	45,038	36,740
....Hilo	7,782	7,203	6,614	6,117	6,527	7,280	7,343	6,778	5,352	5,984	5,707	8,310	6,754
....Kona	35,383	30,265	32,590	27,560	25,108	32,698	32,643	26,391	23,056	28,101	29,080	36,728	29,986
TOTAL DOM and INT'L	237,574	229,636	238,442	207,176	211,317	260,665	260,009	224,309	192,215	203,244	214,667	264,525	228,752
ON DOMESTIC FLIGHTS													
O'ahu	80,514	77,247	84,011	76,540	84,647	103,609	101,131	85,964	71,524	72,902	74,377	94,935	84,013
Maui County	46,464	45,766	48,066	41,284	41,888	54,439	55,891	45,164	39,665	43,598	46,234	56,350	47,093
....Maui	44,991	44,441	47,282	40,711	41,124	53,522	55,018	44,536	39,096	42,842	45,394	55,357	46,219
....Moloka'i	990	753	364	238	308	421	414	231	231	359	379	445	427
....Lāna'i	482	571	420	335	456	496	458	396	338	397	462	548	446
Kaua'i	27,204	26,661	27,718	25,336	26,784	33,418	32,292	26,537	23,523	24,204	24,416	28,932	27,261
Hawai'i Island	38,157	32,992	34,560	30,944	30,222	38,220	37,141	30,671	26,481	31,919	30,616	40,848	33,589
....Hilo	7,012	6,438	5,941	5,475	6,005	6,951	6,751	6,139	4,997	5,284	5,090	7,637	6,147
....Kona	31,145	26,554	28,620	25,469	24,216	31,269	30,390	24,532	21,484	26,635	25,526	33,211	27,442
TOTAL DOMESTIC	192,339	182,665	194,355	174,103	183,541	229,686	226,454	188,335	161,193	172,623	175,643	221,065	191,957
ON INTERNATIONAL FLIGHTS													
O'ahu	30,209	32,859	29,198	24,269	23,560	26,216	27,056	29,912	26,468	24,834	26,300	30,419	27,599
Maui County	8,342	7,953	8,125	5,120	2,240	2,534	3,067	2,682	2,173	2,925	7,110	7,271	4,954
....Maui	8,229	7,843	8,005	5,057	2,190	2,427	2,983	2,613	2,147	2,895	7,079	7,204	4,881
....Moloka'i	92	78	93	25	39	12	60	12	17	12	14	37	41
....Lāna'i	21	31	27	38	10	95	24	58	9	18	17	30	31
Kaua'i	1,676	1,683	2,118	952	562	471	587	882	455	696	1,442	1,580	1,092
Hawai'i Island	5,009	4,476	4,645	2,733	1,413	1,758	2,845	2,497	1,927	2,166	4,171	4,189	3,151
....Hilo	771	765	674	642	521	329	592	638	355	700	617	673	607
....Kona	4,238	3,711	3,971	2,090	892	1,429	2,253	1,859	1,572	1,466	3,554	3,517	2,544
TOTAL INT'L	45,235	46,972	44,087	33,073	27,776	30,979	33,555	35,974	31,022	30,621	39,023	43,460	36,795

Table 52. 2024 Domestic U.S. Air Visitor Arrivals by Island and State

On Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	29,052	20,038	7,428	7,326	115	160	4,854	5,995	2,587	5,216
Alaska	99,386	55,717	17,875	17,130	794	248	9,266	27,238	6,436	25,131
Arizona	267,905	133,517	76,186	75,134	832	1,304	50,664	50,169	15,692	44,093
Arkansas	19,901	12,222	5,522	5,424	79	135	3,233	4,231	1,756	3,615
California	2,883,273	1,526,736	747,322	737,308	5,779	11,424	432,737	461,805	124,208	411,577
Colorado	227,751	100,813	65,905	65,053	633	1,140	49,691	50,219	14,864	44,577
Connecticut	27,446	17,395	8,354	8,212	96	203	5,290	6,981	2,457	6,039
Delaware	7,376	5,081	2,103	2,079	18	34	1,284	1,609	685	1,355
Florida	170,434	114,458	48,440	47,618	829	1,324	30,934	38,732	16,129	33,641
Georgia	88,211	58,739	24,343	24,033	333	587	13,256	19,039	7,209	16,557
Idaho	88,642	36,317	25,336	24,945	290	429	19,687	18,447	4,851	16,799
Illinois	157,804	86,644	53,440	52,765	541	1,104	30,697	33,305	11,432	29,600
Indiana	57,281	33,608	17,757	17,599	218	320	11,523	12,855	5,109	11,158
Iowa	35,358	18,866	11,846	11,693	154	269	7,539	7,998	2,940	7,041
Kansas	36,529	19,731	10,939	10,817	124	195	7,545	7,430	2,583	6,638
Kentucky	28,016	17,890	8,320	8,222	149	233	5,325	6,423	2,673	5,562
Louisiana	24,743	16,516	6,932	6,829	94	190	4,205	5,179	2,279	4,531
Maine	10,976	6,834	2,782	2,734	51	60	2,105	2,385	1,012	2,051
Maryland	65,076	46,044	15,477	15,269	236	309	9,743	13,233	5,334	11,312
Massachusetts	73,381	48,384	20,766	20,477	192	452	13,845	17,185	6,679	14,649
Michigan	85,491	47,398	29,946	29,542	460	572	19,046	21,112	8,104	18,586
Minnesota	96,761	44,672	34,565	34,199	333	566	20,353	22,856	7,430	20,270
Mississippi	12,083	8,661	2,835	2,780	54	97	1,670	2,319	971	1,965
Missouri	68,123	37,795	20,969	20,695	306	438	13,066	15,547	5,970	13,596
Montana	36,309	13,533	10,486	10,257	203	181	8,103	9,053	2,231	8,390
Nebraska	25,932	13,853	8,046	7,955	85	132	5,112	5,494	1,946	4,916
Nevada	167,088	95,224	42,189	41,561	437	790	24,089	28,572	9,215	24,579
New Hampshire	12,736	7,893	3,529	3,472	55	89	2,710	3,175	1,247	2,706
New Jersey	77,157	50,022	25,503	25,199	289	556	14,261	18,277	6,621	16,156
New Mexico	40,089	20,931	9,335	9,177	153	174	8,081	8,215	2,936	7,157
New York	151,155	101,700	43,804	42,926	559	1,191	27,106	33,712	12,614	29,065
North Carolina	74,353	48,196	20,776	20,479	264	496	12,938	17,330	6,832	14,959
North Dakota	9,291	5,245	2,780	2,759	38	44	1,581	1,857	634	1,631
Ohio	89,504	53,907	28,706	28,361	420	661	17,950	22,201	8,974	19,501
Oklahoma	39,455	22,672	10,889	10,733	188	243	7,244	7,857	2,741	6,901
Oregon	277,928	107,828	84,492	83,261	1,027	1,156	47,108	65,577	16,935	59,371
Pennsylvania	81,226	51,606	24,645	24,325	333	583	15,531	20,406	8,047	17,842
Rhode Island	8,253	5,919	1,918	1,881	41	35	1,455	1,703	747	1,422
South Carolina	33,908	22,559	9,320	9,159	159	238	6,060	7,811	3,234	6,811
South Dakota	11,258	5,922	3,488	3,404	70	70	2,409	2,584	958	2,239
Tennessee	60,263	37,218	17,829	17,566	209	458	10,836	12,924	4,958	11,302
Texas	404,359	243,176	112,661	111,131	1,283	2,348	66,284	76,086	27,372	66,289
Utah	215,878	107,026	52,282	51,501	570	786	50,629	35,846	10,944	32,049
Vermont	6,042	3,241	1,681	1,642	44	58	1,152	1,477	579	1,233
Virginia	104,127	76,290	22,977	22,596	326	629	14,391	19,310	7,464	16,431
Washington	678,063	307,823	197,229	194,482	2,121	2,646	98,043	139,069	34,940	126,631
Washington, D.C.	12,669	8,605	2,940	2,856	36	96	1,951	2,606	949	2,211
West Virginia	6,993	4,702	1,898	1,870	26	43	1,199	1,565	714	1,307
Wisconsin	69,197	36,777	22,984	22,667	311	491	15,264	17,846	6,777	15,649
Wyoming	13,082	5,813	3,503	3,406	71	98	2,629	3,423	1,016	3,032

Table 53. Domestic U.S. Air Visitor Arrivals by Island and State
Percent change 2024 vs. 2023

On Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUAI	HAWAI'I ISLAND	HILO	KONA
Alabama	0.9	0.2	2.4	3.0	-18.2	-14.8	4.6	-1.7	-2.4	1.1
Alaska	-3.0	5.1	-25.1	-26.1	-12.1	14.5	7.0	-3.5	-8.8	-3.1
Arizona	0.9	3.0	-3.5	-3.6	19.9	-3.1	-0.3	1.9	1.3	1.9
Arkansas	-3.2	0.9	-8.6	-9.4	-12.7	42.7	-5.0	-7.3	0.6	-8.1
California	-0.6	2.0	-2.9	-3.1	0.1	-3.0	-3.6	-4.8	-5.5	-4.8
Colorado	-3.1	1.6	-10.7	-10.6	-16.0	-13.6	-4.2	-2.3	-2.2	-2.4
Connecticut	-1.2	-2.4	-3.4	-3.8	-25.9	-6.3	-0.1	1.6	-4.8	3.2
Delaware	1.2	5.2	2.5	2.4	-45.4	-0.3	-10.2	-5.8	0.1	-9.1
Florida	0.2	2.3	-4.8	-5.0	5.7	-7.8	-1.2	-4.8	-4.5	-5.1
Georgia	-3.5	-3.4	-2.7	-2.4	-12.0	-16.8	-7.2	-4.7	-4.3	-4.9
Idaho	1.4	6.7	-4.4	-4.6	-5.7	-6.4	4.6	0.4	-2.9	0.4
Illinois	-4.3	-3.8	-8.3	-8.1	-14.3	-18.8	0.8	-2.2	-1.3	-1.4
Indiana	-2.9	-1.9	-12.9	-12.7	-8.0	-24.2	0.1	-3.4	-5.5	-2.7
Iowa	2.4	4.3	-4.6	-4.7	10.5	41.1	7.4	4.9	0.7	6.6
Kansas	-5.5	-3.0	-16.5	-16.6	-23.6	-30.1	-1.5	-3.7	-7.0	-3.8
Kentucky	2.3	3.1	-3.1	-2.8	0.3	7.8	11.5	1.5	5.1	0.6
Louisiana	-3.7	-3.1	-5.6	-4.9	-47.8	-24.1	1.6	-2.6	1.8	-2.3
Maine	-1.8	3.0	-2.6	-1.8	-17.8	-39.6	-0.7	-8.0	-0.6	-6.4
Maryland	-1.5	-0.5	-4.6	-4.5	6.3	-15.8	-3.8	-5.5	-0.3	-5.5
Massachusetts	-2.0	1.2	-9.2	-9.1	-9.5	-15.5	-5.1	-4.2	-3.5	-3.4
Michigan	-3.8	-4.1	-7.2	-7.4	45.7	-5.9	2.2	-1.1	-0.8	0.4
Minnesota	-4.7	-5.2	-6.1	-6.3	2.4	-2.9	-3.5	-1.9	-0.8	-2.4
Mississippi	4.4	7.6	-5.8	-6.5	-5.0	35.8	10.9	-3.2	-8.4	-5.3
Missouri	-4.1	-3.3	-11.0	-11.0	-8.1	-10.5	-2.6	0.5	4.7	-0.6
Montana	0.6	5.3	-8.9	-8.9	-26.9	3.6	-36.8	2.1	-5.5	4.2
Nebraska	-7.7	-4.2	-13.6	-13.9	-1.7	-6.2	-0.8	-9.3	1.8	-9.9
Nevada	0.3	2.2	-5.2	-5.2	-16.0	-2.8	0.4	-0.5	1.3	-0.4
New Hampshire	-2.1	-1.7	-10.9	-11.1	-39.6	-30.6	1.6	-1.5	-3.2	0.9
New Jersey	-2.6	-4.8	2.6	2.8	-7.2	8.3	-2.9	-2.9	-4.4	-2.3
New Mexico	-5.5	-0.3	-13.6	-13.8	13.6	-19.6	-6.7	-9.9	-0.1	-10.6
New York	-1.1	-1.4	0.6	0.7	-7.8	-12.0	-1.0	-5.9	-6.7	-5.4
North Carolina	-2.0	-0.9	-5.0	-4.8	-16.0	-15.3	-2.5	-4.8	-3.8	-4.2
North Dakota	-4.5	-3.0	-7.8	-8.0	-3.1	-34.2	-10.8	-6.4	-2.4	-7.0
Ohio	-2.4	-1.1	-8.8	-8.8	-2.8	7.9	-0.8	-1.8	0.2	-1.1
Oklahoma	-1.8	1.7	-11.9	-11.9	26.8	-21.4	1.5	0.8	-2.6	1.4
Oregon	-2.0	-1.7	-2.2	-2.3	0.2	6.4	2.1	-4.6	-5.7	-4.5
Pennsylvania	-3.8	-1.9	-10.7	-10.7	-2.7	-12.7	-5.5	-8.0	-9.4	-7.5
Rhode Island	1.0	8.5	-14.3	-13.7	19.2	-55.3	-3.9	-4.1	5.0	-5.6
South Carolina	-0.3	0.6	-2.4	-2.3	-1.4	-30.1	1.2	-1.5	1.0	-1.2
South Dakota	-8.2	-7.5	-12.1	-13.2	60.0	12.4	-4.4	-11.7	-10.9	-12.8
Tennessee	0.4	1.0	-1.9	-2.4	-5.8	34.2	-2.6	-5.6	-10.2	-4.6
Texas	-2.9	-1.0	-8.0	-7.9	-2.7	-19.8	-2.0	-4.1	-2.4	-4.4
Utah	4.2	9.9	-4.2	-4.3	-6.1	-12.8	2.2	1.9	2.5	2.1
Vermont	-6.0	-2.5	-11.1	-11.2	40.1	18.4	-15.8	-14.1	-10.5	-17.3
Virginia	1.2	2.7	-2.0	-2.3	-8.6	14.8	-5.5	-7.5	-5.1	-7.3
Washington	3.0	4.5	5.1	5.0	1.2	11.7	5.4	-5.3	-6.9	-5.2
Washington, D.C.	1.4	5.1	-3.8	-4.0	-44.9	-1.2	-9.4	-5.4	-2.6	-5.2
West Virginia	-3.3	-1.9	-9.3	-9.0	-42.0	-45.7	1.9	-10.6	-3.9	-14.3
Wisconsin	-0.7	3.2	-8.2	-8.4	1.2	1.8	1.3	5.1	11.6	5.6
Wyoming	1.0	4.0	-0.7	-1.5	10.9	26.5	3.7	-1.5	-0.7	-0.9

Table 54. 2024 Domestic U.S. Air Visitor Length of Stay (in days) by Island and State

On Domestic Flights	TOTAL	O'AHU	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	9.52	7.42	7.34	2.94	4.68	6.83	6.67	3.68	5.84
Alaska	10.34	7.79	10.57	11.77	4.68	9.96	11.40	6.90	10.59
Arizona	8.77	7.11	7.91	6.08	4.21	7.68	8.08	4.60	7.56
Arkansas	9.20	6.96	7.55	4.82	3.94	7.29	7.73	4.20	7.00
California	7.89	6.74	7.53	5.59	4.32	7.63	7.61	4.73	7.12
Colorado	9.33	7.20	8.41	7.77	4.30	8.29	8.57	5.21	7.92
Connecticut	10.40	7.37	7.99	5.30	5.13	7.16	7.49	4.38	6.88
Delaware	10.45	7.65	7.83	3.47	2.66	6.56	8.29	5.14	7.25
Florida	9.91	7.37	7.58	4.87	4.04	6.47	7.09	3.95	6.27
Georgia	9.21	7.16	7.25	4.25	3.28	6.30	6.88	3.87	6.23
Idaho	9.27	7.45	8.60	8.13	4.79	8.53	8.92	5.32	8.26
Illinois	9.50	6.90	8.00	7.21	4.45	7.11	7.56	3.87	7.01
Indiana	9.59	7.03	7.76	2.98	2.74	7.04	7.29	3.95	6.59
Iowa	9.92	7.00	8.21	5.99	4.46	7.57	7.92	4.29	7.21
Kansas	9.35	7.27	7.84	5.90	3.13	7.40	7.53	3.94	6.89
Kentucky	9.68	7.09	7.51	4.51	2.67	6.48	7.26	3.70	6.61
Louisiana	9.18	7.08	7.24	4.33	4.65	6.13	6.53	3.38	5.76
Maine	11.22	8.89	8.47	6.82	5.79	8.41	8.74	5.68	7.36
Maryland	9.68	7.62	7.43	5.87	4.81	6.57	7.47	4.54	6.60
Massachusetts	10.40	7.38	8.07	6.59	4.60	7.48	7.80	4.67	7.02
Michigan	10.51	7.15	8.29	7.19	4.33	7.38	7.97	4.24	7.21
Minnesota	10.35	7.18	8.95	7.85	3.74	8.31	8.80	4.99	8.09
Mississippi	9.16	7.30	7.38	4.65	2.58	6.30	6.84	4.19	6.00
Missouri	9.46	7.07	7.80	7.24	3.95	7.00	7.74	4.27	6.98
Montana	10.22	7.99	9.37	11.20	4.69	9.05	9.97	5.74	9.23
Nebraska	9.46	7.12	7.81	3.29	4.09	7.45	8.30	4.13	7.64
Nevada	8.58	7.26	7.73	5.20	4.60	7.76	7.98	5.15	7.35
New Hampshire	11.23	8.02	8.44	3.56	4.40	8.25	8.63	4.74	7.94
New Jersey	9.80	6.96	7.39	4.63	3.77	6.52	6.87	3.82	6.20
New Mexico	9.09	7.32	8.31	5.43	3.91	7.99	8.39	5.17	7.52
New York	9.90	7.18	7.54	6.26	4.48	6.77	7.43	4.51	6.66
North Carolina	9.79	7.50	7.37	4.69	3.76	6.64	7.31	4.07	6.61
North Dakota	10.13	7.42	8.47	9.24	3.41	9.70	8.60	5.12	7.80
Ohio	9.87	7.02	7.64	6.82	3.79	6.66	7.38	3.68	6.70
Oklahoma	9.10	7.20	7.63	3.92	3.09	7.25	7.63	4.26	6.99
Oregon	9.11	7.38	8.77	8.50	4.29	8.50	9.04	5.38	8.45
Pennsylvania	10.00	7.24	7.52	4.78	3.24	6.43	7.46	3.83	6.80
Rhode Island	10.48	8.06	8.13	6.40	4.34	6.98	7.60	4.72	6.62
South Carolina	9.94	7.68	7.50	5.73	3.67	6.21	7.12	3.71	6.40
South Dakota	10.34	7.46	8.72	15.53	3.25	7.59	8.88	5.52	7.89
Tennessee	9.44	7.23	7.47	3.80	5.32	6.61	7.26	4.03	6.53
Texas	8.88	7.07	7.49	4.62	3.97	7.00	7.35	4.25	6.68
Utah	8.85	7.48	7.95	5.22	4.78	8.01	8.02	4.53	7.42
Vermont	11.07	8.04	10.04	10.13	3.10	8.97	9.05	6.18	7.94
Virginia	9.62	7.73	7.39	3.95	3.63	6.86	7.38	4.49	6.63
Washington	9.07	7.49	8.82	9.42	4.36	8.62	9.01	5.13	8.48
Washington D.C.	9.48	7.19	8.32	5.06	4.39	7.52	7.38	4.73	6.66
West Virginia	9.41	7.07	7.27	4.30	2.37	6.19	7.27	4.01	6.52
Wisconsin	10.09	6.81	8.11	10.34	3.56	7.41	8.15	4.15	7.50
Wyoming	9.91	7.54	9.04	10.98	3.66	8.55	9.18	5.47	8.53

Table 55. 2024 Domestic U.S. Air Visitor Arrivals by Island and Top CBSA*

On Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUAI	HAWAII ISLAND	HILO	KONA
Anchorage AK	66,342	39,056	11,748	11,230	518	180	5,499	17,308	3,894	16,038
Albuquerque NM	23,835	12,326	5,688	5,589	89	111	4,844	4,684	1,650	4,140
Atlanta-Sandy Springs-Roswell GA	64,202	41,507	18,663	18,460	240	439	9,823	14,149	5,133	12,462
Austin-Round Rock TX	62,782	34,769	18,211	17,939	193	318	11,575	12,572	4,455	10,963
Bakersfield CA	21,236	12,594	4,565	4,497	51	68	2,914	3,129	920	2,791
Baltimore-Columbia-Towson MD	30,823	21,836	7,497	7,414	92	130	4,658	6,306	2,560	5,400
Bellingham WA	16,554	5,690	5,485	5,394	89	64	2,919	3,963	1,158	3,533
Bend OR	20,969	6,097	7,288	7,204	50	85	4,380	5,429	1,184	5,003
Boise City ID	45,621	18,886	13,189	12,990	134	219	9,885	9,154	2,280	8,385
Boulder CO	18,359	6,651	5,744	5,674	64	100	4,532	4,500	1,304	4,015
Boston-Cambridge-Newton MA-NH	59,381	39,190	16,940	16,708	149	379	11,198	14,097	5,430	12,074
Bremerton-Silverdale WA	24,162	12,363	5,917	5,854	52	91	3,662	4,580	1,332	4,092
Charlotte-Concord-Gastonia NC-SC	22,206	13,712	6,927	6,826	54	177	3,936	5,177	1,853	4,499
Chicago-Naperville-Elgin IL-IN-WI	132,549	71,424	45,247	44,663	404	954	25,195	27,573	8,983	24,620
Cincinnati OH-KY-IN	20,470	12,287	6,511	6,437	137	154	4,459	5,241	2,135	4,553
Cleveland-Elyria OH	17,133	10,115	5,617	5,524	82	159	3,391	4,115	1,539	3,666
Colorado Springs CO	27,616	16,148	6,427	6,347	75	103	4,777	5,139	1,815	4,408
Columbus OH	21,198	12,259	6,800	6,728	94	129	4,294	5,177	2,005	4,572
Dallas-Fort Worth-Arlington TX	136,656	75,937	42,637	42,126	411	855	24,191	25,693	8,667	22,554
Denver-Aurora-Lakewood CO	130,323	57,551	38,921	38,437	298	684	27,717	28,090	7,779	25,118
Detroit-Warren-Dearborn MI	39,420	22,850	14,438	14,253	212	261	8,541	9,202	3,527	8,113
Eugene OR	19,193	7,230	5,459	5,361	87	98	3,662	4,876	1,335	4,467
Fresno CA	35,173	18,720	9,647	9,526	94	135	4,954	5,267	1,545	4,651
Houston-The Woodlands-Sugar Land TX	91,723	56,725	26,037	25,673	304	552	14,244	18,080	6,414	15,932
Indianapolis-Carmel-Anderson IN	23,299	13,253	7,513	7,460	95	131	4,789	5,253	2,031	4,536
Kansas City MO-KS	37,362	19,684	11,285	11,150	160	213	7,684	7,735	2,689	6,875
Las Vegas-Henderson-Paradise NV	122,688	76,981	29,217	28,759	321	573	15,668	18,745	6,690	15,687
Los Angeles-Long Beach-Anaheim CA	871,445	495,869	213,794	210,741	1,447	3,524	122,757	128,814	33,625	114,744
Miami-Fort Lauderdale-West Palm Beach FL	38,769	25,522	12,287	12,102	209	340	7,004	8,868	3,688	7,824
Milwaukee-Waukesha WI	19,861	11,060	6,806	6,692	91	168	4,161	4,598	1,847	4,011
Minneapolis-St. Paul-Bloomington MN-WI	73,263	33,708	26,271	25,992	263	433	15,297	17,192	5,325	15,265
Modesto CA	23,754	11,854	6,667	6,602	45	83	3,444	3,629	901	3,234
Nashville-Davidson--Murfreesboro--Franklin TN	27,828	15,893	8,941	8,800	64	227	5,222	5,934	2,098	5,263
New York-Newark-Jersey City NY-NJ-PA	171,908	114,391	52,703	51,728	608	1,375	30,545	38,047	13,400	33,295
Ogden-Clearfield UT	40,523	19,551	9,417	9,290	101	149	10,093	6,883	2,067	6,167
Oklahoma City OK	17,724	10,115	5,114	5,028	98	120	3,095	3,591	1,255	3,168
Olympia-Tumwater WA	21,725	10,604	5,789	5,675	77	87	3,016	4,360	1,221	3,929
Orlando-Kissimmee-Sanford FL	26,289	18,090	7,285	7,183	91	180	4,270	5,816	2,268	5,062
Oxnard-Thousand Oaks-Ventura CA	61,263	29,535	16,963	16,763	104	272	11,090	9,941	2,511	8,956
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	47,828	30,782	14,756	14,534	223	381	9,144	11,534	4,347	10,016
Phoenix-Mesa-Scottsdale AZ	207,624	103,016	61,124	60,295	633	1,031	39,033	37,056	11,349	32,684
Pittsburgh PA	17,474	10,690	5,358	5,301	47	109	3,342	4,341	1,646	3,840
Portland-Vancouver-Hillsboro OR-WA	212,414	88,163	63,675	62,898	663	785	32,829	47,456	12,132	42,876
Provo-Orem UT	54,453	29,827	11,921	11,780	101	158	12,471	8,009	2,719	7,024
Reno NV	33,553	13,659	10,106	9,983	85	169	6,191	7,351	1,785	6,673
Riverside-San Bernardino-Ontario CA	197,764	116,697	45,267	44,668	408	718	28,095	28,779	8,727	25,063
Sacramento--Roseville--Arden-Arcade CA	204,585	97,865	61,221	60,654	431	651	33,769	32,067	9,088	28,129
Salem OR	22,580	9,116	6,873	6,764	123	84	3,553	5,205	1,300	4,730
Salinas CA	22,683	11,861	5,318	5,232	44	116	3,610	3,822	1,047	3,372
Salt Lake City UT	78,091	38,006	19,850	19,568	194	271	17,811	13,006	3,781	11,685
San Antonio-New Braunfels TX	41,712	28,806	9,017	8,880	114	207	5,688	6,742	2,721	5,671
San Diego-Carlsbad CA	292,106	156,347	70,967	70,052	665	1,056	48,802	47,827	14,065	42,183
San Francisco-Oakland-Hayward CA	590,792	295,766	161,268	158,960	1,118	2,602	85,838	101,431	24,854	91,569
San Jose-Sunnyvale-Santa Clara CA	257,188	141,755	66,344	65,579	471	900	31,705	42,074	11,828	38,041
San Luis Obispo-Paso Robles-Arroyo Grande CA	19,858	7,237	6,026	5,915	65	106	4,662	4,151	1,223	3,717
Santa Cruz-Watsonville CA	29,057	11,185	7,892	7,768	101	125	6,747	5,918	1,618	5,306
Santa Maria-Santa Barbara CA	25,918	11,054	6,928	6,799	72	159	5,626	4,986	1,239	4,444
Santa Rosa CA	43,382	15,974	13,941	13,710	137	190	8,870	8,429	2,107	7,549
Seattle-Tacoma-Bellevue WA	444,354	209,348	129,034	127,310	1,202	1,739	60,644	87,252	21,704	79,432
Spokane-Spokane Valley WA	33,289	13,021	10,210	10,041	148	139	5,927	7,306	1,781	6,688
St. Louis MO-IL	35,947	19,752	11,887	11,751	140	248	7,130	8,162	3,187	7,080
Stockton-Lodi CA	44,161	25,128	11,176	11,028	112	206	5,343	6,145	1,686	5,457
Tampa-St. Petersburg-Clearwater FL	28,541	19,042	8,096	7,962	124	206	5,355	6,382	2,688	5,524
Tucson AZ	30,948	16,135	7,563	7,443	106	129	5,822	6,794	2,191	5,987
Vallejo-Fairfield CA	38,132	21,743	9,276	9,152	87	88	5,235	5,176	1,413	4,531
Virginia Beach-Norfolk-Newport News VA-NC	21,619	17,518	3,470	3,421	47	106	2,607	3,181	1,370	2,639
Washington-Arlington-Alexandria DC-VA-MD-WV	101,594	72,570	23,417	22,982	303	632	13,968	19,473	7,278	16,615

*CBSA= A Core Based Statistics Area is a U.S. geographic area defined by the Office of Management and Budget based around an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting
Source: DBEDT and U.S. Bureau of the Census

Table 56. Domestic U.S. Air Visitor Arrivals by Island and Top CBSA*
Percent change 2024 vs. 2023

On Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Anchorage AK	-2.9	5.3	-27.5	-28.8	-11.6	22.1	7.0	-0.8	-3.2	-0.4
Albuquerque NM	-3.8	3.0	-13.2	-13.6	28.9	1.8	-8.1	-5.7	0.6	-4.8
Atlanta-Sandy Springs-Roswell GA	-4.2	-5.1	-0.9	-0.4	-11.6	-16.6	-8.2	-3.6	-3.7	-3.1
Austin-Round Rock TX	-1.7	0.5	-7.5	-7.7	-13.1	-31.3	-0.2	-0.7	3.0	-1.0
Bakersfield CA	-1.7	2.6	-17.3	-17.5	-5.9	-20.4	2.6	-3.3	-9.2	-0.8
Baltimore-Columbia-Towson MD	-0.5	-0.3	-0.5	-0.2	-0.3	-30.0	-2.6	-1.0	5.5	-1.3
Bellingham WA	1.6	6.7	4.7	4.0	57.2	21.0	5.3	-10.3	2.9	-12.5
Bend OR	2.3	-1.2	7.7	7.4	-15.5	29.5	8.4	-1.0	11.6	-2.6
Boise City ID	2.1	8.1	-3.4	-3.8	3.6	-7.1	3.1	-0.9	-7.4	0.1
Boulder CO	-3.3	3.3	-12.5	-12.7	-13.0	8.4	-5.6	-0.2	-3.0	0.9
Boston-Cambridge-Newton MA-NH	-1.6	1.6	-7.2	-7.1	-13.9	-10.9	-5.2	-1.8	0.6	-1.0
Bremerton-Silverdale WA	5.3	9.7	1.6	2.3	-37.3	16.5	11.0	-7.4	-3.3	-6.1
Charlotte-Concord-Gastonia NC-SC	-1.0	0.1	-4.8	-5.0	-44.4	-19.0	-6.1	-8.4	-12.3	-8.6
Chicago-Naperville-Elgin IL-IN-WI	-5.2	-5.4	-9.4	-9.2	-13.7	-16.2	0.3	-2.8	-2.7	-1.8
Cincinnati OH-KY-IN	-5.1	-4.3	-12.5	-12.4	58.6	21.2	-1.0	-2.9	0.7	-3.6
Cleveland-Elyria OH	-2.0	-1.5	-7.2	-7.6	-0.8	51.1	0.2	-4.4	-7.3	-3.1
Colorado Springs CO	0.2	5.5	-9.9	-9.5	-6.6	-28.0	-1.8	-1.6	10.3	-3.6
Columbus OH	-3.9	-2.4	-11.3	-11.2	-5.6	-14.3	0.4	-5.8	-0.5	-4.7
Dallas-Fort Worth-Arlington TX	-3.1	-1.2	-6.8	-6.7	3.9	-16.3	-1.2	-4.0	-3.7	-4.9
Denver-Aurora-Lakewood CO	-3.7	0.4	-9.7	-9.8	-21.0	-8.8	-4.7	-4.4	-7.5	-4.3
Detroit-Warren-Dearborn MI	-4.6	-5.3	-4.7	-4.8	53.6	-16.2	1.8	-3.2	-1.8	-1.4
Eugene OR	-2.5	3.8	-12.3	-12.6	15.4	67.6	-1.2	-2.6	-4.9	-1.1
Fresno CA	-3.5	2.5	-9.3	-9.7	12.5	1.5	-5.8	-11.8	-13.0	-11.4
Houston-The Woodlands-Sugar Land TX	-5.5	-5.9	-8.0	-7.9	5.9	-20.2	197.4	-4.1	-5.1	-3.7
Indianapolis-Carmel-Anderson IN	-4.9	-4.3	-14.2	-13.8	-0.2	-32.9	-5.5	-2.9	-5.0	-2.8
Kansas City MO-KS	-4.7	-2.1	-14.3	-14.4	0.0	-21.3	0.1	-1.6	4.9	-2.0
Las Vegas-Henderson-Paradise NV	0.9	2.5	-5.4	-5.3	-15.6	-8.3	2.8	1.2	2.5	1.2
Los Angeles-Long Beach-Anaheim CA	1.5	4.9	-3.1	-3.1	1.0	-11.1	-2.2	-2.4	-2.6	-2.3
Miami-Fort Lauderdale-West Palm Beach FL	-1.0	-1.1	-5.4	-5.4	46.4	-22.6	-2.0	-9.7	-6.8	-10.0
Milwaukee-Waukesha WI	-2.4	1.4	-7.0	-7.3	-2.1	2.6	-1.4	-3.3	5.8	-3.8
Minneapolis-St. Paul-Bloomington MN-WI	-4.5	-4.7	-8.1	-8.3	7.9	-6.5	-3.1	0.4	-3.2	-0.2
Modesto CA	0.8	0.7	-3.1	-3.2	-19.6	-10.9	1.0	-1.1	-13.7	2.3
Nashville-Davidson--Murfreesboro--Franklin TN	0.5	2.2	-2.3	-3.0	-17.4	49.0	-2.7	-3.3	-6.7	-2.1
New York-Newark-Jersey City NY-NJ-PA	-1.5	-3.0	3.7	3.8	-4.5	-4.6	-2.4	-5.8	-7.9	-5.1
Ogden-Clearfield UT	3.8	8.2	-6.2	-6.5	-5.5	18.9	4.6	1.1	11.8	-0.5
Oklahoma City OK	-4.9	-0.3	-14.0	-14.2	39.4	-18.7	-5.4	1.3	-2.1	2.0
Olympia-Tumwater WA	1.3	5.9	-0.6	-1.3	-13.0	68.6	-3.3	-5.7	-7.5	-4.6
Orlando-Kissimmee-Sanford FL	1.6	1.2	2.5	2.5	-8.2	12.1	-0.8	3.8	-1.0	5.6
Oxnard-Thousand Oaks-Ventura CA	1.8	7.1	-3.3	-3.3	-16.6	9.7	-1.8	-4.8	-5.3	-5.0
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	-2.5	0.4	-6.1	-6.2	29.7	-6.3	-5.5	-3.5	-6.0	-3.9
Phoenix-Mesa-Scottsdale AZ	0.5	2.1	-3.4	-3.6	26.3	1.4	0.0	1.2	0.5	1.4
Pittsburgh PA	-6.2	-5.8	-18.6	-18.4	-53.1	-19.5	-5.4	-8.3	-9.8	-7.0
Portland-Vancouver-Hillsboro OR-WA	-2.8	-2.9	-2.4	-2.3	-10.5	-2.0	2.6	-5.9	-7.1	-5.9
Provo-Orem UT	8.2	13.4	3.6	4.0	-27.8	-23.3	10.0	-0.6	8.0	-1.6
Reno NV	-2.9	0.2	-3.7	-3.6	-13.3	19.9	-7.0	-6.0	-5.7	-5.9
Riverside-San Bernardino-Ontario CA	-0.6	3.3	-8.6	-8.8	-4.8	-11.9	-1.3	-4.9	-1.6	-4.8
Sacramento--Roseville--Arden-Arcade CA	-0.2	0.1	-1.0	-1.2	-0.1	-14.7	0.6	-3.7	-1.1	-3.8
Salem OR	-0.4	-0.2	0.5	0.4	55.1	-14.8	3.6	-5.4	-12.5	-5.1
Salinas CA	-0.6	9.2	-9.4	-9.6	-22.2	24.8	-4.6	-11.2	-9.8	-11.6
Salt Lake City UT	2.9	9.7	-6.2	-6.3	0.8	-18.1	-2.4	2.4	-4.0	3.7
San Antonio-New Braunfels TX	-1.6	1.8	-10.2	-10.0	-19.1	-16.5	-0.8	-9.1	-4.3	-9.0
San Diego-Carlsbad CA	0.8	4.1	1.3	1.3	12.9	-0.3	-5.1	-3.6	-1.8	-3.8
San Francisco-Oakland-Hayward CA	-2.0	-1.4	-0.3	-0.5	-7.0	11.1	-4.9	-6.1	-10.0	-5.8
San Jose-Sunnyvale-Santa Clara CA	-5.4	-2.5	-3.6	-3.9	15.1	4.8	-12.3	-11.9	-11.4	-12.5
San Luis Obispo-Paso Robles-Arroyo Grande CA	-0.2	6.8	-3.9	-4.5	1.5	8.9	-4.9	0.3	7.2	-1.1
Santa Cruz-Watsonville CA	0.5	10.6	-6.5	-6.5	-15.8	3.1	-0.5	-4.9	-4.9	-5.5
Santa Maria-Santa Barbara CA	-1.0	1.2	-5.2	-4.9	16.8	-28.9	-2.0	-1.7	-0.4	-2.5
Santa Rosa CA	-1.5	1.3	-5.1	-5.6	35.6	1.0	-3.0	-0.3	-2.2	-0.5
Seattle-Tacoma-Bellevue WA	4.0	5.2	8.6	8.5	3.4	14.5	5.3	-6.3	-8.5	-6.2
Spokane-Spokane Valley WA	-1.3	0.8	-7.5	-7.6	-7.4	-26.9	3.7	-3.7	-6.5	-4.1
St. Louis MO-IL	-5.4	-7.2	-8.8	-8.7	-14.8	0.6	-4.2	-4.3	-3.7	-5.9
Stockton-Lodi CA	-1.1	-2.0	-2.8	-2.7	-13.6	36.7	-1.0	-4.7	-11.2	-2.8
Tampa-St. Petersburg-Clearwater FL	0.9	4.0	-3.7	-4.2	18.0	10.2	1.6	-1.8	-5.4	-2.0
Tucson AZ	2.7	8.4	-3.9	-3.8	26.2	-8.4	-2.8	4.8	2.4	4.4
Vallejo-Fairfield CA	-1.3	-0.4	-4.2	-4.3	-16.1	-37.4	-1.8	-4.9	-13.2	-4.7
Virginia Beach-Norfolk-Newport News VA-NC	6.8	8.7	3.2	3.9	-24.6	-3.5	0.4	-0.4	0.8	0.6
Washington-Arlington-Alexandria DC-VA-MD-WV	-0.4	0.5	-3.0	-3.4	-17.6	18.2	-7.0	-8.6	-5.6	-8.6

*CBSA= A Core Based Statistics Area is a U.S. geographic area defined by the Office of Management and Budget based around an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting
Source DBEDT and U.S. Bureau of the Census

Table 57. O‘ahu Air Visitor Characteristics: 2024 vs. 2023

O‘AHU	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Total Visitor Days	40,850,180	40,511,989	0.8	30,748,852	30,526,751	0.7	10,101,328	9,985,239	1.2
Total Visitors	5,794,854	5,613,409	3.2	4,334,815	4,277,855	1.3	1,460,038	1,335,553	9.3
AVERAGE DAILY CENSUS	111,613	110,992	0.6	84,013	83,635	0.5	27,599	27,357	0.9
TOTAL AIR SEATS	8,492,916	7,932,570	7.1	6,019,935	5,773,928	4.3	2,472,981	2,158,642	14.6
ISLANDS VISITED									
O‘ahu	5,794,854	5,613,409	3.2	4,334,815	4,277,855	1.3	1,460,038	1,335,553	9.3
O‘ahu only	4,670,032	4,457,473	4.8	3,446,967	3,358,239	2.6	1,223,065	1,099,234	11.3
Kaua‘i	405,440	408,193	-0.7	346,383	347,641	-0.4	59,057	60,552	-2.5
Kaua‘i only	0	0	NA	0	0	NA	0	0	NA
Maui County	570,424	610,196	-6.5	467,525	491,190	-4.8	102,898	119,006	-13.5
Maui	554,547	593,957	-6.6	455,917	479,864	-5.0	98,630	114,093	-13.6
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka‘i *	17,628	20,355	-13.4	12,643	12,814	-1.3	4,985	7,541	-33.9
Moloka‘i only *	0	0	NA	0	0	NA	0	0	NA
Lāna‘i *	21,433	26,376	-18.7	15,376	15,477	-0.7	6,057	10,900	-44.4
Lāna‘i only *	0	0	NA	0	0	NA	0	0	NA
Hawai‘i Island	578,004	573,331	0.8	429,530	440,762	-2.5	148,474	132,569	12.0
Kona side	471,397	468,930	0.5	351,818	358,963	-2.0	119,579	109,967	8.7
Hilo side	293,345	290,232	1.1	216,554	219,315	-1.3	76,791	70,917	8.3
Hawai‘i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	1,124,822	1,155,935	-2.7	887,848	919,616	-3.5	236,973	236,319	0.3
NI only									
O‘ahu & NI	1,124,822	1,155,935	-2.7	887,848	919,616	-3.5	236,973	236,319	0.3
Any one island only	4,670,032	4,457,473	4.8	3,446,967	3,358,239	2.6	1,223,065	1,099,234	11.3
Multiple Islands	1,124,822	1,155,935	-2.7	887,848	919,616	-3.5	236,973	236,319	0.3
Avg. Islands Visited	1.27	1.29	-1.3	1.29	1.30	-1.0	1.22	1.24	-2.1
Average Length of Stay on O‘ahu	7.05	7.22	-2.3	7.09	7.14	-0.6	6.92	7.48	-7.5
ACCOMMODATIONS									
Plan to stay in Hotel	4,066,779	3,912,990	3.9	2,927,997	2,889,462	1.3	1,138,782	1,023,528	11.3
Hotel only	3,573,316	3,414,815	4.6	2,541,922	2,494,500	1.9	1,031,394	920,316	12.1
Plan to stay in Condo	502,871	517,282	-2.8	331,715	342,269	-3.1	171,155	175,014	-2.2
Condo only	356,486	356,802	-0.1	232,118	231,386	0.3	124,368	125,416	-0.8
Plan to stay in Timeshare	316,571	312,156	1.4	220,642	219,218	0.6	95,929	92,939	3.2
Timeshare only	233,383	231,354	0.9	157,974	154,813	2.0	75,409	76,541	-1.5
Cruise Ship	131,374	127,916	2.7	119,705	116,077	3.1	11,670	11,839	-1.4
Friends/Relatives	673,408	682,639	-1.4	624,009	632,511	-1.3	49,399	50,127	-1.5
Bed & Breakfast	41,228	46,652	-11.6	34,615	35,752	-3.2	6,613	10,900	-39.3
Rental House	433,015	405,009	6.9	370,207	353,179	4.8	62,808	51,830	21.2
Hostel	52,508	50,056	4.9	36,889	37,268	-1.0	15,619	12,788	22.1
Camp Site, Beach	23,263	29,179	-20.3	17,780	21,962	-19.0	5,483	7,217	-24.0
Private Room in Private Home**	61,668	56,528	9.1	35,056	37,007	-5.3	26,612	19,521	36.3
Shared Room/Space in Private Home**	16,776	20,885	-19.7	13,661	14,066	-2.9	3,116	6,819	-54.3
Other	107,399	96,734	11.0	99,168	92,132	7.6	8,232	4,602	78.9

Table 57. O‘ahu Air Visitor Characteristics: 2024 vs. 2023 (continued)

O‘AHU	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	4,640,968	4,500,506	3.1	3,356,663	3,344,143	0.4	1,284,305	1,156,363	11.1
Honeymoon/Get Married	276,917	294,747	-6.0	134,707	142,416	-5.4	142,210	152,331	-6.6
Honeymoon	247,307	264,883	-6.6	111,000	119,245	-6.9	136,307	145,638	-6.4
Get Married	44,228	43,025	2.8	29,194	29,328	-0.5	15,034	13,698	9.8
Pleasure/Vacation	4,399,256	4,241,394	3.7	3,245,168	3,227,858	0.5	1,154,088	1,013,537	13.9
Mtgs/Conventions/Incentive	260,861	234,761	11.1	178,198	162,117	9.9	82,663	72,644	13.8
Conventions	145,962	129,332	12.9	120,382	106,294	13.3	25,580	23,038	11.0
Corporate Meetings	43,840	47,350	-7.4	39,822	41,080	-3.1	4,018	6,270	-35.9
Incentive	76,551	63,621	20.3	23,029	19,594	17.5	53,522	44,027	21.6
Other Business	168,244	166,983	0.8	162,965	160,537	1.5	5,279	6,446	-18.1
Visit Friends/Rel.	688,431	682,228	0.9	630,710	630,066	0.1	57,721	52,162	10.7
Gov't/Military	113,945	114,581	-0.6	108,431	97,738	10.9	5,514	16,843	-67.3
Attend School	18,738	16,612	12.8	12,869	13,494	-4.6	5,869	3,117	88.3
Sport Events	75,763	74,306	2.0	58,265	47,295	23.2	17,498	27,012	-35.2
Other	253,538	251,848	0.7	188,118	181,173	3.8	65,420	70,676	-7.4
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	35.4	36.5	-1.1	32.7	34.3	-1.6	43.6	43.6	-0.1
% Repeaters ***	64.6	63.5	1.1	67.3	65.7	1.6	56.4	56.4	0.1
Average # of Trips	5.03	4.95	1.6	5.37	5.20	3.2	4.02	4.15	-3.0
Group Tour	249,947	225,327	10.9	116,673	117,740	-0.9	133,274	107,587	23.9
Non-Group	5,544,907	5,388,082	2.9	4,218,142	4,160,115	1.4	1,326,764	1,227,967	8.0
Package Trip	1,150,612	1,112,466	3.4	668,140	699,989	-4.6	482,472	412,477	17.0
No Package	4,644,241	4,500,943	3.2	3,666,676	3,577,866	2.5	977,566	923,077	5.9
Net True Independent	4,542,532	4,410,246	3.0	3,612,280	3,525,584	2.5	930,252	884,662	5.2
Ave. Age of Party Head	45	45	-0.3	45	45	0.1	45	45	-1.1
Ave. Party Size	2.22	2.21	0.8	2.11	2.11	0.2	2.62	2.58	1.4

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 58. Maui County Air Visitor Characteristics: 2024 vs. 2023

MAUI COUNTY	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Total Visitor Days	19,048,903	20,558,720	-7.3	17,235,879	18,136,380	-5.0	1,813,024	2,422,340	-25.2
Total Visitors	2,388,187	2,531,196	-5.6	2,168,313	2,253,722	-3.8	219,875	277,475	-20.8
AVERAGE DAILY CENSUS	52,046	56,325	-7.6	47,093	49,689	-5.2	4,954	6,637	-25.4
TOTAL AIR SEATS									
ISLANDS VISITED									
O'ahu	570,424	610,196	-6.5	467,525	491,190	-4.8	102,898	119,006	-13.5
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	270,638	278,616	-2.9	236,307	240,187	-1.6	34,331	38,429	-10.7
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	2,388,187	2,531,196	-5.6	2,168,313	2,253,722	-3.8	219,875	277,475	-20.8
Maui	2,352,272	2,495,038	-5.7	2,137,485	2,223,473	-3.9	214,787	271,565	-20.9
Maui only	1,630,329	1,708,416	-4.6	1,523,500	1,565,776	-2.7	106,829	142,640	-25.1
Moloka'i *	29,910	33,224	-10.0	24,134	24,878	-3.0	5,776	8,346	-30.8
Moloka'i only *	5,274	5,387	-2.1	4,881	5,203	-6.2	392	184	113.3
Lāna'i *	45,444	53,870	-15.6	38,610	40,958	-5.7	6,835	12,912	-47.1
Lāna'i only *	9,634	9,489	1.5	9,449	9,114	3.7	185	375	-50.6
Hawai'i Island	295,367	310,394	-4.8	252,748	264,726	-4.5	42,619	45,668	-6.7
Kona side	255,773	269,897	-5.2	219,909	229,225	-4.1	35,864	40,672	-11.8
Hilo side	174,575	175,994	-0.8	145,990	145,627	0.2	28,585	30,367	-5.9
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	2,388,187	2,531,196	-5.6	2,168,313	2,253,722	-3.8	219,875	277,475	-20.8
NI only									
O'ahu & NI	570,424	610,196	-6.5	467,525	491,190	-4.8	102,898	119,006	-13.5
Any one island only	1,645,237	1,723,407	-4.5	1,537,830	1,580,092	-2.7	107,407	143,315	-25.1
Multiple Islands	742,950	807,789	-8.0	630,483	673,630	-6.4	112,467	134,160	-16.2
Avg. Islands Visited	1.49	1.49	-0.1	1.46	1.46	-0.1	1.85	1.79	3.6
Average Length of Stay on Maui County	7.98	8.12	-1.8	7.95	8.05	-1.2	8.25	8.73	-5.5
ACCOMMODATIONS									
Plan to stay in Hotel	1,219,495	1,220,928	-0.1	1,102,547	1,081,122	2.0	116,948	139,806	-16.3
Hotel only	947,898	926,523	2.3	869,610	831,948	4.5	78,288	94,575	-17.2
Plan to stay in Condo	566,782	689,443	-17.8	500,446	588,930	-15.0	66,336	100,513	-34.0
Condo only	461,277	556,212	-17.1	411,889	480,521	-14.3	49,388	75,691	-34.7
Plan to stay in Timeshare	285,926	263,861	8.4	267,128	245,100	9.0	18,798	18,761	0.2
Timeshare only	230,228	206,935	11.3	217,003	193,193	12.3	13,225	13,742	-3.8
Cruise Ship	110,965	107,216	3.5	100,166	97,541	2.7	10,799	9,674	11.6
Friends/Relatives	188,057	207,749	-9.5	175,601	194,484	-9.7	12,456	13,265	-6.1
Bed & Breakfast	25,351	29,536	-14.2	22,002	25,663	-14.3	3,349	3,872	-13.5
Rental House	247,141	291,993	-15.4	223,105	260,860	-14.5	24,035	31,133	-22.8
Hostel	23,879	25,238	-5.4	17,564	18,644	-5.8	6,315	6,594	-4.2
Camp Site, Beach	17,782	24,841	-28.4	14,992	18,884	-20.6	2,790	5,958	-53.2
Private Room in Private Home**	24,880	25,743	-3.4	17,978	20,020	-10.2	6,902	5,723	20.6
Shared Room/Space in Private Home**	6,682	7,481	-10.7	5,812	6,766	-14.1	870	716	21.6
Other	39,870	46,686	-14.6	37,181	43,021	-13.6	2,688	3,665	-26.7

Table 58. Maui County Air Visitor Characteristics: 2024 vs. 2023 (continued)

MAUI COUNTY	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	2,118,577	2,241,812	-5.5	1,915,086	1,989,680	-3.7	203,491	252,132	-19.3
Honeymoon/Get Married	87,288	98,448	-11.3	78,069	82,861	-5.8	9,219	15,587	-40.9
Honeymoon	75,697	85,484	-11.4	67,066	70,862	-5.4	8,632	14,621	-41.0
Get Married	15,752	17,220	-8.5	14,368	15,925	-9.8	1,384	1,295	6.9
Pleasure/Vacation	2,044,912	2,157,778	-5.2	1,849,074	1,920,200	-3.7	195,838	237,578	-17.6
Mtgs/Conventions/Incentive	101,462	107,499	-5.6	91,045	89,860	1.3	10,417	17,638	-40.9
Conventions	53,246	53,885	-1.2	48,590	47,610	2.1	4,656	6,275	-25.8
Corporate Meetings	25,529	23,899	6.8	23,410	21,757	7.6	2,118	2,143	-1.1
Incentive	27,492	34,086	-19.3	23,404	24,623	-5.0	4,088	9,463	-56.8
Other Business	54,987	56,492	-2.7	53,756	55,144	-2.5	1,231	1,348	-8.7
Visit Friends/Rel.	164,054	178,767	-8.2	155,194	168,150	-7.7	8,860	10,616	-16.5
Gov't/Military	8,431	8,504	-0.9	8,391	8,372	0.2	40	133	-69.9
Attend School	1,564	1,726	-9.4	1,369	1,453	-5.8	195	273	-28.8
Sport Events	12,064	9,704	24.3	11,300	7,780	45.2	764	1,924	-60.3
Other	63,463	69,873	-9.2	58,552	64,360	-9.0	4,911	5,513	-10.9
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	27.3	29.1	-1.7	25.9	27.3	-1.4	41.5	43.4	-1.9
% Repeaters ***	72.7	70.9	1.7	74.1	72.7	1.4	58.5	56.6	1.9
Average # of Trips	6.02	5.65	6.5	6.25	5.93	5.4	3.70	3.35	10.7
Group Tour	66,193	76,573	-13.6	58,243	62,593	-6.9	7,950	13,980	-43.1
Non-Group	2,321,994	2,454,624	-5.4	2,110,069	2,191,129	-3.7	211,924	263,495	-19.6
Package Trip	348,463	373,219	-6.6	303,129	322,497	-6.0	45,334	50,722	-10.6
No Package	2,039,724	2,157,977	-5.5	1,865,184	1,931,225	-3.4	174,540	226,752	-23.0
Net True Independent	2,012,888	2,128,832	-5.4	1,840,489	1,905,418	-3.4	172,398	223,415	-22.8
Ave. Age of Party Head	47	47	0.2	47	47	-0.1	48	47	3.1
Ave. Party Size	2.32	2.32	-0.1	2.30	2.30	-0.2	2.48	2.45	1.4

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 59. Maui Island Air Visitor Characteristics: 2024 vs. 2023

MAUI	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Total Visitor Days	18,702,634	20,184,625	-7.3	16,916,160	17,805,060	-5.0	1,786,474	2,379,565	-24.9
Total Visitors	2,352,272	2,495,038	-5.7	2,137,485	2,223,473	-3.9	214,787	271,565	-20.9
AVERAGE DAILY CENSUS	51,100	55,300	-7.6	46,219	48,781	-5.3	4,881	6,519	-25.1
TOTAL AIR SEATS	2,462,081	2,819,178	-12.7	2,321,302	2,625,759	-11.6	140,779	193,419	-27.2
ISLANDS VISITED									
O'ahu	554,547	593,957	-6.6	455,917	479,864	-5.0	98,630	114,093	-13.6
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	266,192	272,074	-2.2	232,263	235,791	-1.5	33,930	36,283	-6.5
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	2,352,272	2,495,038	-5.7	2,137,485	2,223,473	-3.9	214,787	271,565	-20.9
Maui	2,352,272	2,495,038	-5.7	2,137,485	2,223,473	-3.9	214,787	271,565	-20.9
Maui only	1,630,329	1,708,416	-4.6	1,523,500	1,565,776	-2.7	106,829	142,640	-25.1
Moloka'i *	16,846	19,748	-14.7	12,895	13,175	-2.1	3,951	6,573	-39.9
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	22,175	30,626	-27.6	18,659	21,991	-15.2	3,516	8,634	-59.3
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	289,946	305,083	-5.0	248,247	260,109	-4.6	41,699	44,974	-7.3
Kona side	250,921	265,374	-5.4	215,912	225,341	-4.2	35,010	40,033	-12.5
Hilo side	172,719	173,657	-0.5	144,658	143,900	0.5	28,061	29,757	-5.7
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	2,352,272	2,495,038	-5.7	2,137,485	2,223,473	-3.9	214,787	271,565	-20.9
NI only									
O'ahu & NI	554,547	593,957	-6.6	455,917	479,864	-5.0	98,630	114,093	-13.6
Any one island only	1,630,329	1,708,531	-4.6	1,523,500	1,565,776	-2.7	106,829	142,756	-25.2
Multiple Islands	721,943	786,506	-8.2	613,985	657,697	-6.6	107,958	128,809	-16.2
Avg. Islands Visited	1.49	1.49	-0.1	1.45	1.45	-0.1	1.85	1.78	4.0
Average Length of Stay on Maui	7.95	8.09	-1.7	7.91	8.01	-1.2	8.32	8.76	-5.1
ACCOMMODATIONS									
Plan to stay in Hotel	1,198,430	1,199,929	-0.1	1,085,530	1,064,294	2.0	112,900	135,635	-16.8
Hotel only	930,674	909,275	2.4	855,869	818,476	4.6	74,805	90,799	-17.6
Plan to stay in Condo	561,547	684,041	-17.9	495,742	584,103	-15.1	65,805	99,939	-34.2
Condo only	457,667	552,478	-17.2	408,511	477,145	-14.4	49,156	75,333	-34.7
Plan to stay in Timeshare	283,810	261,832	8.4	265,043	243,229	9.0	18,767	18,603	0.9
Timeshare only	228,613	205,413	11.3	215,418	191,814	12.3	13,195	13,599	-3.0
Cruise Ship	110,708	106,769	3.7	99,945	97,118	2.9	10,763	9,652	11.5
Friends/Relatives	181,763	201,865	-10.0	169,848	188,988	-10.1	11,915	12,877	-7.5
Bed & Breakfast	24,814	29,165	-14.9	21,685	25,308	-14.3	3,129	3,857	-18.9
Rental House	243,322	287,582	-15.4	219,521	257,353	-14.7	23,801	30,229	-21.3
Hostel	23,674	24,834	-4.7	17,359	18,388	-5.6	6,315	6,446	-2.0
Camp Site, Beach	17,558	24,467	-28.2	14,790	18,661	-20.7	2,768	5,806	-52.3
Private Room in Private Home**	24,340	25,224	-3.5	17,477	19,543	-10.6	6,864	5,680	20.8
Shared Room/Space in Private Home**	6,484	7,306	-11.3	5,614	6,606	-15.0	870	701	24.2
Other	38,872	45,808	-15.1	36,249	42,198	-14.1	2,624	3,610	-27.3

Table 59. Maui Island Air Visitor Characteristics: 2024 vs. 2023 (continued)

MAUI	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	2,089,846	2,213,668	-5.6	1,891,060	1,966,525	-3.8	198,786	247,143	-19.6
Honeymoon/Get Married	85,964	96,543	-11.0	76,847	81,557	-5.8	9,117	14,985	-39.2
Honeymoon	74,608	83,765	-10.9	66,079	69,746	-5.3	8,529	14,019	-39.2
Get Married	15,455	16,942	-8.8	14,070	15,671	-10.2	1,384	1,271	8.9
Pleasure/Vacation	2,017,301	2,131,310	-5.3	1,826,066	1,898,119	-3.8	191,235	233,191	-18.0
Mtgs/Conventions/Incentive	100,120	105,090	-4.7	89,754	88,177	1.8	10,366	16,913	-38.7
Conventions	52,731	52,836	-0.2	48,085	47,121	2.0	4,646	5,714	-18.7
Corporate Meetings	25,022	23,355	7.1	22,939	21,218	8.1	2,083	2,137	-2.5
Incentive	27,133	33,223	-18.3	23,052	23,919	-3.6	4,081	9,304	-56.1
Other Business	53,316	54,950	-3.0	52,109	53,608	-2.8	1,207	1,342	-10.1
Visit Friends/Rel.	159,068	174,123	-8.6	150,645	163,691	-8.0	8,423	10,432	-19.3
Gov't/Military	8,145	8,222	-0.9	8,105	8,090	0.2	40	133	-69.9
Attend School	1,497	1,537	-2.6	1,302	1,402	-7.1	195	135	43.7
Sport Events	11,756	8,986	30.8	11,010	7,491	47.0	746	1,494	-50.0
Other	62,037	68,200	-9.0	57,191	62,819	-9.0	4,845	5,381	-10.0
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	27.3	29.1	-1.7	26.0	27.4	-1.4	40.8	42.8	-1.9
% Repeaters ***	72.7	70.9	1.7	74.0	72.6	1.4	59.2	57.2	1.9
Average # of Trips	6.00	5.64	6.5	6.23	5.92	5.3	3.72	3.35	10.9
Group Tour	64,970	75,626	-14.1	57,464	61,717	-6.9	7,506	13,908	-46.0
Non-Group	2,287,302	2,419,412	-5.5	2,080,021	2,161,756	-3.8	207,281	257,657	-19.6
Package Trip	344,233	368,987	-6.7	300,013	319,204	-6.0	44,220	49,783	-11.2
No Package	2,008,039	2,126,051	-5.6	1,837,471	1,904,269	-3.5	170,567	221,782	-23.1
Net True Independent	1,981,636	2,097,399	-5.5	1,813,210	1,878,906	-3.5	168,425	218,493	-22.9
Ave. Age of Party Head	47	47	0.2	47	47	-0.1	48	47	3.0
Ave. Party Size	2.32	2.32	-0.2	2.31	2.31	-0.2	2.46	2.45	0.7

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 60. Moloka'i Air Visitor Characteristics: 2024 vs. 2023

MOLOKA'I	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Total Visitor Days	171,356	181,192	-5.4	156,330	159,840	-2.2	15,026	21,352	-29.6
Total Visitors	29,910	33,224	-10.0	24,134	24,878	-3.0	5,776	8,346	-30.8
AVERAGE DAILY CENSUS	468	496	-5.7	427	438	-2.5	41	58	-29.8
TOTAL AIR SEATS									
ISLANDS VISITED									
O'ahu	17,628	20,355	-13.4	12,643	12,814	-1.3	4,985	7,541	-33.9
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	9,263	12,108	-23.5	6,383	6,623	-3.6	2,880	5,485	-47.5
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	29,910	33,224	-10.0	24,134	24,878	-3.0	5,776	8,346	-30.8
Maui	16,846	19,748	-14.7	12,895	13,175	-2.1	3,951	6,573	-39.9
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	29,910	33,224	-10.0	24,134	24,878	-3.0	5,776	8,346	-30.8
Moloka'i only *	5,274	5,387	-2.1	4,881	5,203	-6.2	392	184	113.3
Lāna'i *	6,356	9,479	-32.9	4,870	4,991	-2.4	1,486	4,488	-66.9
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	11,698	13,245	-11.7	7,840	8,286	-5.4	3,857	4,960	-22.2
Kona side	10,418	12,139	-14.2	7,105	7,354	-3.4	3,312	4,785	-30.8
Hilo side	8,978	10,722	-16.3	5,647	6,056	-6.8	3,330	4,665	-28.6
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	29,910	33,224	-10.0	24,134	24,878	-3.0	5,776	8,346	-30.8
NI only									
O'ahu & NI	17,628	20,355	-13.4	12,643	12,814	-1.3	4,985	7,541	-33.9
Any one island only	5,274	5,387	-2.1	4,881	5,203	-6.2	392	184	113.3
Multiple Islands	24,636	27,837	-11.5	19,252	19,675	-2.1	5,384	8,162	-34.0
Avg. Islands Visited	3.07	3.26	-5.8	2.85	2.84	0.2	3.97	4.48	-11.4
Average Length of Stay on Moloka'i	5.73	5.45	5.1	6.48	6.42	0.8	2.60	2.56	1.7
ACCOMMODATIONS									
Plan to stay in Hotel	15,246	15,201	0.3	11,137	10,895	2.2	4,109	4,306	-4.6
Hotel only	7,498	8,216	-8.7	5,987	5,533	8.2	1,510	2,684	-43.7
Plan to stay in Condo	6,307	8,731	-27.8	5,372	5,932	-9.4	935	2,799	-66.6
Condo only	3,836	5,929	-35.3	3,482	3,810	-8.6	354	2,119	-83.3
Plan to stay in Timeshare	1,653	1,589	4.0	1,469	1,397	5.2	183	193	-4.9
Timeshare only	989	797	24.0	899	713	26.1	89	84	6.1
Cruise Ship	4,207	3,854	9.1	2,522	2,793	-9.7	1,685	1,061	58.7
Friends/Relatives	5,860	5,809	0.9	5,169	5,274	-2.0	690	536	28.8
Bed & Breakfast	661	813	-18.7	602	763	-21.1	58	49	18.5
Rental House	4,021	4,194	-4.1	3,442	3,504	-1.8	579	690	-16.1
Hostel	798	686	16.4	446	513	-13.1	352	172	104.1
Camp Site, Beach	400	1,081	-63.0	369	530	-30.3	31	551	-94.4
Private Room in Private Home**	695	927	-25.1	519	657	-20.9	176	271	-35.1
Shared Room/Space in Private Home**	268	258	4.0	241	220	9.2	27	37	-26.6
Other	951	1,308	-27.3	909	976	-6.8	42	332	-87.3

Table 60. Moloka'i Air Visitor Characteristics: 2024 vs. 2023 (continued)

MOLOKA'I	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	23,562	26,912	-12.4	18,549	19,185	-3.3	5,013	7,727	-35.1
Honeymoon/Get Married	1,351	1,253	7.8	907	1,055	-14.0	444	198	124.2
Honeymoon	1,220	1,050	16.2	777	852	-8.9	444	198	124.2
Get Married	217	308	-29.4	217	308	-29.4	0	0	NA
Pleasure/Vacation	22,468	25,957	-13.4	17,899	18,428	-2.9	4,569	7,529	-39.3
Mtgs/Conventions/Incentive	1,125	856	31.4	752	777	-3.2	374	80	368.3
Conventions	794	374	112.5	420	359	17.2	374	15	2384.8
Corporate Meetings	207	246	-15.8	207	246	-15.8	0	0	NA
Incentive	198	290	-31.7	191	225	-15.2	7	65	-89.3
Other Business	1,266	1,271	-0.3	1,264	1,262	0.1	3	9	-70.0
Visit Friends/Rel.	4,643	4,853	-4.3	4,111	4,415	-6.9	533	438	21.8
Gov't/Military	360	327	10.3	360	327	10.3	0	0	NA
Attend School	160	225	-29.0	132	87	51.5	27	138	-80.1
Sport Events	450	717	-37.2	402	310	29.9	48	407	-88.3
Other	1,455	1,918	-24.2	1,361	1,597	-14.8	94	321	-70.7
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	37.1	40.2	-3.1	32.2	32.7	-0.5	57.5	62.5	-5.1
% Repeaters ***	62.9	59.8	3.1	67.8	67.3	0.5	42.5	37.5	5.1
Average # of Trips	5.85	5.34	9.6	6.38	6.12	4.2	3.66	3.01	21.6
Group Tour	2,135	1,739	22.8	1,301	1,370	-5.0	834	369	125.9
Non-Group	27,774	31,485	-11.8	22,832	23,509	-2.9	4,942	7,976	-38.0
Package Trip	5,932	5,655	4.9	3,713	3,625	2.4	2,218	2,030	9.3
No Package	23,978	27,569	-13.0	20,420	21,253	-3.9	3,558	6,316	-43.7
Net True Independent	23,378	26,771	-12.7	19,831	20,633	-3.9	3,547	6,139	-42.2
Ave. Age of Party Head	51	49	2.2	50	49	1.9	53	51	3.6
Ave. Party Size	2.05	2.07	-0.6	1.95	1.97	-0.8	2.62	2.43	7.9

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 61. Lānaʻi Air Visitor Characteristics: 2024 vs. 2023

LĀNAʻI	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Total Visitor Days	174,913	192,903	-9.3	163,389	171,480	-4.7	11,524	21,423	-46.2
Total Visitors	45,444	53,870	-15.6	38,610	40,958	-5.7	6,835	12,912	-47.1
AVERAGE DAILY CENSUS	478	529	-9.6	446	470	-5.0	31	59	-46.4
TOTAL AIR SEATS									
ISLANDS VISITED									
Oʻahu	21,433	26,376	-18.7	15,376	15,477	-0.7	6,057	10,900	-44.4
Oʻahu only	0	0	NA	0	0	NA	0	0	NA
Kauaʻi	12,135	17,979	-32.5	9,500	9,920	-4.2	2,635	8,059	-67.3
Kauaʻi only	0	0	NA	0	0	NA	0	0	NA
Maui County	45,444	53,870	-15.6	38,610	40,958	-5.7	6,835	12,912	-47.1
Maui	22,175	30,626	-27.6	18,659	21,991	-15.2	3,516	8,634	-59.3
Maui only	0	0	NA	0	0	NA	0	0	NA
Molokaʻi *	6,356	9,479	-32.9	4,870	4,991	-2.4	1,486	4,488	-66.9
Molokaʻi only*	0	0	NA	0	0	NA	0	0	NA
Lānaʻi *	45,444	53,870	-15.6	38,610	40,958	-5.7	6,835	12,912	-47.1
Lānaʻi only*	9,634	9,489	1.5	9,449	9,114	3.7	185	375	-50.6
Hawaiʻi Island	13,109	16,707	-21.5	9,996	10,229	-2.3	3,113	6,477	-51.9
Kona side	12,162	15,568	-21.9	9,222	9,318	-1.0	2,940	6,250	-53.0
Hilo side	8,858	12,627	-29.8	6,247	6,590	-5.2	2,611	6,037	-56.7
Hawaiʻi Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	45,444	53,870	-15.6	38,610	40,958	-5.7	6,835	12,912	-47.1
NI only									
Oʻahu & NI	21,433	26,376	-18.7	15,376	15,477	-0.7	6,057	10,900	-44.4
Any one island only	9,634	9,489	1.5	9,449	9,114	3.7	185	375	-50.6
Multiple Islands	35,810	44,381	-19.3	29,161	31,844	-8.4	6,649	12,537	-47.0
Avg. Islands Visited	2.65	2.88	-7.7	2.51	2.53	-0.6	3.46	3.99	-13.2
Average Length of Stay on Lānaʻi	3.85	3.58	7.5	4.23	4.19	1.1	1.69	1.66	1.6
ACCOMMODATIONS									
Plan to stay in Hotel	29,571	33,103	-10.7	23,849	24,875	-4.1	5,723	8,228	-30.4
Hotel only	22,679	24,781	-8.5	18,629	19,039	-2.2	4,050	5,742	-29.5
Plan to stay in Condo	5,481	9,704	-43.5	4,870	6,496	-25.0	611	3,208	-80.9
Condo only	3,950	7,127	-44.6	3,547	4,759	-25.5	403	2,368	-83.0
Plan to stay in Timeshare	3,174	3,180	-0.2	2,895	2,822	2.6	279	358	-22.0
Timeshare only	2,167	2,415	-10.3	2,101	2,101	0.0	65	314	-79.1
Cruise Ship	3,912	5,080	-23.0	2,754	3,409	-19.2	1,157	1,671	-30.7
Friends/Relatives	4,969	4,868	2.1	4,652	4,360	6.7	318	509	-37.5
Bed & Breakfast	682	675	1.0	469	441	6.4	213	234	-9.1
Rental House	4,308	5,037	-14.5	4,063	4,079	-0.4	245	958	-74.5
Hostel	392	610	-35.7	384	414	-7.4	9	196	-95.5
Camp Site, Beach	295	1,076	-72.6	293	484	-39.4	2	593	-99.6
Private Room in Private Home**	630	739	-14.7	527	516	2.0	104	223	-53.5
Shared Room/Space in Private Home**	266	218	21.9	238	188	27.0	27	30	-9.6
Other	1,015	1,358	-25.2	975	982	-0.7	40	376	-89.3

Table 61. Lānaʻi Air Visitor Characteristics: 2024 vs. 2023 (continued)

LĀNAʻI	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	38,515	45,626	-15.6	32,338	34,072	-5.1	6,177	11,555	-46.5
Honeymoon/Get Married	2,244	2,911	-22.9	2,143	2,287	-6.3	102	624	-83.7
Honeymoon	1,895	2,607	-27.3	1,794	1,993	-10.0	102	614	-83.5
Get Married	500	481	4.1	500	448	11.8	0	33	-100.0
Pleasure/Vacation	36,610	43,167	-15.2	30,522	32,216	-5.3	6,088	10,952	-44.4
Mtgs/Conventions/Incentive	1,638	2,972	-44.9	1,555	2,170	-28.3	83	802	-89.7
Conventions	692	1,108	-37.5	661	556	18.8	31	552	-94.4
Corporate Meetings	574	707	-18.8	539	665	-18.9	35	42	-16.2
Incentive	470	1,285	-63.5	453	1,071	-57.7	17	215	-92.2
Other Business	1,929	1,880	2.6	1,881	1,833	2.6	48	46	4.0
Visit Friends/Rel.	4,311	4,112	4.8	3,789	3,625	4.5	521	487	7.1
Govt/Military	338	314	7.8	337	314	7.4	1	0	NA
Attend School	99	106	-6.4	83	106	-21.7	16	0	6268.6
Sport Events	294	235	25.0	233	212	9.8	61	23	166.0
Other	1,777	2,308	-23.0	1,642	1,800	-8.8	135	508	-73.4
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	34.7	40.9	-6.1	30.4	32.1	-1.7	59.4	68.7	-9.3
% Repeaters ***	65.3	59.1	6.1	69.6	67.9	1.7	40.6	31.3	9.3
Average # of Trips	5.39	4.61	16.9	5.84	5.31	9.8	2.89	2.38	21.5
Group Tour	1,971	2,431	-18.9	1,560	1,945	-19.8	411	486	-15.5
Non-Group	43,474	51,439	-15.5	37,050	39,013	-5.0	6,424	12,426	-48.3
Package Trip	7,393	10,326	-28.4	5,668	6,582	-13.9	1,725	3,744	-53.9
No Package	38,052	43,544	-12.6	32,942	34,376	-4.2	5,110	9,168	-44.3
Net True Independent	37,390	42,623	-12.3	32,291	33,658	-4.1	5,099	8,965	-43.1
Ave. Age of Party Head	48	48	-0.3	47	47	0.2	51	51	0.4
Ave. Party Size	2.16	2.20	-1.8	2.06	2.08	-0.9	2.99	2.71	10.6

* Sample sizes for Molokaʻi and Lānaʻi are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 62. Kaua'i Air Visitor Characteristics: 2024 vs. 2023

KAUA'I	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Total Visitor Days	10,377,258	10,585,553	-2.0	9,977,705	10,116,302	-1.4	399,553	469,251	-14.9
Total Visitors	1,393,101	1,418,688	-1.8	1,315,587	1,333,743	-1.4	77,514	84,945	-8.7
AVERAGE DAILY CENSUS	28,353	29,002	-2.2	27,261	27,716	-1.6	1,092	1,286	-15.1
TOTAL AIR SEATS	990,225	978,949	1.2	977,523	960,331	1.8	12,702	18,618	-31.8
ISLANDS VISITED									
O'ahu	405,440	408,193	-0.7	346,383	347,641	-0.4	59,057	60,552	-2.5
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	1,393,101	1,418,688	-1.8	1,315,587	1,333,743	-1.4	77,514	84,945	-8.7
Kaua'i only	848,271	856,794	-1.0	835,855	841,984	-0.7	12,416	14,809	-16.2
Maui County	270,638	278,616	-2.9	236,307	240,187	-1.6	34,331	38,429	-10.7
Maui	266,192	272,074	-2.2	232,263	235,791	-1.5	33,930	36,283	-6.5
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	9,263	12,108	-23.5	6,383	6,623	-3.6	2,880	5,485	-47.5
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	12,135	17,979	-32.5	9,500	9,920	-4.2	2,635	8,059	-67.3
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	237,927	243,135	-2.1	207,705	212,502	-2.3	30,222	30,633	-1.3
Kona side	209,055	214,483	-2.5	182,806	186,871	-2.2	26,248	27,611	-4.9
Hilo side	153,394	152,504	0.6	130,501	129,668	0.6	22,893	22,835	0.3
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	1,393,101	1,418,688	-1.8	1,315,587	1,333,743	-1.4	77,514	84,945	-8.7
NI only	405,440	408,193	-0.7	346,383	347,641	-0.4	59,057	60,552	-2.5
O'ahu & NI	848,271	856,794	-1.0	835,855	841,984	-0.7	12,416	14,809	-16.2
Any one island only	544,830	561,894	-3.0	479,732	491,759	-2.4	65,098	70,135	-7.2
Multiple Islands	1.67	1.67	-0.2	1.61	1.61	0.0	2.66	2.66	0.0
Avg. Islands Visited	7.45	7.46	-0.2	7.58	7.58	0.0	5.15	5.52	-6.7
Average Length of Stay on Kaua'i									
ACCOMMODATIONS									
Plan to stay in Hotel	683,950	690,293	-0.9	632,974	637,433	-0.7	50,976	52,860	-3.6
Hotel only	464,669	469,751	-1.1	436,938	440,294	-0.8	27,731	29,456	-5.9
Plan to stay in Condo	238,755	257,087	-7.1	226,474	240,099	-5.7	12,281	16,988	-27.7
Condo only	173,580	185,263	-6.3	167,894	176,272	-4.8	5,686	8,991	-36.8
Plan to stay in Timeshare	209,198	209,163	0.0	200,302	200,966	-0.3	8,896	8,197	8.5
Timeshare only	163,036	162,903	0.1	158,451	157,481	0.6	4,585	5,423	-15.4
Cruise Ship	103,915	98,387	5.6	93,586	88,734	5.5	10,329	9,654	7.0
Friends/Relatives	106,618	110,126	-3.2	102,349	106,020	-3.5	4,268	4,107	3.9
Bed & Breakfast	16,631	19,478	-14.6	15,273	16,563	-7.8	1,357	2,915	-53.4
Rental House	252,945	254,186	-0.5	241,147	241,701	-0.2	11,798	12,485	-5.5
Hostel	10,751	10,376	3.6	7,462	8,336	-10.5	3,290	2,040	61.2
Camp Site, Beach	15,382	21,716	-29.2	13,739	17,485	-21.4	1,642	4,232	-61.2
Private Room in Private Home**	17,318	16,986	2.0	13,848	14,643	-5.4	3,470	2,343	48.1
Shared Room/Space in Private Home**	4,828	5,564	-13.2	4,581	4,912	-6.7	246	652	-62.2
Other	28,326	27,571	2.7	27,560	26,669	3.3	766	902	-15.1

Table 62. Kaua'i Air Visitor Characteristics: 2024 vs. 2023 (continued)

KAUA'I	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	1,261,874	1,285,507	-1.8	1,188,731	1,206,618	-1.5	73,144	78,888	-7.3
Honeymoon/Get Married	57,814	64,010	-9.7	54,686	59,066	-7.4	3,128	4,944	-36.7
Honeymoon	50,380	56,602	-11.0	47,470	51,902	-8.5	2,910	4,700	-38.1
Get Married	10,672	10,594	0.7	9,920	10,217	-2.9	752	377	99.5
Pleasure/Vacation	1,211,893	1,230,653	-1.5	1,141,632	1,156,358	-1.3	70,261	74,295	-5.4
Mtgs/Conventions/Incentive	40,931	44,877	-8.8	38,530	41,395	-6.9	2,402	3,482	-31.0
Conventions	27,355	28,848	-5.2	26,553	26,231	1.2	802	2,617	-69.3
Corporate Meetings	7,384	8,516	-13.3	7,352	8,166	-10.0	32	350	-90.8
Incentive	7,526	9,089	-17.2	5,948	8,544	-30.4	1,579	545	189.6
Other Business	25,113	26,957	-6.8	24,919	26,497	-6.0	193	460	-58.0
Visit Friends/Rel.	95,993	97,360	-1.4	91,657	93,860	-2.3	4,336	3,500	23.9
Govt/Military	6,177	5,552	11.3	6,075	5,464	11.2	101	87	15.8
Attend School	1,121	1,121	0.0	1,050	1,100	-4.5	70	20	247.0
Sport Events	5,737	5,024	14.2	5,297	4,794	10.5	439	230	90.8
Other	37,260	36,803	1.2	36,046	34,635	4.1	1,214	2,168	-44.0
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	26.0	27.2	-1.2	24.6	25.9	-1.2	49.2	48.9	0.3
% Repeaters ***	74.0	72.8	1.2	75.4	74.1	1.2	50.8	51.1	-0.3
Average # of Trips	5.79	5.63	2.8	5.95	5.80	2.6	3.13	3.02	3.8
Group Tour	38,364	41,243	-7.0	33,458	37,668	-11.2	4,906	3,574	37.3
Non-Group	1,354,738	1,377,445	-1.6	1,282,130	1,296,075	-1.1	72,608	81,370	-10.8
Package Trip	183,159	204,242	-10.3	164,642	185,024	-11.0	18,517	19,218	-3.6
No Package	1,209,942	1,214,446	-0.4	1,150,945	1,148,719	0.2	58,997	65,727	-10.2
Net True Independent	1,194,667	1,199,145	-0.4	1,136,584	1,134,282	0.2	58,082	64,864	-10.5
Ave. Age of Party Head	48	48	0.6	48	48	0.6	48	49	-0.9
Ave. Party Size	2.29	2.27	0.7	2.28	2.26	0.8	2.42	2.42	-0.3

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 63. Hawai'i Island Air Visitor Characteristics: 2024 vs. 2023

HAWAII ISLAND	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Total Visitor Days	13,446,847	14,017,863	-4.1	12,293,706	12,858,238	-4.4	1,153,141	1,159,625	-0.6
Total Visitors	1,735,380	1,779,063	-2.5	1,534,324	1,590,304	-3.5	201,056	188,759	6.5
AVERAGE DAILY CENSUS	36,740	38,405	-4.3	33,589	35,228	-4.7	3,151	3,177	-0.8
TOTAL AIR SEATS	1,329,496	1,391,344	-4.4	1,276,877	1,335,372	-4.4	52,619	55,972	-6.0
ISLANDS VISITED									
O'ahu	578,004	573,331	0.8	429,530	440,762	-2.5	148,474	132,569	12.0
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	237,927	243,135	-2.1	207,705	212,502	-2.3	30,222	30,633	-1.3
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	295,367	310,394	-4.8	252,748	264,726	-4.5	42,619	45,668	-6.7
Maui	289,946	305,083	-5.0	248,247	260,109	-4.6	41,699	44,974	-7.3
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	11,698	13,245	-11.7	7,840	8,286	-5.4	3,857	4,960	-22.2
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	13,109	16,707	-21.5	9,996	10,229	-2.3	3,113	6,477	-51.9
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	1,735,380	1,779,063	-2.5	1,534,324	1,590,304	-3.5	201,056	188,759	6.5
Kona side	1,526,167	1,567,646	-2.6	1,357,211	1,404,964	-3.4	168,956	162,682	3.9
Hilo side	570,761	582,704	-2.0	484,407	502,193	-3.5	86,353	80,511	7.3
Hawai'i Island only	1,021,804	1,055,418	-3.2	975,549	1,008,019	-3.2	46,255	47,399	-2.4
Any Neighbor Island	1,735,380	1,779,063	-2.5	1,534,324	1,590,304	-3.5	201,056	188,759	6.5
NI only									
O'ahu & NI	578,004	573,331	0.8	429,530	440,762	-2.5	148,474	132,569	12.0
Any one island only	1,021,804	1,055,418	-3.2	975,549	1,008,019	-3.2	46,255	47,399	-2.4
Multiple Islands	713,576	723,645	-1.4	558,775	582,285	-4.0	154,801	141,360	9.5
Avg. Islands Visited	1.65	1.65	0.3	1.59	1.59	0.2	2.13	2.16	-1.5
Average Length of Stay on Hawai'i Island	7.75	7.88	-1.7	8.01	8.09	-0.9	5.74	6.14	-6.6
ACCOMMODATIONS									
Plan to stay in Hotel	881,843	891,821	-1.1	744,044	770,548	-3.4	137,799	121,273	13.6
Hotel only	607,700	611,538	-0.6	515,858	532,890	-3.2	91,841	78,648	16.8
Plan to stay in Condo	255,205	274,898	-7.2	220,412	236,799	-6.9	34,792	38,099	-8.7
Condo only	175,514	188,517	-6.9	157,939	166,869	-5.4	17,575	21,647	-18.8
Plan to stay in Timeshare	170,181	174,095	-2.2	151,121	155,208	-2.6	19,060	18,887	0.9
Timeshare only	127,567	131,339	-2.9	114,629	117,001	-2.0	12,938	14,338	-9.8
Cruise Ship	110,972	106,521	4.2	100,107	96,295	4.0	10,865	10,225	6.3
Friends/Relatives	215,705	226,896	-4.9	204,319	217,654	-6.1	11,386	9,241	23.2
Bed & Breakfast	37,117	41,036	-9.6	32,868	34,852	-5.7	4,249	6,184	-31.3
Rental House	326,816	330,594	-1.1	298,249	306,353	-2.6	28,567	24,241	17.8
Hostel	15,469	17,628	-12.2	12,463	14,543	-14.3	3,005	3,086	-2.6
Camp Site, Beach	14,418	17,616	-18.2	12,389	14,735	-15.9	2,029	2,881	-29.6
Private Room in Private Home**	34,790	38,614	-9.9	27,943	30,613	-8.7	6,847	8,001	-14.4
Shared Room/Space in Private Home**	10,705	11,669	-8.3	9,136	9,739	-6.2	1,569	1,930	-18.7
Other	44,981	45,347	-0.8	42,440	43,437	-2.3	2,541	1,910	33.0

Table 63. Hawai'i Island Air Visitor Characteristics: 2024 vs. 2023 (continued)

HAWAII ISLAND	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	1,482,193	1,517,185	-2.3	1,299,318	1,345,392	-3.4	182,875	171,793	6.5
Honeymoon/Get Married	59,102	65,678	-10.0	44,326	50,520	-12.3	14,776	15,158	-2.5
Honeymoon	51,763	57,891	-10.6	37,631	43,059	-12.6	14,131	14,832	-4.7
Get Married	10,535	10,782	-2.3	8,810	9,943	-11.4	1,725	839	105.7
Pleasure/Vacation	1,431,817	1,461,794	-2.1	1,262,897	1,304,189	-3.2	168,920	157,604	7.2
Mtgs/Conventions/Incentive	66,766	76,952	-13.2	58,838	65,920	-10.7	7,928	11,032	-28.1
Conventions	40,939	47,360	-13.6	36,072	41,670	-13.4	4,867	5,690	-14.5
Corporate Meetings	14,330	14,385	-0.4	13,682	13,383	2.2	648	1,002	-35.3
Incentive	13,475	17,400	-22.6	10,900	12,958	-15.9	2,574	4,443	-42.1
Other Business	45,749	48,228	-5.1	44,376	47,351	-6.3	1,373	877	56.5
Visit Friends/Rel.	184,577	194,649	-5.2	174,837	185,946	-6.0	9,739	8,704	11.9
Govt/Military	6,643	6,576	1.0	6,252	6,459	-3.2	391	117	233.8
Attend School	4,403	4,688	-6.1	3,560	4,243	-16.1	843	445	89.4
Sport Events	22,350	19,322	15.7	19,959	17,106	16.7	2,391	2,215	7.9
Other	53,353	53,397	-0.1	48,950	48,455	1.0	4,403	4,943	-10.9
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	30.1	30.9	-0.8	27.7	28.9	-1.2	47.8	47.1	0.8
% Repeaters ***	69.9	69.1	0.8	72.3	71.1	1.2	52.2	52.9	-0.8
Average # of Trips	5.73	5.59	2.5	5.99	5.83	2.9	3.67	3.56	3.1
Group Tour	61,700	67,875	-9.1	50,458	56,097	-10.1	11,242	11,777	-4.5
Non-Group	1,673,680	1,711,188	-2.2	1,483,866	1,534,206	-3.3	189,814	176,982	7.3
Package Trip	244,946	254,148	-3.6	196,038	216,205	-9.3	48,908	37,943	28.9
No Package	1,490,434	1,524,915	-2.3	1,338,285	1,374,099	-2.6	152,149	150,816	0.9
Net True Independent	1,465,226	1,498,454	-2.2	1,316,423	1,351,424	-2.6	148,803	147,030	1.2
Ave. Age of Party Head	48	48	0.5	48	48	0.8	47	47	-0.8
Ave. Party Size	2.22	2.20	0.8	2.19	2.17	0.6	2.52	2.48	1.8

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 64. Hilo Air Visitor Characteristics: 2024 vs. 2023

HILO	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Total Visitor Days	2,472,045	2,584,686	-4.4	2,249,946	2,378,023	-5.4	222,100	206,663	7.5
Total Visitors	570,761	582,704	-2.0	484,407	502,193	-3.5	86,353	80,511	7.3
AVERAGE DAILY CENSUS	6,754	7,081	-4.6	6,147	6,515	-5.6	607	566	7.2
TOTAL AIR SEATS	0	1,162	-100.0	0	1,162	-100.0	0	0	NA
ISLANDS VISITED									
O'ahu	293,345	290,232	1.1	216,554	219,315	-1.3	76,791	70,917	8.3
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	153,394	152,504	0.6	130,501	129,668	0.6	22,893	22,835	0.3
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	174,575	175,994	-0.8	145,990	145,627	0.2	28,585	30,367	-5.9
Maui	172,719	173,657	-0.5	144,658	143,900	0.5	28,061	29,757	-5.7
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	8,978	10,722	-16.3	5,647	6,056	-6.8	3,330	4,665	-28.6
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	8,858	12,627	-29.8	6,247	6,590	-5.2	2,611	6,037	-56.7
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	570,761	582,704	-2.0	484,407	502,193	-3.5	86,353	80,511	7.3
Kona side	361,547	371,286	-2.6	307,295	316,852	-3.0	54,252	54,434	-0.3
Hilo side	570,761	582,704	-2.0	484,407	502,193	-3.5	86,353	80,511	7.3
Hawai'i Island only	237,580	247,683	-4.1	229,992	240,273	-4.3	7,588	7,410	2.4
Any Neighbor Island	570,761	582,704	-2.0	484,407	502,193	-3.5	86,353	80,511	7.3
NI only									
O'ahu & NI	293,345	290,232	1.1	216,554	219,315	-1.3	76,791	70,917	8.3
Any one island only	237,580	247,683	-4.1	229,992	240,273	-4.3	7,588	7,410	2.4
Multiple Islands	333,181	335,021	-0.5	254,415	261,920	-2.9	78,766	73,101	7.7
Avg. Islands Visited	2.12	2.10	0.9	2.04	2.01	1.6	2.55	2.67	-4.5
Average Length of Stay in Hilo	4.33	4.44	-2.4	4.64	4.74	-1.9	2.57	2.57	0.2
ACCOMMODATIONS									
Plan to stay in Hotel	322,699	319,814	0.9	255,226	261,263	-2.3	67,473	58,551	15.2
Hotel only	161,676	162,980	-0.8	124,018	130,296	-4.8	37,658	32,683	15.2
Plan to stay in Condo	59,337	64,687	-8.3	48,758	52,441	-7.0	10,579	12,247	-13.6
Condo only	27,956	30,762	-9.1	24,297	25,400	-4.3	3,660	5,361	-31.7
Plan to stay in Timeshare	31,746	31,560	0.6	27,565	27,388	0.6	4,181	4,172	0.2
Timeshare only	18,447	18,550	-0.6	16,514	16,322	1.2	1,933	2,228	-13.2
Cruise Ship	101,528	97,221	4.4	91,185	87,688	4.0	10,344	9,534	8.5
Friends/Relatives	84,434	89,507	-5.7	79,745	84,977	-6.2	4,689	4,530	3.5
Bed & Breakfast	20,210	21,821	-7.4	17,444	18,469	-5.6	2,766	3,352	-17.5
Rental House	117,521	117,913	-0.3	101,021	105,732	-4.5	16,500	12,181	35.5
Hostel	8,135	9,301	-12.5	6,035	7,145	-15.5	2,101	2,156	-2.6
Camp Site, Beach	7,880	9,853	-20.0	6,453	7,597	-15.1	1,427	2,257	-36.8
Private Room in Private Home**	14,478	17,239	-16.0	10,459	12,112	-13.6	4,019	5,128	-21.6
Shared Room/Space in Private Home**	4,295	5,468	-21.5	3,637	3,944	-7.8	658	1,524	-56.8
Other	16,563	17,350	-4.5	15,596	16,687	-6.5	966	663	45.8

Table 64. Hilo Air Visitor Characteristics: 2024 vs. 2023 (continued)

HILO	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	480,568	491,649	-2.3	401,228	417,419	-3.9	79,341	74,230	6.9
Honeymoon/Get Married	21,702	24,066	-9.8	16,052	18,439	-12.9	5,650	5,627	0.4
Honeymoon	19,523	21,901	-10.9	14,034	16,324	-14.0	5,489	5,577	-1.6
Get Married	3,678	3,364	9.3	2,803	3,070	-8.7	876	294	197.9
Pleasure/Vacation	462,336	471,836	-2.0	388,314	402,889	-3.6	74,022	68,947	7.4
Mtgs/Conventions/Incentive	15,667	17,350	-9.7	12,694	13,828	-8.2	2,973	3,522	-15.6
Conventions	10,119	10,930	-7.4	8,252	9,009	-8.4	1,867	1,921	-2.8
Corporate Meetings	2,966	3,152	-5.9	2,870	2,824	1.6	96	327	-70.6
Incentive	3,005	3,643	-17.5	1,985	2,340	-15.2	1,020	1,303	-21.7
Other Business	16,086	17,183	-6.4	15,455	16,920	-8.7	631	263	139.8
Visit Friends/Rel.	76,549	80,883	-5.4	72,377	76,368	-5.2	4,172	4,515	-7.6
Govt/Military	3,491	3,197	9.2	3,141	3,150	-0.3	350	48	634.5
Attend School	1,569	1,727	-9.2	1,309	1,568	-16.5	259	159	63.0
Sport Events	7,208	5,136	40.4	6,185	4,237	46.0	1,023	899	13.8
Other	20,487	20,076	2.0	18,721	18,469	1.4	1,766	1,607	9.8
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	39.5	40.0	-0.4	35.9	36.9	-0.9	59.8	59.4	0.4
% Repeaters ***	60.5	60.0	0.4	64.1	63.1	0.9	40.2	40.6	-0.4
Average # of Trips	4.50	4.44	1.3	4.83	4.71	2.6	2.65	2.77	-4.1
Group Tour	31,794	32,795	-3.1	25,334	27,470	-7.8	6,460	5,324	21.3
Non-Group	538,967	549,909	-2.0	459,073	474,723	-3.3	79,893	75,186	6.3
Package Trip	106,067	107,760	-1.6	79,895	88,977	-10.2	26,172	18,782	39.3
No Package	464,694	474,944	-2.2	404,512	413,215	-2.1	60,182	61,729	-2.5
Net True Independent	453,708	463,505	-2.1	394,836	403,641	-2.2	58,872	59,864	-1.7
Ave. Age of Party Head	48	48	0.6	48	48	1.1	46	47	-1.5
Ave. Party Size	2.24	2.23	0.7	2.21	2.20	0.5	2.51	2.49	0.9

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 65. Kona Air Visitor Characteristics: 2024 vs. 2023

KONA	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
Total Visitor Days	10,974,801	11,433,177	-4.0	10,043,761	10,480,215	-4.2	931,041	952,962	-2.3
Total Visitors	1,526,167	1,567,646	-2.6	1,357,211	1,404,964	-3.4	168,956	162,682	3.9
AVERAGE DAILY CENSUS	29,986	31,324	-4.3	27,442	28,713	-4.4	2,544	2,611	-2.6
TOTAL AIR SEATS	1,329,496	1,390,182	-4.4	1,276,877	1,334,210	-4.3	52,619	55,972	-6.0
ISLANDS VISITED									
O'ahu	471,397	468,930	0.5	351,818	358,963	-2.0	119,579	109,967	8.7
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	209,055	214,483	-2.5	182,806	186,871	-2.2	26,248	27,611	-4.9
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	255,773	269,897	-5.2	219,909	229,225	-4.1	35,864	40,672	-11.8
Maui	250,921	265,374	-5.4	215,912	225,341	-4.2	35,010	40,033	-12.5
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	10,418	12,139	-14.2	7,105	7,354	-3.4	3,312	4,785	-30.8
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	12,162	15,568	-21.9	9,222	9,318	-1.0	2,940	6,250	-53.0
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	1,526,167	1,567,646	-2.6	1,357,211	1,404,964	-3.4	168,956	162,682	3.9
Kona side	1,526,167	1,567,646	-2.6	1,357,211	1,404,964	-3.4	168,956	162,682	3.9
Hilo side	361,547	371,286	-2.6	307,295	316,852	-3.0	54,252	54,434	-0.3
Hawai'i Island only	937,056	968,913	-3.3	893,436	924,240	-3.3	43,620	44,673	-2.4
Any Neighbor Island	1,526,167	1,567,646	-2.6	1,357,211	1,404,964	-3.4	168,956	162,682	3.9
NI only									
O'ahu & NI	471,397	468,930	0.5	351,818	358,963	-2.0	119,579	109,967	8.7
Any one island only	937,056	968,913	-3.3	893,436	924,240	-3.3	43,620	44,673	-2.4
Multiple Islands	589,111	598,733	-1.6	463,776	480,724	-3.5	125,335	118,009	6.2
Avg. Islands Visited	1.63	1.62	0.1	1.57	1.56	0.3	2.11	2.16	-2.4
Average Length of Stay in Kona	7.19	7.29	-1.4	7.40	7.46	-0.8	5.51	5.86	-5.9
ACCOMMODATIONS									
Plan to stay in Hotel	770,482	782,387	-1.5	657,805	680,399	-3.3	112,676	101,988	10.5
Hotel only	530,859	533,870	-0.6	457,783	470,478	-2.7	73,077	63,392	15.3
Plan to stay in Condo	238,330	257,769	-7.5	206,490	222,318	-7.1	31,840	35,451	-10.2
Condo only	166,291	179,101	-7.2	150,462	159,186	-5.5	15,830	19,914	-20.5
Plan to stay in Timeshare	161,086	164,478	-2.1	143,378	147,216	-2.6	17,709	17,262	2.6
Timeshare only	122,092	125,348	-2.6	109,873	112,024	-1.9	12,219	13,324	-8.3
Cruise Ship	101,657	99,024	2.7	92,248	89,316	3.3	9,410	9,708	-3.1
Friends/Relatives	169,289	177,251	-4.5	159,379	170,432	-6.5	9,910	6,819	45.3
Bed & Breakfast	31,304	35,297	-11.3	27,742	29,546	-6.1	3,562	5,751	-38.1
Rental House	287,217	291,725	-1.5	263,226	270,048	-2.5	23,991	21,676	10.7
Hostel	12,480	14,451	-13.6	10,037	11,888	-15.6	2,443	2,564	-4.7
Camp Site, Beach	12,160	15,046	-19.2	10,454	12,336	-15.3	1,705	2,710	-37.1
Private Room in Private Home**	30,201	33,031	-8.6	23,979	26,158	-8.3	6,222	6,874	-9.5
Shared Room/Space in Private Home**	9,068	9,577	-5.3	7,634	8,151	-6.3	1,434	1,426	0.6
Other	38,166	38,165	0.0	35,822	36,469	-1.8	2,345	1,696	38.2

Table 65. Kona Air Visitor Characteristics: 2024 vs. 2023 (continued)

KONA	TOTAL			ON DOMESTIC FLIGHTS			ON INTERNATIONAL FLIGHTS		
	2024	2023	% CHANGE	2024	2023	% CHANGE	2024	2023	% CHANGE
PURPOSE OF TRIP									
Pleasure (Net)	1,326,122	1,359,143	-2.4	1,172,069	1,210,499	-3.2	154,054	148,644	3.6
Honeymoon/Get Married	51,794	57,378	-9.7	39,321	44,442	-11.5	12,473	12,936	-3.6
Honeymoon	45,254	50,413	-10.2	33,395	37,803	-11.7	11,859	12,610	-6.0
Get Married	8,928	9,566	-6.7	7,786	8,809	-11.6	1,142	758	50.7
Pleasure/Vacation	1,282,047	1,310,693	-2.2	1,139,706	1,174,216	-2.9	142,341	136,477	4.3
Mtgs/Conventions/Incentive	59,341	69,688	-14.8	52,889	60,040	-11.9	6,452	9,648	-33.1
Conventions	36,227	43,052	-15.9	32,269	37,935	-14.9	3,958	5,117	-22.6
Corporate Meetings	12,763	12,814	-0.4	12,187	11,986	1.7	576	828	-30.5
Incentive	12,199	15,858	-23.1	10,120	12,066	-16.1	2,079	3,793	-45.2
Other Business	36,765	38,651	-4.9	35,476	37,996	-6.6	1,289	655	96.9
Visit Friends/Rel.	143,024	150,884	-5.2	134,973	144,026	-6.3	8,052	6,858	17.4
Govt/Military	4,324	4,555	-5.1	4,283	4,470	-4.2	41	85	-51.6
Attend School	3,562	3,701	-3.7	2,880	3,337	-13.7	682	364	87.3
Sport Events	17,937	16,261	10.3	16,060	14,497	10.8	1,877	1,764	6.4
Other	44,331	44,202	0.3	40,691	40,110	1.4	3,640	4,092	-11.0
VISIT STATUS/TRAVEL METHOD									
% First Timers ***	29.5	30.3	-0.8	27.3	28.4	-1.1	46.7	46.1	0.6
% Repeaters ***	70.5	69.7	0.8	72.7	71.6	1.1	53.3	53.9	-0.6
Average # of Trips	5.77	5.62	2.7	6.01	5.85	2.8	3.79	3.59	5.5
Group Tour	52,809	58,477	-9.7	44,261	49,523	-10.6	8,548	8,953	-4.5
Non-Group	1,473,358	1,509,169	-2.4	1,312,950	1,355,440	-3.1	160,408	153,728	4.3
Package Trip	211,929	224,362	-5.5	175,296	193,908	-9.6	36,634	30,454	20.3
No Package	1,314,238	1,343,284	-2.2	1,181,916	1,211,056	-2.4	132,322	132,228	0.1
Net True Independent	1,292,499	1,320,535	-2.1	1,162,958	1,191,254	-2.4	129,541	129,281	0.2
Ave. Age of Party Head	48	48	0.5	48	48	0.7	46	47	-0.9
Ave. Party Size	2.18	2.16	1.0	2.12	2.11	0.5	2.60	2.53	2.6

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

*** Change represents absolute change in rates rather than percentage change in rate.

Table 66. 2024 Air Visitor Days by Island and MMA

2024	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA						OCEANIA MMA		
	US WEST	US WEST	US EAST	US EAST	JAPAN	JAPAN	CANADA	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA
TOTAL																	
Oahu	17,575,567	10,555,174	10,555,174	10,555,174	4,107,219	4,107,219	1,998,363	1,998,363	204,729	148,659	276,702	60,056	85,891	776,037	1,221,437	300,623	1,522,060
Maui	10,467,544	5,337,390	5,337,390	5,337,390	54,085	54,085	1,737,091	1,737,091	56,748	28,727	102,544	27,796	44,807	260,622	67,964	17,776	85,739
Moloka'i	91,874	51,755	51,755	51,755	1,122	1,122	11,218	11,218	415	320	1,358	402	930	3,425	1,848	359	2,207
Lāna'i	88,698	62,594	62,594	62,594	1,236	1,236	5,581	5,581	684	227	460	236	283	1,889	2,269	313	2,581
Kaua'i	6,359,430	3,012,789	3,012,789	3,012,789	18,760	18,760	372,090	372,090	28,278	22,133	71,521	11,967	31,196	165,096	54,582	9,442	64,024
Hawai'i Island	7,378,522	3,893,732	3,893,732	3,893,732	203,270	203,270	761,831	761,831	58,753	39,726	116,972	16,954	47,460	279,865	82,291	25,308	107,599
...Hilo	1,207,776	822,816	822,816	822,816	30,163	30,163	102,147	102,147	12,260	10,885	33,674	4,939	12,192	73,951	26,001	6,902	32,903
...Kona	6,170,746	3,070,916	3,070,916	3,070,916	173,106	173,106	659,684	659,684	46,492	28,841	83,298	12,015	35,268	205,915	56,290	18,406	74,696
STATE	41,961,635	22,913,434	22,913,434	22,913,434	4,385,692	4,385,692	4,886,174	4,886,174	349,608	239,791	569,557	117,411	210,567	1,486,935	1,430,391	353,820	1,784,211
ON DOMESTIC FLIGHTS																	
Oahu	17,567,548	10,548,120	10,548,120	10,548,120	46,591	46,591	355,752	355,752	150,365	70,899	214,637	49,376	67,849	553,126	169,527	43,135	212,662
Maui	10,466,215	5,336,293	5,336,293	5,336,293	4,319	4,319	263,834	263,834	52,867	26,767	93,393	25,279	39,042	237,349	12,250	6,108	18,359
Moloka'i	91,854	51,723	51,723	51,723	132	132	2,517	2,517	415	320	1,299	83	930	3,047	111	10	121
Lāna'i	88,693	62,544	62,544	62,544	103	103	1,928	1,928	632	227	400	142	283	1,684	148	69	217
Kaua'i	6,359,069	3,012,063	3,012,063	3,012,063	2,915	2,915	147,981	147,981	25,798	16,360	64,729	11,161	26,456	144,504	6,949	3,366	10,315
Hawai'i Island	7,377,776	3,892,445	3,892,445	3,892,445	5,125	5,125	240,481	240,481	55,632	33,448	109,208	15,612	41,074	254,974	10,843	6,194	17,038
...Hilo	1,207,580	822,150	822,150	822,150	1,375	1,375	37,743	37,743	11,749	9,866	31,362	4,306	10,632	67,915	2,677	1,215	3,893
...Kona	6,170,196	3,070,295	3,070,295	3,070,295	3,750	3,750	202,739	202,739	43,883	23,582	77,846	11,306	30,442	187,059	8,166	4,979	13,145
STATE	41,951,155	22,903,188	22,903,188	22,903,188	59,185	59,185	1,012,493	1,012,493	285,709	148,020	483,667	101,632	175,635	1,194,684	199,829	58,883	258,712
ON INTERNATIONAL FLIGHTS																	
Oahu	8,018	7,054	7,054	7,054	4,060,628	4,060,628	1,642,612	1,642,612	54,364	77,760	62,065	10,680	18,041	222,911	1,051,910	257,488	1,309,398
Maui	1,330	1,097	1,097	1,097	49,765	49,765	1,473,257	1,473,257	3,881	1,960	9,151	2,516	5,765	23,273	55,713	11,667	67,381
Moloka'i	19	33	33	33	990	990	8,701	8,701	0	0	59	320	0	379	1,737	349	2,086
Lāna'i	5	50	50	50	1,133	1,133	3,653	3,653	51	0	59	94	0	204	2,121	244	2,365
Kaua'i	361	726	726	726	15,845	15,845	224,109	224,109	2,481	5,773	6,792	806	4,740	20,593	47,633	6,076	53,708
Hawai'i Island	747	1,287	1,287	1,287	198,145	198,145	521,349	521,349	3,121	6,278	7,764	1,342	6,386	24,891	71,447	19,114	90,562
...Hilo	196	666	666	666	28,788	28,788	64,404	64,404	511	1,019	2,312	633	1,560	6,035	23,324	5,687	29,010
...Kona	551	621	621	621	169,356	169,356	456,945	456,945	2,610	5,259	5,452	709	4,826	18,855	48,124	13,427	61,551
STATE	10,480	10,247	10,247	10,247	4,326,507	4,326,507	3,873,681	3,873,681	63,898	91,771	85,890	15,759	34,933	292,251	1,230,562	294,938	1,525,499

Table 66. 2024 Air Visitor Days by Island and MMA (continued)

2024	OTHER ASIA MMA							LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA		ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS
O'ahu	305,138	26,233	1,091,061	28,974	87,206	1,538,612		29,279	66,773	87,701	183,753	2,593,395	40,850,180
Maui	24,141	5,394	29,377	3,581	5,201	67,695		30,448	17,361	32,005	79,814	612,653	18,702,634
Molokai'i	385	311	1,073	45	0	1,815		303	245	158	706	7,234	171,356
Lāna'i	940	256	746	73	9	2,023		150	556	446	1,151	9,160	174,913
Kaua'i	10,246	4,023	12,702	2,202	2,196	31,368		3,421	6,081	11,538	21,040	332,661	10,377,258
Hawai'i Island	75,707	6,639	119,684	5,318	12,904	220,253		6,904	22,797	27,102	56,803	544,972	13,446,847
...Hilo	22,311	2,364	25,117	1,297	3,376	54,465		1,127	6,880	6,020	14,027	133,798	2,472,045
...Kona	53,396	4,275	94,567	4,021	9,528	165,788		5,777	15,916	21,082	42,776	411,174	10,974,801
STATE	416,557	42,856	1,254,644	40,193	107,515	1,861,765		70,505	113,813	158,950	343,267	4,100,074	83,723,188
ON DOMESTIC FLIGHTS													
O'ahu	67,798	12,268	37,908	5,543	9,844	133,360		25,764	57,668	74,909	158,342	1,173,350	30,748,852
Maui	11,137	4,196	4,450	2,308	1,520	23,611		29,743	16,098	30,227	76,068	490,113	16,916,160
Molokai'i	226	311	50	7	0	594		103	245	158	506	5835	156,330
Lāna'i	510	151	32	35	9	737		150	556	426	1,131	6,353	163,389
Kaua'i	4,792	3,650	1,833	643	680	11,598		3,421	5,815	11,427	20,663	268,598	9,977,705
Hawai'i Island	23,700	4,373	6,632	1,909	2,417	39,031		6,904	22,572	27,062	56,538	410,298	12,293,706
...Hilo	5,919	1,348	1,232	249	590	9,338		1,127	6,768	6,000	13,894	86,058	2,249,946
...Kona	17,781	3,025	5,400	1,660	1,827	29,693		5,777	15,804	21,062	42,644	324,240	10,043,761
STATE	108,163	24,948	50,905	10,444	14,470	208,931		66,085	102,954	144,208	313,247	2,354,546	70,256,142
ON INTERNATIONAL FLIGHTS													
O'ahu	237,340	13,965	1,053,153	23,431	77,361	1,405,251		3,514	9,105	12,792	25,411	1,420,045	10,101,328
Maui	13,004	1,198	24,927	1,273	3,682	44,084		706	1,263	1,778	3,747	122,540	1,786,474
Molokai'i	159	0	1,023	38	0	1,220		200	0	0	200	1,398	15,026
Lāna'i	429	105	714	38	0	1,286		0	0	20	20	2,807	11,524
Kaua'i	5,454	373	10,869	1,559	1,515	19,770		0	266	112	377	64,063	399,553
Hawai'i Island	52,007	2,267	113,052	3,409	10,487	181,222		0	225	40	265	134,674	1,153,141
...Hilo	16,392	1,016	23,885	1,048	2,786	45,127		0	113	20	133	47,740	222,100
...Kona	35,615	1,250	89,167	2,361	7,701	136,095		0	113	20	133	86,934	931,041
STATE	308,394	17,908	1,203,739	29,749	93,045	1,652,834		4,420	10,859	14,741	30,020	1,745,528	13,467,046

Table 67. Air Visitor Days by Island and MMA
Percent change 2024 vs. 2023

% change	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER- LAND	TOTAL EUROPE	AUSTRA- LIA	NEW ZEALAND	TOTAL OCEANIA
O'ahu	1.9	-1.2	14.2	-1.8	1.9	25.2	6.0	6.5	-4.7	6.7	-16.0	-24.1	-17.7
Maui	-4.3	-7.8	18.8	-22.0	-18.8	-17.4	-11.9	14.8	-16.3	-12.8	-15.2	-30.1	-18.8
Moloka'i	-0.6	-4.0	-24.5	-5.1	15.4	-38.6	-50.0	217.1	-49.8	-38.5	-6.9	-30.3	-11.7
Lāna'i	0.1	-10.3	-37.4	-42.1	42.2	28.6	-29.2	-58.6	-78.6	-51.6	-9.4	-45.4	-16.1
Kaua'i	-1.5	-1.1	2.5	-18.1	-12.2	-10.1	-0.8	-18.5	-14.7	-8.4	1.6	-23.8	-3.2
Hawai'i Island	-4.7	-4.6	1.1	-10.2	-9.6	-10.2	-3.2	-4.4	-11.4	-7.1	1.6	-7.4	-0.7
...Hilo	-5.9	-5.9	-2.8	-5.3	-11.6	-25.0	-11.3	-8.4	-27.0	-16.4	20.1	-3.4	14.3
...Kona	-4.5	-4.2	1.8	-10.9	-9.1	-3.0	0.6	-2.7	-4.3	-3.3	-5.2	-8.8	-6.1
STATE	-1.4	-3.4	13.5	-12.5	-5.4	7.5	-0.7	3.2	-11.1	-2.0	-14.5	-23.5	-16.4
ON DOMESTIC FLIGHTS													
O'ahu	1.9	-1.2	1.3	-5.1	-4.5	2.8	3.7	-1.0	-14.0	-1.6	-10.9	-22.2	-13.5
Maui	-4.3	-7.8	-19.3	17.0	-12.0	-6.2	-6.6	14.8	-17.3	-8.0	-14.4	-21.7	-17.0
Moloka'i	-0.7	-3.9	44.7	-5.3	25.5	-38.6	-18.4	15.1	-13.5	-15.2	16.1	-90.7	-40.7
Lāna'i	0.1	-10.3	36.5	7.4	30.8	28.6	-38.3	-40.2	-35.1	-15.0	37.3	-7.5	19.0
Kaua'i	-1.5	-1.1	-15.5	3.2	-15.1	-9.4	-3.2	-11.6	-13.9	-8.9	-7.6	-40.8	-21.9
Hawai'i Island	-4.7	-4.6	-23.1	-6.4	-7.7	-4.0	-2.3	2.8	-8.2	-4.4	-15.6	-16.8	-16.0
...Hilo	-5.9	-6.0	-31.4	2.5	-11.4	-9.9	-6.0	-2.2	-15.9	-9.0	-11.3	-31.1	-18.6
...Kona	-4.5	-4.2	-19.5	-7.9	-6.7	-1.3	-0.7	4.9	-5.2	-2.7	-16.9	-12.3	-15.2
STATE	-1.4	-3.4	-4.0	0.7	-7.5	-2.0	-0.8	1.6	-13.5	-4.5	-11.3	-23.1	-14.3
ON INTERNATIONAL FLIGHTS													
O'ahu	4.4	22.6	14.4	-1.0	24.6	56.1	14.9	63.6	61.2	35.0	-16.7	-24.4	-18.3
Maui	69.2	130.6	23.8	-26.4	-60.2	-68.7	-44.1	15.3	-8.7	-43.1	-15.4	-33.9	-19.3
Moloka'i	NA	-36.6	-29.1	-5.0	-100.0	NA	-94.7	480.2	-100.0	-80.9	-8.1	-14.2	-9.2
Lāna'i	-2.3	879.0	-40.4	-53.5	-92.7	NA	NA	-71.7	-100.0	-89.3	-11.5	-51.1	-18.3
Kaua'i	8.0	36.0	6.7	-27.9	36.9	-12.1	30.8	-60.9	-19.1	-4.2	3.1	-9.4	1.5
Hawai'i Island	-12.8	22.0	1.9	-11.8	-33.8	-33.3	-14.5	-47.5	-27.8	-28.1	4.8	-3.9	2.8
...Hilo	-24.6	129.2	-0.9	-9.3	-15.3	-71.4	-50.0	-35.7	-61.7	-56.4	25.1	5.8	20.8
...Kona	-7.6	-18.7	2.4	-12.2	-36.5	-10.1	22.2	-54.8	1.1	-9.2	-2.9	-7.4	-3.9
STATE	8.5	30.1	13.8	-15.4	5.4	27.4	0.1	14.9	3.1	9.8	-15.0	-23.5	-16.8

NA = Not applicable.

Table 67. Air Visitor Days by Island and MMA (continued)
Percent change 2024 vs. 2023

% change	OTHER ASIA MMA							LATIN AMERICA MMA				OTHER MMA		TOTAL
TOTAL	CHINA	HONG KONG	KOREA	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS	
O'ahu	64.2	-5.1	-7.9	-7.9	5.8	1.6	1.8	2.0	25.4	26.5	21.5	-4.4	0.8	
Maui	-33.1	2.9	-34.9	-34.9	-1.1	10.7	-28.6	5.4	-4.9	17.1	7.1	-0.2	-7.3	
Moloka'i	-8.2	3,620.4	3.2	718.7	-100.0	-81.4	19.9	237.5	32.9	-19.5	50.1	-36.0	-5.4	
Lāna'i	214.9	315.6	-40.7	267.8	-81.4	19.9	19.9	47.9	288.1	-38.3	19.0	-31.1	-9.3	
Kaua'i	-22.7	36.3	-11.3	43.1	9.1	-8.0	19.4	-13.6	-6.4	-0.6	-4.6	7.8	-2.0	
Hawai'i Island	47.0	46.9	3.1	14.9	67.4	19.4	19.4	-1.6	26.2	0.6	9.2	10.1	-4.1	
...Hilo	69.4	114.9	-4.5	50.1	23.5	23.3	23.3	-5.6	135.7	-17.4	23.0	16.6	-4.4	
...Kona	39.3	25.0	5.4	6.8	91.6	18.2	18.2	-0.8	5.1	7.2	5.3	8.1	-4.0	
STATE	44.9	6.0	-7.9	8.1	6.9	1.8	1.8	2.5	18.1	16.8	13.9	-1.3	-2.3	
ON DOMESTIC FLIGHTS														
O'ahu	13.7	-5.4	-8.8	-5.0	4.5	3.0	3.0	-8.3	18.2	23.1	15.0	5.3	0.7	
Maui	25.6	8.4	-13.9	-8.5	-1.5	7.5	7.5	11.5	-3.8	18.0	10.2	2.1	-5.0	
Moloka'i	69.3	3,620.4	25.1	NA	NA	122.4	122.4	14.9	32.9	-19.5	7.6	-6.8	-2.2	
Lāna'i	71.0	144.9	-71.8	75.4	-81.4	36.0	36.0	259.9	557.4	-15.1	80.1	-19.9	-4.7	
Kaua'i	-6.7	46.0	-37.7	-37.8	24.2	-4.6	-4.6	-4.3	9.7	3.0	3.0	1.6	-1.4	
Hawai'i Island	13.2	17.5	-15.1	-5.9	10.0	6.4	6.4	0.6	31.8	11.6	17.2	3.2	-4.4	
...Hilo	-5.5	112.2	-10.3	-23.5	17.2	2.6	2.6	-1.7	163.4	-2.8	40.5	3.5	-5.4	
...Kona	21.1	-2.0	-16.1	-2.6	7.9	7.6	7.6	1.1	8.5	16.6	11.2	3.1	-4.2	
STATE	13.8	7.9	-11.8	-8.8	5.2	3.9	3.9	1.1	15.7	18.4	13.4	3.7	-1.9	
ON INTERNATIONAL FLIGHTS														
O'ahu	88.0	-4.8	-7.9	8.7	1.2	1.7	1.7	492.1	105.2	51.0	88.2	-11.2	1.2	
Maui	-52.3	-12.7	-37.7	15.9	16.7	-39.5	-39.5	-68.1	-16.8	3.8	-31.2	-8.5	-24.9	
Moloka'i	-44.5	NA	11.2	NA	-100.0	-14.1	-14.1	NA	NA	NA	NA	-72.3	-29.6	
Lāna'i	NA	NA	-37.6	NA	NA	12.3	12.3	-100.0	-100.0	-91.0	-94.1	-47.6	-46.2	
Kaua'i	-32.8	-17.4	-4.5	209.3	3.4	-9.8	-9.8	-100.0	-37.2	-90.7	-81.1	44.8	-14.9	
Hawai'i Island	70.1	183.7	4.4	31.2	90.3	22.7	22.7	-100.0	-75.8	-98.5	-93.0	37.9	-0.6	
...Hilo	137.1	118.7	-4.2	94.6	24.9	28.6	28.6	-100.0	-67.8	-98.2	-91.2	50.9	7.5	
...Kona	50.6	274.3	7.0	14.6	134.8	20.8	20.8	-100.0	-80.6	-98.7	-94.2	31.7	-2.3	
STATE	60.2	3.5	-7.7	15.5	7.2	1.6	1.6	29.7	47.4	3.0	19.7	-7.4	-4.1	

NA = Not applicable.

Table 68. 2024 Air Visitor Arrivals by Island and MMA

2024	U.S. WEST MMA		U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRALIA	NEW ZEALAND
TOTAL	2,512,871	1,461,931	689,629	693,066	247,138	27,670	17,253	32,737	8,379	10,262	96,301	162,089	37,174
Oahu	1,313,414	689,629	13,421	669	166,125	7,904	3,987	13,145	4,150	5,410	34,597	17,802	3,503
Maui	12,918	9,128	669	2,052	2,052	115	73	319	151	136	794	1,688	236
Moloka'i	20,380	15,729	388	6,960	2,099	163	62	184	119	68	597	1,717	223
Lāna'i	800,804	431,162	6,960	46,091	4,891	7,832	5,367	13,779	2,807	5,182	34,966	14,600	2,007
Kaua'i	897,807	518,916	46,368	77,678	23,718	2,873	2,138	6,577	1,328	2,644	15,559	19,676	4,570
Hawai'i Island	244,359	196,971	13,718	38,160	71,189	6,795	4,651	11,599	2,404	4,584	30,033	17,161	3,683
...Hilo	803,524	452,189	2,373,437	708,233	445,984	35,099	19,776	40,045	10,238	12,805	117,962	165,002	38,472
...Kona	4,997,064	2,373,437	708,233	708,233	445,984	35,099	19,776	40,045	10,238	12,805	117,962	165,002	38,472
STATE	4,997,064	2,373,437	708,233	708,233	445,984	35,099	19,776	40,045	10,238	12,805	117,962	165,002	38,472
ON DOMESTIC FLIGHTS	2,511,279	1,460,479	689,294	693,066	247,138	27,670	17,253	32,737	8,379	10,262	96,301	162,089	37,174
Oahu	1,313,216	689,294	13,421	669	166,125	7,904	3,987	13,145	4,150	5,410	34,597	17,802	3,503
Maui	12,909	9,117	669	2,052	2,052	115	73	319	151	136	794	1,688	236
Moloka'i	20,375	15,713	388	6,960	2,099	163	62	184	119	68	597	1,717	223
Lāna'i	800,726	430,947	440	46,368	23,718	2,873	2,138	6,577	1,328	2,644	15,559	19,676	4,570
Kaua'i	897,635	518,635	729	77,678	23,718	2,873	2,138	6,577	1,328	2,644	15,559	19,676	4,570
Hawai'i Island	244,269	196,743	256	38,160	71,189	6,795	4,651	11,599	2,404	4,584	30,033	17,161	3,683
...Hilo	803,385	451,955	587	38,160	71,189	6,795	4,651	11,599	2,404	4,584	30,033	17,161	3,683
...Kona	4,995,394	2,371,921	8,332	685,786	199,786	7,288	8,190	6,832	1,552	2,420	26,282	131,801	30,292
STATE	4,995,394	2,371,921	8,332	685,786	199,786	7,288	8,190	6,832	1,552	2,420	26,282	131,801	30,292
ON INTERNATIONAL FLIGHTS	1,592	1,452	335	12,785	138,052	769	605	1,462	625	971	4,433	15,981	2,684
Oahu	197	11	16	652	1,757	0	0	59	132	0	191	1,647	229
Maui	10	11	16	370	1,636	17	0	59	94	0	170	1,667	202
Moloka'i	5	16	215	6,520	28,789	750	955	1,401	292	912	4,310	13,488	1,495
Lāna'i	78	282	282	45,639	52,621	995	1,504	1,454	525	885	5,363	17,914	3,773
Kaua'i	172	228	228	13,462	15,168	408	458	993	399	703	2,961	12,192	2,412
Hawai'i Island	91	234	234	37,573	48,519	958	1,411	1,393	472	864	5,097	15,706	3,006
...Hilo	138	1,516	1,516	699,901	355,203	7,368	8,321	7,111	1,596	2,478	26,874	133,320	30,498
...Kona	1,670	1,516	1,516	699,901	355,203	7,368	8,321	7,111	1,596	2,478	26,874	133,320	30,498
STATE	1,670	1,516	1,516	699,901	355,203	7,368	8,321	7,111	1,596	2,478	26,874	133,320	30,498
TOTAL	4,997,064	2,373,437	708,233	708,233	445,984	35,099	19,776	40,045	10,238	12,805	117,962	165,002	38,472
ON DOMESTIC FLIGHTS	4,995,394	2,371,921	8,332	685,786	199,786	7,288	8,190	6,832	1,552	2,420	26,282	131,801	30,292
Oahu	1,313,216	689,294	13,421	669	166,125	7,904	3,987	13,145	4,150	5,410	34,597	17,802	3,503
Maui	12,909	9,117	669	2,052	2,052	115	73	319	151	136	794	1,688	236
Moloka'i	20,375	15,713	388	6,960	2,099	163	62	184	119	68	597	1,717	223
Lāna'i	800,726	430,947	440	46,368	23,718	2,873	2,138	6,577	1,328	2,644	15,559	19,676	4,570
Kaua'i	897,635	518,635	729	77,678	23,718	2,873	2,138	6,577	1,328	2,644	15,559	19,676	4,570
Hawai'i Island	244,269	196,743	256	38,160	71,189	6,795	4,651	11,599	2,404	4,584	30,033	17,161	3,683
...Hilo	803,385	451,955	587	38,160	71,189	6,795	4,651	11,599	2,404	4,584	30,033	17,161	3,683
...Kona	4,995,394	2,371,921	8,332	685,786	199,786	7,288	8,190	6,832	1,552	2,420	26,282	131,801	30,292
STATE	4,995,394	2,371,921	8,332	685,786	199,786	7,288	8,190	6,832	1,552	2,420	26,282	131,801	30,292
ON INTERNATIONAL FLIGHTS	1,592	1,452	335	12,785	138,052	769	605	1,462	625	971	4,433	15,981	2,684
Oahu	197	11	16	652	1,757	0	0	59	132	0	191	1,647	229
Maui	10	11	16	370	1,636	17	0	59	94	0	170	1,667	202
Moloka'i	5	16	215	6,520	28,789	750	955	1,401	292	912	4,310	13,488	1,495
Lāna'i	78	282	282	45,639	52,621	995	1,504	1,454	525	885	5,363	17,914	3,773
Kaua'i	172	228	228	13,462	15,168	408	458	993	399	703	2,961	12,192	2,412
Hawai'i Island	91	234	234	37,573	48,519	958	1,411	1,393	472	864	5,097	15,706	3,006
...Hilo	138	1,516	1,516	699,901	355,203	7,368	8,321	7,111	1,596	2,478	26,874	133,320	30,498
...Kona	1,670	1,516	1,516	699,901	355,203	7,368	8,321	7,111	1,596	2,478	26,874	133,320	30,498
STATE	1,670	1,516	1,516	699,901	355,203	7,368	8,321	7,111	1,596	2,478	26,874	133,320	30,498
TOTAL	4,997,064	2,373,437	708,233	708,233	445,984	35,099	19,776	40,045	10,238	12,805	117,962	165,002	38,472
ON DOMESTIC FLIGHTS	4,995,394	2,371,921	8,332	685,786	199,786	7,288	8,190	6,832	1,552	2,420	26,282	131,801	30,292
Oahu	1,313,216	689,294	13,421	669	166,125	7,904	3,987	13,145	4,150	5,410	34,597	17,802	3,503
Maui	12,909	9,117	669	2,052	2,052	115	73	319	151	136	794	1,688	236
Moloka'i	20,375	15,713	388	6,960	2,099	163	62	184	119	68	597	1,717	223
Lāna'i	800,726	430,947	440	46,368	23,718	2,873	2,138	6,577	1,328	2,644	15,559	19,676	4,570
Kaua'i	897,635	518,635	729	77,678	23,718	2,873	2,138	6,577	1,328	2,644	15,559	19,676	4,570
Hawai'i Island	244,269	196,743	256	38,160	71,189	6,795	4,651	11,599	2,404	4,584	30,033	17,161	3,683
...Hilo	803,385	451,955	587	38,160	71,189	6,795	4,651	11,599	2,404	4,584	30,033	17,161	3,683
...Kona	4,995,394	2,371,921	8,332	685,786	199,786	7,288	8,190	6,832	1,552	2,420	26,282	131,801	30,292
STATE	4,995,394	2,371,921	8,332	685,786	199,786	7,288	8,190	6,832	1,552	2,420	26,282	131,801	30,292
ON INTERNATIONAL FLIGHTS	1,592	1,452	335	12,785	138,052	769	605	1,462	625	971	4,433	15,981	2,684
Oahu	197	11	16	652	1,757	0	0	59	132	0	191	1,647	229
Maui	10	11	16	370	1,636	17	0	59	94	0	170	1,667	202
Moloka'i	5	16	215	6,520	28,789	750	955	1,401	292	912	4,310	13,488	1,495
Lāna'i	78	282	282	45,639	52,621	995	1,504	1,454	525	885	5,363	17,914	3,773
Kaua'i	172	228	228	13,462	15,168	408	458	993	399	703	2,961	12,192	2,412
Hawai'i Island	91	234	234	37,573	48,519	958	1,411	1,393	472	864	5,097	15,706	3,006
...Hilo	138	1,516	1,516	699,901	355,203	7,368	8,321	7,111	1,596	2,478	26,874	133,320	30,498
...Kona	1,670	1,516	1,516	699,901	355,203	7,368	8,321	7,111	1,596	2,478	26,874	133,320	30,498
STATE	1,670	1,516	1,516	699,901	355,203	7,368	8,321	7,111	1,596	2,478	26,874	133,320	30,498

Table 68. 2024 Air Visitor Arrivals by Island and MMA (continued)

2024	OTHER ASIA MMA							LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	OTHER ASIA	TOTAL	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS
TOTAL	48,861	3,639	147,628	3,909	10,547	214,585		3,515	8,048	12,926	24,489	345,209	5,794,854
O'ahu	6,739	794	6,840	665	1,422	16,461		2,300	2,122	4,584	9,007	88,315	2,352,272
Maui	196	15	343	41	0	595		75	41	56	171	1,658	29,910
Molokai'i	440	44	273	49	9	815		40	34	101	175	3,321	45,444
Lāna'i	2,798	451	4,528	499	729	9,005		493	1,075	2,111	3,678	52,215	1,393,101
Kauai'i	19,056	1,058	27,482	973	3,037	51,606		692	2,176	3,638	6,505	77,287	1,735,380
Hawai'i Island	8,674	520	12,195	426	1,396	23,210		237	1,012	1,490	2,740	35,004	570,761
...Hilo	15,752	865	22,531	767	2,351	42,267		604	1,673	3,177	5,454	62,507	1,526,167
...Kona	51,579	4,602	150,455	4,495	11,170	222,302		5,343	9,691	17,445	32,479	432,441	9,533,375
STATE													
ON DOMESTIC FLIGHTS													
O'ahu	13,015	1,634	5,838	862	1,638	22,988		3,167	6,956	11,157	21,280	156,966	4,334,815
Maui	2,091	505	677	338	250	3,862		2,184	1,989	4,383	8,557	61,043	2,137,485
Molokai'i	37	15	9	3	0	64		25	41	56	121	959	24,134
Lāna'i	132	9	10	11	9	171		40	34	81	155	1,215	38,610
Kauai'i	904	355	318	107	127	1,811		493	970	2,019	3,482	36,986	1,315,587
Hawai'i Island	4,063	545	890	215	382	6,095		692	2,119	3,618	6,429	47,583	1,534,324
...Hilo	1,705	235	317	65	137	2,458		237	956	1,470	2,663	15,993	484,407
...Kona	3,422	440	739	191	311	5,103		604	1,616	3,157	5,378	41,064	1,357,211
STATE	15,057	2,516	6,750	1,237	2,005	27,566		4,912	8,547	15,495	28,954	242,699	7,896,390
ON INTERNATIONAL FLIGHTS													
O'ahu	35,846	2,005	141,790	3,046	8,909	191,597		348	1,092	1,769	3,209	188,244	1,460,038
Maui	4,648	289	6,163	327	1,173	12,599		116	133	201	450	27,271	214,787
Molokai'i	159	0	334	38	0	531		50	0	0	50	699	5,776
Lāna'i	308	35	263	38	0	644		0	0	20	20	2,105	6,835
Kauai'i	1,895	96	4,210	392	602	7,195		0	105	92	196	15,229	77,514
Hawai'i Island	14,994	512	26,593	758	2,655	45,512		0	56	20	76	29,704	201,056
...Hilo	6,969	286	11,878	361	1,259	20,753		0	56	20	76	19,011	86,353
...Kona	12,330	425	21,792	576	2,040	37,163		0	56	20	76	21,443	168,956
STATE	36,522	2,086	143,705	3,258	9,165	194,736		431	1,144	1,950	3,525	189,742	1,636,985

Table 69. Air Visitor Arrivals by Island and MMA
Percent change 2024 vs. 2023

% change	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA					OCEANIA MMA			
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER- LAND	TOTAL EUROPE	AUSTRA- LIA	NEW ZEALAND	TOTAL OCEANIA
O'ahu	2.7	-0.9	20.8	1.2	0.0	10.4	6.0	6.8	-4.4	3.8	-11.8	-23.7	-14.3
Maui	-3.0	-6.4	17.9	-23.0	-18.5	-6.8	-10.4	19.2	-17.5	-10.5	-9.8	-30.0	-13.9
Moloka'i	-1.8	-4.4	14.0	-20.5	11.2	12.9	-39.5	208.3	-67.7	-31.8	6.0	-12.5	3.3
Lāna'i	-1.8	-10.3	-20.7	-43.1	-31.7	3.5	1.0	-69.5	-93.0	-67.7	-18.0	-24.6	-18.8
Kaua'i	-1.2	-1.5	18.3	-18.3	0.2	-11.0	0.4	-11.0	-15.1	-5.5	-2.8	-13.6	-4.3
Hawai'i Island	-3.8	-3.5	3.6	-11.9	-8.2	0.2	1.9	-2.6	-18.7	-4.6	-4.6	-12.2	-6.2
...Hilo	-4.5	-2.6	5.4	-10.9	-13.8	-22.5	-1.5	-19.2	-32.9	-15.2	7.3	3.1	6.6
...Kona	-3.7	-3.3	6.3	-12.1	-8.9	7.5	6.3	-3.7	-17.4	-2.3	-4.5	-13.8	-6.3
STATE	-0.1	-2.2	20.2	-6.1	-2.7	8.5	2.7	4.2	-9.4	0.6	-11.2	-23.4	-13.8
ON DOMESTIC FLIGHTS													
O'ahu	2.6	-0.9	-1.5	-6.1	-5.2	0.5	5.5	1.1	-11.7	-1.0	-10.4	-22.6	-13.0
Maui	-3.0	-6.5	-19.3	13.9	-11.4	-3.0	-3.3	18.4	-16.2	-5.5	-19.3	-22.7	-20.4
Moloka'i	-1.9	-4.4	19.6	-1.0	54.5	12.9	-14.1	-28.1	-41.1	-13.7	38.8	-67.4	-9.3
Lāna'i	-1.8	-10.4	-2.9	1.8	-7.8	3.5	-31.4	-57.1	-40.2	-25.6	-12.9	37.7	-2.1
Kaua'i	-1.2	-1.6	-9.7	1.4	-8.6	-8.6	-3.3	-6.8	-12.7	-7.0	-9.9	-27.6	-16.4
Hawai'i Island	-3.8	-3.6	-13.2	-5.5	-9.7	-6.2	1.8	-2.5	-12.1	-4.6	-11.2	-13.3	-11.8
...Hilo	-4.5	-2.7	-14.7	-1.5	-10.3	-14.3	-0.9	-18.0	-21.3	-9.6	-11.8	-25.7	-15.9
...Kona	-3.8	-3.3	-15.0	-6.1	-10.4	-6.1	2.7	-1.1	-8.8	-3.9	-12.3	-10.9	-11.9
STATE	-0.1	-2.2	-2.8	3.3	-6.1	-0.2	2.0	1.6	-11.0	-2.5	-10.5	-22.6	-13.2
ON INTERNATIONAL FLIGHTS													
O'ahu	18.7	30.9	21.1	3.0	17.9	24.0	7.9	42.4	30.0	19.1	-12.1	-23.9	-14.6
Maui	34.6	176.8	20.7	-27.7	-53.0	-23.4	-43.3	23.8	-23.0	-34.5	-8.6	-31.9	-12.9
Moloka'i	NA	-8.8	13.9	-23.1	-100.0	NA	-73.7	497.2	-100.0	-59.0	5.4	-7.1	3.7
Lāna'i	-2.3	211.5	-21.4	-49.4	-78.7	NA	NA	-71.7	-100.0	-86.6	-18.2	-28.1	-19.4
Kaua'i	3.4	77.9	20.8	-26.8	113.5	-17.2	35.7	-32.5	-23.7	3.5	-2.2	-7.5	-2.8
Hawai'i Island	46.1	92.0	3.9	-14.7	3.0	21.4	2.8	-3.1	-40.5	-5.0	-4.0	-12.0	-5.4
...Hilo	35.0	179.2	5.9	-15.5	-30.4	-42.6	-4.3	-21.9	-52.3	-32.8	8.6	7.0	8.3
...Kona	69.0	109.5	6.8	-14.6	1.1	61.0	43.6	-13.0	-41.2	6.1	-3.7	-14.4	-5.6
STATE	18.0	31.3	20.5	-8.2	12.9	23.3	5.9	21.0	-2.4	12.7	-11.4	-23.6	-14.0

NA = Not applicable.

NA = Not applicable.

Table 69. Air Visitor Arrivals by Island and MMA (continued)
Percent change 2024 vs. 2023

%change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS
O'ahu	54.0	7.7	-7.6	-1.0	9.3	2.9	-3.1	23.8	24.3	19.3	8.4	3.2
Maui	28.8	6.8	-35.0	-2.4	13.3	-10.7	-2.9	-8.1	13.6	3.4	2.7	-5.7
Molokai	149.5	255.6	20.8	656.1	-100.0	34.2	241.9	-10.2	-6.3	35.0	-55.8	-10.0
Lānaʻi	487.0	192.6	-48.3	635.8	-11.1	28.3	-49.7	-60.8	-66.2	-62.4	-45.2	-15.6
Kauaʻi	5.0	2.1	-0.2	53.6	66.3	7.1	-19.8	8.2	7.2	2.9	3.5	-1.8
Hawaiʻi Island	89.2	68.5	2.3	6.8	60.4	27.8	-0.3	26.1	-2.8	5.6	17.9	-2.5
...Hilo	79.1	86.7	-5.6	-29.6	33.7	17.9	-3.8	40.9	-15.2	0.6	17.8	-2.0
...Kona	85.2	70.1	4.6	-12.5	45.9	27.9	-0.9	7.9	-3.9	-0.3	9.7	-2.6
STATE	51.9	5.9	-7.0	-1.1	11.2	3.6	-1.4	18.2	20.3	15.5	4.8	0.4
ON DOMESTIC FLIGHTS												
O'ahu	21.3	-1.4	-5.7	-11.1	17.0	9.8	-9.8	19.7	23.3	15.8	6.7	1.3
Maui	30.7	-7.4	-10.9	-13.1	0.2	8.9	0.7	0.7	19.2	9.4	1.2	-3.9
Molokai	-2.0	255.6	-51.2	-37.4	NA	-2.8	12.7	-10.2	-6.3	-4.4	3.4	-3.0
Lānaʻi	76.3	-40.6	-77.0	64.3	-11.1	13.0	96.6	22.1	4.0	23.0	-4.4	-5.7
Kauaʻi	2.6	4.7	-26.5	-36.3	22.7	-5.9	-9.5	4.6	14.9	7.8	0.3	-1.4
Hawaiʻi Island	16.5	20.0	-4.2	-21.1	11.7	11.1	3.9	35.7	12.7	18.3	1.6	-3.5
...Hilo	7.4	57.9	-5.9	-29.0	6.9	7.2	7.2	72.3	19.9	33.0	-0.1	-3.5
...Kona	20.6	15.1	-8.4	-20.0	4.5	11.8	3.9	16.5	12.7	12.7	1.9	-3.4
STATE	20.4	-1.6	-5.9	-14.3	15.4	8.4	-4.3	17.0	21.4	14.9	4.9	-0.6
ON INTERNATIONAL FLIGHTS												
O'ahu	70.7	16.5	-7.7	2.3	8.0	2.2	203.3	58.2	30.6	48.6	9.9	9.3
Maui	28.0	45.7	-36.8	11.7	16.5	-15.4	-41.8	-60.3	-43.7	-49.5	6.2	-20.9
Molokai	288.7	NA	26.0	NA	-100.0	40.6	NA	NA	NA	NA	-75.3	-30.8
Lānaʻi	NA	NA	-45.6	NA	NA	33.1	-100.0	-100.0	-91.0	-94.1	-56.0	-47.1
Kauaʻi	6.2	-6.5	2.6	149.0	79.8	11.0	-100.0	57.4	-56.7	-43.5	11.9	-8.7
Hawaiʻi Island	127.7	196.3	2.5	18.8	71.1	30.5	-100.0	-65.6	-96.2	-89.5	59.0	6.5
...Hilo	114.2	119.5	-5.6	-29.7	37.5	19.3	-100.0	-65.6	-96.2	-89.4	38.8	7.3
...Kona	117.6	237.6	5.1	-9.7	55.3	30.5	-100.0	-65.6	-96.0	-89.1	28.5	3.9
STATE	70.2	16.5	-7.0	5.1	10.3	2.9	50.2	28.1	12.1	20.8	4.6	5.1

NA = Not applicable.

NA = Not applicable.

Table 70. Total Visitor Expenditures by Category: 2024 vs. 2023
(Air, Cruise & Supplemental Business Visitor Spending in Millions of Dollars)

Expenditure Type	2024	2023	% change
GRAND TOTAL	20,719.7	20,866.3	-0.7
Total Food and Beverage	4,372.6	4,383.6	-0.3
Restaurant food	2,910.2	2,873.2	1.3
Dinner shows and cruises	426.8	475.9	-10.3
Groceries and snacks	1,035.6	1,035.6	0.0
Entertainment & Recreation	1,945.3	1,880.6	3.4
Total Transportation	1,915.2	1,956.1	-2.1
Interisland airfare	197.6	153.4	28.8
Ground transportation	187.4	183.4	2.1
Rental vehicles	1,404.7	1,484.9	-5.4
Gasoline, parking, etc.	125.5	134.3	-6.6
Total Shopping	2,080.9	2,121.1	-1.9
Fashion and clothing	810.8	855.3	-5.2
Jewelry and watches	247.5	242.3	2.2
Cosmetics, perfume	62.0	59.8	3.6
Leather goods	152.4	190.5	-20.0
Hawai'i food products	345.3	338.8	1.9
Souvenirs	462.9	434.3	6.6
Lodging	9,544.5	9,639.2	-1.0
All other expenses 1/	719.4	753.7	-4.5
Supplemental business	141.7	132.0	7.3

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

**Table 71. Total Air Visitor Personal Daily Spending: 2024 vs. 2023
by Category in Dollars**

Expenditure Type	2024	2023	% change
GRAND TOTAL	244.7	241.2	1.5
Total Food and Beverage	52.0	51.0	2.0
Restaurant food	34.6	33.4	3.5
Dinner shows and cruises	5.1	5.5	-8.4
Groceries and snacks	12.3	12.1	2.2
Entertainment & Recreation	22.9	21.7	5.6
Attractions/entertainment	6.8	6.4	6.1
Recreation	8.3	7.6	9.3
Other activities & tours	7.8	7.7	1.4
Total Transportation	22.7	22.7	0.0
Interisland airfare	2.3	1.8	31.5
Ground transportation	2.2	2.1	4.5
Rental vehicles	16.7	17.3	-3.3
Gasoline, parking, etc.	1.5	1.6	-4.6
Total Shopping	24.6	24.6	0.3
Fashion and clothing	9.6	9.9	-3.1
Jewelry and watches	2.9	2.8	4.6
Cosmetics, perfume	0.7	0.7	6.3
Leather goods	1.8	2.2	-18.1
Hawai'i food products	4.1	3.9	4.1
Souvenirs	5.5	5.0	9.0
Lodging	113.9	112.4	1.3
All other expenses 1/	8.5	8.8	-2.5

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

**Table 72. U.S. Total MMA Air Visitor Personal Daily Spending: 2024 vs. 2023
by Category in Dollars**

Expenditure Type	2024	2023	% change
GRAND TOTAL	242.1	238.7	1.4
Total Food and Beverage	50.5	49.2	2.8
Restaurant food	33.1	31.8	4.0
Dinner shows and cruises	5.3	5.9	-9.8
Groceries and snacks	12.1	11.5	5.7
Entertainment & Recreation	23.1	22.0	5.2
Attractions/entertainment	6.1	5.9	3.8
Recreation	8.9	8.1	9.4
Other activities & tours	8.1	8.0	2.1
Total Transportation	22.7	23.0	-1.0
Interisland airfare	2.3	1.7	32.6
Ground transportation	1.5	1.5	5.5
Rental vehicles	17.4	18.3	-4.9
Gasoline, parking, etc.	1.5	1.5	0.2
Total Shopping	21.7	22.1	-1.7
Fashion and clothing	8.2	8.3	-1.7
Jewelry and watches	3.3	2.9	12.6
Cosmetics, perfume	0.5	0.6	-8.3
Leather goods	1.3	1.6	-17.9
Hawai'i food products	3.5	3.6	-3.4
Souvenirs	4.9	5.1	-2.7
Lodging	115.2	113.5	1.5
All other expenses 1/	8.8	9.0	-2.1

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

**Table 73. U.S. West MMA Air Visitor Personal Daily Spending: 2024 vs. 2023
by Category in Dollars**

Expenditure Type	2024	2023	% change
GRAND TOTAL	229.8	225.4	2.0
Total Food and Beverage	49.3	47.8	3.2
Restaurant food	31.8	30.3	5.1
Dinner shows and cruises	4.8	5.3	-10.8
Groceries and snacks	12.7	12.2	4.5
Entertainment & Recreation	21.1	19.2	9.5
Attractions/entertainment	5.4	4.9	10.8
Recreation	8.5	7.5	13.1
Other activities & tours	7.2	6.9	4.5
Total Transportation	21.9	22.2	-1.7
Interisland airfare	1.7	1.2	46.5
Ground transportation	1.4	1.3	0.5
Rental vehicles	17.4	18.3	-5.0
Gasoline, parking, etc.	1.4	1.4	-0.2
Total Shopping	21.6	21.7	-0.3
Fashion and clothing	8.4	8.2	1.9
Jewelry and watches	3.3	2.8	18.4
Cosmetics, perfume	0.4	0.5	-23.7
Leather goods	1.5	1.8	-12.3
Hawai'i food products	3.5	3.8	-7.0
Souvenirs	4.4	4.6	-2.7
Lodging	110.5	108.8	1.5
All other expenses 1/	5.5	5.6	-2.5

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

**Table 74. U.S. East MMA Air Visitor Personal Daily Spending: 2024 vs. 2023
by Category in Dollars**

Expenditure Type	2024	2023	% change
GRAND TOTAL	264.6	262.6	0.8
Total Food and Beverage	52.7	51.6	2.1
Restaurant food	35.4	34.5	2.4
Dinner shows and cruises	6.3	6.9	-8.4
Groceries and snacks	11.0	10.2	8.4
Entertainment & Recreation	26.9	26.9	0.1
Attractions/entertainment	7.5	7.8	-3.7
Recreation	9.7	9.3	4.3
Other activities & tours	9.8	9.8	-0.8
Total Transportation	24.3	24.3	0.1
Interisland airfare	3.4	2.8	22.3
Ground transportation	1.9	1.6	13.3
Rental vehicles	17.5	18.3	-4.5
Gasoline, parking, etc.	1.6	1.5	0.9
Total Shopping	21.9	22.8	-4.0
Fashion and clothing	7.8	8.5	-7.8
Jewelry and watches	3.2	3.1	3.5
Cosmetics, perfume	0.7	0.6	13.2
Leather goods	1.0	1.4	-30.2
Hawai'i food products	3.5	3.3	3.6
Souvenirs	5.8	5.9	-2.6
Lodging	123.9	121.9	1.6
All other expenses 1/	14.8	15.0	-1.0

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

**Table 75. Japan MMA Air Visitor Personal Daily Spending: 2024 vs. 2023
by Category in Dollars**

Expenditure Type	2024	2023	% change
GRAND TOTAL	239.6	240.7	-0.5
Total Food and Beverage	60.9	59.5	2.4
Restaurant food	45.1	43.4	3.9
Dinner shows and cruises	3.8	3.7	2.7
Groceries and snacks	12.0	12.4	-2.8
Entertainment & Recreation	17.2	17.4	-1.0
Attractions/entertainment	5.0	4.7	6.2
Recreation	4.3	5.0	-13.2
Other activities & tours	7.9	7.7	2.5
Total Transportation	13.0	13.8	-6.2
Interisland airfare	1.1	1.0	11.3
Ground transportation	6.1	6.2	-0.5
Rental vehicles	5.1	5.8	-13.3
Gasoline, parking, etc.	0.6	0.8	-20.2
Total Shopping	46.7	50.2	-6.9
Fashion and clothing	14.8	16.4	-9.5
Jewelry and watches	3.5	3.4	1.4
Cosmetics, perfume	1.7	1.8	-8.3
Leather goods	6.8	8.2	-17.4
Hawai'i food products	13.5	13.8	-1.8
Souvenirs	6.4	6.5	-2.2
Lodging	92.9	91.1	2.0
All other expenses 1/	8.8	8.7	1.7

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

**Table 76. Canada MMA Air Visitor Personal Daily Spending: 2024 vs. 2023
by Category in Dollars**

Expenditure Type	2024	2023	% change
GRAND TOTAL	223.5	220.3	1.5
Total Food and Beverage	49.3	45.8	7.7
Restaurant food	29.7	26.4	12.4
Dinner shows and cruises	3.8	3.8	-0.8
Groceries and snacks	15.8	15.5	1.9
Entertainment & Recreation	15.6	15.8	-0.9
Attractions/entertainment	5.6	4.9	12.7
Recreation	5.5	6.0	-7.9
Other activities & tours	4.6	4.9	-6.0
Total Transportation	20.4	22.5	-9.5
Interisland airfare	1.1	1.2	-14.9
Ground transportation	2.2	1.6	40.9
Rental vehicles	15.7	17.9	-12.4
Gasoline, parking, etc.	1.4	1.8	-20.4
Total Shopping	17.6	16.1	9.4
Fashion and clothing	8.8	8.6	2.7
Jewelry and watches	1.2	1.4	-13.4
Cosmetics, perfume	0.4	0.3	13.0
Leather goods	0.6	0.5	10.0
Hawai'i food products	2.9	2.1	36.1
Souvenirs	3.8	3.2	19.1
Lodging	113.9	113.6	0.3
All other expenses 1/	6.6	6.5	2.0

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

**Table 77. Europe MMA Air Visitor Personal Daily Spending: 2024 vs. 2023
by Category in Dollars**

Expenditure Type	2024	2023	% change
GRAND TOTAL	213.2	243.2	-12.3
Total Food and Beverage	42.3	54.0	-21.6
Restaurant food	27.8	38.7	-28.3
Dinner shows and cruises	2.8	4.0	-30.0
Groceries and snacks	11.7	11.2	4.4
Entertainment & Recreation	21.8	22.2	-1.8
Attractions/entertainment	7.7	7.9	-2.9
Recreation	6.5	3.8	70.5
Other activities & tours	7.6	10.5	-27.2
Total Transportation	24.2	31.4	-23.1
Interisland airfare	3.6	2.9	25.2
Ground transportation	4.3	6.9	-37.3
Rental vehicles	14.6	18.4	-20.7
Gasoline, parking, etc.	1.6	3.2	-48.8
Total Shopping	15.9	18.0	-11.9
Fashion and clothing	7.2	7.1	1.9
Jewelry and watches	0.7	1.0	-25.9
Cosmetics, perfume	0.4	0.1	359.5
Leather goods	0.1	5.6	-97.7
Hawai'i food products	2.1	1.8	13.2
Souvenirs	5.3	2.4	121.9
Lodging	103.3	108.4	-4.7
All other expenses 1/	5.8	9.2	-37.2

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

**Table 78. Oceania MMA Air Visitor Personal Daily Spending: 2024 vs. 2023
by Category in Dollars**

Expenditure Type	2024	2023	% change
GRAND TOTAL	300.4	295.6	1.6
Total Food and Beverage	67.8	67.2	0.9
Restaurant food	46.7	47.8	-2.3
Dinner shows and cruises	7.3	6.1	19.2
Groceries and snacks	13.8	13.3	4.1
Entertainment & Recreation	28.2	28.1	0.3
Attractions/entertainment	13.7	13.1	4.4
Recreation	5.7	5.8	-1.9
Other activities & tours	8.9	9.2	-4.0
Total Transportation	18.9	19.1	-1.0
Interisland airfare	3.2	2.3	37.2
Ground transportation	6.5	6.1	6.2
Rental vehicles	8.3	9.7	-14.4
Gasoline, parking, etc.	0.9	0.9	-4.9
Total Shopping	43.8	45.7	-4.3
Fashion and clothing	29.0	30.4	-4.5
Jewelry and watches	2.8	2.9	-2.8
Cosmetics, perfume	2.3	2.4	-3.1
Leather goods	2.8	3.0	-4.6
Hawai'i food products	2.3	2.2	3.2
Souvenirs	4.6	4.9	-7.1
Lodging	127.7	123.3	3.6
All other expenses 1/	14.0	12.3	14.1

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

**Table 79. Other Asia MMA Air Visitor Personal Daily Spending: 2024 vs. 2023
by Category in Dollars**

Expenditure Type	2024	2023	% change
GRAND TOTAL	323.1	316.9	2.0
Total Food and Beverage	75.8	73.6	2.9
Restaurant food	57.6	57.4	0.3
Dinner shows and cruises	4.2	3.7	13.5
Groceries and snacks	14.0	12.5	11.6
Entertainment & Recreation	34.9	34.1	2.4
Attractions/entertainment	16.5	14.9	10.7
Recreation	12.6	14.0	-9.9
Other activities & tours	5.8	5.2	11.4
Total Transportation	29.0	27.4	5.8
Interisland airfare	5.7	4.0	42.1
Ground transportation	3.7	3.4	10.5
Rental vehicles	17.8	18.5	-3.9
Gasoline, parking, etc.	1.8	1.6	17.3
Total Shopping	53.0	52.5	0.9
Fashion and clothing	24.5	23.3	5.3
Jewelry and watches	1.8	1.9	-4.1
Cosmetics, perfume	1.6	1.1	44.0
Leather goods	9.3	12.3	-24.6
Hawai'i food products	5.1	5.0	2.7
Souvenirs	10.6	8.9	19.6
Lodging	127.9	126.5	1.2
All other expenses 1/	2.5	2.8	-9.0

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

**Table 80. Latin America MMA Air Visitor Personal Daily Spending: 2024 vs. 2023
by Category in Dollars**

Expenditure Type	2024	2023	% change
GRAND TOTAL	260.1	313.5	-17.0
Total Food and Beverage	68.3	59.2	15.4
Restaurant food	42.0	35.8	17.4
Dinner shows and cruises	10.9	15.4	-29.1
Groceries and snacks	15.3	11.5	33.4
Entertainment & Recreation	32.9	36.6	-10.2
Attractions/entertainment	9.0	19.2	-53.3
Recreation	5.3	4.2	26.3
Other activities & tours	18.6	13.2	41.2
Total Transportation	38.4	35.7	7.3
Interisland airfare	9.4	6.5	45.7
Ground transportation	6.0	7.4	-19.4
Rental vehicles	19.9	20.5	-3.2
Gasoline, parking, etc.	3.1	1.3	129.9
Total Shopping	26.5	55.7	-52.4
Fashion and clothing	8.6	25.8	-66.7
Jewelry and watches	1.6	9.8	-83.6
Cosmetics, perfume	0.2	4.4	-95.6
Leather goods	0.9	3.9	-76.5
Hawai'i food products	5.2	3.4	53.3
Souvenirs	10.0	7.9	25.9
Lodging	71.4	111.2	-35.8
All other expenses 1/	22.7	15.1	50.1

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

**Table 81. Other MMA Air Visitor Personal Daily Spending: 2024 vs. 2023
by Category in Dollars**

Expenditure Type	2024	2023	% change
GRAND TOTAL	267.5	242.3	10.4
Total Food and Beverage	53.7	59.6	-9.9
Restaurant food	39.6	39.3	0.7
Dinner shows and cruises	3.7	4.0	-6.9
Groceries and snacks	10.4	16.3	-36.3
Entertainment & Recreation	26.8	20.0	34.4
Attractions/entertainment	13.8	10.2	35.6
Recreation	6.8	3.6	89.6
Other activities & tours	6.2	6.2	0.5
Total Transportation	33.1	23.2	42.9
Interisland airfare	2.6	1.7	56.8
Ground transportation	4.7	4.5	3.7
Rental vehicles	23.0	13.7	67.8
Gasoline, parking, etc.	2.8	3.3	-14.8
Total Shopping	37.0	28.2	31.4
Fashion and clothing	13.0	14.4	-10.0
Jewelry and watches	0.6	3.1	-80.4
Cosmetics, perfume	2.8	1.1	154.9
Leather goods	2.4	2.2	9.5
Hawai'i food products	5.3	2.7	91.1
Souvenirs	12.9	4.5	185.3
Lodging	110.1	102.7	7.2
All other expenses 1/	6.8	8.7	-21.8

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

**Table 82. China Air Visitor Personal Daily Spending: 2024 vs. 2023
by Category in Dollars**

Expenditure Type	2024	2023	% change
GRAND TOTAL	353.5	353.0	0.1
Total Food and Beverage	68.3	64.5	5.9
Restaurant food	51.1	45.2	12.9
Dinner shows and cruises	8.4	2.0	324.3
Groceries and snacks	8.8	2.9	205.4
Entertainment & Recreation	35.2	41.0	-14.2
Attractions/entertainment	24.7	9.9	150.1
Recreation	6.9	2.4	191.0
Other activities & tours	3.6	8.6	-58.4
Total Transportation	41.1	49.4	-16.7
Interisland airfare	11.0	8.2	34.3
Ground transportation	5.5	3.2	69.1
Rental vehicles	22.4	24.7	-9.3
Gasoline, parking, etc.	2.2	4.1	-45.7
Total Shopping	76.1	63.1	20.5
Fashion and clothing	37.8	26.3	43.8
Jewelry and watches	3.8	0.5	607.3
Cosmetics, perfume	4.0	2.3	70.2
Leather goods	10.8	8.3	30.0
Hawai'i food products	6.9	8.0	-13.3
Souvenirs	12.8	7.0	82.4
Lodging	128.0	131.8	-2.9
All other expenses 1/	4.8	3.1	55.3

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

**Table 83. Korea Air Visitor Personal Daily Spending: 2024 vs. 2023
by Category in Dollars**

Expenditure Type	2024	2023	% change
GRAND TOTAL	318.5	315.8	0.9
Total Food and Beverage	77.0	74.2	3.7
Restaurant food	58.8	57.8	1.7
Dinner shows and cruises	3.4	3.5	-4.6
Groceries and snacks	14.9	12.9	15.2
Entertainment & Recreation	34.0	34.2	-0.7
Attractions/entertainment	15.3	14.5	5.2
Recreation	13.0	14.8	-12.6
Other activities & tours	5.7	4.9	17.5
Total Transportation	26.4	25.9	1.9
Interisland airfare	4.7	3.6	32.8
Ground transportation	3.2	3.4	-4.9
Rental vehicles	16.7	17.6	-5.1
Gasoline, parking, etc.	1.8	1.4	28.0
Total Shopping	51.2	51.9	-1.4
Fashion and clothing	23.2	22.4	3.5
Jewelry and watches	1.7	1.9	-10.5
Cosmetics, perfume	1.3	1.1	25.2
Leather goods	9.3	12.8	-27.1
Hawai'i food products	4.9	4.9	0.2
Souvenirs	10.7	8.8	20.7
Lodging	128.0	126.8	1.0
All other expenses 1/	2.0	2.8	-29.4

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

**Table 84. Australia Air Visitor Personal Daily Spending: 2024 vs. 2023
by Category in Dollars**

Expenditure Type	2024	2023	% change
GRAND TOTAL	306.6	301.8	1.6
Total Food and Beverage	70.3	70.5	-0.3
Restaurant food	49.2	51.5	-4.4
Dinner shows and cruises	8.1	6.7	20.7
Groceries and snacks	12.9	12.3	5.0
Entertainment & Recreation	30.4	29.4	3.5
Attractions/entertainment	15.0	13.8	8.7
Recreation	5.8	5.4	6.6
Other activities & tours	9.6	10.1	-5.4
Total Transportation	19.5	19.3	0.9
Interisland airfare	3.2	2.4	31.8
Ground transportation	6.5	6.3	2.8
Rental vehicles	8.9	9.7	-8.4
Gasoline, parking, etc.	0.9	0.9	4.4
Total Shopping	40.9	43.7	-6.3
Fashion and clothing	26.5	27.3	-2.7
Jewelry and watches	2.6	3.0	-14.1
Cosmetics, perfume	1.9	2.5	-25.8
Leather goods	2.5	2.9	-12.2
Hawai'i food products	1.8	2.2	-17.3
Souvenirs	5.6	5.8	-3.6
Lodging	130.7	126.3	3.5
All other expenses 1/	14.8	12.6	17.3

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

**Table 85. New Zealand Air Visitor Personal Daily Spending: 2024 vs. 2023
by Category in Dollars**

Expenditure Type	2024	2023	% change
GRAND TOTAL	285.9	280.6	1.9
Total Food and Beverage	62.3	60.4	3.2
Restaurant food	40.2	40.7	-1.2
Dinner shows and cruises	5.6	5.3	5.9
Groceries and snacks	16.5	14.4	14.4
Entertainment & Recreation	23.9	26.1	-8.3
Attractions/entertainment	9.2	11.5	-19.9
Recreation	6.9	6.5	6.6
Other activities & tours	7.7	8.0	-3.9
Total Transportation	18.2	18.1	0.3
Interisland airfare	4.2	1.9	117.6
Ground transportation	6.0	5.6	6.6
Rental vehicles	6.9	9.5	-27.3
Gasoline, parking, etc.	1.0	1.0	1.4
Total Shopping	47.8	49.0	-2.5
Fashion and clothing	31.8	35.7	-10.9
Jewelry and watches	2.9	2.4	18.5
Cosmetics, perfume	3.6	2.2	61.0
Leather goods	3.2	2.5	30.0
Hawai'i food products	2.8	2.3	18.7
Souvenirs	3.5	3.8	-8.3
Lodging	123.0	117.1	5.0
All other expenses 1/	10.7	9.9	7.8

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

Table 86. O‘ahu Air Visitor Personal Daily Spending by Category
Percent change 2024 vs. 2023

Expenditure Type	2024	2023	% change
GRAND TOTAL	219.0	219.5	-0.2
Total Food and Beverage	47.2	45.9	2.9
Restaurant food	30.9	29.9	3.3
Dinner shows and cruises	5.7	6.3	-8.9
Groceries and snacks	10.6	9.7	9.4
Entertainment & Recreation	21.7	21.8	-0.1
Attractions/entertainment	8.2	8.2	0.5
Recreation	6.8	6.0	14.4
Other activities & tours	6.7	7.6	-12.1
Total Transportation	18.1	17.5	3.6
Interisland airfare	1.5	1.3	16.3
Ground transportation	2.9	2.6	13.2
Rental vehicles	12.3	12.3	0.0
Gasoline, parking, etc.	1.3	1.3	5.7
Total Shopping	28.4	27.9	1.6
Fashion and clothing	12.2	9.4	30.8
Jewelry and watches	3.3	2.9	16.1
Cosmetics, perfume	0.9	1.1	-21.5
Leather goods	2.3	5.6	-58.6
Hawai'i food products	3.8	3.7	3.0
Souvenirs	5.8	5.3	9.3
Lodging	99.9	97.9	2.0
All other expenses 1/	3.7	8.5	-57.2

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

Table 87. Maui Air Visitor Personal Daily Spending by Category
Percent change 2024 vs. 2023

Expenditure Type	2024	2023	% change
GRAND TOTAL	283.4	287.1	-1.3
Total Food and Beverage	59.4	55.9	6.4
Restaurant food	38.2	34.6	10.2
Dinner shows and cruises	6.3	7.2	-12.5
Groceries and snacks	14.9	14.0	6.5
Entertainment & Recreation	23.5	23.7	-0.8
Attractions/entertainment	5.0	5.1	-2.3
Recreation	10.5	10.7	-2.1
Other activities & tours	8.1	7.9	1.7
Total Transportation	25.0	26.0	-4.2
Interisland airfare	2.0	1.6	23.4
Ground transportation	1.1	1.1	7.2
Rental vehicles	20.4	21.8	-6.5
Gasoline, parking, etc.	1.4	1.5	-8.6
Total Shopping	21.8	21.1	3.5
Fashion and clothing	9.3	8.6	8.1
Jewelry and watches	3.5	2.9	21.3
Cosmetics, perfume	0.2	0.3	-18.5
Leather goods	1.4	1.5	-7.4
Hawai'i food products	2.9	2.8	5.0
Souvenirs	4.5	5.1	-11.1
Lodging	149.9	151.1	-0.8
All other expenses 1/	3.7	9.2	-59.5

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

Table 88. Moloka‘i Air Visitor Personal Daily Spending by Category
Percent change 2024 vs. 2023

Expenditure Type	2024	2023	% change
GRAND TOTAL	175.5	188.3	-6.8
Total Food and Beverage	31.0	21.1	46.9
Restaurant food	14.2	8.7	62.8
Dinner shows and cruises	0.8	0.6	36.0
Groceries and snacks	15.9	11.8	35.7
Entertainment & Recreation	9.9	10.2	-2.1
Attractions/entertainment	1.2	4.7	-74.1
Recreation	4.9	4.7	2.6
Other activities & tours	3.9	0.7	457.7
Total Transportation	39.5	34.3	15.0
Interisland airfare	10.1	7.2	40.8
Ground transportation	2.6	0.6	355.7
Rental vehicles	24.3	26.1	-6.6
Gasoline, parking, etc.	2.5	0.5	355.4
Total Shopping	7.1	26.6	-73.2
Fashion and clothing	2.5	5.7	-56.6
Jewelry and watches	0.5	17.1	-96.8
Cosmetics, perfume	0.2	0.0	449.3
Leather goods	0.1	0.0	N/A
Hawai'i food products	1.5	1.3	11.3
Souvenirs	2.4	2.4	-3.7
Lodging	86.0	91.2	-5.8
All other expenses 1/	2.0	4.8	-59.6

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

Table 89. Lānaʻi Air Visitor Personal Daily Spending by Category
Percent change 2024 vs. 2023

Expenditure Type	2024	2023	% change
GRAND TOTAL	665.9	626.2	6.3
Total Food and Beverage	111.5	111.5	0.1
Restaurant food	93.4	87.7	6.5
Dinner shows and cruises	8.6	3.1	180.8
Groceries and snacks	9.6	20.8	-53.9
Entertainment & Recreation	59.2	75.8	-22.0
Attractions/entertainment	8.3	5.9	41.6
Recreation	29.4	16.1	82.6
Other activities & tours	21.5	52.5	-59.1
Total Transportation	48.6	40.6	19.6
Interisland airfare	17.7	16.5	7.3
Ground transportation	2.4	3.3	-27.1
Rental vehicles	24.6	20.0	23.4
Gasoline, parking, etc.	3.8	0.9	338.3
Total Shopping	21.7	40.7	-46.8
Fashion and clothing	8.6	16.6	-48.4
Jewelry and watches	0.5	11.5	-95.7
Cosmetics, perfume	0.0	0.1	-87.0
Leather goods	2.7	0.0	N/A
Hawai'i food products	3.1	5.6	-44.3
Souvenirs	6.8	6.9	-1.3
Lodging	417.5	316.2	32.1
All other expenses 1/	7.4	41.3	-82.1

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

Table 90. Kaua'i Air Visitor Personal Daily Spending by Category
Percent change 2024 vs. 2023

Expenditure Type	2024	2023	% change
GRAND TOTAL	276.9	263.8	4.9
Total Food and Beverage	57.5	50.7	13.5
Restaurant food	37.2	32.2	15.4
Dinner shows and cruises	5.9	5.3	11.7
Groceries and snacks	14.4	13.2	9.6
Entertainment & Recreation	29.2	24.7	18.1
Attractions/entertainment	7.0	5.8	20.9
Recreation	9.7	8.3	16.2
Other activities & tours	12.5	10.6	18.0
Total Transportation	28.5	28.9	-1.3
Interisland airfare	2.9	2.3	30.1
Ground transportation	0.8	0.9	-11.1
Rental vehicles	23.7	24.7	-4.2
Gasoline, parking, etc.	1.2	1.1	8.0
Total Shopping	17.7	17.7	-0.3
Fashion and clothing	7.5	7.1	4.9
Jewelry and watches	3.1	3.2	-1.2
Cosmetics, perfume	0.2	0.2	-4.2
Leather goods	0.1	0.2	-39.6
Hawai'i food products	3.2	3.0	6.2
Souvenirs	3.6	4.0	-11.6
Lodging	139.5	133.1	4.8
All other expenses 1/	4.4	8.6	-49.0

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

Table 91. Hawai'i Island Air Visitor Personal Daily Spending by Category
Percent change 2024 vs. 2023

Expenditure Type	2024	2023	% change
GRAND TOTAL	239.7	216.1	10.9
Total Food and Beverage	49.5	45.7	8.2
Restaurant food	32.6	30.0	8.9
Dinner shows and cruises	3.8	3.4	10.4
Groceries and snacks	13.0	12.3	5.9
Entertainment & Recreation	24.7	19.9	24.2
Attractions/entertainment	6.5	5.1	28.9
Recreation	9.4	7.4	28.3
Other activities & tours	8.7	7.4	17.1
Total Transportation	33.1	29.7	11.4
Interisland airfare	5.9	3.6	60.5
Ground transportation	1.2	1.0	16.1
Rental vehicles	23.6	23.0	2.8
Gasoline, parking, etc.	2.5	2.1	18.0
Total Shopping	19.0	17.0	11.7
Fashion and clothing	6.5	5.8	11.4
Jewelry and watches	2.2	1.9	12.1
Cosmetics, perfume	0.2	0.3	-14.1
Leather goods	0.2	0.2	9.0
Hawai'i food products	4.2	4.5	-6.4
Souvenirs	5.7	4.3	32.6
Lodging	108.7	96.0	13.2
All other expenses 1/	4.8	7.8	-38.1

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures

Table 92. Air Visitor Personal Daily Spending by MMA and Trip Characteristics: 2024 vs 2023

Expenditure Type	Total*			U.S. West			U.S. East			Japan			Canada		
	2024	2023	% change	2024	2023	% change	2024	2023	% change	2024	2023	% change	2024	2023	% change
ALL VISITORS	244.7	241.2	1.5	229.8	225.4	2.0	264.6	262.6	0.8	239.6	240.7	-0.5	223.5	220.3	1.5
Group tour status:															
Organized group tour	291.0	275.1	5.8	263.7	252.9	4.3	358.9	344.1	4.3	255.5	257.6	-0.8	239.0	276.3	-13.5
Individually arranged	235.6	238.5	-1.2	228.0	224.0	1.8	253.0	250.0	1.2	236.3	242.8	-2.7	218.3	215.6	1.3
Arrived on package tour:															
Yes	238.7	299.4	-20.3	230.1	217.7	5.7	247.2	243.5	1.5	282.2	294.3	-4.1	233.8	250.9	-6.8
No	246.2	233.2	5.6	228.0	225.1	1.3	293.2	253.6	15.6	209.2	216.1	-3.2	215.7	210.1	2.7
Accommodations:															
Hotel	281.5	265.9	5.9	270.6	268.4	0.8	311.7	301.3	3.4	264.4	276.4	-4.3	248.0	252.3	-1.7
Condo	247.6	246.5	0.4	241.9	245.2	-1.3	271.9	271.9	0.0	198.8	202.9	-2.0	226.3	223.7	1.2
Guests of friends and relatives	102.9	177.4	-42.0	102.1	105.3	-3.1	103.4	107.3	-3.6	106.2	123.8	-14.2	103.9	105.0	-1.1
Timeshare	177.7	179.3	-0.9	172.2	168.3	2.3	196.3	195.2	0.6	134.1	146.4	-8.4	176.5	151.9	16.2
Rental House	243.9	253.8	-3.9	249.4	234.2	6.5	260.6	255.5	2.0	145.0	150.1	-3.4	207.5	208.3	-0.4
Previous visits:															
First trip	251.0	247.8	1.3	238.7	229.6	4.0	272.0	270.3	0.6	271.6	281.2	-3.4	239.4	231.9	3.2
Repeat visitors	226.7	235.1	-3.6	223.1	221.3	0.8	237.0	231.5	2.4	226.7	234.6	-3.4	209.1	215.1	-2.8
Purpose of trip:															
Pleasure	238.3	238.4	-0.1	232.3	228.5	1.7	256.2	253.9	0.9	224.7	229.3	-2.0	217.8	215.7	1.0
Business, meetings, conventions, incentive	302.5	270.1	12.0	290.6	284.2	2.2	330.1	314.5	4.9	259.0	276.8	-6.4	314.7	323.0	-2.6
Honeymoon	337.7	313.0	7.9	319.0	332.3	-4.0	376.5	372.8	1.0	321.3	332.8	-3.5	331.1	336.8	-1.7

*Total refers to all reporting major marketing areas (MMA), not just those presented in the table.

Table 93. 2024 Meeting, Convention, and Incentive (MCI) Air Visitor Characteristics and Spending

MEETING, CONVENTION & INCENTIVE	VISITORS	LOS FOR EVENT	LOS BEFORE OR AFTER EVENTS	TOTAL LOS	PER PERSON		TOTAL	
					PERSONAL SPENDING\$	PER DAY PERSONAL SPENDING\$	TOTAL PERSONAL SPENDING\$	SUPPLEMENTAL BUSINESS SPENDING \$
Convention/Conference	227,956							\$681,479,019
Party Size	1.85							
Delegates	123,084	4.00	3.92	7.92	\$307.0		\$299,224,080	\$125,882,535
Companions	104,872	4.00	3.92	7.92			\$256,372,403	\$256,372,403
Corporate Meeting	76,365							\$215,126,013
Party Size	1.71							
Delegates	44,663	3.00	4.36	7.36	\$355.9		\$117,059,911	\$15,773,026
Companions	31,702	3.00	4.36	7.36			\$82,293,076	\$82,293,076
Incentive	108,505							\$203,956,540
Party Size	2.37							
Delegates	45,846			6.44	\$308.2		\$90,960,609	\$90,960,609
Companions	62,659			6.44			\$112,995,931	\$112,995,931
MCI TOTAL					\$958,906,011		\$141,655,561	\$1,100,561,572

Table 94. 2024 Cruise Ship Visitors

2024	NUMBER OF TRIPS BY OUT- OF-STATE CRUISE SHIPS	VISITOR ARRIVAL BY OUT-OF- STATE SHIPS	VISITOR ARRIVAL BY AIR 1/	TOTAL NUMBER OF TRIPS	TOTAL ARRIVAL	TOTAL AVERAGE LENGTH OF STAY (DAYS)	TOTAL VISITOR DAYS
JANUARY	14	17,863	9,201	18	27,065	6.38	172,638
FEBRUARY	13	19,838	9,426	17	29,264	6.36	186,029
MARCH	4	12,000	11,993	9	23,993	7.43	178,284
APRIL	15	31,689	11,196	19	42,885	6.18	264,908
MAY	2	5,420	9,437	6	14,856	7.98	118,558
JUNE	0	0	12,554	5	12,554	10.22	128,323
JULY	1	672	10,284	5	10,956	10.40	113,972
AUGUST	0	0	12,229	5	12,229	10.12	123,770
SEPTEMBER	9	18,700	9,165	13	27,865	6.97	194,241
OCTOBER	14	35,616	10,909	18	46,525	5.41	251,881
NOVEMBER	5	8,271	13,189	10	21,460	7.84	168,272
DECEMBER	10	18,055	9,633	14	27,688	7.24	200,324
TOTAL	87	168,123	129,217	139	297,340	7.27	2,101,199

1/ Arrivals by Air included visitors who flew to Hawai'i to Board the Pride of America and visitors who flew into Honolulu to board turnaround trips on out-of-state cruise ships.

Table 95. Cruise Ship Visitors Percent change: 2024 vs. 2023

	NUMBER OF TRIPS BY OUT- OF-STATE CRUISE SHIPS	VISITOR ARRIVAL BY OUT-OF- STATE SHIPS	VISITOR ARRIVAL BY AIR 1/	TOTAL NUMBER OF TRIPS	TOTAL ARRIVAL	TOTAL AVERAGE LENGTH OF STAY (DAYS)	TOTAL VISITOR DAYS
JANUARY	75.0	6.9	2.7	50.0	5.5	-5.5	-0.3
FEBRUARY	44.4	-1.5	-1.4	30.8	-1.5	-0.3	-1.8
MARCH	33.3	40.3	22.1	28.6	30.6	-4.1	25.2
APRIL	25.0	48.8	-20.5	11.8	21.2	-11.3	7.5
MAY	-50.0	-51.1	-6.9	-25.0	-30.0	-3.5	-32.4
JUNE	-100.0	-100.0	23.7	0.0	-6.3	18.1	10.7
JULY	-50.0	-86.4	-20.9	-28.6	-38.9	24.5	-24.0
AUGUST	-100.0	-100.0	22.4	0.0	-6.9	12.8	5.1
SEPTEMBER	125.0	129.6	-30.6	44.4	30.5	-14.4	11.7
OCTOBER	-17.6	4.0	2.7	-14.3	3.7	-8.9	-5.6
NOVEMBER	-16.7	-24.4	12.7	0.0	-5.2	4.3	-1.2
DECEMBER	42.9	18.9	-19.4	16.7	2.0	1.3	3.4
TOTAL	17.6	6.7	-3.0	10.3	2.2	0.0	-0.7

1/ Arrivals by Air included visitors who flew to Hawai'i to Board the Pride of America and visitors who flew into Honolulu to board turnaround trips on out-of-state cruise ships.

Table 96. 2024 Total Cruise Ship Passengers by MMA

	Visitors	US West	US East	Canada	Oceania	Europe	Other	Hawai'i Residents	Total Passengers
Total Passengers	297,340	84,492	138,489	30,364	16,257	12,276	15,462	2,727	300,067
Island Visitation (Number of Passengers)									
Oahu	297,340	84,492	138,489	30,364	16,257	12,276	15,462	2,727	300,067
Kaua'i	235,347	67,199	118,795	18,016	11,107	7,763	12,467	2,527	237,874
Maui County	212,350	59,216	112,145	14,413	7,836	7,462	11,278	2,507	214,857
Maui	212,146	59,152	112,145	14,413	7,770	7,426	11,257	2,507	214,653
Moloka'i	3,200	1,180	1,366	52	175	186	241	0	3,200
Lāna'i	5,102	2,238	1,736	270	332	219	307	0	5,102
Hawai'i Island	265,164	74,844	128,731	26,982	12,007	8,833	13,767	2,658	267,822
Purpose of Trip (Number of Passengers)									
Honeymoon	4,509	1,466	1,824	334	133	377	375	45	4,554
Get Married	842	148	456	10	97	79	52	0	842
Attend Wedding	1,443	676	502	56	64	92	53	0	1,443
Convention / Conference	890	160	314	58	225	116	17	0	890
Business	2,477	1,043	1,027	217	73	79	38	138	2,615
Visit Friends or Relatives	28,898	12,449	12,472	1,943	461	466	1,107	787	29,685
Play Golf	4,511	1,367	2,344	188	141	85	386	0	4,511
Leisure	257,184	68,426	120,541	27,647	15,453	11,503	13,614	1,843	259,027
Type of Accommodation Before or After Cruise (Number of Passengers)									
Hotel	149,912	29,890	83,547	16,367	8,005	4,340	7,763	51	149,963
Hotel only	134,162	24,246	76,752	15,315	7,132	3,837	6,880	51	134,213
Condo	11,114	4,367	3,855	1,529	424	385	544	92	11,206
Condo only	4,093	1,096	1,564	1,081	126	79	147	92	4,185
Timeshare	12,574	4,866	5,726	948	311	354	569	0	12,574
Timeshare only	5,840	2,060	2,829	559	49	92	251	0	5,840
Cruise only	125,461	47,084	45,988	11,323	7,102	7,360	6,604	2,444	127,905
Bed & Breakfast	2,945	562	1,570	304	104	277	128	0	2,945
Bed & Breakfast only	726	97	425	35	40	79	50	0	726
Friends & relatives	6,424	2,678	2,478	330	292	230	416	3	6,427
Other accommodation	13,008	4,412	5,053	1,272	1,142	582	547	137	13,145
Average Length of Stay (days)									
Total Length of Stay in Hawai'i	7.07	6.29	7.82	6.49	7.12	5.59	7.81	6.53	7.06
LOS in Hawai'i Before Cruise	1.08	0.62	1.38	0.87	1.48	0.87	1.09	0.00	1.07
LOS in Hawai'i During Cruise	5.10	4.66	5.63	4.77	4.34	4.12	5.82	6.53	5.11
LOS in Hawai'i After Cruise	0.89	1.02	0.81	0.85	1.30	0.60	0.90	0.00	0.88
Type of Visitors									
First Timers	129,644	17,186	73,563	13,000	6,811	9,647	9,437		
Repeat Visitors	167,697	67,306	64,926	17,364	9,447	2,629	6,025		
Expenditures									
Total Expenditures (All cruise visitors, in \$million)	636.6	124.1	380.3	50.1	37.7	15.6	28.9		
Per Person Per Day (All cruise visitors, \$)	303.0	233.2	351.4	254.3	325.2	227.5	273.1		
PPPD (On domestic ships, \$)	426.1	400.2	440.0	440.3	408.1	364.4	386.3		
PPPD (On foreign ships, \$)	111.0	94.3	114.0	140.3	112.6	127.0	103.2		

Table 97. 2024 Cruise Visitor Personal Daily Spending – All Cruise Visitors in Dollars
and Percent Change vs 2023

Expenditure Type	State	% Change	O'ahu	% Change	Mau	% Change	Kaua'i	% Change	Hawai'i Island	% Change
Total per person per day spending	302.8	2.6	174.5	13.3	89.2	15.7	84.3	13.1	86.4	3.9
Lodging	25.6	2.6	51.7	7.1	13.6	5.7	9.3	-21.6	7.8	-13.4
Food & beverages	21.8	19.0	36.2	22.0	14.2	29.8	11.7	25.7	12.9	0.6
Restaurant	15.3	15.5	25.1	18.7	10.0	18.0	8.4	24.3	9.4	0.5
Dinner shows	3.0	30.1	6.0	25.0	1.8	116.0	1.7	46.3	0.6	-13.0
Groceries/snacks	3.5	26.7	5.2	36.5	2.4	46.5	1.6	14.8	2.9	4.0
Entertainment and Recreation	8.2	29.7	13.0	33.5	5.5	47.1	6.0	39.6	4.5	1.9
Shore Tour	27.0	13.4	21.4	8.5	30.6	22.0	30.9	14.8	29.4	12.5
Total Transportation	13.6	20.4	19.9	22.1	11.4	40.6	9.7	23.2	8.6	1.8
Inter-island airfare	2.3	55.1	3.2	86.3	1.3	10.8	1.6	21.2	1.8	46.5
Ground transportation	4.8	2.7	8.4	3.9	3.2	24.3	2.3	10.6	2.7	-13.4
Rental car/moped	5.7	27.0	7.1	25.3	6.2	62.5	5.1	33.2	3.5	0.5
Other transportation	0.8	24.3	1.2	42.1	0.7	28.8	0.6	7.7	0.5	-3.5
Total Shopping	19.8	2.0	26.7	5.8	11.3	-17.8	13.3	10.5	19.1	-0.3
Fashion& clothing	7.3	4.3	10.4	3.2	4.3	-12.0	5.5	28.4	5.7	3.8
Jewelry/watch	2.4	-4.7	3.6	16.4	1.2	-51.7	1.6	-13.8	1.9	-6.9
Cosmetics/perfumes	0.4	-32.6	0.8	-24.8	0.2	-43.4	0.1	-18.2	0.2	-49.4
Leather goods	0.5	-33.0	0.8	-35.6	0.2	-48.0	0.1	-34.9	0.3	-10.9
Hawai'i food products	3.5	15.1	3.5	15.2	1.6	19.5	1.8	22.2	5.4	9.7
Souvenirs	5.8	3.2	7.6	13.3	3.8	-11.4	4.1	1.8	5.5	-6.4
All other spending outside ship	4.3	19.0	5.6	11.7	2.6	-1.2	3.4	49.2	4.1	28.9
Unallocated and on ship spending 1/	182.6	-2.6								

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Table 98. Total Air Seats Operated to Hawai'i: 2024 vs. 2023

DepCityName	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LIHUE	
	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023
TOTAL	13,274,718	13,122,041	1.2	8,492,916	7,932,570	7.1	2,462,081	2,819,178	-12.7	1,329,496	1,390,182	-4.4
SCHEDULES	10,558,192	10,663,732	-1.0	6,001,983	5,775,159	4.3	2,316,043	2,623,892	-11.6	1,276,877	1,334,210	-4.3
CHARTERS	37,445	31,658	18.3	17,952	18,769	-4.4	5,259	1,867	181.7	13,871	10,482	32.3
	47,932	45,015	6.5	28,439	30,318	-8.0	5,259	1,867	181.7	13,871	11,690	18.7

Source: Scheduled seats from DIO MI schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division

Table 99. Domestic Air Seats Operated To Hawai'i: 2024 vs. 2023

DepCityName	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LIHUE	
	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023	2024	2023
DOMESTIC	10,595,637	10,695,390	-0.9	6,019,935	5,773,928	4.3	2,321,302	2,625,759	-11.6	1,276,877	1,334,210	-4.3
SCHEDULES	10,558,192	10,663,732	-1.0	6,001,983	5,775,159	4.3	2,316,043	2,623,892	-11.7	1,263,006	1,323,728	-4.6
CHARTERS	37,445	31,658	18.3	17,952	18,769	-4.4	5,259	1,867	181.7	13,871	10,482	32.3
US WEST	9,365,338	9,438,011	-0.8	4,940,400	4,721,590	4.6	2,188,903	2,442,360	-10.4	1,258,875	1,313,108	-4.1
Anchorage	83,318	93,657	-11.0	63,513	62,271	2.0	4,908	15,155	-67.6	14,897	16,231	-8.2
Denver	500,748	406,386	23.2	176,412	161,988	8.9	137,532	105,249	30.7	120,276	76,505	57.2
Everett	25,715	7,972	222.6	25,715	7,972	222.6						
Las Vegas	664,116	661,959	0.3	379,801	378,851	0.3	156,390	155,358	0.7	64,050	63,875	0.3
Long Beach	192,248	217,728	-11.7	132,846	126,730	3.2	59,402	88,998	-33.3			
Los Angeles	2,312,558	2,414,294	-4.2	1,329,388	1,258,089	5.7	387,879	534,925	-27.5	323,872	327,635	-1.1
Oakland	552,716	567,435	-2.6	206,027	213,704	-3.6	151,480	177,205	-14.5	64,050	63,700	0.5
Ontario	68,607	68,229	0.6	68,607	68,229	0.6						
Phoenix	593,299	573,043	3.5	288,092	289,826	-0.6	154,483	133,473	15.7	75,460	75,264	0.3
Portland	351,993	362,476	-2.9	166,672	169,803	-1.8	118,209	120,648	-2.0	55,009	64,075	-14.1
Sacramento	288,319	263,810	9.3	150,902	162,037	-6.9	96,404	101,773	-5.3	17,577	0	NA
Salt Lake City	165,270	100,769	64.0	132,608	76,977	72.3	32,662	23,792	37.3			
San Diego	551,727	506,799	8.9	328,285	287,263	14.3	127,292	118,881	7.1	60,038	58,520	2.6
San Francisco	1,231,706	1,290,796	-4.6	665,060	663,387	0.3	315,868	349,809	-9.7	160,474	189,439	-15.3
San Jose	429,619	637,643	-32.6	249,170	252,656	-1.4	104,628	190,027	-44.9	54,941	116,159	-52.7
Santa Ana	0	1,008	-100.0	0	1,008	-100.0						
Seattle	1,353,379	1,264,007	7.1	577,302	538,799	7.1	341,766	327,067	4.5	248,231	261,705	-5.1
US EAST	1,192,854	1,225,721	-2.7	1,061,583	1,033,569	2.7	127,140	181,532	-30.0	4,131	10,620	-61.1
Atlanta	112,068	128,693	-12.9	103,212	103,851	-2.5	8,856	22,842	-61.2			
Austin	45,314	46,704	-3.0	45,314	46,704	-3.0						
Boston	71,038	60,882	16.7	71,038	60,882	16.7						
Chicago	155,685	161,139	-3.4	120,204	114,798	4.7	31,350	35,721	-12.2	4,131	10,620	-61.1
Dallas	248,739	283,842	-12.4	162,306	164,046	-1.1	86,433	119,796	-27.8			
Detroit	84,173	78,588	7.1	84,173	78,588	7.1						
Houston	158,340	131,040	20.8	158,340	131,040	20.8						
Minneapolis	82,496	77,910	5.9	82,496	77,910	5.9						
New York JFK	174,671	162,715	7.3	174,671	162,715	7.3						
Newark	31,455	66,479	-52.7	30,954	63,306	-51.1	501	3,173	-84.2			
Washington D.C.	28,875	27,729	4.1	28,875	27,729	4.1						

Source: Scheduled seats from DIO MI schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division

Table 100. International Air Seats Operated To Hawai'i: 2024 vs. 2023

DepCityName	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE
INTERNATIONAL SCHEDULES	2,679,081	2,426,651	10.4	2,472,981	2,159,642	14.6	140,779	193,419	-27.2	52,619	55,972	-6.0	12,702	18,618	-31.8	12,702	18,618	-31.8
CHARTERS	2,668,594	2,413,294	10.6	2,462,494	2,146,493	14.7	140,779	193,419	-27.2	52,619	54,764	-3.9	12,702	18,618	-31.8	12,702	18,618	-31.8
JAPAN	1,384,265	1,063,623	30.1	1,374,646	1,053,480	30.5				9,619	10,143	-5.2						
Fukuoka	44,202	29,190	51.4	44,202	29,190	51.4												
Nagoya	49,951	25,308	97.4	49,951	25,308	97.4												
Osaka	164,366	135,053	21.7	164,366	135,053	21.7				5,838	2,780	110.0						
Tokyo HND	532,578	418,754	27.2	526,740	415,974	26.6				3,781	7,363	-48.6						
Tokyo NRT	593,168	455,318	30.3	589,387	447,955	31.6												
CANADA	420,172	466,196	-9.9	223,891	209,538	6.8	140,779	193,419	-27.2	43,000	44,621	-3.6	12,702	18,618	-31.8			
Calgary	64,138	66,472	-3.5	29,358	22,836	28.6	25,210	38,068	-33.8	9,570	5,568	71.9						
Edmonton	12,876	8,004	60.9	6,090	4,002	52.2	6,786	4,002	69.6									
Toronto	13,278	15,198	-12.6	11,788	10,132	16.3	1,490	5,066	-70.6									
Vancouver	329,880	376,522	-12.4	176,455	172,968	2.3	107,293	146,283	-26.7	33,430	39,053	-14.4	12,702	18,618	-31.8			
OTHER ASIA	278,982	278,670	0.1	278,982	278,670	0.1												
Seoul	278,982	278,670	0.1	278,982	278,670	0.1												
OCEANIA	295,421	329,185	-10.3	295,421	329,185	-10.3												
Auckland	60,254	91,190	-33.9	60,254	91,190	-33.9												
Melbourne	34,840	34,170	2.0	34,840	34,170	2.0												
Sydney	200,327	203,825	-1.7	200,327	203,825	-1.7												
OTHER	289,754	275,620	5.1	289,754	275,620	5.1												
Apia	8,288	7,480	10.8	8,288	7,480	10.8												
Christmas Island	6,415	1,190	439.1	6,415	1,190	439.1												
Cook Islands	9,450	5,103	85.2	9,450	5,103	85.2												
Guam	127,050	123,200	3.1	127,050	123,200	3.1												
Majuro	664	830	-20.0	664	830	-20.0												
Manila	79,917	78,177	2.2	79,917	78,177	2.2												
Nadi	10,710	13,770	-22.2	10,710	13,770	-22.2												
Pago Pago	33,082	31,692	4.4	33,082	31,692	4.4												
Papeete	14,178	14,178	0.0	14,178	14,178	0.0												

Source: Scheduled seats from Dilo M schedules; charter seats estimated based on reports from State of Hawai'i DOT Airports Division

Table 101. Total Flights Operated To Hawai'i: 2024 vs. 2023

DepCityName	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE
TOTAL	59,787	59,785	0.0	35,185	32,870	7.0	12,253	14,039	-12.7	6,779	7,320	-7.4	0	7	-100.0	5,570	5,549	0.4
SCHEDULES	59,512	59,536	0.0	35,065	32,737	7.1	12,227	14,031	-12.9	6,652	7,215	-7.8	0	7	-100.0	5,568	5,546	0.4
CHARTERS	275	249	10.4	120	133	-9.8	26	8	225.0	127	105	21.0				2	3	-33.3

Source: Scheduled seats from DIO M schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division

Table 102. Domestic Flights Operated To Hawai'i: 2024 vs. 2023

DepCityName	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE
DOMESTIC	49,729	50,399	-1.3	26,269	24,943	5.3	11,474	12,999	-11.7	6,489	7,008	-7.4	0	7	-100.0	5,497	5,442	1.0
SCHEDULES	49,497	50,204	-1.4	26,192	24,858	5.4	11,448	12,991	-11.9	6,362	6,909	-7.9	0	7	-100.0	5,495	5,439	1.0
CHARTERS	232	195	19.0	77	85	-9.4	26	8	225.0	127	99	28.3				2	3	-33.3
US WEST	45,049	45,706	-1.4	22,294	21,098	5.7	10,915	12,293	-11.2	6,345	6,869	-7.6	0	7	-100.0	5,495	5,439	1.0
Anchorage	489	541	-9.6	374	354	5.6	28	94	-70.2	87	93	-6.5						
Denver	1,699	1,524	11.5	574	501	14.6	383	295	29.8	364	363	0.3				378	365	3.6
Everett	145	45	222.2	145	45	222.2												
Las Vegas	3,102	3,173	-2.2	1,557	1,581	-1.5	814	862	-5.6	366	365	0.3				365	365	0.0
Long Beach	1,046	1,192	-12.2	730	708	3.1	316	484	-34.7									
Los Angeles	10,560	11,261	-6.2	5,574	5,262	5.9	1,916	2,679	-28.5	1,615	1,726	-6.4	0	7	-100.0	1,455	1,587	-8.3
Oakland	3,011	3,041	-1.0	1,080	1,068	1.1	844	985	-14.3	366	364	0.5				721	624	15.5
Ontario	363	361	0.6	363	361	0.6												
Phoenix	2,911	2,757	5.6	1,317	1,320	-0.2	825	673	22.6	385	384	0.3				384	380	1.1
Portland	1,762	1,842	-4.3	734	756	-2.9	642	674	-4.7	310	362	-14.4				76	50	52.0
Sacramento	1,468	1,271	15.5	729	718	1.5	522	553	-5.6	93	0	NA				124	0	NA
Salt Lake City	774	449	72.4	627	357	75.6	147	92	59.8									
San Diego	2,922	2,714	7.7	1,660	1,443	15.0	696	664	4.8	339	342	-0.9				227	265	-14.3
San Francisco	5,260	5,300	-0.8	2,505	2,498	0.3	1,470	1,496	-1.7	741	775	-4.4				544	531	2.4
San Jose	2,404	3,600	-33.2	1,390	1,412	-1.6	571	1,066	-46.4	312	659	-52.7				131	463	-71.7
Santa Ana	0	8	-100.0	0	8	-100.0												
Seattle	7,133	6,627	7.6	2,935	2,706	8.5	1,741	1,676	3.9	1,367	1,436	-4.8				1,090	809	34.7
US EAST	4,448	4,498	-1.1	3,898	3,760	3.7	533	698	-23.6	17	40	-57.5						
Atlanta	407	437	-6.9	366	356	2.8	41	81	-49.4									
Austin	163	168	-3.0	163	168	-3.0												
Boston	255	219	16.4	255	219	16.4												
Chicago	520	548	-5.1	378	361	4.7	125	147	-15.0	17	40	-57.5						
Dallas	1,012	1,062	-4.7	648	611	6.1	364	451	-19.3									
Detroit	336	298	12.8	336	298	12.8												
Houston	435	360	20.8	435	360	20.8												
Minneapolis	362	360	0.6	362	360	0.6												
New York JFK	696	643	8.2	696	643	8.2												
Newark	137	286	-52.1	134	267	-49.8	3	19	-84.2									
Washington D.C.	125	117	6.8	125	117	6.8												

Source: Scheduled seats from DIO M schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division

Table 103. International Flights Operated To Hawai'i: 2024 vs. 2023

DepCityName	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE	2024	2023	%CHANGE
INTERNATIONAL	10,058	9,386	7.2	8,916	7,927	12.5	779	1,040	-25.1	290	312	-7.1				73	107	-31.8
SCHEDULES	10,015	9,332	7.3	8,873	7,879	12.6	779	1,040	-25.1	290	306	-5.2				73	107	-31.8
CHARTERS	43	54	-20.4	43	48	-10.4				0	6	-100.0						
JAPAN	4,734	3,823	23.8	4,694	3,776	24.3				40	47	-14.9						
Fukuoka	159	105	51.4	159	105	51.4												
Nagoya	209	116	80.2	209	116	80.2												
Osaka	628	517	21.5	628	517	21.5												
Tokyo HND	2,141	1,881	27.4	2,120	1,671	26.9				21	10	110.0						
Tokyo NRT	1,597	1,404	13.7	1,578	1,367	15.4				19	37	-48.6						
CANADA	2,344	2,566	-8.7	1,242	1,160	7.1	779	1,040	-25.1	250	259	-3.5				73	107	-31.8
Calgary	304	276	10.1	136	96	41.7	113	148	-23.6	55	32	71.9						
Edmonton	74	46	60.9	35	23	52.2	39	23	69.6									
Toronto	46	51	-9.8	41	34	20.6	5	17	-70.6									
Vancouver	1,920	2,193	-12.4	1,030	1,007	2.3	622	852	-27.0	195	227	-14.1				73	107	-31.8
OTHER ASIA	923	906	1.9	923	906	1.9												
Seoul	923	906	1.9	923	906	1.9												
OCEANIA	1,020	1,103	-7.5	1,020	1,103	-7.5												
Auckland	209	316	-33.9	209	316	-33.9												
Melbourne	104	102	2.0	104	102	2.0												
Sydney	707	685	3.2	707	685	3.2												
OTHER	994	934	6.4	994	934	6.4												
Apia	49	44	11.4	49	44	11.4												
Christmas Island	38	7	442.9	38	7	442.9												
Cook Islands	50	27	85.2	50	27	85.2												
Guam	363	352	3.1	363	352	3.1												
Maljuro	4	5	-20.0	4	5	-20.0												
Manila	257	253	1.6	257	253	1.6												
Nadi	63	81	-22.2	63	81	-22.2												
Pago Pago	119	114	4.4	119	114	4.4												
Papeete	51	51	0.0	51	51	0.0												

Source: Scheduled seats from Dilo MI schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division

Table 104. State Hotel Performance: 2024 vs. 2023

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2024	2023	Absolute Change	2024	2023	% Change	2024	2023	% Change
JANUARY	75.4	72.8	2.6	378.29	391.68	-3.4	285.14	284.98	0.1
FEBRUARY	79.8	76.0	3.8	372.02	387.64	-4.0	296.98	294.76	0.8
MARCH	74.6	76.5	-1.9	384.30	387.72	-0.9	286.67	296.69	-3.4
APRIL	72.3	73.7	-1.4	367.96	375.88	-2.1	266.11	277.10	-4.0
MAY	71.2	72.1	-0.9	342.08	345.64	-1.0	243.44	249.09	-2.3
JUNE	75.5	76.7	-1.2	372.53	386.69	-3.7	281.28	296.54	-5.1
JULY	78.4	77.2	1.2	384.54	407.04	-5.5	301.29	314.18	-4.1
AUGUST	73.6	74.1	-0.5	361.63	372.89	-3.0	266.25	276.32	-3.6
SEPTEMBER	68.9	75.2	-6.3	315.76	343.96	-8.2	217.68	258.72	-15.9
OCTOBER	70.4	74.4	-4.0	322.20	345.16	-6.7	226.93	256.90	-11.7
NOVEMBER	69.2	72.7	-3.5	335.16	347.81	-3.6	231.78	252.70	-8.3
DECEMBER	71.3	72.6	-1.3	435.02	424.60	2.5	310.20	308.26	0.6
TOTAL	73.3	74.5	-1.1	364.67	376.05	-3.0	267.44	280.07	-4.5

Source: STR, Inc.

Table 105. O'ahu Hotel Hotel Performance: 2024 vs. 2023

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2024	2023	Absolute Change	2024	2023	% Change	2024	2023	% Change
JANUARY	79.0	74.3	4.6	284.19	280.52	1.3	224.44	208.57	7.6
FEBRUARY	84.0	78.8	5.2	283.39	266.07	6.5	238.03	209.71	13.5
MARCH	78.7	79.6	-0.9	284.06	271.97	4.4	223.53	216.53	3.2
APRIL	76.5	78.4	-2.0	274.70	272.08	1.0	210.10	213.43	-1.6
MAY	78.4	78.2	0.2	271.87	262.92	3.4	213.13	205.49	3.7
JUNE	85.2	83.2	2.0	296.24	289.65	2.3	252.28	240.85	4.7
JULY	88.3	84.5	3.8	310.46	306.26	1.4	274.13	258.86	5.9
AUGUST	83.1	84.5	-1.4	296.36	295.64	0.2	246.24	249.74	-1.4
SEPTEMBER	76.9	82.2	-5.4	257.83	269.18	-4.2	198.22	221.36	-10.5
OCTOBER	77.5	79.0	-1.4	261.67	270.89	-3.4	202.90	213.89	-5.1
NOVEMBER	73.7	76.5	-2.8	261.37	271.10	-3.6	192.68	207.43	-7.1
DECEMBER	77.1	76.3	0.8	322.53	319.49	1.0	248.53	243.76	2.0
TOTAL	79.8	79.7	0.2	284.66	281.48	1.1	227.20	224.24	1.3

Source: STR, Inc.

Table 106. Maui County Hotel Performance: 2024 vs. 2023

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2024	2023	Absolute Change	2024	2023	% Change	2024	2023	% Change
JANUARY	71.4	67.7	3.6	560.31	633.42	-11.5	399.85	429.00	-6.8
FEBRUARY	74.2	70.9	3.3	542.58	653.15	-16.9	402.79	463.34	-13.1
MARCH	69.1	70.5	-1.4	580.83	646.17	-10.1	401.19	455.49	-11.9
APRIL	66.3	65.1	1.3	554.51	610.00	-9.1	367.75	396.89	-7.3
MAY	58.3	62.8	-4.4	517.15	539.65	-4.2	301.74	338.78	-10.9
JUNE	57.5	66.7	-9.2	562.89	623.39	-9.7	323.93	415.91	-22.1
JULY	60.5	66.7	-6.3	572.51	653.27	-12.4	346.14	436.02	-20.6
AUGUST	55.1	51.8	3.3	514.95	574.43	-10.4	283.52	297.31	-4.6
SEPTEMBER	52.6	61.9	-9.2	453.42	536.99	-15.6	238.59	332.22	-28.2
OCTOBER	54.9	66.7	-11.8	461.94	506.04	-8.7	253.49	337.45	-24.9
NOVEMBER	58.9	68.4	-9.5	506.48	496.80	1.9	298.32	339.57	-12.1
DECEMBER	60.3	68.6	-8.4	700.93	612.77	14.4	422.53	420.66	0.4
TOTAL	61.6	65.6	-4.0	547.31	592.25	-7.6	337.05	388.52	-13.2

Source: STR, Inc.

Table 107. Kauaʻi Hotel Performance: 2024 vs. 2023

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2024	2023	Absolute Change	2024	2023	% Change	2024	2023	% Change
JANUARY	71.4	74.7	-3.2	426.49	418.90	1.8	304.61	312.76	-2.6
FEBRUARY	78.0	73.7	4.3	429.31	417.40	2.9	334.84	307.44	8.9
MARCH	73.3	75.7	-2.4	444.30	403.98	10.0	325.84	305.82	6.5
APRIL	72.0	75.3	-3.4	432.16	408.35	5.8	311.01	307.63	1.1
MAY	70.9	73.9	-2.9	412.43	389.05	6.0	292.52	287.38	1.8
JUNE	75.3	74.6	0.6	458.61	434.66	5.5	345.15	324.42	6.4
JULY	79.0	73.5	5.5	453.25	453.67	-0.1	358.11	333.40	7.4
AUGUST	73.7	80.1	-6.4	428.03	439.74	-2.7	315.50	352.26	-10.4
SEPTEMBER	72.6	79.9	-7.3	394.20	394.65	-0.1	286.06	315.30	-9.3
OCTOBER	74.0	75.8	-1.7	375.62	389.07	-3.5	278.12	294.79	-5.7
NOVEMBER	69.7	68.3	1.4	363.77	382.96	-5.0	253.40	261.42	-3.1
DECEMBER	68.6	67.9	0.8	455.14	476.54	-4.5	312.39	323.43	-3.4
TOTAL	73.2	74.0	-0.8	414.80	412.83	0.5	303.65	305.67	-0.7

Source: STR, Inc.

Table 108. Hawai'i Island Hotel Performance: 2024 vs. 2023

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2024	2023	Absolute Change	2024	2023	% Change	2024	2023	% Change
JANUARY	69.9	74.7	-4.8	455.18	420.79	8.2	318.16	314.44	1.2
FEBRUARY	73.2	75.7	-2.5	450.41	425.47	5.9	329.70	322.28	2.3
MARCH	67.7	75.6	-7.9	474.91	429.90	10.5	321.41	324.90	-1.1
APRIL	65.3	69.1	-3.7	442.43	427.64	3.5	289.08	295.42	-2.1
MAY	63.7	62.4	1.3	362.38	373.75	-3.0	230.79	233.08	-1.0
JUNE	67.0	69.4	-2.4	423.77	406.47	4.3	284.00	282.14	0.7
JULY	67.6	68.4	-0.8	436.19	437.39	-0.3	295.02	299.17	-1.4
AUGUST	66.8	69.0	-2.1	431.01	430.18	0.2	288.10	296.70	-2.9
SEPTEMBER	62.0	66.2	-4.2	348.18	366.69	-5.0	215.84	242.78	-11.1
OCTOBER	65.7	68.2	-2.5	374.31	387.66	-3.4	245.98	264.30	-6.9
NOVEMBER	68.0	67.0	1.0	387.71	416.65	-6.9	263.75	279.34	-5.6
DECEMBER	68.7	67.3	1.5	538.32	546.26	-1.5	369.95	367.43	0.7
TOTAL	67.0	69.3	-2.4	428.08	422.76	1.3	286.71	293.13	-2.2

Source: STR, Inc.

**Table 109. Visitor Plant Inventory – Existing Inventory
by Island and Property: 2024 vs. 2023**

ISLAND	TYPE	2024 PROPERTIES	2023 PROPERTIES	CHANGE FROM 2023
HAWAII ISLAND	Apartment/ Hotel	1	1	0
	Bed & Breakfast	49	44	5
	Condominium Hotel	7	9	-2
	Hostel	5	2	3
	Hotel	29	28	1
	Vacation Rental Unit	358	312	46
	Timeshare	18	20	-2
	Other	5	4	1
	Total	472	420	52
KAUAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	9	6	3
	Condominium Hotel	13	13	0
	Hostel	1	0	1
	Hotel	17	15	2
	Vacation Rental Unit	405	363	42
	Timeshare	23	22	1
	Other	4	5	-1
	Total	472	424	48
MAUI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	75	74	1
	Condominium Hotel	37	38	-1
	Hostel	3	2	1
	Hotel	27	27	0
	Vacation Rental Unit	349	208	141
	Timeshare	30	32	-2
	Other	2	2	0
	Total	523	383	140
MOLOKA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	1	1	0
	Condominium Hotel	1	2	-1
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	20	12	8
	Timeshare	1	1	0
	Other	0	0	0
	Total	23	16	7
LĀNA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	3	3	0
	Vacation Rental Unit	7	2	5
	Timeshare	0	0	0
	Other	0	0	0
	Total	10	5	5
O'AHU	Apartment/ Hotel	0	1	-1
	Bed & Breakfast	16	15	1
	Condominium Hotel	23	22	1
	Hostel	7	8	-1
	Hotel	76	74	2
	Vacation Rental Unit	189	149	40
	Timeshare	22	21	1
	Other	5	5	0
	Total	338	295	43
STATEWIDE	Apartment/ Hotel	1	2	-1
	Bed & Breakfast	150	140	10
	Condominium Hotel	81	84	-3
	Hostel	16	12	4
	Hotel	152	147	5
	Vacation Rental Unit	1,328	1,046	282
	Timeshare	94	96	-2
	Other	16	16	0
	State Total	1,838	1,543	295

Source: DBEDT, 2024 Visitor Plant Inventory report, posted on the DBEDT website:
[Visitor Statistics](#) | [Visitor Plant Inventory \(hawaii.gov\)](#)

**Table 110. Visitor Plant Inventory – Existing Inventory
by Island and Unit: 2024 vs. 2023**

ISLAND	TYPE	2024 UNITS	2023 UNITS	CHANGE FROM 2023
HAWAII ISLAND	Apartment/ Hotel	16	16	0
	Bed & Breakfast	231	219	12
	Condominium Hotel	245	291	-46
	Hostel	90	51	39
	Hotel	5,830	5,735	95
	Vacation Rental Unit	3,118	2,788	330
	Timeshare	1,973	1,971	2
	Other	48	48	0
	Total	11,551	11,119	432
KAUAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	38	20	18
	Condominium Hotel	928	1,221	-293
	Hostel	32	0	32
	Hotel	2,897	2,841	56
	Vacation Rental Unit	2,328	2,314	14
	Timeshare	2,845	2,848	-3
	Other	74	86	-12
	Total	9,142	9,330	-188
MAUI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	191	195	-4
	Condominium Hotel	2,882	3,069	-187
	Hostel	64	44	20
	Hotel	7,371	7,343	28
	Vacation Rental Unit	7,290	6,924	366
	Timeshare	3,602	3,652	-50
	Other	37	40	-3
	Total	21,437	21,267	170
MOLOKAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	1	1	0
	Condominium Hotel	80	80	0
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	243	236	7
	Timeshare	7	7	0
	Other	0	0	0
	Total	331	324	7
LANAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	320	320	0
	Vacation Rental Unit	8	6	2
	Timeshare	0	0	0
	Other	0	0	0
	Total	328	326	2
OAHU	Apartment/ Hotel	2	32	-30
	Bed & Breakfast	56	55	1
	Condominium Hotel	3,835	3,789	46
	Hostel	171	197	-26
	Hotel	27,683	27,022	661
	Vacation Rental Unit	4,544	4,442	102
	Timeshare	3,753	3,753	0
	Other	225	225	0
	Total	40,269	39,515	754
STATEWIDE	Apartment/ Hotel	18	48	-30
	Bed & Breakfast	517	490	27
	Condominium Hotel	7,970	8,450	-480
	Hostel	357	292	65
	Hotel	44,101	43,261	840
	Vacation Rental Unit	17,531	16,710	821
	Timeshare	12,180	12,231	-51
	Other	384	399	-15
	State Total	83,058	81,881	1,177

Source: DBEDT, 2024 Visitor Plant Inventory report, posted on the DBEDT website:
[Visitor Statistics | Visitor Plant Inventory \(hawaii.gov\)](#)

Table 111. Visitor Plant Inventory - Class of Units by Island: 2024 vs. 2023

PERCENT OF TOTAL UNITS ^[1]				
ISLAND	CLASS	2024 ^[2]	2023 ^[3]	% CHANGE FROM 2023
HAWAII ISLAND	Budget (Up to \$100)	5.9	6.9	-1.0
	Standard (\$101 to \$250)	21.8	21.5	0.3
	Deluxe (\$251 to \$500)	33.4	30.6	2.8
	Luxury (Over \$500/Night)	38.9	41.0	-2.1
	Total	100.0	100.0	
KAUAI	Budget (Up to \$100)	1.0	1.5	-0.5
	Standard (\$101 to \$250)	20.0	26.7	-6.7
	Deluxe (\$251 to \$500)	32.0	25.7	6.3
	Luxury (Over \$500/Night)	47.0	46.2	0.8
	Total	100.0	100.0	
MAUI	Budget (Up to \$100)	0.6	0.7	-0.1
	Standard (\$101 to \$250)	15.9	16.1	-0.2
	Deluxe (\$251 to \$500)	27.2	29.0	-1.8
	Luxury (Over \$500/Night)	56.3	54.2	2.1
	Total	100.0	100.0	
MOLOKAI	Budget (Up to \$100)	4.7	1.1	3.6
	Standard (\$101 to \$250)	91.4	95.8	-4.4
	Deluxe (\$251 to \$500)	3.9	3.2	0.7
	Luxury (Over \$500/Night)	0.0	0.0	0.0
	Total	100.0	100.0	
LANAI	Budget (Up to \$100)	0.0	0.0	0.0
	Standard (\$101 to \$250)	0.0	1.2	-1.2
	Deluxe (\$251 to \$500)	3.7	3.1	0.6
	Luxury (Over \$500/Night)	96.3	95.7	0.6
	Total	100.0	100.0	
OAHU	Budget (Up to \$100)	1.1	1.3	-0.2
	Standard (\$101 to \$250)	21.7	24.7	-3.0
	Deluxe (\$251 to \$500)	38.0	36.0	2.0
	Luxury (Over \$500/Night)	39.2	37.9	1.3
	Total	100.0	100.0	
STATEWIDE	Budget (Up to \$100)	1.5	1.9	-0.4
	Standard (\$101 to \$250)	20.0	22.4	-2.4
	Deluxe (\$251 to \$500)	34.2	32.6	1.6
	Luxury (Over \$500/Night)	44.0	43.1	0.9
	Total	100.0	100.0	

[1] Totals may not sum to 100% due to rounding.

[2] Based on 56,975 units (68.6% of the total units in 2024) for which information on the class of units was available

[3] Based on 50,865 units (62.1% of the total units in 2023) for which information on the class of units was available.

Source: DBEDT, 2024 Visitor Plant Inventory report, posted on the DBEDT website:

[Visitor Statistics | Visitor Plant Inventory \(hawaii.gov\)](#)

Table 112. Visitor Plant Inventory - Available Units by County: 1968 – 2024

YEAR	STATE TOTAL	% CHANGE	HAWAII ISLAND	% CHANGE	KAUAI	% CHANGE	MAUI COUNTY	% CHANGE	O'AHU	% CHANGE
1968	18,657	8.4	2,188	22.2	1,260	13.0	2,043	19.2	13,166	4.5
1969	22,801	22.2	2,480	13.3	1,914	51.9	2,415	18.2	15,992	21.5
1970	26,923	18.1	3,166	27.7	2,565	34.0	2,743	13.6	18,449	15.4
1971	32,289	19.9	3,435	8.5	2,628	2.5	3,695	34.7	22,531	22.1
1972	35,797	10.9	4,241	23.5	2,719	3.5	4,095	10.8	24,742	9.8
1973	36,608	2.3	4,796	13.1	2,629	-3.3	4,075	-0.5	25,108	1.5
1974	38,675	5.6	5,234	9.1	2,868	9.1	5,208	27.8	25,365	1.0
1975	39,632	2.5	5,348	2.2	3,102	8.2	5,830	11.9	25,352	-0.1
1976	42,648	7.6	6,045	13.0	3,520	13.5	7,232	24.0	25,851	2.0
1977	44,986	5.5	5,929	-1.9	3,657	3.9	8,037	11.1	27,363	5.8
1978	47,070	4.6	6,002	1.2	3,786	3.5	8,736	8.7	28,546	4.3
1979	49,832	5.9	6,093	1.5	4,202	11.0	9,472	8.4	30,065	5.3
1980	54,246	8.9	5,889	-3.3	4,322	2.9	9,701	2.4	34,334	14.2
1981	56,769	4.7	6,705	13.9	4,738	9.6	11,359	17.1	33,967	-1.1
1982	57,968	2.1	7,167	6.9	5,147	8.6	12,162	7.1	33,492	-1.4
1983	58,765	1.4	7,469	4.2	4,193	-18.5	12,749	4.8	34,354	2.6
1984	62,448	6.3	7,149	-4.3	5,313	26.7	13,138	3.1	36,848	7.3
1985	65,919	5.6	7,511	5.1	5,656	6.5	14,152	7.7	38,600	4.8
1986	66,308	0.6	7,280	-3.1	5,922	4.7	14,096	-0.4	39,010	1.1
1987	65,318	-1.5	7,328	0.7	5,956	0.6	13,849	-1.8	38,185	-2.1
1988	69,012	5.7	8,823	20.4	7,180	20.6	15,168	9.5	37,841	-0.9
1989	67,734	-1.9	8,161	-7.5	7,398	3.0	15,708	3.6	36,467	-3.6
1990	71,266	5.2	8,952	9.7	7,546	2.0	17,869	13.8	36,899	1.2
1991	72,275	1.4	9,383	4.8	7,567	0.3	18,702	4.7	36,623	-0.7
1992	73,089	1.1	9,170	-2.3	7,778	2.8	19,290	3.1	36,851	0.6
1993	69,502	-4.9	9,140	-0.3	4,631	-40.5	19,127	-0.8	36,604	-0.7
1994	70,463	1.4	9,595	5.0	5,870	26.8	18,804	-1.7	36,194	-1.1
1995*	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
1996	70,288	-0.2	9,558	-0.4	6,760	15.2	17,824	-5.2	36,146	-0.1
1997	71,025	1.0	9,913	3.7	6,589	-2.5	18,552	4.1	35,971	-0.5
1998	71,480	0.6	9,655	-2.6	6,969	5.8	18,650	0.5	36,206	0.7
1999	71,157	-0.5	9,815	1.7	6,872	-1.4	18,609	-0.2	35,861	-1.0
2000	71,506	0.5	9,774	-0.4	7,159	4.2	18,270	-1.8	36,303	1.2
2001	72,204	1.0	9,944	1.7	7,202	0.6	18,234	-0.2	36,824	1.4
2002	70,783	-2.0	9,297	-6.5	7,037	-2.3	17,992	-1.3	36,457	-1.0
2003	70,579	-0.3	9,478	1.9	7,257	3.1	18,303	1.7	35,541	-2.5
2004	72,176	2.3	9,857	4.0	8,105	11.7	18,445	0.8	35,769	0.6
2005	72,307	0.2	10,940	11.0	8,221	1.4	19,220	4.2	33,926	-5.2
2006	72,274	0.0	10,831	-1.0	8,266	0.5	19,571	1.8	33,606	-0.9
2007	73,220	1.3	11,061	2.1	8,692	5.2	19,879	1.6	33,588	-0.1
2008	74,177	1.3	11,240	1.6	9,203	5.9	19,653	-1.1	34,081	1.5
2009	75,188	1.4	11,541	2.7	9,469	2.9	20,151	2.5	34,027	-0.2
2010	74,988	-0.3	11,479	-0.5	9,344	-1.3	20,383	1.2	33,782	-0.7
2011	77,731	3.7	11,113	-3.2	9,872	5.7	21,745	6.7	35,001	3.6
2012	74,650	-4.0	10,594	-4.7	8,289	-16.0	20,441	-6.0	35,326	0.9
2013	73,959	-0.9	10,903	2.9	8,675	4.7	18,691	-8.6	35,690	1.0
2014	73,716	-0.3	10,666	-2.2	8,492	-2.1	18,694	0.0	35,864	0.5
2015	77,138	4.6	11,085	3.9	8,582	1.1	21,413	14.5	36,058	0.5
2016	79,092	2.5	11,349	2.4	8,444	-1.6	21,899	2.3	37,400	3.7
2017	80,709	2.0	11,286	-0.6	8,821	4.5	21,723	-0.8	38,879	4.0
2018	80,751	0.1	10,811	-4.2	9,022	2.3	21,829	0.5	39,089	0.5
2019	80,554	-0.2	10,505	-2.8	9,036	0.2	21,773	-0.3	39,240	0.4
2020	81,188	0.8	11,123	5.9	9,250	2.4	22,009	1.1	38,806	-1.1
2021	80,555	-0.8	10,615	-4.6	9,160	-1.0	22,022	0.1	38,758	-0.1
2022	81,102	0.7	10,545	-0.7	9,143	-0.2	22,254	1.1	39,160	1.0
2023	81,881	1.0	11,119	5.4	9,330	2.0	21,917	-1.5	39,515	0.9
2024	83,058	1.4	11,551	3.9	9,142	-2.0	22,096	0.8	40,269	1.9

* NA = Not Available. HVCB (Hawaii Visitors and Convention Bureau) did not conduct an update survey in 1995.

Source: DBEDT, 2024 Visitor Plant Inventory report, posted on the DBEDT website:

[Visitor Statistics | Visitor Plant Inventory \(hawaii.gov\)](#)

APPENDIX A

DEFINITIONS

Airline Passenger Counts: Passengers arriving in Hawai'i on transpacific flights (both scheduled and chartered) from the U.S., Canada, Japan, Europe, Other Asia, Oceania and Other Pacific regions, as reported in the Air Traffic Summary Report, which airlines submit to the State of Hawai'i, Department of Transportation each month. The report shows passenger counts arriving to the Daniel K. Inouye, Kahului, Ellison Onizuka, Hilo and Lihue airports and includes counts of any in-transit passengers (domestic or international).

Arrivals by Air: Visitors who enter Hawai'i via arriving transpacific flights. This data is derived from the Domestic In-flight Survey and International Departure Survey.

Arrivals by Cruise Ships: Visitors entering Hawai'i via foreign-flagged cruise ships. This data is derived from monthly reports from the State of Hawai'i Department of Transportation Harbors Division, Hawai'i.PortCall.com, and from the Cruise Visitor Survey.

Cruise Ships (Arrivals by Air): An estimate of visitors staying on cruise ships who arrived in Hawai'i via transpacific flights. This figure may not correspond with the number reported under the Cruise Visitors section, which was derived from the Cruise Visitor Survey and cruise ship passenger counts.

Cruise Ships, Foreign Flagged: Ships that are not considered Hawai'i businesses. On-ship spending is not included in the reported visitor expenditures.

Cruise Ship U.S. Flagged: The Pride of America, which is home-ported in Hawai'i, is considered a Hawai'i business. Visitor expenditures for this ship include both on-ship and on-shore spending.

Daily Census: Average number of visitors present in Hawai'i on a single day.

Domestic: This category refers to the origin of the transpacific flight to Hawai'i and not the residence of the passenger. Visitors arriving on a transpacific flight from the Continental United States. Total domestic arrivals include U.S. residents and foreign residents who come to Hawai'i on flights from the Continental United States. A foreign resident arriving on flights from the U.S. mainland is counted as a domestic visitor.

Expenditures: The U.S. dollar amount spent in Hawai'i attributed to a visitor. This includes direct spending by visitors while in Hawai'i, as well as any prepaid package purchased before arrival. The expenditure data does not include transpacific airfare costs to-and-from Hawai'i, commissions paid to travel agents, or portions of the package in another state or country.

Expenditures, Total by Island: Includes on-ship spending on U.S. flagged cruise ships. The expenditures are allocated to each island in proportion to visitor days.

Per Person Per Day (PPPD) Expenditures, by Island: The denominator is air and cruise visitor days by island.

Expenditures, Cruise Visitor: Expenditures by visitors onboard foreign flagged and U.S. flagged cruise ships. Expenditures by visitors onboard U.S. flagged cruise ships include on-ship spending because U.S. flagged cruise ships are considered Hawai'i businesses. Expenditures by visitors onboard foreign flagged cruise ships include only onshore expenditures.

Group Tour: Visitors traveling and participating in activities in a group with a tour guide during much of their stay.

In-transit, International:

- True Transit: Passengers clearing U.S. Immigration and Customs at Hawai'i's major airports and proceeding to another city.
- Bonded transit: Passengers held in a sterile lounge area who re-board an aircraft without being processed by either U.S. Immigration and Customs Enforcement.

In-Transit, Domestic:

- U.S. to Foreign: Passengers arriving at Hawai'i's major airports from the Continental United States, or the neighbor islands who re-board an aircraft destined for a foreign country (without leaving the airport).
- Neighbor Island to Mainland: Passengers arriving at Daniel K. Inouye International Airport (HNL) from a neighbor island airport who re-board an aircraft destined for the U.S. mainland (without leaving HNL). This excludes passengers doing mileage runs who do not need to go to HNL. A mileage run is a trip for the sole purpose of earning frequent-flier miles; assuming that the fare is cheap enough so that the miles balance out the cost.

Intended Residents: Passengers arriving by transpacific flights who are moving to Hawai'i and seeking long-term residence for at least one year. Students or military members have often classified themselves in this category.

International: This category refers to the origin of the transpacific flight to Hawai'i and not the residence of the passenger. Visitors arriving on transpacific flights from foreign countries and U.S. territories. A U.S. visitor arriving on a transpacific flight from a foreign country is counted as an international visitor.

Length of Stay: The average number of days that visitors are present in Hawai'i, including the day of arrival and day of departure.

Major Market Areas (MMAs): Visitors are classified by their place of residence in the U.S. or foreign country in the following geographical areas, as defined by Hawai'i Tourism Authority (HTA).

1. U.S. West – Pacific (Alaska, California, Oregon, Washington) and Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, and Wyoming) States.
2. U.S. East – Other States in the Continental U.S.
3. Japan
4. Canada
5. Europe – United Kingdom, Germany, France, Italy, and Switzerland
6. Oceania – Australia and New Zealand
7. Other Asia – China, Hong Kong, Korea, Singapore, and Taiwan
8. Latin America – Argentina, Brazil, and Mexico
9. Other – All countries and districts not listed in MMA 1 to 8 above, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories

Market Penetration: Number of visitors from a given Metro Area (CBSA) divided by the population of that area and reported as the rate per 1,000 visitors.

MC&I (Net): Visitors traveling to Hawai'i for corporate meetings, conventions or incentives, or any combination of these reasons. A visitor selecting two or more sub-categories within the MCI category is counted once. Therefore, the sum of the sub-categories may be larger than the MCI category.

Package: Visitors who purchase a package trip that includes airline tickets and accommodations.

Passengers: The total number of people on a flight or on a cruise ship, including visitors and Hawai'i residents.

Pleasure (Net): Visitors traveling for vacation, honeymoon or to get married, or any combination of these reasons. A visitor selecting two or more sub-categories within the pleasure category is counted once. Therefore, the sum of the sub-categories may be larger than the pleasure category.

Returning Hawai'i Residents: Arriving passengers on transpacific flights who are returning Hawai'i residents after traveling out-of-state for various purposes (leisure, business, school, etc.).

True Independent: Visitors who are not part of a tour group and did not purchase airline tickets and accommodations as a package.

Seats, Scheduled: The total number of scheduled air seats on all transpacific flights to Hawai'i reported by Cirium Diio Mi (DIIO) airline database.

Seats, Charter: The number of charter air seats on all flights not reported by DIIO, but reported by the State of Hawai'i monthly.

Seats, Total: The total number of all air seats for both scheduled and charter flights to Hawai'i.

Supplemental Business Expenditures: Additional business expenditures spent in Hawai'i on conventions and corporate meetings by out-of-state visitors (i.e., costs on space, equipment rentals, transportation, etc.). As of 2012, these figures were calculated using the Destinations International (formerly known as Destination Marketing Associations International) Event Impact Calculator (EIC).

Visitor: An out-of-state traveler who stays in Hawai'i for at least one night but less than one year. Visitors arriving by transpacific flights are calculated by subtracting the estimated in-transit passengers, returning Hawai'i residents and intended residents from the Airline Passenger Counts. Visitors arriving by cruise ships are calculated by subtracting Hawai'i residents from counts of passengers who came to Hawai'i onboard foreign-flagged cruise ships.

SOURCES OF DATA FOR VISITOR STATISTICS

The data in this report came from the following sources:

Air Traffic Summary Report: All domestic and international airlines with flights to the Hawaiian Islands are required to complete this report of airline passenger counts and in-transit counts and submit them to the Department of Transportation – Airports Division, by the 10th of each month with data for the previous month.

Summary of International Travel to the United States report: The International Visitor Arrivals Program provided the U.S. government and the public with the official U.S. monthly and final overseas visitor arrivals to the U.S. based on using the INS I-94 form data, which all U.S. non-citizens must complete to enter the United States. The National Travel and Tourism Office (NTTO) manages the program. The monthly reports provided counts of international visitors to Hawai‘i by their country of residence. The reports also identified those simply passing through Hawai‘i (in-transit). Canadian and U.S. residents were not included in these counts.

International Survey: Surveys were distributed to a systematic sample of passengers in the boarding area and walkways at the Daniel K. Inouye International Airport on O‘ahu, the Kahului Airport on Maui, the Ellison Onizuka Kona International Airport on the island of Hawai‘i, and the Līhu‘e Airport on Kaua‘i. In 2024, a total of 54,115 surveys were completed and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. The survey also collected information on statewide visitor expenditures. The characteristics of respondents were attributed to non-respondents using ascription. The International Intercept Survey form is included in Appendix B.

Domestic In-Flight Survey: The domestic survey form is on the reverse side of the Hawai‘i State Department of Agriculture’s mandatory Plants and Animals declaration form. The dual-sided In-flight forms were distributed to passengers on all flights from the Continental United States to Hawai‘i every day of the year. In 2024, there were 4,290,190 usable forms collected and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. Some characteristics of respondents were attributed to non-respondents using ascription. The Domestic In-flight Survey form is included in Appendix B.

Island Survey: Surveys were conducted at the departure area of the airports on all the islands. In 2024, 30,352 completed survey forms were received from the Daniel K. Inouye International Airport for O‘ahu specific data, 15,903 completed forms were received from Maui, 292 forms from Moloka‘i, 144 forms from Lāna‘i, 5,896 forms from Kaua‘i, 5,068 forms from Hilo, and 6,908 forms from Kona. The Island Visitor Survey provided island by island specific information such as purpose of trip, accommodation, length of stay and expenditures. The Island Visitor Survey form is included in Appendix B.

Cruise Visitor Survey: The Cruise Visitor Survey forms are distributed to randomly selected cabins on passenger ships in Hawai‘i during the year. Data collected from cruise visitors include purpose of trip, island visitation and spending by island. The questionnaire used on foreign-flagged ships did not include on-ship spending. In 2024, a total of 10,863 completed forms were processed for cruise visitor information. The Cruise Visitor Survey form is included in Appendix B.

Cruise Ship Passenger Counts Report: All cruise ships which entered Honolulu, Hilo, Kona, Kahului, and Nāwiliwili Harbor reported passenger counts to the Department of Transportation Harbors Division and the Department of Land and Natural Resources. DBEDT obtained monthly cruise ship passenger counts from cruise ship agents and from Hilo harbors. Monthly cruise ship reports are also provided by Hawaii.Portcall.com, a synchronized operating system which simplifies scheduling and billing for ports, pilots, and agents. DBEDT figures specifically look at the number of passengers who arrived in the state on cruise ships. Visitors who flew to Hawai'i and then boarded the cruise vessel were captured in the surveys of air passengers.

Visitor Plant Inventory Survey: The purpose of this survey is to compile an accurate annual assessment of existing and planned visitor accommodations for the State of Hawai'i by island, location, property type (hotel, condo-hotel, bed and breakfast, individual vacation unit, rental house, hostel, timeshare, and apartment-hotel), and class of unit (standard, budget, deluxe, luxury). To access the report online, visit: dbedt.hawaii.gov/visitor/visitor-plant/

Hawai'i Hotel Performance Data: STR, Inc. is the source of hotel occupancy rate, average daily room rate and revenue per available room data. Hotel performance statistics are posted on the HTA website: www.hawaiitourismauthority.org/research/infrastructure-research/

Air Seat Statistics: Since 2013, HTA and DBEDT have used airline schedules from Cirium Diio Mi (DIIO) as the source of its data on scheduled air seats. DIIO is an online database of airline industry data used by airlines, airports, and destination marketing organizations across the U.S.

APPENDIX B

DOMESTIC IN-FLIGHT SURVEY

SPANISH Debe completar este formulario antes de descender del avión. Si no le es posible leerlo en inglés, sírvase pedirle al auxiliar de vuelo un formulario en español.
TAGALOG Ang pormularyong ito ay dapat sagutin bago mag-"landing" ang eroplano. Kung hindi niyo mabasa ang pormularyong ito, mangyari po lamang na humiling sa "flight attendant" na isang pormularyo sa wikang tagalog.
JAPANESE 降機なさる前にこの用紙を必ず記入し終えて下さい。この用紙が読めない場合は、乗務員に日本語の用紙を買って下さい。
KOREAN 착륙하기전에 이 양식에 반드시 기입하셔야 합니다. 이 양식을 읽지 못하면 승무원에게 한국어 양식을 요청하십시오.
CHINESE 请在下机前填写完毕这份表格。如果看不懂此表，请向乘务员索取一份中文表格。



STATE OF HAWAII Department of Agriculture PLANTS AND ANIMALS DECLARATION FORM MANDATORY DECLARATION FOR ALL PASSENGERS, OFFICERS, AND CREW MEMBERS



ALOHA and Welcome to Hawai'i. Many plants and animals from elsewhere in the world can be harmful to our unique environment, agriculture, and communities. Please help to protect Hawai'i by not bringing harmful pests into our state.

YOU ARE REQUIRED BY STATE LAW TO FILL OUT THIS AGRICULTURAL DECLARATION FORM. Any person who defaces this declaration form, gives false information, or fails to declare, prohibited or restricted articles in their possession, including baggage, or fails to declare these items on cargo manifests is in violation of Chapter 150A, Hawaii Revised Statutes, and may be guilty of a misdemeanor punishable, in certain instances, by a maximum penalty of \$25,000 and/or up to one year imprisonment. Intentionally smuggling a snake or other prohibited or restricted article into Hawai'i is, in certain circumstances, a Class C felony punishable by a maximum penalty of \$200,000 and/or up to five years imprisonment.

One adult member of a family may complete this declaration for other family members.

A) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:

- | | |
|---|--|
| ☐ Fresh Fruit & Vegetables | ☐ Soil, Growing Media, Sand, etc. |
| ☐ Cut Flowers & Foliage | ☐ Live Seafood (lobsters, clams, oysters, etc.) |
| ☐ Rooted Plants & Plant Cuttings, or Algae | ☐ Cultures of Bacteria, Fungi, Viruses, or Protozoa |
| ☐ Raw or Propagative Seeds or Bulbs | ☐ Insects, Live Fishes, Amphibians, etc. |

Please submit all of the above-marked items in your possession and/or baggage for inspection to a Hawai'i Plant Quarantine Inspector in the baggage claims area. The cargo agent will submit cargo for inspection on your behalf.

B) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:

- | | |
|--------------------------------|--|
| ☐ Dogs | ☐ Reptiles (Turtles, Lizards, Snakes, etc.) |
| ☐ Cats | ☐ Other Animals |
| ☐ Birds | |

If you are traveling with any LIVE ANIMALS, you must NOTIFY A CABIN ATTENDANT PRIOR TO DEPLANING. All live animals must be turned in to the Honolulu Airport Animal Quarantine Holding Facility by the transportation carrier, not the passenger, upon arrival.

☐ NONE OF THE ABOVE

PLEASE LIST THE SPECIFIC TYPES/NAMES OF THE ITEMS MARKED ABOVE.
(Items meeting State requirements will be inspected and released.)

1 _____ 3 _____
2 _____ 4 _____

Origin (State or Country) of above items _____

Full Name (Print)			
Home Address			
City	State	Zip	
Hawai'i Address or Name of Hotel/Lodging			
Island	Phone No.	No. in Party	
Name of Airline/Ship	Flight No.	Date of Arrival	

Signature _____ Date _____ 49304

Form Rev. 12-23-2022 Printed in U.S.A.

See Reverse Side



DOMESTIC IN-FLIGHT SURVEY (BACK)



STATE OF HAWAII

Aloha! On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure that the quality of your Hawai'i experience remains the best it can be. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. Mahalo!

TO BE COMPLETED BY: Returning Hawai'i residents, those moving to Hawai'i, frequent or repeat visitors to Hawai'i and our first time visitors alike. (PLEASE ANSWER BY COMPLETELY FILLING THE APPROPRIATE OVAL AND BOXES IN BLUE OR BLACK PEN.)

(Fill out one form per party/family)

1. The total number of people (including myself) covered by this form is:

1 2 3 4 5 6 7 8 9 10 >10

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

2. I am a:

☐ Visitor to Hawai'i.

☐ Intended resident moving to Hawai'i for at least one year. (ANSWER QUESTIONS 11 TO 14 ONLY.)

☐ Returning Hawai'i resident.

Number of nights away from Hawai'i:

□ □ □ NIGHTS (ANSWER QUESTIONS 10 TO 14 ONLY.)

3. This trip to Hawai'i is my:

☐ 1st ☐ 5th

☐ 2nd ☐ 6 to 10th

☐ 3rd ☐ More than 10th

☐ 4th

4. Altogether, I/we will be in the Hawaiian Islands for:

☐ A few hours only. (STOP HERE)

☐ One night or more.

□ □ □ NIGHTS (CONTINUE TO QUESTION 5.)

5. Please mark the places you plan to visit and the number of nights you plan to stay at that place (Write 0 if day-only trip).

Plan to visit	# of nights
☐ O'ahu (Includes Waikiki and Honolulu)	□ □ □
☐ Maui	□ □ □
☐ Moloka'i	□ □ □
☐ Lāna'i	□ □ □
☐ Kona (Big Island of Hawai'i)	□ □ □
☐ Hilo (Big Island of Hawai'i)	□ □ □
☐ Kaua'i	□ □ □

6. [Answer if you plan to visit O'ahu, otherwise skip to Q.7]

Are you or any member of your party planning on attending any events at the Hawai'i Convention Center?

☐ Yes ☐ No

7. On this trip, I am a member of an organized tour group:

☐ Yes ☐ No

8. I am on a pre-paid package trip that includes at least Airfare and lodging:

☐ Yes ☐ No

9. Where will you stay while in Hawai'i? (mark all that apply)

☐ Hotel ☐ Friends or Relatives

☐ Condominium ☐ Hostel

☐ Rental House ☐ Camp Site, Beach

☐ Timeshare Unit ☐ Private Room in Private Home

☐ Bed & Breakfast ☐ Shared Room/Space in Private Home

☐ Cruise Ship ☐ Other (please specify): _____

10. The reason for this trip is: (RESIDENTS - MARK PURPOSE OF YOUR TRIP) (mark all that apply)

☐ Honeymoon ☐ Other Business

☐ To Get Married ☐ Visiting Friends or Relatives

☐ Pleasure/Vacation ☐ Government or Military Business

☐ Convention/Conference ☐ To Attend School

☐ Corporate Meeting ☐ Sports Event

☐ Incentive Trip ☐ Other (please specify): _____

11. What is your age: □ □ □

12. What is your gender: ☐ Male ☐ Female ☐ Other: _____

13. Of the people covered by this form (NOT including yourself), how many are:

	# Males	# Females	# Other	# Males	# Females	# Other
12 yrs. or under	□ □	□ □	□ □	25 to 40 yrs.	□ □	□ □
13 to 17 yrs.	□ □	□ □	□ □	41 to 59 yrs.	□ □	□ □
18 to 24 yrs.	□ □	□ □	□ □	60 or more	□ □	□ □
TOTAL	□ □	□ □	□ □			

14. I am a resident of:

☐ U.S.A. (provide Zip Code below)

□ □ □ □ □

1 ☐ ☐ ☐ ☐ ☐ ☐

2 ☐ ☐ ☐ ☐ ☐ ☐

3 ☐ ☐ ☐ ☐ ☐ ☐

4 ☐ ☐ ☐ ☐ ☐ ☐

5 ☐ ☐ ☐ ☐ ☐ ☐

6 ☐ ☐ ☐ ☐ ☐ ☐

7 ☐ ☐ ☐ ☐ ☐ ☐

8 ☐ ☐ ☐ ☐ ☐ ☐

9 ☐ ☐ ☐ ☐ ☐ ☐

0 ☐ ☐ ☐ ☐ ☐ ☐

☐ Canada (provide postal code below)

□ □ □ - □ □ □

All other countries (provide postal code below)

□ □ □ □ □ □ □ □ □ □

☐ Argentina ☐ Australia ☐ Brazil ☐ China ☐ France ☐ Germany ☐ Hong Kong ☐ Italy ☐ Japan ☐ Korea ☐ Mexico ☐ New Zealand ☐ Philippines ☐ Singapore ☐ Switzerland ☐ Taiwan ☐ United Kingdom ☐ Other (please specify): _____

15. E-mail Address (to participate in a follow-up survey):

Form Rev. 12-23-2022. Printed in U.S.A.

● ○ ○ ○ ○ ○ **Mahalo (thank you) and Aloha!**

We welcome you to our home and hope you enjoy your stay with us.

49304

INTERNATIONAL SURVEY




INT'L

On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure your Hawai'i experience remains the best it can be. Please fill in the appropriate bubble (●) or print [1][2] clearly. We greatly appreciate your assistance. *Mahalo!*

Your answers will be kept strictly confidential and will be tabulated for research purposes only.

[Fill out one form per family/party. Not to be completed by your tour leader or tour conductor]

1. The total number of people (including myself) covered by this form is: [] [] persons

2. I am a:

☐ Visitor to Hawai'i [CONTINUE TO QUESTION 3]

☐ Hawai'i resident, to be away for [] [] night(s) [ANSWER QUESTIONS 9 - 13a ONLY]

3. Altogether, I was in the Hawaiian Islands for:

☐ A few hours only [STOP HERE]

☐ [] [] night(s) [CONTINUE TO QUESTION 4]

4. Including this trip, how many times have you visited Hawai'i? [] [] times

5. I came on this trip as a member of an organized tour group:

☐ Yes ☐ No

6. I came on a prepaid package trip that included at least airfare and lodging:

☐ Yes ☐ No

7. Please mark (●) if you have visited any of the following places. On this trip, how many nights did you stay at each place?

	Visited	# of NIGHTS stayed (write "0" if day-only trip)
O'ahu	☐	[] [] []
Maui	☐	[] [] []
Moloka'i	☐	[] [] []
Lana'i	☐	[] [] []
Kona (Big Island of Hawai'i)	☐	[] [] []
Hilo (Big Island of Hawai'i)	☐	[] [] []
Kaua'i	☐	[] [] []

8. Where did you stay while in Hawai'i? (Mark all that apply)

☐ Hotel

☐ Condominium

☐ Rental House

☐ Timeshare Unit

☐ Bed & Breakfast

☐ Cruise Ship

☐ Friends or Relatives

☐ Hostel

☐ Camp site, Beach

☐ Private Room in Private Home

☐ Shared Room/Space in Private Home

☐ Other (please specify) _____

8a. What is the name of the hotel/condominium you stayed at while in Hawai'i? _____ (Internal Use)

9. The primary reason for this trip was: [RESIDENTS - MARK (●) PURPOSE OF THIS TRIP]

☐ To get married

☐ Honeymoon

☐ To attend a wedding

☐ Pleasure/Vacation

☐ Convention/Conference

☐ Corporate meeting

☐ Incentive/Reward Travel

☐ Company Trip

☐ Other Business

☐ Visit friends or relatives

☐ Government or military business

☐ To attend school

☐ Sports Event/Group (Participant/Spectator)

☐ School Group

☐ Event/Concert/Festival (Participant/Spectator)

☐ Other (please specify) _____

10. What is your age? [] [] years old

11. Which best describes your gender identity?

☐ Male ☐ Female ☐ Other _____

12. Of the people covered by this form (not including yourself), how many were:

Age	Males	Females	Other
<12	[] []	[] []	[] []
13-17	[] []	[] []	[] []
18-24	[] []	[] []	[] []
25-40	[] []	[] []	[] []
41-59	[] []	[] []	[] []
60+	[] []	[] []	[] []
TOTAL	[] []	[] []	[] []

13. I am a resident of:

☐ U.S.A. ☐ Argentina

☐ Australia ☐ Japan

☐ Korea ☐ Brazil

☐ Mexico ☐ New Zealand

☐ China ☐ Philippines

☐ France ☐ Singapore

☐ Germany ☐ Switzerland

☐ Hong Kong ☐ Taiwan

☐ Italy ☐ United Kingdom

☐ Canada ☐ Other _____

13a. Please specify zipcode/postal code:

USA Zipcode: [] [] [] [] [] []

Canada Postal Code: [] [] - [] [] [] []

Other Country Postal Code: [] [] [] [] [] [] [] []

Information provided is for research purposes only and for possible participation in a Visitor Satisfaction Survey. **Absolutely no personal information will be shared.**

YOUR NAME: _____

HOME ADDRESS: _____

ZIPCODE/ POSTAL CODE: _____

EMAIL ADDRESS: _____

DEPARTING HAWAII

Day Month Year

[] [] / [] [] / [] []

Flight No. [] [] [] [] Name of Airline: _____

[] [] [] [] FOR INTERNAL USE ONLY Airline Code

ARRIVAL IN HAWAII

Day Month Year

[] [] / [] [] / [] []

Flight No. [] [] [] [] Name of Airline: _____

[] [] [] [] FOR INTERNAL USE ONLY Airline Code

CONTINUE ON THE OTHER SIDE ➡ 2267489008

INTERNATIONAL SURVEY (BACK)

14. On this trip, I first arrived at: ☐ Honolulu International Airport ☐ Kaua'i Airport ☐ Kona International Airport ☐ Other (please specify) _____ ☐ Maui Airport 15. On this trip, did you or any member of your family/party attend any events at the Hawai'i Convention Center? ☐ Yes ☐ No 16. Overall, how would you rate this current trip to Hawai'i? <table style="width: 100%; text-align: center;"> <tr> <td>Excellent</td> <td></td> <td>Above Average</td> <td></td> <td>Below Average</td> <td></td> <td>Poor</td> </tr> <tr> <td>8</td> <td>7</td> <td>6</td> <td>5</td> <td>4</td> <td>3</td> <td>2</td> </tr> <tr> <td>☐</td> <td>☐</td> <td>☐</td> <td>☐</td> <td>☐</td> <td>☐</td> <td>☐</td> </tr> </table> 17. Would you say this trip to Hawai'i...? ☐ Exceeded your expectations ☐ Met your expectations ☐ Did not meet your expectations 18. How likely are you to recommend Hawai'i as a vacation place to your friends and relatives? ☐ Very Likely ☐ Not Too Likely ☐ Somewhat Likely ☐ Not Likely At All 19. How likely are you to return to visit Hawai'i in the next five years? ☐ Very Likely ☐ Not Too Likely ☐ Somewhat Likely ☐ Not Likely At All 20. If you and your family/party came on a pre-paid package trip (including at least airfare and lodging) please fill out 20a-20e. IF NOT, please skip to Question 21. 20a. How much did the package trip cost? (please specify currency) , , ☐ US \$ ☐ name of _____ ☐ currency: _____ 20b. What did the package trip include? (Mark all that apply) <table style="width: 100%;"> <tr> <td>☐ Airfare (to and from Hawai'i)</td> <td>☐ Lunch/Dinner</td> </tr> <tr> <td>☐ Breakfast</td> <td>☐ Rental Car</td> </tr> <tr> <td>☐ Airfare (inter-island)</td> <td>☐ Tours/Attractions</td> </tr> <tr> <td>☐ Inter-island cruise (not including dinner/sunset cruise)</td> <td>☐ Lodging (hotel, condo, etc.)</td> </tr> <tr> <td>☐ Trip to another state/country</td> <td></td> </tr> <tr> <td colspan="2">☐ Other (please specify) _____</td> </tr> </table> 20c. Name of the package: _____ (Internal Use) 20d. Number of nights in Hawai'i covered by it: _____ night(s) 20e. Number of people covered by amount in Q20a above: _____ persons 21. How much did you and your family/party pay for the transpacific flight (if not included as part of a package)? (please specify currency) , , ☐ US \$ ☐ name of _____ ☐ currency: _____	Excellent		Above Average		Below Average		Poor	8	7	6	5	4	3	2	☐	☐	☐	☐	☐	☐	☐	☐ Airfare (to and from Hawai'i)	☐ Lunch/Dinner	☐ Breakfast	☐ Rental Car	☐ Airfare (inter-island)	☐ Tours/Attractions	☐ Inter-island cruise (not including dinner/sunset cruise)	☐ Lodging (hotel, condo, etc.)	☐ Trip to another state/country		☐ Other (please specify) _____		22. How much additional did you and your family/party spend while in Hawai'i? (NOT including pre-paid expenses in Questions 20 and 21. Please round to the nearest dollar.) Absolutely no personal information will be shared. How many people are you reporting for? persons (specify total number of people) 22a. Lodging (hotel, condo, B&B, hostel, etc., including tips)..... US\$, 22b. Total Food and Beverage..... US\$, In restaurants, bars and other eating places..... US\$, Dinner shows/dinner cruises..... US\$, Groceries/snacks..... US\$, 22c. Total Entertainment and Recreation..... US\$, Attractions/entertainment..... US\$, Recreation/Sports (e.g. golf, tennis, snorkeling, hiking)..... US\$, Other activities & tours..... US\$, 22d. Total Transportation..... US\$, Inter island airfare..... US\$, Bus, taxi, trolley, rideshare, etc..... US\$, Rental car/Moped/Car share..... US\$, Other expenses (gasoline, parking, etc.)..... US\$, 22e. Total Shopping..... US\$, Fashion and clothing..... US\$, Jewelry/watches..... US\$, Cosmetics/perfumes..... US\$, Leather goods (belts, wallets, handbags, etc.)..... US\$, Hawai'i food products to take home (fruits, nuts, coffee etc.)..... US\$, Souvenirs..... US\$, 22f. Other Spending Electronics..... US\$, Health/Wellness..... US\$, Household Items..... US\$, Art and Collectibles..... US\$, Other, please specify below..... US\$, 22. TOTAL for Question 22 (22a-22f)..... US\$,
Excellent		Above Average		Below Average		Poor																												
8	7	6	5	4	3	2																												
☐	☐	☐	☐	☐	☐	☐																												
☐ Airfare (to and from Hawai'i)	☐ Lunch/Dinner																																	
☐ Breakfast	☐ Rental Car																																	
☐ Airfare (inter-island)	☐ Tours/Attractions																																	
☐ Inter-island cruise (not including dinner/sunset cruise)	☐ Lodging (hotel, condo, etc.)																																	
☐ Trip to another state/country																																		
☐ Other (please specify) _____																																		

0947489001
Mahalo (Thank You)! Please return your completed survey to the interviewer.
Int'l 2024Q2

2024 Annual Visitor Research Report

ISLAND SURVEY (BACK)

15. Did you come to this island on a pre-paid package trip (including at least airfare and any items in Q16a)?

☐ Yes... [IF YES, CONTINUE TO Q16a]
☐ No.... [IF NO, SKIP TO Q17a]

16a. What did your package include? Please mark ALL that apply:

☐ Airfare (to and from Hawai'i) ☐ Rental car
☐ Airfare (inter-island) ☐ Lunch/Dinner
☐ Inter-island cruise ☐ Lodging
☐ Breakfast ☐ Tours/Attractions
☐ Trip to another state/country (specify) ☐ Other (please specify): _____

16b. How much did your package cost? US\$

16c. Number of nights covered by it:

16d. Number of people covered by amount in Q16b above:

16e. Did your package include a stay on:

☐ This island only ☐ Multiple Hawaiian Islands

17a. Did you arrive on this island on a/an...

☐ Transpacific flight ☐ Inter-island flight

17b. How much did you pay for your flight (if not included as part of a package)?

Transpacific flight (round-trip)..... US\$
Inter-island flight (one-way)..... US\$

18. Overall, how would you rate this current trip to this island?

Excellent 8 ☐ 7 ☐ 6 ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1 ☐ Poor

19. Would you say this trip to this island....?

☐ Exceeded your expectations
☐ Met your expectations
☐ Did not meet your expectations

20. How likely are you to recommend this island as a vacation place to your friends and relatives?

☐ Very Likely ☐ Not Too Likely
☐ Somewhat Likely ☐ Not Likely At All

21. How likely are you to return to visit this island in the next five years?

☐ Very Likely ☐ Not Too Likely
☐ Somewhat Likely ☐ Not Likely At All

Information provided is for research purposes only and for possible participation in a Visitor Satisfaction Survey. **Absolutely no personal information will be shared.**

EMAIL ADDRESS: _____

22. How much additional did you and your family/party spend while on this island? (NOT including pre-paid expenses in Questions 16 and 17. Please round to the nearest dollar.)

How many people are you reporting for? persons
Absolutely no personal information will be shared.

"Amount spent on THIS ISLAND ONLY"

22a. Lodging (hotel, condo, B&B, incl. tips)..... US\$

22b. Total Food and Beverage.... US\$

In restaurants, bars and other eating places..... US\$
Dinner shows/ Dinner cruises..... US\$
Groceries/snacks..... US\$

22c. Total Entertainment and Recreation..... US\$

Attractions..... US\$
Recreation/Sports (e.g. golf, tennis, snorkeling, hiking)..... US\$
Other activities & tours..... US\$

22d. Total Ground Transportation..... US\$

Ground transportation (buses, taxis, trolleys, rideshare).... US\$
Rental car/Moped/Car share..... US\$
Other transportation costs (gas, parking)..... US\$

22e. Total Shopping..... US\$

Fashion and clothing..... US\$
Jewelry/watches..... US\$
Cosmetics/perfumes..... US\$
Leather goods (belts, wallets, handbags, etc.)..... US\$
Hawai'i food products (fruits, nuts, & coffee, etc.)..... US\$
Souvenirs..... US\$

22f. Other Spending

Electronics..... US\$
Health/Wellness..... US\$
Household Items..... US\$
Art and Collectibles..... US\$
Other, please specify below..... US\$

SUM OF Q22a-Q22f..... US\$

CRUISE SURVEY



DBEDT

Aloha. On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions. This information helps us ensure the quality of your Hawai'i experience remains the best it can be. Please fill in the appropriate bubble ☐ or print clearly. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. Mahalo!

Cruise Start Date:

	-		-	
Month		Day		Year

1. The total number of people (including myself) covered by this form is:
(Fill out one form per party/family)

	persons
----------------------	---------

2. I am a:

- ☐ Visitor to Hawai'i
☐ Resident of Hawai'i

3. Including this trip, I have made:

	trips to Hawai'i in my lifetime
----------------------	---------------------------------

4. Please indicate the number of nights you have spent in Hawai'i on this trip...

Before starting this cruise.....

During this cruise.....

Expect to spend after this cruise

TOTAL NIGHTS IN HAWAII
(Before, during and after cruise)

5. Please indicate where you spent your nights in Hawai'i on this trip?

	BEFORE THIS CRUISE	DURING THIS CRUISE	AFTER THIS CRUISE
O'ahu	☐	☐	☐
Maui	☐	☐	☐
Hawai'i Island	☐	☐	☐
Kaua'i	☐	☐	☐
Lana'i	☐	☐	☐
Moloka'i	☐	☐	☐

6. Excluding the nights spent on this cruise ship, where did you stay in Hawai'i on this trip?

	BEFORE THIS CRUISE	AFTER THIS CRUISE
Hotel	☐	☐
Condominium	☐	☐
Timeshare unit	☐	☐
Bed & breakfast	☐	☐
Friends or relatives	☐	☐
Other, specify:	☐	☐
DO NOT WRITE IN THESE BOXES		

7. While you were on your cruise, did you purchase any shore tours in Hawai'i?

- ☐ Yes ☐ No

8. What was included in the cruise package you purchased when booking your cruise to Hawai'i?
(Please mark (•) all that apply)

- ☐ Airfare (Inter island)
(Number of one-way flights)

☐ Non-cruise lodging
(Number of nights)

☐ Meals on shore
(Number of meals)

☐ Rental car
(Number of days)

☐ None of the above

9. I am a resident of:

- ☐ U.S.A.
(specify zip code)
☐ Canada ☐ United Kingdom
☐ Japan ☐ Germany
☐ Korea ☐ France
☐ Taiwan ☐ Switzerland
☐ Hong Kong ☐ Australia
☐ Other (specify)
DO NOT WRITE IN THESE BOXES

10. Did you do any of the following on this trip to Hawai'i?

- ☐ Go on honeymoon
☐ Get married
☐ Attend a wedding
☐ Attend a Convention/Conference
☐ Conduct some business
☐ Visit friends or relatives
☐ Play golf

11. What is your age? years old

12. Which best describes your gender identity?

- ☐ Male ☐ Female ☐ Other _____

13. Of the people covered by this form (including yourself), how many were:

Age	Males	Females	Other
Under 10			
10 - 19			
20 - 29			
30 - 39			
40 - 49			
50 - 59			
60 or more			
TOTAL			

14. Overall, how would you rate this current trip to Hawai'i?

Excellent ☐ 8 ☐ 7 ☐ 6 ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1 ☐ Poor

15. Would you say this trip to Hawai'i...?

- ☐ Exceeded your expectations
☐ Met your expectations
☐ Did not meet your expectations

16. How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?

- ☐ Very Likely
☐ Somewhat Likely
☐ Not Too Likely
☐ Not Likely At All

17. How likely are you to return to visit Hawai'i in the next five years?

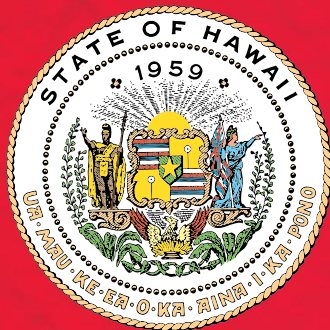
- ☐ Very Likely
☐ Somewhat Likely
☐ Not Too Likely
☐ Not Likely At All

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CONTINUE TO OTHER SIDE →

CRUISE SURVEY (BACK)

FOR ALL PARTS OF QUESTION 18: DO NOT include packaged trip and tour expenses entered in Question 8. If you are continuing your stay in Hawai'i after you leave the cruise, please <u>estimate</u> your expenses for your total time in Hawai'i and write your answers below.				
18. How much did you and your party spend in total on non-package items while you were in Hawai'i? (Write "0" if none spent)..... US\$ 				
18.1 Including yourself, how many people does this expenditure cover? 				
Of this total amount (Q18), how much was spent for:				
	O'AHU (IN US\$)	MAUI (Maui/Moloka'i/Lana'i) (IN US\$)	KAUAI (IN US\$)	HAWAII ISLAND KONA (IN US\$) HILO (IN US\$)
18a. Lodging (hotel, condo, B&B, hostel, etc., including tips)	 	 	 	
18b. Total Food and Beverage.....	 	 	 	
In restaurants, bars and other eating places.....	 	 	 	
Dinner shows/dinner cruises.....	 	 	 	
Groceries/snacks.....	 	 	 	
18c. Total Entertainment and Recreation	 	 	 	
18d. Total Shore Tours.....	 	 	 	
18e. Total Transportation.....	 	 	 	
Inter island airfare.....	 	 	 	
Bus, taxi, trolley, rideshare, etc.....	 	 	 	
Rental car/Moped/Car share.....	 	 	 	
Other expenses (gasoline, parking, etc.).....	 	 	 	
18f. Total Shopping.....	 	 	 	
Fashion and clothing.....	 	 	 	
Jewelry/watches.....	 	 	 	
Cosmetics/perfumes.....	 	 	 	
Leather goods (belts, wallets, handbags, etc.).....	 	 	 	
Hawai'i food products to take home (fruits, nuts, coffee, etc.).....	 	 	 	
Souvenirs.....	 	 	 	
18g. Other Spending	 	 	 	
Electronics.....	 	 	 	
Health/wellness.....	 	 	 	



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