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*KA MOKU 'ĀINA O HAWAII*

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**VISITOR SPENDING AND VISITOR ARRIVALS DECLINED  
IN JULY 2025**

**FOR IMMEDIATE RELEASE**

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HONOLULU – According to preliminary statistics from the Department of Business, Economic Development and Tourism (DBEDT), total visitor arrivals and total visitor spending in July 2025 declined compared to the same month last year. There were 873,430 total visitors to the Hawaiian Islands in July 2025, down 4.4 percent from July 2024. Total visitor spending measured in nominal dollars was \$1.95 billion, a 4.3 percent decrease from July 2024. Total visitor arrivals in July 2025 represent an 87.8 percent recovery compared to pre-pandemic July 2019 and total visitor spending was higher than July 2019 (\$1.70 billion, +15.0%).

In July 2025, 870,795 visitors arrived by air service, mainly from the U.S. West and U.S. East. Additionally, 2,636 visitors came via two out-of-state cruise ships. In July 2024, 912,813 visitors arrived by air (-4.6%) and 672 visitors came aboard one out-of-state cruise ship. In July 2019, all 995,210 visitors arrived by air (-12.5%) and no out-of-state cruise ship visited Hawai'i.

The average length of stay by all visitors in July 2025 was 8.84 days, compared to 8.83 days (+0.2%) in July 2024 and 8.92 days (-0.9%) in July 2019. The statewide average

daily census<sup>1</sup> was 249,160 visitors in July 2025, compared to 260,056 visitors (-4.2%) in July 2024 and 286,419 visitors (-13.0%) in July 2019.

In July 2025, 477,933 visitors arrived from the U.S. West, which was down from July 2024 (503,585 visitors, -5.1%), but an increase compared to July 2019 (462,676 visitors, +3.3%). U.S. West visitor spending of \$942.0 million declined in comparison to July 2024 (\$1.01 billion, -6.8%), but was significantly more than July 2019 (\$669.8 million, +40.6%). Daily spending by U.S. West visitors in July 2025 (\$233 per person) was less than July 2024 (\$239 per person, -2.6%), but much higher than July 2019 (\$165 per person, +40.8%).

In July 2025, 221,641 visitors arrived from the U.S. East, a decrease from July 2024 (231,393 visitors, -4.2%) and July 2019 (243,498 visitors, -9.0%). Although there were fewer U.S. East visitors in July 2025, they spent more on a daily basis, which contributed to higher total spending (\$622.2 million) compared to July 2024 (\$596.7 million, +4.3%) and July 2019 (\$510.7 million, +21.8%). Daily spending by U.S. East visitors rose to \$292 per person in July 2025 compared to \$267 per person (+9.7%) in July 2024 and \$216 per person (+35.1%) in July 2019.

There were 55,399 visitors from Japan in July 2025, down from July 2024 (56,194 visitors, -1.4%) and significantly less than July 2019 (134,587 visitors, -58.8%). Visitors from Japan spent \$81.3 million in July 2025, compared to \$86.9 million (-6.5%) in July 2024 and \$186.5 million (-56.4%) in July 2019. Daily spending by Japanese visitors in July 2025 (\$244 per person) was similar to July 2024 (\$244 per person, -0.3%) and was more than July 2019 (\$234 per person, +4.3%).

In July 2025, 19,260 visitors arrived from Canada, a decrease from July 2024 (21,784 visitors, -11.6%) and July 2019 (26,939 visitors, -28.5%). Visitors from Canada spent \$48.3 million in July 2025, compared to \$51.1 million (-5.4%) in July 2024 and \$50.1 million (-3.5%) in July 2019. Daily spending by Canadian visitors in July 2025 (\$231 per person) was higher than July 2024 (\$227 per person, +1.6%) and July 2019 (\$158 per person, +46.4%).

There were 96,562 visitors from all other international markets in July 2025, which included visitors from Oceania, Other Asia, Europe, Latin America, Guam, the Philippines, the Pacific Islands and other countries. In comparison, there were 99,857 visitors (-3.3%) from all other international markets in July 2024 and 127,510 visitors (-24.3%) in July 2019.

Air capacity to Hawai'i in July 2025 (5,185 transpacific flights with 1,153,876 seats) decreased compared to July 2024 (5,445 flights, -4.8% with 1,202,693 seats, -4.1%) and July 2019 (5,681 flights, -8.7% with 1,254,165 seats, -8.0%).

## **Year-to-Date 2025**

A total of 5,790,537 visitors arrived in the first seven months of 2025, a 1.2 percent increase from 5,720,940 visitors in the first seven months of 2024. Total arrivals declined 6.1 percent when compared to 6,166,392 visitors in the first seven months of 2019.

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<sup>1</sup> Average daily census measures the number of visitors present on any given day.

In the first seven months of 2025, total visitor spending was \$12.90 billion, which was an increase from \$12.33 billion (+4.7%) in the first seven months of 2024 and \$10.55 billion (+22.3%) in the first seven months of 2019.

## Other Highlights

**U.S. West:** In July 2025, 385,365 visitors arrived from the Pacific region and 92,476 visitors came from the Mountain region. Eight out of 10 U.S. West visitors in July 2025 had been to Hawai'i before (82.6%), while 17.4 percent were first-time visitors. In terms of accommodations, 53.5 percent of U.S. West visitors in July 2025 stayed in hotels, 15.3 percent stayed in condominiums, 12.5 percent stayed in rental homes, 11.7 percent stayed with friends and relatives and 10.9 percent stayed in timeshares.

In the first seven months of 2025, there were 3,027,122 visitors from the U.S. West, compared to 2,948,010 visitors (+2.7%) in the first seven months of 2024 and 2,720,989 visitors (+11.3%) in the first seven months of 2019.

U.S. West visitors spent \$6.17 billion in the first seven months of 2025, compared to \$5.82 billion (+6.1%) in the first seven months of 2024 and \$4.11 billion (+50.3%) in the first seven months of 2019. The average daily visitor spending in the first seven months of 2025 was \$243 per person, higher than the first seven months of 2024 (\$233 per person, +4.0%) and up considerably from the first seven months of 2019 (\$174 per person, +39.7%).

**U.S. East:** In July 2025, the three largest U.S. East regions in terms of visitor arrivals were the West South Central (56,058 visitors), South Atlantic (55,799 visitors) and East North Central (37,035 visitors). Six out of 10 U.S. East visitors in July 2025 had been to Hawai'i before (60.3%), while 39.7 percent were first-time visitors. In terms of lodging, 59.1 percent of U.S. East visitors in July 2025 stayed in hotels, 13.1 percent stayed in rental homes, 13.1 percent stayed in condominiums, 12.5 percent stayed with friends and relatives and 7.8 percent stayed in timeshares.

In the first seven months of 2025, 1,476,561 visitors arrived from the U.S. East, compared to 1,459,165 visitors (+1.2%) in the first seven months of 2024 and 1,429,858 visitors (+3.3%) in the first seven months of 2019.

U.S. East visitors spent \$4.02 billion in the first seven months of 2025, compared to \$3.78 billion (+6.3%) in the first seven months of 2024 and \$2.92 billion (+37.5%) in the first seven months of 2019. Daily visitor spending in the first seven months of 2025 of \$282 per person increased from the first seven months of 2024 (\$265 per person, +6.5%) and much higher than the first seven months of 2019 (\$210 per person, +34.7%).

**Japan:** Of the 55,399 visitors in July 2025, 54,865 visitors arrived on international flights and 534 visitors came on domestic flights. Seven out of 10 Japanese visitors in July 2025 were repeat visitors (70.8%), while 29.2 percent were first-time visitors to the islands. In terms of lodging, 78.9 percent of Japanese visitors in July 2025 stayed in hotels, 14.1 percent stayed in condominiums, 8.2 percent stayed in timeshares and 1.4 percent stayed with friends and relatives.

In the first seven months of 2025, there were 374,873 visitors from Japan, compared to 374,334 visitors (+0.1%) in the first seven months of 2024 and 868,821 visitors (-56.9%) in the first seven months of 2019.

Visitors from Japan spent \$551.7 million in the first seven months of 2025, compared to \$561.3 million (-1.7%) in the first seven months of 2024 and \$1.22 billion (-54.7%) in the first seven months of 2019. Daily visitor spending in the first seven months of 2025 (\$246 per person) increased compared to the first seven months of 2024 (\$242 per person, +1.6%) and the first seven months of 2019 (\$240 per person, +2.5%).

**Canada:** Of the 19,260 visitors in July 2025, 13,107 visitors arrived via direct air service from Canada and 6,153 visitors came on domestic flights. More than half of Canadian visitors in July 2025 had been to Hawai'i before (55.1%) while 44.9 percent were first-time visitors. In terms of lodging, 57.3 percent of Canadian visitors in July 2025 stayed in hotels, 20.9 percent stayed in condominiums, 15.1 percent stayed in rental homes, 10.3 percent stayed with friends and relatives and 5.8 percent stayed in timeshares.

In the first seven months of 2025, there were 245,281 visitors from Canada, compared to 270,666 visitors (-9.4%) in the first seven months of 2024 and 342,474 visitors (-28.4%) in the first seven months of 2019.

Visitors from Canada spent \$635.3 million in the first seven months of 2025, compared to \$668.3 million (-4.9%) in the first seven months of 2024 and \$692.9 million (-8.3%) in the first seven months of 2019. Daily visitor spending in the first seven months of 2025 of \$228 per person was higher compared to the first seven months of 2024 (\$220 per person, +3.5%) and the first seven months of 2019 (\$165 per person, +37.8%).

## Island Highlights

**O'ahu:** There were 518,008 visitors to O'ahu in July 2025, compared to 552,657 visitors (-6.3%) in July 2024 and 598,986 visitors (-13.5%) in July 2019. Visitor spending was \$857.5 million in July 2025, compared to \$932.1 million (-8.0%) in July 2024 and \$749.4 million (+14.4%) in July 2019. The average daily census on O'ahu was 118,164 visitors in July 2025, compared to 128,186 visitors (-7.8%) in July 2024 and 135,456 visitors (-12.8%) in July 2019.

In the first seven months of 2025, there were 3,398,558 visitors to O'ahu, compared to 3,414,749 visitors (-0.5%) in the first seven months of 2024 and 3,624,222 visitors (-6.2%) in the first seven months of 2019. For the first seven months of 2025, total visitor spending was \$5.71 billion, an increase from \$5.31 billion (+7.4%) in the first seven months of 2024 and \$4.77 billion (+19.6%) in the first seven months of 2019.

**Maui:** Nearly two years after the August 8, 2023, wildfires, there were 235,529 visitors to Maui in July 2025, compared to 236,245 visitors (-0.3%) in July 2025 and 307,834 visitors (-23.5%) in July 2019. Visitor spending was \$510.5 million in July 2025, compared to \$508.7 million (+0.4%) in July 2024 and \$506.0 million (+0.9%) in July 2019. The average daily census on Maui was 57,390 visitors in July 2025, compared to 58,002 visitors (-1.1%) in July 2024 and 76,577 visitors (-25.1%) in July 2019.

In the first seven months of 2025, there were 1,503,907 visitors to Maui, compared to 1,377,771 visitors (+9.2%) in the first seven months of 2024 and 1,830,367 visitors (-17.8%) in the first seven months of 2019. For the first seven months of 2025, total visitor spending was \$3.48 billion, compared to \$3.17 billion (+9.8%) in the first seven months of 2024 and \$3.11 billion (+11.7%) in the first seven months of 2019.

**Kaua'i:** There were 143,289 visitors to Kaua'i in July 2025, compared to 135,740 visitors (+5.6%) in July 2024 and 139,157 visitors (+3.0%) in July 2019. Visitor spending was \$282.6 million in July 2025, compared to \$287.6 million (-1.7%) in July 2024 and \$201.3 million (+40.4%) in July 2019. The average daily census on Kaua'i was 33,639 visitors in July 2025, compared to 32,879 visitors (+2.3%) in July 2024 and 33,336 visitors (+0.9%) in July 2019.

In the first seven months of 2025, there were 852,671 visitors to Kaua'i, compared to 836,861 visitors (+1.9%) in the first seven months of 2024 and 825,696 visitors (+3.3%) in the first seven months of 2019. For the first seven months of 2025, total visitor spending was \$1.73 billion, compared to \$1.78 billion (-2.9%) in the first seven months of 2024 and \$1.17 billion (+48.5%) in the first seven months of 2019.

**Hawai'i Island:** There were 160,231 visitors to Hawai'i Island in July 2025, compared to 168,680 visitors (-5.0%) in July 2024 and 173,899 visitors (-7.9%) in July 2019. Visitor spending was \$284.7 million in July 2025, compared to \$294.1 million (-3.2%) in July 2024 and \$221.3 million (+28.6%) in July 2019. The average daily census on Hawai'i Island was 38,531 visitors in July 2025, compared to 39,986 visitors (-3.6%) in July 2024 and 39,439 visitors (-2.3%) in July 2019.

In the first seven months of 2025, there were 1,038,106 visitors to Hawai'i Island, compared to 1,036,574 visitors (+0.1%) in the first seven months of 2024 and 1,054,260 visitors (-1.5%) in the first seven months of 2019. For the first seven months of 2025, total visitor spending was \$1.87 billion, compared to \$1.93 billion (-3.3%) in the first seven months of 2024 and \$1.38 billion (+35.6%) in the first seven months of 2019.

## **Flights and Air Seats to Hawai'i**

### **Domestic Flights**

There were 4,388 nonstop domestic flights with 937,926 seats from the U.S. mainland in July 2025. Domestic air capacity declined from July 2024 (4,707 flights, -6.8% with 996,388 seats, -5.9%) and from July 2019 (4,562 flights, -3.8% with 951,068 seats, -1.4%).

**U.S. West:** In July 2025, 4,055 scheduled flights with 849,024 seats serviced Hawai'i from U.S. West.

Air capacity decreased compared to July 2024 (4,315 flights, -6.0% with 892,189 seats, -4.8%). Growth in scheduled seats from Anchorage, Denver, Phoenix, Portland, Sacramento and Salt Lake City were offset by reduction in seats from Long Beach, Los Angeles, Oakland, Ontario, San Diego, San Francisco, San Jose and Seattle.

There were fewer scheduled flights (4,094, -1.0%) but more scheduled seats (820,213, +3.5%) compared to July 2019. Reduced service from Los Angeles, Oakland, San

Francisco and San Jose were offset by growth in scheduled seats from Anchorage, Denver, Las Vegas, Long Beach, Phoenix, Portland, Sacramento, Salt Lake City, San Diego and Seattle. There was also service from Ontario, California in July 2025, which was not operating in July 2019.

**U.S. East:** In July 2025, 307 scheduled flights with 83,969 seats operated to Hawai'i from U.S. East.

Air capacity declined from July 2024 (383 flights, -19.8% with 103,202 seats, -18.6%). Growth in scheduled seats from Detroit and New York JFK were entirely offset by fewer seats from Boston, Chicago, Dallas, Houston, Minneapolis and discontinued service from Austin.

Air capacity decreased compared to July 2019 (444 flights, -30.9% with 125,419 seats, -33.0%). There was growth in scheduled seats from Atlanta, Detroit, Houston and New York JFK. Offsetting these increases were reductions in seats from Boston, Chicago, Dallas, Minneapolis, Washington D.C., as well as discontinued service from Newark.

### **International Flights**

In July 2025, there were 797 nonstop flights with 215,950 seats to Hawai'i from international points of origin including Japan, Canada, Korea, Oceania, Guam, Manila and many Pacific islands. International air capacity increased from July 2024 (738 flights, +8.0% with 206,305 seats, +4.7%) but continued to be significantly less than July 2019 (1,119 flights, -28.8% with 303,097 seats, -28.8%).

**Japan:** In July 2025, there were 417 scheduled flights with 118,837 seats from Japan.

Air capacity increased from July 2024 (404 flights, +3.2% with 117,641 seats, +1.0%). Fewer scheduled seats from Fukuoka and Narita to Honolulu were offset by growth in scheduled seats from Haneda, Nagoya and Osaka. There was no direct service from Japan to Kona in July 2025 compared to five flights with 995 seats in July 2024.

Direct air service remained below July 2019 levels (622 flights, -33.0% with 165,392 seats, -28.1%). There was growth in scheduled seats from Fukuoka and Haneda to Honolulu which were offset by reduced seats from Nagoya, Narita and Osaka to Honolulu, and no service from Sapporo to Honolulu compared to July 2019. There was no direct air service from Japan to Kona in July 2025, compared to 44 flights with 9,783 seats from Haneda and Narita to Kona in July 2019.

**Canada:** There were 84 scheduled flights with 14,466 seats from Canada in July 2025.

Air capacity declined compared to July 2024 (87 flights, -3.4% with 14,983 seats, -3.5%). Growth in scheduled seats from Calgary was offset by fewer seats from Vancouver.

Air capacity also decreased from July 2019 (93 flights, -9.7% with 17,370 seats, -16.7%). Scheduled air seats from Calgary in July 2025, which did not operate in July 2019, were offset by reduced service from Vancouver.

## Oceania:

- **Australia:** In July 2025, there were 66 scheduled flights with 17,714 seats from Melbourne and Sydney, down from 70 flights (-5.7%) with 20,189 seats (-12.3%) from Melbourne and Sydney in July 2024. Air capacity remained below the July 2019 level (110 flights, -40.0% with 34,980 seats, -49.4%) with service from Brisbane, Melbourne and Sydney.
- **New Zealand:** In July 2025, there were 13 scheduled flights with 3,602 seats from Auckland compared to 13 flights (0.0%) with 3,818 seats (-5.7%) in July 2024. Air capacity was significantly reduced compared to July 2019 (50 flights, -74.0% with 14,434 seats, -75.0%).

## Other Asia:

- **China:** There have been no direct flights from China to Hawai'i since service ended in early February 2020. In comparison, there were 39 scheduled flights with 10,673 seats with service from Beijing and Shanghai in July 2019.
- **Korea:** There were 100 scheduled flights with 30,490 seats from Seoul in July 2025, compared to 75 flights (+33.3%) with 23,690 seats (+28.7%) in July 2024 and 82 flights (+22.0%) with 26,325 seats (+15.8%) in July 2019.
- **Taiwan:** Direct air service from Taipei has been suspended since April 2020. There were 13 scheduled flights with 3,978 seats in July 2019.

## Other Markets:

- **Guam:** There were 31 scheduled flights with 10,850 seats from Guam in July 2025 and in July 2024 compared to 31 flights (0.0%) with 11,284 seats (-3.8%) in July 2019.
- **Philippines:** There were 24 scheduled flights with 7,416 seats from Manila in July 2025, compared to 23 flights (+4.3%) with 7,207 seats (+2.9%) in July 2024 and 21 flights (+14.3%) with 6,489 seats (+14.3%) in July 2019.
- **Samoa:** There were four scheduled flights with 668 seats from Apia in July 2025, compared to four flights (0.0%) with 680 seats (-1.8%) in July 2024 and four flights (0.0%) with 656 seats (+1.8%) in July 2019.
- **Rarotonga:** There were eight scheduled flights with 1,512 seats in July 2025 compared to four flights (+100.0%) with 756 seats (+100.0%) in July 2024. There was no direct air service from the Cook Islands in July 2019.
- **Kiribati:** There were five scheduled flights with 835 seats from Christmas Island in July 2025, compared to five flights (0.0%) with 850 seats (-1.8%) in July 2024 and five flights (0.0%) with 652 seats (+28.1%) in July 2019.
- **Marshall Islands:** There were 18 flights with 2,988 seats in July 2019. There was no direct service to Majuro in July 2024. There were 18 flights (0.0%) with 2,988 seats (0.0%) in June 2019.
- **Fiji:** There were four scheduled flights with 680 seats from Nadi in July 2025, compared to three flights (+33.3%) with 510 seats (+33.3%) in July 2024 and four flights (0.0%) with 656 seats (+3.7%) in July 2019.
- **American Samoa:** There were 14 scheduled flights with 3,892 seats from Pago Pago in July 2025, compared to 12 flights (+16.7%) with 3,336 seats (+16.7%) in July 2024 and 14 flights (0.0%) with 3,892 seats (0.0%) in July 2019.

- **French Polynesia:** There were four scheduled flights with 1,112 seats from Papeete in July 2025 and in July 2024 compared to seven flights (-42.9%) with 1,946 seats (-42.9%) in July 2019.

In the first seven months of 2025, there were 34,778 transpacific flights with 7,722,271 seats, compared to 35,425 flights (-1.8%) with 7,876,156 seats (-2.0%) in the first seven months of 2024 and 36,348 flights (-4.3%) with 7,993,747 seats (-3.4%) in the first seven months of 2019.

## **Cruise Ship Visitors**

June through August are typically slower months for out-of-state cruise ships entering Hawai'i.

In July 2025, 2,636 visitors came to the islands aboard two out-of-state cruise ships. Each ship had one turnaround trip, where the initial group of visitors who came with the ship departed by air after touring the Hawaiian Islands. After they left, each ship hosted a new set of visitors who came by air to Honolulu, where visitors embark/disembark for turnaround trips. These visitors toured the islands, then most of them remained with the two ships to visit the next out-of-state port. A combined total of 2,559 visitors boarded the two out-of-state cruise ships on their turnaround trips in July 2025. Another 9,988 visitors came by air service to board the Hawai'i-home ported ship Pride of America.

Only one out-of-state ship came in July 2024 carrying 672 visitors. Another 10,284 visitors came by air service to board the Pride of America.

There were no out-of-state cruise ships in July 2019 while 10,184 visitors came by air to board the Pride of America.

In the first seven months of 2025, 84,507 visitors came via 47 trips aboard out-of-state cruise ships. There were 4,352 visitors who flew to Honolulu to board turnaround trips. Another 60,156 visitors flew to Hawai'i and boarded the Pride of America.

In the first seven months of 2024, 87,482 visitors came to Hawai'i via 49 trips aboard out-of-state cruise ships. There were 1,882 visitors who flew into Honolulu to board a turnaround trip on an out-of-state cruise ship. Another 72,209 visitors came by air to board the Pride of America.

In the first seven months of 2019, 77,036 visitors came by way of 37 trips from out-of-state cruise ships and 74,421 visitors flew to Hawai'i and boarded the Pride of America.

**Final 2024 Statistics:** The 2024 visitor data presented in this news release are the final numbers and reflect updated immigration statistics from the U.S. Department of Commerce, National Travel and Tourism Office (NTTO), updated air seat statistics from the Diio Mi airline database (DIIO) and final reports from airlines. These statistics are published in the DBEDT 2024 Annual Visitor Research Report, which is posted on the DBEDT website: [dbedt.hawaii.gov/visitor/visitor-research/](https://dbedt.hawaii.gov/visitor/visitor-research/)

## **Statement by DBEDT Director James Kunane Tokioka**

July 2025 was a soft month for tourism in Hawai'i, with total visitor spending and arrivals by air service from the U.S., Japan, Canada and other international markets decreasing compared to July 2024.

One highlight was cruise visitors. July is typically a slow month for out-of-state cruise ships to Hawai'i and that was the case in July 2024 and July 2019. In July 2025, two out-of-state cruise ships visited Hawai'i and each ship toured the island twice.

Two years after the Maui wildfires, there were 235,529 visitors to Maui in July 2025, slightly fewer than July 2024 (236,245 visitors, -0.3%). The July 2025 visitor count decreased 20.7 percent when compared to pre-wildfire July 2023 with 297,082 visitors. For the first seven months of 2025, there were 1,503,907 visitors on Maui. This represents a 9.2 percent growth compared to year-to-date 2024, but 16.2 percent lower than the same period before the wildfires.

Despite decreased arrivals to Maui, Maui County hotels reported improvement in July 2025 with island-wide occupancy improved 6.2 percentage points to 66.7 percent from 60.5 percent in July 2024. The Lahaina/Kā'anapali/Kapalua region had occupancy of 66.2 percent, up from 57.9 percent in July 2024.

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**JULY 2025 ARRIVALS AT A GLANCE**

	2025P	2024	% change	2025P YTD	2024 YTD	% change
<b>TOTAL EXPENDITURES (\$ MILLION)</b>	<b>1,950.2</b>	<b>2,038.3</b>	<b>-4.3</b>	<b>12,901.7</b>	<b>12,326.2</b>	<b>4.7</b>
Total by air	1,948.4	2,038.1	-4.4	12,861.4	12,283.1	4.7
U.S. Total	1,564.2	1,607.3	-2.7	10,189.4	9,598.8	6.2
U.S. West	942.0	1,010.6	-6.8	6,173.9	5,820.5	6.1
U.S. East	622.2	596.7	4.3	4,015.6	3,778.4	6.3
Japan	81.3	86.9	-6.5	551.7	561.3	-1.7
Canada	48.3	51.1	-5.4	635.3	668.3	-4.9
All Others	254.6	292.8	-13.1	1,485.0	1,454.7	2.1
Visitor arrivals by cruise ships	1.8	0.2	1,011.1	40.4	43.1	-6.3
<b>TOTAL VISITOR DAYS</b>	<b>7,723,960</b>	<b>8,061,736</b>	<b>-4.2</b>	<b>50,860,370</b>	<b>50,468,412</b>	<b>0.8</b>
Total by air	7,706,750	8,060,286	-4.4	50,472,857	50,062,303	0.8
U.S. Total	6,177,026	6,467,863	-4.5	39,652,847	39,184,560	1.2
U.S. West	4,048,893	4,229,202	-4.3	25,438,263	24,938,644	2.0
U.S. East	2,128,134	2,238,661	-4.9	14,214,583	14,245,916	-0.2
Japan	333,406	355,628	-6.2	2,245,603	2,322,333	-3.3
Canada	209,006	224,461	-6.9	2,786,529	3,035,387	-8.2
All Others	987,312	1,012,334	-2.5	5,787,878	5,520,024	4.9
Visitor arrivals by cruise ships	17,210	1,450	1,087.1	387,513	406,108	-4.6
<b>VISITOR ARRIVALS</b>	<b>873,430</b>	<b>913,485</b>	<b>-4.4</b>	<b>5,790,537</b>	<b>5,720,940</b>	<b>1.2</b>
Total by air	870,795	912,813	-4.6	5,706,030	5,633,458	1.3
U.S. Total	699,574	734,978	-4.8	4,503,683	4,407,176	2.2
U.S. West	477,933	503,585	-5.1	3,027,122	2,948,010	2.7
U.S. East	221,641	231,393	-4.2	1,476,561	1,459,165	1.2
Japan	55,399	56,194	-1.4	374,873	374,334	0.1
Canada	19,260	21,784	-11.6	245,281	270,666	-9.4
All Others	96,562	99,857	-3.3	582,193	581,283	0.2
Visitor arrivals by cruise ships	2,636	672	292.2	84,507	87,482	-3.4
<b>AVERAGE DAILY CENSUS</b>	<b>249,160</b>	<b>260,056</b>	<b>-4.2</b>	<b>239,907</b>	<b>236,941</b>	<b>1.3</b>
Total by air	248,605	260,009	-4.4	238,080	235,034	1.3
U.S. Total	199,259	208,641	-4.5	187,042	183,965	1.7
U.S. West	130,609	136,426	-4.3	119,992	117,083	2.5
U.S. East	68,649	72,215	-4.9	67,050	66,882	0.3
Japan	10,755	11,472	-6.2	10,592	10,903	-2.8
Canada	6,742	7,241	-6.9	13,144	14,251	-7.8
All Others	31,849	32,656	-2.5	27,301	25,916	5.3
Visitor arrivals by cruise ships	555	47	1,087.1	1,828	1,907	-4.1
<b>AVERAGE LENGTH OF STAY</b>	<b>8.84</b>	<b>8.83</b>	<b>0.2</b>	<b>8.78</b>	<b>8.82</b>	<b>-0.4</b>
Total by air	8.85	8.83	0.2	8.85	8.89	-0.5
U.S. Total	8.83	8.80	0.3	8.80	8.89	-1.0
U.S. West	8.47	8.40	0.9	8.40	8.46	-0.7
U.S. East	9.60	9.67	-0.8	9.63	9.76	-1.4
Japan	6.02	6.33	-4.9	5.99	6.20	-3.4
Canada	10.85	10.30	5.3	11.36	11.21	1.3
All Others	10.22	10.14	0.9	9.94	9.50	4.7
Visitor arrivals by cruise ships	6.53	0.00	202.7	4.59	4.64	-1.2
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>252.5</b>	<b>252.8</b>	<b>-0.1</b>	<b>253.7</b>	<b>244.2</b>	<b>3.9</b>
Total by air	252.8	252.9	0.0	254.8	245.4	3.9
U.S. Total	253.2	248.5	1.9	257.0	245.0	4.9
U.S. West	232.7	239.0	-2.6	242.7	233.4	4.0
U.S. East	292.4	266.6	9.7	282.5	265.2	6.5
Japan	243.8	244.4	-0.3	245.7	241.7	1.6
Canada	231.2	227.5	1.6	228.0	220.2	3.5
All Others	257.8	289.3	-10.9	256.6	263.5	-2.6
Visitor arrivals by cruise ships	104.1	0.0	-6.4	104.2	106.1	-1.8
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,232.8</b>	<b>2,231.3</b>	<b>0.1</b>	<b>2,228.1</b>	<b>2,154.6</b>	<b>3.4</b>
Total by air	2,237.5	2,232.8	0.2	2,254.0	2,180.4	3.4
U.S. Total	2,236.0	2,186.8	2.2	2,262.5	2,178.0	3.9
U.S. West	1,971.0	2,006.7	-1.8	2,039.5	1,974.4	3.3
U.S. East	2,807.3	2,578.8	8.9	2,719.5	2,589.4	5.0
Japan	1,467.0	1,546.7	-5.2	1,471.7	1,499.4	-1.9
Canada	2,508.9	2,343.8	7.0	2,590.0	2,469.1	4.9
All Others	2,636.4	2,932.7	-10.1	2,550.6	2,502.5	1.9
Visitor arrivals by cruise ships	679.5	0.0	183.3	477.8	492.4	-3.0

P=Preliminary data.

**JULY 2025 ISLAND HIGHLIGHTS**

	2025P	2024	% change	2025P YTD	2024 YTD	% change
<b>TOTAL EXPENDITURES (\$ MILLION)</b>	<b>1,950.2</b>	<b>2,038.3</b>	<b>-4.3</b>	<b>12,901.7</b>	<b>12,326.2</b>	<b>4.7</b>
Total by air	1,948.4	2,038.1	-4.4	12,861.4	12,283.1	4.7
O'ahu	857.5	932.1	-8.0	5,707.7	5,314.1	7.4
Maui	510.5	508.7	0.4	3,478.1	3,167.1	9.8
Moloka'i	1.9	2.7	-31.2	17.7	20.3	-12.7
Lāna'i	11.2	13.0	-13.6	61.1	70.0	-12.8
Kaua'i	282.6	287.6	-1.7	1,730.0	1,781.0	-2.9
Hawai'i Island	284.7	294.1	-3.2	1,866.8	1,930.6	-3.3
Visitor arrivals by cruise ships	1.8	0.2	1,011.1	40.4	43.1	-6.3
<b>TOTAL VISITOR DAYS</b>	<b>7,723,960</b>	<b>8,061,736</b>	<b>-4.2</b>	<b>50,860,370</b>	<b>50,468,412</b>	<b>0.8</b>
Total by air	7,706,750	8,060,286	-4.4	50,472,857	50,062,303	0.8
O'ahu	3,663,093	3,973,779	-7.8	24,152,035	24,382,179	-0.9
Maui	1,779,080	1,798,051	-1.1	11,790,701	11,072,302	6.5
Moloka'i	11,201	14,695	-23.8	91,051	118,164	-22.9
Lāna'i	16,107	14,946	7.8	99,447	105,237	-5.5
Kaua'i	1,042,803	1,019,241	2.3	6,317,087	6,314,460	0.0
Hawai'i Island	1,194,465	1,239,574	-3.6	8,022,535	8,069,961	-0.6
Visitor arrivals by cruise ships	17,210	1,450	1,087.1	387,513	406,108	-4.6
<b>VISITOR ARRIVALS</b>	<b>873,430</b>	<b>913,485</b>	<b>-4.4</b>	<b>5,790,537</b>	<b>5,720,940</b>	<b>1.2</b>
Total by air	870,795	912,813	-4.6	5,706,030	5,633,458	1.3
O'ahu	518,008	552,657	-6.3	3,398,558	3,414,749	-0.5
Maui	235,529	236,245	-0.3	1,503,907	1,377,771	9.2
Moloka'i	2,521	3,230	-22.0	16,832	20,275	-17.0
Lāna'i	4,017	4,003	0.3	26,806	27,471	-2.4
Kaua'i	143,289	135,740	5.6	852,671	836,861	1.9
Hawai'i Island	160,231	168,680	-5.0	1,038,106	1,036,574	0.1
Visitor arrivals by cruise ships	2,636	672	292.2	84,507	87,482	-3.4
<b>AVERAGE DAILY CENSUS</b>	<b>249,160</b>	<b>260,056</b>	<b>-4.2</b>	<b>239,907</b>	<b>236,941</b>	<b>1.3</b>
Total by air	248,605	260,009	-4.4	238,080	235,034	1.3
O'ahu	118,164	128,186	-7.8	113,925	114,470	-0.5
Maui	57,390	58,002	-1.1	55,617	51,983	7.0
Moloka'i	361	474	-23.8	429	555	-22.6
Lāna'i	520	482	7.8	469	494	-5.1
Kaua'i	33,639	32,879	2.3	29,798	29,645	0.5
Hawai'i Island	38,531	39,986	-3.6	37,842	37,887	-0.1
Visitor arrivals by cruise ships	555	47	1,087.1	1,828	1,907	-4.1
<b>AVERAGE LENGTH OF STAY</b>	<b>8.84</b>	<b>8.83</b>	<b>0.2</b>	<b>8.78</b>	<b>8.82</b>	<b>-0.4</b>
Total by air	8.85	8.83	0.2	8.85	8.89	-0.5
O'ahu	7.07	7.19	-1.7	7.11	7.14	-0.5
Maui	7.55	7.61	-0.8	7.84	8.04	-2.4
Moloka'i	4.44	4.55	-2.3	5.41	5.83	-7.2
Lāna'i	4.01	3.73	7.4	3.71	3.83	-3.2
Kaua'i	7.28	7.51	-3.1	7.41	7.55	-1.8
Hawai'i Island	7.45	7.35	1.4	7.73	7.79	-0.7
Visitor arrivals by cruise ships	6.53	0.00	202.7	4.59	4.64	-1.2
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>252.5</b>	<b>252.8</b>	<b>-0.1</b>	<b>253.7</b>	<b>244.2</b>	<b>3.9</b>
Total by air	252.8	252.9	0.0	254.8	245.4	3.9
O'ahu	234.1	234.6	-0.2	236.3	217.9	8.4
Maui	287.0	282.9	1.4	295.0	286.0	3.1
Moloka'i	165.6	183.5	-9.8	194.1	171.4	13.2
Lāna'i	697.1	869.3	-19.8	614.3	665.5	-7.7
Kaua'i	271.0	282.1	-4.0	273.9	282.0	-2.9
Hawai'i Island	238.3	237.2	0.5	232.7	239.2	-2.7
Visitor arrivals by cruise ships	104.1	0.0	-6.4	104.2	106.1	-1.8
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,232.8</b>	<b>2,231.3</b>	<b>0.1</b>	<b>2,228.1</b>	<b>2,154.6</b>	<b>3.4</b>
Total by air	2,237.5	2,232.8	0.2	2,254.0	2,180.4	3.4
O'ahu	1,655.4	1,686.6	-1.9	1,679.4	1,556.2	7.9
Maui	2,167.6	2,153.1	0.7	2,312.7	2,298.7	0.6
Moloka'i	735.7	835.1	-11.9	1,050.1	999.0	5.1
Lāna'i	2,795.2	3,245.8	-13.9	2,278.9	2,549.3	-10.6
Kaua'i	1,972.2	2,118.5	-6.9	2,028.9	2,128.1	-4.7
Hawai'i Island	1,776.8	1,743.3	1.9	1,798.3	1,862.5	-3.4
Visitor arrivals by cruise ships	679.5	0.0	183.3	477.8	492.4	-3.0

P=Preliminary data.

**JULY 2025 ARRIVALS AT A GLANCE (2025 vs. 2019)**

	2025P	2019	% change	2025P YTD	2019 YTD	% change
<b>TOTAL EXPENDITURES (\$ MILLION)</b>	<b>1,950.2</b>	<b>1,695.2</b>	<b>15.0</b>	<b>12,901.7</b>	<b>10,553.0</b>	<b>22.3</b>
Total by air	1,948.4	1,695.2	14.9	12,861.4	10,524.0	22.2
U.S. Total	1,564.2	1,180.5	32.5	10,189.4	7,026.5	45.0
U.S. West	942.0	669.8	40.6	6,173.9	4,106.5	50.3
U.S. East	622.2	510.7	21.8	4,015.6	2,919.9	37.5
Japan	81.3	186.5	-56.4	551.7	1,218.9	-54.7
Canada	48.3	50.1	-3.5	635.3	692.9	-8.3
All Others	254.6	278.2	-8.5	1,485.0	1,585.7	-6.4
Visitor arrivals by cruise ships	1.8	0.0	NA	40.4	29.0	39.4
<b>TOTAL VISITOR DAYS</b>	<b>7,723,960</b>	<b>8,878,983</b>	<b>-13.0</b>	<b>50,860,370</b>	<b>54,121,582</b>	<b>-6.0</b>
Total by air	7,706,750	8,878,983	-13.2	50,472,857	53,770,763	-6.1
U.S. Total	6,177,026	6,414,386	-3.7	39,652,847	37,548,277	5.6
U.S. West	4,048,893	4,054,571	-0.1	25,438,263	23,629,088	7.7
U.S. East	2,128,134	2,359,815	-9.8	14,214,583	13,919,189	2.1
Japan	333,406	797,943	-58.2	2,245,603	5,083,982	-55.8
Canada	209,006	317,007	-34.1	2,786,529	4,188,907	-33.5
All Others	987,312	1,349,646	-26.8	5,787,878	6,949,597	-16.7
Visitor arrivals by cruise ships	17,210	0	NA	387,513	350,820	10.5
<b>VISITOR ARRIVALS</b>	<b>873,430</b>	<b>995,210</b>	<b>-12.2</b>	<b>5,790,537</b>	<b>6,166,392</b>	<b>-6.1</b>
Total by air	870,795	995,210	-12.5	5,706,030	6,089,357	-6.3
U.S. Total	699,574	706,174	-0.9	4,503,683	4,150,848	8.5
U.S. West	477,933	462,676	3.3	3,027,122	2,720,989	11.3
U.S. East	221,641	243,498	-9.0	1,476,561	1,429,858	3.3
Japan	55,399	134,587	-58.8	374,873	868,821	-56.9
Canada	19,260	26,939	-28.5	245,281	342,474	-28.4
All Others	96,562	127,510	-24.3	582,193	727,213	-19.9
Visitor arrivals by cruise ships	2,636	0	NA	84,507	77,036	9.7
<b>AVERAGE DAILY CENSUS</b>	<b>249,160</b>	<b>286,419</b>	<b>-13.0</b>	<b>239,907</b>	<b>255,290</b>	<b>-6.0</b>
Total by air	248,605	286,419	-13.2	238,080	253,636	-6.1
U.S. Total	199,259	206,916	-3.7	187,042	177,115	5.6
U.S. West	130,609	130,793	-0.1	119,992	111,458	7.7
U.S. East	68,649	76,123	-9.8	67,050	65,657	2.1
Japan	10,755	25,740	-58.2	10,592	23,981	-55.8
Canada	6,742	10,226	-34.1	13,144	19,759	-33.5
All Others	31,849	43,537	-26.8	27,301	32,781	-16.7
Visitor arrivals by cruise ships	555	0	NA	1,828	1,655	10.5
<b>AVERAGE LENGTH OF STAY</b>	<b>8.84</b>	<b>8.92</b>	<b>-0.9</b>	<b>8.78</b>	<b>8.78</b>	<b>0.1</b>
Total by air	8.85	8.92	-0.8	8.85	8.83	0.2
U.S. Total	8.83	9.08	-2.8	8.80	9.05	-2.7
U.S. West	8.47	8.76	-3.3	8.40	8.68	-3.2
U.S. East	9.60	9.69	-0.9	9.63	9.73	-1.1
Japan	6.02	5.93	1.5	5.99	5.85	2.4
Canada	10.85	11.77	-7.8	11.36	12.23	-7.1
All Others	10.22	10.58	-3.4	9.94	9.56	4.0
Visitor arrivals by cruise ships	6.53	0	NA	4.59	4.55	0.7
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>252.5</b>	<b>190.9</b>	<b>32.2</b>	<b>253.7</b>	<b>195.0</b>	<b>30.1</b>
Total by air	252.8	190.9	32.4	254.8	195.7	30.2
U.S. Total	253.2	184.0	37.6	257.0	187.1	37.3
U.S. West	232.7	165.2	40.8	242.7	173.8	39.7
U.S. East	292.4	216.4	35.1	282.5	209.8	34.7
Japan	243.8	233.7	4.3	245.7	239.8	2.5
Canada	231.2	157.9	46.4	228.0	165.4	37.8
All Others	257.8	206.1	25.1	256.6	228.2	12.4
Visitor arrivals by cruise ships	104.1	0	NA	104.2	82.6	26.2
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,232.8</b>	<b>1,703.4</b>	<b>31.1</b>	<b>2,228.1</b>	<b>1,711.4</b>	<b>30.2</b>
Total by air	2,237.5	1,703.4	31.4	2,254.0	1,728.3	30.4
U.S. Total	2,236.0	1,671.7	33.8	2,262.5	1,692.8	33.7
U.S. West	1,971.0	1,447.7	36.1	2,039.5	1,509.2	35.1
U.S. East	2,807.3	2,097.3	33.9	2,719.5	2,042.1	33.2
Japan	1,467.0	1,385.5	5.9	1,471.7	1,403.0	4.9
Canada	2,508.9	1,858.1	35.0	2,590.0	2,023.2	28.0
All Others	2,636.4	2,181.6	20.8	2,550.6	2,180.5	17.0
Visitor arrivals by cruise ships	679.5	0	NA	477.8	376.0	27.1

P=Preliminary data.

**JULY 2025 ISLAND HIGHLIGHTS (2025 vs. 2019)**

	2025P	2019	% change	2025P YTD	2019	% change
<b>TOTAL EXPENDITURES (\$ MILLION)</b>	<b>1,950.2</b>	<b>1,695.2</b>	<b>15.0</b>	<b>12,901.7</b>	<b>10,553.0</b>	<b>22.3</b>
Total by air	1,948.4	1,695.2	14.9	12,861.4	10,524.0	22.2
O'ahu	857.5	749.4	14.4	5,707.7	4,774.0	19.6
Maui	510.5	506.0	0.9	3,478.1	3,112.8	11.7
Moloka'i	1.9	2.9	-36.1	17.7	21.5	-17.7
Lāna'i	11.2	14.3	-21.2	61.1	73.9	-17.4
Kaua'i	282.6	201.3	40.4	1,730.0	1,165.0	48.5
Hawai'i Island	284.7	221.3	28.6	1,866.8	1,376.8	35.6
Visitor arrivals by cruise ships	1.8	0.0	NA	40.4	29.0	39.4
<b>TOTAL VISITOR DAYS</b>	<b>7,723,960</b>	<b>8,878,983</b>	<b>-13.0</b>	<b>50,860,370</b>	<b>54,121,582</b>	<b>-6.0</b>
Total by air	7,706,750	8,878,983	-13.2	50,472,857	53,770,763	-6.1
O'ahu	3,663,093	4,199,147	-12.8	24,152,035	24,879,137	-2.9
Maui	1,779,080	2,373,873	-25.1	11,790,701	14,616,997	-19.3
Moloka'i	11,201	24,217	-53.7	91,051	170,360	-46.6
Lāna'i	16,107	25,698	-37.3	99,447	158,783	-37.4
Kaua'i	1,042,803	1,033,431	0.9	6,317,087	6,178,662	2.2
Hawai'i Island	1,194,465	1,222,617	-2.3	8,022,535	7,766,825	3.3
Visitor arrivals by cruise ships	17,210	0	NA	387,513	350,820	10.5
<b>VISITOR ARRIVALS</b>	<b>873,430</b>	<b>995,210</b>	<b>-12.2</b>	<b>5,790,537</b>	<b>6,166,392</b>	<b>-6.1</b>
Total by air	870,795	995,210	-12.5	5,706,030	6,089,357	-6.3
O'ahu	518,008	598,986	-13.5	3,398,558	3,624,222	-6.2
Maui	235,529	307,834	-23.5	1,503,907	1,830,367	-17.8
Moloka'i	2,521	6,665	-62.2	16,832	37,902	-55.6
Lāna'i	4,017	9,190	-56.3	26,806	51,783	-48.2
Kaua'i	143,289	139,157	3.0	852,671	825,696	3.3
Hawai'i Island	160,231	173,899	-7.9	1,038,106	1,054,260	-1.5
Visitor arrivals by cruise ships	2,636	0	NA	84,507	77,036	9.7
<b>AVERAGE DAILY CENSUS</b>	<b>249,160</b>	<b>286,419</b>	<b>-13.0</b>	<b>239,907</b>	<b>255,290</b>	<b>-6.0</b>
Total by air	248,605	286,419	-13.2	238,080	253,636	-6.1
O'ahu	118,164	135,456	-12.8	113,925	117,354	-2.9
Maui	57,390	76,577	-25.1	55,617	68,948	-19.3
Moloka'i	361	781	-53.7	429	804	-46.6
Lāna'i	520	829	-37.3	469	749	-37.4
Kaua'i	33,639	33,336	0.9	29,798	29,145	2.2
Hawai'i Island	38,531	39,439	-2.3	37,842	36,636	3.3
Visitor arrivals by cruise ships	555	0	NA	1,828	1,655	10.5
<b>AVERAGE LENGTH OF STAY</b>	<b>8.84</b>	<b>8.92</b>	<b>-0.9</b>	<b>8.78</b>	<b>8.78</b>	<b>0.1</b>
Total by air	8.85	8.92	-0.8	8.85	8.83	0.2
O'ahu	7.07	7.01	0.9	7.11	6.86	3.5
Maui	7.55	7.71	-2.0	7.84	7.99	-1.8
Moloka'i	4.44	3.63	22.3	5.41	4.49	20.4
Lāna'i	4.01	2.80	43.4	3.71	3.07	21.0
Kaua'i	7.28	7.43	-2.0	7.41	7.48	-1.0
Hawai'i Island	7.45	7.03	6.0	7.73	7.37	4.9
Visitor arrivals by cruise ships	6.53	0.00	NA	4.59	4.55	0.7
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>252.5</b>	<b>190.9</b>	<b>32.2</b>	<b>253.7</b>	<b>195.0</b>	<b>30.1</b>
Total by air	252.8	190.9	32.4	254.8	195.7	30.2
O'ahu	234.1	178.5	31.2	236.3	191.9	23.2
Maui	287.0	213.1	34.6	295.0	213.0	38.5
Moloka'i	165.6	119.8	38.2	194.1	126.1	54.0
Lāna'i	697.1	554.6	25.7	614.3	465.6	31.9
Kaua'i	271.0	194.8	39.1	273.9	188.5	45.2
Hawai'i Island	238.3	181.0	31.7	232.7	177.3	31.3
Visitor arrivals by cruise ships	104.1	0.0	NA	104.2	82.6	26.2
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,232.8</b>	<b>1,703.4</b>	<b>31.1</b>	<b>2,228.1</b>	<b>1,711.4</b>	<b>30.2</b>
Total by air	2,237.5	1,703.4	31.4	2,254.0	1,728.3	30.4
O'ahu	1,655.4	1,251.1	32.3	1,679.4	1,317.2	27.5
Maui	2,167.6	1,643.7	31.9	2,312.7	1,700.6	36.0
Moloka'i	735.7	435.4	69.0	1,050.1	566.6	85.3
Lāna'i	2,795.2	1,550.8	80.2	2,278.9	1,427.8	59.6
Kaua'i	1,972.2	1,446.8	36.3	2,028.9	1,410.9	43.8
Hawai'i Island	1,776.8	1,272.8	39.6	1,798.3	1,306.0	37.7
Visitor arrivals by cruise ships	679.5	0.0	NA	477.8	376.0	27.1

P=Preliminary data.