



U.S. Fact Sheet

United States Overview

The U.S. West and U.S. East are Hawai'i's two largest source markets for visitors. The U.S. West market includes visitors who travel to Hawai'i from the 12 states west of the Rockies, and the U.S. East includes all other states. The Hawai'i Tourism United States (HTUSA) continues to focus on attracting visitors who seek deeper connections with Hawai'i's culture and people, travel mindfully, and support local businesses. HTUSA also supports the travel trade through strategic marketing, training, and education, partnering with qualified travel advisors to cultivate them as advocates for the islands. The Hawai'i Stays With You campaign invites visitors to see Hawai'i through the eyes of those who call it home where aloha, 'ohana, and kuleana shape everyday life. Rooted in local perspectives, the campaign promotes meaningful connections and mindful travel, showing how a visit to Hawai'i leaves a lasting impression.

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

U.S. Total

U.S. TOTAL (by Air)	2020	2021	2022	2023	2024	2025P	2026 Annual Forecast*	YTD May 2026P	YTD May 2025P	% Change
Visitor Expenditures (\$ Millions)	NA	12,317.9	16,250.3	15,821.7	15,705.2	17,112.2	18,167.0	7,822.9	6,973.2	12.2%
Visitor Days	21,998,856	61,249,728	69,916,446	66,288,269	64,875,069	64,935,639	65,638,605	27,095,790	27,132,982	-0.1%
Arrivals	1,987,326	6,468,899	7,746,478	7,427,242	7,370,501	7,415,766	7,619,915	3,269,400	3,098,743	5.5%
Average Daily Census	60,106	167,807	191,552	181,612	177,254	177,906	179,832	179,442	179,689	-0.1%
Per Person Per Day Spending (\$)	NA	201.1	232.4	238.7	242.1	263.5	276.8	288.7	257.0	12.3%
Per Person Per Trip Spending (\$)	NA	1,904.2	2,097.8	2,130.2	2,130.8	2,307.5	2,384.1	2,392.8	2,250.3	6.3%
Length of Stay (days)	11.07	9.47	9.03	8.93	8.80	8.76	8.61	8.29	8.76	-5.3%

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).

U.S. West

U.S. WEST MMA (by Air)	2020	2021	2022	2023	2024	2025P	2026 Annual Forecast*	YTD May 2026P	YTD May 2025P	% Change
Visitor Expenditures (\$ Millions)	NA	7,994.4	10,086.9	9,592.7	9,641.5	10,505.9	10,964.7	4,618.8	4,222.8	9.4%
Visitor Days	13,921,800	40,900,008	45,472,465	42,564,352	41,961,635	42,196,402	41,801,743	16,688,788	17,214,722	-3.1%
Arrivals	1,311,176	4,473,588	5,277,349	5,000,099	4,997,064	5,010,108	5,039,334	2,089,248	2,066,248	1.1%
Average Daily Census	38,038	112,055	124,582	116,615	114,649	115,607	114,525	110,522	114,005	-3.1%
Per Person Per Day Spending (\$)	NA	195.5	221.8	225.4	229.8	249.0	262.3	276.8	245.3	12.8%
Per Person Per Trip Spending (\$)	NA	1,787.0	1,911.4	1,918.5	1,929.4	2,096.9	2,175.8	2,210.8	2,043.7	8.2%
Length of Stay (days)	10.62	9.14	8.62	8.51	8.40	8.42	8.30	7.99	8.33	-4.1%

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).

^{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.

U.S. East

U.S. EAST MMA (by Air)	2020	2021	2022	2023	2024	2025P	2026 Annual Forecast*	YTD May 2026P	YTD May 2025P	% Change
Visitor Expenditures (\$ Millions)	NA	4,323.5	6,163.4	6,229.0	6,063.7	6,606.4	7,202.3	3,204.1	2,750.4	16.5%
Visitor Days	8,077,056	20,349,720	24,443,981	23,723,917	22,913,434	22,739,238	23,836,862	10,407,002	9,918,260	4.9%
Arrivals	676,150	1,995,311	2,469,128	2,427,144	2,373,437	2,405,658	2,580,581	1,180,153	1,032,495	14.3%
Average Daily Census	22,068	55,753	66,970	64,997	62,605	62,299	65,306	68,921	65,684	4.9%
Per Person Per Day Spending (\$)	NA	212.5	252.1	262.6	264.6	290.5	302.1	307.9	277.3	11.0%
Per Person Per Trip Spending (\$)	NA	2,166.8	2,496.2	2,566.4	2,554.8	2,746.2	2,790.9	2,715.0	2,663.8	1.9%
Length of Stay (days)	11.95	10.20	9.90	9.77	9.65	9.45	9.24	8.82	9.61	-8.2%

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).

Contact Information

Hawai'i Tourism Authority: Jadie Goo
 Acting Chief Brand Officer
 Tel: (808) 973-2252
Jadie.J.Goo@hawaii.gov

Hawai'i Tourism United States: Aaron Salā
 Hawai'i Visitors & Convention Bureau
 2270 Kalākaua Avenue, Suite 801
 Honolulu, Hawai'i 96815
 Telephone: (808) 923-1811
asala@hvcb.org

Market Summary

U.S. West

- In the first five months of 2026, there were 2,089,248 visitors from the U.S. West compared to 2,066,248 visitors (+1.1%) in the first five months of 2025. In the first five months of 2026, U.S. West visitors spent \$4.62 billion and the average daily spending was \$277 per person. In the first five months of 2025, U.S. West visitors recorded \$4.22 billion in total spending and the average daily visitor spending was \$245 per person.
- There were 19,687 scheduled flights with 4,095,554 seats from U.S. West in the first five months of 2026. Air capacity increased compared to the first two months of 2025 (17,979 flights, +9.5% with 3,781,257 seats, +8.3%).
- In 2025, there were 5,010,108 visitors from the U.S. West compared to 4,997,064 visitors (+0.3%) in 2024. U.S. West visitors spent \$10.51 billion in 2025 compared to \$9.64 billion (+9.0%) in 2024. The average daily visitor spending in 2025 was \$249 per person, higher than 2024 (\$230 per person, +8.4%).
- There were 44,669 scheduled flights with 9,299,535 seats from U.S. West in 2025. Air capacity declined compared to 2024 (45,049 flights, -0.8% with 9,365,338 seats, -0.7%).

U.S. East

- In the first five months of 2026, 1,180,153 visitors arrived from the U.S. East compared to 1,032,495 visitors (+14.3%) in the first five months of 2025. In the first five months of 2026, U.S. East visitors spent \$3.20 billion and the average daily spending was \$308 per person. In the first two five of 2025, U.S. East visitors recorded \$2.75 billion in total spending and the average daily visitor spending was \$277 per person.
- There were 2,094 scheduled flights with 566,555 seats from U.S. East in the first five months of 2026. Air capacity increased compared to the first five months of 2025 (2,123 flights, -1.4% with 574,047 seats, -1.3%).
- In 2025, 2,405,658 visitors arrived from the U.S. East compared to 2,373,437 visitors (+1.4%) in 2024. U.S. East visitors spent \$6.61 billion in 2025 compared to \$6.06 billion (+8.9%) in 2024. Daily visitor spending in 2025 of \$291 per person increased from 2024 (\$265 per person, +9.8%).
- In 2025, 4,414 scheduled flights with 1,198,812 seats operated from U.S. East. There were slightly fewer scheduled flights (4,448 flights, -0.8%) with slightly more seats (1,192,854, +0.5%) compared to 2024.

Market Conditions (Updated Quarterly)

- The Consumer Price Index for All Urban Consumers (CPI-U) increased 0.5 on a seasonally adjusted basis in May 2026, after rising 0.6 percent in April. (Source: U.S Bureau of Labor Statistics)
- Total non-farm payroll employment increased by 172,000 in May 2026, and the unemployment rate was unchanged at 4.3 percent. (Source: U.S Bureau of Labor Statistics)
- Real gross domestic product increased at an annual rate of 1.6 percent in the first quarter of 2026 (January – March) according to the U.S. Bureau of Economic Analysis.
- The Conference Board (CB) Consumer Confidence Index was pressured heavily by a spike in global energy prices resulting from geopolitical conflict in the Middle East but managed to gradually recover from 89.0 in January 2026 to 93.1 in May 2026. Among age groups, confidence ticked up for consumers aged 35-54, but trended downward for older and younger consumers, both month-over-month and on a six-month moving average basis. By income, confidence among higher income groups trended upward on a six-month moving average basis. By generation, confidence improved for the Silent Generation (the oldest group) but was little changed or lower among other generations. By political affiliation, Republicans remained more optimistic (~128 in May 2026) than Democrats (~80 in May 2026).
- The University of Michigan Consumer Sentiment Index, trended downward from 56.4 in January 2026 to 44.8 in May 2026. The final University of Michigan data for June 2026 captured a 10 percent rebound from May's historic lows. This late-quarter recovery was primarily fueled by a downward trend in pump prices.
- Safety has become a top decision factor in 2026, cited by 32 percent of travelers, driven by geopolitical tensions including the Iran conflict and aviation disruptions that prompted a rare global U.S. State Department advisory. This shift is increasing demand for stable “safe haven” destinations, directly benefiting Hawai'i as a politically stable U.S. destination with international resort appeal.
- Multigenerational travel is a major 2026 demand driver, with 85 percent of families planning multi-gen trips and 57 percent actively coordinating across three generations, and 46 percent of families already booked for 2026 travel ahead of last year's pace. Hawai'i is well positioned due to its resort inventory, multi-bedroom accommodations, and wide activity mix, but faces strong competition from all-inclusive resorts and cruises that reduce trip planning complexity for families.
- Fiji is a rapidly growing competitor to Hawai'i in the honeymoon and luxury segment, with record 986,367 arrivals and \$2.81B in tourism earnings in 2025, followed by continued momentum as Quarter 1 2026 arrivals rose 7 percent year-over-year and March 2026 set a new monthly record. Growth is supported by expanding North America air connectivity (including Fiji Airways network expansion and alliance partnerships), positioning Fiji as an increasingly premium alternative for high-value couples.

- U.S. travelers are increasingly reallocating demand domestically, with 60 percent of Americans not traveling internationally in 2025 and 34 percent saying they would switch to domestic trips if geopolitical risks rise. At the same time, domestic luxury demand is surging, with summer 2026 luxury hotel bookings up 20 percent+ year-over-year and ADRs up ~40 percent, positioning Hawai'i as a key beneficiary of redirected international travel budgets seeking high-quality but safer domestic alternatives.

Distribution by Island

U.S. Total

U.S. TOTAL (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
O'ahu	967,359	3,142,030	3,833,641	3,922,673	3,974,802	3,911,543	655,853	594,030	10.4%
Maui County	672,005	2,239,395	2,559,232	2,119,667	2,031,833	2,173,218	386,179	334,592	15.4%
Maui	659,185	2,204,165	2,517,446	2,091,413	2,003,043	2,144,972	383,628	329,992	16.3%
Moloka'i	12,231	24,316	34,943	22,705	22,046	21,264	1,993	3,793	-47.5%
Lāna'i	14,527	45,369	55,776	38,299	36,109	33,564	1,961	5,571	-64.8%
Kaua'i	280,457	785,082	1,207,346	1,248,478	1,231,966	1,251,720	206,035	187,570	9.8%
Island of Hawai'i	379,153	1,137,156	1,437,755	1,471,531	1,416,723	1,432,376	248,324	240,327	3.3%

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.

U.S. West

U.S. WEST MMA (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
O'ahu	582,276	2,005,024	2,426,014	2,447,883	2,512,871	2,453,808	376,112	360,633	4.3%
Maui County	438,612	1,546,151	1,682,959	1,372,048	1,332,344	1,422,502	234,611	204,693	14.6%
Maui	430,261	1,523,024	1,655,700	1,354,275	1,313,414	1,403,775	232,835	201,764	15.4%
Moloka'i	7,423	15,779	22,077	13,156	12,918	13,200	1,236	2,133	-42.0%
Lāna'i	7,968	26,221	31,446	20,760	20,380	19,114	1,171	2,817	-58.4%
Kaua'i	179,451	540,578	810,540	810,602	800,804	806,390	122,875	111,098	10.6%
Island of Hawai'i	244,963	763,139	922,666	933,650	897,807	925,131	144,550	144,298	0.2%

P=Preliminary data.

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

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U.S. East

U.S. EAST MMA (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
O'ahu	385,083	1,137,006	1,407,627	1,474,790	1,461,931	1,457,734	279,741	233,397	19.9%
Maui County	233,393	693,244	876,274	747,619	699,489	750,717	151,568	129,899	16.7%
Maui	228,925	681,140	861,746	737,139	689,629	741,198	150,793	128,229	17.6%
Moloka'i	4,808	8,536	12,867	9,549	9,128	8,065	757	1,660	-54.4%
Lāna'i	6,559	19,148	24,331	17,539	15,729	14,450	790	2,753	-71.3%
Kaua'i	101,006	244,504	396,806	437,876	431,162	445,331	83,160	76,472	8.7%
Island of Hawai'i	134,191	374,017	515,089	537,882	518,916	507,245	103,774	96,029	8.1%

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
US WEST	2,388,706	2,593,830	2,587,655	2,262,651	9,832,842	2,257,351	2,359,393	2,359,104	2,323,687	9,299,535	5.8	9.9	9.7	-2.6	5.7
Anchorage	34,416	15,770	15,916	24,047	90,149	37,351	16,103	15,932	24,839	94,225	-7.9	-2.1	-0.1	-3.2	-4.3
Burbank		7,889	13,839	2975	24,703		0	0	0	0		NA	NA	NA	NA
Denver	138,930	137,560	126,060	114,500	517,050	128,924	150,308	128,920	130,810	538,962	7.8	-8.5	-2.2	-12.5	-4.1
Everett	16,001	3,738		2,813	22,552	15,823	3,738		2,454	22,015	1.1	0.0		14.6	2.4
Las Vegas	191,031	199,835	182,820	142,595	716,281	165,941	189,617	196,033	193,223	744,814	15.1	5.4	-6.7	-26.2	-3.8
Long Beach	50,470	50,498	50,876	40,201	192,045	50,092	50,498	50,876	49,639	201,105	0.8	0.0	0.0	-19.0	-4.5
Los Angeles	518,164	651,886	648,959	546,887	2,365,896	512,203	588,370	601,697	527,996	2,230,266	1.2	10.8	7.9	3.6	6.1
Oakland	96,782	100,963	108,652	68,617	375,014	118,781	103,994	95,172	91,904	409,851	-18.5	-2.9	14.2	-25.3	-8.5
Ontario	16,020	20,818	32,016	21,341	90,195	16,821	11,320	16,319	16,179	60,639	-4.8	83.9	96.2	31.9	48.7
Phoenix	151,908	155,540	151,814	117,374	576,636	148,199	142,157	142,448	139,407	572,211	2.5	9.4	6.6	-15.8	0.8
Portland	107,826	113,371	118,943	120,833	460,973	96,488	88,362	95,417	105,106	385,373	11.8	28.3	24.7	15.0	19.6
Sacramento	92,287	99,421	98,502	71,202	361,412	82,944	100,121	97,643	93,490	374,198	11.3	-0.7	0.9	-23.8	-3.4
Salt Lake City	93,166	61,107	54,556	78,100	286,929	71,660	42,277	36,823	67,656	218,416	30.0	44.5	48.2	15.4	31.4
San Diego	153,853	167,158	169,105	139,187	629,303	120,279	137,456	137,416	139,990	535,141	27.9	21.6	23.1	-0.6	17.6
San Francisco	297,482	367,350	372,183	333,503	1,370,518	257,081	303,939	322,715	311,881	1,195,616	15.7	20.9	15.3	6.9	14.6
San Jose	60,358	75,505	76,829	60,906	273,598	88,042	76,409	72,808	70,275	307,534	-31.4	-1.2	5.5	-13.3	-11.0
Seattle	370,012	365,421	366,585	377,570	1,479,588	346,722	354,724	348,885	358,838	1,409,169	6.7	3.0	5.1	5.2	5.0

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
US WEST	11,461	12,660	12,730	10,944	47,795	10,842	11,269	11,333	11,225	44,669	5.7	12.3	12.3	-2.5	7.0
Anchorage	196	91	92	139	518	214	91	91	142	538	-8.4	0.0	1.1	-2.1	-3.7
Burbank		49	83	17	149		0	0	0	0		NA	NA	NA	NA
Denver	438	459	446	438	1,781	411	462	427	439	1,739	6.6	-0.6	4.4	-0.2	2.4
Everett	90	21		16	127	89	21		14	124	1.1	0.0		14.3	2.4
Las Vegas	897	951	879	605	3,332	778	907	902	907	3,494	15.3	4.9	-2.5	-33.3	-4.6
Long Beach	274	274	276	215	1,039	272	274	276	273	1,095	0.7	0.0	0.0	-21.2	-5.1
Los Angeles	2,372	3,085	3,075	2,503	11,035	2,321	2,699	2,786	2,421	10,227	2.2	14.3	10.4	3.4	7.9
Oakland	532	545	552	369	1,998	644	545	524	511	2,224	-17.4	0.0	5.3	-27.8	-10.2
Ontario	90	118	184	123	515	89	61	92	142	384	1.1	93.4	100.0	-13.4	34.1
Phoenix	740	775	749	567	2,831	715	705	708	684	2,812	3.5	9.9	5.8	-17.1	0.7
Portland	579	592	623	633	2,427	497	467	519	546	2,029	16.5	26.8	20.0	15.9	19.6
Sacramento	461	500	494	338	1,793	412	504	490	471	1,877	11.9	-0.8	0.8	-28.2	-4.5
Salt Lake City	418	297	276	385	1,376	340	207	182	325	1,054	22.9	43.5	51.6	18.5	30.6
San Diego	832	903	913	737	3,385	630	738	731	760	2,859	32.1	22.4	24.9	-3.0	18.4
San Francisco	1,391	1,777	1,828	1,668	6,664	1,108	1,334	1,447	1,388	5,277	25.5	33.2	26.3	20.2	26.3
San Jose	333	426	427	338	1,524	489	429	408	397	1,723	-31.9	-0.7	4.7	-14.9	-11.5
Seattle	1,818	1,797	1,833	1,853	7,301	1,833	1,825	1,750	1,805	7,213	-0.8	-1.5	4.7	2.7	1.2

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

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
US EAST	386,570	271,152	251,412	320,973	1,230,107	377,624	275,051	242,275	303,862	1,198,812	2.4	-1.4	3.8	5.6	2.6
Atlanta	46,152	29,046	25,944	43,698	144,840	40,716	28,470	25,821	40,744	135,751	13.4	2.0	0.5	7.3	6.7
Austin	0				0	5,282				5,282	-100.0				-100.0
Boston	0	0	0	3666	3666	30,824	17,902	16,402	8,062	73,190	-100.0	-100.0	-100.0	-54.5	-95.0
Chicago	77,414	39,807	32,415	55,968	205,604	69,972	39,879	32,097	52,079	194,027	10.6	-0.2	1.0	7.5	6.0
Dallas	114,982	70,059	64,506	70,941	320,488	76,239	57,450	49,139	81,293	264,121	50.8	21.9	31.3	-12.7	21.3
Detroit	20,245	22,032	20,664	25,284	88,225	20,172	19,447	16,848	12,527	68,994	0.4	13.3	22.6	101.8	27.9
Houston	32,754	33,124	33,488	33,488	132,854	32,396	36,036	34,924	33,844	137,200	1.1	-8.1	-4.1	-1.1	-3.2
Minneapolis	25,321	25,662	25,944	28,620	105,547	25,248	19,440	19,219	23,941	87,848	0.3	32.0	35.0	19.5	20.1
New York JFK	37,454	44,954	45,448	45,448	173,304	40,572	46,494	44,822	37,732	169,620	-7.7	-3.3	1.4	20.4	2.2
Newark	14,720	2,079		7,854	24,653	18,185	3,927		7,865	29,977	-19.1	-47.1		-0.1	-17.8
Washington D.C.	17,528	4,389	3,003	6,006	30,926	18,018	6,006	3,003	5,775	32,802	-2.7	-26.9	0.0	4.0	-5.7

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
US EAST	1,428	1,004	934	1,211	4,577	1,386	1,020	887	1,121	4,414	3.0	-1.6	5.3	8.0	3.7
Atlanta	164	103	92	158	517	161	104	92	147	504	1.9	-1.0	0.0	7.5	2.6
Austin	0				0	19				19	-100.0				-100.0
Boston	0	0	0	13	13	110	68	59	29	266	-100.0	-100.0	-100.0	-55.2	-95.1
Chicago	270	133	105	205	713	229	128	104	184	645	17.9	3.9	1.0	11.4	10.5
Dallas	453	285	264	302	1,304	297	216	182	322	1,017	52.5	31.9	45.1	-6.2	28.2
Detroit	72	91	92	92	347	72	90	78	47	287	0.0	1.1	17.9	95.7	20.9
Houston	90	91	92	92	365	89	99	96	93	377	1.1	-8.1	-4.2	-1.1	-3.2
Minneapolis	90	91	92	105	378	90	90	89	91	360	0.0	1.1	3.4	15.4	5.0
New York JFK	149	182	184	184	699	162	182	174	148	666	-8.0	0.0	5.7	24.3	5.0
Newark	64	9		34	107	79	17		35	131	-19.0	-47.1		-2.9	-18.3
Washington D.C.	76	19	13	26	134	78	26	13	25	142	-2.6	-26.9	0.0	4.0	-5.6

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

U.S. Total

U.S. TOTAL (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	79,289	147,663	157,796	151,063	145,441	26,624	23,274	14.4%
True Independent (Net)	NA	5,535,997	6,590,514	6,349,793	6,345,054	6,366,770	1,097,027	1,011,399	8.5%
Leisure vs Business									
Pleasure (Net)	1,526,068	5,581,810	6,543,964	6,102,921	6,022,352	6,140,191	1,039,069	919,943	12.9%
MCI (Net)	93,411	91,854	253,640	284,964	292,706	308,646	52,560	76,089	-30.9%
Convention/Conf.	60,311	41,590	138,892	176,132	186,106	212,471	37,800	56,532	-33.1%
Corp. Meetings	20,111	26,955	66,531	67,717	67,194	63,048	10,541	13,933	-24.3%
Incentive	15,943	26,694	57,383	50,903	48,907	42,780	5,685	7,449	-23.7%

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.

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.

U.S. West

U.S. WEST 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	43,863	73,688	78,455	78,568	70,838	10,644	10,623	0.2%
True Independent (Net)	NA	3,856,005	4,542,501	4,330,416	4,343,189	4,354,071	707,663	660,753	7.1%
Leisure vs Business									
Pleasure (Net)	1,022,954	3,903,665	4,521,560	4,175,148	4,155,222	4,208,813	652,654	605,660	7.8%
MCI (Net)	47,904	52,735	135,008	149,411	157,421	156,797	29,266	36,741	-20.3%
Convention/Conf.	29,902	25,344	76,534	93,707	102,454	104,330	21,136	26,155	-19.2%
Corp. Meetings	11,246	16,185	36,841	37,661	37,524	35,357	6,298	7,604	-17.2%
Incentive	8,146	12,917	25,726	22,539	21,565	20,927	2,620	3,753	-30.2%

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.

P=Preliminary data.

U.S. East

U.S. EAST 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	35,426	73,975	79,340	72,495	74,604	15,980	12,651	26.3%
True Independent (Net)	NA	1,679,991	2,048,013	2,019,377	2,001,864	2,012,699	389,364	350,646	11.0%
Leisure vs Business									
Pleasure (Net)	503,113	1,678,144	2,022,404	1,927,773	1,867,130	1,931,378	386,415	314,283	23.0%
MCI (Net)	45,507	39,120	118,632	135,553	135,286	151,849	23,294	39,348	-40.8%
Convention/Conf.	30,409	16,246	62,358	82,424	83,652	108,141	16,664	30,378	-45.1%
Corp. Meetings	8,866	10,770	29,690	30,056	29,670	27,691	4,243	6,328	-33.0%
Incentive	7,797	13,776	31,656	28,364	27,343	21,854	3,065	3,696	-17.1%

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.

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.

First Time vs. Repeat Visitors

U.S. Total

U.S. TOTAL (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
First Time Visitors (%)	NA	29.1	27.8	26.5	25.1	25.4	21.2	22.5	-1.3
Repeat Visitors (%)	NA	70.9	72.2	73.5	74.9	74.6	78.8	77.5	1.3

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.

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.

U.S. West

U.S. WEST MMA (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
First Time Visitors (%)	NA	21.5	20.7	19.3	18.1	18.2	12.7	15.6	-2.8
Repeat Visitors (%)	NA	78.5	79.3	80.7	81.9	81.8	87.3	84.4	2.8

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.

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.

U.S. East

U.S. EAST MMA (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
First Time Visitors (%)	NA	46.2	43.1	41.4	39.6	40.5	35.5	35.0	0.6
Repeat Visitors (%)	NA	53.8	56.9	58.6	60.4	59.5	64.5	65.0	-0.6

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.

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.

Tax Revenue

U.S. Total

U.S. TOTAL (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
State tax revenue generated (\$ Millions)	NA	1,437.81	1,885.03	1,835.32	2,196.47	2,393.25	460.83	384.10	20.0%

²State 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.

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.

U.S. West

U.S. WEST MMA (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
State tax revenue generated (\$ Millions)	NA	933.16	1,170.08	1,112.76	1,348.42	1,469.31	269.75	224.54	20.1%

²State 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.

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.

U.S. East

U.S. EAST MMA (by Air)	2020	2021	2022	2023	2024	2025P	YTD Feb. 2026P 1/	YTD Feb. 2026P 1/	% Change
State tax revenue generated (\$ Millions)	NA	504.66	714.95	722.56	848.05	923.94	191.08	159.56	19.8%

³State 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.

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.