



Canada Fact Sheet

Canada Overview

Canada is the second-largest international market for the Hawaiian Islands and has an important relationship with Hawai'i, especially the western provinces of British Columbia and Alberta. In addition, Ontario is also a growing market. Canadian Snowbirds spend a great amount of time in Hawai'i during the winter months and many Canadians own real estate throughout the islands.

Strengthening Hawai'i's brand as a premier destination for Canadian travelers remains a key priority. Messages are focused on reinforcing that Canadians are warmly welcomed, highly valued, and embraced through the spirit of aloha. At the same time, marketing initiatives support positioning Hawai'i as more than just a winter escape, highlighting experiences that align with Canadian travelers' interests in mindful travel, cultural immersion, diverse outdoor activities, relaxation, and safety.

Year-to-Date May 2026 Quick Facts^{1/}

CANADA MMA (by Air)	2020	2021	2022	2023	2024	2025P	2026 Annual Forecast*	YTD May 2026P	YTD May 2025P	% Change
Visitor Expenditures* (\$ Millions)	NA	240.6	962.1	1,230.3	1,092.1	996.7	965.82	532.9	554.7	-3.9
Visitor Days	2,265,568	1,364,326	5,069,619	5,585,244	4,886,174	4,373,216	4,220,014	2,379,958	2,436,206	-2.3
Arrivals	164,393	87,900	414,250	474,727	445,984	394,345	372,228	196,873	211,658	-7.0
Average Daily Census	6,190	3,738	13,889	15,302	13,350	11,981	11,562	15,761	16,134	-2.3
Per Person Per Day Spending (\$)	NA	176.4	189.8	220.3	223.5	227.9	228.9	223.9	227.7	-1.7
Per Person Per Trip Spending (\$)	NA	2,737.5	2,322.4	2,591.6	2,448.8	2,527.6	2,594.7	2,706.9	2,620.6	3.3
Length of Stay (days)	13.78	15.52	12.24	11.77	10.96	11.09	11.34	12.09	11.51	5.0

NA= Comparative annual 2020 visitor spending statistics were not available, as the Departure Survey could not be conducted between April to October 2020 due to COVID-19 restrictions.

*Dept. of Business, Economic Development & Tourism (DBEDT) 2026 annual forecast (Quarter 2, 2026).

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^{1/} 2026P and 2025P visitor data are preliminary.

2020 – 2024 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, APIS I-94 data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

Market Summary

- In the first five months of 2026, there were 196,873 visitors from Canada compared to 211,658 visitors (-7.0%) in the first five months of 2025. In the first five months of 2026, Canadian visitors spent \$532.9 million and the average daily spending was \$224 per person. In the first five months of 2025, Canadian visitors on all Hawaiian Islands recorded \$554.7 million in total spending and the average daily visitor spending was \$228 per person.
- There were 1,119 scheduled flights with 204,988 seats from Canada in the first five months of 2026. Air capacity decreased compared to the first five months of 2025 (1,215 flights, -7.9% with 216,949 seats, -5.5%).
- In 2025, there were 394,345 visitors from Canada compared to 445,984 visitors (-11.6%) in 2024. Visitors from Canada spent \$996.7 million in 2025 compared to \$1,092.1 million (-8.7%) in 2024. Daily visitor spending in 2025 of \$228 per person was higher compared to 2024 (\$223 per person, +2.0%).
- There were 2,133 scheduled flights with 378,835 seats from Canada in calendar year 2025. Air capacity decreased compared to 2024 (2,344 flights, -9.0% with 420,172 seats, -9.8%).

Market Conditions (Updated Quarterly)

- According to Government of Canada, the Canadian Consumer Price Index (CPI) increased 3.2 percent in May 2026, up from a 2.8 percent gain in April 2026. Prices accelerate for travel tours and air transportation. Year-over-year, consumers paid more for travel tours in May 2026 (+0.7%). Prices for air transportation rose 7.4 percent in May 2026. Airlines are experiencing higher operational costs, notably for jet fuel.
- From Labor Force Survey, Government of Canada: the unemployment rate fell 0.3 percentage points to 6.6 percent for May 2026.
- From Economic Outlook Canada Quarter 3 2026 report, the Canadian economy is Resilient, Not Strong. Canada economic growth forecast for 2026 has weakened somewhat from March owing to a surprisingly weak first quarter. It is expected that Canada's real GDP will expand 1.1 percent on an annual average basis in 2026 and improve to 2.0 percent in 2027.
- The currency exchange rate was 0.7284 in May 2026, similar to .7273 in April 2026.
- In Quarter 1 2026, overnight outbound travel by Canadians declined 3.8 percent year over year to 8.3 million trips, driven by a 13.9 percent drop in U.S. travel, while travel to overseas destinations increased 6.9 percent and accounted for 54 percent of all overnight trips.
- Canadian travel to Europe and the UK reached nearly 947,000 arrivals in Quarter 1 2026, representing a 4.8 percent increase compared to the same period in 2025.
- Canadian arrivals to the Asia-Pacific region exceeded 1.2 million in Quarter 1 2026, marking a 10.7 percent increase compared to the same period in 2025.
- Canadian arrivals to the Caribbean and Latin America reached nearly 2.69 million in Quarter 1 2026, up 2.2 percent compared to the same period in 2025.

Distribution by Island

CANADA MMA (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
O'ahu	66,240	36,660	199,898	244,328	247,138	230,751	66,601	54,592	22.0%
Maui County	75,634	45,458	209,765	216,895	167,313	155,314	40,905	39,869	2.6%
Maui	74,974	45,149	208,071	215,713	166,125	154,017	40,701	39,654	2.6%
Moloka'i	1,042	316	2,259	2,582	2,052	2,302	286	683	-58.1%
Lāna'i	1,602	699	5,680	3,688	2,099	3,039	578	519	11.4%
Kaua'i	22,958	7,660	42,680	56,412	46,091	43,222	12,430	11,636	6.8%
Island of Hawai'i	36,732	12,954	67,584	88,214	77,678	70,268	19,761	19,819	-0.3%

P=Preliminary data.

1/ Data are for January – February 2026 vs. January – February 2025.

Due to a delay in data processing of March and April visitor statistics, year-to-date May 2026 visitor statistics are currently not available.

Airlift: Scheduled Seats and Flights

Scheduled Seats	Quarter 1 2026	Quarter 2 2026	Quarter 3 2026	Quarter 4 2026	Annual 2026	Quarter 1 2025	Quarter 2 2025	Quarter 3 2025	Quarter 4 2025	Annual 2025	% Change Quarter 1	% Change Quarter 2	% Change Quarter 3	% Change Quarter 4	% Change 2026 vs. 2025
CANADA	150,693	67,031	37,820	103,886	359,430	157,548	68,930	44,099	108,258	378,835	-4.4	-2.8	-14.2	-4.0	-5.1
Calgary	28,944	6,500	1,740	15,138	52,322	28,746	10,266	4,524	18,698	62,234	0.7	-36.7	-61.5	-19.0	-15.9
Edmonton	7,482	2,262		4,176	13,920	7,482	1,392		3,828	12,702	0.0	62.5		9.1	9.6
Kelowna	298				298	0				0	NA				NA
Toronto	5,908			0	5,908	6,633			2,169	8,802	-10.9			-100.0	-32.9
Vancouver	108,061	58,269	36,080	84,572	286,982	114,687	57,272	39,575	83,563	295,097	-5.8	1.7	-8.8	1.2	-2.7

Scheduled Flights	Quarter 1 2026	Quarter 2 2026	Quarter 3 2026	Quarter 4 2026	Annual 2026	Quarter 1 2025	Quarter 2 2025	Quarter 3 2025	Quarter 4 2025	Annual 2025	% Change Quarter 1	% Change Quarter 2	% Change Quarter 3	% Change Quarter 4	% Change 2026 vs. 2025
CANADA	811	383	220	604	2,018	871	400	256	606	2,133	-6.9	-4.3	-14.1	-0.3	-5.4
Calgary	116	34	10	87	247	135	59	26	89	309	-14.1	-42.4	-61.5	-2.2	-20.1
Edmonton	43	13		24	80	43	8		22	73	0.0	62.5		9.1	9.6
Kelowna	1				1	0				0	NA				NA
Toronto	23			0	23	25			8	33	-8.0			-100.0	-30.3
Vancouver	628	336	210	493	1,667	668	333	230	487	1,718	-6.0	0.9	-8.7	1.2	-3.0

Source: DBEDT analysis from Diio Mi seat and flight schedules as of February 23, 2026, subject to change.

Group vs. True Independent; Leisure vs. Business

CANADA MMA (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
Group vs True Independent (Net)									
Group Tour	NA	667	5,226	8,975	6,757	6,875	1,735	1,480	17.2%
True Independent (Net)	NA	79,122	344,925	389,480	367,068	312,515	79,701	83,234	-4.2%
Leisure vs Business									
Pleasure (Net)	153,536	81,112	386,503	436,231	408,931	359,118	86,599	94,753	-8.6%
MCI (Net)	6,485	1,280	14,822	20,698	17,229	14,056	3,828	5,094	-24.8%
Convention/Conf.	4,842	405	6,654	13,665	10,696	10,335	3,129	4,383	-28.6%
Corp. Meetings	856	348	5,265	2,724	3,474	1,767	154	409	-62.3%
Incentive	995	562	3,308	4,818	3,872	2,583	597	466	28.2%

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

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Due to a delay in data processing of March and April visitor statistics, year-to-date May 2026 visitor statistics are currently not available.

First Timers vs. Repeat Visitors

CANADA MMA (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
First Time Visitors (%)	NA	24.8	32.2	36.8	35.2	34.8	28.8	28.8	0.1
Repeat Visitors (%)	NA	75.2	67.8	63.2	64.8	65.2	71.2	71.2	-0.1

NA = Visit Status/Travel Method data statistics were not available from May – October 2020 as a result of limited fielding due to COVID-19 restrictions.

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Due to a delay in data processing of March and April visitor statistics, year-to-date May 2026 visitor statistics are currently not available.

Tax Revenue

CANADA MMA (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
State tax revenue generated (\$ Millions)	NA	28.09	111.60	142.71	152.74	139.40	39.02	40.52	-3.7%

State government tax revenue generated (direct, indirect, and induced) for 2024, 2025P; year-to-date 2025P and year-to-date 2026P were calculated using the new Hawai'i Tourism Input-Output model (October 2025) and are not directly comparable to previous years' calculations.

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Due to a delay in data processing of March and April visitor statistics, year-to-date May 2026 visitor statistics are currently not available.