



STATE OF HAWAII
KA MOKU 'ĀINA O HAWAII

JOSH GREEN, M.D.
GOVERNOR
KE KIA'ĀINA

DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM
KA 'OIHANA HO'OMOHALA PĀ'OIHANA, 'IMI WAIWAI A HO'OMĀKA'IKA'

JAMES KUNANE TOKIOKA
DIRECTOR
KA LUNA HO'OKELE

RESEARCH AND ECONOMIC ANALYSIS DIVISION

MAY 2026 VISITOR SPENDING INCREASED
More Visitors Came; Stays were Shorter

FOR IMMEDIATE RELEASE

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HONOLULU – Total spending by visitors in May 2026 was \$1.77 billion (measured in nominal dollars), up 5.3 percent from May 2025, according to preliminary statistics from the Department of Business, Economic Development and Tourism (DBEDT). There were 800,554 total visitors in May 2026, an increase of 3.8 compared to May 2025 (771,038 visitors). Visitors who came in May 2026 also spent more on an average daily basis (\$292 per person, +13.1%) compared to a year ago.

While there were more total visitors in May 2026, the total average length of stay was shorter, at 7.60 days, compared to 8.47 days (-10.3%) in May 2025. The statewide average daily census¹ in May 2026 was 196,258 visitors compared to 210,760 visitors (-6.9%) in May 2025.

In May 2026, 432,267 visitors arrived from the U.S. West, a 5.1 percent increase from May 2025 (411,318 visitors). In May 2026, total spending by U.S. West visitors was

Please see Technical Notes at the end of this press release.

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

\$904.5 million, the average daily spending was \$286 per person and the average length of stay was 7.32 days. In May 2025, U.S. West visitors recorded total spending of \$831.1 million, the average daily spending was \$248 per person and the average length of stay was 8.15 days.

In May 2026, there were 233,432 visitors from the U.S. East, a 12.5 percent increase from May 2025 (207,445 visitors). In May 2026, total spending by U.S. East visitors was \$610.7 million, the average daily spending was \$321 per person and the average length of stay was 8.16 days. In May 2025, U.S. East visitors recorded total spending of \$540.5 million, the average daily spending was \$279 per person and the average length of stay was 9.33 days.

In May 2026, 53,051 visitors arrived from Japan; growth of 15.6 percent from May 2025 (45,895 visitors). In May 2026, total spending by Japanese visitors was \$78.5 million, the average daily spending was \$248 per person and the average length of stay was 5.96 days. In May 2025, Japanese visitors recorded total spending of \$67.1 million, the average daily spending was \$244 per person and the average length of stay was 5.99 days.

In May 2026, 18,474 visitors arrived from Canada, a 1.1 percent decrease from May 2025 (18,672 visitors). In May 2026, total spending by Canadian visitors was \$39.2 million, the average daily spending was \$234 per person and the average length of stay was 9.09 days. In May 2025, Canadian visitors recorded total spending of \$40.0 million, the average daily spending was \$221 per person and the average length of stay was 9.71 days.

There were 58,234 visitors from all other international markets in May 2026, which included visitors from Oceania, Other Asia, Europe, Latin America, Guam, the Philippines, the Pacific Islands and other countries. In comparison, there were 83,047 visitors (-29.9%) from all other international markets in May 2025.

Air capacity to Hawai'i in May 2026 (5,151 transpacific flights with 1,122,052 seats) increased compared to May 2025 (4,779 flights, +7.8% with 1,063,252 seats, +5.5%).

Other Highlights

U.S. West: In May 2026, 297,918 visitors arrived from the Pacific region and 134,239 visitors came from the Mountain region. Eight out of 10 U.S. West visitors in May 2026 had been to Hawai'i before (82.9%), while 17.1 percent were first-time visitors. In terms of accommodations, 52.4 percent of U.S. West visitors in May 2026 stayed in hotels, 16.1 percent stayed in condominiums, 14.2 percent stayed in timeshares, 11.2 percent stayed with friends and relatives and 10.8 percent stayed in rental homes.

U.S. East: In May 2026, the three largest U.S. East regions in terms of visitor arrivals were the West South Central (56,419 visitors), South Atlantic (55,728 visitors) and East North Central (46,059 visitors). More than half of U.S. East visitors in May 2026 had been to Hawai'i before (55.6%), while 44.4 percent were first-time visitors. In terms of lodging, 61.5 percent of U.S. East visitors in May 2026 stayed in hotels, 12.7 percent stayed in condominiums, 12.2 percent stayed in rental homes, 10.7 percent stayed in timeshares and 9.8 percent stayed with friends and relatives.

Japan: Of the 53,051 visitors in May 2026, 52,568 visitors arrived on international flights and 483 visitors came on domestic flights. Seven out of 10 Japanese visitors in May 2026 were repeat visitors (71.0%), while 29.0 percent were first-time visitors to the islands. In terms of lodging, 77.9 percent of Japanese visitors in May 2026 stayed in hotels, 14.9 percent stayed in condominiums, 10.1 percent stayed in timeshares and 1.1 percent stayed with friends and relatives.

Canada: Of the 18,474 visitors in May 2026, 12,346 visitors arrived via direct air service from Canada and 6,128 visitors came on domestic flights. More than half of Canadian visitors in May 2026 (54.1%) had been to Hawai'i before while 45.9 percent were first-time visitors. In terms of lodging, 54.5 percent of Canadian visitors in May 2026 stayed in hotels, 21.9 percent stayed in condominiums, 11.7 percent stayed with friends and relatives, 10.7 percent stayed in rental homes and 5.7 percent stayed in timeshares.

Island Highlights

O'ahu: There were 450,213 visitors to O'ahu in May 2026 compared to 466,401 visitors (-3.5%) in May 2025. Visitor spending on O'ahu was \$736.7 million in May 2026 compared to \$787.5 million (-6.4%) in May 2025. The average daily census on O'ahu was 93,544 visitors in May 2026 compared to 104,637 visitors (-10.6%) in May 2025.

Maui: Two years and nine months after the wildfires of August 8, 2023, there were 231,331 visitors to Maui in May 2026, compared to 195,334 visitors (+18.4%) in May 2025. Visitor spending rose to \$523.2 million in May 2026 from \$414.1 million (+26.4%) in May 2025. The average daily census on Maui was 49,580 visitors in May 2026 compared to 46,841 visitors (+5.8%) in May 2025.

Kaua'i: There were 122,261 visitors to Kaua'i in May 2026 compared to 113,244 visitors (+8.0%) in May 2025. Visitor spending was \$262.9 million in May 2026 compared to \$240.1 million (+9.5%) in May 2025. The average daily census on Kaua'i was 25,194 visitors in May 2026 compared to 26,952 visitors (-6.5%) in May 2025.

Hawai'i Island: There were 137,156 visitors to Hawai'i Island in May 2026 compared to 130,213 visitors (+5.3%) in May 2025. Visitor spending of \$249.1 million in May 2026 was an increase from May 2025 (\$229.6 million, +8.5%). The average daily census on Hawai'i Island was 27,208 visitors in May 2026 compared to 30,829 visitors (-11.7%) in May 2025.

Flights and Air Seats to Hawai'i

Domestic Flights

There were 4,450 nonstop domestic flights with 931,850 seats from the continental U.S. in May 2026, compared to 4,046 flights (+10.0%) with 867,914 seats (+7.4%) in May 2025.

U.S. West: For May 2026, 4,116 scheduled flights with 843,029 seats serviced Hawai'i from U.S. West.

Air capacity increased from May 2025 (3,724 flights, +10.5% with 781,481 seats, +7.9%). Fewer scheduled seats from Anchorage, Denver, Oakland, Ontario California, San Jose and Seattle, were offset by growth in seats from Las Vegas, Long Beach, Los Angeles, Phoenix, Portland, Salt Lake City, San Diego, San Francisco and new service from Burbank.

U.S. East: For May 2026, 324 scheduled flights with 86,928 seats operated to Hawai'i from U.S. East.

Air capacity increased from May 2025 (314 flights, +3.2% with 85,516 seats, +1.7%). Fewer scheduled seats from Houston, New York JFK and discontinued service from Boston, were offset by growth in seats from Dallas, Detroit, Minneapolis and Washington, D.C.

International Flights

In May 2026, there were 701 nonstop flights with 190,202 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 May 2025 (733 flights, -4.4% with 195,338 seats, -2.6%).

Japan: In May 2026, there were 369 scheduled flights with 104,516 seats from Japan.

Air capacity was similar to May 2025 (370 flights, -0.3% with 104,312 seats, +0.2%). Discontinued service from Fukuoka was offset by growth in scheduled seats from Haneda, Nagoya, Narita and Osaka.

Canada: There were 84 scheduled flights with 15,209 seats from Canada in May 2026.

Air capacity declined from May 2025 (94 flights, -10.6% with 16,201 seats, -6.1%). Growth in scheduled seats from Vancouver was offset by fewer seats from Calgary.

Oceania:

- **Australia:** In May 2026, there were 52 scheduled flights with 14,402 seats from Sydney, Australia. Air capacity decreased compared to May 2025, (72 flights, -27.8% with 19,639 seats, -26.7%), due to discontinued service from Melbourne and fewer seats from Sydney.
- **New Zealand:** In May 2026, there were 14 scheduled flights with 3,850 seats from Auckland, compared to 13 flights (+7.7%) with 3,629 seats (+6.1%) in May 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 69 scheduled flights with 21,975 seats from Seoul in May 2026, compared to 75 flights (-8.0%) with 22,807 seats (-3.6%) in May 2025.
- **Taiwan:** Direct air service from Taipei to Hawai'i ended in April 2020.

Other Markets:

- **Guam:** There were 32 scheduled flights with 11,016 seats from Guam in May 2026 compared to 31 flights (+3.2%) with 10,850 seats (+1.5%) in May 2025.
- **Philippines:** There were 23 scheduled flights with 7,009 seats from Manila in May 2026 compared to 23 flights (0.0%) with 6,946 seats (+0.9%) in May 2025.
- **Samoa:** There were four scheduled flights with 680 seats from Apia in May 2026 compared to five flights (-20.0%) with 850 seats (-20.0%) in May 2025.
- **Rarotonga:** There were five scheduled flights with 945 seats from the Cook Islands in May 2026 compared to four flights (+25.0%) with 756 seats (+25.0%) May 2025.
- **Kiribati:** There were four scheduled flights with 680 seats from Christmas Island in May 2026, the same as in May 2025.
- **Marshall Islands:** There were 18 scheduled flights with 2,954 seats from Majuro in May 2026 compared to 18 flights (0.0%) with 2,988 seats (-1.1%) in May 2025.
- **Fiji:** There were five scheduled flights with 850 seats from Nadi in May 2026 compared to four flights (+25.0%) with 680 seats (+25.0%) in May 2025.
- **American Samoa:** There were 13 scheduled flights with 3,614 seats from Pago Pago in May 2026 compared to 10 flights (+30.0%) with 2,780 seats (+30.0%) in May 2025.
- **French Polynesia:** There were nine scheduled flights with 2,502 seats from Papeete in May 2026 compared to five flights (+80.0%) with 1,390 seats (+80.0%) in May 2025.

In the first five months of 2026, there were 26,002 transpacific flights with 5,751,186 seats, compared to 24,495 flights (+6.2%) with 5,461,843 seats (+5.3%) in the first five months of 2025.

Cruise Ship Visitors

In May 2026, 5,095 visitors arrived in Hawai'i via five trips by out-of-state cruise ships. There were 1,959 visitors who flew to the state to board a turnaround trip aboard one out-of-state cruise ship. 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 11,201 visitors flew to the state to board the Hawai'i home-ported ship Pride of America.

In May 2025, 4,661 visitors (+9.3%) came to the islands via two trips from out-of-state ships. The Pride of America was out of service and dry-docked for all of May 2025. Dry dock for maintenance and refurbishing usually occurs every three years.

In the first five months of 2026, 93,904 visitors came to Hawai'i via 47 trips aboard out-of-state cruise ships. There were 2,587 visitors who flew to the state to board turnaround trips. Another 68,713 visitors flew to Hawai'i and boarded the Pride of America.

In the first five months of 2025, 80,501 visitors came to Hawai'i via 42 trips aboard out-of-state cruise ships. Another 40,254 visitors flew to Hawai'i and boarded the Pride of America.

Technical Notes

Limited statistics by visitor market were published for March and April 2026 due to a delay in data processing. Year-to-date 2026 island visitor statistics are currently not available (N/A).

Data tables that include updated March and April 2026 visitor statistics will be posted in July 2026.

Statement by DBEDT Director James Kunane Tokioka

May 2026 saw increased spending by visitors from the U.S. West, U.S. East and Japan. There were more visitors from these markets, but their average stay was shorter compared to the same month last year.

Sociopolitical issues continue to impact the Canadian market which recorded decreased visitor spending and fewer visitor arrivals compared to May 2025.

Heading into summer 2026, DBEDT's Scheduled Air Seats and Flight Outlook June – August 2026 shows growth in scheduled air seats from U.S. West and U.S. East, but fewer seats out of Japan, Canada, Korea and Australia compared to the same period in 2025.

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Media Contacts:

Laci Goshi
Communications Officer
Department of Business, Economic Development and Tourism, State of Hawai'i
Cell: 808-518-5480
Email: lacianne.a.goshi@hawaii.gov

Jennifer Chun
Director of Tourism Research
Department of Business, Economic Development and Tourism, State of Hawai'i
Phone: 808-973-9446
Email: jennifer.e.chun@hawaii.gov

MAY 2026 ARRIVALS AT A GLANCE

	2026P	2025P	% change	2026P YTD	2025P YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,774.3	1,684.4	5.3	9,667.7	8,991.5	7.5
Total by air	1,771.9	1,682.0	5.3	9,628.2	8,953.5	7.5
U.S. Total	1,515.2	1,371.7	10.5	7,822.9	6,973.2	12.2
U.S. West	904.5	831.1	8.8	4,618.8	4,222.8	9.4
U.S. East	610.7	540.5	13.0	3,204.1	2,750.4	16.5
Japan	78.5	67.1	16.9	413.2	387.8	6.6
Canada	39.2	40.0	-2.0	532.9	554.7	-3.9
All Others	139.0	203.1	-31.6	859.2	1,037.9	-17.2
Visitor arrivals by cruise ships	2.4	2.4	-3.7	39.5	37.9	4.1
TOTAL VISITOR DAYS	6,083,996	6,533,549	-6.9	34,693,285	35,473,111	-2.2
Total by air	6,061,286	6,509,673	-6.9	34,305,713	35,109,253	-2.3
U.S. Total	5,068,055	5,286,114	-4.1	27,095,790	27,132,982	-0.1
U.S. West	3,163,460	3,350,989	-5.6	16,688,788	17,214,722	-3.1
U.S. East	1,904,595	1,935,125	-1.6	10,407,002	9,918,260	4.9
Japan	316,358	274,977	15.0	1,671,125	1,575,468	6.1
Canada	167,907	181,331	-7.4	2,379,958	2,436,206	-2.3
All Others	508,967	767,252	-33.7	3,158,840	3,964,597	-20.3
Visitor arrivals by cruise ships	22,710	23,876	-4.9	387,571	363,858	6.5
VISITOR ARRIVALS	800,554	771,038	3.8	4,179,243	4,060,004	2.9
Total by air	795,458	766,377	3.8	4,085,339	3,979,504	2.7
U.S. Total	665,699	618,763	7.6	3,269,400	3,098,743	5.5
U.S. West	432,267	411,318	5.1	2,089,248	2,066,248	1.1
U.S. East	233,432	207,445	12.5	1,180,153	1,032,495	14.3
Japan	53,051	45,895	15.6	284,686	262,185	8.6
Canada	18,474	18,672	-1.1	196,873	211,658	-7.0
All Others	58,234	83,047	-29.9	334,380	406,917	-17.8
Visitor arrivals by cruise ships	5,095	4,661	9.3	93,904	80,501	16.7
AVERAGE DAILY CENSUS	196,258	210,760	-6.9	229,757	234,921	-2.2
Total by air	195,525	209,989	-6.9	227,190	232,512	-2.3
U.S. Total	163,486	170,520	-4.1	179,442	179,689	-0.1
U.S. West	102,047	108,096	-5.6	110,522	114,005	-3.1
U.S. East	61,439	62,423	-1.6	68,921	65,684	4.9
Japan	10,205	8,870	15.0	11,067	10,434	6.1
Canada	5,416	5,849	-7.4	15,761	16,134	-2.3
All Others	16,418	24,750	-33.7	20,919	26,256	-20.3
Visitor arrivals by cruise ships	733	770	-4.9	2,567	2,410	6.5
AVERAGE LENGTH OF STAY	7.60	8.47	-10.3	8.30	8.74	-5.0
Total by air	7.62	8.49	-10.3	8.40	8.82	-4.8
U.S. Total	7.61	8.54	-10.9	8.29	8.76	-5.3
U.S. West	7.32	8.15	-10.2	7.99	8.33	-4.1
U.S. East	8.16	9.33	-12.5	8.82	9.61	-8.2
Japan	5.96	5.99	-0.5	5.87	6.01	-2.3
Canada	9.09	9.71	-6.4	12.09	11.51	5.0
All Others	8.74	9.24	-5.4	9.45	9.74	-3.0
Visitor arrivals by cruise ships	4.46	5.12	-13.0	4.13	4.52	-8.7
PER PERSON PER DAY SPENDING (\$)	291.6	257.8	13.1	278.7	253.5	9.9
Total by air	292.3	258.4	13.1	280.7	255.0	10.1
U.S. Total	299.0	259.5	15.2	288.7	257.0	12.3
U.S. West	285.9	248.0	15.3	276.8	245.3	12.8
U.S. East	320.6	279.3	14.8	307.9	277.3	11.0
Japan	248.2	244.2	1.6	247.3	246.1	0.5
Canada	233.6	220.7	5.8	223.9	227.7	-1.7
All Others	273.1	264.8	3.1	272.0	261.8	3.9
Visitor arrivals by cruise ships	103.7	102.4	1.3	101.9	104.3	-2.3
PER PERSON PER TRIP SPENDING (\$)	2,216.3	2,184.6	1.4	2,313.3	2,214.6	4.5
Total by air	2,227.5	2,194.7	1.5	2,356.8	2,249.9	4.7
U.S. Total	2,276.1	2,216.8	2.7	2,392.8	2,250.3	6.3
U.S. West	2,092.5	2,020.7	3.6	2,210.8	2,043.7	8.2
U.S. East	2,616.0	2,605.7	0.4	2,715.0	2,663.8	1.9
Japan	1,479.9	1,463.1	1.2	1,451.5	1,479.0	-1.9
Canada	2,123.1	2,143.5	-0.9	2,706.9	2,620.6	3.3
All Others	2,386.5	2,446.1	-2.4	2,569.4	2,550.6	0.7
Visitor arrivals by cruise ships	462.3	524.8	-11.9	420.5	471.3	-10.8

MAY 2026 ISLAND HIGHLIGHTS

	2026P	2025P	% change	2026P YTD 1/	2025P YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,774.3	1,684.4	5.3	N/A	8,991.5	N/A
Total by air	1,771.9	1,682.0	5.3	N/A	8,953.5	N/A
O'ahu	736.7	787.5	-6.4	N/A	3,923.2	N/A
Maui	523.2	414.1	26.4	N/A	2,462.9	N/A
Moloka'i	N/A	2.8	N/A	N/A	14.2	N/A
Lāna'i	N/A	7.9	N/A	N/A	40.8	N/A
Kaua'i	262.9	240.1	9.5	N/A	1,182.0	N/A
Hawai'i Island	249.1	229.6	8.5	N/A	1,330.5	N/A
Visitor arrivals by cruise ships	2.4	2.4	-3.7	N/A	37.9	N/A
TOTAL VISITOR DAYS	6,083,996	6,533,549	-6.9	N/A	35,473,111	N/A
Total by air	6,061,286	6,509,673	-6.9	N/A	35,109,253	N/A
O'ahu	2,899,849	3,243,744	-10.6	N/A	16,733,597	N/A
Maui	1,536,974	1,452,062	5.8	N/A	8,284,309	N/A
Moloka'i	N/A	10,258	N/A	N/A	68,794	N/A
Lāna'i	N/A	12,397	N/A	N/A	67,375	N/A
Kaua'i	781,012	835,499	-6.5	N/A	4,257,368	N/A
Hawai'i Island	843,452	955,713	-11.7	N/A	5,697,812	N/A
Visitor arrivals by cruise ships	22,710	23,876	-4.9	N/A	363,858	N/A
VISITOR ARRIVALS	800,554	771,038	3.8	N/A	4,060,004	N/A
Total by air	795,458	766,377	3.8	N/A	3,979,504	N/A
O'ahu	450,213	466,401	-3.5	N/A	2,368,717	N/A
Maui	231,331	195,334	18.4	N/A	1,041,217	N/A
Moloka'i	N/A	2,328	N/A	N/A	12,131	N/A
Lāna'i	N/A	3,493	N/A	N/A	18,846	N/A
Kaua'i	122,261	113,244	8.0	N/A	571,961	N/A
Hawai'i Island	137,156	130,213	5.3	N/A	729,624	N/A
Visitor arrivals by cruise ships	5,095	4,661	9.3	N/A	80,501	N/A
AVERAGE DAILY CENSUS	196,258	210,760	-6.9	N/A	234,921	N/A
Total by air	195,525	209,989	-6.9	N/A	232,512	N/A
O'ahu	93,544	104,637	-10.6	N/A	110,819	N/A
Maui	49,580	46,841	5.8	N/A	54,863	N/A
Moloka'i	N/A	331	N/A	N/A	456	N/A
Lāna'i	N/A	400	N/A	N/A	446	N/A
Kaua'i	25,194	26,952	-6.5	N/A	28,194	N/A
Hawai'i Island	27,208	30,829	-11.7	N/A	37,734	N/A
Visitor arrivals by cruise ships	733	770	-4.9	N/A	2,410	N/A
AVERAGE LENGTH OF STAY	7.60	8.47	-10.3	N/A	8.74	N/A
Total by air	7.62	8.49	-10.3	N/A	8.82	N/A
O'ahu	6.44	6.95	-7.4	N/A	7.06	N/A
Maui	6.64	7.43	-10.6	N/A	7.96	N/A
Moloka'i	N/A	4.41	N/A	N/A	5.67	N/A
Lāna'i	N/A	3.55	N/A	N/A	3.58	N/A
Kaua'i	6.39	7.38	-13.4	N/A	7.44	N/A
Hawai'i Island	6.15	7.34	-16.2	N/A	7.81	N/A
Visitor arrivals by cruise ships	4.46	5.12	-13.0	N/A	4.52	N/A
PER PERSON PER DAY SPENDING (\$)	291.6	257.8	13.1	N/A	253.5	N/A
Total by air	292.3	258.4	13.1	N/A	255.0	N/A
O'ahu	254.1	242.8	4.6	N/A	234.4	N/A
Maui	340.4	285.2	19.4	N/A	297.3	N/A
Moloka'i	N/A	271.8	N/A	N/A	206.4	N/A
Lāna'i	N/A	636.8	N/A	N/A	604.8	N/A
Kaua'i	336.6	287.4	17.1	N/A	277.6	N/A
Hawai'i Island	295.3	240.2	22.9	N/A	233.5	N/A
Visitor arrivals by cruise ships	103.7	102.4	1.3	N/A	104.3	N/A
PER PERSON PER TRIP SPENDING (\$)	2,216.3	2,184.6	1.4	N/A	2,214.6	N/A
Total by air	2,227.5	2,194.7	1.5	N/A	2,249.9	N/A
O'ahu	1,636.4	1,688.5	-3.1	N/A	1,656.2	N/A
Maui	2,261.9	2,120.0	6.7	N/A	2,365.4	N/A
Moloka'i	N/A	1,197.6	N/A	N/A	1,170.6	N/A
Lāna'i	N/A	2,260.1	N/A	N/A	2,162.3	N/A
Kaua'i	2,150.0	2,120.2	1.4	N/A	2,066.6	N/A
Hawai'i Island	1,816.0	1,763.0	3.0	N/A	1,823.5	N/A
Visitor arrivals by cruise ships	462.3	524.8	-11.9	N/A	471.3	N/A

1/ N/A = Due to limited data, Moloka'i and Lāna'i visitor statistics for May 2026 were not available.

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