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KA MOKU 'ĀINA O HAWAII

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**MARCH 2026 VISITOR SPENDING AND VISITOR ARRIVALS WERE
IMPACTED BY THE KONA LOW STORMS**

FOR IMMEDIATE RELEASE

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HONOLULU – Total spending by visitors in March 2026 was \$1.96 billion (measured in nominal dollars), a 1.6 percent decrease compared to March 2025, according to preliminary statistics from the Department of Business, Economic Development and Tourism (DBEDT). There were 888,349 total visitors in March 2026, down 1.7 percent compared to March 2025 (903,891 visitors).

Two Kona Low storms impacted the Hawaiian Islands March 10–15 and March 19–24, 2026. These storm systems occurred during spring break which varies across the U.S. Visitors who arrived by air service to Hawai'i during the storms were affected by flight delays and cancelations. Many visitors who came by out-of-state cruise ships could not visit all scheduled ports on the itineraries. Most national and state parks and other popular visitor attractions were closed due to the severe weather.

Note: In March 2026, limited statistics from visitors who came by air service were published due to a delay in data processing. More detailed visitor statistics will be published in the upcoming months.

There were 869,063 visitors in March 2026 who arrived by air service, mainly from the U.S. West and U.S. East. Additionally, 19,286 visitors arrived via out-of-state cruise ships. In comparison, 890,010 visitors (-2.4%) arrived by air and 13,882 visitors (+38.9%) came by out-of-state cruise ships in March 2025.

The average length of stay by total visitors in March 2026 was 8.14 days, compared to 8.43 days in March 2025. The statewide average daily census¹ in March 2026 was 233,203 visitors compared to 245,813 visitors (-5.1%) in March 2025.

In March 2026, 424,581 visitors arrived from the U.S. West, a 7.4 percent decline from March 2025 (458,570 visitors). In March 2026, total spending by U.S. West visitors was \$882.1 million, the average daily spending was \$270 per person and the average length of stay was 7.71 days. In March 2025, U.S. West visitors recorded total spending of \$931.1 million, the average daily spending was \$252 per person and the average length of stay was 8.07 days.

For the month of March 2026, there were 271,291 visitors from the U.S. East, a 13.9 percent increase from March 2025 (238,163 visitors). In March 2026, total spending by U.S. East visitors was \$696.8 million, the average daily spending was \$296 per person and the average length of stay was 8.69 days. In March 2025, U.S. East visitors recorded total spending of \$619.9 million, the average daily spending was \$289 per person and the average length of stay was 9.01 days. Many U.S. East visitors arrived in early March for their spring break and arrived before the Kona Low storms.

In March 2026, 67,014 visitors arrived from Japan, growth of 8.8 percent from March 2025 (61,605 visitors). Of the 67,014 visitors in March 2026, 66,778 visitors arrived on international flights and 236 visitors came on domestic flights. In March 2026, total spending by Japanese visitors was \$97.0 million, the average daily spending was \$248 per person and the average length of stay was 5.84 days. In March 2025, Japanese visitors recorded total spending of \$91.9 million, the average daily spending was \$248 per person and the average length of stay was 6.00 days.

In March 2026, 47,490 visitors arrived from Canada, an 11.4 percent decrease from March 2025 (53,621 visitors). Of the 47,490 visitors in March 2026, 41,203 visitors arrived via direct air service from Canada and 6,287 visitors came on domestic flights. In March 2026, total spending by Canadian visitors was \$128.2 million, the average daily spending was \$218 per person and the average length of stay was 12.39 days. In March 2025, Canadian visitors recorded total spending of \$134.0 million, the average daily spending was \$222 per person and the average length of stay was 11.23 days.

There were 58,687 visitors from all other international markets in March 2026, which included visitors from Oceania, Other Asia, Europe, Latin America, Guam, the Philippines, the Pacific Islands and other countries. In comparison, there were 78,052 visitors (-24.8%) from all other international markets in March 2025.

Air capacity to Hawai'i in March 2026 (5,562 transpacific flights with 1,247,294 seats) increased compared to March 2025 (5,486 flights, +1.4% with 1,189,430 seats, +4.9%).

¹ Average daily census measures the number of visitors present on any given day.

Flights and Air Seats to Hawai'i

Domestic Flights

There were 4,674 nonstop domestic flights with 1,019,099 seats from the continental U.S. in March 2026, compared to 4,529 flights (+3.2%) with 951,631 seats (+7.1%) in March 2025.

U.S. West: For the month of March 2026, 4,154 scheduled flights with 879,833 seats serviced Hawai'i from U.S. West.

Air capacity increased from March 2025 (3,981 flights, +4.3% with 805,791 seats, +9.2%). Fewer scheduled seats from Anchorage, Everett, Wash., Oakland, Sacramento and San Jose were offset by growth in seats from Denver, Las Vegas, Long Beach, Los Angeles, Phoenix, Portland, Salt Lake City, San Diego, San Francisco and Seattle.

U.S. East: For the month of March 2026, 511 scheduled flights with 138,346 seats operated to Hawai'i from U.S. East.

Air capacity decreased from March 2025 (532 flights, -3.9% with 143,298 seats, -3.5%). Growth in scheduled seats from Atlanta and Dallas was offset by fewer seats from Chicago, Houston, New York JFK, Newark, Washington D.C. and discontinued service from Austin, Texas and Boston, Massachusetts.

International Flights

In March 2026, there were 888 nonstop flights with 228,195 seats to Hawai'i from international points of origin including Japan, Canada, Korea, Oceania, Guam, Manila and many other Pacific islands. Air capacity decreased compared to March 2025 (957 flights, -7.2% with 237,799 seats, -4.0%).

Japan: In March 2026, there were 358 scheduled flights with 105,335 seats from Japan.

There were fewer flights (370, -3.2%) but slightly more seats (104,350, +0.9%) compared to March 2025. Discontinued service from Fukuoka and was offset by growth in seats from Haneda, Narita and Osaka.

Canada: There were 280 scheduled flights with 51,260 seats from Canada in March 2026.

Air capacity decreased compared to March 2025 (313 flights, -10.5% with 56,779 seats, -9.7%) due to fewer scheduled seats from Calgary, Edmonton, Toronto and Vancouver.

Oceania:

- **Australia:** In March 2026, there were 44 scheduled flights with 12,244 seats from Sydney, Australia. Air capacity decreased compared to March 2025 (61 flights, -27.9% with 17,102 seats, -28.4%) due to discontinued service from Melbourne and fewer seats from Sydney.

- **New Zealand:** In March 2026, there were 26 scheduled flights with 7,189 seats from Auckland, compared to 23 flights (+13.0%) with 6,499 seats (+10.6%) in March 2025.

Other Asia:

- **China:** There have been no direct flights from China to Hawai'i since service ended in early February 2020.
- **Korea:** There were 71 scheduled flights with 22,713 seats from Seoul in March 2026, compared to 77 flights (-7.8%) with 22,871 seats (-0.7%) in March 2025.
- **Taiwan:** Direct air service from Taipei to Hawai'i ended in April 2020.

Other Markets:

- **Guam:** There were 31 scheduled flights with 10,850 seats from Guam in March 2026 as well as in March 2025.
- **Philippines:** There were 22 scheduled flights with 6,763 seats from Manila in March 2026, compared to 22 flights (0.0%) with 6,758 seats (+0.1%) in March 2025.
- **Samoa:** There were four scheduled flights with 680 seats from Apia in March 2026, the same as in March 2025.
- **Rarotonga:** There were five scheduled flights with 945 seats from the Cook Islands in March 2026 as well as in March 2025.
- **Kiribati:** There were five scheduled flights with 850 seats from Christmas Island in March 2026 compared to four flights (+25.0%) with 680 seats (+25.0%) in March 2025.
- **Marshall Islands:** There were 17 scheduled flights with 2,848 seats from Majuro in March 2026, compared to 18 flights (-5.6%) with 2,988 seats (-4.7%) in March 2025.
- **Fiji:** There were four scheduled flights with 680 seats from Nadi in March 2026 compared to five flights (-20.0%) with 850 seats (-20.0%) in March 2025.
- **American Samoa:** There were 14 scheduled flights with 3,892 seats from Pago Pago in March 2026, compared to 13 flights (+7.7%) with 3,614 seats (+7.7%) in March 2025.
- **French Polynesia:** There were seven scheduled flights with 1,946 seats from Papeete in March 2026 compared to five flights (+40.0%) with 1,390 seats (+40.0%) in March 2025.

In the first quarter of 2026, there were 15,723 transpacific flights with 3,506,776 seats, compared to 15,027 flights (+4.6%) with 3,310,371 seats (+5.9%) in the first quarter of 2025.

Cruise Ship Visitors

In March 2026, 19,286 visitors arrived to Hawai'i via nine trips by out-of-state cruise ships. There were 9,060 visitors who flew to the state to board the Hawai'i home-ported ship Pride of America for the seven-day interisland cruise. During the Kona Low storms, several out-of-state ships canceled port calls to Nāwiliwili while other ships canceled

port calls to Hilo and Kona due to high winds, rough seas and docking conditions. The Pride of America canceled port calls to Kona on March 11 and on March 18.

In March 2025, 13,882 visitors (+38.9%) came to the islands aboard eight trips from out-of-state ships. Another 11,747 visitors (+0.2%) flew to the state to board the Pride of America.

In the first quarter of 2026, 61,185 visitors came to Hawai'i via 32 trips aboard out-of-state cruise ships. There were 628 visitors who flew to the state to board a turnaround trip. A turnaround trip occurs when visitors that arrive by cruise ship depart by air after touring the islands. After the initial group of cruise visitors leaves, a new group of visitors flies to the state to board that ship, tour the islands, then most of them will remain with the ship to visit the next out-of-state port. Another 29,888 visitors flew to Hawai'i and boarded the Pride of America.

In the first quarter of 2025, 52,897 visitors came to Hawai'i via 29 trips aboard out-of-state cruise ships and another 30,128 visitors flew to Hawai'i and boarded the Pride of America.

Technical Notes

For March 2026, limited statistics from visitors who came by air service are published due to a delay in data processing. More detailed statistics will be published in the upcoming months.

Statement by DBEDT Director James Kunane Tokioka

In March 2026, back-to-back Kona Low storms brought severe weather to the Hawaiian Islands, causing extensive flooding and damage to homes, businesses and infrastructure. The impacts were felt most heavily in parts of the North Shore of O'ahu, West Maui, Moloka'i and Hawai'i Island.

During these storm events, numerous flight delays and cancellations, trip disruptions and the temporary closure of many visitor attractions and excursions resulted in an estimated loss of more than \$300 million in tourism revenue.

As recovery efforts continue, we remain committed to encouraging respectful travel, supporting local businesses and promoting volunteer opportunities to mālama Hawai'i. I am currently working with the Hawai'i Tourism Authority to secure funding for a tourism recovery campaign designed to address the economic impacts of these storms. This effort aims to restore visitor traffic in a way that sustains local businesses, protects local jobs and uplifts communities across the islands.

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MARCH 2026 ARRIVALS AT A GLANCE

	2026P	2025P	% change	2026P YTD	2025P YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,959.0	1,990.9	-1.6	6,124.3	5,618.8	9.0
Total by air	1,951.9	1,984.4	-1.6	6,097.6	5,593.9	9.0
U.S. Total	1,578.9	1,551.0	1.8	4,873.9	4,297.4	13.4
U.S. West	882.1	931.1	-5.3	2,810.9	2,536.6	10.8
U.S. East	696.8	619.9	12.4	2,063.0	1,760.8	17.2
Japan	97.0	91.9	5.5	254.1	243.3	4.5
Canada	128.2	134.0	-4.3	407.2	423.7	-3.9
All Others	147.9	207.4	-28.7	562.4	629.6	-10.7
Visitor arrivals by cruise ships	7.2	6.5	10.1	26.7	24.9	7.4
TOTAL VISITOR DAYS	7,229,294	7,620,209	-5.1	22,237,030	21,998,967	1.1
Total by air	7,158,767	7,557,974	-5.3	21,972,367	21,762,290	1.0
U.S. Total	5,629,440	5,846,483	-3.7	17,040,350	16,575,256	2.8
U.S. West	3,272,277	3,700,293	-11.6	10,329,476	10,214,229	1.1
U.S. East	2,357,163	2,146,190	9.8	6,710,874	6,361,026	5.5
Japan	391,462	369,927	5.8	1,028,178	985,295	4.4
Canada	588,253	602,414	-2.4	1,830,949	1,848,821	-1.0
All Others	549,612	739,150	-25.6	2,072,891	2,352,918	-11.9
Visitor arrivals by cruise ships	70,527	62,235	13.3	264,662	236,677	11.8
VISITOR ARRIVALS	888,349	903,891	-1.7	2,549,731	2,455,747	3.8
Total by air	869,063	890,010	-2.4	2,488,546	2,402,850	3.6
U.S. Total	695,872	696,733	-0.1	1,958,586	1,842,348	6.3
U.S. West	424,581	458,570	-7.4	1,221,622	1,197,682	2.0
U.S. East	271,291	238,163	13.9	736,965	644,667	14.3
Japan	67,014	61,605	8.8	176,123	163,932	7.4
Canada	47,490	53,621	-11.4	143,499	156,605	-8.4
All Others	58,687	78,052	-24.8	210,338	239,965	-12.3
Visitor arrivals by cruise ships	19,286	13,882	38.9	61,185	52,897	15.7
AVERAGE DAILY CENSUS	233,203	245,813	-5.1	247,078	244,433	1.1
Total by air	230,928	243,806	-5.3	244,137	241,803	1.0
U.S. Total	181,595	188,596	-3.7	189,337	184,170	2.8
U.S. West	105,557	119,364	-11.6	114,772	113,491	1.1
U.S. East	76,038	69,232	9.8	74,565	70,678	5.5
Japan	12,628	11,933	5.8	11,424	10,948	4.4
Canada	18,976	19,433	-2.4	20,344	20,542	-1.0
All Others	17,729	23,844	-25.6	23,032	26,144	-11.9
Visitor arrivals by cruise ships	2,275	2,008	13.3	2,941	2,630	11.8
AVERAGE LENGTH OF STAY	8.14	8.43	-3.5	8.72	8.96	-2.6
Total by air	8.24	8.49	-3.0	8.83	9.06	-2.5
U.S. Total	8.09	8.39	-3.6	8.70	9.00	-3.3
U.S. West	7.71	8.07	-4.5	8.46	8.53	-0.9
U.S. East	8.69	9.01	-3.6	9.11	9.87	-7.7
Japan	5.84	6.00	-2.7	5.84	6.01	-2.9
Canada	12.39	11.23	10.3	12.76	11.81	8.1
All Others	9.37	9.47	-1.1	9.86	9.81	0.5
Visitor arrivals by cruise ships	3.66	4.48	-18.4	4.33	4.47	-3.3
PER PERSON PER DAY SPENDING (\$)	271.0	261.3	3.7	275.4	255.4	7.8
Total by air	272.7	262.6	3.8	277.5	257.0	8.0
U.S. Total	280.5	265.3	5.7	286.0	259.3	10.3
U.S. West	269.6	251.6	7.1	272.1	248.3	9.6
U.S. East	295.6	288.9	2.3	307.4	276.8	11.1
Japan	247.7	248.5	-0.3	247.1	246.9	0.1
Canada	217.9	222.4	-2.0	222.4	229.2	-3.0
All Others	269.0	280.7	-4.1	271.3	267.6	1.4
Visitor arrivals by cruise ships	101.8	104.8	-2.8	100.9	105.0	-3.9
PER PERSON PER TRIP SPENDING (\$)	2,205.3	2,202.6	0.1	2,402.0	2,288.0	5.0
Total by air	2,245.9	2,229.6	0.7	2,450.3	2,328.0	5.3
U.S. Total	2,268.9	2,226.2	1.9	2,488.5	2,332.6	6.7
U.S. West	2,077.6	2,030.4	2.3	2,300.9	2,117.9	8.6
U.S. East	2,568.4	2,603.1	-1.3	2,799.4	2,731.4	2.5
Japan	1,446.7	1,492.0	-3.0	1,442.8	1,483.9	-2.8
Canada	2,698.5	2,498.5	8.0	2,837.5	2,705.3	4.9
All Others	2,519.5	2,657.8	-5.2	2,673.9	2,623.6	1.9
Visitor arrivals by cruise ships	372.3	469.7	-20.7	436.4	469.9	-7.1