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SEPTEMBER 2024 VISITOR ARRIVALS RECOVERED 96.1 PERCENT COMPARED TO PRE-PANDEMIC SEPTEMBER 2019

HONOLULU – Total visitor arrivals in September 2024 represent a 96.1 percent recovery from pre-pandemic September 2019, the best recovery rate since the Maui wildfires (not including February 2024, which had a leap day). Total nominal visitor spending increased 16.3 percent compared to September 2019. According to preliminary statistics from the Department of Business, Economic Development and Tourism (DBEDT), there were 707,486 visitors to the Hawaiian Islands in September 2024, up 7.8 percent from the same month last year. Total visitor spending measured in nominal dollars was \$1.45 billion, growth of 4.6 percent from September 2023.

In September 2024, 688,831 visitors arrived by air service, mainly from the U.S. West and U.S. East. Additionally, 18,655 visitors arrived via out-of-state cruise ships. In comparison, 648,145 visitors (+6.3%) arrived by air and 8,143 visitors (+129.1%) came by cruise ships in September 2023, and 718,042 visitors (-4.1%) came by air and 18,114 visitors (+3.0%) came by cruise ships in September 2019.

The average length of stay by all visitors in September 2024 was 8.23 days, which was shorter than September 2023 (8.61 days, -4.4%) and September 2019 (8.40 days, -2.0%). The statewide average daily census¹ was 194,156 visitors in September 2024, compared to 188,319 visitors (+3.1%) in September 2023 and 206,169 visitors (-5.8%) in September 2019.

In September 2024, 359,688 visitors arrived from the U.S. West, an increase from September 2023 (329,347 visitors, +9.2%) and September 2019 (305,808 visitors, +17.6%). U.S. West visitor spending of \$663.6 million grew compared to September 2023 (\$604.5 million, +9.8%)

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

and was considerably higher than September 2019 (\$466.0 million, +42.4%). Daily spending by U.S. West visitors in September 2024 (\$228 per person) increased compared to September 2023 (\$223 per person, +2.3%) and was significantly more than September 2019 (\$179 per person, +27.5%).

In September 2024, 160,299 visitors arrived from the U.S. East, up from September 2023 (153,737 visitors, +4.3%) and from September 2019 (133,185 visitors, +20.4%). U.S. East visitor spending of \$408.9 million increased compared to September 2023 (\$404.5 million, +1.1%) and September 2019 (\$288.9 million, +41.5%). Daily spending by U.S. East visitors in September 2024 (\$274 per person) was slightly less than September 2023 (\$275 per person, -0.3%) but was much higher than September 2019 (\$229 per person, +19.8%).

There were 64,940 visitors from Japan in September 2024, which was a slight increase from September 2023 (64,580 visitors, +0.6%) but continued to be much lower than September 2019 (143,928 visitors, -54.9%). Visitors from Japan spent \$96.2 million in September 2024, compared to \$101.3 million (-5.0%) in September 2023 and \$196.5 million (-51.0%) in September 2019. Daily spending by Japanese visitors in September 2024 (\$240 per person) decreased compared to September 2023 (\$243 per person, -1.2%) but was higher than September 2019 (\$231 per person, +3.8%).

In September 2024, 19,188 visitors arrived from Canada, an increase from September 2023 (18,647 visitors, +2.9%), but a decline compared to September 2019 (21,928 visitors, -12.5%). Visitors from Canada spent \$43.6 million in September 2024, compared to \$48.1 million (-9.3%) in September 2023 and \$40.5 million (+7.6%) in September 2019. Daily spending by Canadian visitors in September 2024 (\$236 per person) was similar to September 2023 (\$236 per person, +0.2%) and was considerably more than September 2019 (\$159 per person, +48.8%).

There were 84,717 visitors from all other international markets in September 2024, comprising visitors from Oceania, Other Asia, Europe, Latin America, Guam, the Philippines, the Pacific Islands and other regions. In comparison, there were 81,833 visitors (+3.5%) from all other international markets in September 2023 and 113,192 visitors (-25.2%) in September 2019.

Air capacity to the Hawaiian Islands in September 2024 (4,476 transpacific flights with 990,746 seats) increased compared to September 2023 (4,376 flights, +2.3% with 963,916 seats, +2.8%), but declined from September 2019 (4,533 flights, -1.3% with 1,012,883 seats, -2.2%).

Year-to-Date 2024

A total of 7,233,501 visitors arrived in the first nine months of 2024, which was a 1.3 percent decrease from 7,328,239 visitors in the first nine months of 2023. Total arrivals declined 7.6 percent when compared to 7,828,965 visitors in the first nine months of 2019.

In the first nine months of 2024, total visitor spending was \$15.50 billion, down from \$15.77 billion (-1.7%) in the first nine months of 2023, but higher than \$13.30 billion (+16.6%) in the first nine months of 2019.

Other Highlights

U.S. West: In September 2024, 285,945 visitors arrived from the Pacific region and 73,663 visitors came from the Mountain region. Eight out of 10 U.S. West visitors in September 2024 had been to Hawai'i before (78.8%) while 21.2 percent were first-time visitors. In terms of accommodations, 54.8 percent of U.S. West visitors in September 2024 stayed in hotels, 14.4 percent stayed in condominiums, 11.0 percent stayed in timeshares, 10.7 percent stayed in rental homes and 10.6 percent stayed with friends and relatives.

In the first nine months of 2024, there were 3,720,251 visitors from the U.S. West, compared to 3,832,439 visitors (-2.9%) in the first nine months of 2023 and 3,447,548 visitors (+7.9%) in the first nine months of 2019.

U.S. West visitors spent \$7.26 billion in the first nine months of 2024, compared to \$7.31 billion (-0.6%) in the first nine months of 2023 and \$5.15 billion (+41.0%) in the first nine months of 2019. The average daily visitor spending in the first nine months of 2024 was \$233 per person, higher than the first nine months of 2023 (\$225 per person, +3.6%) and up considerably from the first nine months of 2019 (\$174 per person, +34.4%).

U.S. East: In September 2024, the three largest U.S. East regions in terms of visitor arrivals were the South Atlantic (43,115 visitors), West South Central (33,830 visitors) and East North Central (29,062 visitors). More than half of U.S. East visitors in September 2024 had been to Hawai'i before (55.4%) while 44.6 percent were first-time visitors. In terms of lodging, 62.0 percent of U.S. East visitors in September 2024 stayed in hotels, 10.9 percent stayed with friends and relatives, 10.7 percent stayed in condominiums, 10.4 percent stayed in rental homes and 8.4 percent stayed in timeshares.

In the first nine months of 2024, 1,802,950 visitors arrived from the U.S. East, compared to 1,899,924 visitors (-5.1%) in the first nine months of 2023 and 1,762,702 visitors (+2.3%) in the first nine months of 2019.

U.S. East visitors spent \$4.67 billion in the first nine months of 2024, compared to \$4.88 billion (-4.3%) in the first nine months of 2023 and \$3.59 billion (+30.2%) in the first nine months of 2019. Daily visitor spending in the first nine months of 2024 of \$268 per person, increased from the first nine months of 2023 (\$263 per person, +1.7%) and was much higher than the first nine months of 2019 (\$211 per person, +27.2%).

Japan: Of the 64,940 visitors in September 2024, 64,218 visitors arrived on international flights and 722 came on domestic flights. Seven out of 10 Japanese visitors in September 2024 were repeat visitors (71.6%) while 28.4 percent were first-time visitors to the islands. In terms of lodging, 73.3 percent of Japanese visitors in September 2024 stayed in hotels, 15.2 percent stayed in condominiums, 11.9 percent stayed in timeshares and 1.7 percent stayed with friends and relatives.

In the first nine months of 2024, there were 522,021 visitors from Japan, compared to 396,802 visitors (+31.6%) in the first nine months of 2023 and 1,173,477 visitors (-55.5%) in the first nine months of 2019.

Visitors from Japan spent \$774.6 million in the first nine months of 2024, compared to \$632.0 million (+22.6%) in the first nine months of 2023 and \$1.65 billion (-53.1%) in the first nine months of 2019. Daily visitor spending in the first nine months of 2024 (\$238 per person) was equivalent to the first nine months of 2023 (\$238 per person, 0.0%) and slightly higher than the first nine months of 2019 (\$237 per person, +0.4%).

Canada: Of the 19,188 visitors in September 2024, 12,176 visitors arrived via direct air service from Canada and 7,012 visitors came on domestic flights. More than half of the Canadian visitors in September 2024 had been to Hawai'i before (52.3%), while 47.7 percent were first-time visitors. In terms of lodging, 61.9 percent of Canadian visitors in September 2024 stayed in hotels, 14.2 percent stayed in condominiums, 9.7 percent stayed in rental homes, 6.0 percent stayed with friends and relatives and 5.7 percent stayed in timeshares.

In the first nine months of 2024, there were 305,029 visitors from Canada, compared to 340,217 visitors (-10.3%) in the first nine months of 2023 and 393,074 visitors (-22.4%) in the first nine months of 2019.

Visitors from Canada spent \$745.8 million in the first nine months of 2024, compared to \$865.5 million (-13.8%) in the first nine months of 2023 and \$790.6 million (-5.7%) in the first nine months of 2019. Daily visitor spending in the first nine months of 2024 (\$222 per person) was higher compared to the first nine months of 2023 (\$218 per person, +1.9%) and the first nine months of 2019 (\$166 per person, +33.8%).

Island Highlights

O'ahu: There were 432,908 visitors to O'ahu in September 2024, compared to 438,743 visitors (-1.3%) in September 2023 and 458,588 visitors (-5.6%) in September 2019. Visitor spending was \$634.1 million in September 2024, compared to \$682.9 million (-7.2%) in September 2023 and \$607.3 million (+4.4%) in September 2019. The average daily census on O'ahu was 97,288 visitors in September 2024, compared to 100,676 visitors (-3.4%) in September 2023 and 101,093 visitors (-3.8%) in September 2019.

In the first nine months of 2024, there were 4,366,790 visitors to O'ahu, compared to 4,211,489 visitors (+3.7%) in the first nine months of 2023 and 4,657,880 visitors (-6.2%) in the first nine months of 2019. For the first nine months of 2024, total visitor spending was \$6.91 billion, which was higher than \$6.72 billion (+2.8%) in the first nine months of 2023 and \$6.11 billion (+13.1%) in the first nine months of 2019.

Maui: Thirteen months after the August 8, 2023, wildfires, there were 164,932 visitors to Maui in September 2024, which was higher than September 2023 (93,027 visitors, +77.3%), but below September 2019 (210,108 visitors, -21.5%). Visitor spending increased to \$364.6 million in September 2024, compared to \$203.9 million (+78.8%) in September 2023 and \$339.7 million (+7.3%) in September 2019. The average daily census on Maui was 41,247 visitors in September 2024, compared to 23,619 visitors (+74.6%) in September 2023 and 52,053 visitors (-20.8%) in September 2019.

In the first nine months of 2024, there were 1,739,257 visitors to Maui compared to 2,000,554 visitors (-13.1%) in the first nine months of 2023 and 2,314,113 visitors (-24.8%) in the first nine months of 2019. For the first nine months of 2024, total visitor spending was \$3.88 billion, compared to \$4.62 billion (-15.9%) in the first nine months of 2023 and \$3.86 billion (+0.6%) in the first nine months of 2019.

Kaua'i: There were 100,262 visitors to Kaua'i in September 2024, compared to 116,660 visitors (-14.1%) in September 2023 and 93,501 visitors (+7.2%) in September 2019. Visitor spending was \$211.4 million in September 2024, compared to \$236.7 million (-10.7%) in September 2023 and \$132.0 million (+60.1%) in September 2019. The average daily census on Kaua'i was 23,974 visitors in September 2024, compared to 28,057 visitors (-14.6%) in September 2023 and 21,967 visitors (+9.1%) in September 2019.

In the first nine months of 2024, there were 1,036,739 visitors to Kaua'i, compared to 1,080,660 visitors (-4.1%) in the first nine months of 2023 and 1,039,227 visitors (-0.2%) in the first nine months of 2019. For the first nine months of 2024, total visitor spending was \$2.18 billion, compared to \$2.06 billion (+5.8%) in the first nine months of 2023 and \$1.46 billion (+49.5%) in the first nine months of 2019.

Hawai'i Island: There were 115,510 visitors to Hawai'i Island in September 2024, compared to 130,464 visitors (-11.5%) in September 2023 and 112,138 visitors (+3.0%) in September 2019. Visitor spending was \$222.0 million in September 2024, compared to \$252.1 million (-12.0%) in September 2023 and \$145.9 million (+52.1%) in September 2019. The average daily census on Hawai'i Island was 28,110 visitors in September 2024, compared to 34,015 visitors (-17.4%) in September 2023 and 26,750 visitors (+5.1%) in September 2019.

In the first nine months of 2024, there were 1,298,088 visitors to Hawai'i Island compared to 1,343,210 visitors (-3.4%) in the first nine months of 2023 and 1,323,943 visitors (-2.0%) in the first nine months of 2019. For the first nine months of 2024, total visitor spending was \$2.37 billion, compared to \$2.21 billion (+7.1%) in the first nine months of 2023 and \$1.72 billion (+38.2%) in the first nine months of 2019.

Flights and Air Seats to Hawai'i

Domestic Flights

In September 2024, 3,763 nonstop domestic flights with 793,186 seats serviced Hawai'i from the U.S. mainland. There was growth in domestic air capacity compared to September 2023 (3,711 flights, +1.4% with 782,378 seats, +1.4%) and September 2019 (3,441 flights, +9.4% with 717,182 seats, +10.6%).

U.S. West: There were 3,457 scheduled flights with 712,028 seats from U.S. West in September 2024.

Air capacity increased compared to September 2023 (3,406 flights, +1.5% with 701,466 seats, +1.5%). Fewer scheduled seats from Anchorage, Long Beach, Los Angeles, San Francisco and San Jose were offset by added scheduled seats from Denver, Las Vegas, Oakland, Phoenix, Portland, Sacramento, Salt Lake City, San Diego and Seattle.

There was increased air capacity compared to September 2019 (3,155 flights, +9.6% with 635,877 seats, +12.0%). Fewer scheduled seats from Los Angeles, Oakland and San Francisco were offset by growth in seats from Anchorage, Denver, Las Vegas, Long Beach, Phoenix, Portland, Sacramento, Salt Lake City, San Diego, San Jose and Seattle. There was also service from Ontario, California in September 2024 which did not operate in September 2019.

U.S. East: In September 2024, 298 scheduled flights with 80,192 seats operated from U.S. East.

There was growth in air service compared to September 2023 (293 flights, +1.7% with 79,262 seats, +1.2%). Reduced scheduled seats from Dallas, Washington D.C. and discontinued service from Newark were offset by more seats from Chicago, Detroit, Minneapolis and New York JFK.

Air capacity increased compared to September 2019 (266 flights, +12.0% with 75,979 seats, +5.5%). Reductions in scheduled seats from Boston, Chicago, Dallas, Washington D.C. and discontinued service from Newark, were offset by growth in seats from Atlanta, Detroit, New York JFK, as well as service from Austin and Minneapolis in September 2024 which did not operate in September 2019.

International Flights

In September 2024, there were 713 nonstop flights with 197,560 seats to Hawai'i from international points of origin including Japan, Canada, Korea, Oceania, Guam, Manila and Pacific Islands. International air capacity increased from September 2023 (665 flights, +7.2% with 181,538 seats, +8.8%) but continued to be significantly less than September 2019 (1,092 flights, -34.7% with 295,701 seats, -33.2%).

Japan: There were 394 scheduled flights with 115,244 seats from Japan in September 2024.

Air capacity increased compared to September 2023 (330 flights, +19.4% with 94,313 seats, +22.2%). There were more scheduled seats from Haneda, Nagoya, Narita and Osaka to

Honolulu compared to a year ago. There was no direct air service from Japan to Kona in September 2024 or in September 2023.

Air capacity remained below September 2019 levels (641 flights, -38.5% with 171,968 seats, -33.0%). There were added scheduled seats from Fukuoka and Haneda to Honolulu, which were offset by reduced seats from Nagoya, Osaka and Narita; and no service from Sapporo to Honolulu compared to September 2019. There was no direct service from Japan to Kona in September 2024 or in September 2023, compared to 43 flights with 9,584 seats from Haneda and Narita to Kona in September 2019.

Canada: There were 85 scheduled flights with 14,640 seats from Canada in September 2024.

Air capacity was reduced compared to September 2023 (92 flights, -7.6% with 15,798 seats, -7.3%). Service from Calgary in September 2024, which did not operate in September 2023, was offset by fewer scheduled seats from Vancouver.

There were more scheduled flights (82 flights, +3.7%) but fewer scheduled seats (15,438 seats, -5.2%) compared to September 2019. Scheduled air seats from Calgary in September 2024, which did not operate in September 2019, were offset by reduced service from Vancouver.

Oceania:

- **Australia:** In September 2024, there were 71 scheduled flights with 20,471 seats from Melbourne and Sydney. There were more scheduled flights (66 flights, +7.6%) and seats (20,020 seats, +2.3%) from Melbourne and Sydney compared to September 2023. Air capacity remained below the September 2019 level (114 flights, -37.7% with 34,789 seats, -41.2%) with service from Brisbane, Melbourne and Sydney.
- **New Zealand:** In September 2024, there were 13 scheduled flights with 3,764 seats from Auckland, operated by Air New Zealand. Hawaiian Airlines suspended direct service from Auckland to Honolulu from May through November 2024. Air capacity was significantly reduced compared to September 2023 (23 flights, -43.5% with 6,550 seats, -42.5%) and from September 2019 (39 flights, -66.7% with 10,914 seats, -65.5%).

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 25 scheduled flights with 7,300 seats with service from Shanghai in September 2019.
- **Korea:** There were 74 scheduled flights with 21,473 seats from Seoul in September 2024, compared to 76 flights (-2.6%) with 21,937 seats (-2.1%) in September 2023 and 83 flights (-10.8%) with 25,772 seats (-16.7%) in September 2019.
- **Taiwan:** Direct air service from Taipei has been suspended since April 2020. There were 13 scheduled flights with 3,978 seats in September 2019.

Other Markets:

- **Guam:** There were 28 scheduled flights with 9,800 seats from Guam in September 2024, compared to 30 flights (-6.7%) with 10,500 seats (-6.7%) in September 2023 and 30 flights (-6.7%) with 10,920 seats (-10.3%) in September 2019.
- **Philippines:** There were 17 scheduled flights with 5,303 seats from Manila in September 2024, compared to 20 flights (-15.0%) with 6,180 seats (-14.2%) in September 2023 and 17 flights (0.0%) with 5,253 seats (+1.0%) in September 2019.
- **Samoa:** There were four scheduled flights with 674 seats from Apia in September 2024, compared to two flights (+100.0%) with 340 seats (+98.2%) in September 2023 and four flights (0.0%) with 578 seats (+16.6%) in September 2019.

- **Rarotonga:** There were five scheduled flights with 945 seats in September 2024 compared to four flights (+25.0%) with 756 seats (+25.0%) in September 2023. There was no direct air service from the Cook Islands in September 2019.
- **Kiribati:** There were four scheduled flights with 674 seats in September 2024. There was no direct air service from Christmas Island in September 2023 and four flights (0.0%) with 488 seats (+38.1%) in September 2019.
- **Marshall Islands:** There was no direct service from Majuro in September 2024 and September 2023, compared to 18 flights with 2,988 seats in September 2019.
- **Fiji:** There were four scheduled flights with 680 seats from Nadi in September 2024, compared to eight flights (-50.0%) with 1,360 seats (-50.0%) in September 2023 and five flights (-20.0%) with 826 seats (-17.7%) in September 2019.
- **American Samoa:** There were eight scheduled flights with 2,224 seats from Pago Pago in September 2024 and September 2023, compared to nine flights (-11.1%) with 2,502 seats (-11.1%) in September 2019.
- **French Polynesia:** There were four scheduled flights with 1,112 seats from Papeete in September 2024, in September 2023 and in September 2019.

In the first nine months of 2024, there were 44,946 transpacific flights with 9,984,755 seats, compared to 45,289 flights (-0.8%) with 9,929,967 seats (+0.6%) in the first nine months of 2023 and 46,412 flights (-3.2%) with 10,230,151 seats (-2.4%) in the first nine months of 2019.

Cruise Ship Visitors

In September 2024, 18,655 visitors came to Hawai'i by way of nine out-of-state cruise ships. Another 9,165 visitors came by air service to board the Hawai'i-homeported ship *Pride of America*.

In September 2023, 8,143 visitors (+129.1%) came aboard four out-of-state cruise ships. One of these ships had a turnaround trip, with visitors that arrived on that ship departing by air after touring the islands. After the first group of cruise visitors left, a new group of visitors flew into Honolulu to board that ship, toured the islands, then most of them remained with the ship to visit the next out-of-state port. In addition to the 1,165 visitors that flew into Honolulu for the turnaround trip, another 12,050 visitors (23.9%) flew to the state to board the Hawai'i homeported cruise ship *Pride of America*.

In September 2019, 18,114 visitors (+3.0%) arrived on seven out-of-state cruise ships and another 8,739 visitors (+4.9%) came by air to board the *Pride of America*.

In the first nine months of 2024, 106,075 visitors came to Hawai'i via 58 trips aboard out-of-state cruise ships. There were 1,858 visitors who flew into Honolulu to board a turnaround trip on an out-of-state cruise ship. Another 93,602 visitors came by air to board the *Pride of America*.

For the first nine months of 2023, 97,234 visitors (+9.1%) entered Hawai'i via 44 out-of-state cruise ships. There were 3,017 visitors who flew into Honolulu to board turnaround trips on two out-of-state cruise ships and another 95,906 visitors (-2.4%) came by air to board the *Pride of America*.

In the first nine months of 2019, 95,150 visitors (+11.5%) came to Hawai'i by way of 44 out-of-state cruise ships. There were 2,557 visitors who came by air to board a turnaround trip on an out-of-state cruise ship and another 92,369 visitors (+1.3%) came by air to board the *Pride of America*.

Statement by DBEDT Director James Kunane Tokioka

The leading contributor to the September 2024 tourism industry performance was the U.S. market with 519,987 visitors and registered as the second highest September visitor count on record (the highest September number occurred in 2022 with 566,189 visitors). The September 2024 U.S. visitor count was 18.4 percent higher than the same month in 2019. For the first nine months of 2024, the U.S. visitor count was 6.0 percent higher than the same period in 2019.

The rebound of Hawai'i's cruise industry, which has surpassed pre-pandemic 2019 levels, was also a contributing factor in September's performance. Nine out-of-state cruise ships brought 18,655 visitors to the islands in September 2024, more than double the number of visitors who came by cruise ships in September 2023 and 3.0 percent higher than September 2019. For the first nine months of 2024, there were 58 arrivals from out-of-state cruise ships that carried more than 106,000 visitors, a growth of 11.5 percent compared to year-to-date 2019.

Current airlift and travel agency bookings data indicate that the U.S. market will still be leading Hawai'i's tourism recovery in the future months. We expect that the foreign exchange rate will be more favorable to foreign visitors and the international market will improve in the near future. During the first nine months of 2024, the recovery of foreign visitors was at 63.6 percent, while Japanese visitor recovery was at 44.5 percent.

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SEPTEMBER 2024 ARRIVALS AT A GLANCE

	2024P	2023	% change	2024P YTD	2023 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,448.8	1,385.7	4.6	15,504.7	15,771.4	-1.7
Total by air	1,438.1	1,381.9	4.1	15,448.8	15,726.0	-1.8
U.S. Total	1,072.5	1,008.9	6.3	11,934.0	12,191.5	-2.1
U.S. West	663.6	604.5	9.8	7,262.1	7,308.5	-0.6
U.S. East	408.9	404.5	1.1	4,671.9	4,883.0	-4.3
Japan	96.2	101.3	-5.0	774.6	632.0	22.6
Canada	43.6	48.1	-9.3	745.8	865.5	-13.8
All Others	225.8	223.6	1.0	1,994.4	2,037.0	-2.1
Visitor arrivals by cruise ships	10.7	3.8	184.0	55.9	45.4	23.0
TOTAL VISITOR DAYS	5,824,689	5,649,565	3.1	63,116,487	65,690,341	-3.9
Total by air	5,736,352	5,611,584	2.2	62,605,150	65,216,965	-4.0
U.S. Total	4,399,751	4,181,510	5.2	48,570,600	51,004,451	-4.8
U.S. West	2,906,603	2,708,535	7.3	31,134,868	32,463,933	-4.1
U.S. East	1,493,147	1,472,975	1.4	17,435,732	18,540,517	-6.0
Japan	401,243	417,414	-3.9	3,253,593	2,654,633	22.6
Canada	184,396	203,639	-9.4	3,358,907	3,972,855	-15.5
All Others	750,963	809,020	-7.2	7,422,051	7,585,026	-2.1
Visitor arrivals by cruise ships	88,337	37,981	132.6	511,337	473,376	8.0
VISITOR ARRIVALS	707,486	656,288	7.8	7,233,501	7,328,239	-1.3
Total by air	688,831	648,145	6.3	7,127,426	7,231,005	-1.4
U.S. Total	519,987	483,085	7.6	5,523,201	5,732,363	-3.6
U.S. West	359,688	329,347	9.2	3,720,251	3,832,439	-2.9
U.S. East	160,299	153,737	4.3	1,802,950	1,899,924	-5.1
Japan	64,940	64,580	0.6	522,021	396,802	31.6
Canada	19,188	18,647	2.9	305,029	340,217	-10.3
All Others	84,717	81,833	3.5	777,174	761,623	2.0
Visitor arrivals by cruise ships	18,655	8,143	129.1	106,075	97,234	9.1
AVERAGE DAILY CENSUS	194,156	188,319	3.1	230,352	240,624	-4.3
Total by air	191,212	187,053	2.2	228,486	238,890	-4.4
U.S. Total	146,658	139,384	5.2	177,265	186,829	-5.1
U.S. West	96,887	90,285	7.3	113,631	118,916	-4.4
U.S. East	49,772	49,099	1.4	63,634	67,914	-6.3
Japan	13,375	13,914	-3.9	11,874	9,724	22.1
Canada	6,147	6,788	-9.4	12,259	14,553	-15.8
All Others	25,032	26,967	-7.2	27,088	27,784	-2.5
Visitor arrivals by cruise ships	2,945	1,266	132.6	1,866	1,734	7.6
AVERAGE LENGTH OF STAY	8.23	8.61	-4.4	8.73	8.96	-2.7
Total by air	8.33	8.66	-3.8	8.78	9.02	-2.6
U.S. Total	8.46	8.66	-2.2	8.79	8.90	-1.2
U.S. West	8.08	8.22	-1.7	8.37	8.47	-1.2
U.S. East	9.31	9.58	-2.8	9.67	9.76	-0.9
Japan	6.18	6.46	-4.4	6.23	6.69	-6.8
Canada	9.61	10.92	-12.0	11.01	11.68	-5.7
All Others	8.86	9.89	-10.3	9.55	9.96	-4.1
Visitor arrivals by cruise ships	4.74	4.66	1.5	4.82	4.87	-1.0
PER PERSON PER DAY SPENDING (\$)	248.7	245.3	1.4	245.7	240.1	2.3
Total by air	250.7	246.3	1.8	246.8	241.1	2.3
U.S. Total	243.8	241.3	1.0	245.7	239.0	2.8
U.S. West	228.3	223.2	2.3	233.2	225.1	3.6
U.S. East	273.9	274.6	-0.3	267.9	263.4	1.7
Japan	239.8	242.7	-1.2	238.1	238.1	0.0
Canada	236.4	236.1	0.2	222.0	217.8	1.9
All Others	300.7	276.4	8.8	268.7	268.6	0.1
Visitor arrivals by cruise ships	121.4	99.4	22.1	109.3	96.0	13.9
PER PERSON PER TRIP SPENDING (\$)	2,047.8	2,111.4	-3.0	2,143.5	2,152.1	-0.4
Total by air	2,087.7	2,132.1	-2.1	2,167.5	2,174.8	-0.3
U.S. Total	2,062.5	2,088.5	-1.2	2,160.7	2,126.8	1.6
U.S. West	1,844.8	1,835.3	0.5	1,952.1	1,907.0	2.4
U.S. East	2,551.0	2,630.8	-3.0	2,591.3	2,570.1	0.8
Japan	1,481.9	1,568.6	-5.5	1,483.8	1,592.7	-6.8
Canada	2,272.1	2,577.9	-11.9	2,445.1	2,543.8	-3.9
All Others	2,665.3	2,732.9	-2.5	2,566.2	2,674.5	-4.0
Visitor arrivals by cruise ships	574.8	463.7	24.0	526.9	467.3	12.8

P=Preliminary data.

SEPTEMBER 2024 ISLAND HIGHLIGHTS

	2024P	2023	% change	2024P YTD	2023 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,448.8	1,385.7	4.6	15,504.7	15,771.4	-1.7
Total by air	1,438.1	1,381.9	4.1	15,448.8	15,726.0	-1.8
O'ahu	634.1	682.9	-7.2	6,913.7	6,724.7	2.8
Maui	364.6	203.9	78.8	3,881.7	4,615.7	-15.9
Moloka'i	1.1	1.4	-23.6	22.5	24.1	-6.4
Lāna'i	5.0	4.8	2.5	83.4	89.5	-6.9
Kaua'i	211.4	236.7	-10.7	2,176.5	2,058.0	5.8
Hawai'i Island	222.0	252.1	-12.0	2,371.0	2,213.9	7.1
Visitor arrivals by cruise ships	10.7	3.8	184.0	55.9	45.4	23.0
TOTAL VISITOR DAYS	5,824,689	5,649,565	3.1	63,116,487	65,690,341	-3.9
Total by air	5,736,352	5,611,584	2.2	62,605,150	65,216,965	-4.0
O'ahu	2,918,643	3,020,288	-3.4	30,949,453	30,441,554	1.7
Maui	1,237,409	708,559	74.6	13,706,911	15,957,621	-14.1
Moloka'i	7,389	8,462	-12.7	132,740	134,278	-1.1
Lāna'i	10,392	12,132	-14.3	131,544	148,615	-11.5
Kaua'i	719,232	841,705	-14.6	7,711,939	8,047,251	-4.2
Hawai'i Island	843,289	1,020,439	-17.4	9,972,563	10,487,646	-4.9
Visitor arrivals by cruise ships	88,337	37,981	132.6	511,337	473,376	8.0
VISITOR ARRIVALS	707,486	656,288	7.8	7,233,501	7,328,239	-1.3
Total by air	688,831	648,145	6.3	7,127,426	7,231,005	-1.4
O'ahu	432,908	438,743	-1.3	4,366,790	4,211,489	3.7
Maui	164,932	93,027	77.3	1,739,257	2,000,554	-13.1
Moloka'i	1,691	1,932	-12.5	23,991	24,822	-3.3
Lāna'i	3,058	3,223	-5.1	35,296	42,435	-16.8
Kaua'i	100,262	116,660	-14.1	1,036,739	1,080,660	-4.1
Hawai'i Island	115,510	130,464	-11.5	1,298,088	1,343,210	-3.4
Visitor arrivals by cruise ships	18,655	8,143	129.1	106,075	97,234	9.1
AVERAGE DAILY CENSUS	194,156	188,319	3.1	230,352	240,624	-4.3
Total by air	191,212	187,053	2.2	228,486	238,890	-4.4
O'ahu	97,288	100,676	-3.4	112,954	111,508	1.3
Maui	41,247	23,619	74.6	50,025	58,453	-14.4
Moloka'i	246	282	-12.7	484	492	-1.5
Lāna'i	346	404	-14.3	480	544	-11.8
Kaua'i	23,974	28,057	-14.6	28,146	29,477	-4.5
Hawai'i Island	28,110	34,015	-17.4	36,396	38,416	-5.3
Visitor arrivals by cruise ships	2,945	1,266	132.6	1,866	1,734	7.6
AVERAGE LENGTH OF STAY	8.23	8.61	-4.4	8.73	8.96	-2.7
Total by air	8.33	8.66	-3.8	8.78	9.02	-2.6
O'ahu	6.74	6.88	-2.1	7.09	7.23	-1.9
Maui	7.50	7.62	-1.5	7.88	7.98	-1.2
Moloka'i	4.37	4.38	-0.2	5.53	5.41	2.3
Lāna'i	3.40	3.76	-9.7	3.73	3.50	6.4
Kaua'i	7.17	7.22	-0.6	7.44	7.45	-0.1
Hawai'i Island	7.30	7.82	-6.7	7.68	7.81	-1.6
Visitor arrivals by cruise ships	4.74	4.66	1.5	4.82	4.87	-1.0
PER PERSON PER DAY SPENDING (\$)	248.7	245.3	1.4	245.7	240.1	2.3
Total by air	250.7	246.3	1.8	246.8	241.1	2.3
O'ahu	217.3	226.1	-3.9	223.4	220.9	1.1
Maui	294.6	287.8	2.4	283.2	289.2	-2.1
Moloka'i	149.4	170.7	-12.5	169.7	179.2	-5.3
Lāna'i	477.4	398.8	19.7	633.9	602.4	5.2
Kaua'i	293.9	281.2	4.5	282.2	255.7	10.4
Hawai'i Island	263.2	247.1	6.5	237.8	211.1	12.6
Visitor arrivals by cruise ships	121.4	99.4	22.1	109.3	96.0	13.9
PER PERSON PER TRIP SPENDING (\$)	2,047.8	2,111.4	-3.0	2,143.5	2,152.1	-0.4
Total by air	2,087.7	2,132.1	-2.1	2,167.5	2,174.8	-0.3
O'ahu	1,464.8	1,556.6	-5.9	1,583.2	1,596.8	-0.8
Maui	2,210.4	2,192.1	0.8	2,231.8	2,307.2	-3.3
Moloka'i	652.6	747.5	-12.7	939.0	969.3	-3.1
Lāna'i	1,622.3	1,501.0	8.1	2,362.4	2,109.8	12.0
Kaua'i	2,108.2	2,028.7	3.9	2,099.4	1,904.4	10.2
Hawai'i Island	1,921.8	1,932.4	-0.6	1,826.6	1,648.2	10.8
Visitor arrivals by cruise ships	574.8	463.7	24.0	526.9	467.3	12.8

P=Preliminary data.

SEPTEMBER 2024 ARRIVALS AT A GLANCE (2024 vs. 2019)

	2024P	2019	% change	2024P YTD	2019 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,448.8	1,246.3	16.3	15,504.7	13,302.1	16.6
Total by air	1,438.1	1,235.4	16.4	15,448.8	13,262.2	16.5
U.S. Total	1,072.5	754.9	42.1	11,934.0	8,739.8	36.5
U.S. West	663.6	466.0	42.4	7,262.1	5,151.9	41.0
U.S. East	408.9	288.9	41.5	4,671.9	3,587.9	30.2
Japan	96.2	196.5	-51.0	774.6	1,652.4	-53.1
Canada	43.6	40.5	7.6	745.8	790.6	-5.7
All Others	225.8	243.4	-7.2	1,994.4	2,079.4	-4.1
Visitor arrivals by cruise ships	10.7	10.9	-1.6	55.9	39.9	40.2
TOTAL VISITOR DAYS	5,824,689	6,185,073	-5.8	63,116,487	68,147,048	-7.4
Total by air	5,736,352	6,089,616	-5.8	62,605,150	67,700,771	-7.5
U.S. Total	4,399,751	3,866,376	13.8	48,570,600	46,717,448	4.0
U.S. West	2,906,603	2,602,158	11.7	31,134,868	29,691,370	4.9
U.S. East	1,493,147	1,264,218	18.1	17,435,732	17,026,078	2.4
Japan	401,243	850,295	-52.8	3,253,593	6,971,475	-53.3
Canada	184,396	254,953	-27.7	3,358,907	4,764,961	-29.5
All Others	750,963	1,117,992	-32.8	7,422,051	9,246,886	-19.7
Visitor arrivals by cruise ships	88,337	95,457	-7.5	511,337	446,277	14.6
VISITOR ARRIVALS	707,486	736,155	-3.9	7,233,501	7,828,965	-7.6
Total by air	688,831	718,042	-4.1	7,127,426	7,733,815	-7.8
U.S. Total	519,987	438,993	18.4	5,523,201	5,210,250	6.0
U.S. West	359,688	305,808	17.6	3,720,251	3,447,548	7.9
U.S. East	160,299	133,185	20.4	1,802,950	1,762,702	2.3
Japan	64,940	143,928	-54.9	522,021	1,173,477	-55.5
Canada	19,188	21,928	-12.5	305,029	393,074	-22.4
All Others	84,717	113,192	-25.2	777,174	957,014	-18.8
Visitor arrivals by cruise ships	18,655	18,114	3.0	106,075	95,150	11.5
AVERAGE DAILY CENSUS	194,156	206,169	-5.8	230,352	249,623	-7.7
Total by air	191,212	202,987	-5.8	228,486	247,988	-7.9
U.S. Total	146,658	128,879	13.8	177,265	171,126	3.6
U.S. West	96,887	86,739	11.7	113,631	108,760	4.5
U.S. East	49,772	42,141	18.1	63,634	62,367	2.0
Japan	13,375	28,343	-52.8	11,874	25,537	-53.5
Canada	6,147	8,498	-27.7	12,259	17,454	-29.8
All Others	25,032	37,266	-32.8	27,088	33,871	-20.0
Visitor arrivals by cruise ships	2,945	3,182	-7.5	1,866	1,635	14.2
AVERAGE LENGTH OF STAY	8.23	8.40	-2.0	8.73	8.70	0.2
Total by air	8.33	8.48	-1.8	8.78	8.75	0.3
U.S. Total	8.46	8.81	-3.9	8.79	8.97	-1.9
U.S. West	8.08	8.51	-5.0	8.37	8.61	-2.8
U.S. East	9.31	9.49	-1.9	9.67	9.66	0.1
Japan	6.18	5.91	4.6	6.23	5.94	4.9
Canada	9.61	11.63	-17.3	11.01	12.12	-9.2
All Others	8.86	9.88	-10.3	9.55	9.66	-1.2
Visitor arrivals by cruise ships	4.74	5.27	-10.1	4.82	4.69	2.8
PER PERSON PER DAY SPENDING (\$)	248.7	201.5	23.4	245.7	195.2	25.8
Total by air	250.7	202.9	23.6	246.8	195.9	26.0
U.S. Total	243.8	195.3	24.8	245.7	187.1	31.3
U.S. West	228.3	179.1	27.5	233.2	173.5	34.4
U.S. East	273.9	228.5	19.8	267.9	210.7	27.2
Japan	239.8	231.1	3.8	238.1	237.0	0.4
Canada	236.4	158.9	48.8	222.0	165.9	33.8
All Others	300.7	217.7	38.1	268.7	224.9	19.5
Visitor arrivals by cruise ships	121.4	114.1	6.4	109.3	89.3	22.4
PER PERSON PER TRIP SPENDING (\$)	2,047.8	1,692.9	21.0	2,143.5	1,699.1	26.2
Total by air	2,087.7	1,720.5	21.3	2,167.5	1,714.8	26.4
U.S. Total	2,062.5	1,719.7	19.9	2,160.7	1,677.4	28.8
U.S. West	1,844.8	1,523.9	21.1	1,952.1	1,494.4	30.6
U.S. East	2,551.0	2,169.2	17.6	2,591.3	2,035.5	27.3
Japan	1,481.9	1,365.4	8.5	1,483.8	1,408.1	5.4
Canada	2,272.1	1,848.0	23.0	2,445.1	2,011.4	21.6
All Others	2,665.3	2,150.4	23.9	2,566.2	2,172.8	18.1
Visitor arrivals by cruise ships	574.8	601.5	-4.4	526.9	418.9	25.8

P=Preliminary data.

SEPTEMBER 2024 ISLAND HIGHLIGHTS (2024 vs. 2019)

	2024P	2019	% change	2024P YTD	2019 YTD	% change
TOTAL EXPENDITURES (\$ MILLION)	1,448.8	1,246.3	16.3	15,504.7	13,302.1	16.6
Total by air	1,438.1	1,235.4	16.4	15,448.8	13,262.2	16.5
O'ahu	634.1	607.3	4.4	6,913.7	6,113.3	13.1
Maui	364.6	339.7	7.3	3,881.7	3,857.2	0.6
Moloka'i	1.1	1.7	-36.2	22.5	24.9	-9.6
Lāna'i	5.0	8.7	-43.0	83.4	95.0	-12.2
Kaua'i	211.4	132.0	60.1	2,176.5	1,456.0	49.5
Hawai'i Island	222.0	145.9	52.1	2,371.0	1,715.8	38.2
Visitor arrivals by cruise ships	10.7	10.9	-1.6	55.9	39.9	40.2
TOTAL VISITOR DAYS	5,824,689	6,185,073	-5.8	63,116,487	68,147,048	-7.4
Total by air	5,736,352	6,089,616	-5.8	62,605,150	67,700,771	-7.5
O'ahu	2,918,643	3,032,784	-3.8	30,949,453	31,824,294	-2.7
Maui	1,237,409	1,561,585	-20.8	13,706,911	18,179,739	-24.6
Moloka'i	7,389	15,750	-53.1	132,740	202,336	-34.4
Lāna'i	10,392	17,985	-42.2	131,544	200,925	-34.5
Kaua'i	719,232	659,019	9.1	7,711,939	7,670,493	0.5
Hawai'i Island	843,289	802,494	5.1	9,972,563	9,622,983	3.6
Visitor arrivals by cruise ships	88,337	95,457	-7.5	511,337	446,277	14.6
VISITOR ARRIVALS	707,486	736,155	-3.9	7,233,501	7,828,965	-7.6
Total by air	688,831	718,042	-4.1	7,127,426	7,733,815	-7.8
O'ahu	432,908	458,588	-5.6	4,366,790	4,657,880	-6.2
Maui	164,932	210,108	-21.5	1,739,257	2,314,113	-24.8
Moloka'i	1,691	5,323	-68.2	23,991	48,086	-50.1
Lāna'i	3,058	5,770	-47.0	35,296	65,292	-45.9
Kaua'i	100,262	93,501	7.2	1,036,739	1,039,227	-0.2
Hawai'i Island	115,510	112,138	3.0	1,298,088	1,323,943	-2.0
Visitor arrivals by cruise ships	18,655	18,114	3.0	106,075	95,150	11.5
AVERAGE DAILY CENSUS	194,156	206,169	-5.8	230,352	249,623	-7.7
Total by air	191,212	202,987	-5.8	228,486	247,988	-7.9
O'ahu	97,288	101,093	-3.8	112,954	116,573	-3.1
Maui	41,247	52,053	-20.8	50,025	66,592	-24.9
Moloka'i	246	525	-53.1	484	741	-34.6
Lāna'i	346	599	-42.2	480	736	-34.8
Kaua'i	23,974	21,967	9.1	28,146	28,097	0.2
Hawai'i Island	28,110	26,750	5.1	36,396	35,249	3.3
Visitor arrivals by cruise ships	2,945	3,182	-7.5	1,866	1,635	14.2
AVERAGE LENGTH OF STAY	8.23	8.40	-2.0	8.73	8.70	0.2
Total by air	8.33	8.48	-1.8	8.78	8.75	0.3
O'ahu	6.74	6.61	1.9	7.09	6.83	3.7
Maui	7.50	7.43	0.9	7.88	7.86	0.3
Moloka'i	4.37	2.96	47.7	5.53	4.21	31.5
Lāna'i	3.40	3.12	9.0	3.73	3.08	21.1
Kaua'i	7.17	7.05	1.8	7.44	7.38	0.8
Hawai'i Island	7.30	7.16	2.0	7.68	7.27	5.7
Visitor arrivals by cruise ships	4.74	5.27	-10.1	4.82	4.69	2.8
PER PERSON PER DAY SPENDING (\$)	248.7	201.5	23.4	245.7	195.2	25.8
Total by air	250.7	202.9	23.6	246.8	195.9	26.0
O'ahu	217.3	200.2	8.5	223.4	192.1	16.3
Maui	294.6	217.5	35.4	283.2	212.2	33.5
Moloka'i	149.4	109.8	36.0	169.7	123.1	37.8
Lāna'i	477.4	483.8	-1.3	633.9	472.9	34.0
Kaua'i	293.9	200.4	46.7	282.2	189.8	48.7
Hawai'i Island	263.2	181.8	44.8	237.8	178.3	33.3
Visitor arrivals by cruise ships	121.4	114.1	6.4	109.3	89.3	22.4
PER PERSON PER TRIP SPENDING (\$)	2,047.8	1,692.9	21.0	2,143.5	1,699.1	26.2
Total by air	2,087.7	1,720.5	21.3	2,167.5	1,714.8	26.4
O'ahu	1,464.8	1,324.3	10.6	1,583.2	1,312.5	20.6
Maui	2,210.4	1,616.7	36.7	2,231.8	1,666.8	33.9
Moloka'i	652.6	324.9	100.9	939.0	518.1	81.2
Lāna'i	1,622.3	1,508.1	7.6	2,362.4	1,455.4	62.3
Kaua'i	2,108.2	1,412.2	49.3	2,099.4	1,401.1	49.8
Hawai'i Island	1,921.8	1,301.2	47.7	1,826.6	1,296.0	40.9
Visitor arrivals by cruise ships	574.8	601.5	-4.4	526.9	418.9	25.8

P=Preliminary data.